



**United States Department of Agriculture
National Agricultural Statistics Service
2014 Census of Horticultural Specialties – Colorado**



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Horticultural Specialties Highlights

The 2014 Census of Horticultural Specialties provides detailed production and sales data for floriculture, nursery, and other specialty products. This special study is part of the larger census of agriculture program. All operations that reported producing and selling \$10,000 or more of horticultural specialty products were included in the 2014 Census of Horticultural Specialties.

In 2014, the United States had 23,221 horticultural operations that produced and sold \$13.8 billion in floriculture, nursery, and other horticultural specialty products. Colorado had 253 horticultural operations that sold \$201.9 million in horticultural products in 2014, compared to 255 horticultural operations that sold \$205.3 million in horticultural products in 2009. Horticulture producers in Colorado had \$182.3 million in total production expenses in 2014. Hired labor expenses in Colorado accounted for 37 percent of the total production expenses. Of the 3,774 hired workers in Colorado, 2,073 worked less than 150 days compared to 1,701 who worked 150 days or more.

Top Horticultural Specialty Crops Sold: 2014

Items	All sales		Wholesale sales		Retail sales	
	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)
All horticultural specialty crops						
United States	23,221	13,789,048	14,885	11,859,976	14,710	1,929,073
Colorado	253	201,897	166	150,549	172	51,349
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Colorado	120	70,828	44	52,593	98	18,235
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Colorado	107	16,137	48	11,907	80	4,231
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Colorado	48	9,166	21	7,473	41	1,693
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Colorado	11	836	4	769	8	67
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Colorado	12	1,228	4	(D)	11	(D)
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Colorado	112	33,878	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Colorado	12	29,437	8	(D)	4	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Colorado	43	30,435	(NA)	16,931	(NA)	13,505
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Colorado	28	8,236	(NA)	7,927	(NA)	309
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Colorado	9	53	(NA)	(D)	(NA)	(D)

(D) Withheld to avoid disclosing data for individual operations.
(NA) Not available.

Top Horticultural Production Expenses and Number of Hired Workers: 2014

Item	United States	Colorado
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	operations \$1,000	23,221 10,997,042
Seeds, plants, vines, trees, etc. purchased	operations \$1,000	20,114 1,789,013
Containers purchased	operations \$1,000	14,692 573,656
Hired labor expenses, all	operations \$1,000	17,086 4,086,606
Gasoline, fuels, and oils purchased	operations \$1,000	22,207 562,895
All other production expenses ¹	operations \$1,000	11,517 542,804
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	operations workers	17,086 274,759
		253 182,299
		221 38,459
		177 9,252
		215 67,130
		243 9,414
		121 6,065
		215 3,774

¹ Includes customwork, storage and warehousing, insurance premiums, etc. Excludes potting soils and growing media, fertilizer, lime, and soil conditioner, chemicals, contract labor, utilities, repairs, supplies, and maintenance costs, rent and lease expenses, interest paid on all debt, property taxes paid in 2014, marketing expenses, and packaging expenses.

Value of Horticultural Specialty Crops Sold by Marketing Channels: 2014

Item	United States	Colorado
Consumers (direct sales)	operations value (\$1,000)	15,406 2,119,414
Retail florists	operations value (\$1,000)	2,907 200,932
Retail garden centers/nurseries, excluding mass marketers	operations value (\$1,000)	7,605 2,360,602
Supermarkets/grocers	operations value (\$1,000)	3,025 1,047,659
Other mass marketers	operations value (\$1,000)	2,668 2,884,785
Interiorscapers	operations value (\$1,000)	1,523 65,702
Landscape contractors	operations value (\$1,000)	8,096 1,948,110
Wholesale florists	operations value (\$1,000)	2,631 538,711
Landscape redistribution yards	operations value (\$1,000)	3,029 673,231
Non-profit groups (fund raisers)	operations value (\$1,000)	3,255 92,316
Other marketing channels	operations value (\$1,000)	4,518 1,857,424
		168 28,338
		35 2,133
		117 62,449
		40 1,135
		48 36,502
		25 456
		121 51,736
		39 3,407
		54 5,914
		57 787
		53 9,040

Land Area Used for Horticultural Production: 2014

Geographic area	Greenhouses		Shade structure area		Natural shade area		Area in the open	
	Operations	Area (1,000 sq ft)	Operations	Area (1,000 sq ft)	Operations	Acres	Operations	Acres
United States	14,593	894,907	4,058	429,708	1,804	5,404	12,927	497,339
Colorado	163	12,722	62	492	5	1	144	4,884

Horticultural Specialty Operations and Sales by Legal Status for Tax Purposes: 2014

Geographic area	Total		Family or individual		Partnership		Corporation		Other - cooperative, estate or trust, institutional, etc.	
	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)
United States	23,221	13,789,048	12,193	1,968,588	1,873	1,140,653	8,736	10,541,841	419	137,966
Colorado	253	201,897	82	14,919	18	5,312	143	179,375	10	2,291