

# Floriculture

**All Value of Production:** The 2002 wholesale value of floriculture crops was up 5 percent from the revised 2001 value. The total crop wholesale value for all New Jersey growers with \$10,000 or more in sales was estimated at \$146 million compared with \$139 million for 2001. The 2002 United States' wholesale value of floriculture crops was also up 2 percent from the year 2001.

**Number of Growers:** The number of growers with sales over \$10,000 in New Jersey totaled 362 in 2002, a decline of 4 percent compared with the 2001 revised count of 376. This followed the United States national trend of a 8 percent decline in the total number of growers. The number of growers in New Jersey with sales of \$100,000 or more showed a 5 percent decrease to 168, from 177 in 2001. We saw a similar trend at the national level of a 3 percent drop.

**Growing Area:** Total covered area for floriculture crop production in the Garden State for growers over \$10,000 sales was recorded at 20 million square feet, 2 percent more than the revised area of 19.6 million square feet in 2001. Nationally, total covered area for floriculture production was down 1 percent from 2001. Greenhouse space in New Jersey accounted for 97 percent of the total covered area with 19.5 million

square feet, up 1 percent from 2001. Film plastic structures at 14.8 million square feet was up 2 percent from the revised 2001 figure. Fiberglass and other rigid plastic covers, at 781 thousand square feet, were down 7 percent for the year, while glass greenhouse area, at 3.9 million square feet, was virtually unchanged from the revised 2001 area. Shade and temporary cover constituted the remaining 562 thousand square feet of covered area, up 54 percent from 2001. Open ground usage totaled 2,674 acres, 9 percent above the 2001 total.

**Total Wholesale Value:** The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level reached \$138 million in 2002, up 7 percent from the 2001 total. These operations, which comprised 46 percent of all growers, accounted for 95 percent of the total value of floriculture crops.

Bedding and garden plants, the largest contributor, recorded an increase of 7 percent in wholesale value of sales to \$80 million. Potted flowering plants were up 7 percent in value to \$30.8 million. The foliage category was valued at \$5.75 million in 2002, an increase of 4 percent from the revised 2001 estimate. The value of cut flowers decreased by 4 percent, to \$8.16 million.

**FLORICULTURE: SELECTED CROPS AND STATE TOTALS. 2001 - 2002**

Plant Type	Operations with \$100,000 + Sales					
	Growers		Quantity Sold		Wholesale Value of Sales 1/	
	2001	2002	2001	2002	2001	2002
	Number		1,000		1,000 Dollars	
<b>Bedding/Garden Plants, Total</b>	2/	2/	2/	2/	74,990	80,384
Hanging Baskets, Geraniums	84	82	275	297	1,699	1,886
Hanging Baskets, Impatiens	62	57	147	134	804	777

See footnotes at the end of table.