



Results of The Lake County Nursery Industry Survey



EXECUTIVE SUMMARY
December 2009

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This survey was done in partnership with
Ohio State University Extension, Lake County and
Lake County Soil & Water Conservation District (SWCD),
to provide an accurate assessment of the status, characteristics
and economic impacts of the Nursery Industry in Lake County, Ohio.

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SUMMARY

Total Lake County Nursery Industry (LCNI) employment is estimated at 1327 jobs, a payroll of over \$30 million and total annual estimated sales of \$87.5 million. The average LCNI firm has sales of \$605,000 of container grown crops and \$488,000 of field grown crops. The typical firm has been in business almost 35 years, is headed by an owner over 50 years of age, and employs about 2 family members, 11 permanent full time employees and about 23 seasonal employees.

To generate these sales, the LCNI invests in goods and services from a variety of economic sectors such as insurance, trucking and automotive repair; to plastics, foam, fertilizer, and chemical manufacturing. The dollars injected into the local and regional economies are spent and re-spent, circulating throughout a myriad of other economic sectors supporting jobs and income well beyond those of the LCNI.

In Lake County alone, the industry supports an estimated 76 additional jobs, half of which are in the Agriculture and Forestry Support Activities sector and an estimated 7 more as automotive mechanics and service technician positions (see Table 6). The existence of these 76 jobs creates wealth in Lake County which originates from a variety of other economic sectors such as Agriculture and Forestry Support Activities, Automotive Repair and Maintenance, and more.

The LCNI's estimated sales of \$29.8 million within the state of Ohio supports an estimated 465 additional jobs in Ohio, 100 of them in the related Agriculture, Forestry, Fishing and Hunting sector (see Table 8). This reflects the sector's strong ties to LCNI-related spending. Other sectors closely impacted by the LCNI-related spending in Ohio are Retail Trade (69 estimated positions) and Health and Social Services (60 estimated positions). These positions create wealth in Ohio and generate additional spending throughout the state. Sales of LCNI products in Ohio support the additional sales of goods and services in the state valued at an estimated \$161.9 million (see Table 9). The most-impacted sectors include Manufacturing and Real Estate and Rental with \$9.4 million and \$7.7 million of estimated sales, respectively.

The LCNI has a presence in the U.S. economy as it accounts for an estimated \$57.8 million in sales nationwide. Similar to its effect in Lake County, and the state of Ohio, these sales contribute to jobs and income throughout the U.S., supporting an estimated 1212 jobs throughout the U.S. economy (including Ohio). An estimated 354 jobs are supported in the related Agriculture, Forestry, Fishing and Hunting sector. An estimated 115 jobs are supported in the nation's Retail Trade sector and 108 jobs are supported in the Health and Social Services sector as a result of the LCNI. Other sectors impacted include: Accommodation and Food Service, Other Services, Real Estate and Rental, Finance and Insurance, Manufacturing, and Administrative and Waste Services. These jobs create goods and services that contribute \$106 million toward the U.S. Gross Domestic Product (GDP) from a variety of economic sectors including those previously identified.

The 1327 LCNI jobs support an estimated additional 1212 jobs throughout the U.S. economy. The LCNI's \$87.5 million sales generate an estimated additional economic output of \$205 million. Pursuing strategies that increase the proportion of goods and services necessary for nursery production that are purchased in Lake County can maximize the benefits of this impact for Lake County.

Table 5. Contribution to Lake County Gross County Product (GCP)- 15 Most-Impacted Sectors

NAICS	Economic Sector	Estimated \$ Contribution to GCP
115	Support activities for agriculture and forestry	\$ 449,011
8111	Automotive repair and maintenance (except car washes)	\$ 327,824
3261	Laminated plastics plate, sheet (except packaging), and shape manufacturing	\$ 267,711
484	Transport by truck	\$ 208,425
3261	Urethane and other foam product (except polystyrene) manufacturing	\$ 184,102
2212	Natural gas distribution	\$ 157,960
3259	All other chemical product and preparation materials	\$ 157,523
211	Extraction of oil and natural gas	\$ 127,653
5241	Insurance carriers	\$ 98,964
5418	Advertising and related services	\$ 96,712
N.A.	Rental activity for owner-occupied dwellings	\$ 93,639
3253-1, 2, 4	Fertilizer manufacturing	\$ 79,473
531	Real estate establishments	\$ 74,138
2211	Electric power generation, transmission and distribution	\$ 51,684
55	Management of companies and enterprises	\$ 37,700

Table 7. Lake County Nursery Industry Average Annual Sales 2004-2008

Container Sales	Field Crop Sales	Total Avg Sales	% of Sales to Ohio	Annual Sales in Ohio	Annual U.S. Sales (less Ohio)
\$48.125	\$39.375	\$87.500	34	\$29.750	\$57.750

Table 11. Summary of Additional Impact

Estimated Additional Impact of Lake County Nursery Industry			
	Lake County	Ohio	U.S.
Jobs ¹	76	465	1200
Output or Sales ²	\$ 57.7 million	\$ 237.2 million	\$ 91.5 million
Value Added ³	\$ 65.9 million	\$ 56.3 million	\$ 106.4 million

¹number of jobs including seasonal and part time positions (expressed in FTEs)

²dollar value of service or product sold

³sum of total income and indirect business taxes (most accurate measure as it avoids double counting associated with intermediate or 'business to business' sales captured in the output/sales measures)