

INSTRUCTION SHEET UNITED STATES 2014 CENSUS OF HORTICULTURAL SPECIALITIES

Who Should Report - A reply is required from everyone who received a questionnaire, including both persons who operated a horticultural operation in 2014 as well as those who were not involved in horticulture. Your report is due by February 5, 2015. More census information is on the Internet at www.nass.usda.gov/Census_of_Agriculture/

If you were in business in 2014, complete the enclosed questionnaire and return it in the preaddressed envelope.

If you had no land and no horticultural operations, return the report form with a note indicating your status on the front of the form below the address label.

General - A horticultural establishment is an operation growing and selling horticultural crops (greenhouse crops, outdoor-grown floricultural crops, nursery plants, sod, sprigs and plugs, greenhouse produced food crops, vegetable and flower seeds, Christmas trees, unfinished plants or propagation materials, and other horticultural crops) during 2014. Operations producing food crops, grown in the open are not considered horticultural establishments.

Refer to the instructions below for completing your questionnaire. The enclosed census questionnaire was mailed to producers and growers throughout the United States. Because it is meant for use in all parts of the country, it may contain items and inquiries which do not apply to you. In this case, mark the "No" or "None" box and go on to the next item or section.

If you did not operate a horticultural operation, go to Section 28 and complete the questionnaire. If you had less than \$10,000 in sales, or your facilities were idle in 2014, go to Section 23 and complete the remainder of the questionnaire.

If you owned a horticultural facility in 2014 that was idle and NOT rented out, you should complete and return the report form.

Partial Year Operations - If you stopped operating during 2014, complete the questionnaire for the portion of the year that you did operate. Write "Stopped operating during 2014" and the date you stopped operating below the address area. Mail the completed report form in the return envelope.

Involved In More Than One Operation - If you made decisions for more than one horticultural operation, you should have received a report form for each operation. Provide information for each operation on a separate form. To obtain additional report forms, please call the toll-free help line at 1-888-424-7828.

Received More Than One Questionnaire For the Same Operation - If you received more than one

report form for the same operation, complete only ONE form per operation. Write "Duplicate" below the address area of each extra form. Return all forms in the same return envelope with your completed form so that we can correct our records.

Have a Partnership Operation - Complete only ONE questionnaire for a partnership operation, including all partners' shares on the same questionnaire. If two or more questionnaires were received for the partnership, see instruction on "If You Received More than One Questionnaire" above.

How to Enter Your Responses on the Questionnaire - Use BLUE or BLACK INK only. Please enter your answers in the in the proper spaces and in the units requested, i.e. dollars, pot size, pounds, etc. Write any explanations outside the answer spaces or on a separate sheet of paper. Enter whole numbers unless tenth's acres are requested, such as reporting acres of flower seeds in Section 15. If you have ½ of an acre, convert to the nearest tenths. For example, convert ½ to 5/10 and enter .5 in the space provided.

If you do not have exact figures, please give your best estimates. You may indicate "EST." (for estimated) beside the answer. For all dollar items, we need only whole dollars; cents are not required.

COMPLETING THE QUESTIONNAIRE

The units of measure on the questionnaire are those most commonly used throughout the country. If you used a different unit of measure, convert your figure to the unit requested.

When reporting value of sales, do not include crops bought for resale without additional growing. Do not report sales of non-crop garden center items, i.e. chemicals, fertilizers, etc. Report retail sales and wholesale sales for those crops grown on this operation and sold directly from this operation. Report only the wholesale value of any crops sold to a retail outlet that was not on this operation or if the retail outlet was considered a separate business establishment. Estimates are acceptable if exact figures are not available.

To Report Plants in Sections 1-6; 9 & 17 - In each of these sections, report any of the plants which you grew that are listed in that section. For plants which are not prelisted:

1. Find the plant name and the corresponding code number from the list in that section.
2. Enter the plant name and code in the space provided for that item.
3. Enter the information requested in each column. In Sections 2, 3, 4, and 5 enter the information on the proper line for each type of container.
4. If additional space is needed, use a separate sheet of paper.

FACE PAGE - HORTICULTURE CROPS PRODUCED IN 2014 AND VALUE OF SALES

Check the boxes next to each of the horticultural crops your operation produced in 2014. If no horticultural crops were produced in 2014, check “None of the above” and go to Section 28. The scope of the census of horticulture is places which sold \$10,000 or more of horticultural crops in 2014. If you sold \$10,000 of horticultural crops, check yes and continue with Section 1, otherwise go to Section 23.

SECTION 1 - CUT FLOWERS

For each type of cut flower grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. If the units your operation produces for cut flowers (stems, bunches, spikes, etc.) are different than the units listed for a particular cut flower, convert to the listed unit or estimate for the listed unit in the section. For cut flowers not listed in the section, code as “other cut flowers”. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 2 - POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE

For each type of potted flowering plants grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. There are two types of potted flowering plants provided in this section; potted flowering plants and potted spring flowering bulbs. The two sizes of containers are: pot sizes less than 5 inches and pot sizes greater than five inches. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 3 - POTTED HERBACEOUS PERENNIALS

For each type of potted herbaceous perennial grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. For Chrysanthemums, the containers are pot sizes less than 5 inches and pot sizes 5 inches or greater. For all other potted herbaceous perennials the type of containers are less than 1 gallon, 1 gallon up to 2 gallons, and 2 gallons or larger. For potted herbaceous perennials not listed in the section, code as “other herbaceous perennials.” Report bareroot herbaceous perennials you grew and sold in Section 9. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 4 - ANNUAL BEDDING/GARDEN PLANTS

For each type of annual bedding/garden plant grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. There are two types of annual bedding/garden plants provided in this section; annual bedding/garden plants and vegetable type bedding plants. There are four container types to report plants sold and value of sales: flats; pots less than 5 inches; pots 5 inches or greater; and hanging baskets. For flats, report a standard size of 10” X 20” to 11” X 22”. If reporting a non-standard flat size, enter the dimensions of the majority of flats in the area provided. For annual bedding/garden plants not listed in the section, code as “other flowering and foliar annuals” or “other vegetable type bedding plants”. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 5 - FOLIAGE PLANTS FOR INDOOR OR PATIO USE

For each type of foliage plant grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. There are four container types to report plants sold and value of sales: pots less than 6 inches; pots 6 inches to 13 inches; pots 14 inches or more; and hanging baskets. For foliage plants not listed in the section, code as “other foliage plants.” If more space is needed, list additional plants on a separate sheet of paper.

SECTION 6 - CUT CULTIVATED GREENS

For each type of cut cultivated greens grown and sold on the operation in 2014, record the number grown and sold and the total value of sales for retail and wholesale sales. If the units your operation produces for cut cultivated greens (stems, bunches, vines) are different than the units listed for a particular cut cultivated greens, convert to the listed unit or estimate for the listed unit in the section. For cut cultivated greens not listed in the section, code as “other cut cultivated greens”. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 7 - FOOD CROPS GROWN UNDER PROTECTION

For each type of vegetable grown and sold on the operation in 2014, report the total square feet under protection used to produce that crop, the total production (in hundredweight), the percent of the vegetable crop produced from hydroponic systems (the cultivation of plants in water containing inorganic nutrients) and the total value of sales for retail and wholesale sales. If the same area was refilled to different vegetable crops during the year, report the square feet for each crop. If refilled with the same crop, report the total crop produced under protection. For food crops not listed in the section, record as “other food crops grown under protection.” Exclude food crops grown in the open.

SECTION 8 - CHRISTMAS TREES CUT AND TO BE CUT

For each type Christmas tree grown on the operation in 2014, report the acres in production (to the nearest 1/10 acre), the number of trees sold, and the total value of sales. Include the value of trees sold, even though payment was not received in 2014. For each type of Christmas tree, report the number of trees of uncut-growing trees on the operation on January 1, 2015. Also report an estimate for the percentage of the total number of trees on the operation that you expect to sell over the course of the next several years. Report balled and burlapped live Christmas trees grown and sold in Section 9. Report cut evergreens or coniferous greens in Section 6.

SECTION 9 - NURSERY STOCK PRODUCTION

For each type of tree, shrub, fruit and nut plants grown on the operation in 2014, report the number of plants sold and the total value of sales for retail and wholesale sales. For each type of nursery stock, report the number of uncut-growing trees or plants on the operation on January 1, 2015. Nursery stock in this section is divided into 11 separate categories: broadleaf evergreens, coniferous evergreens, deciduous flowering trees, deciduous shade trees, deciduous shrubs, fruit and

nut plants, ornamental grasses, landscaping palms, other woody ornamentals and vines, cacti and succulents, and bareroot herbaceous perennials. If more space is needed, list additional plants on a separate sheet of paper.

SECTION 10 - NURSERY STOCK - SALES CATEGORIES

For the nursery stock items reported in Section 9, report the percentage of sales (retail and wholesale) in 2014, for the following categories: bareroot, balled and burlapped, containers, and other. The summation across these categories for a nursery stock item should equal 100%.

SECTION 11 - SOD, SPRIGS, OR PLUGS

Report the acres (to the nearest 1/10 acre) in production and acres harvested for sod, sprigs, or plugs in 2014. Also report the total value of sales for retail and wholesale sales in 2014. Acres planted to grass intended for sale as sod in subsequent years, but not harvested in 2014 should be included in the area in production in 2014.

SECTION 12 - SHORT ROTATION WOODY CROPS

For the short rotation woody crops listed, report the acres (to the nearest 1/10 acre) in production and acres harvested in 2014. Also report the quantity harvested and the total value of sales for retail and wholesale sales in 2014. Short rotation woody crops are quick growing trees, such as hybrid poplars or cottonwood trees, that are grown for harvest in less than 10 years. The production of these trees involves more than simply planting tree seedlings. Operations that provide inputs and resources, such as fertilization, thinning, watering, and spraying should be included. Operations planting seedlings for pulpwood with limited or no intervention by external resources are considered forestry operations and not horticulture operations.

SECTION 13 - AQUATIC PLANTS

Report the area used for the production of aquatic plants in 2014 which was under protection (square feet) and the area in the open (to the nearest 1/10 acre). Also report the number of aquatic plants sold and total value of sales for retail sales and wholesale sales in 2014. Include underwater plants that live completely submerged in water, floating leaved plants that grow with their roots anchored in the soil and with their leaves and flowers floating on the surface of the water, plants with roots that float freely on the water, and marginal plants that live at the edge of the water with most of their growth above the water but their roots under water. Do not include algae or seaweed.

SECTION 14 - VEGETABLE SEEDS

Report the area used for the production of vegetable seeds in 2014 which was under protection (square feet) and the area in the open (to the nearest 1/10 acre). Also report the quantity of vegetable seed harvested and sold (pounds of clean seed) and the total value of sales for retail and wholesale sales in 2014. Onion Seeds are classified as vegetable seeds which would be reported in Sec. 14.

SECTION 15 - FLOWER SEEDS

Report the area used for the production of the listed flowering plants for flower seeds in 2014 which was under protection (square feet) and the area in the open

(to the nearest 1/10 acre). Also report the quantity of flower seeds harvested and sold (pounds of clean seed) and the total value of sales for retail and wholesale sales in 2014.

SECTION 16 - DRIED BULBS, CORMS, RHIZOMES, OR TUBERS

Report the area used for the production of dried bulbs, corms, rhizomes or tubers in 2014 which was under protection (square feet) and the area in the open (to the nearest 1/10 acre). Also report the quantity harvested and sold (pounds) and the total value of sales for retail and wholesale sales in 2014. Include bulbs harvested even though they may have been previously harvested for cut flowers.

SECTION 17 - PROPAGATIVE HORTICULTURAL MATERIAL, BAREROOT AND UNFINISHED PLANTS

Report the total value of sales (retail and wholesale) in 2014 for the following plant categories: cut flowers, potted flowering plants, annual bedding/garden plants, herbaceous perennials, foliage plants, and cut cultivated greens. Individual unfinished plants in this section are classified as cuttings, plug seedlings, tissue cultured plantlets, prefinished plants, and liners. Liners are further categorized as bedding and flowering plants, foliage plants, and nursery stock. For each type of plant grown on the operation in 2014, report the number of plants sold, and the total value of sales for retail and wholesale sales. For crops not listed in the section, record as "other" for a particular category.

SECTION 18 - TRANSPLANTS FOR COMMERCIAL VEGETABLE AND STRAWBERRY PRODUCTION

Report the area used for the production of the listed vegetable crops in 2014 which were under protection (square feet) and the area in the open (to the nearest 1/10 acre). Also report the total value of sales for retail and wholesale sales in 2014. For commercial vegetable transplants not listed in the section, record as "other transplants for commercial production." Exclude vegetable bedding plants for home use.

SECTION 19 - TOBACCO TRANSPLANTS

Report the area used for the production of tobacco transplants in 2014 which was under protection (square feet). Also report the total value of sales for retail and wholesale sales in 2014.

SECTION 20 - MARKETING CHANNELS

Report whole percents of horticultural crops sold (retail and wholesale sales) to the listed marketing channels. The percentages should sum to one-hundred percent.

SECTION 21 - ESTIMATED VALUE OF LAND, BUILDINGS, MACHINERY AND EQUIPMENT

Item 1 - Estimate the value of the land, greenhouses, shade structures, and other buildings both owned and rented if they were sold in the current market. The real estate tax assessment value should not be used unless that value represents a full market value assessment and the land, greenhouses, and buildings could reasonably be assumed to be sold at that price. Do not deduct real estate marketing charges from your estimate. Report the total value, not the value on a per-acre basis.

Item 2 - The estimated market value refers to all machinery and equipment kept primarily on this operation and used for the horticulture production business. Report the value in its present condition, not

the replacement or depreciated value. Include mobile implements, hand tools, and office supplies. Permanently installed equipment or equipment which is an integral part of a building should be included as a part of the value of land and buildings and reported in Item 1.

SECTION 22 - HORTICULTURAL PRODUCTION

EXPENSES

Include horticultural production expenses paid by you and anyone else for the production of greenhouse crops, outdoor-grown floricultural crops, nursery plants, sod, sprigs and plugs, Christmas trees, and other horticultural crops on this operation. Include expenses incurred in 2014 even if they were not paid in 2014. Estimate if exact figures are not known.

Item 1d - Include surfactants and oils and other products used to increase a chemical effectiveness.

Item 1f - Report labor expenses for workers who worked less than 150 days in 2014 and labor expenses for workers who worked 150 or more days during 2014. Include labor expense for the farm business for gross salaries and wages, commissions, dismissal pay, vacation pay, and bonuses paid to hired workers, family members, hired managers, administrative and clerical employees, and salaried corporate officers. Include cost for benefits such as employer's social security contributions, unemployment compensation, workman's compensation insurance, employer paid life and medical insurance expense, pension plans, etc.

Item 1g - Include the labor costs of workers furnished on a contract basis by labor contractor, crew leader, or cooperative for planting, maintaining, harvesting crops and similar horticultural activities. Exclude costs for building or repair work done by a construction contractor.

Item 1j - Include the cost of repairs and upkeep of horticultural machinery, vehicles, buildings, fences, and other equipment used in the horticultural operation. Exclude repairs to vehicles not used in the horticultural operation. Exclude expenditures for the construction of new buildings or the cost of additions to existing buildings.

Item 1k - Exclude rent paid for operator's dwelling or other nonfarm property.

Item 1l - Report all interest expenses paid in 2014 for the farm horticultural operation. Exclude interest associated with activities not related to production of horticultural crops on this operation. Exclude interest on owner/operator's dwelling where amount is separated from the interest on the land and buildings on this operation.

Item 1m - Include real estate property taxes you paid on the acres and buildings you owned and used in the horticultural operation and property taxes on equipment. Exclude property taxes on land or buildings rented to someone else, property taxes paid on other property not associated with the horticultural operation, income, social security, and excise taxes.

Item 2 - Sales returns may occur when customers return defective, damaged, or otherwise undesirable products to the seller. Sales allowances may occur when customers agree to keep such merchandise in return for a reduction in the selling price. Include trade discounts (reductions in prices from what normally is listed in a catalog or other place) and cash discounts.

SECTION 23 - TOTAL AREA

Item 1 - Report the area (square feet) covered by glass,

rigid plastic and plastic film greenhouses. Report area only once regardless of the number of crop turns which took place within a structure in 2014. The roof covering (glazing) determines the greenhouse classification. For example, a structure with a glass roof, but insulated fiberglass sides is considered a glass greenhouse. Or, a structure that has an acrylic plastic roof with film plastic sides that can be rolled up in warmer weather should be considered a rigid plastic greenhouse.

Item 2 - Additional Shade Structures include cloth and screen).

Item 3 - Natural Shade areas would include palm, citrus, etc.

SECTION 24 - TOTAL AREA USED FOR HORTICULTURAL PRODUCTION

Item 1 - Report the area for each horticultural category listed. For example, if two crops of annual bedding/garden plants were harvested from 1,000 square feet, report 1,000 square feet in the "annual bedding/garden plants" category. If 500 square feet of potted flowering plants were also grown in the same area, report 500 square feet in the "potted flowering plants" category and 1,000 square feet in the "annual bedding/garden plants" category. Include hydroponic area under the category "All other horticultural crops."

SECTION 25 - GREENHOUSE, NURSERY AND OTHER HORTICULTURAL LABOR

Report the number of paid workers who performed horticultural labor on this operation in 2014. Include paid family members. Include workers such as hired bookkeepers, office workers, maintenance workers, etc. only, if their work was primarily associated with horticultural production on this operation.

Item 1a - Include any short term or temporary workers who may have worked only a few days and exclude contract labor.

Item 1b - Exclude contract labor.

SECTION 26 - TYPE OF HORTICULTURAL OPERATION

Item 1 - Use the following definitions to determine the type of organization for this operation. **An operation organized as a Limited Liability Company (LLC) may fall into any of the categories.**

Family or Individual Operation - Defined as a farm or business organization controlled and operated by an individual (sole proprietor). Include family operations that are not incorporated and not operated under a partnership agreement. Report family corporations under "Incorporated under state law."

Partnership - Defined as two or more persons who conduct an operation together and share work and profits. Co-ownership of land by husband and wife or joint filing of income tax forms by husband and wife does not constitute a partnership, unless a specific agreement to share contributions, decision making, profits, and liabilities exists. Production under contract or under a share rental agreement does not constitute a partnership.

Incorporated under state law - Defined as a legal entity or artificial person created under the laws of a State to carry on a business, including family corporations. Exclude cooperatives, even if they are incorporated.

Other, such as estate or trust, prison farm, grazing

association, American Indian Reservation, etc. - If your operation did not fall into the provided categories, mark item code 0600 = 4 and describe the type of ownership existed in the specify type item code box during 2014. Other organizations include institutions run by a government or religious entity, and cooperatives (an incorporated or unincorporated enterprise or an association created and formed jointly by the members).

SECTION 27 - TOTAL VALUE OF HORTICULTURAL SALES

Item 1 - Select the sales range which most accurately represents the operation's total gross value of horticultural sales in 2014. Exclude sales of fertilizer, statues, gardening books, chemicals, etc.

Item 2 – Indicate whether the operation expects to sell \$10K or more of any horticultural crops in the future, regardless of the year.

SECTION 28 - CHANGE IN OPERATOR

Complete this section only if there was no horticultural production for the operation on the label in 2014. If an operation was in business part of 2014, and then sold to someone else, complete the questionnaire for that part of the year that you operated the business.

SECTION 29 - ADDITIONAL OPERATIONS

Item 1 - Additional Operations In This State – If you are involved with any other horticultural operations in this State (other than the one listed on the label of the questionnaire) list them here.

Item 2 - Additional Operations In Any Other State(s)– If you are involved with any other horticultural operations in any other State(s) list them here.

SECTION 30 - CONCLUSION

Print your name, telephone number and the date (month, day, and year) the questionnaire was completed in the space provided.