

TURFGRASS RELEASE



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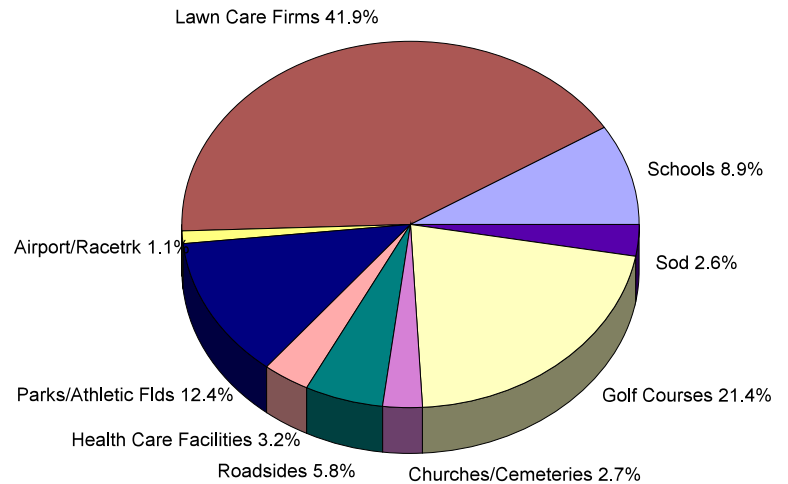
SPECIAL PRESS RELEASE

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2000 KANSAS HORTICULTURAL SURVEY Turfgrass Component

The turf-related maintenance expenditures totaled nearly \$278 million during the year 2000. This is a 67 percent increase from the comparable expenditures of \$171 million in 1994. There were 15,875 paid and unpaid employees to maintain all turf-related maintenance except for churches where most of the church turf-maintenance were volunteer. A comparable number of employees in 1994 were 9,575. Lawn care firms accounted for nearly 42 percent of the turf-related expenditures during 2000, compared to 33 percent of the same industry segments in 1994. Golf course maintenance accounted for 21 percent of the turf-related expenditures. Total turf area in all segments (excluding roadsides) totaled 349,000 acres in 2000. An average of \$506 were spent to maintain each acre of turfgrass in Kansas during 2000. The maintenance cost per acre ranged from a high of over \$2,600 for golf courses to as low as \$83 for roadside maintenance expenditures.

KANSAS TURFGRASS Breakout of 2000 Turfgrass Expenditures



TURFGRASS - Area, Expenditures, and Labor by Industry Segment, 1994 and 2000

Industry Segment	Turf Area		Payroll & Maintenance Expenses		Employees Paid & Unpaid	
	1994	2000	1994	2000	1994	2000
	Acres		Thousand Dollars		Number	
Airports	15,900	26,665	1,700	2,950	185	395
Churches/Cemeteries	11,665	14,780	7,590	7,590	1,450	9,970 ^{1/}
Golf Courses	18,025	23,350	51,600	61,040	2,040	3,460
Health Care Facilities	2,750	5,410	4,650	9,230	610	1,630
Lawn Care Firms	45,390	179,840	56,900 ^{2/}	119,690 ^{2/}	1,910	3,290
Race Tracks	1,650	1,410	660	390	80	100
Schools	17,760	23,690	13,650	25,460	1,680	2,250
Parks/Athletic Fields	43,470	68,510	19,030	35,430	1,470	3,050
Roadsides	--	--	11,580	16,590	1,600	1,700
Sod	4,295	5,360	3,880 ^{2/}	7,350 ^{2/}	--	--
Total	160,905	349,015	171,240	285,720	11,025	25,845

^{1/} Churches reported over 9,000 paid & unpaid people to maintain church properties in year 2000. These were mostly volunteers. ^{2/} Gross value of sales and services provided.

GOLF COURSES



The turf-related payroll and maintenance expenses totaled \$61.0 million in 2000, an average of \$218,340 per course. This compares with \$51.6 million in 1994. The maintained turf area on Kansas golf courses totaled about 23,350 acres in 2000, compared with 18,025 acres in 1994. The number of paid and unpaid employees in 2000 totaled 3,460, compared to 2,040 in 1994. Golf courses accounted for about 22 percent of the surveyed turf expenditures for the industry in 2000 and about 31 percent of the compar-

able expenditures in 1994.

LAWN CARE FIRMS

Nearly 800 lawn care firms were surveyed in 2000. These firms managed a total of 179,840 acres. Gross revenue from all services totaled \$119,690,000 during 2000, compared with gross revenues of \$56,900,000 in 1994. In 2000, the average turf area was 225 acres per firm, compared to 168 acres in 1994. The average gross revenue was nearly \$150,000 per firm or about \$666 per acre maintained, compared to over \$210,000 per firm or \$1,254 per acre in 1994. This would indicate that the 2000 survey included a number of firms with mowing operations only while the 1994 survey included mainly lawn care firms certified to apply chemicals. Lawn care firms employed 3,290 people, compared to 1,910 in 1994. There were an average of 4.1 employees per firm, compared to 7.1 employees per firm in 1994.

SCHOOLS

Kansas schools, colleges, and universities spent \$25,460,000 to maintain turfgrass (including payroll and benefits) in 2000. This compares with \$13,650,000 spent in 1994. The maintained turf area was 23,690 acres in 2000, compared with 17,760 acres in 1994. Turf expenditures averaged \$52,705 per school and area averaged 49 acres per school. Schools spent an average of \$1,075 per acre on turf. There were 2,250 employees involved in the maintenance of turf.



This averaged 4.7 employees per school on turf maintenance. This compared with 1,680 employees in 1994 or an average of 3.4 per school.

HEALTH CARE FACILITIES

Health care facilities in Kansas spent \$9,230,000 on turf-related maintenance in 2000. This was an average of \$8,083 per facility or \$1,408 per turf acre. The 1,142 health care facilities included in the survey maintained turf area of 6,560 acres or 5.7 acres per facility. There were 1,630 employees for turf maintenance. In 1994, there were 2,750 acres of turf maintained at a cost of \$4,650,000 for turf maintenance and payroll for 610 employees.

RACE TRACKS

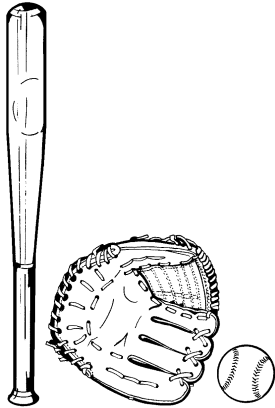
This was the smallest segment of the industry surveyed with only \$390,000 spent to maintain the 1,410 acres of turfgrass around the automobile, horse, and dog racing tracks in Kansas. There were 100 paid and unpaid employees used to maintain the area.



PARKS/ATHLETIC FIELDS

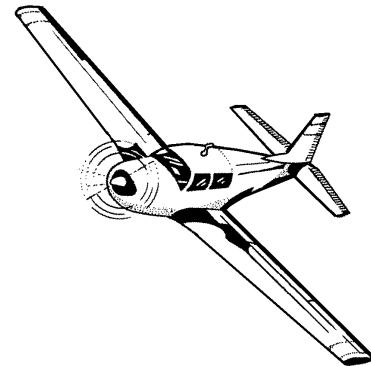
Maintenance expenditures for parks and athletic fields totaled \$35,430,000 in 2000. This includes all national, state, county, and municipal parks, as well as athletic fields managed by municipalities and other entities. There were a total of 68,510 acres of turfgrass. There were

3,050 paid and unpaid employees to maintain these parks and athletic fields. Turf maintenance expenses averaged \$517 per acre. In 1994, there were 43,470 acres of parks and athletic fields maintained at a cost of \$19,030,000 for an average cost of \$437 per acre.



AIRPORTS

Turf maintenance expenses including labor totaled \$2,950,000 in 2000. There were 26,665 acres of turf maintained at an average cost of \$111 per acre. A total of 395 paid and unpaid employees were used to maintain the turf area. In 1994, a total of \$1,700,000 were spent to maintain 15,900 acres at an average cost of \$107 per acre.



CHURCHES AND CEMETERIES

There were a total of \$7,090,000 spent on maintaining the turf area of churches and cemeteries. Data for private and municipal cemeteries were combined with data from cemeteries and general turf area maintained by churches. The turf area of 14,780 acres were maintained at an average cost of \$514 per acre. Total paid and unpaid workers were 9,970 but most of those maintaining church-related turf were volunteer. In 1994, the church and cemetery-maintained area was 11,665 acres with \$7,590,000 spent to maintain the turf for an annual average cost of \$651 per acre.



ROADSIDES

Kansas Department of Transportation, the Turnpike Authority, and counties and municipalities spent \$16,590,000 to maintain the turf area along Kansas roadsides. This compares with \$11,580,000 spent in 1994. In 2000, there were 1,700 employees to maintain this turf area, compared with 1,600 employees in 1994.

SOD PRODUCTION

There were approximately 5,360 acres in sod production in Kansas during 2000. This compares with 4,295 acres reported in production in 1994. Sod producers accounted for \$7,350,000 gross value of sales in 2000. This compares with \$3,880,000 in 1994.

PURPOSE AND PROCEDURE

The Kansas Turfgrass Foundation in cooperation with the Kansas Department of Agriculture sponsored this survey to determine the size and value of the turfgrass industry in Kansas. Turfgrass is defined as any natural or planted grass that was mowed or maintained during the year (excluding hay or pasture land). The turfgrass universe was broken down into segments for sampling and summarization purposes. The following segments were surveyed: airports, parks and athletic fields, churches/cemeteries, golf courses, health care facilities, lawn care firms, race tracks, roadsides, and schools.

The Horticultural Survey was similar to one conducted in 1994, except that data for single family homes, commercial properties, and multiple family dwellings were not included in the 2000 survey.

The list frame used in this survey was developed using various sources. List sources included the Kansas Turfgrass Foundation, Hear of America GCSA, Kansas City Sod Producers, Kansas Golf Course Superintendent's Association, Kansas Department of Agriculture, Kansas State Board of Education, Kansas Secretary of State's office, Department of Health and Environment, Kansas Department of Wildlife and Parks, Kansas League of Municipalities, Kansas Department of Transportation, and Kansas Turnpike Authority.

Five different questionnaire versions were used in the survey. One version was used for golf courses. A second version was used for lawn care services and a third version for arborists. A fourth version combined all other segments of the industry. A fifth version was used for nurseries, greenhouses, florists, farmer's markets, and producers of fruit, berries, nuts, vegetables and melons, medicinal plants, Christmas trees, and sod. The Department of Transportation and the Kansas Turnpike Authority provided data for state roadsides. Appreciation is expressed to the many Horticultural Survey respondents who took the time to complete the questionnaire.