July 2022

Dear <NAME>,

The Green Industry is an important part of Idaho’s economy, including retail and wholesale nurseries, greenhouses, turfgrass sod producers, landscape design, construction and maintenance firms, and allied trades suppliers. In 2004 an independent study conducted on behalf of the Idaho Nursery and Landscape Association (INLA) revealed that Idaho’s Green Industry plays a vital role in the state’s economy. The survey determined that this industry supported sales of more than $834 million dollars and 14,000 jobs.

INLA is conducting another independent survey to better understand how the industry impacts our state today. Completing it will provide vital information to help define the industry’s current production, sales and service.

Your business has been selected to participate in the survey

The survey is located online here: <https://opinion.wsu.edu/GreenIdaho>

And you will need your survey access code to log in: **<RESPID>**

**Why should you participate?** Industry information is one of the best tools for influencing legislation and leveraging grants, garnering research projects and attracting students and employees. The Idaho Nursery and Landscape Association (INLA) informs legislators, regulators, university administrators, grant agencies, lending institutions, and potential collaborators about this industry, comprised of hundreds of businesses, employing thousands of people, paying millions in salaries in Idaho, benefits, and taxes.

**Please stand up and be counted!** A small token of appreciation is enclosed as a way of saying thank you for your help. Your responses are voluntary and will be kept confidential. This survey is being conducted by the Social and Economic Sciences Research Center at Washington State University on behalf of INLA. If you have any questions about this survey or are no longer a member of the Green Industry, please contact Thom Allen, the project manager, by telephone at 1-800-833-0867 or by email at ted@wsu.edu.

Sincerely,

A picture containing text

Description automatically generated

Rose Krebill-Prather

Principal Investigator

Social and Economic Sciences Research Center

Washington State University