



NEWS RELEASE

VIRGINIA AGRICULTURAL STATISTICS SERVICE

National Agricultural Statistics Service • United States Department of Agriculture

P.O. Box 1659 • Richmond, Virginia 23218-1659 • Phone (804) 771-2493

Internet: nass-va@nass.usda.gov • World Wide Web: <http://www.nass.usda.gov/va>

Contact: Kevin Barnes, State Statistician

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VIRGINIA'S GREEN INDUSTRY EXCEEDS \$1.14 BILLION IN 2002

(Richmond, Virginia, December 29, 2003) - The Virginia Agricultural Statistics Service (VASS) releases the results of the 2002 Green Survey.

The economic survey and statistical profile conducted statewide by VASS in 2003, provides an indication of the economic contribution of nursery and landscape activities in Virginia. The survey is the first comprehensive study of the entire Green Industry ever conducted in Virginia. The face of agriculture in Virginia is rapidly changing to accommodate the economic realities of the times. Nursery crops, while having a long history in Virginia's agricultural profile, have emerged as a profitable and fast growing farm commodity.

Here are a few highlights of the survey results:

- **Gross receipts exceeded \$1.14 billion in 2002**
 - Plant sales accounted for 31%
 - Landscape (maintenance only) accounted for 24%
 - Landscape Installation accounted for 32%
 - Design or Architectural Services accounted for 8%
 - Other categories accounted for 5%
- **Woody plants topped product sales**
 - Woody plants 55%
 - Annuals 21%
 - Herbaceous Perennials 13%
 - Other products (includes aquatic plants and christmas trees) 6%
 - Specialty Greenhouse Crops 5%
- **Virginia wholesale growers generate over \$204.6 million from 25,000 production acres**, including 17 million square feet of covered space.
- **Over 23,300 people are employed by the industry**
 - 54% are employed for over 150 days
 - Average labor wage is \$8.76/hr.
- **Current Market value of total value of land, structures, and equipment was \$898.5 million.**

It is understood that the conclusion stated in this survey demonstrates a conservative profile of the "Green Industry" in Virginia.

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