

# HORTICULTURE RELEASE



In Cooperation with the National  
Agriculture Statistics Service.

## SPECIAL PRESS RELEASE

Released: May 10, 2007

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## 2006 KANSAS HORTICULTURAL SURVEY

The 2006 Kansas Horticultural Survey showed that the horticulture industry added over one billion dollars in sales and expenditures to the Kansas economy during the year. This does not include the volume of horticulturally related gross sales through chain store retail outlets. Lawn care firm sales and services accounted for a little over \$300 million of this total while other surveyed turf installation and maintenance expenditures accounted for nearly \$420 million. Other

large contributors were nurseries/greenhouses, \$157 million; florists, \$66.5 million; and arborists \$61.2 million. Over 788,000 acres in Kansas were involved in Horticulture activities. The industry groups included in this survey, not including households which do most of the work themselves, had nearly 36,000 paid and unpaid employees involved in their operations during 2006.

### KANSAS HORTICULTURE

Horticulture Sector	Area		Sales		Change in Sales
	2000	2006	2000	2006	
	<i>Acres</i>		<i>\$1,000</i>		<i>Percent</i>
Fruit	1,051	1,080	960	1,120	117
Berries	111	190	170	210	124
Nuts	7,446	8,500	1,420	1,850	130
Vegetables & Melons	3,299	7,800	3,640	12,220	336
Grapes/Wine	147	320	510	1,500	294
Medicinal Plants	55	40	80	35	44
Christmas Trees	958	860	930	1,000	108
Sod	5,363	6,500	7,350	13,070	179
Nurseries/Greenhouses	1,666	4,780	86,425	156,730	181
Florists	-	-	63,230	66,510	105
Arborists	-	-	47,490	61,170	129
Turf Installation & Maintenance	154,395	324,760	146,190 <sup>1/</sup>	423,295 <sup>1/</sup>	290
Lawn Care Firms	179,840	433,540	119,630 <sup>1/</sup>	301,048 <sup>1/</sup>	252
<b>Total</b>	<b>354,331</b>	<b>788,370</b>	<b>485,375</b>	<b>1,039,758</b>	<b>214</b>

<sup>1/</sup>Value of payroll and maintenance expenses.

## HORTICULTURE PRODUCTION

The gross value of sales for the horticultural enterprises involved in the production of fruits, berries, nuts, vegetables, grapes, medicinal plants, Christmas trees, and sod totaled \$31.0 million in 2006. This compares with sales of \$15.1million in 2000. Gross sales from vegetable/melons operations increased 236 percent since 2000. There were 25,460 acres in production for these horticultural enterprises in 2006. In 2000, there

were 18,430 acres utilized by these horticultural enterprises. There were 3,300 paid and unpaid employees on these operations in 2006. Nut production utilized 21.3 percent of the production acres while generating only 3.3 percent of the gross sales. On the other hand, sod producers generated 43.3 percent of the gross sales utilizing only 30.2 percent of the acres.

The Horticultural Industry Survey, as its basic goal, attempted to survey only firms having horticultural production and sales in Kansas as their primary operations. Consequently, this survey did not measure the volume of horticulturally related gross sales through chain store retail outlets.

## NURSERIES and GREENHOUSES

The Nursery and Greenhouse Industry totaled \$156.7 million of gross sales in 2006. These operations had 4,290 acres utilized for field production of ornamental trees and shrubs and 490 acres for container production of ornamental trees and shrubs. They had 8.2 million square feet of greenhouse production and had 4,700 paid and unpaid employees.

During 2006, Nurseries and Greenhouses marketed 36.9 percent of their sales through wholesale channels, 22.8 percent was sold through retail channels, 14.4 percent was for design and installation services, 8.3 percent was for retail sales of non-plant goods, 6.6 percent for landscape maintenance, and 2.5 percent for landscape irrigation. The residual 8.5 percent represented wholesale production sold to themselves, of which sod made up 4.9 percent.

Nursery and Greenhouse Sales by Market Channel

Market Channel	Percent
Retail Sales	
Plants	22.8
Hard Goods (non-plants)	8.3
Landscape	
Maintenance	6.6
Design and Installation	14.4
Irrigation	2.5
Wholesale to Others	36.9
Wholesale Production Sold to Self	
Field-Grown Trees & Shrubs	2.0
Container-Grown Trees & Shrubs	0.2
Sod	4.9
Greenhouse Ground Covers and Flowers	1.5
Total	100

**GREENHOUSE AND NURSERY 2006 AREA IN PRODUCTION**

Plant Production Type	Nursery/Greenhouse	
	2000	2006
	Acres	
Field Production of Ornamental Trees and Shrubs	1,489	4,290
Container Production of Ornamental Trees and Shrubs	62	490
Sod Production	12	570
	Square Feet	
Greenhouse Production of Ground Covers, Perennials, and Annual Flowers	4,497,400	8,185,000

**Turf Installation and Maintenance**

Total turf installation and maintenance expenditures at golf courses, airports, health care facilities, schools, parks and athletic fields, racetracks, households, and Kansas roadsides was nearly \$409 million in 2006.

**Lawn Care Firms**

Lawn care firms added a little over \$300 million in sales and services to the Kansas economy in 2006. They maintained nearly 434,000 acres of turf and had 9,600 paid and unpaid employees.

**Florists**

Florists contributed \$66.5 million to gross sales for the Horticulture Industry. This compares with \$63.2 million of gross sales in 2000. Florist operations grew only 3.5 percent of the plant production sold at the florist's location. These operations employed 1,500 paid and unpaid employees during 2006.

**Arborists**

The total gross value of sales and services provided by arborists in Kansas totaled \$61.2 million. This represented a 28% increase in gross sales from 2000. These services provided for the care and maintenance of trees, including cutting, pruning and shaping, tree surgery, and pest control. A total of 1,470 paid and unpaid employees provided this service.

**Farmer's Market**

Sales of horticultural products through farmer's markets totaled nearly \$1.0 million during 2006. Total production area used for these farmer's market sales were 359 acres. There were 310 paid and unpaid employees involved in these production and sales. The sales reported in this marketing outlet is comprised of the small producer and may not be a true reflection of the magnitude of total sales through the farmer's market. Sales of major producers were reflected in the gross sales of horticultural production

**EMPLOYEES**

Industry	Number of Paid and Unpaid Employees	
	2000	2006
Nursery/Greenhouse	3,925	4,700
Florist	2,306	1,500
Arborists	1,820	1,470
Farmers Market	196	310
Horticultural Production <sup>1/</sup>	2,737	3,300
Lawn Care Firms	3,290	9,600
Other Turf Maintenance	12,585	1,175,460 <sup>2/</sup>
<b>Total</b>	<b>26,859</b>	<b>1,196,340</b>

<sup>1/</sup>Includes production of fruit, berries, nuts, vegetables, grapes/wine, medicinal plants, Christmas trees, and sod.

<sup>2/</sup>Contains employees reported under Households (1,160,000) who are individuals who assisted with the lawn maintenance

**Purpose and Procedure**

The Legislative initiative by the Kansas Association of Horticulture Industries (KAHI) in cooperation with the Kansas Department of Agriculture led to funds for this survey.

The 2006 Horticultural Survey is similar to surveys conducted in 1994 and 2000. These data estimate horticulture's impact on the State's economy. The lists of producers and businesses surveyed were developed through the cooperation of the various affiliated industry groups comprising the Kansas Horticultural Society and in collaboration with Kansas State University Department of Horticulture and the Kansas Department of Agriculture. Five questionnaire versions were used in the survey. Great effort was made to make the list used for this survey complete. However, this survey does not attempt to survey businesses selling bedding plants, trees and shrubs, and horticulturally-related non-good items through chain store-related outlets.