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# 2014 CENSUS OF HORTICULTURAL SPECIALTIES

## Wisconsin Highlights

In 2014, the 833 Wisconsin horticulture operations generated \$231 million in sales.



Wisconsin sales of cut Christmas trees are #5 in the nation, with 4.4% of all sales.



The *2014 Census of Horticultural Specialties report*, released by the U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS), shows that horticulture operations in the United States sold a total of \$13.8 billion in floriculture, nursery and specialty crops in 2014, up 18 percent since 2009. The number of horticulture operations increased 8 percent during this time to 23,221. The full report is available at: [http://www.agcensus.usda.gov/Publications/Census\\_of\\_Horticulture\\_Specialties/](http://www.agcensus.usda.gov/Publications/Census_of_Horticulture_Specialties/)

Wisconsin’s total floriculture, nursery and specialty crops generated \$231 million in sales in 2014, up 25.8 percent from 2009. This accounts for 1.7 percent of all U.S. horticulture sales in 2014. Wisconsin producers decreased in number from 849 in 2009 to 833 in 2014, a 1.9 percent decrease. Of the 833 horticultural specialty operations, family- or individually-owned operations were the most common, accounting for 60.5 percent of all operations, but corporately owned operations accounted for 67.8 percent of all sales (\$156 million). Partnerships had an increased share of revenues, composing 16.5 percent of total sales in 2014, compared with 7.6 percent in 2009. Total industry expenses in Wisconsin totaled \$188 million, up 21.1 percent since 2009. Hired labor costs, at \$69.7 million, were the largest expense, accounting for 37.1 percent of total expenses in 2014.

### Top Horticultural Commodities—Wisconsin: 2009 and 2014

	2009 Sales (1,000 dollars)	2014 Sales (1,000 dollars)	% change from 2009 to 2014
<b>All Horticulture</b>	<b>183,389</b>	<b>230,693</b>	<b>25.8</b>
Annual Bedding/Garden Plants	60,334	80,794	33.9
Cut Christmas Trees	12,503	16,182	29.4
Food Crops Under Protection	5,095	4,120	-19.1
Nursery Stock	49,309	45,749	-7.2
Potted Flowering Plants	7,414	9,503	28.2
Potted Herbaceous Perennials	20,794	24,820	19.4
Sod, Sprigs and Plugs	9,977	13,683	37.1

Sales value of Wisconsin cut Christmas trees ranked fifth in the nation, composing 4.4 percent of the total U.S. cut Christmas tree sales, with \$16.2 million in sales. The 184 operations in Wisconsin sold 657 thousand Christmas trees in 2014. As of January 1, 2015, there were 9.93 million Christmas trees on Wisconsin horticulture operations to be cut and sold in future years.



The number of operations with food crops grown under protection in Wisconsin is up 66.1% in 5 years.



Wisconsin's horticulture operations sold more than 1.82 million potted flowering plants in 2014. Potted flowering plant sales generated over \$9.5 million in revenue.

Annual bedding and garden plants had the largest increase in total sales from 2009, up \$20.5 million to \$80.8 million in sales in 2014. There were 400 operations with annual bedding and garden plant sales, up 6.7 percent from 2009. Wholesale sales composed 61.5 percent of all annual and bedding garden sales, while the remainder were retail sales. Potted flowering plants and potted herbaceous perennials also showed strong growth, with sales increasing 28.2 percent and 19.4 percent, respectively. Sales of nursery stock, experienced the largest decrease in sales, down \$3.56 million, or 7.2 percent from 2009 to 2014.

## Top Annual Bedding/Garden Plants Sold—Wisconsin: 2009 and 2014

Commodity	Operations		Value of Sales (1,000 dollars)	
	2009	2014	2009	2014
<b>Flowering and Foliar Annuals, Total</b>	360	385	52,444	75,066
Begonia	300	313	2,617	2,373
Calibrachoa	143	137	1,518	1,552
Geraniums (from vegetative cuttings)	291	318	10,891	7,510
Impatiens, New Guinea	280	274	2,342	1,898
Impatiens, other	310	276	4,108	2,323
Marigold	311	312	2,285	1,306
Pansies (violas)	298	301	2,475	1,852
Other flowering and foliar annuals	158	131	9,298	43,876
<b>Vegetable-type Bedding Plants, Total</b>	262	219	7,890	5,728
Herbs (culinary)	123	135	2,001	1,172
Tomatoes	205	165	1,108	1,315
Other vegetable-type bedding plants	155	101	3,194	2,395

Food crops grown under protection gained in terms of the number of operations engaged in this practice, but experienced an overall decline in revenues. The total number of operations engaged in this practice increased 66.1 percent to 98 operations. Total sales from food crops grown under protection decreased 19.1 percent to \$4.12 million in 2014. Tomatoes were the top crop grown under protection, with \$2.03 million in sales and 14,604 cwt produced.

The Census of Horticultural Specialties provides detailed, comprehensive production and economic data on the horticulture industry. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2012 Census of Agriculture were included in this special study.