

Ontario Turfgrass Industry Economic Profile Results Are In

The Ontario Turfgrass Research Foundation (www.otrf.ca) has released a detailed report of the economic size of the Ontario turfgrass industry incorporating data collected from the sports turf industry. This commissioned study measures the scale and the breadth of the industry both in physical terms (acreage, employment) as well as in economic terms (gross revenue, expenditures on operating and equipment). The Ontario turfgrass industry consists of diverse segments, such

Operating expenses well exceeded equipment expenditures with payroll of \$129 million topping the largest expenditure item. The area of maintained turfgrass by municipalities has doubled in the last 25 years with an estimated 93,000 acres of turfgrass in municipalities of over 5,000 residents. To maintain these parks and fields, approximately 73,000 full and seasonal workers were employed in the surveyed year of 2007. Overall, the completed economic study shows that the financial

According to the 2007 Economic Profile of the Ontario Turfgrass Industry:

The Ontario turfgrass industry maintained 390,000 acres of turfgrass in 2007 while generating \$2.6 billion in revenue to the economy. The industry also provided 33,000 full time jobs while spending an additional \$1.75 billion on operating and equipment expenditures.

as golf courses, municipal parks and sports fields, sod farms, and lawn care companies. Surveyed industry professionals and selected turfgrass industry segments, along with other data sources, provided an in-depth analysis of the value of Ontario turfgrass industry. The results of this study emphasize its importance to the economy of Ontario.

What does this economic study mean to the sports turf industry? Survey results reveal that turfgrass from sports fields to parkland contributes significantly to the overall turfgrass economy. Municipal expenditures associated with maintaining turfgrass totaled over \$205 million in 2007.

value of turfgrass in sports fields and municipal parks is significantly increasing and providing Ontario with increased employment and revenue.

Strategic growth is expected in all industry segments with population growth, urbanization and retirement trends to benefit the industry over the next five to ten years. The report indicates that some of the impediments to industry growth include water use policies, cost of labour and availability of qualified labour. ♦

George Morris Centre Economist: *"This well researched study provides a defensible and conservative measure of the Ontario turfgrass segment."*



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