

Floriculture Crops Connecticut and Massachusetts

April 2006



NEW ENGLAND
Agricultural
Statistics

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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 2005 was 288, down 7 growers from the previous year. The wholesale equivalent value of sales decreased from \$87.4 million in 2004 to \$85.6 million in 2005. Bedding and garden plants remained the largest category with 83 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

Massachusetts: The number of commercial growers in 2005 was 431, down 32 growers from the previous year. The wholesale equivalent value of sales decreased from \$78.6 million in 2004 to \$75.3 million in 2005. As was true in Connecticut, bedding and garden plants were the largest category with 76 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 Massachusetts Flower Growers' Association and the Connecticut and Massachusetts 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 issued annually from the National Agricultural Statistics Service in Washington, D.C. This office can be reached at 1-800-642-9571 or through e-mail at nass-nh@nass.usda.gov. The complete report, with many more details, is available on the Internet at: <http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/floran06.txt>.

All national reports and state newsletters are available on the Internet at: <http://www.nass.usda.gov/>. These reports are also available by subscription free of charge direct to your e-mail address. Starting with the NASS home page at <http://www.nass.usda.gov/>, under receive reports by e-mail, click "National" or "State", then follow the instructions on the screen.



FLORICULTURE CROPS: Growing Area by Type of Cover, 1996 - 2005
(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)

State and Year	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
Connecticut								
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	295	1,653	919	6,424	8,996	142	9,138	584
2005	288	1,945	942	6,197	9,084	216	9,300	648
Massachusetts								
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	463	1,496	917	7,277	9,690	117	9,807	570
2005	431	1,407	884	6,880	9,171	130	9,301	547

SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1997-2005
(Summarized from interviews of all known growers with \$10,000 or more in floriculture sales)

State And Year	\$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/}
Connecticut								
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	46	47	25	70	74	33	295	87,378
2005	46	41	18	82	69	32	288	85,649
Massachusetts								
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	63	83	40	123	119	35	463	78,633
2005	53	82	36	122	105	33	431	75,318

^{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, 2006, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1996 – 2005
 (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								
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	52,677	27,222	25,455	6/	63,309
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/	10,943	610	66,462	40,760	25,702	504	78,519
2005	6/	11,904	568	63,055	38,182	24,873	6/	75,527
Massachusetts								
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	2,452	8,029	1,158	48,474	36,212	12,262	6/	60,113
2005	2,433	7,964	6/	45,986	33,497	12,489	4,386	60,769

^{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, 2006, National Agricultural Statistics Service, USDA.



CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 2004 – 2005

(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			
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	Number		1,000 Pots						Percent		Dollars per Pot				1,000 Dollars	
Potted Flowering Plants																
Florist Chrysanthemums	9	7	2/	2/	67	74	67	74	90	91	3/	3/	3.60	3.76	241	278
Finished Florist Azaleas	3	4/	1	4/	3	4/	4	4/	97	4/	3.37	4/	4.66	4/	17	4/
Easter Lilies	19	18	2/	2/	231	347	231	347	96	98	3/	3/	4.64	4.11	1,072	1,426
Poinsettias	37	37	244	243	753	1,018	997	1,261	96	97	1.79	1.88	5.88	4.83	4,864	5,374
Spring Flowering Bulbs	13	16	23	22	271	302	294	324	98	98	1.50	1.69	3.46	3.43	972	1,073
Other Potted Flowering Plants	20	19	2/	2/	686	682	686	682	79	74	3/	3/	5.35	5.31	3,671	3,619
Potted Bedding/Garden Plants																
Begonias	25	23	125	51	2/	51	125	102	69	78	5.70	3.43	3/	7.30	713	547
Geraniums (Cuttings)	67	62	694	661	256	255	950	916	66	67	1.80	1.89	4.31	3.62	2,353	2,172
Geraniums (Seed)	14	13	748	696	15	17	763	713	98	97	0.85	0.85	5.27	5.67	715	688
Impatiens	16	18	15	8	17	39	32	47	54	87	2.82	2.32	3.54	2.90	102	132
New Guinea Impatiens	57	57	500	480	82	70	582	550	83	78	1.62	1.64	4.41	3.46	1,172	1,029
Marigolds	4	7	2/	1	3	5	3	6	68	72	3/	1.50	1.83	2.58	6	14
Pansies/Violas	20	21	36	45	46	172	82	217	90	98	0.88	0.96	4.16	1.73	223	341
Petunias	30	28	53	40	69	54	122	94	72	72	1.86	1.87	3.53	2.41	342	205
Other Flowering and Foliar Type Bedding Plants	54	54	1,448	1,414	319	477	1,767	1,891	72	71	1.74	1.88	4.31	3.91	3,894	4,523
Vegetable Type Bedding Plants	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/	4/

^{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.^{4/}Data not included to avoid disclosure of individual operations.SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service, USDA

**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 2004 – 2005**

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

Item	Producers		Quality 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			
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	Number		1,000 Pots						Percent		Dollars per Pot				1,000 Dollars	
Potted Flowering Plants																
Florist Chrysanthemums	8	6	2/	2/	46	36	46	36	44	51	3/	3/	3.39	3.00	156	108
Finished Florist Azaleas	9	7	2/	2/	12	9	12	9	89	85	3/	3/	10.40	10.32	125	93
Easter Lilies	36	33	2/	2/	193	190	193	190	86	86	3/	3/	4.48	4.33	864	822
Poinsettias	65	55	311	326	535	536	846	862	85	80	3.02	3.02	5.71	5.57	3,994	3,970
Spring Flowing Bulbs	38	34	183	322	258	296	441	618	95	96	1.48	1.45	4.08	4.32	1,323	1,746
Other Potted Flowering Plants	30	21	244	105	87	72	331	177	81	69	2.06	3.21	5.54	5.50	985	733
Potted Flowering Garden Plants																
Begonias	54	44	102	89	47	42	149	131	75	82	1.27	1.30	2.40	2.02	242	201
Geraniums (Cuttings)	105	97	1,921	1,851	395	310	2,316	2,161	74	74	1.79	1.76	5.39	4.57	5,568	4,674
Geraniums (Seed)	38	34	529	567	20	9	549	576	74	75	0.97	1.01	2.02	3.50	554	604
Impatiens	51	49	297	363	68	137	365	500	65	81	1.23	1.16	1.88	2.21	493	724
New Guinea Impatiens	97	83	419	400	94	65	513	465	65	65	1.54	1.65	4.11	4.78	1,032	971
Marigolds	27	24	52	32	18	22	70	54	81	74	0.73	1.09	1.75	2.45	69	89
Pansies/Violas	49	37	96	93	44	61	140	154	75	84	1.18	1.28	4.82	5.93	325	481
Petunias	66	52	159	155	91	55	250	210	63	61	1.27	1.34	4.23	2.39	587	339
Other Flowering and Foliar Type Bedding Plants	84	74	1,931	2,039	1,450	1,348	3,381	3,387	86	86	1.50	1.43	3.14	3.16	7,450	7,175
Vegetable Type Bedding Plants	70	60	677	641	105	96	782	737	76	77	1.35	1.38	2.82	2.36	1,210	1,111

^{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, 2006, National Agricultural Statistics Service, USDA

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production, Sales, Price and Value for 2004 – 2005**

(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/}	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	Number		1,000 Flats		Percent		Dollars per Flat		1,000 Dollars	
Bedding/Garden Plants (Flats)										
Begonias	50	45	124	114	95	92	7.18	7.10	890	809
Impatiens	54	47	280	248	79	87	7.78	8.01	2,178	1,986
New Guinea Impatiens	3	4	7	7	100	99	14.64	14.64	102	102
Pansies/Violas	51	46	141	102	90	89	8.69	8.69	1,225	886
Petunias	62	57	132	145	88	91	7.79	7.85	1,028	1,138
Marigolds	60	51	130	134	88	91	7.71	7.75	1,002	1,039
Other Flowering and Foliar Type Bedding Plants	65	61	1,102	1,000	93	92	7.82	8.06	8,618	8,060
Vegetable Type Bedding Plants	53	44	254	243	86	90	11.28	11.31	2,865	2,748
	Number		1,000 Baskets		Percent		Dollars Per Basket		1,000 Dollars	
Hanging Baskets										
Foliage	13	12	46	34	92	77	5.09	5.39	234	183
Begonias	29	28	80	122	94	96	6.52	6.72	522	820
Geranium (Cuttings)	50	46	134	71	84	74	7.41	7.29	993	518
Geranium (Seed)	3	4	8	8	84	83	9.14	6.29	73	50
Impatiens	41	31	45	46	79	83	6.14	6.61	276	304
New Guinea Impatiens	50	43	101	92	84	87	7.54	7.12	762	655
Pansies/Violas	12	17	27	33	99	97	7.42	7.15	200	236
Petunias	48	47	71	70	78	72	6.89	7.44	489	521
Other Flowering	64	59	715	667	92	93	9.17	8.13	6,557	5,423
Potted Foliage Plants	8	11	NA	NA	79	87	NA	NA	376	385

^{1/} Wholesale equivalent value of all sales

SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service



**MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production, Sales, Price and Value for 2004 – 2005**

(Summarized from interviews of all know 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/}	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	Number		1,000 Flats		Percent		Dollars per Flat		1,000 Dollars	
Bedding/Garden Plants (Flats)										
Begonias	73	62	47	53	71	72	8.13	7.84	382	416
Impatiens	88	79	275	278	42	47	8.02	8.32	2,206	2,313
New Guinea Impatiens	20	11	11	7	76	68	15.04	9.31	165	65
Pansies/Violas	81	70	80	85	54	58	8.70	8.66	696	736
Petunias	79	77	98	97	42	48	8.56	8.60	839	834
Marigolds	84	76	77	74	57	60	8.49	8.52	654	630
Other Flowering and Foliar Type Bedding Plants	86	78	580	523	64	68	8.38	8.33	4,860	4,357
Vegetable Type Bedding Plants	80	65	126	135	39	55	8.38	8.90	1,056	1,202
	Number		1,000 Baskets		Percent		Dollars per Basket		1,000 Dollars	
Hanging Baskets										
Foliage	21	2/	92	2/	95	2/	4.51	2/	415	2/
Begonias	46	32	24	15	73	75	7.06	6.91	169	104
Geranium (Cuttings)	82	62	125	96	60	74	8.35	8.33	1,044	800
Geranium (Seed)	6	6	5	6	91	69	6.93	6.92	35	42
Impatiens	72	62	91	69	73	70	7.14	6.80	650	469
New Guinea Impatiens	66	60	86	83	75	80	8.54	8.57	734	711
Pansies/Violas	31	31	29	29	79	84	8.40	8.48	244	246
Petunias	80	62	99	75	63	63	9.85	9.48	975	711
Other Flowering	82	75	417	350	82	82	8.72	9.23	3,636	3,231
Potted Foliage Plants	15	2/	NA	NA	66	2/	NA	NA	743	2/

^{1/} Wholesale equivalent value of all sales

^{2/} Missing data not reported to avoid disclosure of individual operations.

SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service

CONNECTICUT: Herbaceous Perennials

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

Item	Producers		Total Quantity Sold		Value of All Sales at Wholesale ^{1/}	
	2004	2005	2004	2005	2004	2005
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	35	26	256	243	1,014	945
Other Potted Herbaceous Perennials	52	45	6,345	6,452	20,149	19,758
Potted Hardy/Garden Chrysanthemums	61	60	1,721	1,443	4,539	4,170

^{1/} Wholesale equivalent value of all sales.SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service**MASSACHUSETTS: Herbaceous Perennials**

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

Item	Producers		Total Quantity Sold		Value of All Sales at Wholesale ^{1/}	
	2004	2005	2004	2005	2004	2005
	Number		1,000 Pots		1,000 Dollars	
Potted Hosta	58	52	132	103	610	393
Other Potted Herbaceous Perennials	87	76	2,160	2,121	6,399	6,937
Potted Hardy/Garden Chrysanthemums	98	91	2,397	2,374	5,253	5,159

^{1/} Wholesale equivalent value of all sales.SOURCE: *Floriculture Crops*, 3:00 p.m., April 26, 2006, National Agricultural Statistics Service**Gary R. Keough**, Director**Alexander I. Slosman**, Editorial Assistant**Gerald D. Tillman**, Deputy Director

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