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Floriculture Crops – 2007 Summary

The floriculture statistics presented in this release were compiled from interviews and estimates 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 in state tabulations. Individual crop details, including quantity sold, price, and value, are summarized only from growers whose gross sales of floriculture crops are above \$100,000.

The 2007 expanded wholesale value of floriculture crops in the United States was up 2 percent from the revised 2006 valuation. New Jersey ranked eighth in the nation in expanded wholesale value of floriculture crops with a value of \$162 million. The total crop wholesale value for all New Jersey growers with \$100,000 or more in sales was estimated at \$154 million nearly unchanged from \$153 million in 2006.

The number of growers with sales over \$10,000 in New Jersey totaled 337 in 2007, a decline of 2.6 percent when compared with 346 in 2006. This followed the national trend of a 6.4 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more decreased from 166 growers in 2006 to 160 growers in 2007.

Total covered area for floriculture crop production in the Garden State in 2007 was recorded at 19.8 million square feet, virtually unchanged from 2006. Nationally, total covered area for floriculture production was down 3.3 percent from 2006. Greenhouse space in New Jersey accounted for 98 percent of the total covered area with million square feet, unchanged from 2006. Film plastic structures, at 14.4 million square feet, were virtually unchanged from 2006. Fiberglass and other rigid plastic covers were down 1 percent for the year, while glass greenhouse area, at 4.2 million square feet, was unchanged from the 2006 area. Shade and temporary cover constituted the remaining 411,000 square feet of covered area, down 3 percent from 2006. Open ground usage totaled 2,299 acres, down 2 percent from the 2006 total.

In New Jersey, the total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$154 million in 2007, virtually unchanged from the 2006 total. These operations, which comprised 47 percent of all growers, accounted for 95 percent of the total value of floriculture crops.

Total bedding and garden plants, the largest contributor to total value of sales for growers with \$100,000 or more in sales, recorded an increase of 2 percent in wholesale value of sales to \$104 million dollars. Potted flowering plants were down 8 percent in value to \$26.7 million. The foliage for indoor use category was valued at \$1.74 million in 2007, a decrease of 32 percent from 2006. The value of cut flowers increased by 1 percent, to \$10.4 million.

The entire *Floriculture Crops: 2007 Summary* can be found on-line at www.nass.usda.gov/. The summary contains information for the 15 states currently in the floriculture estimating program.

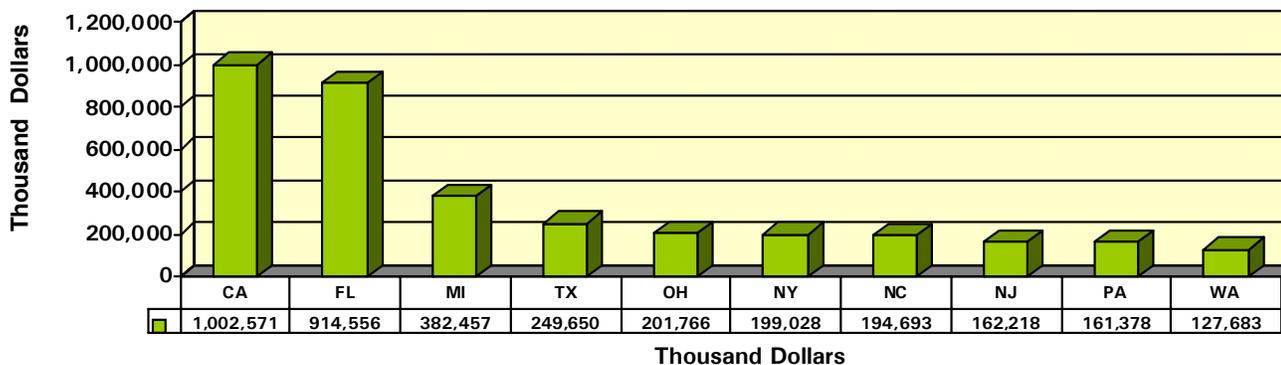


New Jersey Floriculture: Selected Crops and State Totals, 2006 – 2007

Plant Type	Units for quantity sold	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales ¹	
		2006	2007	2006	2007	2006	2007
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
Bedding/Garden Plants, Total²		*	*	*	*	101,322	103,577
Annuals		*	*	*	*	59,121	61,386
Hanging Baskets, Geraniums (Cuttings)	Baskets	75	83	369	224	2,668	1,830
Hanging Baskets, Impatiens	Baskets	48	46	81	74	535	522
Hanging Baskets, New Guinea Impatiens	Baskets	75	73	365	292	2,438	2,222
Hanging Baskets, Petunias	Baskets	61	61	242	282	1,324	1,822
Impatiens	Flats	103	98	671	703	5,509	5,793
Petunias	Flats	99	97	315	405	2,574	3,212
Marigolds	Flats	100	97	200	275	1,626	2,167
Geraniums (Cuttings)	Pots	100	101	2,230	2,140	4,492	4,589
New Guinea Impatiens	Pots	94	97	1,396	1,454	2,358	2,542
Pansies/Violets	Pots	46	44	1,371	1,054	1,566	1,344
Potted Herbaceous Perennials		*	*	*	*	42,201	42,191
Hardy/Garden Chrysanthemums	Pots	98	95	4,950	4,792	12,639	11,256
Hostas	Pots	68	65	882	616	3,328	2,407
Other Potted Herbaceous Perennials	Pots	85	79	7,615	7,872	26,234	28,528
Flowering Plants, For Indoor Patio Use Total		*	*	*	*	29,052	26,679
Lilies, Easter	Pots	33	30	459	466	1,753	1,617
Poinsettias	Pots	68	66	2,081	1,642	9,086	7,863
Foliage For Indoor or Patio Use, Total		*	*	*	*	2,557	1,738
Hanging Baskets, Foliage	Baskets	22	22	58	40	374	280
Potted Foliage	Pots	15	13	3	3	2,183	1,458
Growers with Gross Value of Sales		Growers		Covered Area		Expanded Wholesale Value of Sales⁴	
		Number		1,000 Sq Ft		\$ 1,000	
		2006	2007	2006	2007	2006	2007
\$100,000 and over		166	160	17,301	17,173	154,343	153,662
\$10,000 - \$99,999		180	177	2,487	2,636	8,376	8,556
Total		346	337	19,788	19,809	162,719	162,218

¹Data not collected ²Equivalent wholesale value of all sales. ³Includes annual bedding plants and herbaceous perennials. ⁴Data not available. ⁵Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of the sales range.

Top Ten States: Expanded Wholesale Value, 2007¹



¹Wholesale value of sales as reported by operations with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for operations with sales below \$100,000. The value of sales for producers below the \$100,000 level was estimated by multiplying the number of producers in each size group by the mid-point of the sales range.

Floriculture Crops:

Wholesale Value of Sales by Category, for Selected States, for Operations with \$100,000+ Sales, 2007¹

Category	North Carolina	Maryland	South Carolina	New Jersey	New York	Pennsylvania
	<i>1,000 Dollars</i>					
Total Cut Flowers	3,429	114	204	10,360	4,167	1,416
Total Potted Flowering Plants	34,166	6,859	10,239	26,679	41,149	34,291
Total Foliage Plants for Indoor or Outdoor Patio Use	5,053	1,095	360	1,738	3,333	5,008
Total Bedding/Garden Plants ²	140,518	72,719	77,524	103,577	110,175	73,076
Annual Bedding/Garden Plants	102,871	53,859	11,939	61,386	81,540	56,564
Herbaceous Perennial Plants	37,647	18,860	65,585	42,191	28,635	16,512
Propagative Materials	2,653	3,620	2,764	11,308	18,313	23,099
Total Wholesale Value of Reported Crops	185,843	84,407	91,091	153,662	177,137	136,890
	<i>Percent</i>					
Percent of 15 State ³ Total Wholesale Value of Reported Crops	4.7	2.1	2.3	3.9	4.5	3.5

¹Missing data not available to avoid disclosure of individual operations. ²Includes annual bedding plants and herbaceous perennial plants. ³California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, and Washington.

New Jersey Floriculture Crops:

Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2001 – 2007

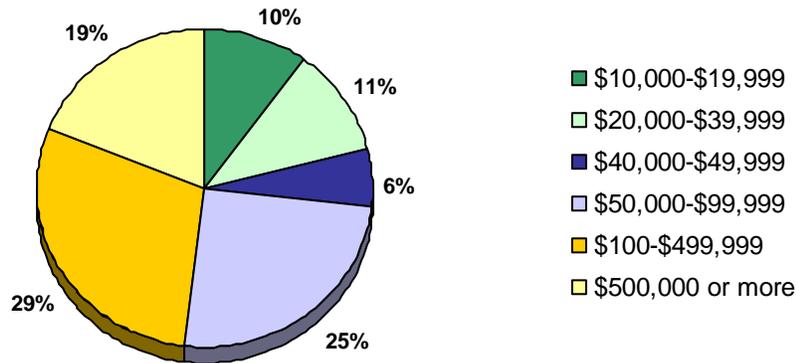
Category	Year						
	2001	2002	2003	2004	2005	2006	2007
	<i>1,000 Dollars</i>						
Total Cut Flowers	8,533	7,377	8,954	8,803	11,009	10,269	10,360
Total Potted Flowering Plants	28,789	33,293	30,792	26,276	28,614	29,052	26,679
Total Foliage Plants for Indoor or Outdoor Patio Use	5,552	4,399	4,139	3,813	2,897	2,557	1,738
Total Bedding/Garden Plants ¹	74,990	90,853	85,205	89,181	94,926	101,322	103,577
Annual Bedding/Garden Plants	51,094	56,280	50,009	52,985	59,143	59,121	61,386
Herbaceous Perennial Plants	23,896	34,573	35,196	36,196	3,578	42,201	42,191
Propagative Materials	11,520	13,147	*	11,001	13,469	11,143	11,308
Total Wholesale Value of Reported Crops²	129,384	149,069	129,090	139,083	150,909	154,343	153,662

*Data not collected. ¹Includes annual bedding plants and herbaceous perennial plants. ²Categories with disclosure problems not included in this total.

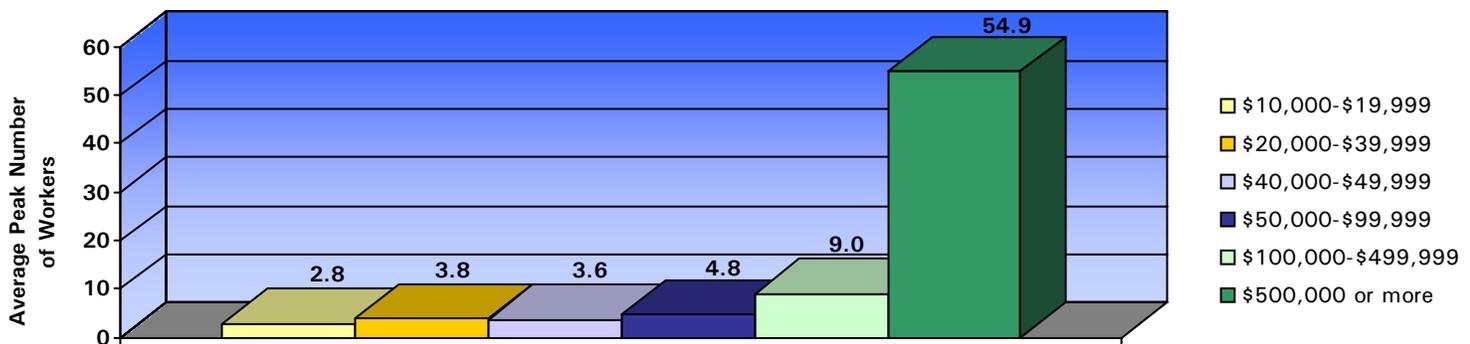
New Jersey Growing Area: By Type of Cover, 2006-2007

Type of Cover	All Operations with \$10,000+ Sales		All Operations with \$100,000+ Sales	
	2006	2007	2006	2007
	<i>1,000 Square Feet</i>			
Total Greenhouse Cover	19,364	19,398	16,934	16,814
Glass Greenhouses	4,231	4,258	4,132	4,120
Fiberglass and Other Rigid Greenhouses	726	717	667	673
Film Plastic Greenhouses	14,407	14,423	12,135	12,021
Shade and Temporary Cover	424	411	367	359
Total Covered Area	19,788	19,809	17,301	17,173
	<i>Acres</i>			
Open Ground	2,358	2,299	1,990	2,010

**New Jersey Number of Floriculture Growers
Percent and Number of Growers
by Gross Value of Sales Category, 2007**



**Average Peak Number of Workers
Operations with Hired Workers, by Gross Value of
Sales Category, 15 State Program¹ 2007**



¹Average of individual operation's reported largest number of workers on the payroll on any one day.



We would like to genuinely thank all of our floriculture producers who provided the information for this report. This report is available to everyone because of their voluntary cooperation.

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