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2019 CENSUS OF HORTICULTURAL SPECIALITES

WISCONSIN

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 – Wisconsin: 2014 and 2019

All Horticulture	2014 Sales	2019 Sales	% change from 2014 to 2019
	(1,000 dollars)	(1,000 dollars)	
Annual bedding/garden plants	80,794	78,432	-2.9
Cut Christmas trees	16,182	23,256	43.7
Food crops under protection	4,120	4,906	19.1
Nursery stock	45,749	57,328	25.3
Potted flowering plants	9,503	(D)	
Potted herbaceous perennials	24,820	25,968	4.6
Sod, sprigs and plugs	13,683	10,754	-21.4

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

Sales value of Wisconsin cut Christmas trees ranked fourth in the nation, composing 6.5% of the total U.S. cut Christmas tree sales, with \$23.3 million in sales. The 181 operations in Wisconsin sold 785 thousand Christmas trees in 2019. As of January 1, 2020, there were 7.26 million Christmas trees on Wisconsin horticulture operations to be cut and sold in future years.

Wisconsin’s total floriculture, nursery and specialty crops generated \$231 million in sales in 2019, up slightly from 2014. This accounts for 1.7% of all U.S. horticulture sales in 2019. Wisconsin producers decreased in number from 833 in 2014 to 789 in 2019, a 5.3% decrease. Of the 789 horticultural specialty operations, family- or individually-owned operations were the most common, accounting for 53.1% of all operations, but corporately owned operations accounted for 66.8% of all sales (\$154 million). Partnerships had an increased share of revenues, composing 18.5% of total sales in



2019, compared with 16.5% in 2014. Total industry expenses in Wisconsin totaled \$183 million, down 2.7% since 2014. Hired labor costs, at \$67.0 million, were the largest expense, accounting for 36.7% of total expenses in 2019.



Total sales from tomato bedding plants decreased 37.6% from 2014 to \$820,000.



Wisconsin’s horticulture operations sold more than 5.44 million potted herbaceous perennials in 2019. Potted herbaceous perennials sales generated \$26.0 million in revenue.



Annual bedding and garden plants had a decrease in total sales from 2014, down \$2.36 million to \$78.4 million in sales in 2019. There were 341 operations with annual bedding and garden plant sales, down 14.7% from 2014. Retail sales composed 62.8% of all annual and bedding garden sales, while the remainder were wholesale sales. Cut Christmas trees and nursery stock showed strong growth, with sales increasing 43.7% and 25.3%, respectively. Sales of sod, sprigs, and plugs experienced the largest decrease in sales, down \$2.93 million, or 21.4% from 2014 to 2019.

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

Commodity	Operations		Value of sales	
	2014	2019	2014	2019
			(1,000 dollars)	
Flowering and foliar annuals, total	385	323	75,066	71,655
Begonia	313	231	2,373	2,682
Calibrachoa	137	107	1,552	1,385
Geraniums (from vegetative cuttings)	318	239	7,510	5,778
Impatiens, New Guinea	274	227	1,898	1,802
Impatiens, other	276	203	2,323	2,704
Marigold	312	240	1,306	1,073
Pansies (violets)	301	230	1,852	1,851
Other flowering and foliar annuals	131	138	43,876	39,612
Vegetable-type bedding plants, total	219	183	5,728	6,778
Herbs (culinary)	135	113	1,172	968
Tomatoes	165	144	1,315	820
Other vegetable-type bedding plants	101	117	2,395	4,205

Food crops grown under protection increased in terms of the number of operations engaged in this practice, and also experienced an overall increase in revenues. The total number of operations engaged in this practice increased 9.2% to 107 operations. Total sales from food crops grown under protection increased 19.1% to \$4.91 million in 2019. Tomatoes top food crops grown under protection, with \$1.88 million in sales and 10,062 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 Wisconsin 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.