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## **Statistical Overview of the Canadian Ornamental Industry 2013**

Prepared by  
Market Analysis and Information Section  
Horticulture and Cross Sectoral Division  
Agriculture and Agri-Food Canada  
November 2014



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of Canada

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## Overview

Overall, 2013 saw a continuation of the long-term trends in the ornamental sector. Over the period 2009–2013, the size of the industry remained relatively stable, although operators felt the effects of higher operating costs coupled with relatively flat revenues. There were fewer but larger operators in the greenhouse flower and plant sub-sector, continuing a consolidation trend. Year-over-year, British Columbia reported some growth, while the other producing provinces reported slight declines. Chain stores and wholesalers continue to be the largest retail channel for floriculture products, while landscape contractors and garden centres dominate nursery product sales. Ornamental horticulture remains the largest horticultural sector in Canada, with about \$2 billion in annual sales.

Area dedicated to specialized greenhouse flower and plant production in Canada totalled 8,139,683 m<sup>2</sup> in 2013. Ontario accounted for 47% of the total, British Columbia for 25%, and Quebec for 14%. These provinces are the three largest producers of greenhouse flowers and plants. Area for production of specialized greenhouse flowers and plants declined slightly in 2013, falling to a five-year low for the period 2009–2013. However, this general decrease masks a more nuanced picture regionally. Over this period, British Columbia saw a 27% increase in total area, while Ontario, Quebec, and the Prairie provinces all saw declines.

Sod production is concentrated in Ontario (45% of total production), Quebec (19% of total production), and Alberta (18% of total production). Between 2012 and 2013, production increased by 4%. Provincially, sod area in Ontario and Alberta increased marginally over the five-year period, while in Quebec it decreased by 14%.

Ornamental industry farm cash receipts<sup>1</sup> increased to \$1,811.4 million in 2013, up from \$1,800.7 million in 2012. Floriculture is the largest sub-sector when measured by farm cash receipts, accounting for 60% of the total. Floriculture farm cash receipts increased to \$1,089.6 million in 2013, up 4% from 2012, marking a five-year high. By province, Ontario accounted for 50% of Canadian total floriculture farm cash receipts, British Columbia for 25% and Quebec for 11%.

Nursery farm cash receipts totaled \$517.4 million in 2013, accounting for 29% of total ornamental farm cash receipts, down 5% from 2012. By province, Ontario accounted for 38% of total nursery farm cash receipts in 2013, British Columbia for 35% and Quebec for 14%.

Sod farm cash receipts totaled \$149.2 million in 2013, 8% of total ornamental farm cash receipts, down 3% from 2012. By province, Ontario accounted for 39% of the total sod farm cash receipts, Quebec for 23% and Alberta for 20%.

Christmas tree farm cash receipts totaled \$55.2 million in 2013, up 6% from a year earlier. Quebec accounted for 40% of Canadian total Christmas tree farm cash receipts, Nova Scotia for 22% and New Brunswick for 14%.

Mass-market chain stores and domestic wholesalers remain the two largest distribution channels for sales of flowers and plants, with market shares of 30% (\$425.1 million) and 22% (\$310.2 million), respectively. Both mass-market chain stores and domestic wholesalers have increased their market share over the 2009–2013 period, while all other channels have seen a reduction. Mass-market chain stores are less dominant in the distribution of nursery products, for which landscape contractors and garden centres are the two largest distribution channels.

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<sup>1</sup> Farm cash receipts represent the cash income received from the sale of agricultural commodities as well as direct program payments made to support or subsidize the agriculture sector. All inter-farm sales within a province are excluded from farm cash receipts estimates. Farm-to-farm sales between provinces are included as are all sales outside the sector.



In 2013, operating expenses for greenhouse flower and plant producers and for sod producers increased by 4% and 3%, respectively, compared to 2012. Nurseries recorded a 2% year-over-year reduction in operating expenses. Payroll is the largest single expense item for greenhouse flower and plant producers; it grew by less than 1%, to \$331.3 million, a slower rate than in previous years. Nurseries had a gross annual payroll of \$226.5 million, their largest single expense, down 6% from 2012. The largest increase, measured by percentage, was in expenses for plant material purchases for greenhouse flower and plant producers, which rose by 38%.

In 2013, 35,463 persons were employed in the specialized greenhouse flower and plant, sod, and nursery sub-sectors, down 7% from 2012. A trend of increasing expenditures on gross annual payroll and decreasing number of employees is evident over the five-year period, indicating that each employee is earning more in the sector, on average, in 2013, than in 2012. A total of 19,409 persons (55% of the total) were employed in the specialized greenhouse flower and plant sub-sector, 14,123 in the nursery sub-sector (40% of the total), and 1,931 in the sod sub-sector (5% of the total).

Ornamental sector firms use both seasonal and permanent employees. Seasonal employees are defined as employees who worked less than eight months during the year. A total of 65% of specialized greenhouse flower and plant employees were seasonal employees. For nurseries and sod farms, 71% were seasonal employees.

Canada exported \$311.8 million in ornamental products and imported \$418.2 million, for a trade balance of -\$106.6 million. Over the five-year period, this sector has shown a trade deficit every year, with the smallest deficit in 2010, at \$67.1 million, and the largest in 2013. Trade is growing; between 2012 and 2013, exports increased by 6% and imports increased by 7%.

Canada is the world's tenth largest exporter of floriculture, nursery and Christmas trees, down from ninth in 2012.



# 1. Production

## 1.1. Number and Area of Canadian Ornamental Farms<sup>1</sup> by Sub-Sector

Sub-Sector	2006	2011	Change	2006	2011	Change	2006	2011	Change
	Number of Farms			Area (Ha)			Area per Farm (Ha)		
Floriculture <sup>2</sup>	3,578	3,016	-16%	928	859	-7%	0.26	0.28	10%
Nursery	3,825	3,438	-10%	24,953	24,146	-3%	6.52	7.02	8%
Sod	404	375	-7%	27,960	25,684	-8%	69.21	68.49	-1%
Christmas trees	2,461	2,381	-3%	30,630	28,315	-8%	12.45	11.89	-4%
<b>Total</b>	<b>10,268</b>	<b>9,210</b>	<b>-10%</b>	<b>84,471</b>	<b>79,004</b>	<b>-6%</b>	<b>8.23</b>	<b>8.58</b>	<b>4%</b>

Source: Statistics Canada (Catalogue no. 95-640-X, Census of Agriculture)

Notes:

1. Number of farms includes all farms reported to be growing floriculture, nursery, sod and Christmas trees, and not exclusively farms in which ornamental production represents 50% or more of total farm cash receipts.

2. Greenhouse flowers.

## 1.2. Operations, Area, and Months of Operation for Specialized Greenhouse Flowers and Plants

	2009	2010	2011	2012	2013
	<b>Number of Operators</b>				
<b>Total Greenhouse Operations</b>	2,180	2,055	1,960	1,910	1,885
	<b>Square Metres</b>				
<b>Total Greenhouse Area</b>	8,282,165	8,380,425	8,155,388	8,167,239	8,139,683
	<b>Months of Operation</b>				
<b>Total Months of Operation</b>	15,588	15,205	13,685	13,775	18,927

Source: Statistics Canada (CANSIM Table 001-0047, April 2014)

## 1.3. Total Area for Production of Specialized Greenhouse Flowers and Plants

Province	2009	2010	2011	2012	2013
	<b>Square Metres</b>				
Atlantic provinces	0	312,903	306,571	279,331	262,471
Quebec	1,393,648	1,343,890	1,321,525	1,181,310	1,150,780
Ontario	4,257,686	4,054,113	3,934,703	3,852,551	3,857,742
Prairie provinces	1,056,793	913,885	848,956	876,504	865,605
British Columbia	1,574,038	1,755,634	1,743,634	1,977,543	2,003,085
<b>Canada</b>	<b>8,282,165</b>	<b>8,380,425</b>	<b>8,155,388</b>	<b>8,167,239</b>	<b>8,139,683</b>

Source: Statistics Canada (CANSIM Table 001-0047, April 2014)





## 1.4. Production of Greenhouse Flowers and Plants by Category

Category	2009	2010	2011	2012	2013
	Number Produced (Millions)				
Potted plants <sup>1</sup>	229.2	235.5	207.6	212.2	206.9
Cuttings <sup>1</sup>	99.3	101.0	103.3	94.9	93.3
Cut flowers	285.0	310.7	302.6	321.1	331.9
Bedding plants, ornamental	478.0	454.8	441.9	543.8	525.5
<b>Total</b>	<b>1,091.6</b>	<b>1,101.9</b>	<b>1,055.4</b>	<b>1,172.0</b>	<b>1,157.6</b>

Source: Statistics Canada (CANSIM Table 001-0048, June 2014)

Note:

1. Excludes tree seedling plants (production and sales).

## 1.5. Production of Potted Plants by Variety

Variety	2009	2010	2011	2012	2013
	Number Produced (Millions)				
Azaleas, indoor	F	F	F	0.9	1.2
Lilies, indoor	3.4	4.7	4.3	4.1	5.1
Poinsettias, indoor	7.7	7.3	8.6	7.8	8.5
African violets, indoor	F	F	F	F	F
Tropical foliage and green plants	9.9	8.5	10.2	9.7	11.9
Gerberas, indoor	3.5	2.8	3.1	2.7	3.0
Miniature roses, indoor	F	F	F	9.7	9.4
Orchids, indoor	6.3	F	1.6	F	2.9
Kalanchoe, indoor	4.8	5.8	5.9	F	6.5
Chrysanthemums, indoor	6.9	9.8	9.9	5.8	8.2
Primula, indoor	1.0	1.2	1.7	2.2	2.3
Cyclamen, indoor	2.1	1.8	2.3	F	2.0
Tulips, indoor	2.0	F	F	1.8	1.9
Indoor hanging pots	0.8	0.9	0.7	F	1.4
Other indoor pots	38.8	26.0	22.8	20.5	24.3
Begonias, outdoor	5.1	6.0	5.9	6.8	6.9
Chrysanthemums, outdoor	4.0	4.4	4.1	4.7	4.1
Geraniums, outdoor	18.9	19.5	19.4	18.5	18.7
Impatiens, outdoor	8.1	8.9	6.2	6.4	5.9
Petunias, outdoor	8.8	F	8.4	9.8	8.9
Herbaceous perennials, outdoor	8.8	13.8	12.7	11.5	12.1
Argyranthemum, outdoor	0.5	0.6	0.4	0.7	0.4
Outdoor hanging pots	10.4	11.8	11.0	11.0	11.5
Other outdoor pots	57.6	56.1	43.5	51.8	41.1
<b>Total potted plants</b>	<b>229.2</b>	<b>253.5</b>	<b>207.6</b>	<b>212.2</b>	<b>206.9</b>

Source: Statistics Canada (CANSIM Table 001-0049, June 2014)

Note:

F: Too unreliable to be published.



## 1.6. Production of Cuttings by Variety

Variety	2009	2010	2011	2012	2013
	Number Produced (Millions)				
Chysanthemums, cuttings	F	F	7.4	7.7	2.7
Poinsettias, cuttings	5.3	F	5.1	F	2.9
Geraniums, cuttings	14.9	13.1	13.7	12.8	7.1
Impatiens, cuttings	6.1	4.1	3.3	4.1	3.1
Other cuttings	65.2	71.9	73.8	66.2	77.5
<b>Total cuttings</b>	<b>99.3</b>	<b>101.0</b>	<b>103.3</b>	<b>94.9</b>	<b>93.3</b>

Source: *Statistics Canada (CANSIM Table 001-0049, June 2014)*

Note:

F: Too unreliable to be published.

## 1.7. Production of Cut Flowers<sup>1</sup> by Variety

Variety	2009	2010	2011	2012	2013
	Number Produced (Millions)				
Alstroemeria, stems	19.5	15.6	15.9	F	13.2
Chrysanthemums, stems	20.1	27.5	23.1	F	34.9
Daffodils, stems	12.8	F	F	3.7	4.1
Freesia, stems	F	F	4.8	F	F
Gerberas, stems	60.9	69.0	66.0	75.1	78.6
Iris, stems	F	F	F	2.7	2.4
Roses, stems	11.5	12.0	10.5	8.4	8.3
Snapdragons, stems	16.5	F	F	F	19.3
Tulips, stems	91.7	96.7	98.5	F	128.7
Lilies, stems	16.0	19.8	15.2	14.5	13.3
Lisianthus, stems	F	F	2.3	F	F
Other cut flowers	25.1	23.7	26.9	F	21.1
<b>Total cut flowers</b>	<b>285.0</b>	<b>310.7</b>	<b>302.6</b>	<b>321.1</b>	<b>331.9</b>

Source: *Statistics Canada (CANSIM Table 001-0049, June 2014)*

Notes:

1. Includes flowers grown, or given some cultural treatment, and sold.

F: Too unreliable to be published.



## 1.8. Total Sod Area by Province

Province	2009	2010	2011	2012	2013
	Hectares				
Newfoundland and Labrador	299	308	312	289	251
Prince Edward Island	x	x	x	F	x
Nova Scotia	F	1,016	1,093	963	1,023
New Brunswick	F	x	x	384	335
Quebec	5,633	5,447	5,261	4,903	4,825
Ontario	10,587	11,151	11,382	10,750	11,051
Manitoba	1,410	1,299	1,188	1,360	x
Saskatchewan	x	465	502	506	569
Alberta	3,864	3,902	3,942	3,790	4,495
British Columbia	734	749	765	749	781
<b>Canada</b>	<b>24,562</b>	<b>24,911</b>	<b>24,989</b>	<b>23,785</b>	<b>24,778</b>

Source: Statistics Canada (CANSIM Table 001-0060, June 2014)

Notes:

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.

## 1.9. Sod Operations<sup>1</sup> by Province

Province	2009	2010	2011	2012	2013
	Number of Operations				
Newfoundland and Labrador	20	20	20	20	20
Prince Edward Island	5	5	5	5	5
Nova Scotia	15	10	15	10	10
New Brunswick	10	5	5	5	4
Quebec	50	50	55	50	45
Ontario	65	65	70	65	65
Manitoba	10	10	10	10	10
Saskatchewan	5	5	5	5	5
Alberta	10	15	20	20	25
British Columbia	20	25	20	25	25
<b>Canada</b>	<b>210</b>	<b>210</b>	<b>225</b>	<b>215</b>	<b>214</b>

Source: Statistics Canada (CANSIM Table 001-0060, June 2014)

Note:

1. Firms that only distribute sod or nursery stock, or that only provide landscaping or sod laying services, are excluded.



## 1.10. Christmas Tree Production by Province

Province	2006	2011	2006	2011
	Farms (Number)		Hectares	
Newfoundland and Labrador	25	19	124	116
Prince Edward Island	23	20	198	140
Nova Scotia	437	447	9,134	7,663
New Brunswick	190	157	2,214	2,131
Quebec	353	379	7,892	8,347
Ontario	725	647	6,392	5,955
Manitoba	76	60	345	472
Saskatchewan	32	41	251	305
Alberta	119	105	515	565
British Columbia	481	506	3,565	2,621
<b>Canada</b>	<b>2,461</b>	<b>2,381</b>	<b>30,630</b>	<b>28,315</b>

Source: *Statistics Canada (95-640-X, Census of Agriculture, July 2014)*



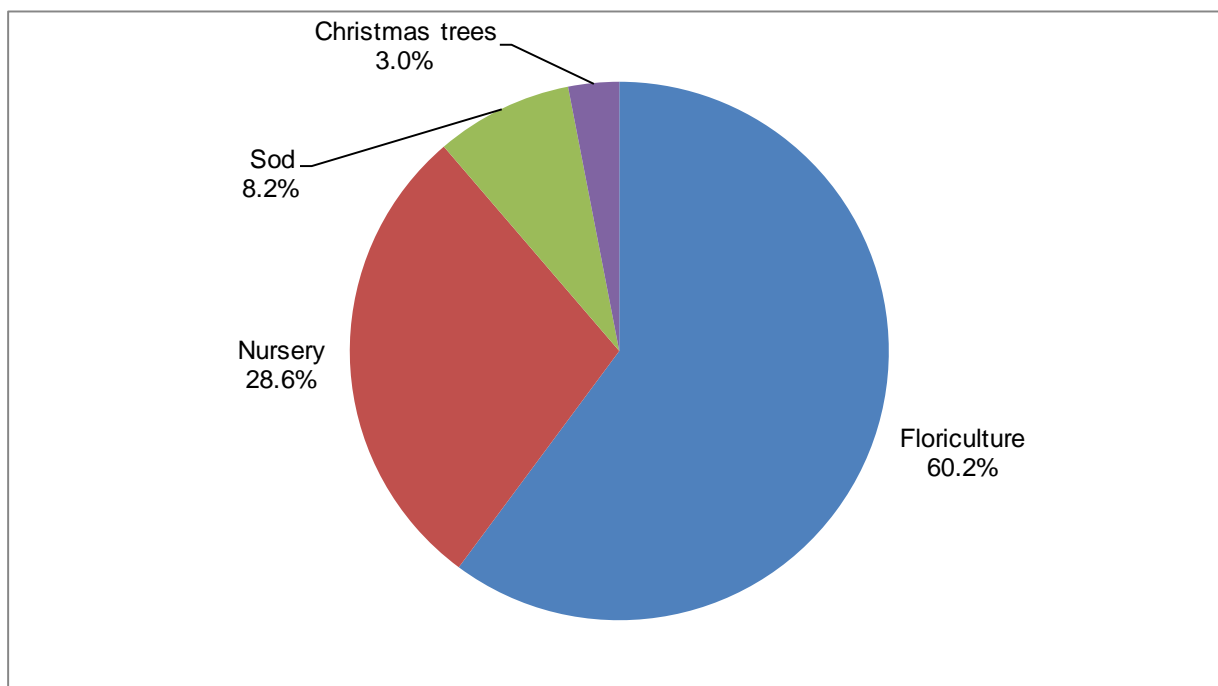
## 2. Farm Cash Receipts

### 2.1. Ornamental Farm Cash Receipts by Sub-Sector

Sub-Sector	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Floriculture	1,046.5	1,072.2	1,045.7	1,046.9	1,089.6
Nursery	528.1	564.1	565.8	547.3	517.4
Sod	140.4	139.3	138.9	154.5	149.2
Christmas trees	58.1	57.3	53.3	52.1	55.2
<b>Total</b>	<b>1,773.0</b>	<b>1,832.9</b>	<b>1,803.7</b>	<b>1,800.7</b>	<b>1,811.4</b>

Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

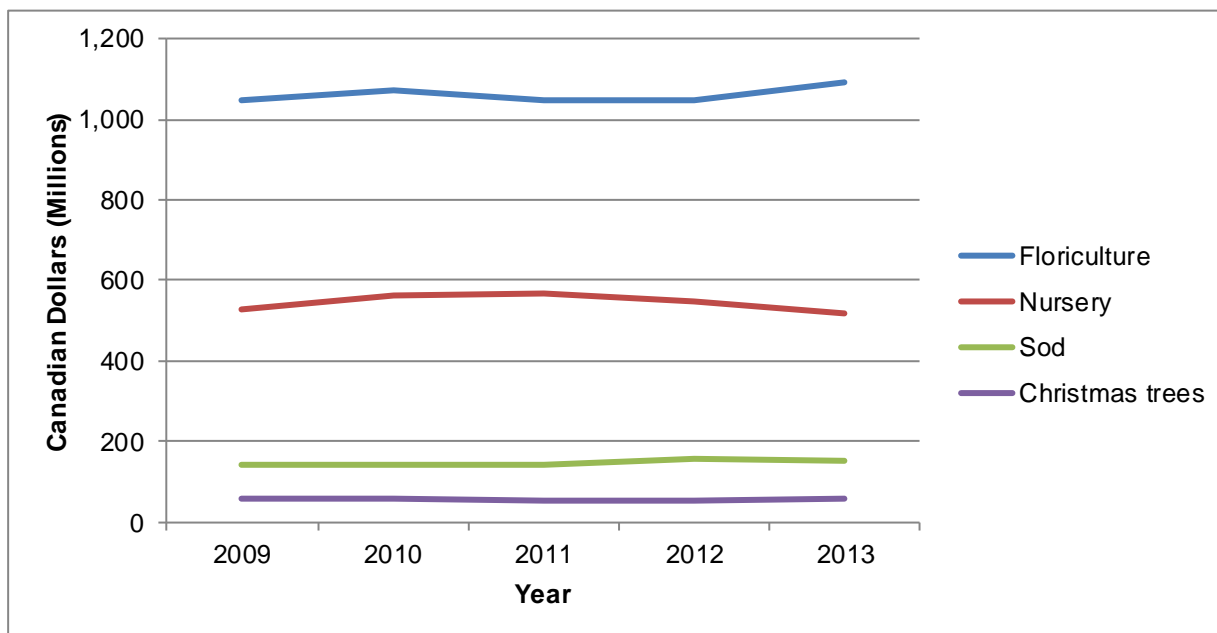
### 2.2. Ornamental Farm Cash Receipts by Sub-Sector - Percentage Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)



### 2.3. Ornamental Farm Cash Receipts by Sub-Sector, 2009-2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

### 2.4. Floriculture Farm Cash Receipts by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	6.5	6.6	6.2	6.4	6.6
Prince Edward Island	4.3	3.5	2.7	x	4.9
Nova Scotia	10.5	9.1	9.5	8.9	9.2
New Brunswick	34.4	30.8	29.5	x	29.3
Quebec	146.9	149.2	148.7	125.5	123.3
Ontario	499.4	529.5	501.3	520.6	544.7
Manitoba	35.1	33.8	34.8	31.5	30.7
Saskatchewan	14.8	15.2	11.8	14.1	x
Alberta	68.8	64.0	61.1	55.3	58.9
British Columbia	225.8	230.6	240.0	246.1	267.6
<b>Canada</b>	<b>1,046.5</b>	<b>1,072.2</b>	<b>1,045.7</b>	<b>1,046.9</b>	<b>1,089.6</b>

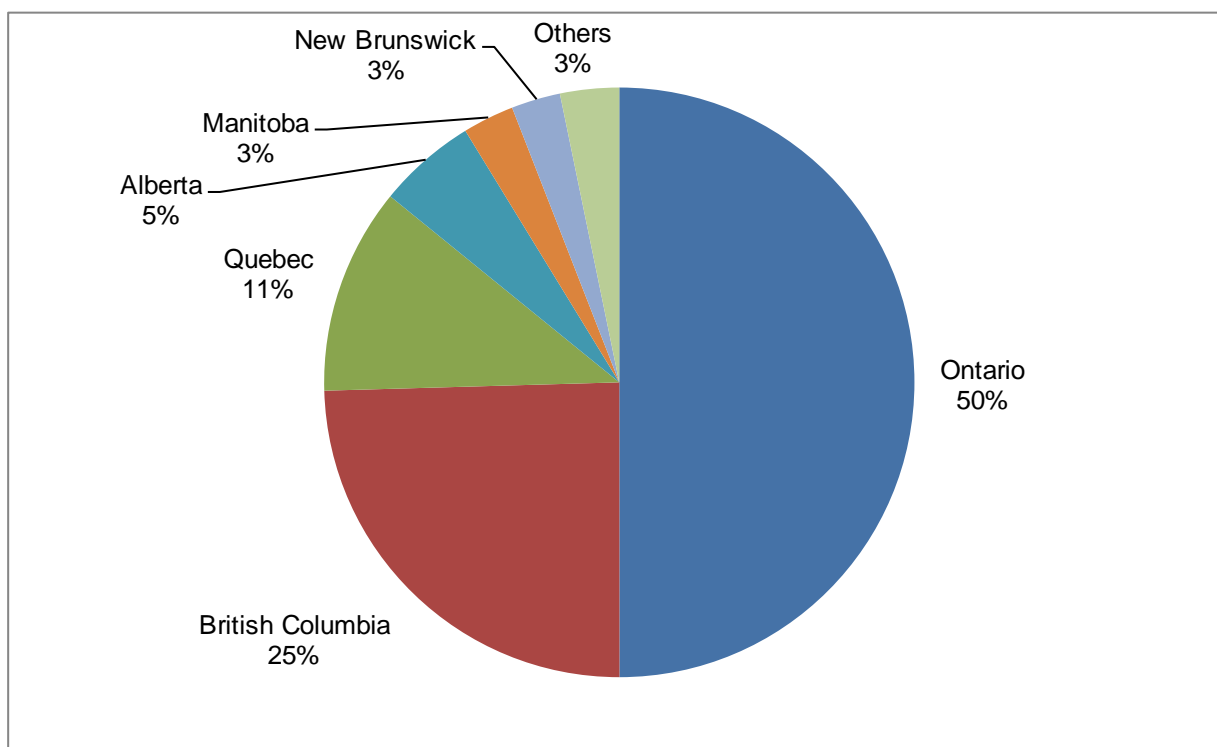
Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

Note:

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.



## 2.5. Floriculture Farm Cash Receipts by Province - Percent Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

## 2.6. Nursery Farm Cash Receipts by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	x	0.5	0.2	0.2	x
Prince Edward Island	x	x	x	x	x
Nova Scotia	9.9	12.6	13.0	12.5	5.7
New Brunswick	x	x	x	x	2.2
Quebec	91.3	85.3	77.9	74.7	74.8
Ontario	201.9	207.4	228.3	212.7	197.9
Manitoba	x	21.7	20.3	14.7	12.9
Saskatchewan	x	9.3	8.6	x	6.0
Alberta	26.9	37.1	38.6	39.1	34.8
British Columbia	169.5	186.4	175.2	182.9	182.1
<b>Canada</b>	<b>528.1</b>	<b>564.1</b>	<b>565.8</b>	<b>547.3</b>	<b>517.4</b>

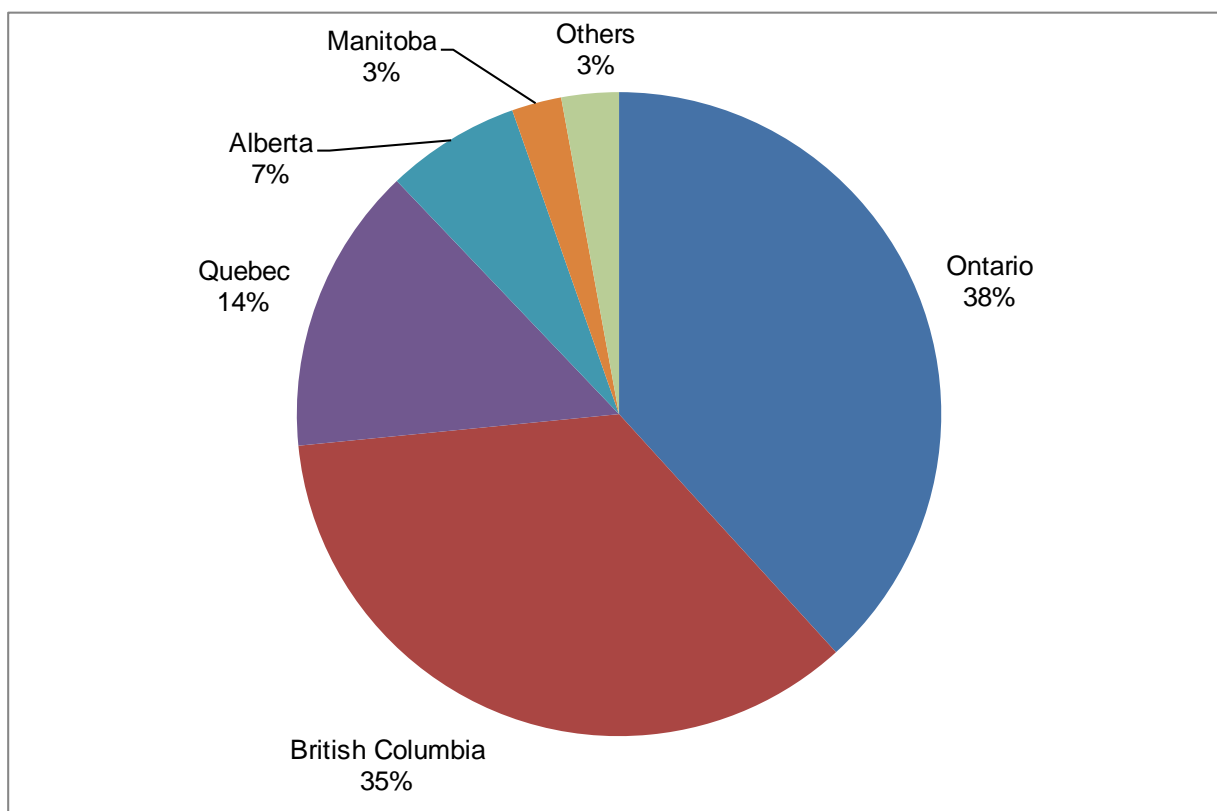
Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

Note:

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.



## 2.7. Nursery Farm Cash Receipts by Province - Percentage Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

## 2.8. Sod Farm Cash Receipts by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	x	3.6	3.1	3.1	1.9
Prince Edward Island	x	x	x	x	x
Nova Scotia	6.9	5.2	6.3	6.2	5.1
New Brunswick	x	x	x	x	2.2
Quebec	35.3	33.9	33.7	37.3	33.8
Ontario	47.6	53.0	53.5	62.5	57.9
Manitoba	x	3.9	2.6	3.7	x
Saskatchewan	x	4.1	4.4	4.9	4.1
Alberta	25.4	21.9	22.2	23.6	29.2
British Columbia	11.6	11.0	10.1	10.4	11.4
<b>Canada</b>	<b>140.4</b>	<b>139.3</b>	<b>138.9</b>	<b>154.5</b>	<b>149.2</b>

Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

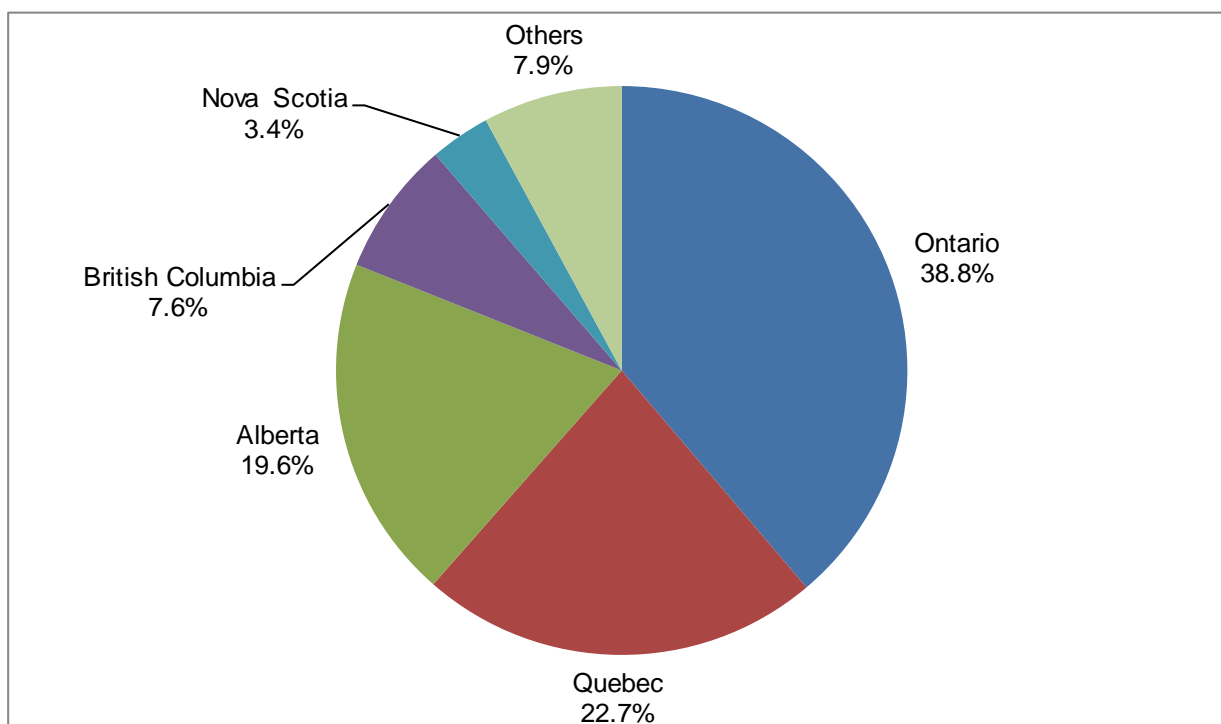
Note:

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.





## 2.9. Sod Farm Cash Receipts by Province - Percentage Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)

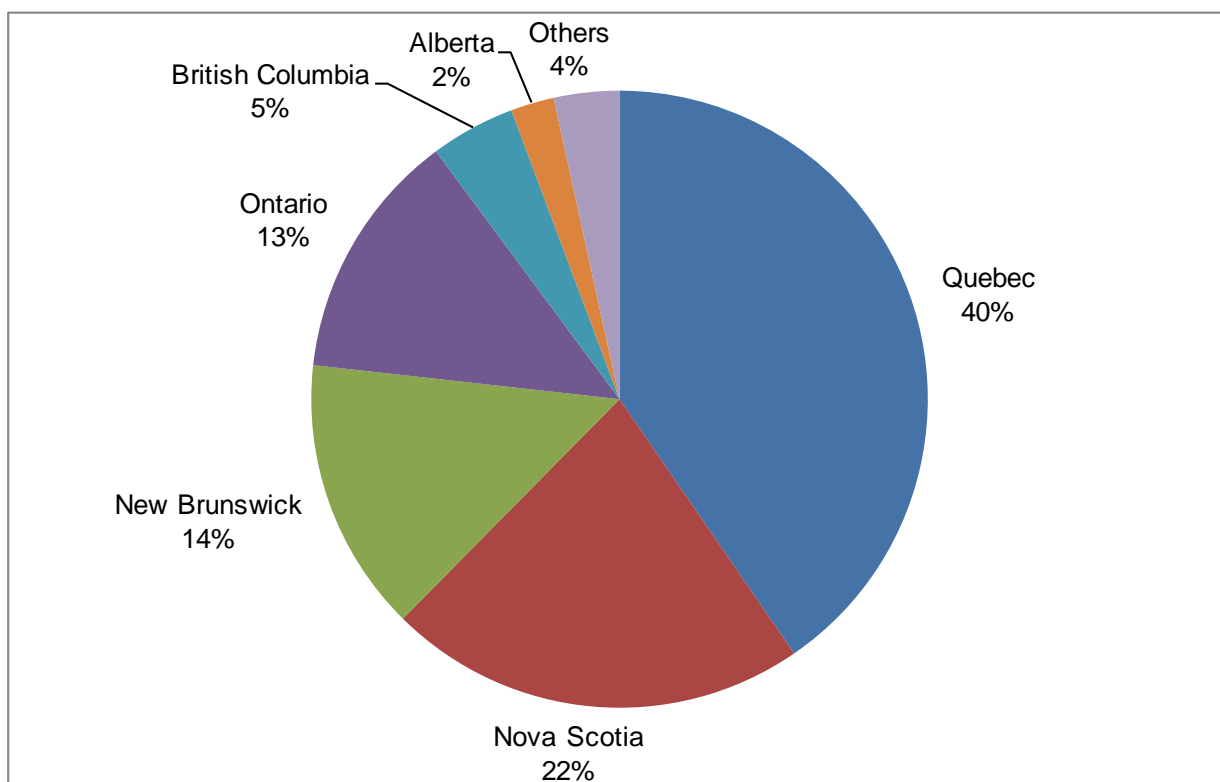
## 2.10. Christmas Tree Farm Cash Receipts by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
Newfoundland and Labrador	105	102	89	93	102
Prince Edward Island	262	229	179	160	144
Nova Scotia	11,884	12,279	10,113	11,078	12,139
New Brunswick	7,300	7,591	7,092	7,254	7,926
Quebec	26,971	25,309	22,199	21,130	22,308
Ontario	7,537	7,769	7,831	7,011	7,223
Manitoba	447	606	926	951	1,051
Saskatchewan	595	467	533	567	598
Alberta	599	633	976	1,203	1,256
British Columbia	2,371	2,287	3,321	2,603	2,454
<b>Canada</b>	<b>58,072</b>	<b>57,274</b>	<b>53,260</b>	<b>52,050</b>	<b>55,201</b>

Source: Statistics Canada (CANSIM Table 002-0001, June 2014)



## 2.11. Christmas Tree Farm Cash Receipts by Province - Percent Share, 2013



Source: Statistics Canada (CANSIM Table 002-0001, June 2014)



## 3. Sales and Resales

### 3.1. Ornamental Sales and Resales by Sub-Sector<sup>1</sup>

Sub-Sector	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Greenhouse Flower and Plants	1,042.6	1,082.7	1,042.0	1,055.6	1,075.8
Nursery	704.8	718.3	707.7	692.4	673.1
Sod	140.4	139.3	138.9	154.5	149.2
<b>Total</b>	<b>1,887.8</b>	<b>1,940.3</b>	<b>1,888.6</b>	<b>1,902.4</b>	<b>1,898.0</b>

Source: Statistics Canada (CANSIM Tables 001-0048, 001-0051, 001-0058, 001-0060, June 2014)

Note:

1. Sod and greenhouse flower and plant include sales only while nursery includes resales.

### 3.2. Greenhouse Flower and Plant Sales by Category

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Potted plants <sup>1</sup>	670.1	701.3	669.4	653.4	676.6
Cuttings <sup>1</sup>	64.6	68.0	74.0	54.1	53.8
Cut flowers	132.6	132.6	141.0	143.4	147.6
Bedding plants, ornamental	175.3	180.7	157.7	204.7	197.7
<b>Total</b>	<b>1,042.6</b>	<b>1,082.7</b>	<b>1,042.0</b>	<b>1,055.6</b>	<b>1,075.8</b>

Source: Statistics Canada (CANSIM Table 001-0048, June 2014)

Note:

1. Excludes tree seedling plants (production and sales)

### 3.3. Greenhouse Flower and Plant Sales by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	6.6	6.6	6.2	6.5	6.7
Prince Edward Island	4.3	3.5	2.8	x	4.9
Nova Scotia	10.6	9.2	9.5	9.1	9.3
New Brunswick	F	31.2	30.2	x	29.7
Quebec	156.2	158.9	157.0	135.9	135.2
Ontario	558.4	584.4	578.0	582.5	606.9
Manitoba	F	34.2	35.1	32.0	31.1
Saskatchewan	15.2	15.5	12.4	14.6	14.8
Alberta	71.9	69.3	64.0	59.4	61.5
British Columbia	244.4	251.6	260.2	268.1	283.5
<b>Canada</b>	<b>1,137.9</b>	<b>1,164.5</b>	<b>1,155.4</b>	<b>1,146.9</b>	<b>1,183.5</b>

Source: Statistics Canada (CANSIM Table 001-0051, June 2014)

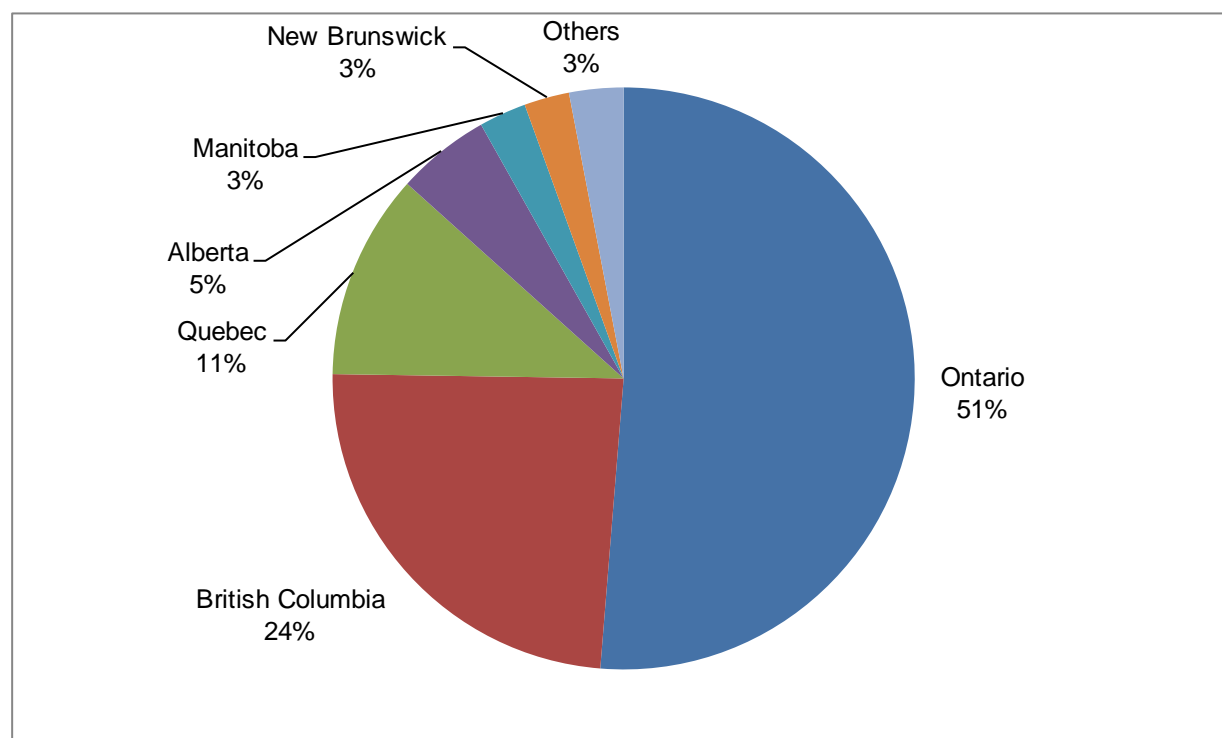
Note:

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the Statistics Act.



### 3.4. Greenhouse Flower and Plant Sales by Province - Percent Share, 2013



Source: Statistics Canada (CANSIM Table 001-0051, June 2014)

### 3.5. Nursery Stock<sup>1</sup> Sales by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	x	0.5	0.2	0.2	x
Prince Edward Island	x	0.0	x	x	x
Nova Scotia	F	12.6	13.0	12.6	5.7
New Brunswick	x	F	x	x	2.2
Quebec	95.1	88.3	81.9	78.2	79.0
Ontario	210.1	219.3	242.4	223.5	211.1
Manitoba	19.7	22.1	20.6	14.9	13.0
Saskatchewan	5.3	9.3	8.6	7.6	6.0
Alberta	27.8	37.4	39.8	40.2	35.3
British Columbia	177.5	192.6	181.3	187.9	189.8
<b>Canada</b>	<b>550.8</b>	<b>585.5</b>	<b>590.7</b>	<b>568.3</b>	<b>543.4</b>

Source: Statistics Canada (CANSIM Table 001-0058, June 2014)

Notes:

1. The term "nursery stock" covers a diverse range of non-edible, living plant material grown in field or in containers and sold with its root system intact. Nursery stock includes annual and perennial plants ranging from woody plants (e.g. trees, shrubs and rose bushes) to bedding plants and potted outdoor flowers. "Nursery stock" excludes Christmas trees and various inputs such as growing medium (e.g. peat moss and top soil), fertilizer and pesticides.

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.



### 3.6. Nursery Stock Resales by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	F	x	0.6	0.5	x
Prince Edward Island	x	x	x	x	x
Nova Scotia	F	1.2	1.6	1.7	2.5
New Brunswick	x	1.0	x	x	1.0
Quebec	14.2	14.2	15.4	16.6	17.5
Ontario	74.8	69.9	54.6	60.7	67.6
Manitoba	2.4	2.5	2.5	3.6	3.0
Saskatchewan	1.9	1.9	1.5	1.5	2.2
Alberta	14.9	8.9	12.1	8.2	7.6
British Columbia	43.3	32.8	28.1	30.4	28.1
<b>Canada<sup>1</sup></b>	<b>154.0</b>	<b>132.8</b>	<b>117.0</b>	<b>124.1</b>	<b>129.7</b>

Source: Statistics Canada (CANSIM Table 001-0058, June 2014)

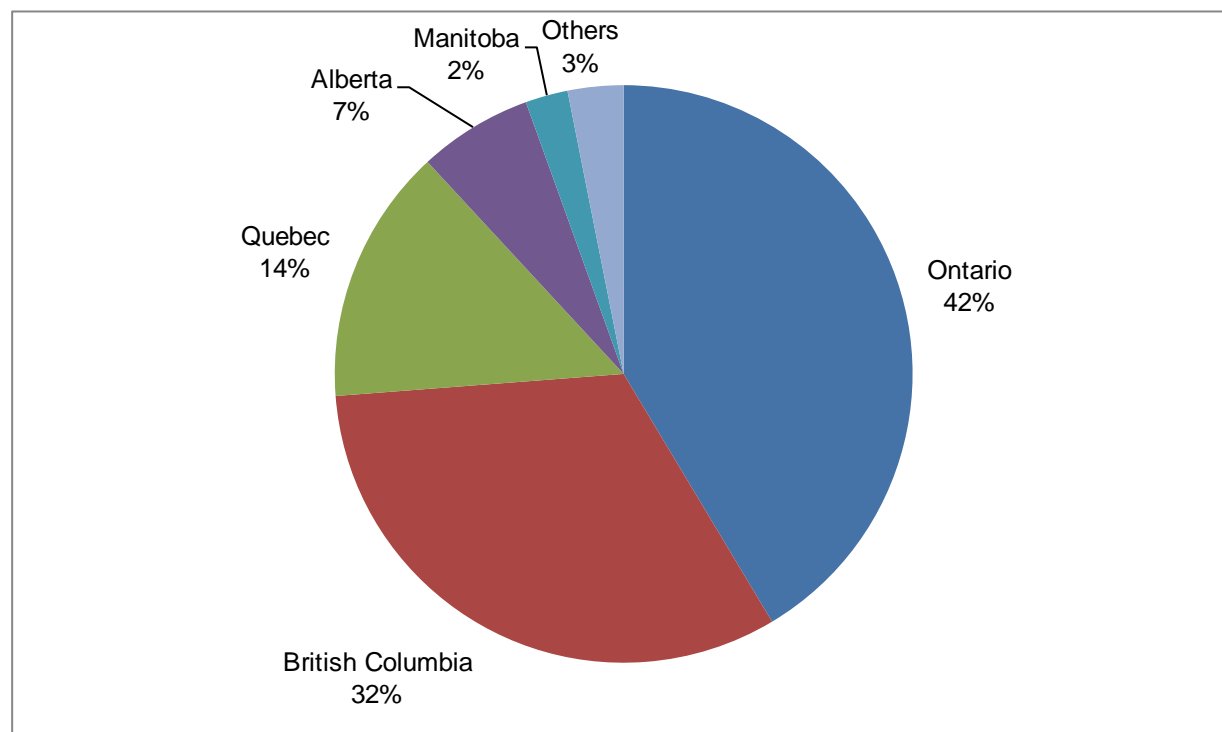
Notes:

1. Data may not add up as some data was suppressed to meet confidentiality requirements.

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.

### 3.7. Nursery Stock Sales and Resales by Province, Percentage Share, 2013



Source: Statistics Canada (CANSIM Table 001-0058, June 2014)



### 3.8. Sod Sales by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	2.9	3.6	3.1	3.1	1.9
Prince Edward Island	x	x	x	F	x
Nova Scotia	F	5.2	6.3	6.1	5.1
New Brunswick	F	x	F	2.3	2.2
Quebec	35.3	33.9	33.7	37.3	33.8
Ontario	47.6	53.0	53.5	62.5	57.9
Manitoba	x	3.9	2.6	3.7	x
Saskatchewan	x	4.1	4.4	4.9	4.1
Alberta	25.4	21.9	22.2	23.6	29.2
British Columbia	11.6	11.0	10.1	10.4	11.4
<b>Canada</b>	<b>140.4</b>	<b>139.3</b>	<b>138.9</b>	<b>154.5</b>	<b>149.2</b>

Source: *Statistics Canada (CANSIM Table 001-0060, June 2014)*

Notes:

The data does not include resales due to unpublished data and suppressed data.

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.



## 4. Channels of Distribution

### 4.1. Channels of Distribution for Flower and Plant Sales and Resales

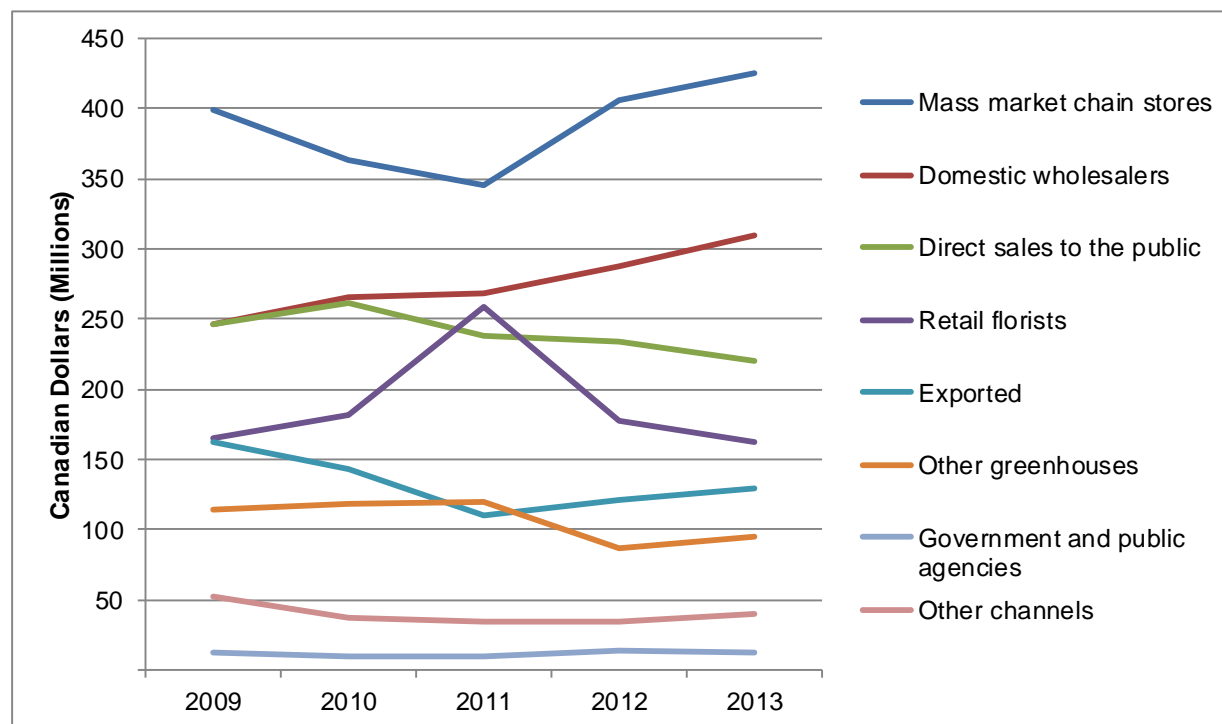
Channels	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Mass market chain stores	399.3	364.0	346.2	405.5	425.1
Domestic wholesalers	247.0	265.9	267.8	287.7	310.2
Direct sales to the public <sup>1</sup>	246.3	261.7	238.8	234.0	220.1
Retail florists	165.2	181.3	259.0	177.5	162.5
Exported	161.9	143.3	109.9	121.1	128.8
Other greenhouses	114.0	118.4	119.2	86.2	95.0
Govt. and public agencies	12.3	9.5	9.4	13.1	11.9
Other channels	52.9	37.0	34.0	33.8	40.5
<b>Total sales</b>	<b>1,398.9</b>	<b>1,381.1</b>	<b>1,384.2</b>	<b>1,358.9</b>	<b>1,394.1</b>

Source: Statistics Canada (CANSIM Table 001-0050, June 2014)

Note:

1. Includes roadside stands and owner-operated retail outlets.

### 4.2. Channels of Distribution for Flower and Plant Sales and Resales, 2009-2013



Source: Statistics Canada (CANSIM Table 001-0050, June 2014)



### 4.3. Channels of Distribution for Nursery Product Sales and Resales<sup>1</sup>

Channels	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Landscape contractors	167.9	175.7	172.3	168.9	154.1
Garden centres	163.8	158.0	155.6	131.4	123.7
Mass market chain stores	90.8	90.4	105.3	93.7	95.7
Direct sales to the public <sup>2</sup>	82.1	79.9	85.4	95.5	84.1
Government and public agencies	53.2	48.3	40.4	51.9	53.7
Other growers	47.5	54.3	48.7	50.9	54.6
Exported	27.3	26.1	11.5	13.5	13.6
Fruit growers	21.4	25.4	27.9	F	27.8
Other channels	50.9	60.1	60.5	56.3	65.8
<b>Total sales</b>	<b>704.8</b>	<b>718.3</b>	<b>707.7</b>	<b>692.4</b>	<b>673.1</b>

Source: Statistics Canada (CANSIM Table 001-0059, June 2014)

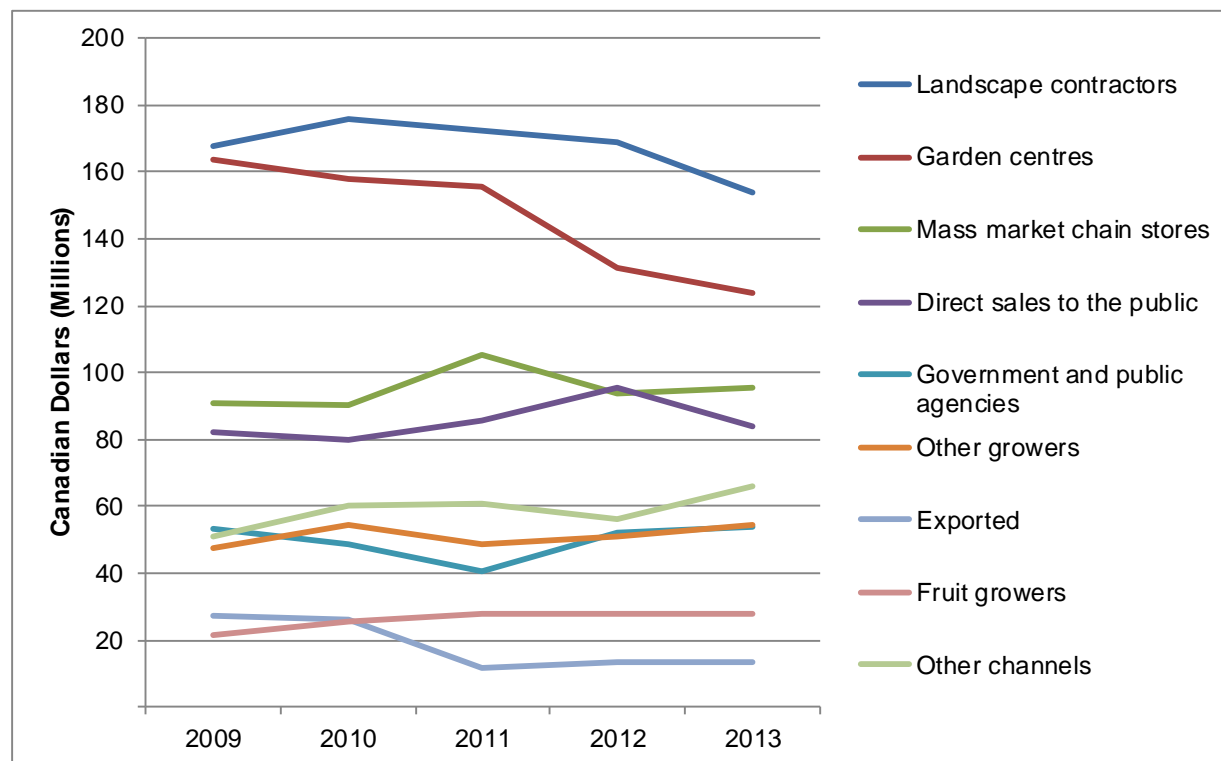
Notes:

1. Before sales tax.

2. Includes roadside stands and owner-operated retail outlets.

F: Too unreliable to be published.

### 4.4. Channels of Distribution for Nursery Product Sales and Resales, 2009-2013



Source: Statistics Canada (CANSIM Table 001-0059, June 2014)





## 5. Operating Expenses

### 5.1 Greenhouse Flower and Plant Producers' Operating Expenses by Category

Category	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Gross yearly payroll <sup>1</sup>	308.7	319.4	320.0	330.5	331.3
Plant material purchases for growing on <sup>2</sup>	201.8	200.8	231.4	209.1	213.7
Plant material purchases for resale <sup>2</sup>	71.7	73.5	108.1	94.9	131.0
Electricity <sup>3</sup>	25.7	25.8	25.7	26.2	25.7
Fuel	85.1	73.3	74.0	64.0	58.2
Other crop expenses	124.8	118.5	110.3	110.4	100.7
Other operating expenses	213.1	215.4	198.8	205.7	218.3
<b>Total operating expenses</b>	<b>1,031.0</b>	<b>1,026.8</b>	<b>1,068.2</b>	<b>1,040.8</b>	<b>1,078.9</b>

Source: Statistics Canada (CANSIM Table 001-0053, June 2014)

Notes:

1. Includes seasonal and permanent labour.
2. Includes value of flowers, plants, cuttings, seedlings, seeds and bulbs purchased (before sales tax).
3. Electricity expenses include electricity for lighting, airflow fans, and heating.

### 5.2. Greenhouse Flower and Plant Producers' Operating Expenses by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Atlantic provinces	57.6	55.4	51.1	54.6	46.0
Quebec	130.6	127.2	122.6	109.5	118.6
Ontario	513.7	534.4	578.5	509.8	556.0
Prairie provinces	128.2	106.6	100.7	102.2	105.4
British Columbia	201.0	203.3	215.3	264.7	253.0
<b>Canada</b>	<b>1,031.0</b>	<b>1,026.8</b>	<b>1,068.2</b>	<b>1,040.8</b>	<b>1,078.9</b>

Source: Statistics Canada (CANSIM Table 001-0053, June 2014)

### 5.3. Nursery Operating Expenses by Category

Category	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Gross yearly payroll <sup>1</sup>	233.0	258.4	257.8	241.3	226.5
Plant material purchases for growing on <sup>2</sup>	77.9	87.2	90.5	76.0	87.4
Plant material purchases for resale <sup>2</sup>	80.2	78.8	70.7	75.1	72.6
Other operating expenses	236.8	223.3	228.9	211.0	206.5
<b>Total Operating Expenses</b>	<b>628.0</b>	<b>647.7</b>	<b>647.8</b>	<b>603.4</b>	<b>593.1</b>

Source: Statistics Canada (CANSIM Table 001-0061, June 2014)

Notes:

1. Includes seasonal and permanent labour.
2. Includes value of trees, nursery stock, bedding plants, seedlings, cuttings or bulbs purchased before sales tax.



#### 5.4. Nursery Operating Expenses by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	F	0.7	1.1	0.9	0.6
Prince Edward Island	F	x	x	0.7	0.6
Nova Scotia	7.3	9.2	9.4	9.9	7.5
New Brunswick	F	x	x	5.0	4.1
Quebec	99.1	93.5	84.8	83.2	90.9
Ontario	260.9	277.6	284.6	261.4	255.8
Manitoba	23.1	26.5	22.8	18.5	12.9
Saskatchewan	9.6	9.8	8.5	7.9	7.2
Alberta	35.1	39.9	48.2	41.1	35.7
British Columbia	187.1	184.9	183.4	174.7	177.7
<b>Canada</b>	<b>628.0</b>	<b>647.7</b>	<b>647.8</b>	<b>603.4</b>	<b>593.1</b>

Source: *Statistics Canada (CANSIM Table 001-0061, June 2014)*

Notes:

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.

#### 5.5. Sod Operating Expenses by Category

Category	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Sod purchases for resale	F	F	5.0	3.7	3.0
Gross yearly payroll <sup>1</sup>	43.9	47.9	44.4	48.8	48.7
Other operating expenses	65.9	69.8	72.0	80.0	84.5
<b>Total Operating Expenses</b>	<b>115.9</b>	<b>124.6</b>	<b>121.4</b>	<b>132.5</b>	<b>136.1</b>

Source: *Statistics Canada (CANSIM Table 001-0061, June 2014)*

Notes:

1. Includes seasonal and permanent labour.

F: Too unreliable to be published.



## 5.6. Sod Operating Expenses by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	2.4	3.1	2.3	2.5	1.9
Prince Edward Island	x	x	x	0.3	x
Nova Scotia	F	4.0	5.0	5.4	4.9
New Brunswick	F	x	x	1.0	0.5
Quebec	28.3	33.8	33.6	30.2	31.1
Ontario	42.0	48.8	44.5	58.5	61.6
Manitoba	2.4	F	2.7	2.9	x
Saskatchewan	x	3.0	3.7	3.2	3.7
Alberta	22.4	22.8	21.4	20.1	19.8
British Columbia	7.4	5.8	6.6	8.3	8.7
<b>Canada<sup>1</sup></b>	<b>115.9</b>	<b>124.6</b>	<b>121.4</b>	<b>132.5</b>	<b>136.1</b>

Source: *Statistics Canada (CANSIM Table 001-0061, June 2014)*

Notes:

1. Data may not add up as some data was suppressed to meet confidentiality requirements.

F: Too unreliable to be published.

x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.



## 6. Labour

### 6.1 Nursery, Sod, and Greenhouse Flowers Total Employees

	2009	2010	2011	2012	2013
<b>Labour</b>	<b>Nursery</b>				
Seasonal employees <sup>1</sup>	11,948	12,292	11,250	11,015	10,024
Permanent employees <sup>2</sup>	4,501	4,720	4,830	4,455	4,099
<b>Total employees</b>	<b>16,449</b>	<b>17,012</b>	<b>16,080</b>	<b>15,470</b>	<b>14,123</b>
	<b>Sod</b>				
Seasonal employees <sup>1</sup>	1,510	1,559	1,390	1,511	1,374
Permanent employees <sup>2</sup>	544	636	615	586	557
<b>Total employees</b>	<b>2,054</b>	<b>2,195</b>	<b>2,005</b>	<b>2,097</b>	<b>1,931</b>
	<b>Specialized Greenhouse Flower and Plant</b>				
Seasonal employees <sup>1</sup>	15,030	14,015	13,325	13,495	12,558
Permanent employees <sup>2</sup>	7,980	8,145	7,260	7,250	6,851
<b>Total employees</b>	<b>23,010</b>	<b>22,160</b>	<b>20,585</b>	<b>20,745</b>	<b>19,409</b>

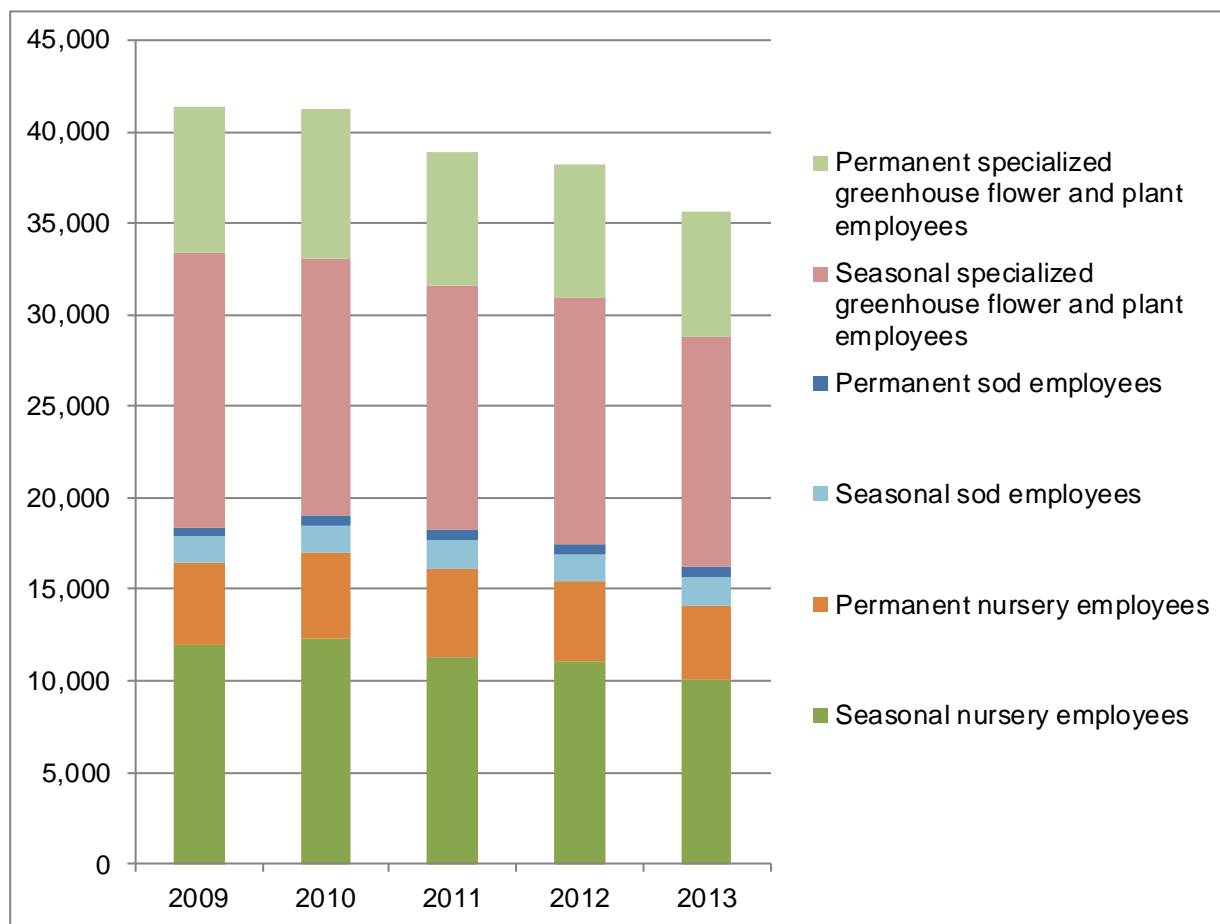
Source: Statistics Canada (CANSIM Tables 001-0054 & 001-0055, June 2014)

Notes:

1. Seasonal employees who worked less than 8 months during the year.
2. Permanent employees who worked more than 8 months during the year.



## 6.2. Total Employees by Sub-Sector, 2009-2013



Source: Statistics Canada (CANSIM Tables 001-0054 & 001-0055, June 2014)



## 7. Trade

### 7.1. Canadian Ornamental Trade Balance by Category

	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
<b>Bulbs, tubers, tuberous roots, etc</b>					
Exports	13.2	14.9	15.0	16.5	15.2
Imports	49.7	51.8	48.4	45.2	48.4
Trade Balance	-36.5	-36.9	-33.4	-28.7	-33.2
<b>Other live plants, including their roots, cuttings and slips, etc.</b>					
Exports	209.8	203.2	191.1	187.0	204.0
Imports	183.9	170.9	162.7	174.1	191.2
Trade Balance	25.9	32.4	28.4	12.9	12.8
<b>Cut flowers and flower buds for bouquets or ornamental purposes, etc.</b>					
Exports	25.3	36.7	41.4	43.8	45.8
Imports	127.6	122.7	124.9	141.9	147.7
Trade Balance	-102.2	-86.0	-83.5	-98.0	-101.9
<b>Foliage, branches and other parts of plants, etc. <sup>1</sup></b>					
Exports	48.6	47.4	48.1	46.1	46.9
Imports	27.7	24.0	27.8	28.3	31.0
Trade Balance	20.8	23.4	20.3	17.8	15.9
<b>Total</b>					
Exports	296.9	302.2	295.7	293.4	311.8
Imports	388.9	369.4	363.8	389.4	418.2
Overall Trade Balance	-92.0	-67.1	-68.1	-96.0	-106.5

Source: *Statistics Canada (CATSNet, June 2014)*

Note:

1. Includes Christmas trees.



## 7.2. Exports

### 7.2.1. Floriculture and Nursery<sup>1</sup> Exports by Province

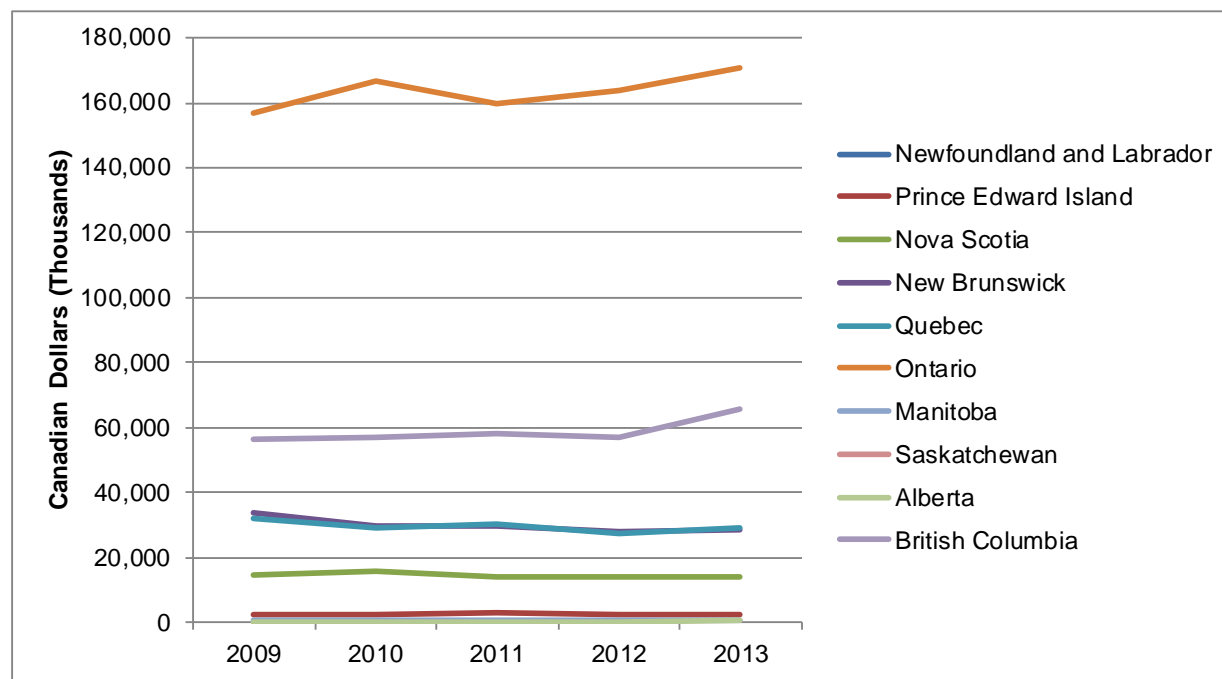
Province	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
Newfoundland and Labrador	0.0	42.5	2.9	0.0	0.0
Prince Edward Island	2,584.5	2,364.2	2,933.2	2,350.9	2,402.2
Nova Scotia	14,785.7	15,787.6	14,143.5	13,883.1	14,217.2
New Brunswick	33,672.0	29,969.6	29,535.1	27,864.8	28,531.4
Quebec	31,928.4	29,372.7	30,225.2	27,248.8	29,190.4
Ontario	156,588.0	166,520.7	159,524.3	164,082.0	170,681.9
Manitoba	701.8	735.7	659.1	731.6	794.5
Saskatchewan	72.8	16.2	67.2	54.7	61.0
Alberta	284.8	302.9	347.0	371.8	410.2
British Columbia	56,265.9	57,127.8	58,223.1	56,802.8	65,489.0
<b>Canada<sup>2</sup></b>	<b>296,884.0</b>	<b>302,239.9</b>	<b>295,660.5</b>	<b>293,390.6</b>	<b>311,777.7</b>

Source: *Statistics Canada (CATSNet, June 2014)*

Notes:

1. Includes Christmas trees.
2. Canada total derived from summing available provincial data.

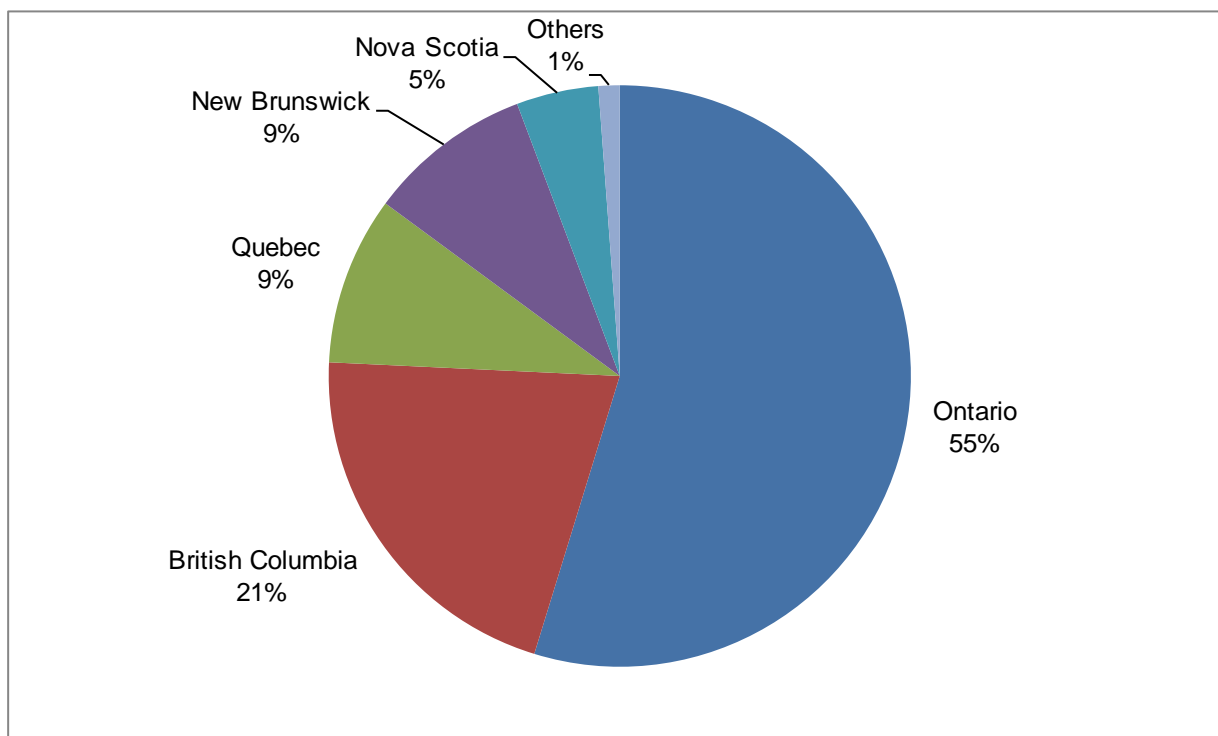
### 7.2.2. Floriculture and Nursery Exports by Province, 2009-2013



Source: *Statistics Canada (CATSNet, June 2014)*



### 7.2.3. Floriculture and Nursery Exports by Province - Percent Share, 2013



Source: Statistics Canada (CATSNet, June 2014)

### 7.2.4. Canada's Top Ten Floriculture and Nursery<sup>1</sup> Export Destinations

Country	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
United States	290,977.0	297,712.3	290,330.5	288,008.3	307,148.6
Netherlands	1,979.5	1,585.8	2,062.8	2,283.7	1,562.2
Panama	899.2	1,169.5	888.7	1,103.3	1,345.0
Netherlands Antilles	301.7	341.9	281.0	306.5	294.0
Bermuda	225.4	183.8	183.9	195.5	230.8
Venezuela	431.9	382.3	519.6	561.3	207.8
Germany	196.7	142.4	293.8	242.7	143.4
Australia	7.0	5.1	0.0	0.0	137.1
Russian Federation	288.8	11.6	0.0	2.1	114.5
Japan	20.7	12.4	60.2	176.4	106.3
Other Countries	1,556.2	692.9	1,040.0	547.6	488.0
<b>Total</b>	<b>296,884.0</b>	<b>302,239.9</b>	<b>295,660.5</b>	<b>293,427.2</b>	<b>311,777.7</b>

Source: Statistics Canada (CATSNet, April 2014).

Note:

1. Includes Christmas trees.





## 7.2.5. Christmas Tree Exports by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
Prince Edward Island	81.5	23.9	71.1	24.9	14.5
Nova Scotia	6,664.1	7,212.6	6,054.7	6,095.3	6,287.1
New Brunswick	5,867.4	5,696.6	5,555.7	4,889.7	5,206.0
Quebec	15,368.2	14,727.6	15,708.8	14,765.3	15,308.0
Ontario	89.2	153.5	186.4	286.2	493.7
Manitoba	280.3	511.3	499.3	567.7	604.5
Saskatchewan	0.0	2.1	0.0	0.0	0.0
British Columbia	35.0	36.2	27.1	26.6	18.1
<b>Canada</b>	<b>28,385.7</b>	<b>28,363.6</b>	<b>28,103.1</b>	<b>26,692.4</b>	<b>27,931.9</b>
	Number				
Prince Edward Island	6,307	1,754	5,702	1,771	605
Nova Scotia	503,897	538,574	492,092	438,104	403,323
New Brunswick	369,529	332,698	319,973	250,307	246,148
Quebec	779,223	808,361	833,146	822,783	819,382
Ontario	5,084	8,728	16,595	19,155	32,933
Manitoba	32,099	61,045	55,715	69,246	70,299
Saskatchewan	0	122	0	0	0
British Columbia	5,815	12,787	4,543	4,897	3,049
<b>Canada</b>	<b>1,701,954</b>	<b>1,764,069</b>	<b>1,727,766</b>	<b>1,609,811</b>	<b>1,575,739</b>

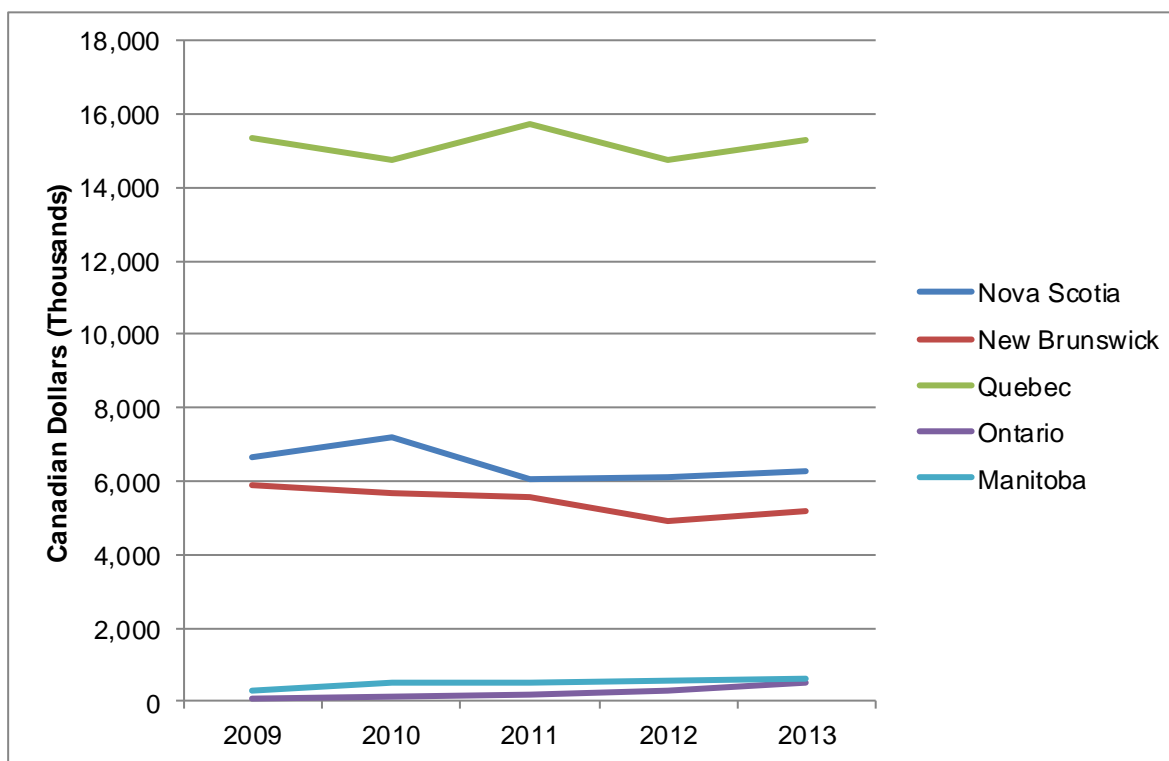
Source: *Statistics Canada (CATSNet, September 2014)*

Note:

Newfoundland and Labrador and Alberta did not export Christmas trees during the five-year range presented in this table.



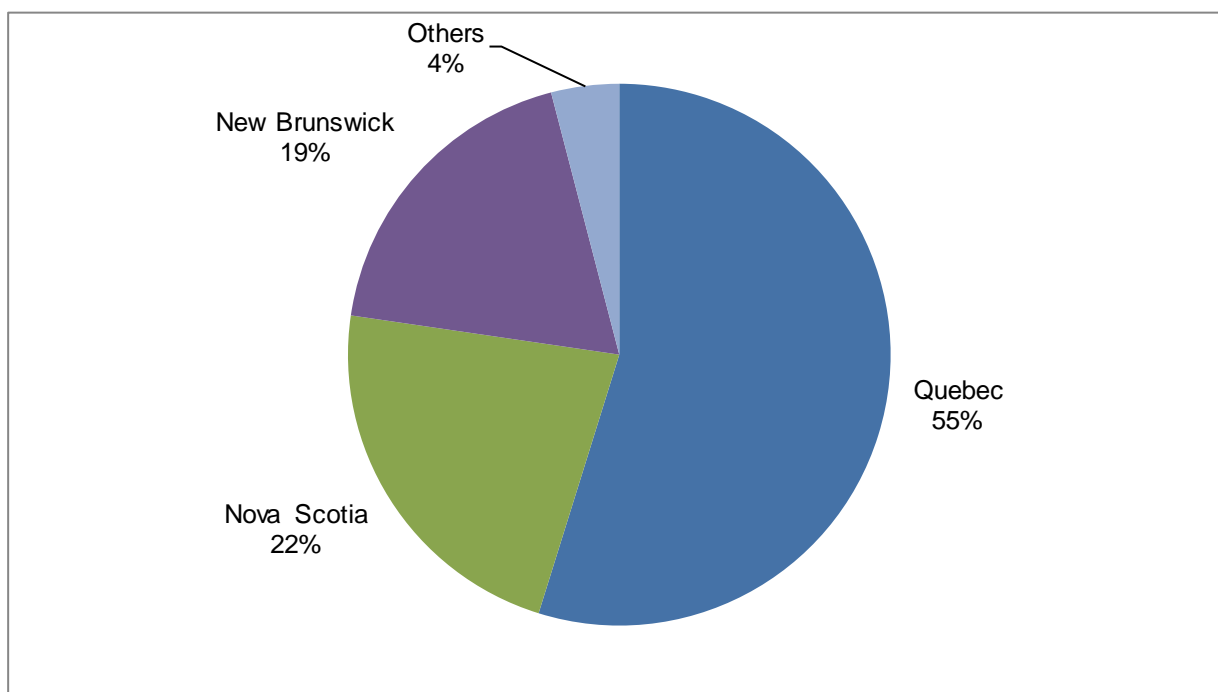
### 7.2.6. Christmas Tree Exports by Province 2009-2013



Source: Statistics Canada (CATSNet, June 2014)



### 7.2.7. Christmas Tree Exports by Province - Percentage Share, 2013



Source: Statistics Canada (CATSNet, June 2014)



## 7.2.8. Canada's Top Ten Christmas Tree Destinations

Country	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
United States	25,827.5	25,925.6	25,802.4	24,210.8	25,533.3
Panama	899.2	1,169.5	888.7	1,103.3	1,345.0
Netherlands Antilles	301.7	341.9	281.0	306.5	294.0
Bermuda	225.4	183.8	183.9	195.1	230.4
Venezuela	422.2	382.3	519.6	496.8	207.8
Aruba	274.1	152.5	122.0	148.1	101.3
Barbados	106.9	39.9	66.4	44.1	60.9
United Arab Emirates	13.0	11.0	28.6	54.6	56.1
Cayman Islands	33.5	30.1	29.6	20.4	23.5
Bahamas	131.7	60.9	70.1	59.6	22.3
Other Countries	150.5	66.1	110.7	52.9	57.2
<b>Total</b>	<b>28,385.7</b>	<b>28,363.6</b>	<b>28,103.1</b>	<b>26,692.4</b>	<b>27,931.9</b>
	Number				
United States	1,545,501	1,607,061	1,589,887	1,469,809	1,535,836
Panama	78,266	99,394	76,476	88,738	21,314
Netherlands Antilles	17,519	15,610	11,295	13,383	5,900
Bermuda	7,230	7,544	7,150	3,810	4,316
Venezuela	19,112	17,019	22,236	18,190	3,173
Aruba	12,996	7,060	6,018	7,046	1,511
Barbados	4,759	1,614	3,658	1,571	1,191
United Arab Emirates	300	490	1,038	1,625	738
Cayman Islands	1,793	1,783	1,441	1,114	574
Bahamas	6,947	3,321	3,855	2,712	338
Other Countries	7,531	3,173	4,712	1,813	848
<b>Total</b>	<b>1,701,954</b>	<b>1,764,069</b>	<b>1,727,766</b>	<b>1,609,811</b>	<b>1,575,739</b>

Source: Statistics Canada (CATSNet, September 2014)



### 7.2.9. Canada's Floriculture and Nursery<sup>1</sup> Export Destinations by U.S. State

State	2009	2010	2011	2012	2013
	Canadian Dollars (Thousands)				
New York	38,252.3	40,487.9	42,076.3	43,792.1	40,326.1
Washington	25,756.3	26,040.4	24,844.6	25,554.1	26,446.9
Massachusetts	25,854.1	26,181.2	25,352.6	26,580.6	26,038.6
Florida	18,233.4	17,101.5	17,317.8	18,055.2	21,456.0
Maine	20,318.7	18,191.6	17,716.0	18,037.7	18,186.7
Michigan	14,080.3	16,989.4	15,336.4	15,614.1	17,452.0
Pennsylvania	19,033.8	19,617.6	17,298.0	14,828.4	16,080.6
Illinois	13,718.2	11,522.7	11,474.8	13,151.4	14,504.3
New Jersey	12,440.9	14,028.7	16,034.6	16,020.5	13,980.6
California	7,080.0	7,088.8	8,911.5	10,438.8	11,351.7
Other U.S. States	96,209.1	100,462.5	93,968.1	85,935.4	101,324.8
<b>Total, United States</b>	<b>290,977.0</b>	<b>297,712.3</b>	<b>290,330.5</b>	<b>288,008.3</b>	<b>307,148.6</b>

Source: *Statistics Canada (CATSNet, June 2014)*

Note:

1. Includes Christmas trees.



## 7.3. Imports

### 7.3.1. Floriculture and Nursery<sup>1</sup> Imports by Province

Province	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Newfoundland and Labrador	0.2	0.2	0.2	0.2	0.2
Prince Edward Island	0.0	0.0	0.0	0.0	0.0
Nova Scotia	1.9	1.3	1.3	1.1	1.2
New Brunswick	3.5	4.1	3.9	5.4	5.5
Quebec	56.1	55.0	50.8	52.0	55.3
Ontario	192.6	176.6	183.6	199.5	216.7
Manitoba	27.1	28.8	28.0	31.4	32.9
Saskatchewan	1.8	1.2	1.0	1.9	1.5
Alberta	7.4	11.2	7.1	7.5	7.2
British Columbia	98.4	90.9	88.0	90.4	97.7
<b>Canada</b>	<b>388.9</b>	<b>369.4</b>	<b>363.8</b>	<b>389.4</b>	<b>418.2</b>

Source: Statistics Canada (CATSNet, June 2014)

Note:

1. Includes Christmas trees.

### 7.3.2. Top Ten Sources of Canada's Floriculture and Nursery<sup>1</sup> Imports

Country	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
United States	182.9	172.1	164.8	178.3	193.1
Colombia	72.0	70.3	68.9	78.7	82.8
Netherlands	51.0	49.5	49.4	46.2	48.6
Ecuador	31.9	30.4	32.3	36.6	41.4
Costa Rica	9.0	8.7	8.8	8.7	6.8
Mexico	5.3	4.8	4.6	4.8	5.5
Taiwan	4.1	4.4	4.0	4.0	4.5
Guatemala	3.0	3.2	3.1	3.8	4.0
Israel	3.8	3.8	3.8	3.8	3.7
China	2.4	2.7	2.9	2.6	2.8
Other Countries	23.6	19.4	21.2	22.0	25.0
<b>Total</b>	<b>388.9</b>	<b>369.4</b>	<b>363.8</b>	<b>389.4</b>	<b>418.2</b>

Source: Statistics Canada (CATSNet, June 2014)

Note:

1. Includes Christmas trees.



## 7.4. Global Trade

### 7.4.1. Top Ten Exporting Countries for Floriculture, Nursery, and Christmas Trees

Country	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Netherlands	11,765.6	10,792.4	11,140.1	10,594.4	11,077.8
Colombia	1,199.4	1,284.9	1,228.8	1,279.4	1,383.1
Germany	978.9	873.2	1,055.6	986.9	1,143.1
Italy	946.7	901.6	934.8	893.9	907.2
Belgium	905.6	878.3	893.5	870.8	918.4
Ecuador	617.8	618.3	677.1	705.2	848.5
Denmark	692.8	608.0	660.3	641.2	607.5
United States	468.4	427.5	418.6	399.8	430.3
Spain	322.3	292.3	327.2	340.0	339.4
Canada	301.4	304.8	297.9	295.7	314.6
Other Countries	2,420.4	2,329.6	2,475.4	2,553.1	2,681.3
<b>Total</b>	<b>20,619.2</b>	<b>19,310.9</b>	<b>20,109.3</b>	<b>19,560.4</b>	<b>20,651.2</b>

Source: *Global Trade Atlas (March 2014)*

### 7.4.2. Top Ten Importing Countries for Floriculture, Nursery, and Christmas Trees

Country	2009	2010	2011	2012	2013
	Canadian Dollars (Millions)				
Germany	3,897.0	3,566.4	3,893.4	3,618.2	3,547.2
Netherlands	2,180.4	1,934.8	1,916.9	1,945.1	2,157.0
United Kingdom	1,645.8	1,575.3	1,661.8	1,685.1	1,754.5
United States	1,551.2	1,527.6	1,530.2	1,620.0	1,722.9
France	1,796.7	1,572.3	1,381.4	1,282.0	1,355.0
Russia	743.8	763.1	912.9	973.2	979.2
Japan	615.7	651.1	662.2	717.6	665.7
Italy	752.7	772.4	774.5	683.5	661.7
Belgium	748.0	683.6	722.8	648.4	679.4
Switzerland	608.5	569.2	623.3	630.0	658.7
Other Countries	4,669.0	4,320.7	4,734.9	4,657.2	5,106.5
<b>Total</b>	<b>19,208.9</b>	<b>17,936.4</b>	<b>18,814.4</b>	<b>18,460.3</b>	<b>19,288.0</b>

Source: *Global Trade Atlas (July 2014)*



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## Definitions and Notes

### Employment

Full-time employment consists of individuals who usually work 30 hours or more per week at their main or only job. Seasonal worker refers to employees with a contract shorter than 8 months, and permanent worker refers to employees with a contract longer than 8 months.

### Floriculture

There is a technical distinction between specialized greenhouse flower and plant producers, greenhouse flowers and plants, and floriculture. Floriculture refers to greenhouse floriculture products that are reported as greenhouse flowers and plants (potted plants, cut flowers, bedding plants, cuttings and tree seedlings).

### Greenhouse

A greenhouse can be defined as an operation where plants are grown under glass, plastic or similar type of protection. Statistics Canada also asks respondents to report any area under poly-film or polyethylene.

### Greenhouse flower and plants

There is a technical distinction between specialized greenhouse flower and plant producers, greenhouse flowers and plants, and floriculture. Greenhouse flowers and plants products are indoor and outdoor potted plants (finished products), cut flowers, vegetable and ornamental bedding plants (transplants), cuttings, and tree seedlings (tree seedlings could also be reported as nursery product).

### Greenhouse Industry

The greenhouse industry is defined as all commercial greenhouse operations as identified each five years through the most recently completed Census of Agriculture. Hobby farms and non-commercial operations are excluded from this definition. The survey frame is maintained and updated throughout the inter-censal period from lists provided through external sources. Specific exclusions from the survey frame are conservatories maintained for non-commercial purposes, institutional farms, farms on First Nation reservations, Hutterite colonies as well as operations from the Yukon and North West Territories. Area under glass or plastic that is intended for the production of plants to be set out on the owners' farm is also excluded. Those establishments that derive their revenues primarily from either the retailing or wholesaling of greenhouse products are excluded from the data.





## **Nursery industry**

The term "nursery stock" covers a diverse range of non-edible, living plant material grown in field or in containers and sold with its root system intact. Nursery stock includes annual and perennial plants ranging from woody plants (e.g. trees, shrubs and rose bushes) to bedding plants and potted outdoor flowers.

The end purpose of the plants may be ornamental or functional (e.g. fruit trees, grape vines and forestry seedlings). Plant sizes range from seedlings to fully grown trees. "Nursery stock" excludes Christmas trees and various inputs such as growing medium (e.g. peat moss and top soil), fertilizer and pesticides.

Data presented includes operations that grow some or all of the commodity they sell. Firms that only distribute nursery stock or provide landscaping services are excluded.

## **Operating expenses**

Greenhouse operating expenses include payroll, plant material purchases, heating, lighting, ventilation costs, other crop expenses (fertilizer, pesticides, and growing mediums) and other operating expenses (interest, land taxes, insurance, packaging, repairs to farm buildings, machinery, equipment and vehicles, and contract work).

## **Sales**

All sales figures represent revenues accruing to growers. Published values are net of wholesale and retail trade margins. The breakdown of sales by channel of distribution is intended to help determine market structures.

## **Sod industry**

The Sod industry is defined as farms that produce sod. The current methodology is designed to account for all sod operations enumerated in the most recently completed Census of Agriculture. Some figures presented are estimates. Estimates pertain to sod operations of 40 acres or more in regions other than the Atlantic (10 acres or more in the Atlantic region). Institutional farms, farms on First Nation reserves, Hutterite colonies and farms from the Yukon and Northwest Territories are also excluded. The survey frame is continuously supplemented with lists from producer organizations, provincial registries and similar external sources.

Data presented focuses on operations that grow some or all of the commodity they sell. Firms that only distribute sod or provide landscaping or sod laying services are excluded.

## **Specialized greenhouse flower and plant producers**

There is a technical distinction between specialized greenhouse flower and plant producers, greenhouse flower and plant, and floriculture. Statistics Canada subtracts from the main estimate (total area of greenhouse) the sub-estimate of specialized greenhouse flower and plants producers if the respondent reported greenhouse flower and plant sales (excluding vegetable bedding plants) but did not report any greenhouse vegetables sales.



## Key Resources

Global Trade Atlas

Statistics Canada. 2011 Census of Agriculture

Statistics Canada CANSIM Table 001-0047

Statistics Canada CANSIM Table 001-0048

Statistics Canada CANSIM Table 001-0049

Statistics Canada CANSIM Table 001-0050

Statistics Canada CANSIM Table 001-0051

Statistics Canada CANSIM Table 001-0053

Statistics Canada CANSIM Table 001-0054

Statistics Canada CANSIM Table 001-0055

Statistics Canada CANSIM Table 001-0058

Statistics Canada CANSIM Table 001-0059

Statistics Canada CANSIM Table 001-0060

Statistics Canada CANSIM Table 001-0061

Statistics Canada CANSIM Table 002-0001

Statistics Canada. CATSNet

HS Codes: All import and export H.S. codes fall under Chapter 06 of the Custom Tariff.