

# Floriculture

California's floriculture crop leads the nation with a value of \$999 million in sales for operations with more than \$100,000 in sales, comprising 25.1 percent of the U.S. total wholesale value. Sales increased 8 percent from the 2009 total, in spite of a decrease in the number of California producers from 437 in 2009 to 408 in 2010.

California accounts for almost 15.6 percent of the total value of annual bedding and garden plants, the highest-valued crop category in the 15-state program. The wholesale value of California-grown bedding and garden plants increased just over 15 percent from \$260 million in 2009 to \$299 million in 2010.

California also leads the nation in potted flowering plant value for 2010, with a total value of \$244 million wholesale, up more than 17 percent from the 2009 valuation. California accounts for nearly 36.5 percent of the 15-state total wholesale value reported.

California is the dominant state in cut flower production, accounting for about 76.3 percent of the total cut flower wholesale value. The \$286 million in value for 2010 is up 6 percent from the 2009 valuation of \$271 million.



## Floriculture Production and Value for Operations with \$100,000+ Sales, 2010 <sup>1</sup>

Kind	Number of Producers	Unit	Sales		Wholesale Price <sup>2</sup> Dollars	Value of Sales at Wholesale \$1,000
			Number Sold	Wholesale		
			1,000	Percent		
<b>CUT FLOWERS</b>						<b>286,218</b>
Alstroemeria	23	Stems	9,256	98	0.14	1,324
Carnations, Standard	9	Stems	1,649	89	0.16	265
Chrysanthemums, Pompon	17	Bunches	8,318	100	1.40	11,645
Delphinium and Larkspur	39	Stems	26,171	100	0.26	6,883
Gerbera Daisy	38	Stems	107,053	100	0.30	32,330
Gladioli <sup>3</sup>	—	Spikes	—	—	—	—
Iris	30	Stems	47,920	100	0.25	11,884
Lilies, All	43	Stems	85,506	100	0.63	53,869
Lisianthus	25	Stems	7,553	99	0.39	2,923
Orchids, All <sup>3</sup>	13	Blooms	5,260	100	1.08	5,665
Roses, All	27	Stems	38,294	98	0.42	16,045
Snapdragons	35	Spikes	29,636	100	0.26	7,765
Tulips <sup>3</sup>	—	Stems	—	—	—	—
Other Cut Flowers	106	—	—	98	—	97,478
<b>POTTED FLOWERING PLANTS</b>						<b>243,683</b>
African Violets	11	Pots	905	100	1.39	1,258
Finished Florist Azaleas	16	Pots	420	100	5.06	2,127
Chrysanthemums, Florist	16	Pots	2,930	100	3.14	9,199
Lilies, Easter	21	Pots	990	100	4.64	4,589
Orchids	41	Pots	9,633	99	8.39	80,809
Poinsettias	70	Pots	7,519	99	4.12	30,993
Roses, Florist	18	Pots	6,457	98	2.94	19,005
Spring Flowering Bulbs	33	Pots	3,016	100	3.64	10,968
Other Potted Flowering Plants	70	Pots	19,273	99	4.40	84,735
<b>FOLIAGE PLANTS FOR INDOOR OR PATIO USE</b>						<b>95,216</b>
Hanging Baskets	48	Baskets	1,587	100	4.93	7,824
Potted Foliage	89	—	—	97	—	87,392
<b>TOTAL BEDDING/GARDEN PLANTS</b>						<b>298,783</b>
<b>Flats</b>						<b>110,968</b>
Begonias	45	Flats	487	98	9.66	4,704
Geraniums, Cutting,	14	Flats	65	99	13.69	890
Geraniums, Seed	9	Flats	33	98	16.34	539
Impatiens	44	Flats	1,316	99	9.69	12,752
Impatiens, New Guinea <sup>3</sup>	—	Flats	—	—	—	—
Marigolds	48	Flats	1,051	99	10.24	10,762
Pansy/Viola	51	Flats	1,423	99	9.66	13,746
Petunias	49	Flats	1,360	99	10.06	13,682
Other Flowering and Foliar	45	Flats	3,579	99	10.66	38,152
Vegetable Type	43	Flats	1,192	100	12.39	14,769
<b>Potted</b>						<b>116,618</b>
Begonias	47	Pots	1,551	98	1.09	1,688
Geraniums, Cutting	46	Pots	6,087	100	2.23	13,576
Geraniums, Seed	23	Pots	271	99	1.79	485
Impatiens	43	Pots	3,684	99	1.02	3,743
Impatiens, New Guinea	39	Pots	1,012	98	1.73	1,749
Marigolds	34	Pots	1,471	100	1.22	1,802
Pansy/Viola	39	Pots	2,650	100	0.96	2,540
Petunias	34	Pots	3,057	100	1.20	3,662
Other Flowering and Foliar	54	Pots	33,423	100	2.08	69,437
Vegetable Type	43	Pots	11,222	96	1.60	17,936

**Floriculture Production and Value for Operations with \$100,000+ Sales, 2010 <sup>1</sup> continued**

Kind	Number of Producers	Unit	Sales		Wholesale Price <sup>2</sup> Dollars	Value of Sales at Wholesale \$1,000
			Number Sold	Wholesale		
			1,000	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	Baskets	7	94	8.87	62
Impatiens	14	Baskets	40	93	6.49	260
Impatiens, New Guinea	18	Baskets	47	97	7.93	373
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</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>3</sup>	5	Bunches	13	86	2.12	28
Other Cut Cultivated	37	—	—	93	—	8,457
<b>PROPAGATIVE (UNFINISHED)</b>						<b>66,231</b>
Cut Flowers	—	—	—	—	—	3,349
Cut Cultivated Greens <sup>3</sup>	—	—	—	—	—	—
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>998,616</b>

<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; 33,752,000 square feet of fiberglass and other rigid greenhouses; 52,963,000 square feet of film plastic (single/multi) greenhouses; and 9,241 acres of open ground.

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

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



## Floriculture Production and Value for Operations with \$100,000+ Sales, 2009<sup>1</sup>

Kind	Number of Producers	Unit	Sales		Wholesale Price <sup>2</sup> Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>CUT FLOWERS</b>						<b>270,708</b>
Alstroemeria	30	Stems	8,228	97	0.16	1,262
Carnations, Standard	9	Stems	2,553	90	0.16	411
Chrysanthemums, Pompon	16	Bunches	7,838	100	1.42	11,130
Delphinium and Larkspur	37	Stems	21,587	99	0.26	5,721
Gerbera Daisy	33	Stems	105,743	100	0.31	32,463
Gladioli <sup>3</sup>	—	Spikes	—	—	—	—
Iris	28	Stems	57,295	100	0.24	13,636
Lilies, All	42	Stems	93,677	100	0.62	57,719
Lisianthus	24	Stems	8,038	98	0.37	2,974
Orchids, All	19	Blooms	5,182	100	2.33	12,095
Roses, All	29	Stems	40,881	97	0.41	16,884
Snapdragons	41	Spikes	34,991	99	0.26	8,949
Tulips <sup>3</sup>	—	Stems	—	—	—	—
Other Cut Flowers	124	—	—	98	—	70,135
<b>POTTED FLOWERING PLANTS</b>						<b>207,486</b>
African Violets	9	Pots	601	100	1.47	882
Finished Florist Azaleas	15	Pots	466	100	5.26	2,449
Chrysanthemums, Florist	15	Pots	3,081	100	3.02	9,314
Lilies, Easter	21	Pots	813	99	4.84	3,931
Orchids	44	Pots	8,779	96	8.54	74,933
Poinsettias	64	Pots	6,330	98	4.64	29,346
Roses, Florist	15	Pots	6,532	98	2.58	16,833
Spring Flowering Bulbs	24	Pots	1,892	99	3.05	5,772
Other Potted Flowering Plants	79	Pots	17,543	100	3.65	64,026
<b>FOLIAGE PLANTS FOR INDOOR OR PATIO USE</b>						<b>101,802</b>
Hanging Baskets	28	Baskets	1,689	100	4.01	6,773
Potted Foliage	104	—	—	99	—	95,029
<b>TOTAL BEDDING/GARDEN PLANTS</b>						<b>259,648</b>
<b>Flats</b>						<b>109,042</b>
Begonias	48	Flats	528	98	10.07	5,317
Geraniums, Cutting,	16	Flats	73	98	14.58	1,064
Geraniums, Seed	16	Flats, Seed	34	94	11.84	403
Impatiens	49	Flats	1,354	99	9.75	13,202
Impatiens, New Guinea	17	Flats	50	97	10.43	522
Marigolds	55	Flats	1,023	99	10.21	10,445
Pansy/Viola	55	Flats	1,453	99	10.15	14,748
Petunias	54	Flats	1,316	99	10.99	14,463
Other Flowering and Foliar	55	Flats	3,288	99	10.28	33,801
Vegetable Type	44	Flats	1,210	99	12.46	15,077
<b>Potted</b>						<b>72,589</b>
Begonias	49	Pots	1,321	97	1.24	1,634
Geraniums, Cutting	42	Pots	7,142	99	1.68	12,019
Geraniums, Seed	30	Pots	376	99	1.82	686
Impatiens	46	Pots	3,925	98	1.14	4,461
Impatiens, New Guinea	41	Pots	889	94	1.82	1,619
Marigolds	35	Pots	2,347	100	1.01	2,376
Pansy/Viola	41	Pots	2,959	99	0.88	2,606
Petunias	35	Pots	2,668	100	1.00	2,677
Other Flowering and Foliar	69	Pots	19,239	96	1.76	33,899
Vegetable Type	46	Pots	8,882	96	1.20	10,612

Floriculture Production and Value for Operations with \$100,000+ Sales, 2009<sup>1</sup> *continued*

Kind	Number of Producers	Unit	Sales		Wholesale Price <sup>2</sup> Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
<b>Hanging Baskets</b>						<b>9,075</b>
Begonias	17	Baskets	19	98	8.99	171
Geraniums, Cutting,	22	Baskets	316	100	7.24	2,288
Geraniums, Seed	8	Baskets	2	94	13.79	28
Impatiens	16	Baskets	56	98	5.81	325
Impatiens, New Guinea	20	Baskets	35	97	6.48	227
Pansy/Viola	8	Baskets	10	100	7.40	74
Petunias	20	Baskets	70	100	7.58	531
Other Flowering	31	Baskets	633	100	8.58	5,431
<b>Herbaceous Perennials</b>						<b>68,942</b>
Chrysanthemums, Hardy/Garden	27	Pots	4,249	100	1.50	6,392
Hosta	17	Pots	127	94	3.78	480
Other	87	Pots	21,881	97	2.84	62,070
<b>TOTAL CUT CULTIVATED GREENS</b>						<b>10,081</b>
Ferns, Leatherleaf <sup>3</sup>	—	Bunches	—	—	—	—
Other Cut Cultivated	36	—	—	100	—	10,070
<b>PROPAGATIVE (UNFINISHED)</b>						<b>73,479</b>
Cut Flowers	—	—	—	—	—	5,654
Cut Cultivated Greens <sup>3</sup>	—	—	—	—	—	—
Potted Flowering Plants	—	—	—	—	—	10,973
Bedding/Garden Plants	—	—	—	—	—	43,458
Herbaceous Perennial Plants	—	—	—	—	—	10,309
Foliage Plants	—	—	—	—	—	2,870
<b>TOTAL ALL PLANTS</b>	—	—	—	—	—	<b>923,204</b>

<sup>1</sup> The total covered growing area of 136,895,000 square feet consisted of the following: 28,496,000 square feet of shade and temporary cover; 14,299,000 square feet of glass; 35,902,000 square feet of fiberglass and other rigid greenhouses; 58,198,000 square feet of film plastic (single/multi) greenhouses; and 12,531 acres of open ground.

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

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

