



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



Southern Region – Georgia 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. Georgia had 431 horticultural operations that sold \$305.6 million in horticultural products in 2014, compared to 429 horticultural operations that sold \$228.3 million in horticultural products in 2009. Horticulture producers in Georgia had \$227.3 million in total production expenses in 2014. Hired labor expenses in Georgia accounted for 36 percent of the total production expenses. Of the 5,287 hired workers in Georgia, 1,834 worked less than 150 days compared to 3,453 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
Georgia	431	305,575	324	271,695	229	33,880
Annual bedding/garden plants						
United States	7,964	2,567,534	3,367	2,044,090	6,197	523,444
Georgia	82	49,861	60	46,045	45	3,816
Potted herbaceous perennial plants						
United States	6,291	944,850	2,710	794,915	4,805	149,936
Georgia	104	12,530	67	9,935	66	2,595
Potted flowering plants for indoor or patio use						
United States	4,059	1,084,274	2,010	993,437	2,891	90,837
Georgia	48	14,790	36	13,123	29	1,667
Foliage plants for indoor or patio use						
United States	2,644	721,889	1,386	702,029	1,591	19,860
Georgia	34	2,407	23	1,926	19	480
Cut flowers and cut lei flowers						
United States	1,998	462,098	974	417,108	1,350	44,990
Georgia	2	(D)	-	-	2	(D)
Nursery stock						
United States	8,226	4,266,631	(NA)	3,834,953	(NA)	431,678
Georgia	199	117,382	(NA)	(NA)	(NA)	(NA)
Propagative horticultural materials, bareroot and unfinished plants						
United States	1,067	695,126	832	670,651	303	24,475
Georgia	29	13,120	27	(D)	2	(D)
Sod, sprigs, or plugs						
United States	1,289	1,138,465	(NA)	858,280	(NA)	280,185
Georgia	56	64,647	(NA)	45,403	(NA)	19,244
Food crops grown under protection						
United States	2,521	796,664	(NA)	606,025	(NA)	190,639
Georgia	21	8,212	(NA)	7,510	(NA)	702
Transplants for commercial vegetable and strawberry production						
United States	693	371,817	(NA)	339,123	(NA)	32,694
Georgia	6	19,876	(NA)	19,876	(NA)	-

(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	Georgia
HORTICULTURAL PRODUCTION EXPENSES		
All horticultural production expenses	23,221	431
operations	10,997,042	227,320
\$1,000		
Seeds, plants, vines, trees, etc. purchased	20,114	367
operations	1,789,013	34,212
\$1,000		
Containers purchased	14,692	276
operations	573,656	10,864
\$1,000		
Hired labor expenses, all	17,086	353
operations	4,086,606	80,780
\$1,000		
Gasoline, fuels, and oils purchased	22,207	420
operations	562,895	12,304
\$1,000		
All other production expenses ¹	11,517	230
operations	542,804	10,325
\$1,000		
GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR		
Hired workers	17,086	353
operations	274,759	5,287
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	Georgia
Consumers (direct sales)	15,406	292
operations	2,119,414	56,377
value (\$1,000)		
Retail florists	2,907	51
operations	200,932	4,470
value (\$1,000)		
Retail garden centers/nurseries, excluding mass marketers	7,605	181
operations	2,360,602	57,282
value (\$1,000)		
Supermarkets/grocers	3,025	50
operations	1,047,659	8,919
value (\$1,000)		
Other mass marketers	2,668	49
operations	2,884,785	38,433
value (\$1,000)		
Interiorscapers	1,523	30
operations	65,702	119
value (\$1,000)		
Landscape contractors	8,096	208
operations	1,948,110	77,119
value (\$1,000)		
Wholesale florists	2,631	41
operations	538,711	685
value (\$1,000)		
Landscape redistribution yards	3,029	115
operations	673,231	24,757
value (\$1,000)		
Non-profit groups (fund raisers)	3,255	71
operations	92,316	968
value (\$1,000)		
Other marketing channels	4,518	83
operations	1,857,424	36,447
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
Georgia	217	21,880	86	3,817	45	84	229	6,480

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
Georgia	431	305,575	195	27,562	21	2,313	215	275,699	-	-

- Represents zero.