



New England Agricultural Statistics

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Floriculture Crops Connecticut and Massachusetts

May 19, 2005

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 2004 was 250, down 34 growers from the previous year and is the lowest number of growers in the last 10 years. The wholesale equivalent value of sales increased from \$82.2 million in 2003 to \$90.6 million in 2004. Bedding and garden plants remained the largest category with 85 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

Massachusetts: The number of commercial growers in 2004 was 395, down 36 growers from the previous year; also, the lowest grower count in the past 10 years. The wholesale equivalent value of sales increased from \$76.8 million in 2003 to \$77.4 million in 2004. As was true in Connecticut, bedding and garden plants were the largest category with 74 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

All values in the following tables are **wholesale equivalent value of sales**; they were 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 specific varieties.

The greenhouse and nursery industry comprises more than one-third of all cash receipts received by agricultural producers in each of the two states. The annual Floriculture Survey measures 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 Association and the Extension Service.

The results of the survey are available to the public. 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 exempted 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/floran05.txt>.

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

FLORICULTURE CROPS: Growing Area by Type of Cover, 1995 - 2004

(Summarized from interviews of all known growers with \$10,000 or more in floriculture sales)

State and 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
Connecticut								
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
2002	316	1,568	1,192	6,589	9,349	396	9,745	519
2003	284	1,405	1,134	6,590	9,129	470	9,599	663
2004	250	1,360	977	6,072	8,409	406	8,815	547
Massachusetts								
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
2002	463	1,839	1,007	6,701	9,547	230	9,777	650
2003	431	1,520	930	7,266	9,716	121	9,837	633
2004	395	1,496	939	6,966	9,401	116	9,517	518

SOURCE: Floriculture Crops, 3:00 p.m., April 26, 2005, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1996-2004

(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 ^{1/}
	Number							1,000 Dollars
Connecticut								
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	72,125
2001	45	55	15	65	75	29	284	80,175
2002	55	49	29	80	73	30	316	84,943
2003	45	48	24	70	66	31	284	82,237
2004	27	35	23	59	73	33	250	90,558
Massachusetts								
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	78,083
2002	63	82	35	136	105	42	463	84,608
2003	57	63	29	133	108	41	431	76,813
2004	33	65	31	114	117	35	395	77,402

^{1/} 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 below \$100,000. 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 26, 2005, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1995 - 2004
(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

State and Year	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use ^{2/}	Total Bedding and Garden Plants ^{3/}	Annual Bedding and Garden Plants ^{4/}	Herbaceous Perennial Plants ^{4/}	Propagative Materials ^{4/}	Total Wholesale Value of Reported Crops ^{5/}
1,000 Dollars								
Connecticut								
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	6/	63,303
2001	990	11,954	1,356	56,952	30,466	26,486	1,048	72,300
2002	913	11,383	1,727	61,496	30,559	30,937	424	75,943
2003	6/	11,795	644	60,373	36,278	24,095	6/	72,812
2004	6/	11,198	955	70,389	41,757	28,632	604	83,146
Massachusetts								
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	9,646	3,450	44,809	34,424	10,385	2,100	63,081
2002	4,713	10,381	4,085	46,544	34,361	12,183	4,663	70,386
2003	2,433	9,992	3,957	42,916	31,857	11,059	4,148	63,446
2004	2,453	8,619	1,163	48,481	36,276	12,205	4,774	65,490

^{1/} Wholesale equivalent value of all sales.

^{2/} Data for 1999 and earlier represents net value. Data for 2000 and later represents wholesale equivalent value for all sales.

^{3/} Includes Annual Bedding Plants and Herbaceous Perennials.

^{4/} Data Series began in 2000; 1999 and prior data not available.

^{5/} 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.

^{6/} Data not included to avoid disclosure of individual operations.

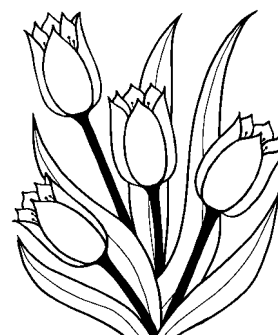
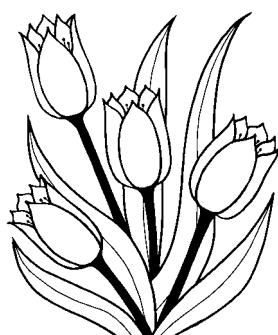
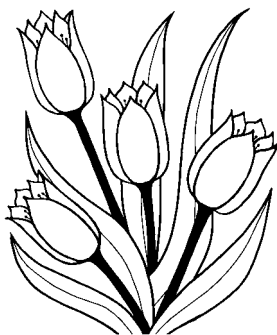
SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2005, National Agricultural Statistics Service, USDA.



CONNECTICUT: Potted Flowering Plants, Potted Bedding and Garden Plants, Production for 2003 - 2004

(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 ^{1/}	
			Less Than 5 Inches		5 Inches or More		Total				Less Than 5 Inches		5 Inches or More			
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
Potted Flowering Plants																
Florist																
Chrysanthemums	9	8	2/	2/	202	67	202	67	98	91	3/	3/	2.58	3.60	520	241
Finished Florist																
Azaleas	5	3	12	2/	2/	3	12	3	98	97	4.27	3/	3/	4.66	51	14
Easter Lillies	19	18	2/	2/	222	229	222	229	96	97	3/	3/	4.57	4.64	1,015	1,063
Poinsettias	38	37	270	244	844	798	1,114	1,042	93	91	1.70	1.79	5.27	5.88	4,907	5,129
Spring Flowering Bulbs	19	14	56	23	276	276	332	299	96	96	1.78	1.50	3.52	3.46	1,071	989
Other Potted Flowering Plants	23	19	2/	2/	1,057	684	1,057	684	85	79	3/	3/	3.83	5.35	4,053	3,656
Potted Bedding and Garden Plants																
Begonias	23	24	177	125	2/	2/	177	125	44	69	5.98	5.72	3/	3/	1,058	715
Geraniums (Cuttings)	63	66	803	671	236	255	1,039	926	74	65	1.82	1.83	4.88	4.32	2,613	2,330
Impatiens	15	16	19	15	15	17	34	32	44	54	1.58	2.82	3.56	3.54	83	102
New Guinea Impatiens	61	55	484	489	83	82	567	571	84	83	1.48	1.63	4.56	4.41	1,095	1,159
Marigolds	4	4	2	2/	2/	3	2	3	22	68	1.13	3/	3/	1.83	2	6
Pansy/Violas	14	20	34	36	51	46	85	82	88	90	0.87	0.88	4.41	4.06	254	218
Petunias	23	30	38	53	36	69	74	122	57	72	1.90	1.86	3.50	3.53	198	342
Other Flowering and Foliar Type Bedding Plants	43	55	1,067	1,548	343	469	1,410	2,017	68	75	2.28	1.90	6.22	4.98	4,566	5,277
Vegetable Type Bedding Plants	27	37	2,254	2,367	2/	2/	2,254	2,367	95	95	1.39	1.38	3/	3/	3,129	3,274

^{1/} Wholesale equivalent value of all sales.^{2/} Pot sizes have been combined to avoid disclosure of individual operations.^{3/} 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 26, 2005, National Agricultural Statistics Service, USDA.

MASSACHUSETTS: Potted Flowering Plants, Potted Bedding and Garden Plants, Production for 2003 - 2004
(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

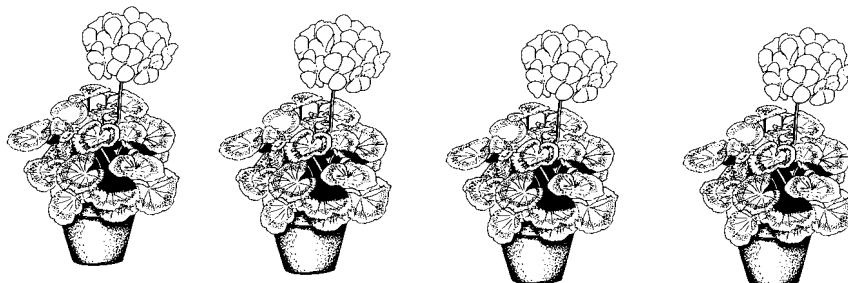
Item	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inches		5 Inches or More		Total				Less Than 5 Inches		5 Inches or More			
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
Potted Flowering Plants																
Florist Chrysanthemums	13	8	25	^{2/}	^{2/}	46	25	46	31	44	2.68	^{3/}	^{3/}	3.39	67	156
Finished Florist Azaleas	14	19	^{2/}	^{2/}	11	15	11	15	74	91	^{3/}	^{3/}	11.60	9.20	128	138
Easter Lilies	33	34	^{2/}	^{2/}	183	192	183	192	83	86	^{3/}	^{3/}	4.96	4.49	908	862
Poinsettias	65	64	282	300	455	513	737	813	76	85	3.13	3.08	6.22	6.06	3,713	4,033
Spring Flowering Bulbs	34	37	262	183	267	258	529	441	91	91	1.53	1.48	4.03	4.00	1,477	1,303
Other Potted Flowering Plants	35	31	437	394	200	137	637	531	79	88	1.90	1.93	6.39	5.97	2,108	1,578
Potted Bedding and Garden Plants																
Begonias	42	53	135	99	47	47	182	146	79	76	1.14	1.26	1.89	3.06	243	269
Geraniums (Cuttings)	102	104	1,323	1,918	393	393	1,716	2,311	56	74	1.57	1.79	4.96	5.41	4,026	5,559
Impatiens	42	48	317	289	105	67	422	356	76	65	1.01	1.22	1.78	1.87	507	478
New Guinea Impatiens	86	96	338	418	76	94	414	512	56	65	1.63	1.54	2.79	4.11	763	1,030
Marigolds	21	25	98	52	37	18	135	70	88	81	0.60	0.73	1.50	1.75	114	69
Pansy/Violas	37	46	58	90	31	45	89	135	49	78	1.21	1.17	2.70	4.82	154	322
Petunias	49	64	131	157	42	91	173	248	47	63	1.19	1.26	2.00	4.23	240	583
Other Flowering and Foliar Type Bedding Plants	72	82	1,693	1,921	1,302	1,450	2,995	3,371	77	86	1.38	1.50	3.45	3.14	6,828	7,435
Vegetable Type Bedding Plants	52	68	549	672	92	105	641	777	73	77	1.35	1.34	2.17	2.82	941	1,197

^{1/} Wholesale equivalent value of all sales.

^{2/} Pot sizes have been combined to avoid disclosure of individual operations.

^{3/} 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 26, 2005, National Agricultural Statistics Service, USDA.



**CONNECTICUT: Bedding and Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Production, Sales, Price and Value for 2003 - 2004**

(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 ^{1/}	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	Number		1,000 Flats		Percent		Dollars per Flat		1,000 Dollars	
Bedding and Garden Plants (Flats)										
Begonias	48	49	127	64	93	89	8.29	8.16	1,053	522
Impatiens	49	54	292	280	89	79	7.57	7.78	2,210	2,178
New Guinea Impatiens	7	3	11	7	95	100	11.66	14.64	128	102
Pansy/Violas	47	51	151	141	93	90	8.55	8.69	1,291	1,225
Petunias	55	60	158	120	87	87	7.90	8.00	1,248	960
Marigolds	51	58	118	120	88	87	7.62	7.77	899	932
Other Flowering and Foliar Type Bedding Plants	56	64	977	1,112	92	93	7.34	8.24	7,171	9,163
Vegetable Type Bedding Plants	47	54	171	255	83	86	7.61	7.64	1,301	1,948
	Number		1,000 Baskets		Percent		Dollars per Basket		1,000 Dollars	
Hanging Baskets										
Foliage	15	13	34	46	90	92	5.98	5.09	203	234
Begonias	29	27	28	20	73	78	7.93	8.47	222	169
Geranium (Cuttings)	44	49	81	134	79	84	7.11	7.39	576	990
Impatiens	30	40	30	45	77	79	5.99	6.13	180	276
New Guinea Impatiens	47	48	110	95	87	83	7.11	7.57	782	719
Pansy/Violas	12	12	20	27	99	99	6.97	7.42	139	200
Petunias	33	47	35	71	63	78	6.78	6.89	237	489
Other Flowering	45	64	430	642	92	92	11.69	11.66	5,027	7,486
Potted Foliage Plants	10	9	N/A	N/A	73	89	N/A	N/A	441	721

^{1/} Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2005, National Agricultural Statistics Service, USDA.



MASSACHUSETTS: Bedding and Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants, Production, Sales , Price and Value for 2003 - 2004

(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 ^{1/}	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	Number		1,000 Flats		Percent		Dollars per Flat		1,000 Dollars	
Bedding and Garden Plants (Flats)										
Begonias	78	74	97	49	76	69	7.96	8.04	772	394
Impatiens	88	89	322	275	34	42	7.87	8.05	2,534	2,214
New Guinea Impatiens	11	20	8	11	63	76	10.45	15.04	84	165
Pansy/Violas	79	82	83	85	52	51	8.51	8.70	706	740
Petunias	84	81	105	100	40	42	7.88	8.72	827	872
Marigolds	81	84	96	76	61	57	7.86	8.49	755	645
Other Flowering and Foliar Type Bedding Plants	82	85	554	579	61	63	8.17	8.39	4,526	4,858
Vegetable Type Bedding Plants	80	82	152	130	44	39	8.65	8.39	1,315	1,091
	Number		1,000 Baskets		Percent		Dollars per Basket		1,000 Dollars	
Hanging Baskets										
Foliage	30	22	124	93	91	96	5.11	4.52	634	420
Begonias	38	46	28	24	69	73	5.62	7.06	157	169
Geranium (Cuttings)	74	81	92	125	50	60	9.01	8.35	829	1,044
Impatiens	67	71	84	91	56	73	6.67	7.14	560	650
New Guinea Impatiens	59	65	89	86	69	75	8.19	8.53	729	734
Pansy/Violas	26	30	16	29	73	79	8.54	8.40	137	244
Petunias	69	79	57	98	58	61	8.35	9.85	476	965
Other Flowering	86	80	354	415	67	80	8.43	8.73	2,984	3,623
Potted Foliage Plants	17	15	N/A	N/A	83	66	N/A	N/A	3,323	743

^{1/} Wholesale equivalent value of all sales.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2005, 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 ^{1/}	
	2003	2004	2003	2004	2003	2004
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	29	37	285	304	1,199	1,279
Other Potted Herbaceous Perennials	46	52	6,167	7,013	18,797	22,869

^{1/} Wholesale equivalent value of all sales.SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2005, 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 ^{1/}	
	2003	2004	2003	2004	2003	2004
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	59	58	70	132	392	612
Other Potted Herbaceous Perennials	92	87	2,259	2,160	5,989	6,413

^{1/} Wholesale equivalent value of all sales.SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2005, National Agricultural Statistics Service, USDA.**AUBREY R. DAVIS**, Director

STATISTICIAN: Sherry Deane

GERALD D. TILLMAN, Deputy Director

STAT ASSISTANT: Jackie Hartford

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