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Statistical Overview of the Canadian Ornamental Industry **2021**

Prepared by
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Agriculture and Agri-Food Canada
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Table of Contents

Overview	1
1. Production	2
1.1. Number of Canadian ornamental farms by sub-sector.....	2
1.2. Area of Canadian ornamental farms by sub-sector	2
1.3. Production of greenhouse flowers and plants by category.....	2
1.4. Total area for production of specialized greenhouse flowers and plants by province	3
1.5. Total field-grown flowers area by province	3
1.6. Production of potted plants by variety	4
1.7. Production of cuttings by variety.....	5
1.8. Production of cut flowers by variety	5
1.9. Field-grown nursery tree and plant production	6
1.10. Container-grown nursery tree and plant production by variety.....	6
1.11. Total sod area by province	7
1.12. Sod operations by province	7
1.13. Christmas tree production by province	8
2. Sales and resales	9
2.1. Ornamental sales and resales by sub-sector	9
2.2. Greenhouse flower and plant sales by category	9
2.3. Greenhouse flower and plant sales and resales by province	10
2.4. Field-grown cut flower sales by province.....	10
2.5. Nursery stock sales and resales by province	11
2.6. Sod sales and resales by province.....	11
3. Trade	12
3.1. Canadian ornamental trade balance by category	12
3.2. Exports.....	13
3.2.1. Canadian floriculture and nursery exports by province	13
3.2.2. Canada's top ten floriculture and nursery export destinations	13
3.2.3. Christmas tree exports by province.....	14
3.2.4. Christmas tree exports by province.....	14
3.2.5. Canada's top ten Christmas tree destinations	15
3.2.6. Canada's top ten Christmas tree destinations	15
3.2.7. Canada's floriculture and nursery export destinations by U.S. state	16
3.3. Imports	17
3.3.1. Floriculture and nursery imports by province	17
3.3.2. Top ten sources of Canada's floriculture and nursery imports.....	17
3.4. World trade data	18
3.4.1. Top ten exporting countries for floriculture, nursery and Christmas trees	18
3.4.2. Top ten importing countries for floriculture, nursery and Christmas trees	18
4. Channels of distribution	19
4.1. Channels of distribution for flowers and plant sales and resales	19
4.2. Channels of distribution for nursery product sales and resales.....	19
5. Operating expenses	20
5.1. Greenhouse flower and plant producers' operating expenses by category	20
5.2. Nursery operating expenses by category	21
5.3. Sod operating expenses by category	21



6. Labour	22
6.1. Nursery, sod and greenhouse flowers, total employees	22
7. Key Resources	23



Overview

The ornamental horticulture sector includes the floriculture (primarily cut flowers and potted plants), nursery, Christmas tree, and turf sod industries.

While sales generally increased across the sector over the past two years, disruptions caused by the COVID-19 pandemic continued to present challenges for the ornamental horticulture sector in 2021, including increased costs to comply with measures to control the spread of COVID-19 among customers and workers, and labour shortages caused in part by difficulties travelling internationally. While retailers were open in most provinces for most of 2021, many continued to offer alternative online shopping channels, curbside pick-up, and home delivery, as well as physically distanced on-site sales.

For the ornamental sector, total annual sales were up 6.3% (to \$2.7 billion) in 2021 compared to the previous year, and 13% higher than the average of the previous four years.

Floriculture (flowering and non-flowering live potted plants, greenhouse and field-cut flowers) remained the largest ornamental sub-sector by revenue, accounting for 67.3% of total sales. The total value of floriculture sales have been increasing over the last five years, with the value of production in 2021 now 15.4% higher than the average of the previous four years. About half of total floriculture production in 2021 was in Ontario (49.1%), with 24.5% in British Columbia, 14.6% in Quebec and the remaining provinces accounting for 11.8%. Nursery product sales and resales were up 4.3% to \$747.5 million in 2021 (year over year), accounting for 27.2% of total ornamental sales. By province, Ontario accounted for the largest share of total nursery sales (44.8%), followed by British Columbia (30.4%) and Quebec (14.5%)

The total turf sod area increased in 2021, up 3.7% over the previous year, and 7.3% higher than the average of the previous four years, to 21,168 hectares in 2021. While the total value of turf sod sales rose by 1.9% year-over-year to \$149.7 million, accounting for 5.5% of total ornamental sales. Ontario led the country in turf sod sales (\$64.4 million) at 43.0% of the national total.

Canada exports a diverse range of live plants with soil to the U.S. including turf sod, potted plants and bedding plants to markets which can be reached by truck transportation. Most other countries cannot sell plants with soil to the U.S. for phytosanitary reasons.

Canada's largest ornamental trading partner is the United States, accounting for 99.5% of exports and 51.8% of imports, by value, for the sector. The total value of Canadian ornamental exports rose by 27% from 2020 to \$842 million in 2021. In 2021, exports to the United States totaled \$838 million and accounted for 99.5% of total Canadian ornamental exports while plant imports from the United States totaled \$329 million, accounting for 48.1% of total Canadian ornamental horticulture imports.

Total annual Christmas tree exports rose in value to \$90.2 million in 2021, 14% higher than 2020 and 32% higher than the average of the previous four years. This higher revenue was achieved on lower volumes of 2.4 million trees exported, 2.6% lower than 2020 and 6.6% lower than the average of the previous four years. 97.2 % of Christmas tree exports are to the United States.

Labour shortages were among the most pressing concerns continuing to face the horticulture sector. Rapidly evolving COVID-19 control requirements for housing, workspaces, and retail demanded time and resources from firms and suppliers. Travel restrictions, testing requirements, and availability of air and land transportation limited the ability of seasonal and temporary foreign workers to reach their workplaces in Canada. The nursery sod and floriculture industries employed 24,159 seasonal and temporary workers in the 2021 season, with 67% (16,234) of the employees seasonal and 33% (7,925) permanent. This represents a 2.7% contraction from the previous year (2020, also affected by COVID-19) and a 7.7% contraction over the average of the previous five years.



1. Production

1.1. Number of Canadian ornamental farms¹ by sub-sector

	2017	2018	2019	2020	2021	2021 % Share
Nursery	2,278	2,209	2,127	1,993	1,840	48.3%
Greenhouse, specialized flower producers	1,703	1,646	1,620	1,615	1,557	40.9%
Sod	246	244	248	228	223	5.9%
Field-grown cut flowers	178	197	172	185	189	5.0%
Total	4,405	4,296	4,167	4,021	3,809	100.0%

Note:

1. Number of farms of greenhouse indoor and outdoor potted plants, greenhouse bedding plants, greenhouse cuttings and tree seedlings, greenhouse stems and Christmas trees are not reported in this table.

Source: Statistics Canada. Tables 32-10-0029-01, 32-10-0019-01, 32-10-0034-01 and 32-10-0452-01

1.2. Area of Canadian ornamental farms¹ by sub-sector (hectares)

	2017	2018	2019	2020	2021	2021 % Share
Nursery	17,691	17,202	16,886	16,041	15,669	41.3%
Greenhouse, specialized flower producers	735	712	706	709	670	1.8%
Sod	20,522	19,327	18,667	20,417	21,168	55.8%
Field-grown cut flowers	276	303	329	410	449	1.2%
Total	39,224	37,544	36,588	37,577	37,956	100.0%

Note:

1. Number of farms of greenhouse indoor and outdoor potted plants, greenhouse bedding plants, greenhouse cuttings and tree seedlings, greenhouse stems and Christmas trees are not reported in this table.

Source: Statistics Canada. Tables 32-10-0029-01, 32-10-0019-01, 32-10-0034-01 and 32-10-0452-01

1.3. Production of greenhouse flowers and plants by category (number of flowers and plants in millions)

	2017	2018	2019	2020	2021	2021 % Share
Bedding plants, ornamental	457.46	441.26	415.81	412.41	409.44	39.3%
Cut flowers	291.34	296.29	285.70	271.84	301.41	28.9%
Potted plants ¹	209.26	213.19	210.68	219.66	233.29	22.4%
Cuttings	87.91	84.61	94.20	91.57	97.10	9.3%
Total	1,045.98	1,035.35	1,006.40	995.48	1,041.24	100.0%

Note:

1. Includes indoor potted plants and outdoor potted plants.

Source: Statistics Canada. Table 32-10-0246-01 Production and sale of greenhouse flowers and plants



1.4. Total area for production of specialized greenhouse flowers and plants by province (square metres)

	2017	2018	2019	2020	2021	2021 % Share
Atlantic provinces	260,182	251,901	247,964	252,718	256,350	3.8%
Quebec	1,181,037	1,178,262	1,239,323	1,189,905	1,045,923	15.6%
Ontario	3,480,642	3,417,170	3,484,294	3,379,181	3,211,391	47.9%
Prairie provinces	837,687	799,593	782,336	811,452	788,159	11.8%
British Columbia	1,584,010	1,475,556	1,308,806	1,453,804	1,398,996	20.9%
Canada	7,353,127	7,122,483	7,062,723	7,087,059	6,700,819	100.0%

Source: Statistics Canada. Table 32-10-0019-01 Estimates of specialized greenhouse operations, greenhouse area, and months of operation

1.5. Total field-grown flowers area by province (hectares)

	2017	2018	2019	2020	2021	2021 % Share
Nova Scotia	x	x	0	x	3	0.7%
Quebec	4	8	13	43	48	10.7%
Ontario	98	117	108	125	142	31.6%
British Columbia	164	168	192	229	245	54.6%
Canada¹	276	303	329	410	449	100.0%

Notes:

1. Totals may not add up as some data was suppressed to meet confidentiality requirements of the *Statistics Act*.

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

Source: Statistics Canada. Table 32-10-0452-01 Estimates of field-grown cut flowers area, production and sales



1.6. Production of potted plants by variety (number of plants in thousands)

	2017	2018	2019	2020	2021	2021 % Share
Tropical foliage and green plants	15,557	15,279	17,310	19,131	19,936	8.6%
Geraniums, outdoor	15,633	15,726	13,890	12,910	13,668	5.9%
Fine herb plants, outdoor	12,561	12,324	10,076	10,016	13,654	5.9%
Herbaceous flowering perennials, outdoor	7,960	9,529	11,806	12,804	13,267	5.7%
Vegetable plants, outdoor	9,714	9,708	9,580	11,639	12,978	5.6%
Outdoor hanging pots	11,433	11,689	12,004	10,812	11,114	4.8%
Kalanchoes, indoor	7,178	9,072	9,331	8,367	9,639	4.1%
Miniature roses, indoor	10,214	9,555	8,968	8,531	9,438	4.1%
Orchids, indoor	3,036	3,170	3,020	5,314	5,866	2.5%
Chrysanthemums, indoor	6,037	6,806	6,329	4,984	5,679	2.4%
Petunias, outdoor	6,878	5,592	5,182	5,151	5,579	2.4%
Begonias, outdoor	6,135	6,099	5,357	5,181	5,276	2.3%
Poinsettias, indoor	5,690	5,899	4,741	4,740	4,928	2.1%
African violets, indoor	3,833	4,377	4,296	4,007	4,189	1.8%
Gerberas, indoor	4,171	4,345	3,422	3,377	3,507	1.5%
Hawker's balsams, outdoor	3,977	4,067	3,551	3,616	3,492	1.5%
Lilies, indoor	2,811	3,121	2,783	2,678	2,999	1.3%
Calibrachos, outdoor	2,373	2,310	2,440	2,498	2,810	1.2%
Chrysanthemums, outdoor	3,660	2,969	2,622	2,716	2,731	1.2%
Tulips, indoor	2,158	2,216	2,381	1,616	2,134	0.9%
Cyclamens, indoor	1,719	1,843	1,646	2,087	1,833	0.8%
Indoor hanging pots	940	1,212	1,313	1,888	1,787	0.8%
Primulas, indoor	2,291	1,960	2,027	1,745	1,735	0.7%
Pansies, outdoor	1,619	1,680	1,620	1,402	1,609	0.7%
Dahlia, outdoor	974	918	915	887	920	0.4%
Verbenas, outdoor	1,130	845	907	865	807	0.3%
Azaleas, indoor	611	656	494	461	435	0.2%
Rudbeckias, outdoor	190	180	308	346	268	0.1%
Argyranthemum, outdoor	319	251	236	238	227	0.1%
Heliopsis, outdoor	42	48	71	83	106	0.0%
Other indoor pots	13,241	14,081	15,663	15,575	16,636	7.1%
Other outdoor pots	44,872	45,407	46,107	53,681	53,735	23.1%
Total potted plants	208,956	212,933	210,397	219,348	232,979	100.0%

Source: Statistics Canada. Table 32-10-0021-01 Production of plants, flowers and tree seedlings



1.7. Production of cuttings by variety (number of cuttings in thousands)

	2017	2018	2019	2020	2021	2021 % Share
Geraniums, cuttings	12,318	11,316	11,995	11,812	12,053	12.4%
Poinsettias, cuttings	5,159	5,046	5,435	5,404	5,566	5.7%
Chrysanthemums, cuttings	4,115	4,001	4,117	4,104	4,811	5.0%
Impatiens, cuttings	4,153	3,821	4,229	3,831	4,162	4.3%
Other cuttings	62,164	60,429	68,426	66,422	70,505	72.6%
Total cuttings	87,910	84,614	94,202	91,573	97,096	100.0%

Source: Statistics Canada. Table 32-10-0021-01 Production of plants, flowers and tree seedlings

1.8. Production of cut flowers¹ by variety (number of cut flowers in thousands)

	2017	2018	2019	2020	2021	2021 % Share
Tulips, stems	119,132	124,903	120,896	102,997	121,879	40.4%
Gerberas, stems	81,079	80,295	69,183	73,195	74,715	24.8%
Snapdragons, stems	18,864	20,725	22,360	21,816	25,304	8.4%
Chrysanthemums, stems	23,142	21,769	20,654	23,278	23,083	7.7%
Lilies, stems	9,999	12,113	11,525	12,080	13,457	4.5%
Lisianthus, stems	5,440	4,016	6,208	8,071	11,046	3.7%
Alstroemerias, stems	7,491	5,754	3,665	3,711	3,684	1.2%
Roses, stems	4,417	3,557	3,831	3,071	3,079	1.0%
Freesias, stems	5,979	4,745	3,732	2,857	2,511	0.8%
Daffodils, stems	2,623	2,759	1,387	1,231	1,457	0.5%
Irises, stems	1,834	2,033	1,649	214	280	0.1%
Other cut flowers	11,341	13,618	20,611	19,321	20,918	6.9%
Total cut flowers	291,342	296,285	285,703	271,842	301,411	100.0%

Note:

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

Source: Statistics Canada. Table 32-10-0021-01 Production of plants, flowers and tree seedlings



1.9. Field-grown nursery tree and plant production by variety (number of trees and plants in thousands)

	2017	2018	2019	2020	2021	2021 % Share
Small fruit bushes	50,368	50,007	44,415	30,885	31,339	58.0%
Perennials and annuals	3,703	3,702	4,020	4,792	6,524	12.1%
Tree seedlings	6,026	4,370	4,080	3,399	3,508	6.5%
Fruit trees	1,604	1,328	1,424	1,301	2,433	4.5%
Conifer trees	1,905	2,032	2,715	2,525	2,326	4.3%
Shade and ornamental trees	1,571	1,317	1,621	1,815	1,502	2.8%
Deciduous shrubs	1,616	1,731	1,403	1,374	1,488	2.8%
Vines	1,516	1,127	1,440	2,280	1,137	2.1%
Evergreen and conifer shrubs	764	509	496	529	395	0.7%
Evergreen and broadleaf shrubs	573	285	341	558	266	0.5%
Other trees and plants	130	168	1,366	474	3,161	5.8%
Total	69,777	66,576	63,320	49,930	54,079	100.0%

Source: Statistics Canada. Table 32-10-0031-01 Nursery tree and plant production

1.10. Container-grown nursery tree and plant production by variety (number of trees and plants in thousands)

	2017	2018	2019	2020	2021	2021 % Share
Perennials and annuals	15,975	15,413	13,142	14,889	15,149	33.5%
Deciduous shrubs	9,984	9,037	8,872	9,198	10,143	22.4%
Evergreen and conifer shrubs	4,547	6,043	5,209	5,754	4,773	10.6%
Conifer trees	2,685	998	1,560	2,581	3,445	7.6%
Evergreen and broadleaf shrubs	3,295	2,880	3,325	3,371	3,069	6.8%
Small fruit bushes	3,441	3,111	3,232	3,325	2,848	6.3%
Tree seedlings	2,994	1,458	1,749	1,758	949	2.1%
Shade and ornamental trees	1,196	1,093	1,160	987	931	2.1%
Vines	769	391	377	423	544	1.2%
Fruit trees	210	159	352	305	204	0.5%
Other trees and plants	2,249	858	1,800	3,089	3,185	7.0%
Total	47,345	41,442	40,778	45,680	45,242	100.0%

Source: Statistics Canada. Table 32-10-0031-01 Nursery tree and plant production



1.11. Total sod area by province (hectares)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	x	254	247	251	250	1.2%
Prince Edward Island	x	70	69	68	72	0.3%
Nova Scotia	975	965	922	1,070	1,162	5.5%
New Brunswick	467	253	249	238	204	1.0%
Quebec	4,237	4,035	4,165	4,455	5,042	23.8%
Ontario	8,624	7,927	7,364	8,758	9,062	42.8%
Manitoba	749	786	911	1,133	1,167	5.5%
Saskatchewan	564	622	614	497	460	2.2%
Alberta	3,714	3,589	3,312	3,214	3,086	14.6%
British Columbia	859	827	816	732	664	3.1%
Canada	20,522	19,327	18,667	20,417	21,168	100.0%

Note:
x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.
Source: Statistics Canada. Table 32-10-0034-01 Estimates of sod area, sales and resales

1.12. Sod operations¹ by province (number)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	23	21	21	19	17	7.6%
Prince Edward Island	4	3	3	2	x	N/A
Nova Scotia	10	11	11	8	8	3.6%
New Brunswick	9	10	10	6	x	N/A
Quebec	61	58	57	50	48	21.5%
Ontario	65	65	65	70	72	32.3%
Manitoba	10	11	12	11	11	4.9%
Saskatchewan	8	9	13	8	7	3.1%
Alberta	26	26	26	26	27	12.1%
British Columbia	30	30	30	28	26	11.7%
Canada	246	244	248	228	223	100.0%

Notes:
1. Firms that only distribute sod or nursery stock, or just landscape and lay sod are excluded.
x: Suppressed to meet the confidentiality requirements of the *Statistics Act*.
N/A: Not applicable.
Source: Statistics Canada. Table 32-10-0034-01 Estimates of sod area, sales and resales



1.13. Christmas tree production¹ by province (number of farms and area)

	Number of farms 2021	Number of farms 2021 % share	Area (hectares) 2021	Area (hectares) 2021 % share
Newfoundland and Labrador	1	0.1%	F	N/A
Prince Edward Island	13	1.0%	112	0.5%
Nova Scotia	213	15.6%	5,315	25.9%
New Brunswick	65	4.8%	2,344	11.4%
Quebec	257	18.8%	7,757	37.7%
Ontario	418	30.6%	3,258	15.8%
Manitoba	35	2.6%	148	0.7%
Saskatchewan	26	1.9%	172	0.8%
Alberta	60	4.4%	177	0.9%
British Columbia	276	20.2%	1,272	6.2%
Canada	1,364	100.0%	20,559	100.0%

Notes:

F: Too unreliable to be published.

N/A: Not applicable.

Source: Statistics Canada. Table 32-10-0249-01 Land use, Census of Agriculture, 2021



2. Sales and resales

2.1. Ornamental sales and resales by sub-sector (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Greenhouse flower and plants	1,503.9	1,555.7	1,575.4	1,694.2	1,818.0	66.2%
Nursery	659.5	660.8	679.8	716.9	747.5	27.2%
Sod	147.3	139.8	134.1	146.9	149.7	5.5%
Field-grown cut flowers	17.0	18.6	14.9	23.9	29.4	1.1%
Total	2,327.7	2,374.8	2,404.2	2,582.0	2,744.5	100.0%

Source: Statistics Canada. Tables 32-10-0023-01, 32-10-0032-01, 32-10-0034-01 and 32-10-0452-01

2.2. Greenhouse flower and plant sales¹ by category (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Potted plants ^{2,3}	789.7	834.2	853.0	903.8	995.2	69.2%
Bedding plants, ornamental	204.2	204.8	207.5	230.1	226.9	15.8%
Cut flowers	127.8	133.2	133.5	137.7	158.0	11.0%
Cuttings ³	44.8	44.2	51.1	51.6	57.5	4.0%
Total	1,166.5	1,216.4	1,245.2	1,323.2	1,437.6	100.0%

Notes:

1. Farm gate value (before sales tax).
2. Includes indoor potted plants and outdoor potted plants.
3. Includes mixed operations (vegetables, flowers and plants), excluding cannabis operations.

Source: Statistics Canada. Table 32-10-0246-01 Production and sale of greenhouse flowers and plants



2.3. Greenhouse flower and plant sales and resales by province (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	8.7	8.6	8.2	8.2	x	N/A
Prince Edward Island	5.5	5.5	6.2	8.2	x	N/A
Nova Scotia	13.0	12.7	13.5	15.0	14.7	0.8%
New Brunswick	44.3	45.2	46.3	48.9	54.3	3.0%
Quebec	192.6	212.2	215.2	240.7	268.6	14.8%
Ontario	774.9	805.0	817.6	839.5	892.9	49.1%
Manitoba	33.4	35.4	35.9	37.2	36.1	2.0%
Saskatchewan	10.9	12.1	13.5	15.4	18.5	1.0%
Alberta	76.9	79.9	76.4	80.7	78.8	4.3%
British Columbia	343.9	339.0	342.7	400.6	439.3	24.2%
Canada	1,503.9	1,555.7	1,575.4	1,694.2	1,818.0	100.0%

Notes:

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

N/A: Not applicable.

Source: Statistics Canada. Table 32-10-0023-01 Total value of greenhouse products

2.4. Field-grown cut flower sales by province (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Nova Scotia	x	x	0.0	79.1	113.0	0.4%
Quebec	73.9	164.6	285.3	429.0	339.7	1.2%
Ontario	5,755.5	8,012.5	5,771.0	8,837.9	15,037.4	51.2%
Saskatchewan	x	x	41.8	38.2	44.2	0.2%
Alberta	x	x	212.0	66.7	62.3	0.2%
British Columbia	10,825.8	10,003.3	8,557.4	14,437.9	13,706.0	46.7%
Canada¹	17,007.4	18,611.1	14,875.7	23,924.1	29,350.0	100.0%

Notes:

1. Totals may not add up as some data was suppressed to meet confidentiality requirements of the *Statistics Act*.

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

Source: Statistics Canada. Table 32-10-0452-01 Estimates of field-grown cut flowers area, production and sales



2.5. Nursery stock¹ sales and resales by province (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	x	0.7	0.6	0.6	0.5	0.1%
Prince Edward Island	x	1.0	1.2	1.4	1.6	0.2%
Nova Scotia	10.5	10.8	11.1	10.0	10.3	1.4%
New Brunswick	3.2	3.3	3.0	2.6	2.3	0.3%
Quebec	87.7	86.3	90.5	102.8	108.1	14.5%
Ontario	290.4	276.9	279.0	303.6	334.5	44.8%
Manitoba	14.4	15.5	14.5	15.7	14.4	1.9%
Saskatchewan	6.2	5.2	4.9	5.0	5.2	0.7%
Alberta	47.2	48.4	46.7	45.3	43.2	5.8%
British Columbia	198.1	212.6	228.4	229.9	227.3	30.4%
Canada	659.5	660.8	679.8	716.9	747.5	100.0%

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.

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

Source: Statistics Canada. Table 32-10-0032-01 Nursery stock sales and resales

2.6. Sod sales and resales by province (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	x	2.7	2.5	2.4	2.3	1.6%
Prince Edward Island	x	0.6	0.7	0.7	0.8	0.5%
Nova Scotia	4.1	3.9	4.8	5.6	6.4	4.3%
New Brunswick	3.0	2.1	2.1	1.9	1.7	1.1%
Quebec	29.7	29.3	27.4	32.6	35.4	23.6%
Ontario	59.1	54.5	53.0	61.2	64.4	43.0%
Manitoba	4.3	4.1	4.5	5.0	5.2	3.5%
Saskatchewan	3.9	4.3	4.2	4.1	3.5	2.3%
Alberta	27.8	26.6	23.8	22.5	20.2	13.5%
British Columbia	12.0	11.5	11.1	10.9	9.9	6.6%
Canada¹	147.3	139.8	134.1	146.9	149.7	100.0%

Notes:

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

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

Source: Statistics Canada. Table 32-10-0034-01 Estimates of sod area, sales and resales



3. Trade

3.1. Canadian ornamental trade balance by category (thousands of Canadian dollars)

		2017	2018	2019	2020	2021
Bulbs, tubers, tuberous roots, etc.	Exports	22,050	21,959	27,233	19,144	31,599
	Imports	53,370	55,900	51,945	53,329	70,363
	Trade balance	-31,320	-33,942	-24,712	-34,186	-38,764
Other live plants, including their roots, cuttings and slips, etc.	Exports	339,499	363,535	418,875	464,930	584,024
	Imports	262,371	275,824	300,322	310,963	367,777
	Trade balance	77,128	87,711	118,554	153,967	216,247
Cut flowers and flower buds for bouquets or ornamental purposes, etc.	Exports	76,140	79,866	85,176	78,333	102,730
	Imports	172,869	170,317	167,705	137,834	184,899
	Trade balance	-96,729	-90,452	-82,529	-59,501	-82,168
Foliage, branches and other parts of plants, etc.¹	Exports	63,034	77,155	96,291	98,370	123,499
	Imports	42,464	45,207	47,643	45,952	61,272
	Trade balance	20,570	31,948	48,648	52,418	62,227
Total	Exports	500,722	542,514	627,575	660,776	841,852
	Imports	531,074	547,248	567,614	548,078	684,311
	Overall trade balance	-30,351	-4,734	59,960	112,698	157,541

Note:

1. Includes Christmas trees.

Source: Statistics Canada (CATSNet, June 2022)



3.2. Exports

3.2.1. Canadian floriculture and nursery exports¹ by province (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	1	7	0	6	5	0.0%
Prince Edward Island	3,776	4,318	4,672	5,374	5,475	0.7%
Nova Scotia	18,645	17,669	20,551	21,694	31,331	3.7%
New Brunswick	30,331	34,374	36,419	37,243	50,889	6.0%
Quebec	44,837	54,285	75,857	77,597	91,184	10.8%
Ontario	289,460	312,421	349,521	360,885	474,438	56.4%
Manitoba	1,274	1,305	1,500	293	458	0.1%
Saskatchewan	134	92	113	146	184	0.0%
Alberta	163	219	190	88	711	0.1%
British Columbia	112,102	117,823	138,753	157,450	187,179	22.2%
Canada²	500,722	542,514	627,575	660,776	841,852	100.0%

Notes:

1. Includes Christmas trees.

2. Canada total derived from the sum of available provincial data.

Source: Statistics Canada (CATSNet, June 2022)

3.2.2. Canada's top ten floriculture and nursery¹ export destinations (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
United States	496,826	538,881	623,363	657,717	837,568	99.5%
Panama	1,901	1,683	1,767	1,295	1,608	0.2%
Curaçao	430	286	329	338	481	0.1%
Bermuda	244	265	286	313	356	0.0%
Aruba	226	255	380	173	316	0.0%
China	17	0	9	0	243	0.0%
Mexico	0	144	23	29	137	0.0%
Venezuela	0	0	117	129	120	0.0%
Sint Maarten (Dutch part)	53	57	98	30	120	0.0%
Barbados	108	94	88	92	111	0.0%
Others	916	849	1,113	659	791	0.1%
Total	500,722	542,514	627,575	660,776	841,852	100.0%

Note:

1. Includes Christmas trees.

Source: Statistics Canada (CATSNet, June 2022)



3.2.3. Christmas tree exports by province¹ (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Prince Edward Island	0	0	0	0	102	0.1%
Nova Scotia	7,072	6,701	9,477	9,455	11,407	12.6%
New Brunswick	7,297	11,233	10,788	10,696	12,607	14.0%
Quebec	34,157	43,576	59,807	56,298	63,103	69.9%
Ontario	863	649	408	513	611	0.7%
Manitoba	0	9	0	0	0	0.0%
Saskatchewan	9	24	34	39	35	0.0%
British Columbia	9	686	1,323	1,796	2,399	2.7%
Canada	49,406	62,878	81,837	78,797	90,263	100.0%

Note:

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

Source: Statistics Canada (CATSNet, June 2022)

3.2.4. Christmas tree exports by province¹ (number of Christmas trees)

	2017	2018	2019	2020	2021	2021% Share
Prince Edward Island	0	0	0	0	1,450	0.1%
Nova Scotia	317,438	280,512	392,149	419,485	438,150	18.1%
New Brunswick	250,557	314,687	345,861	335,772	440,174	18.1%
Quebec	1,666,198	1,610,529	2,046,599	1,766,330	1,443,660	59.5%
Ontario	34,486	25,040	13,888	20,887	25,288	1.0%
Manitoba	0	851	0	0	0	0.0%
Saskatchewan	695	1,425	1,273	2,262	1,964	0.1%
British Columbia	713	25,597	39,931	53,562	75,598	3.1%
Canada	2,270,087	2,258,641	2,839,701	2,598,298	2,426,284	100.0%

Note:

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

Source: Statistics Canada (CATSNet, June 2022)



3.2.5. Canada's top ten Christmas tree destinations (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
United States	46,043	59,953	78,315	76,069	86,698	96.1%
Panama	1,901	1,683	1,767	1,295	1,608	1.8%
Curaçao	430	286	329	328	472	0.5%
Bermuda	242	243	269	313	356	0.4%
Aruba	226	255	351	173	316	0.3%
Venezuela	0	0	117	129	120	0.1%
Sint Maarten (Dutch part)	53	57	98	30	118	0.1%
Barbados	88	74	74	90	106	0.1%
United Arab Emirates	87	93	100	59	105	0.1%
Cayman Islands	73	52	80	100	88	0.1%
Others	262	183	336	210	276	0.3%
Total	49,406	62,878	81,837	78,797	90,263	100.0%

Source: Statistics Canada (CATSNet, June 2022)

3.2.6. Canada's top ten Christmas tree destinations (number of Christmas trees)

	2017	2018	2019	2020	2021	2021 % Share
United States	2,206,996	2,196,069	2,769,207	2,547,302	2,359,056	97.2%
Panama	32,057	35,690	34,394	20,912	29,613	1.2%
Curaçao	7,856	5,975	5,811	6,287	8,966	0.4%
Aruba	3,963	4,676	6,990	3,416	6,493	0.3%
Bermuda	6,321	5,708	6,470	6,982	5,713	0.2%
Venezuela	0	0	2,201	2,674	2,435	0.1%
Sint Maarten (Dutch part)	1,148	872	1,719	719	2,194	0.1%
Barbados	1,745	1,935	1,354	2,046	2,163	0.1%
Singapore	845	848	1,948	652	2,099	0.1%
United Arab Emirates	1,906	2,220	2,092	1,297	2,081	0.1%
Others	7,250	4,648	7,515	6,011	5,471	0.2%
Total	2,270,087	2,258,641	2,839,701	2,598,298	2,426,284	100.0%

Source: Statistics Canada (CATSNet, June 2022)



3.2.7. Canada's floriculture and nursery¹ export destinations by U.S. state (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
New York	64,505	68,028	77,009	74,865	80,829	9.7%
Florida	30,236	36,013	42,387	51,721	75,319	9.0%
Washington, state	43,009	43,873	49,636	52,118	62,653	7.5%
Massachusetts	32,827	31,692	37,084	35,944	52,355	6.3%
Illinois	25,588	29,520	38,918	42,479	48,162	5.8%
Michigan	30,244	32,641	41,162	39,683	47,830	5.7%
California	28,609	30,608	28,526	32,110	41,968	5.0%
New Jersey	20,679	22,428	26,263	29,274	37,949	4.5%
Ohio	21,844	22,691	25,521	28,886	36,205	4.3%
Maine	24,838	25,338	27,590	28,395	33,471	4.0%
Other U.S. states	174,448	196,049	229,267	242,243	320,826	38.3%
Total, United States	496,826	538,881	623,363	657,717	837,568	100.0%

Note:

1. Includes Christmas trees.

Source: Statistics Canada (CATSNet, June 2022)



3.3. Imports

3.3.1. Floriculture and nursery¹ imports by province (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Newfoundland and Labrador	106	129	126	32	79	0.0%
Prince Edward Island	4	0	8	0	0	0.0%
Nova Scotia	1,627	1,839	1,883	3,651	2,407	0.4%
New Brunswick	7,314	8,405	9,872	10,202	11,343	1.7%
Quebec	64,910	59,996	56,685	60,215	82,726	12.1%
Ontario	289,971	306,071	326,206	306,632	385,747	56.4%
Manitoba	27,662	30,331	26,509	25,022	30,399	4.4%
Saskatchewan	2,947	4,201	6,593	12,711	14,416	2.1%
Alberta	15,307	11,238	10,798	7,180	9,395	1.4%
British Columbia	121,226	125,037	128,934	122,433	147,799	21.6%
Canada	531,074	547,248	567,614	548,078	684,311	100.0%

Note:

1. Includes Christmas trees.

Source: Statistics Canada (CATSNet, June 2022)

3.3.2. Top ten sources of Canada's floriculture and nursery¹ imports (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
United States	251,838	261,485	276,183	283,348	329,368	48.1%
Colombia	111,072	111,380	106,707	87,919	110,403	16.1%
Netherlands	58,827	61,723	58,799	61,168	78,911	11.5%
Ecuador	37,764	36,525	37,229	30,936	45,347	6.6%
Mexico	8,719	10,594	13,815	14,806	19,519	2.9%
Taiwan	6,660	8,280	11,182	8,789	13,458	2.0%
China	4,365	4,020	5,887	7,099	11,055	1.6%
Guatemala	6,289	7,522	7,431	8,077	10,206	1.5%
Costa Rica	5,458	5,548	5,762	5,389	7,793	1.1%
India	3,851	4,164	4,278	3,711	6,144	0.9%
Others	36,231	36,008	40,343	36,834	52,105	7.6%
Total	531,074	547,248	567,614	548,078	684,311	100.0%

Note:

1. Includes Christmas trees.

Source: Statistics Canada (CATSNet, June 2022)



3.4. World trade data

3.4.1. Top ten exporting countries for floriculture, nursery and Christmas trees (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Netherlands	13,198,359	14,197,377	14,424,559	14,879,970	17,837,585	51.0%
Colombia	1,846,648	1,913,830	1,986,219	1,923,731	2,198,782	6.3%
Italy	1,212,402	1,365,030	1,343,393	1,427,946	1,706,225	4.9%
Germany	1,335,156	1,465,103	1,428,553	1,449,941	1,508,223	4.3%
Ecuador	1,159,629	1,110,364	1,177,241	1,135,638	1,209,205	3.5%
Belgium	784,450	915,014	919,569	874,036	1,030,241	2.9%
Kenya	787,804	815,550	864,849	852,914	1,009,803	2.9%
Canada	500,722	542,514	627,575	660,776	841,852	2.4%
Spain	523,479	632,502	671,308	675,942	832,469	2.4%
China	435,506	491,644	573,750	631,730	714,643	2.0%
Others	5,249,871	5,642,312	6,006,515	5,979,472	6,120,015	17.5%
Total	27,034,026	29,091,240	30,023,531	30,492,096	35,009,043	100.0%

Source: Global Trade Tracker (June 2022)

3.4.2. Top ten importing countries for floriculture, nursery and Christmas trees (thousands of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Germany	4,103,897	4,400,504	4,317,099	4,423,246	5,000,415	16.0%
United States	2,969,817	3,143,665	3,431,014	3,424,526	4,460,808	14.2%
Netherlands	3,275,447	3,477,670	3,447,790	3,657,678	4,105,319	13.1%
United Kingdom	2,013,124	2,078,718	1,992,829	2,025,968	2,259,586	7.2%
France	1,582,264	1,702,273	1,696,656	1,629,245	2,009,815	6.4%
Russia	739,964	783,907	749,532	703,603	993,680	3.2%
Switzerland	730,484	769,641	756,629	788,808	913,215	2.9%
Italy	824,419	794,236	589,742	825,355	864,849	2.8%
Belgium	569,996	656,337	718,456	734,454	829,878	2.6%
Japan	758,406	787,588	797,759	741,939	744,975	2.4%
Others ¹	7,607,645	8,444,796	8,691,063	8,549,493	9,158,545	29.2%
Total	25,175,463	27,039,335	27,188,569	27,504,315	31,341,085	100.0%

Note:

1. In 2021, Canada ranked 12th globally with imports totalling \$684 million.

Source: Global Trade Tracker (June 2022)



4. Channels of distribution

4.1. Channels of distribution for flowers and plant sales and resales (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Mass market chain stores	488.7	474.3	436.5	507.0	567.5	31.2%
Domestic wholesalers	283.1	309.6	317.4	308.1	327.5	18.0%
Direct sales to the public ¹	201.4	218.9	219.6	237.3	265.3	14.6%
Retail florists	165.7	183.8	177.4	205.0	208.3	11.5%
Exported	141.9	158.9	210.1	203.9	201.1	11.1%
Other greenhouses	175.2	160.0	175.3	189.8	200.1	11.0%
Other channels	36.2	38.0	28.4	32.2	34.8	1.9%
Government and public agencies	11.6	12.2	10.9	11.1	13.3	0.7%
Total sales	1,503.9	1,555.7	1,575.4	1,694.2	1,818.0	100.0%

Note:

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

Source: Statistics Canada. Table 32-10-0022-01 Channels of distribution for horticulture product sales and resales

4.2. Channels of distribution for nursery product sales and resales (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Landscape contractors	182.4	170.2	173.4	176.8	188.0	25.1%
Garden centres	122.3	115.5	116.2	127.5	130.8	17.5%
Mass market chain stores	100.7	106.2	109.0	118.3	119.7	16.0%
Direct sales to the public ¹	89.4	97.0	107.3	102.4	104.0	13.9%
Other growers	75.2	75.6	77.4	65.3	67.4	9.0%
Exported	25.7	30.5	27.1	36.9	40.8	5.5%
Other channels	19.9	21.0	20.5	35.3	36.9	4.9%
Fruit growers	20.2	22.2	25.1	29.1	32.8	4.4%
Government and public agencies	23.9	22.6	23.8	25.3	27.2	3.6%
Total sales	659.5	660.8	679.8	716.9	747.5	100.0%

Note:

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

Source: Statistics Canada. Table 32-10-0033-01 Channels of distribution for nursery product sales and resales



5. Operating expenses

5.1. Greenhouse flower and plant¹ producers' operating expenses by category (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Gross yearly payroll ²	294.7	292.4	300.7	306.2	316.1	28.5%
Plant material purchases for growing on ³	219.9	213.2	212.4	223.7	231.4	20.9%
Other crop expenses ⁴	156.8	150.2	161.1	169.2	179.9	16.2%
Plant material purchases for resale ³	113.2	112.5	104.1	108.2	95.0	8.6%
Fuel	54.2	58.0	54.9	47.3	49.0	4.4%
Electricity ⁵	25.8	26.0	25.0	26.2	22.2	2.0%
Other operating expenses ⁶	183.2	181.8	190.9	203.0	215.9	19.5%
Total operating expenses	1,047.9	1,034.2	1,049.1	1,083.9	1,109.4	100.0%

Notes:

1. This category excludes mixed operations (vegetables, flowers and plants).
2. Includes seasonal and permanent labour.
3. Includes value of flowers, plants, cuttings, seedlings, seeds and bulbs purchased (before sales tax).
4. Includes fertilizer, pesticides, pollination, irrigation, containers, packaging, bioprograms, and growing mediums such as soil, peat moss, vermiculite, perlite, sand, Styrofoam and sawdust.
5. Includes electricity for lighting, airflow fans and heating.
6. Includes interest, land taxes, insurance, advertising, repairs to farm buildings, machinery, agricultural equipment and vehicles, contract work, and telephone and telecommunications services.

Source: Statistics Canada. Table 32-10-0025-01 Specialized greenhouse producers' operating expenses



5.2. Nursery operating expenses by category (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Gross yearly payroll ¹	197.2	191.7	195.3	202.5	200.2	33.4%
Plant material purchases for growing on ²	97.2	99.2	102.3	108.0	110.8	18.5%
Plant material purchases for resale ²	94.3	97.6	99.8	96.3	94.3	15.7%
Other crop expenses ³	62.2	64.9	64.9	65.5	65.4	10.9%
Electricity expenses	4.6	5.5	6.0	6.4	5.7	1.0%
Other operating expenses ⁴	110.1	116.3	120.9	122.2	122.4	20.4%
Total Operating Expenses	565.6	575.2	589.2	600.9	598.7	100.0%

Notes:

1. Includes seasonal and permanent labour.
2. Includes value of trees, nursery stock, bedding plants, seedlings, cuttings or bulbs purchased before sales tax.
3. Includes fertilizer, pesticides, pollination, irrigation, containers, packaging, bioprograms and growing mediums such as soil, peat moss, vermiculite, perlite, sand, Styrofoam and sawdust.
4. Includes interest, land taxes, insurance, advertising, repairs to farm buildings, machinery, agricultural equipment and vehicles, contract work, and telephone and telecommunications services.

Source: Statistics Canada. Table 32-10-0454-01 Nursery and sod producers' operating expenses

5.3. Sod operating expenses by category (millions of Canadian dollars)

	2017	2018	2019	2020	2021	2021 % Share
Gross yearly payroll ¹	38.9	37.2	37.3	37.9	39.5	34.4%
Sod purchases for resale	2.7	2.5	2.2	2.4	1.9	1.6%
Other operating expenses ²	71.7	65.8	65.4	69.9	73.6	64.0%
Total operating expenses	113.3	105.5	104.9	110.2	115.0	100.0%

Notes:

1. Includes seasonal and permanent labour.
2. Includes fertilizer, pesticides, land taxes, interest, insurance, advertising, repairs, fuel, electricity, irrigation expenses, and telephone and other telecommunication services.

Source: Statistics Canada. Table 32-10-0454-01 Nursery and sod producers' operating expenses



6. Labour

6.1. Nursery, sod and greenhouse flowers, total employees¹

		2017	2018	2019	2020	2021
Nursery	Seasonal employees ¹	7,184	6,812	6,341	6,023	6,117
	Permanent employees ²	3,331	3,044	3,126	3,063	2,570
	Total employees	10,515	9,856	9,467	9,086	8,687
Sod	Seasonal employees ¹	1,140	1,126	1,117	1,039	1,015
	Permanent employees ²	428	411	414	379	386
	Total employees	1,568	1,537	1,531	1,418	1,401
Specialized greenhouse flowers and plants	Seasonal employees ¹	10,195	9,725	9,303	9,020	9,102
	Permanent employees ²	5,691	5,380	5,118	5,299	4,968
	Total employees	15,886	15,105	14,421	14,319	14,070

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.

Source: Statistics Canada. Tables 32-10-0026-01 and 32-10-0028-01



7. Key Resources

Global Trade Tracker

Statistics Canada. Table 32-10-0421-01 Christmas trees

Statistics Canada. Table 32-10-0019-01 Estimates of specialized greenhouse operations, greenhouse area, and months of operation

Statistics Canada. Table 32-10-0246-01 Production and sale of greenhouse flowers and plants

Statistics Canada. Table 32-10-0021-01 Production of plants, flowers and tree seedlings

Statistics Canada. Table 32-10-0034-01 Estimates of sod area, sales and resales

Statistics Canada. Table 32-10-0023-01 Total value of greenhouse products

Statistics Canada. Table 32-10-0032-01 Nursery stock sales and resales

Statistics Canada. Table 32-10-0022-01 Channels of distribution for horticulture product sales and resales

Statistics Canada. Table 32-10-0033-01 Channels of distribution for nursery product sales and resales

Statistics Canada. Table 32-10-0025-01 Specialized greenhouse producers' operating expenses

Statistics Canada. Table 32-10-0454-01 Nursery and sod producers' operating expenses

Statistics Canada. Table 32-10-0026-01 Total greenhouse, sod and nursery employees

Statistics Canada. Table 32-10-0028-01 Total number of employees of specialized greenhouse operations

Statistics Canada. CATSNet

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