



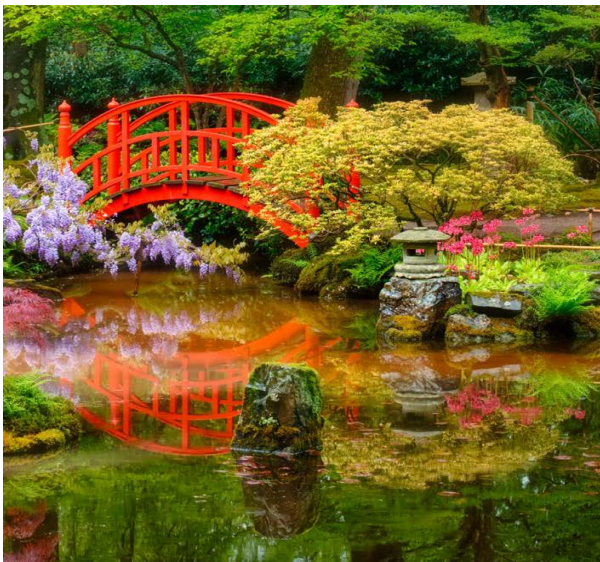
Research
Internships
Scholarships
Education

**NC STATE
UNIVERSITY**

February 2023

Horticultural Salary Survey

John Dole and Jen Kalinowski, North Carolina State University



Definitions of horticultural industries

(adapted from USDA and Seed Your Future)

Floriculture, greenhouse, florist

Floriculture is the production, handling and sales of field-grown or greenhouse-grown plants for their ornamental value. May included herbaceous perennial plants.

Nursery, landscape, interiorscape, turf, public garden, public horticulture, green infrastructure

- a. Nursery is the production, handling and sales of woody trees, shrubs and vines, including fruit trees and Christmas trees. May include herbaceous perennial plants.
 - b. Landscape and interiorscape horticulture involves the design, installation, and maintenance of both outdoor and indoor environments.
 - c. Turfgrass is the production, handling and sales of grasses for lawns, public gardens, athletic fields, golf courses, roadsides, etc.
 - d. Public garden/public horticulture involves the design and maintenance of arboreta, public gardens, parks, and athletic facilities.
- Green infrastructure/Environmental horticulture

Fruits, vegetables, medicinal plants, herbs, spices:

- a. Fruit product/wholesale, including small fruit, tree fruits, grapes, tropical fruits, etc.
- b. Vegetable production/wholesale, both in the field and/or greenhouse
- c. Herb, medicinal plants, spices production/wholesale, both in the field and/or greenhouse
- d. Hemp/cannabis production/wholesale, both in the field and/or greenhouse
- e. Culinary horticulture involves the intersection of edible plants and food preparation and service.

Additional horticultural sectors

- a. Garden center/farm market
- b. Farmer's market

Industry suppliers/service providers

- a. Horticultural supplies/services, including products/supplies, equipment, import/export, trucking, etc.
- b. Horticultural marketing
- c. Horticultural consulting/writing
- d. Horticultural therapy involves the use of horticultural plants to improve the condition of people with physical, intellectual or emotional disabilities. Horticultural therapy also includes the use of plants in hospitals and other medical facilities to ease the pain and suffering of patients.

Executive Summary

What do careers in the horticultural industry pay? Not an easy question to answer - there are many types of horticulture positions with a wide range of salaries. To answer this question, Seed Your Future (SYF) in cooperation with the American Floral Endowment (AFE) and North Carolina State University jointly launched an industry-wide salary survey program in Fall 2022.

The survey collected salary and benefits information on a broad range of positions from CEO to seasonal workers as well as hiring trends for eight horticultural sectors: **floriculture/greenhouse, florist, nursery, landscape, public gardens, fruit/vegetables and other edibles, garden center/markets, and horticultural services.**

More information on the sectors can be found at: <https://research.seedyourfuture.org/>

What we found out. Average production salaries ranging from a low of \$30,160 for fruit/vegetable production seasonal workers to \$98,590 for public garden production manager. Pay for most positions was above \$40,000. Pay for administration positions was higher and ranged from \$46,740 for public garden merchandizers and \$50,800 for landscape inventory managers to over \$100,000 for fruit/vegetable production maintenance managers at \$120,580, horticultural services research/development managers at \$129,750 and horticultural services sales managers at \$132,633. Needless to say, executive positions were the highest paid.

While the average salaries for several positions were relatively low, the large range of salaries for those positions indicates that some positions had high pay, likely where employees had greater longevity. Salaries for many of the administrative-type positions were higher and the industry as a whole needs to ensure that potential floriculture students are aware that these positions are open to them as well. Indeed, these positions could be attractive to potential students as they would allow them to combine a love of plants and horticulture with various other interests such as business management, marketing, IT, graphic design, etc.

Overall, the most common benefits for employees were paid time off, professional development and medical. Other common benefits provided include dental, vision, life insurance, and retirement. A host of other benefits were reported by individual companies included Employee Stock Ownership Plan, profit sharing, bonuses, short-term/long-term disability, vehicle, phone, purchase discounts, flexible working environment, meals, and wellness days.

The outlook is bright. Future hiring plans was mostly split between increasing hiring (51%) and hiring at the same rate (43%). Few businesses in either sector planned to decreasing hiring. For those looking for positions at either large or small business, horticulture has it covered. Of the businesses surveyed, 54% had 21 or more employees and 46% had 20 or fewer employees.



Next Steps

Next Steps. Check out the SYF website (<https://research.seedyourfuture.org/>) for more details on the Seed Your Future & American Floral Endowment Survey, which will be repeated every two years (2024, 2026, etc.).



About the American Floral Endowment

The American Floral Endowment is the trusted source and catalyst for floriculture advancement through funding of innovative research, scholarships, internships, and educational grants that best serve the dynamic needs and demographics of all industry sectors.

Since 1961, more than \$18 million has been funded in research and educational projects, and more than \$3 million has been funded in scholarships and internships designed to attract and retain the future leaders of the industry.

To learn more about AFE or how you can support floriculture programs:

Website: www.endowment.org



About Seed Your Future

Seed Your Future is the movement to promote horticulture and inspire people to pursue careers working with plants.

We envision a world where everyone understands and values the importance of plants and the people who work in the art, science, technology, and business of horticulture.

To learn more about SYF or how you can support its mission:

Website: www.seedyourfuture.org

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About the Study

Survey and report were authored by John Dole (jmdole@ncsu.edu) and Jen Kalinowski, North Carolina State University.

Website: cals.ncsu.edu/horticultural-science

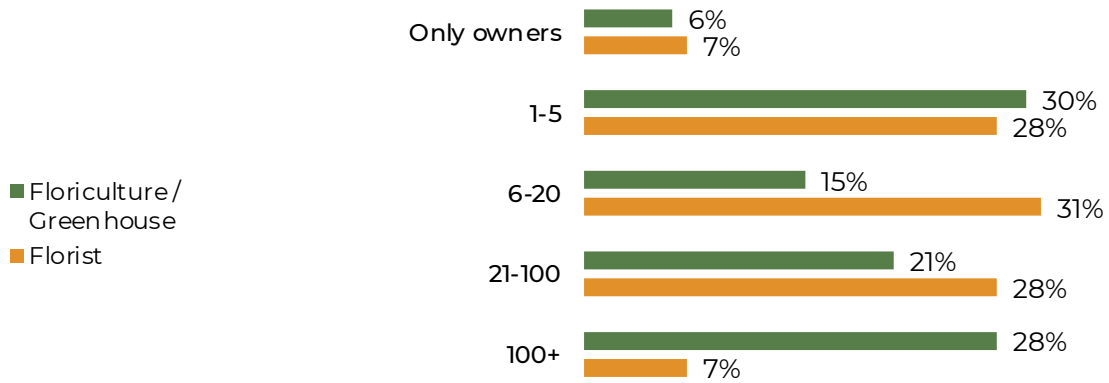


Floriculture, Greenhouse,
Florist Businesses

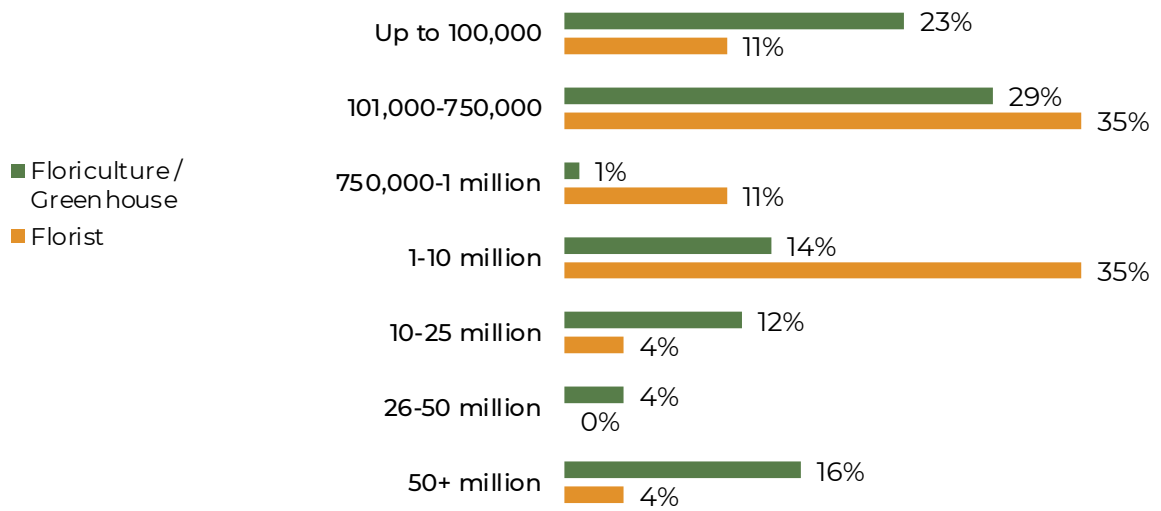
Demographics

Table 1. Demographics. An even 100 submissions were received, representing all fifty states. Most submissions were from only one state (86, while 12 businesses had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales (\$)

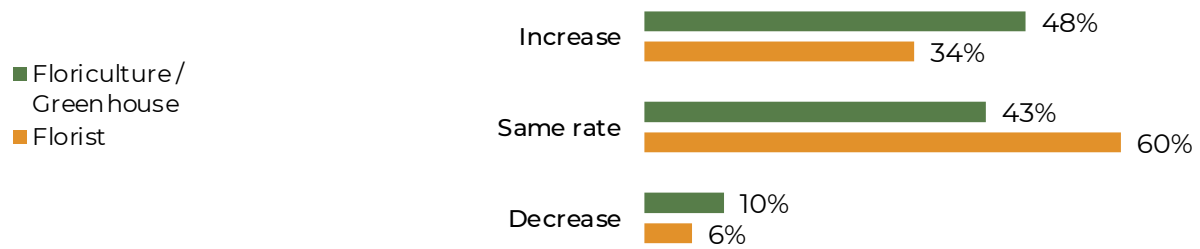




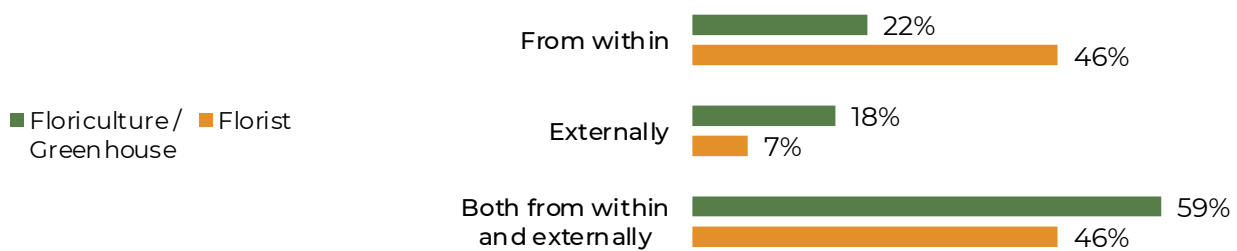
Hiring Outlook & Practices

Table 2. Demographics. Hiring outlook and practices.

Hiring plans over the next two years:



Typically hire employees:

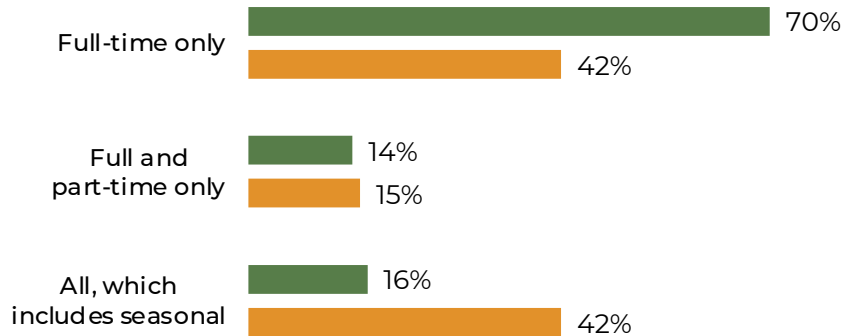


Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions.

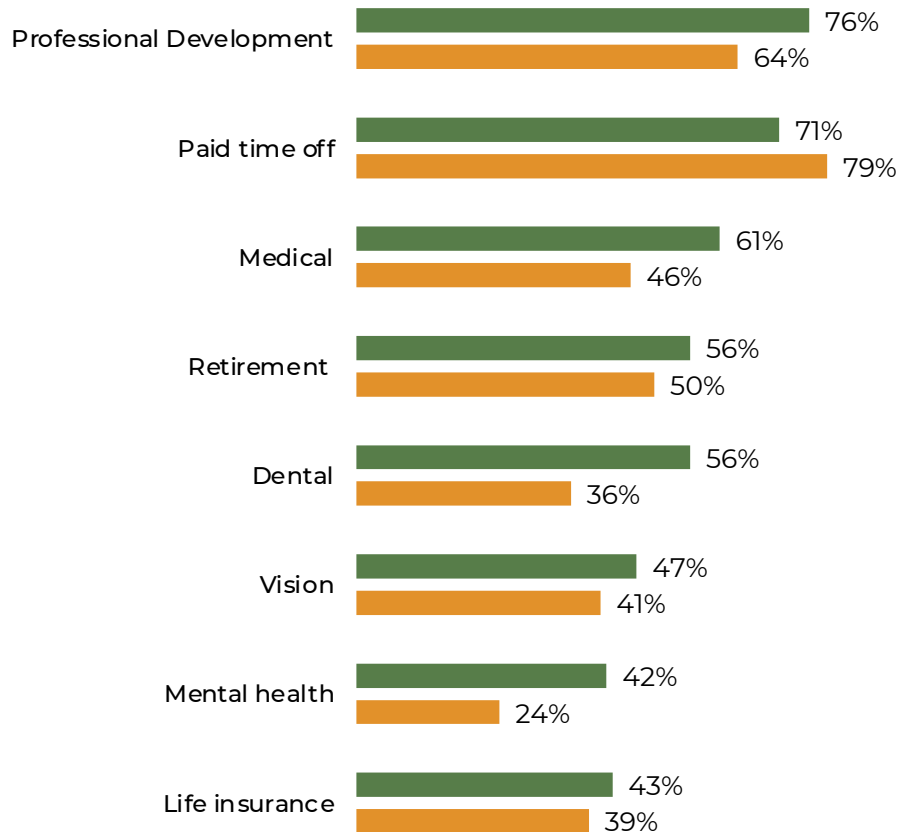
Employees receiving benefits

- Floriculture/ Green house
- Florist



Types of benefits

- Floriculture/ Green house
- Florist

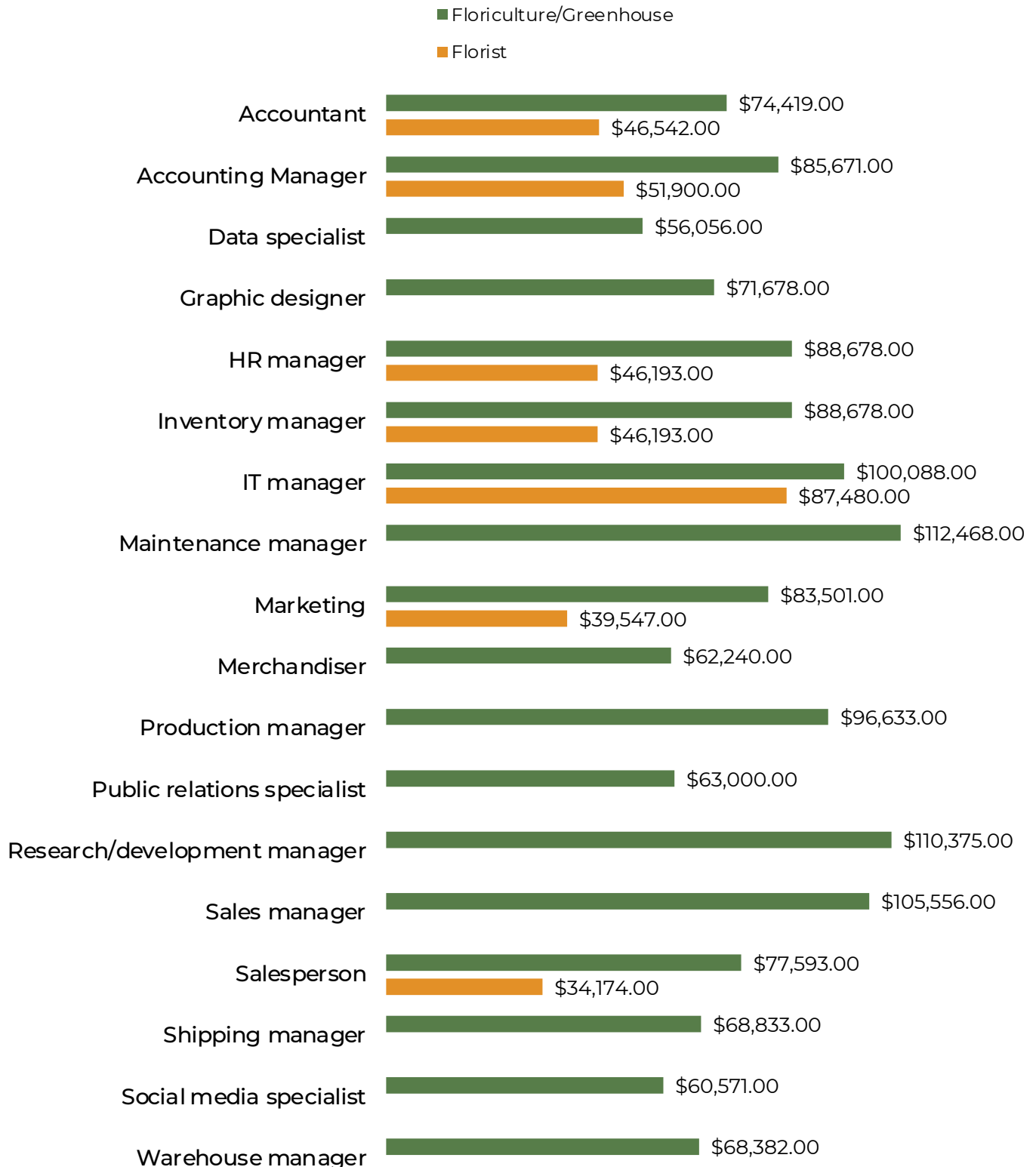


Other benefits:

Employee Stock Ownership Plan, maternity leave, short-term disability, vehicle (including insurance and tolls, phone, purchase discounts, flexible working environment- encourage and support employees for pursuing their own dreams, monthly thank you meals for friends and family, breakfast/lunch, profit sharing.

Average Salary (Full-time) Administrative Positions

Table 4. Average salary (\$) and range of responses (\$) for administrative positions. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Dashes indicate that either no responses were received or that insufficient responses were received to be able to report the data. Listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Other positions listed:

Customer service manager, office manager, events coordinator or manager, purchasing/supply chain manager, accounts receivable clerk. Individual salaries are not included due to confidentiality.

Average Salary (Hourly) Administrative Positions

Table 4. Average salary (\$) and range of responses (\$) for administrative positions. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Dashes indicate that either no responses were received or that insufficient responses were received to be able to report the data. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



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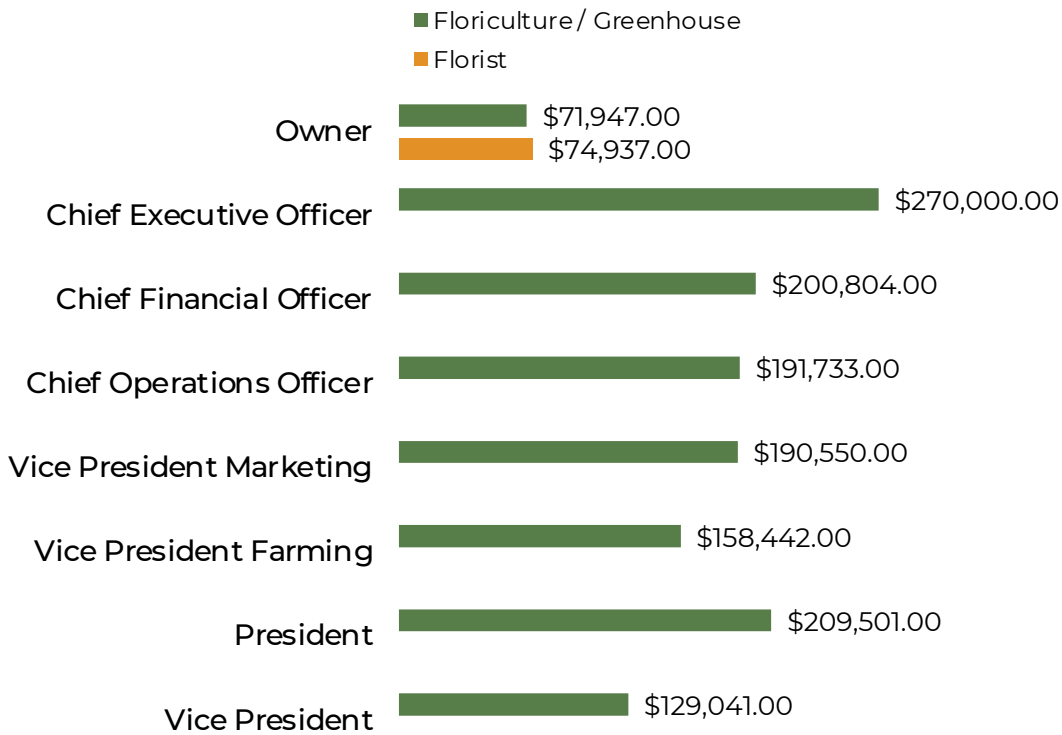
Salary Range Administrative Positions

Table 4. Average salary (\$) and range of responses (\$) for administrative positions. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Dashes indicate that either no responses were received or that insufficient responses were received to be able to report the data. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Floriculture/Greenhouse		Florist	
	Min	Max	Min	Max
Accountant	\$43,000.00	\$175,000.00	\$31,000.00	\$80,000.00
Accounting Manager	\$45,000.00	\$193,000.00	\$47,000.00	\$57,000.00
Data specialist	\$45,000.00	\$68,000.00	-	-
Graphic designer	\$44,000.00	\$104,000.00	-	-
HR manager	\$59,000.00	\$160,000.00	\$31,000.00	\$80,000.00
Inventory manager	\$42,000.00	\$89,000.00	\$31,000.00	\$46,000.00
IT manager	\$56,000.00	\$163,000.00	\$37,000.00	\$150,000.00
Maintenance manager	\$37,000.00	\$168,000.00	-	-
Marketing	\$55,000.00	\$146,000.00	\$31,000.00	\$50,000.00
Merchandiser	\$33,000.00	\$85,000.00	-	-
Production manager	\$52,000.00	\$200,000.00	-	-
Public relations specialist	\$52,000.00	\$90,000.00	-	-
Research/development manager	\$50,000.00	\$190,000.00	-	-
Sales manager	\$46,000.00	\$200,000.00	-	-
Salesperson	\$42,000.00	\$200,000.00	\$26,000.00	\$52,000.00
Shipping manager	\$45,000.00	\$121,000.00	-	-
Social media specialist	\$42,000.00	\$90,000.00	-	-
Warehouse manager	\$37,000.00	\$100,000.00	-	-

Average Salary (Full-time) Executive Positions

Table 5. Average salary (\$) and range of responses (\$) for executive positions. Dashes indicate that either no responses were received or that insufficient responses were received to be able to report the data. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

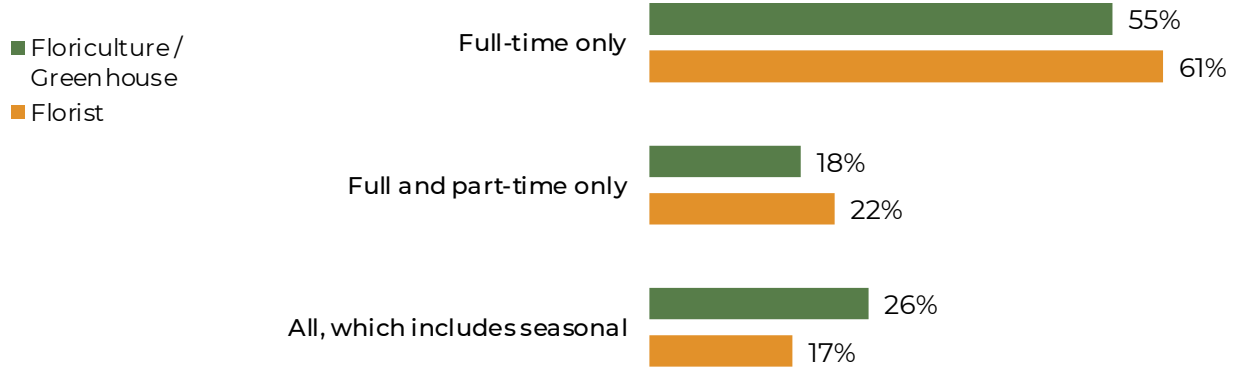


Salary Range	Floriculture/Greenhouse		Florist	
	Min	Max	Min	Max
Owner	\$4,000.00	\$120,000.00	\$15,000.00	\$120,000.00
Chief Executive Officer	\$125,000.00	\$561,000.00	-	-
Chief Financial Officer	\$80,000.00	\$338,000.00	-	-
Chief Operations Officer	\$90,000.00	\$338,000.00	-	-
Vice President Marketing	\$155,000.00	\$256,000.00	-	-
Vice President Farming	\$102,000.00	\$193,000.00	-	-
President	\$100,000.00	\$350,000.00	-	-
Vice President	\$100,000.00	\$190,000.00	-	-

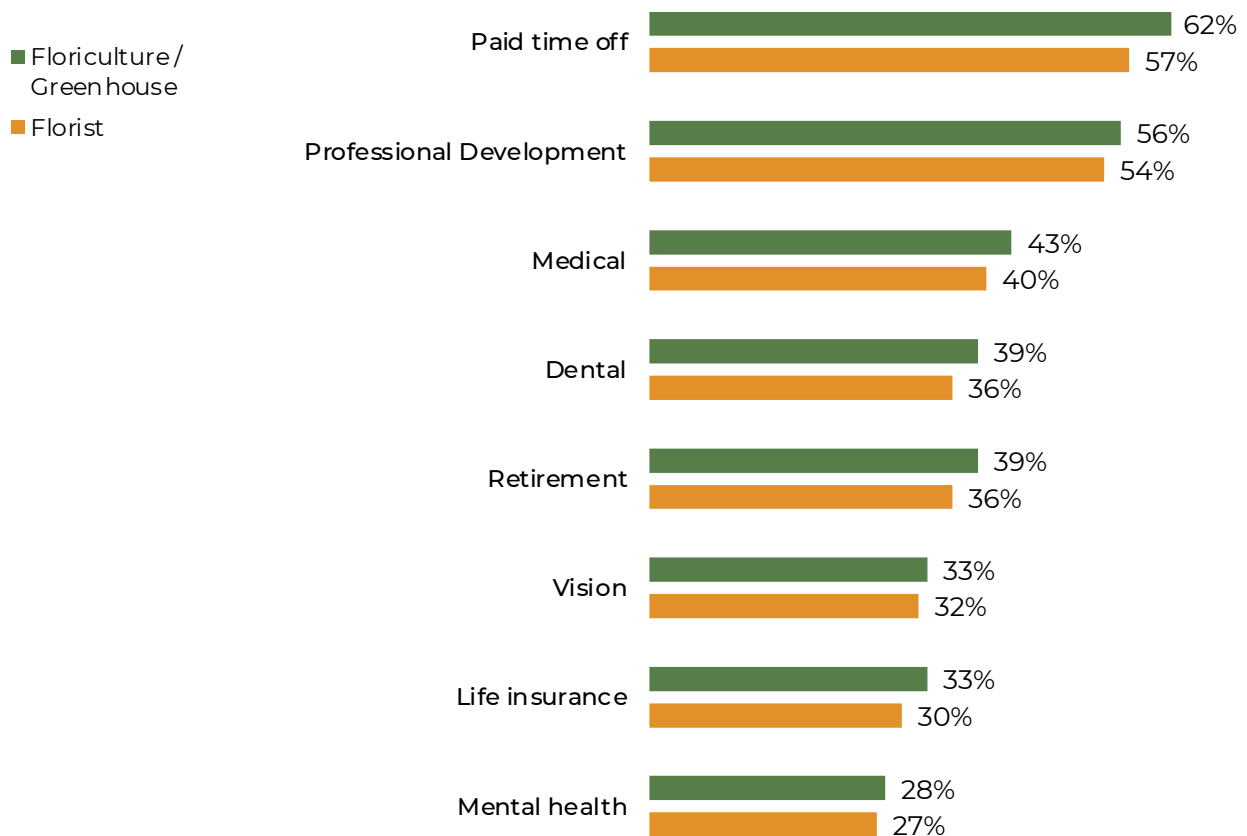
Benefits provided to production positions

Table 6. Benefits provided to production positions.

Employees receiving benefits

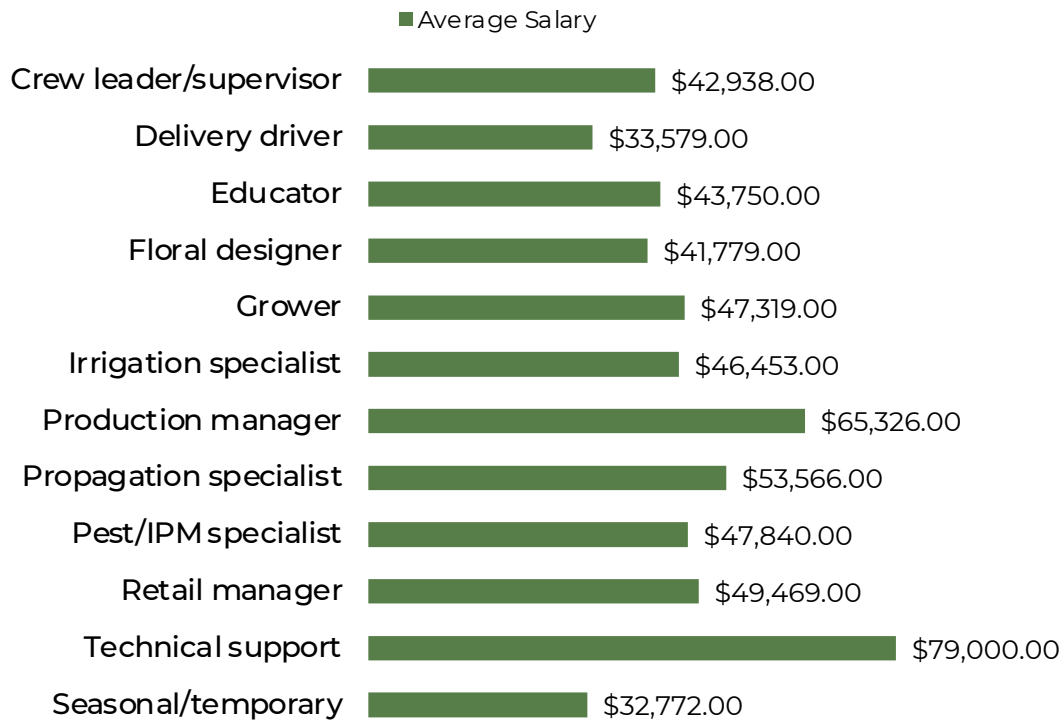


Types of benefits

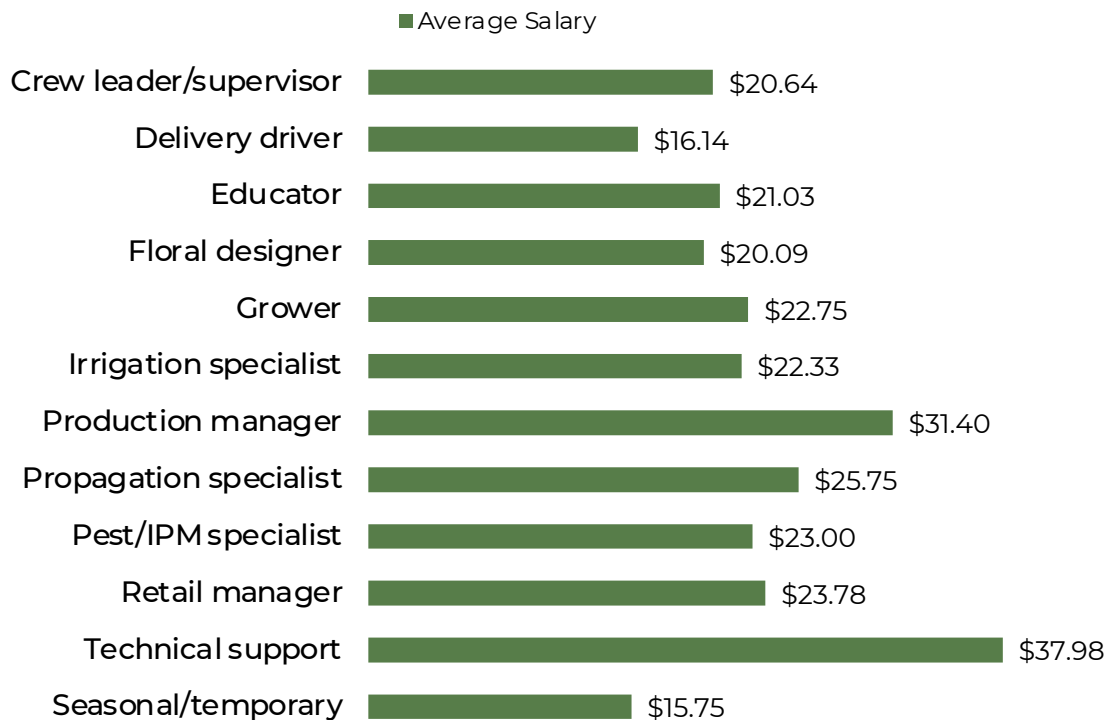


Average Salary (Full-time) Administrative Positions

Table 7. Average salary and range of responses for production positions. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Administrative Positions





Salary Range Administrative Positions

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Salary Range	Min	Max
Crew leader/supervisor	\$20,000.00	\$62,000.00
Delivery driver	\$21,000.00	\$52,000.00
Educator	\$35,000.00	\$53,000.00
Floral designer	\$23,000.00	\$83,000.00
Grower	\$25,000.00	\$68,000.00
Irrigation specialist	\$35,000.00	\$52,000.00
Production manager	\$32,000.00	\$112,000.00
Propagation specialist	\$42,000.00	\$73,000.00
Pest/IPM specialist	\$35,000.00	\$62,000.00
Retail manager	\$31,000.00	\$94,000.00
Technical support	\$67,000.00	\$91,000.00
Seasonal/temporary	\$18,000.00	\$58,000.00

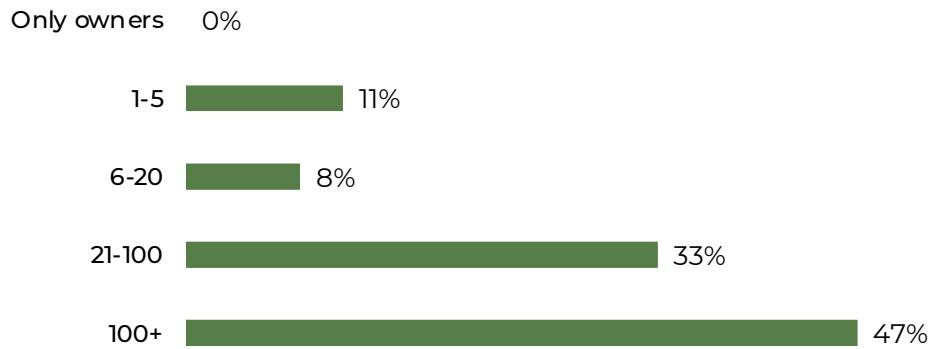


Nursery Businesses

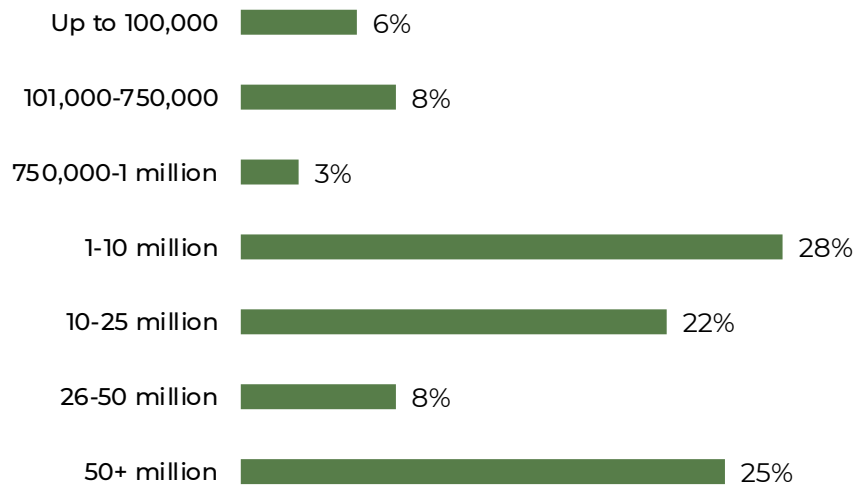
Demographics

Table 1. Demographics. Thirty six submissions were received, representing 19 states. Most submissions were from only one state (30), while 6 businesses had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales (\$)

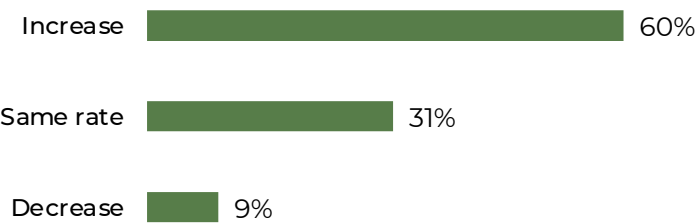




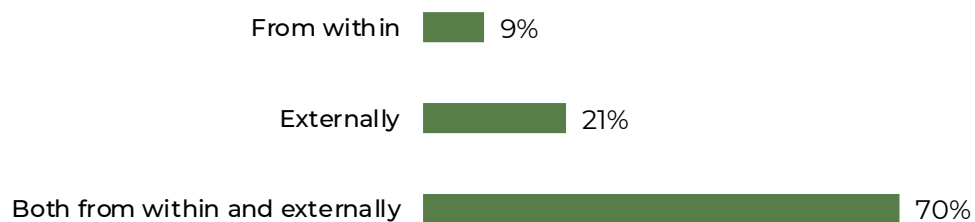
Hiring Outlook & Practices

Table 2. Demographics. Hiring outlook and practices for nurseries.

Hiring plans over the next two years:



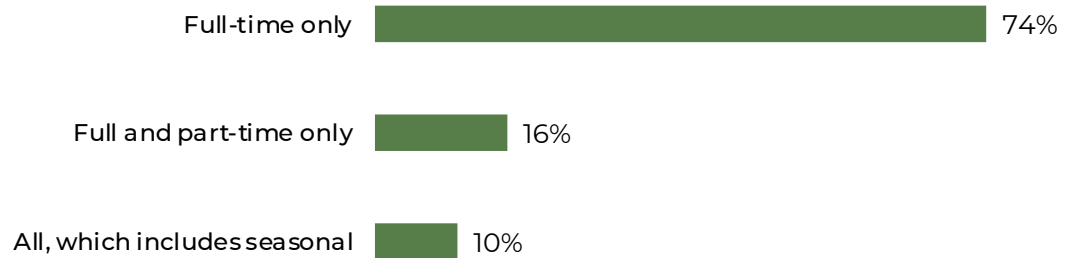
Typically hire employees:



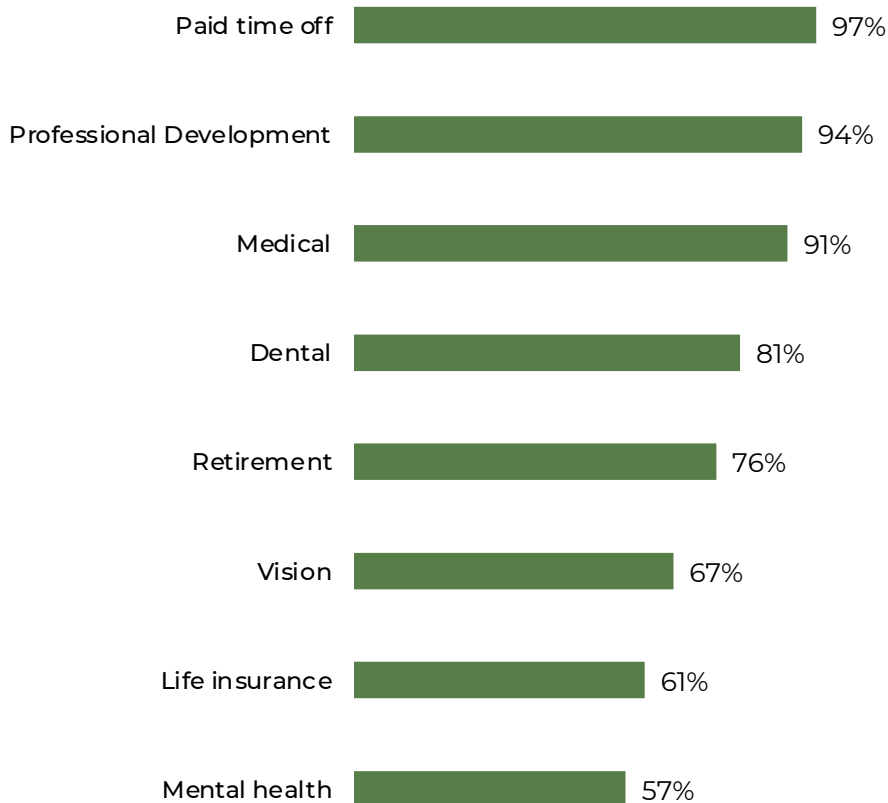
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions for nurseries.

Employees receiving benefits



Types of benefits



Other benefits:

Revenue sharing, bonus, flexible working environment- encourage and support employees for pursuing their own dreams, monthly thank you meals for friends and family, 20 plus paid time off days, company bonus, cell phones, fuel reimbursement, vehicle (including insurance and tolls), employee assistance program, parental leave.



Average Salary (Full-time) Administrative Positions for Nurseries

Table 4. Average salary (\$) and range of responses (\$) for administrative position for nurseries. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.





Average Salary (Hourly) Administrative Positions for Nurseries

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Salary Range

Administrative Positions for Nurseries

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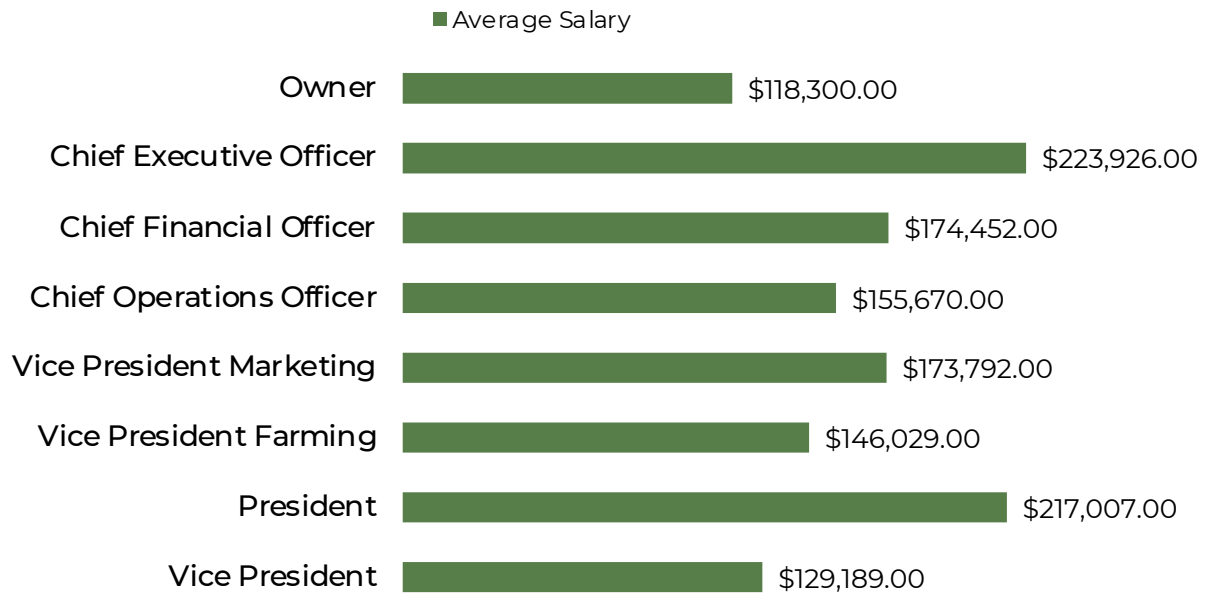
Salary Range	Min	Max
Accountant	\$42,000.00	\$95,000.00
Accounting Manager	\$45,000.00	\$193,000.00
Data specialist	\$56,000.00	\$68,000.00
Graphic designer	\$50,000.00	\$99,000.00
HR manager	\$45,000.00	\$106,000.00
Inventory manager	\$37,000.00	\$89,000.00
IT manager	\$79,000.00	\$163,000.00
Maintenance manager	\$58,000.00	\$168,000.00
Marketing	\$50,000.00	\$146,000.00
Merchandiser	\$45,000.00	\$85,000.00
Production manager	\$75,000.00	\$125,000.00
Public relations specialist	\$38,000.00	\$90,000.00
Research/development manager	\$50,000.00	\$100,000.00
Sales manager	\$55,000.00	\$200,000.00
Salesperson	\$37,000.00	\$101,200.00
Shipping manager	\$44,000.00	\$121,000.00
Social media specialist	\$33,000.00	\$90,000.00
Warehouse manager	\$52,000.00	\$125,000.00

Other positions listed:

Administrative, customer service manager, office manager, and delivery. Individual salaries are not included due to confidentiality

Average Salary Executive Positions for Nurseries

Table 5. Average salary (\$) and range of responses (\$) for executive positions for nurseries. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

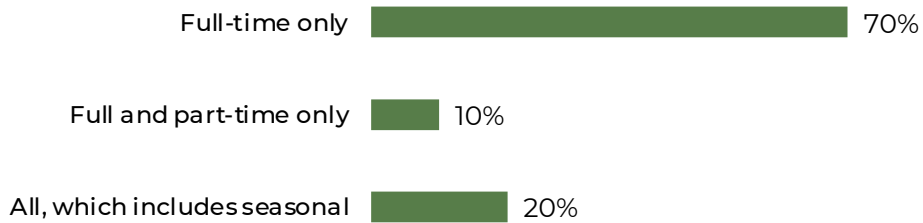


Salary Range	Min	Max
Owner	\$75,000.00	\$138,000.00
Chief Executive Officer	\$100,000.00	\$561,000.00
Chief Financial Officer	\$142,000.00	\$338,000.00
Chief Operations Officer	\$90,000.00	\$338,000.00
Vice President Marketing	\$155,000.00	\$256,000.00
Vice President Farming	\$100,000.00	\$193,000.00
President	\$130,000.00	\$313,000.00
Vice President	\$90,000.00	\$190,000.00

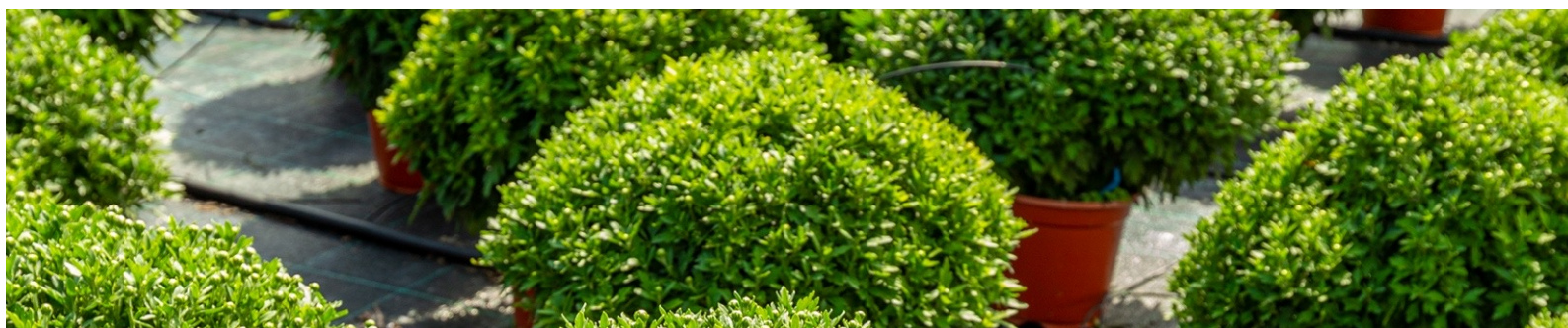
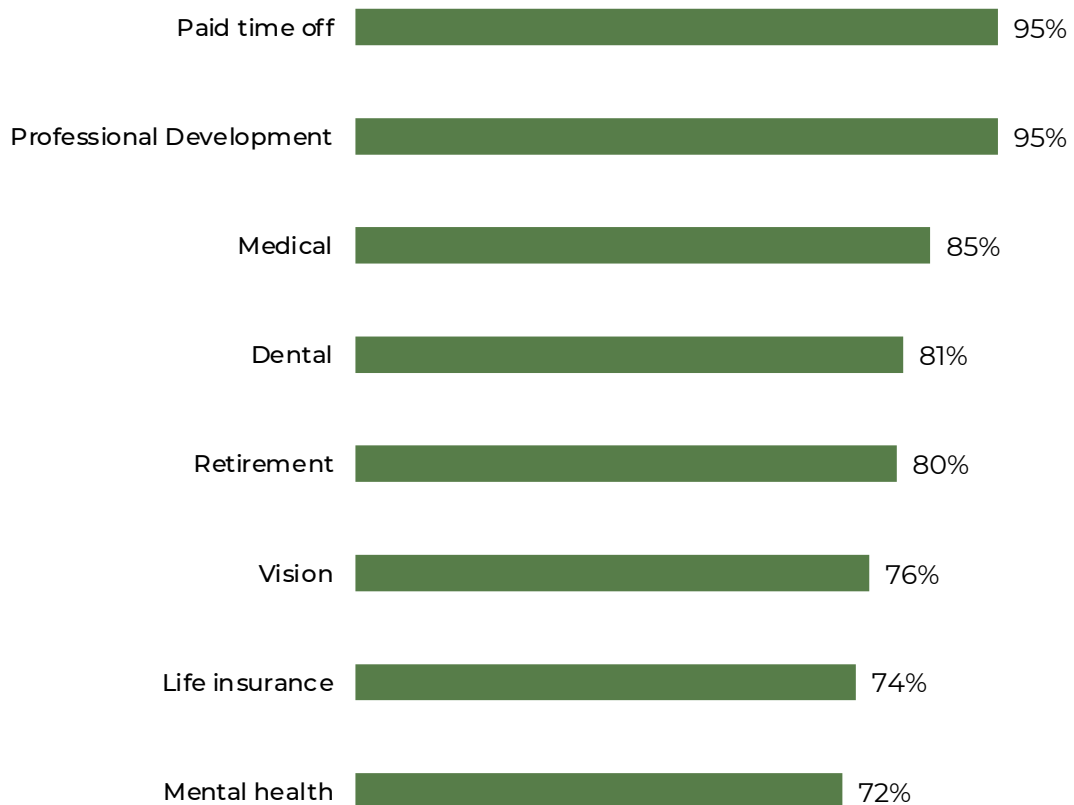
Benefits provided to production positions

Table 6. Benefits provided to production position for nurseries.

Employees receiving benefits

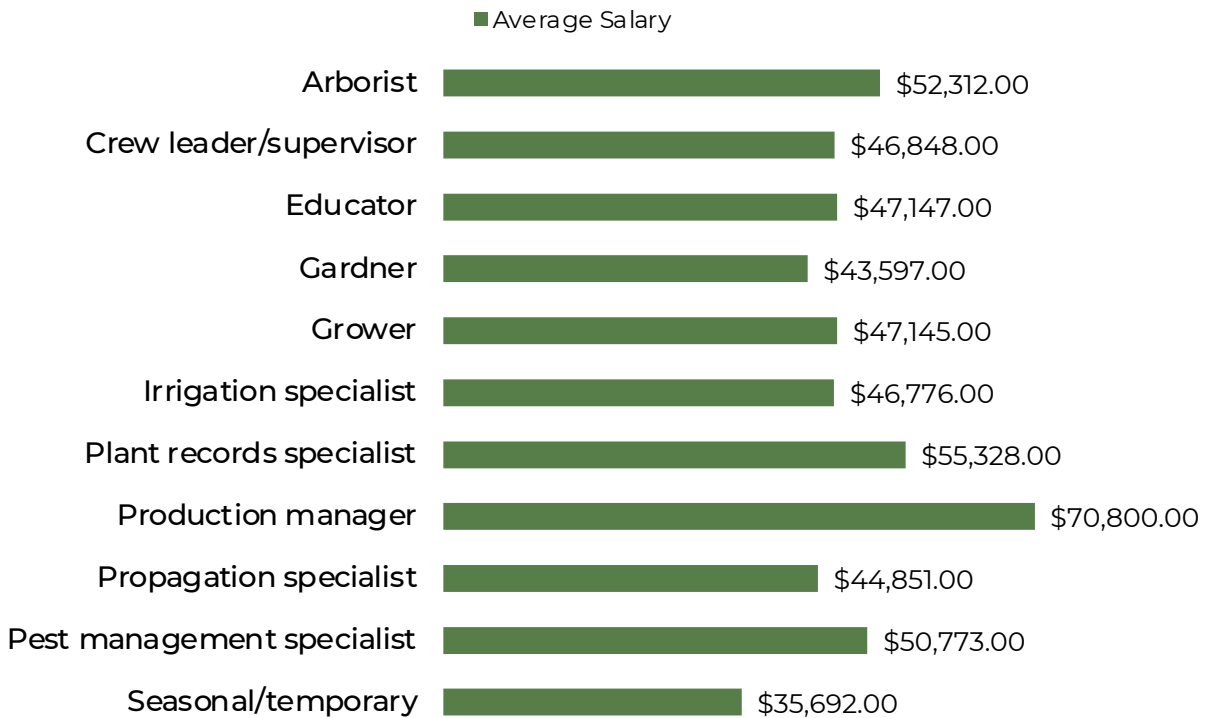


Types of benefits

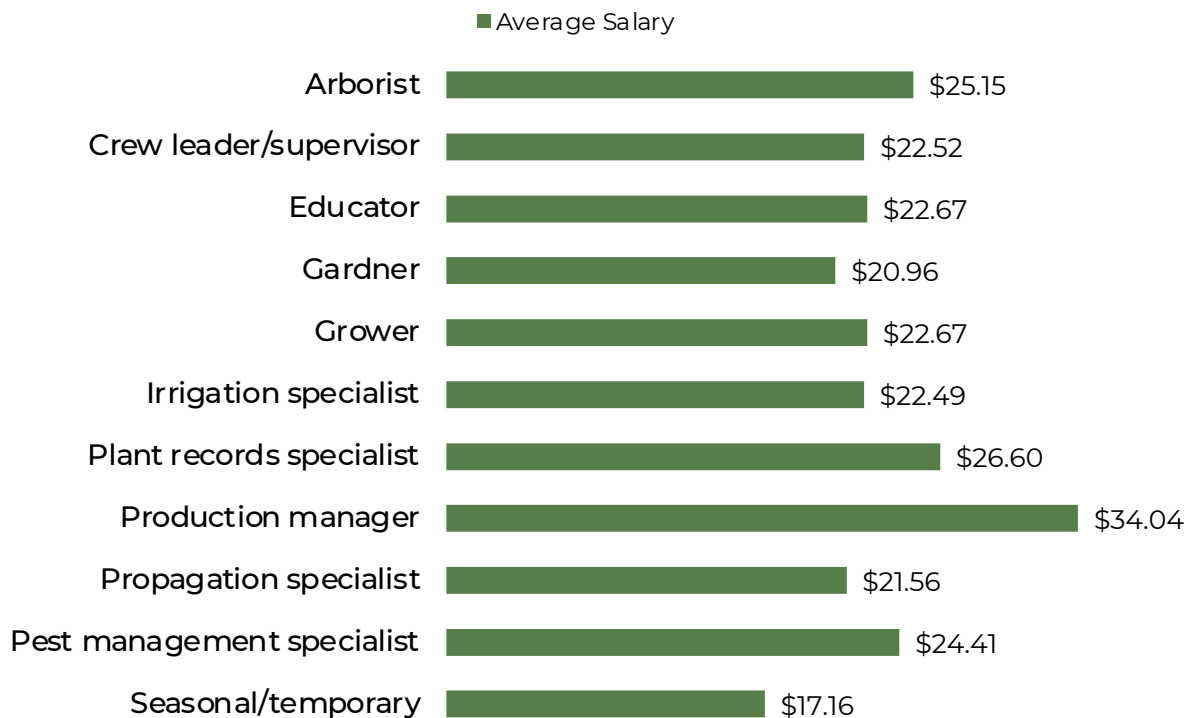


Average Salary (Full-time) Production Positions for Nurseries

Table 7. Average salary and range of responses for production positions for nurseries. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Production Positions for Nurseries



Salary Range Production Positions for Nurseries

Table 7. Average salary and range of responses for production positions for nurseries. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Min	Max
Arborist	\$43,000.00	\$62,000.00
Crew leader/supervisor	\$42,000.00	\$59,000.00
Educator	\$33,000.00	\$62,000.00
Gardner	\$32,000.00	\$59,000.00
Grower	\$44,000.00	\$69,000.00
Irrigation specialist	\$37,000.00	\$50,000.00
Plant records specialist	\$50,000.00	\$67,000.00
Production manager	\$60,000.00	\$75,000.00
Propagation specialist	\$33,000.00	\$52,000.00
Pest management specialist	\$50,000.00	\$62,000.00
Seasonal/temporary	\$31,000.00	\$41,000.00



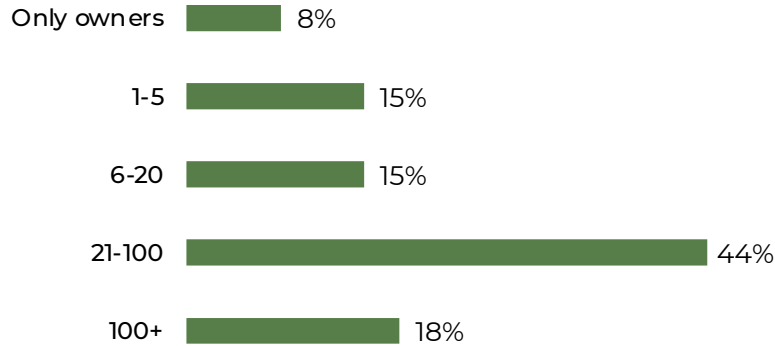


Landscape Businesses

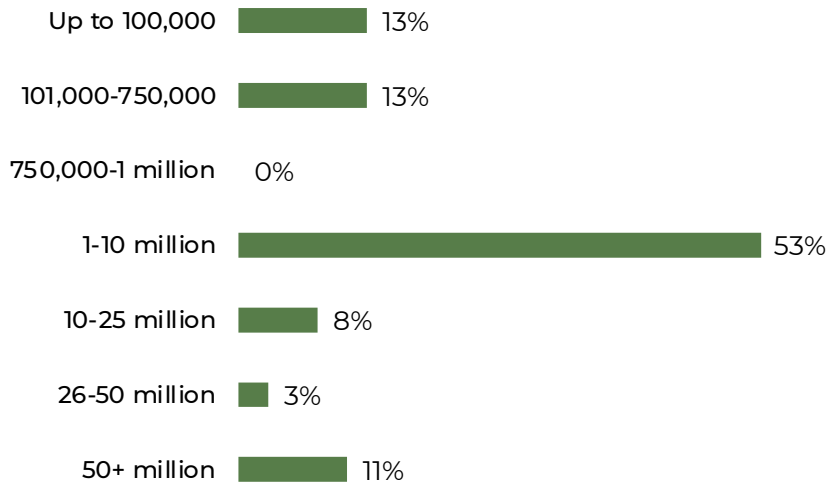
Demographics

Table 1. Demographics. Thirty-nine submissions were received, representing all 23 states. Most submissions were from only one state (38), while 1 business had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



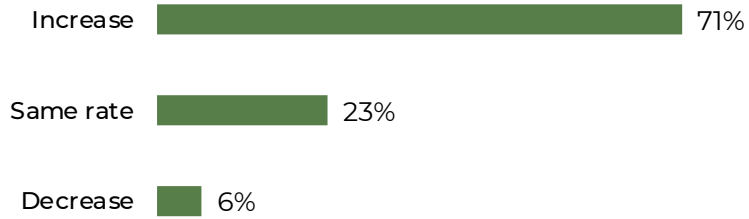
Sales (\$)



Hiring Outlook & Practices

Table 2. Hiring outlook and practices of landscapers.

Hiring plans over the next two years:



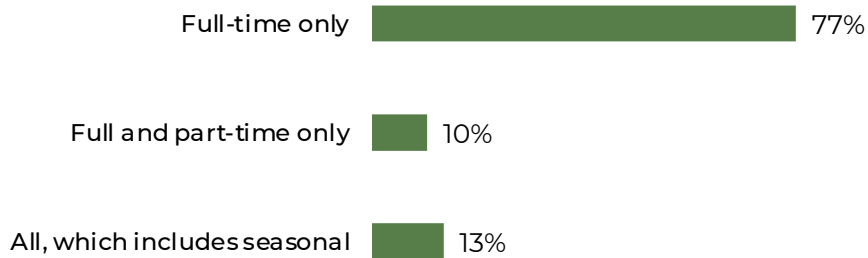
Typically hire employees:



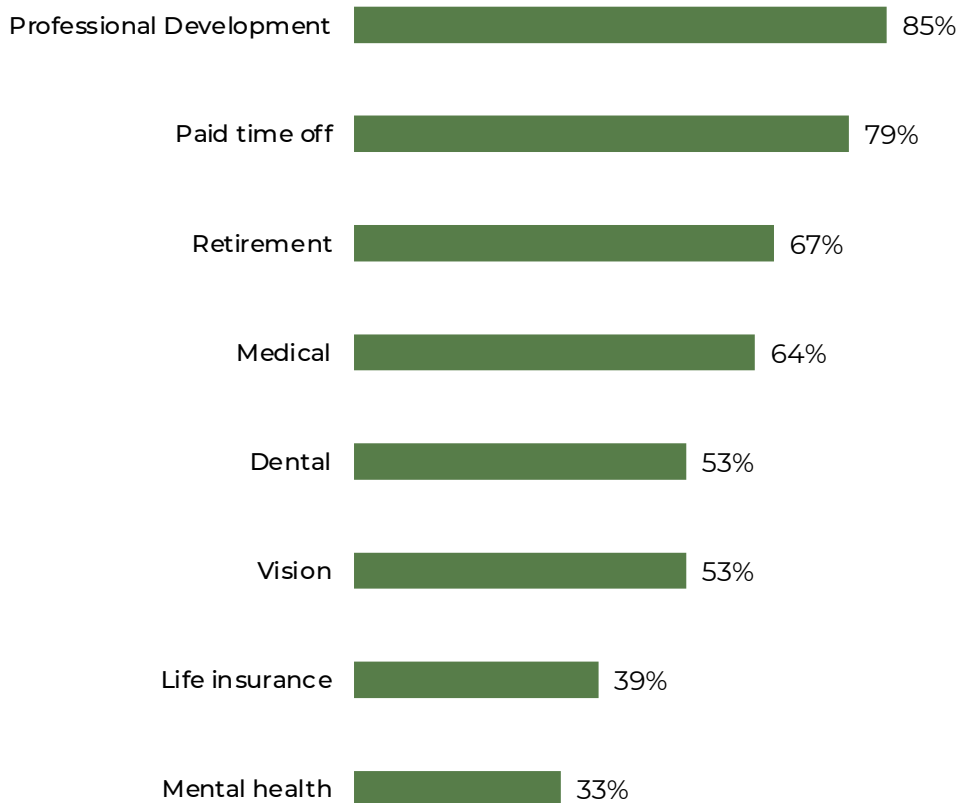
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions for landscapers.

Employees receiving benefits



Types of benefits

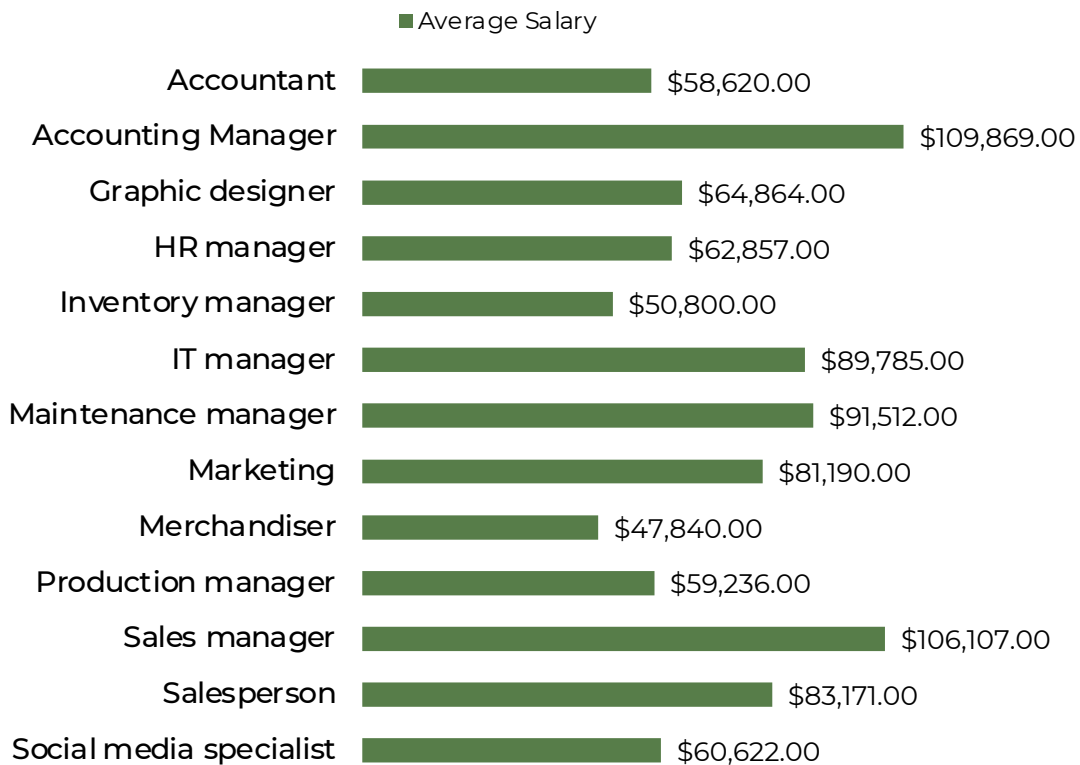


Other benefits:

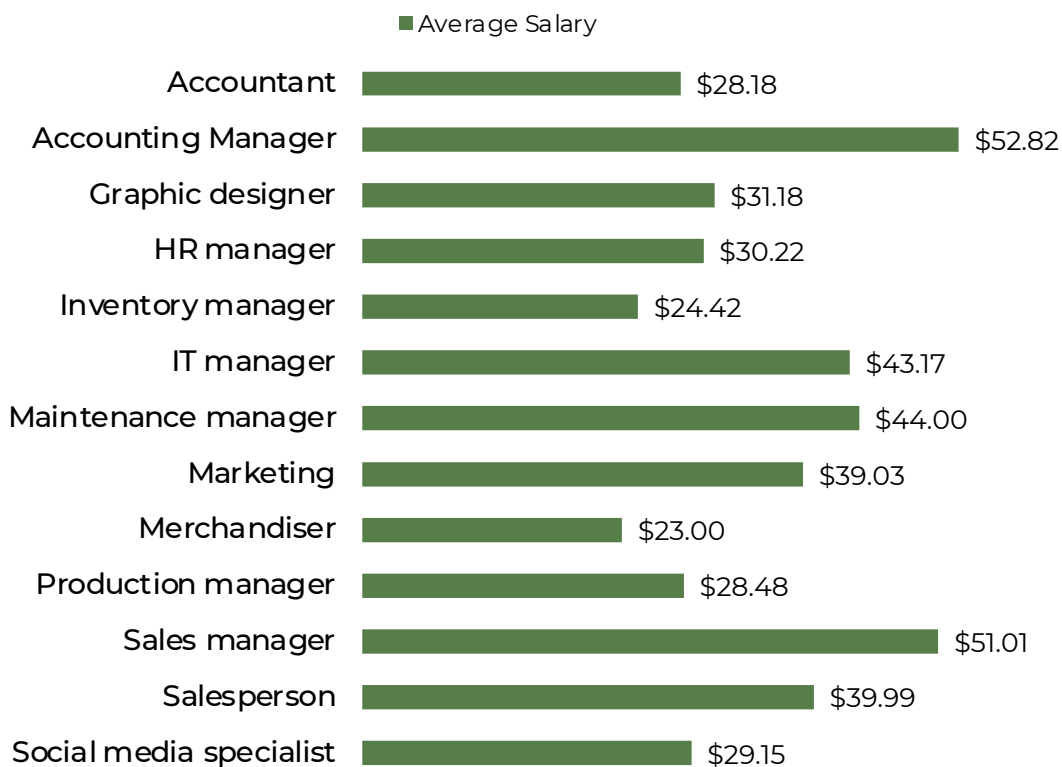
Educational classes and training, paid volunteer work, bonus and commissions, flexible schedule, short term disability, parental leave.

Average Salary (Full-time) Administrative Positions for Landscapers

Table 4. Average salary (\$) and range of responses (\$) for administrative positions for landscapers. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Administrative Positions for Landscapers





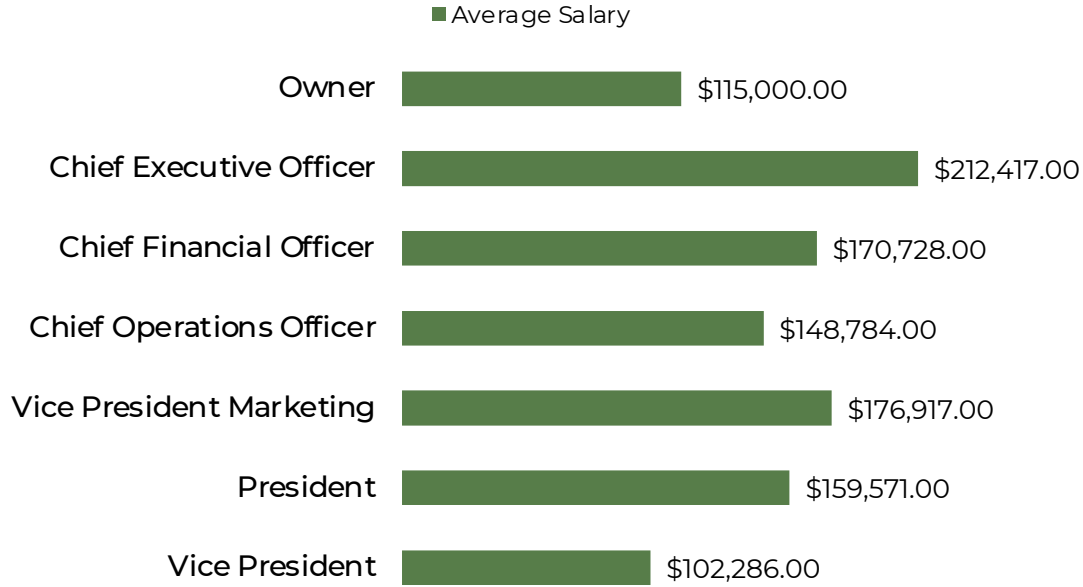
Salary Range Production Positions for Landscapers

Table 4. Average salary (\$) and range of responses (\$) for administrative positions for landscapers. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Min	Max
Accountant	\$35,000.00	\$62,000.00
Accounting Manager	\$65,000.00	\$193,000.00
Graphic designer	\$44,000.00	\$99,000.00
HR manager	\$45,000.00	\$88,000.00
Inventory manager	\$42,000.00	\$60,000.00
IT manager	\$65,000.00	\$126,000.00
Maintenance manager	\$70,000.00	\$168,000.00
Marketing	\$55,000.00	\$146,000.00
Merchandiser	\$33,000.00	\$62,000.00
Production manager	\$36,000.00	\$120,000.00
Sales manager	\$63,000.00	\$200,000.00
Salesperson	\$37,000.00	\$110,000.00
Social media specialist	\$37,000.00	\$90,000.00

Average Salary Executive Positions for Landscapers

Table 5. Average salary (\$) and range of responses (\$) for executive positions for landscapers. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

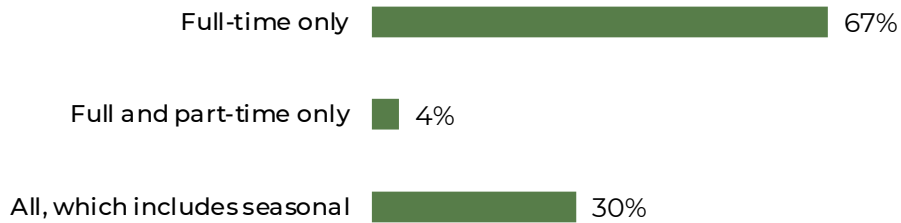


Salary Range	Min	Max
Owner	\$60,000.00	\$300,000.00
Chief Executive Officer	\$70,000.00	\$561,000.00
Chief Financial Officer	\$142,000.00	\$338,000.00
Chief Operations Officer	\$65,000.00	\$338,000.00
Vice President Marketing	\$120,000.00	\$256,000.00
President	\$65,000.00	\$313,000.00
Vice President	\$50,000.00	\$153,000.00

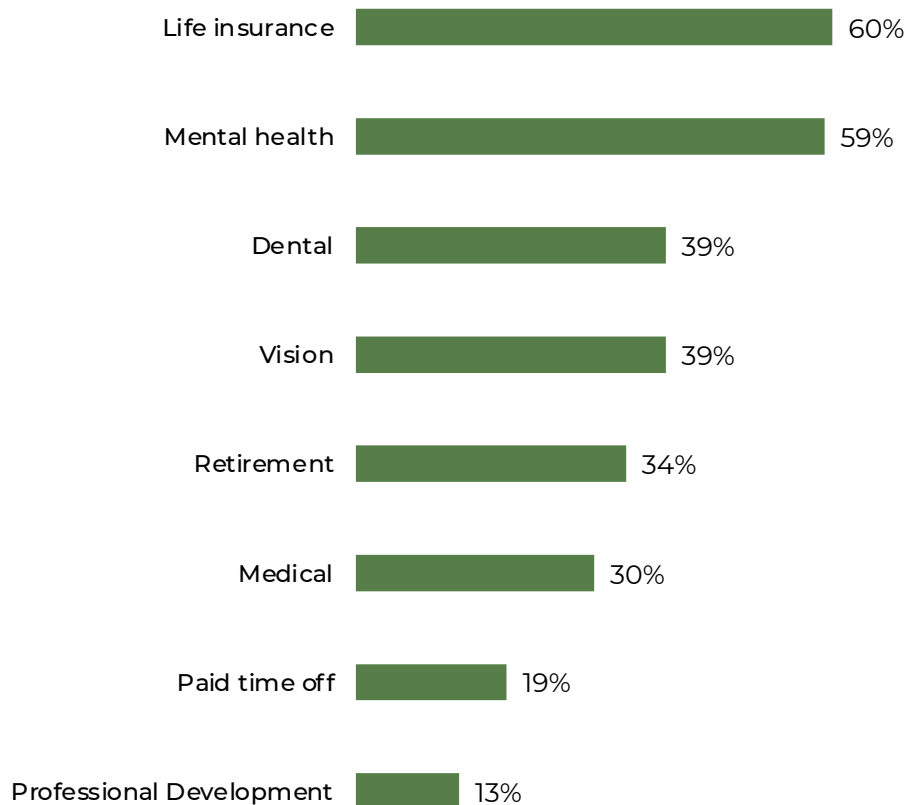
Benefits provided to landscape positions

Table 6. Benefits provided to landscape positions for landscapers.

Employees receiving benefits

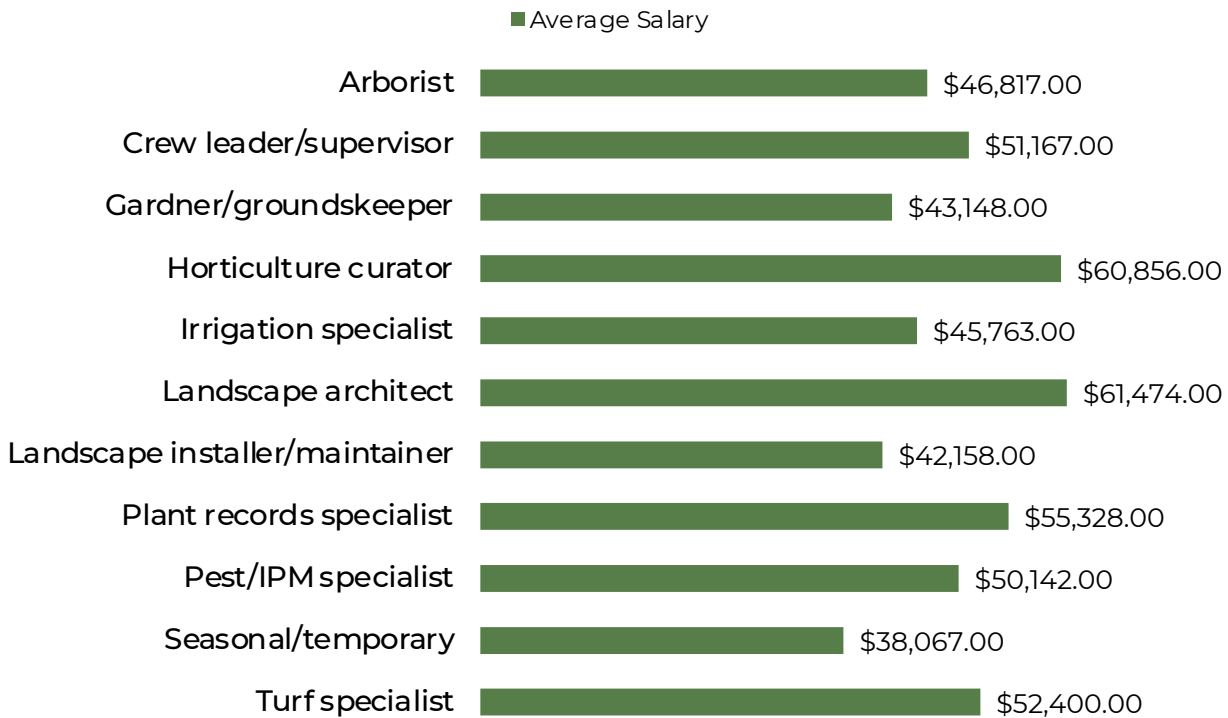


Types of benefits

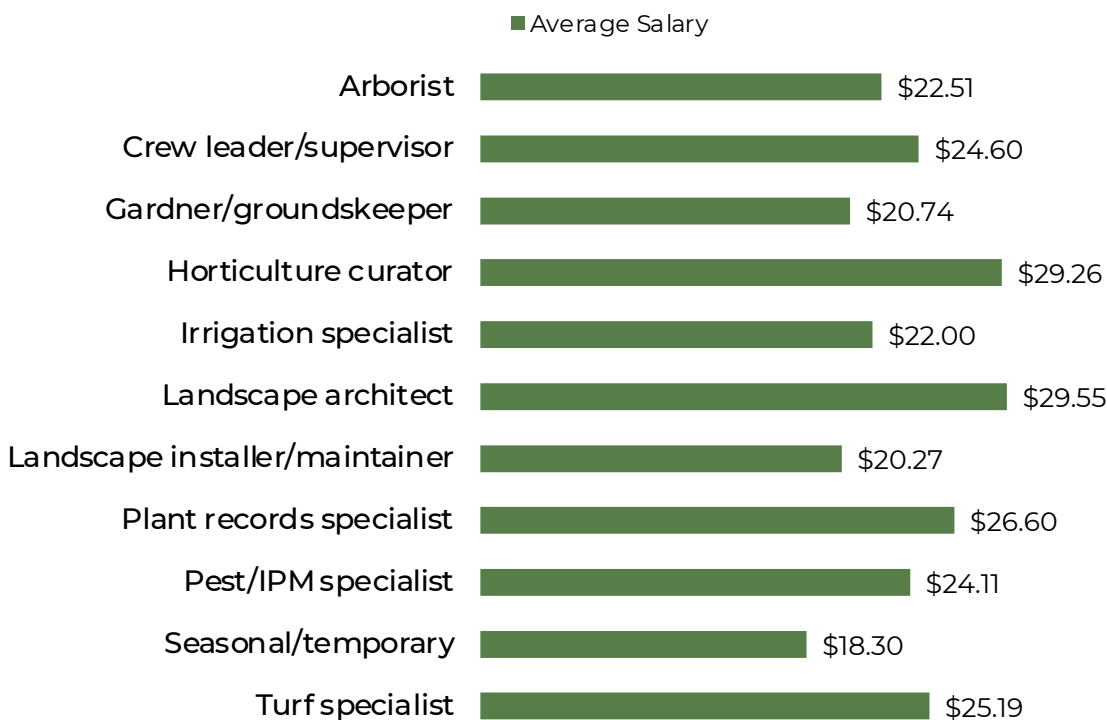


Average Salary (Full-time) Production Positions for Landscapers

Table 7. Average salary and range of responses for production positions for landscapers. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Production Positions for Nurseries



Salary Range Production Positions for Landscapers

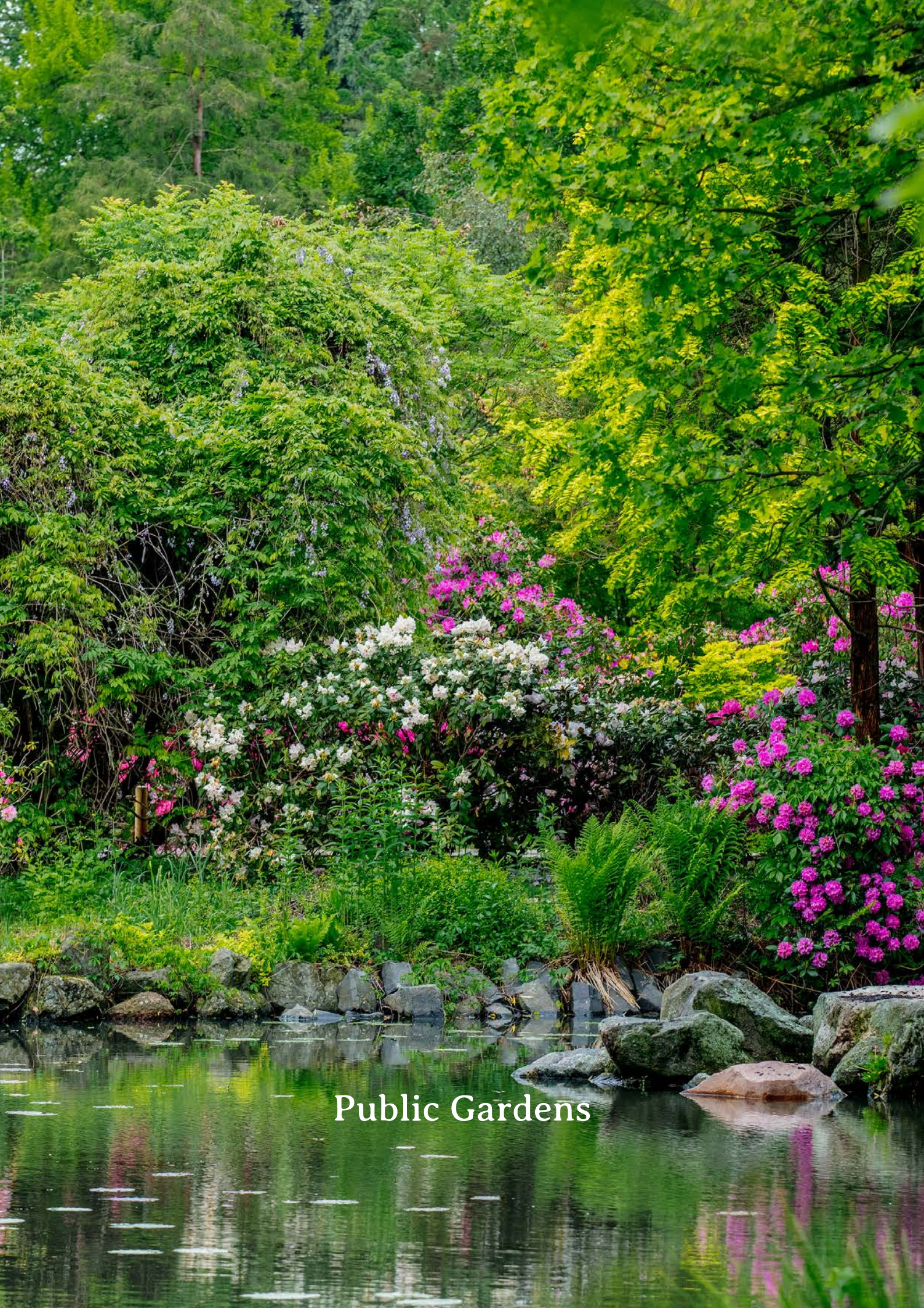
Table 7. Average salary and range of responses for production positions for landscapers. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Min	Max
Arborist	\$35,000.00	\$69,000.00
Crew leader/supervisor	\$33,000.00	\$65,000.00
Gardner/groundskeeper	\$29,000.00	\$83,000.00
Horticulture curator	\$41,000.00	\$90,000.00
Irrigation specialist	\$37,000.00	\$64,000.00
Landscape architect	\$40,000.00	\$65,000.00
Landscape installer/maintainer	\$35,000.00	\$50,000.00
Plant records specialist	\$40,000.00	\$64,000.00
Pest/IPM specialist	\$46,000.00	\$54,000.00
Seasonal/temporary	\$27,000.00	\$47,000.00
Turf specialist	\$45,000.00	\$55,000.00

Other positions listed:

Educator, grower, mechanic, plant nutritionist, production manager, and mechanic. Individual salaries are not included due to confidentiality.



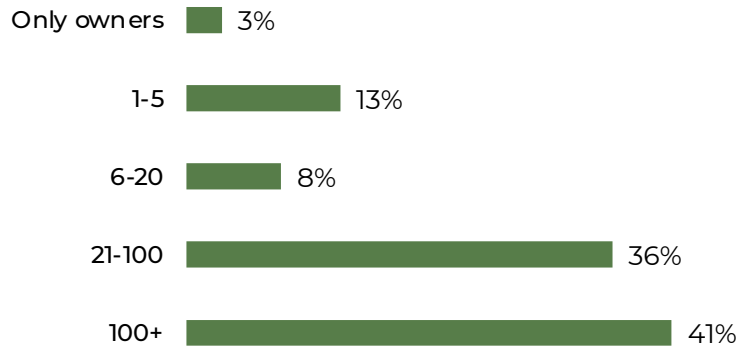


Public Gardens

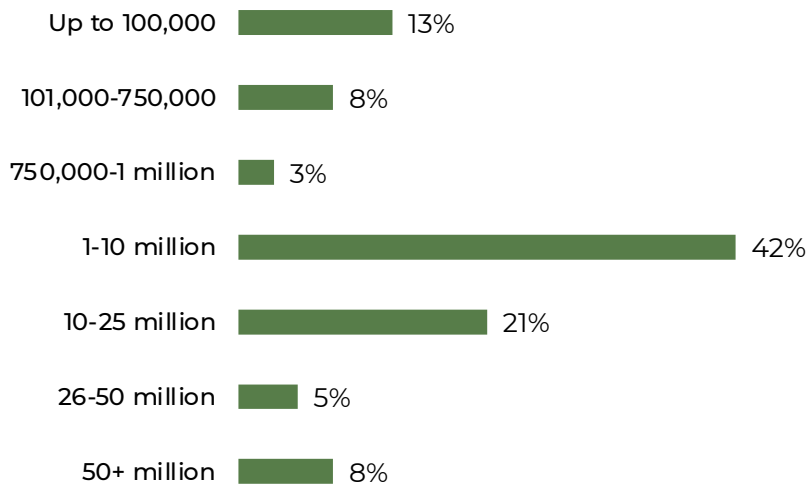
Demographics

Table 1. Demographics. Thirty-nine submissions were received, representing all 23 states. Most submissions were from only one state (37), while 2 businesses had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales (\$)

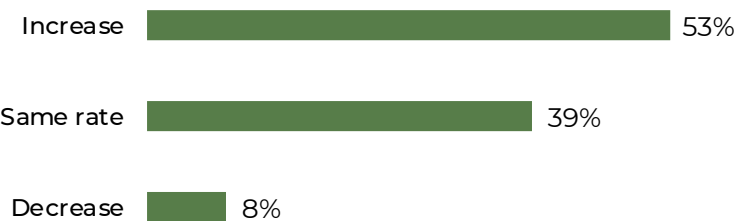




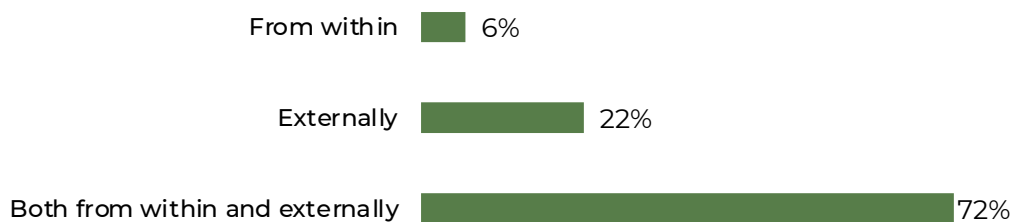
Hiring Outlook & Practices

Table 2. Hiring outlook and practices of public gardens.

Hiring plans over the next two years:



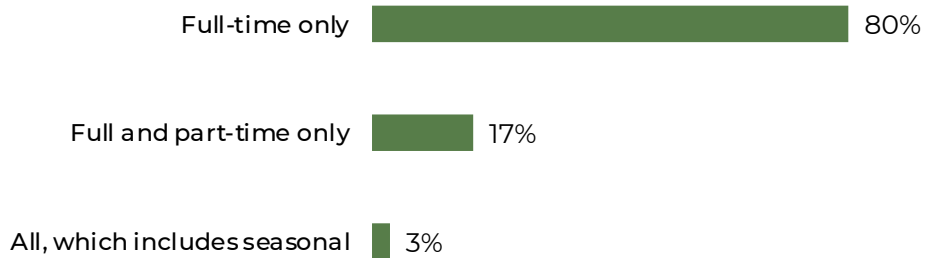
Typically hire employees:



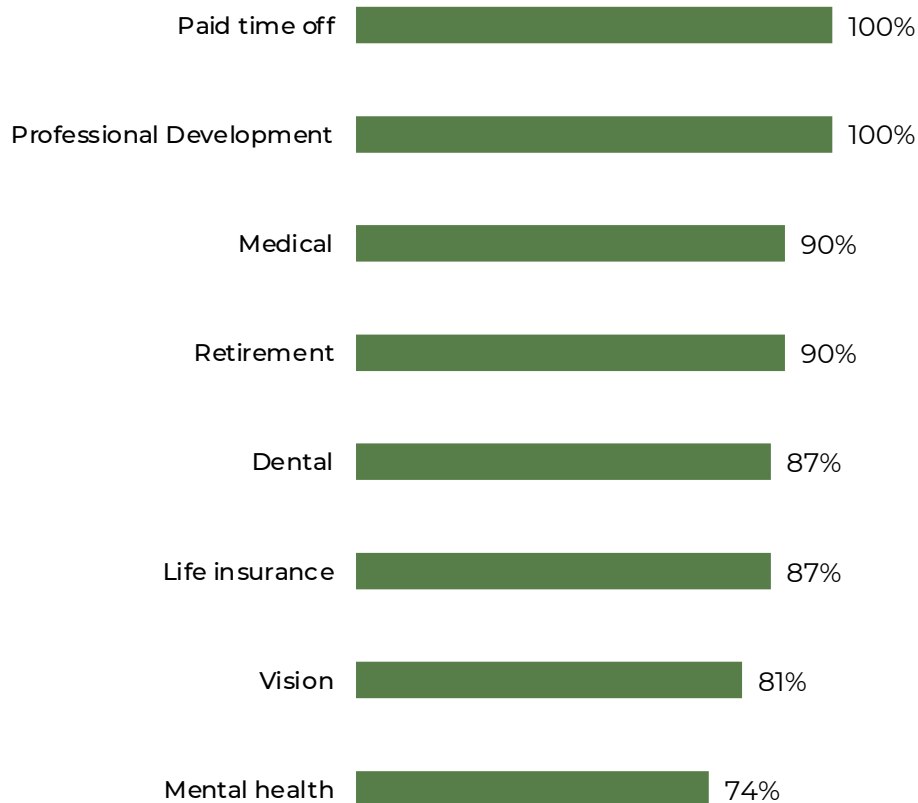
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions with public gardens.

Employees receiving benefits



Types of benefits



Other:

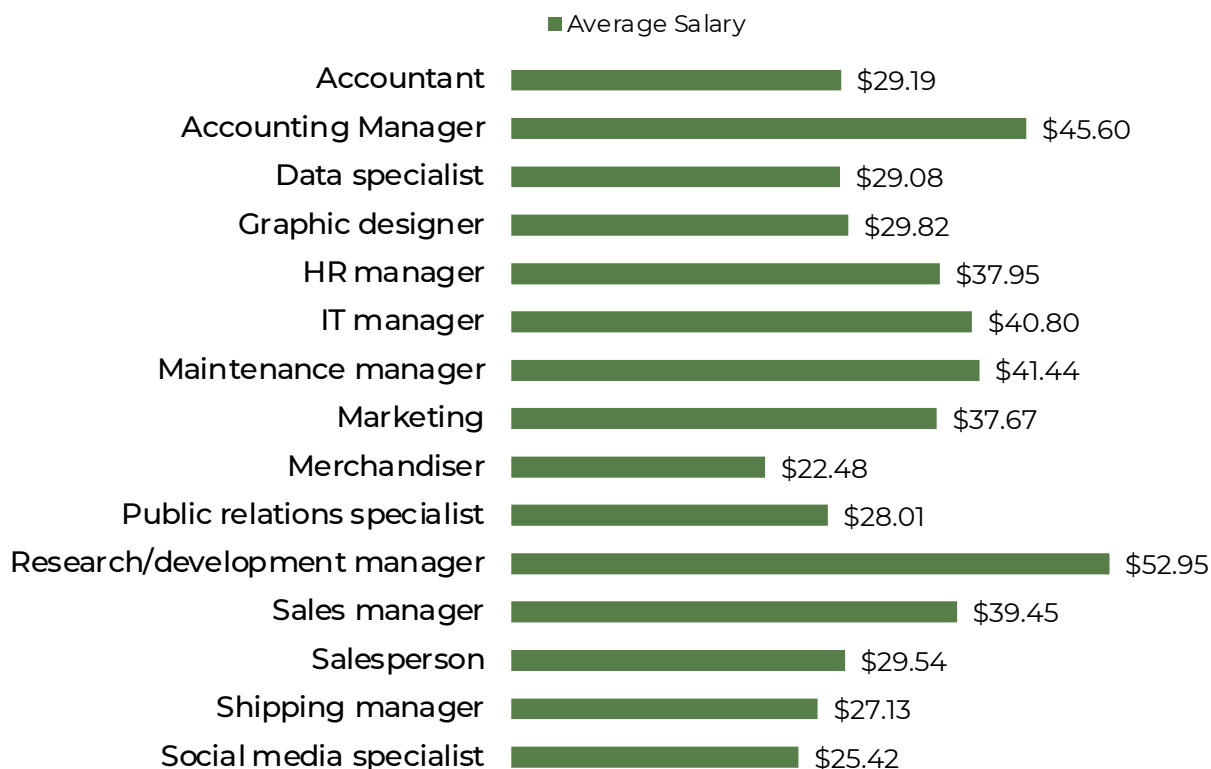
Bereavement leave; biophilic wellness day (a day off to spend in local nature); time/pay for voting in elections; transportation, parking, and energy efficient reimbursement program, long Term and short term disability insurance, employee assistance program, supplemental Insurance (AFLAC), 11 Paid holidays, and fully paid parental leave (12 weeks for mothers and fathers).

Average Salary (Full-time) Administrative Positions in Public Gardens

Table 4. Average salary (\$) and range of responses (\$) for administrative positions in public gardens. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



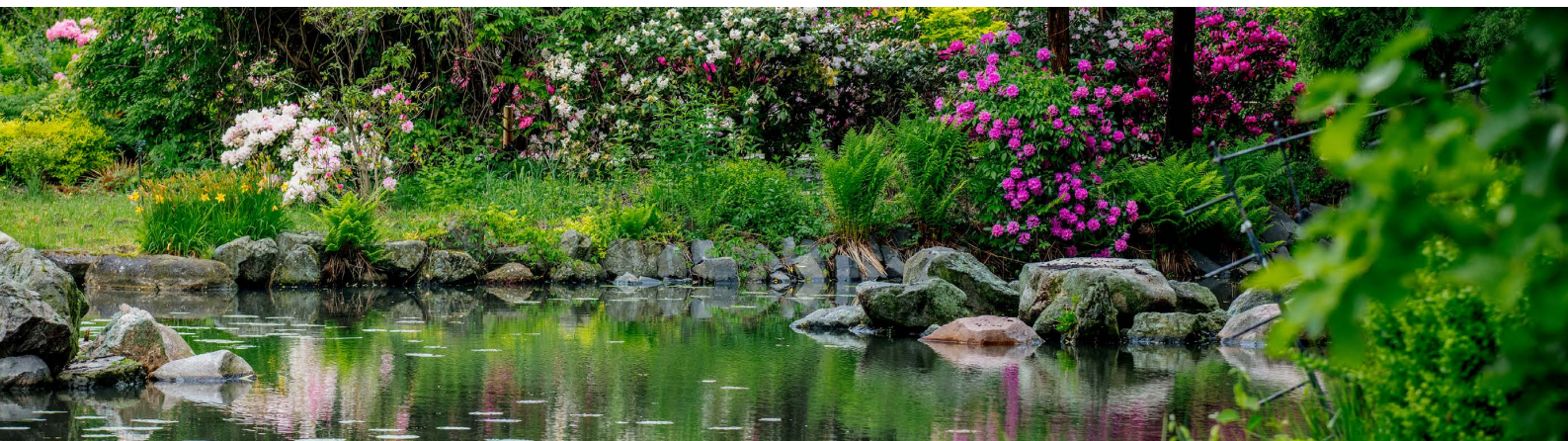
Average Salary (Hourly) Administrative Positions in Public Gardens



Salary Range Production Positions in Public Gardens

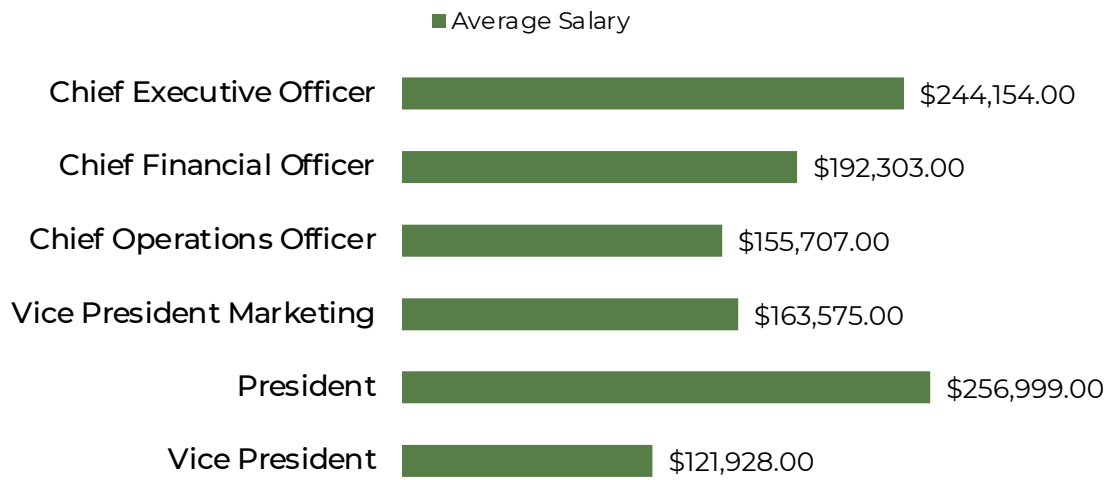
Table 4. Average salary (\$) and range of responses (\$) for administrative positions in public gardens. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Min	Max
Accountant	\$40,000.00	\$70,000.00
Accounting Manager	\$63,000.00	\$193,000.00
Data specialist	\$38,000.00	\$87,000.00
Graphic designer	\$22,000.00	\$99,000.00
HR manager	\$45,000.00	\$117,000.00
IT manager	\$56,000.00	\$126,000.00
Maintenance manager	\$27,000.00	\$168,000.00
Marketing	\$45,000.00	\$146,000.00
Merchandiser	\$38,000.00	\$55,000.00
Public relations specialist	\$38,000.00	\$61,000.00
Research/development manager	\$55,000.00	\$190,000.00
Sales manager	\$54,000.00	\$95,000.00
Salesperson	\$34,000.00	\$130,000.00
Shipping manager	\$34,000.00	\$80,000.00
Social media specialist	\$36,000.00	\$90,000.00

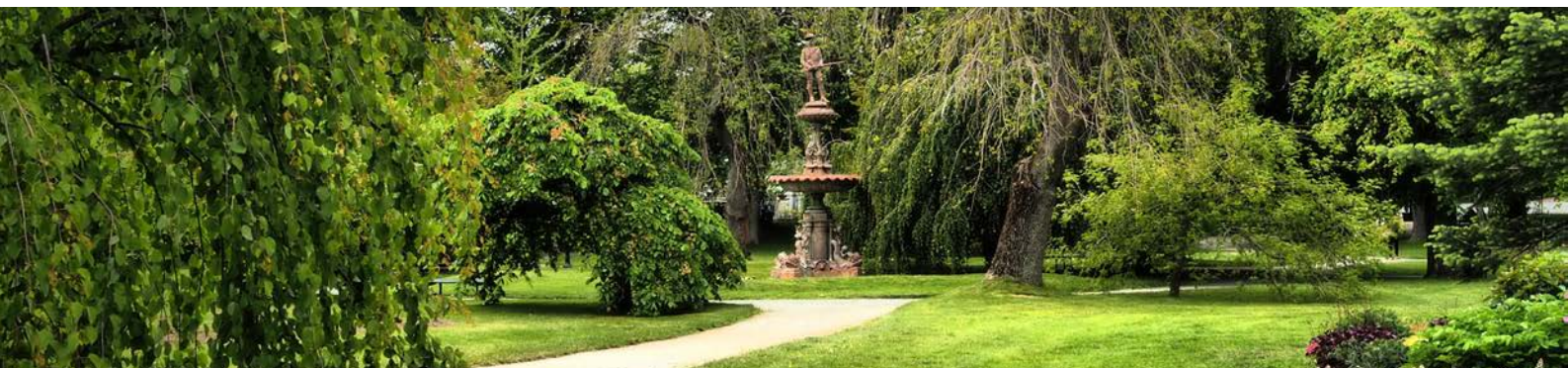


Average Salary Executive Positions in Public Gardens

Table 5. Average salary (\$) and range of responses (\$) for executive positions with public gardens. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Chief Executive Officer	\$86,000.00	\$561,000.00
Chief Financial Officer	\$110,000.00	\$338,000.00
Chief Operations Officer	\$90,000.00	\$338,000.00
Vice President Marketing	\$90,000.00	\$256,000.00
President	\$185,000.00	\$321,000.00
Vice President	\$80,000.00	\$156,000.00

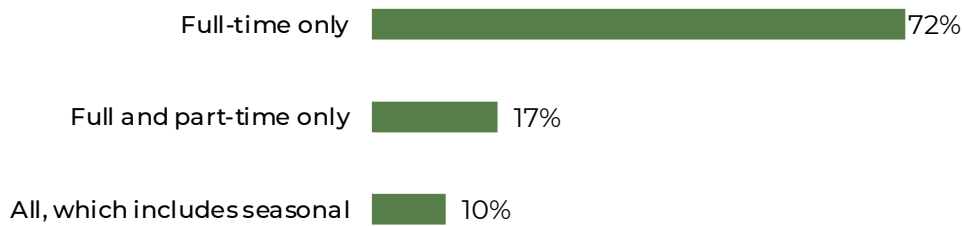




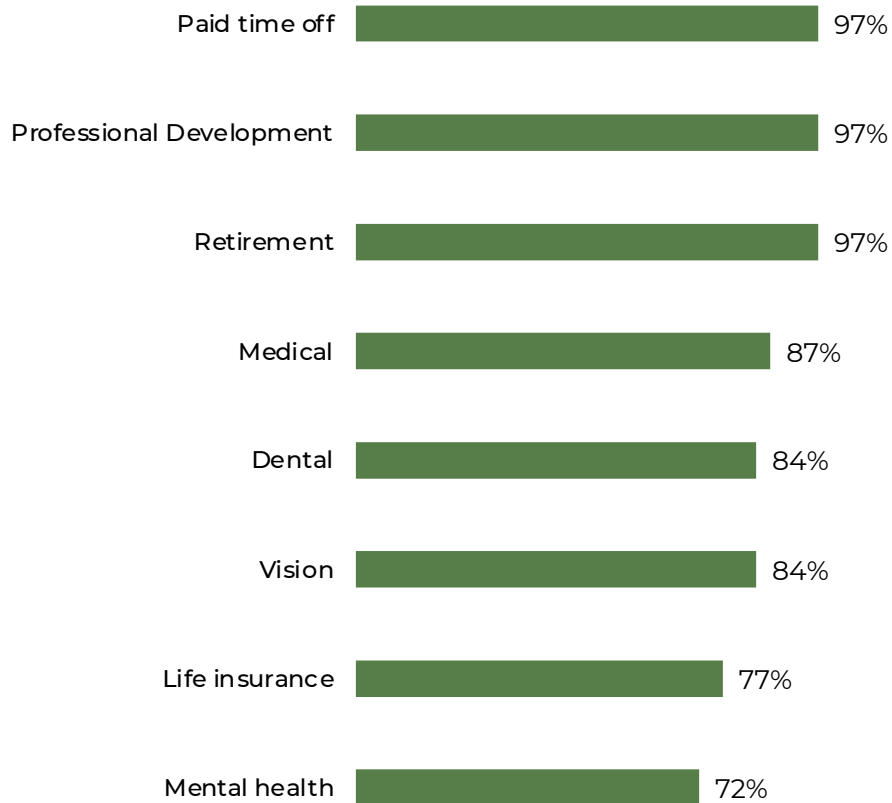
Benefits provided to Production positions

Table 6. Benefits provided to production positions with public gardens.

Employees receiving benefits



Types of benefits

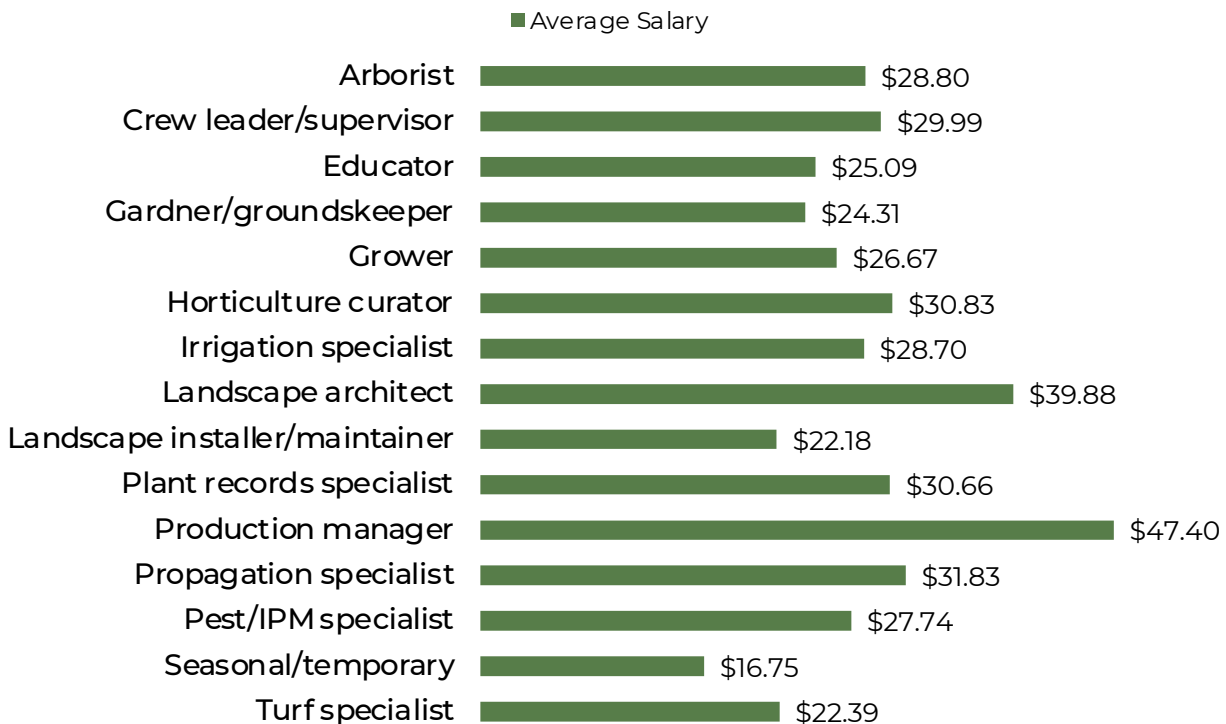


Average Salary (Full-time) Production Positions with Public Gardens

Table 7. Average salary and range of responses for production positions with public gardens. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Production Positions with Public Gardens



Salary Range Production Positions for Landscapers

Table 7. Average salary and range of responses for production positions for landscapers. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

Salary Range	Min	Max
Arborist	\$36,000.00	\$97,000.00
Crew leader/supervisor	\$29,000.00	\$117,000.00
Educator	\$31,000.00	\$97,000.00
Gardner/groundskeeper	\$32,000.00	\$77,000.00
Grower	\$30,000.00	\$97,000.00
Horticulture curator	\$38,000.00	\$97,000.00
Irrigation specialist	\$40,000.00	\$97,000.00
Landscape architect	\$40,000.00	\$139,000.00
Landscape installer/maintainer	\$34,000.00	\$56,700.00
Plant records specialist	\$40,000.00	\$117,000.00
Production manager	\$89,000.00	\$117,000.00
Propagation specialist	\$58,000.00	\$81,000.00
Pest/IPM specialist	\$42,000.00	\$97,000.00
Seasonal/temporary	\$27,000.00	\$53,000.00
Turf specialist	\$27,000.00	\$55,000.00

Other positions listed:

Research director and mechanic. Individual salaries are not included due to confidentiality.

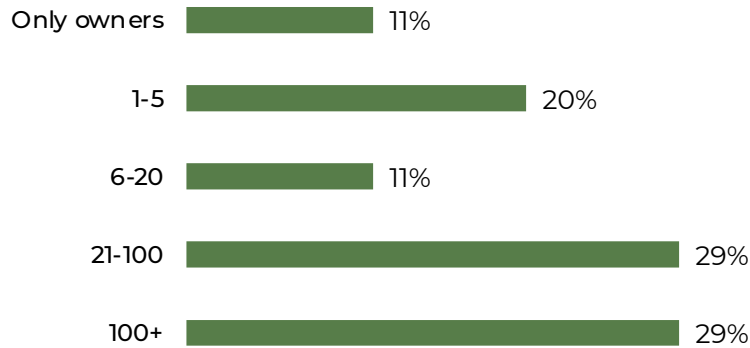


Edibles Businesses

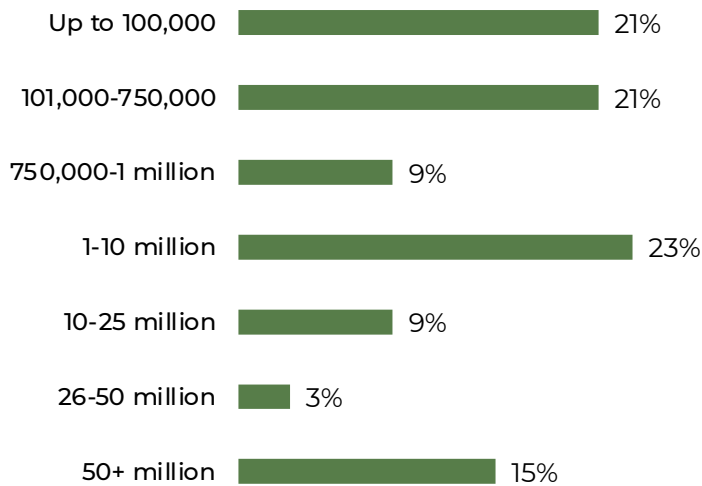
Demographics

Table 1. Demographics. Thirty-five submissions were received, representing all fifty states. Most submissions were from only one state (24), while 4 business had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales / Income (\$)

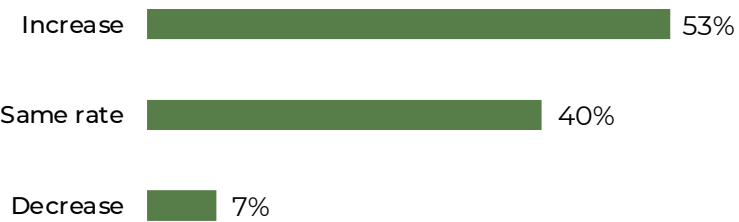




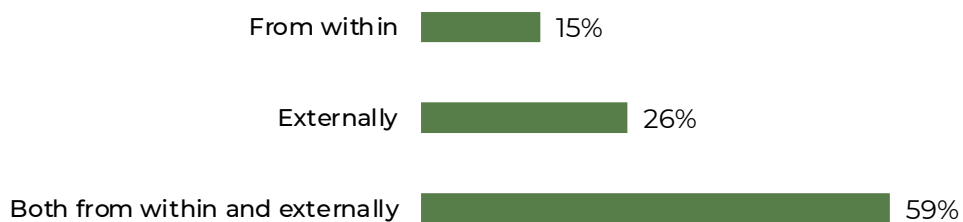
Hiring Outlook & Practices

Table 2. Hiring outlook and practices for edibles businesses.

Hiring plans over the next two years:



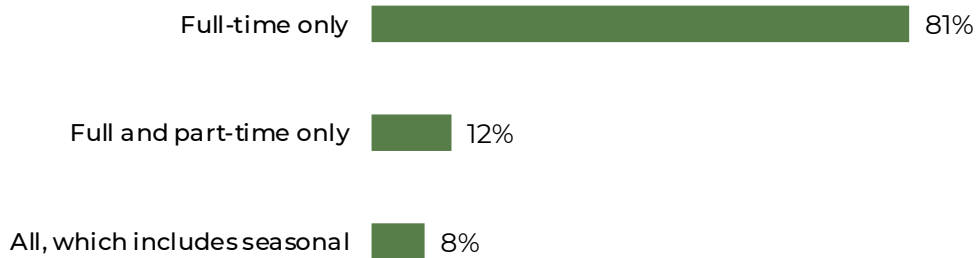
Typically hire employees:



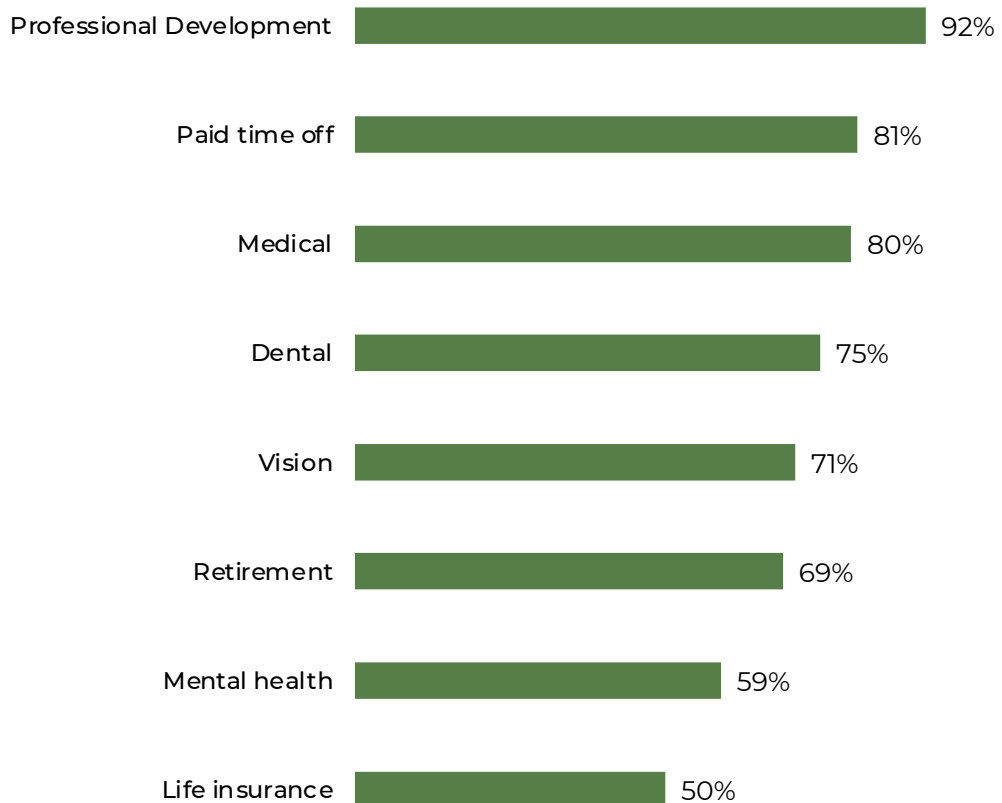
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions with edibles businesses.

Employees receiving benefits



Types of benefits



Other:

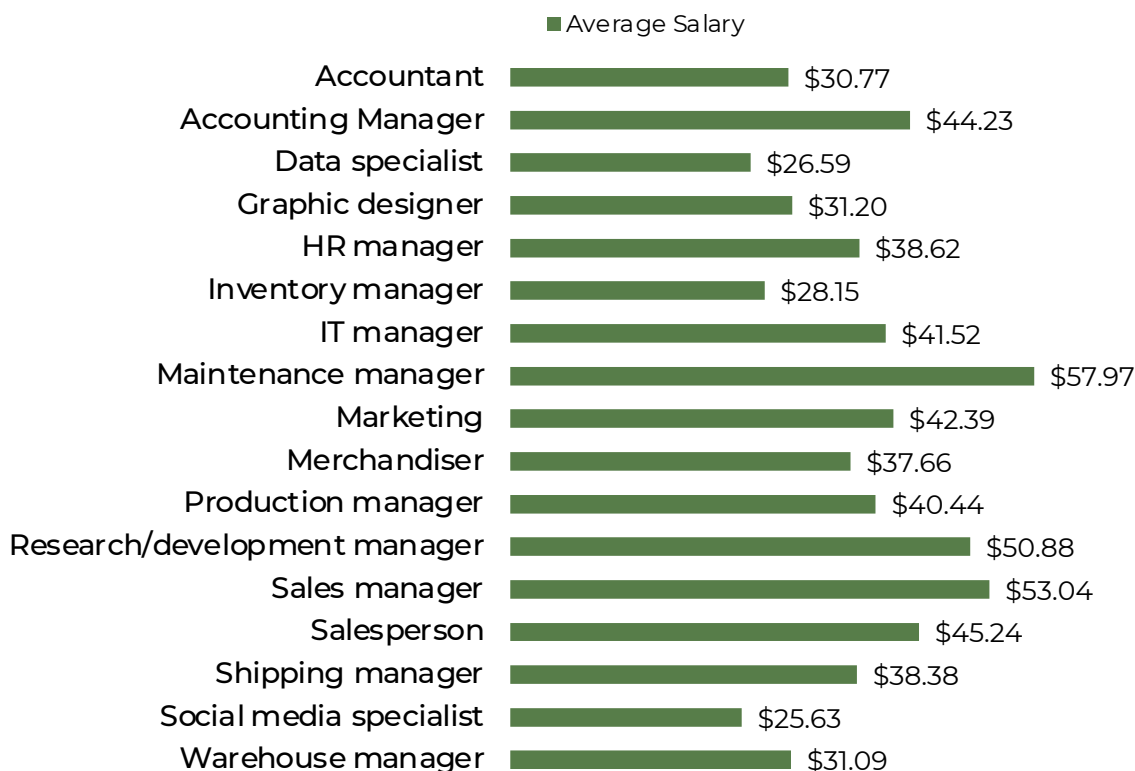
Purchase discounts, short term disability, housing, vehicle, vehicle with insurance and tolls, phone, profit sharing.

Average Salary (Full-time) Administrative Positions With Edible Businesses

Table 4. Average salary (\$) and range of responses (\$) for administrative positions with edible businesses. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Administrative Positions With Edible Businesses



Salary Range Administrative Positions With Edible Businesses

Table 4. Average salary (\$) and range of responses (\$) for administrative positions with edible businesses. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

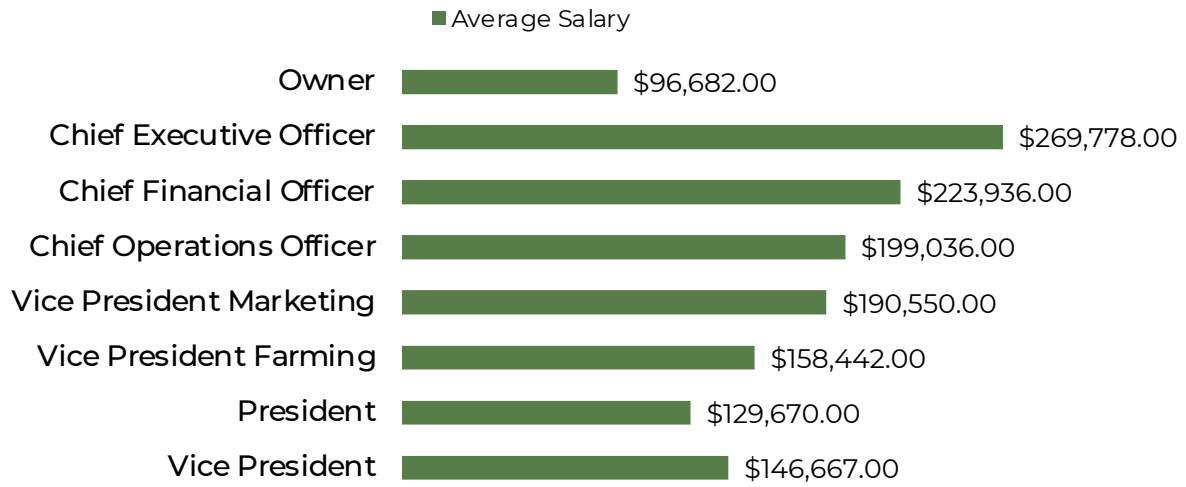
Salary Range	Min	Max
Accountant	\$42,000.00	\$90,000.00
Accounting Manager	\$27,000.00	\$117,000.00
Data specialist	\$45,000.00	\$68,000.00
Graphic designer	\$44,000.00	\$99,000.00
HR manager	\$59,000.00	\$113,000.00
Inventory manager	\$42,000.00	\$89,000.00
IT manager	\$56,000.00	\$123,000.00
Maintenance manager	\$44,000.00	\$168,000.00
Marketing	\$55,000.00	\$146,000.00
Merchandiser	\$33,000.00	\$85,000.00
Production manager	\$52,000.00	\$102,000.00
Research/development manager	\$50,000.00	\$190,000.00
Sales manager	\$55,000.00	\$153,000.00
Salesperson	\$46,000.00	\$130,000.00
Shipping manager	\$45,000.00	\$121,000.00
Social media specialist	\$33,000.00	\$90,000.00
Warehouse manager	\$37,000.00	\$75,000.00

Other positions listed:

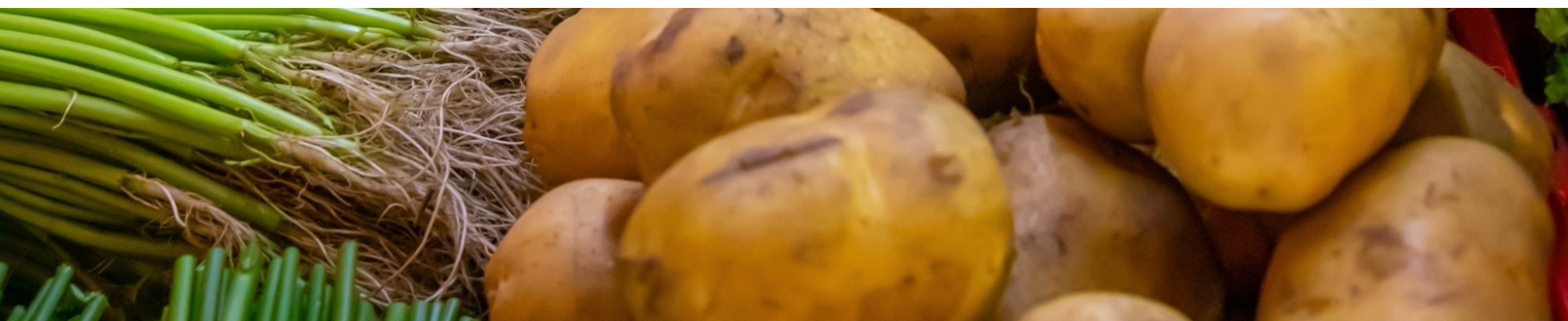
Public relations manager, office manager, and customer service manager. Individual salaries are not included due to confidentiality.

Average Salary Executive Positions With Edible Businesses

Table 5. Average salary (\$) and range of responses (\$) for executive positions with edibles businesses. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Owner	\$20,000.00	\$300,000.00
Chief Executive Officer	\$100,000.00	\$561,000.00
Chief Financial Officer	\$138,000.00	\$338,000.00
Chief Operations Officer	\$70,000.00	\$338,000.00
Vice President Marketing	\$155,000.00	\$256,000.00
Vice President Farming	\$102,000.00	\$193,000.00
President	\$102,000.00	\$183,000.00
Vice President	\$100,000.00	\$190,000.00

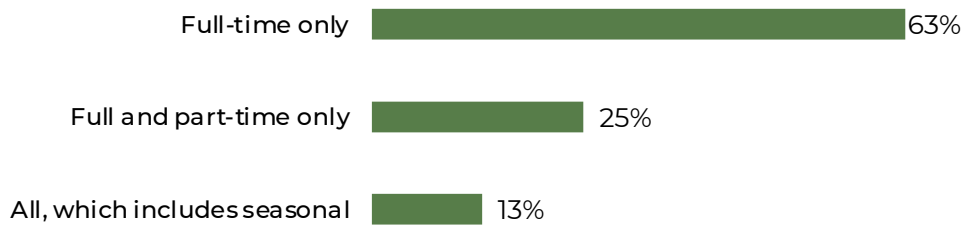




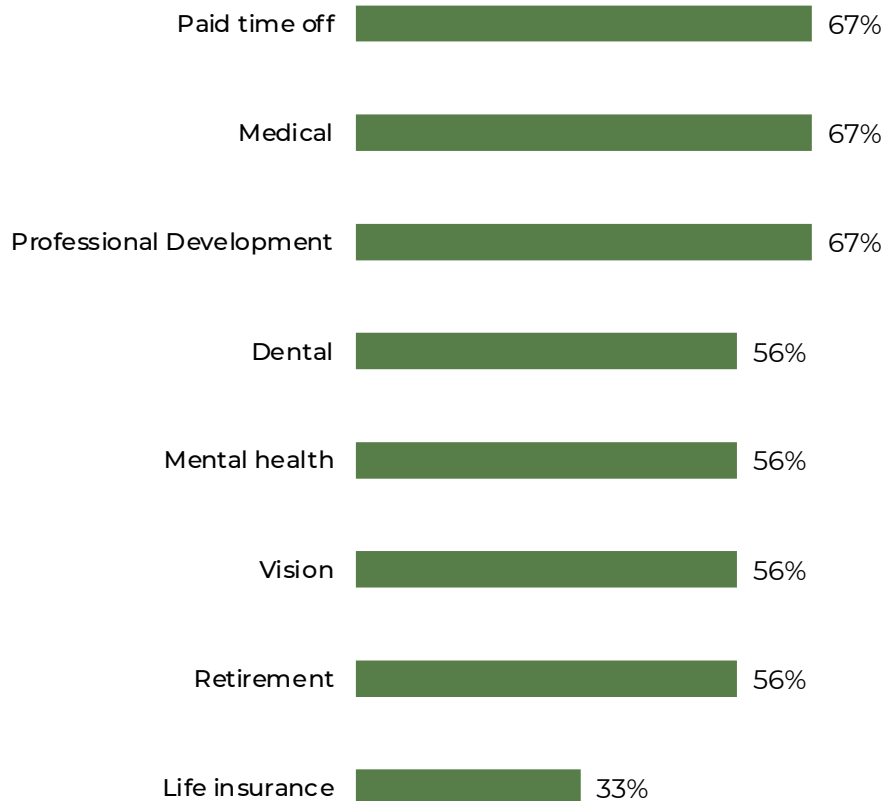
Benefits provided to Production positions

Table 6. Benefits provided to production positions with edible businesses.

Employees receiving benefits

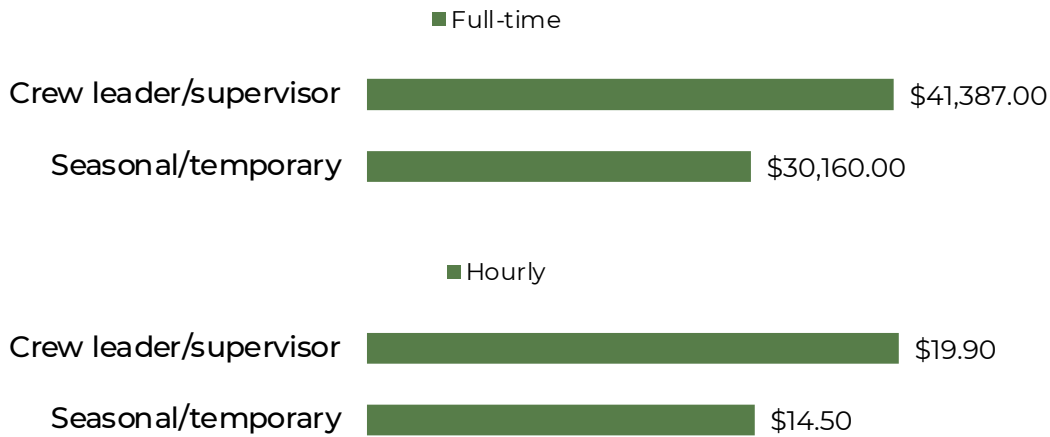


Types of benefits



Average Salary Production Positions With Edible Businesses

Table 7. Average salary and range of responses for production positions with edibles businesses. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Crew leader/supervisor	\$33,000.00	\$55,000.00
Seasonal/temporary	\$22,000.00	\$34,000.00

Other positions listed:

Educator, grower, and propagation specialist. Individual salaries are not included due to confidentiality.



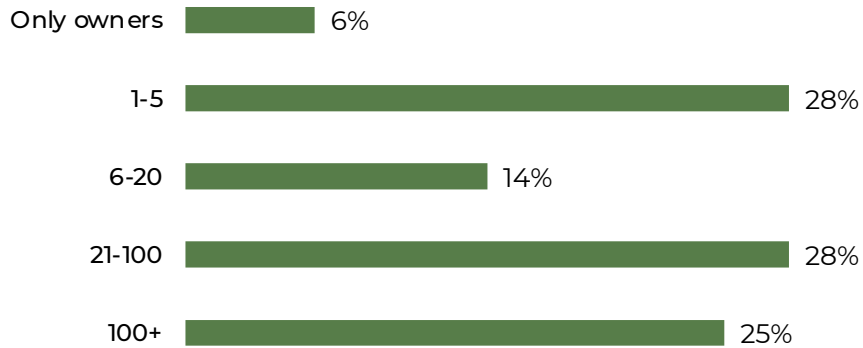


Garden Center / Market Businesses

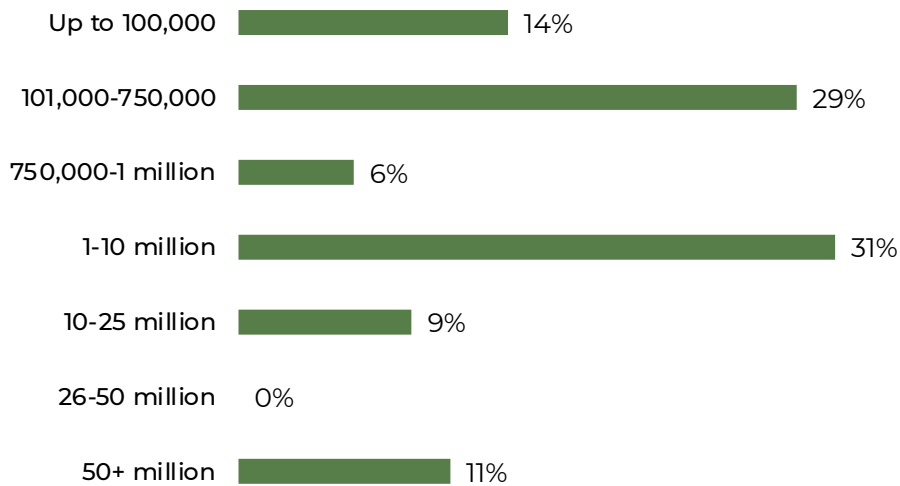
Demographics

Table 1. Demographics. Thirty-six submissions were received, representing 18 states. Most submissions were from only one state (32), while 4 business had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales / Income (\$)

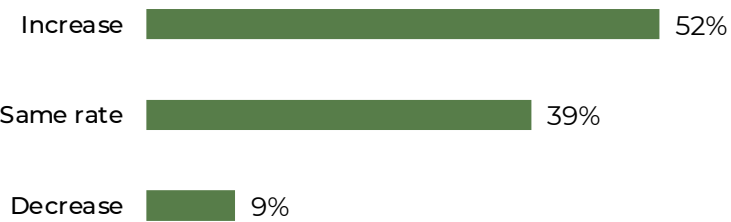




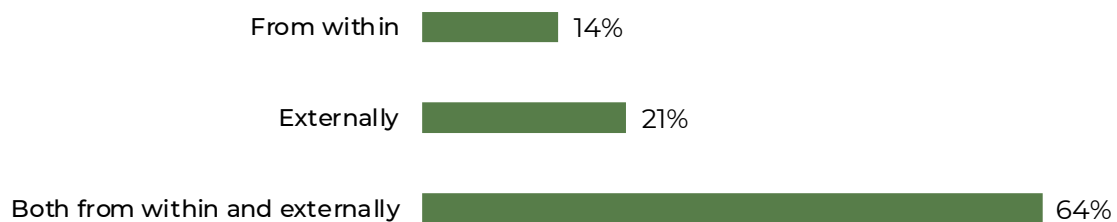
Hiring Outlook & Practices

Table 2. Hiring outlook and practices for garden centers and markets.

Hiring plans over the next two years:



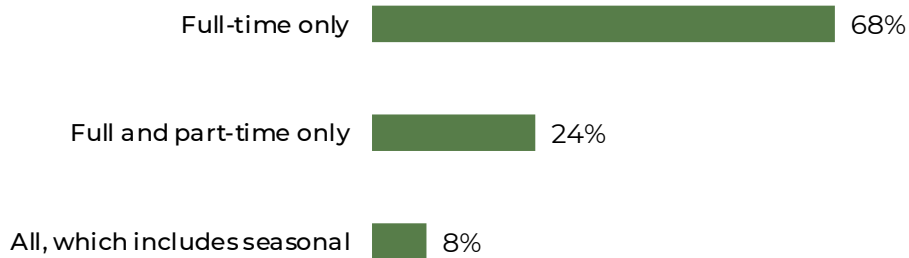
Typically hire employees:



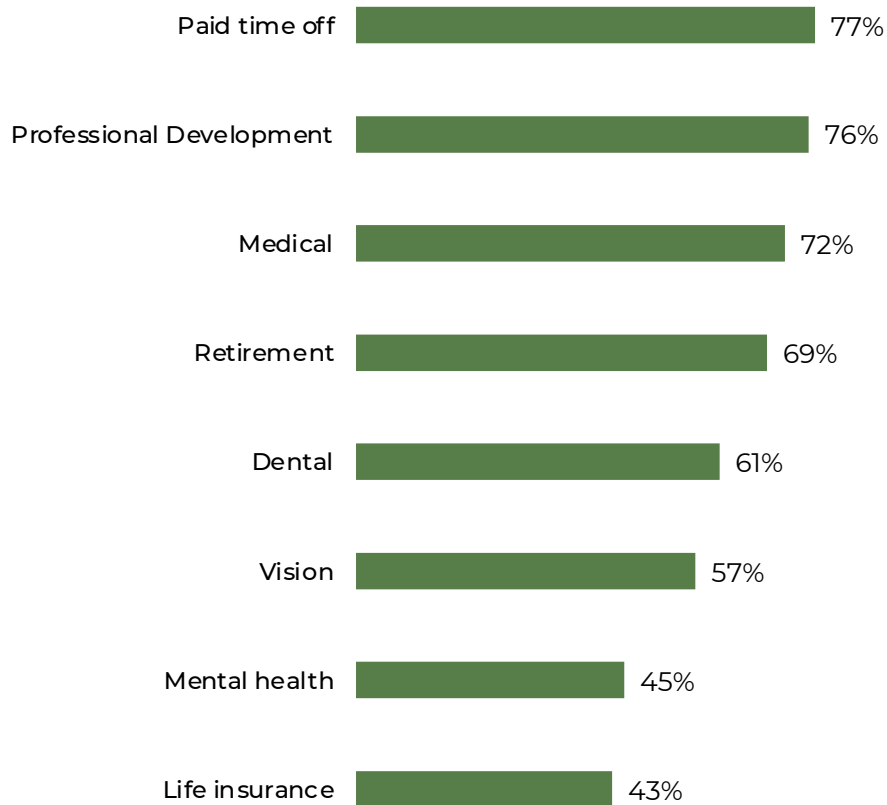
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions for garden centers and markets.

Employees receiving benefits



Types of benefits



Other:

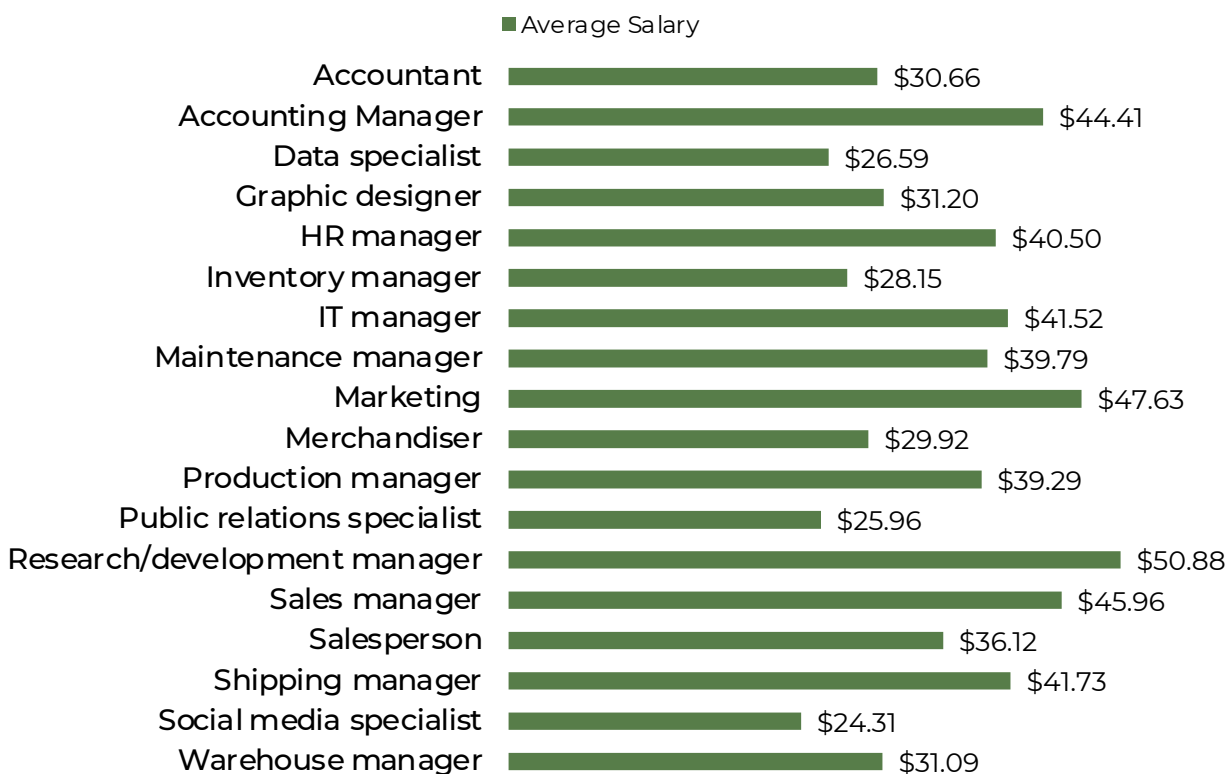
Short term disability, cell phone, and fuel.

Average Salary (Full-time) Administrative Positions for Garden Centers & Markets

Table 4. Average salary (\$) and range of responses (\$) for administrative positions for garden centers and markets. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data



Average Salary (Hourly) Administrative Positions for Garden Centers & Markets



Salary Range

Administrative Positions for Garden Centers & Markets

Table 4. Average salary (\$) and range of responses (\$) for administrative positions with edible businesses. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

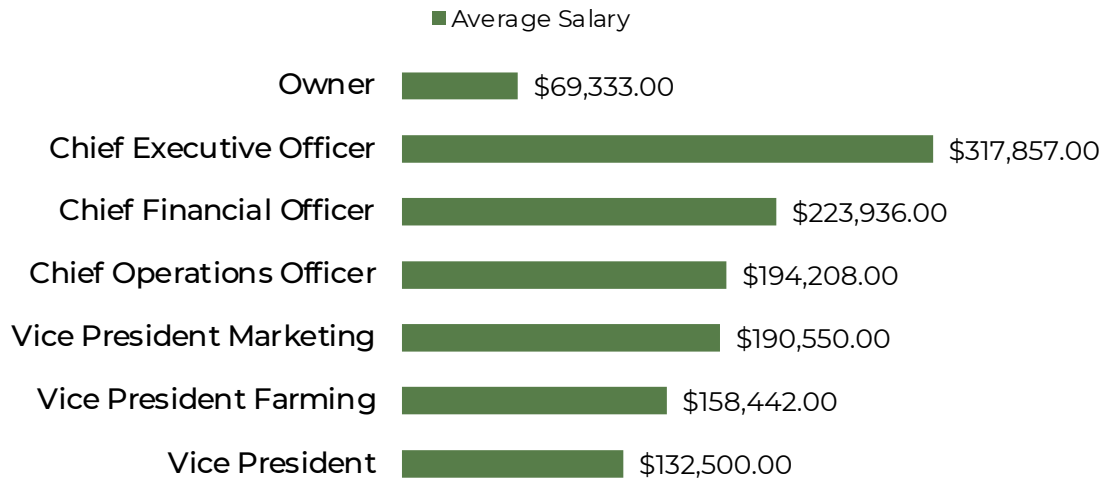
Salary Range	Min	Max
Accountant	\$42,000.00	\$90,000.00
Accounting Manager	\$27,000.00	\$193,000.00
Data specialist	\$45,000.00	\$68,000.00
Graphic designer	\$44,000.00	\$99,000.00
HR manager	\$60,000.00	\$106,000.00
Inventory manager	\$55,000.00	\$89,000.00
IT manager	\$56,000.00	\$123,000.00
Maintenance manager	\$44,000.00	\$168,000.00
Marketing	\$55,000.00	\$146,000.00
Merchandiser	\$33,000.00	\$85,000.00
Production manager	\$52,000.00	\$102,000.00
Public relations specialist	\$52,000.00	\$55,000.00
Research/development manager	\$50,000.00	\$190,000.00
Sales manager	\$55,000.00	\$153,000.00
Salesperson	\$29,000.00	\$130,000.00
Shipping manager	\$50,000.00	\$121,000.00
Social media specialist	\$36,000.00	\$90,000.00
Warehouse manager	\$37,000.00	\$75,000.00

Other positions listed:

Office manager and customer service manager. Individual salaries are not included due to confidentiality.

Average Salary Executive Positions for Garden Centers & Markets

Table 5. Average salary (\$) and range of responses (\$) for executive positions garden centers and markets. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Owner	\$20,000.00	\$155,000.00
Chief Executive Officer	\$250,000.00	\$561,000.00
Chief Financial Officer	\$138,000.00	\$338,000.00
Chief Operations Officer	\$42,000.00	\$338,000.00
Vice President Marketing	\$155,000.00	\$256,000.00
Vice President Farming	\$102,000.00	\$193,000.00
Vice President	\$90,000.00	\$190,000.00

Other positions listed:

President. Individual salaries are not included due to confidentiality.

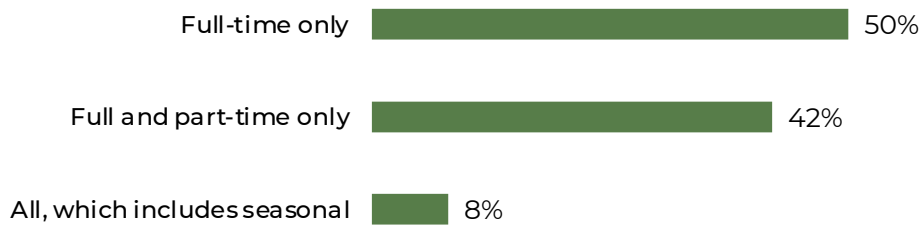




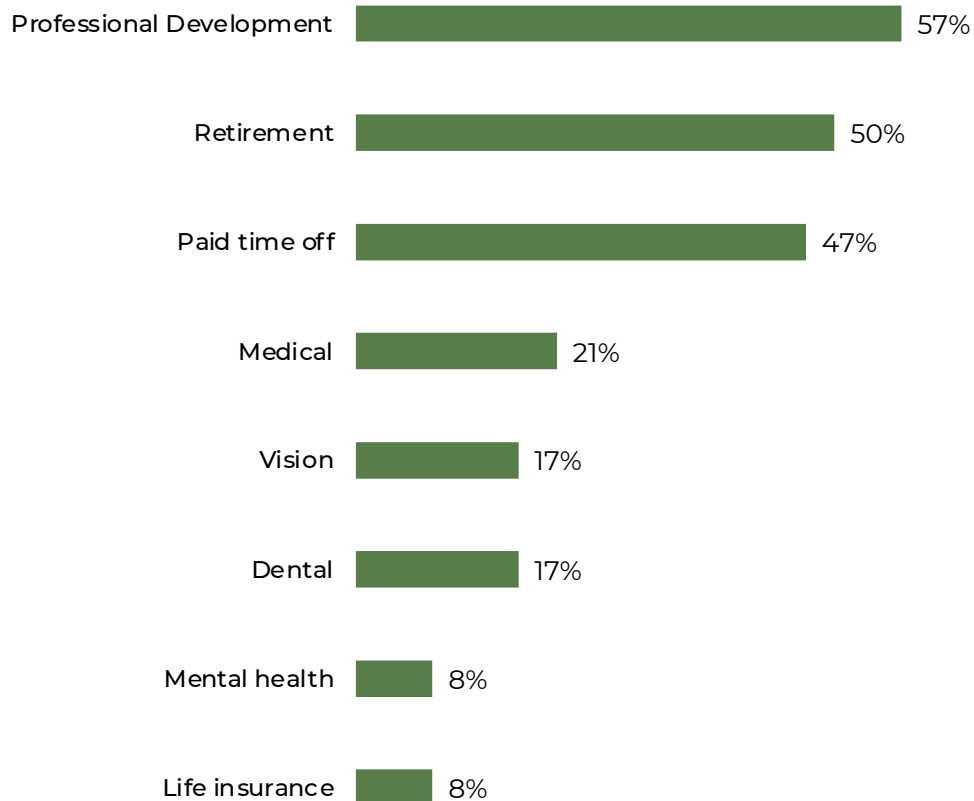
Benefits provided to Production positions

Table 6. Benefits provided to production positions garden centers and markets.

Employees receiving benefits



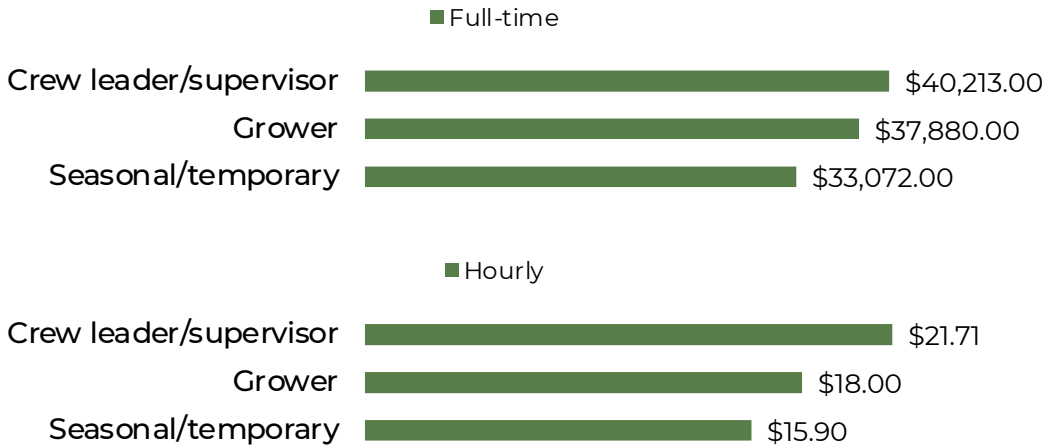
Types of benefits



Average Salary

Production Positions for Garden Centers & Markets

Table 7. Average salary and range of responses for production positions garden centers and markets. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Crew leader/supervisor	\$31,000.00	\$52,000.00
Grower	\$30,000.00	\$46,000.00
Seasonal/temporary	\$25,000.00	\$52,000.00

Other positions listed:

Educator, floral designer, irrigation specialist, landscape installer/maintainer, and retail manager. Individual salaries are not included due to confidentiality.



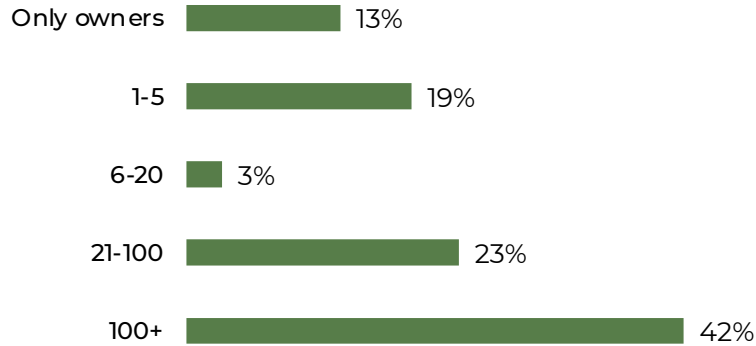


Services Businesses

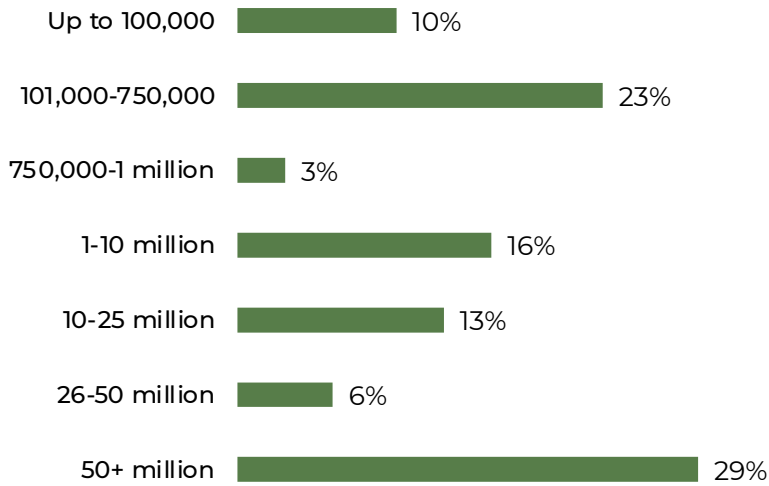
Demographics

Table 1. Demographics. Thirty-one submissions were received, representing 25 states. Most submissions were from only one state (17), while 6 business had multiple locations. Note that number of respondents varies for each category as some respondents did not answer all questions. Percentage totals may be slightly more or less than 100% due to rounding.

Number of Employees



Sales / Income (\$)

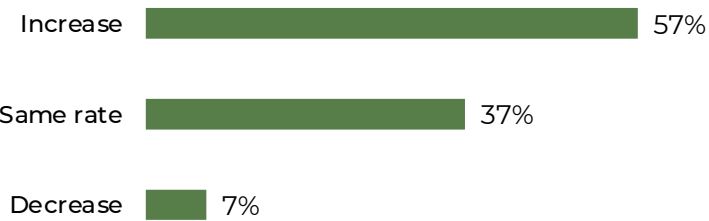




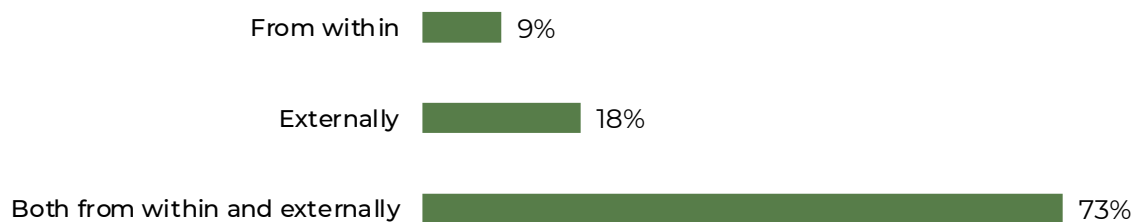
Hiring Outlook & Practices

Table 2. Hiring outlook and practices for horticultural suppliers and service providers.

Hiring plans over the next two years:



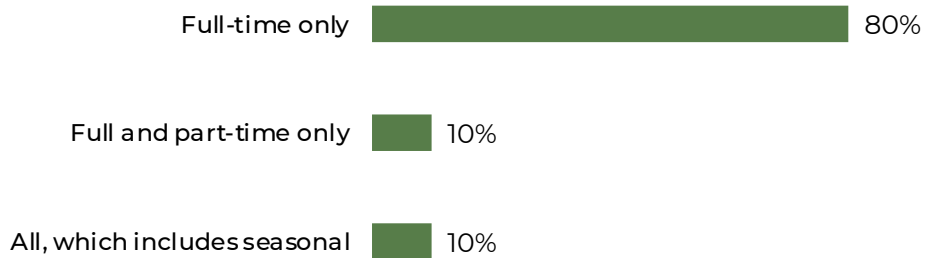
Typically hire employees:



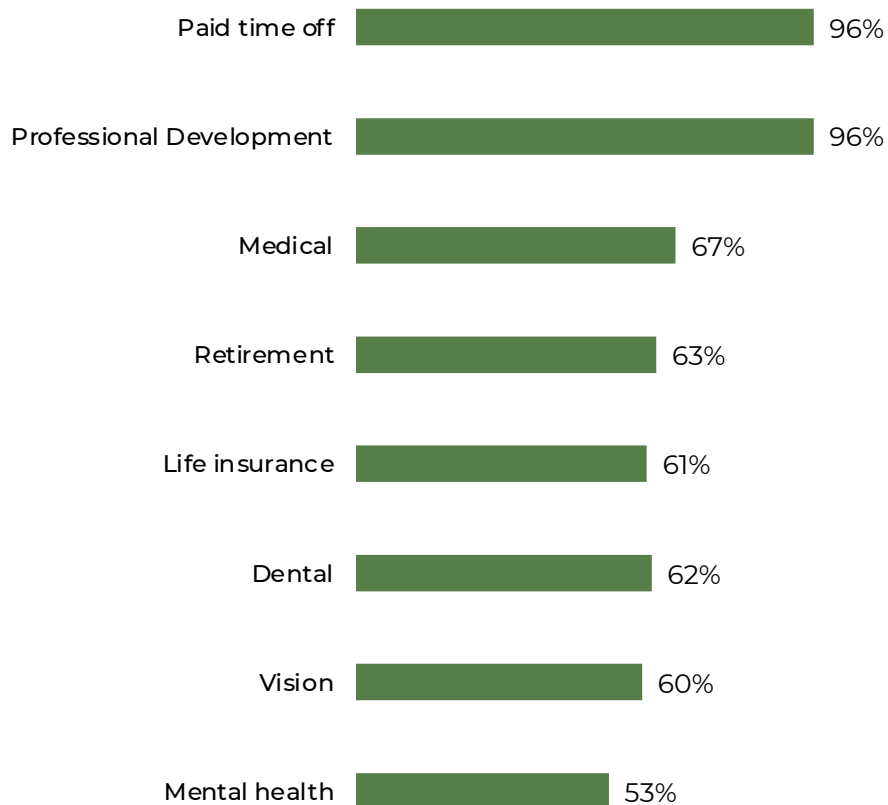
Benefits provided to administrative positions

Table 3. Benefits provided to administrative positions for horticultural suppliers and service providers.

Employees receiving benefits



Types of benefits



Other:

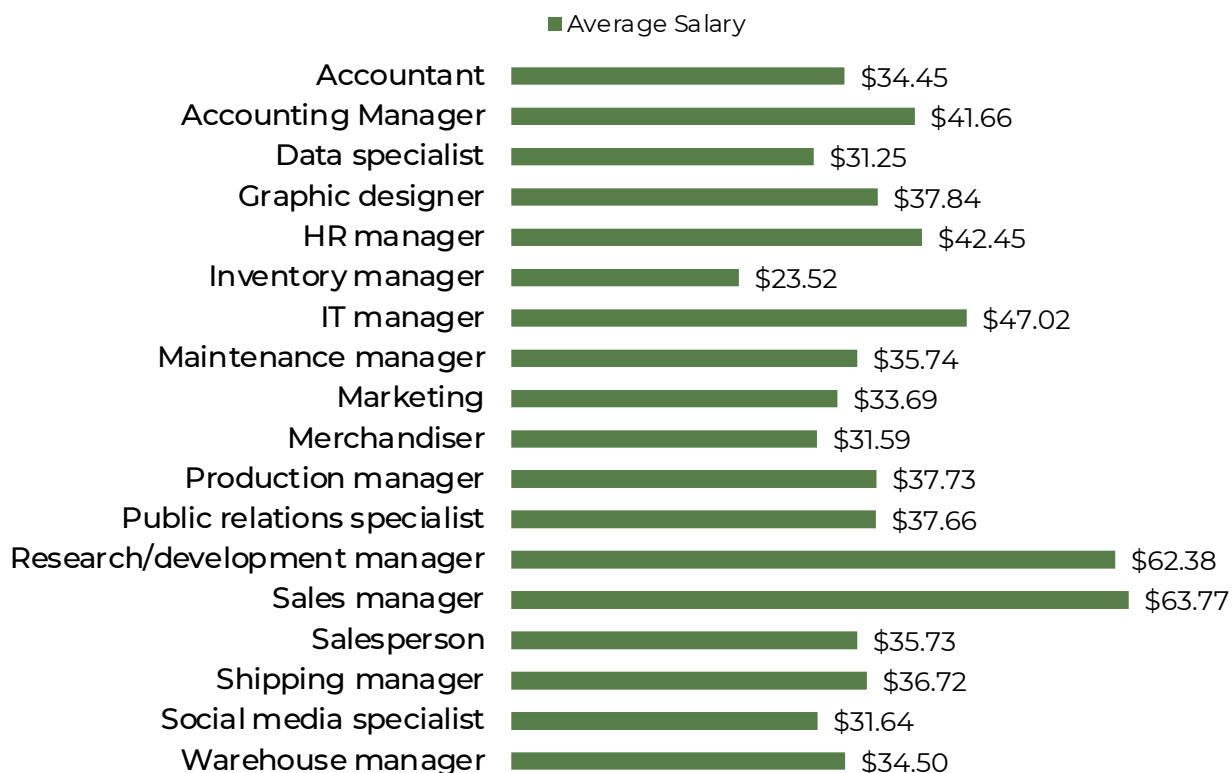
Four-day work week, employee assistance program, flexibility with schedule, can work remote, and all public holidays plus Christmas Eve and day after Thanksgiving off.

Average Salary (Full-time) Administrative Positions for Horticultural Suppliers and Service Providers

Table 4. Average salary (\$) and range of responses (\$) for administrative positions for horticultural suppliers and service providers. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Average Salary (Hourly) Administrative Positions for Horticultural Suppliers and Service Providers



Salary Range

Administrative Positions for Horticultural Suppliers and Service Providers

Table 4. Average salary (\$) and range of responses (\$) for administrative positions with edible businesses. The fine print: Only numbers for full-time positions are reported. Hourly wages were converted to full-time salary by multiplying by 2080 (52 weeks x 40 hours). Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.

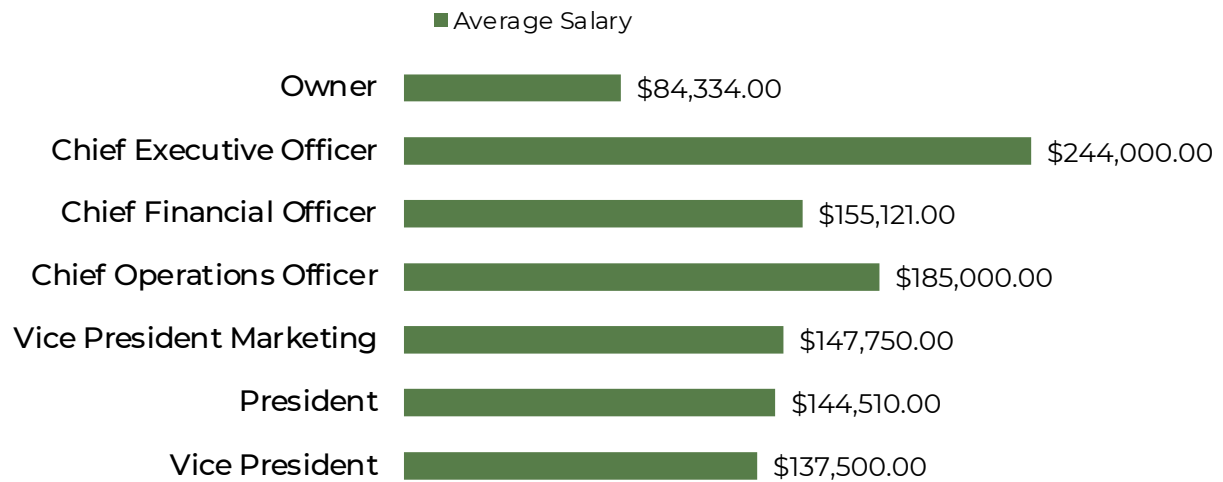
Salary Range	Min	Max
Accountant	\$50,000.00	\$107,000.00
Accounting Manager	\$50,000.00	\$145,000.00
Data specialist	\$45,000.00	\$100,000.00
Graphic designer	\$55,000.00	\$104,000.00
HR manager	\$55,000.00	\$145,000.00
Inventory manager	\$45,000.00	\$55,000.00
IT manager	\$56,000.00	\$163,000.00
Maintenance manager	\$44,000.00	\$110,000.00
Marketing	\$45,000.00	\$92,000.00
Merchandiser	\$38,000.00	\$85,000.00
Production manager	\$50,000.00	\$100,000.00
Public relations specialist	\$55,000.00	\$90,000.00
Research/development manager	\$85,000.00	\$190,000.00
Sales manager	\$70,000.00	\$275,000.00
Salesperson	\$34,000.00	\$165,000.00
Shipping manager	\$50,000.00	\$106,000.00
Social media specialist	\$48,000.00	\$85,000.00
Warehouse manager	\$42,000.00	\$105,000.00

Other positions listed:

Customer service/delivery, customer service manager, executive director, and office manager. Individual salaries are not included due to confidentiality.

Average Salary Executive Positions for Horticultural Suppliers and Service Providers

Table 5. Average salary (\$) and range of responses (\$) for executive positions for horticultural suppliers and service providers. Numbers listed under the range were rounded to the nearest 1,000's digit to enhance confidentiality of the data.



Salary Range	Min	Max
Owner	\$50,000.00	\$155,000.00
Chief Executive Officer	\$130,000.00	\$350,000.00
Chief Financial Officer	\$90,000.00	\$200,000.00
Chief Operations Officer	\$80,000.00	\$275,000.00
Vice President Marketing	\$90,000.00	\$200,000.00
President	\$75,000.00	\$183,000.00
Vice President	\$50,000.00	\$300,000.00

Other positions listed:

Vice President Farming. Individual salaries are not included due to confidentiality.

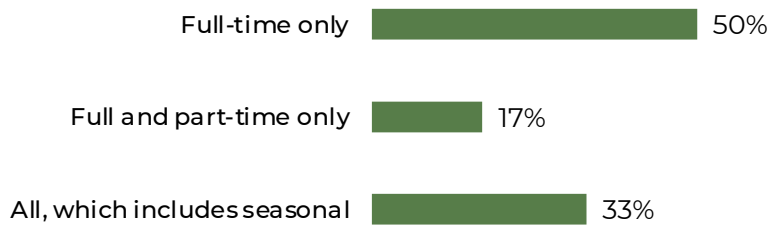




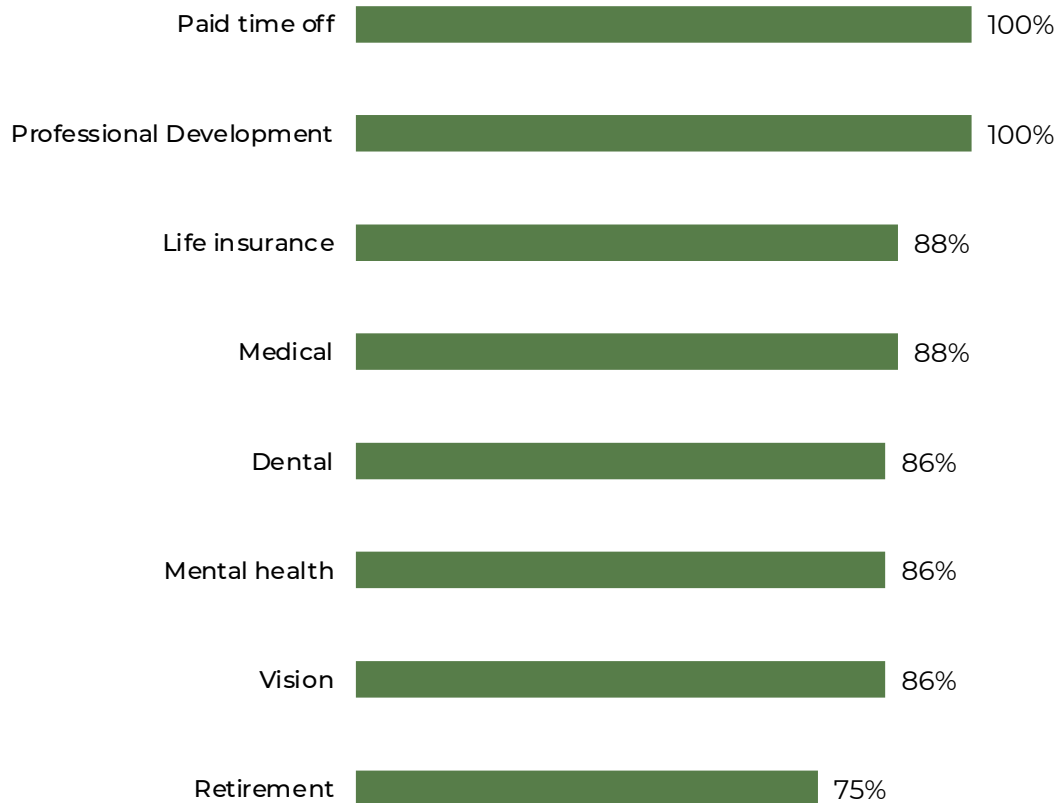
Benefits provided to Production positions

Table 6. Benefits provided to production positions for horticultural suppliers and service providers.

Employees receiving benefits

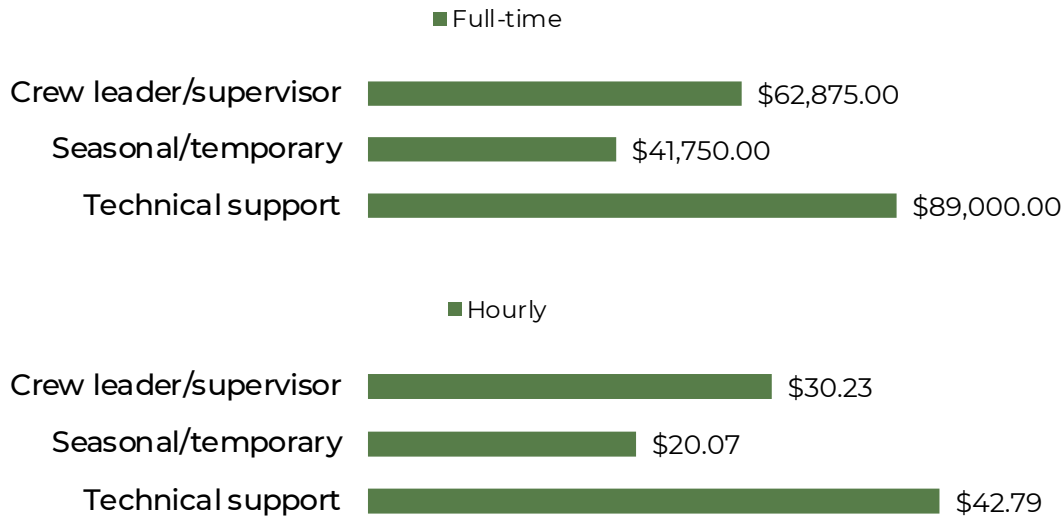


Types of benefits



Average Salary Production Positions for Horticultural Suppliers and Service Providers

Table 7. Average salary and range of responses for production positions for horticultural suppliers and service providers. The fine print: While numbers are intended to be for full-time positions, some numbers may be for part-time positions, especially those at the low end of the ranges shown below.



Salary Range	Min	Max
Crew leader/supervisor	\$61,000.00	\$65,000.00
Seasonal/temporary	\$36,000.00	\$48,000.00
Technical support	\$55,000.00	\$12,300.00

Other positions listed:

Production manager and research/development specialist. Individual salaries are not included due to confidentiality.



February 2023

Horticultural Salary Survey

John Dole and Jen Kalinowski, North Carolina State University



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