



ACH22-27/February 2026

The number of operations producing horticultural products in 2024 totaled 23,060. Horticultural product sales totaled \$18.3 billion dollars. Five states accounted for 48% of horticultural sales and 33% of horticultural operations. Nursery stock, annual bedding plants, and sod were the largest sectors in 2024, with combined sales over \$9.7 billion.

23,060 operations



\$18.3 billion horticultural sales



\$15.6 billion horticulture sold wholesale



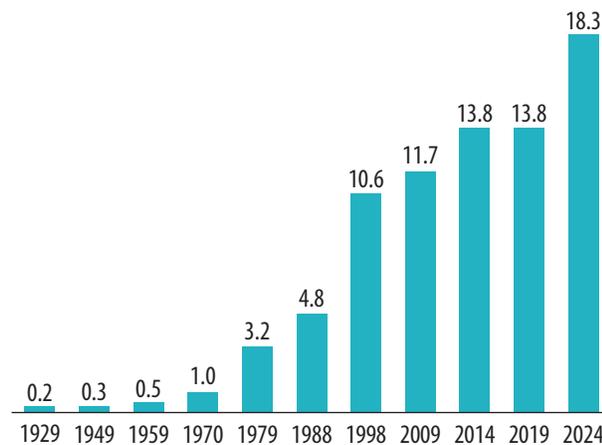
## Horticultural Sales

California, the top state in horticultural sales, sold \$3.1 billion in horticultural products in 2024. Horticultural sales in 2024 compared to 2019 all show an increase in sales and number of operations due to the addition of mushroom and hemp grown under protection. Florida remains the state with the most horticultural operations at 1,779. Horticultural products were primarily marketed wholesale, accounting for 85% of the value in sales compared to 14% retail.

	2024 Sales (\$ million)	% Change Since 2019
Nursery stock	5,340	17
Annual bedding	2,667	19
Sod	1,704	34
Mushrooms*	1,503	(NA)
Potted herbaceous	1,360	47
Potted flowering	1,287	7
Food crops grown under protection	1,011	44
Foliage	932	35
Propagative materials	780	8
Transplants for vegetables and strawberries	492	33
Cultivated Christmas trees	472	32
Cut Flower	468	22

\* Data for mushrooms was first collected in 2024.

U.S. Horticultural Sales, 1929-2024 (\$ billion)



## Top States

### Horticultural Sales, 2024 (\$ mil)

California	3,067
Florida	2,151
Oregon	1,287
Pennsylvania	1,197
Texas	1,119
Michigan	912
North Carolina	770
New Jersey	703
Ohio	540
New York	464
Minnesota	425
Washington	405

## Horticultural Production

### Land Area Used for Production, 2019 and 2024

	2019	2024	% Change
<b>Acres in production</b>			
In the open, excluding under shade structures	549,063	466,981	-15
Sod	334,206	326,903	-2
Cultivated Christmas trees	172,000	166,000	-3
Natural shade	6,729	10,284	53
<b>Million square feet under protection</b>			
Greenhouses	885	866	-2
Plastic film	666	637	-4
Glass covered	109	114	5
Rigid plastic	111	116	5
Shade structures	392	360	-8
Fixed enclosed structures*	(NA)	38	(NA)

\* Data for fixed enclosed structures was first collected in 2024.

## Top States

### Horticultural Operations, 2024

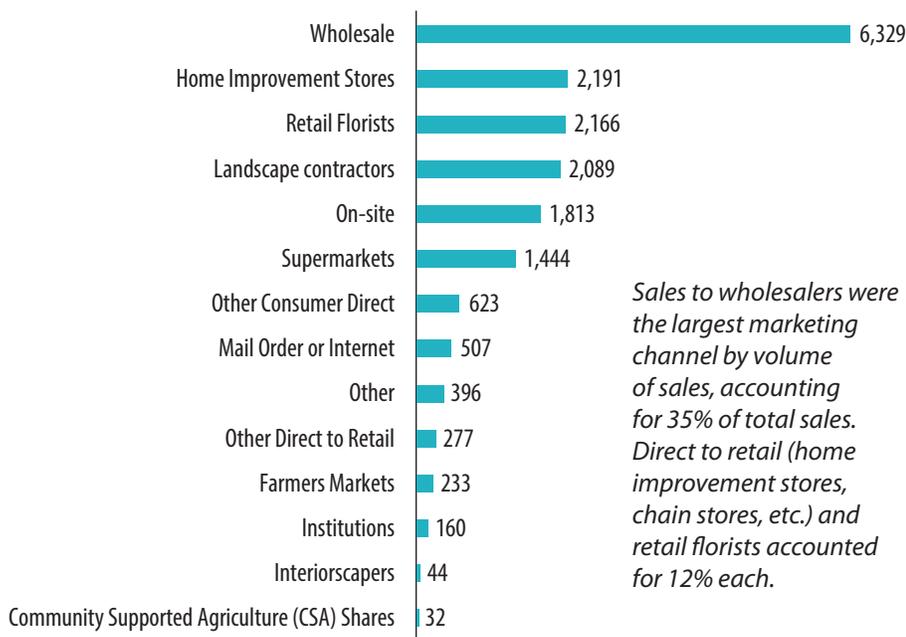
Florida	1,779
Michigan	1,775
California	1,533
Pennsylvania	1,302
New York	1,137
Wisconsin	1,128
Ohio	1,088
Oregon	995
North Carolina	936
Texas	729
Washington	645
Illinois	616

## Operation Characteristics

### Snapshot: Horticulture, 2019 and 2024

	2019	2024	% Change
No. of operations	20,655	23,060	12
Total sales (\$ billion)	13.8	18.3	33
Avg. sales per operation (\$ thousands)	667	794	19
Wholesale (as percent of total sales)	86.0	85.0	-1
Corporations (as % of total operations)	37.0	32.0	-14
Production expenses (\$ billion)	11.6	15.4	33
No. of operations with hired workers	14,861	15,382	4
No. of hired workers	242,695	248,827	3

### Marketing Channels Used, 2024 (\$ million)



Sales to wholesalers were the largest marketing channel by volume of sales, accounting for 35% of total sales. Direct to retail (home improvement stores, chain stores, etc.) and retail florists accounted for 12% each.

**18%** of all horticulture sales were direct to consumer.

### Nursery Stock Sales, 2024

	\$ Million	% Change Since 2019
Broadleaf evergreens	965	13
Fruit and nut plants	812	10
Deciduous shade trees	837	18
Deciduous shrubs	854	27
Coniferous evergreens	873	34
Deciduous flowering trees	430	14
Ornamental grasses	184	3
Woody ornamentals and vines	186	32
Landscaping palms	124	-7
Cacti and succulents	65	-18
Bareroot herbaceous perennials	9	-18
<b>Total Nursery Stock Sales</b>	<b>5,339</b>	<b>17</b>

Nursery stock was the largest horticultural category by value of sales and accounted for 30% of all horticultural sales. Broadleaf evergreens was the largest category of nursery stock sales and accounted for 18% of total horticultural sales.

### Expenditures, 2024

	\$ Million	% Change Since 2019
Labor	5,571	14
Seeds, growing media, containers	4,042	39
Fuel, utilities, supplies, repairs	2,033	49
Fertilizer and chemicals	1,038	54
Other	975	30
Rent, interest, taxes	946	25
Marketing and packaging	314	4
<b>Total</b>	<b>14,919</b>	<b>28</b>

Horticultural operations reported \$14.9 billion in production expenses in 2024.

## About the Survey

The 2024 Census of Horticultural Specialties is a Census of Agriculture special study. It includes any operation that produced and sold \$10,000 or more in horticultural specialty products in 2024.

The 2024 data as well as results of previous NASS horticultural surveys are available in the NASS Quick Stats database at [quickstats.nass.usda.gov](http://quickstats.nass.usda.gov), and as a PDF file publication at [www.nass.usda.gov/go/hort](http://www.nass.usda.gov/go/hort).

### Operation Characteristics by Sales Class, 2024 (percent of total)

	Wholesale		Retail		Sales	Expenses	Hired Workers
	Operations	Sales	Sales	Sales			
\$10,000 to \$99,999	61	1	13	3	4	16	
\$100,000 to \$499,999	22	4	22	6	8	18	
\$500,000 to \$999,999	6	4	11	5	6	8	
\$1,000,000 to \$2,499,999	5	10	16	11	11	11	
\$2,500,000 +	6	82	38	75	71	46	

Operations with \$2.5 million or more in sales accounted for only 6% of total operations but the majority of wholesale sales (82%), total sales (75%), and expenses (71%). Operations with \$10,000 to \$99,999 in sales accounted for 61% of total operations.