

The Economic Importance of Agriculture Series

This brochure is one of a series of publications from the Center for Agribusiness and Economic Development.

The goal of these brochures is to inform Georgians of the essential role agriculture plays in the economy. Others in the series include:

- * *Economic Importance of Food and Fiber Production and Processing*
- * *Poultry and Eggs*
- * *Row and Forage Crops*
- * *Livestock & Aquaculture*
- * *Vegetables*
- * *Forestry and Related Products*
- * *Fruits and Nuts*



The University of Georgia

College of Agricultural & Environmental Sciences

The Center for Agribusiness and Economic Development is a unit of the College of Agricultural and Environmental Sciences, combining the missions of research and extension.

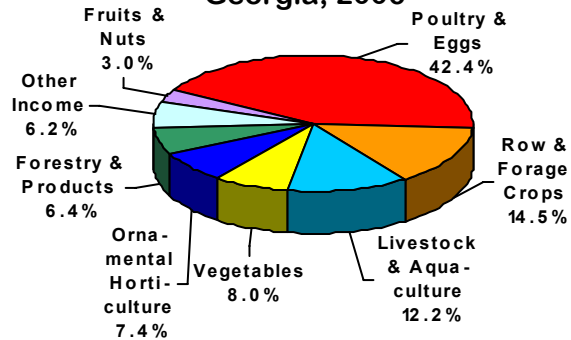
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Scott Angle, Dean and Director

Economic Importance of Ornamental Horticulture in Georgia



Food and Fiber Production Value Georgia, 2006



Total Farm Gate Value = \$10.4 billion
Source: 2006 Georgia Farm Gate Value Survey

Center for Agribusiness and Economic Development

John C. McKissick, Director
The Lumpkin House, Athens, GA 30602
Phone: 706-542-0760 Fax: 706-542-8934
Email: caed@agecon.uga.edu

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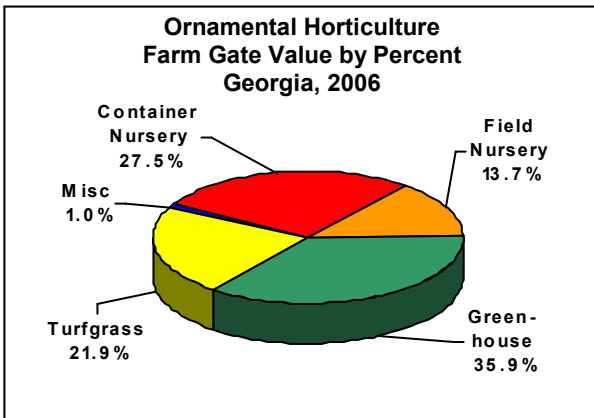
Brochure Series 07-06

Center for Agribusiness and Economic Development

“Adding Value to Georgia’s Agricultural Economy Through Research and Extension”

Georgia's Green Industry

The green industry in Georgia is providing a wide range of opportunities. A recent study by the Center shows that while much of the green industry production is scattered around the state, the service sector is concentrated in the Atlanta metropolitan area. Georgia's close proximity to growing cities in both Georgia and Florida is creating a high demand for ornamentals and other plants.

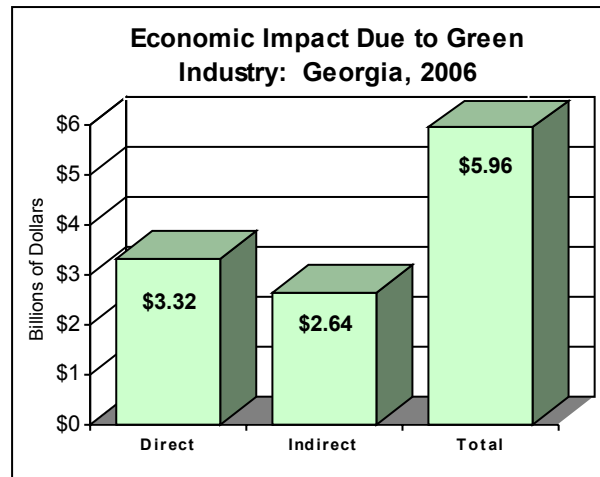


GEORGIA HORTICULTURE FACTS:

- Ornamental horticulture production had a total farm gate value of \$765 million in 2006.
- Green industry producers work with a variety of products which provides primarily ornamental rather than consumable agricultural products such as trees, shrubs, flowers, vines and grasses.
- Greenhouses and container nurseries both ranked in the Top 10 of farm gate value for all agricultural commodities in Georgia in 2006.
- Landscape services contribute an additional \$1.8 billion in output to Georgia's "green" industry.

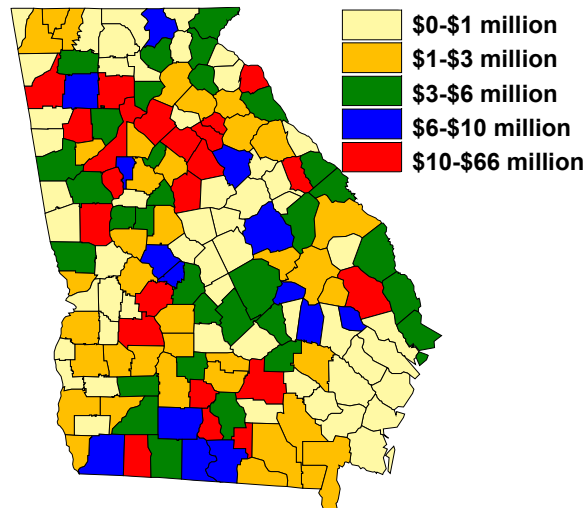
OUTPUT IMPACT

- The green industry creates **direct** sales of \$3.3 billion.
- These sales, in turn, generate additional sales in the state economy, creating another \$2.6 billion of **indirect** economic impact.



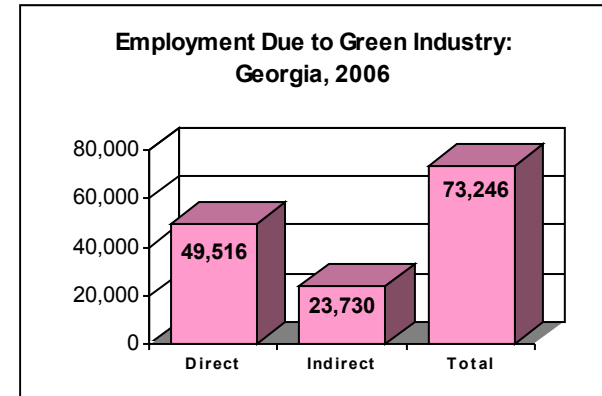
- Green industry production generates a total economic impact of \$6 billion for the State of Georgia.

2006 Ornamental Horticulture Farm Gate Value by County



EMPLOYMENT IMPACT

- The green industry **directly** employs 49,516 workers which include full-time and part-time employees.
- Indirect** employment (those relying on the green industry) provides an additional 23,730 jobs. This group includes those who provide supplies and inputs to horticulture, such as engine manufacturers and irrigation suppliers. Increased wage spending creates jobs in other sectors, such as retail sales and health services.



- A **total** of 73,246 jobs are created due to the green industry.

STUDY METHODOLOGY

- This study used an input-output model called IMPLAN to determine the effects of the green industry in Georgia.
- Data used came from IMPLAN as well as from the **2006 Farm Gate Value Report**. Production includes the major industrial sectors included in this series. Processing includes all industries which rely directly on the production of agricultural products in Georgia.

