



United States Department of Agriculture
National Agricultural Statistics Service

Foliage, Floriculture and Cut Greens



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Florida

Floriculture Production in 2009 Down 9 Percent

The gross wholesale value of sales for all floriculture crops from producers with more than \$10,000 in sales for 2009 totaled \$696 million, down approximately \$67.6 million or 9 percent below 2008. The number of producers decreased 8 percent from 887 in 2008 to 812 in 2009. Total covered production area from producers with more than \$10,000 increased 3 percent to 326 million square feet in 2009. The amount of open ground used in 2009 totaled 8,849 acres, up 34 percent or 2,262 more acres.

Foliage Plant Operations with Over \$100,000 in Sales

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with over 68 percent of the total U.S. value. Florida had combined sales of \$311 million dollars during 2009, down 12 percent from the \$352 million sold in 2008. The number of foliage producers growing hanging baskets declined from 107 for 2008 to 73 for 2009. For potted plants the number of foliage producers decreased from 301 in 2008 to 276 in 2009. Potted foliage sales accounted for \$288 million of the 2009 total, while the sales of foliage hanging baskets totaled \$22.4 million. During the previous year, potted foliage sales totaled \$326 million, while sales of hanging baskets totaled \$25.7 million.

Florida Crops Summary: Number of Producers and Value of Sales, 2008-2009

Producers with	Producers		Wholesale value of all sales	
	2008	2009	2008	2009
	(number)	(number)	(\$1,000)	(\$1,000)
\$10,000 or more sales ¹	887	812	763,566	695,961
\$100,000 or more sales ²	528	475	738,905	674,190
Annual Bedding/Garden			97,456	88,447
Cut Cultivated Greens			69,114	55,730
Cut Flowers			9,046	8,136
Foliage Plants.....			351,993	311,119
Herbaceous Perennials			19,454	16,882
Potted Flowering Plants.....			120,685	130,928
Propagative Materials.....			80,203	71,084

¹ Estimates by product not available. Sales for growers below \$100,000 are estimated by multiplying the number of producers in each sales category by the mid-point of each dollar value range.

² 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, 2008-2009

State	Total all plant categories ¹		Foliage plants ²						All cut Flowers ²		
			All foliage		Potted		Hanging baskets				
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California	1,043,254	921,710	98,679	86,384	89,729	80,415	8,950	5,969	323,897	269,126	
Florida.....	738,905	674,190	351,993	311,119	326,308	288,687	25,685	22,432	9,046	8,136	
Hawaii.....	48,537	28,369	13,438	(3)	(3)	(3)	70	(3)	11,985	8,164	
Illinois.....	127,427	124,531	3,644	1,562	2,311	1,265	1,333	297	1,946	1,167	
Maryland.....	90,368	87,843	(3)	(3)	234	(3)	497	(3)	(3)	(3)*	
Michigan.....	375,744	384,427	3,085	9,807	2,059	5,511	1,026	4,296	(3)	(3)	
New Jersey.....	170,470	156,986	(3)	(3)	1,631	1,687	255	494	13,300	11,058	
New York.....	177,915	153,166	4,181	2,943	3,358	2,656	823	287	(3)	2,286	
North Carolina.....	199,751	238,346	10,375	11,745	4,081	1,413	6,294	10,332	(3)	(3)	
Ohio.....	186,463	192,626	4,507	3,996	1,839	1,442	2,668	2,554	(3)	(3)	
Oregon.....	121,525	114,432	440	(3)	211	(3)	229	(3)	10,509	10,598	
Pennsylvania.....	137,334	136,178	3,825	2,344	2,868	1,656	957	688	(3)	(3)	
South Carolina.....	98,838	65,739	(3)	(3)	(3)	38	548	434	(3)	(3)	
Texas.....	260,355	238,785	11,766	10,087	7,297	5,270	4,469	4,817	(3)	(3)	
Washington.....	123,731	131,609	349	(3)	(3)	(3)	145	(3)	23,086	26,073	
15-State Program Other States.....	24,226	37,017	4,029	14,353	14,436	11,403		297	23,329	22,619	
Total.....	3,924,843	3,685,954	510,311	454,340	456,362	401,443	53,949	52,897	417,098	359,227	

State	Annual bedding/ garden plants ²		Herbaceous Perennials ²		Propagative floriculture material ²		All potted flowering plants ²		Cut cultivated greens ²	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
California.....	216,944	209,622	65,485	67,386	81,094	73,264	243,225	205,847	13,930	10,081
Florida.....	97,456	88,447	19,454	16,882	80,203	71,084	120,685	130,928	69,114	55,730
Hawaii.....	2,618	2,641	32	120	2,509	2,095	17,724	15,207	263	262
Illinois.....	46,644	43,622	54,400	45,542	5,706	5,983	15,042	26,655	45	(3)
Maryland.....	58,831	59,232	17,842	19,430	4,744	3,547	8,220	5,634		
Michigan.....	186,938	180,157	69,227	70,089	76,651	84,311	32,872	31,042	(3)	(3)
New Jersey.....	64,950	63,854	44,345	44,863	22,665	16,581	23,324	18,449	(3)	(3)
New York.....	82,637	75,989	26,259	22,613	19,807	16,846	41,956	32,489	(3)	(3)
North Carolina.....	114,416	162,274	35,325	32,109	(3)	(3)	39,635	32,218	(3)	(3)
Ohio.....	93,938	94,273	42,168	41,845	23,021	22,603	21,127	29,909	(3)	
Oregon.....	51,044	58,375	23,677	20,797	7,064	5,713	21,730	18,949	7,061	(3)
Pennsylvania.....	60,615	58,184	18,129	16,703	25,287	21,334	29,369	29,428	109	(3)
South Carolina.....	12,250	10,235	70,981	39,863	(3)	(3)	13,468	15,169	(3)	(3)
Texas.....	170,674	159,405	32,791	30,023	11,021	7,007	33,194	32,263	(3)	(3)
Washington.....	48,599	50,366	25,011	23,474	20,087	23,527	6,599	8,169		(3)
15-State Program Other States.....					3,977	3,765			1,226	7,883
Total.....	1,308,554	1,316,676	545,126	491,739	383,836	357,660	668,170	632,356	91,748	73,956

¹ State totals exclude Plant Category values denoted by (3).

² Equivalent wholesale value of all sales.

³ Included in Other States to avoid disclosing data of individual operations.

Potted Flowering Plants: Number of Producers, Number of Pots, Quantity Sold, and Value, for Operations with \$100,000 + Sales, 2008-2009, Florida

Selected Crops	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	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
	number	number	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(\$1,000)	(\$1,000)
African Violets	(D)	7	(D)	650	(D)	(²)	(D)	650	(D)	917
Florist Mums	9	9	(²)	(²)	1,601	1,454	1,601	1,454	4,918	4,188
Easter Lilies	10	9			519	462	519	462	1,925	1,811
Orchids	49	56	1,956	2,170	3,301	3,419	5,257	5,589	34,828	43,031
Poinsettias	29	28	640	393	3,214	3,029	3,854	3,422	14,638	12,916
Roses, Florist	9	10	144	(²)	380	605	524	605	2,256	2,801
Other Flowering Plants...	55	69	2,082	2,385	11,665	12,310	13,747	14,695	53,277	56,401

D Not included 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, 2008-2009, 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			
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
	(number)	(number)	(1,000)	(1,000)	(1,000)	(1,000)	(dollars)	(dollars)	(dollars)	(dollars)	(\$1,000)	(\$1,000)
Begonias.....	42	44	7,593	7,537	906	730	0.77	0.76	2.25	2.43	7,885	7,502
Geraniums from Seeds	11	(D)	191	(D)	(²)	(D)	0.96	(²)	(²)	(D)	184	(D)
Impatiens	49	46	10,168	9,143	1,209	803	0.67	0.70	1.60	1.52	8,747	7,621
Impatiens, New Guinea	46	40	2,054	1,977	725	571	1.22	1.15	2.37	2.48	4,224	3,690
Marigolds	28	27	2,749	2,549	271	274	0.67	0.66	1.83	1.80	2,338	2,176
Petunias.....	41	38	2,861	2,425	591	587	0.76	0.82	1.88	1.84	3,285	3,069
Other Flowering & Foliar	53	51	12,537	11,092	11,607	9,839	0.80	0.81	2.85	2.92	43,110	37,714
Vegetable Type Plants ³	21	18	6,367	6,324	536	379	0.98	0.98	2.74	3.04	7,708	7,350

Selected Crops	Unit	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale ¹	
		2008	2009	2008	2009	2008	2009	2008	2009
		(number)	(number)	(1,000 units)	(1,000 units)	(dollars per unit)	(dollars per unit)	(\$1,000)	(\$1,000)
Geraniums from Vegetative Cuttings ..	Baskets	16	13	107	96	4.94	4.60	529	442
Impatiens	Baskets	18	(D)	168	(D)	4.75	(D)	798	(D)
Impatiens, New Guinea	Baskets	16	13	84	72	4.56	4.37	383	315
Geraniums from Seeds.....	Flats	(D)	3	(D)	1	(D)	11.04	(D)	11
Pansies/Violas.....	Flats	7	(D)	25	(D)	9.31	(D)	233	(D)

D Not included 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.

³ For home garden use. Does not include commercial transplants.

Florida

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 2009 totaled \$55.7 million, 75 percent of the value for all cut greens sold in the U.S. in 2009. The 2009 value of sales was 19 percent below the 2008 value of \$69.1 million. Leatherleaf ferns represented \$29.1 million of the 2009 total compared to \$33.0 million in 2008. Growers sold 31 million Leatherleaf fern bunches in 2009 at an average wholesale price of \$0.94 per bunch. The 2008 Leatherleaf wholesale price averaged \$0.97 per bunch. Sales of other cut greens totaled \$26.6 million, down 26 percent from the \$36.1 million sold in 2008. 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+

	Producers		Quantity sold		Value of all sales ¹	
	2008	2009	2008	2009	2008	2009
	(number)	(number)	(1,000 bunches)	(1,000 bunches)	(\$1,000)	(\$1,000)
Florida						
Leatherleaf Ferns	77	75	34,001	31,006	32,981	29,146
Other cut cultivated greens	84	71	(2)	(2)	36,133	26,584
Other States ³						
Leatherleaf Ferns	(4)	(4)	(4)	(4)	(4)	(4)
Other cut cultivated greens	80	49	(2)	(2)	21,374	10,331
15-State Program Other States						
Leatherleaf Ferns	10	4	760	637	943	650
Other cut cultivated greens	9	34	(2)	(2)	317	7,245
Total						
Leatherleaf Ferns	87	79	34,761	31,643	33,924	29,796
Other cut cultivated greens	173	154	(2)	(2)	57,824	44,160

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, IL, MI, NJ, NY, NC, OR, PA, SC, TX, WA.

⁴ Included in 15-State Program Other States to avoid disclosing data of individual operations.

Numbers of Producers by Gross Value of Sales, Florida

Operations with sales of	Number of producers	
	2008	2009
\$10,000 - \$19,999	82	87
\$20,000 - \$39,999	92	92
\$40,000 - \$49,999	37	36
\$50,000 - \$99,999	148	122
\$100,000 - \$499,999	263	251
\$500,000 or more	265	224

Area Used for Production by Type of Cover, Florida¹

Operations with sales of	Producers		Glass greenhouses		Fiberglass & other rigid greenhouses		Film plastic greenhouses		Shade and temporary cover		Open ground	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
	(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+	887	812	3,531	4,668	9,009	10,882	52,000	46,495	252,434	264,442	6,587	8,849
\$100,000+	528	475	3,479	3,733	8,118	10,296	49,273	43,417	233,843	242,001	5,756	7,211

¹ 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.