New England Environmental Horticulture Economic Impact Survey 2008

Sponsored by
New England Nursery Association, Inc.
Conducted by
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Target audience
• Those firms earning at least half their income from activities related to this industry in 2007
• The six New England states
• Figures are conservative
  – low rate of return, varies by state
  – more firms than in database

There are more than 11,900 firms in production, sales, or providing landscape services

Gross income for this New England industry is estimated at more than $4.7 billion

Many firms are involved in more than one of these industry activities
52% of firms participate in two or more types of industry businesses.

- Three types: 16%
- Two types: 36%
- One type: 48%

Plant production and sales are significant parts of Environmental Horticulture:
- There was an estimated $2.4 billion in plant sales (including production).
- Plant production generated an estimated $1.5 billion of plant sales.
- Over 4/5 of firms had plant sales.

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Income from Plant Sales:
- Finished: 42%
- Pre-finished: 24%
- Own production: 34%

The Environmental Horticulture industry provides MANY jobs:
- At least 159,000 persons have jobs in this industry.
- An additional 28,000 employees are needed.
- Almost two-thirds the positions were either full- or part-time.

The Environmental Horticulture industry supports the economy:
- This industry paid an estimated $2.0 billion to employees.
- More than half the businesses paid an average 28% more for labor than three years before.
- Businesses paid an estimated $444 million in taxes.

An estimated 87,000 jobs are full time:
- Full-time: 40%
- Part-time: 30%
- Seasonal: 14%
The top 3 industry concerns

1. energy costs (86%)
2. health care costs (75%)
3. immigration, labor (33%)

Special thanks to

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- New England state industry associations
- Sarah Kingsley Richards
- and the many survey respondents

For more survey details:
pss.uvm.edu/ppp/nesurvey/index.htm