



IMPROVING THE HORTICULTURE INDUSTRY

IN DUVAL COUNTY

UF/IFAS Extension horticulture programs increase professional knowledge and skills that boost the local economy and help the environment. Promoting healthy plants increases biodiversity, helps reduce off-site movement of nutrients and products, reduces costly callback visits, and ultimately improves water quality.

Duval County Horticulture

534

businesses, including landscapers, golf courses, nurseries and greenhouses

2605

licensed pesticide applicators employed at 170 pesticide companies

In 2015, Duval County's horticulture industry contributed:

9,710 jobs

\$878 million

in revenues

\$538.8 million

in value-added impact*

Proper pest identification often reduces unnecessary or ineffective chemical applications that result in retreatment or return visits.

Eliminating just one return visit can potentially save landscaping companies \$12,000-\$36,000.



Return on Investment

UF/IFAS consultations between 2014 and 2018** resulted in:

- **\$1,744,827** in landscaping company accounts saved or continued
- **\$13,453** in advanced payments for work
- **\$572,603** in plants saved

\$2.3 million

total savings to Duval County landscaping businesses over the past 5 years

*Hodges, A.W, H. Khachatryan, M. Rahmani, and C.D. Court. November 2016. Economic Contributions of the Environmental Horticulture Industry in Florida in 2015. UF/IFAS Food and Resources Department. <http://fred.ifas.ufl.edu/pdf/EconContEnvirHortIndFL2015-11-15-16.pdf>

**Based on follow-up surveys conducted in 2016 with participants who consulted with UF/IFAS Extension Duval County horticulture agent. Actual values may be higher. Mean value of consultations by participants ranged from \$84.50/hr for face-to-face visits to \$54.00 for email/phone consultations.