



United States Department of Agriculture  
National Agricultural Statistics Service



# California Farm News

Cooperating with the California Department of Food and Agriculture

California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Media Contact: Joe Gaynor, 1-800-851-1127 · February 27, 2007

## USDA TO GATHER FLORICULTURE, NURSERY AND CHRISTMAS TREE DATA

SACRAMENTO, CA, February 27, 2007 – Current trends in the floriculture and nursery industries will be the focus of two upcoming surveys conducted by the USDA's National Agricultural Statistics Service (NASS): the Nursery and Christmas Tree Production Survey which is conducted every three years, and the Commercial Floriculture Survey, which is conducted annually. These industries continue to be among the expanding sectors of U.S. agriculture. U.S. nursery and Christmas tree growers reported more than \$3.9 billion in sales for 2003, an increase of almost 20 percent from 2000. U.S. floriculture production topped \$5.3 billion in wholesale sales in 2005, with a one percent increase from the 2004 valuation. California continued to lead both industries, with production accounting for 25 percent of the reported 2003 nursery gross value of sales and over 19 percent of the reported 2005 floriculture wholesale sales.

March through May of 2007, floriculture producers in 15 states will be contacted, while nursery and Christmas tree growers in 17 states will be surveyed through July. California producers will again participate in both programs. All operations that produced and sold at least \$10,000 of floriculture or nursery products in 2006 will be asked to provide information on production and sales, as well the number of agricultural workers on their operations.

"The Nursery and Christmas Tree Production Survey and Commercial Floriculture Survey provide California growers the opportunity to serve as the frontline source of data on floriculture and nursery production," says Vic Tolomeo, Director, USDA-NASS California Field Office. "This data will help identify state and national trends in areas such as new product development and changing production practices so that growers – like you, can plan the future of their businesses."

Producer participation in this survey is crucial and helps ensure that NASS will be able to provide timely, accurate and unbiased information on nursery and floriculture production. "The data supplied by growers will serve as the foundation for measuring the economic contribution of these industries to U.S. agriculture and the country," Tolomeo explained.

Survey responses will be compiled in two reports: the *Floriculture Crops Summary*, to be released in July 2007, and the *Nursery Crops Summary*, to be released in September 2007. As with all NASS surveys, information provided by respondents is confidential by law. NASS safeguards the confidentiality of all responses and publishes only state- and national-level data, ensuring that no individual producer or operation can be identified. These reports will be available on our website at <http://www.nass.usda.gov>. If you wish to receive a paper copy of this or any completed NASS publication, please call 1-800-727-9540.

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