



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



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. New Hampshire had 212 horticultural operations that sold \$43.3 million in horticultural products in 2014, compared to 162 horticultural operations that sold \$40.8 million in horticultural products in 2009. Horticulture producers in New Hampshire had \$38.7 million in total production expenses in 2014. Hired labor expenses in New Hampshire accounted for 33 percent of the total production expenses. Of the 1,084 hired workers in New Hampshire, 727 worked less than 150 days compared to 357 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) |
| <b>All horticultural specialty crops</b>                                   |            |                 |                 |                 |              |                 |
| United States .....  | 23,221     | 13,789,048      | 14,885          | 11,859,976      | 14,710       | 1,929,073       |
| New Hampshire .....  | 212        | 43,275          | 97              | 28,446          | 193          | 14,829          |
| <b>Annual bedding/garden plants</b>  |            |                 |                 |                 |              |                 |
| United States .....  | 7,964      | 2,567,534       | 3,367           | 2,044,090       | 6,197        | 523,444         |
| New Hampshire .....  | 115        | 25,739          | 23              | (D)             | 106          | (D)             |
| <b>Potted herbaceous perennial plants</b>                                  |            |                 |                 |                 |              |                 |
| United States .....  | 6,291      | 944,850         | 2,710           | 794,915         | 4,805        | 149,936         |
| New Hampshire .....  | 96         | 5,652           | 17              | 2,474           | 88           | 3,178           |
| <b>Potted flowering plants for indoor or patio use</b>                     |            |                 |                 |                 |              |                 |
| United States .....  | 4,059      | 1,084,274       | 2,010           | 993,437         | 2,891        | 90,837          |
| New Hampshire .....  | 37         | 1,908           | 7               | 1,310           | 31           | 597             |
| <b>Foliage plants for indoor or patio use</b>                              |            |                 |                 |                 |              |                 |
| United States .....  | 2,644      | 721,889         | 1,386           | 702,029         | 1,591        | 19,860          |
| New Hampshire .....  | 13         | 52              | 7               | 35              | 11           | 17              |
| <b>Cut flowers and cut lei flowers</b>                                     |            |                 |                 |                 |              |                 |
| United States .....  | 1,998      | 462,098         | 974             | 417,108         | 1,350        | 44,990          |
| New Hampshire .....  | 45         | 903             | 16              | 585             | 35           | 318             |
| <b>Nursery stock</b>   |            |                 |                 |                 |              |                 |
| United States .....  | 8,226      | 4,266,631       | (NA)            | 3,834,953       | (NA)         | 431,678         |
| New Hampshire .....  | 42         | 726             | (NA)            | (NA)            | (NA)         | (NA)            |
| <b>Propagative horticultural materials, bareroot and unfinished plants</b> |            |                 |                 |                 |              |                 |
| United States .....  | 1,067      | 695,126         | 832             | 670,651         | 303          | 24,475          |
| New Hampshire .....  | 15         | (D)             | 2               | (D)             | 13           | 359             |
| <b>Sod, sprigs, or plugs</b>   |            |                 |                 |                 |              |                 |
| United States .....  | 1,289      | 1,138,465       | (NA)            | 858,280         | (NA)         | 280,185         |
| New Hampshire .....  | 1          | (D)             | (NA)            | -               | (NA)         | (D)             |
| <b>Food crops grown under protection</b>                                   |            |                 |                 |                 |              |                 |
| United States .....  | 2,521      | 796,664         | (NA)            | 606,025         | (NA)         | 190,639         |
| New Hampshire .....  | 43         | 1,267           | (NA)            | 483             | (NA)         | 784             |
| <b>Transplants for commercial vegetable and strawberry production</b>      |            |                 |                 |                 |              |                 |
| United States .....  | 693        | 371,817         | (NA)            | 339,123         | (NA)         | 32,694          |
| New Hampshire .....  | 5          | 36              | (NA)            | -               | (NA)         | 36              |

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

- Represents zero.

## Top Horticultural Production Expenses and Number of Hired Workers: 2014

| Item  | United States | New Hampshire |
|---|---------------|---------------|
| <b>HORTICULTURAL PRODUCTION EXPENSES</b>                  |               |               |
| All horticultural production expenses .....               | 23,221        | 212           |
| operations  | 10,997,042    | 38,692        |
| \$1,000   |               |               |
| Seeds, plants, vines, trees, etc. purchased .....         | 20,114        | 202           |
| operations  | 1,789,013     | 9,281         |
| \$1,000   |               |               |
| Containers purchased .....                                | 14,692        | 143           |
| operations  | 573,656       | 2,978         |
| \$1,000   |               |               |
| Hired labor expenses, all .....                           | 17,086        | 144           |
| operations  | 4,086,606     | 12,701        |
| \$1,000   |               |               |
| Gasoline, fuels, and oils purchased .....                 | 22,207        | 204           |
| operations  | 562,895       | 2,107         |
| \$1,000   |               |               |
| All other production expenses <sup>1</sup> .....          | 11,517        | 107           |
| operations  | 542,804       | 1,077         |
| \$1,000   |               |               |
| <b>GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR</b> |               |               |
| Hired workers .....                                       | 17,086        | 144           |
| operations  | 274,759       | 1,084         |
| workers   |               |               |

<sup>1</sup> 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 | New Hampshire |
|---|---------------|---------------|
| Consumers (direct sales) .....                                  | 15,406        | 193           |
| operations  | 2,119,414     | 14,722        |
| value (\$1,000)   |               |               |
| Retail florists .....   | 2,907         | 45            |
| operations  | 200,932       | 680           |
| value (\$1,000)   |               |               |
| Retail garden centers/nurseries, excluding mass marketers ..... | 7,605         | 57            |
| operations  | 2,360,602     | 23,052        |
| value (\$1,000)   |               |               |
| Supermarkets/grocers .....                                      | 3,025         | 37            |
| operations  | 1,047,659     | 1,272         |
| value (\$1,000)   |               |               |
| Other mass marketers .....                                      | 2,668         | 21            |
| operations  | 2,884,785     | 149           |
| value (\$1,000)   |               |               |
| Interiorscapers .....   | 1,523         | 23            |
| operations  | 65,702        | 241           |
| value (\$1,000)   |               |               |
| Landscape contractors .....                                     | 8,096         | 74            |
| operations  | 1,948,110     | 1,822         |
| value (\$1,000)   |               |               |
| Wholesale florists .....  | 2,631         | 24            |
| operations  | 538,711       | 349           |
| value (\$1,000)   |               |               |
| Landscape redistribution yards .....                            | 3,029         | 19            |
| operations  | 673,231       | 127           |
| value (\$1,000)   |               |               |
| Non-profit groups (fund raisers) .....                          | 3,255         | 53            |
| operations  | 92,316        | 301           |
| value (\$1,000)   |               |               |
| Other marketing channels .....                                  | 4,518         | 32            |
| operations  | 1,857,424     | 560           |
| value (\$1,000)   |               |               |

## 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 |
| New Hampshire ..... | 145         | 3,045              | 20                   | 37                 | 12                 | 2     | 109              | 296     |

## 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         |
| New Hampshire ..... | 212        | 43,275          | 138                  | 12,619          | 22          | 1,936           | 48          | 28,205          | 4   | 515             |