



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



Southern Plains Region – Oklahoma 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. Oklahoma had 146 horticultural operations that sold \$149.8 million in horticultural products in 2014, compared to 174 horticultural operations that sold \$163.7 million in horticultural products in 2009. Horticulture producers in Oklahoma had \$116.3 million in total production expenses in 2014. Hired labor expenses in Oklahoma accounted for 34 percent of the total production expenses. Of the 2,933 hired workers in Oklahoma, 1,122 worked less than 150 days compared to 1,811 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
Oklahoma	146	149,781	98	126,989	102	22,792
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Oklahoma	61	18,337	28	14,962	47	3,375
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Oklahoma	44	16,726	20	16,118	32	608
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Oklahoma	30	4,602	11	2,977	24	1,625
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Oklahoma	19	340	11	175	14	166
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Oklahoma	7	337	4	273	5	64
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Oklahoma	41	55,202	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Oklahoma	6	449	2	(D)	4	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Oklahoma	48	50,713	(NA)	35,850	(NA)	14,863
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Oklahoma	9	277	(NA)	(D)	(NA)	(D)
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Oklahoma	5	194	(NA)	88	(NA)	105

(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	Oklahoma
HORTICULTURAL PRODUCTION EXPENSES			
All horticultural production expenses	operations \$1,000	23,221 10,997,042	146 116,292
Seeds, plants, vines, trees, etc. purchased	operations \$1,000	20,114 1,789,013	120 10,363
Containers purchased	operations \$1,000	14,692 573,656	88 6,707
Hired labor expenses, all	operations \$1,000	17,086 4,086,606	124 39,445
Gasoline, fuels, and oils purchased	operations \$1,000	22,207 562,895	138 7,329
All other production expenses ¹	operations \$1,000	11,517 542,804	74 11,853
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR			
Hired workers	operations workers	17,086 274,759	124 2,933

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	Oklahoma
Consumers (direct sales)	operations value (\$1,000)	15,406 2,119,414	108 21,628
Retail florists	operations value (\$1,000)	2,907 200,932	22 635
Retail garden centers/nurseries, excluding mass marketers	operations value (\$1,000)	7,605 2,360,602	44 21,718
Supermarkets/grocers	operations value (\$1,000)	3,025 1,047,659	16 3,804
Other mass marketers	operations value (\$1,000)	2,668 2,884,785	20 39,701
Interiorscapers	operations value (\$1,000)	1,523 65,702	13 1,540
Landscape contractors	operations value (\$1,000)	8,096 1,948,110	87 33,425
Wholesale florists	operations value (\$1,000)	2,631 538,711	11 (D)
Landscape redistribution yards	operations value (\$1,000)	3,029 673,231	33 13,487
Non-profit groups (fund raisers)	operations value (\$1,000)	3,255 92,316	17 223
Other marketing channels	operations value (\$1,000)	4,518 1,857,424	24 (D)

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

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
Oklahoma	83	6,175	15	(D)	7	2	73	6,071

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

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
Oklahoma	146	149,781	64	18,811	17	39,374	61	89,701	4	1,895