

Environmental Horticulture

Good for Connecticut

Impact of Horticulture in Connecticut

- Includes greenhouse, nursery, floral, and landscape businesses
- Produces income of over \$1.0 billion annually, which represents more than half of the total agriculture in the state
- More than 3,350 firms in the industry in our state

Impact of Horticulture in Connecticut

- Industry keeps more than 46,000 acres of land in agriculture production, including 23% which is open space
- Industry pays over \$150 million in taxes annually
- Industry produces products that enhance property values, clean our air, and beautifies our landscapes

Impact of Horticulture in Connecticut

- At least 48,000 people are employed in the industry, representing a payroll of more than \$490 million annually
- Our residents see the value of landscaping. On average, about 15% of Connecticut homes and business values are due to landscaping
- Plants are a good fit for production in our high cost of doing business state

Impact of Horticulture in Connecticut

- Our nurseries and greenhouses are strategically located within hours of America's biggest population centers
- We can deliver plants the same day to areas housing 20% of the nation's population
- In most years, over 40% of plants produced are shipped outside the state, bringing cash back into the state.

Our Biggest Challenges

- Maintaining a competent and available work force
- Rising costs of petroleum based products
- Increasing transportation costs
- Plant disease and pest pressure
- Significant financial resources required to fund production
- Predicting future product demand

How the Agriculture Experiment Station Supports our Industry

- Inspection of our plants before they leave Connecticut state borders – as required by federal law
- Certify that our plants are clear of diseases and pests
- Assist with disease and pest identification, and recommend best treatment options
- Help us develop products and programs that make us more successful

How the Agriculture Experiment Station Supports Our Industry

- Employs a team of talented scientists who help us improve our production practices
- Works closely with industry representatives on issues that affect our business
- We are very fortunate to have this wonderful facility and talented staff in our state!

Producing an Endless Summer Hydrangea

- Step One:
 - Determining how many of each variety to grow
 - Planning for production space
 - Ordering growing supplies (pots, growing media, etc.)

Producing an Endless Summer Hydrangea

- Step Two:
 - Taking the propagation cutting
 - Growing a rooted cutting liner
 - Six to nine months time

Producing an Endless Summer Hydrangea



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- Step Three:
 - Potting the rooted cutting liner into a one gallon container
 - Growing the plant to a size of 6-9 inches
 - 12 months time

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- Step Four
 - Potting the one gallon container into a three gallon container
 - Growing the plant to a size of 24 inches
 - 12 months time

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- Step Five
 - Picking and loading the three gallon container
 - Labeling the plant with important information
 - Delivering the product to our customer

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Producing an Endless Summer Hydrangea

- Let's Recap:
 - Invested labor and other production input resources
 - Endured risks including weather, pests, and other diseases
 - Anticipated market demand nearly three years in advance of the product being ready for sale

The Value of an Endless Summer Hydrangea

- What do you get for \$39.95?
- Enhanced landscape and cleaner air
- Increased value of your home or business
- Many years of beauty and satisfaction

Years of Beauty!



The Value of an Endless Summer Hydrangea

- What else could you get for \$39.95?
 - One cheap seat ticket to a Yankees, Mets, or Red Sox game
 - A cup of Starbucks coffee every day for a week
 - Two movie tickets with drinks and popcorn
 - A steak at Mortons Steakhouse (no sides included)

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Good for Connecticut –

And Good for You

Thank You!