

NASS Survey Training

2019 Census of Horticultural Specialties **(HORT SPECIALTIES CENSUS)**



United States Department of Agriculture
National Agricultural Statistics Service

NOD-Training Group
December 2019



Survey Overview

- This is a “follow-on” to the 2017 Census of Agriculture
 - Those reporting horticultural production then are re-contacted now for additional, detailed information
- ONLY source of this type of detailed information for the horticultural industry
- This makes the data very important to:
 - Industry support groups, growers, legislators, lenders, ag economists, horticultural researchers, other USDA agencies, etc

Survey Overview

- The 2020 Commercial Floriculture Survey will be combined with the 2019 Census of Horticulture Specialties.
 - Same questions and data collection time frame
- Nursery growers and other floriculture producers....
 - May need to work with them a little more
- Asking about *2019* production and sales
 - Even if they went out of business during 2019, any partial year data still needs to be collected

Survey Information

- Project Code: 657-C&P Horticulture
- Questionnaires:
 - Mailed out December 30
 - Pre-survey postcard Dec 16; Second mailing Feb 24
 - EDR option also available
- Releases:
 - *Floriculture Crops; Census of Horticulture*
 - December 8, 12PM (ET)

Survey Specific Interviewer's Manual

- Packed full of Horticultural goodness!
- Make sure to be familiar with the information
 - Keep it handy during interviews
 - Electronic version also on NASDA website
 - Extensive, in-depth information
 - Very useful for the “Well, I don’t know—should I include that or not? Is that what you’re asking about” situations
- See especially
 - Chapter 2: Terms and Definitions
 - Chapter 5: Completing the Questionnaire



Initial Screening Questions

- **In 2019, did this operation grow and sell any:**
 - Cut Flowers – through – Tobacco Transplants
 - 18 horticulture categories/sections
 - Exclude any plants “held” but not actually “grown-on”
 - Home Depot, Lowes, etc don’t “grow” horticulture crops, they “hold” them prior to sale
 - We are only looking for “growers” (producers) of hort/flor crops
- **Sell \$10,000 or more in 2019?**

Screening

- **February 5, 2020** – Everyone who receives a form must return one by this date.
- Use a **blue or black ballpoint pen** to complete this form.
- www.agcounts.usda.gov – Use this website to report via the Internet.
- **Duplicate form(s)** – If you received extra report forms for the SAME farming operation, return all report forms in the same envelope as the completed form.
- **Questions** – Call us toll-free at 1-888-424-7828. Thank you for your cooperation.

1. For 2019, select all crops listed below that this operation grew, finished, or sold.
EXCLUDE: – Plants purchased from others but not finished (grown on) before resale.

- | | | | | | | | | |
|------|--------------------------|---|------|--------------------------|---|------|--------------------------|--|
| 0201 | <input type="checkbox"/> | Cut flowers | 0209 | <input type="checkbox"/> | Nursery stock & ornamentals, shrubs, shade trees, live Christmas trees, fruit and nut trees, vines, palms, ornamental grasses, etc. | 0216 | <input type="checkbox"/> | Dried bulbs, corms, rhizomes, or tubers |
| 0202 | <input type="checkbox"/> | Potted flowering plants for indoor or patio use | 0211 | <input type="checkbox"/> | Sod, sprigs, and plugs | 0217 | <input type="checkbox"/> | Propagative materials, bareroot and unfinished plants |
| 0203 | <input type="checkbox"/> | Potted herbaceous perennials | 0212 | <input type="checkbox"/> | Short rotation woody crops (trees for pulpwood, sawlogs, etc. with growth cycles of 10 years or less) | 0218 | <input type="checkbox"/> | Transplants for commercial vegetable and strawberry production |
| 0204 | <input type="checkbox"/> | Annual bedding/garden plants | 0213 | <input type="checkbox"/> | Aquatic plants | 0219 | <input type="checkbox"/> | Tobacco transplants |
| 0205 | <input type="checkbox"/> | Foliage plants for indoor or patio use | 0214 | <input type="checkbox"/> | Vegetable seeds | 0220 | <input type="checkbox"/> | None of the above – Go to SECTION 27 |
| 0206 | <input type="checkbox"/> | Cut cultivated greens | 0215 | <input type="checkbox"/> | Flower seeds | | | |
| 0207 | <input type="checkbox"/> | Food crops grown under protection | | | | | | |
| 0208 | <input type="checkbox"/> | Cultivated Christmas trees | | | | | | |

2. In 2019, did this operation sell \$10,000 or more of these horticultural crops?

- 0200 1 **YES** - Go to SECTION 1 3 **No** - Go to SECTION 22

Initial Screening Questions

- BUT, once you're going through the survey be careful:
 - Need to make sure each variety ends up in the correct section
 - Don't enter a Cut Flower variety in the Potted Flowering Plant section
 - See the list of specific “other varieties” in the questionnaire and in the IM
 - See also the Master Plant Listing as a quick reference

Sections Overview

- Then for each variety of plant:
- Ask about Retail (direct to consumers) and Wholesale (to “resellers”) sales
 - Quantity sold, value of those sales
 - Units will vary by section, types of plants, etc
 - TOTAL value of sales, *not* a price per
- *Generally*, majority of sales will be wholesale
 - This can vary by type of plant, type of operation, etc.
- Retail prices will typically be higher than wholesale price

Sections Overview

- Only looking for “finished” plants
 - Sold to end user
 - Section 16: unfinished (immature/started) plants sold to others for additional “growing on”
 - And *then* sold to end user
- And remember, **2019** production and sales
 - Any partial year data still needs to be collected

1. Cut Flowers

- Cut Flower – A flower that has been removed from a growing plant.
- **Include**
 - Fresh flowers grown but used as dried flowers
- **Exclude**
 - Potted flowering *plants*;
 - Dried bulbs
 - Unfinished plants
- Note the units for each variety of flower
 - Bunches, spikes, stems, blooms
 - If something *different* is reported, leave a note

1. Cut Flowers

Be sure to go over the includes/excludes carefully with the respondent in every section

SECTION 1

CUT FLOWERS

1. In 2019, did this operation grow and sell any cut flowers?

INCLUDE: – Finished greenhouse and field grown cut flowers.

EXCLUDE: – Plants purchased from others but not finished (grown on) before resale.

– Potted flowering plants for indoor or patio use. Report in SECTION 2.

– Dried bulbs, corms, rhizomes, or tubers to be used for forcing or outdoor use. Report in SECTION 15.

– Unfinished plants (plug seedlings, liners, tissue cultured plantlets, etc.). Report in SECTION 16.

0401 1 Yes - Complete this SECTION 3 No - Go to SECTION 2

2. For each type of cut flower grown and sold, report production and sales. For plants not printed in the table on the next page, enter the plant name and code from the list below. Report number sold in the units specified for each variety (stems, bunches, blooms, or spikes).

Cut Flowers	Code	Cut Flowers	Code	Cut Flowers	Code
Alstroemeria (stems)	0452	Gerbera daisies (stems)	0460	Orchids, Dendrobium (blooms)	2145
Anemone (bunches)	2000	Ginger and Heliconia (stems)	2070	Orchids, Phalaenopsis (blooms)	2150
Anthurium (stems)	2005	Gladioli (spikes)	0046	Orchids, other (blooms)	2155
Aster (stems)	2010	Godetia (stems)	2075	Peony (stems)	2255
Bird of Paradise/ <i>Strelitzia</i> (stems)	2015	Gypsophila (bunches)	2080	Protea (stems)	2160
Calla Lilies (stems)	2020	Heather (bunches)	2085	Rose, garden (bunches)	2260
Campanula (blooms)	2025	Hydrangea (stems)	2180	Rose, hybrid tea (stems)	2165
Carnations, standard (stems)	0006	Ilex (bunches)	2205	Rose, spray type (stems)	2170
Carnations, miniature (stems)	2030	Iris (stems)	0464	Rose, sweetheart (stems)	2175
Celosia (bunches)	2035	Larkspur/ <i>Delphinium</i> (stems)	0456	Snapdragons (spikes)	0484
Chrysanthemums, pompon (bunches)	0036	Leptospermum (stems)	2095	Solidago (bunches)	2265



2. Potted Flowering Plants For Indoor or Patio Use

- Key to this section: “for indoor or patio use”
- **Exclude**
 - Plants with only *buds not showing color* (not flowering)
 - Potted plants for *landscape* use
 - Plants purchased to be *resold*
 - Chrysanthemum (hardy/garden); bedding plants; flowering baskets
- Broken out by
 - Pots less than 5”; Pots 5” or more
 - For both retail and wholesale
 - Very large pots? Leave a note

3. Potted Herbaceous Perennials

- **Include**

- *Potted* herbaceous (not a woody stem) *perennials*

- Normally live 2 years or more under local conditions

- Above ground portion dies with frost, but roots live through the winter

- **Exclude**

- Ornamental grasses

- **Units**

- Chrysanthemums: Pots less than 5"; Pots 5" or more

- All others: Pots/containers

- Less than 1 gallon; 1 up to 2 gallons; 2 gallons or larger

4. Annual Bedding/Garden Plants

- Key is *annual* bedding/garden plants
 - Only live for 1 year/growing season
- **Include**
 - Mixed pots of annuals
 - Color bowls, combination planters
 - Report as “combination planter/color bowl” variety
 - Vegetable plants for home garden use
 - Broccoli, cabbage, cauliflower, herbs, peppers, tomatoes, etc

4. Annual Bedding/Garden Plants

- **Exclude**

- Plants purchased and resold (not “grown-on”)
- Vegetable, etc transplants for *commercial* production
- Cut herbs for consumption
- Ground covers, florist chrysanthemums, foliage plants

- **Units**

- Flats; Pots less than 5”; Pots 5” or more; Hanging baskets

4. Annual Bedding/Garden Plants

- For Flats:
 - “Standard” size is 10” x 20” to 11” x 22”
 - If not within this range, be sure to record the actual flat size (e.g. 8.25” x 18.50”)
 - If size is *not* reported correctly, quantities and prices can be skewed, not comparable to other operations, etc.
 - Report flat sizes to two decimal places
 - DON’T record a ‘shuttle tray’, ‘carrier flat’, ‘flats of pots’ with 8 **pots** as a **flat**
 - This should be recorded as 8 pots

Flats and cell packs



4. Annual Bedding/Garden Plants

MORE on flats, pots, and cell packs...

- Flats will usually contain “cell packs”
 - Cell packs are not pots and are not designed to be sold individually
 - Think of them as a way to separate/group/contain plants within a flat
 - Remember, we are looking for number of flats sold
 - Regardless of how many cell packs, units within those cell packs
 - IF the respondent reports cell packs sold (perhaps a small amount via retail sales), work to get them converted back to number of flats and price per flat
 - Make sure all the info gets captured in a note
 - Cell packs shouldn't be reported as pots...because they're not
 - AND a pack is *not* a flat
- See IM pages 41-42, 63-67

Flats

- It is possible for a grower to use different flat sizes for different varieties – make good notes so they can all be converted to an equivalent flat price
 - If an operator says they use “606s” or “806s” etc. Please get dimensions of the flat, as “806” refers to the fact that the flat holds 8 packs with 6 cells rather than a specific dimension.



See IM Chapter 6 for more info

5. Foliage Plants

For Indoor or Patio Use

- **Include**
 - Finished plants not intended for landscape use
 - KEY is “indoor or patio use”
 - Plants where “foliage” (leaves) is primary attribute
 - May be flowering, but that is secondary
- **Exclude**
 - Outdoor/landscape plants
 - Hardy garden ferns
- **Units**
 - Pots less than 6”; Pots 6” to 13”; Pots 14” or more; Hanging baskets
 - Some pots may be very large (tub sizes) – leave notes

6. Cut Cultivated Greens

- These are plants used for floral arrangements and other ornamental purposes
 - Sold as “cut”, not plants
 - Include anything sold for export (large portion of this market)
 - Do not want wild harvested greens; edible greens
 - Do not want Leatherleaf ferns sold as *plants* (in pots/baskets)

7. Food Crops Grown Under Protection

- **Includes** all food crops grown under protection (sold as food not as plants)
 - Including hydroponically grown
 - Includes herbs
 - Bean and alfalfa sprouts and other sprouts (coded as “Other greenhouse produced food crops”)
- Heated or unheated structures such as glass, rigid plastic, and plastic film

7. Food Crops Grown Under Protection

- **Exclude** any food crops started under temporary structures that were finished in the open
- Will ask for square feet under protection, total production, % of production from hydroponic systems, value of retail sales, and value of wholesale sales of each food crop

8. Cultivated Christmas Trees

- *Live* trees sold as balled and burlapped or in containers are considered nursery production (next section)
- “Area in Production” refers to acres of standing, un-cut Christmas trees
- “Number of Trees on Operation on Jan. 1” refers to live, uncut, standing trees
- % of live trees on the operation expected to be sold in coming years should sum to 100

9. Nursery Stock Production and Sales

- Any and all nursery plants should be included in this section.
 - Includes deciduous shade and flowering trees, evergreens, shrubs bushes, groundcovers, fruit & nut trees, grapevines, small fruit plants, vines, etc
 - Regardless of how/where grown
 - Field (sold as bareroot, balled & burlapped); container; greenhouse

9. Nursery Stock Production and Sales

- Collecting 2019 sales information
 - Number and value (for both retail and wholesale)
- AND quantity on hand January 1, 2020
- Then % of Sales of Nursery Stock by:
 - Bareroot, Balled and Burlapped, Containers, Other
 - For each of the 10 nursery stock categories (broadleaf evergreen, deciduous flowering trees, etc)

- **10. Sod, Sprigs, Plugs**

- Turfgrass, sod production

- Grass and turf may also be marketed as sprigs/plugs for transplanting

- No quantities, just area in production/harvested and value of sales

- **11. Short Rotation Woody Crops**

- Quick growing trees

- Mature/harvested in less than 10 years

- Actively being “raised” (fertilized, thinning, watering, spraying, etc.)

- Not *just* seedlings put out to grow into pulpwood

- These operations are considered forestry operations and are to be excluded

- Next four categories ask:
 - Area used for production
 - Under protection (greenhouses, etc) OR in the open
 - Quantity harvested and sold, value of sales
- **12. Aquatic Plants**
 - Underwater plants, floating leaf plants, floating plants
- **13. Vegetable Seeds**
 - Exclude sweet corn seed, potatoes for seed
- **14. Flower Seeds**
 - Exclude any seed gathered in the wild
- **15. Dried Bulbs, Corms, Rhizomes, or Tubers**
 - Include bulbs harvested that had also produced cut flowers

16. Propagative Horticultural Material, Bareroot and Unfinished Plants

- Think of these as started or young plants
 - In some cases, *just* the materials to start the plants
- Which are then sold (for “further growing-on”) to other horticulture producers
 - Who raise the plants and *then* sell them to the end user
 - Could even be multiple growers before the plant is at a saleable size (see IM pages 48 & 49)
- **BUT exclude**
 - Seeds, bulbs, tubers (those have their own categories)
 - Any finished plants

- **17. Transplants for Commercial Vegetable & Strawberry Production**

- Sold to farmers who raise vegetables & strawberries
 - *Home use* transplants reported in Annual/Bedding Garden Plants; Nursery Stock respectively
- Multiple “turns” in one year?
 - Report square feet for all crops

- **18. Tobacco Transplants**

- Typically started in greenhouses
- Exclude any tobacco transplants grown by a farmer for use on his farm (not for sale)

- **19. Marketing Channels**

- Percent of “who” or how were the sales (wholesale and retail) made
 - Direct to consumers (retail); garden centers; landscapers, etc
- Must add to 100%

- **20. Value of Land, Buildings, Equipment**

- Current value of:
 - Owned/rented land & buildings
 - Machinery/equipment
- Used for horticultural production

21. Horticultural Production Expenses

- The 2019 expenses to produce the products that have just been reported
- **Exclude**
 - Any expenses for other aspects of the operation
 - Retail store, landscaping business, other agricultural production, etc
- See IM pages 51-54 for specific details

- **22. Total Area**

- Area of

- Greenhouses; Shade structures; Natural shade area; Area in the open

- Used for horticultural production

- Exclude any non-ag areas, retail space, areas for other crop production, etc AND any area used for sod or Christmas tree production

- **23. Area Used for Horticultural Production**

- How much area did the crops reported occupy of the area reported

- If multiple groups (“turns”) of different plant types grown in the same space, report the space occupied by each type
- BUT if multiple groups of the same plant type grown, report the space only once
- See IM pages 55 & 56 for an example

- **24. Horticultural Labor**

- Workers for less than 150 days (“seasonal”); for 150 days or more; peak number in 2019
 - Include *paid* family members. Exclude contract labor, landscapers, retail *only* clerks, etc.

- **25. Type of Horticultural Operation**

- Legal status for tax purposes

- **26. Value of Horticultural Sales**

- Gross value of *sales* in 2019
 - Only horticultural crops grown and sold

Extra information

- Master Plant Listing
 - ALL plant varieties, arranged alphabetically
 - And which section they belong in
 - For example: “I produced 1000 pots of XYZ plant. Where does that get reported?”
 - This will help you figure out where in the questionnaire you should put the information
- Average Price Listing
 - US average wholesale prices from 2018
 - Gives you a general idea of prices
 - Of course can still vary quite a bit

Things to remember:

- Very important survey in service to the horticultural industry
 - AND it only occurs every 5 years
- Collecting detailed production and sales data
 - Make sure to get the screening questions correct, will make the interview much smoother
- Watch out for different units and sizes
- Generally, retail prices will be higher than wholesale price

More things to remember:

- Be familiar with the questionnaire
 - Work through some practices...before interviewing!
- If it sounds odd or unexpected, probe. Leave good notes

Thanks for all your work on the survey!