

AN INTRODUCTION TO THE

PROFESSIONAL LANDSCAPE INDUSTRY

The professional landscape industry, a \$93 billion market, hires 300,000 men and women annually for full-time and seasonal roles, including entry level and management positions. There are more than 100 career paths in the industry that allow professionals to create and maintain the outdoor spaces where people live, work, and play. Made up of small businesses as well as large publicly traded enterprises, this entrepreneurial industry employs arborists, lawn care technicians, irrigation and lighting specialists, maintenance workers, construction and installation crews and of course, those who support the business of business — sales professionals, finance specialists, marketers and customer service representatives. Industry employment opportunities abound as there is a significant workforce shortage.



The industry is actively seeking people of all backgrounds and interests, including artists and athletes; STEM enthusiasts and non-academics; leaders and followers; and plant people and people-people.

Those most attracted to the profession cite opportunities to help the environment, engage in creative and meaningful work, and connect with technology as among the most attractive features of industry careers — and of course, working outdoors in team-focused cultures.

SKILLS NEEDED FOR SUCCESSFUL CAREERS

The professional landscape industry is a craft trade. Some people enter the field with horticulture and business degrees, while the majority learn from nature's classroom and on-the-job training.

Ideally, the industry seeks people who like the outdoors. It's for those who like working with people, care for the environment and are creative thinkers. Technology-enthusiasts and those fascinated by heavy-equipment will always find a home in the industry.



This is an industry of professionals who use their hands but more importantly, their minds. They are problem solvers. They take initiative. They often interface with customers and clients. Their knowledge is respected and their work is important.

TRAINING OPPORTUNITIES FOR ENTRY LEVEL EMPLOYEES

The industry's one million lawn care and landscape professionals learn through a myriad of instructional offerings including industry certification and the new Landscape Management Apprenticeship Program. Recently launched, this Department of Labor-registered program provides on-the-job training and classroom-style instruction to teach the techniques of the trade to those eager to receive college-level training at no cost. High school grads, vets, and career changers will find that life — and life's work — are best enjoyed outdoors.



CAREER PATHWAYS

This is an industry that rewards those who demonstrate they have the desire, work-ethic, and people and project management skills to grow their career. In an industry that is always growing — and always hiring — career progression can be quick.



Each year the landscape industry hires 300,000 men and women for careers that positively impact families, their communities, and the environment. Professionals are drawn to the field by the opportunity to work outdoors, the chance to work in a people-oriented industry and the desire to make a good living to support themselves and their families.

ABOUT NALP

The National Association of Landscape Professionals supports training and education for landscape contractors. There's more to this profession than meets the eye; dig a little deeper to see how we help careers grow.

To learn more about industry careers and student scholarships or to see our professionals in action, visit www.LandscapeIndustryCareers.org and follow us on our @WhyILandscape social channels.

