



Minnesota Nursery & Landscape Association

A Brief Introduction

Presenter: Mr. Timothy Malooly, volunteer leader, President of The Minnesota Nursery and Landscape Association

MNLA: The History

- MNLA is the region's oldest and largest horticultural trade association. The organization was originally formed in 1925 as the Minnesota State Nurseryman's Association. In 1988, the organization's name was changed to the Minnesota Nursery and Landscape Association to accurately reflect the diversity of its members.
- MNLA celebrated 90 years of service to the green industry in 2015!



MNLA: Economic Impact in Minnesota

- Study Completed in 2014
 - Gross Volume of Sales: \$1.9 Billion
 - Total Payroll: \$1.3 Billion
 - Total Number of Employees (full-time, part-time, and seasonal): 42,132
 - Total Economic Impact: \$3.5 Billion

MNLA **\$3.5 Billion** Minnesota's Nursery & Landscape Industry Measures Up

INDUSTRY OVERVIEW
Minnesota's nursery and landscape industry encompasses trained professionals in more than 2,000 companies. Blossoming from the horticultural roots of tree, shrub and flower growers, the industry has matured into a broad-based collection of family-owned businesses that enhance the state's outdoor living environment by providing plants; landscape design; installation and maintenance services; as well as yard and garden structures.

For this survey, nursery and landscape companies surveyed included:

- Landscape contractors and designers
- Professional gardening services
- Lawn and landscape maintenance services
- Arborists and tree care services
- Irrigation contractors
- Retail nurseries, greenhouses and garden centers
- Wholesale nursery stock growers (trees & shrubs)
- Wholesale commercial flower growers (annuals, perennials and potted flowering plants)
- Re-wholesale supply centers
- Wholesale and retail hard goods suppliers (fertilizers, landscape tools, mulch, outdoor statuary, retaining wall and paver materials, landscape lighting, and ponds)

AN IMPORTANT PART OF MINNESOTA'S ECONOMY

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|---|--|---|---|
| GROSS VOLUME OF SALES: \$1,902,525,762* | TOTAL PAYROLL: \$1,266,507,821 | TOTAL NUMBER OF EMPLOYEES (INCLUDING FULL-TIME, PART-TIME AND SEASONAL WORKERS): 42,132 | TOTAL ECONOMIC IMPACT** \$3.5 BILLION |
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*This number is comparable to the 2003 survey number of \$2.1 billion.
**Uses the IMPLAN® method to determine how dollars from one industry segment multiply through the economy.

MNLA: The Mission



Minnesota Nursery & Landscape Association

- The mission of the Minnesota Nursery & Landscape Association is to help members grow successful businesses. This is accomplished through:
 - Providing continuing education for members
 - Providing tools for industry marketing
 - Monitoring and influencing government affairs
 - Promoting professionalism
 - Responsibly improving and maintaining our environment
 - Provide opportunities for financial benefits through group purchasing and other member services
 - Promoting member collegiality and networking

MNLA: The Mission

- **Northern Green**

- MNLA manages the premier event for green industry professionals in the north central region – the Northern Green. We partner with the Minnesota Turf and Grounds Foundation to put this event on each January.
- Total attendance over 19 years average: 6,431.
- Three days of education and a trade show with over 900 booths make up this event.



MNLA: The Mission

- **Government Affairs**

- MNLA strives to monitor local, state and federal regulatory and legislative actions applicable to our members. Some of the current issues include:
 - Pollinators and pollinator health and habitat
 - Plant hardiness labeling
 - Business topics including Workforce
 - Water and water re-use
 - Invasive plants/pests and noxious weeds
 - **Emerald Ash Borer**

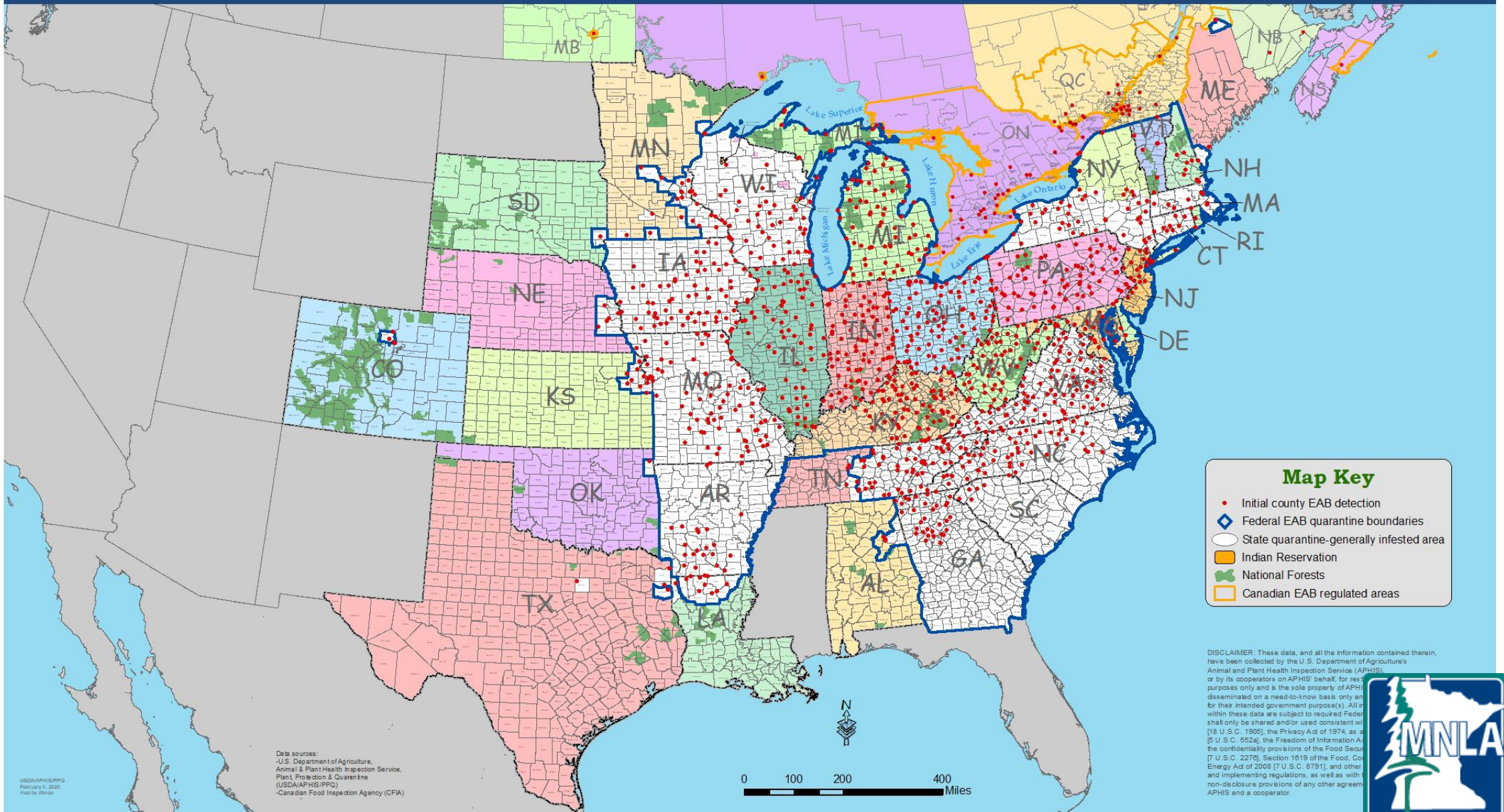


Emerald Ash Borer

Minnesota Nursery & Landscape Association

Presenter: Mr. Jacob Ryg, The Davey Tree Expert Company; an MNLA member company





Map Key

- Initial county EAB detection
- ◊ Federal EAB quarantine boundaries
- State quarantine-generally infested area
- Indian Reservation
- National Forests
- Canadian EAB regulated areas

DISCLAIMER: These data, and all the information contained therein, have been collected by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) or by its cooperators on APHIS' behalf, for research purposes only and is the sole property of APHIS. It is disseminated on a need-to-know basis only and for their intended government purpose(s). All information within these data are subject to required Federal laws, including but not limited to the Freedom of Information Act (5 U.S.C. 552a), the Privacy Act of 1974, as amended (5 U.S.C. 552a), the Freedom of Information Act, the confidentiality provisions of the Food Security Act of 1985 (7 U.S.C. 2276), Section 1819 of the Food, Conservation, and Energy Act of 2008 (7 U.S.C. 8791), and other applicable laws and implementing regulations, as well as with non-disclosure provisions of any other agreement between APHIS and a cooperator.



Data sources:
 -U.S. Department of Agriculture, Animal & Plant Health Inspection Service, Plant Protection & Quarantine (USDA/APHIS/PPQ)
 -Canadian Food Inspection Agency (CFIA)







