



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



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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. Virginia had 560 horticultural operations that sold \$323.3 million in horticultural products in 2014, compared to 406 horticultural operations that sold \$186.3 million in horticultural products in 2009. Horticulture producers in Virginia had \$261.4 million in total production expenses in 2014. Hired labor expenses in Virginia accounted for 31 percent of the total production expenses. Of the 6,015 hired workers in Virginia, 2,750 worked less than 150 days compared to 3,265 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
Virginia	560	323,255	373	296,933	369	26,322
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Virginia	217	122,230	122	115,112	145	7,118
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Virginia	159	29,127	92	25,766	120	3,361
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Virginia	117	31,392	61	29,534	94	1,859
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Virginia	51	(D)	27	(D)	24	207
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Virginia	48	969	8	299	44	670
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Virginia	146	66,002	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Virginia	16	(D)	10	10,398	6	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Virginia	24	18,200	(NA)	13,591	(NA)	4,609
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Virginia	96	21,555	(NA)	20,734	(NA)	822
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Virginia	13	(D)	(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	Virginia
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	23,221	560
operations	10,997,042	261,390
\$1,000		
Seeds, plants, vines, trees, etc. purchased	20,114	497
operations	1,789,013	67,596
\$1,000		
Containers purchased	14,692	361
operations	573,656	13,993
\$1,000		
Hired labor expenses, all	17,086	414
operations	4,086,606	81,784
\$1,000		
Gasoline, fuels, and oils purchased	22,207	547
operations	562,895	15,343
\$1,000		
All other production expenses ¹	11,517	295
operations	542,804	7,654
\$1,000		
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	17,086	414
operations	274,759	6,015
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	Virginia
Consumers (direct sales)	15,406	375
operations	2,119,414	22,962
value (\$1,000)		
Retail florists	2,907	35
operations	200,932	998
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers	7,605	212
operations	2,360,602	55,832
value (\$1,000)		
Supermarkets/grocers	3,025	77
operations	1,047,659	34,924
value (\$1,000)		
Other mass marketers	2,668	44
operations	2,884,785	135,322
value (\$1,000)		
Interiorscapers	1,523	6
operations	65,702	316
value (\$1,000)		
Landscape contractors	8,096	157
operations	1,948,110	46,281
value (\$1,000)		
Wholesale florists	2,631	23
operations	538,711	593
value (\$1,000)		
Landscape redistribution yards	3,029	43
operations	673,231	18,138
value (\$1,000)		
Non-profit groups (fund raisers)	3,255	61
operations	92,316	748
value (\$1,000)		
Other marketing channels	4,518	77
operations	1,857,424	7,141
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
Virginia	381	21,609	48	1,079	34	32	251	7,750

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
Virginia	560	323,255	254	16,059	52	20,753	246	285,591	8	852