



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

Karen Ross, Secretary

**NURSERY ADVISORY**  
**No. 01-2013**

DATE: April 12, 2013

TO: All County Agricultural Commissioners

FROM: Pest Exclusion/Nursery, Seed, and Cotton Program  
Plant Health and Pest Prevention Services

SUBJECT: Value of California Nursery Products, Fiscal Year 2011-2012

The value of floral products produced in California increased from \$484 million in 2010-2011 to \$487 million in 2011-2012, an increase of 0.7 percent. During the same period, the value of nursery products decreased from approximately \$2.81 billion to \$2.80 billion, a decrease of 0.4 percent. The total value of floral and nursery products combined was approximately \$3.29 billion, a decrease of 0.3 percent from the previous year.

A detailed list of the value of California floral and nursery products for 2011-2012 is attached.

If you have any questions regarding this advisory, please contact Kristina Weber at (916) 654-0435 or by email at [kristina.weber@cdfa.ca.gov](mailto:kristina.weber@cdfa.ca.gov)

Attachment



## VALUE OF CALIFORNIA NURSERY PRODUCTS

	2011-2012	2010-2011
<b>A. FLORAL PRODUCTS</b>		
1. Cut flowers & cut greens		
Flowers, asters, cut	3,497,000	3,728,000
Flowers, carnation, unspecified	513,000	871,000
Flowers, carnation, cut miniature	163,000	166,000
Flowers, lilacs, cut	540,000	612,000
Flowers, chrysanthemum, unspecified	15,030,000	15,285,000
Flowers, chrysanthemum, cut pom.	0	77,600
Flowers, irises, cut	23,335,000	23,116,000
Flowers, roses, unspecified	2,704,000	2,681,000
Flowers, cut, unspecified	293,100,000	331,246,200
Flowers, cut foliage, all	63,794,000	26,091,000
Nursery plants, orchid	74,509,000	69,639,000
<b>Sub-Total</b>	<b>\$ 477,185,000</b>	<b>\$ 473,512,800</b>
2. Flower seeds	5,735,000	5,737,000
3. Christmas trees	4,232,500	4,441,600
<b>FLORAL PRODUCTS TOTAL</b>	<b>\$ 487,152,500</b>	<b>\$ 483,691,400</b>
<b>B. NURSERY PRODUCTS</b>		
1. Potted plants & flowering foliage		
Nursery, geraniums	1,000,000	0
Flowers, cacti, succulents	26,226,000	27,029,100
Flowers, foliage plants	367,912,000	339,573,500
Nursery, horticultural specimen, misc.	819,000	617,000
Flowers, potted poinsettia	30,411,000	31,658,000
Nursery, potted plant, unspecified	167,360,000	170,602,000
<b>Sub-Total</b>	<b>\$ 593,728,000</b>	<b>\$ 569,479,600</b>
2. Bulbs, corm, roots, & tubers		
Nursery, bulbs, lily	7,432,000	7,000,000
Nursery, flower bulbs/corms/rhizomes	347,000	5,842,000
<b>Sub-Total</b>	<b>\$ 7,779,000</b>	<b>\$ 12,842,000</b>
3. Flowering propagative materials	42,779,000	42,206,000
4. Bedding plants		
Nursery, vegetable bedding plants	59,177,000	62,661,000
Nursery, bedding plants	341,409,000	325,224,000
<b>Sub-Total</b>	<b>\$ 400,586,000</b>	<b>\$ 387,885,000</b>
5. Nursery, rose plants	26,663,000	16,600,000
6. Woody deciduous & evergreen ornamentals	936,614,000	956,877,570
7. Herbaceous perennials	50,881,000	50,178,000
8. Turf & sod	39,477,000	72,001,000
9. Nursery stock other than ornamentals		
Nursery, non-bearing fruit, vine, nut	183,744,000	192,874,000
Nursery, strawberry plants	29,832,000	7,903,700
Nursery, miscellaneous products	489,405,900	504,774,450
<b>Sub-Total</b>	<b>\$ 702,981,900</b>	<b>\$ 705,552,150</b>
<b>NURSERY PRODUCTS TOTAL</b>	<b>\$ 2,801,488,900</b>	<b>\$ 2,813,621,320</b>
<b>C. GRAND TOTAL</b>	<b>\$ 3,288,641,400</b>	<b>\$ 3,297,312,720</b>

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### LEADING COUNTIES IN 2011/2012

(Based on values reported by the County Agricultural Commissioners for all floral and nursery products except Christmas trees)

1. SAN DIEGO	1,092,917,000
2. MONTEREY	260,703,000
3. VENTURA	214,047,000
4. RIVERSIDE	200,057,000
5. SANTA BARBARA	185,024,000
6. SANTA CRUZ	122,598,000
7. SAN MATEO	111,083,000
8. LOS ANGELES	104,343,000
9. SAN LUIS OBISPO	96,454,000
10. STANISLAUS	95,645,000

CDFA Nursery Program

The contents provided by USDA-NASS

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