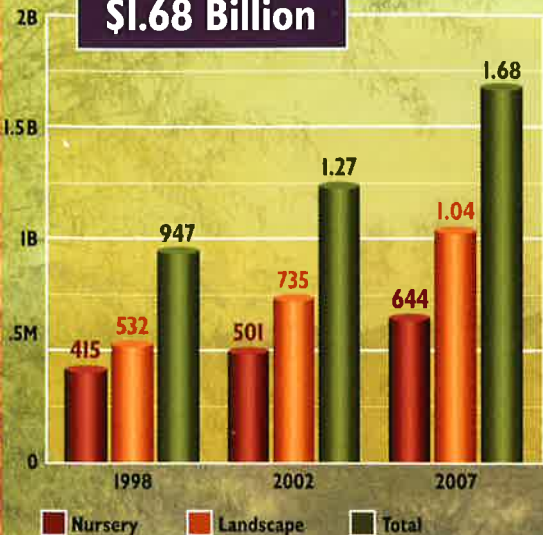


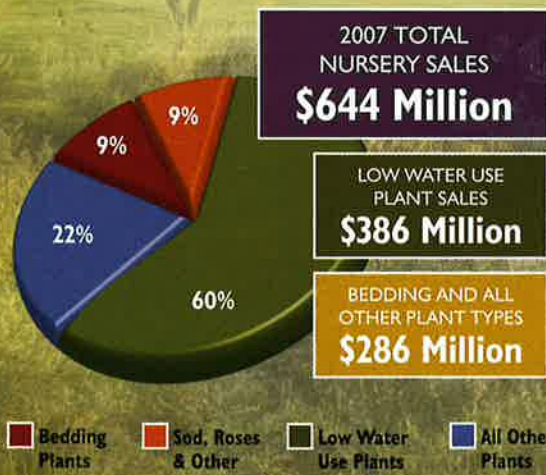
2007 TOTAL SALES

\$1.68 Billion



GREEN INDUSTRY TOTAL SALES

Sales continued to rise between 2002 and 2007 by an impressive 36 percent. Since 1998, sales from the nursery and landscape services sector have grown by more than \$700 million. Nursery sales totaled \$644 million in 2007 with an increase of 29 percent. Landscape service firms had sales of \$1.04 billion with an astounding increase of 41 percent.



NURSERY SALES BY PLANT TYPE

Sales of low water use plants continued to increase and accounted for 60 percent of all sales. Sales of other types of plants totaled 22 percent.

COMPILED BY



Arizona NASS
1400 Independence Ave., SW
Washington, DC 20250
www.nass.usda.gov/az

ISSUED BY



Arizona Nursery Association
1430 W. Broadway, Suite
Tempe, Arizona 85282
www.azna.org
info@azna.org



Arizona Landscape Contractors Association
5425 E. Bell Road, Ste. 105
Scottsdale, AZ 85254
www.azlca.com
judy@azlca.com

THE ECONOMIC IMPACT OF
**Arizona's
Green Industry**

2007 INDUSTRY REPORT

Photography courtesy of Bart Worthington

2007 TOTAL LANDSCAPE SERVICE FIRM SALES
\$1.036 Billion



Maintenance Design/Consultant Installation

LANDSCAPE SALES BY CATEGORY

Landscape Service Installation Sales: \$601 Million
Landscape Service Maintenance Sales: \$321 Million
Landscape Design Sales: \$114 Million

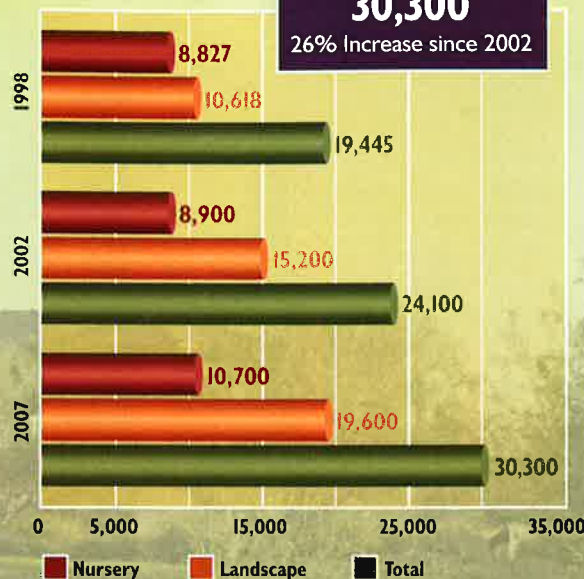
2007 TOTAL EXPENSES
\$1.404 Billion



GREEN INDUSTRY EXPENDITURES

The green industry spent more than \$1.4 billion dollars on wages, supplies, vehicles and equipment, and other business expenses. Expenditures totaling more than a billion dollars make the green industry one of the most important agricultural sectors.

2007 EMPLOYMENT
30,300
26% Increase since 2002



GREEN INDUSTRY EMPLOYMENT

The green industry provided direct employment to 30,300 hired workers in 2007, an increase of 26 percent since 2002. Since 1998, more than 10,000 workers have been added to the industry.

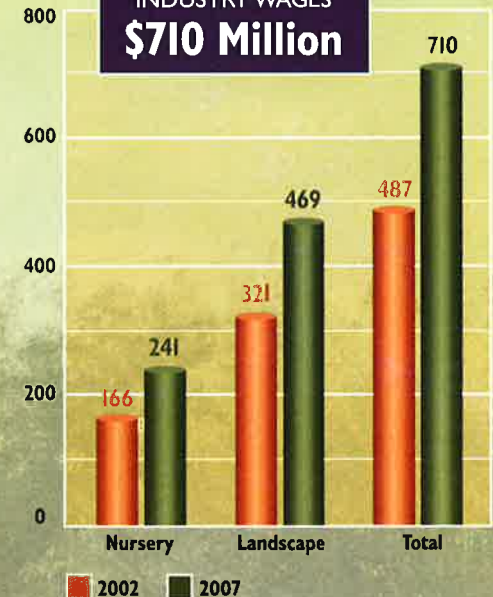
2007 EMPLOYMENT
30,300



EMPLOYMENT BY JOB CLASS

Eighty- three percent of all green industry workers were classified as skilled or semi-skilled workers in 2007. Supervisors/crew leaders accounted for 23 percent of the total. Other workers totaled 17 percent.

2007 GREEN INDUSTRY WAGES
\$710 Million



GREEN INDUSTRY WAGES

The green industry continues to make a huge contribution to arizona's economy. Direct wages paid to green industry hired workers totaled \$710 million in 2007, up 46 percent since 2002. The average salary received by green industry workers rose by 16 percent over that same period.

NURSERY	HOURLY WAGE	ANNUAL SALARY
Laborer	8.86	17,963
Sales Reps	18.63	74,200
Bookkeepers	13.79	39,793
Office Managers	23.04	59,708

LANDSCAPE	HOURLY WAGE	ANNUAL SALARY
Laborer	9.81	22,410
Field supervisor	13.34	49,935
Crew leader	14.58	33,448
Sales reps	18.63	74,200
Bookkeepers	13.79	39,793
Office managers	23.04	59,708

AVERAGE WAGE & SALARY