Floriculture Crops, 2010

By Sherry S. Deane

A special "THANK YOU" to greenhouse operators and floriculture producers who have helped by completing the annual Commercial Floriculture Survey during January and February.

In 2009, the greenhouse and nursery industry comprised 6 percent of all cash receipts received by agricultural producers in Pennsylvania. The annual Commercial Floriculture Survey measures one portion of this important sector of the agricultural economy.

There were 711 growers in 2010, compared to 743 growers in 2009. The 2010 wholesale value of sales by commercial flower and foliage producers in Pennsylvania totaled $162.3 million, up slightly from 2009. Pennsylvania ranked 10th nationally in wholesale sales of floriculture crops.

All values in the following tables are **wholesale equivalent** value of sales; they were derived by multiplying the average wholesale price by the total quantity sold.

The value of sales at wholesale of total bedding or garden plants for operations with over $100,000 in sales was $75.4 million, down $3.0 million from 2009.

The total covered growing area for Pennsylvania in 2010 was 19.9 million square feet, down one percent from 2009. Covered growing area included: glass greenhouses, 1.7 million square feet; fiberglass and other rigid greenhouses, 2.3 million square feet; film plastic (single/multi) greenhouses, 15.9 million square feet; and shade and temporary cover, 213,000 square feet. Growers also used 475 acres of open ground in 2010.

About the Survey: The Commercial Floriculture Survey is conducted annually by USDA's National Agricultural Statistics Service (NASS) in 15 states. It is a "census" of all known operations with more than $10,000 in floriculture sales. For operations with more than $100,000 in sales, detailed data is collected about specific varieties.

Data summarized in the tables showing grower numbers and growing area represent all growers having sales of $10,000 or more. The area statistics will not be comparable between the two published years because they include nursery production for 2009, due to joint data collection efforts with the 2009 Census of Horticulture.

The results of the survey are available to the public. Associations use these statistics when working with policy makers at the state and national levels. University extension specialists justify research grants and other activities with statistics that describe the size and importance of the industry in each state. Banks and other lending institutions often use the data when evaluating loan applications. Individual producer data is kept strictly confidential and used only in combination with other reports to prepare state and national statistics. Individual information is exempted from disclosure under the Freedom of Information Act.

Pennsylvania: Number of Growers, Reported Gross Value of Sales, 2009-2010

Value of Sales	2009	2010
	Number	
$10,000 - $19,999	126	89
$20,000 - $39,999	176	138
$40,000 - $49,999	65	63
$50,000 - $99,999	145	215
$100,000 - $499,999	177	154
$500,000 or More	54	52
TOTAL	743	711
	1,000 Dollars	
Expanded wholesale value [1]	161,483	162,273

[1] Wholesale 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 growers in each size group by the mid-point of each dollar value range.

Pennsylvania: Growing Area by Type of Cover, All Operations with $10,000+ Sales, 2009-2010

Type of Cover	2009	2010
	Number	
Total number of growers	743	711
	1,000 Square Feet	
Glass greenhouses	1,941	1,673
Fiberglass & other rigid greenhouses	2,030	2,289
Film plastic (single/multi) greenhouses	16,157	15,924
TOTAL GREENHOUSE COVER	20,128	19,886
Shade and temporary cover	459	213
TOTAL COVERED AREA	20,587	20,099
	Acres	
Open ground	1,622	475