

# #PlantsDoThat

## Horticulture: The Art, Science, & Business of Plants

Horticulture contributes \$196 billion to the US economy across a diverse array of businesses. But the story doesn't end there. Horticulture benefits the wealth and health of every citizen and every community in the US.

Produced by  
**National Initiative for  
Consumer Horticulture**

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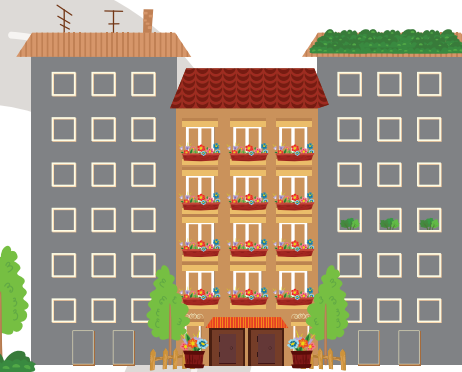
### Where We LIVE

A 25-foot tree reduces annual heating and cooling costs for typical homes by 8-12%.

1/4 of American homes grow berries, veggies, or fruit trees.

Our homes represent 25% of our personal wealth. Well-landscaped homes are more valuable.

Improvements to your landscape pays off! The return on investment for landscape upgrades is 109%.



### Where We WORK

Green roofs provide beauty and moderate rooftop temperatures, reducing heat loads and lowering energy costs.

Office plants reduce employee sick time by 14% and improve work productivity and speed.

Upkeep and preservation of urban green habitats creates new jobs, boosts local economies, and adds to community prosperity.



Horticulture creates 2 million jobs across a diverse array of businesses.



### Where We SHOP

Stores with landscaped areas have expanded sales resulting from longer shopping occasions and can charge more due to higher perceived quality.

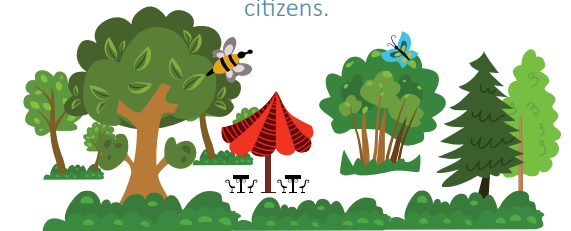
### Where We PLAY

America's public gardens are key tourist destinations and contribute \$2.3 billion in community tourism spending.

Parks provide cities and citizens significant value. In Philadelphia, parks generate \$23 million in city revenue, \$16 million in municipal cost savings, and \$1.1 billion in cost savings for citizens.

There are 4 million miles of US roadways. Street trees preserve paved surfaces. Shaded roads save up to 60% of repaving costs. Trees also improve driver safety and result in fewer traffic accidents.

Trails and greenways increase property values and make adjacent homes sell faster.



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## Authors

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## Credits

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## More Information

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