



North Carolina's Green Industry

**Growing Our Economy.
Supporting Our Communities.
Sustaining Our Future.**

What is NCNLA?

550+ Members Strong

The North Carolina Nursery & Landscape Association (NCNLA) is a 501(c)(5) nonprofit membership organization representing firms dedicated to the success and advancement of North Carolina's green industry. Our vertically integrated membership includes nursery and greenhouse growers, landscape contractors, and retail garden centers.

Mission

To provide essential value to our members through education, marketing, and advocacy.

Vision

To promote and protect the interests of North Carolina's green industry.

Key Programs

- Quarterly professional publication
- Annual Green & Growin' Conference in Greensboro, NC with 5,000+ attendees. www.greenandgrowin.com
- *Future Plant Professional* credential, recognized by the NC Department of Public Instruction as proof of learning for Horticulture II students
- Annual scholarship program supporting the next generation of industry professionals
- Certified Plant Professional credential, rigorous exam testing of industry professionals to ensure their knowledge of the profession.

What is the Green Industry?

North Carolina's green industry is a vital sector rooted in environmental stewardship, including responsible pesticide use and the selection of plants that support ecologically sound landscapes. Its impact extends beyond landscaping and retail garden centers, supporting development and driving demand for related goods and services. As the state grows, it remains essential to economic strength, environmental health, and long-term prosperity.

Specialties of the Green Industry

- Landscaping services
- Lawn and garden equipment and supply retailers
- Nursery and floriculture production
- Farm and garden machinery and equipment wholesalers
- Flower, nursery, and florist supply wholesalers
- Cut flower production and florists
- Landscape architecture
- Turf production and management
- Tree and shrub production
- Christmas trees
- Green infrastructure and stormwater management



North Carolina Green Industry by the Numbers

Economic Impact

\$15.8 Billion Total Economic Impact
\$9.5 Billion Direct Industry Output
\$9.1 Billion Value Added to NC Economy



Jobs & Workforce

65,745 Direct Jobs
99,317 Total Jobs Supported
\$5.4 Billion Total Labor Income



Industry Composition

Landscaping & lawn care
Nurseries & greenhouses
Turfgrass & sod production
Garden centers & retail
Urban forestry, parks, & public gardens



Industry Challenges

Labor shortages
Rising production costs
Weather variability
Economic uncertainty



Trade & Taxes

\$1.3 Billion Domestic Exports
\$292 Million International Exports
\$2.1 Billion Total Tax Contribution



Source: NC State University, Economic Impact Study of North Carolina's Green Industry (2023-2024), prepared by Dr. Melinda Knuth, Dr. Daniel Tregeagle, and Dr. Rajan Parajuli.

Legislative Priorities

- Protect the integrity of the landscape contractor profession and ensure any licensing thresholds are appropriate and consumer-focused
- Provide financial relief for nurseries and landscape businesses impacted by Tropical Storm Helene in Western North Carolina
- Support access to a consistent, legal workforce, including improvements to H-2A and H-2B programs
- Explore funding mechanisms to support nursery and landscape research

Support policies that protect, strengthen, and grow North Carolina's green industry.



NC NURSERY
& LANDSCAPE
ASSOCIATION

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