

ECONOMIC IMPACT OF THE NIAGARA GREENHOUSE INDUSTRY...

Ontario is North America's third largest greenhouse floriculture producer, following California and Florida. In Ontario, greenhouse operations generated more than \$815 million in total net farm cash receipts in 2001. Greenhouse income represented 9% of the total agricultural 2001 provincial cash receipts.

In 2001, 265 greenhouse operations were reported by Statistics Canada for the Regional Municipality of Niagara. In Niagara, the greenhouse industry's gross farm receipts totaled almost \$220 million, representing almost 30% of the total gross farm receipts in the Province.

Of the over 18 million square feet (approx. 415 ac) under greenhouse production, 84% 15 million square feet (over 340 ac) is under glass/plastic or other protection in floral crops, cut flowers, bedding plants and nursery stock. The remaining acreage is in vegetables (such as tomatoes, cucumbers, peppers and lettuce) and other products.

Location of the greenhouse industry tends to be below the Niagara Escarpment or in the Fonthill Kame area for the floriculture growers and above the Escarpment for vegetables growers

In the past 10 years, greenhouse operations have been expanding to include value-added products such as floral arrangements, potted plants, catalogue and mail order and direct shipping (truck and van fleet) to distributors.

Niagara Region greenhouse operations today are specialized. State of the art technology, combined with the highest standards of quality control, structures are designed and built specifically for the product(s) grown. Operations are generally family-owned and operated with an average size of 70,000 square feet under production.

The greenhouse industry in the Niagara Region is on the increase. In 2001, the number of operations increased from 253 to 265, an increase of 5% from 1996. Total area under glass/plastic and other protection increased by 34% from 13.6 million square feet in 1996 to 18.2 million square feet in 2001. Total gross farm receipts in 2001 for greenhouse operations increased by over 70% from 1996 receipts.

In 2001, the number of floral greenhouse operations increased by almost 9% (198 to 215 operations) from 1996 with an increase of over 39% in area under production. However, the number of greenhouse vegetable operations decreased by almost 34% with no change in production between 1996 and 2001.



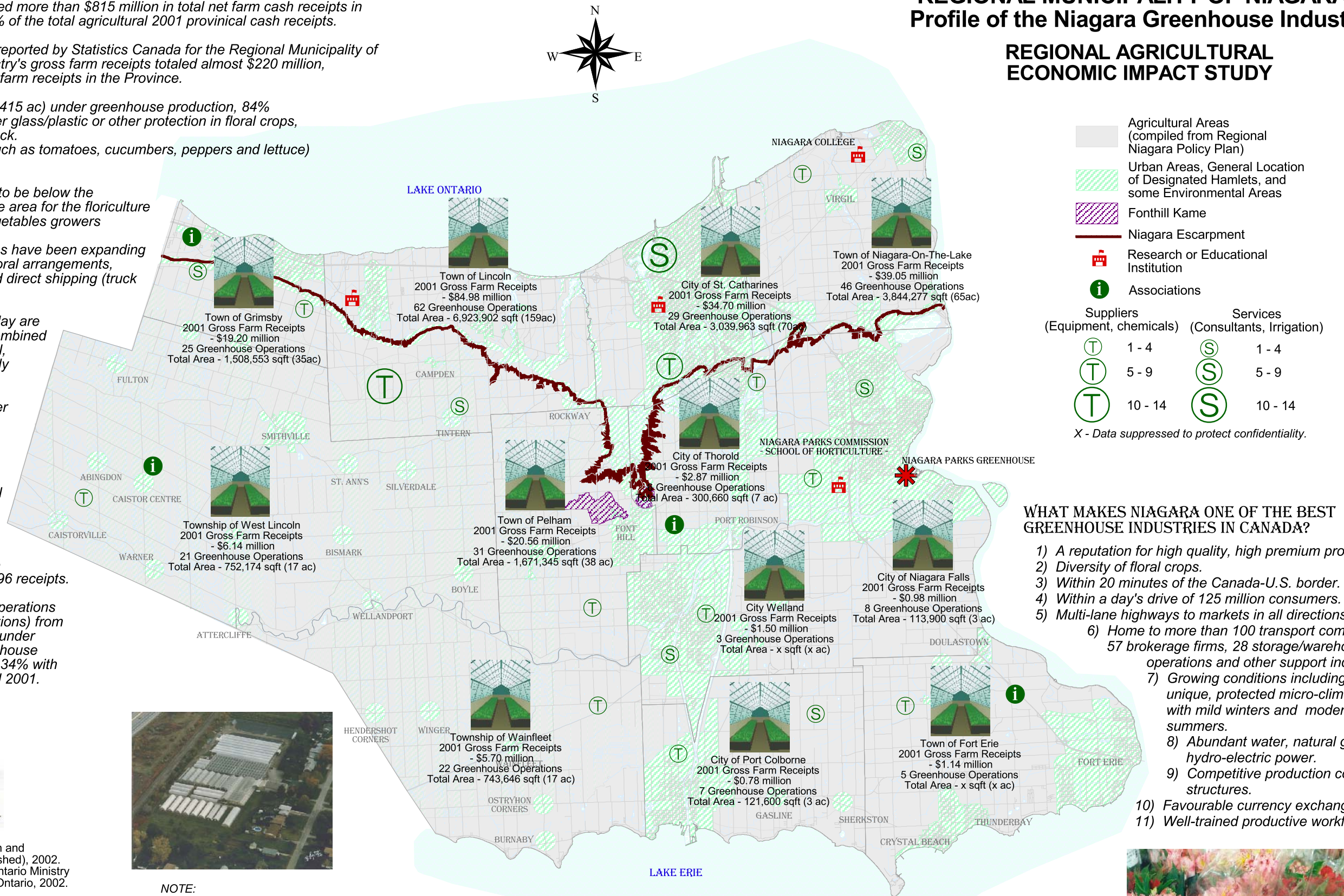
NOTE:
This map is for general illustration purposes only. For boundary interpretations, please contact the Regional Niagara Planning and Development Department.

4000 0 4000 8000 Metres

Source:
Regional Municipality of Niagara (existing information and mapping is considered by the Region to be pre-published), 2002.
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<http://www.regional.niagara.on.ca>
Niagara's Greenhouse Industry - Characteristics and Policy Alternatives, Publication 94, January, 2000. (unpublished)
Census of Agriculture, Statistics Canada, 1996, 2001
Floriculture Industry, Flowers Canada (Ontario), March, 2002.
<http://www.townoflincoln.com/information/greenhouses/>
- Area Greenhouses and Support Services
<http://www.alkema.com/> - Alkema Greenhouses
<http://www.niagaracanada.com/agri-bus/>
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**Figure 4.40
REGIONAL MUNICIPALITY OF NIAGARA -
Profile of the Niagara Greenhouse Industry**

**REGIONAL AGRICULTURAL
ECONOMIC IMPACT STUDY**



WHAT MAKES NIAGARA ONE OF THE BEST GREENHOUSE INDUSTRIES IN CANADA?

- 1) A reputation for high quality, high premium products.
- 2) Diversity of floral crops.
- 3) Within 20 minutes of the Canada-U.S. border.
- 4) Within a day's drive of 125 million consumers.
- 5) Multi-lane highways to markets in all directions.
- 6) Home to more than 100 transport companies, 57 brokerage firms, 28 storage/warehousing operations and other support industries.
- 7) Growing conditions including a unique, protected micro-climate with mild winters and moderate summers.
- 8) Abundant water, natural gas and hydro-electric power.
- 9) Competitive production cost structures.
- 10) Favourable currency exchange.
- 11) Well-trained productive workforce.

