

BASELINE ECONOMIC INFORMATION OF THE MISSISSIPPI GREEN INDUSTRY FOR THE YEARS 2009-2011



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GREEN INDUSTRY STRUCTURE

U.S. Green Industry

The Green Industry complex includes input suppliers; production firms such as nursery, greenhouse, and sod growers; wholesale distribution firms, including importers, brokers, re-wholesalers, transporters; horticultural service firms providing landscape and urban forestry services such as design, installation, and maintenance; and retail operations, including independent garden centers, florists, home improvement centers, and mass merchandisers or other chain stores.

There were **12,981 establishments** listed under the MS Green Industry in 2007. The total output impacts created by the Mississippi Green Industry in 2007 totaled **\$1.221 billion**. The total employment impacts of the Mississippi Green Industry totaled **15,197 workers** with the production and manufacturing sectors employing 5,058 workers, horticulture services sector hiring 6,613 workers, and the trade sectors employing 3,525 workers. The total labor income impacts generated by the Mississippi Green Industry in 2007 totaled **\$313 million**.

Source: Southern Cooperative Series Bulletin Number 413, pp. 28-29.
<http://greenindustryresearch.org>.

Economic Sectors

The specific economic sectors and their corresponding NAICS sectors included in the Green Industry are as follows:

1. Nursery and greenhouse- 1114
2. Lawn and garden equipment manufacturing - 333112
3. Greenhouse manufacturing (prefabricated metal buildings)- 332311
4. Landscaping services- 56173
5. Landscape architectural services- 54132
6. Flower, nursery stock and florist supplies wholesalers- 42493
7. Lawn and garden equipment and supplies stores- 4442
8. Florists- 4531
9. Building material and supplies dealers- 4441
10. Food and beverage stores- 445
11. General merchandise stores- 452
12. Farm and garden machinery and equipment wholesalers- 42382

GREEN INDUSTRY ECONOMIC SECTORS

The descriptions of the nursery, greenhouse and related economic sectors are based on the North American Industry Classification System (NAICS).

Source: North American Industry Classification System.
<http://www.census.gov/eos/www/naics/index.html>

Production Sectors

1114 Greenhouse, Nursery, and Floriculture Production.

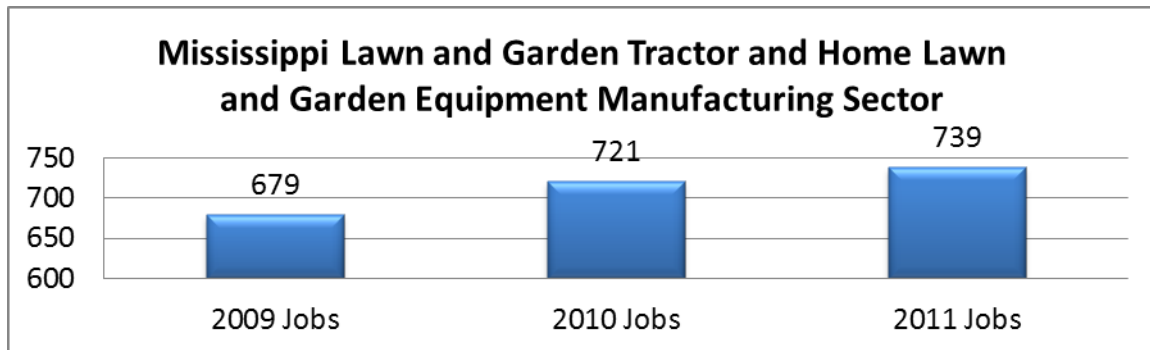
This industry group comprises establishments primarily engaged in growing crops of any kind under cover and/or growing nursery stock and flowers. "Under cover" is generally defined as greenhouses, cold frames, cloth houses, and lath houses. The crops grown are removed at various stages of maturity and have annual and perennial life cycles. The nursery stock includes short rotation woody crops that have growth cycles of 10 years or less.

Mississippi Nursery, Greenhouses and Floriculture Production Sectors

The 2007 Census of Agriculture reported that there were 861 greenhouse, nursery and floriculture production operations in Mississippi. Using the 2007 Implan software and database, the Mississippi nursery, greenhouse and floriculture production sector created total annual economic impact amounting \$81.2 million, provided 960 jobs, generated labor income totaling \$31.8 million, and raised \$2.0 million indirect taxes and \$8.5 million property type tax revenues.

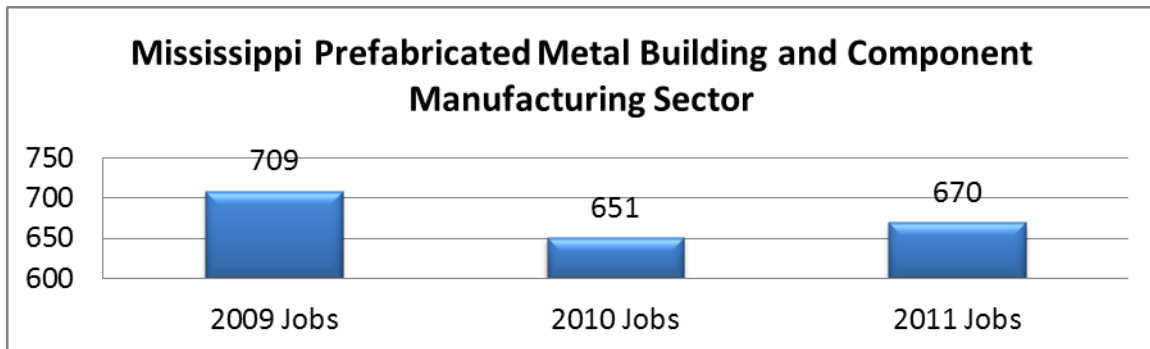
333112 Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing

This U.S. industry comprises establishments primarily engaged in manufacturing powered lawnmowers, lawn and garden tractors, and other home lawn and garden equipment, such as tillers, shredders, yard vacuums, and leaf blowers.



332311 Prefabricated Metal Building and Component Manufacturing

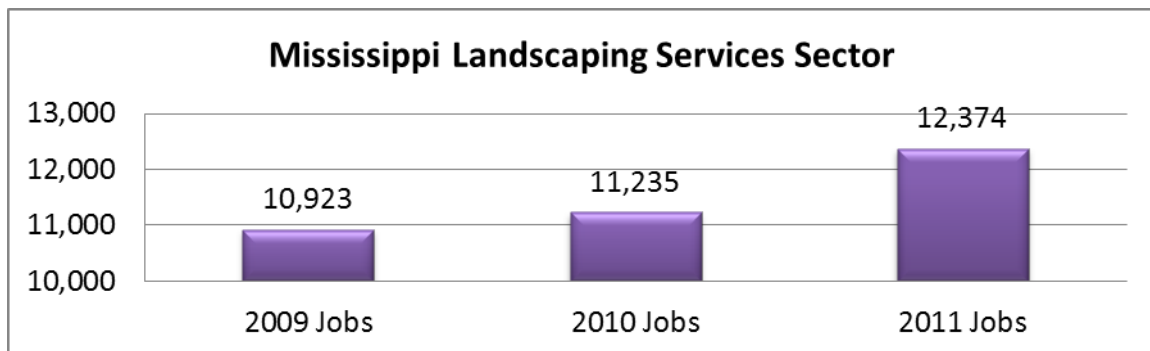
This U.S. industry comprises establishments primarily engaged in manufacturing prefabricated metal buildings, panels, and sections.



Horticultural Services Sectors

561730 Landscaping Services

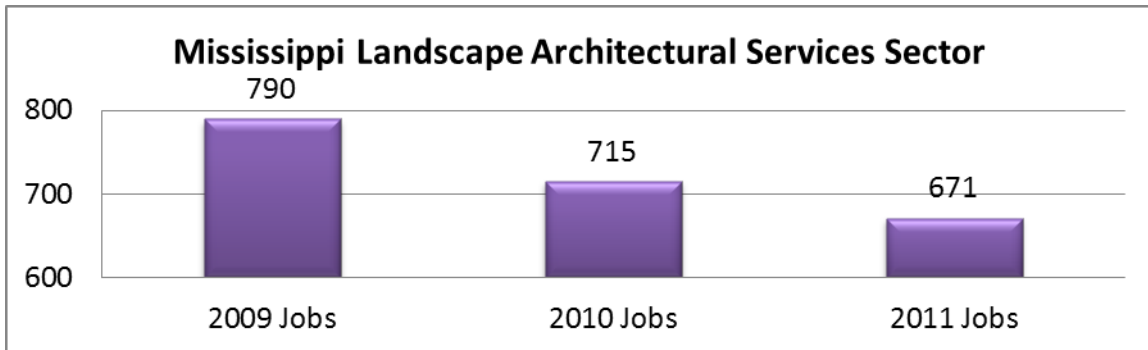
This industry comprises (1) establishments primarily engaged in providing landscape care and maintenance services and/or installing trees, shrubs, plants, lawns, or gardens and (2) establishments primarily engaged in providing these services along with the design of landscape plans and/or the construction (i.e., installation) of walkways, retaining walls, decks, fences, ponds, and similar structures.



541320 Landscape Architectural Services

This industry comprises establishments primarily engaged in planning and designing the development of land areas for projects, such as parks and other recreational areas; airports; highways; hospitals; schools; land subdivisions; and commercial, industrial, and residential

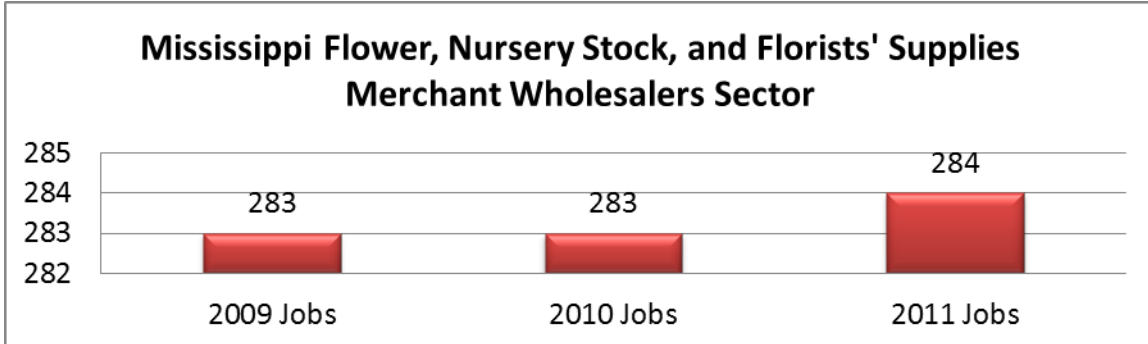
areas, by applying knowledge of land characteristics, location of buildings and structures, use of land areas, and design of landscape projects.



Trade Sectors

424930 Flower, Nursery Stock, and Florists Supplies Merchant Wholesalers

This industry comprises establishments primarily engaged in the merchant wholesale distribution of flowers, florists' supplies, and/or nursery stock (except plant seeds and plant bulbs).



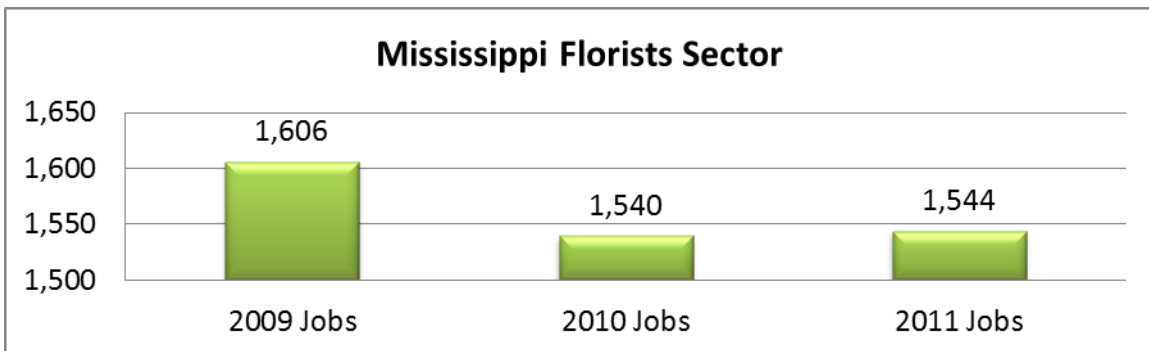
444220 Nursery, Garden Center, and Farm Supply Stores

This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves. Also included in this industry are establishments primarily engaged in retailing farm supplies, such as animal (non-pet) feed.



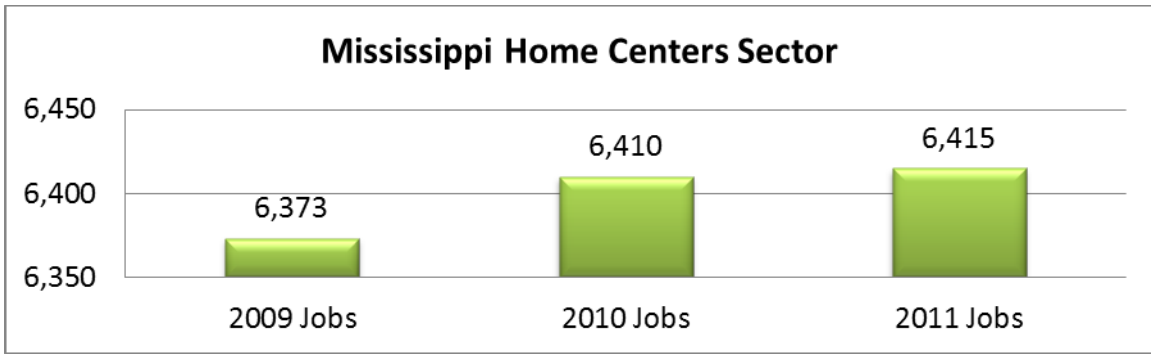
453110 Florists

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.



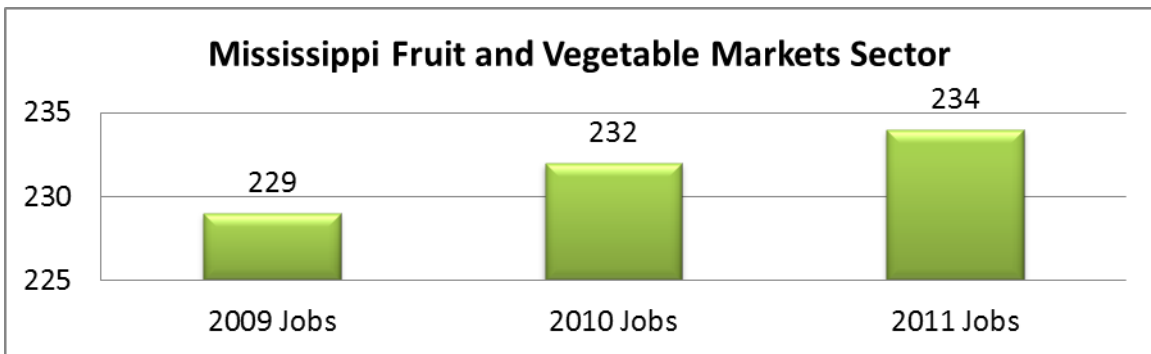
444110 Home Centers

This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.



445230 Fruit and Vegetable Markets

This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

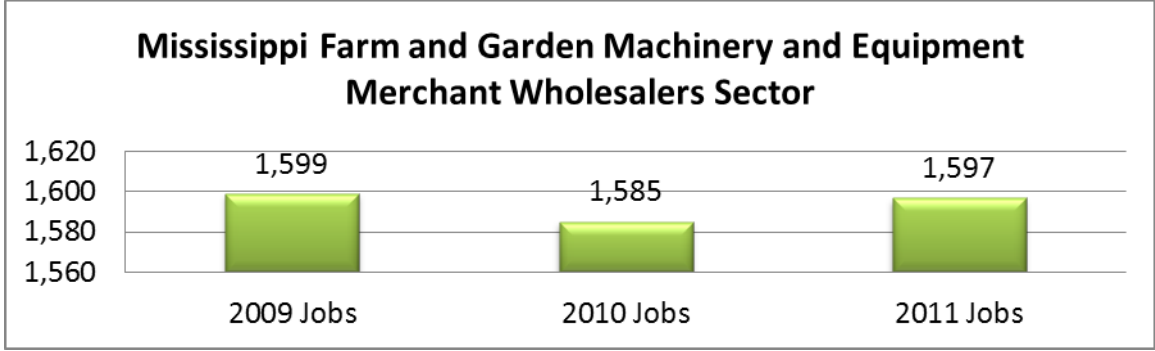


452 General Merchandise Stores

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location. This includes a variety of display equipment and staff trained to provide information on many lines of products.

423820 Farm and Garden Machinery and Equipment Merchant Wholesalers

This industry comprises establishments primarily engaged in the merchant wholesale distribution of specialized machinery, equipment, and related parts generally used in agricultural, farm, and lawn and garden activities.



Vegetable and Melon Farming Sectors

11121 Vegetable and Melon Farming

This industry comprises establishments primarily engaged in one or more of the following: (1) growing vegetable and/or melon crops; (2) producing vegetable and melon seeds; and (3) growing vegetable and/or melon bedding plants.

Mississippi Vegetable and Melon Farming Sectors

The 2007 Census of Agriculture reported that there were 949 vegetable and melon farming operations in Mississippi. Using the 2007 Implan software and database, the Mississippi vegetable and melon farming sector created total annual economic impact amounting \$145.1 million, provided 1,394 jobs, generated labor income totaling \$60.5 million, and raised \$4.1 million indirect taxes and \$8.2 million property type tax revenues.

111419 Other Food Crops Grown Under Cover

This U.S. industry comprises establishments primarily engaged in growing food crops (except mushrooms) under glass or protective cover.

SOCIO-ECONOMIC SURVEY OF AUTOMATION/MECHANIZATION AMONG MISSISSIPPI NURSERIES/GREENHOUSES

Among Mississippi nursery and greenhouse operations who participated in the mechanization survey, the number of workers employed by Mississippi nursery and greenhouse operations ranged from 1 to 28 permanent workers and from 1 to 33 part-time workers per operation.

Among Mississippi nursery and greenhouse operations surveyed, the employment of an extra full-time worker, on the average, raised total workers' earnings by \$18,651 per year, while each added acre placed under production raised total workers' earnings, on average, by \$812 per year.

Among Mississippi nursery and greenhouse operations who participated in the mechanization survey, the hiring of an additional full-time worker, on the average, would raise total revenues by \$69,252 per year, while each additional acre placed under production would raise total revenues, on average, by \$959 per year.

Sources: Mississippi Agricultural and Forestry Experiment Station Bulletins 1182 and 1184.

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