#PlantsDoThat

Horticulture: The Art, Science, & Business of Plants

Horticulture contributes $196 billion to the US economy across a diverse array of businesses. But the story doesn't end there. Horticulture benefits the wealth and health of every citizen and every community in the US.

Produced by
National Initiative for Consumer Horticulture
ConsumerHort.org

Where We LIVE

A 25-foot tree reduces annual heating and cooling costs for typical homes by 8-12%.

Our homes represent 25% of our personal wealth. Well-landscaped homes are more valuable.

Improvements to your landscape pays off! The return on investment for landscape upgrades is 109%.

1/4 of American homes grow berries, veggies, or fruit trees.

Where We WORK

Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.

Office plants reduce employee sick time by 14% and improve work productivity and speed.

Upkeep and preservation of urban green habitats creates new jobs, boosts local economies, and adds to community prosperity.

Horticulture creates 2 million jobs across a diverse array of businesses.

Where We SHOP

Stores with landscaped areas have expanded sales resulting from longer shopping occassions and can charge more due to higher perceived quality.

Where We PLAY

America's public gardens are key tourist destinations and contribute $2.3 billion in community tourism spending.

Parks provide cities and citizens significant value. In Philadelphia, parks generate $23 million in city revenue, $16 million in municipal cost savings, and $1.1 billion in cost savings for citizens.

There are 4 million miles of US roadways. Street trees preserve paved surfaces. Shaded roads save up to 60% of repaving costs. Trees also improve driver safety and result in fewer traffic accidents.

Trails and greenways increase property values and make adjacent homes sell faster.

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Authors

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Credits

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