

## Myplant & Garden: positive trend for Italian horticulture

*The International Green Expo (FieraMilano-Rho, 21-23 February 2024)*

*comments on the data for the industry in 2022:*

***“Italian production is worth over 3.1 billion euro”***

Milan, 21 June 2023 - **Myplant & Garden**, the most important professional, international trade fair for horticulture, garden and landscape shares and comments on the **latest official data on horticulture production in Italy** in 2022 (source: **Istat**-Italian National Institute of Statistics).

Production value in 2022 was over **3.1 billion euro** (300+ million than 2021, which registered 2.78 million), of which **1.462 billion for flowers and potted plants** (about 1.3 in 2021) and **1.678 billion for nurseries** (1.5 in 2021).

These are the highest numbers recorded in the last few years. Italian UE27 production, instead, followed a downward trend (horticulture -3.9%).

Here follows an overview of the last few years.

### Historic data - value of Italian horticulture production (in millions of €)

Year	Horticulture	Nurseries	Flowers and potted plants
2022	3,140	1,678	1,462
2021	2,784*	1,487	1,294
2020	2,650	1,417	1,230
2019	2,716	1,445	1,269
2018	2,556	1,398	1,165
2017	2,540	1,375	1,162
2016	2,450	1,325	1,125
2015	2,487	1,342	1,146
2014	2,586	1,383	1,202
2013	2,613	1,389	1,224
2012	2,731	1,401	1,330
2011	2,814	1,428	1,386

\*2,823 according to Eurostat

Source: CREA and ISTAT

Italian production takes place mainly in **Liguria** — where the vast majority of companies cultivate flowers in the open air; **Tuscany**, **Lombardy** and **Sicily** — where companies focus mainly on ornamental shrubs and forestry; in **Campania** companies are primarily specialized in protected-crop cultivation of flowers.

**More plants contribute to less carbon dioxide, less heat, a healthier environment and less natural disasters.**

*"Horticulture is able to address climate and environmental problems, from urban forestation to the social benefits derived from planting trees in urban contexts. – Myplant management points out. We're witnessing an increase in sensitivity towards nature: politics, architecture, landscape gardening, urban regeneration and forestation. There is more awareness about the key role of plants in the fight against climate change and their contribution in improving air quality in indoor environments; schools, hospitals and office buildings with plants can have as much as **20% less carbon dioxide**, according to CNR.*

*More in general, more plants help reduce **atmospheric pollution** (7-24% less). One hectare of urban forest can absorb an average of 17 kg of PM10 per year, which helps save roughly 1,825 euro in public expenditure, contributes to lowering the **temperature** (between 2 and 8 Celsius less than average), contributes to reducing energy consumption, and helps increasing real estate values. Each euro invested in the improvement of urban spaces is **revalued** up to 4 euro.*

According to the European Environmental Agency, over the last 40 years and until 2021 Italy has lost **3 billion euro** — or 240,000 euro/sqm — because of extreme weather conditions. A **proper landscape management** could have reduced the loss. EEA also estimated that atmospheric pollution in Europe in 2019 caused over 300,000 premature deaths because of exposure, 60,000 of which occurred in Italy only.

*"We also need to consider the increasing popularity of green living, micro-cultivation and balcony and garden care. People are more aware of the link between nature and wellbeing. These aspects contribute to a more successful horticulture industry", the management comments.*

The eighth edition of Myplant & Garden, one of the most popular trade fairs for the garden industry, will take place between 21 and 23 February 2024. 700 exhibiting companies and 20,000 international operators are expected to participate.

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**Myplant & Garden – International Green Expo**

Fiera Milano – Rho | 21-23 February 2024 | frequency: annual | visitors: professional | management: V Group (Gruppo IEG), Tel. (+39) 02.6889080 - [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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**Myplant & Garden – International Green Expo**

Myplant & Garden is the most important professional trade fair for horticulture and garden in Italy. It is the main meeting occasion for both the Italian and international industry. The trade fair promotes green culture, circular economy, environment protection and green design.