

2009 Census of Horticultural Specialties

Wisconsin



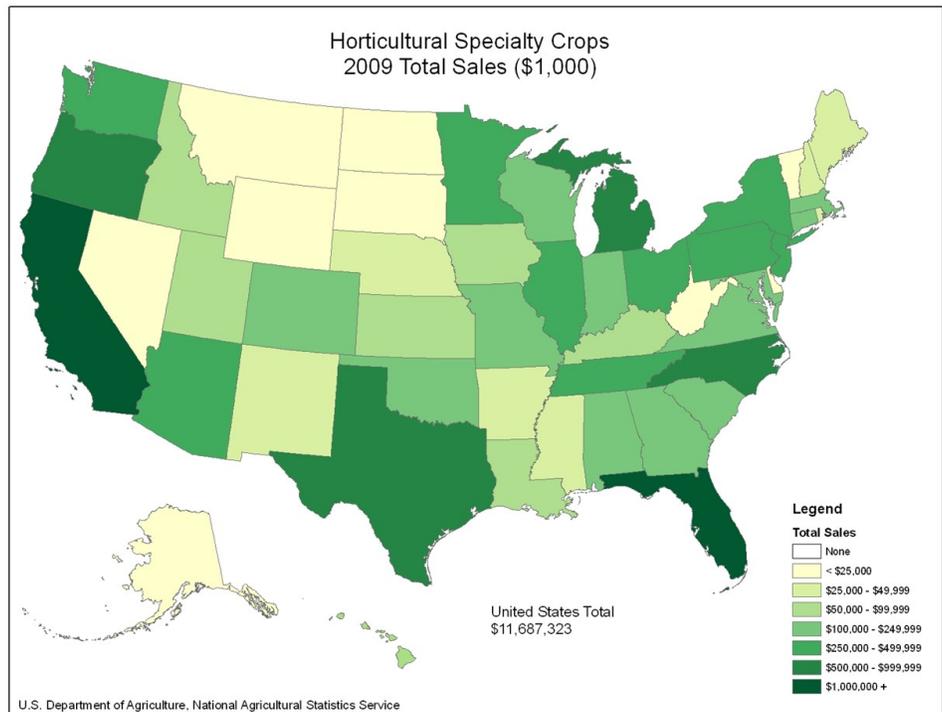
Top 5 Nursery Stock Categories (National):

1. Broadleaf Evergreens
2. Coniferous Evergreens
3. Deciduous Shrubs
4. Fruit and Nut Plants
5. Deciduous Flowering Trees

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The 2009 Census of Horticulture counted 21,585 operations in the United States with sales of \$10,000 or more in horticultural specialty crops, a decrease of 2,173 operations since the 1998 Census of Horticulture. Sales of horticultural crops only increased by 10 percent over this period, compared to a 60 percent increase for all crop commodities¹.



Wisconsin's Ranking Among States -Sales of Christmas Trees

	Operations	Sales (\$1,000)
Oregon	250	75,662
North Carolina	293	55,708
Michigan	114	20,715
Pennsylvania	208	16,415
Washington	124	12,178
Wisconsin	176	10,327

¹U.S. Department of Agriculture, Economic Research Service. *Farm Income and Balance Sheets, 1929-2010.*



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National Value of Sales

Categories where sales increased more than average include food crops grown under cover, bedding plants, nursery stock and propagative materials. Categories with a lower than average change in sales include sod, potted flowering plants, cut Christmas trees, dried bulbs, cut flowers and cut cultivated greens.

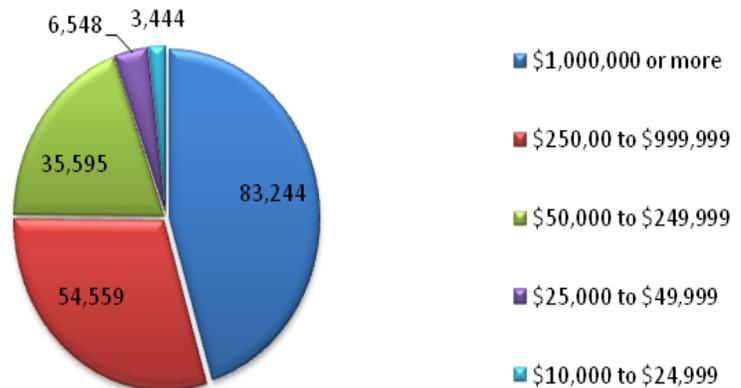
	2009 Value of Sales	1998 Value of Sales	% Change
All Horticultural Crops	\$11.7 billion	\$10.6 billion	+10.3
Nursery Stock	\$3.9 billion	\$3.1 billion	+24.3
Annual Bedding/Garden Plants	\$2.3 billion	\$1.7 billion	+33.3
Sod, Sprigs or Plugs	\$877 million	\$835 million	+5.0
Potted Flowering Plants	\$871 million	\$868 million	+0.4
Herbaceous Perennial Plants	\$844 million	\$627 million	+34.5
Propagative Materials	\$602 million	\$493 million	+22.0
Food Crops Grown Under Protection	\$553 million	\$223 million	+148.5
Foliage Plants	\$510 million	\$595 million	-14.3
Cut Flowers	\$403 million	\$513 million	-21.3
Transplants for Commercial Vegetable Production	\$331 million	\$156 million	+111.6
Cut Christmas Trees	\$250 million	\$256 million	-2.5

Top Horticultural Specialty States By Total Sales (\$1,000)	
United States	\$11,687,323
California	\$2,283,394
Florida	\$1,288,798
Oregon	\$835,201
Texas	\$620,103
Michigan	\$566,794
North Carolina	\$501,363
Ohio	\$351,241
New Jersey	\$347,601
New York	\$303,354

Wisconsin Sales

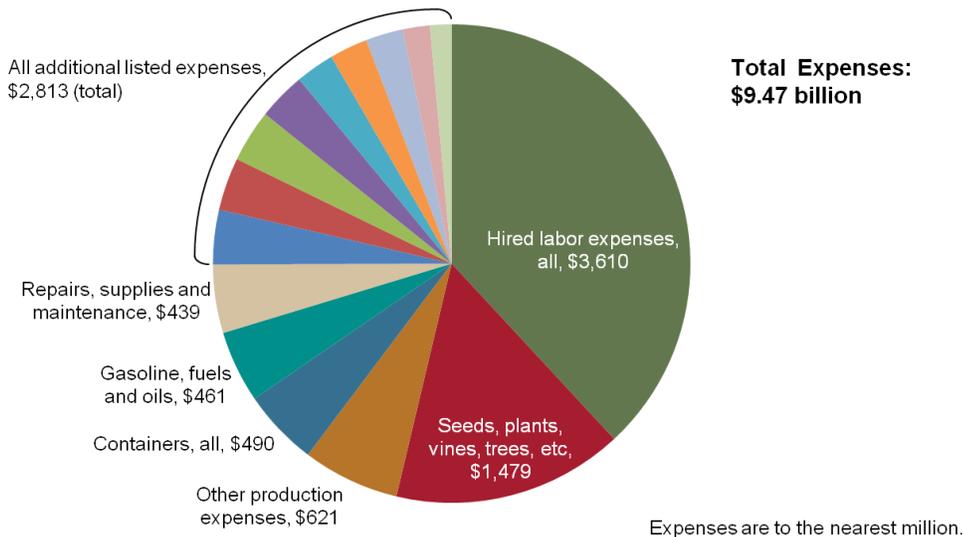
Wisconsin value of sales of all horticulture crops in 2009 totaled \$183.4 million. Operations with sales totals of \$1,000,000 or more accounted for \$83.2 million in sales, or 45% of total sales in Wisconsin.

WI Total Sales by Size of Operations (\$1,000)



Expenses—National

The single largest expense for horticultural specialty operations is hired labor, which includes salaries paid to hired workers, as well as benefits for workers. Horticultural operations employed 280,201 hired workers in 2009. Hired labor expenses were more than twice the amount of the next largest expense, which was for seeds, plants, vines and trees. Other significant production expenses included the expense for containers, which includes pots and flats, and for gasoline, fuels and oils.



Top 5 Annual Bedding Plants (National):

1. Petunias
2. Geraniums
3. Pansies
4. Impatiens
5. Begonias

Production Expenses—Wisconsin

Production expenses for horticultural operations totaled \$155.3 million in Wisconsin.

Top 5 Horticulture Production Expenses - Wisconsin	Total Cost (Millions)	% of Total Expenses
Total Hired Labor Expense	\$58.7	37.8
Seeds, Plants, Vines, Trees, etc. Purchased	\$26.6	17.1
Containers Purchased	\$9.5	6.1
Gasoline, Fuels and Oils Purchased	\$9.1	5.9
All Other Production Expenses	\$8.4	5.4

Top Horticultural Specialty States By Number of Operations

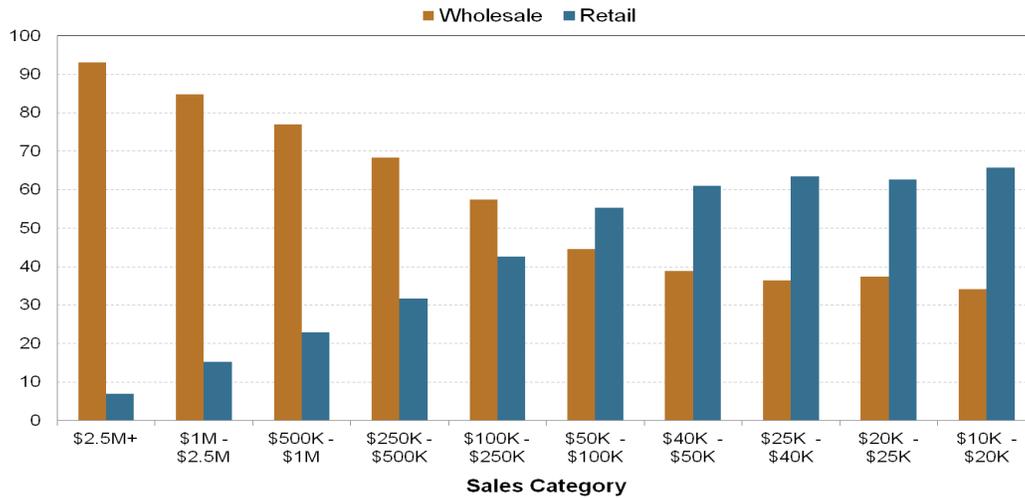
United States	21,585
Florida	1,882
California	1,611
Pennsylvania	1,288
Oregon	1,177
Michigan	1,089
New York	1,040
North Carolina	1,021
Wisconsin	849
Ohio	784



Wholesale and Retail Sales—National

Wholesale sales accounted for 85 percent of all horticultural sales nationwide in 2009. The top two wholesale crops were nursery stock followed by annual bedding and garden plants. Horticultural specialty operations also sold \$1.8 billion at the retail level, or 15 percent of the total value of horticultural production. The top crop for sales at the retail level was annual bedding and garden plants, followed by nursery stock. Smaller operations sold more at the retail level. Operations with sales of less than \$250,000 accounted for 30 percent of all retail sales.

Percent of Total Sales by Sales Type



For More Information

Access the complete results of the 2009 Census of Horticultural Specialties online. Results include detailed national and state-level data for specific sectors of the horticulture industry and individual species of horticultural crops as well as information on the amount and type of containers sold of each species and sales value at both the wholesale and retail level.

www.nass.usda.gov

www.agcensus.usda.gov

Agricultural Statistics Hotline
(800) 727-9540



www.agcensus.usda.gov

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