The Environmental Horticulture Industry Produces Plants
Plant production accounted for $132 million.

Overall environmental horticulture industry plant sales are estimated to be $183 million, or 48% of overall industry income. Of these plant sales, $132 million were from plants produced partially or totally by the seller, and $51 million were from finished plants bought for resale—either wholesale or retail. Of the self- or own-produced plants, $83 million were from those propagated and grown totally by the seller, and $49 million were from those purchased as young plants (pre-finished) and grown further prior to selling.

Where are the Environmental Horticulture Markets?
Most business income results from sales and services provided within the state.

The majority of income from sales and services was from within the state, or $309 million. Income resulting from sales outside the state mainly comes from Massachusetts (9%), followed by Maine (4%). Income resulting from sales outside the region mainly comes from other Northeast states (1%) and other states (2%).

This Industry Provides Employment Opportunities
An additional 2,300 employees are needed in Environmental Horticulture

The Environmental Horticulture industry provided employment for at least 8,900 persons in 1998. Over the 5-year period from 1993 to 1998, jobs in this industry increased by 3,700 or 73%. This reflects increases in full-time jobs by 1,700 (or 61%), in part-time jobs by 500 (or 73%), and in seasonal jobs by 1,500 (or 93%). In spite of these increases, if they could have found qualified employees, Environmental Horticulture firms in 1998 would have hired 800 more full time, 300 more part time, and 1,200 more seasonal employees. Payroll in 1998 was $151 million (40% of income). Over half the firms (64%) paid more toward employees (average 91% more) than in 1993.

More statistics on Environmental Horticulture in New Hampshire:
- In 1998, this industry paid $13 million in taxes. Almost half the firms (46%) paid more taxes (average 44% more) than in 1993.
- This industry is occupying and keeping 16,506 acres in agriculture. Of this, 5,092 acres (31%) are currently used for income.
- The top three ranked issues currently facing this industry are lack of qualified labor (23%), lack of perceived value (19%), and government regulation (15%). Other ranked issues of major importance to this industry are professional standards (14%), pest management (13%), marketing (8%), and deer damage (5%).