



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



Northeastern Region – New England Field Office  
53 Pleasant St., Rm 3450, Concord, NH 03301  
(603) 224-9639 · (603) 225-1432 FAX · [www.nass.usda.gov/nh](http://www.nass.usda.gov/nh)

**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. Vermont had 281 horticultural operations that sold \$24.7 million in horticultural products in 2014, compared to 204 horticultural operations that sold \$19.0 million in horticultural products in 2009. Horticulture producers in Vermont had \$21.1 million in total production expenses in 2014. Hired labor expenses in Vermont accounted for 35 percent of the total production expenses. Of the 1,006 hired workers in Vermont, 695 worked less than 150 days compared to 311 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
Vermont .....	281	24,738	173	7,016	248	17,722
<b>Annual bedding/garden plants</b>						
United States .....	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Vermont .....	98	6,699	28	1,812	93	4,887
<b>Potted herbaceous perennial plants</b>						
United States .....	6,291	944,850	2,710	794,915	4,805	149,936
Vermont .....	80	2,189	18	430	70	1,759
<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
Vermont .....	40	1,336	14	571	35	766
<b>Foliage plants for indoor or patio use</b>						
United States .....	2,644	721,889	1,386	702,029	1,591	19,860
Vermont .....	8	(D)	2	(D)	7	(D)
<b>Cut flowers and cut lei flowers</b>						
United States .....	1,998	462,098	974	417,108	1,350	44,990
Vermont .....	43	715	11	372	38	343
<b>Nursery stock</b>						
United States .....	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Vermont .....	71	2,783	(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
Vermont .....	15	642	9	(D)	8	(D)
<b>Sod, sprigs, or plugs</b>						
United States .....	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Vermont .....	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
<b>Food crops grown under protection</b>						
United States .....	2,521	796,664	(NA)	606,025	(NA)	190,639
Vermont .....	110	6,360	(NA)	962	(NA)	5,399
<b>Transplants for commercial vegetable and strawberry production</b>						
United States .....	693	371,817	(NA)	339,123	(NA)	32,694
Vermont .....	11	242	(NA)	127	(NA)	115

(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	Vermont	
<b>HORTICULTURAL PRODUCTION EXPENSES</b>			
All horticultural production expenses .....	operations \$1,000	23,221 10,997,042	281 21,136
Seeds, plants, vines, trees, etc. purchased .....	operations \$1,000	20,114 1,789,013	263 3,688
Containers purchased .....	operations \$1,000	14,692 573,656	180 852
Hired labor expenses, all .....	operations \$1,000	17,086 4,086,606	204 7,501
Gasoline, fuels, and oils purchased .....	operations \$1,000	22,207 562,895	281 1,285
All other production expenses <sup>1</sup> .....	operations \$1,000	11,517 542,804	188 619
<b>GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR</b>			
Hired workers .....	operations workers	17,086 274,759	204 1,006

<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	Vermont	
Consumers (direct sales) .....	operations value (\$1,000)	15,406 2,119,414	250 14,927
Retail florists .....	operations value (\$1,000)	2,907 200,932	32 752
Retail garden centers/nurseries, excluding mass marketers .....	operations value (\$1,000)	7,605 2,360,602	58 2,432
Supermarkets/grocers .....	operations value (\$1,000)	3,025 1,047,659	47 1,152
Other mass marketers .....	operations value (\$1,000)	2,668 2,884,785	19 510
Interiorscapers .....	operations value (\$1,000)	1,523 65,702	16 267
Landscape contractors .....	operations value (\$1,000)	8,096 1,948,110	50 2,045
Wholesale florists .....	operations value (\$1,000)	2,631 538,711	20 533
Landscape redistribution yards .....	operations value (\$1,000)	3,029 673,231	18 414
Non-profit groups (fund raisers) .....	operations value (\$1,000)	3,255 92,316	32 598
Other marketing channels .....	operations value (\$1,000)	4,518 1,857,424	72 1,109

## 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
Vermont .....	209	2,289	43	96	24	175	134	639

## 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
Vermont .....	281	24,738	152	9,561	19	1,925	110	13,252	-	-

- Represents zero.