



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



Upper Midwest Region – Wisconsin Field Office
2811 Agriculture Drive, Madison, WI 53718-6777
(608) 224-4848 · (855) 271-9802 FAX · www.nass.usda.gov/wi

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. Wisconsin had 833 horticultural operations that sold \$230.7 million in horticultural products in 2014, compared to 849 horticultural operations that sold \$183.4 million in horticultural products in 2009. Horticulture producers in Wisconsin had \$188.1 million in total production expenses in 2014. Hired labor expenses in Wisconsin accounted for 37 percent of the total production expenses. Of the 6,804 hired workers in Wisconsin, 4,888 worked less than 150 days compared to 1,916 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
Wisconsin	833	230,693	407	160,261	713	70,431
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Wisconsin	400	80,794	97	49,716	359	31,078
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Wisconsin	301	24,820	83	15,661	270	9,159
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Wisconsin	182	9,503	44	5,976	165	3,527
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Wisconsin	94	659	16	185	81	474
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Wisconsin	85	3,561	26	2,491	66	1,070
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Wisconsin	221	45,749	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Wisconsin	38	15,330	29	14,243	19	1,088
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Wisconsin	34	13,683	(NA)	12,424	(NA)	1,259
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Wisconsin	98	4,120	(NA)	2,819	(NA)	1,301
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Wisconsin	23	379	(NA)	(D)	(NA)	(D)

(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	Wisconsin
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	23,221	833
operations	10,997,042	188,083
\$1,000		
Seeds, plants, vines, trees, etc. purchased	20,114	757
operations	1,789,013	37,906
\$1,000		
Containers purchased	14,692	513
operations	573,656	10,330
\$1,000		
Hired labor expenses, all	17,086	610
operations	4,086,606	69,697
\$1,000		
Gasoline, fuels, and oils purchased	22,207	801
operations	562,895	11,648
\$1,000		
All other production expenses ¹	11,517	454
operations	542,804	9,206
\$1,000		
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	17,086	610
operations	274,759	6,804
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	Wisconsin
Consumers (direct sales)	15,406	701
operations	2,119,414	65,138
value (\$1,000)		
Retail florists	2,907	62
operations	200,932	3,436
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers	7,605	221
operations	2,360,602	29,508
value (\$1,000)		
Supermarkets/grocers	3,025	97
operations	1,047,659	5,268
value (\$1,000)		
Other mass marketers	2,668	83
operations	2,884,785	81,561
value (\$1,000)		
Interiorscapers	1,523	8
operations	65,702	620
value (\$1,000)		
Landscape contractors	8,096	211
operations	1,948,110	24,896
value (\$1,000)		
Wholesale florists	2,631	31
operations	538,711	3,882
value (\$1,000)		
Landscape redistribution yards	3,029	37
operations	673,231	5,185
value (\$1,000)		
Non-profit groups (fund raisers)	3,255	109
operations	92,316	2,136
value (\$1,000)		
Other marketing channels	4,518	93
operations	1,857,424	9,062
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
Wisconsin	537	15,667	108	844	45	43	388	10,320

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
Wisconsin	833	230,693	504	34,515	62	38,150	262	156,406	5	1,620