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North Carolina General Assembly Allocates \$344,000 for an Economic Impact Study at NCSU for the Green Industry.

RALEIGH, NC –[November 1, 2023] The North Carolina General Assembly has earmarked \$344,000 in nonrecurring funds for the College of Agriculture and Life Sciences (CALs) at North Carolina State University (NCSU) to conduct a comprehensive economic impact study of the green industry within the state. This significant investment marks the first such study in nearly two decades and signifies a significant milestone for the industry.

The decision to allocate funding for this important research was included in the Budget Conference Report and is the result of advocacy efforts by the North Carolina Green Industry Council.

The economic impact study will explore the statewide, regional, and county-level contributions of the green industry to North Carolina's economy. This holistic approach will encompass various facets of the green industry, including:

- Botanic gardens and arboretums
- Christmas tree production
- Composting and compost-use
- Golf courses and country clubs
- Horticulture input and equipment suppliers
- Irrigation systems
- Landscaping and landscape design services
- Nursery, green house and tree production
- Nursery, greenhouse, florists, garden center, and farm supply retailers
- Parks and airports
- Pine needle production

- Turfgrass production
- Urban forestry

The study, set to commence in the 2023-2024 fiscal year, aims to shed light on the industry's role in enhancing, beautifying, and protecting human environments while also generating jobs and driving economic growth throughout the state.

CALS will collaborate closely with the North Carolina Green Industry Council and the NC Department of Agriculture and Consumer Services to ensure the study's comprehensiveness and accuracy. The results of this pivotal study are anticipated to be presented to the Joint Legislative Oversight Committee on Agriculture and Natural and Economic Resources by January 15, 2025.

Renowned NCSU economists, Melinda Knuth Ph.D. and Daniel Tregagle Ph.D., will lead the study. Their expertise in economic analysis and their commitment to advancing North Carolina's green industry will result in a report that will help to grow the state's green industry economy.

This investment in the green industry economic impact study underscores North Carolina's commitment to understanding and fostering the growth of this vital sector. It is expected that the findings will provide valuable insights into the industry's significance and serve as a catalyst for further development.

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