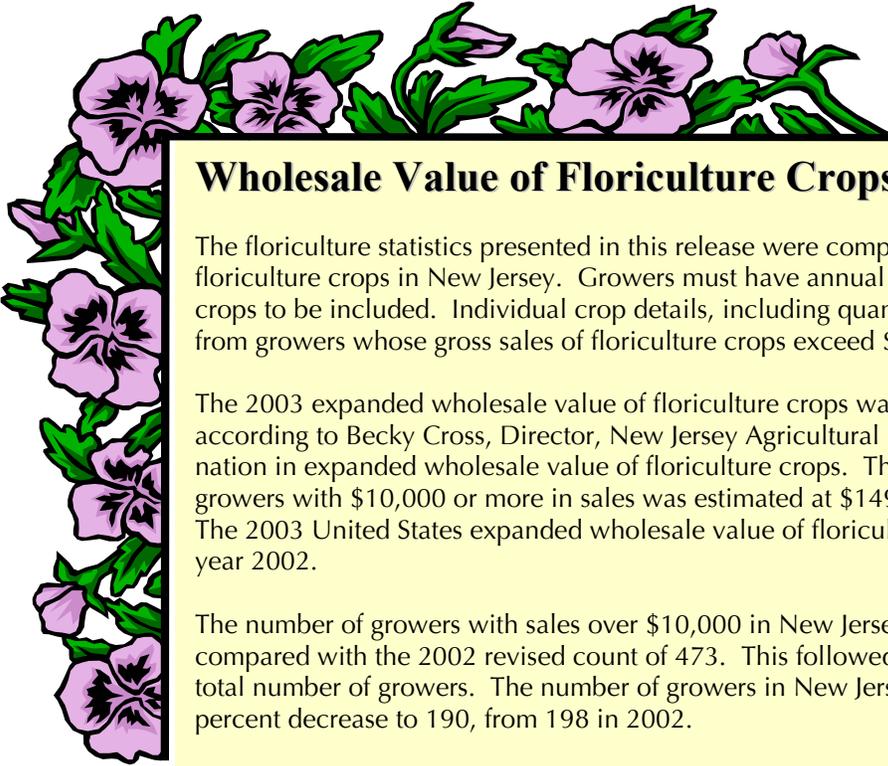




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National Agricultural Statistics Service United States Department of Agriculture



Wholesale Value of Floriculture Crops Down 6 Percent

The 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 2003 expanded wholesale value of floriculture crops was down 6 percent from the revised 2002 value, according to Becky Cross, Director, New Jersey Agricultural Statistics Service. 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 \$149 million compared with \$160 million for 2002. The 2003 United States expanded wholesale value of floriculture crops was down less than 1 percent from the year 2002.

The number of growers with sales over \$10,000 in New Jersey totaled 424 in 2003, a decline of 10 percent compared with the 2002 revised count of 473. This followed the national trend of an 8 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more showed a 4 percent decrease to 190, from 198 in 2002.

Total covered area for floriculture crop production in the Garden State was recorded at 18.3 million square feet, 4 percent less than the revised area of 19 million square feet in 2002. Nationally, total covered area for floriculture production was down 3 percent from 2002. Greenhouse space in New Jersey accounted for 98 percent of the total covered area with 17.8 million square feet, down 3 percent from 2002. Film plastic structures, at 12.9 million square feet, were down 6 percent from the revised 2002 figure. Fiberglass and other rigid plastic covers were up 32 percent for the year, while glass greenhouse area, at 4.4 million square feet, was up 3 percent from the revised 2002 area. Shade and temporary cover constituted the remaining 444,000 square feet of covered area, down 23 percent from 2002. Open ground usage totaled 3,091 acres, 1 percent over the 2002 total.

The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$139 million in 2003, down 7 percent from the 2002 total. These operations, which comprised 45 percent of all growers, accounted for 93 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 a decrease of 8 percent in wholesale value of sales to \$83.9 million. Potted flowering plants were also down 4 percent in value to \$32 million. The foliage for indoor use category was valued at \$4.33 million in 2003, a decrease of 2 percent from the revised 2002 estimate. The value of cut flowers decreased by 2 percent, to \$7.2 million.

The entire *Floriculture Crops: 2003 Summary* can be found on-line at www.usda.gov/nass/. The summary contains information for the 36 states currently in the floriculture estimating program.

New Jersey Floriculture: Selected Crops and State Totals, 2002 - 2003

Plant Type	Units	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales 1/	
		2002	2003	2002	2003	2002	2003
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
Bedding/Garden Plants, Total 2/		3/	3/	3/	3/	90,853	83,865
Annuals		3/	3/	3/	3/	56,280	51,448
Hanging Baskets, Geraniums Cuttings	Baskets	84	75	213	234	1,446	1,446
Hanging Baskets, Impatiens	Baskets	60	57	131	130	738	742
Hanging Baskets, New Guinea Impatiens	Baskets	84	85	331	281	2,046	1,717
Other Hanging Baskets, Flowering	Baskets	71	66	622	579	3,570	3,312
Impatiens	Flats	120	119	1,141	745	8,626	6,035
Petunias	Flats	114	115	372	351	2,943	2,783
Other Flowering and Foliage Type	Flats	105	108	1,351	1,330	9,646	9,589
Potted Geraniums (Cuttings)	Pots	113	108	2,599	2,272	4,557	4,260
Potted New Guinea Impatiens	Pots	105	101	1,593	1,343	2,417	2,332
Other Potted Flowering and Foliage Type	Pots	70	65	1,810	1,879	3,542	3,286
Herbaceous Perennials		3/	3/	3/	3/	34,573	32,417
Potted Hardy/Garden Mums	Pots	101	101	4,311	4,456	8,093	8,215
Other Potted Herbaceous Perennials	Pots	84	85	6,884	6,127	23,845	21,065
Flowering Potted Plants, Total		3/	3/	3/	3/	33,293	31,979
Lilies, Easter	Pots	42	44	592	637	2,167	2,268
Poinsettias	Pots	92	90	2,573	2,404	10,321	10,257
Foliage For Indoor or Patio Use, Total		3/	3/	3/	3/	4,399	4,331
Hanging Baskets, Foliage	Baskets	34	36	193	242	834	1,120
Potted Foliage	Pots	16	20	4/	4/	3,565	3,211
Growers with Gross Value of Sales	Number of Growers		Covered Area (1,000 Sq Ft)		Expanded Wholesale Value of Sales (\$1,000) 5/		
	2002	2003	2002	2003	2002	2003	
\$100,000 and over	198	190	15,741	15,488	149,069	138,999	
\$10,000 - \$99,999	275	234	3,290	2,775	10,748	10,433	
Total	473	424	19,031	18,263	159,817	149,432	

1/ Equivalent wholesale value of all sales.

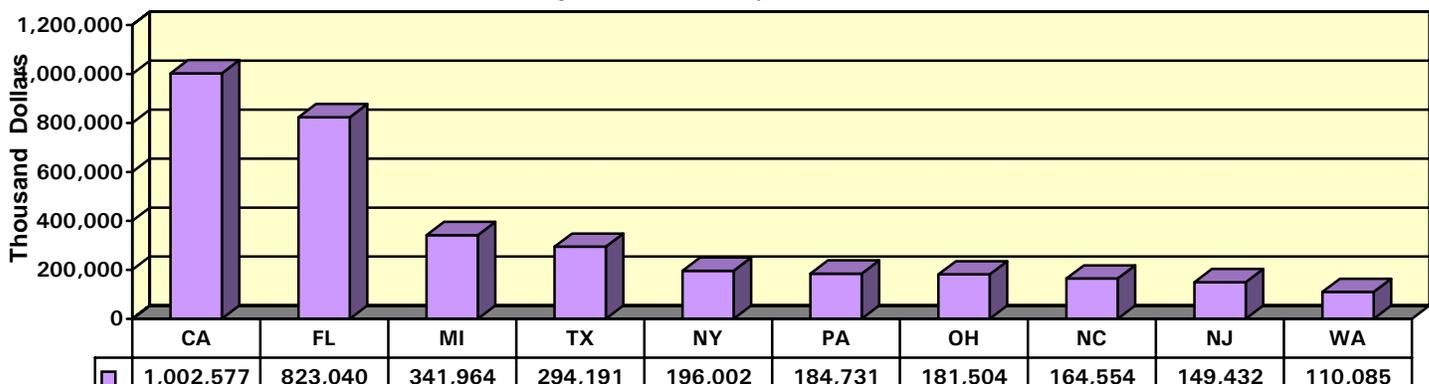
2/ Includes annual bedding plants and herbaceous perennials.

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, 2003



Thousand Dollars

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.

Floriculture Crops:

Wholesale Value of Sales by Category, for Selected States, for Operations with \$100,000+ Sales, 2003 1/

Category	Connecticut	Maryland	Massachusetts	New Jersey	New York	Pennsylvania
	<i>1,000 Dollars</i>					
Total Cut Flowers			2,433	7,200	4,272	2,891
Total Potted Flowering Plants	14,135	8,529	11,774	31,979	45,533	40,975
Total Foliage for Indoor or Outdoor Patio Use	1,492	1,482	3,957	4,331	4,057	3,373
Total Bedding/Garden Plants 2/	62,564	69,649	43,761	83,865	107,247	84,984
Annual Bedding/Garden Plants	35,127	52,384	32,700	51,448	82,818	64,257
Herbaceous Perennial Plants	27,437	17,265	11,061	32,417	24,429	20,727
Propagative Materials			4,223	11,624	8,972	24,032
Total Wholesale Value of Reported Crops	78,191	79,660	66,148	138,999	170,081	156,255
	<i>Percent</i>					
Percent of 36 State 3/ Total Wholesale Value of Reported Crops	2	2	1	3	4	3

1/ Missing data not available to avoid disclosure of individual operations.

2/ Includes annual bedding plants and herbaceous perennial plants.

3/ Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, and Wisconsin.

New Jersey Floriculture Crops:

Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 1998 - 2003

Category	Year					
	1998	1999	2000	2001	2002	2003
	<i>1,000 Dollars</i>					
Total Cut Flowers	8,495	9,194	7,128	8,533	7,377	7,200
Total Potted Flowering Plants	25,794	25,015	28,562	28,789	33,293	31,979
Total Foliage for Indoor or Outdoor Patio Use	7,510	3,258	3,822	5,552	4,399	4,331
Total Bedding/Garden Plants 1/	66,747	73,898	75,748	74,990	90,853	83,865
Annual Bedding/Garden Plants	2/	2/	48,646	51,094	56,280	51,448
Herbaceous Perennial Plants	2/	2/	27,102	23,896	34,573	32,417
Propagative Materials	3/	3/	4/	11,520	13,147	11,624
Total Wholesale Value of Reported Crops 5/	108,796	111,365	115,260	129,384	149,069	138,999

1/ Includes annual bedding plants and herbaceous perennial plants.

2/ Data not split out from the total before 2000.

3/ Data not available before 2000.

4/ Not published to avoid disclosure of individual operations.

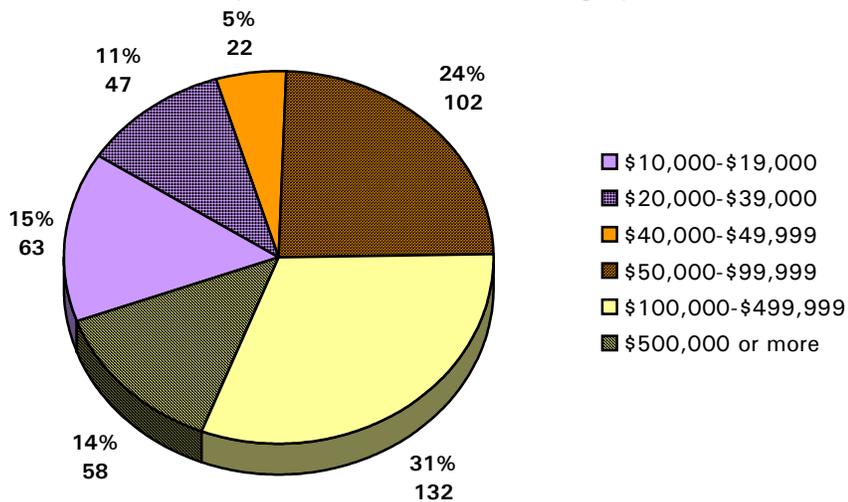
5/ Categories with disclosure problems not included in this total.

New Jersey Growing Area: By Type of Cover, 2002-2003

Type of Cover	All Operations with \$10,000+ Sales		All Operations with \$100,000+ Sales	
	2002	2003	2002	2003
	<i>1,000 Square Feet</i>			
Total Greenhouse Cover	18,455	17,819	15,227	15,117
Glass Greenhouses	4,301	4,427	3,761	4,090
Fiberglass and Other Rigid Greenhouses	403	530	288	390
Film Plastic Greenhouses	13,751	12,862	11,178	10,637
Shade and Temporary Cover	576	444	514	371
Total Covered Area	19,031	18,263	15,741	15,488
	<i>Acres</i>			
Open Ground	3,074	3,091	2,401	2,562

New Jersey Number of Floriculture Growers Percent and Number of Growers

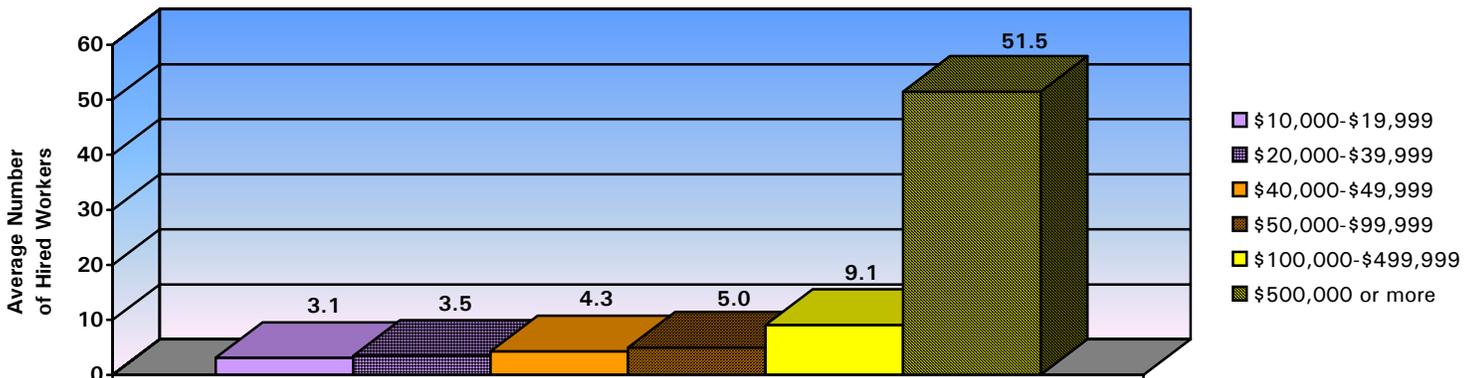
by Gross Value of Sales Category, 2003



Operations with Hired Workers, 36 States 1/

Average Number of Hired Workers

by Gross Value of Sales Category, 2003



1/ Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, and Wisconsin.



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



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