$187 million and Growing

Environmental Horticulture is Many Types of Businesses
Most firms sell plants or provide landscape services.

More firms derived income from selling green goods (65%) or providing landscape services (61%) than from other business categories. Green goods include plant items such as plants, sod, seeds, cut flowers and floral arrangements. Hard goods are non-plant items such as tools, mulch, fertilizers, and vases. Many firms (43%) also sold hard goods. Of those wholesale firms (39%), most sold annuals, perennials, groundcovers and herbs (20%) or trees and shrubs (14%). Of those service firms, most derived income from landscape construction/installation (37%) or landscape maintenance/lawn care (22%). Other service firms were involved with landscape design/architecture (16%), delivery (16%), or tree care (13%), or other activities (13%).

Environmental Horticulture... a Major Sector of Agriculture
The total income for the Vermont Industry in 1998 was at least $187,000,000!

There are approximately 413 firms in the Vermont 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!

Firm distribution by income

The Environmental Horticulture Industry is Growing!
Over the 5 years between 1993 and 1998, industry income grew by 34%, or $47 million.

Gross income over the 5 years between 1993 and 1998:
- increased for approximately 285 firms, an average 83% increase per firm, an average 6% per year
- decreased for approximately 16 firms, an average 10% decrease per firm
- stayed the same for approximately 62 firms.
- There were approximately 50 new firms over this period.