



The AmericanHort Salary & Benefits Survey & Industry Report

Survey Portal Open: August 18 – September 26, 2025

Participate to gain valuable insights to boost your competitiveness and enhance your hiring practices.

Steps to Complete the Survey:

- To complete the survey, create a profile account in the Industry Insights portal if you don't already have one.
- If you already have an account login, use the same email and password you used when you initially set up your account.
- Click on "Begin Survey" to start completing the survey questions.
- Navigate through the survey or click the "Save" button to save your data. You may return to the survey at any time prior to the **September 26, 2025 deadline** to complete it or to make changes.
- An estimated 25 minutes is needed to complete the survey for the first time depending on how many job titles you include. If you completed the survey last year, it will take less time this year. You only need to update any changes in your company data, such as wages, benefits, new positions, or job title changes.
- The more data captured about each job title, the more useful the final report will be.
- You can participate in the survey next year with the same account you set up this year, making future participation quicker and easier.

Information to Have Ready to Most Easily Complete the Survey:

- Size of production/field/retail area, and number of locations
- Types of customers you sell to
- Number of FTEs employed during peak season
- Number of workers part of H-2A or H-2B programs
- Overall revenue for last calendar or fiscal year
- Overall payroll cost
- Average base salary (merit + COLA) for past year and anticipated in next year for executive, full-time manager and non-manager levels, part-time, and seasonal employees
- What benefits you offer
- Terms of 401K match if offered
- Types of health and medical plans offered, and percentage of premium paid by company

- The importance employees place on these benefits based on employee type
- Benefits used to attract and retain employees
- Types of paid time off offered
- For office staff, percentage working in the office versus working remotely

Payroll information can be easily updated through a spreadsheet available for download in the survey portal.

Questions:

Questions about the AmericanHort Salary & Benefit Survey & Industry Report can be directed to Karen Limbert, VP Operations & Finance, AmericanHort at KarenL@AmericanHort.org or call 614- 487-1117.

Questions about using the online survey portal can be directed to Jake Hackathorne of Industry Insights at JHackathorne@industryinsights.com

What AmericanHort Members have to say about the Salary & Benefit Survey & Industry Report:

"We found this benchmarking survey really useful. It gave us important insights into our market position. It highlighted areas needing attention and improvements in our company. The data has been invaluable to our HR planning and future decision making."

-Tabatha Beier, Owner, A+ Garden Center, MN

"This benchmarking survey was helpful for us as we evaluate our compensation and benefit offerings. It helped us understand where we can make worthwhile changes and helped in our strategic planning. We look forward to updating this each year so we can continue to monitor where we stand."

-Paula Kitchens, Human Resource Manager, McCorkle Nurseries

" The AmericanHort Salary and Benefits Report is an indispensable resource for Human Resources Managers in the green industry. Due to its industry-specific nature, this information is typically hard to come by, making the report even more valuable. Additionally, the survey process was straightforward, featuring well-crafted questions that contributed to the high quality of the final product."

-Christine Martein, PHR, SHRM-CP, Homestead Gardens, Inc