

Floriculture

Floriculture statistics presented in this release were compiled from interviews of all known growers of floriculture crops in New Jersey. Growers must have annual gross sales exceeding \$10,000 of all floriculture crops to be included. Individual crop details, including quantity sold, price, and value, are summarized only from growers whose gross sales of floriculture crops exceed \$100,000.

The 2004 expanded wholesale value of floriculture crops was up 1 percent from the revised 2003 value. New Jersey ranked ninth in the nation in expanded wholesale value of floriculture crops. The total crop wholesale value for all New Jersey growers with \$10,000 or more in sales was estimated at \$153 million compared with \$151 million for 2003.

The number of growers with sales over \$10,000 in New Jersey totaled 392 in 2004, a decline of 6 percent compared with the 2003 revised count of 419. This followed the national trend of a 7 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more showed a 3 percent decrease to 181, from 186 in 2003.

Total covered area for floriculture crop production in the Garden State was recorded at 19.2 million square feet, 4 percent less than the revised area of 19.9 million square feet in 2003.

Greenhouse space in New Jersey accounted for 98 percent of the total covered area with 18.7 million square feet, down 4 percent from 2003. Film plastic structures, at 13.5 million square feet, were down 4 percent from the revised 2003 The figure. Fiberglass and other rigid plastic covers were up 18 percent for the year, while glass greenhouse area, at 4.6 million square feet, was down 6 percent from the revised 2003 area. Shade and temporary cover constituted the remaining 452,000 square feet of covered area, up 2 percent from 2003. Open ground usage totaled 2,887 acres, down 4 percent from the 2003 total.

The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$143 million in 2004, up 11 percent from the 2003 total. These operations, which comprised 46 percent of all growers, accounted for 94 percent of the total expanded value of floriculture crops.

Total bedding and garden plants, the largest contributor to total value of sales for growers with \$100,000 or more of sales, recorded an increase of 5 percent in wholesale value of sales to \$89.4 million. Potted flowering plants were down 4 percent in value to \$29.5 million. The foliage for indoor use category was valued at \$3.88 million in 2004, a decrease of 6 percent from the revised 2003 estimate. The value of cut flowers decreased by 2 percent, to \$8.78 million.

NEW JERSEY GROWING AREA: BY TYPE OF COVER, 2003-2004

Type of Cover	All Operations with \$10,000 + Sales		All Operations with \$100,000 +	
	2003	2004	2003	2004
	<i>1,000 Square Feet</i>			
Total Greenhouse Cover	19,490	18,740	16,667	16,172
Glass Greenhouses	4,912	4,638	4,575	4,288
Fiberglass and Other Rigid Greenhouses	479	564	339	471
Film Plastic Greenhouse	14,099	13,538	11,753	11,413
Shade and Temporary Cover	442	452	371	410
Total Covered Area	19,932	19,192	17,038	16,582
	<i>Acres</i>			
Open Ground	3,018	2,887	2,482	2,413