INDUSTRY OVERVIEW
Minnesota’s nursery and landscape industry encompasses trained professionals in more than 2,000 companies. Blossoming from the horticultural roots of tree, shrub and flower growers, the industry has matured into a broad-based collection of family-owned businesses that enhance the state’s outdoor living environment by providing plants; landscape design; installation and maintenance services; as well as yard and garden structures.

For this survey, nursery and landscape companies surveyed included:
- Landscape contractors and designers
- Professional gardening services
- Lawn and landscape maintenance services
- Arborists and tree care services
- Irrigation contractors
- Retail nurseries, greenhouses and garden centers
- Wholesale nursery stock growers (trees & shrubs)
- Wholesale commercial flower growers (annuals, perennials and potted flowering plants)
- Re-wholesale supply centers
- Wholesale and retail hard goods suppliers (fertilizers, landscape tools, mulch, outdoor statuary, retaining wall and paver materials, landscape lighting, and ponds)

AN IMPORTANT PART OF MINNESOTA’S ECONOMY

- **GROSS VOLUME OF SALES:** $1,902,525,762*
- **TOTAL PAYROLL:** $1,266,507,821
- **TOTAL NUMBER OF EMPLOYEES (INCLUDING FULL-TIME, PART-TIME, AND SEASONAL WORKERS):** 42,132
- **TOTAL ECONOMIC IMPACT**
  - **$3.5 BILLION**

*This number is comparable to the 2003 survey number of $2.1 billion.
**Uses the IMPLAN® method to determine how dollars from one industry segment multiply through the economy.
**AGRICULTURAL PRODUCTION: $604 Million**

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

- **Tree and shrub production**
  - $459 million

- **Annual, perennial, groundcover, herb, and potted flowering plant production**
  - $98 million

- **Turfgrass seed/sod production**
  - $47 million

- **Land in Minnesota used in the production of woody plants and field grown perennials**
  - 36,000 acres

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

**LANDSCAPE SERVICES: $1.5 Billion**

Many property owners hire companies to design, install and maintain landscape features for their outdoor living environment from several specialized fields of professional services.

- **Gross volume of sales**
  - $725 million - Landscape contracting / installation
  - $91 million – Garden maintenance, installation and design
  - $29.6 million - Landscape design
  - $218 million - Landscape irrigation design, installation and service
  - $136.3 million - Lawn care and landscape management
  - $49 million - Tree care/arboriculture
  - $137.3 million – Snow removal services
  - $112 million – Other landscape services

**WHOLESALE HARD GOODS: $288.3 Million**

Wholesale hard goods includes fertilizers and other chemicals, tools, mulch, and outdoor statuary. Wholesale hardscapes includes retaining wall and paver materials, landscape lighting, and ponds.

- **Gross volume of sales**
  - $103.8 million - Hard goods
  - $184.5 million – Hardscapes
RETAIL SALES: $197.6 Million

Retail nursery and landscape sales come in many forms: the seasonal roadside market selling a few annuals; specialized tree or flower growers; hardscape supply centers selling landscape rock and retaining wall materials; and the full service garden center selling a full line of plants and landscape materials. Retail hard goods includes fertilizers and other chemicals, tools, mulch, and outdoor statuary. Retail hardscapes includes retaining wall and paver materials, landscape lighting, and ponds.

**Gross volume of sales**
- $38.9 million - Trees & Shrubs
- $48.7 million - Annuals
- $28.9 million - Perennials
- $10.5 million - Potted flowering plants
- $5.9 million - Turfgrass
- $23.7 million - Hard goods
- $41 million – Hardscapes

ENVIRONMENTAL ENHANCEMENT

Nursery and landscape professionals work every day to enhance our urban and rural environments. From plants that attract wildlife to retaining walls that control erosion, nursery and landscape companies improve our environment.

- Strategically-placed shade or evergreen trees will provide shade in summer and protection from cold winter winds, effectively cutting energy costs.
- Trees can improve air quality, conserve water and harbor wildlife.
- Shrubs or perennial gardens can slow erosion by decreasing water runoff.
- Many annuals and perennials provide food and habitat for creatures such as hummingbirds, butterflies, and bees.
- Thousands of tree seedlings are planted each year for reforestation, windbreaks and shelterbelts in rural Minnesota.
- Minnesota's plant professionals have been active participants in efforts to control the spread of invasive species.
- Irrigation professionals are committed to methods and practices which conserve previous water resources.
- A thick, healthy, well-maintained lawn prevents soil erosion, filters contaminants from rainwater, and absorbs many types of airborne pollutants like dust and soot.
- Minnesota’s lawn care and landscape professionals have been active participants in efforts to reduce the use of phosphorus on lawns in an effort to protect the quality of Minnesota lakes.
- Technologies such as permeable pavement systems aid in stormwater mitigation.
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.

Sales in Minnesota
Western – $42 million
Northeastern – $39.5 million
Southern – $147.4 million
Twin Cities - $1.37 billion

Minnesota's Nursery & Landscape Exports
$275.5 million to other states
$22.8 million to Canada and other countries

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Minnesota Nursery & Landscape Association
1813 Lexington Ave N
Roseville, MN 55113
Phone: 651-633-4987
Fax: 651-633-4986
www.mnla.biz

School of Public Affairs Research Institute at St. Cloud State University
Professor King Banaian, Dept. of Economics
720 Fourth Ave S
St. Cloud, MN 56301
Phone: 320-308-4797
Fax: 320-308-2228
www.stcloudstate.edu/sopa/research-institute/

Agricultural Utilization Research Institute
www.auri.org

Minnesota Grown
Minnesota Department of Agriculture
www.minnesotagrown.com