

## The Economic Impact of the California Green Industry

**The California Green Industry is a dynamic, growing industry representing almost \$22.9 billion and employing nearly 296,000 people. The Green Industry comprises about one percent of California's gross state product. With California's population projected to increase to 58 million by 2050, the environmental horticulture industry should continue to grow.**

### **Who We Are:**

You may not have realized that the Green Industry is so large because you may not think of the businesses making it up as one big industry. When we say Green Industry, we mean all the people, products, and businesses that grow, build, maintain, and sell the plants that make up California's landscapes, our green infrastructure. They include:

- Arborists
  - Botanical gardens
  - Commercial composters
  - Department store garden centers
  - Fertilizer and chemical manufacturers and retailers
  - Flower growers
  - Gardeners
  - Golf course maintenance staff and suppliers
  - Groundskeepers
  - Irrigation experts, manufacturers, and retailers
  - Landscape architects
  - Landscape contractors
  - Pest management professionals
  - Sod growers
  - Wholesale and retail nurseries
- ... and more

The Green Industry is made up of the people who grow the flat of pansies you buy at the local nursery, the people who trim street trees and mow lawns, and the people who take care of the aphids and powdery mildew on the roses in your yard. The Green Industry provides a tremendous environmental benefit to our lives, mitigating the effects of intensive urban living. As California's population continues to grow, the need for a healthy, growing, green infrastructure will necessitate an ever-growing Green Industry.

## Published Sources

The economic impact of the Green Industry has been studied numerous times, most recently in 2005 by Charles R. Hall, Ph.D., of the University of Tennessee and Alan W. Hodges, Ph.D., and John J. Haydu, Ph.D., both from the University of Florida. The information presented here is based on their research in the following 2005 publications: *Economic Impacts of the Green Industry in the United States* (published by the U.S. Department of Agriculture Forest Service) and *Economic Impacts of the Turfgrass Industry in the United States* (published by the Turfgrass Research Foundation). Previous studies were conducted in 1999 by Scott R. Templeton, Ph.D., of the University of California, Berkeley; in 1993 by Dennis H. Tootelian, Ph.D., of California State University, Sacramento; and in 1992 by Vic Gibeault, Ph.D., of the University of California, Riverside Extension.

## California Annual Sales and Services in Millions of Dollars in 2002\*

Building Material Supply Stores	\$ 1,210
Florists	725
Food and Beverage Stores	355
Garden Equipment Wholesale	297
General Merchandise Stores	665
Golf Courses**	2,559
Horticulture Wholesalers	485
Landscape Architecture	1,102
Landscaping Services	8,269
Lawn and Garden Equipment and Greenhouse Manufacturing	266
Lawn and Garden Stores	2,517
Nursery and Greenhouse	4,470
<b>TOTAL</b>	<b>\$22,920</b>

## California Annual Employment in 2002

Building Material Supply Stores	13,822
Florists	19,131
Food and Beverage Stores	4,195
Garden Equipment Wholesale	2,536

General Merchandise Stores	8,484
Golf Courses**	41,858
Horticulture Wholesalers	11,793
Landscape Architecture	11,294
Landscaping Services	115,134
Lawn and Garden Equipment and Greenhouse Manufacturing	968
Lawn and Garden Stores	31,352
Nursery and Greenhouse	35,268
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TOTAL	295,835

\* Values are expressed in 2004 dollars (GDP Implicit Price Deflator, U.S. Department of Commerce).

\*\* Estimated impacts for golf courses include total revenues from all golf course operations, including facility restaurants and gift shops, as well as employees who staff non-golf operations, such as facility restaurants and gift shops. On the other hand, the number of golf courses is recognized to be underestimated by about 34 percent because of unique classification problems with that sector.

All numbers in this brochure include direct, indirect, and induced effects.

### **California Green Industry Council**

The California Green Industry Council is a coalition of the associations that represent California's Green Industry. Its purpose is to facilitate the interaction of member professional associations dedicated to the enhancement of the landscape environment.

### **California Green Industry Council Objectives:**

- to serve as a forum for the Green Industry in matters of common interest and to strengthen the bonds of our industry by increasing and facilitating inter-association communication and interaction
- to increase public and industry awareness of the Green Industry and its role with regards to economic, cultural, social, and environmental benefits to California and its population
- to address industry-wide issues such as legislation, regulations, ordinances, guidelines, and where feasible, arrive at a collective Green Industry position on such issues, and take appropriate measures

For a full copy of the U.S. Department of Agriculture Forest Service and International Turfgrass Research Foundation studies, contact the California Green Industry Council at 223 John Street, Salinas, CA 93901, (831) 442-3536, [info@cgic.org](mailto:info@cgic.org), [www.cgic.org](http://www.cgic.org).