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**Today's Strategies
& Tomorrow's
Opportunities**

Plants Are Great!

Dr. Marvin N. Miller

Market Research Manager

Ball Horticultural Company

February 25, 2011

2009 Census of Horticultural Specialties



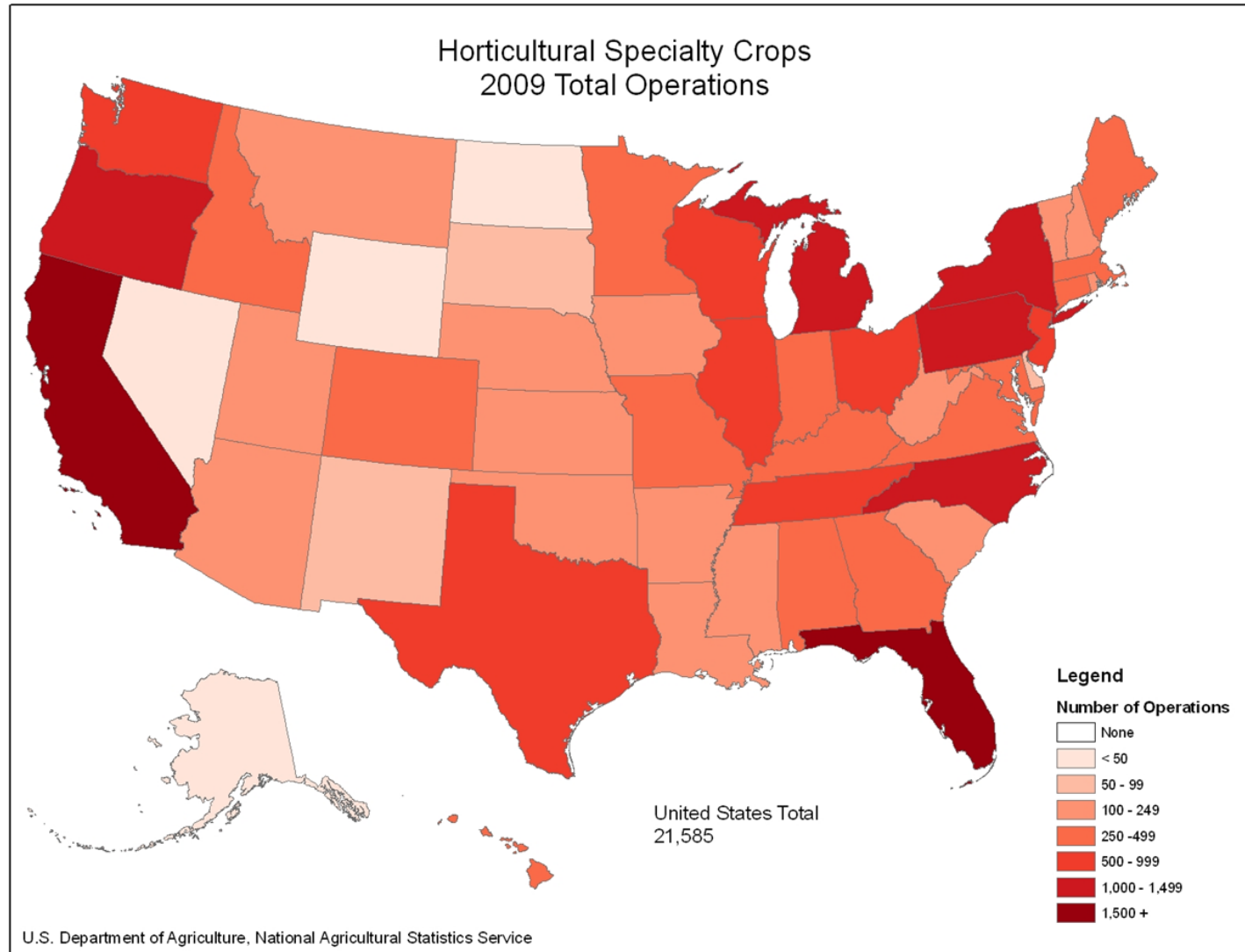
2009 Census of Horticultural Specialties

December 13, 2010

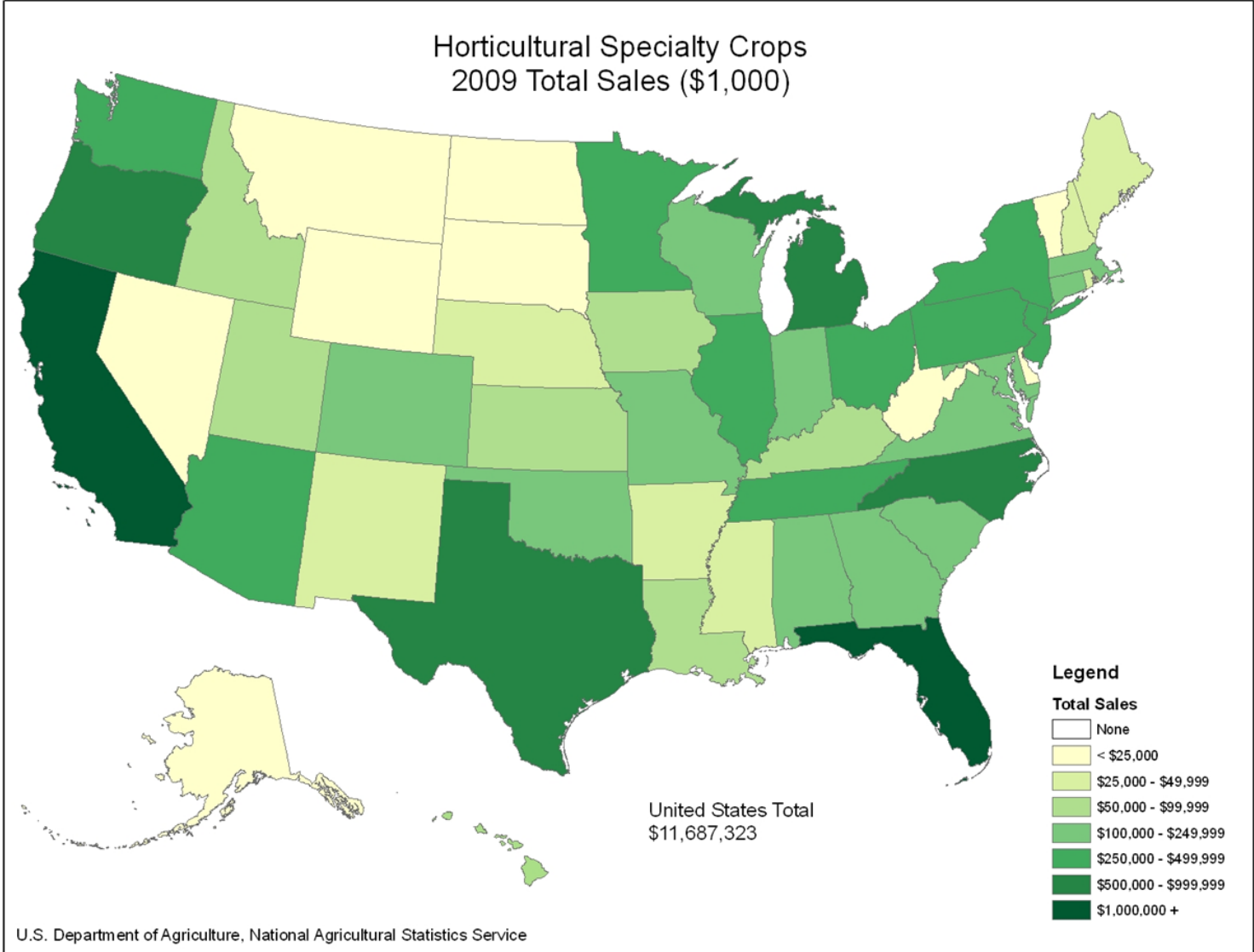


United States Department of Agriculture
National Agricultural Statistics Service

Total Operations

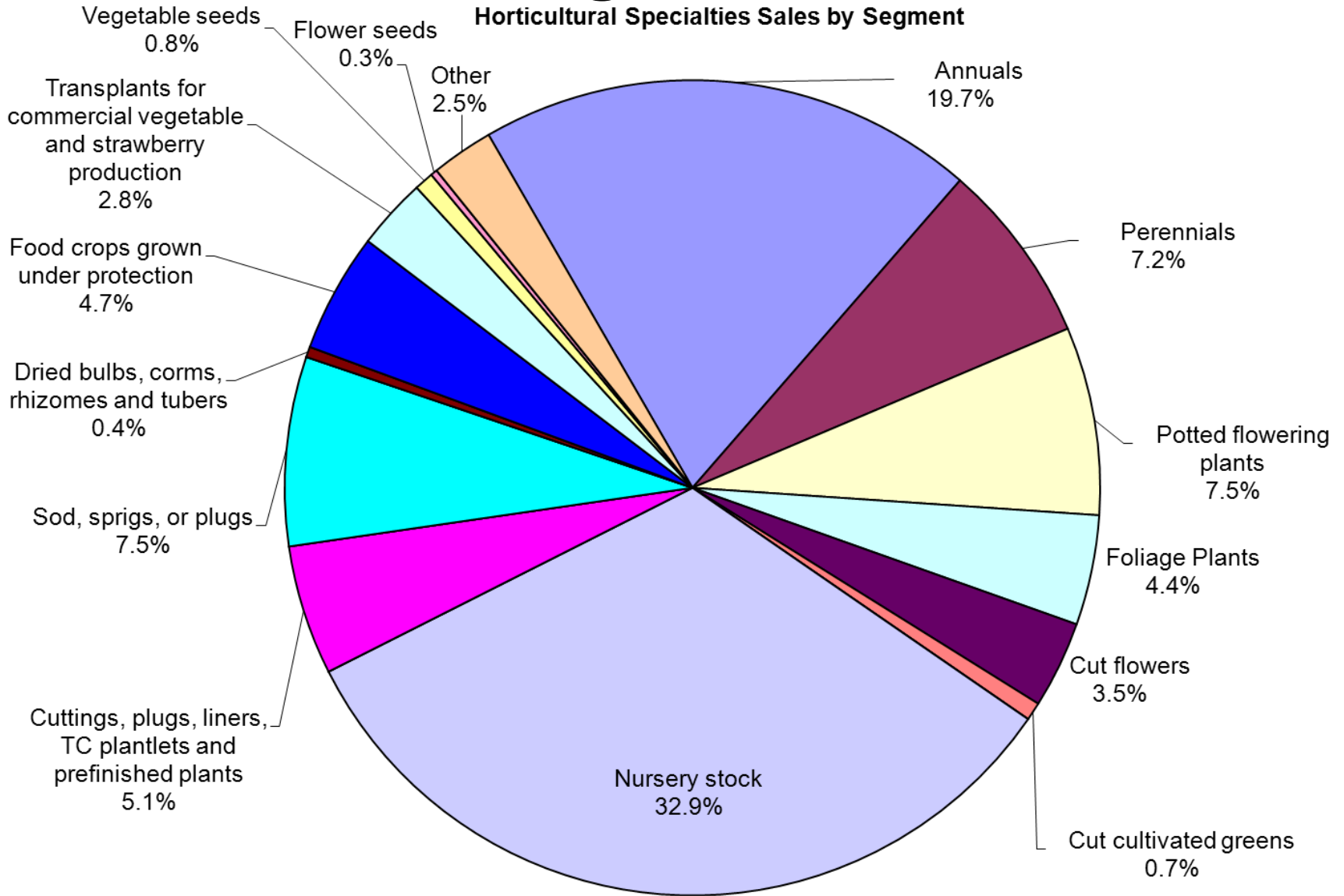


Total Sales (\$1,000s)



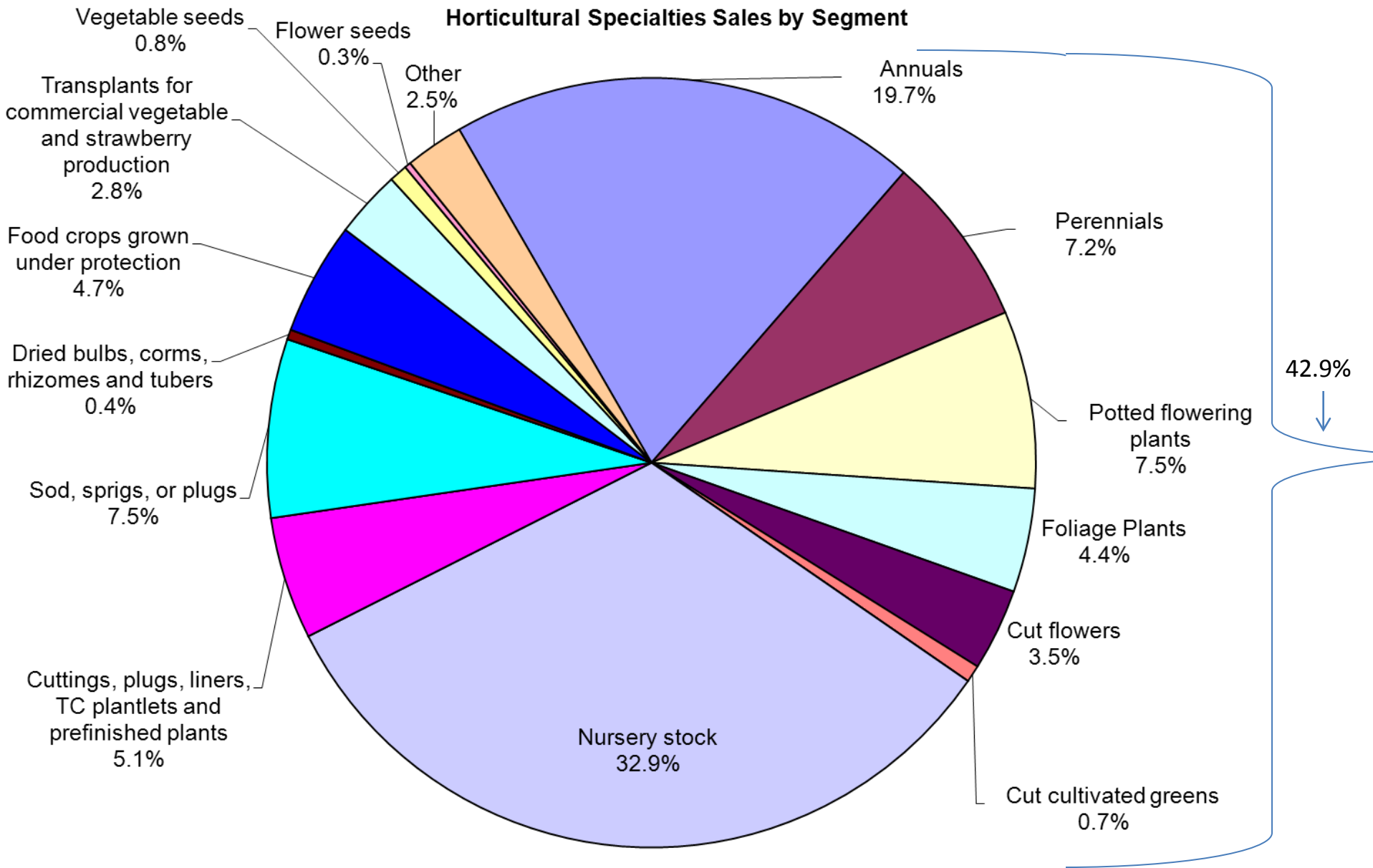
Segments

Horticultural Specialties Sales by Segment

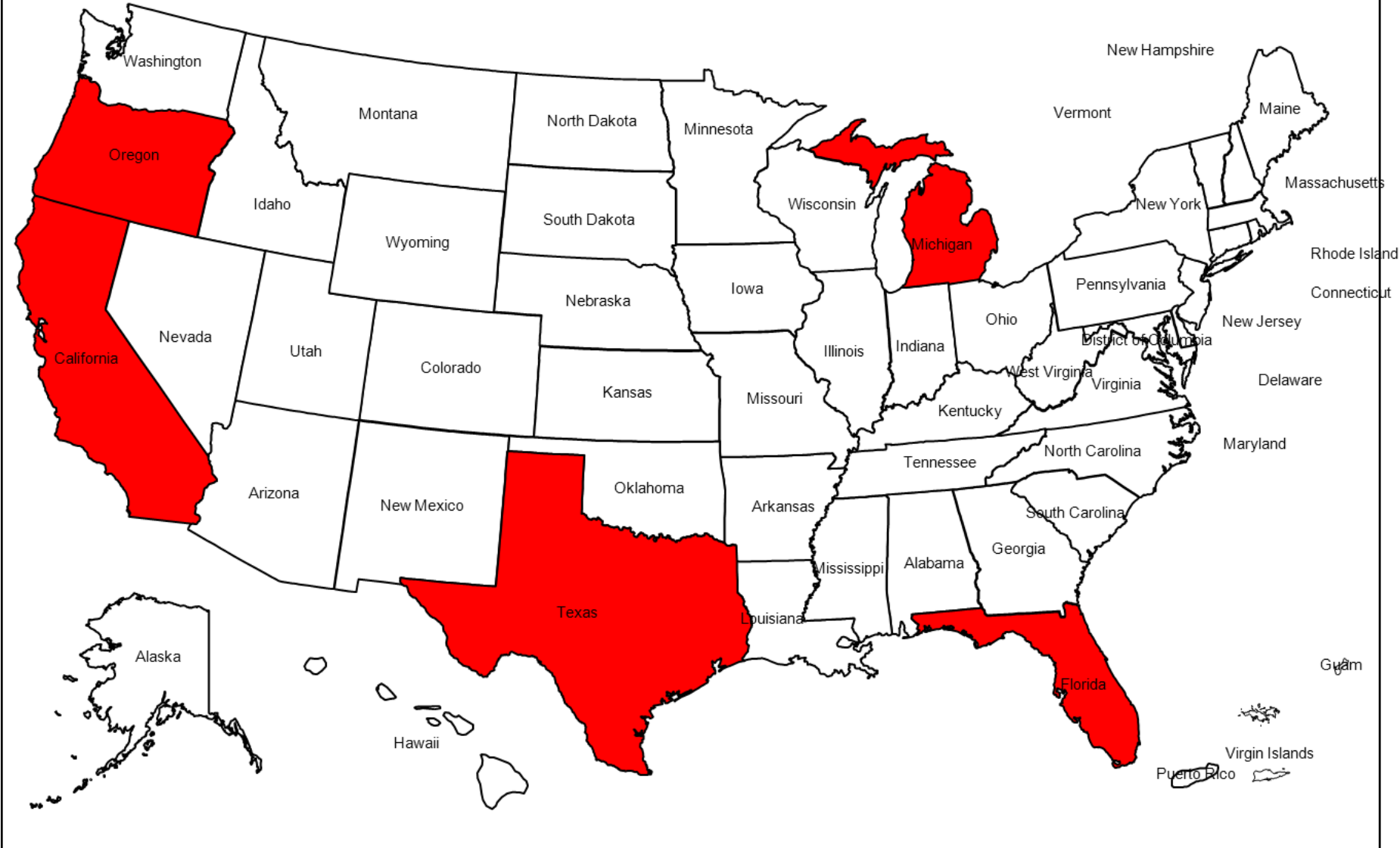


Segments

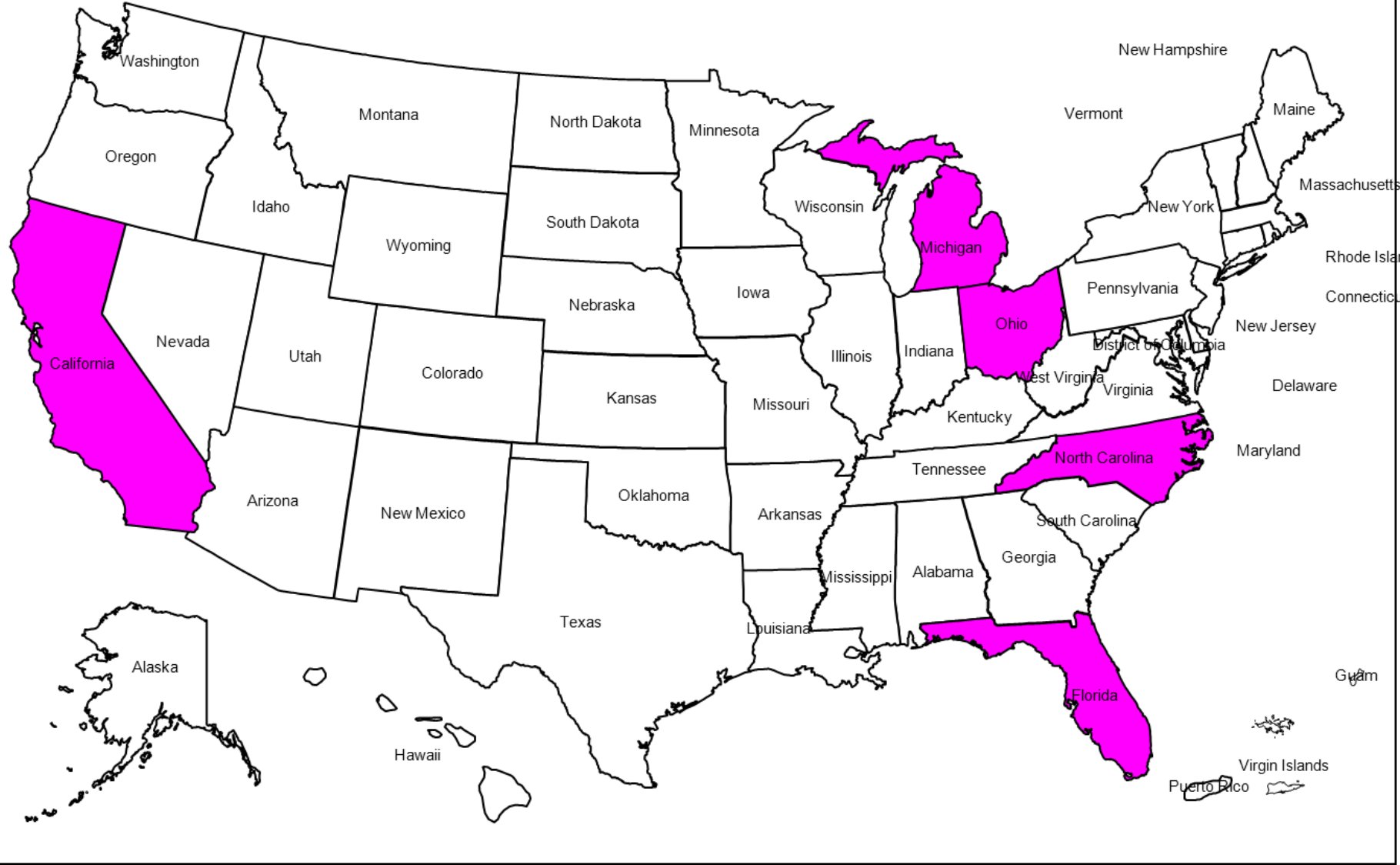
Horticultural Specialties Sales by Segment



Top 5 States by Total Horticultural Specialties Sales



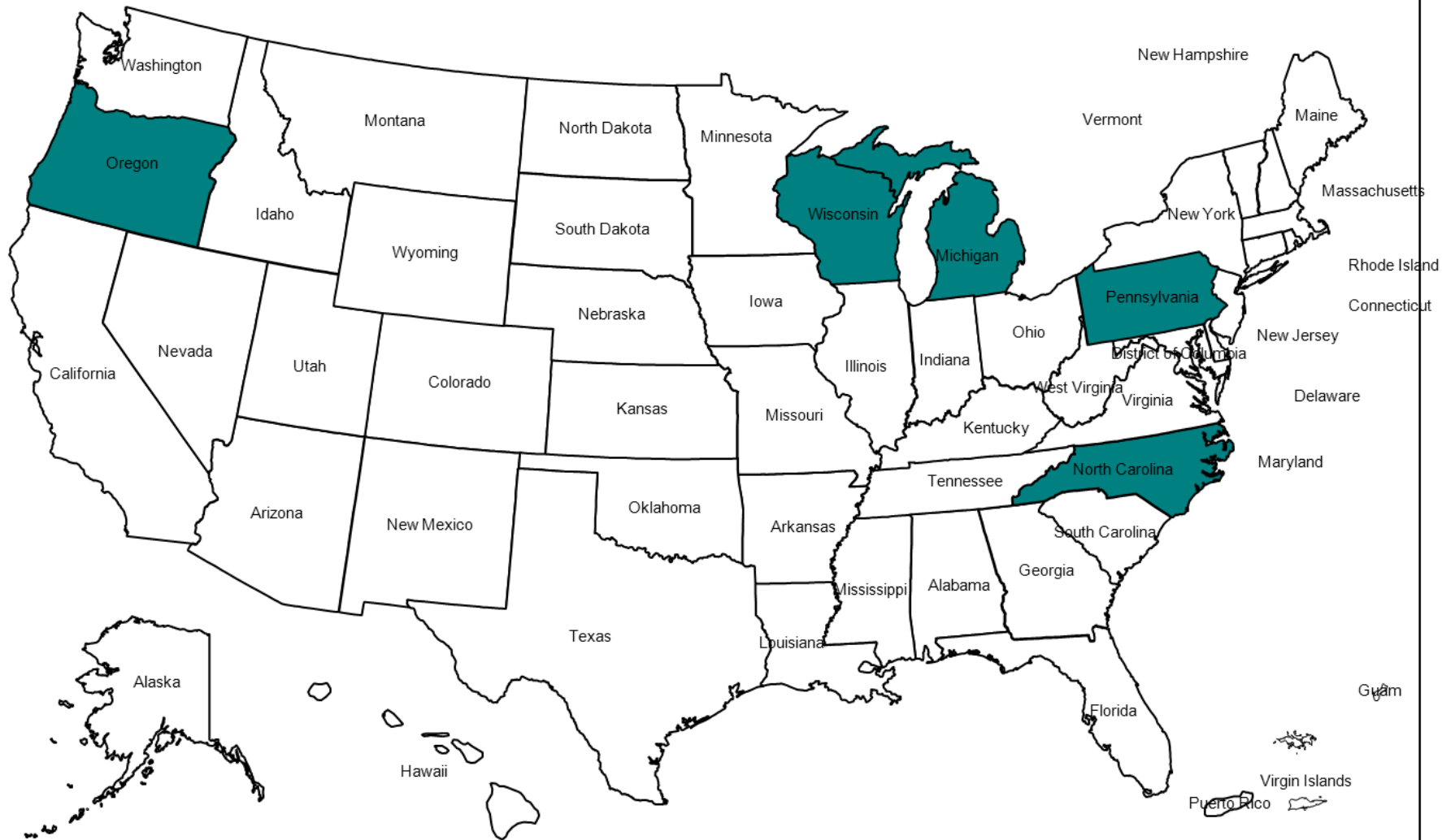
Top 5 States for Total Floriculture Sales



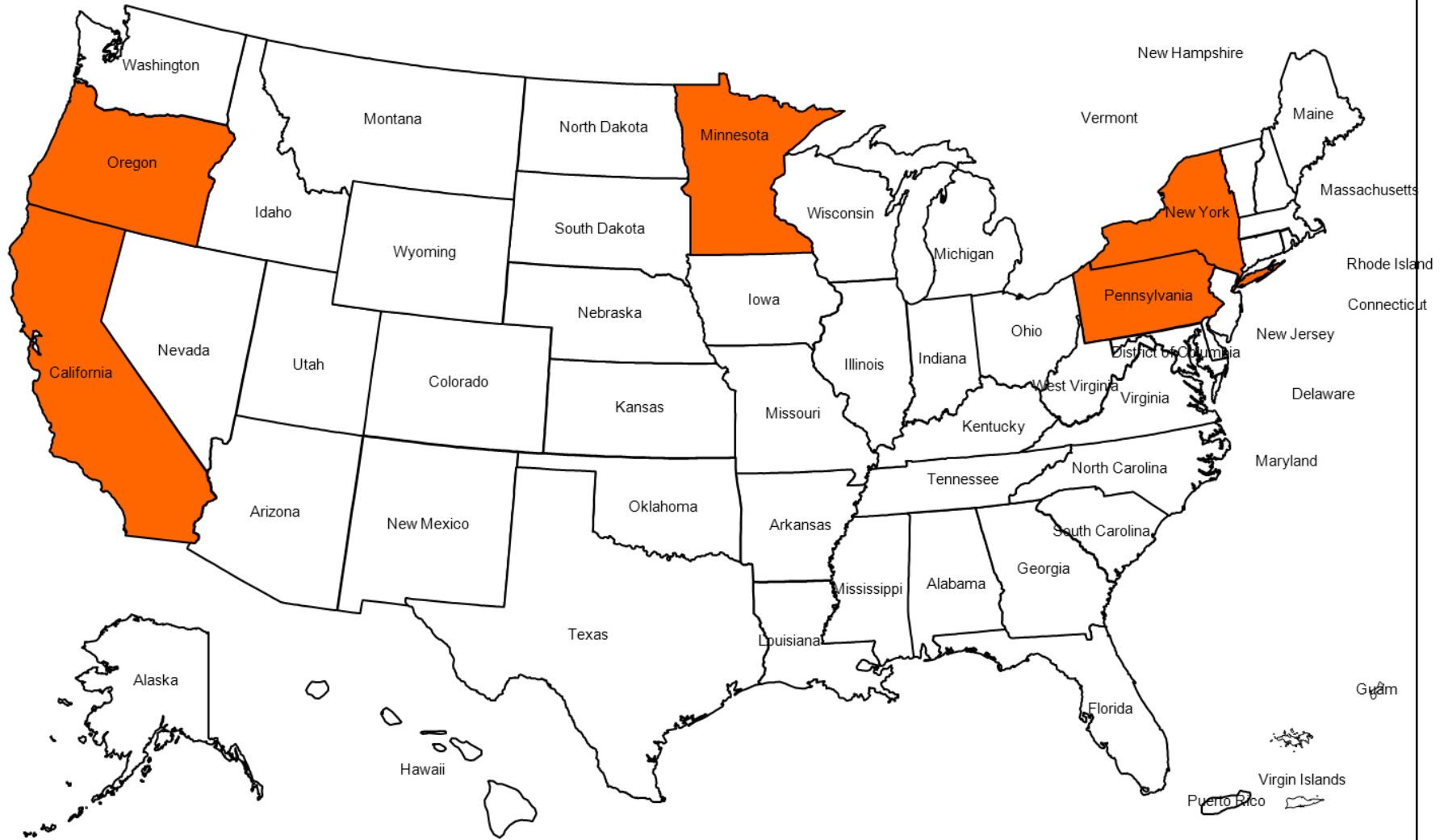
Top 5 States for Nursery Sales



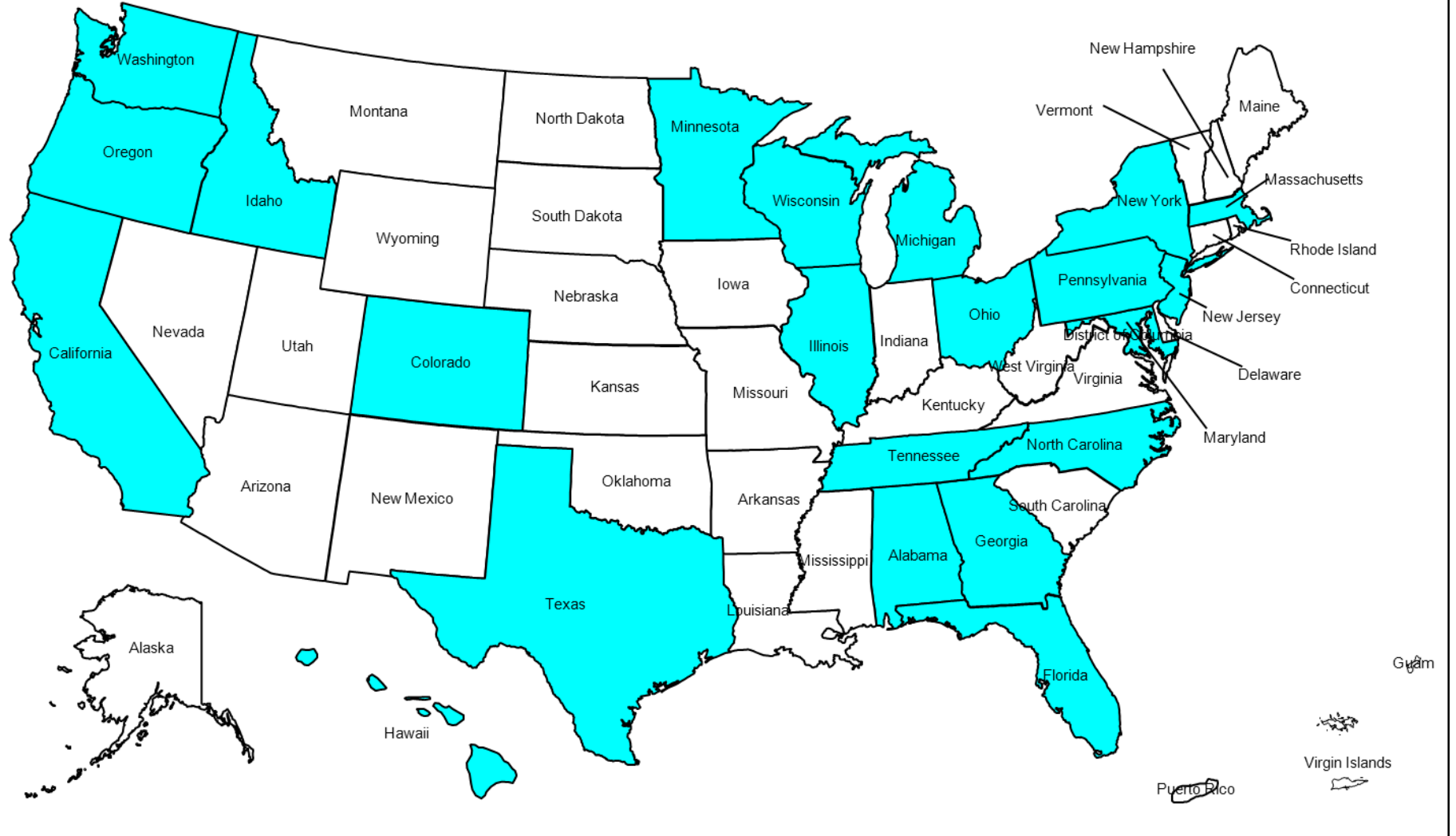
Top 5 States - Sales of Christmas Trees



Top 5 States - Sales of Food Crops Grown Under Protection



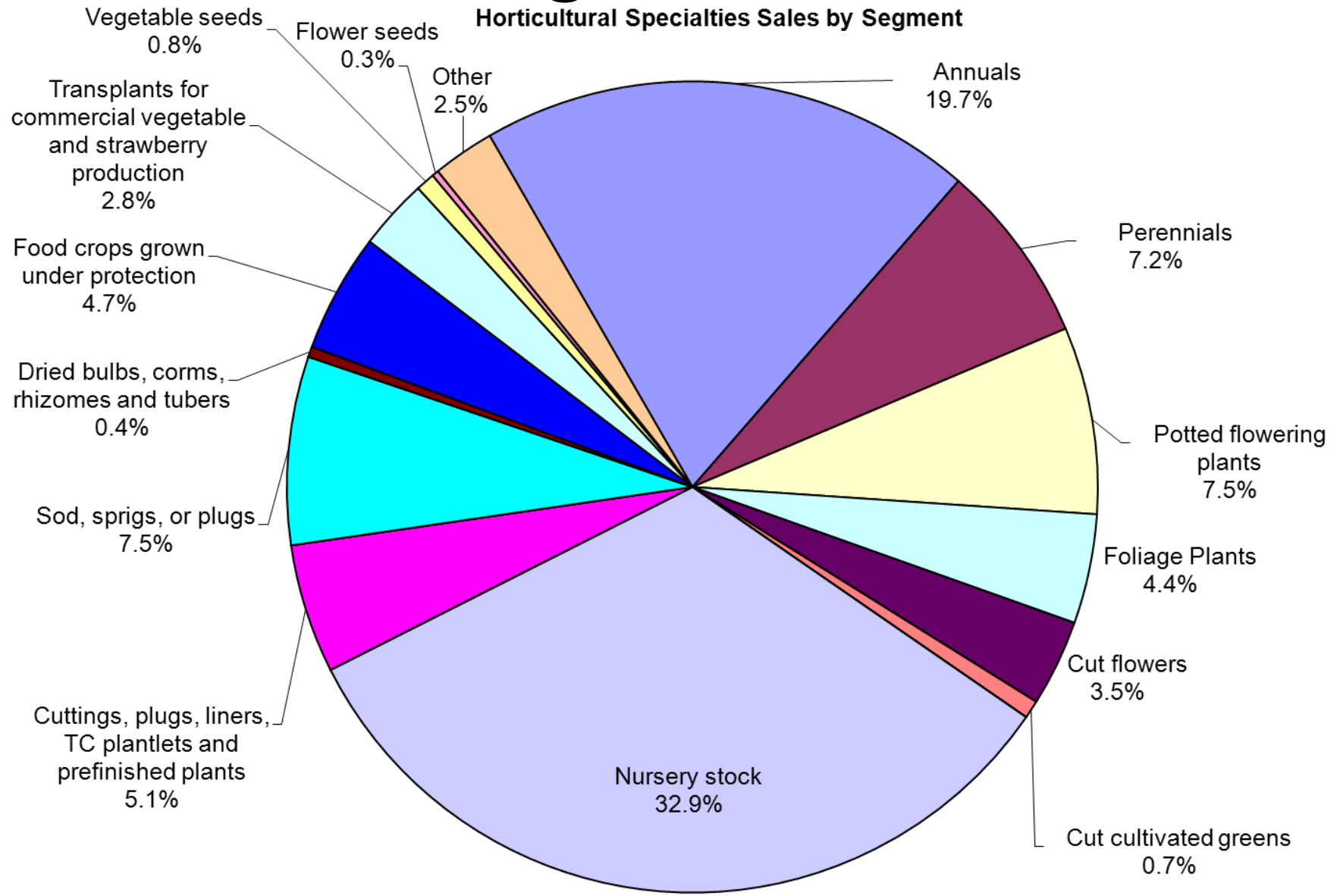
Top 5 States in Firm Count or Sales for any Horticultural Specialty



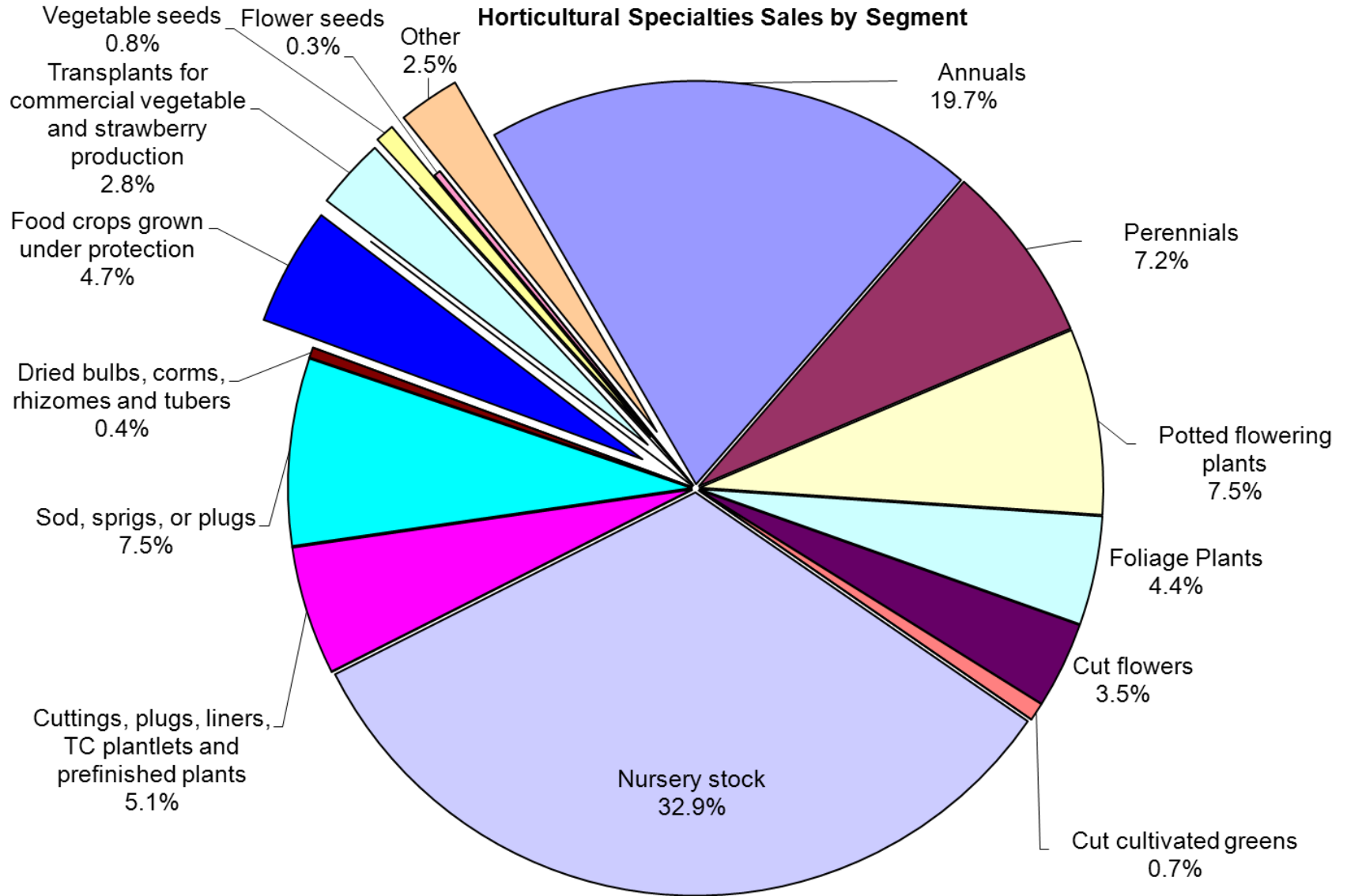


Segments

Horticultural Specialties Sales by Segment



Segments





Floriculture, Nursery & Related Ornamentals

- Economic
- Environmental
- Psychological/Sociological
(Lifestyle)



Economic Issues

- Convention & Tourism Business
- Property Taxes
- Commerce = Sales Tax Revenues
- Community Growth (Residents & Businesses)
- Recreational Uses



Environmental Issues

- Stormwater Management
- Pollution (wind erosion, water runoff, light & noise, etc.)
- Energy reduction (cooling in summer, heating in winter)
- Attracting wildlife



Psychological/Sociological Issues

- Motivation
- Creativity
- Crime Reduction
- Self-Discipline
- Improved Focus/Study Habits/Grades
- Quicker Recuperation



**PLANTS
ARE
GREAT!!!**

Dr. Marvin N. Miller

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