

The U.S. Green Industry: Trade Flows, Marketing Practices and Economic Impacts

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The U.S. environmental horticulture industry, also known as the Green Industry, is one of the fastest growing segments of the nation's agricultural economy. This seminar will discuss results of a recent Green Industry study along with 20 years of market survey analyses conducted by the Green Industry Research Consortium, a CSREES multi-state regional research committee.

Numerous studies have documented the Green Industry's economic impacts in individual states or regions, however, this is the first attempt to evaluate economic impacts for the entire US. The economic impacts of the Green Industry at the national level are estimated to be \$148 billion in output, nearly 2 million jobs, \$95 billion in value added, \$64 billion in labor income, and \$7 billion in indirect business taxes.

Economic impact results are also reported by region. The region with the largest impact is the Midwest, followed by the Pacific, Northeast, and Southeast.

About Drs. Hall & Brooker ...

Drs. Hall and Brooker are Professors in the Department of Agricultural Economics at the University of Tennessee, focusing research and extension efforts on the economics of producing and marketing fruits, vegetables, and horticultural crops.

Dr. Hall's Extension program focuses on horticultural products grown in Tennessee, specializing in marketing strategies for firms at the wholesale and retail level, financial analysis for horticultural firms, and the situation/outlook for major horticultural crops.

Dr. Brooker's research program focuses on regional competitiveness within the nursery industry, consumer demand for horticultural products and services, and marketing and price analysis.