



# New England Agricultural Statistics Service

a field office of the National Agricultural Statistics Service  
United States Department of Agriculture

22 Bridge St. Third Floor  
PO Box 1444  
Concord, NH 03302

Aubrey R. Davis, Director  
[www.usda.gov/nass](http://www.usda.gov/nass)

603-224-9639  
Fax: 603-225-1434  
[nass-nh@nass.usda.gov](mailto:nass-nh@nass.usda.gov)



## Floriculture Crops Connecticut & Massachusetts

May 6, 2002

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

**Connecticut:** The number of commercial growers in 2001 was 284, down 13 growers from the previous year. The wholesale equivalent value of sales increased from \$72.1 million in 2000 to \$80.2 million in 2001. Bedding/garden plants were again the largest sales category with 79 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

**Massachusetts:** The number of commercial growers in 2001 was 446, down 25 growers from the previous year. The wholesale equivalent value of sales decreased from \$79.5 million in 2000 to \$78.2 million in 2001. Bedding/garden plants were the largest sales category with 71 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

**All values in the following tables** are wholesale equivalents; they are derived by multiplying the average wholesale price by the total quantity sold.

**About the Survey:** The Floriculture Survey is conducted annually by USDA's National Agricultural Statistics Service (NASS). 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 the specific varieties.

The greenhouse and nursery industry comprises at least one-third of all cash receipts received by agricultural producers in each of the two states. The annual Floriculture Survey measures only one portion of this important sector of the agricultural economy. The survey is done at the request of the national Floriculture Industry and is endorsed by the Connecticut Greenhouse Growers and Massachusetts Flower Growers Associations and the Extension Service.

The results of the survey are available to the public and used by many individuals and organizations. 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 even exempt from disclosure under the Freedom of Information Act.

This is a brief summary taken from the national **Floriculture Crops** report. It is issued annually from the National Agricultural Statistics Service in Washington, D.C. The complete report, with many more details, is available on the Internet at:

<http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/floran02.txt>

\* For free National reports, call: 1-800-999-6779.

\* For free National e-mail subscriptions, send a message to: [usda-reports@usda.mannlib.cornell.edu](mailto:usda-reports@usda.mannlib.cornell.edu)  
and in the body, type: **lists**

\* For Free state newsletters, such as this, send a message to: [listserv@newsbox.usda.gov](mailto:listserv@newsbox.usda.gov)  
and in the body, type: **subscribe new-eng-all-reports** OR **lists** for other states.

Call 1-800-999-6779 to order a free ERS or NASS catalog which lists many economic monographs describing trade, marketing, labor & other issues important to the Horticulture Industry.



**FLORICULTURE CROPS: Growing Area by Type of Cover, 1992 - 2001***(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

STATE & YEAR	Total Number of Growers	Glass Greenhouses	Fiberglass and Other Rigid Greenhouses	Film Plastic (Single/Multi) Greenhouses	Total Greenhouse Cover	Shade and Temporary Cover	Total Covered Area	Open Ground
	Number	1,000 Square Feet						Acres
<b>Connecticut</b>								
1992	211	1,236	432	3,928	5,596	61	5,657	164
1993	250	1,290	497	4,029	5,816	145	5,961	196
1994	239	1,326	362	4,232	5,920	99	6,019	144
1995	267	1,360	506	4,253	6,119	150	6,269	210
1996	252	1,316	546	4,287	6,149	220	6,369	168
1997	293	1,431	837	5,429	7,697	282	7,979	329
1998	297	1,653	819	6,659	9,131	232	9,363	410
1999	288	1,568	739	6,275	8,582	394	8,976	373
2000	297	1,553	830	6,007	8,390	404	8,794	398
2001	284	1,844	1,615	5,705	9,164	409	9,573	525
<b>Massachusetts</b>								
1992	362	2,289	1,249	4,795	8,333	171	8,504	247
1993	438	2,188	1,549	5,461	9,198	71	9,269	238
1994	395	2,101	1,408	5,097	8,606	111	8,717	201
1995	447	2,214	1,349	6,119	9,682	174	9,856	322
1996	416	2,202	1,239	6,006	9,447	181	9,628	319
1997	499	1,937	1,180	7,051	10,168	155	10,323	388
1998	476	1,947	1,193	7,568	10,708	117	10,825	431
1999	457	2,039	953	7,150	10,142	84	10,226	434
2000	471	1,894	1,073	6,704	9,671	112	9,783	421
2001	446	1,877	1,261	6,250	9,388	133	9,521	384

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.**FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1994-2001***(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

STATE	\$10,000 to \$19,999	\$20,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$499,999	\$500,000 or More	Total	Expanded Wholesale Value <sup>11</sup>
	Number							1,000 Dollars
<b>Connecticut</b>								
1994	46	35	15	66	58	19	239	41,542
1995	54	41	24	61	64	23	267	46,251
1996	43	37	25	52	68	27	252	49,473
1997	60	44	22	61	77	29	293	59,939
1998	57	56	17	55	89	23	297	64,926
1999	53	48	22	53	87	25	288	67,964
2000	54	51	25	64	77	26	297	72,119
2001	45	55	15	65	75	29	284	80,168
<b>Massachusetts</b>								
1994	60	67	28	119	91	30	395	53,940
1995	70	80	30	131	102	34	447	72,422
1996	61	64	37	114	108	32	416	69,810
1997	88	99	45	121	117	29	499	75,367
1998	96	89	26	102	131	32	476	70,133
1999	77	70	46	118	116	30	457	75,936
2000	76	64	45	137	119	30	471	79,546
2001	71	59	37	140	106	33	446	78,163

<sup>11</sup> 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 between \$10,000 - \$99,999. 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.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.

**FLORICULTURE CROPS: Wholesale Value <sup>1/</sup> of Sales, 1992- 2001**  
 (Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

STATE & YEAR	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use <sup>2/</sup>	Total Bedding/ Garden Plants <sup>3/</sup>	Annual Bedding/ Garden Plants <sup>4/</sup>	Herbaceous Perennial Plants <sup>4/</sup>	Propagative Materials <sup>4/</sup>	Total Wholesale Value of Reported Crops <sup>6/</sup>
1,000 Dollars								
<b>Connecticut</b>								
1992	1,564	5,716	2,012	20,325				29,617
1993	1,999	7,244	2,782	20,981				33,006
1994	1,421	7,343	2,439	22,974				34,177
1995	1,611	6,728	2,798	27,419				38,556
1996	1,742	7,166	2,346	31,439				42,693
1997	1,630	6,369	1,071	43,084				52,154
1998	1,500	7,319	584	48,098				57,501
1999	1,162	9,217	743	49,642				60,764
2000	983	8,863	786	52,671	27,216	25,455	<sup>5/</sup>	63,303
2001	970	11,936	1,356	56,983	30,497	26,486	1,048	72,293
<b>Massachusetts</b>								
1992	7,821	9,784	2,174	17,581				37,360
1993	7,997	8,765	1,599	21,510				39,871
1994	5,800	10,186	1,257	23,602				40,845
1995	6,645	11,491	3,531	36,130				57,797
1996	6,030	11,765	3,310	35,655				56,760
1997	5,200	9,311	3,726	41,740				59,977
1998	4,826	9,159	3,321	39,897				57,203
1999	4,229	9,147	7,418	40,967				61,761
2000	3,527	9,246	3,644	45,675	37,271	8,404	2,092	64,184
2001	3,076	9,662	3,450	44,873	34,488	10,385	2,100	63,161

<sup>1/</sup> Wholesale equivalent value of all sales.

<sup>2/</sup> Data for 1999 and earlier represents net value. Data for 2000 and later represents wholesale equivalent value for all sales.

<sup>3/</sup> Includes Annual Bedding Plants and Herbaceous Perennials.

<sup>4/</sup> Data Series began in 2000; 1999 and prior data not available.

<sup>5/</sup> Data not included to avoid disclosure of individual operations.

<sup>6/</sup> Data for 2000 and later not comparable to 1999 and earlier because 2000 and later total sales includes propagative material; total sales of propagative materials were added in 2000.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.



**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 2000 - 2001**  
*(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)*

ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale <sup>1/</sup>	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
<b>Potted Flowering Plants</b>																
Florist																
Chrysanthemums	9	18	2/	54	101	260	101	314	98	92	3/	1.63	3.02	2.85	305	829
Finished Florist																
Azaleas	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/
Easter Lilies	4/	21	4/	4/	4/	258	4/	258	4/	96	4/	4/	4/	3.33	4/	859
Poinsettias	44	43	234	251	1,007	1,205	1,241	1,456	96	94	1.57	1.52	4.68	3.65	5,080	4,780
Spring Flowering																
Bulbs	19	21	29	33	154	150	183	183	93	93	1.40	1.36	3.50	4.00	580	645
Other Potted																
Flowering Plants	26	25	227	384	400	574	627	958	80	86	2.30	1.96	3.33	3.55	1,854	2,790
<b>Potted Bedding / Garden Plants</b>																
Begonias	19	25	30	2/	3	215	33	215	17	82	1.55	3/	2.50	2.91	54	626
Geraniums																
(Cuttings)	62	68	675	873	223	224	898	1,097	61	64	1.68	1.67	2.95	3.04	1,792	2,139
Geraniums	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/
(Seed)																
Impatiens	15	13	19	10	37	12	56	22	48	50	1.60	0.82	2.62	2.61	127	40
New Guinea																
Impatiens	68	65	394	498	81	60	475	558	75	72	1.37	1.52	2.44	3.47	737	965
Marigolds	5	4	2	2/	1	15	3	15	3	96	1.50	3/	3/	1.55	3	23
Pansy/Violas	8	11	16	2/	19	51	35	51	50	89	0.83	3/	2.00	2.47	51	126
Petunias	18	4/	21	4/	8	4/	29	4/	27	4/	1.65	4/	2.60	4/	55	4/
Other Flowering &																
Foliar Type																
Bedding Plants	46	42	735	790	285	266	1,020	1,056	49	60	1.86	1.75	3.26	3.48	2,296	2,308
Vegetable Type																
Bedding Plants	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/

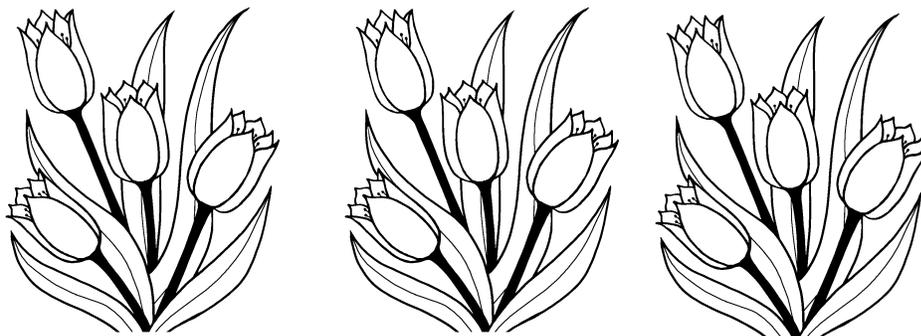
<sup>1/</sup> Wholesale equivalent value of all sales.

<sup>2/</sup> Pot sizes have been combined to avoid disclosure of individual operations.

<sup>3/</sup> Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

<sup>4/</sup> Missing data were not included to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.



**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 2000 - 2001**  
 (Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

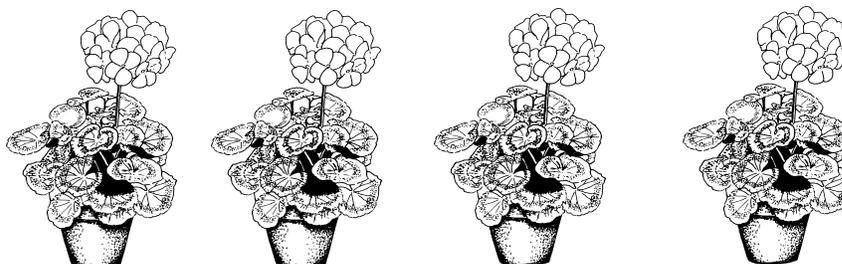
ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale <sup>1/</sup>	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
<b>Potted Flowering Plants</b>																
Florist Chrysanthemums	11	7	<sup>2/</sup>	<sup>2/</sup>	26	16	26	16	83	78	<sup>3/</sup>	<sup>3/</sup>	3.30	4.60	86	74
Finished Florist Azaleas	19	12	3	2	24	17	27	19	78	83	3.64	4.80	9.36	8.96	236	162
Easter Lilies	41	34	<sup>2/</sup>	<sup>2/</sup>	213	183	213	183	84	84	<sup>3/</sup>	<sup>3/</sup>	4.35	4.56	927	834
Poinsettias	76	67	364	298	550	425	914	723	85	81	2.74	3.09	6.54	7.61	4,594	4,155
Spring Flowering Bulbs	37	40	120	241	260	261	380	502	91	95	1.80	1.53	3.57	4.36	1,144	1,507
Other Potted Flowering Plants	32	26	331	249	217	117	548	366	89	87	1.80	2.01	5.92	5.40	1,880	1,132
<b>Potted Bedding - Garden Plants</b>																
Begonias	44	42	150	118	22	23	172	141	83	80	1.27	1.19	2.66	1.61	249	177
Geraniums (Cuttings)	108	99	1,478	1,553	470	324	1,948	1,877	66	66	1.53	1.74	5.26	4.28	4,734	4,089
Geraniums (Seed)	27	30	879	690	<sup>2/</sup>	<sup>2/</sup>	879	690	81	79	0.83	0.92	<sup>3/</sup>	<sup>3/</sup>	730	635
Impatiens	37	37	358	348	86	124	444	472	84	87	0.94	0.90	1.52	1.61	467	513
New Guinea Impatiens	96	92	466	373	71	86	537	459	66	66	1.54	1.71	4.86	4.18	1,063	997
Marigolds	16	17	71	96	18	29	89	125	91	93	0.89	0.60	2.00	4.21	99	180
Pansy/Violas	28	29	57	90	24	22	81	112	75	80	1.30	1.21	3.36	3.59	155	188
Petunias	50	40	260	108	42	63	302	171	84	74	1.33	0.88	1.98	1.96	429	219
Other Flowering & Foliar Type Bedding Plants	82	72	2,004	1,799	1,267	1,250	3,271	3,049	89	84	1.38	1.32	2.95	3.27	6,503	6,462
Vegetable Type Bedding Plants	51	48	658	676	78	83	736	759	83	84	1.24	1.22	2.23	2.07	990	997

<sup>1/</sup> Wholesale equivalent value of all sales.

<sup>2/</sup> Pot sizes have been combined to avoid disclosure of individual operations.

<sup>3/</sup> Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.



**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,  
Production, Sales , Price and Value for 2000 - 2001**

*(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)*

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale <sup>1/</sup>	
	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001
	Number		1,000 Flats		Percent		Dollars		1,000 Dollars	
<b>Bedding/Garden Plants (Flats)</b>										
Begonias	39	49	60	133	88	83	6.86	7.59	412	1,009
Impatiens	62	53	384	279	88	78	6.56	7.17	2,519	2,000
New Guinea Impatiens	9	8	11	18	39	99	10.75	8.63	118	155
Pansy/Violas	39	45	151	94	92	66	6.73	7.53	1,016	708
Petunias	64	58	166	92	85	71	6.79	7.05	1,127	649
Marigolds	40	50	111	141	89	86	7.08	7.04	786	993
Other Flowering & Foliar Type Bedding Plants	71	58	1,044	1,215	88	91	6.31	7.15	6,588	8,687
Vegetable Type Bedding Plants	53	54	298	362	84	84	8.02	7.96	2,390	2,882
<b>Hanging Baskets</b>										
Foliage	9	13	65	151	86	96	4.02	4.69	261	708
Begonias	22	30	41	118	73	91	5.93	6.54	243	772
Geranium (Cuttings)	54	51	121	89	77	65	6.67	6.30	807	561
Impatiens	41	37	49	28	75	60	4.69	5.85	230	164
New Guinea Impatiens	55	55	150	107	87	79	7.66	6.06	1,149	648
Pansy/Violas	7	10	1	7	23	21	8.00	6.00	8	42
Petunias	41	45	37	55	51	66	6.86	6.40	254	352
Other Flowering	53	43	298	256	85	87	5.77	6.02	1,719	1,541
<b>Potted Foliage Plants</b>										
	9	11	N/A	N/A	72	38	N/A	N/A	525	648

<sup>1/</sup> Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.



**MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants, Production, Sales, Price and Value for 2000 - 2001**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale <sup>1/</sup>	
	2000	2001	2000	2001	2000	2001	2000	2001	2000	2001
	Number		1,000 Flats		Percent		Dollars		1,000 Dollars	
<b>Bedding/Garden Plants (Flats)</b>										
Begonias	71	78	204	136	21	40	8.05	10.88	1,642	1,480
Impatiens	92	89	349	281	39	44	8.06	9.29	2,813	2,610
New Guinea Impatiens	14	12	11	8	50	46	13.15	11.95	145	96
Pansy/Violas	70	76	113	95	38	54	9.05	9.18	1,023	872
Petunias	89	86	132	123	43	47	8.20	9.04	1,082	1,112
Marigolds	78	81	89	78	54	62	8.76	9.15	780	714
Other Flowering & Foliar Type Bedding Plants	104	88	790	509	67	57	8.24	10.29	6,510	5,238
Vegetable Type Bedding Plants	80	79	170	153	35	47	8.27	9.68	1,406	1,481
<b>Hanging Baskets</b>										
Foliage	26	24	176	165	97	98	5.50	5.24	968	865
Begonias	33	38	34	23	62	86	7.42	6.39	252	147
Geranium (Cuttings)	85	70	133	90	75	60	12.68	8.44	1,686	760
Impatiens	83	81	100	99	75	71	7.69	7.33	769	726
New Guinea Impatiens	79	72	93	76	71	70	8.42	7.83	783	595
Pansy/Violas	24	21	16	14	77	79	7.00	8.09	112	113
Petunias	72	81	53	77	60	63	8.49	8.46	450	651
Other Flowering	87	80	245	311	80	77	8.06	9.39	1,975	2,920
<b>Potted Foliage Plants</b>	17	2/	N/A	N/A	96	2/	N/A	N/A	2,676	2/

<sup>1/</sup> Wholesale equivalent value of all sales.

<sup>2/</sup> Missing data were not included to avoid disclosure of individual operation.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.



**CONNECTICUT: Herbaceous Perennials**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales.)

ITEM	Producers		Total Quantity Sold		Value of All Sales at Wholesale <sup>1/</sup>	
	2000	2001	2000	2001	2000	2001
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	32	38	473	496	1,630	2,016
Other Potted Herbaceous Perennials	42	54	6,502	7,413	21,263	22,195

<sup>1/</sup> Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.

**MASSACHUSETTS: Herbaceous Perennials**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales.)

ITEM	Producers		Total Quantity Sold		Value of All Sales at Wholesale <sup>1/</sup>	
	2000	2001	2000	2001	2000	2001
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	44	49	66	147	238	670
Other Potted Herbaceous Perennials	64	68	1,589	1,680	3,745	4,973

<sup>1/</sup> Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 25, 2002, National Agricultural Statistics Service, USDA.

AUBREY R. DAVIS, Director  
STATISTICIAN: Sherry Deane

Judy Price, Editorial Assistant

DAVID LUCKENBACH, Deputy Director  
STAT ASSISTANT: Jackie Hartford

PRESORTED  
FIRST CLASS  
POSTAGE & FEES PAID  
USDA  
PERMIT NO. G-38

UNITED STATES DEPARTMENT OF AGRICULTURE  
NATIONAL AGRICULTURAL STATISTICS SERVICE  
POST OFFICE BOX 1444  
CONCORD NH 03302-1444  
ADDRESS SERVICE REQUESTED