



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



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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. Missouri had 291 horticultural operations that sold \$84.8 million in horticultural products 2014, compared to 326 horticultural operations that sold \$104.7 million in horticultural products in 2009. Horticulture producers in Missouri had \$73.0 million in total production expenses in 2014. Hired labor expenses in Missouri accounted for 36 percent of the total production expenses. Of the 2,283 hired workers in Missouri, 1,134 worked less than 150 days compared to 1,149 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)
All horticultural specialty crops						
United States	23,221	13,789,048	14,885	11,859,976	14,710	1,929,073
Missouri	291	84,826	177	64,187	207	20,639
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Missouri	153	29,134	74	24,749	106	4,385
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Missouri	132	7,599	48	5,245	104	2,353
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Missouri	57	10,577	33	10,116	40	461
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Missouri	60	424	27	158	43	265
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Missouri	9	37	6	34	4	3
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Missouri	87	8,446	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Missouri	23	4,110	15	(D)	12	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Missouri	27	20,441	(NA)	13,747	(NA)	6,695
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Missouri	63	2,664	(NA)	2,188	(NA)	476
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Missouri	20	334	(NA)	307	(NA)	27

(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	Missouri
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	23,221	291
operations	10,997,042	72,961
\$1,000		
Seeds, plants, vines, trees, etc. purchased	20,114	267
operations	1,789,013	12,412
\$1,000		
Containers purchased	14,692	223
operations	573,656	3,153
\$1,000		
Hired labor expenses, all	17,086	229
operations	4,086,606	26,064
\$1,000		
Gasoline, fuels, and oils purchased	22,207	282
operations	562,895	4,790
\$1,000		
All other production expenses ¹	11,517	105
operations	542,804	1,502
\$1,000		
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	17,086	229
operations	274,759	2,283
workers		

¹ 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	Missouri
Consumers (direct sales)	15,406	219
operations	2,119,414	22,112
value (\$1,000)		
Retail florists	2,907	47
operations	200,932	557
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers	7,605	92
operations	2,360,602	30,424
value (\$1,000)		
Supermarkets/grocers	3,025	57
operations	1,047,659	2,925
value (\$1,000)		
Other mass marketers	2,668	43
operations	2,884,785	7,004
value (\$1,000)		
Interiorscapers	1,523	25
operations	65,702	90
value (\$1,000)		
Landscape contractors	8,096	92
operations	1,948,110	13,196
value (\$1,000)		
Wholesale florists	2,631	34
operations	538,711	313
value (\$1,000)		
Landscape redistribution yards	3,029	33
operations	673,231	1,122
value (\$1,000)		
Non-profit groups (fund raisers)	3,255	56
operations	92,316	748
value (\$1,000)		
Other marketing channels	4,518	70
operations	1,857,424	6,334
value (\$1,000)		

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
Missouri	231	7,751	38	187	17	6	142	4,724

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
Missouri	291	84,826	174	14,924	13	3,874	100	61,481	4	4,548