

Economic Impact of Alabama's Green Industry:

Green Industry Growing



Special Report No. 7
November 2009

Alabama Agricultural Experiment Station
Alabama Department of Agriculture and Industries
Alabama Nursery and Landscape Association
Alabama Turfgrass Association

ALABAMA'S GREEN INDUSTRY PROVIDES ECONOMIC *punch*



Alabama's green industry, which includes nursery, greenhouse, turfgrass, sod, lawn, and landscaping operations as well as retail businesses that sell plant materials and related products, has grown significantly since the first economic study conducted in 2003. The 2007 study—a joint effort by the Alabama Agricultural Experiment Station, the Alabama Department of Agriculture and Industries, the Alabama Nursery and Landscape Association, and the Alabama Turfgrass Association—shows that Alabama's green industry contributes almost \$2.9 billion annually to Alabama's economy—an increase of 51.7 percent since 2003—and provides jobs for more than 43,000 Alabamians—an increase of 41.5 percent. Without a doubt, Alabama's green industry is growing.

Established in 1951, the **Alabama Nursery and Landscape Association** (ALNLA) is a non-profit professional association for those involved in, and allied with, the ornamental horticulture industry.

The **Alabama Turfgrass Association** (ATA), a non-profit organization established in 1961, unites supervising turfgrass management personnel in Alabama and Northwest Florida.



First Printing, 3K, November 2009
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Total Sales

The total economic impact of Alabama's green industry for 2007 soared to \$2.9 billion from \$1.9 billion in 2003, an increase of 51.7 percent.



SECTOR	ECONOMIC IMPACT (\$M)	INCREASE FROM 2003 (%)
NURSERY AND GREENHOUSE	522.70	70.9
LAWN AND LANDSCAPE	909.02	40.8
HORTICULTURAL RETAIL	1,310.99	53.2
TURFGRASS AND SOD	150.37	50.5
TOTAL	\$2,893.08	51.7



Quick Facts



From 2003 to 2007, nursery and greenhouse sales grew by 71 percent, lawn and landscape sales by 41 percent, horticultural retail sales by 53 percent, and turfgrass and sod sales by 51 percent.

TOTAL SALES FOR ALABAMA'S GREEN INDUSTRY:

\$2.89 billion!

Impact on Alabama's Economy

Alabama's green industry has stretched its lead as the state's number one cash crop and now pumps \$2.89 billion into the state's economy annually. That represents a 51.7-percent increase from 2003, when the industry's overall economic impact rang in at \$1.9 billion.



Economic Impact of Alabama's Green Industry

SECTOR	EXPORT SALES (\$M)	VALUE ADDED (\$M)	INDIRECT TAXES (\$M)
NURSERY AND GREENHOUSE	129.65	283.16	9.44
LAWN AND LANDSCAPE	150.09	558.36	26.08
HORTICULTURAL RETAIL	624.01	1,600.94	372.51
TURFGRASS AND SOD	27.49	80.56	2.28
TOTAL	\$931.24	\$2,523.02	\$410.31



Quick Facts

Exports are the difference between all products sold outside the state (both domestic and international) and products brought into the state and sold. Total industry exports in 2007 were more than \$931.24 million.

Value added is the difference between the industry's sales revenues and the costs of items that have to be purchased. Total value added in 2007 was \$2,523.01 million.

Indirect business taxes include sales, excise, property and severance taxes, custom fees, and other miscellaneous taxes paid by a business. Total indirect business taxes were \$410.31 million in 2007.

Impact on Alabama's Employment

The number of Alabamians working in businesses directly or indirectly related to the nursery and greenhouse, landscape services, horticultural retail, and turfgrass and sod sectors of the green industry soared 41.5 percent over the four-year period, from 30,860 in 2003 to 43,670 in 2007.



Employment Impact of Alabama's Green Industry

SECTOR	TOTAL FIRMS	TOTAL JOBS	INCREASE IN JOBS FROM 2003 (%)
NURSERY AND GREENHOUSE	758	9223	61.1
LAWN AND LANDSCAPE	1,686	13,823	34.6
HORTICULTURAL RETAIL	912	18,762	38.7
TURFGRASS AND SOD	97	1,862	39.6
TOTAL	3,453	43,670	41.5



Quick Facts

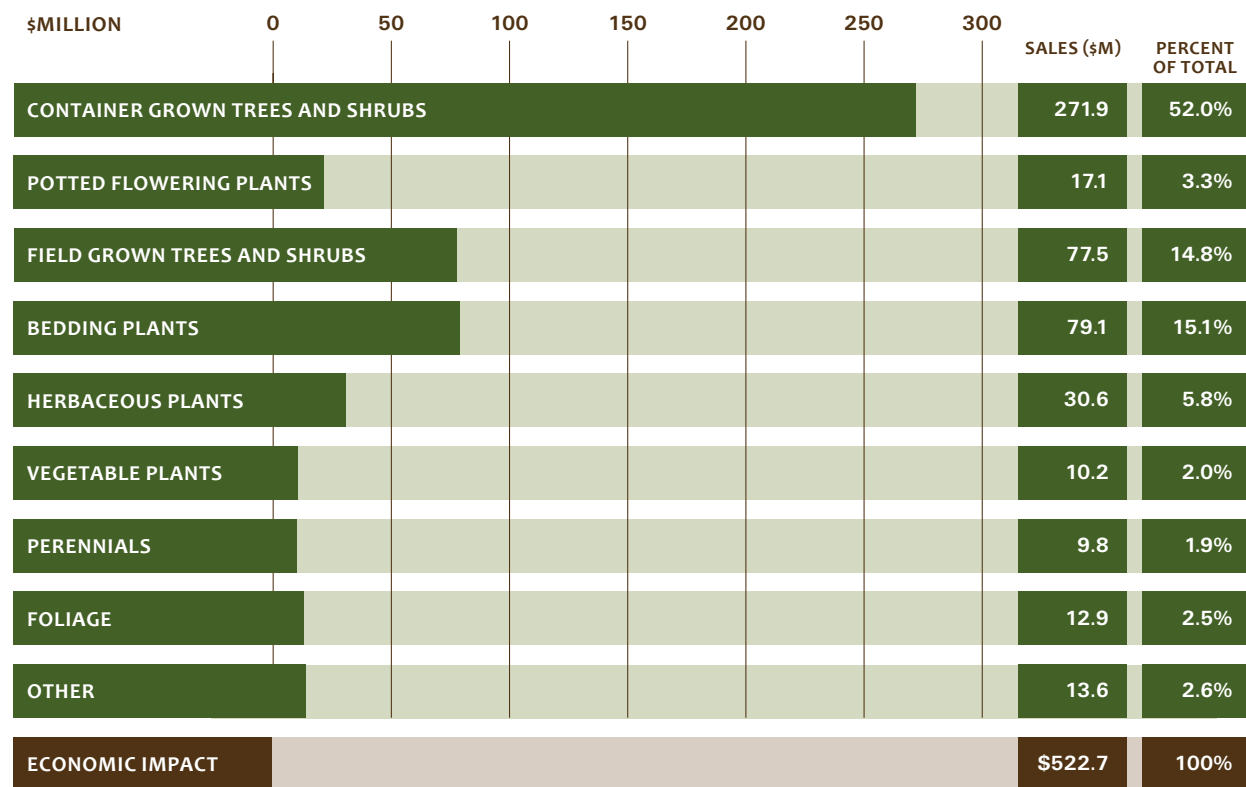
From 2003 to 2007, total numbers of landscape service firms increased by 63.8 percent, horticultural retailers by 25.4 percent, and turfgrass firms by 40.6 percent.

Nursery and Greenhouse



Total economic impact of nursery and greenhouse producers was \$522.7 million in 2007, an increase of 70.9 percent over 2003 production.

Production Sales

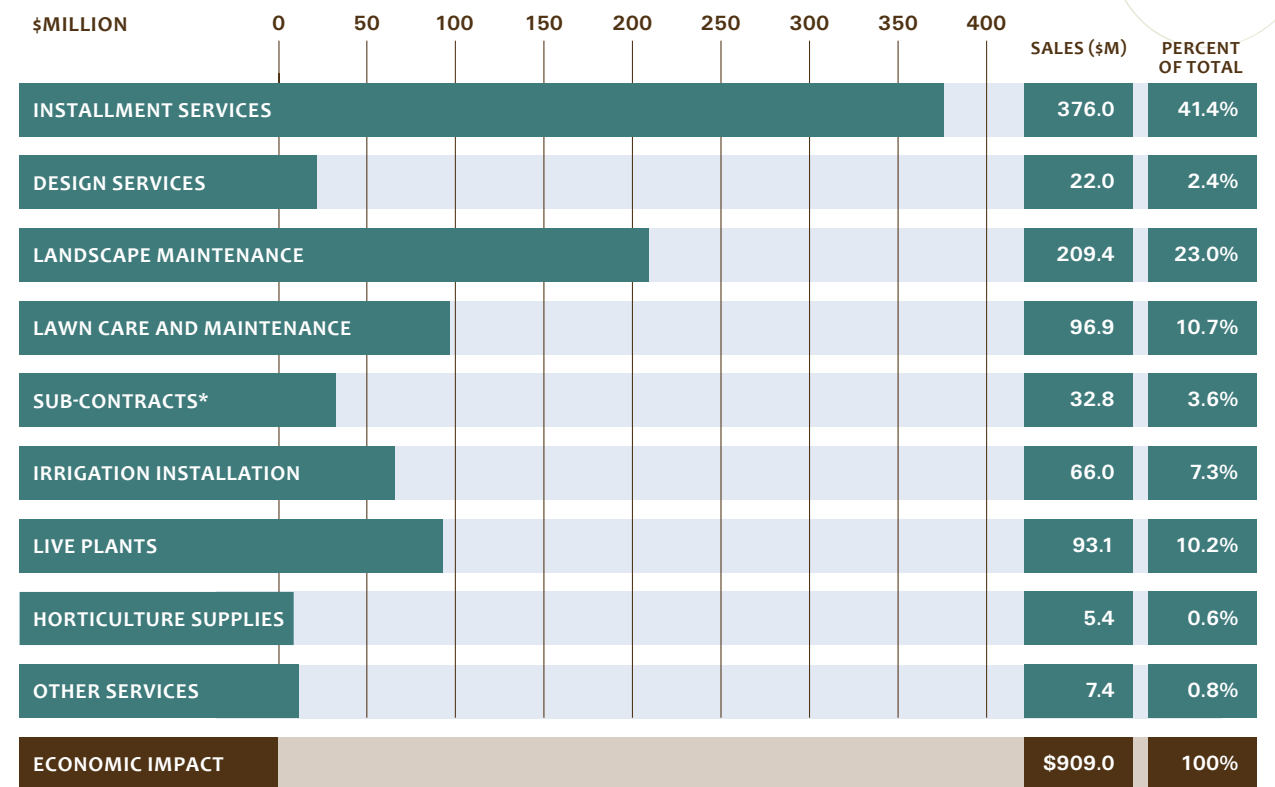


Lawn and Landscape



Total economic impact of lawn and landscape service providers was \$909.02 million in 2007, an increase of 40.8 percent over 2003 figures.

Service Sales



* INCLUDES DESIGN, MAINTENANCE, AND SERVICE SUB-CONTRACTORS

Quick Facts



Alabama ranks 14th in the U.S. in nursery and greenhouse sales.



Quick Facts



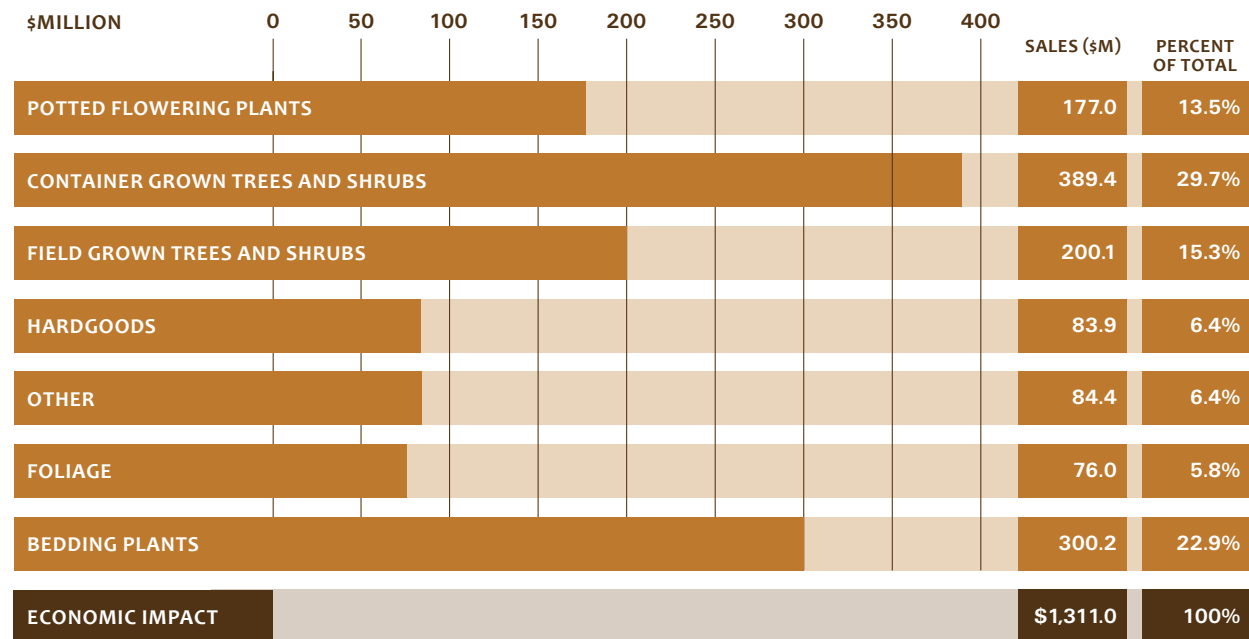
A good landscape adds approximately 12 percent to the perceived value of a home.

Horticulture Retail



Total economic impact of horticultural retail sales was \$1.3 billion in 2007 an increase of 53.2 percent over 2003 sales.

Retail Sales



Quick Facts



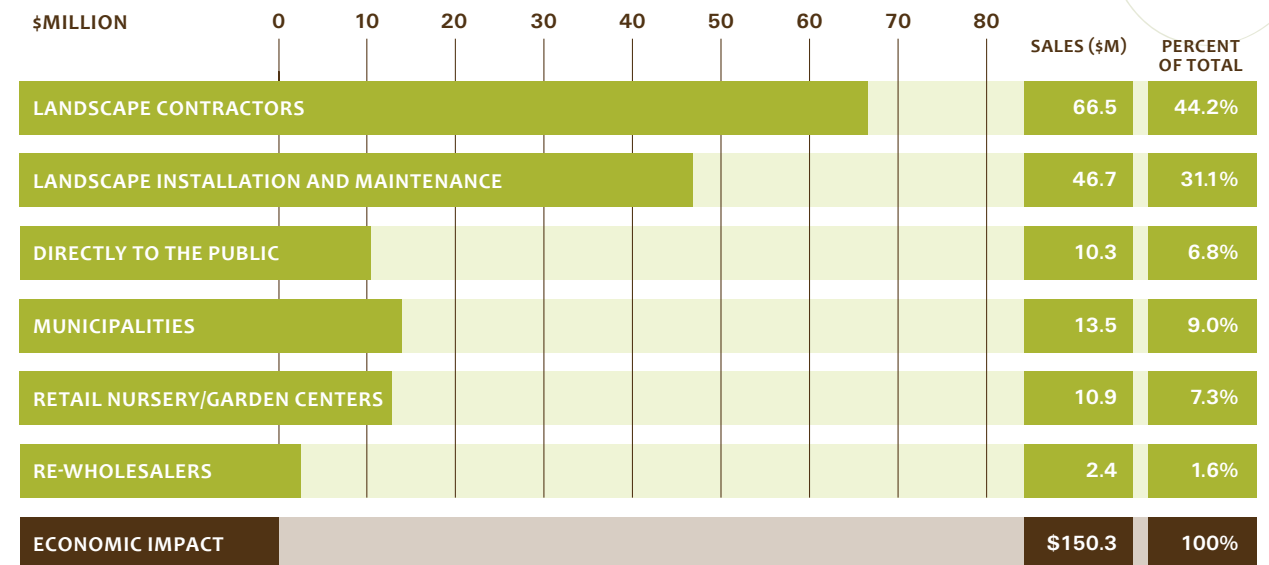
Retail garden centers account for \$843 million in retail sales.

Turfgrass and Sod



Total economic impact of turfgrass and sod sales was \$150.37 million in 2007 an increase of 50.5 percent over 2003 figures.

Production Sales

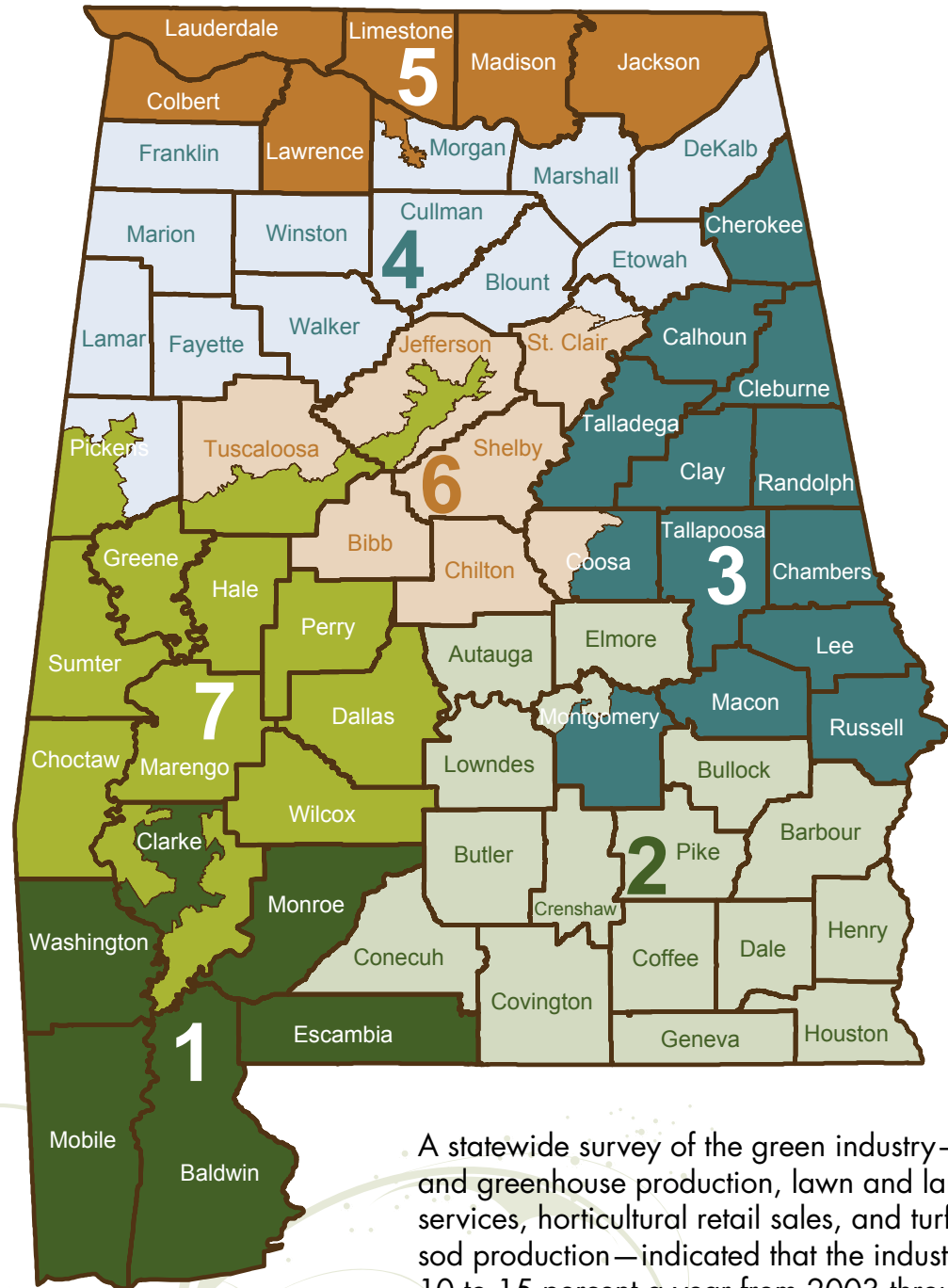


Quick Facts



Households in the southeastern U.S. spent an average of \$428 on their lawns and gardens in 2007.

Economic and Employment Impacts by Congressional Districts in Alabama



A statewide survey of the green industry—nursery and greenhouse production, lawn and landscape services, horticultural retail sales, and turfgrass and sod production—indicated that the industry grew 10 to 15 percent a year from 2003 through 2007.

Economic Impact by Congressional District (\$M)

CONGRESSIONAL DISTRICTS	NURSERY AND GREENHOUSE	LAWN AND LANDSCAPE	HORTICULTURE RETAIL	TURFGRASS AND SOD	TOTAL
1	235.21	131.80	190.09	66.17	623.27
2	104.53	145.44	209.76	31.58	491.31
3	67.96	109.09	157.32	27.06	361.43
4	20.90	145.44	209.76	3.01	379.11
5	26.15	118.18	170.43	8.27	323.03
6	41.81	195.44	281.86	10.52	529.63
7	26.14	63.63	91.77	3.76	185.30
ALABAMA	\$522.70	\$909.02	\$1310.99	\$150.37	\$2,893.08

Employment Impact by Congressional District (jobs)

CONGRESSIONAL DISTRICTS	NURSERY AND GREENHOUSE	LAWN AND LANDSCAPE	HORTICULTURE RETAIL	TURFGRASS AND SOD	TOTAL
1	4152	2005	2720	820	9697
2	1845	2212	3002	391	7450
3	1199	1659	2251	335	5444
4	369	2212	3002	38	5621
5	461	1796	2440	102	4799
6	737	2972	4033	130	7872
7	460	967	1314	46	2787
ALABAMA	9,223	13,823	18,762	1,862	43,670

Acknowledgements

The green industry would like to recognize Deacue Fields, associate professor and Extension specialist, for his diligent work on this second economic impact study of Alabama's green industry. We would like to thank the multiple individuals, professional organizations, and businesses who contributed encouragement and grant awards to make the study possible. Finally many thanks to the hundreds of Alabama industry professionals who participated in this study. We also commend all of the individuals whose hard work in nurseries, in greenhouses, on sod farms, in landscaping services, and in retail centers makes these numbers a reality.

- Alabama Agricultural Experiment Station
- Alabama Cooperative Extension System
- Alabama Department of Agriculture and Industries
Ron Sparks, Commissioner
- Alabama Farmers Federation
- Alabama Nursery and Landscape Association
- Alabama Turfgrass Association
- Auburn University College of Agriculture
Department of Agricultural Economics and Rural Sociology
- Irrigation Association of Alabama

