



United States Department of Agriculture
National Agricultural Statistics Service

FOLIAGE, FLORICULTURE AND CUT GREENS



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April 30, 2009

FLORIDA

FLORICULTURE PRODUCTION IN 2008 DOWN 5 PERCENT

The gross wholesale value of sales for all floriculture crops from producers with more than \$10,000 in sales for 2008 totaled \$921.7 million, down \$46.3 million or 5 percent below 2007. The number of producers increased slightly from 869 in 2007 to 871 in 2008. Total covered production area decreased 8 percent to 318 million square feet in 2008. The amount of open ground used in 2008 covered 6,954 acres, down 22 percent or 1,964 fewer acres.

FOLIAGE PLANTS OPERATIONS WITH OVER \$100,000 IN SALES

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with combined sales of \$480.4 million dollars during 2008, down 3 percent from the \$493.9 million sold in 2007. The number of foliage producers growing hanging baskets declined from 107 for 2007 to 103 for 2008. For potted plants the number of foliage producers decreased from 310 in 2007 to 293 in 2008. Potted foliage sales accounted for \$444.9 million of the 2008 total, while the sales of foliage hanging baskets totaled \$35.5 million. During the previous year, potted foliage sales totaled \$457.4 million, while sales of hanging baskets totaled \$36.5 million.

FLORIDA CROPS SUMMARY: Number of Firms and Value of Sales, 2007-2008

Firms with	Number of firms ^{1/}		Wholesale value of all sales	
	2007	2008	2007	2008
			<i>Thousand dollars</i>	
\$10,000 or more sales ^{2/}	869	871	967,944	921,650
\$100,000 or more sales ^{3/}	540	515	952,644	906,140
Annual Bedding/Garden	-	-	104,669	109,960
Cut Cultivated Greens	-	-	74,394	70,785
Cut Flowers	-	-	11,324	9,046
Foliage Plants	-	-	493,916	480,373
Herbaceous Perennials	-	-	13,695	11,975
Potted Flowering Plants	-	-	142,844	146,566
Propagative Materials	-	-	111,802	77,435

^{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, 2007-2008**

State	All Plant Categories ^{1/}		Foliage Plants						All Cut Flowers	
			All Foliage		Potted ^{2/}		Hanging Baskets ^{2/}			
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>1,000 dollars</i>									
California	1,020,156	999,914	101,727	87,100	88,119	78,179	13,608	8,921	327,736	314,044
Florida	952,644	906,140	493,916	480,373	457,401	444,889	36,515	35,484	11,324	9,046
Hawaii	63,162	53,480	17,798	13,329	17,667	13,208	*	121	15,938	13,250
Illinois	123,939	126,788	2,577	3,644	2,095	2,311	482	1,333	1,924	1,946
Maryland	89,464	84,720	1,107	731	*	234	*	497	*	*
Michigan	387,040	376,041	3,605	3,085	2,424	2,059	1,181	1,026	7,487	6,971
New Jersey	176,092	169,849	1,694	1,767	1,414	1,512	280	255	12,704	13,300
New York	181,885	175,800	3,379	4,167	2,614	3,356	765	811	4,567	3,075
North Carolina	187,110	207,727	5,257	10,591	2,744	4,302	2,513	6,289	3,429	2,857
Ohio	200,271	185,974	4,761	4,424	2,167	1,838	2,594	2,586	1,524	1,702
Oregon	135,081	137,096	3,897	3,935	*	*	268	227	12,241	11,445
Pennsylvania	146,406	137,877	5,002	3,686	3,686	2,869	1,316	817	1,416	1,395
South Carolina	92,754	97,954	360	1,412	*	*	350	548	*	*
Texas	252,257	249,132	10,085	11,766	5,059	7,297	5,026	4,469	801	357
Washington	123,643	123,731	237	349	85	*	152	145	23,785	23,086
15-State Other Sts	509	5,789			4,070	4,776	807		318	246
Total	4,132,413	4,038,012	655,402	630,359	589,545	566,830	65,857	63,529	425,194	402,720

State	Annual Bedding/ Garden Plants		Herbaceous Perennials		Propagative Floriculture Material		All Potted Flowering Plants		Cut Cultivated Greens	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>1,000 dollars</i>									
California	202,554	213,936	57,288	58,645	77,919	74,043	238,799	238,225	14,133	13,921
Florida	104,669	109,960	13,695	11,975	111,802	77,435	142,844	146,566	74,394	70,785
Hawaii	3,246	*	314	*	2,750	2,618	22,670	20,673	446	350
Illinois	45,831	45,338	49,678	53,872	4,708	5,706	19,221	16,237	*	45
Maryland	57,600	*	20,162	*	3,642	*	6,953	8,226		
Michigan	194,512	186,938	62,813	69,227	83,317	76,651	35,043	32,903	263	266
New Jersey	67,504	64,287	44,314	44,138	22,708	22,665	27,168	23,692	*	*
New York	83,767	81,716	28,039	25,710	20,719	19,528	41,414	41,604	*	*
North Carolina	102,993	114,800	38,008	34,999	2,853	3,250	34,570	41,230	*	*
Ohio	103,040	99,871	48,525	41,046	19,545	18,647	22,876	20,284		*
Oregon	51,591	51,518	22,040	23,542	14,761	14,791	22,805	24,804	7,746	7,061
Pennsylvania	62,527	60,338	17,749	17,933	25,380	24,269	34,332	30,147	*	109
South Carolina	13,190	12,250	66,201	70,824	2,764	*	10,239	13,468	*	*
Texas	155,949	160,386	34,072	31,775	14,898	10,903	35,555	33,041	897	904
Washington	43,546	48,599	28,063	25,011	21,202	20,087	6,810	6,599		
15-State Other Sts		61,803		17,220		5,471			191	72
Total	1,292,519	1,311,740	530,961	525,917	428,968	376,064	701,299	697,699	98,070	93,513

* Included in Other States to avoid disclosing data of individual operations.

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

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

POTTED FLOWERING PLANTS: Number of Producers, Number of Pots, Quantity Sold, and Value, for Operations with \$100,000 + Sales, 2007-2008, 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/}	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>		<i>1,000 pots</i>				<i>1,000 dollars</i>			
Azaleas, Florist	5	*	^{2/}	*	447		447	*	2053	*
Easter Lilies	9	9			395	431	395	431	1,462	1,621
Mums, Florist	9	9	^{2/}	^{2/}	1,891	1,601	1,891	1,601	5,526	4,918
Orchids	46	47	2,643	2,622	4,281	3,878	6,924	6,500	50,129	47,157
Poinsettias	30	30	533	621	3,115	3,252	3,648	3,873	14,735	15,189
Roses, Florist	6	9	^{2/}	144	570	380	570	524	3,021	2,256
Spring Flowering Bulbs	10	9	^{2/}	^{2/}	1,014	922	1,014	922	3,719	3,406
Other Flowering Plants	52	54	3,845	5,709	14,275	12,264	18,120	17,973	61,456	65,619

* Included in Other States to avoid disclosing data of individual operations.

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

^{2/} Quantity and price combined into pot size with greatest production to avoid disclosing data of individual operations.

ANNUAL BEDDING/GARDEN PLANTS: Number of Producers, Quantity Sold, Price, and Value, for Operations with \$100,000 + Sales, 2007-2008, 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			
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>Number</i>		<i>1,000 pots</i>				<i>Dollars</i>				<i>1,000 dollars</i>	
Begonias	49	40	6,673	6,597	480	655	0.64	0.78	1.47	1.74	4,976	6,285
Geraniums – Veg Cuttings	35	32	771	396	1,257	1,624	0.81	1.27	2.43	2.55	3,679	4,644
Geraniums from Seeds	*	10	*	177	*	^{3/}	*	0.93	*	^{3/}	*	164
Impatiens	57	48	7,256	9,768	1,557	1,201	0.65	0.68	1.66	1.63	7,301	8,600
Impatiens, New Guinea	45	42	644	1,207	1,176	724	1.30	1.33	2.23	2.27	3,460	3,249
Marigolds	32	27	2,999	2,901	358	259	0.64	0.66	1.49	1.66	2,453	2,345
Pansies/Violas	29	24	2,616	2,714	172	113	0.62	0.65	1.54	1.91	1,887	1,980
Petunias	47	39	3,793	3,158	520	410	0.80	0.79	1.78	1.87	3,960	3,262
Other Flowering & Foliar	58	52	17,807	15,992	12,092	12,711	0.77	0.79	3.32	3.60	53,857	58,393
Vegetable Type Plants ^{4/}	12	19	2,567	6,382	199	346	1.01	0.98	1.60	2.29	2,911	7,047

Selected Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of all sales at wholesale ^{2/}	
	2007	2008		2007	2008	2007	2008	2007	2008
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Begonias	15	13	Baskets	80	107	4.49	8.57	359	917
Impatiens	22	17	Baskets	260	162	4.92	4.87	1,279	789
Impatiens, New Guinea	21	16	Baskets	157	88	5.11	4.53	802	399
Pansies/Violas	5	5	Baskets	8	6	3.83	3.61	31	22
Petunias	16	13	Baskets	198	137	4.99	5.17	988	708
Other Flowering & Foliar Baskets	17	14	Baskets	608	472	6.19	4.79	3,764	2,261
Other Flowering & Foliar Flats	10	7	Flats	660	595	6.80	6.76	4,488	4,022
Vegetable Type Plants ^{4/}	9	6	Flats	178	195	9.31	9.13	1,657	1,780

* Included in Other States to avoid disclosing data of individual operations.

^{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 disclosing data of individual operations.

^{4/} For home garden use.

CUT CULTIVATED GREENS: – OPERATIONS WITH OVER \$100,000 IN SALES

Florida remains the Nation’s leader in sales of cut cultivated greens. Florida sales of all cut greens during 2008 totaled \$70.8 million, 76 percent of the value for all cut greens sold in 2008. The 2008 value of sales was 5 percent below the 2007 value of \$74.4 million. Leatherleaf ferns represented \$33.2 million of the 2008 total compared to \$38.3 million in 2007. Growers sold 34.2 million Leatherleaf fern bunches in 2008 at an average wholesale price of \$0.97 per bunch. The 2007 Leatherleaf wholesale price averaged \$0.98 per bunch. Sales of other cut greens totaled \$37.6 million, up 4 percent from the \$36.1 million sold in 2007. 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+, 2007-2008

	Number of producers		Quantity sold		Value of all sales ^{1/}	
	2007	2008	2007	2008	2007	2008
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf Ferns	77	76	39,120	34,233	38,338	33,206
Other cut cultivated greens	87	82	^{2/}	^{2/}	36,056	37,579
OTHER STATES ^{3/}						
Leatherleaf Ferns	*	*	*	*	*	*
Other cut cultivated greens	71	82	^{2/}	^{2/}	22,021	21,452
15-STATE PROGRAM OTH STS						
Leatherleaf Ferns	8	11	317	163	1,205	959
Other cut cultivated greens	12	9	^{2/}	^{2/}	450	317
TOTAL						
Leatherleaf Ferns	85	87	39,437	34,396	39,543	34,165
Other cut cultivated greens	170	173	^{2/}	^{2/}	58,527	59,348

* Included in 15-State Program Oth Sts to avoid disclosing data of individual operations.

^{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 include: CA, HI, ILL, OR, PA, and TX.

Numbers of Producers by Gross Value of Sales, 2007-2008, FLORIDA

Operations with sales of	Number of producers	
	2007	2008
\$10,000 - \$19,999	69	82
\$20,000 - \$39,999	77	90
\$40,000 - \$49,999	32	37
\$50,000 - \$99,999	151	147
\$100,000 - \$499,999	266	250
\$500,000 or more	274	265

Area Used for Production by Type of Cover for Operations with Sales of \$10,000+ and \$100,000+, 2007-2008, FLORIDA

Operations with sales of	Total number of producers		Glass greenhouses		Fiberglass, Other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
	<i>1,000 square feet</i>										<i>Acres</i>	
\$10,000+	869	871	4,293	3,397	8,124	8,164	50,212	50,338	284,140	255,974	8,918	6,954
\$100,000+	540	515	4,206	3,350	6,910	7,294	46,777	47,632	261,146	237,470	8,062	6,135