

Statistical Overview of the Canadian Ornamental Industry

2022

Prepared by Horticulture Section Crops and Horticulture Division Agriculture and Agri-Food Canada August 2023



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Electronic version available at

https://agriculture.canada.ca/en/sector/horticulture/reports

ISSN: 2562-8747 AAFC No.: 13165E

Catalogue no.: A71-42E-PDF

Paru également en français sous le titre Aperçu statistique de l'industrie ornementale du Canada, 2022

ISSN: 2562-8755 No d'AAC: 13165F

Catalogue no. : A71-42F-PDF

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Table of Contents

Overview	
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	
1.4. Total area for production of specialized greenhouse flowers and plants by p	rovince3
1.5. Total field-grown flowers area by province	
1.6. Production of potted plants by variety	
1.7. Production of cuttings by variety	
1.8. Production of cut flowers by variety	
1.9. Field-grown nursery tree and plant production	6
1.10. Container-grown nursery tree and plant production by variety	
1.11. Total sod area by province	
1.13. Christmas tree production by province	
• • •	
2. Sales and resales	9
2.1. Ornamental sales and resales by sub-sector	9
2.2. Greenhouse flower and plant sales by category	
2.3. Greenhouse flower and plant sales and resales by province	
2.4. Field-grown cut flower sales by province	
2.5. Nursery stock sales and resales by province	
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	
3.2.3. Christmas tree exports by province	
3.2.4. Christmas tree exports by province	
3.2.5. Canada's top ten Christmas tree destinations	
3.2.6. Canada's top ten Christmas tree destinations	
3.2.7. Canada's floriculture and nursery export destinations by U.S. state	
3.3. Imports	
3.3.2. Top ten sources of Canada's floriculture and nursery imports	
3.4. World trade data	
3.4.1. Top ten exporting countries for floriculture, nursery and Christmas trees	
3.4.2. Top ten importing countries for floriculture, nursery and Christmas trees	
4. Channels of distribution	
4.1. Channels of distribution for flowers and plant sales and resales	
• •	
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 potted plants and cut flowers), nursery, Christmas tree, and turf sod industries.

For the Canadian ornamental sector, total annual sales were up 4.0% (to \$2.9 billion) in 2022 compared to the previous year, and 14% higher than the average of the previous four years. Sales generally increased across the sector over both of the past two years as the disruptions related to the COVID-19 pandemic eased.

Floriculture (flowering and non-flowering live potted plants, greenhouse and field-cut flowers) remained the largest ornamental sub-sector by revenue (\$1.98 billion), accounting for 68.4% of total sales in 2022. The total value of floriculture sales have been increasing over the last five years, with the value of production in 2022 now 18.6% higher than the average of the previous four years. About half of total floriculture production in 2022 was in Ontario (50.9%), with 23.2% in British Columbia, 14.2% in Quebec and the remaining provinces accounting for 11.7%.

Nursery product sales and resales were down 2.4% to \$729.8 million in 2022 (year over year), accounting for 25.2% of total ornamental sales. By province, Ontario accounted for the largest share of total nursery sales (41.6%), followed by British Columbia (31.4%) and Quebec (16.2%).

The total turf sod area decreased in 2022 to 21,052 hectares, down 1.9% over the previous year, however 4.7% higher than the average of the previous four years. The total value of turf sod sales rose by 0.9% year-over-year to \$152.2 million, accounting for 5.3% 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 United States (U.S.) including turf sod, potted plants, and bedding plants. Most other countries cannot sell plants with soil to the U.S. for phytosanitary reasons. The U.S. accounts for 99.5% of exports and 46.9% of imports, by value, for the sector. The total value of Canadian ornamental exports worldwide (including Christmas trees) rose by 12.6% from 2021 to \$948 million in 2022. The total value of ornamental exports value was 42% higher than the average of the previous four years.

The total annual value of Canadian Christmas tree exports increased in value to \$98.1 million in 2022, 8.5% higher than 2021 and 19% higher than the average of the previous four years. This higher total value is despite a modest decrease in the number of trees exported by 2.2% over 2021 and 5.0% lower than the average of the previous four years. The increase in the total annual value of Christmas tree exports is directly related to continuous annual increases in average prices for trees exported over the past five years. The average exported Christmas tree generated \$41.24 in 2022, an 11% increase from \$37.19 in 2021. Prices in 2022 were 25% higher than the average of the previous four years. The large majority of Christmas tree exports are to the United State (95.8 %).

The nursery, turf sod, and floriculture industries directly employed 24,433 permanent and seasonal workers in the 2022 season, with 66% (16,102) of the employees seasonal and 34% (8,331) permanent. This represents 0.3% growth from the previous year, and is 3.3% lower than the average of the previous four years.



1. Production

1.1. Number of Canadian ornamental farms¹ by sub-sector

	2018	2019	2020	2021	2022	2022 % Share
Nursery	2,209	2,127	1,993	1,840	1,778	47.4%
Greenhouse, specialized flower producers	1,646	1,620	1,615	1,557	1,545	41.2%
Sod	244	248	228	223	234	6.2%
Field-grown cut flowers	197	172	185	199	194	5.2%
Total	4,296	4,167	4,021	3,819	3,751	100.0%

Note:

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)

	2018	2019	2020	2021	2022	2022 % Share
Nursery	17,202	16,886	16,041	15,740	15,630	41.3%
Greenhouse, specialized flower producers	712	706	709	670	682	1.8%
Sod	19,327	18,667	20,417	21,451	21,052	55.7%
Field-grown cut flowers	303	329	410	449	458	1.2%
Total	37,544	36,588	37,577	38,310	37,822	100.0%

Note:

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)

	2018	2019	2020	2021	2022	2022 % Share
Bedding plants, ornamental	441.26	415.81	412.41	407.14	373.75	35.9%
Cut flowers	296.29	285.70	271.84	304.15	317.59	30.5%
Potted plants ¹	213.19	210.68	219.66	241.42	252.98	24.3%
Cuttings	84.61	94.20	91.57	96.86	96.15	9.2%
Total	1,035.35	1,006.40	995.48	1,049.57	1,040.47	100.0%

Note:

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

^{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.

^{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.

^{1.} Includes indoor potted plants and outdoor potted plants.



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

	2018	2019	2020	2021	2022	2022 % Share
Atlantic provinces	251,901	247,964	252,718	256,350	260,708	3.8%
Quebec	1,178,262	1,239,323	1,189,905	1,045,923	994,801	14.6%
Ontario	3,417,170	3,484,294	3,379,181	3,211,391	3,330,828	48.8%
Prairie provinces	799,593	782,336	811,452	788,159	798,467	11.7%
British Columbia	1,475,556	1,308,806	1,453,804	1,398,996	1,434,326	21.0%
Canada	7,122,483	7,062,723	7,087,059	6,700,819	6,819,130	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)

	2018	2019	2020	2021	2022	2022 % Share
Nova Scotia	x	0	Х	3	2	0.4%
Quebec	8	13	43	48	49	10.7%
Ontario	117	108	125	142	159	34.7%
British Columbia	168	192	229	245	238	52.0%
Canada ¹	303	329	410	449	458	100.0%

Notes:

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

^{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.



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

	2018	2019	2020	2021	2022	2022 % Share
Tropical foliage and green plants, indoor	15,279	17,310	19,131	23,176	25,411	10.1%
Herbaceous flowering perennials, outdoor	9,529	11,806	12,804	13,282	15,573	6.2%
Fine herb plants, outdoor	12,324	10,076	10,016	14,654	15,252	6.0%
Geraniums, outdoor	15,726	13,890	12,910	14,472	13,684	5.4%
Outdoor hanging pots	11,689	12,004	10,812	12,297	12,965	5.1%
Vegetable plants, outdoor	9,708	9,580	11,639	13,878	12,913	5.1%
Kalanchoes, indoor	9,072	9,331	8,367	11,639	12,846	5.1%
Miniature roses, indoor	9,555	8,968	8,531	9,438	10,209	4.0%
Petunias, outdoor	5,592	5,182	5,151	6,881	7,362	2.9%
Chrysanthemums, indoor	6,806	6,329	4,984	5,680	6,596	2.6%
Orchids, indoor	3,170	3,020	5,314	5,919	6,541	2.6%
Poinsettias, indoor	5,899	4,741	4,740	5,154	5,604	2.2%
Begonias, outdoor	6,099	5,357	5,181	5,254	4,553	1.8%
African violets, indoor	4,377	4,296	4,007	4,189	4,078	1.6%
Gerberas, indoor	4,345	3,422	3,377	3,597	3,873	1.5%
Lilies, indoor	3,121	2,783	2,678	3,079	3,690	1.5%
Hawker's balsams, outdoor	4,067	3,551	3,616	3,767	3,624	1.4%
Chrysanthemums, outdoor	2,969	2,622	2,716	3,105	3,018	1.2%
Calibrachoas, outdoor	2,310	2,440	2,498	3,056	3,017	1.2%
Tulips, indoor	2,216	2,381	1,616	2,154	2,195	0.9%
Primulas, indoor	1,960	2,027	1,745	1,935	2,157	0.9%
Cyclamens, indoor	1,843	1,646	2,087	1,833	2,109	0.8%
Pansies, outdoor	1,680	1,620	1,402	1,804	1,703	0.7%
Indoor hanging pots	1,212	1,313	1,888	1,788	1,484	0.6%
Dahlia, outdoor	918	915	887	1,062	1,164	0.5%
Verbenas, outdoor	845	907	865	868	886	0.4%
Azaleas, indoor	656	494	461	435	412	0.2%
Rudbeckias, outdoor	180	308	346	277	242	0.1%
Argyranthemum, outdoor	251	236	238	224	209	0.1%
Heliopsis, outdoor	48	71	83	106	115	0.0%
Other indoor pots	14,081	15,663	15,575	16,526	19,365	7.7%
Other outdoor pots	45,407	46,107	53,681	49,570	49,779	19.7%
Total potted plants	212,933	210,397	219,348	241,099	252,629	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)

	2018	2019	2020	2021	2022	2022 % Share			
Geraniums, cuttings	11,316	11,995	11,812	12,053	11,912	12.4%			
Poinsettias, cuttings	5,046	5,435	5,404	5,386	5,260	5.5%			
Chrysanthemums, cuttings	4,001	4,117	4,104	4,771	4,989	5.2%			
Impatiens, cuttings	3,821	4,229	3,831	4,162	4,273	4.4%			
Other cuttings	60,429	68,426	66,422	70,485	69,711	72.5%			
Total cuttings	84,614	94,202	91,573	96,856	96,145	100.0%			
Source: Statistics Canada. Table 3	ource: 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)

	2018	2019	2020	2021	2022	2022 % Share
Tulips, stems	124,903	120,896	102,997	125,854	134,586	42.4%
Gerberas, stems	80,295	69,183	73,195	74,698	74,090	23.3%
Snapdragons, stems	20,725	22,360	21,816	25,298	26,625	8.4%
Chrysanthemums, stems	21,769	20,654	23,278	21,879	21,887	6.9%
Lilies, stems	12,113	11,525	12,080	13,454	15,018	4.7%
Lisianthus, stems	4,016	6,208	8,071	11,043	14,340	4.5%
Alstroemerias, stems	5,754	3,665	3,711	3,683	3,438	1.1%
Roses, stems	3,557	3,831	3,071	3,078	2,836	0.9%
Freesias, stems	4,745	3,732	2,857	2,511	2,257	0.7%
Daffodils, stems	2,759	1,387	1,231	1,456	1,571	0.5%
Irises, stems	2,033	1,649	214	280	198	0.1%
Other cut flowers	13,618	20,611	19,321	20,914	20,745	6.5%
Total cut flowers	296,285	285,703	271,842	304,147	317,592	100.0%

Note:

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

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



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

	2018	2019	2020	2021	2022	2022 % Share
Small fruit bushes	50,007	44,415	30,885	31,339	30,855	58.8%
Perennials and annuals	3,702	4,020	4,792	6,524	5,425	10.3%
Tree seedlings	4,370	4,080	3,399	3,508	3,378	6.4%
Conifer trees	2,032	2,715	2,525	2,586	2,929	5.6%
Fruit trees	1,328	1,424	1,301	2,433	1,994	3.8%
Shade and ornamental trees	1,317	1,621	1,815	1,502	1,799	3.4%
Deciduous shrubs	1,731	1,403	1,374	1,488	1,458	2.8%
Vines	1,127	1,440	2,280	1,137	1,039	2.0%
Evergreen and conifer shrubs	509	496	529	395	401	0.8%
Evergreen and broadleaf shrubs	285	341	558	266	345	0.7%
Other trees and plants	168	1,366	474	3,161	2,828	5.4%
Total	66,576	63,320	49,930	54,339	52,449	100.0%
Source: Statistics Canada. Table 32-1	0-0031-01 Nur	sery tree and	plant producti	on		

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

	2018	2019	2020	2021	2022	2022 % Share
Deciduous shrubs	9,037	8,872	9,198	10,143	12,165	27.2%
Perennials and annuals	15,413	13,142	14,889	15,149	11,609	26.0%
Conifer trees	998	1,560	2,581	3,445	4,787	10.7%
Evergreen and conifer shrubs	6,043	5,209	5,754	4,773	4,673	10.5%
Evergreen and broadleaf shrubs	2,880	3,325	3,371	3,069	3,309	7.4%
Small fruit bushes	3,111	3,232	3,325	2,848	2,696	6.0%
Shade and ornamental trees	1,093	1,160	987	931	1,424	3.2%
Tree seedlings	1,458	1,749	1,758	949	1,344	3.0%
Vines	391	377	423	544	418	0.9%
Fruit trees	159	352	305	204	264	0.6%
Other trees and plants	858	1,800	3,089	3,185	2,017	4.5%
Total	41,442	40,778	45,680	45,242	44,708	100.0%
Source: Statistics Canada. Table 32-1	0-0031-01 Nur	sery tree and	plant producti	on		



1.11. Total sod area by province (hectares)

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	254	247	251	250	248	1.2%
Prince Edward Island	70	69	68	72	x	N/A
Nova Scotia	965	922	1,070	1,162	1,166	5.5%
New Brunswick	253	249	238	204	х	N/A
Quebec	4,035	4,165	4,455	5,042	4,631	22.0%
Ontario	7,927	7,364	8,758	9,345	9,164	43.5%
Manitoba	786	911	1,133	1,167	1,123	5.3%
Saskatchewan	622	614	497	460	516	2.5%
Alberta	3,589	3,312	3,214	3,086	3,206	15.2%
British Columbia	827	816	732	664	699	3.3%
Canada	19,327	18,667	20,417	21,451	21,052	100.0%

Notes:

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

1.12. Sod operations¹ by province (number)

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	21	21	19	17	16	6.8%
Prince Edward Island	3	3	2	Х	4	1.7%
Nova Scotia	11	11	8	8	11	4.7%
New Brunswick	10	10	6	Х	6	2.6%
Quebec	58	57	50	48	48	20.5%
Ontario	65	65	70	72	80	34.2%
Manitoba	11	12	11	11	11	4.7%
Saskatchewan	9	13	8	7	8	3.4%
Alberta	26	26	26	27	26	11.1%
British Columbia	30	30	28	26	24	10.3%
Canada	244	248	228	223	234	100.0%

Notes:

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

^{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.



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

	Number of fams	Number of farms	Area (hectares)	Area (hectares)
	2021	2021 % share	2021	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)

	2018	2019	2020	2021	2022	2022 % Share		
Greenhouse flower and plants	1,555.7	1,575.4	1,694.2	1,856.4	1,980.5	68.4%		
Nursery	660.8	679.8	716.9	747.5	729.8	25.2%		
Sod	139.8	134.1	146.9	150.9	152.2	5.3%		
Field-grown cut flowers	18.6	14.9	23.9	28.2	32.0	1.1%		
Total	2,374.8	2,404.2	2,582.0	2,783.0	2,894.5	100.0%		
Source: Statistics Canada. Tables 32-	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)

	2018	2019	2020	2021	2022	2022 % Share
Potted plants ^{2,3}	834.2	853.0	903.8	1,030.3	1,145.6	71.6%
Bedding plants, ornamental	204.8	207.5	230.1	226.6	214.4	13.4%
Cut flowers	133.2	133.5	137.7	160.6	177.7	11.1%
Cuttings ³	44.2	51.1	51.6	57.3	62.0	3.9%
Total	1,216.4	1,245.2	1,323.2	1,474.8	1,599.7	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)

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	8.6	8.2	8.2	x	8.6	0.4%
Prince Edward Island	5.5	6.2	8.2	Х	11.5	0.6%
Nova Scotia	12.7	13.5	15.0	14.6	13.8	0.7%
New Brunswick	45.2	46.3	48.9	53.2	56.4	2.8%
Quebec	212.2	215.2	240.7	267.3	281.6	14.2%
Ontario	805.0	817.6	839.5	913.7	1,007.3	50.9%
Manitoba	35.4	35.9	37.2	39.2	41.4	2.1%
Saskatchewan	12.1	13.5	15.4	18.5	20.5	1.0%
Alberta	79.9	76.4	80.7	78.8	79.6	4.0%
British Columbia	339.0	342.7	400.6	452.5	459.8	23.2%
Canada	1,555.7	1,575.4	1,694.2	1,856.4	1,980.5	100.0%

Note:

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)

	2018	2019	2020	2021	2022	2022 % Share
Nova Scotia	X	0.0	79.1	113.0	101.2	0.3%
Quebec	164.6	285.3	429.0	339.7	368.5	1.2%
Ontario	8,012.5	5,771.0	8,837.9	14,629.0	17,933.6	56.0%
Saskatchewan	х	41.8	38.2	44.2	х	N/A
Alberta	х	212.0	66.7	62.3	х	N/A
British Columbia	10,003.3	8,557.4	14,437.9	13,009.6	13,441.8	42.0%
Canada ¹	18,611.1	14,875.7	23,924.1	28,239.2	32,000.0	100.0%

Notes:

N/A: Not applicable.

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

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

^{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.



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

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	0.7	0.6	0.6	0.5	0.6	0.1%
Prince Edward Island	1.0	1.2	1.4	1.6	1.5	0.2%
Nova Scotia	10.8	11.1	10.0	10.3	10.5	1.4%
New Brunswick	3.3	3.0	2.6	2.3	2.0	0.3%
Quebec	86.3	90.5	102.8	108.1	118.1	16.2%
Ontario	276.9	279.0	303.6	334.5	303.9	41.6%
Manitoba	15.5	14.5	15.7	14.4	14.8	2.0%
Saskatchewan	5.2	4.9	5.0	5.2	5.1	0.7%
Alberta	48.4	46.7	45.3	43.2	44.3	6.1%
British Columbia	212.6	228.4	229.9	227.3	229.0	31.4%
Canada	660.8	679.8	716.9	747.5	729.8	100.0%

Note:

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)

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	2.7	2.5	2.4	2.3	2.3	1.5%
Prince Edward Island	0.6	0.7	0.7	0.8	1.0	0.6%
Nova Scotia	3.9	4.8	5.6	6.4	6.7	4.4%
New Brunswick	2.1	2.1	1.9	1.7	1.9	1.3%
Quebec	29.3	27.4	32.6	35.4	35.8	23.5%
Ontario	54.5	53.0	61.2	65.5	64.3	42.2%
Manitoba	4.1	4.5	5.0	5.2	5.3	3.5%
Saskatchewan	4.3	4.2	4.1	3.5	3.5	2.3%
Alberta	26.6	23.8	22.5	20.2	21.2	13.9%
British Columbia	11.5	11.1	10.9	9.9	10.1	6.6%
Canada ¹	139.8	134.1	146.9	150.9	152.2	100.0%

Note:

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

^{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.

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



3. Trade

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

		2018	2019	2020	2021	2022
B. II	Exports	21,959	27,233	19,144	31,599	34,291
Bulbs, tubers, tuberous roots, etc.	Imports	55,900	51,945	53,329	70,363	77,130
Cito.	Trade balance	-33,942	-24,712	-34,186	-38,764	-42,839
Other live plants, including their roots, cuttings and slips, etc.	Exports	363,535	418,875	464,930	584,056	667,111
	Imports	275,824	300,322	310,963	367,779	379,520
	Trade balance	87,711	118,554	153,967	216,277	287,592
Cut flowers and flower buds	Exports	79,866	85,176	78,333	102,730	116,797
for bouquets or ornamental	Imports	170,317	167,705	137,842	184,921	207,192
purposes, etc.	Trade balance	-90,452	-82,529	-59,510	-82,191	-90,396
Foliana byanahaa and athay	Exports	77,155	96,291	98,370	123,692	129,783
Foliage, branches and other parts of plants, etc. ¹	Imports	45,207	47,643	45,429	61,278	71,904
parts or plants, etc.	Trade balance	31,948	48,648	52,941	62,413	57,879
	Exports	542,514	627,575	660,776	842,077	947,981
Total	Imports	547,248	567,614	547,563	684,342	735,746
10141	Overall trade balance	-4,734	59,960	113,213	157,735	212,236

Note:

^{1.} Includes Christmas trees.



3.2. Exports

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

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	7	0	6	5	0	0.0%
Prince Edward Island	4,318	4,672	5,374	5,475	7,058	0.7%
Nova Scotia	17,669	20,551	21,694	31,527	40,065	4.2%
New Brunswick	34,374	36,419	37,243	50,889	53,071	5.6%
Quebec	54,285	75,857	77,597	91,181	98,831	10.4%
Ontario	312,421	349,521	360,885	474,438	550,171	58.0%
Manitoba	1,305	1,500	293	458	460	0.0%
Saskatchewan	92	113	146	184	199	0.0%
Alberta	219	190	88	711	1,031	0.1%
British Columbia	117,823	138,753	157,450	187,211	197,095	20.8%
Canada ²	542,514	627,575	660,776	842,077	947,981	100.0%

Notes:

Source: Statistics Canada (CATSNet, June 2023)

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

	2018	2019	2020	2021	2022	2022 % Share
United States	538,881	623,363	657,717	837,514	943,187	99.5%
Panama	1,683	1,767	1,295	1,804	2,243	0.2%
Curaçao	286	329	338	481	448	0.0%
Aruba	255	380	173	316	296	0.0%
Venezuela	0	117	129	120	259	0.0%
Bermuda	265	286	313	356	184	0.0%
United Arab Emirates	93	100	59	105	173	0.0%
Barbados	94	88	92	111	158	0.0%
Cayman Islands	52	81	100	88	131	0.0%
Sint Maarten (Dutch part)	57	98	30	120	107	0.0%
Others	848	964	528	1,061	797	0.1%
Total	542,514	627,575	660,776	842,077	947,981	100.0%

Note:

1. Includes Christmas trees.

^{1.} Includes Christmas trees.

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



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

	2018	2019	2020	2021	2022	2022 % Share
Prince Edward Island	0	0	0	102	16	0.0%
Nova Scotia	6,701	9,477	9,455	11,603	14,772	15.1%
New Brunswick	11,233	10,788	10,696	12,607	13,319	13.6%
Quebec	43,576	59,807	56,298	63,100	66,053	67.3%
Ontario	649	408	513	611	971	1.0%
Manitoba	9	0	0	0	0	0.0%
Saskatchewan	24	34	39	35	77	0.1%
British Columbia	686	1,323	1,796	2,399	2,911	3.0%
Canada	62,878	81,837	78,797	90,455	98,118	100.0%

Note:

Source: Statistics Canada (CATSNet, June 2023)

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

	2018	2019	2020	2021	2022	2022 % Share
Prince Edward Island	0	0	0	1,450	674	0.0%
Nova Scotia	280,512	392,149	419,485	443,667	415,850	17.5%
New Brunswick	314,687	345,861	335,772	440,174	337,000	14.2%
Quebec	1,610,529	2,046,599	1,766,330	1,443,830	1,504,736	63.2%
Ontario	25,040	13,888	20,887	25,288	38,333	1.6%
Manitoba	851	0	0	0	0	0.0%
Saskatchewan	1,425	1,273	2,262	1,964	3,717	0.2%
British Columbia	25,597	39,931	53,562	75,598	79,014	3.3%
Canada	2,258,641	2,839,701	2,598,298	2,431,971	2,379,324	100.0%

Note:

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

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



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

	2018	2019	2020	2021	2022	2022 % Share					
United States	59,953	78,315	76,069	86,612	93,955	95.8%					
Panama	1,683	1,767	1,295	1,804	2,243	2.3%					
Curaçao	286	329	328	472	435	0.4%					
Aruba	255	351	173	316	296	0.3%					
Venezuela	0	117	129	120	259	0.3%					
Bermuda	243	269	313	356	184	0.2%					
United Arab Emirates	93	100	59	105	173	0.2%					
Barbados	74	74	90	106	150	0.2%					
Cayman Islands	52	80	100	88	131	0.1%					
Sint Maarten (Dutch part)	57	98	30	118	104	0.1%					
Others	183	336	210	358	188	0.2%					
Total	62,878	81,837	78,797	90,455	98,118	100.0%					
Source: Statistics Canada (CATS)	Source: Statistics Canada (CATSNet, June 2023)										

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

9,207 2,547,302 4,394 20,912		2,300,348	96.7%
	05.400		90.7%
E 044 C 00	2 35,130	44,948	1.9%
5,811 6,28	7 8,966	7,429	0.3%
6,990 3,410	6,493	6,227	0.3%
2,201 2,674	4 2,435	4,801	0.2%
1,354 2,046	2,163	2,875	0.1%
2,092 1,29	7 2,081	2,494	0.1%
6,470 6,982	2 5,713	2,414	0.1%
1,719 719	9 2,194	2,187	0.1%
2,207 2,383	3 1,409	1,641	0.1%
7,256 4,280	8,131	3,960	0.2%
	3 2,431,971	2,379,324	100.0%
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3.2.7. Canada's floriculture and nursery¹ export destinations by U.S. state (thousands of Canadian dollars)

	2018	2019	2020	2021	2022	2022 % Share
Florida	36,013	42,387	51,721	75,319	99,390	10.5%
New York	68,028	77,009	74,865	80,829	85,834	9.1%
Massachusetts	31,692	37,084	35,944	52,355	72,440	7.7%
Washington, state	43,873	49,636	52,118	62,685	70,997	7.5%
Illinois	29,520	38,918	42,479	48,162	50,254	5.3%
California	30,608	28,526	32,110	41,968	48,696	5.2%
Michigan	32,641	41,162	39,683	47,744	47,132	5.0%
New Jersey	22,428	26,263	29,274	37,949	41,719	4.4%
Ohio	22,691	25,521	28,886	36,205	38,170	4.0%
Maine	25,338	27,590	28,395	33,471	36,734	3.9%
Other U.S. states	196,049	229,267	242,243	320,826	351,820	37.3%
Total, United States	538,881	623,363	657,717	837,514	943,187	100.0%

Note:

^{1.} Includes Christmas trees.



3.3. Imports

3.3.1. Floriculture and nursery 1 imports by province (thousands of Canadian dollars)

	2018	2019	2020	2021	2022	2022 % Share
Newfoundland and Labrador	129	126	32	79	87	0.0%
Prince Edward Island	0	8	0	0	0	0.0%
Nova Scotia	1,839	1,883	3,651	2,407	3,043	0.4%
New Brunswick	8,405	9,872	10,202	11,343	11,930	1.6%
Quebec	59,996	56,685	60,215	82,728	89,311	12.1%
Ontario	306,071	326,206	306,117	385,776	414,814	56.4%
Manitoba	30,331	26,509	25,022	30,399	33,269	4.5%
Saskatchewan	4,201	6,593	12,711	14,416	11,152	1.5%
Alberta	11,238	10,798	7,180	9,395	11,849	1.6%
British Columbia	125,037	128,934	122,433	147,799	160,290	21.8%
Canada	547,248	567,614	547,563	684,342	735,746	100.0%

Note:

Source: Statistics Canada (CATSNet, June 2023)

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

	2018	2019	2020	2021	2022	2022 % Share
United States	261,485	276,183	283,348	329,334	344,717	46.9%
Colombia	111,380	106,707	87,919	110,403	121,544	16.5%
Netherlands	61,723	58,799	61,168	78,911	88,037	12.0%
Ecuador	36,525	37,229	30,937	45,413	52,010	7.1%
Mexico	10,594	13,815	14,806	19,519	21,914	3.0%
Taiwan	8,280	11,182	8,789	13,458	16,518	2.2%
China	4,020	5,887	6,799	11,055	13,447	1.8%
Guatemala	7,522	7,431	8,077	10,206	9,835	1.3%
Costa Rica	5,548	5,762	5,389	7,793	7,612	1.0%
India	4,164	4,278	3,496	6,144	6,320	0.9%
Others	36,008	40,343	36,835	52,105	53,789	7.3%
Total	547,248	567,614	547,563	684,342	735,746	100.0%

Note:

^{1.} Includes Christmas trees.

^{1.} Includes Christmas trees.



3.4. World trade data

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

	2018	2019	2020	2021	2022	2022 % Share				
Netherlands	14,196,980	14,424,559	14,879,941	17,834,853	16,505,144	49.1%				
Colombia	1,913,830	1,986,219	1,923,731	2,198,782	2,700,028	8.0%				
Italy	1,365,030	1,343,393	1,427,946	1,706,225	1,714,186	5.1%				
Germany	1,384,538	1,349,769	1,392,269	1,476,779	1,312,017	3.9%				
Ecuador	1,110,364	1,177,241	1,135,638	1,209,205	1,270,715	3.8%				
Canada	542,514	627,575	660,776	842,077	947,981	2.8%				
Kenya	815,550	864,849	852,914	1,009,803	904,572	2.7%				
Spain	632,502	671,308	675,942	832,469	827,727	2.5%				
Ethiopia	300,962	479,310	610,130	654,852	824,300	2.5%				
Belgium	915,014	919,741	871,706	1,022,958	812,907	2.4%				
Others	5,575,845	7,553,268	5,754,227	5,982,361	5,799,154	17.2%				
Total	28,753,129	31,397,232	30,185,220	34,770,364	33,618,731	100.0%				
Source: Global Trade Tracker (June	Source: Global Trade Tracker (June 2023)									

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

	2018	2019	2020	2021	2022	2022 % Share
United States	3,143,665	3,431,014	3,424,526	4,460,301	5,123,436	17.1%
Germany	4,018,633	3,942,028	4,113,607	4,696,101	4,118,005	13.8%
Netherlands	3,477,670	3,447,786	3,657,678	4,055,397	3,744,505	12.5%
United Kingdom	2,071,215	2,086,640	2,111,512	2,170,430	2,484,162	8.3%
France	1,702,273	1,696,656	1,629,772	2,013,685	1,871,729	6.3%
Italy	794,236	589,742	825,355	864,849	1,198,697	4.0%
Switzerland	769,641	756,629	788,808	913,215	852,804	2.8%
Poland	584,205	567,802	580,247	696,924	750,600	2.5%
Japan	787,588	797,759	741,939	745,993	739,614	2.5%
Canada	547,248	567,614	547,563	684,342	735,746	2.5%
Others	8,363,100	8,650,041	8,467,668	9,423,904	8,306,881	27.8%
Total	26,259,474	26,533,711	26,888,675	30,725,141	29,926,179	100.0%
Source: Global Trade Tracker (J	une 2023)					



4. Channels of distribution

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

	2018	2019	2020	2021	2022	2022 % Share
Mass market chain stores	474.3	436.5	507.0	580.6	590.5	29.8%
Domestic wholesalers	309.6	317.4	308.1	343.7	437.0	22.1%
Direct sales to the public ¹	218.9	219.6	237.3	266.3	263.9	13.3%
Retail florists	183.8	177.4	205.0	211.0	220.6	11.1%
Exported	158.9	210.1	203.9	206.0	214.5	10.8%
Other greenhouses	160.0	175.3	189.8	199.7	204.6	10.3%
Other channels	38.0	28.4	32.2	34.8	34.7	1.8%
Government and public agencies	12.2	10.9	11.1	14.3	14.5	0.7%
Total sales	1,555.7	1,575.4	1,694.2	1,856.4	1,980.5	100.0%

Note:

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)

	2018	2019	2020	2021	2022	2022 % Share
Landscape contractors	170.2	173.4	176.8	188.0	197.1	27.0%
Garden centres	115.5	116.2	127.5	130.8	142.2	19.5%
Mass market chain stores	106.2	109.0	118.3	119.7	110.0	15.1%
Direct sales to the public ¹	97.0	107.3	102.4	104.0	77.1	10.6%
Other growers	75.6	77.4	65.3	67.4	69.3	9.5%
Other channels	21.0	20.5	35.3	36.9	37.8	5.2%
Exported	30.5	27.1	36.9	40.8	36.8	5.0%
Fruit growers	22.2	25.1	29.1	32.8	32.6	4.5%
Government and public agencies	22.6	23.8	25.3	27.2	26.8	3.7%
Total sales	660.8	679.8	716.9	747.5	729.8	100.0%

Note:

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

^{1.} Includes roadside stands and owner-operated retail outlets.

^{1.} Includes roadside stands and owner-operated retail outlets.



5. Operating expenses

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

	2018	2019	2020	2021	2022	2022 % Share
Gross yearly payroll ²	292.4	300.7	306.2	316.1	323.3	27.4%
Plant material purchases for growing on ³	213.2	212.4	223.7	231.4	244.9	20.7%
Other crop expenses ⁴	150.2	161.1	169.2	179.9	213.5	18.1%
Plant material purchases for resale ³	112.5	104.1	108.2	95.0	97.2	8.2%
Fuel	58.0	54.9	47.3	49.0	52.7	4.5%
Electricity ⁵	26.0	25.0	26.2	22.2	25.4	2.1%
Other operating expenses ⁶	181.8	190.9	203.0	215.9	224.3	19.0%
Total operating expenses	1,034.2	1,049.1	1,083.9	1,109.4	1,181.2	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)

	2018	2019	2020	2021	2022	2022 % Share
Gross yearly payroll ¹	191.7	195.3	202.5	204.8	211.4	33.6%
Plant material purchases for growing on ²	99.2	102.3	108.0	113.0	115.7	18.4%
Plant material purchases for resale ²	97.6	99.8	96.3	98.1	100.7	16.0%
Other crop expenses ³	64.9	64.9	65.5	71.2	75.1	11.9%
Electricity expenses	5.5	6.0	6.4	5.9	6.2	1.0%
Other operating expenses ⁴	116.3	120.9	122.2	123.4	120.2	19.1%
Total Operating Expenses	575.2	589.2	600.9	616.2	629.1	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)

	2018	2019	2020	2021	2022	2022 % Share
Gross yearly payroll ¹	37.2	37.3	37.9	39.5	40.5	33.0%
Sod purchases for resale	2.5	2.2	2.4	1.9	1.8	1.5%
Other operating expenses ²	65.8	65.4	69.9	73.6	80.4	65.5%
Total operating expenses	105.5	104.9	110.2	115.0	122.6	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

		2018	2019	2020	2021	2022
Nursery	Seasonal employees ¹	6,812	6,341	6,023	6,067	6,000
	Permanent employees ²	3,044	3,126	3,063	2,770	2,896
	Total employees	9,856	9,467	9,086	8,837	8,896
Sod	Seasonal employees ¹	1,126	1,117	1,039	1,050	1,023
	Permanent employees ²	411	414	379	390	382
	Total employees	1,537	1,531	1,418	1,440	1,405
Specialized greenhouse flowers and plants	Seasonal employees ¹	9,725	9,303	9,020	9,102	9,079
	Permanent employees ²	5,380	5,118	5,299	4,968	5,053
	Total employees	15,105	14,421	14,319	14,070	14,132

Notes:

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

^{1.} Seasonal employees who worked less than 8 months during the year.

^{2.} Permanent employees who worked more than 8 months during the year.



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.