

# Did you know?

*Excerpted from "Climate Change Solutions for Small Business and Family Farmers," by Corey J. Connors*

- The vertically-integrated green industry had an estimated economic impact of \$147.8 billion in the U.S. in 2005, employing 1.95 million individuals.
- Nursery and greenhouse crops rank among the top five agricultural commodities in 28 American states, and among the top 10 in all 50 states.
- Carefully positioned trees can save up to 25% of a household's energy consumption for heating and cooling, leading to a \$250 savings in energy costs each year.
- Well-planned landscapes can reduce an unshaded home's summer air conditioning costs by as much as 50%.
- According to the USDA Forest Service, a single tree generates \$31,250 of oxygen, provides \$62,000 worth of air pollution control, recycles \$37,500 worth of water, and controls \$31,250 worth of erosion in 50 years of life.
- Landscaping can add between 7% and 15% to the value of a home.
- Landscaping can bring a recovery value of 100 to 200% at selling time, compared to kitchen remodeling, which brings a 75 to 125% recovery rate.
- Landscaping can speed the sale of a home by four to six weeks.
- A single front yard tree is equal to a 1% increase in the sale price of a home.
- Prices of products were 11% higher in well-landscaped retail districts as compared to the same products in retail areas with no trees.
- A tree-lined sidewalk had a 30% higher perceived "quality of product" rating than the same products in retail districts with barren sidewalks.
- In a study of factors determining commercial occupancy rates, landscape amenities had the highest correlation with occupancy, even higher than direct access to arterial routes.