



United States Department of Agriculture
National Agricultural Statistics Service

FOLIAGE, FLORICULTURE AND CUT GREENS



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FLORIDA

FOLIAGE PLANTS

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of \$462.5 million dollars during 2007, up 30 percent from the \$356.9 million sold in 2006 as this sector strives to recuperate from the previous devastating hurricanes that hit the State during the fall of 2004 and 2005. Foliage grower numbers declined from 304 for 2006 to 298 for 2007 with several going out of business due to economic considerations. Potted foliage sales accounted for \$428.7 million of the 2007 total, while the sales of foliage hanging baskets totaled nearly \$33.8 million. During the previous year, potted foliage sales totaled \$326.2 million, while sales of hanging baskets totaled \$30.7 million.

Florida's potted foliage growers reported a combined area in production of 161,639,000 square feet during 2007, down from the 2006 revised combined area of 162,648,000 square feet. Square footage utilized for producing both hanging baskets and potted foliage was counted only once; however, for those firms with some area used exclusively for hanging baskets, the questionnaire design did not pick up that area. The 93 firms with sales of potted foliage totaling a million dollars or more in 2007 accounted for 84 percent of all sales or \$361,756,000. During 2006, 98 growers with foliage sales of a million or more accounted for nearly 80 percent of all foliage sales, or \$261,541,000. Producers in the million dollar sales or more class, used 111,887,000 square feet to produce foliage plants during 2007 compared with 113,506,000 square feet the previous year.

**FLORIDA CROPS SUMMARY: Number of Firms and Value of Sales,
2006-2007, FLORIDA**

Firms with	Number of firms ^{1/}		Wholesale value of all sales	
	2006	2007	2006	2007
	<i>Thousand dollars</i>			
\$10,000 or more sales ^{2/}	832	754	804,854	914,556
\$100,000 or more sales ^{3/}	532	502	791,174	902,226
Bedding/Garden Plants	74	74	133,566	104,069
Cut Cultivated Greens	105	90	78,151	73,057
Cut Flowers	13	10	16,939	13,698
Foliage Plants	304	298	356,863	462,448
Herbaceous Perennials	35	33	28,585	13,247
Potted Flowering Plants	90	103	81,581	142,110
Propagative Materials	65	60	95,489	93,597

^{1/} Sum of firms by type of crop grown may exceed total because of operations producing more than one type of plant.

^{2/} Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range.

^{3/} Product sales may not add to total due to rounding.

**FLORICULTURE CROPS SUMMARY: Wholesale Value of All Sales by Plant Category,
by State, for Operations with \$100,000+ Sales, 2006-2007**

State	All Plant Categories ^{1/}		Foliage Plants						All Cut Flowers	
			All Foliage		Potted ^{2/}		Hanging Baskets ^{2/}			
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
	<i>1,000 dollars</i>									
California	987,120	991,396	98,333	104,014	87,459	92,430	10,874	11,584	318,667	320,036
Florida	791,174	902,226	356,863	462,448	326,154	428,651	30,709	33,797	16,939	13,698
Hawaii	62,517	63,022	15,387	16,833	^{3/}	16,702	^{3/}	131	16,908	15,793
Illinois	125,929	115,813	6,831	2,556	^{3/}	2,086	^{3/}	470	552	877
Maryland	87,610	84,407	815	1,095	^{3/}	^{3/}	^{3/}	^{3/}	164	114
Michigan	364,132	366,602	4,504	5,280	3,002	4,268	1,502	1,012	6,608	7,848
New Jersey	154,343	153,662	2,557	1,738	2,183	1,458	374	280	10,269	10,360
New York	181,880	177,137	5,152	3,333	3,780	2,606	1,372	727	2,919	4,167
North Carolina	203,154	185,843	6,476	5,053	3,193	2,567	3,283	2,486	4,396	3,429
Ohio	179,485	187,201	4,445	4,149	1,968	1,634	2,477	2,515	1,475	1,524
Oregon	108,182	119,850	3,803	3,684	^{3/}	^{3/}	^{3/}	^{3/}	10,405	11,970
Pennsylvania	146,641	136,890	4,204	5,008	2,975	3,672	1,229	1,336	1,880	1,416
South Carolina	98,481	91,091	3,068	360	^{3/}	^{3/}	^{3/}	^{3/}	293	204
Texas	256,489	242,870	13,448	13,793	7,596	8,151	5,852	5,642	745	801
Washington	119,028	123,648	2,026	237	1,257	85	769	152	20,088	23,786
15-State Other Sts	336	111			27,042	3,941	2,862	1,198		
Total	3,866,501	3,941,769	527,912	629,581	466,609	568,251	61,303	61,330	412,308	415,659

State	All Bedding/Garden Plants				Propagative Floriculture Material		All Potted Flowering Plants		Cut Cultivated Greens	
	Annual Bedding/Garden Plants		Herbaceous Perennials							
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
	<i>1,000 dollars</i>									
California	224,914	221,655	67,178	62,596	66,006	67,757	199,262	202,476	12,760	12,862
Florida	133,566	104,069	28,585	13,247	95,489	93,597	81,581	142,110	78,151	73,057
Hawaii	3,053	3,228	462	315	3,294	3,630	22,729	22,546	684	678
Illinois	47,809	42,451	44,961	46,883	7,437	4,708	18,339	18,326	*	12
Maryland	54,323	53,859	19,517	18,860	4,587	3,620	8,204	6,859		
Michigan	191,857	193,314	47,444	45,868	80,390	79,210	33,329	35,183	*	263
New Jersey	59,121	61,386	42,201	42,191	11,143	11,308	29,052	26,679	*	*
New York	80,756	81,540	26,792	28,635	17,351	18,313	48,904	41,149	6	*
North Carolina	117,335	102,871	33,084	37,647	3,293	2,653	38,523	34,166	47	24
Ohio	91,125	93,356	41,855	46,329	18,317	19,283	22,268	22,560		
Oregon	37,242	47,497	15,751	17,664	10,939	12,837	25,488	21,563	4,554	4,635
Pennsylvania	62,539	46,564	18,169	16,512	21,242	23,099	38,607	34,291		*
South Carolina	12,440	11,939	67,391	65,585	4,424	2,764	10,824	10,239	41	*
Texas	157,488	144,310	33,168	32,299	14,019	15,184	36,592	35,667	1,029	816
Washington	36,606	43,546	26,533	28,063	26,017	21,202	7,758	6,814		
15-State Other Sts									336	111
Total	1,310,174	1,261,585	513,091	502,693	383,948	379,165	621,460	660,628	97,608	92,458

^{1/} State totals exclude plant category values denoted by asterisks (*).

^{2/} Equivalent wholesale value of all sales.

^{3/} Included in Other States to avoid disclosing data of individual operations.

**POTTED FLOWERING PLANTS: Number of Producers, Number of Pots, Quantity Sold, and Value,
for Operations with \$100,000 + Sales, 2006-2007, FLORIDA**

Selected Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Value of all sales at wholesale ^{1/}	
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
	<i>Number</i>		<i>1,000 pots</i>				<i>1,000 dollars</i>			
African Violets	7	6	462	429	70	^{2/}	532	429	879	712
Mums, Florist	10	9	^{2/}	^{2/}	1,199	1,712	1,199	1,712	3,715	4,905
Orchids	45	46	2,124	2,591	2,634	2,659	4,758	5,250	37,248	41,917
Poinsettias	29	29	835	12,450	2,234	^{2/}	3,069	12,450	11,331	36,503
Roses, Florist	8	6	^{2/}	^{2/}	563	538	563	538	2,905	2,934
Spring Flowering Bulbs	11	10	94	^{2/}	384	599	478	599	1,579	2,070
Other Flowering Potted	34	45	^{2/}	3285	6,604	9,164	6,604	12,449	20,756	49,292

^{1/} Equivalent wholesale value of all sales.

^{2/} Pot sizes have been combined into category with greatest production to avoid disclosure of individual operations.

**ANNUAL BEDDING/GARDEN PLANTS: Number of Producers, Quantity Sold, Price, and Value,
for Operations with \$100,000 + Sales, 2006-2007, FLORIDA ^{1/}**

Selected Crops	Number of producers		Quantity sold				Wholesale price				Value of all sales at wholesale ^{2/}	
			Less than 5 inches		5 inches or more		Less than 5 inches		5 inches or more			
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
	<i>Number</i>		<i>1,000 pots</i>				<i>Dollars</i>				<i>1,000 dollars</i>	
Begonias	46	47	8,538	6,589	693	480	0.78	0.64	1.75	1.47	7,872	4,923
Geraniums from Cuttings	33	34	847	771	1,698	1,214	0.84	0.81	2.29	2.45	4,600	3,599
Impatiens	52	54	11,624	7,016	2,042	1,557	0.66	0.65	1.95	1.66	11,654	7,145
Impatiens, New Guinea	40	42	702	604	2,099	1,173	1.26	1.30	2.27	2.22	5,649	3,389
Pansies/Violas	31	29	3,893	2,616	^{3/}	172	0.83	0.62	^{3/}	1.54	3,243	1,887
Petunias	43	45	3,275	3,748	1,098	520	0.64	0.80	1.92	1.78	4,204	3,924
Marigolds	31	32	3,111	2,999	467	358	0.62	0.64	1.77	1.49	2,755	2,453
Vegetable Type Plants ^{4/}	16	12	1,158	2,567	1,135	199	0.95	1.01	1.69	1.60	3,018	2,911

Selected Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of all sales at wholesale ^{2/}	
	2006	2007		2006	2007	2006	2007	2006	2007
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Begonias	13	13	Baskets	93	75	4.80	4.48	446	336
Geraniums from Cuttings	17	15	Baskets	145	93	4.96	6.05	719	563
Impatiens	22	21	Baskets	563	251	4.89	4.92	2,753	1,235
Impatiens, New Guinea	18	19	Baskets	167	156	4.89	5.11	817	797
Pansies/Violas	6	6	Flats	115	36	8.02	7.53	922	271
Petunias	5	7	Flats	281	138	7.65	7.45	2,150	1,028
Petunias	14	15	Baskets	289	195	5.42	4.99	1,566	973
Vegetable Type Plants ^{3/}	5	9	Flats	167	178	9.34	9.31	1,560	1,657
Other Flowering Baskets	22	16	Baskets	564	608	6.21	6.20	3,502	3,770
Other Flowering Flats	9	10	Flats	1,331	660	6.86	6.80	9,131	4,488
Other Herbaceous Perennials ^{3/5/}	27	22	Pots	7,965	4,682	2.79	2.33	20,581	10,900

^{1/} Finished bedding/garden plants purchased from others and resold are excluded.

^{2/} Equivalent wholesale value of all sales.

^{3/} Quantity and price combined into pot size with greatest production to avoid disclosure of individual operations.

^{4/} For home garden use.

^{5/} Excludes Hostas and Hardy/Garden Chrysanthemums.

CUT CULTIVATED GREENS:

Florida remains the Nation’s leader in sales of cut cultivated greens among the 15 States surveyed. Florida sales of all cut greens during 2007 totaled about \$73.1 million, 79 percent of the value for all cut greens sold in the 15 States surveyed. The 2007 value was seven percent below the 2006 value of \$78.1 million. Leatherleaf ferns represented \$37.8 million of the 2007 total versus \$44.5 million in 2006. Growers sold about 38.2 million Leatherleaf fern bunches in 2007 at an average price of \$0.99 per bunch. The 2006 Leatherleaf price averaged to \$1.03 per bunch. Sales of other cut greens totaled \$35.2 million, up five percent from the \$33.7 million sold in 2006. Pierson, Florida is the heart of the “Fern Capital of the World”. Growers in Pierson and the surrounding areas of north central Florida grow a wide variety of ferns and other greens.

CUT CULTIVATED GREENS: Producers, Quantity Sold, and Value for Operations with \$100,000+, 2006-2007

Selected States and crops	Number of producers		Quantity sold		Value of all sales ^{1/}	
	2006	2007	2006	2007	2006	2007
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf Ferns	87	72	43,205	38,192	44,501	37,810
Other cut cultivated greens	93	82	^{2/}	^{2/}	33,650	35,247
OTHER STATES ^{3/}						
Leatherleaf Ferns	8	6	978	839	1,401	1,195
Other cut cultivated greens	81	72	^{2/}	^{2/}	18,056	18,206
TOTAL						
Leatherleaf Ferns	95	78	44,183	39,031	45,902	39,005
Other cut cultivated greens	174	154	^{2/}	^{2/}	51,706	53,453

^{1/} Equivalent wholesale value of all sales.

^{2/} Bunches are not comparable in this category as units differ depending on crop variety.

^{3/} Other States also include: CA, HI, ILL, MI, NJ, NY, NC, OR, PA, SC, and TX.

Numbers of Producers by Gross Value of Sales, 2006-2007, FLORIDA

Operations with sales of	Number of producers	
	2006	2007
\$10,000 - \$19,999	57	45
\$20,000 - \$39,999	74	56
\$40,000 - \$49,999	38	26
\$50,000 - \$99,999	131	125
\$100,000 - \$499,999	275	249
\$500,000 or more	257	253

Area Used for Production by Type of Cover for Operations with Sales of \$10,000+ and 100,000+, 2006-2007, FLORIDA

Operations with sales of	Total number of producers		Glass greenhouses		Fiberglass, Other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground		
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	
	<i>1,000 square feet</i>											<i>Acres</i>	
\$10,000+	832	754	5,120	4,038	7,813	7,562	46,808	48,060	287,446	275,086	8,344	8,631	
\$100,000+	532	502	5,030	3,954	7,299	6,400	44,839	45,240	272,257	254,020	7,601	7,940	