



United States Department of Agriculture  
National Agricultural Statistics Service

# Foliage, Floriculture and Cut Greens



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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](http://www.nass.usda.gov/fl) and selecting the *Floriculture Crops, May 2012* release.

## Florida's 2011 Floriculture Value of Sales up One Percent

Florida is the second largest producer of floriculture crops. The State's gross wholesale value of sales for all floriculture crops from producers with more than \$10,000 in sales for 2011 totaled \$835 million, up \$9.16 million or one percent from 2010. The Sunshine State produced 21 percent of the Nation's \$3.94 billion wholesale value of sales.

## Florida Leads the Nation in Indoor Foliage Plant Sales, Propagative Material, and Cut Cultivated Greens

Florida continues to dominate in foliage sales, representing 72 percent of the Nation's foliage sales at \$443 million, up 4 percent from the previous year. This increase in foliage sales is in-line with that of the Nation's, which had \$613 million in sales and was up 5 percent. Florida's value of propagative material totaled \$81.7 million, 23 percent of the Nation's \$355 million total. Florida represents 76 percent of the Nation's sales of cut cultivated greens at \$54.7 million, down \$4.71 million or 8 percent from last year. This trend is also in-line with sales nationwide of cut cultivated greens, with a total of \$72.0 million in sales, down 6 percent from 2010.

## Florida Crops Summary: Number of Producers and Value of Sales, 2010-2011

Producers with	Producers		Value of all sales	
	2010 (number)	2011 (number)	2010 (\$1,000)	2011 (\$1,000)
\$10,000 or more sales <sup>1</sup> .....	749	702	826,077	835,233
\$100,000 or more sales <sup>2</sup> .....	434	431	804,851	823,833
Annual Bedding/Garden .....			80,525	73,667
Cut Cultivated Greens .....			59,394	54,684
Cut Flowers .....			(D)	3,663
Foliage Plants.....			424,103	442,650
Herbaceous Perennials .....			46,766	53,294
Potted Flowering Plants.....			115,421	114,162
Propagative Materials.....			78,642	81,713

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 - 15 Program States: 2010-2011

[Operations with \$100,000+ Sales]

State	Total wholesale value of all plant categories <sup>2</sup>		Foliage plants						All cut flowers		
			All foliage		Potted <sup>3</sup>		Hanging baskets <sup>3</sup>				
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California .....	1,001,478	1,000,415	95,216	110,150	87,392	100,507	7,824	9,643	286,218	277,670	
<b>Florida .....</b>	<b>804,851</b>	<b>823,833</b>	<b>424,103</b>	<b>442,650</b>	<b>383,572</b>	<b>401,617</b>	<b>40,531</b>	<b>41,033</b>	<b>(D)</b>	<b>3,663</b>	
Hawaii.....	32,761	32,684	8,186	8,666	8,118	8,593	68	73	7,971	7,210	
Illinois.....	117,487	110,318	(D)	(D)	(D)	(D)	(D)	(D)	1,705	1,414	
Maryland.....	83,983	87,381	(D)	(D)	649	(D)	(D)	(D)	(D)	(D)	
Michigan.....	394,618	361,486	7,812	(D)	3,482	(D)	4,330	(D)	9,540	5,741	
New Jersey.....	167,882	169,257	(D)	(D)	(D)	(D)	(D)	(D)	12,423	12,635	
New York.....	147,616	151,565	2,629	2,519	1,897	1,688	732	831	1,918	(D)	
North Carolina .....	219,478	223,887	(D)	(D)	5,765	(D)	10,291	(D)	(D)	4,007	
Ohio.....	193,889	192,252	(D)	3,450	(D)	1,137	(D)	2,313	(D)	(D)	
Oregon .....	126,463	125,378	3,700	6,960	(D)	2,793	2,918	4,167	9,989	12,938	
Pennsylvania.....	128,665	123,371	2,593	3,336	1,621	2,107	972	1,229	(D)	(D)	
South Carolina.....	90,344	85,544	1,365	1,199	(D)	(D)	494	349	(D)	(D)	
Texas .....	276,249	248,217	14,709	11,183	9,313	6,119	5,396	5,064	(D)	(D)	
Washington.....	154,277	160,107	(D)	(D)	(D)	(D)	(D)	(D)	22,991	22,310	
Other States <sup>1</sup> .....	54,570	41,125	25,816	23,268	6,073	10,382	4,691	13,736	21,971	11,512	
15 State total .....	3,994,611	3,936,820	586,129	613,381	507,882	534,943	78,247	78,438	374,726	359,100	

State	Annual bedding/ garden plants		Herbaceous Perennials		Propagative floriculture material		Potted flowering plants		Cut cultivated greens	
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California .....	240,828	246,571	60,508	59,464	66,231	55,219	243,992	243,436	8,485	7,905
<b>Florida.....</b>	<b>80,525</b>	<b>73,667</b>	<b>46,766</b>	<b>53,294</b>	<b>78,642</b>	<b>81,713</b>	<b>115,421</b>	<b>114,162</b>	<b>59,394</b>	<b>54,684</b>
Hawaii.....	(D)	(D)	(D)	(D)	(D)	(D)	13,284	13,567	400	373
Illinois.....	44,137	41,059	42,666	40,905	5,103	3,310	23,876	23,630	(D)	(D)
Maryland.....	55,895	55,418	20,054	17,861	3,350	9,939	4,684	4,163	-	(D)
Michigan.....	207,675	203,533	58,261	57,093	79,188	67,981	32,137	27,138	5	(D)
New Jersey.....	63,501	68,148	46,897	39,556	22,329	23,232	22,732	25,686	(D)	(D)
New York.....	79,535	77,071	25,017	25,672	17,642	22,121	20,807	24,182	68	(D)
North Carolina.....	140,110	142,499	43,966	41,511	(D)	(D)	35,402	35,870	(D)	-
Ohio.....	94,221	85,988	39,278	40,788	24,601	23,451	35,789	38,575	-	(D)
Oregon.....	56,052	50,831	25,072	26,134	6,298	4,584	17,550	15,989	7,802	7,942
Pennsylvania.....	(D)	(D)	(D)	(D)	22,379	20,146	29,007	27,303	(D)	(D)
South Carolina.....	(D)	(D)	(D)	(D)	(D)	(D)	11,311	8,711	(D)	-
Texas.....	184,522	162,995	36,431	33,798	8,171	9,238	32,416	31,003	(D)	(D)
Washington.....	61,789	60,078	32,583	41,465	29,162	29,337	7,752	6,917	(D)	(D)
Other States <sup>1</sup> .....	68,183	66,411	87,091	84,677	5,912	5,213	-	-	871	1,132
15 State total.....	1,376,973	1,334,269	564,590	562,218	369,008	355,484	646,160	640,332	77,025	72,036

- Represents zero.

D Withheld to avoid disclosing data for individual operations.

<sup>1</sup> Includes data withheld above.

<sup>2</sup> State total wholesale value excludes plant category valued denoted by "(D)".

<sup>3</sup> Equivalent wholesale value of all sales.

## Florida Potted Flowering Plants: Number of Producers, Number of Pots, Quantity Sold, and Value: 2010-2011

[Operations with \$100,000+ Sales]

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			
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
	(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.....	8	8	925	966	( <sup>2</sup> )	19	0.97	0.98	( <sup>2</sup> )	3.02	897	1,004
Azaleas, Finished Florist.....	9	10	( <sup>2</sup> )	( <sup>2</sup> )	419	447	( <sup>2</sup> )	( <sup>2</sup> )	4.15	4.15	1,737	1,853
Florist Chrysanthemums.....	10	9	649	630	1,077	958	1.65	1.71	3.41	3.46	4,743	4,392
Easter Lilies.....	10	8	-	-	401	411	(X)	(X)	4.01	4.12	1,608	1,693
Orchids.....	45	47	1,487	837	4,004	4,156	4.41	6.01	8.54	9.35	40,752	43,889
Poinsettias.....	22	20	377	362	3,031	3,027	1.66	1.67	4.19	3.99	13,326	12,682
Roses, Florist.....	10	8	( <sup>2</sup> )	( <sup>2</sup> )	462	354	( <sup>2</sup> )	( <sup>2</sup> )	5.56	5.96	2,570	2,109
Spring Flowering Bulbs.....	9	9	( <sup>2</sup> )	( <sup>2</sup> )	740	242	( <sup>2</sup> )	( <sup>2</sup> )	4.00	3.97	2,963	960
Other Flowering Plants.....	62	61	2,063	1,454	8,891	8,325	2.14	2.09	4.77	5.11	46,825	45,580

- Represents zero.

D Withheld to avoid disclosing data of individual operations.

X Not applicable.

<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.

## Florida Annual Bedding/Garden Plants: Number of Producers, Quantity Sold, Price, and Value: 2010-2011

[Operations with \$100,000+ Sales]

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			
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
	(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.....	41	39	5,484	5,391	416	468	0.68	0.69	2.84	2.53	4,911	4,904
Geraniums / Veg Cuttings.....	34	40	1,522	1,519	2,216	2,338	1.20	1.19	2.24	2.22	6,790	6,998
Geraniums from Seeds.....	9	7	478	427	( <sup>3</sup> )	( <sup>3</sup> )	0.69	0.61	( <sup>3</sup> )	( <sup>3</sup> )	328	260
Impatiens, New Guinea.....	40	35	2,045	1,779	570	607	1.00	1.10	2.95	2.83	3,727	3,675
Impatiens, Other.....	41	37	8,755	8,154	1,251	947	0.63	0.62	2.17	2.29	8,230	7,224
Marigolds.....	23	25	3,476	2,717	479	305	0.68	0.70	1.95	1.83	3,298	2,460
Pansies / Violas.....	22	22	2,224	2,600	455	294	0.66	0.67	2.08	1.91	2,414	2,304
Petunias.....	33	33	2,968	2,756	1,827	1,629	0.76	0.77	1.89	1.90	5,709	5,217
Other Flowering & Foliar.....	42	39	12,514	9,537	9,200	8,423	0.78	0.72	2.18	2.02	29,817	23,881
Vegetable Type Plants <sup>2</sup> .....	16	14	3,180	3,236	489	509	0.92	0.91	3.17	3.38	4,476	4,665

Selected Crops	Unit	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale <sup>1</sup>	
		2010	2011	2010	2011	2010	2011	2010	2011
		(number)	(number)	(1,000 units)	(1,000 units)	(dollars per unit)	(dollars per unit)	(\$1,000)	(\$1,000)
Begonias.....	Baskets	10	12	32	27	4.94	5.57	158	150
Impatiens, other.....	Baskets	16	12	110	87	4.95	5.24	545	456
Impatiens, New Guinea.....	Baskets	13	11	35	20	4.58	5.34	160	107
Pansies/Violas	Baskets	5	(D)	18	(D)	5.30	(D)	95	(D)
Petunias.....	Baskets	10	11	58	66	5.32	5.43	309	358
Other Flowering & Foliar.....	Baskets	13	13	159	139	5.71	6.46	908	898
Other Flowering & Foliar	Flats	8	7	253	144	5.11	6.50	1293	936

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.

<sup>3</sup> Quantity and price combined into pot size with greatest production to avoid disclosing data of individual operations.

**Number of Producers:** The number of producers in Florida within various sales categories varied; however, producers within the lowest and highest sales categories decreased. Those with sales between \$10,000 and \$19,999 decreased from 84 to 60 producers within the last year and those with sales of \$500,000 or more decreased from 227 to 208.

**Area Used for Production:** Florida floriculture acreage in the open and uncovered decreased from 2010. Shade and temporary cover square footage in the State also decreased. For film plastic greenhouse footage, operations with sales between \$10,000 and \$99,999 increased slightly; whereas, operations with sales \$100,000 or more decreased by 2 percent.

### Cut Cultivated Greens by Type: Producers, Quantity Sold, and Value: 2010-2011

[Operations with \$100,000+ sales]

	Producers		Quantity sold		Value of all sales at wholesale <sup>1</sup>	
	2010 (number)	2011 (number)	2010 (1,000 bunches)	2011 (1,000 bunches)	2010 (\$1,000)	2011 (\$1,000)
<b>Leatherleaf ferns</b>						
California.....	5	(D)	13	(D)	28	(D)
<b>Florida.....</b>	<b>67</b>	<b>68</b>	<b>27,780</b>	<b>25,779</b>	<b>28,613</b>	<b>25,006</b>
Other States <sup>2</sup> .....	4	7	681	498	671	493
15 State total.....	76	75	28,474	26,277	29,312	25,499
<b>Other cut cultivated greens</b>						
California.....	37	(D)	(NA)	(NA)	8,457	(D)
<b>Florida.....</b>	<b>69</b>	<b>69</b>	<b>(NA)</b>	<b>(NA)</b>	<b>30,781</b>	<b>29,678</b>
Hawaii.....	12	11	(NA)	(NA)	399	364
New York.....	4	(D)	(NA)	(NA)	68	(D)
Oregon.....	8	9	(NA)	(NA)	7,802	7,942
Washington.....	6	(D)	(NA)	(NA)	(D)	(D)
Other States <sup>2</sup> .....	13	50	(NA)	(NA)	206	8,553
15 State total.....	149	139	(NA)	(NA)	47,713	46,537

D Withheld to avoid disclosing data for individual operations.

NA Not available.

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

<sup>2</sup> Includes data withheld above.

### Florida Number of Producers by Gross Value of Sales: 2010-2011

Operations with sales of	Number of producers	
	2010	2011
\$10,000 - \$19,999.....	84	60
\$20,000 - \$39,999.....	69	75
\$40,000 - \$49,999.....	30	36
\$50,000 - \$99,999.....	132	100
\$100,000 - \$499,999.....	207	223
\$500,000 or more.....	227	208

### Florida Area Used for Production by Type of Cover: 2010-2011

Operations with sales of	Producers		Glass greenhouses		Fiberglass & other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground	
	2010 (number)	2011 (number)	2010 (1,000 square feet)	2011 (1,000 square feet)	2010 (1,000 square feet)	2011 (1,000 square feet)	2010 (1,000 square feet)	2011 (1,000 square feet)	2010 (1,000 square feet)	2011 (1,000 square feet)	2010 (acres)	2011 (acres)
\$10,000+.....	749	702	5,346	5,540	9,281	8,440	38,401	38,417	254,826	235,066	6,538	5,881
\$100,000+.....	434	431	4,735	5,008	8,670	7,901	36,110	35,285	228,084	211,414	5,670	5,240