

# A FUTURE FOR OUR INDUSTRY



**Canadian Nursery Landscape Association**  
*Association Canadienne des Pépiniéristes et des Paysagistes*

## INDUSTRY OVERVIEW

The Horticulture sector has no marketing boards, quota systems, or quality/grading standards to protect Canada's producers against highly competitive U.S., South American, or international growers, strong sector association representation. By working together at the federal and provincial level, the horticulture sector is better able to represent the interests of our Canadian producers.

The Canadian ornamental horticulture sector of production agriculture has been, and continues to be, a significant core part of Canadian agriculture by several different measures, including: farm gate cash receipts, recent growth trends, impacts to the downstream value chain, employment and exports.



## PROVIDING CANADIAN JOBS

- Direct sector employment is 110,750 full-time equivalent positions for Canadians.
- Together with indirect employment generated by the sector, the total direct and indirect full-time equivalent employment is 132,776 jobs. However, with the number of people employed in the sector on a seasonal basis, the actual number of employees is much higher. In addition, the sector induces a significant number of additional jobs through household spending by employees in the sector.
- **It is estimated that for every two jobs in the sector, another job is generated elsewhere in the economy.**

## CANADIAN ECONOMY & EXPORTS

- Consumers spent nearly \$6.3 billion at the retail level on ornamental horticultural products and another \$1.8 billion on landscaping services in 2007, with the average Canadian household spending \$650 on the sector's products and services
- Ornamental horticulture represents the largest horticulture sub-segment, representing over 40 percent of horticulture's \$5.4 billion in farm gate receipts. In 2007, gross farm gate receipts for the ornamental sector amounted to \$2.3 billion with a compound annual growth rate (CAGR) of 1.7 percent (2002-2007)
- The sector generates \$3.8 billion in employment income and another \$850 million in end-user taxes generated (GST/HST). Ornamentals are the only sector of agriculture that attracts GST at the first point of transfer in the value chain, from the producer to the wholesaler, retailer or final consumer. All other agriculture is zero-rated for GST purposes at the point at which the farmer sells to the next stage in the value chain.
- Based on multipliers generated from Statistics Canada Input-Output ("I/O") tables, total economic contribution of the ornamental horticultural sector to Canada is:
  - \$14.48 billion, comprised of,
  - \$6.98 billion in farm output,
  - \$7.5 billion in value added impacts.
- Ornamental production, horticultural services, horticultural equipment manufacturing, and trade and distribution sectors are a stimulus to the entire Canadian economy.

