



Released: April 1, 2011

Media Contact: Vince Matthews

## Idaho Nursery & Greenhouse Sales Totaled \$49.7 Million

*Dear Respondent:*

*This issue of the Idaho Crop and Livestock Producers' News covers the results of the 2010 Idaho Nursery Survey conducted for the Idaho Nursery and Florists Advisory Committee as authorized under the Idaho Nursery and Florists Law Title 22, Chapter 23, Idaho Code.*

*This release is sent to survey participants in appreciation for their time spent responding to the survey. For more information contact us at [nass-id@nass.usda.gov](mailto:nass-id@nass.usda.gov) or at 1-800-691-9987. Thank you for reporting and your continued support.*

*Sincerely,*

*Ralph V. Matthews*

*Vince Matthews*

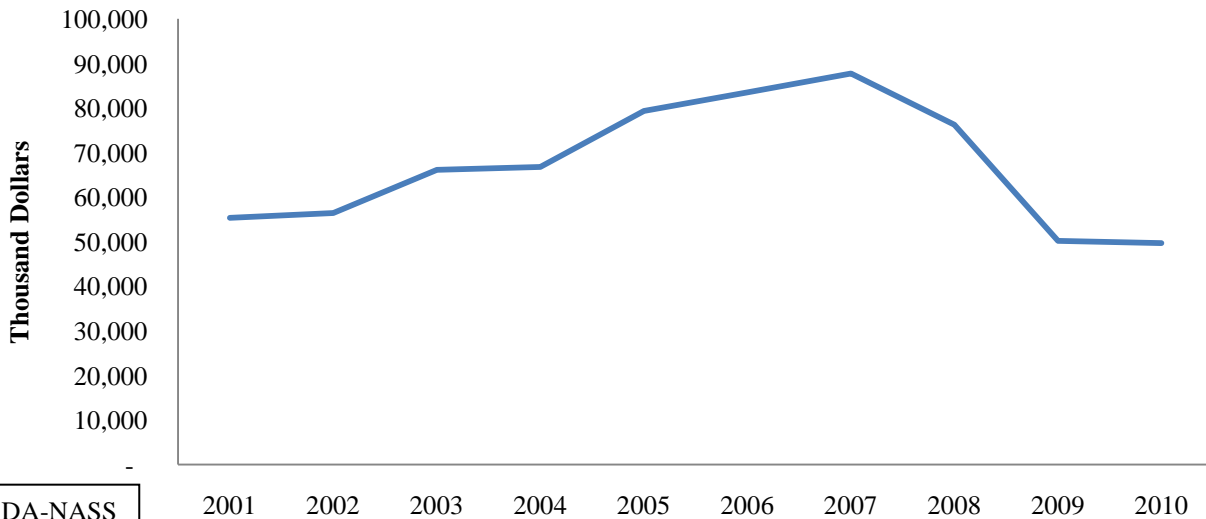
*Director*

Idaho nurseries and greenhouses sold an estimated \$49.7 million dollars of plants and plant materials in 2010, a 1 percent decrease from the 2009 estimate of \$50.2 million and a 35 percent decrease from 2008. Field grown sales, excluding Christmas trees, totaled \$31.7 million, a decrease of 3 percent from last year's estimate of \$32.7 million. Greenhouse grown sales totaled \$17.4 million, an increase of 3 percent from last year's estimate of \$16.8 million. Christmas tree sales decreased 11 percent in 2010 totaling \$596,000. The 2009 total sales for nursery and greenhouse had adjustments made based on the 2009 Census of Horticulture.

The total area for field grown nursery products in Idaho, including sod and cut Christmas trees for 2010, is estimated at 9,700 acres, a 13 percent decrease from the 2009 estimate of 11,200 acres. The total square footage of greenhouse grown products in Idaho for 2010 is estimated at 2.25 million square feet, a 4 percent decrease from the previous year estimate of 2.35 million square feet.

Greenhouse grown sales accounted for 35 percent of the total in 2010, compared to 33 percent the previous year. The largest decrease in sales was for sod, showing a decrease of \$1.92 million from a year ago. This survey reflects the total gross sales of Idaho grown plants and plant materials including Christmas trees at a grower level price. It does not include nursery or greenhouse items purchased from others for immediate resale. It also does not include vegetable seed or produce sales.

## Idaho Nursery & Greenhouse Gross Sales 2001-2010



USDA-NASS

Find agricultural statistics for your county, State, and the Nation at [www.nass.usda.gov](http://www.nass.usda.gov).

**Total Gross Sales by Category of Plant Material, 2006-2010:**

	2006	2007	2008	2009	2010
<b>FIELD GROWN:</b>	<i>(1,000 dollars)</i>				
Bare Root.....	1,508	1,513	1,674	1,070	1,104
Balled and Burlapped.....	31,424	34,065	26,166	14,320	12,975
Container.....	10,393	10,485	10,103	6,290	8,443
Sod.....	19,015	19,424	17,715	10,790	8,875
Other [bulbed, corms, tubers, etc.].....	132	665	414	250	310
<b>Total Field Grown Sales.....</b>	<b>62,472</b>	<b>66,152</b>	<b>56,072</b>	<b>32,720</b>	<b>31,707</b>
<b>GREENHOUSE GROWN:</b>					
Houseplants.....	3,056	3,143	2,413	2,610	2,428
Cut Flowers.....	250	432	486	213	277
Bedding Plants [annuals, perennials, vegetables, etc.].....	15,064	14,711	14,231	12,790	12,656
Seedlings/ Liners.....	2,030	2,335	2,209	1,167	1,700
Other [plant material not included above].....	46	128	132	40	333
<b>Total Greenhouse Grown Sales.....</b>	<b>20,446</b>	<b>20,749</b>	<b>19,471</b>	<b>16,820</b>	<b>17,394</b>
<b>TOTAL GROSS SALES [exclude Christmas Trees]...</b>	<b>82,918</b>	<b>86,901</b>	<b>75,543</b>	<b>49,540</b>	<b>49,101</b>
Christmas Trees [cut trees only].....	587	829	741	670	596
<b>TOTAL GROSS SALES.....</b>	<b>83,505</b>	<b>87,730</b>	<b>76,284</b>	<b>50,210</b>	<b>49,697</b>
<b>TOTAL AREA:</b>	<i>(Acres)</i>				
Field Grown Nursery Products.....	1/	1/	11,300	11,200	9,700
	<i>(1,000 Square Feet)</i>				
Greenhouse Grown Products.....	1/	1/	2,380	2,350	2,250

1/ Estimate began in 2008.

**A THANK YOU TO ALL IDAHO FARM AND RANCH OPERATORS**

Your cooperation in completing agricultural surveys from this office is greatly **APPRECIATED**. Accurate, useful estimates are vital in decision making. All estimates derived from these surveys, along with other pertinent agricultural data, are published in our regular series of releases. All NASS reports are available free of charge on the worldwide Internet. For access, connect to the Internet and go to the NASS Home Page at: <http://www.nass.usda.gov>. if you have any questions or require additional information, you may reach us toll free at 1-800-691-9987.

**UNITED STATES**  
**DEPARTMENT OF AGRICULTURE**  
 Idaho Agricultural Statistics Service  
 P.O. Box 1699  
 Boise, ID 83701-1699  
**OFFICIAL BUSINESS**  
 Penalty for Private Use, \$300