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# 2019 CENSUS OF HORTICULTURAL SPECIALITES

## IOWA

The **2019 Census of Horticultural Specialties report**, released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), shows that horticulture operations in the United States sold a total of \$13.8 billion in floriculture, nursery and specialty crops in 2019, down slightly from 2014. The number of horticulture operations decreased 11% during this time to 20,655.

The full report is available at: <http://www.agcensus.usda.gov/Publications/>

### Top Horticultural Commodities – Iowa: 2014 and 2019

All Horticulture	2014 Sales	2019 Sales	% change from 2014 to 2019
	(1,000 dollars)	(1,000 dollars)	
Annual bedding/garden plants	40,536	42,123	3.9
Flower Seeds	7,340	(D)	
Food crops under protection	8,278	7,772	-6.1
Nursery stock	8,210	8,370	1.9
Potted flowering plants	10,279	9,254	-10.0
Potted herbaceous perennials	7,132	9,114	27.8
Sod, sprigs and plugs	9,146	11,752	28.5

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

Sales value of Flower seeds dropped from being third in the nation in 2014, composing 23.2% of the total U.S. flower seed sales to undisclosed sales in 2019. There are 5 total flower seed operations in 2019, a decrease of 50.0%. Iowa total quantity harvested and sold in 2019 was 111,280 pounds of clean seed, a 91.3% decrease from 2014 (1,284,566).

Iowa's total floriculture, nursery and specialty crops generated \$101 million in sales in 2019, an increase of 1.6% from 2014. This accounts for .7% of all U.S. horticulture sales in 2019. Iowa producers increased in number from 289 in 2014 to 321 in 2019, a 11.1% increase. Of the 321 horticultural specialty operations, family or individually-owned operations were the most common, accounting for 68.5% of all operations, but corporately owned operations accounted for 75.5% of all sales (\$76.2 million). Partnerships had an increased share of revenues, composing 6.2%



of total sales in 2019, compared with 1.9% in 2014. Total industry expenses in Iowa totaled \$81.6 million, up slightly from 2014. Hired labor costs, at \$23.8 million, were the largest expense, accounting for 29.2% of total expenses in 2019.



Sod, springs and plugs experienced the largest increase with sales, up \$2.61 million, or 28.5% from 2014 to 2019.



Iowa's horticulture operations sold more than 2.61 million potted herbaceous perennials in 2019. Potted herbaceous perennials sales generated over \$9.11 million in revenue.



Annual bedding and garden plants had an increase in total sales from 2014, up \$1.59 million to \$42.1 million in sales in 2019. There were 152 operations with annual bedding and garden plant sales, down 1.3% from 2014. Wholesale sales composed 77.7% of all annual and bedding garden sales, while the remainder were retail sales. Total sales from combination planter/color bowls, increased 140% from 2014 to \$6.29 million.

**Top Annual Bedding/Garden Plants Sold – Iowa: 2014 and 2019**

Commodity	Operations		Value of sales	
	2014	2019	2014	2019
			(1,000 dollars)	
Flowering and foliar annuals, total	147	145	34,734	37,150
Begonia	114	96	931	1,693
Combination planter/Color bowl	40	32	2,614	6,294
Geraniums (from vegetative cuttings)	104	112	3,049	5,386
Impatiens, New Guinea	105	80	957	1,340
Impatiens, other	118	105	1,872	1,096
Marigold	121	112	990	1,196
Petunias	135	130	2,912	3,239
Other flowering and foliar annuals	52	39	17,291	9,296
Vegetable-type bedding plants, total	82	99	5,802	4,973
Herbs (culinary)	47	45	1,424	1,581
Tomatoes	68	78	1,903	1,610
Other vegetable-type bedding plants	43	40	1,346	673

Food crops grown under protection increased in terms of the number of operations engaged in this practice, but experienced an overall decrease in revenues. The total number of operations engaged in this practice increased 32.0% to 99 operations. Total sales from food crops grown under protection decreased 6.1% to \$7.77 million in 2019. Tomatoes top crops grown under protection, with \$2.32 million in sales and 14,178 cwt. produced.

The Census of Horticultural Specialties provides detailed, comprehensive production and economic data on the horticulture industry. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2017 Census of Agriculture were included in this special study.



**To IOWA HORTICULTURE PRODUCERS: THIS REPORT CONTAINS A BRIEF SUMMARY OF THE DATA COLLECTED FROM THE 2019 CENSUS OF HORTICULTURAL SPECIALTIES. WE APPRECIATE YOUR ASSISTANCE IN PROVIDING TIMELY AND ACCURATE DATA ON THIS GROWING INDUSTRY. THANK YOU FOR YOUR SUPPORT.**