The Environmental Horticulture Industry Produces Plants
Plant production accounted for $42 million.

Overall environmental horticulture industry plant sales are estimated to be $74 million, or 40% of overall gross income. Of these plant sales, $42 million were from plants produced partially or totally by the seller, and $32 million were from finished plants bought for resale—either wholesale or retail. Of the self- or own-produced plants, $29 million were from those propagated and grown totally by the seller, and $13 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 $165 million. Income resulting from sales outside the state mainly comes from New Hampshire (4%) and Massachusetts (2%). Income resulting from sales outside the region mainly comes from other Northeast states (3%).

This Industry Provides Employment Opportunities
An additional 1,000 employees are needed in Environmental Horticulture

The Environmental Horticulture industry provided employment for at least 4,800 persons in 1998. Over the 5-year period from 1993 to 1998, jobs in this industry increased by 1,700 or 55%. This reflects increases in full-time jobs by 700 (or 48%), in part-time jobs by 200 (or 56%), and in seasonal jobs by 800 (or 63%). In spite of these increases, if they could have found qualified employees, Environmental Horticulture firms in 1998 would have hired 350 more full-time, 200 more part-time, and 500 more seasonal employees. Payroll in 1998 was $67 million (36% of income). Over half the firms (66%) paid more toward employees (average 65% more) than in 1993.

More statistics on Environmental Horticulture in Vermont:
- In 1998, this industry paid $9 million in taxes. Over half the firms (59%) paid more taxes (average 68% more) than in 1993.
- This industry is occupying and keeping 8,808 acres in agriculture. Of this, 3,072 acres (35%) are currently used for income.
- The top three ranked issues currently facing this industry are lack of qualified labor (20%), lack of perceived value (19%), and professional standards (16%). Other ranked issues of major importance to this industry are marketing (13%), pest management (11%), government regulation (10%), and deer damage (5%).