



United States Department of Agriculture
National Agricultural Statistics Service

Foliage, Floriculture and Cut Greens



Cooperating with the Florida Department of Agriculture & Consumer Services
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The following floriculture statistics are compiled from interviews of all known growers of floriculture in the 15-State Program: California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, and Washington. The statistics for each flower type are summarized only from growers with \$100,000 or more in annual sales. The area statistics are summarized only from growers having annual sales of \$10,000 or more. More detailed data are available at the USDA-NASS website: www.nass.usda.gov/fl and selecting the *Floriculture Crops, April 2010* release.

Florida's 2010 Floriculture Value of Sales Down One Percent

Florida's gross wholesale value of sales for all floriculture crops from producers with more than \$10,000 in sales for 2010 totaled \$810 million, down \$5.33 million or one percent from 2009. The number of floriculture producers decreased seven percent from 811 in 2009 to 758 in 2010.

Florida Leads the Nation in Indoor Foliage Plant Sales

Florida leads the Nation in sales of foliage plants for indoor use, including potted and hanging baskets. In 2010, Florida represented over 72 percent of all foliage sales among the 15 participating states. Florida had combined sales of all foliage at \$412 million dollars, up \$11.9 million or 3 percent from the previous year. The number of foliage producers declined from 348 in 2009 to 325 in 2010. Total potted foliage sales increased \$6.51 million dollars or two percent from the previous year. Total hanging basket sales increased \$5.6 million. During the 2010, potted foliage sales totaled \$373.9 million, while sales of hanging baskets totaled \$37.9 million.

Florida Crops Summary: Number of Producers and Value of Sales, 2009-2010

Producers with	Producers		Value of all sales	
	2009	2010	2009	2010
	(number)	(number)	(\$1,000)	(\$1,000)
\$10,000 or more sales ¹	811	758	814,895	809,569
\$100,000 or more sales ²	475	437	801,335	788,058
Annual Bedding/Garden	438	363	88,380	73,150
Cut Cultivated Greens	148	137	55,996	60,725
Cut Flowers	6	3	8,136	(D)
Foliage Plants.....	348	325	399,971	411,825
Herbaceous Perennials	61	45	32,395	46,357
Potted Flowering Plants.....	193	183	130,905	115,918
Propagative Materials.....	(NA)	(NA)	85,752	80,083

D Withheld to avoid disclosing data for individual operations.

NA Not available.

¹ Value of all crops grown with sales of \$10,000 or more, combines the wholesale value of sales as reported by operations with \$100,000 or more and an estimated value for operations with sales between \$10,000 and \$99,000. This is derived by multiplying the number of producers in each range of sales by the mid-point of the range.

² Equivalent wholesale value of all sales is derived by multiplying the average wholesale price by the total quantity sold on a gross basis before deductions.

Floriculture Crops Summary: Wholesale Value of All Sales by Plant Category, by State, for Operations with \$100,000+ Sales, 2009-2010

State	Total wholesale value of all plant categories		Foliage plants						All cut flowers		
			All foliage		Potted ¹		Hanging baskets ¹				
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California	923,204	998,616	101,802	95,216	95,029	87,392	6,773	7,824	270,708	286,218	
Florida	801,335	788,058	399,771	411,825	367,378	373,879	32,393	37,946	8,136	(D)	
Hawaii	18,194	16,746	9,823	8,318	9,744	8,238	79	80	8,121	8,126	
Illinois	124,195	118,871	1,562	1,669	1,265	1,187	297	482	1,167	1,705	
Maryland	84,265	80,626	506	848	398	649	108	199	(D)	(D)	
Michigan	380,171	389,006	8,702	7,833	4,355	3,482	4,347	4,351	9,021	9,540	
New Jersey	158,195	169,856	2,158	1,947	1,687	1,285	471	662	11,390	12,407	
New York	164,876	164,342	2,948	2,630	2,656	2,188	292	442	2,297	1,918	
North Carolina	242,016	239,034	11,745	16,056	1,413	5,765	(D)	10,291	(D)	(D)	
Ohio	184,694	194,375	3,996	4,585	1,442	1,421	(D)	(D)	(D)	(D)	
Oregon	128,850	130,996	468	(D)	255	(D)	213	258	10,765	10,215	
Pennsylvania	63,886	55,761	2,344	2,624	1,656	1,652	688	972	8,185	(D)	
South Carolina	97,766	90,347	519	1,365	36	(D)	483	494	(D)	(D)	
Texas	237,990	265,310	10,101	15,053	5,250	9,672	4,851	5,381	(D)	(D)	
Washington	132,218	154,502	584	(D)	584	(D)	(D)	(D)	26,073	22,991	
15-State Program Other States	111,480	125,265	-	1,141	-	1,446	12,886	3,472	5,576	22,037	
Total	3,853,335	3,981,711	557,029	571,110	493,148	498,256	63,881	72,854	361,439	375,157	

State	Annual bedding/ garden plants		Herbaceous Perennials		Propagative floriculture material		All potted flowering plants		Cut cultivated greens	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California	190,706	238,275	68,942	60,508	73,479	66,231	207,486	243,683	10,081	8,485
Florida	88,380	73,150	32,395	46,357	85,752	80,083	130,905	115,918	55,996	60,725
Hawaii	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)	251	302
Illinois	43,287	44,050	45,542	42,568	5,995	5,003	26,642	23,876	(D)	(D)
Maryland	60,113	55,630	20,054	20,798	3,592	3,350	(D)	(D)	-	-
Michigan	179,086	203,908	69,131	57,393	83,311	78,573	30,920	31,759	(D)	(D)
New Jersey	62,294	63,572	45,097	46,892	16,591	22,329	20,665	22,709	(D)	(D)
New York	76,810	78,736	23,585	24,273	16,793	16,505	42,368	40,212	75	68
North Carolina	162,275	140,112	32,062	43,966	3,715	3,497	32,219	35,403	-	(D)
Ohio	93,166	93,770	35,007	35,733	22,603	24,601	29,922	35,686	-	-
Oregon	59,368	61,604	20,911	20,420	11,944	12,494	18,885	18,461	6,509	7,802
Pennsylvania	(D)	(D)	(D)	(D)	23,934	23,489	29,423	29,648	(D)	(D)
South Carolina	9,526	7,461	74,687	70,207	(D)	(D)	13,034	11,314	(D)	(D)
Texas	159,283	175,237	30,246	34,741	7,007	8,567	31,353	31,712	(D)	(D)
Washington	50,366	61,796	23,474	32,583	23,527	29,362	8,169	7,752	25	18
15-State Program Other States	64,380	61,605	16,744	16,971	2,768	2,280	21,014	20,375	998	856
Total	1,299,039	1,358,906	537,877	553,410	381,011	376,364	643,005	668,508	73,935	78,256

- Represents zero.

D Withheld to avoid disclosing data for individual operations

¹ 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, 2009-2010, Florida

Selected Crops	Producers		Quantity sold				Wholesale price				Value of all sales at wholesale ¹	
			Number of pots less than 5 inches		Number of pots 5 inches or more		Less than 5 inches		5 inches or more			
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	(number)	(number)	(1,000)	(1,000)	(1,000)	(1,000)	(dollars per pot)	(dollars per pot)	(dollars per pot)	(dollars per pot)	(\$1,000)	(\$1,000)
African Violets	7	8	650	925	(²)	(²)	1.41	0.97	(²)	(²)	917	897
Azaleas, Finished Florist	(D)	9	(D)	(²)	(D)	419	(D)	(²)	(D)	4.15	(D)	1,737
Florist Chrysanthemums	9	10	(²)	649	1,454	1,077	(²)	1.65	2.88	3.41	4,188	4,743
Easter Lilies	9	10	-	-	462	401	-	-	3.92	4.01	1,811	1,608
Orchids	56	45	2,170	1,583	3,419	3,978	5.76	5.09	8.93	8.51	43,031	41,910
Poinsettias	28	22	393	344	3,029	2,986	1.65	1.65	4.05	4.20	12,916	13,109
Roses, Florist.....	10	10	152	(²)	452	462	2.56	(²)	5.33	5.56	2,798	2,570
Spring Flowering Bulbs	6	9	(²)	(²)	768	740	(²)	(²)	3.35	4.00	2,575	2,963
Other Flowering Plants.....	68	60	2,385	2,163	12,305	10,907	2.28	2.13	4.14	3.83	56,381	46,381

- Represents zero.

D Withheld 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, 2009-2010, Florida

Selected Crops	Producers		Quantity sold				Wholesale price				Value of all sales at wholesale ¹	
			Number of pots less than 5 inches		Number of pots 5 inches or more		Less than 5 inches		5 inches or more			
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	(number)	(number)	(1,000)	(1,000)	(1,000)	(1,000)	(dollars per pot)	(dollars per pot)	(dollars per pot)	(dollars per pot)	(\$1,000)	(\$1,000)
Begonias.....	44	39	7,537	6,653	730	587	0.76	0.75	2.43	2.54	7,502	6,481
Geraniums / Veg cuttings....	33	32	1,038	628	1,682	2,360	2.15	1.39	2.05	2.47	5,680	6,702
Geraniums from Seeds	11	8	169	136	10	(²)	1.18	1.12	1.53	(²)	215	152
Impatiens	46	39	9,143	9,533	803	1,258	0.70	0.72	1.52	2.20	7,621	9,631
Impatiens, New Guinea.....	40	38	1,977	2,014	571	620	1.15	1.12	2.48	2.80	3,690	3,992
Marigolds	27	21	2,549	2,992	274	506	0.66	0.68	1.80	1.93	2,176	3,011
Pansies / Violas	24	21	1,786	1,830	149	434	0.66	0.65	2.64	2.11	1,572	2,105
Petunias.....	38	31	2,425	2,927	587	1,465	0.82	0.84	1.84	2.00	3,069	5,389
Other Flowering & Foliar	51	39	11,092	7,422	9,839	4,981	0.81	0.82	2.92	2.70	37,714	19,535
Vegetable Type Plants ²	17	15	6,324	6,243	363	301	0.98	0.98	2.99	3.58	7,283	7,196

Selected Crops	Unit	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale ¹	
		2009	2010	2009	2010	2009	2010	2009	2010
		(number)	(number)	(1,000 units)	(1,000 units)	(dollars per unit)	(dollars per unit)	(\$1,000)	(\$1,000)
Begonias	Baskets	(D)	9	(D)	23	(D)	4.77	(D)	110
Geraniums	Baskets	13	13	96	61	4.60	4.06	442	248
Impatiens	Baskets	15	15	143	88	4.72	4.70	675	414
Impatiens, New Guinea	Baskets	13	12	72	24	4.37	3.94	315	95
Petunias.....	Baskets	12	10	161	51	5.74	5.05	924	258
Other Flowering & Foliar.....	Baskets	17	12	186	57	4.70	4.22	874	241
Geraniums from Seeds.....	Flats	3	3	1	1	11.04	10.36	11	10
Other Flowering & Foliar.....	Flats	8	6	269	193	7.17	5.56	1,929	1,073

D Withheld to avoid disclosing data of individual operations.

¹ Equivalent wholesale value of all sales.

² Bedding plants for home use, excludes transplants for commercial production.

Cut Cultivated Greens: The 15-state wholesale value for operations with over \$100 thousand in sales for 2010, at \$78.3 million, is up 6 percent from 2009. Florida led the nation with \$60.7 million and 78 percent of the national total. Florida's value of leatherleaf ferns totaled \$29.1 million, and cut cultivated greens totaled \$31.6 million.

Number of Producers: The 15-State total number of producers with \$10,000 or more sales for 2010 for all floriculture crops at 6,126 was down 7 percent from the previous year. Florida's producers totaled 758 compared with 811 in 2009.

Area Used for Production: Total covered production area for producers in the 15-states with \$10,000 or more in sales totaled 725 million square feet. Florida's producers with \$10,000 or more in sales used 3.7 million square feet of glass greenhouse area, 8.9 million square feet of fiberglass and other rigid greenhouse area, 40.8 million square feet of film plastic greenhouse space, 256 million square feet of shade and temporary cover, and 7.1 thousand acres of open ground.

Cut Cultivated Greens: Producers, Quantity Sold, and Value for Operations with \$100,000+

	Producers		Quantity sold		Value of sales ¹	
	2009	2010	2009	2010	2009	2010
	(number)	(number)	(1,000 bunches)	(1,000 bunches)	(\$1,000)	(\$1,000)
Leatherleaf ferns						
Florida	76	67	31,162	29,739	29,292	29,144
14 Other States.....	5	9	638	694	650	699
15 State Total.....	81	76	31,800	30,433	29,942	29,843
Other cut cultivated greens						
Florida	72	70	(NA)	(NA)	26,704	31,581
14 Other States.....	82	79	(NA)	(NA)	17,289	16,832
15 State Total.....	154	149	(NA)	(NA)	43,993	48,413

NA Not available.

¹ Equivalent wholesale value of all sales.

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

Numbers of Producers by Gross Value of Sales, Florida

Operations with sales of	Number of producers	
	2009	2010
\$10,000 - \$19,999.....	87	86
\$20,000 - \$39,999.....	92	70
\$40,000 - \$49,999.....	36	30
\$50,000 - \$99,999.....	121	135
\$100,000 - \$499,999.....	249	208
\$500,000 or more.....	226	229

Area Used for Production by Type of Cover, Florida

[Due to combined data collection efforts of the Census of Horticulture and the Annual Floriculture Survey, the data in 2009 include area used for production of nursery crops as well as floriculture crops.]

Operations with sales of	Producers		Glass greenhouses		Fiberglass & other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
	(number)	(number)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(acres)	(acres)
\$10,000+.....	811	758	4,446	3,691	9,376	8,893	43,597	40,811	265,218	256,078	9,805	7,075
\$100,000+.....	475	437	3,717	3,080	8,790	8,276	40,519	38,519	242,655	228,986	8,168	6,198