

Floriculture

The 2008 wholesale value of floriculture crops, produced by all operations in the 15-State Commercial Floriculture Survey having \$10,000 or more in sales, decreased 2 percent from the revised 2007 valuation, to \$4.22 billion. California continued to lead the nation with floriculture crops valued at \$1.02 billion wholesale, down 2 percent from the revised 2007 total. Florida, the next largest producer, was down 5 percent from the prior year, with \$922 million in wholesale value for 2008. The number of producers in California declined from a revised 874 in 2007 to 820 in 2008. In Florida, the number of producers increased just slightly, from a revised 869 in 2007 to 871 in 2008. California and Florida together accounted for 46 percent of the 15-State total wholesale value of floriculture crops. The top five states (California, Florida, Michigan, Texas, and North Carolina) accounted for 66 percent of the 15-State total wholesale value.

California, the dominant State in cut flower production, accounted for 78 percent of the total cut flower wholesale value among surveyed operations with \$100,000 or more in total sales. The \$314 million in value for 2008 was down over 4 percent from the revised 2007 valuation of \$328 million. Total wholesale value of nearly all California-grown cut flower varieties surveyed decreased for 2008, including values for Gerbera Daisies and lilies, as well as a substantial decrease in cut rose total wholesale value. Total cut flower wholesale value decreased nearly 3 percent for the second-largest Washington State, from a revised \$23.8 million in 2007 to \$23.1 million in 2008. More substantial declines in cut flower wholesale value were reported in Hawaii and Florida, while a nearly 5 percent increase in New Jersey, to \$13.3 million for 2008, propelled this State to the third-largest ranking in the preliminary 2008 findings. The total wholesale value of cut flower crops in the 15-State program decreased over 5 percent, from a revised \$425 million for 2007 to \$403 million for 2008. The number of cut flower producers in the 15-State program declined over 4 percent, from 382 in 2007 to 365 for 2007.

California-grown annual bedding and garden plants accounted for over 16 percent of the value recorded for this grouping, continuing to lead the highest-valued crop category in the 15-State program. Wholesale value of California-grown bedding and garden plants, produced by all operations with \$100,000 or more in total sales, increased nearly 6 percent, from a revised \$203 million in 2007 to approximately \$214 million for 2008. Wholesale value of Michigan crops, the second largest, decreased nearly 4 percent to \$187 million. Third-largest Texas reported a 3 percent increase in wholesale value, to \$160 million. The total wholesale value of annual bedding and garden plant crops in the 15-State program increased over 1 percent, to \$1.31 billion. The number of annual bedding and garden plant producers in the 15-State program declined nearly 6 percent, from 1,854 in 2007 to 1,749 for 2008.

California also continued to lead the country in potted flowering plant value of production for 2008, with a total value of \$238 million wholesale produced by all operations with \$100,000 or more in total sales, a very slight decline from the revised 2007 valuation. California accounted for 34 percent of the 15-State total wholesale value reported. Florida, the second largest producer, accounted for 21 percent of the 15-State total, with \$147 million wholesale. Potted orchid production continued to lead this category in California, with crops valued at \$62.7 million, up nearly 2 percent from the revised 2007 wholesale value. Production of potted orchids, potted poinsettias, and potted florist chrysanthemums together accounted for over 43 percent of the wholesale value of California-grown potted flowering plants. The total wholesale value of potted flowering plant crops in the 15-State program declined just a fraction of a percent from the revised 2007 valuation, to \$698 million. The number of potted flowering plant producers in the 15-State program decreased nearly 7 percent, from a revised 1,331 in 2007 to 1,241 for 2008.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2007 1/

Kind	Number of Producers	Sales			Wholesale Price 2/ Dollars	Value of Sales at Wholesale \$1,000
		Unit	Number Sold	Wholesale		
				1,000	Percent	
Cut Flowers						327,736
Alstroemeria	26	Stems	8,932	97	0.17	1,474
Carnations, Standard	6	Stems	3,047	100	0.18	555
Chrysanthemums, Pompon	18	Bunches	17,875	100	0.75	13,406
Delphinium and Larkspur	38	Stems	30,361	100	0.23	7,044
Gerbera Daisy	34	Stems	115,615	100	0.30	34,916
Gladioli 3/	---	Spikes	---	---	---	---
Iris	29	Stems	79,431	100	0.22	17,793
Lilies, All	45	Stems	100,823	100	0.67	67,451
Lisianthus	31	Stems	13,244	99	0.37	4,953
Orchids, All	13	Blooms	5,676	100	1.28	7,282
Roses, All	31	Stems	61,425	98	0.41	25,246
Snapdragons	38	Spikes	39,103	100	0.28	10,832
Tulips 3/	---	Stems	---	---	---	---
Other Cut Flowers	130	---	---	98	---	96,250
Potted Flowering Plants						238,799
African Violets	9	Pots	947	100	1.28	1,208
Finished Florist Azaleas	16	Pots	432	99	6.68	2,884
Chrysanthemums, Florist	18	Pots	4,125	100	3.35	13,837
Lilies, Easter	20	Pots	1,524	100	4.06	6,190
Orchids	42	Pots	6,685	97	9.22	61,624
Poinsettias	74	Pots	7,081	98	4.32	30,605
Roses, Florist 3/	---	Pots	---	---	---	---
Spring Flowering Bulbs	39	Pots	3,593	100	2.98	10,699
Other Potted Flowering Plants	78	Pots	24,875	99	3.82	95,043
Foliage Plants for Indoor or Patio Use						101,727
Hanging Baskets	63	Baskets	4,050	100	3.36	13,608
Potted Foliage	112	---	---	95	---	88,119
Total Bedding/Garden Plants						259,842
Flats						
Begonias	47	Flats	359	96	8.78	3,152
Geraniums, Cutting,	13	Flats	85	100	11.52	979
Geraniums, Seed	15	Flats	43	97	11.40	490
Impatiens	55	Flats	1,200	98	9.54	11,448
Impatiens, New Guinea	9	Flats	48	92	9.52	457
Marigolds	51	Flats	663	98	9.76	6,471
Pansy/Viola	56	Flats	1,194	98	9.57	11,427
Petunias	52	Flats	1,054	99	9.83	10,361
Other Flowering and Foliar	61	Flats	5,853	100	9.86	57,711
Vegetable Type	41	Flats	895	99	11.83	10,588
Potted						
Begonias	48	Pots	2,183	79	0.99	2,160
Geraniums, Cutting	46	Pots	5,763	99	1.84	10,611
Geraniums, Seed	24	Pots	314	98	1.25	394
Impatiens	47	Pots	5,505	87	1.06	5,836
Impatiens, New Guinea	43	Pots	874	98	1.85	1,620
Marigolds	37	Pots	1,671	92	0.79	1,321
Pansy/Viola	39	Pots	5,286	92	0.76	4,021
Petunias	40	Pots	3,940	97	0.82	3,219
Other Flowering and Foliar	59	Pots	32,263	96	1.45	46,909
Vegetable Type	44	Pots	7,732	96	1.05	8,155
Hanging Baskets						
Begonias	14	Baskets	17	99	8.76	149
Geraniums, Cutting,	25	Baskets	157	100	7.22	1,134
Geraniums, Seed	8	Baskets	4	74	7.64	31
Impatiens	17	Baskets	53	98	6.72	356
Impatiens, New Guinea	19	Baskets	36	99	7.58	273
Pansy/Viola	7	Baskets	6	100	7.52	45
Petunias	18	Baskets	39	100	7.81	305
Other Flowering	20	Baskets	394	98	7.44	2,931
Herbaceous Perennials						
Chrysanthemums, Hardy/Garden	35	Pots	4,618	100	1.31	6,070
Hosta	23	Pots	95	98	3.85	366
Other	87	Pots	20,338	98	2.50	50,852
Total Cut Cultivated Greens						14,133
Ferns, Leatherleaf 3/	---	Bunches	---	---	---	---
Other Cut Cultivated	42	---	---	100	---	13,576
Propagative (Unfinished)						77,919
Cut Flowers	---	---	---	---	---	5,511
Cut Cultivated Greens	---	---	---	---	---	354
Potted Flowering Plants	---	---	---	---	---	15,431
Bedding/Garden Plants	---	---	---	---	---	40,462
Herbaceous Perennial Plants	---	---	---	---	---	11,607
Foliage Plants	---	---	---	---	---	4,554
TOTAL ALL PLANTS	---	---	---	---	---	1,020,156

1/ The total covered growing area of 121,353,000 square feet consisted of the following: 25,401,000 square feet of shade and temporary cover; 11,174,000 square feet of glass; 37,386,000 square feet of fiberglass and other rigid greenhouses; 47,3927,000 square feet of film plastic (single/multi) greenhouses; and 7,726 acres of open ground.

2/ Pot price is a weighted average of all pots.

3/ Included in state totals to avoid disclosure of individual operations.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2008 1/

Kind	Number of Producers	Sales			Wholesale Price 2/ Dollars	Value of Sales at Wholesale \$1,000
		Unit	Number Sold	Wholesale		
			1,000	Percent		
Cut Flowers						314,044
Alstroemeria	26	Stems	10,125	97	0.17	1,499
Carnations, Standard	6	Stems	3,131	100	0.18	529
Chrysanthemums, Pompon	19	Bunches	17,090	100	0.77	13,159
Delphinium and Larkspur	38	Stems	29,038	100	0.21	6,563
Gerbera Daisy	33	Stems	110,896	100	0.30	33,269
Gladioli 3/	---	Spikes	---	---	---	---
Iris	28	Stems	79,341	100	0.66	17,534
Lilies, All	47	Stems	98,472	100	0.37	65,878
Lisianthus	31	Stems	14,346	99	1.59	4,992
Orchids, All 3/	---	Blooms	---	---	---	---
Roses, All	33	Stems	54,976	97	0.23	20,836
Snapdragons	37	Spikes	38,170	99	0.00	10,039
Tulips 3/	---	Stems	---	---	---	---
Other Cut Flowers	129	---	---	98	---	95,402
Potted Flowering Plants						238,225
African Violets	10	Pots	802	100	1.28	1,024
Finished Florist Azaleas	16	Pots	423	100	6.77	2,863
Chrysanthemums, Florist	16	Pots	3,634	100	3.14	11,427
Lilies, Easter	20	Pots	901	100	4.99	4,498
Orchids	43	Pots	7,334	97	8.55	62,730
Poinsettias	72	Pots	6,167	98	4.69	28,939
Roses, Florist 3/	---	Pots	---	---	---	---
Spring Flowering Bulbs	37	Pots	4,024	100	3.26	13,109
Other Potted Flowering Plants	74	Pots	25,169	100	3.78	95,033
Foliage Plants for Indoor or Patio Use						87,100
Hanging Baskets	61	Baskets	2,887	100	3.09	8,921
Potted Foliage	111	---	---	97	---	78,179
Total Bedding/Garden Plants						272,581
Flats						
Begonias	44	Flats	448	98	9.56	4,283
Geraniums, Cutting,	14	Flats	69	100	10.46	722
Geraniums, Seed	14	Flats	42	97	11.08	465
Impatiens	49	Flats	1,227	97	10.21	12,528
Impatiens, New Guinea	7	Flats	37	100	9.94	368
Marigolds	47	Flats	939	99	10.35	9,719
Pansy/Viola	49	Flats	1,354	99	10.25	13,879
Petunias	45	Flats	1,278	98	10.27	13,125
Other Flowering and Foliar	57	Flats	4,953	100	9.88	48,936
Vegetable Type	37	Flats	961	99	11.80	11,340
Potted						
Begonias	53	Pots	2,263	80	0.99	2,233
Geraniums, Cutting	40	Pots	6,164	96	1.92	11,841
Geraniums, Seed	16	Pots	260	98	1.27	329
Impatiens	47	Pots	5,337	90	1.05	5,594
Impatiens, New Guinea	38	Pots	1,014	97	1.85	1,873
Marigolds	37	Pots	1,801	94	0.81	1,456
Pansy/Viola	42	Pots	4,237	93	0.80	3,373
Petunias	42	Pots	3,501	96	0.95	3,327
Other Flowering and Foliar	65	Pots	32,693	96	1.61	52,684
Vegetable Type	46	Pots	8,667	96	1.03	8,902
Hanging Baskets						
Begonias	13	Baskets	11	94	8.56	94
Geraniums, Cutting,	23	Baskets	199	100	7.38	1,469
Geraniums, Seed	8	Baskets	3	84	8.83	26
Impatiens	16	Baskets	55	98	6.46	355
Impatiens, New Guinea	19	Baskets	36	99	7.07	255
Pansy/Viola	7	Baskets	6	100	7.38	44
Petunias	19	Baskets	65	100	8.02	521
Other Flowering	21	Baskets	525	99	7.99	4,195
Herbaceous Perennials						
Chrysanthemums, Hardy/Garden	32	Pots	4,203	99	1.34	5,648
Hosta	18	Pots	74	98	3.84	284
Other	78	Pots	20,319	97	2.59	52,713
Total Cut Cultivated Greens						13,921
Ferns, Leatherleaf 3/	---	Bunches	---	---	---	---
Other Cut Cultivated	39	---	---	100	---	13,651
Propagative (Unfinished)						74,043
Cut Flowers	---	---	---	---	---	5,233
Cut Cultivated Greens	---	---	---	---	---	233
Potted Flowering Plants	---	---	---	---	---	13,924
Bedding/Garden Plants	---	---	---	---	---	39,905
Herbaceous Perennial Plants	---	---	---	---	---	11,783
Foliage Plants	---	---	---	---	---	2,965
TOTAL ALL PLANTS	---	---	---	---	---	999,914

1/ The total covered growing area of 119,523,000 square feet consisted of the following: 22,256,000 square feet of shade and temporary cover; 10,972,000 square feet of glass; 35,852,000 square feet of fiberglass and other rigid greenhouses; 47,443,000 square feet of film plastic (single/multi) greenhouses; and 7,430 acres of open ground.

2/ Pot price is a weighted average of all pots.

3/ Included in state totals to avoid disclosure of individual operations.