



The AmericanHort 2023 Salary & Benefits Report provides a detailed analysis of key compensation and benefits related statistics for executive level positions in the horticultural industry. The results are based on confidential surveys submitted to Industry Insights, Inc., from 239 organizations representing nearly 12,000 employees.

The AmericanHort 2023 Salary & Benefits Survey was compiled, tabulated, and analyzed by Industry Insights, Inc. (www.industryinsights.com), an independent professional research and analytics firm that specializes in conducting financial operating surveys, compensation studies, market assessment surveys, customer satisfaction research, educational programs, and other forms of customized research for associations.

Prepared by:



Industry Insights, Inc. 6235 Emerald Pkwy Dublin, OH 43016 614.389.2100 www.industryinsights.com

Copyright © 2023 AmericanHort. All rights reserved.



# TABLE OF CONTENTS

About This Report	
Survey Jobs	
Interpreting the Numbers	
The Economy	
Respondent Profile	
Revenue and Payroll	14
Benefits	1!
Salary Adjustment & Staff Changes	
Detailed Results	
Company's Business Segment	24
Net Sales	3!
Region	4
Compensation Tables	5
Full Time Positions	58
Part Time Positions	120
Seasonal Positions	12
Appendix	134
Survey Methodology and Demographics	13
Survey Questionnaire	136
Disclaimer	14



## **ABOUT THIS REPORT**

The AmericanHort 2023 Salary & Benefits Report represents the most complete, accurate, and up-to-date salary and benefits data in the industry. This report is designed to allow users to easily compare compensation levels and benefit policies with their peers.

### HOW THE TABLES ARE ORGANIZED

The tables in this report are organized to include a number of important findings for each relevant "grouping" of similar company types. Detailed tables can be found in the Detailed Results and Compensation Tables sections. The Detailed Results utilize the same data set, but it is broken into the following data aggregations:

#### **ALL FIRMS**

#### **Company's Business Segment**

- Greenhouse Grower
- Nursery Grower
- Retail Garden Center
- Other

#### **Net Sales**

- Less than \$1,000,000
- \$1,000,000 to 4,999,999
- \$5,000,000 to \$14,999,999
- More than \$15,000,000

#### Region (HQ Location)

- Northeast
- Midwest
- South
- West
- Canada

The following job titles were included in the compensation portion of the survey and listed in the detailed compensation tables individually. If there was not sufficient data to show a job title, it will not appear in the detailed compensation tables.

SURVEY JOBS	
EXECUTIVE	
Owner	Head of Finance (CFO, VP, Controller)
CEO/President	Head of Sales/Marketing (VP, Director, Manager)
Head of Operations (Coo, VP, Manager)	Head of Human Resources (VP, Director, Manager)
OFFICE STAFF	
Office/Administrative Manager	Sales Representative
General Manager	Accounting Staff
Sales Manager	Administrative Staff
GROWING & RETAIL STAFF	
Head Grower	Cashier
Section Grower	Sales Associate
Grower Junior level (0-2 years)	Buyer
Grower 2nd level (3-5 years)	Garden Center Manager
Grower Senior level (6+ years)	Merchandiser
General Labor	Merchandise Manager
Crew Leader	Receiving Clerk
Department Manager	Landscape Foreman
Field Supervisor	Delivery Driver
Truck Driver	

### INTERPRETING THE NUMBERS

Many of the results included in this study are reported as both medians and arithmetical averages or means. Unlike the mean, the median is not distorted by a few unusually high or low values that may exist in the sample due to special circumstances. The "median" value represents the mid-point of the data for a particular measure, with one-half of responding organizations reporting figures above it and one-half below. Each median was computed independently based on the participants that reported for that item. As a result, mathematical relationships do not always exist when different data points are used together in a calculation.

As readers compare their compensation information to that of the industry, it is important to remember that the statistics published in this report should be regarded as guidelines rather than absolute standards. Since companies differ depending upon their location, size, and other factors, any two companies may offer their employees a reasonably attractive compensation package and yet those offers may be very different. For example, duration of employment and nature of prior experience will obviously influence the compensation offered to a particular individual. Thus, a deviation between any one company's figures and a number appearing on a table in this report is not necessarily good or bad; it is merely an indication that additional scrutiny may be warranted.

Throughout the report, an "\*\*" indicates that there was insufficient response data to provide a meaningful statistic for that measure, or that one company provided more than 50% of the data. A sample size of five was required to show average, median, 25th, and 75th percentiles. A notation (1) is made if one company provided more than 30% of the data.



### THE ECONOMY

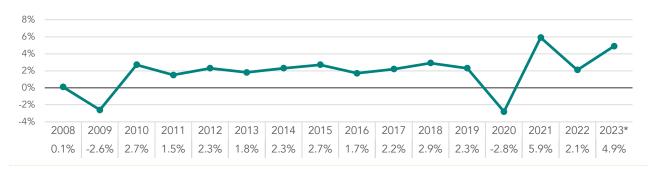
Before analyzing compensation information for any industry, it is important to understand the performance of the overall economy. This section of the report will examine several indicators which are typically correlated with compensation levels and their corresponding trends. It is important to note that these correlations may not apply to every geographic location or individual organization. However, these indicators do provide sound information and their projections will serve as a good gauge for compensation estimates moving forward.

Due to unprecedented government stimulus packages, the economic recovery from the pandemic has exceeded most expectations and the economic growth continued its strong pace into 2021. It was another "rollercoaster" year in 2022 but for different reasons than we had for 2021. As we managed to get through the ups and downs of continued COVID related issues in 2021, the supply chain and inflation impacts beginning in late 2021 bled over into 2022 in full force. The supply chain issues coupled with the unprecedented government stimulus packages of 2020 and 2021 only added fuel to the inflationary fire. We now have a Fed that is steadfast in slowing the economy—raising interest rates 11 times since March 2022. Banking concerns and several geopolitical issues only add to a larger list of uncertainties for the next few years. How these uncertainties play out will determine whether we can have consistent long-term growth or whether we will hit a short or prolonged recessionary period.

#### **Economic Growth**

Real gross domestic product (GDP) decreased each of the first two quarters of 2022 but was able to record stronger growth in the second half of the year to end up 2.1% for 2022. GDP has increased at an annual rate of 4.9% as of the third quarter of 2023.

### Gross Domestic Production (GDP) Growth Rate



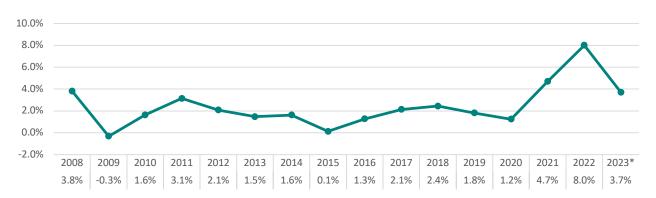
Source: Bureau of Economic Analysis

\*As of Q3 2023

#### Inflation

U.S. inflation, measured by the Consumer Price Index (CPI), was relatively passive in the 2010's (prior to the COVID-19 pandemic), due to modest economic growth and lower commodity prices. Unfortunately, the government stimulus injected into the economy plus a strained supply chain and tight labor market has created an environment of strong demand far outpacing supply. With the CPI reaching its highest levels since the 1980s, the Fed has firmly entered a monetary tightening cycle with seven rate hikes in 2022. There have been four additional rate hikes in 2023. Although we are starting to see disinflationary improvements through 2023, it is anticipated that supply chain issues, a tight labor market, and inflationary pressures will continue to be present through the remainder of the year.

### Inflation (Consumer Price Index) % Change vs. Prior Year



Source: Bureau of Labor Statistics

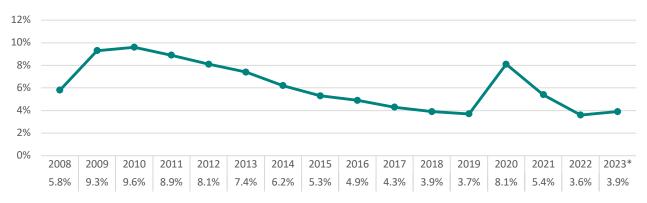
\*As of October 2023

#### Unemployment

Following the pandemic induced spike in unemployment, the labor market has steadily shown strong improvements. The unemployment rate has essentially reached pre-pandemic levels. Labor demand continues to outpace labor supply. As of July 2023, there are more job openings than there are unemployed people seeking employment (1.4 job openings per unemployed person).

The unemployment rate only reflects the percentage of those actively seeking employment who are unemployed. It does not account for anyone who has decided to stop seeking employment due to difficulty finding a job. This means that the reported unemployment rates are likely artificially deflated from real unemployment levels. Another useful employment measure is the labor force participation rate, which tracks the percentage of the population that is either employed or actively seeking employment. From 2002 – 2008, the labor force participation rate was around 66%. From 2014 – 2019, labor force participation fell to a range between 62%-63%, the lowest since the 1970s. In the peak of the pandemic, April and May 2020 both reported participation rates below 61%. The participation rate has been improving and has remained over 62% for all of 2022 and reached a post pandemic high of 62.8% in August 2023—though this is still below the pre-pandemic level of 63.4% in February 2020.

### **Unemployment Rate**

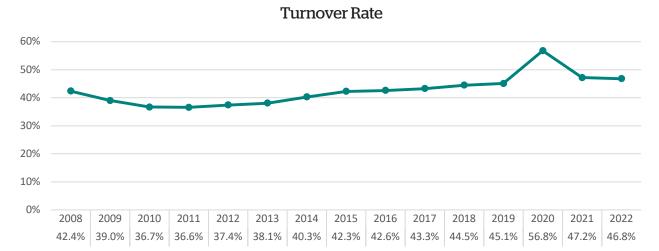


Source: Bureau of Labor Statistics

\*As of October 2023

#### **Turnover Rates**

The COVID-19 pandemic of 2020 brought record turnover rates as millions of employees were laid off/furloughed. Post pandemic, the demand for labor has far outpaced labor supply which has created an environment of increased wage pressures. In what many have termed "the Great Resignation," 2021 and 2022 reported quit rates of over 30% nationally.



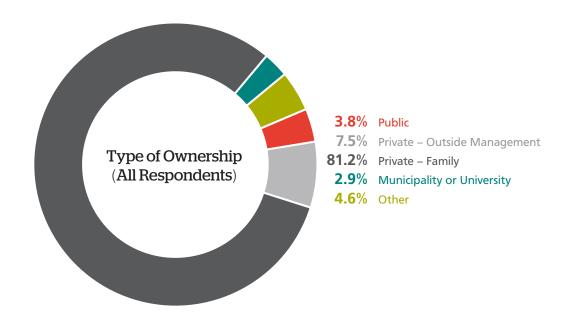
Source: Bureau of Labor Statistics

\*As of October 2023

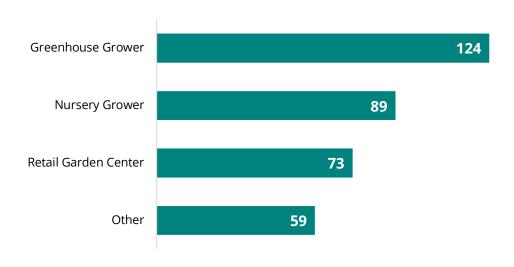
#### Summary

As the recovery has accelerated faster than most had thought, strong demand continues to strain the labor markets. There are various downside risks that could negatively impact the economy in 2023 and the coming years—new variants of COVID or other infectious diseases, supply chain issues, labor shortages, wage pressures, tighter fiscal policies, and geopolitical events, just to name a few. The Fed is trying to "thread the needle" with a tightening monetary policy that will contract inflation back to its desired 2% level while also providing a "soft landing" that allows for continued moderate growth in the economy. Despite the aforementioned risks, the economy is demonstrating resilience and steadiness, albeit with signs of slight cooling. As we've progressed through 2023, there appears to be an increased likelihood that the Fed may successfully achieve the harmonious balance they desire for price stability and maximum sustainable employment.

## **RESPONDENT PROFILE**

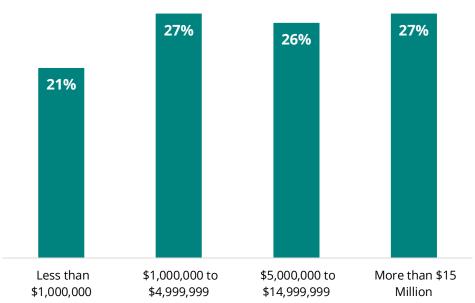


## Company's Business Segment

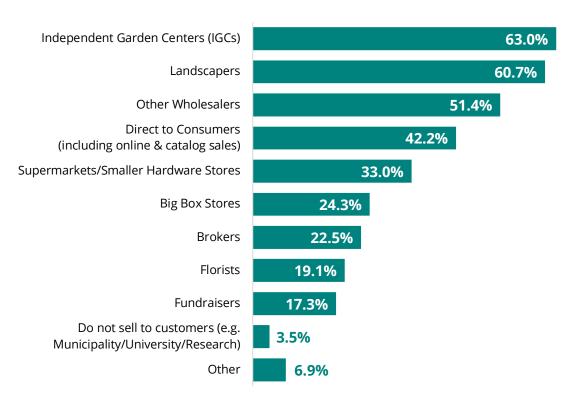


Participants could select more than one.

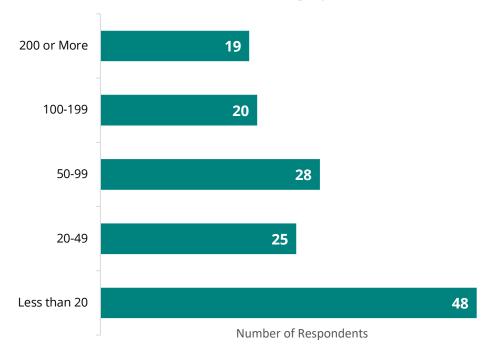




### Sold to



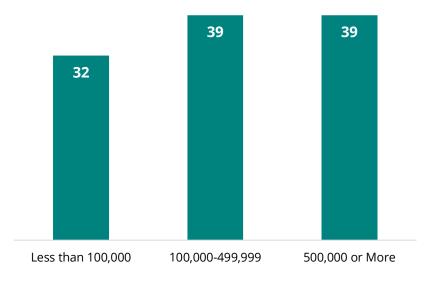
## Number of Full Time Employees



## Use either H-2A or H-2B Program to Fill Some of Workforce

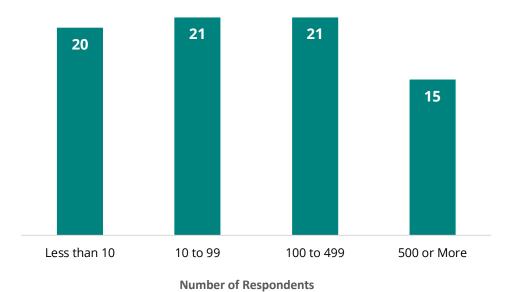


## $Size \, of \, Production \, Area \, (sq \, ft)$

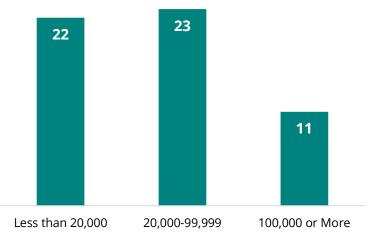


**Number of Respondents** 

## Size of Field Production Area (acres)





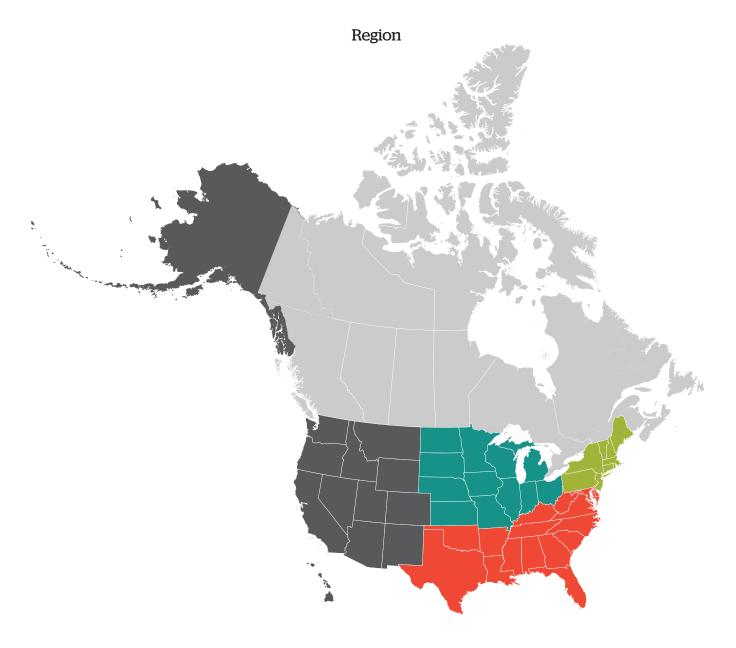


**Number of Respondents** 

### Organization has a Landscape Division





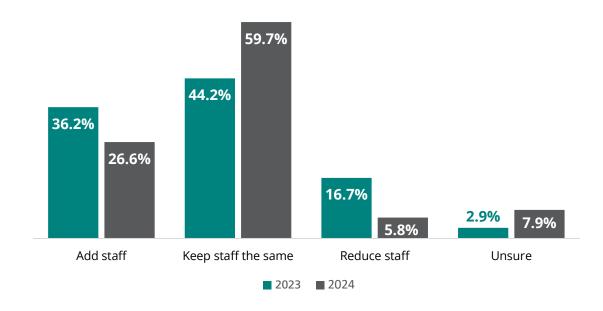


- **28** Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)
- **88** Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
- **61** South (AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)
- $\textbf{45} \quad \text{West (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)}$
- $17 \quad \text{Canada (AB, BC, MB, NB, NL, NS, NT, NU, ON PE, QC, SK, YT)} \\$

Revenue and Payroll	
2022 Revenue or most recent fiscal year revenue	F. S. C. T. G.
Overall cost of payroll for 2022 or most recently completed fiscal year	F23.14
Revenue per FTE	183332
Payroll per FTE	F83.118
Revenue per Production Area (sq ft)	F.53319
Payroll per Production Area (sq ft)	FS3.178
Revenue per Field Production Area (acres)	183072
Payroll per Field Production Area (acres)	\$5507£
Revenue per Retail Area (sq ft)	188312
Payroll per Retail Area (sq ft)	F65.172

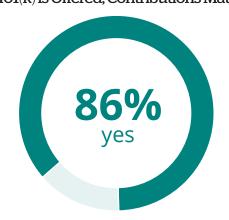
<sup>\*</sup>Revenue and payroll are presented as averages

## Staff Changes During 2023 and Anticipated Changes for 2024

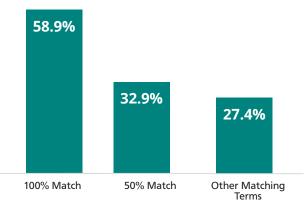


Benefit	Full-Time	Part-Time	Seasonal
Health/Medical insurance	183.78	155012	188.00
Dental Insurance	F83312	F65074	1888
Life Insurance	RESERVE	18332	18339
Sick Leave	1833	18334	188318
Disability Insurance	1833	RESULTS.	RSS
\$ 401(k)	18.18	163.076 163.074	RESERVE
Pension	1833	18314	188118
Annual Bonus	183.18	18378	
Paid Vacation	18338	18376	18378
Paid Holidays	F83.14	18376	18818
Employee Discount	18.12	165016 165016	13114
Other	12.7%	9.2%	4.0%

## If a 401(k) is Offered, Contributions Matched?



## 401(k) Matching Terms



Some companies reported additional matching terms beyond the 100% or 50% match

COMPANY'S BUSINESS SEGMENT								
	All	Greenhouse Grower	Nursery Grower	Retail Garden Center	Other			
COMPANY DEMOGRAPHICS								
(N)	239	124	89	73	59			
Type of ownership								
(N)	239	124	89	73	59			
Public	188312	183018	F83314	18312	101010			
Private - Outside Management	F83374	FC3774	FSS112	18312	125.112			
Private - Family	81.2%	88.7%	82.0%	86.3%	62.7%			
Municipality or University	18374	165016 165018	18332	188318	125,112			
Other	183.72	183318	783372	RSS/12	163016			
Companies Business Segment								
Greenhouse Grower	FS5372	18.118	188312	RS11/2	18874			
Nursery Grower	188374	18334	F85572	183312	165014			
Retail Garden Center	10000	125072	155.72	183372	1000116 1200112			
Other	F455174	183018	188312	183318	Partie			
Size of production area (in square feet)								
(N)	125012	1833	RESERVE	18379	100.112			
Median	123014	F33372	PSS176	483.112	767174			
Average	100000	155016	18378	188.78	RESERVE			
Size of Field Production area (in acres)		'	'					
(N)	18334	RESULT	F23272	RS5.74	PST 116			
Median	10000	FC127.6	10000	188372	10000			
Average	155312	188318	F65076	188372	P23/11/2			
Customers Sold to		'						
Independent Garden Centers (IGCs)	125012	10000	F83.74	185374	1883			
Big Box Stores	18331	18374	188878	188812	125011			
Supermarkets/Smaller Hardware Stores	P. S.	18831	183,14	763.776	100.110			
Florists	18332	188374	F23272	188348	185016			
Landscapers	18334	7.55.77.9	F83.76	765,076	I STORY			
Other Wholesalers	188119	163.76	88888	18339	100010			
Direct to Consumers (including online & catalog sales)	18838	R83372	RS3112	F.S.278	RESERVE			
Fundraisers		188312	PSSSS	183378	183316			
Brokers	183314	7.65U7.6	188818	783.74				
Do not sell to customers (e.g. Municipality/University/Research)	185278	18334	163,316	18276	183318			
Other	765076 728078	100010	183.12	18338	100016			

COMPANY'S BUSINESS SEG	'S BUSINESS SEGMENT							
	All	Greenhouse Grower	Nursery Grower	Retail Garden Center	Other			
Size of retail area (in square feet)								
(N)	F85.118	183,119	PSS.118	RCCCTA VASCITA	183114			
Median	F83218	FC 176	183,14	10076	165016			
Average	F. 30.14	F2507.6	183.14	188318	765076 V25074			
Number of retail locations				,				
(N)	183312	F.C. 174	183,118	183312	18111			
Median	185072	7 CT 17 G	183312	155.72				
Average	F65076	123212	100.74	F83572	100000 1000000			
Landscape division								
(N)	RESULT	165076	155.112	1000110	18331			
Yes	183372	RSSSS	F650316	163,116	123212			
No	Per constant	F25/17.2	155.72	123.72	183312			
STAFFING & BENEFITS	'							
Individuals employed during peak se	ason (Full-time a	nd part-time)						
(N)	18339	763176	F235142	1883	Reside			
Median	355539	35353.9	F235F2	RS5272	18811			
Average	88888	155.15	18849	183078 183078	155012			
Number of Full-time equivalent emplo	vees (FTEs) during	g peak season		,				
(N)	165772	153372	18319	P23/11/2	Postal d			
Median	F283348	100000	F83372	763179	155112			
Average	128319	7.6507.6 7.650.7.6	18372	RSSEV8	101070			
Production Area per FTE	10000	100000	183312	100000	Post 1			
Field Production Area per FTE	10000	155012	783318	183316	100010			
Use either H-2A or H-2B program to f	ill some of work	force						
(N)	PSS 118	1881112	FSS332	RS5378	183118			
Yes	763174	183318	7.6337.6 7.63.37.6	763376	PSS			
No	7.67.17.6 7.63.17.4	155.116	18834	7.C327.0 7.63.27.4	P.S. 112			
f yes, number of workers that are par	t of H-2A or H-2B			10 00 00 00 0 00	70000010			
(N)	POST A	PSS-112	Petata Vestiva	F63176	133112			
Median	P.S. 114	153412	F68342	103319	125112			
Average	767176	188.18	188374	7.0% 7.0 7.0% 7.4	100.110			

HEAD GROWER						FULL-TIME					
		BASE PAY (SALARY)					BASE PAY (HOURLY RATE)				
	Organizations	Average	Median	25th Percentile	75th Percentile	Average	Median	25th Percentile	75th Percentile		
All Firms	41	\$81,583	\$74,249	\$63,000	\$98,966	\$39.22	\$35.70	\$30.29	\$47.58		
Type of Ownership											
Public	18339	Tettine Valuta	18334	100000	161176 143174	100000 A	10000	F. C.	185.72		
Private - Outside Management	18339	765076 765074	160016	165016 165016	765076 745074	16507 é	183314	7,000.00 1,000.00 1,000.00	125112		
Private - Family Management	F. S. 111.6	FS51112	165016	188114	183378	18779	1.00000 1.00000	P65176	10000		
Municipality or University	18333	10000	10000	10000	765076 Val. 172	10000	183312	100000	100014		
Other	18332	165016 Val. 174	10000	100000	767076 743074	100000	180014	7,6707.6 1,670.174	18331		
Primary Business Segment											
Greenhouse Grower	F25512	183374	765076 Val. 174	765076 765076	Referre	165016	165016 165016	767076 263076	PS 116		
Nursery Grower	167076	100016	128.112	125012	1851112	767076 768076	188.12	180.00	100000		
Retail Garden Center	153.10	183114	T.C. T.C.	165016	160016	7.007.6 V.S. 17.4	7.650.74 7.650.74	765,74	RSU(A		
Other	R 6503 6	161016	165,00	7.65.07.6 7.65.07.6	100010	10000	160000	163.00	183216		
Рау Туре											
Salary	85543.9	18881	FSS:12	RSSER2	P85135	PSS 14	RESUM	155112	553435		
Hourly	165076 865076	10000	10000	PSS 15	100010	165016	183112	10000	RECURS		
Annual Net Sales Volume	34444										
Less than \$1 Million	165776	18842	155112	FS5332	183312	FS5572	155515	155110	85550.9		
\$1 to \$4.99 Million	183,76	PERM	PSSSS	188119	RSS.112	100010	P.C. T.C.	RECEIVE	PSSSS		
\$5 to \$14.99 Million	362336	15553	553155	155156	18374	1655319	ISSUE:	10000	161116		
\$15 Million or More	165,516 F65,516	FC2314	1000110	1600016 1600116 1600116	TOTAL TO	765076 765076	100010	188,112	Tectorie		
Number of FTEs	1000010	7002.10	10000010	100000101	HERMANE	10000010	1000216		1000010		
Less than 20	PS5338	PSS 14	123312	PSS 12	RSS174	188814	125012	183312	PSER!		
20-49	10000	Per la	160116	10000	165016	35533	Person	18334	100016		
50-99	RESERVE	183312	193133	183319	183312	RESULTS.	PSSES	35555	15000		
100-199	PS2016	183318	165016 165016	1000016 1000016	18.74	PECULIA PECULIA	188.119	10000	I COLUMN		
200 or More	RCUTA RESULTA	100000	7.551.14 7.551.14	18076	183.114	Per l'e	765074	1000010	155116		
Region (Primary/HQ Location)	15000000	1002210	HOMETO	110000010	1000010	10000010	100000101	100000101	7002.101		
Northeast	BSS-32	RSS-116	163316	RSUNA.	P85515	FS5116	19999	RESERVE	162555		
Midwest	7.CUT6	POST PR	165,016 165,016 165,016	I CONTRACTOR	100.110	765076 765076	P. C.	183,112	1000110		
South	893339	165516	165336	163634	553159	162116	B551155	100000	35553		
West	1000016 1000016	PSSSS	100011	Positive Positive	18334	Per la constante	PSS 112	183.112	100010		
Canada	7600016 7600016	POSTE	18334	10000	18.72	100000	188319	18332	188919		
Size of Production Area (sq ft)	1000010	1000010	HOUSERS		100210	10000.10	1000010	1002.10	1000010		
Less than 100,000	FS533	183319	REELING.	P65076	18531	F855142	F85512	FS3332	188334		
100,000-499,999	TC00046	1000110	165016 165016	765076 128074	765076 768076	100010	1000110	163316	18334		
500,000 or More	POST 18	155176	POST S	Return Return	165016	F651774	183114	10000	163174		
Size of Field Production Area (acres)	HeGESTS	100000101	1003,0100	7000010	10000010	1000000000	10000000	100000000	1400272468		
Less than 10	1888	183312	15553	FS3118	183318	183112	18888	PSS 115	1883		
10-99	163,176 163,176 163,176	163016	Testare Testare	FCC.116	163,016 163,016	100.016 100.016 100.016	163,116 163,116	7600016 7600016 7600016	Testane Februare		
100-499	763,176 163,176 163,176	163016 163016	Testane Pestane Pestane	100,010	100.010 100.010	1000016 1000016	163,016 163,016 163,016	FC3376	Test te		
500 or More	PERSONAL PROPERTY OF THE PERSONAL PROPERTY OF	PSSUITS PSSUITS	Tecture Fedure Fedure	POSITION POSITION	103.116 123.116	POTUTO POTUTO POTUTO	RESULTA RESULTA	Testane Testane	163,016 163,016		
Size of Retail Area (sq ft)	763276	7601376	763076	1603376	765,076	165376	767276	1600,076	1605,076		
Less than 20,000	F83378	183312	F25112	F25/312	FSS11	FS3372	155412	15532	FS3372		
20,000-999,999	163016 163016	RESULTS PARTIES	RESULTA RESULTA	765076 165076 165076	1630,16 1630,16 1630,16	163,116 163,116 163,116	Testare Testare Testare	763,176 763,176 763,176	763,176 163,176 183,178		
100,000 or More	163316 163316	Tecture Fedure Fedure	Technology FESTIVA	ISSUE ISSUE	763276 F63276	163016 163016	RESULTS RESULTS	Personal Personal	163016 163016		