



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



Eastern Mountain Region – West Virginia 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. West Virginia had 131 horticultural operations that sold \$21.0 million in horticultural products in 2014, compared to 113 horticultural operations that sold \$22.3 million in horticultural products in 2009. Horticulture producers in West Virginia had \$17.5 million in total production expenses in 2014. Hired labor expenses in West Virginia accounted for 37 percent of the total production expenses. Of the 787 hired workers in West Virginia, 450 worked less than 150 days compared to 337 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
West Virginia	131	21,021	49	14,209	121	6,812
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
West Virginia	59	6,631	15	3,366	56	3,265
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
West Virginia	49	804	16	273	46	531
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
West Virginia	23	816	7	(D)	21	(D)
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
West Virginia	18	104	8	59	16	45
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
West Virginia	9	54	-	-	9	54
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
West Virginia	25	2,072	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
West Virginia	3	(D)	1	(D)	2	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
West Virginia	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
West Virginia	30	2,455	(NA)	(D)	(NA)	(D)
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
West Virginia	1	(D)	(NA)	-	(NA)	(D)

(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	West Virginia
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expensesoperations \$1,000	23,221 10,997,042	131 17,453
Seeds, plants, vines, trees, etc. purchasedoperations \$1,000	20,114 1,789,013	117 3,929
Containers purchasedoperations \$1,000	14,692 573,656	78 1,167
Hired labor expenses, alloperations \$1,000	17,086 4,086,606	77 6,519
Gasoline, fuels, and oils purchasedoperations \$1,000	22,207 562,895	125 1,603
All other production expenses ¹operations \$1,000	11,517 542,804	74 300
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workersoperations workers	17,086 274,759	77 787

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	West Virginia
Consumers (direct sales)operations value (\$1,000)	15,406 2,119,414	120 7,848
Retail floristsoperations value (\$1,000)	2,907 200,932	12 (D)
Retail garden centers/nurseries, excluding mass marketersoperations value (\$1,000)	7,605 2,360,602	20 3,360
Supermarkets/grocersoperations value (\$1,000)	3,025 1,047,659	12 800
Other mass marketersoperations value (\$1,000)	2,668 2,884,785	4 78
Interiorscapersoperations value (\$1,000)	1,523 65,702	1 (D)
Landscape contractorsoperations value (\$1,000)	8,096 1,948,110	13 984
Wholesale floristsoperations value (\$1,000)	2,631 538,711	1 (D)
Landscape redistribution yardsoperations value (\$1,000)	3,029 673,231	5 (D)
Non-profit groups (fund raisers)operations value (\$1,000)	3,255 92,316	14 204
Other marketing channelsoperations value (\$1,000)	4,518 1,857,424	8 (D)

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

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
West Virginia	86	2,075	8	20	6	1	43	257

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
West Virginia	131	21,021	97	4,717	4	327	26	15,480	4	497