



United States Department of Agriculture  
National Agricultural Statistics Service

# Foliage, Floriculture and Cut Greens



Cooperating with the Florida Department of Agriculture & Consumer Services  
2290 Lucien Way, Suite 300, Maitland, FL 32751  
(407) 648-6013 · (407) 648-6029 FAX · [www.nass.usda.gov/fl](http://www.nass.usda.gov/fl)

April 26, 2011

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](http://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 <sup>1</sup> .....  | 811       | 758      | 814,895            | 809,569   |
| \$100,000 or more sales <sup>2</sup> ..... | 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.

<sup>1</sup> 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.

<sup>2</sup> 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 <sup>1</sup> |                | Hanging baskets <sup>1</sup> |               |                 |                |           |
|  | 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        |           |
| <b>Florida</b> .....                   | <b>801,335</b>                                | <b>788,058</b>   | <b>399,771</b> | <b>411,825</b> | <b>367,378</b>      | <b>373,879</b> | <b>32,393</b>                | <b>37,946</b> | <b>8,136</b>    | <b>(D)</b>     |           |
| 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<br>Other States ..... | 111,480                                       | 125,265          | -              | 1,141          | -                   | 1,446          | 12,886                       | 3,472         | 5,576           | 22,037         |           |
| <b>Total</b> .....                     | <b>3,853,335</b>                              | <b>3,981,711</b> | <b>557,029</b> | <b>571,110</b> | <b>493,148</b>      | <b>498,256</b> | <b>63,881</b>                | <b>72,854</b> | <b>361,439</b>  | <b>375,157</b> |           |

| State                                  | Annual bedding/<br>garden plants |                  | Herbaceous<br>Perennials |                | Propagative<br>floriculture<br>material |                | All potted<br>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         |
| <b>Florida</b> .....                   | <b>88,380</b>                    | <b>73,150</b>    | <b>32,395</b>            | <b>46,357</b>  | <b>85,752</b>                           | <b>80,083</b>  | <b>130,905</b>                 | <b>115,918</b> | <b>55,996</b>         | <b>60,725</b> |
| 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<br>Other States ..... | 64,380                           | 61,605           | 16,744                   | 16,971         | 2,768                                   | 2,280          | 21,014                         | 20,375         | 998                   | 856           |
| <b>Total</b> .....                     | <b>1,299,039</b>                 | <b>1,358,906</b> | <b>537,877</b>           | <b>553,410</b> | <b>381,011</b>                          | <b>376,364</b> | <b>643,005</b>                 | <b>668,508</b> | <b>73,935</b>         | <b>78,256</b> |

- Represents zero.

D Withheld to avoid disclosing data for individual operations

<sup>1</sup> 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 <sup>1</sup> |           |
|-------------------------------|-----------|----------|-----------------------------------|------------------|---------------------------------|------------------|--------------------|-------------------|-------------------|-------------------|--|-----------|
|                               |           |          | 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              | ( <sup>2</sup> )                | ( <sup>2</sup> ) | 1.41               | 0.97              | ( <sup>2</sup> )  | ( <sup>2</sup> )  | 917  | 897       |
| Azaleas, Finished Florist.... | (D)       | 9        | (D)                               | ( <sup>2</sup> ) | (D)                             | 419              | (D)                | ( <sup>2</sup> )  | (D)               | 4.15              | (D)  | 1,737     |
| Florist Chrysanthemums....    | 9         | 10       | ( <sup>2</sup> )                  | 649              | 1,454                           | 1,077            | ( <sup>2</sup> )   | 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                               | ( <sup>2</sup> ) | 452                             | 462              | 2.56               | ( <sup>2</sup> )  | 5.33              | 5.56              | 2,798  | 2,570     |
| Spring Flowering Bulbs.....   | 6         | 9        | ( <sup>2</sup> )                  | ( <sup>2</sup> ) | 768                             | 740              | ( <sup>2</sup> )   | ( <sup>2</sup> )  | 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.

<sup>1</sup> Equivalent wholesale value of all sales.

<sup>2</sup> 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 <sup>1</sup> |           |
|--|-----------|----------|-----------------------------------|---------|---------------------------------|------------------|--------------------|-------------------|-------------------|-------------------|--|-----------|
|  |           |          | 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                              | ( <sup>2</sup> ) | 1.18               | 1.12              | 1.53              | ( <sup>2</sup> )  | 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 <sup>2</sup> ..... | 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 <sup>1</sup> |           |
|-------------------------------|---------|-----------|----------|---------------|---------------|--------------------|--------------------|--|-----------|
|                               |         | 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.

<sup>1</sup> Equivalent wholesale value of all sales.

<sup>2</sup> 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 <sup>1</sup> |               |
|-----------------------------|-----------|-----------|-----------------|-----------------|-----------------------------|---------------|
|                             | 2009      | 2010      | 2009            | 2010            | 2009                        | 2010          |
|                             | (number)  | (number)  | (1,000 bunches) | (1,000 bunches) | (\$1,000)                   | (\$1,000)     |
| Leatherleaf ferns           |           |           |                 |                 |                             |               |
| <b>Florida</b> .....        | <b>76</b> | <b>67</b> | <b>31,162</b>   | <b>29,739</b>   | <b>29,292</b>               | <b>29,144</b> |
| 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 |           |           |                 |                 |                             |               |
| <b>Florida</b> .....        | <b>72</b> | <b>70</b> | <b>(NA)</b>     | <b>(NA)</b>     | <b>26,704</b>               | <b>31,581</b> |
| 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.

<sup>1</sup> Equivalent wholesale value of all sales.

<sup>2</sup> 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   |