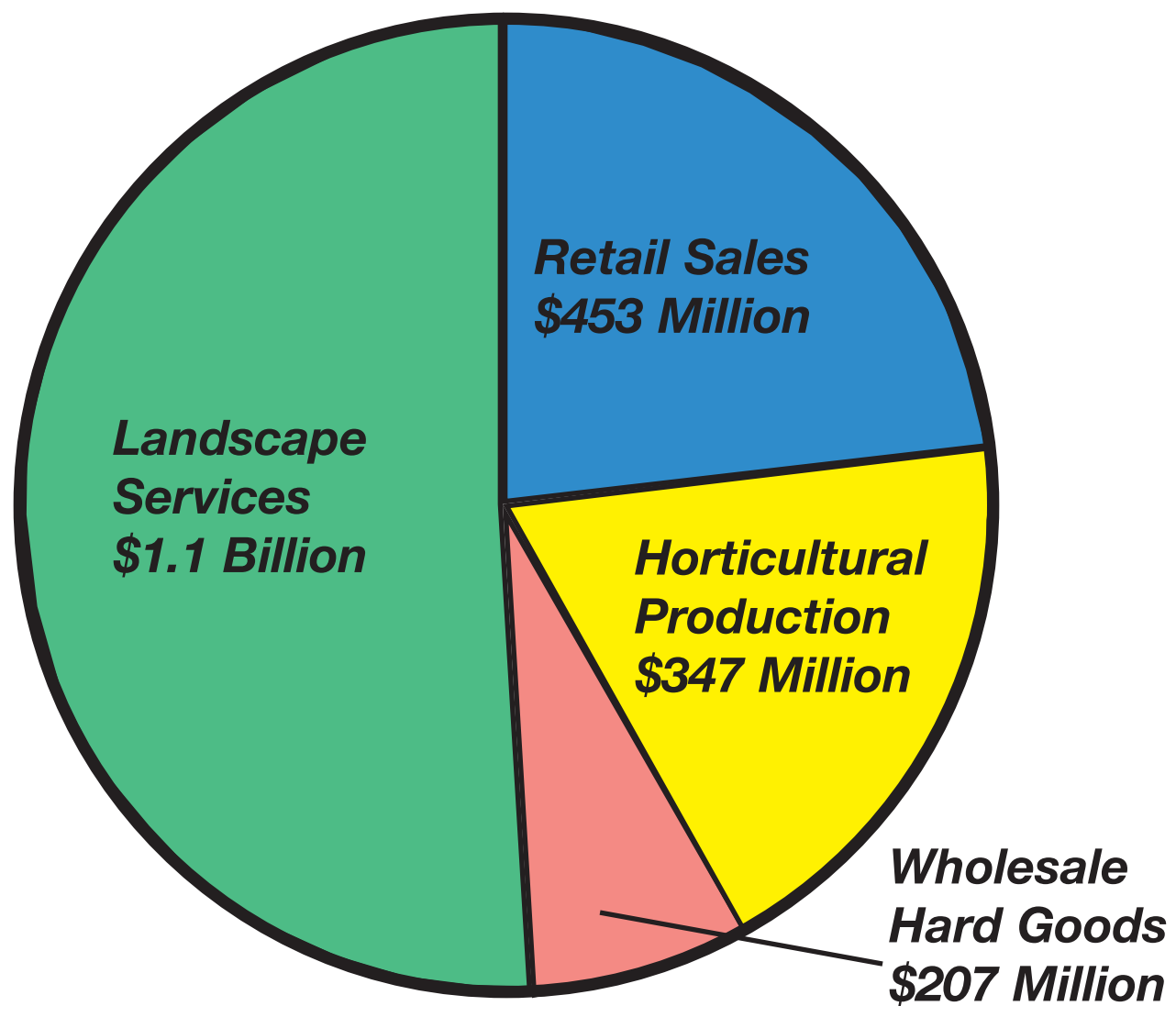


# Minnesota's Nursery and Landscape Industry **\$2.1 BILLION and GROWING**

Figures listed are annual gross volume of sales.

Source: 2002 Minnesota Nursery and Landscape Industry Economic Impact Study  
Conducted by St. Cloud State University Department of Economics  
©Minnesota Nursery & Landscape Association

## An Important Part of Minnesota's Economy



**Annual Gross Volume of Sales**  
\$2,114,304,000

**Total Annual Payroll**  
\$697,940,000

**Total Number of Employees**

Full-Time	10,000
Part-Time	1,700
Seasonal	16,500

**Annual Capital Expenditures**  
Nursery / Greenhouse / Garden Center  
\$39.3 million

**Landscape services**  
\$36.5 million

# Minnesota's Nursery and Landscape Industry \$2.1 BILLION and GROWING

Figures listed are annual gross volume of sales.

Source: 2002 Minnesota Nursery and Landscape Industry Economic Impact Study

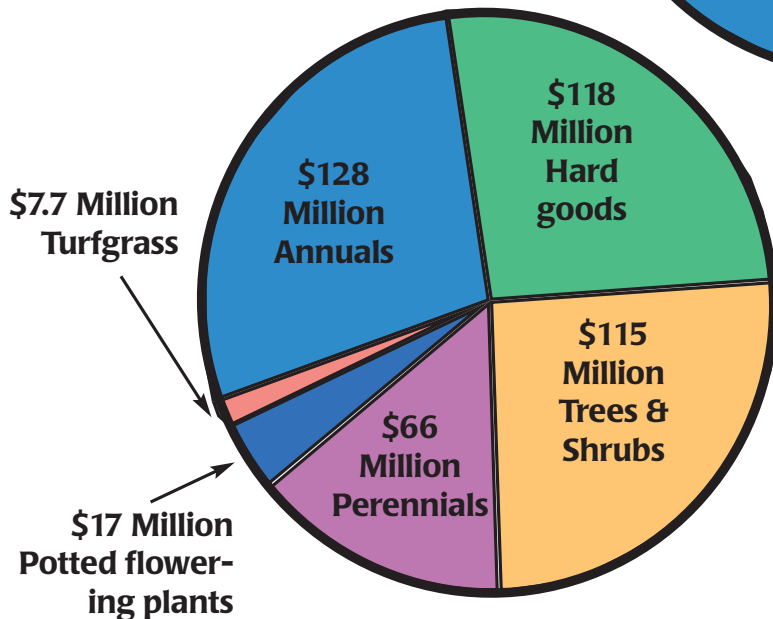
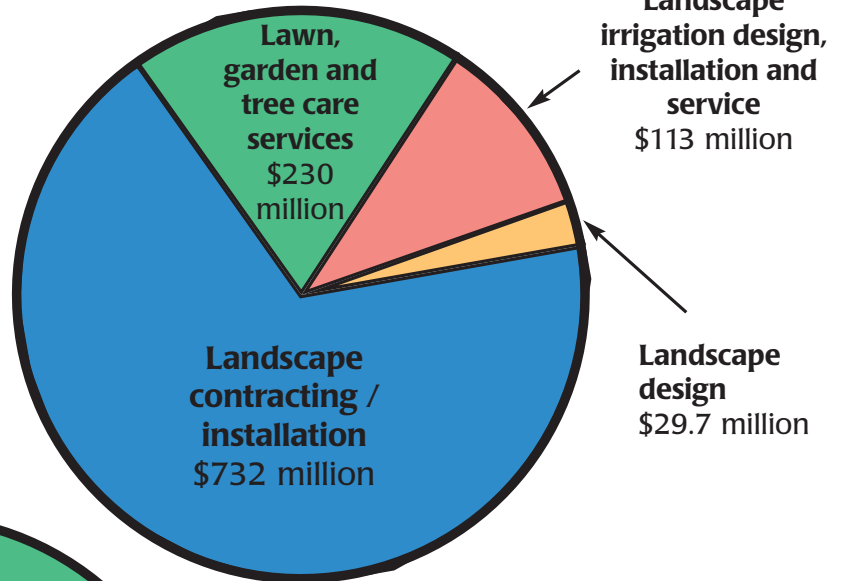
Conducted by St. Cloud State University Department of Economics

©Minnesota Nursery & Landscape Association

## An Important Part of Minnesota's Economy

### LANDSCAPE SERVICES \$1.1 BILLION

Recent years have seen an explosion in the number of property owners hiring companies to design, install and maintain landscape features. The traditional horticultural practice of selling a plant and letting the consumer care for it has been augmented by several specialized fields of professional services for the outdoor living environment.



### RETAIL SALES \$453 MILLION

Retail nursery and landscape sales come in many forms: the seasonal roadside market selling a few annuals; specialized tree or flower growers; hard-scape supply centers selling landscape rock and retaining wall materials; and the full service garden center selling a complete line of plants and landscape materials.

### WHOLESALE HARD GOODS \$207 MILLION

Includes fertilizers and other chemicals, tools, mulch, outdoor statuary, retaining wall and walkway materials, landscape lighting, and ponds.

# Minnesota's Nursery and Landscape Industry **\$2.1 BILLION and GROWING**

Figures listed are annual gross volume of sales.

Source: 2002 Minnesota Nursery and Landscape Industry Economic Impact Study

Conducted by St. Cloud State University Department of Economics

©Minnesota Nursery & Landscape Association

## An Important Part of Minnesota's Economy

### AGRICULTURAL PRODUCTION \$347 MILLION

Nationally, horticultural production is the fastest growing segment of agriculture. The growing of trees, shrubs, perennials, annuals and potted flowering plants is recognized by the U.S. Department of Agriculture as specialty crop farming.

**Minnesota tree and shrub production**  
\$254 million

**Minnesota annual, perennial, groundcover, herb, and potted flowering plant production**  
\$93 million

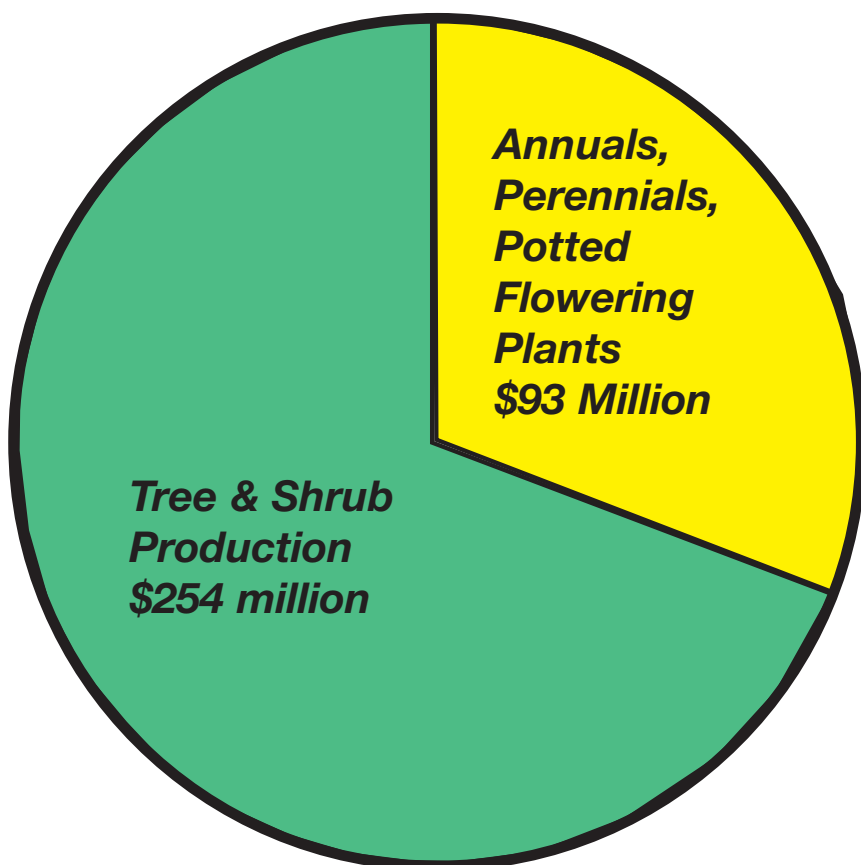
**Land in Minnesota used in the production of woody plants and field grown perennials**  
22,000 acres

**Greenhouse space in Minnesota used in the production of annuals, perennials, and potted flowering plants**  
13 million square feet

**Opportunities for more value added agricultural production**  
In the next five years, there is significant anticipated growth in sales of plants in Minnesota.

30% more annuals and perennials

47% more trees and shrubs



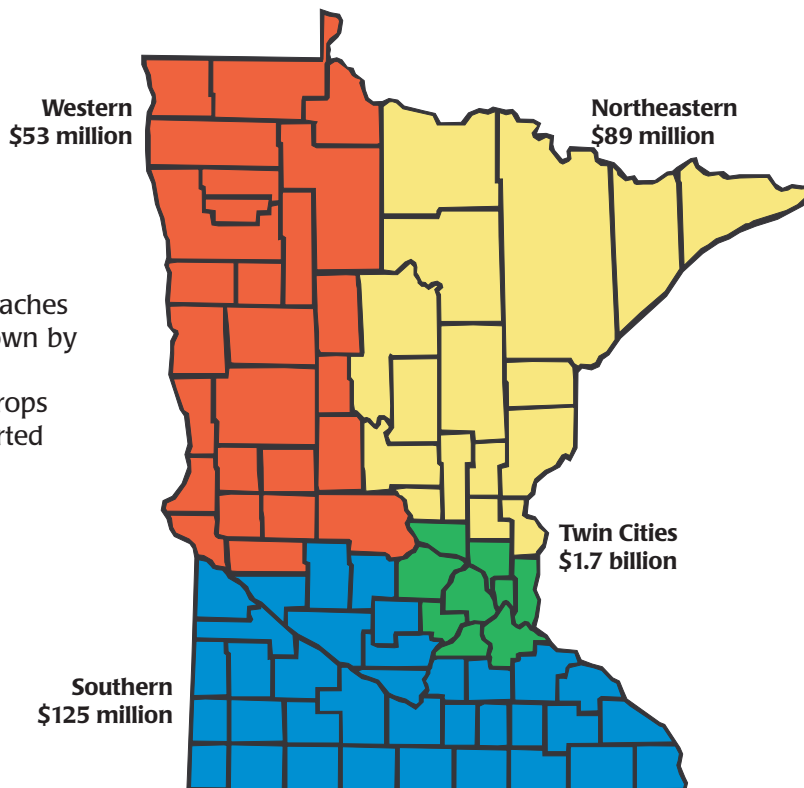
# Minnesota's Nursery and Landscape Industry \$2.1 BILLION and GROWING

Source: 2002 Minnesota Nursery and Landscape Industry Economic Impact Study  
 Conducted by St. Cloud State University Department of Economics  
 ©Minnesota Nursery & Landscape Association

## An Important Part of Minnesota's Economy

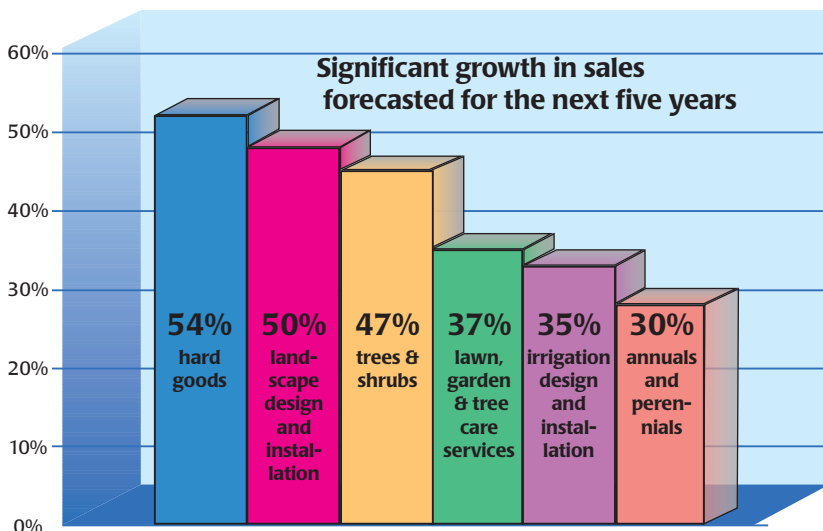
### GEOGRAPHIC DISTRIBUTION

The nursery and landscape industry reaches into every corner of Minnesota, as shown by the gross sales per region on the map. In addition, nursery and greenhouse crops that are grown in Minnesota are exported to nearly every state and into Canada, as well as to countries overseas.



### Minnesota's Nursery & Landscape Exports

\$96 million to other states  
 \$4.7 million to Canada and other countries



### A GROWING INDUSTRY poised for more growth

97% increase in sales in the past five years  
 2,200 more year-round employees needed  
 3,200 more seasonal employees needed

For the survey, the "past five years" compared 2000 to 1995. The "next five years" compared 2000 to 2005.

# Minnesota's Nursery and Landscape Industry \$2.1 BILLION and GROWING

Source: 2002 Minnesota Nursery and Landscape Industry Economic Impact Study  
Conducted by St. Cloud State University Department of Economics  
©Minnesota Nursery & Landscape Association

## An Important Part of Minnesota's Economy

"The Minnesota Nursery & Landscape Industry Economic Impact Study – Benchmarking the Industry's Value and Growth Potential" was a joint effort of the cooperators listed below. The project was spearheaded by the Minnesota Nursery & Landscape Association (MNLA) on behalf of the industry's 3,000 companies. Major funding was provided by AURI. The survey tool was compiled by MNLA in cooperation with Dr. Leonard Perry at the University of Vermont, the Horticultural Research Institute, the University of Minnesota Department of Horticulture and others. Industry companies were surveyed in the winter of 2001-2002. Data compilation and analysis was performed by researchers at the St. Cloud State University Department of Economics under the direction of Dr. Nathan Hampton.



Minnesota Nursery  
& Landscape Association  
PO Box 130307  
St. Paul MN 55113  
651-633-4987  
[www.mnlandscape.org](http://www.mnlandscape.org)  
[mnla@mnlandscape.org](mailto:mnla@mnlandscape.org)

St. Cloud State University  
Department of Economics  
386 Stewart Hall  
720 Fourth Ave S  
St. Cloud MN 56301  
320-255-3825  
[www.stcloud.msus.edu](http://www.stcloud.msus.edu)  
[h00003@stcloudstate.edu](mailto:h00003@stcloudstate.edu)

ST. CLOUD STATE  
UNIVERSITY  
*A tradition of excellence and opportunity*

Agricultural Utilization Research Institute  
PO Box 188  
Morris MN 56267  
320-589-7280  
[www.auri.org](http://www.auri.org)  
[mshparby@auri.org](mailto:mshparby@auri.org)



Minnesota Department of Agriculture



Agronomy & Plant Protection Division



© Minnesota Nursery & Landscape Association, 2002