

Economic Worth of the Green Industry in the U.S.

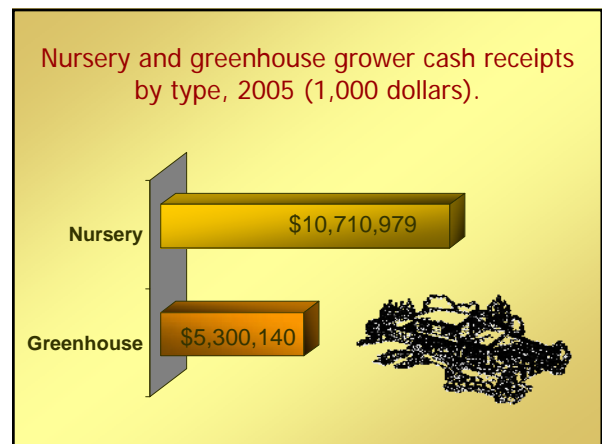
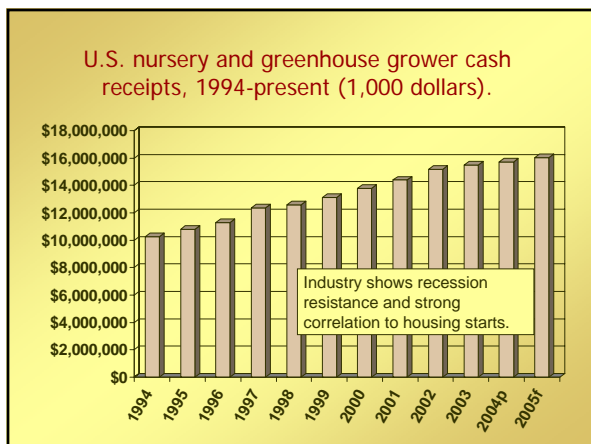
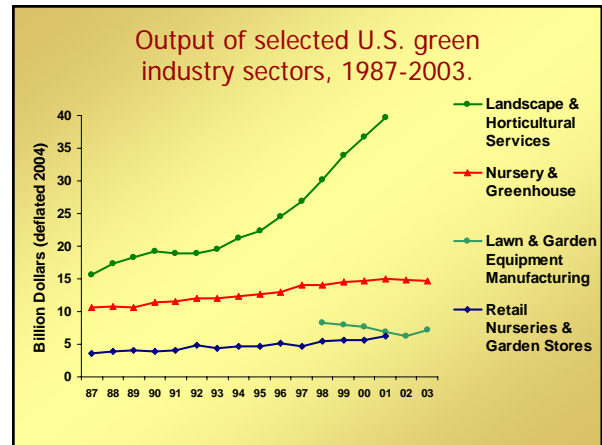
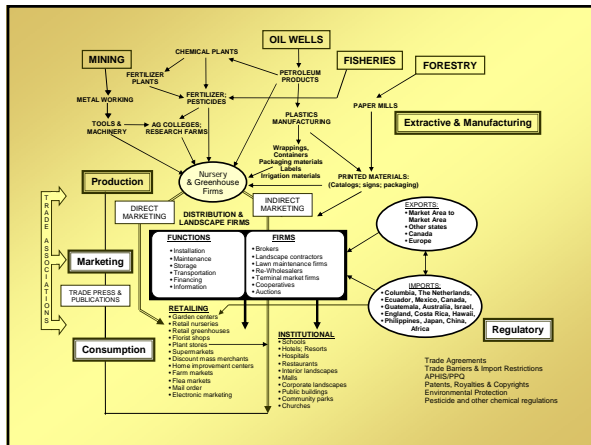
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Today's Topics



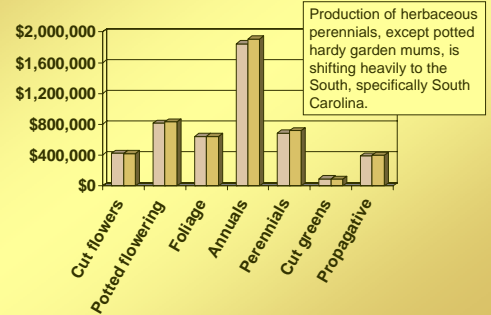
- Structural changes in the green industry.
- Economic impacts of the green industry in the U.S.
- Why are economic impact data so important?
- Basics of grassroots lobbying efforts.



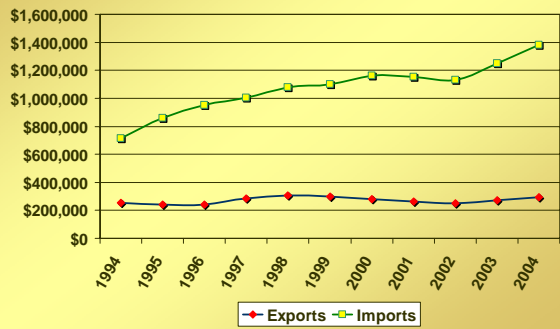
Top 10 Nursery and greenhouse states in terms of grower cash receipts, 2004p.

1. California	\$3,328,147
2. Florida	\$1,628,672
3. Texas	\$1,388,443
4. Oregon	\$951,452
5. North Carolina	\$932,871
6. Michigan	\$609,209
7. Ohio	\$589,124
8. Pennsylvania	\$425,464
9. Washington	\$388,931
10. New Jersey	\$372,646

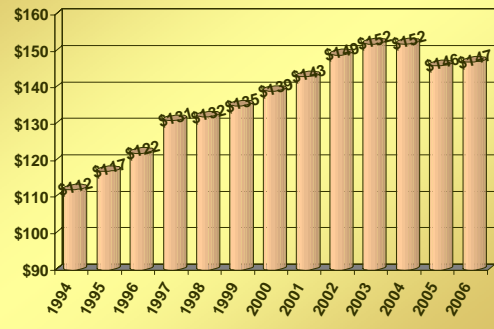
Floriculture grower cash receipts, by crop group, 2004-05 forecast (1,000 dollars).



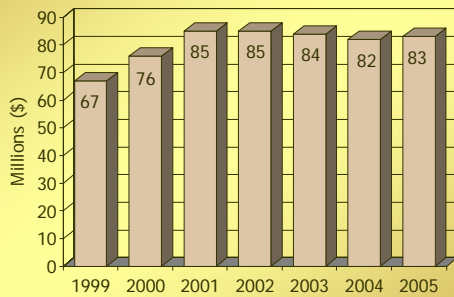
Value of nursery and greenhouse imports and exports, 1994-date (1,000 dollars).



Nursery and greenhouse crops consumption by household, 1994-2006.

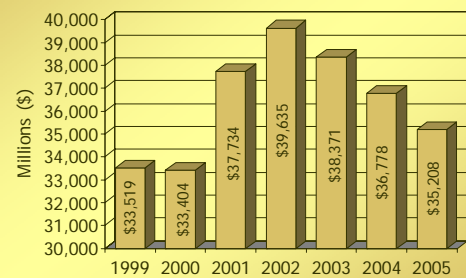


Total U.S. household lawn and garden participation, 1999-2005.



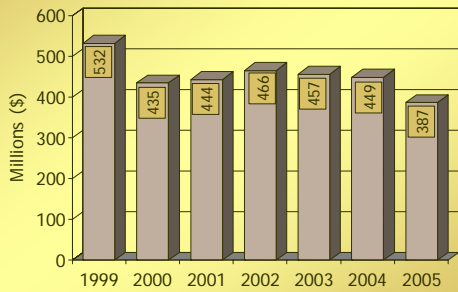
Source: National Gardening Surveys, NGA.

Total U.S. household lawn and garden retail sales, 1999-2005.



Source: National Gardening Surveys, NGA.

Average spending on lawn and garden activities, 1999-2005.



Source: National Gardening Surveys, NGA.

Ornamental Gardening



- 9% of all U.S. households or 10 million households participated in ornamental gardening in 2004. That was one million households more than the 5-year average of nine million households.
- Retail sales for ornamental gardening decreased from \$831 million in 2003 to \$769 million in 2004 or about 7%.
- Average household spending for ornamental gardening in 2004 was less (\$83) compared with \$94 in 2003.

Source: 2004 National Gardening Survey, NGA.

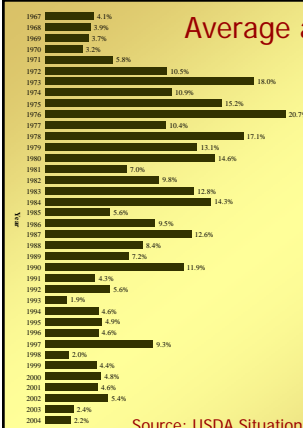
Flower Gardening



- 36% of all U.S. households or 39 million households participated in flower gardening in 2004. That was 5 million households less than the five-year average for flower gardening of 44 million households.
- Flower gardening retail sales decreased from \$3.025 billion in 2003 to \$2.735 billion in 2004 or about 9%.
- Average household spending on flower gardening in 2004 was \$72 compared to \$76 in 2003, a decrease of 5%.

Source: 2004 National Gardening Survey, NGA.

Average annual growth rate, 1967-2004.



- In the 1970's: **13.64%**
- In the 1980's: **9.91%**
- In the 1990's: **4.64%**
- In the 2000's: **3.07%**

Source: USDA Situation & Outlook, 1967-2004.



The green industry is still a growing (yet maturing) industry.

But what is its economic worth to our U.S. economy?

Project Sponsors

USDA-Forest Service, National Urban and Community Forestry Advisory Council (NUCFAC)



Green Industry Research Consortium

USDA-CSREES Multi state research project S-290, "Technical and Economic Efficiencies of Producing, Marketing and Managing Environmental Plants"



Data Sources

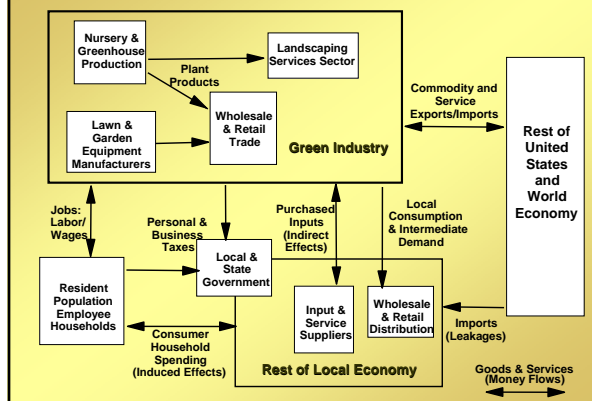
- National Nursery Survey (S290 Research Project).
- 2002 Census of Agriculture
- 2002 Economic Census Industry Report Series
- 2002 County Business Patterns (Census Bureau)
- Benchmark Reports on Wholesale and Retail Trade (Census Bureau, 2004)
- 2002 *IMPLAN* state data (MIG, Inc.)
- U.S. GDP Implicit Price Deflator (Commerce Dept.)

Green Industry Sectors Included

Industry Sector	NAICS Code
Nursery & Greenhouse Growers	1114
Lawn & Garden Equipment Mfg	333112
Greenhouse Manufacturing (Prefab. Metal Buildings)*	332311
Landscaping Services	56173
Landscape Architectural Services	54132
Flower, Nursery Stock And Florist Supplies Wholesalers	42493
Lawn & Garden Equipment & Supplies Stores	4442
Florists	4531
Building Material & Supplies Dealers*	4441
Food & Beverage Stores*	445
General Merchandise Stores*	452
Farm & Garden Machinery & Equipment Wholesalers*	421820

* Merchandise or product line sales of horticultural goods represents a portion of overall business.

Economic Influence of the Green Industry

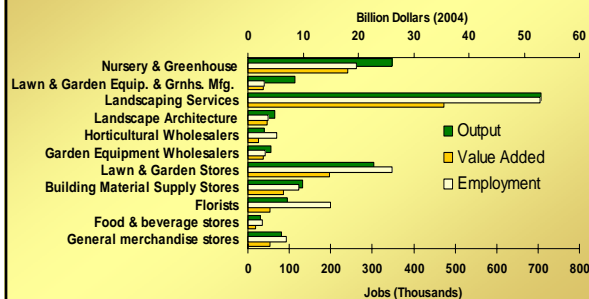


Total Economic Impacts of the U.S. Green Industry, 2004*

Impact Measure	Green Industry Total
Output (\$Bn)	147.8
Employment (jobs)	1,964,339
Value Added (\$Bn)	95.1
Labor Income (\$Bn)	64.3
Indirect Business Taxes (\$Bn)	6.9

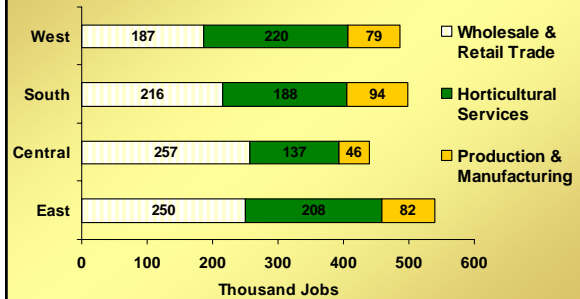
* 2002 values expressed in 2004 dollars (GDP Implicit Price Deflator, U.S. Department of Commerce)

Output, value added, and employment of the U.S. green industry by sector, 2004*



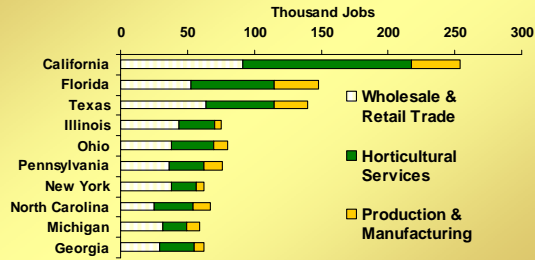
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Employment impacts of the green industry by region, 2004*



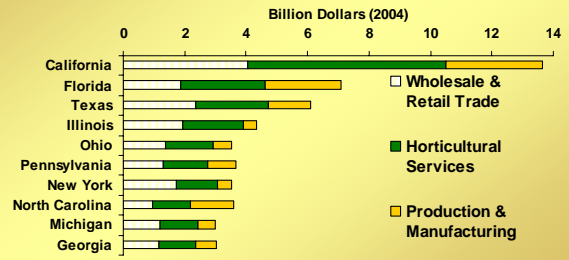
* 2002 values expressed in 2004 dollars (GDP Implicit Price Deflator, U.S. Department of Commerce)

Employment impacts of the green industry in leading states, 2004*.

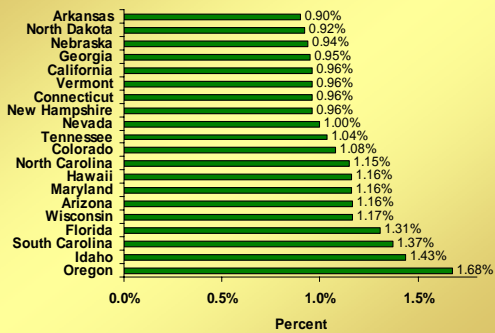


* 2002 values expressed in 2004 dollars (GDP Implicit Price Deflator, U.S. Department of Commerce)

Value added impacts of the green industry in leading states, 2004*.



Green industry share of gross state product, 2004*.



2005 Ohio Study

- Sales for 2005 were approximately \$4.13 billion.
- Between 2001 and 2005, the industry grew 48%.
- Landscape Services is the largest segment of Ohio's green industry at \$1.9 billion in 2005.
- Retail Garden Center Sales reached \$677 million.
- Wholesale Nursery Sales topped \$701 million.
- 241,000 individuals are employed in green industry.
- Statewide, \$491 million is paid in property, sales, employee, and income taxes by the green industry.

<http://www.onla.org/05GreenSurveyReport.pdf>

Why are economic impact data so important?

- Greater appreciation for the range of goods and services from green industry sectors.
- Greater political support for green industry.
- Increased awareness of economic and environmental impacts.

Why are economic impact data so important?

- Increased consumer confidence in green industry products.
- Increased public awareness of the impacts of environmental stewardship practices by green industry firms.

Why are economic impact data so important?

- Examine the effects of a company moving into your area or the contributions of an existing company.
- Estimate industrial targeting and commercial development opportunities.
- Examine resources regulated by the government

Why are economic impact data so important?

- Examine a region's strength and marketing opportunities.
- It can be used internally to plan strategy and to take corrective action when needed.
- It provides information that helps stakeholders analyze impact of policy decisions.

Key industry issues

- Immigration reform
- Health care & insurance
- Estate tax repeal
- Water legislation
- AgJOBS



Basics of grassroots lobbying

- Outreach efforts
- Writing/emailing legislators
- Making effective lobbying visits
- Calling senators/representatives
- Hosting a tour or event
- Working with the media



www.anla.org/legislative/grassresources.htm

Outreach efforts



www.utextension.utk.edu/hbin/greenimpact.html

Outreach efforts (cont.)



Outreach efforts (cont.)



Outreach efforts (cont.)

ANLA 2005 Legislative Conference



Outreach efforts (cont.)

THE WALL STREET JOURNAL
The New York Times
The Washington Post
LandscapeOnline.com
Premier Portal for Landscape Professionals

Outreach efforts (cont.)



HortTechnology,
April-June 2006

Writing/emailing legislators

- Use your company's letterhead or personal stationery. If you are writing on behalf of the industry, use your company or association stationery.
- Be sure that your return address is on your letter, not just on the envelope. This will help to ensure a response —most envelopes are discarded right away.
- Be accurate. Spell names correctly and verify information.

Writing/emailing legislators

- Be brief. Tell why you are writing and get right to the point. If you know the name or number of the bill that is of interest to you, include it.
- Use ANLA sample letters as guidelines when they are available. These will give you specific information such as bill numbers and titles. Look for them on the Legislative Action Center website.

Writing/emailing legislators

- Relate your reason for writing to a personal experience—this is the best supporting evidence for your opinion. Explain *how* the legislation would affect your business, your fellow employees, and the community in which you live.
- Ask for a response explaining his or her position on the issue in their reply so you can avoid receiving a typical “form letter” response.

Making an effective lobbying visit:

1. Make an appointment

- Call at least a week or two in advance to set up the meeting; most offices require you to fax a letter stating the date, time, and nature of your intended visit.
- An appointments secretary or scheduler holds the key to a member’s calendar. You will need to become friendly and familiar with this person to get an appointment.

Making an effective lobbying visit:

2. Arrival

- Arrive on time or even a little early if possible. Fifteen minutes (possibly 20) is a realistic expectation for your meeting. Do not be surprised if your meeting starts a bit late or is cut short or you are not able to speak directly to the Representative. Often, staff members meet with constituents—treat them in the same manner as you would the member.

Making an effective lobbying visit:

3. Introductions

- If you are advocating a position supported by your association, speak on behalf of the entire industry. State number of firms or constituents you are representing.
- Introduce yourself and your business (including city or town where located). Be brief; don’t let the member or staffer sidetrack the meeting.

Making an effective lobbying visit:

4. Talking about issues

- State your facts. Tell what you want and why your position is the best for your business and the member’s constituents.
- Be sure to mention other groups that you know support your position. Reference personal examples and anecdotes to explain your position wherever possible.
- If asked a question that you cannot answer, don’t make up the answer! Jot down the question, and promise to follow up with the member or staffer.

Making an effective lobbying visit:

5. Closing

- Leave when your time is up.
- Ask for a commitment from the member to support your position—but do not apply pressure or be threatening.
- Leave behind informative issue papers and industry fact sheets for staffers and legislators.
- Thank the member or staffer for their time and the meeting.
- Request follow up as appropriate either in written form or via phone.

Making an effective lobbying visit: 6. After the meeting

- Write a short thank you letter to both the member of Congress and his or her staff member(s) restating your position and following up on any questions from the meeting.
- Emphasize that you will be closely monitoring the issue.
- You may want to personally invite the member and his or her staff on an informal tour of your nursery, landscape, or garden center operation.

Summary

- The economic impact of the green industry is significant.
- Economic impact data carries weight in the minds of stakeholders.
- These impacts MUST be used to affect change. Otherwise, what's the point?



**YOUR voice must
be heard!**

**"Ten people who speak make
more noise than ten thousand
who are silent."**

-- Napoleon Bonaparte

**"Okay, you've convinced me.
Now go out there and bring
pressure on me."**

-- President Franklin D. Roosevelt



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