New England Green Industry
2008 Economic Impact Survey

1. In 2007, did your business obtain at least 50% of its gross income from activities related to the green industry?
   - [ ] no … stop here, and return survey in enclosed envelope. Thank you.
   - [ ] yes … go on to question number #2.

2. What percent of your business’s gross income was from each of these categories in 2007 or your most recently completed fiscal year? (All of your percentages should add up to 100% … please add them and adjust as needed to total 100%.)
   
   Wholesale/rewholesale: _____% Plants (landscape/garden plants, potted gift and foliage plants, cut flowers, floral arrangements)  
   _____% Hard goods

   Retail: _____% Plants (landscape/garden plants, potted gift and foliage plants, cut flowers, floral arrangements)  
   _____% Hard goods

   Services: _____% Tree care; landscape design/contracting/installation/maintenance; delivery

   Other: _____% (Please describe): _________________________________

   Total = 100 % Business gross income in 2007

3. Think about your business’s gross income from the sale of plants (wholesale plus retail) in 2007. What percentage of that income falls into each of these categories? (Again, please check to see that your numbers total 100%).

   _____% Plants that you propagated and grew yourself

   _____% Plants that you purchased as young plants, and finished growing at your business

   _____% Finished plants that you purchased from another grower, and sold through your business

   Total = 100 % Business gross income from sale of plants in 2007

Or, check here if you did not sell plants in 2007: [ ]

4. What was your business’s gross income in 2007, or your most recently completed fiscal year? This information is critical for the success of this economic impact survey. Be assured that your response will be held in strict confidence.

   My business’s gross income was $__________________ in 2007.

   Or, if you are unable to provide this specific information, please check the appropriate category below:

   _____ Less than $25,000  _____ $25,000 - $49,999  _____ $50,000 - $749,999
   _____ $25,000 - $49,999  _____ $50,000 - $749,999  _____ $750,000 - $999,999
   _____ $50,000 - $74,999  _____ $75,000 - $99,999  _____ $1,000,000 - $2,499,999
   _____ $75,000 - $99,999  _____ $100,000 - $249,999  _____ $2,500,000 - $4,999,999
   _____ $100,000 - $249,999  _____ $250,000 - $499,999  _____ $5,000,000 - $10,000,000
   _____ $250,000 - $499,999  _____ More than $10,000,000
5. How has your business’s gross income changed in the last three years (compare 2007 with 2004)?
   - My gross income increased by _____% from 2004 to 2007
   - My gross income decreased by _____% from 2004 to 2007
   - My gross income stayed about the same from 2004 to 2007
   - I was not in business in 2004, so I can’t make this comparison

6. In 2007, how many employees did you have in each of these categories? (Be sure to include yourself.)
   - Full time (worked 30 hours or more per week, and worked for 9 months or more during the year)
   - Part time (worked less than 30 hours per week and worked for 9 months or more during the year)
   - Seasonal (worked any number of hours per week, but worked for less than 9 months of the year)

7. In 2007, how many more employees would you have hired if you could have found qualified workers?
   - Full time (worked 30 hours or more per week, and worked for 9 months or more during the year)
   - Part time (worked less than 30 hours per week and worked for 9 months or more during the year)
   - Seasonal (worked any number of hours per week, but worked for less than 9 months of the year)

8. Three years ago, in 2004, how many employees did you have in each of these categories? (Be sure to include yourself.)
   - Full time (worked 30 hours or more per week, and worked for 9 months or more during the year)
   - Part time (worked less than 30 hours per week and worked for 9 months or more during the year)
   - Seasonal (worked any number of hours per week, but worked for less than 9 months of the year)
   - If you were not in business in 2004, check here: ____________

9. What was the total amount of your business’s payroll (including wages and salaries, employee taxes, and benefits) for the year 2007, or your most recently completed fiscal year? (Be sure to include yourself.)
   My total payroll was $___________ in 2007 …or, if you prefer, check the appropriate category below:
   - Less than $25,000
   - $25,000 - $49,999
   - $50,000 - $99,999
   - $100,000 - $249,999
   - $250,000 - $499,999
   - More than $5,000,000

10. How has your payroll changed in the last three years (compare 2007 with 2004)?
    - My payroll increased by ________% from 2004 to 2007
    - My payroll decreased by ________% from 2004 to 2007
    - My payroll stayed about the same from 2004 to 2007
    - I was not in business in 2004, so I can’t make this comparison
11. What was your total business tax bill in 2007 (including property, sales and use, excise and income taxes)?

My total tax bill was $_____________ … or, if you prefer, you may check the appropriate category below:

- Less than $10,000
- $10,000 - $24,999
- $25,000 - $49,999
- $50,000 - $74,999
- More than $500,000

12. How has your business tax bill changed in the last three years (compare 2007 with 2004)?

☐ My business tax bill increased by ______% from 2004 to 2007
☐ My business tax bill decreased by ______% from 2004 to 2007
☐ My business tax bill stayed about the same from 2004 to 2007
☐ I was not in business in 2004, so I can’t make this comparison

13. How much total acreage does your company currently occupy? _____ Acres

How much of that land do you actually use for your company's business? _____ Acres

How much of that land was in a farmland preservation/protection or a similar program? _____ Acres

14. The results of this survey will be used frequently to inform legislative leaders who will make decisions that impact your ability to do business. Please help us educate those decision-makers by checking the top three issues you feel have the most impact on your business, both now and in the future:

☐ Water management
☐ Immigration reform and other labor issues
☐ Invasive plants
☐ Energy costs
☐ Pesticide use
☐ Health care costs
☐ Other (please specify: _________________________________)

15. Please add any comments you’d like below:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you for your participation in this survey.

Please return the survey by September 15, 2008, in the enclosed envelope to:
Plant & Soil Science Dept., Hills Science Bldg, UVM, Burlington VT 05405-0082
August 15, 2008

Dear Green Industry Professional:

This booklet contains a survey that is important to you, your business, and New England’s green industry. Please complete the questions on the pages that follow and return your survey by September 15, 2008.

Why is this survey important? Because in today’s world, size matters!
- This is the only survey that counts all of New England’s green industry – plants, green goods and service.
- Results of this survey are often used by lobbyists and industry leaders to educate legislators and other decision makers.
- Data from past issues of this survey has been used to obtain thousands of dollars of grants to support industry research.
- University departments use this survey to validate horticulture programs and teaching/research/extension positions.
- This survey is a very important and useful tool for attracting new employees and recruiting students.

Is your response important? Yes! You can’t be counted if you don’t participate.
- If everyone responds, the green industry’s voice will carry more weight.
- If you don’t respond, your sector of the industry will be under represented.

How long will it take to complete this survey? Just 10 minutes. Paper or online … the choice is yours.
- Complete this paper survey now. You can drop it in the mail today in the enclosed postage-paid envelope.
- OR-
- Complete the survey online. Go to the survey website http://pss.uvm.edu/nenasurvey and start by entering the code that you find on the top of the address label, or at the top of this survey.

Please join us when the survey results are distributed at New England Grows, scheduled for Wednesday, February 4 – Friday, February 6, 2009, in Boston. Go to www.NEGrows.org for information about the event.

Thank you. We know your time is valuable.

Sincerely,

Dr. Leonard P. Perry
University of Vermont

Dr. Lois Berg Stack
University of Maine

M. Virginia Wood, CMP
New England Nursery Association

Before you start the survey … Please use these definitions as you fill out this survey:

"Green industry": Producers (nurseries, sod farms and greenhouses); retailers (garden centers and florists); and landscape design/installation/maintenance companies (landscapers, arborists and lawn maintenance professionals).

"Gross income": Your company’s total receipts from combined wholesale and retail production, sales and services.

"Green goods": Plant items, such as live greenhouse and nursery plants, sod, seeds, cut flowers and floral arrangements.

"Hard goods": Non-plant items such as tools, mulch, pavers, fertilizer and vases.

"Business": If your business has more than one location, each location may receive a copy of this survey. If your different locations are all part of one business, please complete just one survey for the entire business.

"Percentage": Questions 2 - 3 ask you to divide amounts into percentages of the total. Please check your answers to make sure that your percentages add up to 100% for both questions!

"Time frame": The questions on this survey ask for information for the year 2007. If your business uses a different time period than the calendar year for accounting purposes, please use your most recently completed fiscal year in place of "2007."