



AmericanHort

WORKING FOR HORTICULTURE

ABOUT US

AmericanHort unites the horticultural industry and represents professionals from all facets of the industry.

From growers to retailers, breeders to installers, suppliers to innovators, students to researchers, and everyone in between, people and businesses across the horticulture industry call AmericanHort their inspiration, voice, community, business partner, leader, and advocate.

With farm gate crop value of roughly \$17 billion, total industry economic output of \$348 billion, and directly supporting 2.32 million full- and part-time jobs, the horticulture industry is a key player in the American economy.

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SCOPE OF THE INDUSTRY

The business of horticulture is significant and has a big impact. Our businesses include growers, retailers, breeders, suppliers, landscape designers, and installers. Most are small and family-owned. Many are into their third or even fifth generation of family ownership. They are found in every state. Greenhouse and nursery crops comprise one-third of the total value of all specialty crops, and 10% of the value of all crop production in America. More than just a "pretty face," horticulture's products and services add to property values, clean and filter air and water, make our cities cooler and more livable, and increase health and well-being.



HORTICULTURE:
A Growing Industry



**\$348
Billion**

Contribution to the
U.S. Economy (total
output)



**30%
Growth**

in employment in the
landscape services sector of
horticulture (period of 2010 to
2018)



**2.32
Million**

total job contribution



**19.2%
Increase**

in jobs since 2010



**\$41.8
Billion**

contributed in local,
state, and federal taxes

Figures from *Executive Summary of Economic Contributions of the Green Industries in the United States in 2018* by Alan W. Hodges and Hayk Khachatryan, University of Florida, Charles R. Hall and Marco A. Palma, Texas A&M University; July 10, 2019. Green industries in this study are defined as nursery and floriculture production, lawn and garden equipment manufacturing, lawn/garden equipment and nursery/florist wholesalers, retail garden stores, florists, landscape design and services.

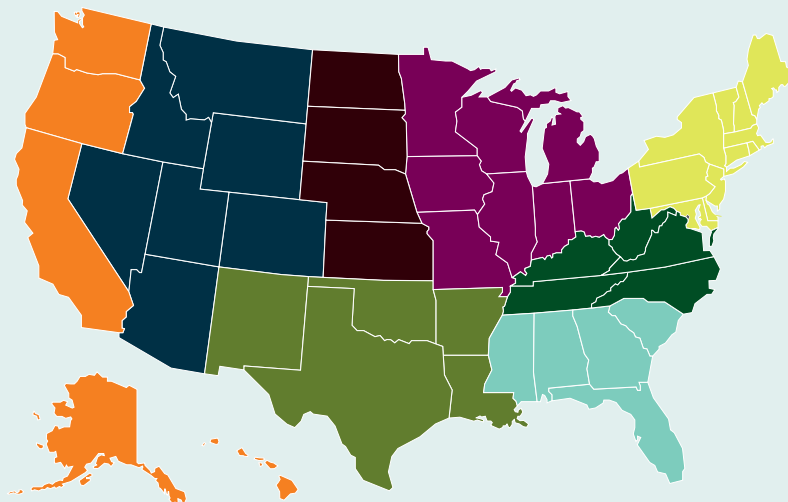
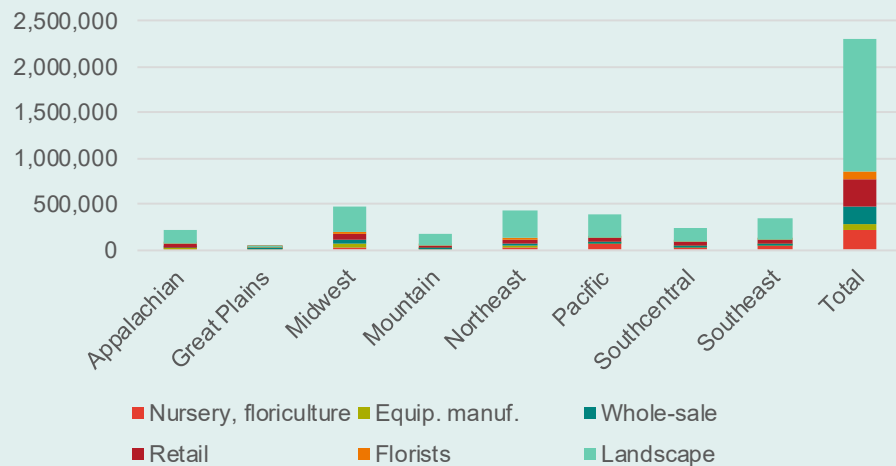
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HORTICULTURE MEANS JOBS

State	Total Employment Contributions	State	Total Employment Contributions	State	Total Employment Contributions
Alabama	28,248	Iowa	24,958	Ohio	90,406
Arizona	46,941	Maine	12,743	Oklahoma	23,946
Arkansas	8,348	Maryland	50,700	Oregon	43,078
California	264,913	Massachusetts	52,913	Pennsylvania	90,075
Colorado	48,571	Michigan	77,719	Rhode Island	8,169
Connecticut	31,384	Minnesota	43,472	South Carolina	36,435
Florida	203,482	Mississippi	16,849	Tennessee	44,006
Georgia	66,527	Missouri	42,788	Texas	161,151
Idaho	15,391	New Jersey	64,513	Utah	22,355
Illinois	87,595	North Carolina	78,766	Virginia	63,559
Indiana	45,701				

COAST-TO-COAST IMPACT

Regional employment by industry segment



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