Environmental Horticulture is Many Types of Businesses
A majority of firms provide landscape services.

More firms derived income from providing landscape services (59%) than from other business categories. About half sold retail green goods (47%). These include plant items such as plants, sod, seeds, cut flowers and floral arrangements. Many firms (25%) also sold hard goods, or non-plant items such as tools, mulch, fertilizers, and vases. Of those wholesale firms (37%), most sold annuals, perennials, groundcovers and herbs (25%); trees and shrubs (14%); or turfgrass (3%). Of those service firms, most derived income from landscape construction/installation (48%) or landscape maintenance/lawn care (35%). Other service firms were involved with tree care (15%), landscape design/architecture (11%), or delivery (5%). Income for some firms (19%) came from other activities.

Environmental Horticulture... a Major Sector of Agriculture
The total income for the New Hampshire Industry was at least $381,000,000!

There are approximately 733 firms in the New Hampshire Environmental Horticulture Industry. These include nurseries, greenhouses, garden centers, landscapers (design, installation, maintenance), arborists (tree care), turfgrass production and maintenance, and florists. Not included are mass markets, hardware stores, farm markets, and other seasonal outlets than earn under 50% of their income from activities related to this industry. For this reason, this overall income and other numbers in this survey are conservative. In reality, these environmental horticulture activities are generating more income from more firms than these figures show!

The Environmental Horticulture Industry is Growing!
Over the 5 years between 1993 and 1998, income grew by 55%, or $135 million.

Gross income over the 5 years between 1993 and 1998:
✓ increased for approximately 491 firms, an average 104% increase per firm, an average 9% per year
✓ decreased for approximately 22 firms, an average 16% decrease per firm
✓ stayed the same for approximately 103 firms.
✓ There were approximately 117 new firms over this period.