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Floriculture Crops – 2006 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 2006 expanded wholesale value of floriculture crops in the United States was down 4 percent from the revised 2005 value. New Jersey ranked ninth in the nation in expanded wholesale value of floriculture crops with a value of \$167 million. The total crop wholesale value for all New Jersey growers with \$100,000 or more in sales was estimated at \$158 million compared with \$151 million in 2005.

The number of growers with sales over \$10,000 in New Jersey totaled 350 in 2006, a decline of 4 percent when compared with the 2005 revised count of 363. This followed the national trend of a 9 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more decreased from 182 growers to 165.

Total covered area for floriculture crop production in the Garden State was recorded at 20.1 million square feet, virtually unchanged from 2005. Nationally, total covered area for floriculture production was down 5 percent from 2005. Greenhouse space in New Jersey accounted for 98 percent of the total covered area with 19.7 million square feet, down 1 percent from 2005. Film plastic structures, at 14.7 million square feet, were down 1 percent from the revised 2005 figure. Fiberglass and other rigid plastic covers were down 2 percent for the year, while glass greenhouse area, at 4.2 million square feet, was unchanged from the revised 2005 area. Shade and temporary cover constituted the remaining 326,000 square feet of covered area, down 8 percent from 2005. Open ground usage totaled 2,511 acres, down 9 percent from the 2005 total.

In New Jersey, the total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$158 million in 2006, up 5 percent from the 2005 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 of sales, recorded an increase of 10 percent in wholesale value of sales to \$104 million dollars. Potted flowering plants were up 2 percent in value to \$29.2 million. The foliage for indoor use category was valued at \$3.05 million in 2006, an increase of 5 percent from the revised 2005 estimate. The value of cut flowers increased by 5 percent, to \$11.6 million.

The entire *Floriculture Crops: 2006 Summary* can be found on-line at www.usda.gov/nass/. The summary contains information for the 15 states currently in the floriculture estimating program.

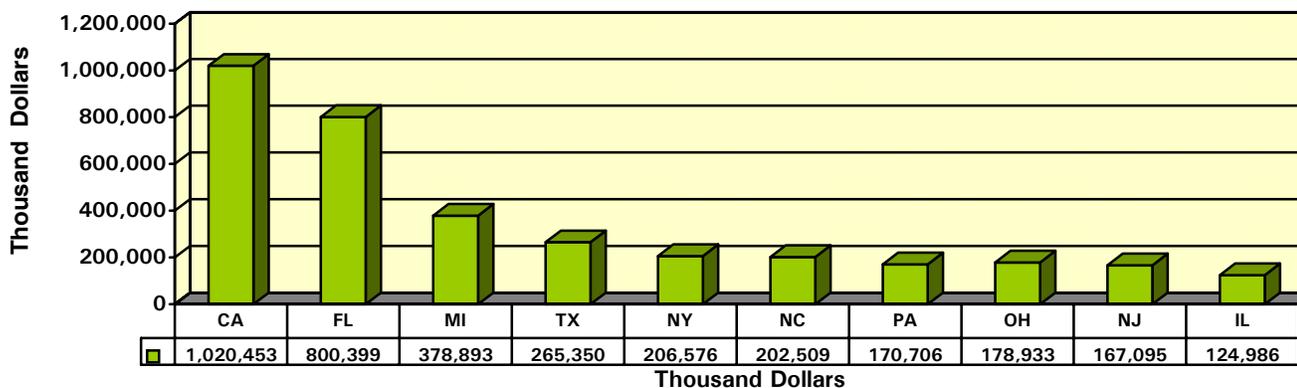


New Jersey Floriculture: Selected Crops and State Totals, 2005 – 2006

Plant Type	Units for quantity sold	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales 1/	
		2005	2006	2005	2006	2005	2006
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
Bedding/Garden Plants, Total 2/		3/		3/		94,926	104,035
Annuals		3/		3/		59,143	58,201
Hanging Baskets, Geraniums Cuttings	Baskets	73	67	220	341	1,432	2,387
Hanging Baskets, Impatiens	Baskets	61	53	178	95	1,054	619
Hanging Baskets, New Guinea Impatiens	Baskets	93	78	284	372	2,031	2,437
Other Hanging Baskets, Flowering	Baskets	66	51	465	750	3,311	4,448
Impatiens	Flats	110	101	800	728	5,952	5,584
Petunias	Flats	104	96	355	342	2,819	2,726
Other Flowering and Foliage Type	Flats	95	82	982	909	7,611	6,881
Potted Geraniums (Cuttings)	Pots	109	99	2,436	2,229	4,146	4,464
Potted New Guinea Impatiens	Pots	109	95	1,676	1,448	2,696	2,345
Other Potted Flowering and Foliar Type	Pots	58	56	5,395	5,280	9,902	9,748
Herbaceous Perennials		3/		3/		35,783	45,834
Potted Hardy/Garden Mums	Pots	110	98	5,910	5,200	12,441	13,069
Other Potted Herbaceous Perennials	Pots	90	86	5,099	8,116	21,324	29,278
Flowering Potted Plants, Total		3/		3/		28,614	29,221
Lilies, Easter	Pots	38	31	465	453	1,748	1,717
Poinsettias	Pots	85	70	2,130	2,105	10,244	9,266
Foliage For Indoor or Patio Use, Total		3/		3/		2,897	3,049
Hanging Baskets, Foliage	Baskets	33	27	125	120	824	763
Potted Foliage	Pots	19	15	4/	4/	2,073	2,286
Growers with Gross Value of Sales		Number of Growers		Covered Area (1,000 Sq Ft)		Expanded Wholesale Value of Sales (\$1,000) 5/	
		2005	2006	2005	2006	2005	2006
\$100,000 and over		182	165	17,590	17,323	150,909	158,494
\$10,000 - \$99,999		181	185	2,604	2,739	7,911	8,601
Total		363	350	20,194	20,062	158,820	167,095

1/ Equivalent wholesale value of all sales. 2/ Includes annual bedding plants and herbaceous perennials. 3/ Data not available. 4/ Data not collected. 5/ Wholesale 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 each dollar value range.

Top Ten States: Expanded Wholesale Value, 2006 1/



1/ Wholesale 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, 2006 1/

Category	North Carolina	Maryland	South Carolina	New Jersey	New York	Pennsylvania
	<i>1,000 Dollars</i>					
Total Cut Flowers	4,396			11,573	2,920	
Total Potted Flowering Plants	38,356	8,197	10,631	29,221	50,288	39,162
Total Foliage for Indoor or Outdoor Patio Use	6,465	784	3,041	3,049	5,453	4,098
Total Bedding/Garden Plants 2/	141,117	70,737	79,725	104,035	109,102	80,638
Annual Bedding/Garden Plants	108,712	51,298	12,241	58,201	82,102	61,708
Herbaceous Perennial Plants	32,405	19,439	67,484	45,834	27,000	18,930
Propagative Materials		4,652		10,616	17,492	20,673
Total Wholesale Value of Reported Crops	190,334	84,370	93,397	158,494	185,255	144,571
<i>Percent</i>						
Percent of 15 State 3/ Total Wholesale Value of Reported Crops	22.2	9.8	10.9	18.5	21.6	16.9

1/ Missing data not available to avoid disclosure of individual operations. 2/ Includes annual bedding plants and herbaceous perennial plants.

3/ California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Washington.

New Jersey Floriculture Crops:

Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2000 – 2006

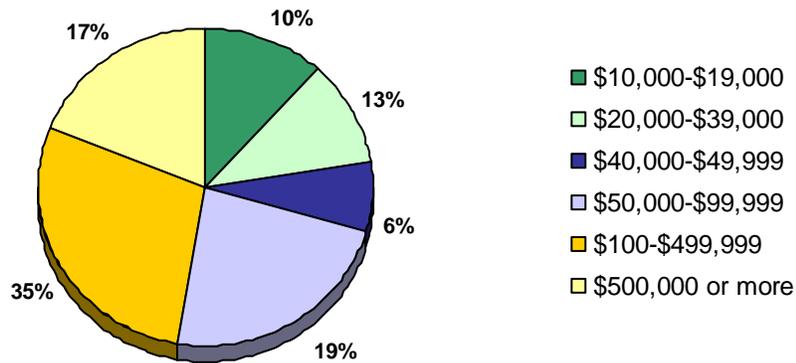
Category	Year						
	2000	2001	2002	2003	2004	2005	2006
	<i>1,000 Dollars</i>						
Total Cut Flowers	7,128	8,533	7,377	8,954	8,803	11,009	11,573
Total Potted Flowering Plants	28,562	28,789	33,293	30,792	26,276	28,614	29,221
Total Foliage for Indoor or Outdoor Patio Use	3,822	5,552	4,399	4,139	3,813	2,897	3,049
Total Bedding/Garden Plants 1/	75,748	74,990	90,853	85,205	89,181	94,926	104,035
Annual Bedding/Garden Plants	48,646	51,094	56,280	50,009	52,985	59,143	58,201
Herbaceous Perennial Plants	27,102	23,896	34,573	35,196	36,196	3,578	45,834
Propagative Materials	2/	11,520	13,147	2/	11,001	13,469	10,616
Total Wholesale Value of Reported Crops 3/	115,260	129,384	149,069	129,090	139,083	150,909	158,494

1/ Includes annual bedding plants and herbaceous perennial plants. 2/ Not published to avoid disclosure of individual operations. 3/ Categories with disclosure problems not included in this total.

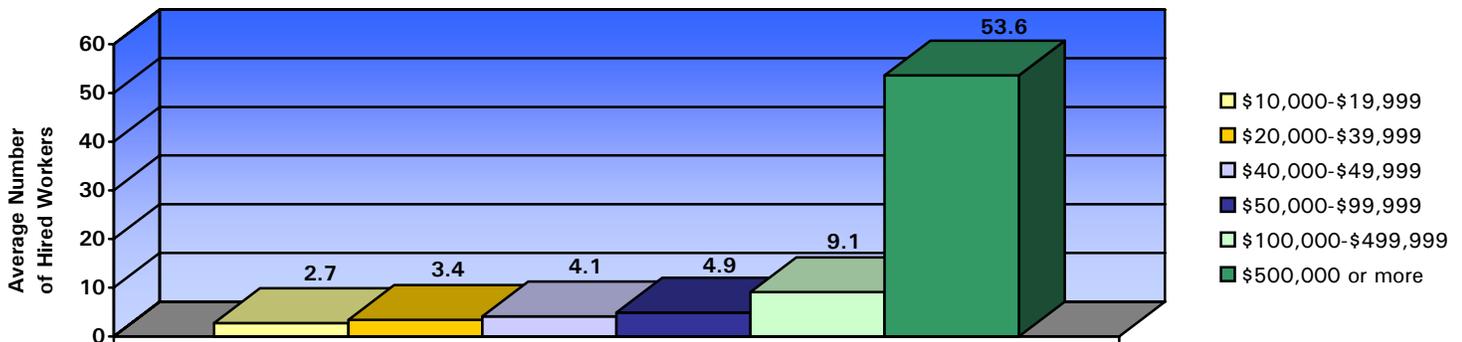
New Jersey Growing Area: By Type of Cover, 2005-2006

Type of Cover	All Operations with \$10,000+ Sales		All Operations with \$100,000+ Sales	
	2005	2006	2005	2006
	<i>1,000 Square Feet</i>			
Total Greenhouse Cover	19,841	19,736	17,286	17,054
Glass Greenhouses	4,221	4,225	3,944	3,991
Fiberglass and Other Rigid Greenhouses	796	778	724	741
Film Plastic Greenhouses	14,824	14,733	12,600	12,322
Shade and Temporary Cover	353	326	304	269
Total Covered Area	20,194	20,062	17,590	17,323
<i>Acres</i>				
Open Ground	2,768	2,511	2,389	2,115

**New Jersey Number of Floriculture Growers
Percent and Number of Growers
by Gross Value of Sales Category, 2006**



**Operations with Hired Workers, 15 States 1/
Average Number of Hired Workers
by Gross Value of Sales Category, 2005**



1/ Average 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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