



Sod Report

Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection
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May 2007

Sod Sales Total \$25.2 Million

Gross receipts from sod produced in Wisconsin totaled \$25.2 million in 2006. A recent survey conducted by the Wisconsin Field Office of the National Agricultural Statistics Service found that sales receipts decreased 1 percent from the previous year. There were 200 fewer acres harvested for sod in 2006 than in 2005. Square feet of sod sold, at 190 million, was down 10 million from the previous year. Total acres in sod production, which includes recently seeded acres, declined 1 percent to 10,300 acres.

The sod industry employed a total of 240 people. Seasonal full-time employees accounted for 48 percent of the work force, while year-round full-time employees represented 27 percent of workers. The remaining 25 percent of workers was made up by part-time staff. Kentucky bluegrass was the main type of sod produced, with 95 percent of the total acreage. Blended grass mixtures containing Kentucky bluegrass accounted for 3 percent of the acres harvested. Other types, including salt-tolerant sod, creeping bentgrass, and supina bluegrass, made up 2 percent of the sales.

Survey results indicate that 76 percent of the sod was sold wholesale, consisting of sales to landscapers and other sod farms, or used in their own landscaping business. Sales at the retail level and directly to homeowners comprised 19 percent of the total sales. The rest of the sales were to highway and road departments, golf courses, and other venues, such as cemeteries and municipalities. About one-quarter of the sod producers reported sales in other states, and 50 percent of the sod harvested was shipped outside of Wisconsin.

The sod industry is an important part of Wisconsin's Green Industry and the state's overall economy. For additional information on the Sod Industry, Green Industry, and other agriculture-related topics visit: <http://www.nass.usda.gov/wi/>.

Sod Statistics	2004	2005	2006
Acres in Production	10,500	10,400	10,300
Acres Harvested	5,000	5,000	4,800
Square Feet Sold	200 million	200 million	190 million
Gross Receipts	\$ 25.0 million	\$ 25.5 million	\$ 25.2 million
Total Employees	320	300	240 1/
Full-time	80	80	65
Seasonal Full-time	160	140	115
Part-time	80	80	60

1/Includes only paid employees in 2006. Previous years accounted for all employees, including unpaid family members.

The Wisconsin Field Office is an agency of the USDA. The survey was conducted on behalf of the Wisconsin Sod Producers Association (WSPA). WSPA received funding for the survey from a Specialty Crop Block Grant.