



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



Upper Midwest Region – Iowa Field Office  
210 Walnut Street Ste 833, Des Moines, IA 50309  
(515) 284-4340 · (800) 771-0825 FAX · [www.nass.usda.gov/ia](http://www.nass.usda.gov/ia)

**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. Iowa had 289 horticultural operations that sold \$99.3 million in horticultural products in 2014, compared to 217 horticultural operations that sold \$78.3 million in horticultural products in 2009. Horticulture producers in Iowa had \$81.5 million in total production expenses in 2014. Hired labor expenses in Iowa accounted for 40 percent of the total production expenses. Of the 2,679 hired workers in Iowa, 1,744 worked less than 150 days compared to 935 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
Iowa .....	289	99,330	165	73,819	229	25,512
<b>Annual bedding/garden plants</b>						
United States .....	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Iowa .....	154	40,536	68	30,455	115	10,081
<b>Potted herbaceous perennial plants</b>						
United States .....	6,291	944,850	2,710	794,915	4,805	149,936
Iowa .....	102	7,132	37	5,542	84	1,591
<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
Iowa .....	74	10,279	34	8,784	58	1,495
<b>Foliage plants for indoor or patio use</b>						
United States .....	2,644	721,889	1,386	702,029	1,591	19,860
Iowa .....	39	391	13	143	36	249
<b>Cut flowers and cut lei flowers</b>						
United States .....	1,998	462,098	974	417,108	1,350	44,990
Iowa .....	15	131	3	13	14	117
<b>Nursery stock</b>						
United States .....	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Iowa .....	71	8,210	(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
Iowa .....	10	(D)	2	(D)	8	76
<b>Sod, sprigs, or plugs</b>						
United States .....	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Iowa .....	25	9,146	(NA)	6,121	(NA)	3,025
<b>Food crops grown under protection</b>						
United States .....	2,521	796,664	(NA)	606,025	(NA)	190,639
Iowa .....	75	8,278	(NA)	4,651	(NA)	3,627
<b>Transplants for commercial vegetable and strawberry production</b>						
United States .....	693	371,817	(NA)	339,123	(NA)	32,694
Iowa .....	13	103	(NA)	91	(NA)	12

(D) Withheld to avoid disclosing data for individual operations.  
(NA) Not available.

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

Item	United States	Iowa	
<b>HORTICULTURAL PRODUCTION EXPENSES</b>			
All horticultural production expenses .....	operations \$1,000	23,221 10,997,042	289 81,509
Seeds, plants, vines, trees, etc. purchased .....	operations \$1,000	20,114 1,789,013	270 11,531
Containers purchased .....	operations \$1,000	14,692 573,656	177 4,920
Hired labor expenses, all .....	operations \$1,000	17,086 4,086,606	214 32,535
Gasoline, fuels, and oils purchased .....	operations \$1,000	22,207 562,895	281 6,366
All other production expenses <sup>1</sup> .....	operations \$1,000	11,517 542,804	122 1,997
<b>GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR</b>			
Hired workers .....	operations workers	17,086 274,759	214 2,679

<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	Iowa	
Consumers (direct sales) .....	operations value (\$1,000)	15,406 2,119,414	243 23,201
Retail florists .....	operations value (\$1,000)	2,907 200,932	60 1,629
Retail garden centers/nurseries, excluding mass marketers .....	operations value (\$1,000)	7,605 2,360,602	85 8,654
Supermarkets/grocers .....	operations value (\$1,000)	3,025 1,047,659	88 17,590
Other mass marketers .....	operations value (\$1,000)	2,668 2,884,785	46 24,922
Interiorscapers .....	operations value (\$1,000)	1,523 65,702	35 779
Landscape contractors .....	operations value (\$1,000)	8,096 1,948,110	81 11,663
Wholesale florists .....	operations value (\$1,000)	2,631 538,711	49 1,156
Landscape redistribution yards .....	operations value (\$1,000)	3,029 673,231	34 595
Non-profit groups (fund raisers) .....	operations value (\$1,000)	3,255 92,316	49 443
Other marketing channels .....	operations value (\$1,000)	4,518 1,857,424	81 8,698

## 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
Iowa .....	201	8,184	39	97	4	4	139	2,540

## 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
Iowa .....	289	99,330	171	19,522	15	1,858	103	77,950	-	-

- Represents zero.