

# 2016 Census of Agriculture: Leveraging technology and market opportunities in a diverse horticulture industry

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Operators in the horticulture sector continued to look for innovative ways to grow products and meet market demands.

The use of technology and marketing have allowed some agricultural sectors to adapt to changes in the agriculture industry. Several sectors reported increases in area on the 2016 Census of Agriculture, including greenhouse vegetable production (+22.5%), fruits, berries and nuts production (+6.7%) and field vegetable production (+1.0%). The increases were due, in part, to the use of technology and marketing. Maple syrup production also benefited from the adoption of technologies, such as reverse osmosis.

The analytical document "[Leveraging technology and market opportunities in a diverse horticulture industry](#)" is now available. This article is from an analytical series based on 2016 Census of Agriculture data.

Based on the data from the 2016 Census of Agriculture, the infographic "[Horticulture in Canada](#)" (**11-627-M**) provides a visual overview of the horticulture sector in Canada.

The national snapshot, [2016 Census of Agriculture](#) as well as [provincial highlights](#) are now available online.

The article, "[Leveraging technology and market opportunities in a diverse horticulture industry](#)" which is part of [Farm and Farm Operator Data \(95-640-X\)](#), is now available. For a complete list of our products, visit the [2016 Census of Agriculture](#) module of our website. You can also consult the [CANSIM tables 004-0200 to 004-0246](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; [STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)) or Media Relations (613-951-4636; [STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca](mailto:STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca)).

