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Floriculture Crops – 2014 Summary

The following floriculture statistics were compiled from interviews of all known growers of floriculture crops in New Jersey. Growers must have annual gross sales exceeding \$10,000 of all floriculture crops to be included in the state tabulations. Individual crop details, including quantity sold, price, and value, are summarized only from growers whose gross sales of floriculture crops are above \$100,000.

Value of Production: New Jersey ranked sixth in the nation in expanded wholesale value of floriculture crops with a value of \$196 million. New Jersey ranked third in the aggregate categories of herbaceous perennials at \$53 million and cut flowers at \$15 million.

Number of Producers: All states showed declines in number of producers from 2013 to 2014. New Jersey did show an increase of producers in the \$100,000 to \$499,999 sales range.

Production Area: New Jersey showed increases in both open and total covered area for operations with at least \$10,000 in sales. New Jersey was the third leading state in open area devoted to floriculture, close to #2 Florida. Total covered area for floriculture crop production in the Garden State in 2014 was 26.7 million square feet. New Jersey was third nationally for floriculture grown under glass. Open ground floriculture totaled 4,720 acres. When considering total land area, New Jersey is more than twice as densely devoted to floriculture as any other state.

Hired Workers: The 15 major producing states had 4,849 floriculture operations, and 3,761 of these operations hired workers. The average peak number of workers hired during the year was 22. Operations with sales of \$100,000 to \$499,999 hired an average peak number of 11 workers, while operations with \$500,000 or more sales hired an average of 61 workers.

The national *Floriculture Crops: 2014 Summary* can be found at www.nass.usda.gov/. View 'Publications' from the gray bar beneath the pictures. Look toward the bottom of the June 4 releases. For this release and the Northeastern release, look for Floriculture under New Jersey Publications from www.nass.usda.gov/nj.

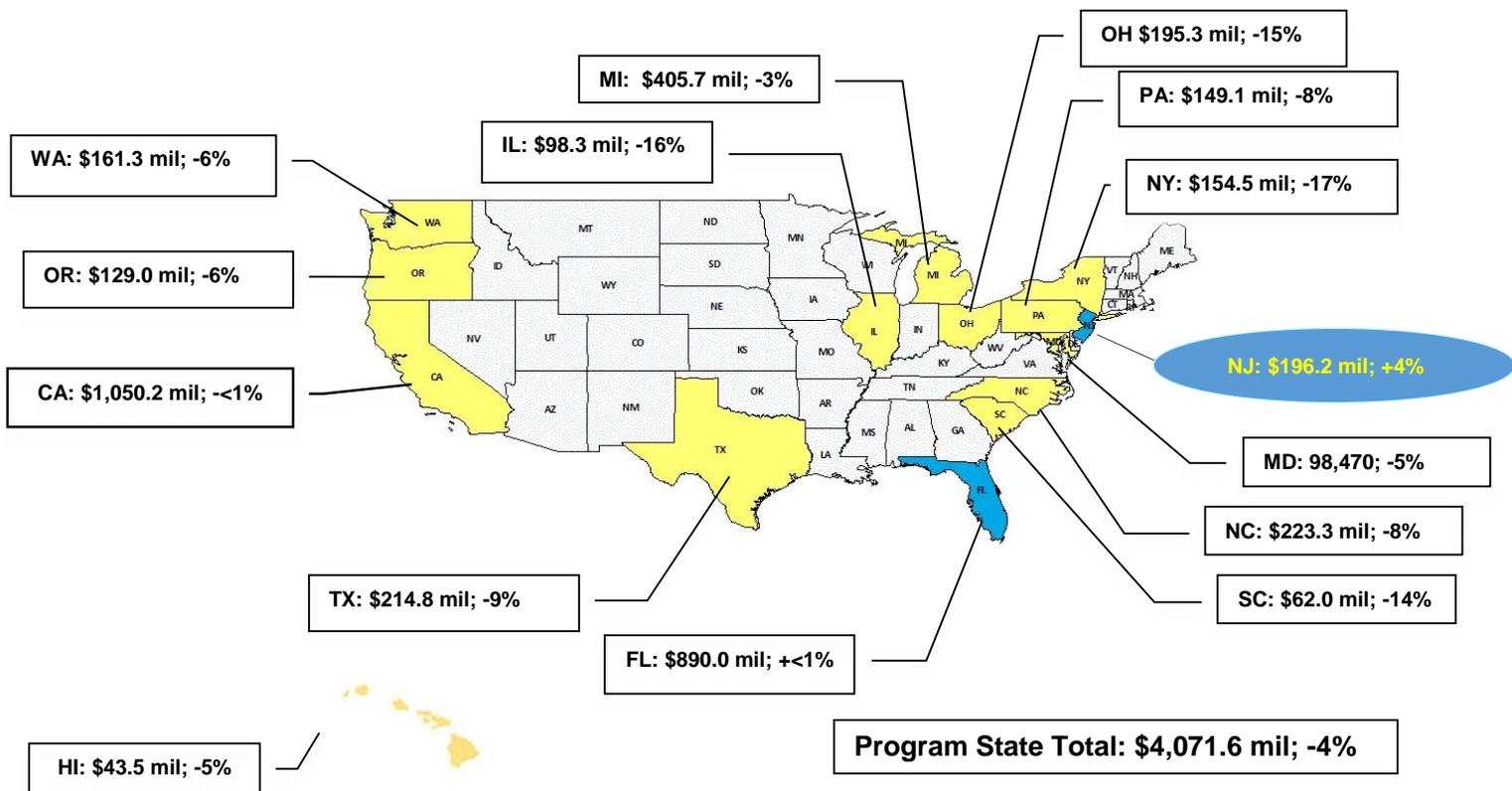


Number of Floriculture Growers and Ranking by Expanded Wholesale Value, 2013-2014

State	Growers		Expanded Wholesale Value ¹		
	2013	2014	2013	2014	2014
	Number		1,000 Dollars		Rank
California	732	582	1,052,251	1,050,200	1
Florida	695	597	886,447	889,950	2
Michigan	604	454	418,931	405,671	3
North Carolina	279	211	243,657	223,336	4
Texas	278	226	234,952	214,779	5
New Jersey	317	258	188,539	196,190	6
Ohio	525	349	229,030	195,264	7
Washington	246	208	172,079	161,299	8
New York	622	477	186,232	154,540	9
Pennsylvania	725	549	162,432	149,074	10
Oregon	295	230	137,252	128,961	11
Maryland	157	128	103,478	98,470	12
Illinois	261	226	116,604	98,337	13
South Carolina	76	56	72,138	62,048	14
Hawaii	303	298	45,912	43,484	15
Total 15-State Program	6,115	4,849	4,249,934	4,071,603	

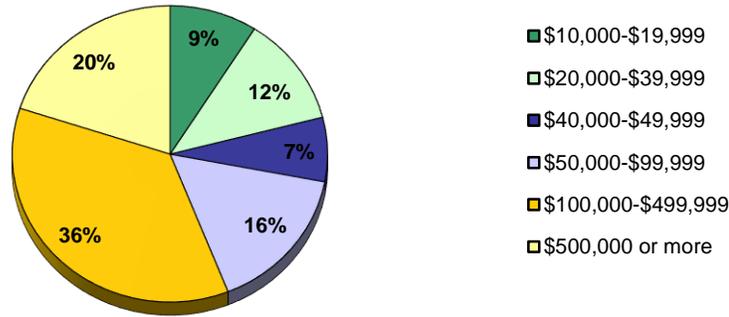
¹Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of grower in each size group by the mid-point of the sales range.

Expanded Wholesale Values^{1,2} for 2014 and Percent Change from 2013 For the Program States



¹Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of grower in each size group by the mid-point of the sales range. ²Values in thousands of dollars.

**New Jersey Percent of Floriculture Growers
by Gross Value of Sales Category, 2014**



Floriculture Crops: Wholesale Value of Sales by Category, for Selected States, for Operations with \$100,000+ Sales, 2014

Category	Maryland	New Jersey	New York	North Carolina	Pennsylvania	South Carolina
	1,000 Dollars					
Cut Flowers	*	14,594	958	3,500	*	*
Potted Flowering Plants	4,298	33,964	25,886	31,255	28,965	8,559
Foliage Plants for Indoor or Outdoor Patio Use	327	997	2,095	15,176	2,024	108
Total Bedding/Garden Plants*	82,109	123,281	98,328	166,549	77,376	52,016
Annual Bedding/Garden Plants	58,724	70,451	71,926	131,667	59,760	6,183
Herbaceous Perennial Plants	23,385	52,830	26,402	34,882	17,616	45,833
Propagative Materials	9,340	18,425	16,922	*	18,772	-
Total Wholesale Value of Reported Crops¹	178,183	314,542	242,517	383,029	204,513	112,699

Data not available to avoid disclosure of individual operations. ¹Totals exclude Plant Category values denoted by asterisks (). – Represents zero.

New Jersey Floriculture Crops: Wholesale Value of Sales by Category, for Operations with \$100,000+Sales, 2008-2014

- Represents zero. Category	Year						
	2008	2009	2010	2011	2012	2013	2014
1,000 Dollars							
Cut Flowers	13,300	11,390	12,423	12,635	13,567	12,435	14,594
Potted Flowering Plants	23,324	20,665	22,732	25,686	27,371	33,156	33,964
Total Bedding/Garden Plants	109,295	107,391	110,398	107,704	114,792	109,621	123,281
Annual Bedding/Garden Plants	64,950	62,294	63,501	68,148	71,994	65,475	70,451
Herbaceous Perennial Plants	44,345	45,097	46,897	39,556	42,798	44,146	52,830
Propagative Materials	22,665	16,591	22,329	23,232	23,679	23,429	18,425
Total Wholesale Value of Reported Crops¹	168,584	158,195	167,882	169,257	179,409	178,641	190,264

Data not available to avoid disclosure of individual operations. ¹Totals exclude Plant Category values denoted by asterisks ().

New Jersey Floriculture: Selected Crops and State Totals, 2013 – 2014

Plant Type	Units for quantity sold	Operations with \$100,000+ Sales					
		Growers		Quantity Sold		Wholesale Value of Sales ¹	
		2013	2014	2013	2014	2013	2014
		<i>Number</i>		<i>1,000 Units</i>		<i>1,000 Dollars</i>	
Bedding/Garden Plants, Total²		*	*	*	*	109,621	123,281
Annuals		*	*	*	*	65,475	70,451
Hanging Baskets, Geraniums (Cuttings)	Baskets	58	57	181	216	1,558	1,713
Hanging Baskets, Impatiens	Baskets	27	24	58	46	363	291
Hanging Baskets, New Guinea Impatiens	Baskets	69	64	325	331	2,548	2,588
Hanging Baskets, Petunias	Baskets	57	57	286	284	2,013	1,962
Impatiens	Flats	63	64	363	327	2,581	2,345
Petunias	Flats	73	78	330	353	2,511	2,577
Marigolds	Flats	88	84	361	246	2,397	1,774
Geraniums (Cuttings)	Pots	84	83	1,736	1,769	3,792	4,144
New Guinea Impatiens	Pots	82	79	1,584	1,444	3,039	2,798
Pansies/Violas	Pots	36	42	1,158	1,232	1,947	2,072
Potted Herbaceous Perennials		*	*	*	*	44,146	52,830
Hardy/Garden Chrysanthemums	Pots	74	66	4,616	4,265	11,266	11,566
Hostas	Pots	50	51	690	731	2,912	3,412
Other Potted Herbaceous Perennials	Pots	60	55	7,029	7,744	29,968	37,852
Flowering Plants, For Indoor Patio Use, Total		*	*	*	*	33,156	33,964
Lilies, Easter	Pots	27	28	237	270	1,260	1,381
Poinsettias	Pots	50	51	1,709	1,766	8,558	8,444



We thank all of our producers who provided information for this report.

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