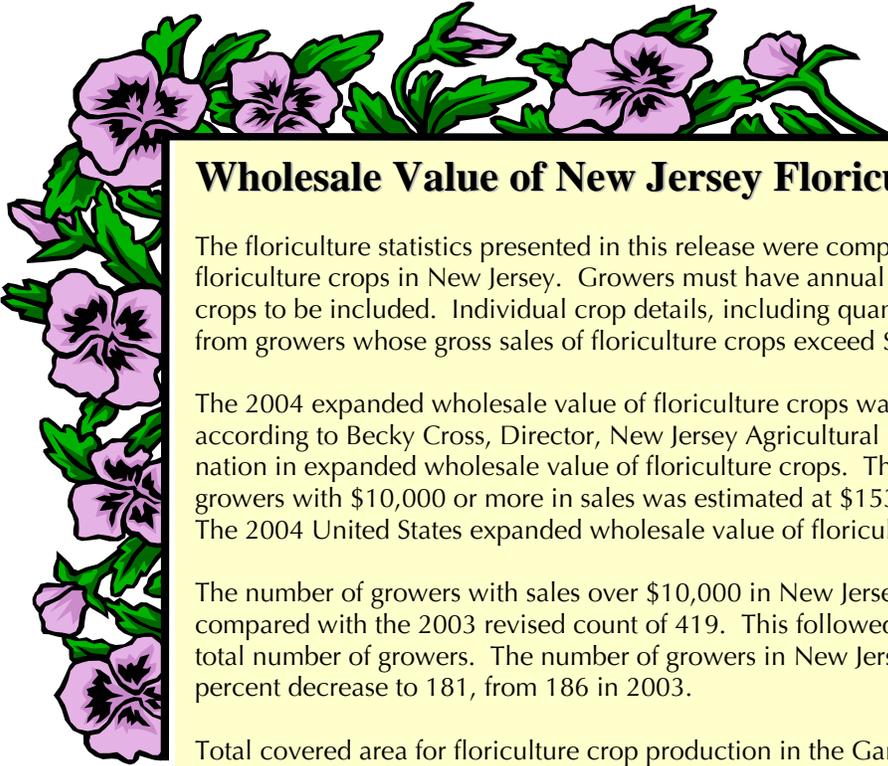




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## National Agricultural Statistics Service United States Department of Agriculture



### Wholesale Value of New Jersey Floriculture Crops Up 1 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 2004 expanded wholesale value of floriculture crops was up 1 percent from the revised 2003 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 \$153 million compared with \$151 million for 2003. The 2004 United States expanded wholesale value of floriculture crops was up 2 percent from the year 2003.

The number of growers with sales over \$10,000 in New Jersey totaled 392 in 2004, a decline of 6 percent compared with the 2003 revised count of 419. This followed the national trend of a 7 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more showed a 3 percent decrease to 181, from 186 in 2003.

Total covered area for floriculture crop production in the Garden State was recorded at 19.2 million square feet, 4 percent less than the revised area of 19.9 million square feet in 2003. Nationally, total covered area for floriculture production was down 1 percent from 2003. Greenhouse space in New Jersey accounted for 98 percent of the total covered area with 18.7 million square feet, down 4 percent from 2003. Film plastic structures, at 13.5 million square feet, were down 4 percent from the revised 2003 figure. Fiberglass and other rigid plastic covers were up 18 percent for the year, while glass greenhouse area, at 4.6 million square feet, was down 6 percent from the revised 2003 area. Shade and temporary cover constituted the remaining 452,000 square feet of covered area, up 2 percent from 2003. Open ground usage totaled 2,887 acres, down 4 percent from the 2003 total.

The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$143 million in 2004, up 11 percent from the 2003 total. These operations, which comprised 46 percent of all growers, accounted for 94 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 an increase of 5 percent in wholesale value of sales to \$89.4 million. Potted flowering plants were down 4 percent in value to \$29.5 million. The foliage for indoor use category was valued at \$3.88 million in 2004, a decrease of 6 percent from the revised 2003 estimate. The value of cut flowers decreased by 2 percent, to \$8.78 million.

The entire *Floriculture Crops: 2004 Summary* can be found on-line at [www.usda.gov/nass/](http://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, 2003 - 2004

Plant Type	Units	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales 1/	
		2003	2004	2003	2004	2003	2004
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
<b>Bedding/Garden Plants, Total 2/</b>		3/	3/	3/	3/	85,205	89,358
<b>Annuals</b>		3/	3/	3/	3/	50,009	53,422
Hanging Baskets, Geraniums Cuttings	Baskets	74	71	250	257	1,540	1,635
Hanging Baskets, Impatiens	Baskets	58	57	131	132	735	737
Hanging Baskets, New Guinea Impatiens	Baskets	85	82	293	311	1,784	1,938
Other Hanging Baskets, Flowering	Baskets	68	66	453	459	2,985	3,332
Impatiens	Flats	115	111	771	777	5,613	5,765
Petunias	Flats	111	104	360	363	2,740	2,806
Other Flowering and Foliage Type	Flats	106	97	1,504	1,512	10,528	10,902
Potted Geraniums (Cuttings)	Pots	106	105	2,460	2,300	4,190	4,047
Potted New Guinea Impatiens	Pots	97	99	1,411	1,376	2,355	2,344
Other Potted Flowering and Foliage Type	Pots	64	65	1,742	2,328	2,994	4,667
<b>Herbaceous Perennials</b>		3/	3/	3/	3/	35,196	35,936
Potted Hardy/Garden Mums	Pots	98	93	4,088	3,832	8,151	8,055
Other Potted Herbaceous Perennials	Pots	84	82	6,632	6,911	23,917	25,211
<b>Flowering Potted Plants, Total</b>		3/	3/	3/	3/	30,792	29,450
Lilies, Easter	Pots	43	41	635	590	2,242	2,142
Poinsettias	Pots	88	87	2,366	2,219	10,020	9,437
<b>Foliage For Indoor or Patio Use, Total</b>		3/	3/	3/	3/	4,139	3,878
Hanging Baskets, Foliage	Baskets	33	29	161	111	894	689
Potted Foliage	Pots	21	24	4/	4/	3,245	3,189
Growers with Gross Value of Sales	Number of Growers		Covered Area (1,000 Sq Ft)		Expanded Wholesale Value of Sales (\$1,000) 5/		
	2003	2004	2003	2004	2003	2004	
\$100,000 and over	186	181	17,038	16,582	129,090	143,196	
\$10,000 - \$99,999	233	211	2,894	2,610	21,892	9,451	
<b>Total</b>	<b>419</b>	<b>392</b>	<b>19,932</b>	<b>19,192</b>	<b>150,982</b>	<b>152,647</b>	

1/ Equivalent wholesale value of all sales.

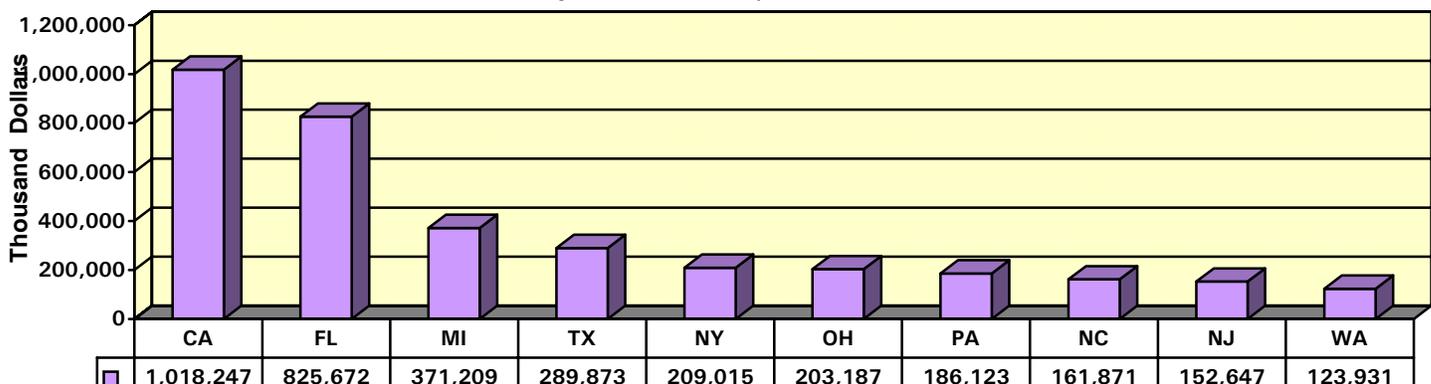
2/ Includes annual bedding plants and herbaceous perennials.

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, 2004



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, 2004 1/

Category	Connecticut	Maryland	Massachusetts	New Jersey	New York	Pennsylvania
	<i>1,000 Dollars</i>					
<b>Total Cut Flowers</b>			2,453	8,779	4,406	2,482
<b>Total Potted Flowering Plants</b>	11,198	8,457	8,619	29,450	56,213	41,081
<b>Total Foliage for Indoor or Outdoor Patio Use</b>	955	2,112	1,163	3,878	6,740	3,753
<b>Total Bedding/Garden Plants 2/</b>	70,389	85,018	48,481	89,358	107,874	84,944
Annual Bedding/Garden Plants	41,757	66,644	36,276	53,422	79,853	68,700
Herbaceous Perennial Plants	28,632	18,374	12,205	35,936	28,021	16,244
<b>Propagative Materials</b>	604	5,053	4,774	11,731	8,204	25,197
<b>Total Wholesale Value of Reported Crops</b>	83,146	100,640	65,490	143,196	183,437	157,457
	<i>Percent</i>					
<b>Percent of 36 State 3/ Total Wholesale Value of Reported Crops</b>	1.7	2.1	1.3	2.9	3.8	3.2

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, 1999 - 2004

Category	Year					
	1999	2000	2001	2002	2003	2004
	<i>1,000 Dollars</i>					
<b>Total Cut Flowers</b>	9,194	7,128	8,533	7,377	8,954	8,779
<b>Total Potted Flowering Plants</b>	25,015	28,562	28,789	33,293	30,792	29,450
<b>Total Foliage for Indoor or Outdoor Patio Use</b>	3,258	3,822	5,552	4,399	4,139	3,878
<b>Total Bedding/Garden Plants 1/</b>	73,898	75,748	74,990	90,853	85,205	89,358
Annual Bedding/Garden Plants	2/	48,646	51,094	56,280	50,009	53,422
Herbaceous Perennial Plants	2/	27,102	23,896	34,573	35,196	35,936
<b>Propagative Materials</b>	3/	4/	11,520	13,147	4/	11,731
<b>Total Wholesale Value of Reported Crops 5/</b>	111,365	115,260	129,384	149,069	129,090	143,196

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.

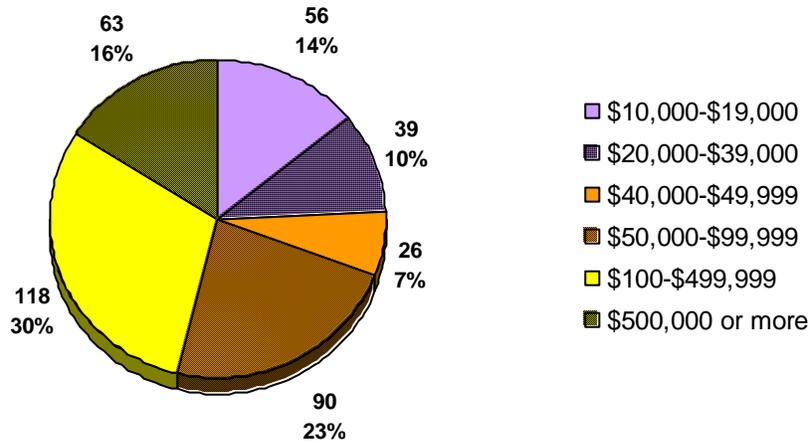
## New Jersey Growing Area: By Type of Cover, 2003-2004

Type of Cover	All Operations with \$10,000+ Sales		All Operations with \$100,000+ Sales	
	2003	2004	2003	2004
	<i>1,000 Square Feet</i>			
<b>Total Greenhouse Cover</b>	19,490	18,740	16,667	16,172
Glass Greenhouses	4,912	4,638	4,575	4,288
Fiberglass and Other Rigid Greenhouses	479	564	339	471
Film Plastic Greenhouses	14,099	13,538	11,753	11,413
<b>Shade and Temporary Cover</b>	442	452	371	410
<b>Total Covered Area</b>	19,932	19,192	17,038	16,582
	<i>Acres</i>			
<b>Open Ground</b>	3,018	2,887	2,482	2,413

## New Jersey Number of Floriculture Growers

### Percent and Number of Growers

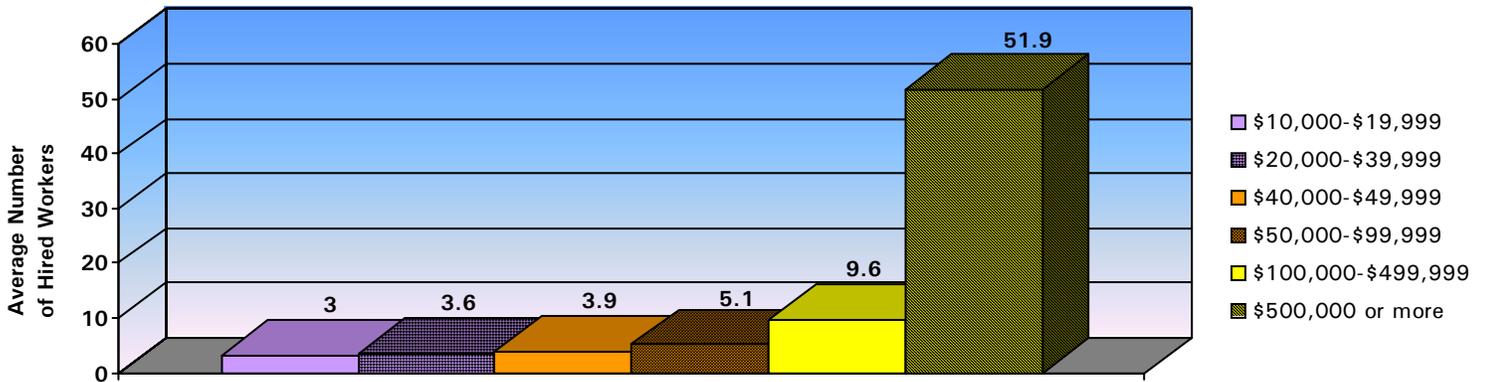
by Gross Value of Sales Category, 2004



## Operations with Hired Workers, 36 States 1/

### Average Number of Hired Workers

by Gross Value of Sales Category, 2004



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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