

Floriculture 2009

Survey Procedures: The floriculture statistics presented in this publication are compiled from interviews of all known growers of floriculture crops in the 15 program States. Producers must have annual gross sales of all floriculture crops of \$10,000 or more, to be included in this report.

These results are based upon the 2009 Census of Horticulture Specialties, for which the floriculture related sections have been included on the following pages of this report. During the collection of 2009 data, previous year information was sometimes updated. Additionally, in order to maintain comparability within the 15-State program, data for 2008 and 2009 were collected, where appropriate, from any new operations discovered through ongoing list building activities. Operations are classified by summing the value of actual plant sales reported in the questionnaire. This lessens the possibility that sales of non-floriculture plant material may be included.

The data in this report for annual bedding and garden plants, potted herbaceous perennials, potted flowering plants for indoor and patio use, foliage plants for indoor or patio use, cut flowers, cut cultivated greens, and propagative floriculture materials are summarized only from growers with \$100,000 or more in annual sales. The data summarized in tables showing grower numbers, hired workers, and growing area represent all growers having sales of \$10,000 or more. The area statistics will not be comparable between the two published years as they will include nursery production area for 2009 due to combined data collection efforts with the 2009 Census of Horticulture.

Value of Production: New Jersey ranked eighth in the nation in expanded wholesale value of floriculture crops with a value of \$166 million. The total crop wholesale value for all New Jersey growers with \$100,000 or more in sales was estimated at \$157 million down 8 percent from \$170 million in 2008. These operations, which comprised 47 percent of all growers, accounted for 95

percent of the total value of floriculture crops. The expanded wholesale value of floriculture crops in the 15 major producing states with operations of \$100,000 or more sales totaled \$3.69 billion for 2009, compared with \$3.92 billion for 2008.

New Jersey's total bedding and garden plants sales, the largest contributor to total value of sales for growers with \$100,000 or more in sales, were \$109 million, a decrease of 1 percent from a year earlier. Potted flowering plants were down 21 percent in value to \$18.4 million. The value of cut flowers decreased by 17 percent to \$11.1 million.

Number of Producers: The number of producers with sales over \$10,000 in New Jersey totaled 341 in 2009, a decline of 10 percent when compared with 377 in 2008. This followed the national trend of a 12 percent decline. The number of growers in New Jersey with sales of \$100,000 or more increased from 153 growers in 2008 to 160 growers in 2009.

Production Area: Total covered area for floriculture crop production in the Garden State in 2009 was 33.6 million square feet. Greenhouse space in New Jersey accounted for 99 percent of the total covered area with 33.3 million square feet. Film plastic structures totaled 27.9 million square feet, glass greenhouses totaled 4.6 million square feet, fiberglass and other rigid plastic covers totaled 825 thousand square feet, and shade and temporary cover totaled 303 thousand square feet. Open ground usage totaled 7,451 acres.

Hired Workers: The 15 major producing states had 6,457 floriculture operations, and 5,044 of these operations hired workers. The average peak number of workers hired during the year was 18.3 workers. Operations with sales of \$100,000 to \$499,999 hired an average peak number of 10.5 workers, while operations with \$500,000 or more sales hired an average of 57.2 workers.

NEW JERSEY GROWING AREA: BY TYPE OF COVER, 2008 – 2009 1/

Type of Cover	All Operations with \$10,000 + Sales		All Operations with \$100,000 + Sales	
	2008	2009	2008	2009
<i>1,000 Square Feet</i>				
Total Greenhouse Cover	21,410	33,286	18,330	29,373
Glass Greenhouses	4,263	4,581	4,028	4,324
Fiberglass and Other Rigid Greenhouses	806	825	695	739
Film Plastic Greenhouse	16,341	27,880	13,607	24,310
Shade and Temporary Cover	248	303	219	278
Total Covered Area	21,658	33,589	18,549	29,651
<i>Acres</i>				
Open Ground	2,639	7,451	2,282	6,116

1/ Totals are not comparable between years, see Survey Procedures for detailed explanation.