



Economic Impact of the Turfgrass Industry in Connecticut

Funded by the New England Regional Turfgrass Foundation, a survey was conducted by UConn to assess the economic impact of the turfgrass industry in New England. Notably, the research examined the industry’s direct, indirect, and induced effects on the regional economy as well as the impacts on employment and value-added components. Previous published economic studies have been less comprehensive in scope. While numerous positive environmental, social, and health benefits attributed to turfgrass have been identified and documented, changes to the growing turfgrass industry as a whole and within various turfgrass sectors, needed to be examined in greater detail. Therefore, an in depth study was undertaken to provide a more complete and comprehensive understanding of the economic impact of the turfgrass industry in New England. This fact sheet focuses only on the impact of Connecticut’s turfgrass industry on the New England economy.

Economic Impact Definitions

- *Direct Effects:* Direct sales by industry firms.
- *Indirect Effects:* Effects of intermediate purchases by industry firms from other economic sectors.
- *Induced Effect:* Effects of industry employee household consumer spending.
- *Employment:* Jobs (full- and part-time) created by a sector.
- *Value Added:* Value added to raw materials during production or processing.
- *Output:* Total impact generated. For some sectors, total output impacts may be less than total direct sales since some of the impact may leave the regional economy, so it would not be counted within a state or regional impact.

Turfgrass Industry Total Impacts for Connecticut in 2012

	Total Direct Sales (dollars in millions)	Total Employment (jobs)	Total Labor Income (dollars in millions)	Total Value Added (dollars in millions)	Total Output (dollars in millions)
Direct	\$2,473	25,254	\$837	\$1,049	\$1,717
Indirect		3,116	\$196	\$303	\$450
Induced		5,166	\$279	\$461	\$687
Total		33,536	\$1,312	\$1,813	\$2,853

CONNECTICUT IMPACT – TOTAL

The turfgrass industry in 2012 contributed to over 33,500 jobs with direct sales of \$2.4 billion within New England, 99% of which occurs in Connecticut. Furthermore, there was

approximately \$2.8 billion in economic activity attributable to the industry in 2012. Labor earned income was around \$1.3 billion, while valued added was at \$1.8 billion. In total, the direct output for the turfgrass sector was \$1.7 billion in economic activity with another \$450 million and \$687 million coming from the indirect effect (i.e. intermediate firm purchases) and induced effect (i.e. employee household spending), respectively. To put the numbers in perspective, this equates to \$794 dollars of output per Connecticut resident. In real dollar terms, *the Connecticut turfgrass industry would have direct sales around \$2.5 billion with a total economic impact of \$2.9 billion in 2015 dollars.*

CONNECTICUT - SECTORS

The largest turfgrass sector in Connecticut is Lawn Care Services with over \$1.7 billion in direct sales and employment of over 20,000 in 2012. The second largest sector with respect to economic impact was the golf course sector at \$659 million followed by lawn care retailing at \$320 million. Also contributing to the economy are sod production (\$9 million), lawn care manufacturing (\$11 million), lawn care wholesaling (\$115 million), and other wholesaling activities (e.g. maintenance of athletic fields, school grounds, cemeteries, etc.). The wholesaling sector may seem low compared to expected impact, however, many of the impacts of maintaining school grounds, athletic fields, etc. are captured in the lawn care services sector as many of the maintenance responsibilities are contracted out to lawn care service companies.

Total Impact for Connecticut by Sector

	Direct Sales (in millions)	Indirect (in millions)	Induced (in millions)	Output (in millions)	Employment
Sod Production	\$6	\$1	\$2	\$9	97
Lawn Equipment Manufacturing	\$8	\$2	\$1	\$11	33
Lawn Care Wholesaling	\$406	\$19	\$26	\$115	610
Lawn Care Service	\$1,033	\$256	\$401	\$1,690	20,503
Golf Course Playing	\$386	\$106	\$167	\$659	8,551
Lawn care Retailing	\$551	\$55	\$79	\$320	3,077
Other Wholesaling Activities	\$25	\$1	\$2	\$7	38

AUTHORS: KRISTIN RAUB,¹ B.L. CAMPBELL,¹ V. WALLACE,² J. HENDERSON,³ J. INGUAGIATO,³ AND STEVE RACKLIFFE³.
DEPARTMENT OF AGRICULTURAL AND RESOURCE ECONOMICS¹, DEPARTMENT OF EXTENSION¹, DEPARTMENT OF PLANT
SCIENCE AND LANDSCAPE ARCHITECTURE¹
UNIVERSITY OF CONNECTICUT

PLEASE DIRECT ANY QUESTIONS OR COMMENTS TO BENJAMIN CAMPBELL: ben.campbell@uconn.edu