



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



Pacific Region – Nevada Field Office
405 South 21st Street, Sparks, NV 89431
(800) 851-1127 · (855) 270-2722 FAX · www.nass.usda.gov/nv

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. Nevada had 18 horticultural operations that sold \$33.3 million in horticultural products in 2014, compared to 13 horticultural operations that sold \$4.1 million in horticultural products in 2009. Horticulture producers in Nevada had \$28.3 million in total production expenses in 2014. Hired labor expenses in Nevada accounted for 9 percent of the total production expenses. Of the 202 hired workers in Nevada, 76 worked less than 150 days compared to 126 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
Nevada	18	33,286	17	30,212	11	3,074
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Nevada	3	2,137	2	(D)	1	(D)
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Nevada	1	(D)	-	-	1	(D)
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Nevada	1	(D)	-	-	1	(D)
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Nevada	1	(D)	-	-	1	(D)
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Nevada	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Nevada	2	(D)	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Nevada	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Nevada	5	4,337	(NA)	2,509	(NA)	1,828
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Nevada	9	25,906	(NA)	25,651	(NA)	255
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Nevada	(NA)	(NA)	(NA)	(NA)	(NA)	(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	Nevada
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	23,221	18
operations	10,997,042	28,318
\$1,000		
Seeds, plants, vines, trees, etc. purchased	20,114	18
operations	1,789,013	4,360
\$1,000		
Containers purchased	14,692	4
operations	573,656	60
\$1,000		
Hired labor expenses, all	17,086	16
operations	4,086,606	2,628
\$1,000		
Gasoline, fuels, and oils purchased	22,207	16
operations	562,895	2,412
\$1,000		
All other production expenses ¹	11,517	16
operations	542,804	260
\$1,000		
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	17,086	16
operations	274,759	202
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	Nevada
Consumers (direct sales)	15,406	11
operations	2,119,414	3,441
value (\$1,000)		
Retail florists	2,907	-
operations	200,932	-
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers	7,605	-
operations	2,360,602	-
value (\$1,000)		
Supermarkets/grocers	3,025	9
operations	1,047,659	24,062
value (\$1,000)		
Other mass marketers	2,668	7
operations	2,884,785	3,791
value (\$1,000)		
Interiorscapers	1,523	-
operations	65,702	-
value (\$1,000)		
Landscape contractors	8,096	6
operations	1,948,110	1,968
value (\$1,000)		
Wholesale florists	2,631	2
operations	538,711	(D)
value (\$1,000)		
Landscape redistribution yards	3,029	-
operations	673,231	-
value (\$1,000)		
Non-profit groups (fund raisers)	3,255	1
operations	92,316	(D)
value (\$1,000)		
Other marketing channels	4,518	-
operations	1,857,424	-
value (\$1,000)		

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

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
Nevada	13	2,679	2	(D)	-	-	5	290

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

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
Nevada	18	33,286	-	-	-	-	18	33,286	-	-

- Represents zero.