## CONFIDENTIAL when completed

This survey is conducted under the authority of the Statistics Act, Revised authority of the Statistics Act, Revised Completion of this questionnaire is a legal requirement under the Statistics Act
Si vous préférez ce questionnaire en Si vous préferez ce questionnaire en The purpose of cocher
The purpose of this annual survey is to collect information on the production and value of greenhouse products, nursery stock and sod produced in Canada. Your figures are kept strictly confidential and are grouped with others for statistical purposes The results are publicly pulposed in April and are publicly released in Aprit and are used by producer associations and govern of the to assess the econd hic olth the greenhouse, sod and nursery production industries.

## INSTRUCTIONS TO GREENHOUSE/NURSERYISOD OPERATOR

1. This questionnaire is to assist you in answering a telephone survey. Complete this form and keep it by your telephone. An interviewer from Statistics Canada will telephone you between February 18, 2008 and March 07, 2008 for this information. DO NOT MAIL this questionnaire. It is for your records.
2. Please answer all questions that apply to your operation.
3. Use your records, if possible. Otherwise, enter your best estimate.
4. Thank you for your cooperation.

FOR YOUR RECOh TS ©NLY, DO NOT MAIL
A. REVIEW THE INFORMATION ON THE LABEL. IF ANY INFORMATION IS MIC.CRRECT OR MISSING, PLEASE MAKE THE NECESSARY CORRECTIONS IN THE BOXES BELCW.


Statistics Statistique
Canada Canada


## E. SALES OF GREENHOUSE VEGETABLES AND FRUIT

9. Please report your total sales of greenhouse vegetables and fruit (code 190) according to the manner in which they were sold.
a. Value of sales to domestic wholesalers
b. Value of sales to mass market chain stores
c. Value of sales to other greenhouses
d. Value of exported sales made directly by your firm
e. Value of direct sales to public from your greenhouse, roadside stand or other retail outlets.
f. Value of sales to other channels
g. Total vegetable and fruit sales (sum codes 1010 to 1015.)

| Code |  | Dollars |
| :--- | :--- | :--- |
| 1010 | $\$$ |  |
| 1011 | $\$$ |  |
| 1012 | $\$$ |  |
| 1013 | $\$$ |  |
| 1014 | $\$$ |  |
| 1015 | $\$$ |  |
| 1016 | $\$$ |  |

## F. POTTED PLANTS, FINISHED

10A. Did you produce and sell potted plants in 2007? (Report hanging baskets under hanging pots.)



| Code | Total number of pots |
| :---: | :---: |
| 160 |  |
| 161 |  |
| 162 |  |
| 163 |  |
| 164 |  |
| 165 |  |
| 167 |  |
| 166 |  |
| 252 |  |
| 253 |  |
| 254 |  |
| 255 |  |
| 256 |  |
| 257 |  |
| 258 |  |
| 260 |  |
| 261 |  |
| 262 |  |
| 263 |  |
| 264 |  |
| 265 |  |
| 266 |  |
| 267 |  |
| 268 |  |
| 269 |  |
| 270 |  |
| 271 |  |
| 272 |  |
| 177 |  |

10B. Total gross sales of finished potted plants
276 \$
G. CUTTINGS, TREE SEEDLINGS AND OTHER PROPAGATING MATERIAL

11A. Did you produce and sell cuttings, tree seedlings and/or propagating material in 2007 ? (Report ornamental and vegetable bedding plants and plugs in Section H)


| No $\square$ (If No, go |
| :--- |
| to Section H) |$)$| Code | Total number of plants |
| :---: | :---: |
| 170 |  |
| 171 |  |
| 172 |  |
| 973 |  |
| 974 |  |
| 975 |  |
| 976 |  |
| 978 |  |
| 174 |  |
| 173 |  |
| 179 | $\$$ |

## H. BEDDING PLANTS AND PLUGS

12. Did you produce and sell bedding plants and/or plugs in 2007 ? (i.e., plugs, cell packs, trays and/or flats) Include plants ready for transplant into gardens, fields by the purchaser, containers and baskets.
a. Ornamental bedding plants/plugs
a1. Total gross sales of ornamental bedding plants/plugs


No (If No, go
to Section I)

| Code | Total number of plants |
| :---: | :--- |
| 175 |  |
| 274 | $\$$ |

b. Vegetable bedding plants/plugs
b1. Total gross sales of vegetable bedding plants/plugs
176

5 \$
I. CUT FLOWERS

13A. Did you produce and sell cut flowers in 2007? (exclude dried cut flowers)
a. Alstroemeria
b. Carnations, miniatures or sprays
c. Chrysanthemums, standard
d. Chrysanthemums, sprays
e. Daffodils
f. Freesia
g. Gerbera
h. Iris.
i. Lilies
j. Roses, except sweetheart types
k. Roses, sweetheart
I. Snapdragons
m. Tulips
n. Anemone
o. Astilbe
p. Aster.
q. Brodiaea .
r. Bouvardia
s. Orchids
t. Celosia
u. Gentiana
v. Gladiola
w. Liatris .
x. Lisianthus
y. Matthiola
z. Montbretia
aa. Phlox
ab. Statice
ac. Other (please specify)

13B. Total gross sales of cut flowers
J. SALES OF GREENHOUSE FLOWERS AND PLANTS (NET OF TAXES)
14. Did you sell greenhouse cut flowers, potted plants, ornamental/vegetable bedding plants/plugs or
propagating material in 2007?
Include sales of flowers and plants that your operation produced, imported or
purchased from other greenhouses and/or sold for resale.
Indicate your:
a. Value of sales to retail florists (e.g., flower shops, garden centres)
b. Value of sales to domestic wholesalers (including sales through the Dutch Auction Clock System)
c. Value of sales to mass market chain stores
d. Value of sales to other greenhouses
e. Value of exported sales made directly by your firm
f. Value of direct sales to the public from your greenhouse, roadside stand or other retail outlets
g. Value of sales to government and other public institutions (e.g., municipalities, school boards, provinces)
h. Value of sales to other channels
15. Total flower and plant sales (sum of codes 130 to $\mathbf{1 3 5}, \mathbf{1 3 8}$ and 136) 5-5100-253.1

## K. PURCHASES (PLANT MATERIAL ONLY)

16. a. What were your expenses in 2007 on flowers, plants, cuttings, seedlings, seeds and bulbs for growing on?
b. What percentage of your expenditures in the previous question were purchases from other greenhouses or nurseries within the province?

17. a. What were your expenses in 2007 on flowers, plants, cuttings, seedlings, seeds and bulbs for resale?
b. What percentage of your expenditures in the previous question were purchases from other greenhouses or nurseries within the province?
$127 \quad \%$
18. Total expenditures on plant material (sum of codes 123 and 124) $\qquad$ 125 \$

## L. LABOUR

This section deals with the number of persons employed by your greenhouse operation in 2007, regardless of the number of weeks worked per year. Exclude those who were hired to perform contract work, landscaping or retailing. Include owners and family workers.
19. How many full time workers (who worked more than 30 hours per week) worked for your greenhouse operation in 2007?
20. How many part time workers (all other workers) worked for your greenhouse operation in 2007 ?.
21. What was the total number of workers (including owners) who worked for your greenhouse operatior in 2007? (sum of codes 241 and 242).
22. What was your total payroll (including owners' salaries) in 2007?

| Code |  |
| :---: | :--- |
| 241 |  |
| $24 ?$ | No. |
| 111 | No. |
| 122 | $\$$ |

M. OTHER EXPENSES AND INVESTMENT

## 23. In 2007, what were your total expenditures for:


a. Natural gas heating?
b. Heating oil? (i.e. \#2 light, \#6 bunker, crude, etc.)
c. Other types of heating fuel? (i.e. coal, electric $v$, unod chips, etc.) (specify)
d. Total fuel used in heating the greanl ouse (sum of codes 115, 116 and 117)
24. Crop expenses (include fertilizer, insecticites, ingicides, growing mediums such as peat moss, etc.)? $\qquad$
25. Other operating expenses (intorest, taxis, insurance, packaging, repairs, contract work, etc.)?
26. Total operating expence- in. 00 ( (sum of codes $125,122,121,114$ and 112)
27. What is your estimate $c$ the carrent market value of this greenhouse operation (land, building, equipment and mo hinery)?.

| Code |  | Dollars |
| :--- | :--- | :--- |
| 115 | $\$$ |  |
| 116 | $\$$ |  |
| 117 | $\$$ |  |
| 121 | $\$$ |  |
| 114 | $\$$ |  |
| 112 | $\$$ |  |
| 113 | $\$$ |  |
| 120 | $\$$ |  |

## PART II NURSERY AND SOD OPERATIONS

## N. NURSERY AREA

This section deals with the total area used by your nursery for growing nursery stock
28. Will you be reporting area in:

| 199 |  | 1 |
| :--- | :--- | :--- |
| acres |  |  |






## R. LABOUR (SOD AND NURSERY OPERATIONS)

This section deals with the number of persons employed by your nursery and/ or sod operation in 2007, regardless of number of weeks worked per year. Exclude those who were hired to perform contract work, landscaping or retailing. Include owners and family workers.
42. How many full time workers (who worked more than 30 hours per week) worked for your nursery and/or sod operation in 2007?
43. How many part time workers (all other workers) worked for your nursery and/or sod operation in 2007?
44. What was the total number of workers (including owners) who worked for your nursery and/or sod operation in 2007? (sum of codes 708 and 212)
45. What was your total payroll (including owners' salaries) in 2007 ?

| Code |  |
| :--- | :--- |
| 708 | No. |
| 212 | No. |
| 214 | No. |
| 216 | $\$$ |

## S. SOD

46. Did you grow or sell sod in 2007?

47. a. What were your expenses on sod purchased for resale in 2007 ? (before sales taxes).

48. What was your gross revenue from all sod purchased for resale in 2007 ? $\qquad$


## T. TOTAL SALES

51. Please calculate the total dollar sales of nursery stock and sod, (sum of codes 229, 634 and 636)


## AGREEMENT TO SHARE INFORMATION

## Note to residents of Newfoundland and Labrador, New Brunswick, Ontario, Manitok a, Sa. ka:chewan and British Columbia:

To avoid duplication of enquiry this survey is conducted under a co-operative agreement with the Newfoundland and Labrador Department of Forest and Agri-Food, the New Brunswick Ministry of Agriculturt aric Jural Development, the Ontario Ministry of Agriculture, Food and Rural Affairs, the Manitoba Agriculture and Food, the SaSk. tre ewan Department of Agriculture and the British Columbia Ministry of Agriculture and Fisheries pursuant to Section 12 of tl o Sta istics Act (SC 1985, Chap. S19). Address any comments or questions to the Agriculture Division, Statistics Canada, Ottaw C..anio, K1A OT6.

Do you agree to share this information?


No


## To residents of Quebec:

To avoid duplication of enquiry, this survey is conducte I under a co-operative agreement to share information in accordance with Section 11 of the Statistics Act, with Statistics Canada c ruantitut de la statistique du Québec.
COMMENTS:

## 2007 ANNUAL GREENHOUSE, SOD AND NURSERY SURVEY- EXPLANATORY NOTES

The purpose of the enclosed questionnaire is to gather information about the GREENHOUSE, SOD and NURSERY industries in Canada. These explanatory notes are provided to answer any questions you may have while completing this survey. If your operation is involved in "service" related activities such as landscape contracting or laying sod, please exclude the figures related to the non-agricultural portion of your operation from the attached survey.

## PART I: GREENHOUSE OPERATIONS

## Section C- Area and months in operation

Question C3: Report only the area under glass and/or plastic (refer to questions C4 and C5 below).
Exclude: area surrounding the greenhouse(s), i.e. nursery, retail garden centre, wheat field, etc.
Question C4: Include fibreglass and plexiglass.
Question C5: Include all other types of enclosed protection used for growing plants, i.e. rigid insulation, mine shafts, barns, shelters with glass sides and a plastic roof.
Question C6: Exclude months when operator was not actively growing plants i.e. fumigation period.
Section D- Area, Production and Value of Greenhouse Vegetables and/or Fruit- 2007
Question D7: Report edible product ready to consume.
Exclude: bedding plants, plugs, tobacco, ginseng, asparagus or mushrooms.
Lettuce- Report production in HEADS.
Cucumber- Report production in DOZENS.

## Multiple crop plantings:

If you produced multiple crop plantings of the same greenhouse vegetable/fruit in the same greenhrise space, report area only once, but report all production and value (i.e. if $1000 \mathrm{ft}^{2}$ were used for the $1^{\text {st }}$ tomato crop planting produ ing 2000 lbs and the same area was used for the $2^{\text {nd }}$ tomato crop planting producing 1500 lbs - report $1000 \mathrm{ft}^{2}$ and 3505 s . .).
If you produced multiple crop plantings of two or more greenhouse vegetables in the same greenho. ce space, use the following format (i.e. if you use $2000 \mathrm{ft}^{2}$ to grow tomatoes for your $1^{\text {st }}$ crop and switch to cucumbers $1 / 2$ way wrough the summer (using the same space, $2000 \mathrm{ft}^{2}$ ), you should report your total area as $4000 \mathrm{ft}^{2}\left(2000 \mathrm{ft}^{2}\right.$ for tomatoe, anc $30 \mathrm{e} \mathrm{ft}^{2}$ for cucumbers).

Please report OTHER greenhouse vegetables and/or fruit (not listed in questions 7a-q) in 7r.

## Section E- Sales of Greenhouse Vegetables and Fruit

Question E9: Please report which avenues you sold your vegetables anc fruit hrough, be it wholesalers, mass market chain stores, through the export market, to the public, etc.

## Section F- Potted Plants, Finished

Question F10A: Please report the number of potted plants you gro and sold from your greenhouse. Please report Canadian production of ornamental potted plants only. If your pottec רlan is not listed, specify your pots under OTHER by writing the type of potted plant in the space provided along with the rumber pots grown and sold.
For the purpose of this survey, the term "hanging nots- tonage or spring flowering" refers to any type of hanging basket (plastic, peat moss, wicker, ceramic, etc.)
Exclude: resale merchandise (plants that were bou ht . nd resold immediately without much care or maintenance), nursery stock (potted fall mums grown and sold from a nu sery or potted shrubs such as Azaleas or Heather), lilies grown in a field and Christmas trees sold in pots

Question F10B: Report value of all s.anse potted plants grown and sold by your greenhouse (exclude resale).
Section G- Cuttings, Tree Seedlings c nd Other Propagating Material
Question G11A: Report y-ur ropagating material i.e. greenhouse grown cuttings (rooted or vegetative), tree seedlings/plugs (exclude nursery product) win ay other cuttings you grew and sold (exclude resale).
Exclude: ornamental at d veg taole bedding plants/plugs (this material should be reported in section $\mathbf{H}$ )
Section H-Bedding lants and Plugs
Questions H12a, a1, li2b, b1: Report total number of seedlings sold in cell packs, trays and/or flats and seedlings ready for transplant into gardens, fields, containers, baskets, pots or larger cell packs by the purchaser (exclude resale).

## Section I- Cut Flowers

Exclude: resale, dried cut flowers and cut flowers grown and cut from the field

## Section J- Sales of Greenhouse Flowers and Plants

Question J14: Report all sales of flowers and plants that were either, produced and sold by your operation, and/or imported or bought within Canada and resold immediately and revenue from "renting out" plants in sales to other channels
Exclude: non-plant material such as garden centre products (i.e. fertilizer, peat moss, vermiculite, soil, seeds, etc.)
Section K- Purchases (Plant Material Only)
Question K16a: Report purchases for growing on (starting a plant/seedling in your greenhouse by caring and maintaining for it by seeding, transplanting, fertilizing, etc. until it becomes a sellable product).
Exclude: flowers, plants, cuttings, seedlings, seeds, and bulbs purchased for resale (refer to question K17a for definition)
Question K16b: Only the percentage of expenditures* on plant material used for growing-on purchased from other greenhouses, nurseries, wholesalers or other channels from within your province should be reported in this question.

Question K17a: Report purchases for resale (buying and selling a plant within a short time period with minimal maintenance).
Question K17b: Only the percentage of expenditures* on plant material for resale purchased from other greenhouses, nurseries, wholesalers or other channels from within your province should be reported in this question.
*If you operate both a greenhouse and a nursery, please provide only the greenhouse portion of expenditures on the plant material in this section. Please refer to the section on nursery for your nursery expenditures.

## Section L- Labour

Questions L19 \& L20: Only employees involved in the growing, maintaining and harvesting of greenhouse vegetables and plants should be listed here.
Include: the labour of the owner and family help
Exclude: all labour used for retailing, clerical help and contract work (i.e. truck driver, landscaper)
Question L22: If you operate both a greenhouse and a nursery, please provide the labour, wages and benefits for the greenhouse portion only in this section. See the nursery section for questions related to nursery labour and wages.
Include: paid benefits such as medical insurance, workers compensation, employment insurance, and pension plans
Exclude: wages and benefits paid to employees involved in retail, clerical help and contract work (i.e. truck driver, landscaper)

## Section M- Other Expenses \& Investment

Question M23: Please specify whether you used natural gas, heating oil or another type of fuel, such as wood or electricity. Please write in the name of the other fuel you used. Please report your total fuel expense under code 121*
Question M24: What were your crop expenses on fertilizer, insecticide, fungicide and growing mediums such as soil, peat moss, vermiculite, perlite, sand, Styrofoam and sawdust?
Question M25: Report any remaining operating business expenses including interest, taxes, insurance, packaging, pots, tags, repairs and contract work.
Question M26: Report total operating expenses here (sum of codes 125, 122, 121, 114 and 112).
Question M27: Give your best estimate of the current market value of this greenhouse operation.
Include: the price you would expect to receive if your greenhouse land, buildings, equipment \& machinery were sold.
Exclude: the price of land, buildings, equipment or machinery used for anything other than growing greenhouse plants
*Note- codes 115, 116 and 117 should equal code 121

## PART II: NURSERY AND SOD OPERATIONS

Please exclude from this portion of the questionnaire Christmas tree sales and figures relating to the greenhouse portion (if applicable) of your operation (see PART I: GREENHOUSE NOTES).

## Section N- Nursery Area

Questions N29 and N30: Only land used for growing and/or maintaining nursery stock during 200 , should be included in land owned or rented. Report nursery container area (any plant sold in a container from your nursery) me code 104 (owned) and code 105 (rented).

Section O- 2007 Nursery Field and Container Production and Value
Nursery Stock FIELD Production and Value- 2007
Question O33A: Please report any field-grown trees, shrubs, vines, perennla. small fruit and any other field-grown nursery stock PRODUCED AND SOLD and a corresponding dollar value for each (ategol y.
Include: all balled and burlapped, bare root and field potted stock
Exclude: resale, container-grown nursery stock (report in O33B), ( ristma/ trees (without the root system intact), greenhouse production, unsold inventory, value received for landscaping services

Nursery Stock CONTAINER Production and Value- 200.
Question O33B: Please report any container-grown tre sh uts, vines, perennials, annuals/biennials, small fruit and any other container-grown nursery stock PRODUCED AND SOI D ana a corresponding dollar value for each category.
Include: report all container sizes (less than 1 gallon, 1 gallon, 2 gallon and/or greater than 2 gallon)
Exclude: resale, field-grown nursery stock (epu +1 O33A), Christmas trees (without the root system intact), greenhouse production, unsold inventory, value received fo lands caping services

## Section P- 2007 Dollar Sales of Nursery Stc $k$ (before sales taxes)

Question P34a: Growing-on- startins n'an/seedling on your nursery operation by caring and maintaining through seeding, transplanting, fertilizing, etc. until it becemes a sellable product (codes $541+456=217$ )
Question P34b: Resale- the process $\iota^{\text {c }}$ buying a tree, shrub, plant, seed, seedling, cutting, etc. and selling it within a short time period with minimal care on ๆat atenance
Question P35a: Report TCTA. SALES of nursery stock in 2007 here (codes $217+218=\mathbf{2 1 9 *}$ )
Question P35b: Includ the ercentage of sales of containerized stock (container-grown for a minimum of one growing season), whether grown-on ir for sale.
Question P36i: Incı de revenue from rentals, sales to brokers \& seedling forestry firms
*code 219 must also equal code 229

## Section Q- Nursery Purchases (Plant Material Only)

Question Q39: Enter the dollar value of stock purchased specifically for growing-on.
Question Q40: Enter the dollar value of stock purchased specifically for immediate resale and not for cultivation purposes.
Question Q41b: The total percentage should reflect only those expenditures on nursery stock from within your province.
Section R- Labour (Sod and Nursery Operations)
Questions R42 to R43: Labour full and part-time
Include: the number of workers in your operation involved in growing, maintaining and harvesting nursery stock and/or sod, regardless of the number of weeks worked per year.
Exclude: labour for retail services (sales clerks in garden centres, labour for contract work, laying sod, landscaping or installing shrubs at client's homes).
Question R45: Total Payroll
Include: benefits such as medical insurance, worker's compensation, employment insurance, pension plans as well as owners, management and family members' salaries.
Exclude: wages for retail or contract work not related to the nursery and/or sod operation
Section S- Sod
Question S48a: Report all revenue from all sod grown for sale
Question S49a: Report all sod purchased specifically for immediate resale and not cultivated by your firm.

