

# CUTT

## Clippings

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## How Much are We Worth?

Have you ever stopped to consider the economic impact of the New York State turfgrass industry? You might be surprised to learn that there is very little current information available on the economic impact of the turf industry. Economic estimates from a 1977 survey ranged from \$313 million to \$595 million for total maintenance expenditures.

Several states throughout the US (IA, WI, VA) have been attempting to determine the economic contributions of the turfgrass industry. Recently, the state of Virginia Agricultural Statistic Service in partnership with the Virginia Turfgrass Council reported a 400% increase in maintenance expenditures from 1982 to 1998 that exceeded \$1.5 billion. This exceeded the combined cash receipts of all major agricultural commodities combined! Furthermore, in Virginia a state barely 20% the size of NY, the industry created over 390,000 jobs with an annual payroll of \$700 million. Clearly, a comparable analysis of the turfgrass industry in NY would fulfill a need to evaluate and assess the magnitude and economic potential of this important service sector industry.

The importance of this survey cannot be overestimated. For example, in North Carolina, when the Turf Council of NC took the results of their survey to the state legislature, they immediately appropriated \$250,000 to support turfgrass efforts at NC State University and then in 1998 doubled that amount to \$500,000. Can you imagine the type of applied research and educational programs we could accomplish with that type of support?

The New York State Turfgrass Association has provided the leadership for this project and has been advocating the need for this type of survey. The NYSTA Board has indicated that there are some state dollars committed. This state support combined with industry donations means that over the next 12-18 months we will be able to tout the economic successes of the turfgrass industry in NY. Stay tuned because we will be asking for your help in getting the information.

## Field Day Expands!

The 2001 Cornell Turfgrass Field Day will become the 2001 Cornell Turfgrass and Landscape Field Day. On Tuesday August 21, 2001, green industry professionals will not only benefit from viewing the latest in golf, sports and lawn turf research, but this year the landscape horticulture research with woody plants and herbaceous perennials will also be on display.

We expect this to be a full day of education and fun as we continue the traditions of the Field Day Trade Show, Awarding of Gifts, and the Research Tour. Now there will be a 9-hole golf challenge, tours of Tree City USA (Ithaca, NY), and tour of the Cornell Plantations.

Registration information will be sent in June, so keep an eye out for this exciting opportunity to the finest turfgrass and landscape research in the Northeast. For more information, contact Joann Gruttadaurio at (607) 255-1792 or [jg17@cornell.edu](mailto:jg17@cornell.edu).

*Cornell Field Days: Top, Frank Rossi points out characteristics of bluegrass cultivars. Bottom, Joanne Gruttadaurio leads a session.*

