



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



Northeastern Region – New England Field Office
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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. Massachusetts had 583 horticultural operations that sold \$102.9 million in horticultural products in 2014, compared to 392 horticultural operations that sold \$113.8 million in horticultural products in 2009. Horticulture producers in Massachusetts had \$116.6 million in total production expenses in 2014. Hired labor expenses in Massachusetts accounted for 36 percent of the total production expenses. Of the 3,302 hired workers in Massachusetts, 1,506 worked less than 150 days compared to 1,796 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
Massachusetts	583	102,946	197	59,499	516	43,447
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Massachusetts	300	37,998	84	19,329	253	18,669
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Massachusetts	249	17,648	57	10,430	226	7,218
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Massachusetts	125	5,821	46	3,501	100	2,320
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Massachusetts	44	234	14	50	42	184
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Massachusetts	90	1,667	17	715	85	952
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Massachusetts	144	16,237	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Massachusetts	15	6,632	9	6,587	6	45
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Massachusetts	5	3,193	(NA)	(D)	(NA)	(D)
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Massachusetts	82	6,875	(NA)	5,632	(NA)	1,243
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Massachusetts	29	3,770	(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	Massachusetts
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	operations \$1,000	583 116,602
Seeds, plants, vines, trees, etc. purchased	operations \$1,000	546 20,233
Containers purchased	operations \$1,000	445 8,754
Hired labor expenses, all	operations \$1,000	396 41,665
Gasoline, fuels, and oils purchased	operations \$1,000	518 8,196
All other production expenses ¹	operations \$1,000	251 4,511
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	operations workers	396 3,302

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	Massachusetts
Consumers (direct sales)	operations value (\$1,000)	527 42,979
Retail florists	operations value (\$1,000)	65 1,591
Retail garden centers/nurseries, excluding mass marketers	operations value (\$1,000)	141 21,886
Supermarkets/grocers	operations value (\$1,000)	77 7,427
Other mass marketers	operations value (\$1,000)	38 3,667
Interiorscapers	operations value (\$1,000)	32 333
Landscape contractors	operations value (\$1,000)	134 16,393
Wholesale florists	operations value (\$1,000)	49 1,338
Landscape redistribution yards	operations value (\$1,000)	34 1,125
Non-profit groups (fund raisers)	operations value (\$1,000)	66 786
Other marketing channels	operations value (\$1,000)	43 5,421

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
Massachusetts	400	10,374	84	215	101	107	319	3,640

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
Massachusetts	583	102,946	402	25,021	43	11,535	112	65,962	26	429