



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

**Florida's 2012 Floriculture Value of Sales down Two 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 2012 totaled \$812 million, down \$23.4 million or three percent from 2011. The Sunshine State produced 20 percent of the Nation's \$3.99 billion wholesale value of sales for operations with \$100,000 or more in 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 \$464 million, up 5 percent from the previous year. This increase in foliage sales is in-line with that of the Nation's, which had \$642 million in sales and was up 5 percent. Florida's value of propagative material totaled \$77.4 million, 21 percent of the Nation's \$366 million total. Florida represents 81 percent of the Nation's sales of cut cultivated greens at \$57.8 million, up \$3.1 million or 6 percent from last year. Nationwide sales of cut cultivated greens total of \$71.0 million, down 1 percent from 2011.

**Florida Crops Summary: Number of Producers and Value of Sales, 2011-2012**

Producers with	Producers		Value of all sales	
	2011 (number)	2012 (number)	2011 (\$1,000)	2012 (\$1,000)
\$10,000 or more sales <sup>1</sup> .....	702	634	835,233	811,814
\$100,000 or more sales <sup>2</sup> .....	431	424	823,833	802,649
Annual Bedding/Garden .....			73,667	77,117
Cut Cultivated Greens .....			54,684	57,812
Cut Flowers .....			3,663	3,692
Foliage Plants.....			442,650	463,635
Herbaceous Perennials .....			53,294	49,312
Potted Flowering Plants.....			114,162	73,726
Propagative Materials.....			81,713	77,355

<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: 2011-2012

[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>				
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California .....	1,000,415	974,165	110,150	99,933	100,507	88,686	9,643	11,247	277,670	261,251	
<b>Florida .....</b>	<b>823,833</b>	<b>802,649</b>	<b>442,650</b>	<b>463,635</b>	<b>401,617</b>	<b>426,070</b>	<b>41,033</b>	<b>37,565</b>	<b>3,663</b>	<b>3,692</b>	
Hawaii.....	32,684	31,021	8,666	8,586	8,593	8,517	73	69	7,210	6,925	
Illinois .....	110,318	109,691	(D)	1,083	(D)	633	(D)	450	1,414	896	
Maryland.....	87,381	86,051	(D)	8,466	(D)	(D)	(D)	(D)	(D)	(D)	
Michigan .....	361,486	362,761	(D)	(D)	(D)	(D)	(D)	(D)	5,741	4,872	
New Jersey.....	169,257	173,815	(D)	(D)	(D)	(D)	(D)	(D)	12,635	13,429	
New York.....	151,565	152,226	2,519	2,531	1,688	1,653	831	878	(D)	(D)	
North Carolina .....	223,887	254,020	(D)	22,405	(D)	7,946	(D)	14,459	4,007	6,829	
Ohio.....	192,252	222,289	3,450	6,128	1,137	3,998	2,313	2,130	(D)	(D)	
Oregon .....	125,378	123,411	6,960	6,457	2,793	(D)	4,167	(D)	12,938	12,029	
Pennsylvania .....	123,371	148,884	3,336	4,444	2,107	2,918	1,229	1,526	(D)	(D)	
South Carolina.....	85,544	85,354	1,199	1,204	(D)	(D)	349	(D)	(D)	(D)	
Texas .....	248,217	275,724	11,183	12,335	6,119	9,032	5,064	3,303	(D)	(D)	
Washington.....	160,107	162,098	(D)	1,086	(D)	(D)	(D)	(D)	22,310	20,930	
Other States <sup>1</sup> .....	41,125	29,839	23,268	3,503	10,382	13,477	13,736	7,239	11,512	11,299	
15 State total .....	3,936,820	3,993,998	613,381	641,796	534,943	562,930	78,438	78,866	359,100	342,152	

State	Annual bedding/ garden plants		Herbaceous Perennials		Propagative floriculture material		Potted flowering plants		Cut cultivated greens	
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California .....	246,571	230,367	59,464	75,258	55,219	52,757	243,436	244,997	7,905	9,602
<b>Florida.....</b>	<b>73,667</b>	<b>77,117</b>	<b>53,294</b>	<b>49,312</b>	<b>81,713</b>	<b>77,355</b>	<b>114,162</b>	<b>73,726</b>	<b>54,684</b>	<b>57,812</b>
Hawaii.....	(D)	(D)	(D)	(D)	(D)	(D)	13,567	13,030	373	(D)
Illinois.....	41,059	37,058	40,905	41,998	3,310	3,893	23,630	24,763	(D)	-
Maryland.....	55,418	54,887	17,861	18,751	9,939	(D)	4,163	3,947	(D)	-
Michigan .....	203,533	201,721	57,093	52,297	67,981	78,410	27,138	25,461	(D)	(D)
New Jersey.....	68,148	68,940	39,556	42,591	23,232	23,279	25,686	25,576	(D)	(D)
New York .....	77,071	77,038	25,672	24,932	22,121	21,140	24,182	26,585	(D)	(D)
North Carolina.....	142,499	148,132	41,511	43,629	(D)	(D)	35,870	33,025	-	(D)
Ohio.....	85,988	90,315	40,788	48,285	23,451	24,378	38,575	53,183	(D)	(D)
Oregon.....	50,831	50,778	26,134	23,635	4,584	9,864	15,989	18,535	7,942	2,113
Pennsylvania .....	(D)	70,962	(D)	16,567	20,146	27,642	27,303	29,269	(D)	(D)
South Carolina.....	(D)	(D)	(D)	(D)	(D)	(D)	8,711	8,098	-	-
Texas.....	162,995	174,798	33,798	48,439	9,238	9,122	31,003	31,030	(D)	(D)
Washington.....	60,078	69,672	41,465	39,204	29,337	24,599	6,917	6,607	(D)	-
Other States <sup>1</sup> .....	66,411	8,955	84,677	69,577	5,213	13,599	-	-	1,132	1,438
15 State total.....	1,334,269	1,360,740	562,218	594,475	355,484	366,038	640,332	617,832	72,036	70,965

- 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: 2011-2012

[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			
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
	(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	966	1,021	19	( <sup>2</sup> )	0.98	1.17	3.02	( <sup>2</sup> )	1,004	1,196
Azaleas, Finished Florist.....	10	7	( <sup>2</sup> )	( <sup>2</sup> )	447	395	( <sup>2</sup> )	( <sup>2</sup> )	4.15	4.23	1,853	1,672
Florist Chrysanthemums.....	9	8	630	605	958	892	1.71	1.71	3.46	3.43	4,392	4,094
Easter Lilies.....	8	12	-	-	411	435	(X)	(X)	4.12	4.15	1,693	1,805
Orchids.....	47	39	837	963	4,156	1,345	6.01	4.79	9.35	9.92	43,889	17,955
Poinsettias.....	20	23	362	355	3,027	2,924	1.67	1.71	3.99	4.16	12,682	12,771
Roses, Florist.....	8	9	( <sup>2</sup> )	( <sup>2</sup> )	354	344	( <sup>2</sup> )	( <sup>2</sup> )	5.96	4.94	2,109	1,698
Spring Flowering Bulbs.....	9	8	( <sup>2</sup> )	( <sup>2</sup> )	242	168	( <sup>2</sup> )	( <sup>2</sup> )	3.97	4.71	960	791
Other Flowering Plants.....	61	53	1,454	1,633	8,325	5,364	2.09	2.03	5.11	5.30	45,580	31,744

- Represents zero.

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: 2011-2012

[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			
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
	(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.....	39	40	5,391	5,901	468	589	0.69	0.69	2.53	2.46	4,904	5,521
Geraniums / Veg Cuttings.....	40	41	1,519	1,788	2,338	2,556	1.19	1.13	2.22	2.25	6,998	7,771
Geraniums from Seeds.....	7	9	427	508	( <sup>3</sup> )	( <sup>3</sup> )	0.61	0.70	( <sup>3</sup> )	( <sup>3</sup> )	260	355
Impatiens, New Guinea.....	35	39	1,779	3,052	607	869	1.10	1.14	2.83	2.39	3,675	5,556
Impatiens, Other.....	37	31	8,154	4,589	947	1,055	0.62	0.70	2.29	2.29	7,224	5,628
Marigolds.....	25	26	2,717	2,764	305	604	0.70	0.71	1.83	1.25	2,460	2,717
Pansies / Violas.....	22	26	2,600	1,917	294	862	0.67	0.72	1.91	1.12	2,304	2,346
Petunias.....	33	40	2,756	2,697	1,629	1,403	0.77	0.83	1.90	1.86	5,217	4,848
Other Flowering & Foliar.....	39	38	9,537	13,108	8,423	6,441	0.72	0.88	2.02	2.38	23,881	26,865
Vegetable Type Plants <sup>2</sup> .....	14	18	3,236	2,029	509	459	0.91	1.33	3.38	3.67	4,665	4,383

Selected Crops	Unit	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale <sup>1</sup>	
		2011	2012	2011	2012	2011	2012	2011	2012
		(number)	(number)	(1,000 units)	(1,000 units)	(dollars per unit)	(dollars per unit)	(\$1,000)	(\$1,000)
Begonias.....	Baskets	12	12	27	31	5.57	5.37	150	166
Impatiens, other.....	Baskets	12	13	87	97	5.24	4.77	456	463
Impatiens, New Guinea.....	Baskets	11	12	20	21	5.34	5.56	107	117
Petunias.....	Baskets	11	13	66	69	5.43	5.36	358	370
Other Flowering & Foliar.....	Baskets	13	10	139	104	6.46	4.61	898	479
Other Flowering & Foliar.....	Flats	7	8	144	163	6.50	7.08	936	1,154

<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 total number of producers with sales of \$100,000 or more decreased from 702 in 2011 to 634 in 2012, or 10%. The number of producers in Florida within the various sales categories decreased for all categories except those with sales of \$500,000 or more, which increased from 208 to 213.

**Area Used for Production:** Florida floriculture acreage in the open and uncovered decreased from 2011. Shade and temporary cover square footage in the State increased. For film plastic greenhouse footage, operations with sales \$10,000 or more decreased by 7 percent.

### Cut Cultivated Greens by Type: Producers, Quantity Sold, and Value: 2011-2012

[Operations with \$100,000+ sales]

	Producers		Quantity sold		Value of all sales at wholesale <sup>1</sup>	
	2011	2012	2011	2012	2011	2012
	(number)	(number)	(1,000 bunches)	(1,000 bunches)	(\$1,000)	(\$1,000)
<b>Leatherleaf ferns</b>						
Florida.....	68	69	25,779	32,110	25,006	31,468
Other States <sup>2</sup> .....	7	8	498	526	493	536
15 State total.....	75	77	26,277	32,636	25,499	32,004
<b>Other cut cultivated greens</b>						
Florida.....	69	67	(NA)	(NA)	29,678	26,344
Hawaii.....	11	9	(NA)	(NA)	364	649
Oregon.....	9	5	(NA)	(NA)	7,942	2,113
Other States <sup>2</sup> .....	50	46	(NA)	(NA)	8,553	9,855
15 State total.....	139	127	(NA)	(NA)	46,537	38,961

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: 2011-2012

Operations with sales of	Number of producers	
	2011	2012
\$10,000 - \$19,999.....	60	42
\$20,000 - \$39,999.....	75	57
\$40,000 - \$49,999.....	36	28
\$50,000 - \$99,999.....	100	83
\$100,000 - \$499,999.....	223	211
\$500,000 or more.....	208	213

### Florida Area Used for Production by Type of Cover: 2011-2012

Operations with sales of	Producers		Glass greenhouses		Fiberglass & other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground	
	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
	(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+.....	702	634	5,540	4,727	8,440	7,317	38,417	35,815	235,066	236,512	5,881	5,411
\$100,000+.....	431	424	5,008	4,712	7,901	7,024	35,285	33,704	211,414	216,449	5,240	4,920