

# TURFGRASS RELEASE



In Cooperation with the National  
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## SPECIAL PRESS RELEASE

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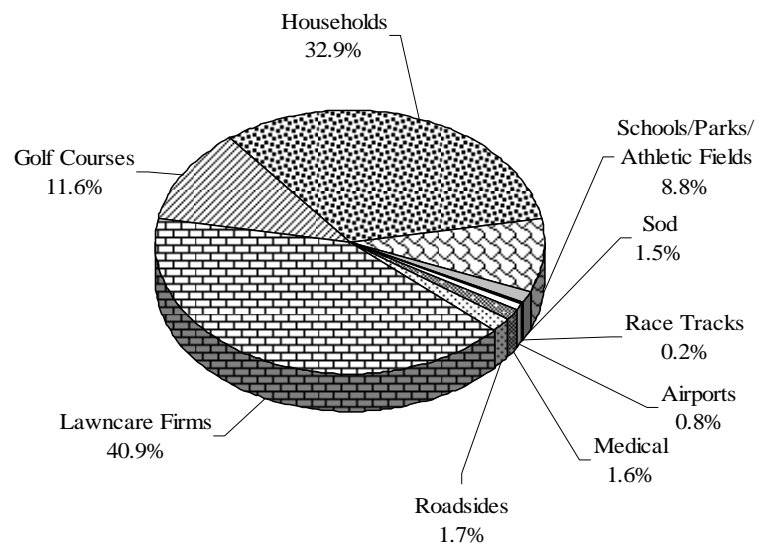
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### 2006 KANSAS HORTICULTURAL SURVEY Turfgrass Component

The following narrative compares the 2006 and 2000 survey results. Households were not surveyed in 2000 and are not included in the narrative.

The turf-related maintenance expenditures totaled nearly \$493.5 million during the year 2006. This is a 81 percent increase from the comparable expenditures of \$273 million in 2000. There were 25,060 paid and unpaid employees to maintain all turf-related area. A comparable number of employees in 2000 was 15,875. Lawn care firms accounted for nearly 61 percent of the turf-related expenditures during 2006, compared to 42 percent in 2000. Golf course maintenance accounted for 17 percent of the turf-related expenditures. Total turf area in all segments (excluding roadsides) totaled 608,000 acres in 2006. An average of \$812 was spent to maintain each acre of turfgrass in Kansas during 2006. The maintenance cost per acre ranged from a high of over \$3,060 for golf courses to as low as \$38 for roadside maintenance expenditures.

### 2006 Kansas Turfgrass Breakout of Turfgrass Expenditures



### TURFGRASS - Area, Expenditures, and Labor by Industry Segment, 2000 and 2006

Industry Segment	Turf Area		Payroll & Maintenance Expenses		Employees Paid & Unpaid	
	2000	2006	2000	2006	2000	2006
	Acres		Thousand Dollars		Number	
Airports.....	26,665	34,580	2,950	5,740	395	830
Golf Courses.....	23,350	28,000	61,040	85,670	3,460	4,100
Health Care Facilities.....	5,410	6,050	9,230	11,621	1,630	1,950
Lawn Care Firms.....	179,840	433,540	119,690 <sup>1/</sup>	301,048 <sup>1/</sup>	3,290	9,600
Race Tracks.....	1,410	1,830	390	1,160	100	70
Schools/Parks/Athletic Fields.....	92,200	97,300	60,890	64,735	5,300	6,510
Roadsides.....	-	-	11,690	12,369	1,700	2,000
Sod.....	5,360	6,300	7,350 <sup>1/</sup>	11,190 <sup>1/</sup>	-	-
<b>Subtotal</b>	<b>334,235</b>	<b>607,600</b>	<b>273,230</b>	<b>493,533</b>	<b>15,875</b>	<b>25,060</b>
Households <sup>2/</sup> .....	-	157,000	-	242,000	-	1,160,000 <sup>3/</sup>
<b>Total</b> .....	<b>334,235</b>	<b>764,600</b>	<b>273,230</b>	<b>733,533</b>	<b>15,875</b>	<b>1,185,060</b>

<sup>1/</sup>Gross value of sales and services provided.

<sup>2/</sup> Household data was not collected in 2000.

<sup>3/</sup> Employees reported under Households are individuals who assisted with the lawn maintenance

# SCHOOLS, PARKS, and ATHLETIC FIELDS

## GOLF COURSES



The turf-related payroll and maintenance expenses totaled \$85.7 million in 2006, an average of \$276,354 per course. This compares with \$61.0 million in 2000. Golf Courses reported 94.1 millions dollars in revenue for 2006, or about \$304,000 per course. The maintained turf area on Kansas golf courses totaled about 28,000 acres in 2006, compared with 23,350 acres in 2000. The number of paid and unpaid employees in 2006 totaled 4,100, compared to 3,460 in 2000. Golf courses accounted for about 17 percent of the surveyed turf expenditures for the industry in 2006 and about 22 percent of the comparable expenditures in 2000.

## LAWN CARE FIRMS

In 2006, approximately 1,500 lawncare firms managed a total of 433,540 acres. Gross revenue from all services totaled \$301.0 million during 2006, compared with gross revenues of \$119.7 million in 2000. In 2006, the average turf

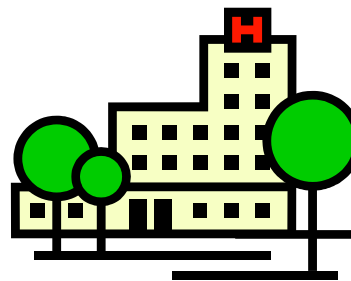


area was 289 acres per firm, compared to 225 acres in 2000. The average gross revenue per firm was nearly \$201,000 or about \$694 per acre maintained, compared to over \$150,000 per firm or \$666 per acre in 2000. Lawn care firms employed 9,600 people, compared to 3,290 in 2000. There were an average of 6.4 employees per firm, compared to 4.1 employees per firm in 2000.

Kansas schools, colleges, universities, parks, and athletic fields spent \$64.7 million to maintain turfgrass (including payroll and benefits) in 2006. This compares with \$60.9 million spent in 2000. The maintained turf area was 97,300 acres in 2006, compared with 92,200 acres in 2000. There were 6,510 employees involved in the maintenance of turf. This compared with 5,300 employees in 2000.



## HEALTH CARE FACILITIES



Health care facilities in Kansas reported expenses of \$11.6 million on turf-related maintenance in 2006. This was an average of \$13,360 per facility or \$1,921 per turf acre. The 870 health care facilities included in the survey maintained turf area of 6,050 acres or an average of 7.0 acres per facility. There were 1,950 employees for turf maintenance. In 2000, there were 5,410 acres of turf maintained at a cost of \$9.2 million for turf maintenance and payroll for 1,630 employees.

## RACE TRACKS

This was the smallest segment of the horticulture industry surveyed with only one million dollars spent to maintain the 1,830 acres of turfgrass around the automobile, horse, and dog racing tracks in Kansas. There were 70 paid and unpaid employees used to maintain the area.



## HOUSEHOLDS

Kansas households were surveyed for the first time and reported 157,000 acres of lawns and area maintained in 2006. They reported spending 242 million dollars on maintenance of the yard, which came to an average of \$1,541 per acre of lawn and \$321 per household. Almost 1.2 million individuals were reported to be involved in home lawn maintenance during 2006. Households were defined as single dwellings and duplexes for the purpose of this survey. A sample of Kansas households was taken.



## ROADSIDES

The Kansas Department of Transportation, the Turnpike Authority, and counties and municipalities spent \$12.4 million to maintain the turf area along Kansas roadsides, which averages out to almost \$38 per acre. This compares with \$11.7 million spent in 2000, with an average cost per acre of \$36. In 2006, there were 2,000 employees to maintain this turf area, compared with 1,700 employees in 2000.



## AIRPORTS

Turf maintenance expenses including labor totaled \$5.7 million in 2006 for airports. There were 34,580 acres of turf maintained at an average cost of \$166 per acre. Airports averaged 146 acres in size and \$23,776 in maintenance expenses. A total of 830 paid and unpaid employees were used to maintain the turf area. In 2000, a total of \$3 million was spent to maintain 26,665 acres at an average cost of \$111 per acre.



## SOD PRODUCTION

There were approximately 6,300 acres in sod production in Kansas during 2006. This compares with the 5,360 acres reported in production in 2000. Sod producers accounted for \$11.1 million gross value of sales in 2006. This compares with \$7.4 million in 2000. For 2006, average revenue per acre was \$1,780.

## **Purpose and Procedure**

The Legislative incentive by the Kansas Association of Horticulture Industries (KAHI) in cooperation with the Kansas Department of Agriculture led to funds for this survey. 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, arborists' parks and athletic fields, golf courses, health care facilities, lawn care firms, race tracks, roadsides, schools, sod producers and households.

The Horticultural Survey was similar to one conducted in 2000, except that data for single family homes and duplexes were included in the 2006 survey while Churches and Cemeteries were not included this time.

The list frame used in this survey was developed using various sources. List sources included the Kansas Turfgrass Foundation, Heart 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, Kansas Turnpike Authority, and the Mid America Green Industries Council (MAGIC).

Seven 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 the following segments of the industry under one questionnaire: athletic fields, parks, schools, airports, race tracks, hospitals, nursing homes, cities, and counties. 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. A sixth version was used for households to cover the homeowner horticulture activity. A seventh version was used for Roadsides. 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.