



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



Northern Plains Region – Nebraska Field Office
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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. Nebraska had 148 horticultural operations that sold \$48.5 million in horticultural products in 2014, compared to 142 horticultural operations that sold \$34.3 million in horticultural products in 2009. Horticulture producers in Nebraska had \$44.6 million in total production expenses in 2014. Hired labor expenses in Nebraska accounted for 45 percent of the total production expenses. Of the 1,182 hired workers in Nebraska, 619 worked less than 150 days compared to 563 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 |
| Nebraska | 148 | 48,470 | 58 | 25,912 | 126 | 22,558 |
| Annual bedding/garden plants | | | | | | |
| United States | 7,964 | 2,567,534 | 3,367 | 2,044,090 | 6,197 | 523,444 |
| Nebraska | 73 | 7,200 | 17 | 815 | 68 | 6,385 |
| Potted herbaceous perennial plants | | | | | | |
| United States | 6,291 | 944,850 | 2,710 | 794,915 | 4,805 | 149,936 |
| Nebraska | 70 | 2,874 | 10 | 685 | 65 | 2,190 |
| Potted flowering plants for indoor or patio use | | | | | | |
| United States | 4,059 | 1,084,274 | 2,010 | 993,437 | 2,891 | 90,837 |
| Nebraska | 29 | 469 | 9 | 270 | 26 | 199 |
| Foliage plants for indoor or patio use | | | | | | |
| United States | 2,644 | 721,889 | 1,386 | 702,029 | 1,591 | 19,860 |
| Nebraska | 14 | 87 | 2 | (D) | 14 | (D) |
| Cut flowers and cut lei flowers | | | | | | |
| United States | 1,998 | 462,098 | 974 | 417,108 | 1,350 | 44,990 |
| Nebraska | 3 | 221 | 1 | (D) | 3 | (D) |
| Nursery stock | | | | | | |
| United States | 8,226 | 4,266,631 | (NA) | 3,834,953 | (NA) | 431,678 |
| Nebraska | 56 | 14,099 | (NA) | (NA) | (NA) | (NA) |
| Propagative horticultural materials, bareroot and unfinished plants | | | | | | |
| United States | 1,067 | 695,126 | 832 | 670,651 | 303 | 24,475 |
| Nebraska | 7 | (D) | 7 | (D) | - | - |
| Sod, sprigs, or plugs | | | | | | |
| United States | 1,289 | 1,138,465 | (NA) | 858,280 | (NA) | 280,185 |
| Nebraska | 21 | 7,589 | (NA) | 3,784 | (NA) | 3,806 |
| Food crops grown under protection | | | | | | |
| United States | 2,521 | 796,664 | (NA) | 606,025 | (NA) | 190,639 |
| Nebraska | 16 | 13,861 | (NA) | 13,556 | (NA) | 305 |
| Transplants for commercial vegetable and strawberry production | | | | | | |
| United States | 693 | 371,817 | (NA) | 339,123 | (NA) | 32,694 |
| Nebraska | 2 | (D) | (NA) | (D) | (NA) | - |

(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 | Nebraska |
|--|----------------------|---------------|
| HORTICULTURAL PRODUCTION EXPENSES | | |
| All horticultural production expensesoperations \$1,000 | 23,221 10,997,042 | 148 44,576 |
| Seeds, plants, vines, trees, etc. purchasedoperations \$1,000 | 20,114 1,789,013 | 143 6,914 |
| Containers purchasedoperations \$1,000 | 14,692 573,656 | 69 691 |
| Hired labor expenses, alloperations \$1,000 | 17,086 4,086,606 | 118 20,274 |
| Gasoline, fuels, and oils purchasedoperations \$1,000 | 22,207 562,895 | 146 3,313 |
| All other production expenses ¹operations \$1,000 | 11,517 542,804 | 57 1,149 |
| GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR | | |
| Hired workersoperations workers | 17,086 274,759 | 118 1,182 |

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 | Nebraska |
|--|---------------------|---------------|
| Consumers (direct sales)operations value (\$1,000) | 15,406 2,119,414 | 135 22,431 |
| Retail floristsoperations value (\$1,000) | 2,907 200,932 | 24 472 |
| Retail garden centers/nurseries, excluding mass marketersoperations value (\$1,000) | 7,605 2,360,602 | 42 3,261 |
| Supermarkets/grocersoperations value (\$1,000) | 3,025 1,047,659 | 19 12,994 |
| Other mass marketersoperations value (\$1,000) | 2,668 2,884,785 | 18 451 |
| Interiorscapersoperations value (\$1,000) | 1,523 65,702 | 14 20 |
| Landscape contractorsoperations value (\$1,000) | 8,096 1,948,110 | 59 7,537 |
| Wholesale floristsoperations value (\$1,000) | 2,631 538,711 | 17 149 |
| Landscape redistribution yardsoperations value (\$1,000) | 3,029 673,231 | 22 407 |
| Non-profit groups (fund raisers)operations value (\$1,000) | 3,255 92,316 | 26 407 |
| Other marketing channelsoperations value (\$1,000) | 4,518 1,857,424 | 16 342 |

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 |
| Nebraska | 99 | 3,747 | 43 | 154 | 3 | (Z) | 55 | 1,446 |

(Z) Less than half of the unit shown.

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 |
| Nebraska | 148 | 48,470 | 62 | 6,328 | 7 | 649 | 74 | 39,025 | 5 | 2,468 |