

# HOT TOPICS

## How goes the green industry?

### Early indications good as 1994 golf and landscape growing season begins.

**CLEVELAND**—According to statistics from various sources, the green industry is alive and well and enjoying the recent slight upturn in the overall economy.

For instance, according to the Outdoor Power Equipment Institute, all categories except rear engine riding mowers are expected to show increased shipments in both the 1994 and 1995 model years.

The OPEI's forecast predicts positive increases in housing starts and disposable income to be contributors to the overall outdoor power equipment growth. Additionally, foreign economic growth among major trading partners and a somewhat weaker dollar should help an already strong power equipment export market grow, the OPEI notes.

From Irwin Broh & Associates comes its ninth annual survey of more than 900 landscape contractors and lawn maintenance services. Of the six product categories studied, the intention to buy for 1994 was highest for string trimmers.

Finally, from Green Exports USA comes word that export sales of U.S. nursery products exhibited a two percent increase over last year's sales during the first half of 1993.

Sales to the European Economic Community (EC) more than offset lower sales to Canada. Cut foliage and fresh cut flowers exhibited some of the strongest gains with increases of 18 and 23 percent, respectively.

### ANNUAL EXPORT SALES OF NURSERY PRODUCTS AND CUT FLOWERS



Source: Green Exports USA

For more information, or to purchase studies, contact:

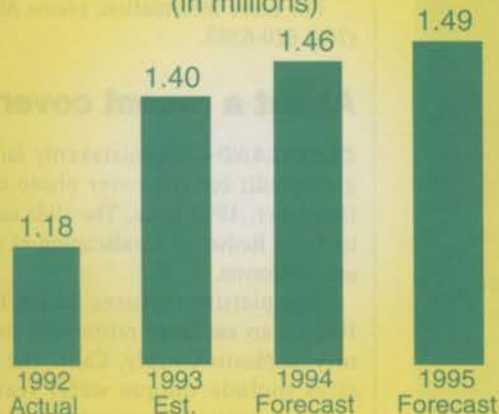
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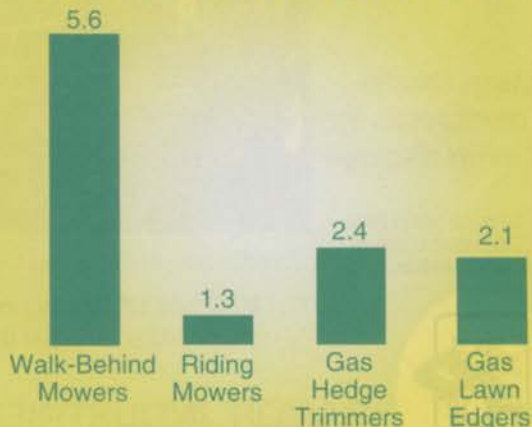
### UNIT SHIPMENTS OF RIDING MOWERS

(in millions)



Source: Outdoor Power Equipment Inst.

### EQUIPMENT OWNED BY AVERAGE MOWING SERVICE



Source: Broh & Associates