

# **State of the Horticulture Industry and AmericanHort Update**



## **Our Association is Member Supported**

We are in a strong and growing position:

- Financially
- Operationally
- Organizationally

***Thank you for your continued support!***



## Advocacy & Government Affairs Team



**Matt Mika**  
VP, Advocacy &  
Government Affairs



**Kamron Newberry**  
Advocacy Project  
Coordinator



**Rachel Pick**  
Senior Manager, Advocacy &  
Government Affairs



**Craig Regelbrugge**  
Executive Advisor

## Research Team



**Jennifer Gray**  
Research Programs  
Administrator



**Michael Martin, PhD**  
Science, Research, & Regulator  
Programs Director



**Roni Petersen**  
Program Coordinator



## Education Team



**Meagan Nace**  
Senior Manager, Education  
Program Development



**Alejandra Feliciano, PhD, LEED  
AP BD+C, CPH**  
Spanish Translation Curriculum  
Development Manager



**Rachel Rawls**  
Education Program Manager

## Marketing & Member Engagement Team



**Mary Beth Cowardin**  
VP, Marketing & Member  
Engagement



**Debbie Eisele**  
Strategic Digital Content  
Manager



**Nick Leas**  
Digital Web  
Manager



**Cindy Whitt**  
Marketing & Communications  
Manager



**Celina Young**  
Marketing & Communications  
Specialist



## Operations & Events Team



**Karen Limbert**  
VP, Operations & Finance



**Carol Baker**  
Office Administrator & Exec. Asst.



**Jasmine Gonzalez**  
Systems & Support Specialist



**Amanda Holton**  
Information Specialist



**Bill Behrens**  
Trade Show & Event Manager



**Cindy Lee**  
Event & Sponsorship Sales Manager



# State of the Industry and **Our Association**







**Our Vision:**

*Lead and unify the horticulture industry to cultivate successful businesses and help enhance lives through the benefits of plants.*

**Our Mission:**

*Unite, promote, and advance our industry through advocacy, collaboration, connectivity, education, market development, and research.*

**Strategic Goals**

- **Be the leading organization supporting the industry's financial, operational, and organizational health**
- **Develop our Advocacy capability to defend and enhance our industry**
- **Be the most effective employee development partner for the industry**
- **Leverage the impact of Horticultural Research Institute investments in research, scholarship, and leadership benefiting our industry**
- **Explore, develop, and invest in new methods and innovations to expand Industry Communication, Collaboration, and Development**





[HRIResearch.org](http://HRIResearch.org)



**Leadership  
On All Levels**

[HRIleadershipacademy.org](http://HRIleadershipacademy.org)





The Aspen Tree





The Redwood Tree





American Association of Nurserymen (AAN)

**1875 to 1975 to 2025**

***150 years of community,  
industry, and friendship.***



## Several businesses founded in 1875 remain relevant today

Prudential 150 YEARS

Nestlé



ConocoPhillips



## How you can grow and develop your business by being a part of AmericanHort

- ✓ **Critical Market and Industry Intelligence:** Timely updates on market shifts, regulations, and best practices to help you make smart decisions.
- ✓ **Advocacy Power:** Your voice amplified in government and legislative changes, policy debates, and regulatory changes that directly affect your business.
- ✓ **Networking Connections:** Access to peers, partners, and new business opportunities to strengthen your supply chain and customer base. It starts with Cultivate but extends well beyond this event.
- ✓ **Research, Scholarship and Leadership:** Horticultural Research Institute, the AmericanHort Foundation is our industry supported vehicle to capture plant/disease, market, consumer opportunities and position our industry for a successful future with research, a pipeline of qualified professionals, and development of our future leaders.
- ✓ **Education for the Future:** Training, webinars, certifications and now Spanish programming to sharpen skills and position your team for what's next.
- ✓ **A Seat at the Table:** Be part of the collective strength that shapes the future of your industry.

**The challenges are real — but so are the opportunities.**

**Stand with your industry. Protect your business. Build for the future.**





# Demographics is Destiny

*The population's characteristics, like its size, age distribution, and ethnic composition, significantly influence its future, particularly in areas like politics, economics, and social structures. Shifts in demographics can predict or shape the trajectory of a nation, society or industry.*



## Leadership On All Levels



**Spanish Language  
Translations**





In times of economic uncertainty, businesses that stay connected, informed, and engaged come through stronger. Joining **AmericanHort** isn't just a smart move — it's a strategic investment in your company's resilience and future growth.

***What We Do Together Matters!***





Perform Better, Grow Faster, and  
Prepare for the Future!

Thank you for your continued support!



# **State of the Horticulture Industry and AmericanHort Advocacy Update**

**Matt Mika**





# State of the Industry

## Advocacy & Government Affairs Update

Matt Mika, Vice President, Advocacy & Government Affairs



# **Matt Mika**

Vice President

Advocacy & Government Affairs



Please fasten your safety belts and keep your **hands** inside the ride at all times.

All aboard the  
Trump 2.0  
Rollercoaster!



# 143 Executive Actions Taken in the First 100 Days

EO 14147 – Ending the Weaponization of the Federal Government (Jan 20)  
EO 14148 – Initial Rescissions of Harmful Executive Orders and Actions (Jan 20)  
EO 14149 – Restoring Freedom of Speech and Ending Federal Censorship (Jan 20)  
EO 14150 – America First Policy Directive to the Secretary of State (Jan 20)  
EO 14151 – Ending Radical and Wasteful Government DEI Programs and Preferring (Jan 20)  
EO 14152 – Holding Former Government Officials Accountable for Election Interference and Improper Disclosure (Jan 20)  
EO 14153 – Unleashing Alaska's Extraordinary Resource Potential (Jan 20)  
EO 14154 – Unleashing American Energy (Jan 20)  
EO 14155 – Withdrawing the United States from the World Health Organization (Jan 20)  
EO 14156 – Declaring a National Energy Emergency (Jan 20)  
EO 14157 – Designating Cartels and Other Organizations as Foreign Terrorist Organizations (Jan 20)  
EO 14158 – Establishing and Implementing the President's "Department of Government Efficiency" (Jan 20)  
EO 14159 – Protecting the American People Against Invasion (Jan 20)  
EO 14160 – Protecting the Meaning and Value of American Citizenship (Jan 20)  
EO 14161 – Protecting the United States from Foreign Terrorists and Other National Security and Public Safety Threats (Jan 20)  
EO 14162 – Putting America First in International Environmental Agreements (Jan 20)  
EO 14163 – Realigning the United States Refugee Admissions Program (Jan 20)  
EO 14164 – Restoring the Death Penalty and Protecting Public Safety (Jan 20)  
EO 14165 – Securing Our Borders (Jan 20)  
EO 14166 – Application of Protecting Americans from Foreign Adversary Controlled Apps Act (TikTok) (Jan 20)  
EO 14167 – Clarifying the Military's Role in Protecting the Territorial Integrity of the United States (Jan 20)  
EO 14168 – Defending Women from Gender-Ideology Extremism and Restoring Biological Truth (Jan 21)  
EO 14169 – Reevaluating and Realigning United States Foreign Aid (Jan 21)  
EO 14170 – Reforming the Federal Hiring Process and Restoring Merit to Government Service (Jan 21)  
EO 14171 – Restoring Accountability to Policy-Influencing Positions Within the Federal Workforce (Jan 21)  
EO 14172 – Restoring Names That Honor American Greatness (Jan 21)  
EO 14173 – Ending Illegal Discrimination and Restoring Merit-Based Opportunity (Jan 21)  
EO 14174 – Revocation of Certain Executive Orders (Jan 22)  
EO 14175 – Designation of Ansar Allah as a Foreign Terrorist Organization (Jan 22)  
EO 14176 – Declassification of Records Concerning JFK, RFK & MLK Assassinations (Jan 23)  
EO 14177 – President's Council of Advisors on Science and Technology (Jan 23)  
EO 14178 – Strengthening American Leadership in Digital Financial Technology (Jan 24)  
EO 14179 – Removing Barriers to American Leadership in Artificial Intelligence (Jan 24)  
EO 14180 – Council to Assess the Federal Emergency Management Agency (Jan 24)  
EO 14181 – Emergency Measures to Provide Water Resources in California and Improve Disaster Response (Jan 24)  
EO 14182 – Enforcing the Hyde Amendment (Jan 25)  
EO 14183 – Prioritizing Military Excellence and Readiness (Jan 25)  
EO 14184 – Reinstating Service Members Discharged Under the COVID-19 Vaccine Mandate (Jan 25)  
EO 14185 – Restoring America's Fighting Force (Jan 25)  
EO 14186 – The Iron Dome for America (Jan 25)  
EO 14187 – Protecting Children from Chemical and Surgical Mutilation (Jan 26)  
EO 14188 – Additional Measures to Combat Anti-Semitism (Jan 27)  
EO 14189 – Celebrating America's 250th Birthday (Jan 27)  
EO 14190 – Ending Radical Indoctrination in K-12 Schooling (Jan 29)  
EO 14210 – Department of Government Efficiency: Workforce Optimization (Feb 11)  
EO 14211 – One Voice for America's Foreign Relations (Feb 12)  
EO 14212 – Make America Healthy Again Commission (Feb 13)  
EO 14213 – Establishing the National Energy Domanace Council (Feb 14)

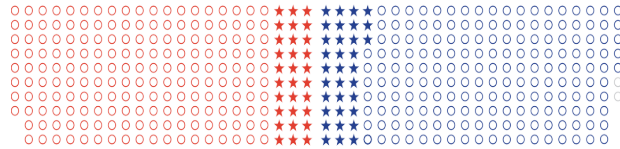
EO 14214 – Keeping COVID Vaccine Mandates Out of Schools (Feb 14)  
EO 14215 – Ensuring Accountability for All Agencies (Feb 18)  
EO 14216 – Expanding Access to In Vitro Fertilization (Feb 18)  
EO 14217 – Commencing the Reduction of the Federal Bureaucracy (Feb 19)  
EO 14218 – Ending Taxpayer Subsidization of Open Borders (Feb 19)  
EO 14219 – Ensuring Lawful Governance: Regulatory Initiative (Feb 19)  
EO 14220 – Addressing the Threat to National Security from Imports of Copper (Feb 26)  
EO 14221 – Healthcare Price Transparency Initiative (Feb 26)  
EO 14222 – Government Efficiency Cost-Cutting via DOGE (Feb 26)  
EO 14236 – Additional Rescissions of Harmful Executive Orders (Mar 14)  
EO 14238 – Continuing the Reduction of the Federal Bureaucracy (Mar 14)  
EO 14239 – Achieving Efficiency Through State and Local Preparedness (Mar 15)  
EO 14240 – Eliminating Waste & Saving Taxpayer Dollars by Consolidating Procurement (Mar 18)  
EO 14241 – Immediate Measures to Increase American Mineral Production (Mar 18)  
EO 14242 – Improving Education Outcomes by Empowering Parents, States, and Communities (Mar 20)  
EO 14243 – Modernizing Payments to/from America's Bank Account (Mar 25)  
EO 14244 – Preserving Integrity of American Elections (Mar 28)  
EO 14245 – Protecting America's Bank Account Against Fraud, Waste, and Abuse (Mar 28)  
EO 14246 – Addressing Risks from WilmerHale (Mar 28)  
EO 14247 – Continuing Education Bureaucracy Reform (Mar 28)  
EO 14248 – Making DC Safe and Beautiful (Mar 28)  
EO 14249 – Restoring Truth and Sanity to American History (Mar 31)  
EO 14250 – Combating Unfair Practices in Live Entertainment (Apr 2)  
EO 14251 – Establishing the U.S. Investment Accelerator (Apr 2)  
EO 14252 – Amendment: Synthetic Opioid Tariffs (Apr 2)  
EO 14253 – Reciprocal Tariffs on China Deficit (Apr 2)  
EO 14254 – Extending the TikTok Enforcement Delay (Apr 2)  
EO 14255 – Amendment to Reciprocal Tariffs (Apr 2)  
EO 14256 – Protecting American Energy from State Overreach (Apr 2)  
EO 14257 – Revitalizing Clean Coal Industry (Apr 2)  
EO 14258 – Strengthening U.S. Electric Grid (Apr 2)  
EO 14259 – Addressing Risks from Susman Godfrey (Apr 2)  
EO 14260 – Maintaining Water Pressure Standards (Apr 2)  
EO 14261 – Modernizing Defense Acquisitions & Innovation (Apr 2)  
EO 14262 – Reforming Foreign Defense Sales (Apr 2)  
EO 14263 – Restoring America's Maritime Dominance (Apr 2)  
EO 14264 – Zero-Based Regulatory Budgeting for Energy (Apr 2)  
EO 14265 – Ensuring Cost-Effective Federal Contracts (Apr 2)  
EO 14266 – National Security: Critical Minerals (Apr 2)  
EO 14267 – Lowering Drug Prices (Apr 2)  
EO 14268 – Restoring Common-Sense Federal Office Space (Apr 2)  
EO 14269 – Restoring Common-Sense Federal Procurement (Apr 2)  
EO 14270 – Restoring American Seafood Competitiveness (Apr 2)  
EO 14271 – AI Education for American Youth (Apr 2)  
EO 14272 – Preparing Americans for Skilled-Trade Jobs (Apr 2)  
EO 14273 – Reforming Higher-Education Accreditation (Apr 2)  
EO 14274 – Reinstating School Discipline Policies (Apr 2)

EO 14275 – Restoring Equality of Opportunity & Meritocracy (Apr 2)  
EO 14276 – Transparency: Foreign Influence at Universities (Apr 2)  
EO 14277 – HBCU Excellence & Innovation Initiative (Apr 2)  
EO 14278 – Strengthening Probationary Periods (Apr 2)  
EO 14279 – Unleashing Offshore Critical Minerals & Resources (Apr 2)  
EO 14280 – Truck Driver Road Rules Reform (Apr 2)  
EO 14281 – Protecting Communities from Criminal Aliens (Apr 2)  
EO 14282 – Strengthening & Unleashing America's Law Enforcement (Apr 2)  
EO 14283 – Addressing Certain Tariffs on Importing Articles (Apr 29)  
EO 14284 – Strengthening Rural Infrastructure and Broadband (Apr 3)  
EO 14285 – Protecting National Parks from Overdevelopment (Apr 3)  
EO 14286 – Enhancing Cybersecurity for Federal Agencies (Apr 4)  
EO 14287 – Promoting Domestic Manufacturing of EVs (Apr 4)  
EO 14288 – Reforming Federal Student Loan Programs (Apr 5)  
EO 14289 – Revising Federal Minimum Wage Policies (Apr 6)  
EO 14290 – Enhancing Border Drone Surveillance (Apr 6)  
EO 14291 – Expanding Veteran Mental Health Services (Apr 7)  
EO 14292 – Protecting Fishermen and Coastal Communities (Apr 7)  
EO 14293 – Strengthening Food Supply Chain Resilience (Apr 8)  
EO 14294 – Reducing Red Tape in Small Business Loans (Apr 8)  
EO 14295 – Restoring Indigenous Land Use Rights (Apr 9)  
EO 14296 – Advancing Public Transit Infrastructure (Apr 9)  
EO 14297 – Protecting Children from Online Predators (Apr 10)  
EO 14298 – Stabilizing National Rail Systems (Apr 10)  
EO 14299 – Promoting Historic Preservation in Urban Areas (Apr 11)  
EO 14300 – Expanding Access to Mental Health Care (Apr 11)  
EO 14301 – Enhancing Agricultural Drought Resilience (Apr 12)  
EO 14302 – Reforming Drug Enforcement Classification (Apr 12)  
EO 14303 – Protecting Pollinators and Biodiversity (Apr 13)  
EO 14304 – Promoting Veteran Home Ownership (Apr 13)  
EO 14305 – Federal Clean Water Standards Rollback (Apr 14)  
EO 14306 – Strengthening Emergency Response Coordination (Apr 14)  
EO 14307 – Advancing Space Exploration Initiatives (Apr 15)  
EO 14308 – Reducing Federal Paperwork Burden (Apr 15)  
EO 14309 – Expanding Telehealth Services Nationwide (Apr 16)  
EO 14310 – Strengthening Critical Manufacturing Supply Chains (Apr 16)  
EO 14311 – Ensuring Coastal Flood Protection (Apr 17)  
EO 14312 – Promoting Technological Innovation in Agriculture (Apr 17)  
EO 14313 – Implementing Carbon Capture Incentives (Apr 18)  
EO 14314 – Reforming Airport Security Screening (Apr 18)  
EO 14315 – Strengthening Public-Private Cyber Partnerships (Apr 19)  
EO 14316 – National Digital ID Standards (Apr 19)  
EO 14317 – Protecting Whistleblowers in Federal Service (Apr 20)  
EO 14318 – Modernizing Federal Disability Benefits (Apr 20)  
EO 14319 – Expanding Public Access to Genetic Testing (Apr 21)  
EO 14320 – Enhancing Maritime Port Security (Apr 21)  
EO 14321 – Promoting National Park Trails and Recreation (Apr 22)  
EO 14322 – Expanding EV Charging Station Infrastructure (Apr 22)



# The Time is Now to Educate and Inform Congress

## HOUSE 435 Members

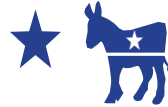


**30**  
NEW HOUSE  
REPUBLICANS

**72**

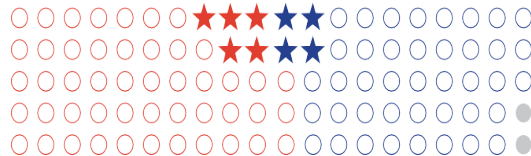
NEW MEMBERS  
OF THE 119<sup>TH</sup>  
US CONGRESS

**33**  
NEW HOUSE  
DEMOCRATS



**4**  
NEW SENATE  
DEMOCRATS

**5**  
NEW SENATE  
REPUBLICANS



## SENATE 100 Members

**1997**

THE YOUNGEST  
REPRESENTATIVE WAS BORN

**1936**

THE OLDEST  
REPRESENTATIVE WAS BORN

**68**

REPRESENTATIVES  
ARE MILLENNIALS

**12**

REPRESENTATIVES  
ARE AGE 35 OR  
YOUNGER

**1987**

THE YOUNGEST SENATOR  
WAS BORN

**1933**

THE OLDEST SENATOR  
WAS BORN

**5**

SENATORS ARE  
MILLENNIALS

**HOUSE FRESHMAN IN BOTH PARTIES HAVE LOWER  
MEDIAN AGE THAN INCUMBENTS IN THE CHAMBER**

*Pew Research Center as of Jan. 3, 2025.*

### REPUBLICANS

Youngest 30.9 Median freshman 51.7 Median incumbent 59.2 Oldest 87

### DEMOCRATS

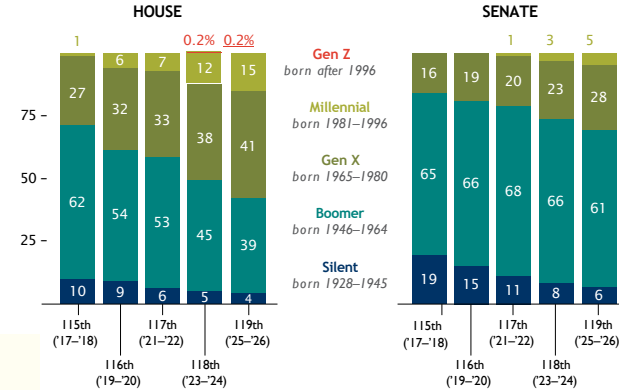
28.0 50.2 59.7 86.4

AGES

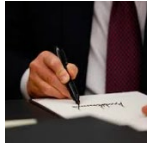
## YOUNGER GENERATIONS MAKE UP GROWING SHARE OF CONGRESS, ESPECIALLY IN THE HOUSE

Each Generation as a % of the House of Representatives and Congress, by Congress

*Pew Research Center*



**246 members of the House and 21 Senators have never voted on a Farm Bill before — almost half have been in Congress for less than 6 years.**



**OVER 140  
EXECUTIVE  
ORDERS ISSUED**



**ESTABLISHING &  
IMPLEMENTING  
THE  
PRESIDENT'S  
"DOGE"**

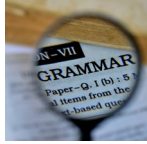


**HIRING  
FREEZES/LAYOFFS**



**LAUNCHES  
10-TO-1  
DEREGULATION  
INITIATIVE**

**DESIGNATING  
ENGLISH AS THE  
OFFICIAL  
LANGUAGE OF  
THE UNITED  
STATES**



**FEDERAL GRANT  
FREEZE/CUTS**



**WITHDREW  
FROM GLOBAL  
AGREEMENTS**



**MAKE AMERICA  
HEALTHY AGAIN  
MOVEMENT**



**REVIVED  
TRUMP-ERA  
TAX CUTS**



**TARIFFS  
IMPOSED ON  
KEY TRADE  
PARTNERS**



**BANNED DEI IN  
FEDERAL  
AGENCIES**

# TRUMP'S FIRST Six Months



**TEMPORARY  
PROTECTED  
STATUS (TPS)  
CHANGES**



**ICE  
ENFORCEMENT**



**"FARMERS  
FIRST"  
CAMPAIGN  
DEPLOYED BY  
USDA**

**SUSPENDED  
ENFORCEMENT  
OF RULE  
GRANTING  
ORGANIZING  
PROTECTIONS TO  
H-2A**



**REVOKES 2022  
EO ON  
ADVANCING  
BIOTECHNOLOGY**

**MASC  
Program**



**NEW POLITICAL  
APPOINTMENTS**

**ONE BIG  
BEAUTIFUL  
RECONCILIATION  
BILL**



**BORDER  
EMERGENCY  
DECLARATION**

**BREAKING NEWS**

**BREAKING NEWS**



**At the end of the  
day... what does  
it really mean?**

How do we  
navigate the  
***NOISE?***



# Agriculture Labor & Workforce

<b>Executive Branch</b>	Meetings at the White House, DOL, USDA, and DHS
<b>Congress</b>	Collaborating with the House Agriculture Committee on a bill
<b>H-2A H-2B</b>	Reforms are needed. These programs are legal – even President Trump uses them!
<b>AEWR</b>	Seeking 2-year freeze to allow time for broader program changes
<b>DHS and Unions</b>	Proactively provided guidance via memos and webinars to AmericanHort members



# Tariff Tango

Announce, Retaliate, Pause, Repeat.....Trade deal?

## Presidential Tariff Powers

- **IEEPA: Emergency powers used for sweeping tariff actions**
- **Section 232: National security-based tariffs (steel, autos, etc.)**
- **Section 301: Tariffs in response to unfair trade practices**

## How AmericanHort has led trade & tariff advocacy

- **Secured tariff exemption for peat-based products from Canada & Europe**
- **Engaged senior officials at the White House, USDA, USTR, Commerce, and Congress**
- **Submitted letters and engaged in direct dialogue through industry roundtables**

## Trade certainty for growers

- **Businesses need certainty — not whiplash tariff policy.**
- **AmericanHort is in D.C. advocating for clarity and relief.**

# Tax Policy & Priorities

AmericanHort, with hundreds of agriculture associations, signed on to three different letters advocating for the following tax provisions:

**All of these are included in the Reconciliation Law - OBBBA**

## 199 A Deduction

Permanently extends the Qualified Business Income Deduction to 20%

## Bonus Depreciation

Extended through 2029 for eligible property.

## R&D Deduction Restored

Allows immediate expensing of domestic research expenditures (2025-2029)

## Estate Tax Relief

Permanently raises the estate and gift tax exemption to \$15M per person starting in 2026.

## Expanded Section 179 Expensing

Increases max deduction to \$2.5M, with a phase-out starting at \$4M

## Production Property Deduction

New 100% first year-deduction for agricultural/manufacturing infrastructure

# APHIS & EPA

## **Animal & Plant Health Inspection Service (APHIS)**

- Better efficiencies at Plant Inspection Stations
- Box Tree Month (BTM)
- Phytophthora regulations
- Ralstonia solanacearum (Rs R3bv2) exclusion program
- Emerging pests and diseases

## **Environmental Protection Agency (EPA)**

- Application Exclusion Zone (AEZ)  
(Final Rule: September 2024)
- Endangered Species Act (ESA)  
Pesticide Strategies
  - Herbicide Strategy (final strategy, August 2024)
  - Insecticide Strategy (final strategy, April 2025)
  - Fungicide Strategy (in development)

# Leveraging Relationships at the Federal Level to Protect Industry Priorities



Research programs are funded and sustained



Communicating the impact of rules and regulations



Adequate staffing in program offices



Educate the White House about horticulture priorities



Development and continuity of Specialty Crop Programs



Drive impact through Congressional letters



## September 15-17, 2025

- Meet with your Member of Congress
- Hear from Featured Speakers
- Attend the PlantPAC Dinner

Register now! Limited spots remain!



# Key Issues for 2025



Ag Labor and Workforce



2025 Farm Bill



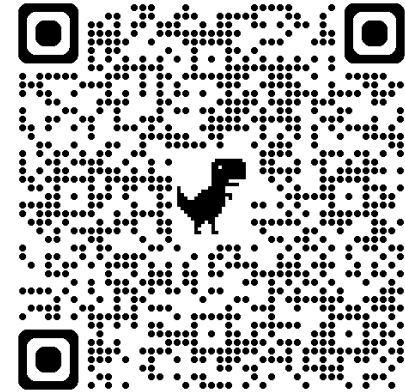
Supply Chain: Trade,  
Tariffs, & Transportation



Plant Health Regulations



Appropriations



Visit our website to  
read more about key  
issues.





# Matt Mika

Vice President for Advocacy &  
Government Affairs

Email: [mattm@americanhort.org](mailto:mattm@americanhort.org)

Phone: 202-222-5719



**Thank You!**

# State of the Industry:

## Economic Update

Dr. Charlie Hall, Chief Economist



# Agenda



**HOW WAS  
SPRING?**



**CURRENT  
ECONOMIC  
CONDITIONS**

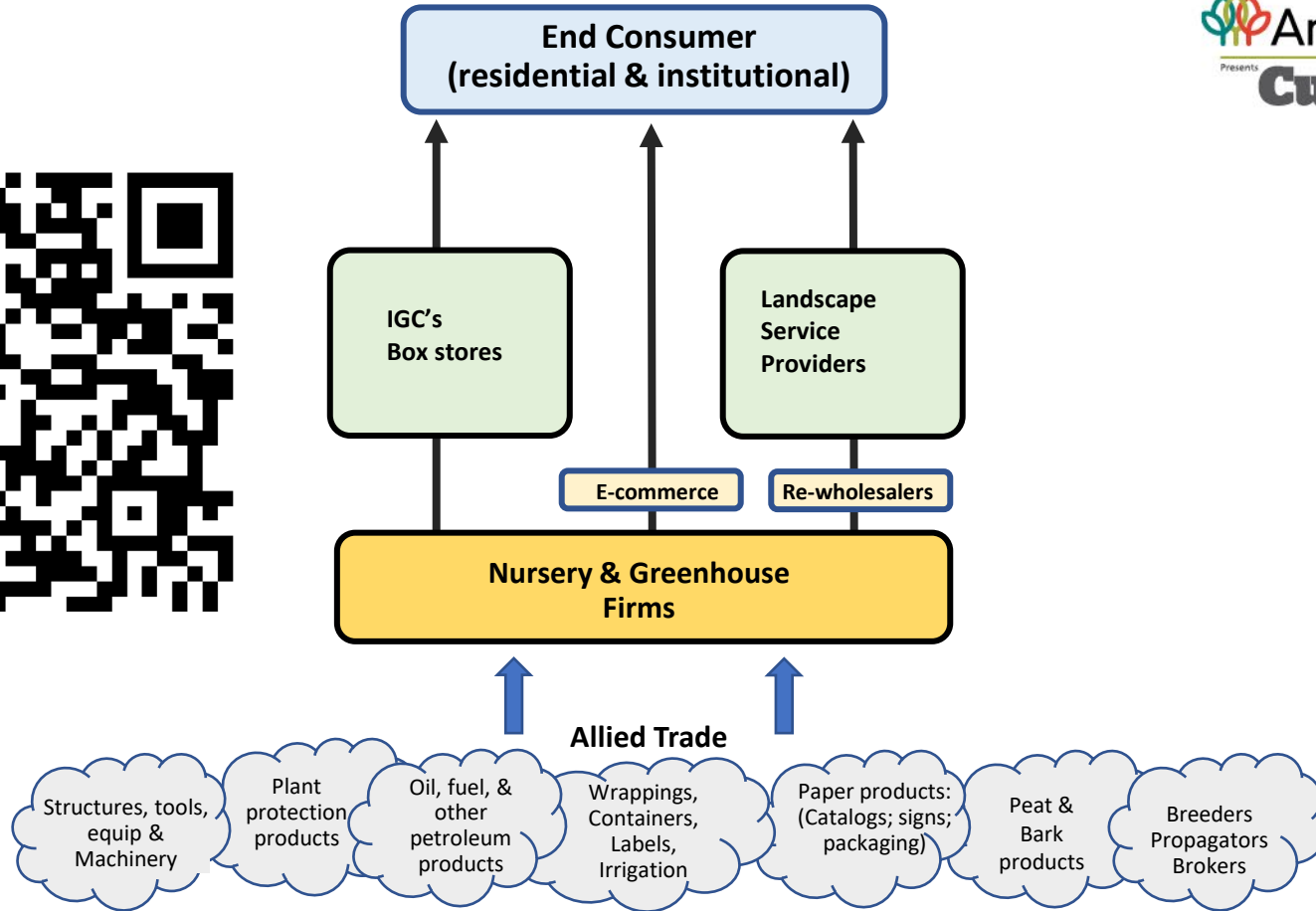


**SUPPLY  
CHAIN ISSUES  
& COSTS**



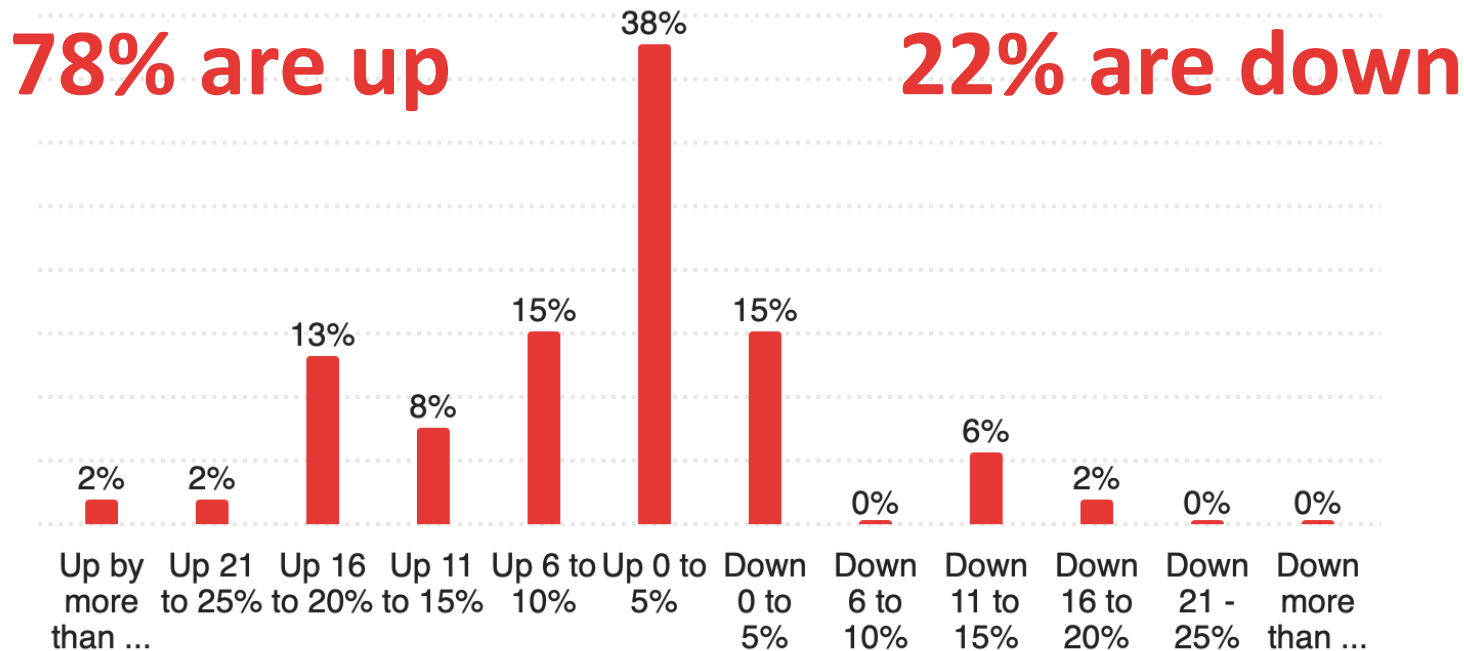
**OUTLOOK  
GOING  
FORWARD**



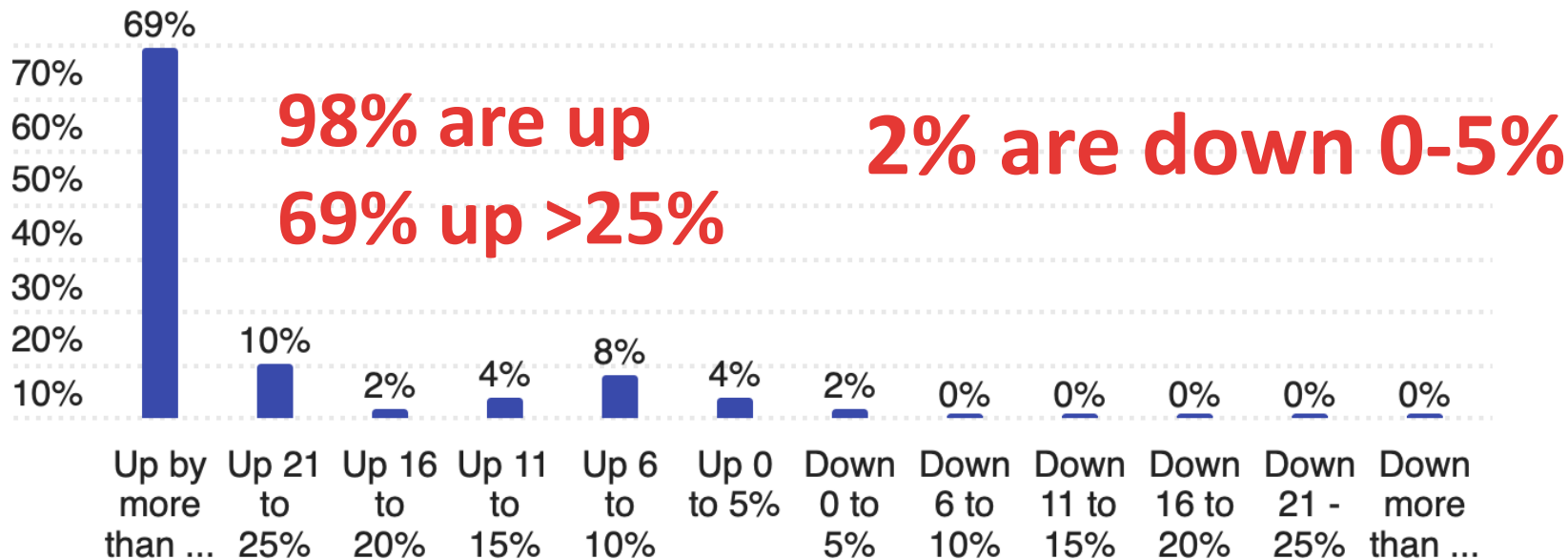




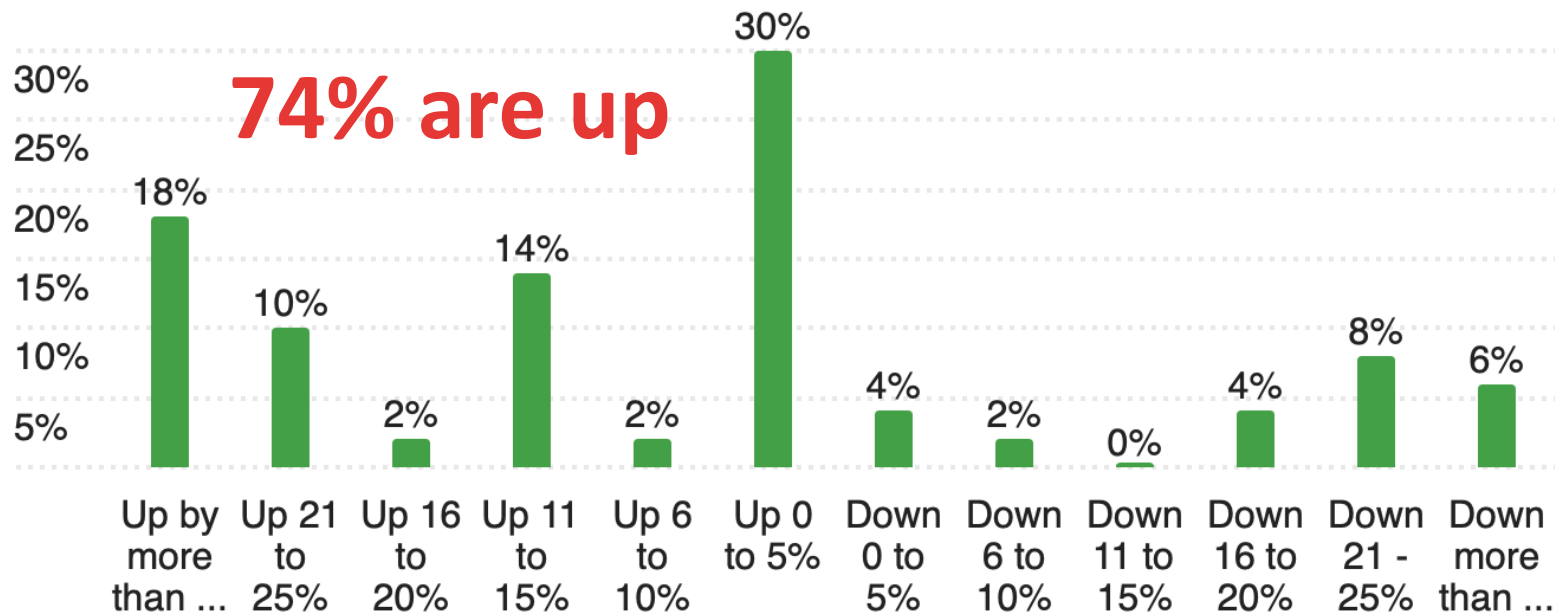
# Grower top-line sales YTD vs 2024



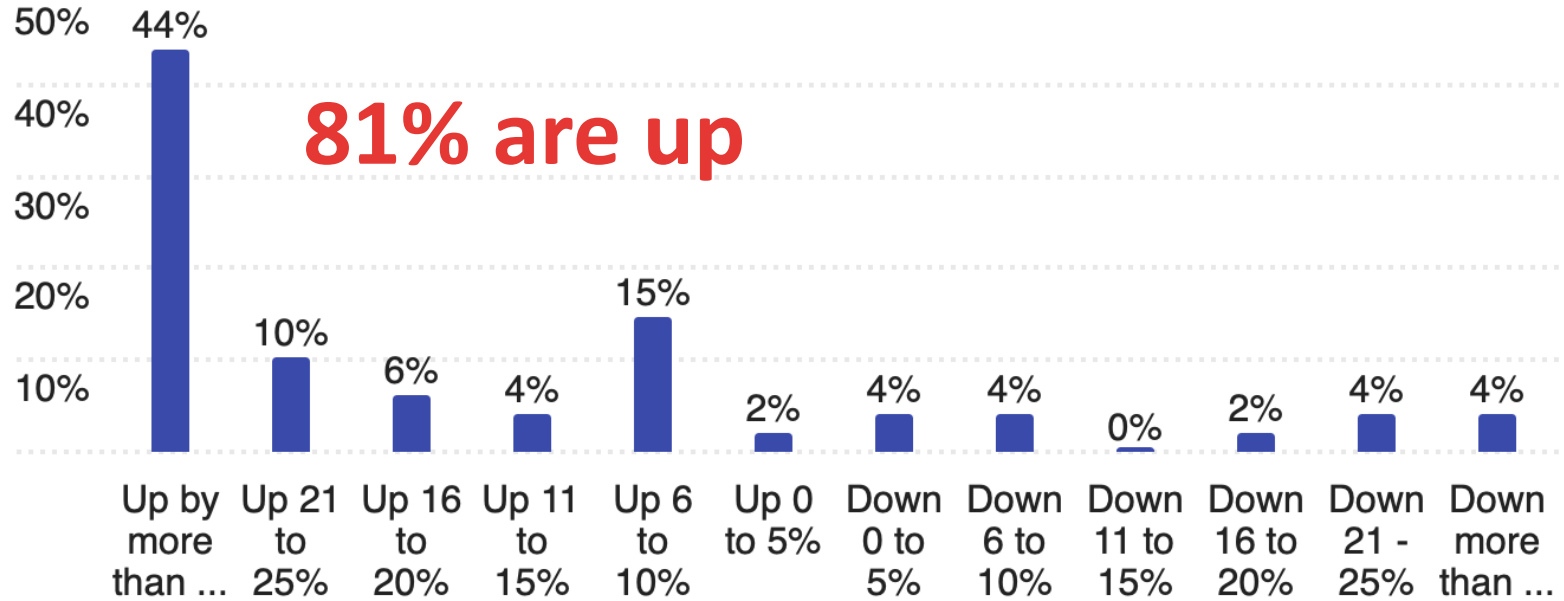
# Grower top-line sales vs 2019



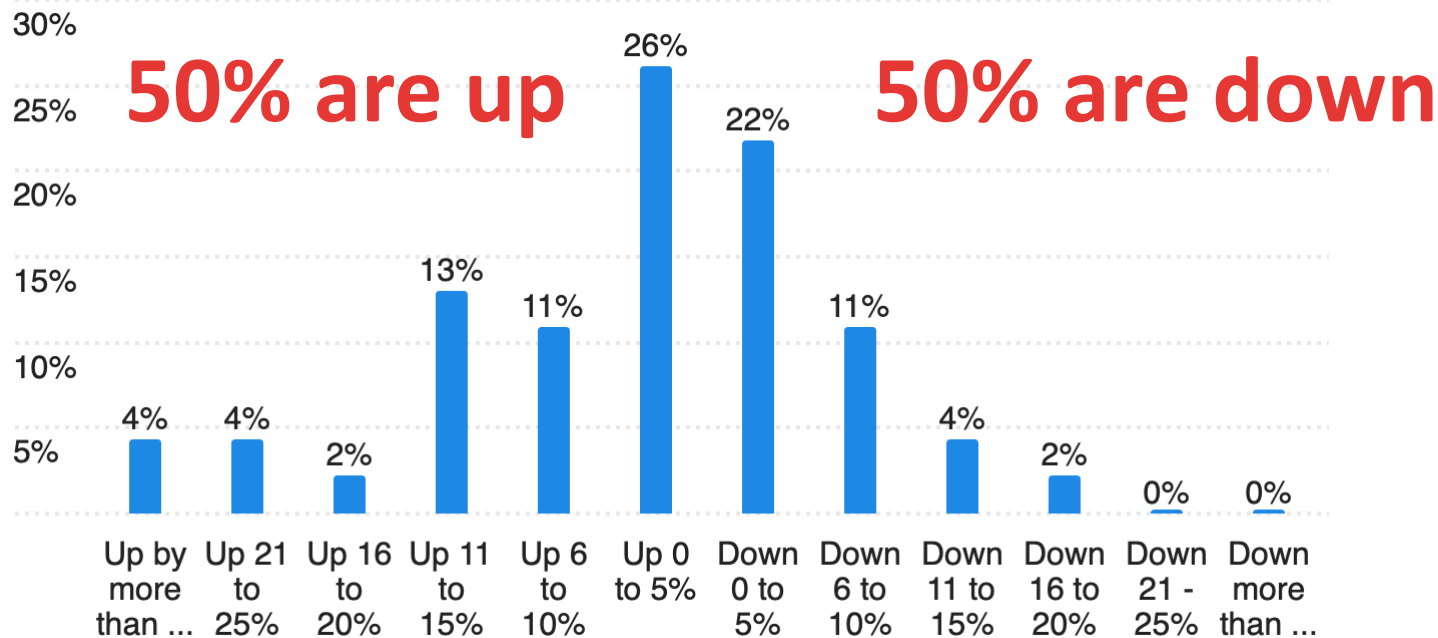
# Grower net profits YTD vs 2024



# Grower net profits vs 2019

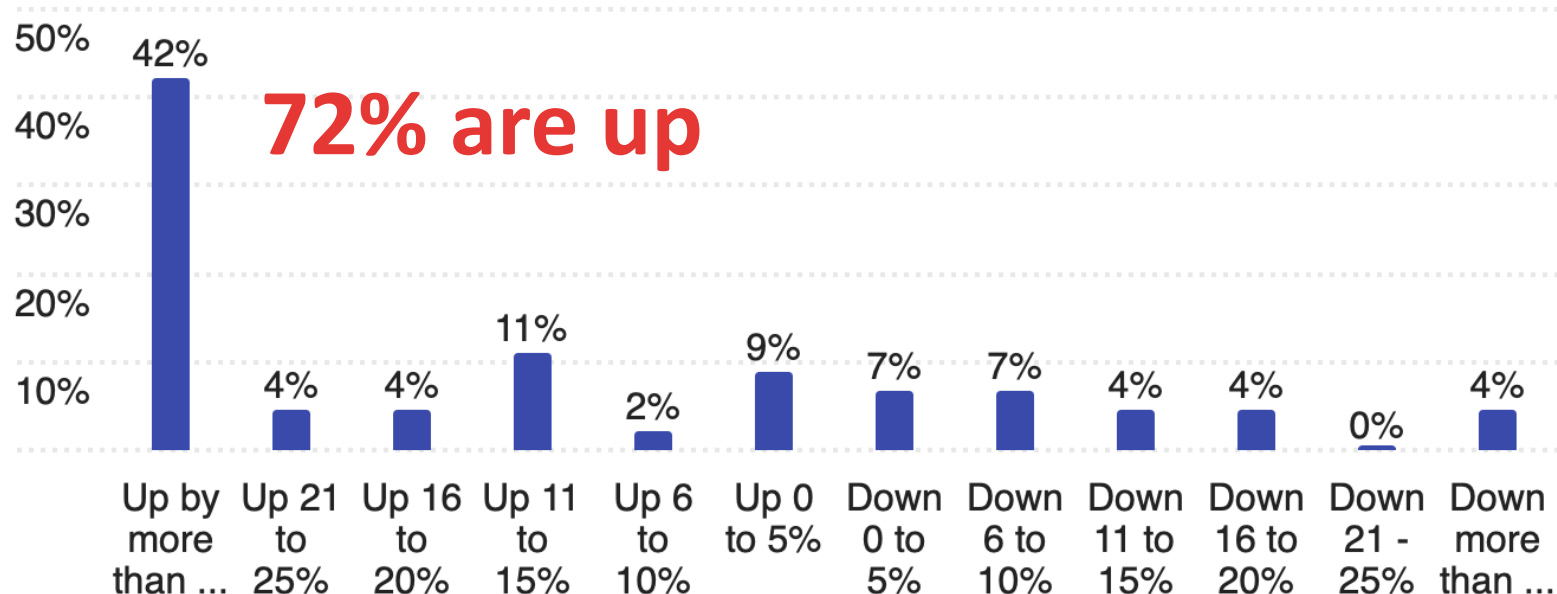


# Grower units sold vs 2024





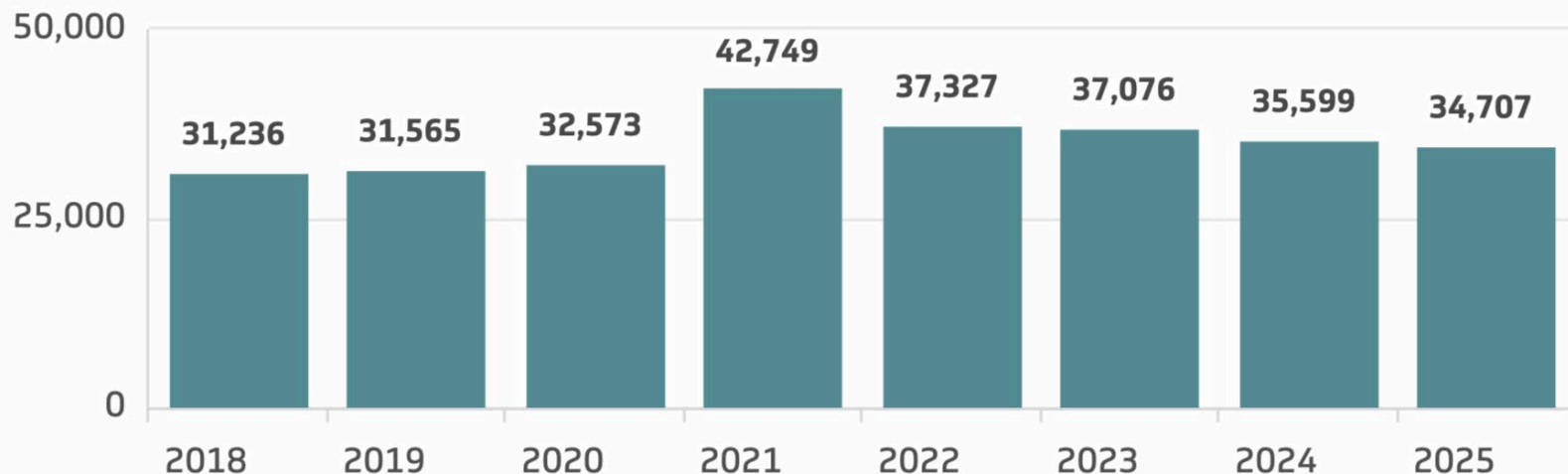
# Grower units sold vs 2019



# Retail IGC YTD

REGION	Revenues YTD %	Avg Sale YTD %	Trans Ct YTD %
Gulfcoast	-3.2%	0.4%	-3.6%
MidAtlantic	2.3%	1.3%	1.0%
MidWest	1.2%	2.6%	-1.4%
MtnsWest	3.7%	7.5%	-3.5%
Northeast/NS	0.1%	3.2%	-2.9%
Northwest/BC	1.2%	2.0%	-0.8%
Ohio	3.5%	3.0%	0.5%
SouthCentral	-6.5%	-5.1%	-1.4%
SouthWest	4.0%	1.2%	2.8%
Southeast	0.1%	3.1%	-2.9%
<b>Grand total</b>	<b>0.3%</b>	<b>1.7%</b>	<b>-1.4%</b>

# Customer Count YTD



Median Customer Count - YTD by Year

Change vs  
YTD 2024

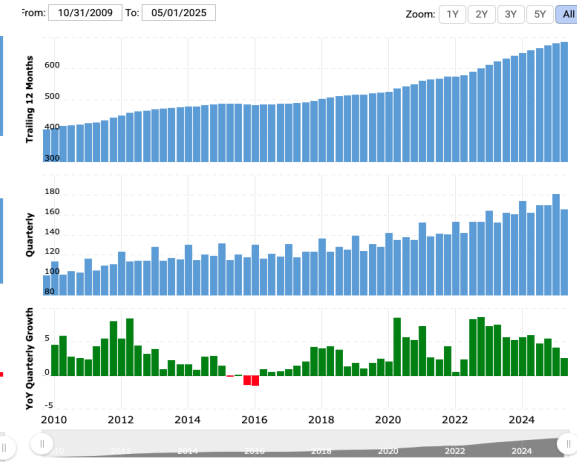
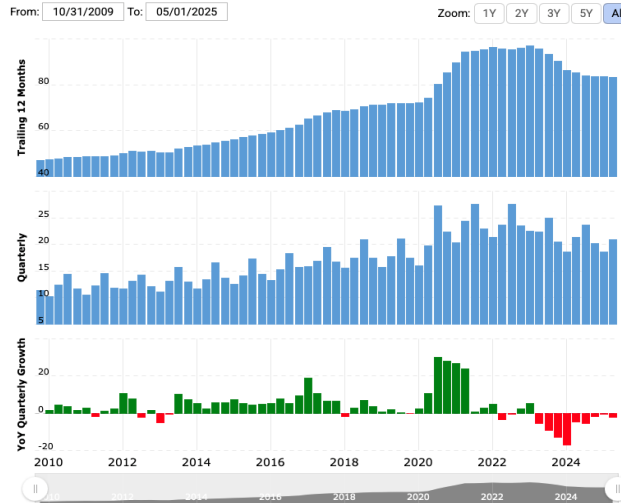
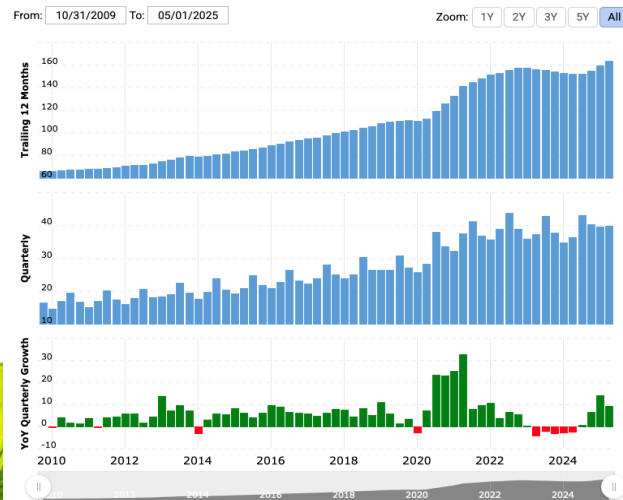
-0.5% ▼

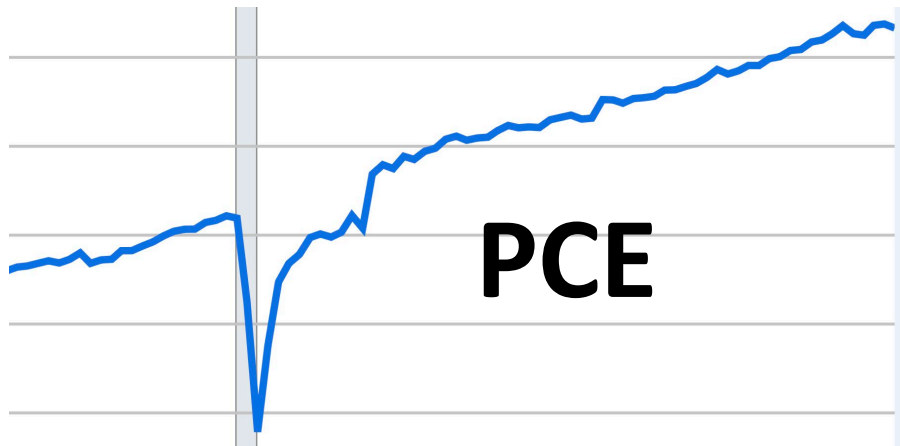
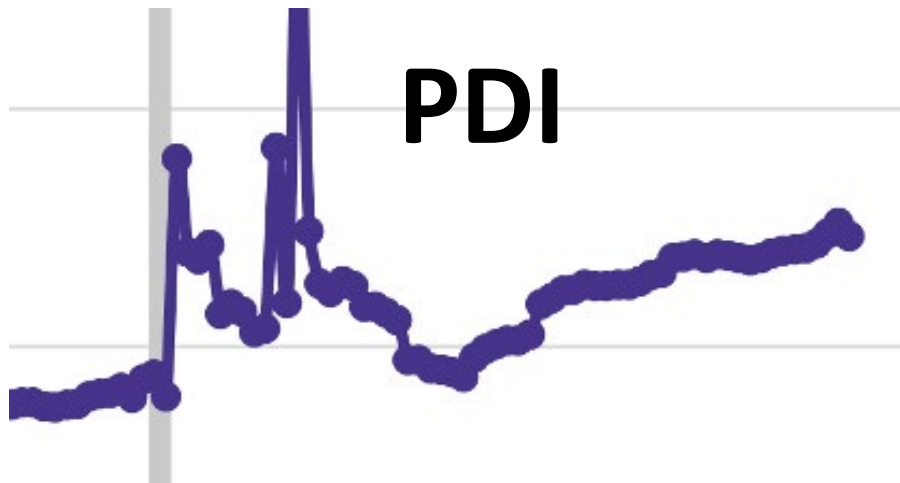
Change vs  
3-yr Avg

-3.0% ▼

# Retail Box Store Data

**Pandemic era growth has slowed significantly but still growing...glacially and unevenly...still well ahead of 2019...most “newbies” hanging in.**









**Inflation psychology going forward?**

# Agenda



**HOW WAS  
SPRING?**



**CURRENT  
ECONOMIC  
CONDITIONS**



**SUPPLY  
CHAIN ISSUES  
& COSTS**

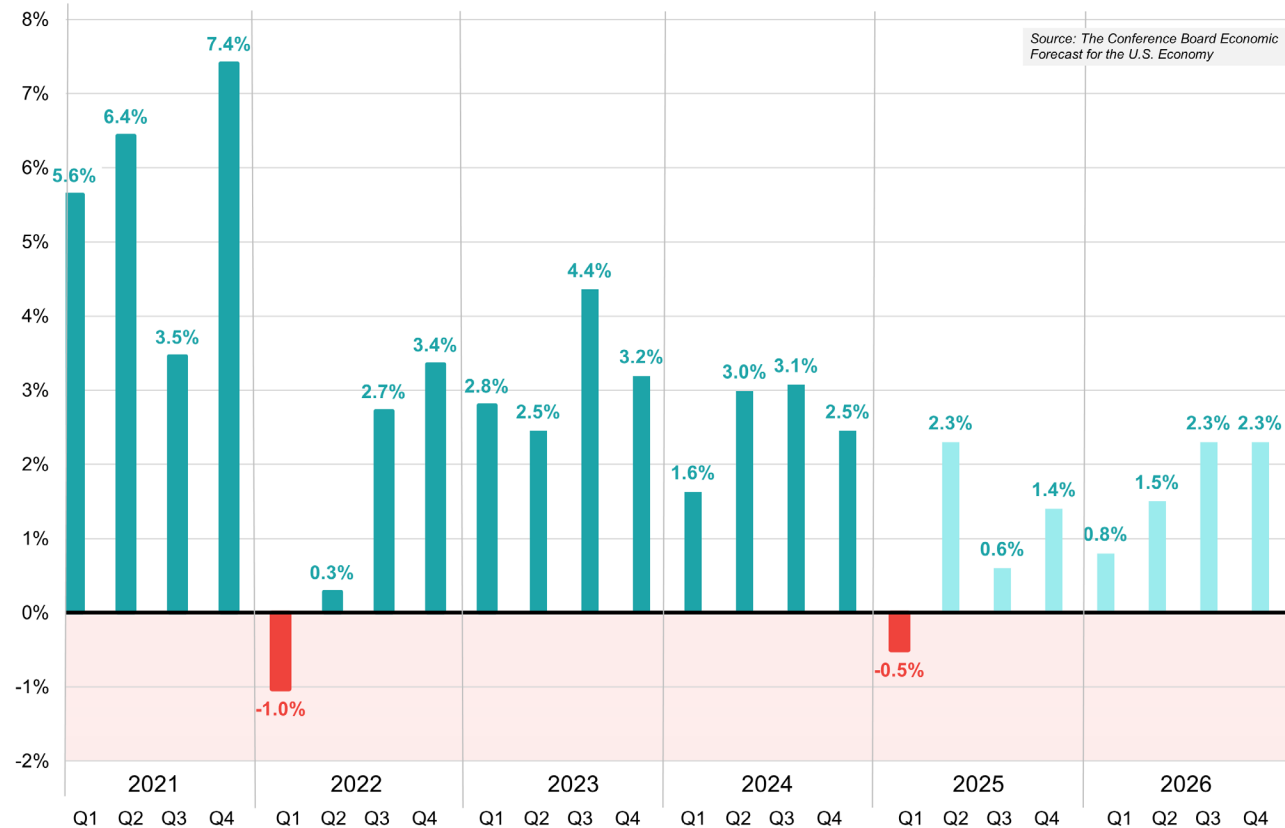


**OUTLOOK  
GOING  
FORWARD**

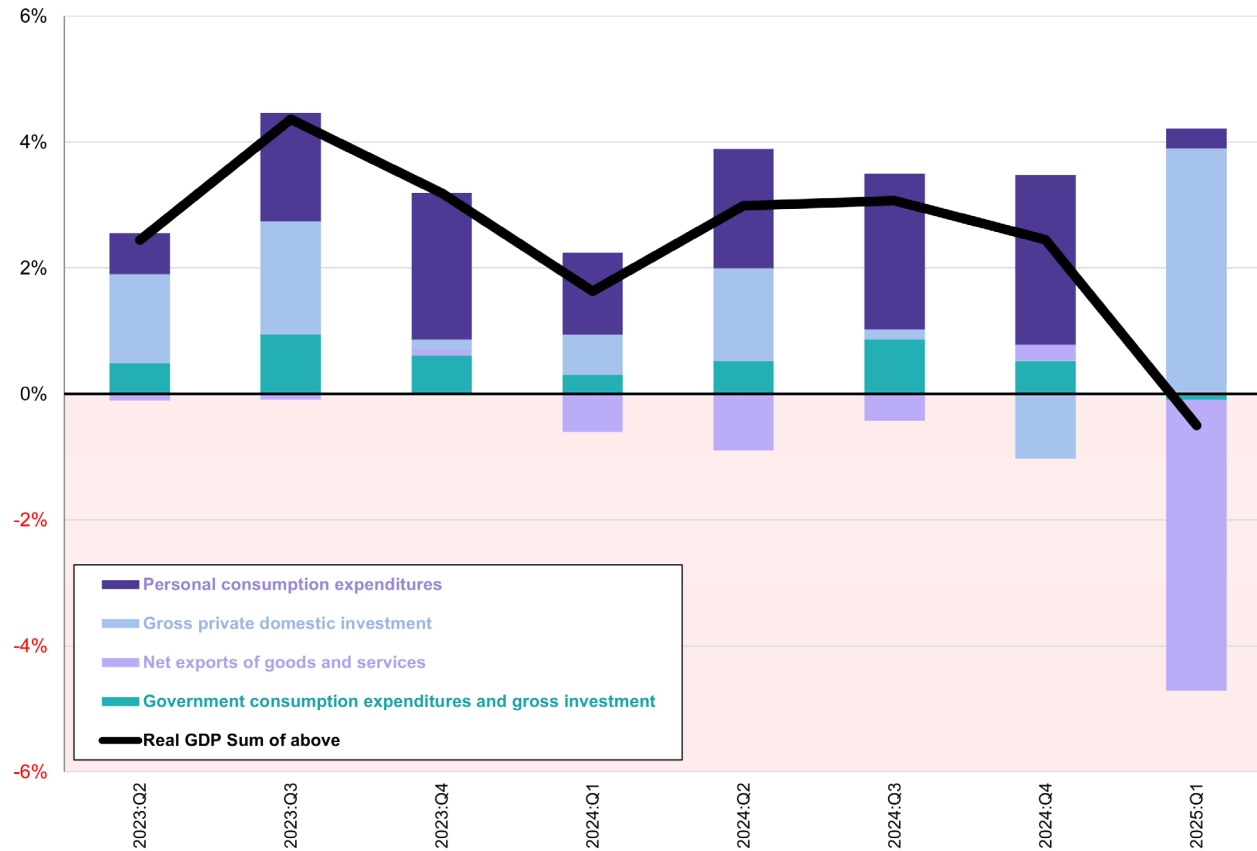


# Gross Domestic Product (GDP)

Source: The Conference Board Economic  
Forecast for the U.S. Economy



## Contributions to Percent Change in Real GDP



---

$$\text{GDP} = \text{C} + \text{I} + \text{G} + \text{NX}$$

---

<b>GDP</b>	=	<u>C</u> onsumption	+	<u>I</u> nvestment	+	<u>G</u> overnment	+	<u>N</u> et <u>E</u> xports
		Household		Business Spending		Federal		Exports Less
		Consumption		Inventory		State & Local		Imports

---

**GDP**

*Less Inventories*

**= Final Sales**

*Less Net Exports*

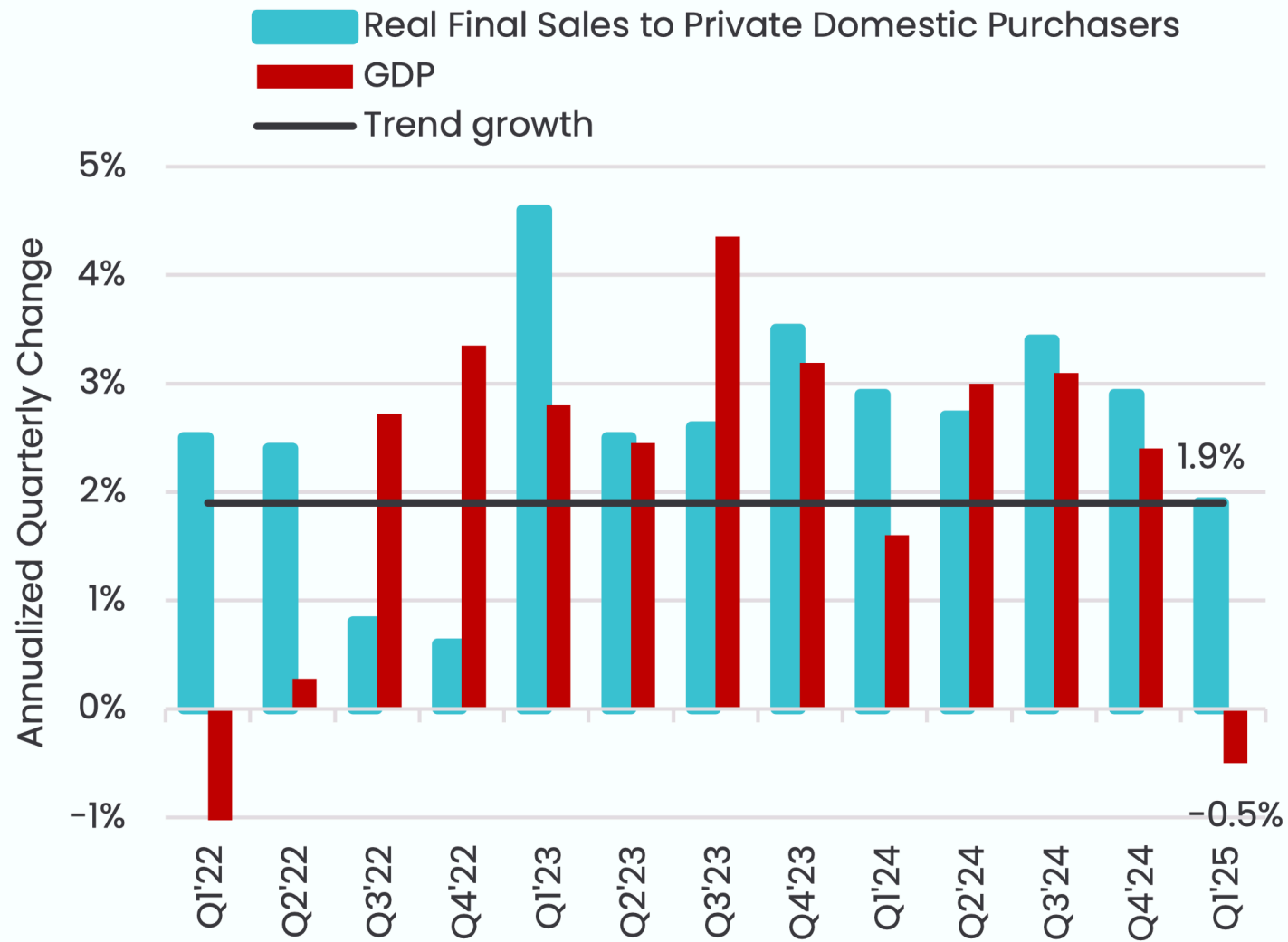
**= Final Sales to Domestic Purchasers**

*Less Government Spending*

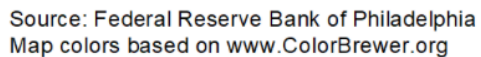
**= Final Sales to Private Domestic Purchasers (PDFP)**

---





**ericanHort  
ivate'25**



# Agenda



**HOW WAS  
SPRING?**



**CURRENT  
ECONOMIC  
CONDITIONS**



**SUPPLY  
CHAIN ISSUES  
& COSTS**



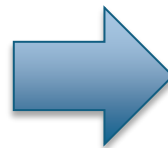
**OUTLOOK  
GOING  
FORWARD**



# Supply chain pressure gauge

## Effects of tariffs?

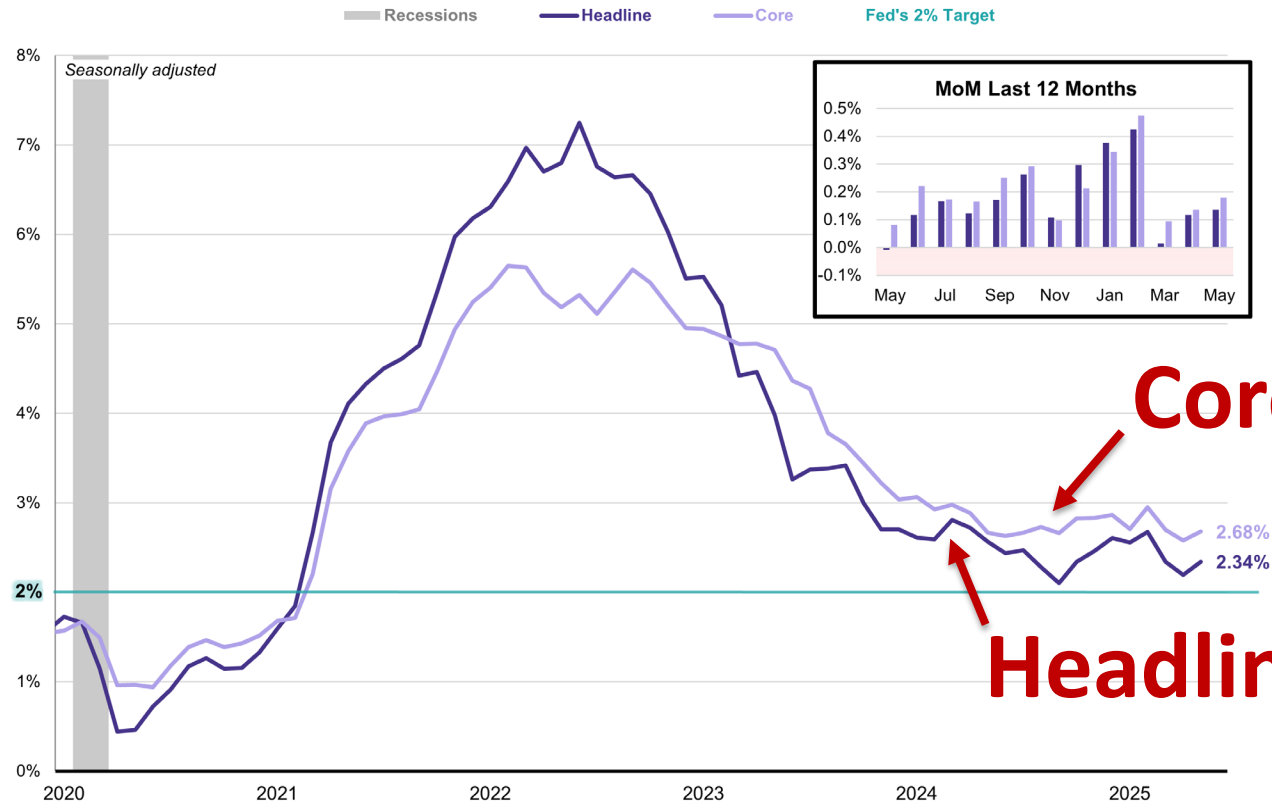
(Are they an alchemic tool or  
will we pay the piper?)



# Inflation



# PCE Price Index

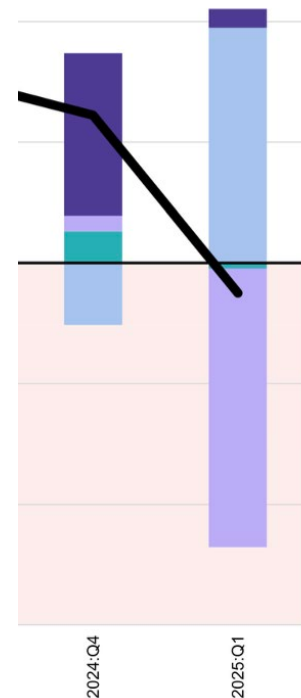


**Core 2.68%**

**Headline 2.34%**

# So where is the inflation?

- Remember from earlier when I said that imports that were a drain on GDP in Q1?
- Those inventories are what are being sold now at pre-tariff price levels.
- As those inventories are drawn down, tariffs will start showing in the inflation #'s.





### Index of Prices Paid by Growers in the Green Industry (2007=100)

Cost category	Weight	2007	2019	2020	2021	2022	2023	2024	2025f	2026p	2026p
Containers & other plastics	8.90%	100.0	127.3	126.4	143.5	166.8	166.7	167.0	167.8	171.2	186.6
Media (soilless mixes)	4.37%	100.0	120.5	122.0	135.8	140.1	160.1	142.7	145.5	151.4	157.4
Propagative materials	18.97%	100.0	128.3	136.8	142.1	141.8	142.7	161.0	161.8	174.8	188.8
Plant protection products	1.629%	100.0	109.8	107.0	115.1	175.0	154.0	142.3	143.5	150.7	164.2
Fertilizers	1.626%	100.0	109.5	103.5	138.6	225.8	168.4	159.3	160.1	166.5	181.4
Labor	42.99%	100.0	144.2	149.6	158.1	169.8	179.1	185.1	194.8*	203.6	203.6
Fuel & energy	4.57%	100.0	93.3	79.3	105.6	152.7	131.7	123.0	123.5	135.8	149.4
Supplies & repairs	2.95%	100.0	127.6	129.6	138.9	154.7	160.5	162.0	166.9	171.9	180.5
Freight & trucking	14.00%	100.0	130.5	124.9	138.9	151.1	136.1	131.8	134.4	142.4	153.8
Weighted index (2007=100)		100.0	132.8	135.2	146.1	160.1	160.9	165.0	170.1	178.9	186.1
YOY increase/decrease		---	3.6%	1.8%	8.1%	9.5%	0.5%	2.5%	3.1%	5.2%	9.4%

f=EOY forecast; p=preliminary with 10% tariffs; p=preliminary with full tariffs included

3.0% 7.2%

Cost category	2025f	2026p	2026p
Containers & other plastics	167.8	171.2	186.6
Media (soilless mixes)	145.5	151.4	157.4
Propagative materials	161.8	174.8	188.8
Plant protection products	143.5	150.7	164.2
Fertilizers	160.1	166.5	181.4
Labor	194.8	203.6	203.6
Fuel & energy	123.5	135.8	149.4
Supplies & repairs	166.9	171.9	180.5
Freight & trucking	134.4	142.4	153.8
Weighted index (2007=100)	170.1	178.9	186.1
YOY increase/decrease	3.1%	5.2%	9.4%

\*\*\*

**3.0% 7.2%**





**FOR  
SALE**

# Agenda



**HOW WAS  
SPRING?**



**CURRENT  
ECONOMIC  
CONDITIONS**



**SUPPLY  
CHAIN ISSUES  
& COSTS**



**OUTLOOK  
GOING  
FORWARD**



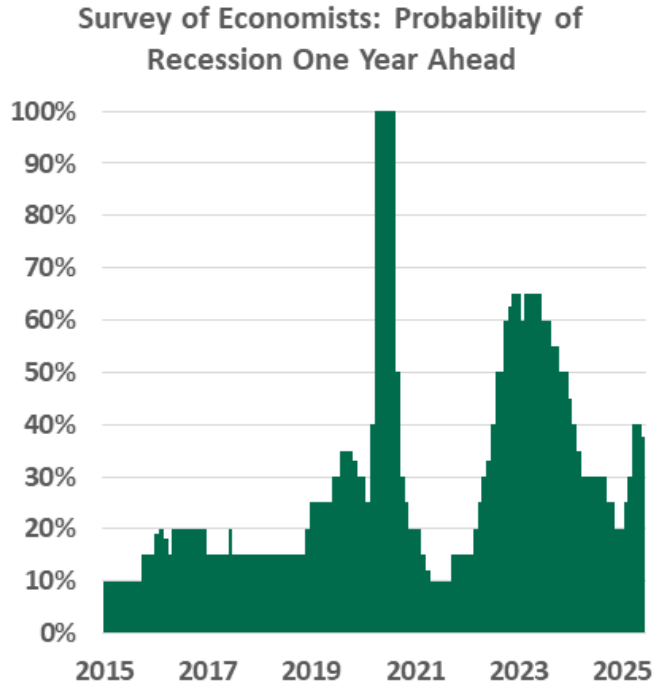
# Recession imminent?

- 3 of 6 NBER indicators are slightly negative – NO
- 4-wk moving avg of unemployment claims – NO
- St. Louis Fed risk index – NO
- Chicago Fed national activity index – NO
- Yield curve – 10 yr notes vs Fed funds rate – NO
- Sahn recession rule – NO
- Conference Board Leading Economic Index -- YES





# Recession probability:



Source: Bloomberg

**20-40%**

**Depends on  
outcomes of  
OBBBA**



# Take-home points

1. Mixed regional performance across all sectors in the industry. Negative comps aren't the whole story. Working capital. SKU rationalization.
2. Customer analytics are critical. Focus on your value proposition.

**Be agile. Sharpen  
your pencil.**

**Manage  
Relationships.**



