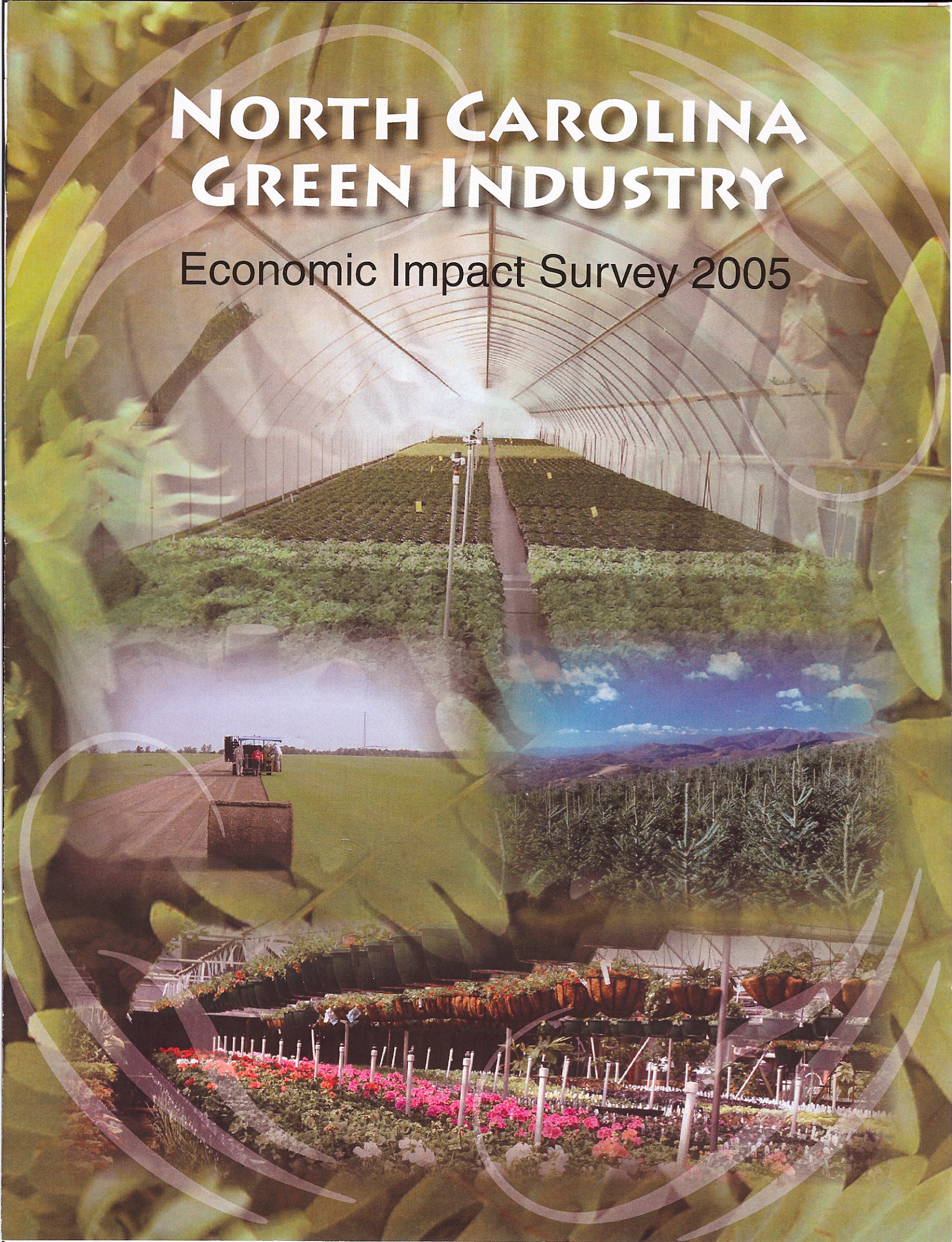
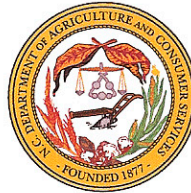


NORTH CAROLINA GREEN INDUSTRY

Economic Impact Survey 2005





North Carolina
Department of Agriculture
and Consumer Services

January 3, 2007

The industry described as the North Carolina green industry represents a significant and diversified component of our state's economy. The data presented in this study provides the first comprehensive analysis of the economic impact of the entire green industry.

Today the green industry in North Carolina is comprised of nursery stock growers, golf courses, sod producers, commercial flower growers, Christmas tree growers, landscape architects, landscape designers, landscape contractors, landscape and grounds management contractors, lawn care contractors, tree care contractors, irrigation contractors, independent retail garden centers, big box garden centers and allied suppliers.



The dynamic nature of the North Carolina green industry is reflected in the \$8.6 Billion dollars spent in 2005 on the purchase of green industry products and services as well as the 151,982 people employed by the industry statewide.

The information documented by the graphs, charts and conclusions stated in this study clearly illustrate the economic value of this diverse and vibrant industry in North Carolina, the green industry.

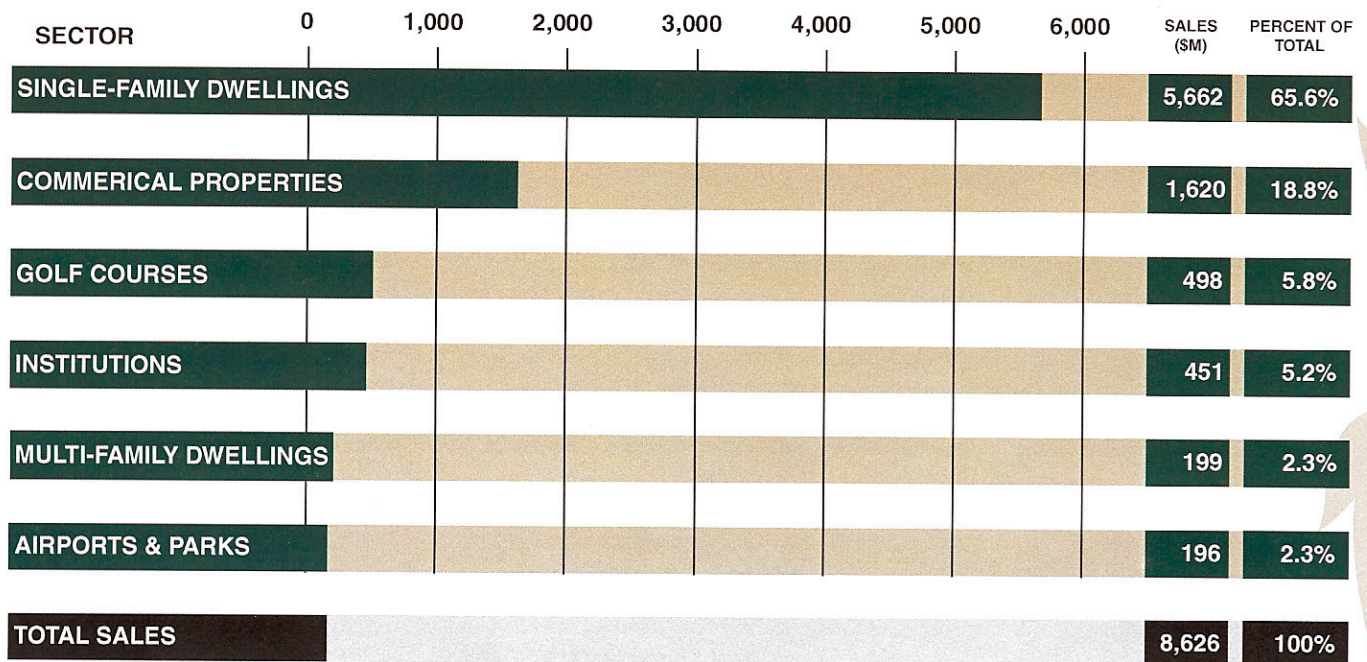
Steve Troxler
Commissioner of Agriculture

Acknowledgements

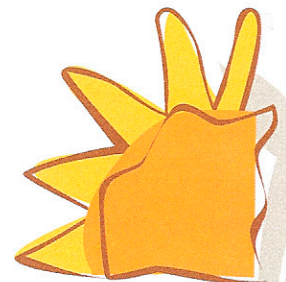
Information included in this publication, unless otherwise noted, references statistics from *Economic Impact of the North Carolina Green Industry* by Charles D. Safley, Professor and Extension Economist, and Michael L. Waldon, William Neal Reynolds Distinguished Professor and Extension Economist, Department of Agricultural and Resource Economics, North Carolina State University. The study was funded by the North Carolina General Assembly. Data collected and compiled by the Agricultural Statistics Division of the NCDA & CS in cooperation with USDA/NASS.

TOTAL ECONOMIC IMPACT

North Carolina's Green Industry 2005 Total Economic Impact on the States Economy was more than \$8.6 billion.



There were more than 3.4 million single family dwellings on over 4.7 million acres of property.

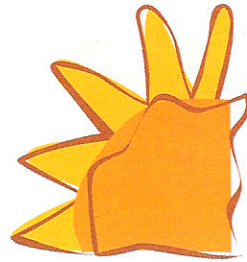


TOTAL ECONOMIC IMPACT OF NORTH CAROLINA'S GREEN INDUSTRY:

\$ 8.6 BILLION



*Arborists, Landscapers
& Lawn care
experts spent
an average of
\$149,298 on labor
expense.*



EMPLOYMENT IMPACT

North Carolina Green Industry, 2005 Employment

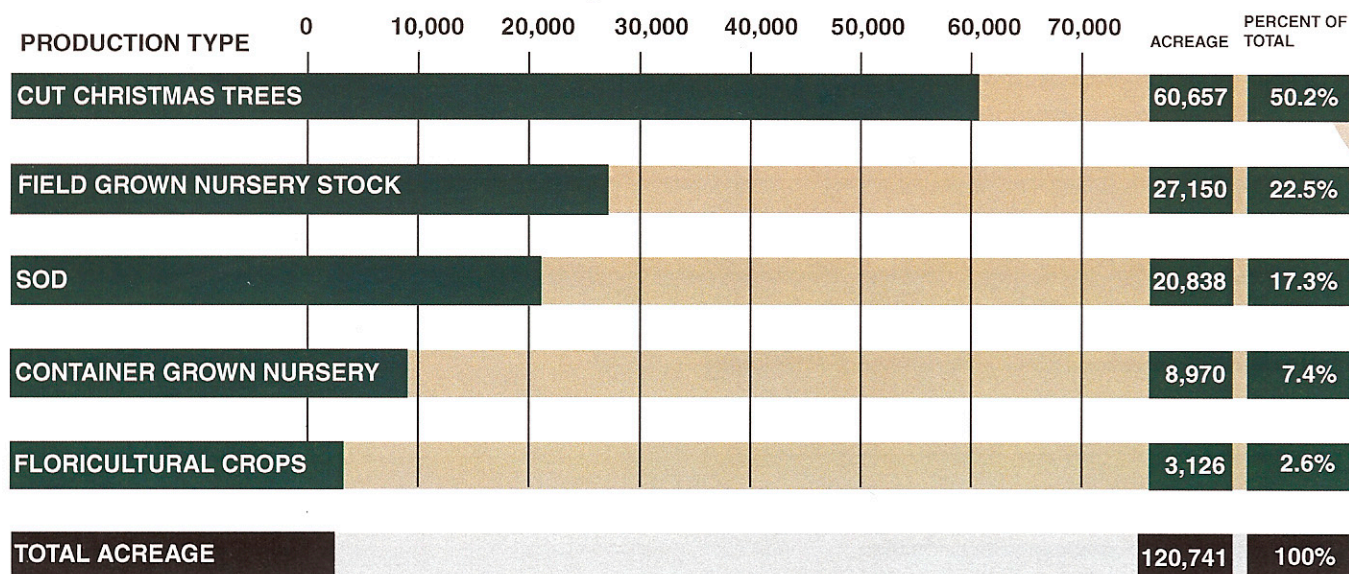
Sector	Full-Time Employment	Part-Time Employment	Total Full- and Part-Time Employment
Nursery, Floriculture & Christmas Tree Growers	12,885	21,196	34,081
Sod Producers	776	484	1,260
Retail Garden Centers	4,632	4,261	8,893
Florists	3,546	4,226	7,772
Arborists, Landscapers & Landscape designers	32,272	14,008	46,280
Landscape Architects	13,006	4,692	17,698
Irrigation Companies	6,014	2,792	8,806
Golf Courses	4,913	3,462	8,375
Institutions	9,747	5,699	15,446
Airports and Parks	2,256	1,115	3,371
Total	90,047	61,935	151,982

TOTAL EMPLOYMENT IMPACT FOR NORTH CAROLINA'S
GREEN INDUSTRY IN PRODUCING SECTORS:

151,982 EMPLOYEES

TOTAL ACREAGE

North Carolina Production Acreage in 2005: 120,741 acres

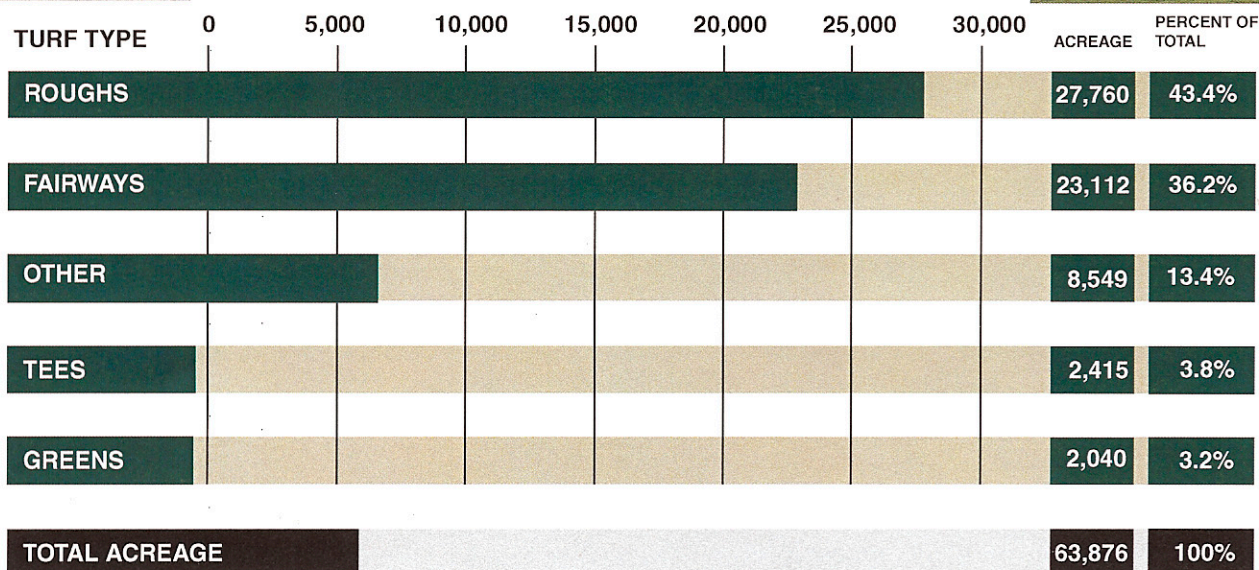


TOTAL FOR NORTH CAROLINA'S PRODUCTION ACREAGE :

120,741 ACRES



Over 17.2 million rounds of golf were played on North Carolina's 605 golf courses in 2005.

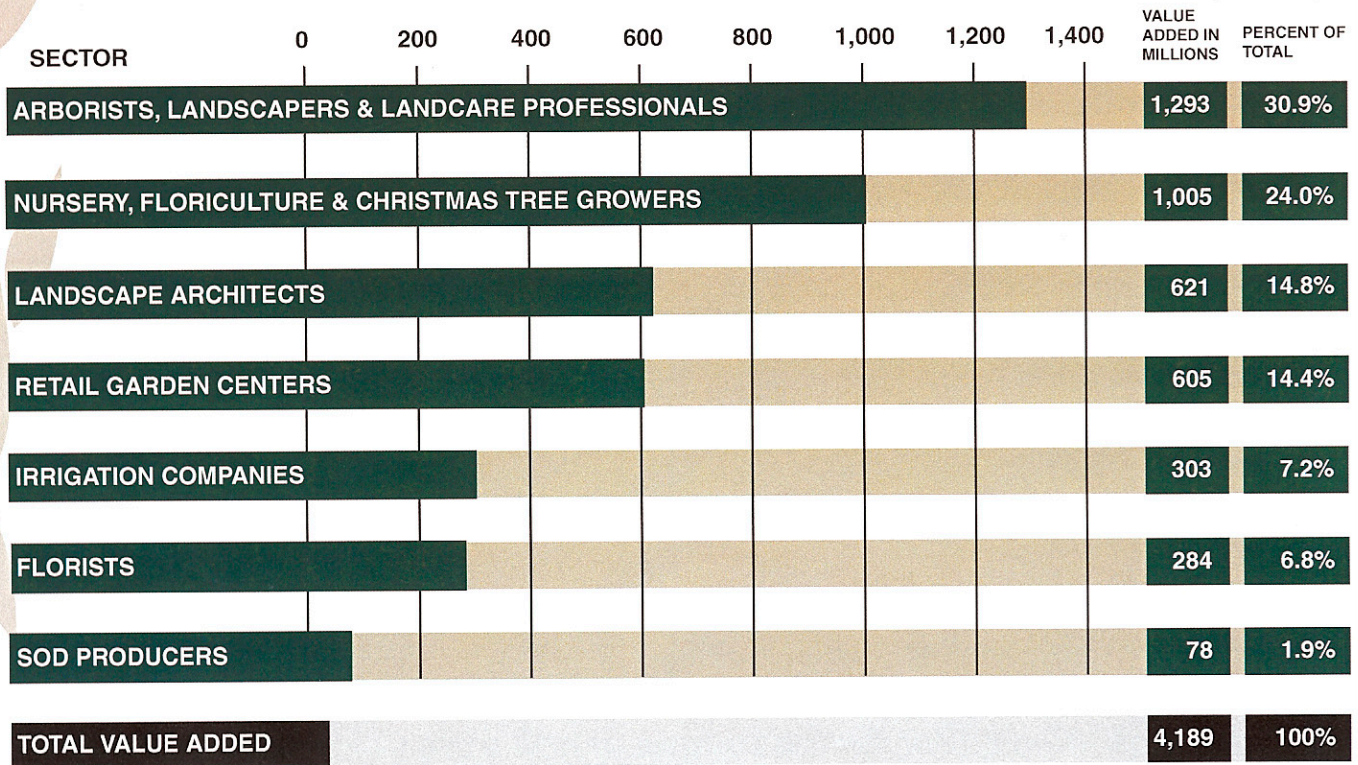


TOTAL FOR NORTH CAROLINA'S GOLF COURSE ACREAGE :

63,876 ACRES

NORTH CAROLINA GREEN INDUSTRY

Total Value Added of Production in North Carolina was more than \$4.1 billion.



Plant sales at North Carolina garden centers, both independent and mass merchants exceeded \$322.4 million in 2005.

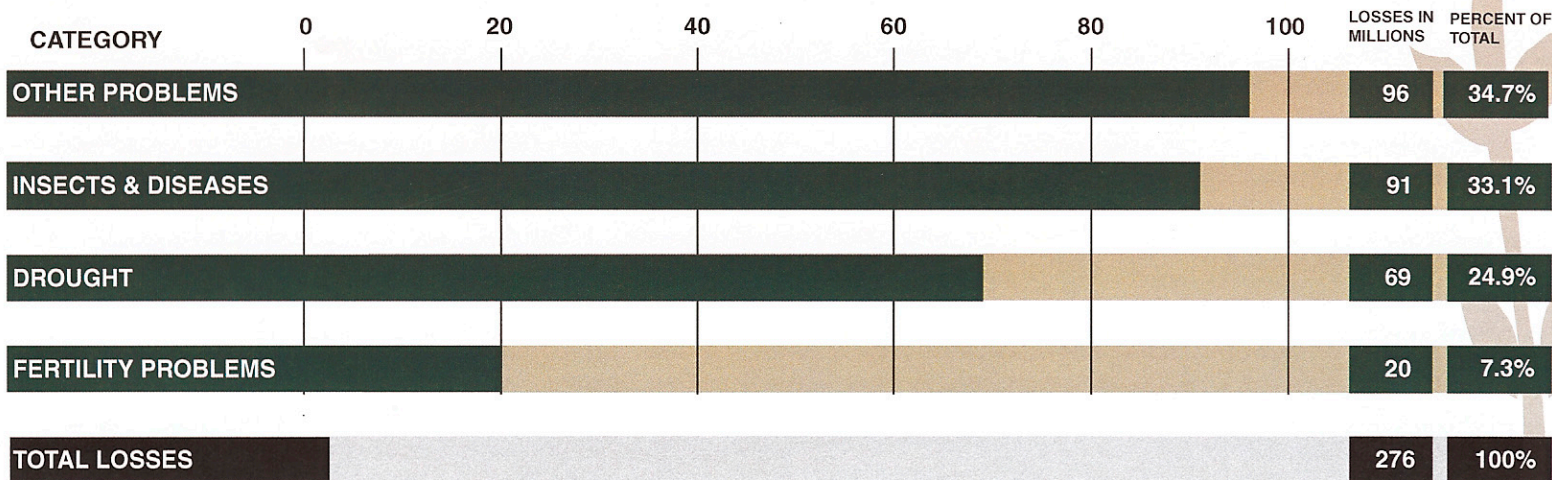


TOTAL VALUE ADDED OF PRODUCTION IN NORTH CAROLINA:

\$4.1 BILLION

NORTH CAROLINA GREEN INDUSTRY

Total Economic Losses for both Producer and Consumer Sectors



TOTAL ECONOMIC LOSSES FOR BOTH PRODUCER AND CONSUMER SECTORS IN NORTH CAROLINA:

\$276 MILLION (TOTAL LOSSES)

Total Gross Sales by North Carolina Florists exceeded \$256.6 million in 2005.

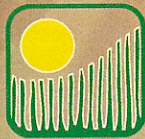
Average Homeowner expenditures for all Lawn and Landscape Services was \$838 in 2005.

Total Gross Sales by North Carolina Arborists, Landscapers, and Lawn Care Professionals was \$1.2 billion in 2005

Gross Sales by North Carolina Landscape Architects and Designers totaled \$574.2 million in 2005.

Over 2.9 million North Carolina homeowners spent an average of \$718 for green goods, equipment, and supplies in 2005.

Over 2,936 owners of commercial multi-family residences or apartment complexes spent an average of \$10,321 for green goods, equipment, and supplies in 2005.



Turfgrass Council
of North Carolina
www.ncturfgrass.org

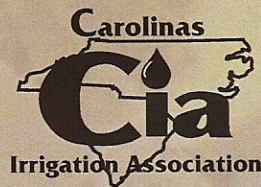


North Carolina Nursery
& Landscape Association



Christmas Tree
Association

North Carolina
Christmas Tree Association



Irrigation Association



Green Industry Council
PO Box 1383 Apex, NC 27502