

Background Information

- The Census of Horticultural Specialties, conducted once every 10 years, provides the only complete, consistent data on floriculture, nursery and specialty crop production in the United States. The census will measure the state of the horticulture industry during 2009, including the number and types of establishments, value of sales, varieties of products produced and many other areas.
- In 1998 Horticultural Census showed there were 23,758 horticultural operations in the United States with sales of over \$10 billion. Through the 2009 Horticultural Census, USDA's National Agricultural Statistics Service (NASS) will gather information to show the growth and trends of U.S. horticulture during the past decade and beyond.
- The results of the Horticulture Census are used by industry, government, academia and producers themselves, aiding in the development of sound programs and policies, research, and market analysis and business planning.
- For the 2009 census, a horticultural specialty operation is defined as any place that grew and sold \$10,000 or more of horticultural specialty products during the census year. This includes producers of floriculture, nursery and other specialty crops.
- NASS will mail the Census of Horticulture to 30,000 producers nationwide on December 14, 2009. Recipients are required to complete and return their forms by February 5, 2010.
- Respondents are guaranteed by law (Title 7, U.S. Code) that their individual information will be kept confidential. NASS uses the information only for statistical purposes and publishes data only in tabulated totals.
- For more information about the Census of Horticultural Specialties, call (800) 727-9540 or visit www.agcensus.usda.gov. Results will be available online in December 2010.

Key Messages

- As with the Census of Agriculture, the Census of Horticulture is your voice, your future and your responsibility.
- The Census of Horticultural Specialties, conducted once every 10 years, provides the only complete, consistent data on floriculture, nursery and specialty crop production in the United States. It supplies vital information that all levels of government and industry use to develop improved technologies, practices and programs that impact your life and community.
- By participating in the Horticulture Census, you are showing the nation the value of the horticulture industry and supplying timely, relevant information to help improve production methods, marketing tactics and plans for the future of the industry.
- This Census of Horticulture is your voice to help ensure the continued growth and sustainability of horticultural operations in the United States.