

# TURFGRASS ECONOMIC SURVEY – 2018

## Sod Producer Version

OMB No. 0535-NEW  
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United States  
Department of Agriculture

NATIONAL  
AGRICULTURAL  
STATISTICS  
SERVICE



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Please make corrections to name, address, and ZIP Code, if necessary.

The information you provide will be used for statistical purposes only. Your responses will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws. For more information on how we protect your information please visit: <https://www.nass.usda.gov/confidentiality>. Response is **voluntary**.

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### INSTRUCTIONS:

- Report for **all** land operated, including land rented from others, in New Jersey.
- Report for all seasons (winter, spring, summer, and fall) during 2018.

**A. Company information**

- 1. Where is your company located?  
Primary county: \_\_\_\_\_ List any additional counties: \_\_\_\_\_
- 2. How long has your company been in business? \_\_\_\_\_ years
- 3. What was your operation's total land area under the following categories in 2018?  
Total area \_\_\_\_\_ acres  
Turf area \_\_\_\_\_ acres
- 4. Did you expand your turf operation in 2018?  
 Yes  No (if no, skip Question 5)
- 5. How much turf area was increased under the following categories during 2018?  
For production in 2018 \_\_\_\_\_ acres  
In anticipation for 2019 \_\_\_\_\_ acres
- 6. Are you a member of a sod producers organization?  
New Jersey Cultivated Sod Assoc.  Yes  No  
Turfgrass Producers International  Yes  No
- 7. Please indicate whether membership in an organization has been helpful in your business.  
New Jersey Cultivated Sod Assoc.  Very Helpful  Helpful  No Help  
Turfgrass Producers International  Very Helpful  Helpful  No Help

**B. Turfgrass Specific**

- 8. Please indicate the percentage of each type of turfgrass you grow and sell? (select all that apply).  
\_\_\_\_ % Kentucky Bluegrass      \_\_\_\_ % Perennial Ryegrass      \_\_\_\_ % Annual Bluegrass  
\_\_\_\_ % Fine Fescue      \_\_\_\_ % Tall Fescue      \_\_\_\_ % Bentgrass  
\_\_\_\_ % Zoysia  
\_\_\_\_ % Other Mixture(specify)\_\_\_\_\_
- 9. How is your sod harvested?  
 big-roll sod  
 palletized sod  
 both (specify) \_\_\_\_\_ % big-roll sod      \_\_\_\_\_ % palletized sod
- 10. What are the important sources of information for your turf-related problems? (Select all that apply).  
 Rutgers Cooperative Extension Agent or Specialist       Cook College Office of Continuing Professional Education  
 Rutgers University (other)       Private consultant  
 Commercial Tech Rep.       Peers  
 Industry magazines       Professional Organization  
 Internet       TV/Radio  
 Books       Other (specify)\_\_\_\_\_

**C. Clients**

- 11. Please indicate the percentage of sales (\$) to the following clients in 2018.  
a) Wholesale to landscape contractors..... \_\_\_\_\_ (%)

- b) Wholesale to other growers..... \_\_\_\_\_ (%)
- c) Wholesale to retailers..... \_\_\_\_\_ (%)
- d) Wholesale to institutions (athletic fields, golf courses, schools, etc.) ..... \_\_\_\_\_ (%)
- e) Own use (installed)..... \_\_\_\_\_ (%)
- f) Retail to public..... \_\_\_\_\_ (%)
- g) Other (specify) \_\_\_\_\_ \_\_\_\_\_ (%)

12. Do you sell and install turfgrass directly to consumers?      Yes      No

13. Based on your company’s sales, which of your client groups have experienced the highest rate of growth in the past 5 years? Please rank the top three in descending order.

Fastest growing client group     \_\_\_\_\_  
 2nd fastest growing client group     \_\_\_\_\_  
 3rd highest growing client group     \_\_\_\_\_

**D. Sod-related Problems**

14. What do you consider to be difficult problems facing your industry? (Select all that apply under each category).

**a. Regulation**

- Local noise ordinances      Water restrictions
- Pesticide application (amount, type of chemical)      Other (specify) \_\_\_\_\_

**b. Management**

- Labor availability      Immigration laws      Employee training
- Health issues due to turf activity (i.e., poisoning, etc.)      Language barriers
- Other (specify) \_\_\_\_\_

**c. Turfgrass**

- Soil related      Diseases      Insects
- Weeds      Equipment Cost      Erosion
- Water related      Shade      Traffic
- Other (specify) \_\_\_\_\_

15. Which do you anticipate to be the major problems facing the sod industry 5 years from now? (Select all that apply under each category).

**a. Regulation**

- Local noise ordinances      Water restrictions
- Pesticide application (amount, type of chemical)      Other (specify) \_\_\_\_\_

**b. Management**

- Labor availability      Immigration laws      Employee training
- Health issues due to turf activity (i.e., poisoning, etc.)      Language barriers
- Other (specify) \_\_\_\_\_

**c. Turfgrass**

- Soil related      Diseases      Insects
- Weeds      Equipment Cost      Erosion
- Water related      Shade      Traffic
- Other (specify) \_\_\_\_\_

**E. Expenses**

16. **Best Estimate of sod-growing expenses during the year 2018 (to the nearest \$1,000):**

a) **Seed** ..... \$ \_\_\_\_\_

**b) Equipment and Operation (include depreciation, exclude labor)**

Tractors..... \$ \_\_\_\_\_

Mowers..... \$ \_\_\_\_\_

Irrigation equipment..... \$ \_\_\_\_\_

Sweepers..... \$ \_\_\_\_\_

Seeders..... \$ \_\_\_\_\_

Harvester..... \$ \_\_\_\_\_

Land Preparation Equipment (i.e., plows,disks,levelers)..... \$ \_\_\_\_\_

Chemical application equipment (i.e., sprayers)..... \$ \_\_\_\_\_

Other implements..... \$ \_\_\_\_\_

Fuel, lube and electricity..... \$ \_\_\_\_\_

Repairs and maintenance..... \$ \_\_\_\_\_

Equipment rental..... \$ \_\_\_\_\_

**b) Chemicals**

Weed control products..... \$ \_\_\_\_\_

Insect control products..... \$ \_\_\_\_\_

Disease control products..... \$ \_\_\_\_\_

Plant-growth regulators..... \$ \_\_\_\_\_

Bio-stimulants... \$ \_\_\_\_\_

Other ..... \$ \_\_\_\_\_

**c) Fertilizer and Soil Amendments**

Fertilizer ..... \$ \_\_\_\_\_

Organic Fertilizer ..... \$ \_\_\_\_\_

Lime..... \$ \_\_\_\_\_

Manure and compost..... \$ \_\_\_\_\_

Other ..... \$ \_\_\_\_\_

**d) Labor (salaries/wages, not taxes, not management)**

Production wages/salaries(establishment, maintenance and harvesting).... \$ \_\_\_\_\_

Transportation..... \$ \_\_\_\_\_

Supervisory wages/salaries..... \$ \_\_\_\_\_

Clerical/sales wages/salaries..... \$ \_\_\_\_\_

**e) Services purchased**

Fertilizer application..... \$ \_\_\_\_\_

Lime application..... \$ \_\_\_\_\_

Pesticide application..... \$ \_\_\_\_\_

Sod harvesting..... \$ \_\_\_\_\_

Transport services..... \$ \_\_\_\_\_

Irrigation installation..... \$ \_\_\_\_\_

Other contract labor..... \$ \_\_\_\_\_

**f) Advertising cost..... \$ \_\_\_\_\_**

**g) Other direct expenses (Specify)**

..... \$ \_\_\_\_\_

..... \$ \_\_\_\_\_

..... \$ \_\_\_\_\_

..... \$ \_\_\_\_\_

..... \$ \_\_\_\_\_

**h) Total Sod-growing Expenses..... \$ \_\_\_\_\_**

17. Equipment/supplies purchased in 2018 from vendors outside of New Jersey was \_\_\_\_\_% of total expense.

18. What was the estimated value of turf related buildings and land owned and used by this firm as of December 2018 (to the nearest \$1,000)? \$ \_\_\_\_\_

19. What was the estimated value of turf related equipment owned and used by this firm as of December 2018 (to the nearest \$1,000)? (include tractors, mowers, sweepers, seeders, etc.) \$ \_\_\_\_\_
20. How many positions did this company have in 2018? \_\_\_\_\_ employees
21. What percentage of the your company's total workforce do the following categories represent?
- Year round full-time \_\_\_\_\_%
  - Seasonal full-time \_\_\_\_\_%
  - Year round part-time \_\_\_\_\_%
  - Seasonal part-time \_\_\_\_\_%
22. Please indicate the percentage of total hours devoted to turf-related activities by the following employees.
- Year round full-time \_\_\_\_\_%
  - Seasonal full-time \_\_\_\_\_%
  - Year round part-time \_\_\_\_\_%
  - Seasonal part-time \_\_\_\_\_%

## F. Cultural Practices and Equipment

23. What types of mower are primarily used by your company (select all that apply)?
- Tractor –drawn rotary                       Tractor-drawn reel
- Other (specify) \_\_\_\_\_
24. What type of mower blade do you primarily use?
- Mulching                                       Non-mulching
25. What is the average interval between mowings during the growing season? \_\_\_\_\_ days
26. What type of equipment do you use to water the sod?
- Manual hand-move                       Center pivot
- Manual wheel-move                       Other (specify) \_\_\_\_\_
27. What is the average interval between waterings without rain? \_\_\_\_\_ days     Don't know
28. What is the typical length of time you water when irrigating? \_\_\_\_\_ hours     Don't know
29. What are the sources of water used? (indicate percentage provided by each)
- \_\_\_\_\_ % Municipal                      \_\_\_\_\_ % Recycled                      \_\_\_\_\_ % Wells
- \_\_\_\_\_ % Surface water                      \_\_\_\_\_ % Other (specify) \_\_\_\_\_

## G. Sales

30. What was the total billing for sod for the year 2018 (to the nearest \$1,000)? \$ \_\_\_\_\_
31. What percentage of sod sales was sold out-of-state? \_\_\_\_\_ %
32. Please indicate your organization's methods of advertising used in 2018. (select all that apply).
- Newspaper                                       Direct Mail                                       Radio
- Television                                       Signs     Brochures
- Internet     Other (specify) \_\_\_\_\_

## H. Opinion

33. How do you feel the demand for sod will change over the next 5 years?  
 Increasing                       Constant  
 Decreasing                       Don't know
34. In the past 5 years, were you affected by water regulations during the time of drought?  
 Yes                       No (skip next question)
35. Please estimate the total loss of business in terms of decreased revenue during the drought (to the nearest \$1,000)?  
\$ \_\_\_\_\_
36. Do you believe turfgrass represents a healthy environment?  
 Yes                       No                       Don't know
37. Do you believe pesticide residues on turf present potential health risks to turf users?  
 Yes                       No                       Don't know
38. Is it important to develop turfgrasses that require less pesticide inputs?  
 Yes                       No                       Don't know
39. Is it important to develop turfgrasses that use less water?  
 Yes                       No                       Don't know
40. Do you know what Integrated Pest Management (IPM) is?  
 Yes                       No
41. Which of the following best fits your view of what IPM is?  
 No chemical use                       Pesticide use as last resort                       Least toxic chemical use  
 Best use of chemical, cultural, biological, and genetic pest control strategies
42. Do you use IPM on your operation?  
 Always                       Sometimes                       Never  
 Not practical
43. Would you be interested in attending workshops sponsored by Rutgers University on proper establishment, maintenance, harvesting and marketing of sod?  
 Yes                       No
44. Do you understand how Rutgers Cooperative Extension (RCE) services can help you?  
 Yes                       No                       Not familiar with RCE
45. How do you perceive Rutgers Cooperative Extension?  
 Very helpful                       Helpful                       Fair  
 Not helpful                       Don't know
46. How do you perceive Cook College Office of Continuing Professional Education?  
 Very helpful                       Helpful                       Fair  
 Not helpful                       Don't know

47. Please "grade" the Rutgers Turfgrass program in the following areas, using the appropriate number.  
 1 = Excellent      2 = Good      3 = Fair      4 = Unsatisfactory      5 = Don't know  
 \_\_\_\_\_ Research      \_\_\_\_\_ Undergraduate Education  
 \_\_\_\_\_ Extension/Outreach      \_\_\_\_\_ Web-Page content

48. Would you grow/maintain a genetically modified turfgrass or ornamental plant if it were proved to be safe?  
 Yes       No       Not Sure

OFFICE USE ONLY										
Response		Respondent		Mode		Enum.	Eval.	Change	Office Use for POID	
1-Comp 2-R 3-Inac 4-Office Hold 5-R – Est 6-Inac – Est 7-Off Hold – Est	9901	1-Op/Mgr 2-Sp 3-Acct/Bkpr 4-Partner 9-Oth	9902	1-PASI (Mail) 2-PATI (Tel) 33-PAPI (Face- toFace) 6-Email 7-Fax 19-Other	9903	9998	9900	9985	9989 _____ - _____ - _____	
									Optional Use	
									9907	9908
S/E Name						R. Unit	9921			