

LANDSCAPE

CONTRACTOR NEWS

Landscape business outlook good for 1981

Members of the National Landscape Association are predicting another good landscaping year—one that gradually improves, according to the annual economic survey.

Last year, when the annual survey was taken, 85 percent of the landscape firms responding predicted increased sales in 1980. This year's survey, while slightly less optimistic—75 percent are predicting increases—shows that expectations are still high among landscapers.

In 1980, after 10 percent of firms predicted sales increases, 12 percent reported increases at year's end. This year, 10 percent also predicted business increases.

For the second year in a row, landscapers have indicated that their best prospects for increased sales are in residential renovation landscaping. The second ranked growth potential in this year's survey was new commercial landscaping.

Here is a breakdown of predictions of increases over 1980 by region: Northeast—6%, Southeast—10%, Great Lakes—7%, Western Plains—11%, Other—20%. The national average is an increase of 10%.

Census shows growth in hort services

The 1978 Agricultural Services Census conducted by the U.S. Department of Commerce, Bureau of Census, indicates marked growth in landscape and horticultural services in 1978 over the previous census of 1974.

The number of firms involved primarily with landscape and horticulture services increased 39 percent from 1974 to 46,600. The gross receipts reported by these firms increased 97 percent for a total of \$2.6 billion in 1978. The annual payroll reported by these firms was \$947,000,000 or an increase of 94 percent from the previous census period.

The data is broken into three major categories: landscape counseling and planting; firms engaged in a variety of lawn and garden services—landscape planting and maintenance and, presumably, design services when sold in conjunction with the plants; and ornamental shrub and tree services, which were mostly arborist services.

The data prepared from the census indicates that the number of lawn and garden service firms increased at about the same rate as the other categories, while their gross receipts and annual payrolls increased at more than double the rate of the other two categories.

ASLA assumes lead role in design coalition

The American Society of Landscape Architects (ASLA) has become the leaders in 1981 for the major coalition of professional environmental design organizations in the U.S.

As secretariat of the Interprofessional Council on Environmental Design (ICED), ASLA has been charged with serving as the official communications center for this seven-member coalition. The council meets twice each year to address current issues of mutual concern, exchange information, and promote interprofessional collaboration in environmental design.

"ASLA is honored to serve as secretariat of ICED, since its purpose so completely parallels the attitude of landscape architects toward collaborative design," said ASLA President William Behnke.

The other six members of ICED include: the American Consulting Engineers Council, American Institute of Certified Planners, American Society of Civil Engineers, American Institute of Architects, American Society of Consulting Planners, and the National Society of Professional Engineers.

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For more information, contact Barbara Kratchman, Society of American Florists, 901 North Washington Street, Alexandria, VA 22314, 703/836-8700.

NURSERY

Marketing council urges promotion despite drought

Citing an example of citrus losses from frost in Florida, Paul Dawson, director of marketing for the Nursery Marketing Council, is urging nurseries not to reduce advertising this spring due to drought conditions in much of the country.

"The wiser nursery leaders are saying this is a time to increase advertising budgets," Dawson said. "Now is the time to help consumers learn how to care for living plants with limited water resources, to sell those products which require less water, and to keep the public mindful of the important role their green environment plays in all aspects of their lives."

The Nursery Marketing Council represents bedding plant growers, sod producers, landscape architects and contractors, foliage growers, allied suppliers, and nursery retailers. A \$270,000 national radio blitz is occurring on Saturdays in April and May.

CHEMICALS

Name given to new maker of Nitroform

FBC Chemicals, Inc. is the name of the new company formed to market and distribute products in the United States formerly marketed by Fisons, Inc., Bedford, MA, and the Boots Hercules Agrochemicals Co. in Wilmington, DE.

The new U.S. chemical company will have its corporate headquarters in Wilmington. FBC Chemicals, Inc. is the result of an announcement made last year by the two parent companies that they would merge their specialty chemical and agrochemical interests on a worldwide basis.

LAWN CARE

ChemLawn shareholders offer common stock

In an effort to generate working capital in the face of rising interest rates, ChemLawn Corp., Columbus, Ohio, is offering 750,000 shares of common

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