



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



Mountain Region – New Mexico 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. New Mexico had 92 horticultural operations that sold \$32.3 million in horticultural products in 2014, compared to 69 horticultural operations that sold \$35.8 million in horticultural products in 2009. Horticulture producers in New Mexico had \$28.1 million in total production expenses in 2014. Hired labor expenses in New Mexico accounted for 49 percent of the total production expenses. Of the 662 hired workers in New Mexico, 244 worked less than 150 days compared to 418 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
New Mexico	92	32,328	51	22,857	75	9,471
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
New Mexico	32	5,572	8	3,698	28	1,875
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
New Mexico	26	1,664	7	1,011	22	653
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
New Mexico	15	(D)	5	(D)	11	449
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
New Mexico	5	(D)	3	(D)	3	(D)
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
New Mexico	8	(D)	-	-	8	(D)
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
New Mexico	31	10,951	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
New Mexico	5	(D)	4	(D)	3	34
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
New Mexico	2	(D)	(NA)	(D)	(NA)	(D)
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
New Mexico	34	1,540	(NA)	1,181	(NA)	359
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
New Mexico	3	11	(NA)	(D)	(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	New Mexico
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expensesoperations \$1,000	23,221 10,997,042	92 28,102
Seeds, plants, vines, trees, etc. purchasedoperations \$1,000	20,114 1,789,013	87 4,169
Containers purchasedoperations \$1,000	14,692 573,656	46 996
Hired labor expenses, alloperations \$1,000	17,086 4,086,606	66 13,766
Gasoline, fuels, and oils purchasedoperations \$1,000	22,207 562,895	88 775
All other production expenses ¹operations \$1,000	11,517 542,804	50 1,029
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workersoperations workers	17,086 274,759	66 662

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	New Mexico
Consumers (direct sales)operations value (\$1,000)	15,406 2,119,414	76 5,513
Retail floristsoperations value (\$1,000)	2,907 200,932	10 (D)
Retail garden centers/nurseries, excluding mass marketersoperations value (\$1,000)	7,605 2,360,602	21 3,847
Supermarkets/grocersoperations value (\$1,000)	3,025 1,047,659	17 (D)
Other mass marketersoperations value (\$1,000)	2,668 2,884,785	24 (D)
Interiorscapersoperations value (\$1,000)	1,523 65,702	9 21
Landscape contractorsoperations value (\$1,000)	8,096 1,948,110	29 7,798
Wholesale floristsoperations value (\$1,000)	2,631 538,711	10 (D)
Landscape redistribution yardsoperations value (\$1,000)	3,029 673,231	17 2,194
Non-profit groups (fund raisers)operations value (\$1,000)	3,255 92,316	14 137
Other marketing channelsoperations value (\$1,000)	4,518 1,857,424	16 (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
New Mexico	80	1,995	15	61	8	11	64	1,139

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
New Mexico	92	32,328	60	5,220	5	314	22	26,370	5	423