



## Census of Agriculture *NASS Press Release*

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### **Horticulture Now A \$10 Billion Industry** *California Ranks First - New England Seventh*

According to the 1998 Census of Horticultural Specialties, producers of horticultural products accounted for \$10.6 billion in sales. The 1998 Census of Horticulture Specialties, conducted by the U.S. Department of Agriculture, National Agricultural Statistics Service (NASS), provides a wide variety of data relating to methods of production, production expenses, sales, number of operations by size, and area in production.

The primary objective of the horticultural specialties census is to obtain a comprehensive and detailed picture of the horticultural sector of the economy. It is the only source of detailed production and sales data across all states. The census of horticulture provides detailed statistics to government agencies, academia, nursery and floriculture industries, and others on the size and structure of the horticulture industry for planning, policymaking, research, and market analysis.

The census included operations growing and selling at least \$10,000 of horticultural crops in 1998:

- California topped the sales charts, capturing slightly over 21 percent of the \$10.6 billion of horticultural specialties sold in 1998.
- Florida, Oregon, Pennsylvania, and Texas came in second through fifth, respectively, in sales. Taken together, the New England region had 1,680 operations with \$429 million in horticulture sales which ranks seventh when compared to the other 44 states.
- Floriculture (bedding and garden plants, potted flowering plants, foliage plants, cut flowers, and cut cultivated greens) accounted for 42 percent of the horticultural specialty sales.
- The value of horticultural specialty crops increased dramatically from the previous horticultural census, from \$4.8 billion in 1988 to \$10.6 billion in 1998. This nearly \$6 billion growth represents a 121 percent increase. (Christmas trees were not included in the 1988 census.)

The census of horticulture contains state and national information about:

! Value of Sales	! Hanging Baskets	! Unfinished Plants	! Seeds, Bulbs, Corms, etc.
! Annuals	! Cut Flowers	! Sod	! Aquatic Plants
! Perennials	! Cut Greens	! Mushrooms	! Christmas Trees
! Potted Flowers	! Nursery Plants	! Greenhouse Crops	! Tobacco Transplants
! Information about Land, Structures, Equipment, Irrigation, Expenses, Labor, Marketing Channels, etc.			

For further information, e-mail [nass@nass.usda.gov](mailto:nass@nass.usda.gov) or call 1-800-727-9540. To order a printed copy of any NASS report, call the NASS Order Desk at 1-800-999-6779.

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***How can I get all statistics available from the Horticulture Census?***

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**Table 45. Sales by State: 1998**

**1998 Census of Horticulture, USDA, NASS**

Area	Total			Wholesale		Retail		Returns & Allowances	
	Number Operations	Sales (\$1000)	Sales Rank	Number Operations	Sales (\$1000)	Number Operations	Sales (\$1000)	Number Operations	Sales (\$1000)
<b>United States</b>	23,758	10,599,298		17,954	8,819,871	13,980	1,779,427	4,446	162,679
California	2,037	2,253,387	1	1,645	1,996,083	887	257,304	623	46,954
Florida	2,339	1,401,811	2	2,224	1,305,830	535	95,981	263	12,650
Oregon	1,285	645,454	3	1,158	610,437	397	35,016	174	20,101
Pennsylvania	1,387	615,214	4	1,051	545,831	976	69,383	222	3,362
Texas	773	477,017	5	672	435,131	319	41,886	137	6,614
Michigan	1,216	471,720	6	868	333,201	843	138,519	232	7,029
<b>New England</b>	<b>1,680</b>	<b>428,898</b>	<b>--</b>	<b>911</b>	<b>285,966</b>	<b>1,382</b>	<b>142,933</b>	<b>280</b>	<b>9,443</b>
Ohio	1,004	382,585	7	668	262,116	791	120,468	276	6,689
North Carolina	1,090	307,134	8	879	255,385	570	51,748	111	2,862
Illinois	625	276,397	9	406	198,522	482	77,875	170	3,264
New York	985	266,184	10	621	194,007	762	72,177	175	3,272
Washington	689	261,298	11	537	226,352	368	34,946	126	1,699
New Jersey	745	240,921	12	541	197,549	448	43,372	96	4,629
Tennessee	610	214,684	13	516	181,617	247	33,067	91	1,576
Georgia	468	209,021	14	363	175,341	266	33,680	67	2,927
Colorado	304	200,539	15	250	175,767	180	24,772	100	3,095
<b>Connecticut</b>	<b>375</b>	<b>191,189</b>	<b>16</b>	<b>212</b>	<b>137,400</b>	<b>308</b>	<b>53,789</b>	<b>53</b>	<b>7,906</b>
Alabama	311	189,459	17	255	172,114	184	17,345	64	13,410
Virginia	451	159,505	18	365	126,909	307	32,596	96	1,397
Minnesota	434	153,163	19	279	106,567	364	46,597	117	1,712
Wisconsin	653	141,532	20	400	90,365	528	51,167	202	1,587
South Carolina	259	141,041	21	199	93,798	212	47,243	35	1,011
Arizona	122	133,336	22	102	95,117	64	38,218	26	706
Maryland	315	128,146	23	200	96,039	237	32,106	77	373
<b>Massachusetts</b>	<b>564</b>	<b>120,847</b>	<b>24</b>	<b>296</b>	<b>74,891</b>	<b>466</b>	<b>45,957</b>	<b>85</b>	<b>961</b>
Indiana	458	95,660	25	291	64,085	387	31,575	54	216
Oklahoma	179	92,978	26	127	82,217	128	10,761	30	626
Iowa	296	80,202	27	149	50,175	264	30,028	154	1,580
Hawaii	519	71,304	28	486	63,292	169	8,011	52	273
Missouri	323	67,632	29	238	42,920	272	24,712	59	388
Louisiana	316	66,033	30	267	60,564	114	5,469	33	299
Utah	144	60,287	31	81	34,370	120	25,917	23	229
<b>New Hampshire</b>	<b>194</b>	<b>50,739</b>	<b>32</b>	<b>96</b>	<b>37,837</b>	<b>172</b>	<b>12,902</b>	<b>37</b>	<b>217</b>
Kentucky	366	50,279	33	270	32,880	229	17,399	33	115
New Mexico	79	49,191	34	61	44,062	52	5,128	15	479
Idaho	243	46,091	35	211	38,453	86	7,638	24	819
Kansas	181	43,236	36	107	31,263	150	11,973	31	128
Arkansas	145	34,053	37	99	23,543	106	10,510	32	32
<b>Rhode Island</b>	<b>126</b>	<b>27,928</b>	<b>38</b>	<b>90</b>	<b>21,811</b>	<b>75</b>	<b>6,117</b>	<b>24</b>	<b>127</b>
Mississippi	160	26,445	39	122	22,175	89	4,269	17	76
Delaware	55	21,958	40	33	19,321	36	2,637	16	164
<b>Maine</b>	<b>256</b>	<b>21,628</b>	<b>41</b>	<b>113</b>	<b>6,820</b>	<b>228</b>	<b>14,808</b>	<b>44</b>	<b>120</b>
Nebraska	121	17,025	42	73	7,669	96	9,355	17	110
South Dakota	46	16,696	43	23	7,892	43	8,804	10	314
<b>Vermont</b>	<b>165</b>	<b>16,567</b>	<b>44</b>	<b>104</b>	<b>7,207</b>	<b>133</b>	<b>9,360</b>	<b>37</b>	<b>112</b>
West Virginia	115	16,438	45	74	9,937	98	6,500	32	121
Montana	113	15,747	46	57	8,341	84	7,407	17	125
Nevada	16	13,560	47	13	10,779	15	2,781	7	109
Alaska	41	7,821	48	24	3,635	36	4,186	14	28
North Dakota	31	5,840	49	20	1,517	29	4,323	9	10
Wyoming	29	2,378	50	18	737	28	1,641	7	77

**Table 52. Marketing Channels, New England and U.S., 1998**

**1998 Census of Horticulture, USDA, NASS**

Value of Horticultural Crops Sold to	Connecticut		Maine		Massachusetts		New Hampshire	
	Number of Operations	Value (\$1,000)						
Consumers (direct sales)	289	26,231	224	13,769	444	39,744	168	12,324
Retail florists	35	2,479	32	596	90	5,315	29	996
Retail garden centers/nurseries <sup>1/</sup>	142	50,968	48	1,966	204	33,530	50	13,278
Supermarket/groceries	50	25,805	23	596	68	10,544	24	1,304
Other mass marketers <sup>2/</sup>	36	37,894	21	685	39	10,099	17	7,975
Interiorscapers	2	D	--	--	9	233	3	D
Landscape contractors	113	15,616	61	2,036	130	9,342	51	6,211
Re-wholesalers <sup>3/</sup>	59	27,428	27	1,160	81	11,090	17	3,613
Non-profit groups	60	829	23	121	35	403	16	75
Other	12	D	13	698	17	547	6	D

Value of Horticultural Crops Sold to	Rhode Island		Vermont		New England		United States	
	Number of Operations	Value (\$1,000)	Number of Operations	Value (\$1,000)	Number of Operations	Value <sup>4/</sup> (\$1,000)	Number of Operations	Value (\$1,000)
Consumers (direct sales)	76	4,999	138	9,756	1,339	106,823	13,445	1,381,546
Retail florists	22	505	17	902	225	10,793	2,982	260,313
Retail garden centers/nurseries <sup>1/</sup>	54	6,364	54	1,873	552	107,979	8,300	1,892,757
Supermarket/groceries	15	909	23	1,727	203	40,885	2,300	800,858
Other mass marketers <sup>2/</sup>	11	2,141	9	D	133	58,794	1,908	1,414,875
Interiorscapers	--	--	1	D	15	233	691	78,775
Landscape contractors	40	6,729	39	849	434	40,783	7,513	1,478,275
Re-wholesalers <sup>3/</sup>	29	5,255	28	1,121	241	49,667	7,780	2,679,512
Non-profit groups	4	D	23	169	161	1,597	2,318	55,240
Other	11	D	14	96	73	1,341	1,580	548,299

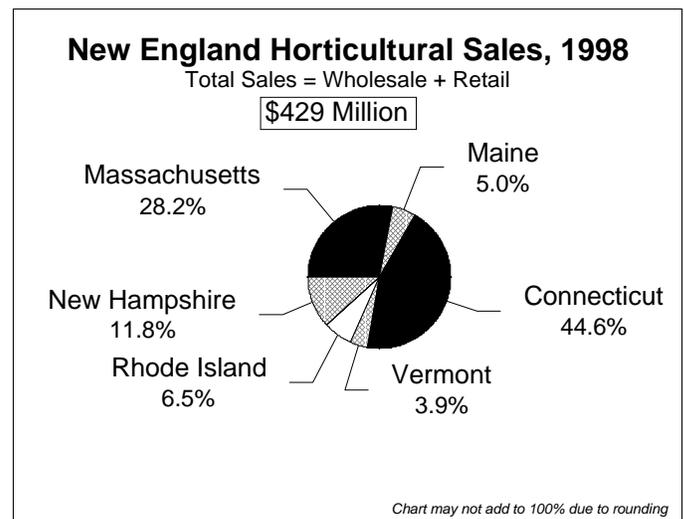
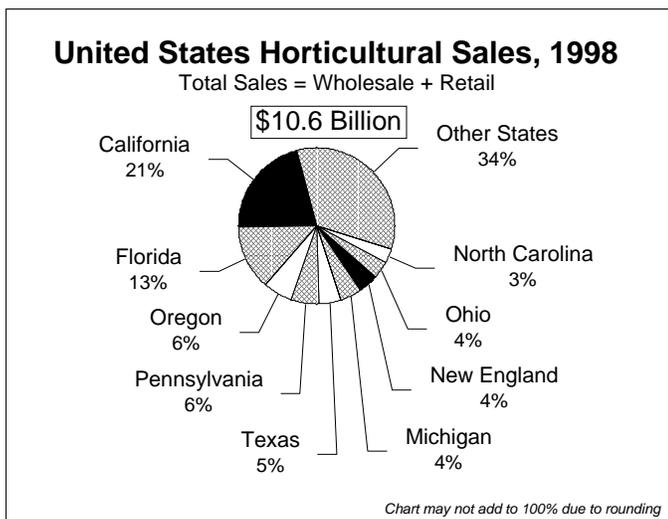
<sup>1/</sup> Retail garden centers/nurseries excludes mass marketers.

<sup>2/</sup> Other mass marketers includes discount chain stores, hardware/home improvement stores, etc.

<sup>3/</sup> Re-wholesalers includes distributors and other middlemen who buy at wholesale and re-sell plant materials at wholesale without further growing on.

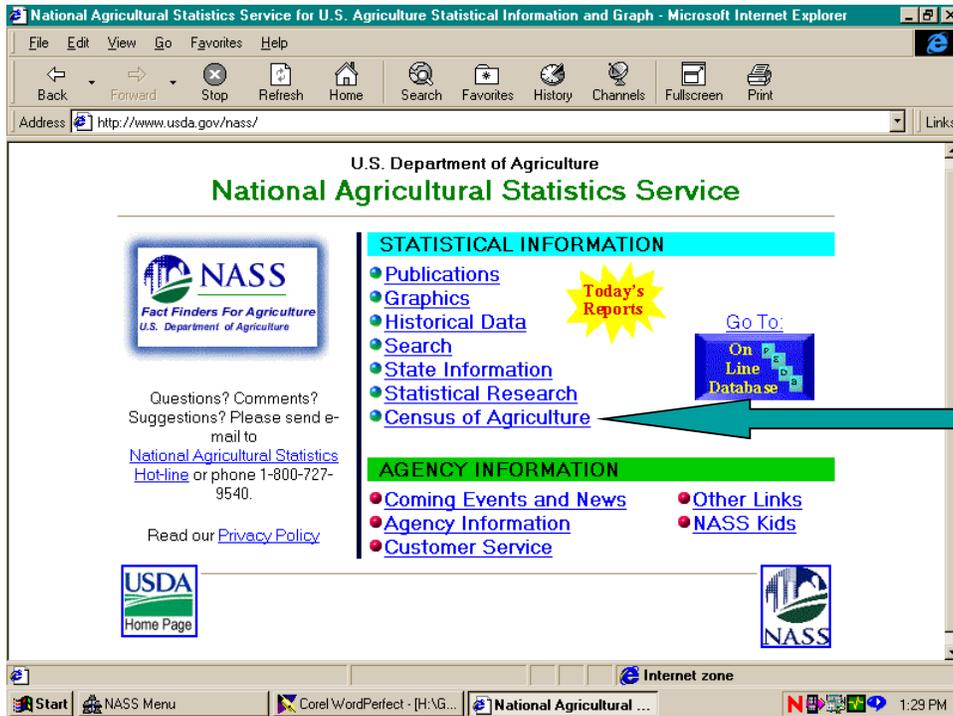
<sup>4/</sup> New England Values exclude values shown as D for three categories: Other mass marketers, Interiorscapers and Other.

D = Withheld to avoid disclosing data for individual operations.

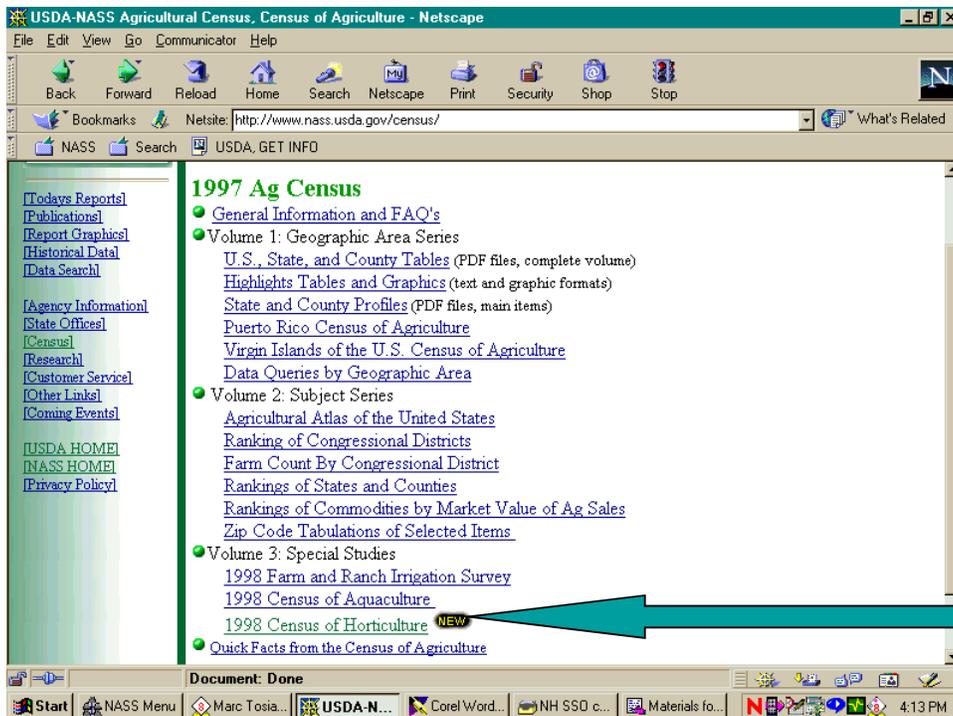


## How can I get all statistics available from the Horticulture Census?

1. Go to [www.usda.gov/nass/](http://www.usda.gov/nass/) on the Internet
2. Click on "Census of Agriculture"



3. Click on 1998 Census of Horticulture under Volume 3: Special Studies



4. A Horticulture Census book with over 300 pages is forthcoming. To reserve a copy, send an email message requesting the Horticulture Census book to [nass-nh@nass.usda.gov](mailto:nass-nh@nass.usda.gov) ; please include your name and mailing address.