

Features



In November, President-elect Donald Trump announced that Tom Homan, who was a national security advisor in the first Trump White House, would be the new “border czar.” On “60 Minutes,” Mr. Homan said that large-scale worksite raids could be a key part in the Trump Administration’s immigration plan to detain and deport unauthorized workers.

We don’t yet know how, when—or even if—these plans will be implemented. But it would be wise to plan ahead, make sure you have all of your staffing paperwork in order, and pay attention as much as possible on any new legislation related to immigration and seasonal workforce programs. Also, maintaining direct contact with your local representatives in Congress to let them know how specific plans affect your business can go a long way in trying to stave off any challenges or obstacles into getting the reliable workforce you need.

“Finding enough workers and the right workers remains a big challenge for our members and we are dedicated to helping our industry acquire the labor it needs to succeed,” said Matt Mika, VP Advocacy & Government Affairs for AmericanHort. “While it’s too early to know exactly how President-elect Trump’s administration may change these programs, we’ll continue to push for simpler rules for using H-2A and work to reduce the paperwork and costs tied to the program. With many new faces in Congress, now is an important time for growers to reach out to their representatives, share their stories, and explain how H-2A and H-2B make a difference for their businesses. Our goal is to support growers by advocating for policies that address these urgent labor issues, so they can focus on what they do best—growing plants.”

If you’re a member of AmericanHort, you can reach out to them with any questions or assistance you need regarding labor and legislative issues. If you’re not a member, now may be a good time to think about becoming one.

Who responded to our survey?

Of the greenhouse grower respondents, 29% said they also have a nursery operation, 27% sell retail and 28% have a landscape division.

Region

East – 10%
West – 24%
Midwest – 41%
South – 19%

Production Size

Less than 100,000 sq. ft. – 29%
100,000 to 499,999 sq. ft. – 32%
500,000 sq. ft. or more – 39%

Customer Base

IGCs – 48%
Big box stores – 35%
Supermarkets/Small hardware stores – 36%
Florists – 17%
Landscapers – 47%
Other wholesalers – 48%
Direct to consumer (including online and catalog sales) – 42%
Fundraisers – 23%
Brokers – 24%
Municipalities – 8%

Staffing

How many people do you employ during peak season?

Average full and part time is 275 with an average full time of 230.

	Add Staff	Reduce Staff	Keep Staff the Same	I Don't Know
Staff Changes Made During 2024	35%	12%	53%	0%
Staff Plans for 2025	30%	8%	54%	8%
Previous Years 2023	36%	15%	48%	1%
2022	24%	10%	58%	9%
2021	40%	2%	46%	11%
2020	39%	2%	51%	9%
2019	32%	4%	56%	8%
2018	29%	5%	60%	6%
2017	32%	6%	55%	8%
2016	30%	6%	58%	7%
2015	29%	7%	59%	5%
2014	27%	6%	59%	9%

Healthcare & Other Benefits

Which benefits do you currently offer your employees?

	Full Time	Part Time	Seasonal
Health/Medical Insurance	80%	9%	19%
Dental Insurance	69%	9%	16%
Life Insurance	57%	6%	9%
Sick Leave	63%	47%	44%
Disability Insurance	55%	6%	9%
401(k)	76%	29%	19%
Pension	6%	3%	3%
Annual Bonus	59%	38%	31%
Paid Vacation	96%	21%	19%
Paid Holidays	92%	29%	34%
Employee Discount	69%	79%	75%
Other	16%	21%	19%

Benefits offered in 2014

Health/Medical Insurance	49%	5%	**
Dental Insurance	23%	3%	**
Life Insurance	23%	3%	**
Sick Leave	38%	4%	**
Disability Insurance	19%	3%	**
401(k)	32%	7%	**
Pension	7%	0%	**
Annual Bonus	48%	21%	**
Paid Vacation	70%	11%	**
Paid Holidays	58%	16%	**
Employee Discount	**	**	**
Other	12%	6%	**

Which benefits do your employees consider the most important/valuable?

Health/Medical Insurance	80%	15%	18%
Dental Insurance	20%	7%	0%
Life Insurance	6%	0%	0%
Sick Leave	33%	41%	45%
Disability Insurance	6%	0%	0%
401(k)	43%	26%	45%
Pension	6%	0%	0%
Annual Bonus	35%	37%	64%
Paid Vacation	85%	30%	18%
Paid Holidays	43%	30%	27%
Employee Discount	22%	56%	64%
Other	2%	7%	9%

Which benefits do you use to attract and retain employees?

Above market salaries	28%	18%	18%
Added medical benefits	28%	4%	0%
Added vacation days/PTO	40%	18%	14%
Flexible work schedule	58%	61%	54%
Telecommuting	12%	7%	0%
Incentive compensation	12%	14%	14%
Mentoring program	7%	0%	0%
Profit sharing	14%	11%	0%
Tuition reimbursement	26%	7%	14%
Retention bonus	9%	7%	4%
Signing bonus	5%	0%	0%
Childcare services/reimbursement	0%	0%	0%
Stock options	2%	4%	4%
Fuel allowance	5%	0%	0%
Other	9%	11%	7%
We are doing nothing to attract or retain employees	9%	11%	11%

Compensation

Hourly Employees (U.S. only, average per hour)

Temp/Seasonal General Labor = \$16.15

Part-Time General Labor = \$16.29

Full-Time General Labor = \$17.09

Job	Average Salary	Average Hourly
All Respondents		
Crew Leader	\$43,912	\$18.59
Department Manager	\$69,883	\$28.56
Field Supervisor	\$53,522	\$24.79
General Labor	\$36,443	\$17.09
General Manager	\$104,368	**
Grower 2nd level (3-5 years)	\$48,807	\$22.66
Grower Junior level (0-2 years)	\$41,880	\$20.03
Grower Senior level (6+ years)	\$60,370	\$23.33
Head Grower	\$83,037	\$32.27
Merchandise Manager	\$68,208	**
Merchandise	**	**
Owner	\$100,867	**
Sales Manager	\$96,648	**
Section Grower	\$58,730	\$23.68
Truck Driver	\$43,455	\$20.82

Midwest

Crew Leader	\$43,319	\$18.29
Department Manager	\$66,253	\$25.86
Field Supervisor	\$57,202	\$27.59
General Labor	\$38,507	\$17.89
General Manager	\$86,749	**
Grower 2nd level (3-5 years)	\$44,232	\$21.82
Grower Junior level (0-2 years)	\$40,996	\$20.27
Grower Senior level (6+ years)	\$54,487	**
Head Grower	\$75,789	**
Merchandise Manager	\$72,850	**
Merchandise	**	**
Owner	\$106,035	**
Sales Manager	\$87,160	**
Section Grower	\$48,957	\$23.24
Truck Driver	\$43,900	\$21.38

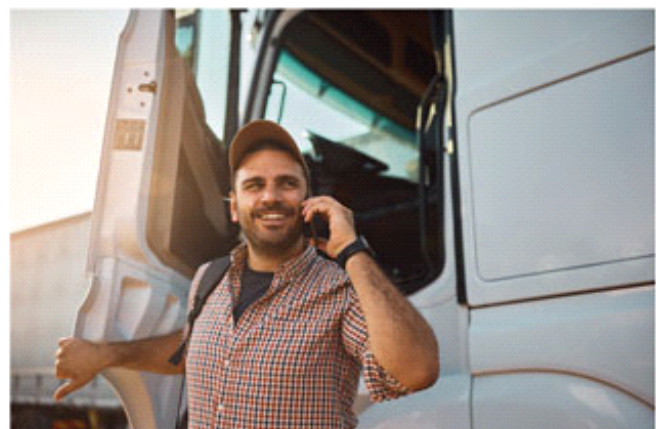
East

Crew Leader	**	**
Department Manager	**	**
Field Supervisor	**	**
General Labor	\$37,471	\$17.30
General Manager	**	**
Grower 2nd level (3-5 years)	**	**
Grower Junior level (0-2 years)	**	**
Grower Senior level (6+ years)	**	**
Head Grower	**	**
Merchandise Manager	**	**
Merchandise	**	**
Owner	**	**
Sales Manager	**	**
Section Grower	**	**
Truck Driver	**	**

Job	Average Salary	Average Hourly
South		
Crew Leader	\$41,686	\$18.46
Department Manager	\$70,047	**
Field Supervisor	**	**
General Labor	\$32,408	\$15.61
General Manager	**	**
Grower 2nd level (3-5 years)	**	**
Grower Junior level (0-2 years)	**	**
Grower Senior level (6+ years)	**	**
Head Grower	\$101,224	**
Merchandise Manager	**	**
Merchandise	**	**
Owner	\$103,200	**
Sales Manager	**	**
Section Grower	\$70,147	**
Truck Driver	\$29,470	\$18.06

West

Crew Leader	\$45,623	\$18.99
Department Manager	\$75,493	\$32.04
Field Supervisor	**	**
General Labor	\$36,568	\$17.33
General Manager	\$109,227	**
Grower 2nd level (3-5 years)	**	**
Grower Junior level (0-2 years)	\$41,808	\$20.10
Grower Senior level (6+ years)	\$69,830	**
Head Grower	\$87,539	**
Merchandise Manager	**	**
Merchandise	**	**
Owner	\$86,799	**
Sales Manager	\$111,012	**
Section Grower	**	**
Truck Driver	\$52,265	\$21.47



Job	Average Salary	Average Hourly
Between 100,000 to 500,000 sq. ft.		
Crew Leader	\$39,100	**
Department Manager	\$55,752	**
Field Supervisor	**	**
General Labor	**	\$15.72
General Manager	\$84,128	**
Grower 2nd level (3-5 years)	**	**
Grower Junior level (0-2 years)	**	**
Grower Senior level (6+ years)	**	**
Head Grower	\$72,455	**
Merchandise Manager	**	**
Merchandise	**	**
Owner	**	**
Sales Manager	**	**
Section Grower	**	**
Truck Driver	**	**

Job	Average Salary	Average Hourly
Over 500,000 sq. ft.		
Crew Leader	\$43,400	\$17.25
Department Manager	\$82,231	\$38.18
Field Supervisor	\$53,769	\$24.99
General Labor	\$34,637	\$16.46
General Manager	\$114,215	**
Grower 2nd level (3-5 years)	\$55,023	**
Grower Junior level (0-2 years)	\$44,493	**
Grower Senior level (6+ years)	\$67,511	**
Head Grower	\$95,509	**
Merchandise Manager	\$67,850	**
Merchandise	**	**
Owner	\$156,351	**
Sales Manager	\$103,230	**
Section Grower	\$63,063	\$24.95
Truck Driver	\$49,730	\$23.37 