



# Floriculture

California's floriculture crop leads the nation with a value of \$974 million in sales, for operations with more than \$100,000 in sales, comprising 24.4 percent of the U.S. total wholesale value. Sales slightly decreased 3 percent from the 2011 total. California producers decreased from 384 in 2011 to 371 in 2012.

For operations with more than \$100,000 in sales, California accounted for 16 percent of the total value of Total Bedding and Garden plants, the highest-valued crop category in the 15-state program. The wholesale value of California-grown bedding and garden plants at \$306 million in 2012 was virtually unchanged from 2011.

California also leads the country in potted flowering plant value for 2012, with a total value of \$245 million wholesale, up less than one percent from the 2011 valuation. California accounted for 40 percent of the 15-state total wholesale value reported.

California was the dominant state in cut flower production, accounting for about 76 percent of the total cut flower wholesale value. The \$261 million in value for 2012 was down 6 percent from the 2011 valuation of \$278 million.



**Floriculture Production and Value for Operations with \$100,000+ Sales, 2011 <sup>1</sup>**

Kind	Number of Producers	Unit	Sales		Wholesale Price Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>CUT FLOWERS</b>						<b>277,670</b>
Alstroemeria	24	Stems	8,308	98	0.17	1,412
Carnations, Standard	(D)	(D)	(D)	(D)	(D)	(D)
Chrysanthemums, Pompon	18	Bunches	7,787	99	1.41	10,980
Delphinium and Larkspur	34	Stems	17,829	100	0.30	5,331
Gerbera Daisy	34	Stems	112,741	97	0.28	31,906
Gladioli <sup>2</sup>	(D)	(D)	(D)	(D)	(D)	(D)
Iris	29	Stems	52,897	100	0.26	13,700
Lilies, All	42	Stems	134,286	93	0.55	73,589
Lisianthus	23	Stems	7,003	99	0.41	2,885
Orchids, All	15	Blooms	5,091	99	0.83	4,220
Roses, All	26	Stems	36,089	97	0.48	17,287
Snapdragons	36	Spikes	33,080	95	0.24	8,072
Tulips <sup>2</sup>	26	Stems	87,187	98	0.35	30,428
Other Cut Flowers	103	---	---	97	---	66,788
<b>POTTED FLOWERING PLANTS <sup>3</sup></b>						<b>243,436</b>
African Violets	(D)	(D)	(D)	(D)	(D)	(D)
Finished Florist Azaleas	(D)	(D)	(D)	(D)	(D)	(D)
Chrysanthemums, Florist	9	Pots	2,935	100	3.20	9,401
Lilies, Easter	18	Pots	843	100	4.12	3,477
Orchids	41	Pots	12,883	98	7.25	93,432
Poinsettias	53	Pots	7,276	99	3.91	28,471
Roses, Florist	18	Pots	6,687	98	2.60	17,439
Spring Flowering Bulbs	32	Pots	3,713	100	3.32	12,329
Other Potted Flowering Plants	59	Pots	25,361	100	2.95	74,736
<b>FOLIAGE PLANTS FOR INDOOR OR PATIO USE</b>						<b>110,150</b>
Hanging Baskets	46	Baskets	1,956	100	4.93	9,643
Potted Foliage	77	---	---	99	---	100,507
<b>TOTAL BEDDING/GARDEN PLANTS</b>						<b>306,035</b>
<b>Flats</b>						<b>105,182</b>
Begonias	42	Flats	445	96	9.25	4,116
Geraniums, Cutting	15	Flats	75	98	10.61	796
Geraniums, Seed	10	Flats	29	99	14.05	407
Impatiens	13	Flats	44	99	10.34	455
Impatiens, New Guinea	40	Flats	1,063	98	9.38	9,971
Marigolds	43	Flats	761	98	10.04	7,640
Pansy/Viola	49	Flats	1,208	97	9.50	11,476
Petunias	46	Flats	1,172	98	10.02	11,743
Other Flowering and Foliar	42	Flats	4,097	96	11.42	46,788
Vegetable Type	39	Flats	1,067	99	11.05	11,790
<b>Potted <sup>3</sup></b>						<b>131,290</b>
Begonias	45	Pots	2,127	99	1.09	2,316
Geraniums, Cutting	45	Pots	6,129	99	2.34	14,330
Geraniums, Seed	14	Pots	211	99	2.20	465
Impatiens	41	Pots	3,256	98	1.07	3,484
Impatiens, New Guinea	40	Pots	975	96	1.77	1,724
Marigolds	35	Pots	1,380	99	1.29	1,783
Pansy/Viola	37	Pots	2,922	99	1.02	2,966
Petunias	37	Pots	3,079	100	1.32	4,062
Other Flowering and Foliar	53	Pots	40,428	100	2.01	81,261
Vegetable Type	45	Pots	12,036	96	1.57	18,899

## Floriculture Production and Value for Operations with \$100,000+ Sales, 2011 <sup>1</sup>

Kind	Number of Producers	Unit	Sales		Wholesale Price Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>Hanging Baskets</b>						<b>10,099</b>
Begonias	17	Baskets	17	95	9.19	156
Geraniums, Cutting,	25	Baskets	200	100	930.00	1,860
Geraniums, Seed	4	Baskets	---	---	---	---
Impatiens	14	Baskets	36	97	6.94	250
Impatiens, New Guinea	16	Baskets	80	98	7.60	228
Pansy/Viola	10	Baskets	11	100	8.06	89
Petunias	19	Baskets	158	100	8.52	1,346
Other Flowering	27	Baskets	826	100	247.00	6,170
<b>Herbaceous Perennials <sup>3</sup></b>						<b>59,464</b>
Chrysanthemums, Hardy/Garden	30	Pots	9,028	100	1.22	11,015
Hosta	20	Pots	106	99	4.29	455
Other	69	Pots	13,314	96	3.60	47,994
<b>TOTAL CUT CULTIVATED GREENS</b>						<b>7,905</b>
Ferns, Leatherleaf <sup>2</sup>	(D)	(D)	(D)	(D)	(D)	(D)
Other Cut Cultivated	(D)	(D)	(D)	(D)	(D)	(D)
<b>PROPAGATIVE (UNFINISHED)</b>						<b>55,219</b>
Cut Flowers	---	---	---	---	---	3,259
Cut Cultivated Greens <sup>2</sup>	---	---	---	---	---	---
Potted Flowering Plants	---	---	---	---	---	9,375
Bedding/Garden Plants	---	---	---	---	---	30,767
Herbaceous Perennial Plants	---	---	---	---	---	9,229
Foliage Plants	---	---	---	---	---	2,589
<b>TOTAL ALL PLANTS</b>						<b>1,000,415</b>

(D) Withheld to avoid disclosing data for individual operations. (NA) Not available.

<sup>1</sup> The total covered growing area of 138,406,000 square feet consisted of the following: 33,853,000 square feet of shade and temporary cover; 14,496,000 square feet of glass; 34,693,000 square feet of fiberglass and other rigid greenhouses; 55,364,000 square feet of film plastic (single/multi) greenhouses; and 9,485 acres of open ground.

<sup>2</sup> Included in state totals to avoid disclosure of individual operations.

<sup>3</sup> Pot price is a weighted average of all pots.





## Floriculture Production and Value for Operations with \$100,000+ Sales, 2012 <sup>1</sup>

Kind	Number of Producers	Unit	Sales		Wholesale Price Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>CUT FLOWERS</b>						<b>286,218</b>
Alstroemeria	24	Stems	10,267	83	0.19	1,982
Carnations, Standard	(D)	(D)	(D)	(D)	(D)	(D)
Chrysanthemums, Pompon	21	Bunches	9,544	100	1.48	14,125
Delphinium and Larkspur	34	Stems	18,693	99	0.27	5,084
Gerbera Daisy	34	Stems	112,092	100	0.30	33,516
Gladioli <sup>2</sup>	(D)	(D)	(D)	(D)	(D)	(D)
Iris	(D)	(D)	(D)	(D)	(D)	(D)
Lilies, All	41	Stems	90,823	99	0.64	57,673
Lisianthus	22	Stems	7,490	100	0.41	3,078
Orchids, All <sup>2</sup>	15	Blooms	3,577	99	0.72	2,565
Roses, All	22	Stems	32,974	95	0.49	16,025
Snapdragons	37	Spikes	35,488	93	0.26	9,085
Tulips <sup>2</sup>	(D)	(D)	(D)	(D)	(D)	(D)
Other Cut Flowers	105	---	---	98	---	67,745
<b>POTTED FLOWERING PLANTS <sup>3</sup></b>						<b>243,992</b>
African Violets	(D)	Pots	(D)	(D)	(D)	(D)
Finished Florist Azaleas	8	Pots	469	100	4.59	2,155
Chrysanthemums, Florist	10	Pots	2,199	100	3.54	7,776
Lilies, Easter	17	Pots	627	100	4.34	2,720
Orchids	35	Pots	12,505	98	7.95	99,453
Poinsettias	60	Pots	6,437	99	4.44	28,590
Roses, Florist	(D)	Pots	(D)	(D)	(D)	(D)
Spring Flowering Bulbs	32	Pots	3,046	100	3.23	9,848
Other Potted Flowering Plants	62	Pots	19,648	100	4.01	78,757
<b>FOLIAGE PLANTS FOR INDOOR OR PATIO USE</b>						<b>95,216</b>
Hanging Baskets	39	Baskets	2,167	100	5.19	11,247
Potted Foliage	73	---	---	97	---	88,686
<b>TOTAL BEDDING/GARDEN PLANTS</b>						<b>240,828</b>
<b>Flats</b>						<b>109,262</b>
Begonias	38	Flats	608	98	7.85	4,773
Geraniums, Cutting,	15	Flats	70	98	11.46	802
Geraniums, Seed	9	Flats	86	100	7.99	687
Impatiens	37	Flats	1,211	98	8.83	10,693
Impatiens, New Guinea	12	Flats	54	96	10.15	548
Marigolds	40	Flats	818	98	8.84	7,231
Pansy/Viola	41	Flats	1,467	98	8.94	13,115
Petunias	40	Flats	1,356	99	8.71	11,811
Other Flowering and Foliar	41	Flats	4,346	97	9.16	39,809
Vegetable Type	35	Flats	976	99	10.54	10,287
<b>Potted <sup>3</sup></b>						<b>101,669</b>
Begonias	42	Pots	2,102	99	1.01	2,125
Geraniums, Cutting	45	Pots	6,195	99	2.22	13,766
Geraniums, Seed	16	Pots	274	99	1.69	464
Impatiens	38	Pots	3,164	98	1.35	4,268
Impatiens, New Guinea	35	Pots	975	97	1.52	2,653
Marigolds	35	Pots	1,559	100	1.20	1,877
Pansy/Viola	40	Pots	2,869	100	0.95	2,721
Petunias	35	Pots	3,132	100	1.19	3,727
Other Flowering and Foliar	55	Pots	33,861	100	2.07	70,031
Vegetable Type	44	Pots	11,280	---	---	---

## Floriculture Production and Value for Operations with \$100,000+ Sales, 2012 <sup>1</sup>

Kind	Number of Producers	Unit	Sales		Wholesale Price Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>Hanging Baskets</b>						<b>10,689</b>
Begonias	21	Baskets	32	96	9.66	309
Geraniums, Cutting	27	Baskets	208	100	9.02	1,876
Geraniums, Seed	8	7	7	94	8.87	62
Impatiens	14	Baskets	40	93	6.49	260
Impatiens, New Guinea	18	Baskets	47	97	7.93	373
Marigolds	(D)	(D)	(D)	(D)	(D)	(D)
Pansy/Viola	9	Baskets	11	99	7.17	79
Petunias	21	Baskets	158	99	8.48	1,340
Other Flowering	29	Baskets	814	99	7.85	6,390
<b>Herbaceous Perennials <sup>3</sup></b>						<b>60,508</b>
Chrysanthemums, Hardy/Garden	34	Pots	4,772	100	1.76	8,415
Hosta	19	Pots	107	100	3.88	415
Other	74	Pots	16,331	97	3.16	51,678
<b>TOTAL CUT CULTIVATED GREENS</b>						<b>8,485</b>
Ferns, Leatherleaf <sup>2</sup>	5	Bunches	13	86	2.12	28
Other Cut Cultivated	37	N/A	N/A	(D)	N/A	8,457
<b>PROPAGATIVE (UNFINISHED)</b>						<b>66,231</b>
Cut Flowers	---	---	---	---	---	(D)
Cut Cultivated Greens <sup>2</sup>	---	---	---	---	---	(D)
Potted Flowering Plants	---	---	---	---	---	8,657
Bedding/Garden Plants	---	---	---	---	---	40,234
Herbaceous Perennial Plants	---	---	---	---	---	10,471
Foliage Plants	---	---	---	---	---	3,436
<b>TOTAL ALL PLANTS</b>						<b>1,001,478</b>

(D) Withheld to avoid disclosure of individual operations. (NA) Not available.

<sup>1</sup> The total covered growing area of 130,288,000 square feet consisted of the following: 30,013,000 square feet of shade and temporary cover; 13,560,000 square feet of glass; 34,103,000 square feet of fiberglass and other rigid greenhouses; 52,612,000 square feet of film plastic (single/multi) greenhouses; and 9,204 acres of open ground.

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