



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 in 2019, total industry economic output of \$520 billion, and directly supporting 2.9 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

Horticulture is a cornerstone of American agriculture and a key driver of local economies in every state. The industry unites growers, retailers, breeders, suppliers, and landscape professionals, including many small, family-owned, and multi-generation enterprises. Greenhouse, nursery, and floriculture crops generate one-third of all specialty crop value and roughly 10% of total U.S. crop production.

Beyond its \$500-billion-plus economic footprint, horticulture sustains jobs, strengthens communities, enhances environmental quality, and supports the health and well-being of millions of Americans, while it relies on scientific cultivation, a complex supply chain, and a wide range of professionals to deliver high-quality plants and landscapes nationwide.



HORTICULTURE:
A Growing Industry



**\$520
Billion**

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



**32.4%
Growth**

in employment in the
landscape services sector of
horticulture (period of 2018 to
2023)



**2.9
Million**

total job contribution



**25%
Increase**

in jobs since 2018



**\$69
Billion**

contributed in local,
state, and federal taxes

Figures from *Executive Summary of Economic Contributions of the Green Industries in the United States in 2023* by Melinda Knuth, NC State University; Alan W. Hodges and Hayk Khachatryan, University of Florida; and Charles R. Hall, Texas A&M University; June 2025. 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.

FOR MORE INFORMATION, VISIT [AMERICANHORT.ORG](https://americanhort.org)

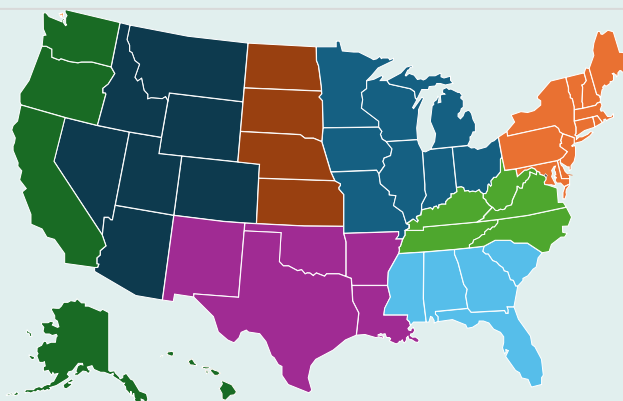
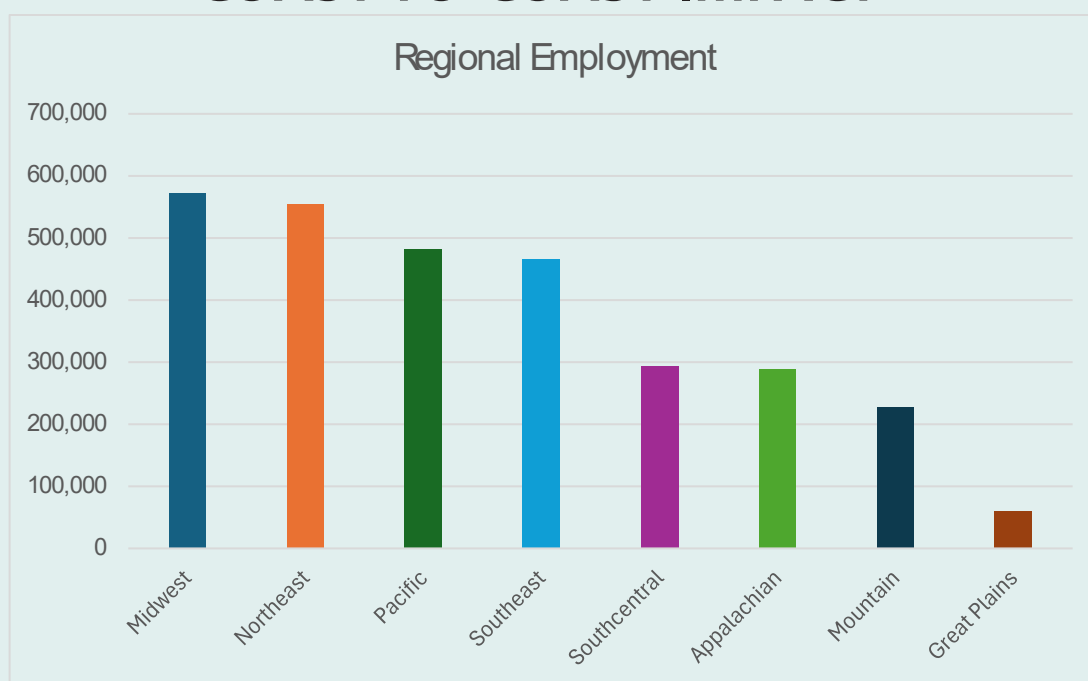
HORTICULTURE MEANS JOBS

State	Total Employment Contributions
Alabama	35,383
Arizona	55,817
Arkansas	20,209
California	338,841
Colorado	66,703
Connecticut	38,882
Florida	289,713
Georgia	80,024
Idaho	23,070
Illinois	109,302
Indiana	56,415

State	Total Employment Contributions
Iowa	23,635
Maine	16,612
Maryland	61,545
Massachusetts	71,117
Michigan	97,988
Minnesota	52,740
Mississippi	17,239
Missouri	52,330
New Jersey	87,792
North Carolina	105,915

State	Total Employment Contributions
Ohio	114,287
Oklahoma	28,456
Oregon	59,022
Pennsylvania	104,736
Rhode Island	12,539
South Carolina	43,696
Tennessee	57,360
Texas	207,134
Utah	35,515
Virginia	80,868

COAST-TO-COAST IMPACT



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