



**United States Department of Agriculture  
National Agricultural Statistics Service  
2014 Census of Horticultural Specialties – Alabama**



Southern Region – Alabama Field Office  
PO Box 240578, Montgomery, AL 36124-0578  
(800) 832-4181 · (855) 271-9801 FAX · [www.nass.usda.gov/al](http://www.nass.usda.gov/al)

**Horticultural Specialties Highlights**

The 2014 Census of Horticultural Specialties provides detailed production and sales data for floriculture, nursery, and other specialty products. This special study is part of the larger census of agriculture program. All operations that reported producing and selling \$10,000 or more of horticultural specialty products were included in the 2014 Census of Horticultural Specialties.

In 2014, the United States had 23,221 horticultural operations that produced and sold \$13.8 billion in floriculture, nursery, and other horticultural specialty products. Alabama had 280 horticultural operations that sold \$249.3 million in horticultural products in 2014, compared to 332 horticultural operations that sold \$219.7 million in horticultural products in 2009. Horticulture producers in Alabama had \$172.7 million in total production expenses in 2014. Hired labor expenses in Alabama accounted for 35 percent of the total production expenses. Of the 3,982 hired workers in Alabama, 1,381 worked less than 150 days compared to 2,601 who worked 150 days or more.

**Top Horticultural Specialty Crops Sold: 2014**

Items	All sales		Wholesale sales		Retail sales	
	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)
<b>All horticultural specialty crops</b>						
United States .....	23,221	13,789,048	14,885	11,859,976	14,710	1,929,073
Alabama .....	280	249,304	198	235,384	141	13,921
<b>Annual bedding/garden plants</b>						
United States .....	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Alabama .....	81	55,435	54	(D)	42	(D)
<b>Potted herbaceous perennial plants</b>						
United States .....	6,291	944,850	2,710	794,915	4,805	149,936
Alabama .....	60	11,060	40	10,841	27	219
<b>Potted flowering plants for indoor or patio use</b>						
United States .....	4,059	1,084,274	2,010	993,437	2,891	90,837
Alabama .....	39	7,278	32	6,990	17	287
<b>Foliage plants for indoor or patio use</b>						
United States .....	2,644	721,889	1,386	702,029	1,591	19,860
Alabama .....	35	3,680	30	3,265	16	415
<b>Cut flowers and cut lei flowers</b>						
United States .....	1,998	462,098	974	417,108	1,350	44,990
Alabama .....	4	89	4	89	-	-
<b>Nursery stock</b>						
United States .....	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Alabama .....	109	114,674	(NA)	(NA)	(NA)	(NA)
<b>Propagative horticultural materials, bareroot and unfinished plants</b>						
United States .....	1,067	695,126	832	670,651	303	24,475
Alabama .....	10	767	8	(D)	2	(D)
<b>Sod, sprigs, or plugs</b>						
United States .....	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Alabama .....	65	54,851	(NA)	47,589	(NA)	7,262
<b>Food crops grown under protection</b>						
United States .....	2,521	796,664	(NA)	606,025	(NA)	190,639
Alabama .....	16	401	(NA)	249	(NA)	152
<b>Transplants for commercial vegetable and strawberry production</b>						
United States .....	693	371,817	(NA)	339,123	(NA)	32,694
Alabama .....	2	(D)	(NA)	-	(NA)	(D)

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

- Represents zero.

## Top Horticultural Production Expenses and Number of Hired Workers: 2014

Item	United States	Alabama
<b>HORTICULTURAL PRODUCTION EXPENSES</b>		
All horticultural production expenses .....	23,221	280
operations	10,997,042	172,681
\$1,000		
Seeds, plants, vines, trees, etc. purchased .....	20,114	235
operations	1,789,013	23,043
\$1,000		
Containers purchased .....	14,692	178
operations	573,656	11,897
\$1,000		
Hired labor expenses, all .....	17,086	224
operations	4,086,606	61,071
\$1,000		
Gasoline, fuels, and oils purchased .....	22,207	278
operations	562,895	12,091
\$1,000		
All other production expenses <sup>1</sup> .....	11,517	132
operations	542,804	7,003
\$1,000		
<b>GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR</b>		
Hired workers .....	17,086	224
operations	274,759	3,982
workers		

<sup>1</sup> Includes customwork, storage and warehousing, insurance premiums, etc. Excludes potting soils and growing media, fertilizer, lime, and soil conditioner, chemicals, contract labor, utilities, repairs, supplies, and maintenance costs, rent and lease expenses, interest paid on all debt, property taxes paid in 2014, marketing expenses, and packaging expenses.

## Value of Horticultural Specialty Crops Sold by Marketing Channels: 2014

Item	United States	Alabama
Consumers (direct sales) .....	15,406	156
operations	2,119,414	16,846
value (\$1,000)		
Retail florists .....	2,907	44
operations	200,932	(D)
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers .....	7,605	120
operations	2,360,602	59,670
value (\$1,000)		
Supermarkets/grocers .....	3,025	31
operations	1,047,659	9,033
value (\$1,000)		
Other mass marketers .....	2,668	51
operations	2,884,785	43,701
value (\$1,000)		
Interiorscapers .....	1,523	24
operations	65,702	200
value (\$1,000)		
Landscape contractors .....	8,096	132
operations	1,948,110	58,809
value (\$1,000)		
Wholesale florists .....	2,631	37
operations	538,711	(D)
value (\$1,000)		
Landscape redistribution yards .....	3,029	55
operations	673,231	18,763
value (\$1,000)		
Non-profit groups (fund raisers) .....	3,255	49
operations	92,316	1,367
value (\$1,000)		
Other marketing channels .....	4,518	58
operations	1,857,424	21,146
value (\$1,000)		

(D) Withheld to avoid disclosing data for individual operations.

## Land Area Used for Horticultural Production: 2014

Geographic area	Greenhouses		Shade structure area		Natural shade area		Area in the open	
	Operations	Area (1,000 sq ft)	Operations	Area (1,000 sq ft)	Operations	Acres	Operations	Acres
United States .....	14,593	894,907	4,058	429,708	1,804	5,404	12,927	497,339
Alabama .....	180	18,071	40	2,355	38	67	134	4,622

## Horticultural Specialty Operations and Sales by Legal Status for Tax Purposes: 2014

Geographic area	Total		Family or individual		Partnership		Corporation		Other - cooperative, estate or trust, institutional, etc.	
	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)	Operations	Value (\$1,000)
United States .....	23,221	13,789,048	12,193	1,968,588	1,873	1,140,653	8,736	10,541,841	419	137,966
Alabama .....	280	249,304	139	28,914	24	10,746	117	209,645	-	-

- Represents zero.