

Facts & Figures About Canadian

Flowers

In General:

- Ornamental horticulture is the 9th largest agriculture sector in Canada and the 6th largest in Ontario.
- In 2014, Canadian growers operated approximately 8 million square metres of greenhouses dedicated to specialized greenhouse flowers and plants.
- Ontario was the largest producer of specialized greenhouse flowers and plants, with a 44% share of the total production area, followed by British Columbia (25%) and Quebec (16%).
- Sales in the floriculture industry in Canada increased to \$1.22 billion in 2014, up 3% from 2013, marking a five-year high.
- Canada's trade, both imports and exports, is primarily with the United States. Exports totaled \$366 million in 2014, with imports amounting to \$446 million.
- Many growers sell their products through a special Dutch-style auction to florists.
- Most of Ontario's greenhouses are located in the Niagara region.
- Floriculture greenhouses employ foreign workers during their busy seasons.
- Most greenhouse flower operations are still family owned and run.
- Ontario flower growers produce over 75 varieties of cut flowers and 120 varieties of indoor potted plants.
- Tulips, gerberas, chrysanthemums and snapdragons are the most produced cut flowers in Canada.
- Ontario's flower growers account for sales of over \$750 million, which is over 50% of Canada's floriculture farm gate. Total farm gate sales in Canada were \$1.44 billion for 2014.



Facts Courtesy of Flowers Canada Growers and Agriculture and Agri-Food Canada

You were asking about...Flowers

Basics

In Canada, a wide variety of flowers are being grown and sold as cut flowers, potted plants or bedding plants. Many flower growers have greenhouses to extend their growing season, but the industry is still largely seasonal. Some growers are now producing year-round thanks to the ability to grow holiday plants like poinsettia, amaryllis and Easter lilies.

Growing flowers during the winter months increases costs to the growers due to the need to heat the greenhouses. Because of this, many greenhouses stop producing for a few months during the winter each year.

Some small scale flower growers are still growing some of their plants outdoors, with most of them supplying local markets and selling direct to customers.

Flower growers try to reduce pesticide usage by using biocontrols to control pests. This means that they release beneficial bugs on their crops to get rid of the bugs that reduce crop yield.

Flowers – the product

Canadian flower growers are producing bedding plants, potted plants, cut flowers and more. Thanks to available technology and market demand, they are growing flowers which could not be grown in Canada in the past, reducing the need to import varieties.

Canadian flowers are available at a variety of stores across the country, including large chain stores. They are also available at smaller stores and markets. In Ontario, the **pickOntario** brand is helping make locally-grown flowers more visible to customers.

The majority of Canada's flower exports are to the USA, but there are strict regulations and inspections in place. Because of this, the export industry for flowers is relatively small compared to total production.



FLOWER TRIVIA

- Ontario greenhouses are also working to preserve and enhance both the natural environment and renewable resources. Most Ontario greenhouses are state of the art and have implemented water recirculation programs.
- Why buy local? Because you're getting a fresher product. These plants and flowers are arriving in your home days after leaving the greenhouse, not weeks. This means that you will be able to enjoy the beauty of these flowers much longer
- Plants produce oxygen and reduce levels of certain pollutants in the environment. Houseplants are effective in keeping household air clean while gardens and green spaces have a positive impact on the environment in general.
- Being around flowers in the morning is proven to improve one's morning moods.
- People tend to care more about others and feel less stressed overall when time is spent around flowers.
- Flowers and plants filter the air which results in cleaner air for one to breathe. Just about everyone knows that plants are great for producing oxygen and contributing to the environment. But did you know that they can clinically reduce stress, fight colds, remove contaminants, and even stop headaches

Trivia courtesy of pickOntario



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About Flowers – Additional Website Links

Flowers Canada Growers Inc.
www.flowerscanadagrowers.com

Canadian Nursery Landscape Association
www.canadanursery.com

Canadian Ornamental Horticulture Alliance
www.coha-acho.ca

pickOntario
www.pickontario.ca

HortEducation BC
www.horteducationbc.com

Alberta Greenhouse Growers Association
www.agga.ca

Ontario Horticultural Association
www.gardenontario.org

Hortcompétences (Québec)
www.hortcompetences.ca

Syndicat des producteurs en serre du Québec
www.spsq.info

Greenhouse Nova Scotia
www.greenhousenovascotia.com

Flower Dictionary

- **Cut flowers:** Flowers grown to be cut from the stalk and used in arrangements, bouquets, decorating, etc.
- **Environmental Farm Plan:** Program that allows farmers to assess environmental risks on-farm and help identify and fund ways to fix them.
- **Fertilizer:** Any natural or synthetic material added to soil to supply plants with nutrients they need to grow.
- **Floriculture:** The sector of horticulture devoted to the growing of flowers and ornamental plants
- **Greenhouse:** A building covered in glass, plastic or fibreglass where most growing conditions can be controlled by the grower, often with the help of computers, such as temperature, ventilation, humidity, light, water and carbon dioxide.
- **Horticulture:** Agriculture which focuses on the production of vegetables, fruit, flowers and turf.
- **Integrated pest management (IPM):** A sustainable, environmentally friendly approach to managing and reducing pest-related damage to crops that uses cultural, physical, biological and chemical methods.
- **Bedding plants:** Plants grown in a pot in a greenhouse until it is close to blooming which will then be transplanted into outdoor flower beds.
- **Potted plants:** Plants grown in pots with the intention of them staying in pots rather than being transplanted.
- **Biocontrols:** A method of pest control using living organisms to get rid of pests.
- **Annual:** A plant that only has one growing season.
- **Perennial:** A plant that has two or more growing seasons.
- **Propagative Material:** Any live plant used to produce nursery stock or full plants.
- **Ornamental:** A plant grown for its decorative material.



Flower
FACT SHEET