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Floriculture Crops – 2009 Summary

The following floriculture statistics 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 in the 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.

Value of Production: New Jersey ranked eighth in the nation in expanded wholesale value of floriculture crops with a value of \$166 million. The total crop wholesale value for all New Jersey growers with \$100,000 or more in sales was estimated at \$157 million down 8 percent from \$170 million in 2008. These operations, which comprised 47 percent of all growers, accounted for 95 percent of the total value of floriculture crops. The expanded wholesale value of floriculture crops in the 15 major producing states totaled \$3.69 billion for 2009, compared with \$3.92 billion for 2008.

New Jersey's total bedding and garden plants sales, the largest contributor to total value of sales for growers with \$100,000 or more in sales, were \$109 million, a decrease of 1 percent from a year earlier. Potted flowering plants were down 21 percent in value to \$18.4 million. The value of cut flowers decreased by 17 percent to \$11.1 million.

Number of Producers: The number of producers with sales over \$10,000 in New Jersey totaled 341 in 2009, a decline of 10 percent when compared with 377 in 2008. This followed the national trend of a 12 percent decline. The number of growers in New Jersey with sales of \$100,000 or more increased from 153 growers in 2008 to 160 growers in 2009.

Production Area: Total covered area for floriculture crop production in the Garden State in 2009 was 33.6 million square feet. Greenhouse space in New Jersey accounted for 99 percent of the total covered area with 33.3 million square feet. Film plastic structures totaled 27.9 million square feet, glass greenhouses totaled 4.6 million square feet, fiberglass and other rigid plastic covers totaled 825 thousand square feet, and shade and temporary cover totaled 303 thousand square feet. Open ground usage totaled 7,451 acres.

Hired Workers: The 15 major producing states had 6,457 floriculture operations, and 5,044 of these operations hired workers. The average peak number of workers hired during the year was 18.3 workers. Operations with sales of \$100,000 to \$499,999 hired an average peak number of 10.5 workers, while operations with \$500,000 or more sales hired an average of 57.2 workers.

The *Floriculture Crops: 2009 Summary* can be found at www.nass.usda.gov/.

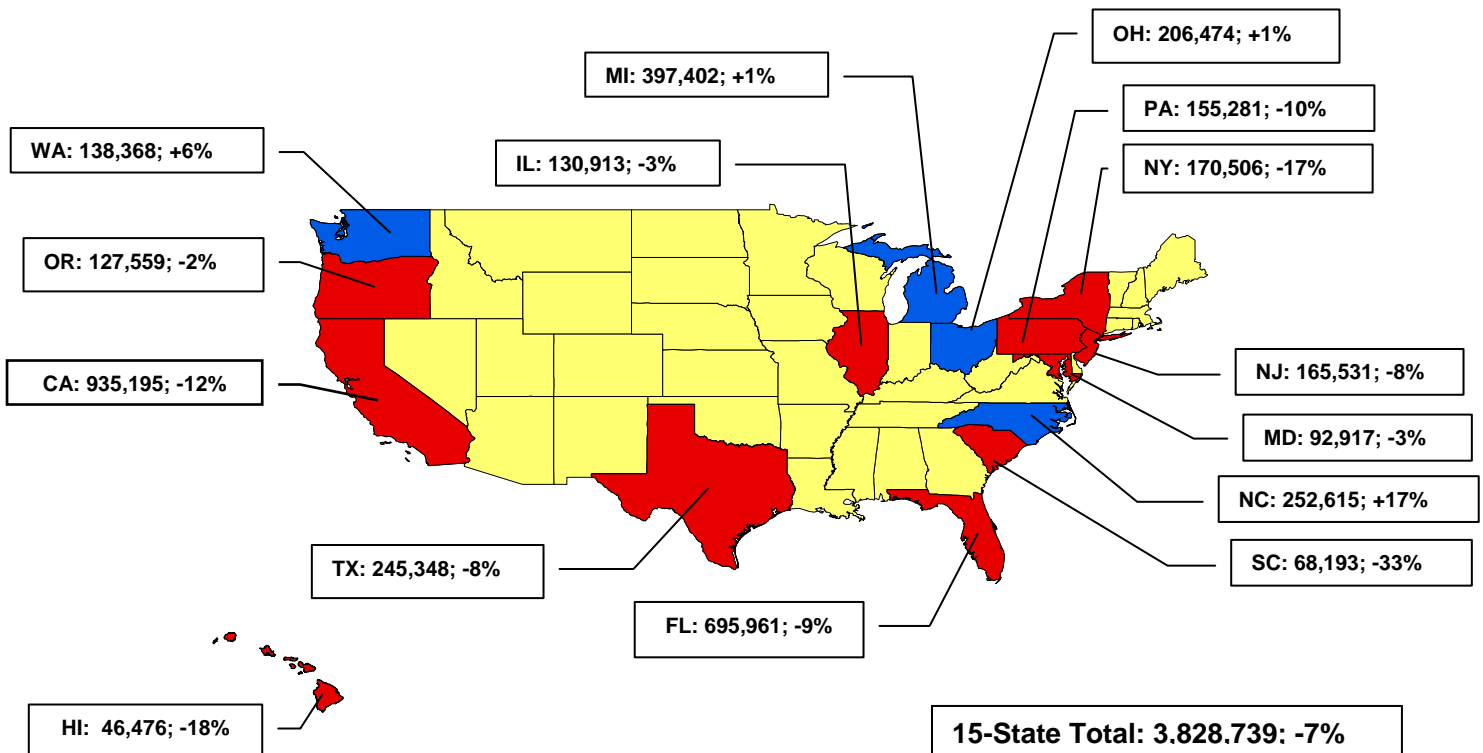


Number of Floriculture Producers: Ranked by Expanded Wholesale Value for States with \$10,000+Sales, 2008-2009

State	All Producers		Expanded Wholesale Value ^{1,2}		Ranking
	2008	2009	2008	2009	
	Number		1,000 Dollars		
California	890	765	1,060,489	935,195	1
Florida	887	812	763,566	695,961	2
Michigan	720	651	393,500	397,402	3
North Carolina	347	298	215,779	252,615	4
Texas	348	292	267,282	245,348	5
Ohio	561	503	203,518	206,474	6
New York	837	677	204,291	170,506	7
New Jersey	377	341	180,886	165,531	8
Pennsylvania	842	735	172,918	155,281	9
Washington	255	242	131,006	138,368	10
Illinois	304	281	135,197	130,913	11
Oregon	318	266	129,775	127,559	12
Maryland	198	190	95,939	92,917	13
South Carolina	107	98	101,768	68,193	14
Hawaii	371	306	56,864	46,476	15
Total 15-State Program	7,362	6,457	4,112,778	3,828,739	

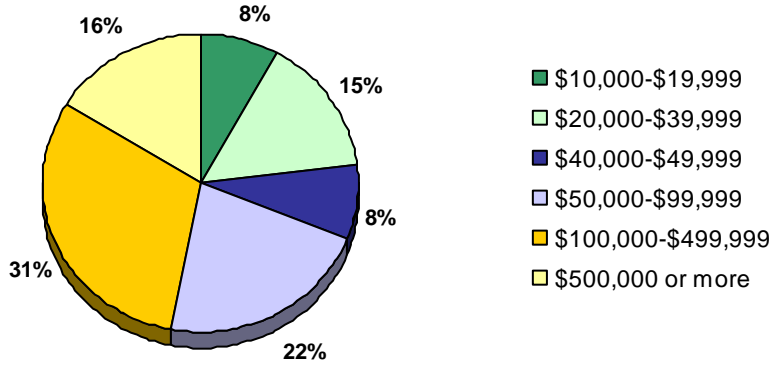
¹Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of the sales range. ²Totals exclude Plant Category values denoted by asterisks (*).

Expanded Wholesale Values^{1,2,3} for 2009 and Percent Change from Last Year for the 15 States



¹Wholesale 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. ²Values in thousands of dollars. ³Totals exclude Plant Category values denoted by asterisks (*).

**New Jersey Percent of Floriculture Growers
by Gross Value of Sales Category, 2009**



Floriculture Crops: Wholesale Value of Sales by Category, for Selected States, for Operations with \$100,000+Sales, 2009

Category	North Carolina	Maryland	South Carolina	New Jersey	New York	Pennsylvania
	1,000 Dollars					
Cut Flowers	*	*	*	11,058	2,286	*
Potted Flowering Plants	32,218	5,634	15,169	18,449	32,489	29,428
Foliage Plants for Indoor or Outdoor Patio Use	11,745	*	*	*	2,943	2,344
Total Bedding/Garden Plants*	194,383	78,662	50,098	108,717	98,602	74,887
Annual Bedding/Garden Plants	162,274	59,232	10,235	63,854	75,989	58,184
Herbaceous Perennial Plants	32,109	19,430	39,863	44,863	22,613	16,703
Cut Cultivated Greens	*	*	*	*	*	*
Propagative Materials	*	3,547	*	16,581	16,846	21,334
Total Wholesale Value of Reported Crops¹	238,346	87,843	65,739	156,986	153,166	136,178

Data not available to avoid disclosure of individual operations. ¹Totals exclude Plant Category values denoted by asterisks ().

New Jersey Floriculture Crops: Wholesale Value of Sales by Category, for Operations with \$100,000+Sales, 2003-2009

Category	Year						
	2003	2004	2005	2006	2007	2008	2009
1,000 Dollars							
Cut Flowers	8,954	8,803	11,009	10,269	12,704	13,300	11,058
Potted Flowering Plants	30,792	26,276	28,614	29,052	27,168	23,324	18,449
Foliage Plants for Indoor or Outdoor Patio Use	4,139	3,813	2,897	2,557	1,694	*	*
Total Bedding/Garden Plants	85,205	89,181	94,926	101,322	111,818	109,295	108,717
Annual Bedding/Garden Plants	50,009	52,985	59,143	59,121	67,504	64,950	63,854
Herbaceous Perennial Plants	35,196	36,196	35,783	42,201	44,314	44,345	44,863
Cut Cultivated Greens	*	9	*	*	*	*	*
Propagative Materials	*	11,001	13,463	11,143	22,708	22,665	16,581
Total Wholesale Value of Reported Crops¹	129,090	139,083	150,909	154,343	176,092	170,470	156,986

Data not available to avoid disclosure of individual operations. ¹Totals exclude Plant Category values denoted by asterisks ().

New Jersey Floriculture: Selected Crops and State Totals, 2008 – 2009

Plant Type	Units for quantity sold	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales ¹	
		2008	2009	2008	2009	2008	2009
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
Bedding/Garden Plants, Total²		*	*	*	*	109,295	108,717
Annuals		*	*	*	*	64,950	63,854
Hanging Baskets, Geraniums (Cuttings)	Baskets	72	70	220	307	1,800	2,330
Hanging Baskets, Impatiens	Baskets	44	40	69	120	511	774
Hanging Baskets, New Guinea Impatiens	Baskets	74	73	323	322	2,494	2,438
Hanging Baskets, Petunias	Baskets	57	55	244	319	1,557	2,166
Impatiens	Flats	95	89	622	630	5,281	5,557
Petunias	Flats	94	93	362	362	2,990	3,301
Marigolds	Flats	95	93	204	247	1,814	2,134
Geraniums (Cuttings)	Pots	96	92	2,420	2,313	5,012	4,927
New Guinea Impatiens	Pots	88	89	1,562	1,439	2,491	2,556
Pansies/Violas	Pots	43	38	912	598	1,589	1,193
Potted Herbaceous Perennials		*	*	*	*	44,345	44,863
Hardy/Garden Chrysanthemums	Pots	89	81	4,694	4,508	12,279	11,569
Hostas	Pots	62	61	571	603	2,566	2,573
Other Potted Herbaceous Perennials	Pots	76	76	8,286	8280	29,500	30,721
Flowering Plants, For Indoor Patio Use, Total		*	*	*	*	23,324	18,449
Lilies, Easter	Pots	31	28	350	267	1,554	1,303
Poinsettias	Pots	65	58	1,704	1,335	7,795	6,564
Foliage For Indoor or Patio Use, Total		*	*	*	*	3	3
Hanging Baskets, Foliage	Baskets	19	12	35	76	255	494
Potted Foliage	Pots	12	25	*	*	1,631	1,687

*Data is not collected. ¹Equivalent wholesale value of all sales. ²Includes annual bedding plants and herbaceous perennials. ³Data not available to avoid disclosure of individual operations.



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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