

# What do Invasive Plants Have to do with Your Nursery?

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**I**nvasive plants in the horticultural trade are a hot topic for public land managers and the nursery industry. Organizations such as NatureServe and other states, including Florida, Michigan, Indiana, and California, have developed comprehensive invasive species protocols to evaluate invasiveness of a particular species. Our goal is to produce a model specific to North Carolina that is uniquely suited for the horticultural industry. One element that will strengthen the North Carolina assessment is the inclusion of a section on economic value. In addition to evaluating the environmental consequences of invasive species, we would like to address the economic benefits of some of these potentially invasive ornamental plants. In this way, we could weigh economic benefits against the ecological risk of invasiveness.

However, data regarding the economic value of potentially invasive species is just not available. We need state-level and species-specific data from individual growers in the nursery industry to reliably quantify economic benefits. In order to obtain this information on

plant production and general sales, we are developing a short survey that will be emailed to all NCNLA members in January 2009.

We need your input to estimate the economic value of plants like privet, barberry, and elaeagnus in the nursery industry. You can enhance the quality of a research project funded by NCNLA by participating in the online grower survey. All responses will be strictly confidential and will be used for this NCSU research project only.

Want to learn more about this issue and the survey? Ms. Englert will be delivering a presentation on this topic at the January G&G Trade Show and reviewing how this new invasive assessment protocol may impact North Carolina nursery professionals and the horticultural industry. If you have any questions concerning this project or the industry survey, please feel free to contact Ms. Englert via email at: [caengler@ncsu.edu](mailto:caengler@ncsu.edu).

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