



WISCONSIN AGRICULTURAL STATISTICS SERVICE

P.O. Box 8934 Madison, WI 53708-8934

in cooperation with WI Department of Agriculture, Trade and Consumer Protection



July 2004

Sod Sales Total \$23.5 Million

Wisconsin's sod producers received \$23.5 million in sales last year according to a survey conducted by the Wisconsin Agricultural Statistics Service. In 2003, sod production area totaled 9,500 acres including 4,300 harvested acres. The sod industry employed 335 people of which 180 were considered full-time.

There were an estimated 180 million square feet of sod sold. Kentucky bluegrass, at 95 percent of the total, was the main type of sod produced. An additional 2 percent were blended grass mixtures containing Kentucky bluegrass. The final three percent of the sod produced were other types including creeping bentgrass, salt-tolerant sod, and supina bluegrass.

The survey results indicated that 83 percent of the sod was sold at the wholesale level, consisting of sales to landscape companies and other sod farms. Sales at the retail level and directly to homeowners tallied 14 percent. The remainder of sales were to highway and road departments, golf courses, and others. About one-third of the sod producers had sales to other states with approximately 55 percent of sod harvested shipped outside of Wisconsin.

Sod producers intend to harvest 4,000 acres in 2004.

The sod industry continues to be an important part of Wisconsin's Green Industry and the State's overall economy. For additional information on the Sod Industry, Green Industry, and other agriculture related topics visit: <http://www.nass.usda.gov/wi>.

Sod Statistics, 2003	
Acres in Production	9,500
Acres Harvested	4,300
Square Feet Sold	180 million
Gross Receipts	\$ 23.5 million
Total Employees	335
Full-time	180
Part-time	155

Wisconsin Agricultural Statistics Service is an agency of the USDA. The survey was conducted on behalf of the Wisconsin Sod Producers Association (WSPA). WSPA received funding for the survey from a Specialty Crop Block Grant.