

Economic Contributions of the Mississippi Green Industry

Posadas, B.C. Mississippi MarketMaker Newsletter, Vol. 7, No. 2, Jan. 31, 2017.

What is the Green Industry?

The environmental horticulture industry, or green industry, is comprised of wholesale nursery, greenhouse, and turfgrass sod producers, landscape design, construction and maintenance firms, and wholesale and retail distribution firms such as garden centers, home stores, mass merchandisers with lawn/garden departments, brokers and re-wholesale distribution centers, and allied trades suppliers of inputs to the industry.

Components of Green Industry

The green industry production and manufacturing industry group includes “greenhouse, nursery, and floriculture production”, and “lawn and garden equipment manufacturing”. The horticultural services industry group includes “landscape and horticultural services”, and “landscape architectural services”. The wholesale trade industry group includes “farm and garden equipment merchant wholesalers”, and “nursery and florist merchant wholesalers”. The retail trade industry includes “lawn and garden equipment and supplies stores”, “florists”; “food and beverage stores, lawn and garden sales”, “gasoline stores, lawn and garden sales”, “general merchandise stores, lawn and garden sales”, and “non-store retailers, lawn and garden sales”.

Economic Contributions of the Green Industry

Results of the study conducted by the [Green Industry Research Consortium](#) showed that in 2013 the entire green industry contributed \$1.625 billion to the economy of the state of Mississippi. The total employment impacts of the entire green industry complex totaled 15,821 jobs. The value added, income, and tax contributions of the industry are shown below.

Economic Contributions of the Mississippi Green Industry in 2013

Variable	Value
Employment Impacts (Jobs)	15,821
Output Impacts (M\$)	1,625
Value Added Impacts (M\$)	835
Labor Income Impacts (M\$)	529
Other Property Income Impacts (M\$)	209
Business Tax Impacts (M\$)	97

Source: Hodges et al., 2015. Economic Contributions of the Green Industry in the United States in 2013. HortTechnology, 25(6): 805-814.

Output Impacts of the Mississippi Green Industry in 2013

Item	Million dollars
Greenhouse, nursery, and floriculture production	47
Lawn and garden equipment manufacturing	504
Landscape and horticultural services	452
Landscape architectural services	7
Farm and garden equip. merchant wholesalers	92
Nursery and florist merchant wholesalers	51
Lawn and garden equipment and supplies stores	357
Florists	60
Retail - Food and beverage stores, lawn and garden sales	4
Retail - Gasoline stores, lawn and garden sales	0
Retail - General merchandise stores, lawn and garden sales	45
Retail - Nonstore retailers, lawn and garden sales	7
Grand Total	1,625

Source: Hodges et al., 2015. Economic Contributions of the Green Industry in the United States in 2013. HortTechnology, 25(6): 805-814.

Employment Impacts of the Mississippi Green Industry in 2013	
Item	Jobs
Greenhouse, nursery, and floriculture production	565
Lawn and garden equipment manufacturing	1,764
Landscape and horticultural services	6,944
Landscape architectural services	65
Farm and garden equip. merchant wholesalers	490
Nursery and florist merchant wholesalers	272
Lawn and garden equipment and supplies stores	3,575
Florists	1,463
Retail - Food and beverage stores, lawn and garden sales	60
Retail - Gasoline stores, lawn and garden sales	6
Retail - General merchandise stores, lawn and garden sales	543
Retail - Nonstore retailers, lawn and garden sales	74
Grand Total	15,821
Source: Hodges et al., 2015. Economic Contributions of the Green Industry in the United States in 2013. HortTechnology, 25(6): 805-814.	

Vegetable, Fruit, Nut, and Flower Businesses Registered in MarketMaker

More than 25,000 food businesses registered or listed in MarketMaker produce, process, sell or serve **vegetable** products. When the search was limited to Mississippi only, there are 295 establishments. Click this [LINK](#) to view the search results online. You can sort the results alphabetically, by relevance, or by distance to your current location.

Over 24,000 food businesses registered or listed in MarketMaker produce, process, sell or serve **fruit** products. When the search was limited to Mississippi only, there are 256 establishments. Click this [LINK](#) to view the search results online. You can sort the results alphabetically, by relevance, or by distance to your current location.

More than 15,000 food businesses registered or listed in MarketMaker produce, process, sell or serve **nut** products. When the search was limited to Mississippi only, there are 191 establishments. Click this [LINK](#) to view the search results online. You can sort the results alphabetically, by relevance, or by distance to your current location.

In excess of 1,400 food businesses registered or listed in MarketMaker produce, process, or sell **flowers**. When the search was limited to Mississippi only, there are 41 establishments. Click this [LINK](#) to view the search results online. You can sort the results alphabetically, by relevance, or by distance to your current location.

FREQUENTLY ASKED QUESTIONS

What is MarketMaker?

MarketMaker is the largest and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. **MarketMaker** provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>.

Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smart phone.

How do you register your food business in Mississippi MarketMaker?

Click **Register** and type your email address and a password in the spaces under **Register**. Be prepared to enter information (and pictures) about your business.

What are the benefits in registering your food business in Mississippi MarketMaker?

Producers register their businesses in **MarketMaker** because food buyers of all types access our database to find products and services to meet their specific needs. Through **MarketMaker**, producers can reach more buyers and more efficiently form profitable business alliances.

How do you search for your business profile in Mississippi MarketMaker?

Click **Search** and type the name of your business in the space under **Search MarketMaker**.

How do you update your business profile in Mississippi MarketMaker?

Click **Register** and then click **UPDATE YOUR PROFILE**. Type your email address and password in the spaces under **Account Login**. Be prepared to enter updated information (and pictures) about your business.

MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at ben.posadas@msstate.edu.

How do you search for local food businesses in Mississippi MarketMaker?

Click **Search** and type a keyword in the space under **Search MarketMaker**.

What is the Market Research tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles and mapping food related businesses over demographic maps.

Where do you find the Market Research tool in MarketMaker?

Look for the **Market Research** section in MarketMaker and click **Research your market now** or **Use previous version**.