



New England Agricultural Statistics Service

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Floriculture Crops Connecticut and Massachusetts

May 6, 2003

A special "THANK YOU" to greenhouse operators and floriculture producers who have helped us by completing the Annual Floriculture Survey during January and February.

Connecticut: The number of commercial growers in 2002 was 260, down 24 growers from the previous year. The wholesale equivalent value of sales increased from \$80.2 million in 2001 to \$82.7 million in 2002. Bedding and garden plants remained the largest category with 81 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

Massachusetts: The number of commercial growers in 2002 was 406, down 40 growers from the previous year. The wholesale equivalent value of sales increased slightly from \$78.1 million in 2001 to \$78.6 million in 2002. As was true in Connecticut, bedding and garden plants were the largest category with 69 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

All values in the following tables are **wholesale equivalent value of sales**; they were derived by multiplying the average wholesale price by the total quantity sold.



About the Survey: The Floriculture Survey is conducted annually by USDA's National Agricultural Statistics Service (NASS). It is a census of all known operations with more than \$10,000 in floriculture sales. For operations with more than \$100,000 in sales, detailed data is collected about specific varieties.

The greenhouse and nursery industry comprises more than one-third of all cash receipts received by agricultural producers in each of the two States. The annual Floriculture Survey measures one portion of this important sector of the agricultural economy. The survey is done at the request of the National Floriculture Industry and is endorsed by the Connecticut Greenhouse Growers and Massachusetts Flower Growers Association and the Extension Service.

The results of the survey are available to the public. Associations use these statistics when working with policy makers at the State and National levels. University Extension specialists justify research grants and other activities with statistics that describe the size and importance of the industry in each State. Banks and other lending institutions often use the data when evaluating loan applications. Individual producer data is kept strictly confidential and used only in combination with other reports to prepare State and National statistics. Individual information is exempt from disclosure under the Freedom of Information Act.

This is a brief summary taken from the National **Floriculture Crops** report. It is issued annually from the National Agricultural Statistics Service in Washington, D.C. The complete report, with many more details, is available on the Internet at:
<http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/floran02.txt>.

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Call 1-800-999-6779 to order a free ERS or NASS catalog which lists many economic monographs describing trade, marketing, labor and other issues important to the Horticulture Industry.

FLORICULTURE CROPS: Growing Area by Type of Cover, 1993 - 2002*(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

STATE and YEAR	Total Number of Growers	Glass Greenhouses	Fiberglass and Other Rigid Greenhouses	Film Plastic (Single/Multi) Greenhouses	Total Greenhouse Cover	Shade and Temporary Cover	Total Covered Area	Open Ground
	Number	1,000 Sq Ft	1,000 Sq Ft	1,000 Sq Ft	1,000 Sq Ft	1,000 Sq Ft	1,000 Sq Ft	Acres
Connecticut								
1993	250	1,290	497	4,029	5,816	145	5,961	196
1994	239	1,326	362	4,232	5,920	99	6,019	144
1995	267	1,360	506	4,253	6,119	150	6,269	210
1996	252	1,316	546	4,287	6,149	220	6,369	168
1997	293	1,431	837	5,429	7,697	282	7,979	329
1998	297	1,653	819	6,659	9,131	232	9,363	410
1999	288	1,568	739	6,275	8,582	394	8,976	373
2000	297	1,553	830	6,007	8,390	404	8,794	398
2001	284	1,844	1,615	5,705	9,164	409	9,573	525
2002	260	1,569	1,558	5,845	8,972	389	9,361	478
Massachusetts								
1993	438	2,188	1,549	5,461	9,198	71	9,269	238
1994	395	2,101	1,408	5,097	8,606	111	8,717	201
1995	447	2,214	1,349	6,119	9,682	174	9,856	322
1996	416	2,202	1,239	6,006	9,447	181	9,628	319
1997	499	1,937	1,180	7,051	10,168	155	10,323	388
1998	476	1,947	1,193	7,568	10,708	117	10,825	431
1999	457	2,039	953	7,150	10,142	84	10,226	434
2000	471	1,894	1,073	6,704	9,671	112	9,783	421
2001	446	1,877	1,261	6,250	9,388	133	9,521	384
2002	406	1,819	1,128	6,048	8,995	217	9,212	479

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.**FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1995-2002***(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

STATE	\$10,000 to \$19,999	\$20,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$499,999	\$500,000 or More	Total	Expanded Wholesale Value ^{1/}
	Number	Number	Number	Number	Number	Number	Number	1,000 Dollars
Connecticut								
1995	54	41	24	61	64	23	267	46,251
1996	43	37	25	52	68	27	252	49,473
1997	60	44	22	61	77	29	293	59,939
1998	57	56	17	55	89	23	297	64,926
1999	53	48	22	53	87	25	288	67,964
2000	54	51	25	64	77	26	297	72,125
2001	45	55	15	65	75	29	284	80,175
2002	33	37	24	66	70	30	260	82,748
Massachusetts								
1995	70	80	30	131	102	34	447	72,422
1996	61	64	37	114	108	32	416	69,810
1997	88	99	45	121	117	29	499	75,367
1998	96	89	26	102	131	32	476	70,133
1999	77	70	46	118	116	30	457	75,936
2000	76	64	45	137	119	30	471	79,546
2001	71	59	37	140	106	33	446	78,083
2002	41	71	28	126	102	38	406	78,640

^{1/} 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.SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1993 - 2002
 (Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

STATE and YEAR	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use ^{2/}	Total Bedding and Garden Plants ^{3/}	Annual Bedding and Garden Plants ^{4/}	Herbaceous Perennial Plants ^{4/}	Propagative Materials ^{4/}	Total Wholesale Value of Reported Crops ^{5/}
	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars
Connecticut								
1993	1,999	7,244	2,782	20,981				33,006
1994	1,421	7,343	2,439	22,974				34,177
1995	1,611	6,728	2,798	27,419				38,556
1996	1,742	7,166	2,346	31,439				42,693
1997	1,630	6,369	1,071	43,084				52,154
1998	1,500	7,319	584	48,098				57,501
1999	1,162	9,217	743	49,642				60,764
2000	983	8,863	786	52,671	27,216	25,455	6/	63,303
2001	990	11,954	1,356	56,952	30,466	26,486	1,048	72,300
2002	913	11,461	1,728	61,002	30,465	30,537	429	75,533
Massachusetts								
1993	7,997	8,765	1,599	21,510				39,871
1994	5,800	10,186	1,257	23,602				40,845
1995	6,645	11,491	3,531	36,130				57,797
1996	6,030	11,765	3,310	35,655				56,760
1997	5,200	9,311	3,726	41,740				59,977
1998	4,826	9,159	3,321	39,897				57,203
1999	4,229	9,147	7,418	40,967				61,761
2000	3,527	9,246	3,644	45,675	37,271	8,404	2,092	64,184
2001	3,076	9,646	3,450	44,809	34,424	10,385	2,100	63,081
2002	4,713	9,224	4,051	45,502	33,492	12,010	2,563	66,053

^{1/} Wholesale equivalent value of all sales.

^{2/} Data for 1999 and earlier represents net value. Data for 2000 and later represents wholesale equivalent value for all sales.

^{3/} Includes Annual Bedding Plants and Herbaceous Perennials.

^{4/} Data Series began in 2000; 1999 and prior data not available.

^{5/} Data for 2000 and later not comparable to 1999 and earlier because 2000 and later total sales includes propagative material; total sales of propagative materials were added in 2000.

^{6/} Data not included to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.



CONNECTICUT: Potted Flowering Plants, Potted Bedding and Garden Plants, Production for 2001 - 2002
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	Percent	Percent	Dollars	Dollars	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Potted Flowering Plants																
Florist Chrysanthemums	18	12	54	2/	260	296	314	296	92	89	1.63	3/	2.85	2.43	829	718
Finished Florist Azaleas	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/
Easter Lilies	21	21	4/	4/	258	267	258	267	96	97	4/	4/	3.33	3.33	859	889
Poinsettias	44	38	251	348	1,355	1,349	1,606	1,697	95	98	1.52	1.45	3.81	3.84	5,544	5,685
Spring Flowering Bulbs	21	18	33	37	150	155	183	192	93	95	1.36	1.40	4.00	3.76	645	635
Other Potted Flowering Plants	25	24	384	266	574	527	958	793	86	77	1.96	1.65	3.55	2.99	2,790	2,015
Potted Bedding and Garden Plants																
Begonias	25	27	47	115	168	126	215	241	82	89	1.03	1.31	3.09	5.76	568	876
Geraniums (Cuttings)	68	65	873	906	224	256	1,097	1,162	64	67	1.67	2.08	3.04	2.98	2,139	2,647
Geraniums (Seed)	4/	11	4/	789	4/	2/	4/	789	4/	96	4/	0.88	4/	3/	4/	690
Impatiens	13	15	10	20	12	13	22	33	49	39	0.82	0.82	2.61	2.71	40	52
New Guinea Impatiens	65	65	498	532	60	92	558	624	72	85	1.52	1.47	3.47	2.63	965	1,024
Marigolds	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/
Pansy/Violas	11	15	2/	52	51	52	51	104	89	85	3/	0.84	2.45	2.81	125	190
Petunias	19	23	70	38	2/	64	70	102	59	75	2.54	1.72	3/	2.56	178	229
Other Flowering and Foliar Type Bedding Plants	42	51	790	775	266	204	1,056	979	60	60	1.75	1.99	3.48	3.62	2,308	2,281
Vegetable Type Bedding Plants	27	35	2,224	2,251	2/	2/	2,224	2,251	97	97	1.09	1.10	3/	3/	2,429	2,476

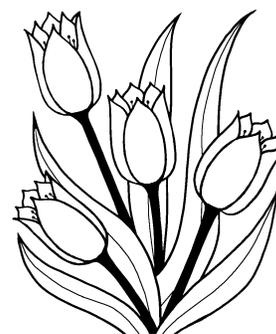
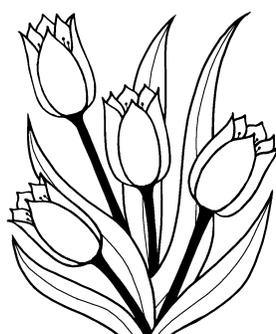
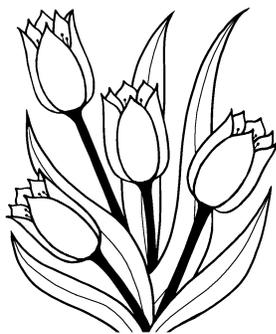
^{1/} Wholesale equivalent value of all sales.

^{2/} Pot sizes have been combined to avoid disclosure of individual operations.

^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{4/} Missing data were not included to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.



MASSACHUSETTS: Potted Flowering Plants, Potted Bedding and Garden Plants, Production for 2001 - 2002
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

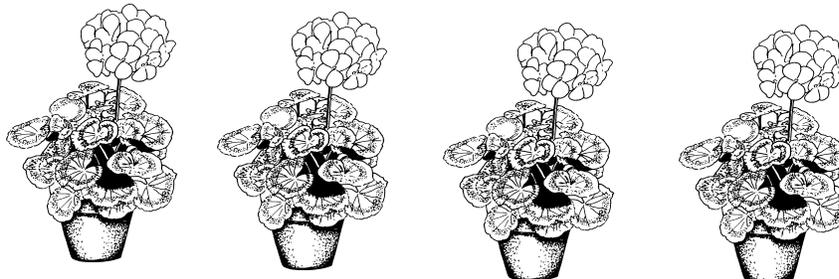
ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	1,000 Pots	Percent	Percent	Dollars	Dollars	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Potted Flowering Plants																
Florist Chrysanthemums	7	10	2/	2/	16	25	16	25	78	11	3/	3/	3.63	3.43	58	86
Finished Florist Azaleas	12	11	2	2/	17	11	19	11	83	79	4.80	3/	8.96	11.44	162	126
Easter Lilies	34	34	2/	2/	183	168	183	168	84	82	3/	3/	4.56	4.83	834	811
Poinsettias	67	66	298	274	425	417	723	691	81	81	3.09	3.20	7.61	6.99	4,155	3,792
Spring Flowering Bulbs	40	35	241	233	261	178	502	411	95	94	1.53	1.67	4.36	4.11	1,507	1,121
Other Potted Flowering Plants	26	27	249	480	117	194	366	674	87	93	2.01	1.41	5.40	4.40	1,132	1,530
Potted Bedding and Garden Plants																
Begonias	42	48	118	140	23	45	141	185	80	86	1.19	1.26	1.61	3.33	177	326
Geraniums (Cuttings)	99	93	1,553	1,237	324	280	1,877	1,517	66	62	1.74	1.54	4.28	4.35	4,089	3,123
Geraniums (Seed)	30	25	690	581	2/	2/	690	581	79	78	0.93	0.96	3/	3/	638	557
Impatiens	37	40	348	332	124	50	472	382	87	79	0.90	1.00	1.61	2.05	513	435
New Guinea Impatiens	92	83	373	343	86	71	459	414	66	64	1.71	1.55	4.18	3.89	997	808
Marigolds	17	20	96	87	21	19	117	106	92	92	0.60	0.69	2.17	1.57	103	90
Pansy/Violas	29	31	90	77	22	33	112	110	80	80	1.21	1.40	3.59	4.82	188	267
Petunias	40	45	108	102	63	34	171	136	74	56	0.88	1.15	1.96	2.15	219	190
Other Flowering and Foliar Type Bedding Plants	72	69	1,799	2,241	1,250	1,238	3,049	3,479	84	88	1.32	1.50	3.27	3.05	6,462	7,137
Vegetable Type Bedding Plants	48	51	676	624	83	82	759	706	84	79	1.22	1.20	2.07	2.15	997	925

^{1/} Wholesale equivalent value of all sales.

^{2/} Pot sizes have been combined to avoid disclosure of individual operations.

^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.



**CONNECTICUT: Bedding and Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Production, Sales , Price and Value for 2001 - 2002**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Flats	1,000 Flats	Percent	Percent	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Bedding and Garden Plants (Flats)										
Begonias	49	49	133	215	83	97	7.59	6.74	1,009	1,449
Impatiens	53	53	279	280	78	86	7.17	7.84	2,000	2,195
New Guinea Impatiens	8	8	18	10	99	92	8.63	11.45	155	115
Pansy/Violas	45	46	94	144	66	93	7.53	8.55	708	1,231
Petunias	58	60	92	134	71	88	7.05	8.40	649	1,126
Marigolds	50	53	141	165	86	94	7.04	7.58	993	1,251
Other Flowering and Foliar Type Bedding Plants	58	53	1,215	876	91	93	7.15	6.80	8,687	5,957
Vegetable Type Bedding Plants	54	53	362	239	84	89	7.96	7.41	2,882	1,771
	Number	Number	1,000 Baskets	1,000 Baskets	Percent	Percent	Dollars per Basket	Dollars per Basket	1,000 Dollars	1,000 Dollars
Hanging Baskets										
Foliage	13	19	151	70	96	93	4.69	4.35	708	305
Begonias	30	31	118	64	91	77	6.54	7.12	772	456
Geranium (Cuttings)	51	55	89	109	65	75	6.30	6.55	561	714
Impatiens	37	39	28	33	60	64	5.85	5.58	164	184
New Guinea Impatiens	55	57	107	189	79	92	6.06	6.77	648	1,280
Pansy/Violas	10	13	7	19	21	97	6.00	6.73	42	128
Petunias	45	41	55	33	66	63	6.40	6.80	352	224
Other Flowering	43	48	256	278	87	86	6.02	6.42	1,541	1,785
Potted Foliage Plants	11	16	N/A	N/A	38	89	N/A	N/A	648	1,423

^{1/} Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.



MASSACHUSETTS: Bedding and Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants, Production, Sales, Price and Value for 2001 - 2002

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Flats	1,000 Flats	Percent	Percent	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Bedding and Garden Plants (Flats)										
Begonias	78	72	136	97	40	59	10.88	10.60	1,480	1,028
Impatiens	89	81	281	282	44	35	9.29	9.84	2,610	2,775
New Guinea Impatiens	12	13	8	11	46	60	11.95	8.32	96	92
Pansy/Violas	76	73	95	80	54	48	9.18	10.07	872	806
Petunias	86	82	123	96	47	43	9.04	9.09	1,112	873
Marigolds	81	77	78	64	62	58	9.15	9.38	714	600
Other Flowering and Foliar Type Bedding Plants	88	82	509	617	57	58	10.29	10.42	5,238	6,429
Vegetable Type Bedding Plants	79	78	153	170	47	39	9.68	10.39	1,481	1,766
	Number	Number	1,000 Baskets	1,000 Baskets	Percent	Percent	Dollars per Basket	Dollars per Basket	1,000 Dollars	1,000 Dollars
Hanging Baskets										
Foliage	24	28	165	168	98	96	5.24	5.41	865	909
Begonias	38	37	23	26	86	72	6.39	6.44	147	167
Geranium (Cuttings)	70	62	90	65	60	62	8.44	8.35	760	543
Impatiens	81	69	99	91	71	74	7.33	6.99	726	636
New Guinea Impatiens	72	65	76	84	70	75	7.83	8.40	595	706
Pansy/Violas	21	21	14	10	79	73	8.09	8.80	113	88
Petunias	81	68	77	59	63	63	8.46	8.11	651	478
Other Flowering	80	73	311	275	77	77	9.39	8.33	2,920	2,291
Potted Foliage Plants	2/	18	N/A	N/A	2/	86	N/A	N/A	2/	3,142

^{1/} Wholesale equivalent value of all sales.

^{2/} Missing data were not included to avoid disclosure of individual operation.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.



CONNECTICUT: Herbaceous Perennials

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales.)

ITEM	Producers		Total Quantity Sold		Value of All Sales at Wholesale ^{1/}	
	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Pots	1,000 Pots	1,000 Dollars	1,000 Dollars
Potted Hosta	38	38	496	473	2,016	1,608
Other Potted Herbaceous Perennials	54	57	7,413	8,333	22,195	25,585

^{1/} Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.

MASSACHUSETTS: Herbaceous Perennials

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales.)

ITEM	Producers		Total Quantity Sold		Value of All Sales at Wholesale ^{1/}	
	2001	2002	2001	2002	2001	2002
	Number	Number	1,000 Pots	1,000 Pots	1,000 Dollars	1,000 Dollars
Potted Hosta	49	51	147	100	670	464
Other Potted Herbaceous Perennials	68	81	1,680	2,175	4,973	6,985

^{1/} Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2003, National Agricultural Statistics Service, USDA.

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