

Floriculture

The overall value of floriculture sales in the United States by operations selling \$10,000 or more, dropped 3 percent to \$3.80 billion for 2006. California continued to lead the nation with floriculture crops valued at \$1.02 billion, nearly identical to the 2005 value. Florida continued to be the runner-up and was down 16 percent from the prior year, with a wholesale value of \$800 million in 2006. The number of producers in California declined from 822 in 2005 to 732 in 2006, as compared with 932 for Florida in 2005 and 832 producers in Florida for 2006. California and Florida accounted for 46 percent of the 15-state total value. The top five states (California, Florida, Michigan, Texas, and New York) accounted for 67 percent of the total value.

California led the country with 77 percent of the total cut flower sales by operations selling \$10,000 or more, with \$316 million for 2006. Grower sales of cut flowers were up with the rise attributed to more sales of lilies, Gerbera daisies, and tulips. Among the major cut flower states, sales in California, Florida, and Hawaii were all higher than 2005. The number of U.S. cut flower producers was still declining due to lower cost imports capturing more of the floriculture market. Cut flower annual sales continued to rise, however.

Nationally, sales of potted flowering plants declined 3 percent from 2005. California continued to lead the country in sales of potted flowering plants in 2006 with a value of \$206 million. This was 33 percent of total U.S. value and more than twice Florida's sales of \$79.8 million.

Orchids continued to lead this category at \$583 million, fractionally below 2005. The potted poinsettias were up 20 percent to \$36.2 million from a year ago. Other potted flowering plants, for indoor or patio use, were valued at \$63.7 million, up 4 percent from 2005. Orchids, poinsettias, and florist chrysanthemums continued to be the top sellers, accounting for 52 percent of California's total potted flowering plants.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2005 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						303,311
Alstroemeria	28	Stems	4,935	99	0.23	1,150
Carnations, Standard	14	Stems	8,073	98	0.20	1,582
Chrysanthemums, Pompon	24	Bunches	12,004	100	1.39	16,686
Delphinium and Larkspur	50	Stems	29,397	100	0.22	6,320
Gerbera Daisy	31	Stems	101,325	100	0.30	30,195
Iris	39	Stems	74,652	100	0.23	17,095
Lilies, All	49	Stems	101,322	100	0.65	65,555
Lisianthus	34	Stems	11,374	100	0.39	4,390
Orchids, All	15	Blooms	5,172	99	0.60	3,098
Roses, All	35	Stems	80,254	99	0.37	29,293
Snapdragons	44	Spikes	40,297	99	0.25	9,873
Tulips 3/	---	---	---	---	---	---
Other Cut Flowers	135	---	---	99	---	90,577
Potted Flowering Plants						198,357
African Violets	15	Pots	1,322	100	1.29	1,721
Finished Florist Azaleas	18	Pots	558	99	4.98	2,778
Chrysanthemums, Florist	20	Pots	4,814	100	3.25	15,645
Lilies, Easter	27	Pots	1,092	100	3.95	4,313
Orchids	42	Pots	7,287	97	8.01	58,395
Poinsettias	77	Pots	7,194	95	4.22	30,330
Roses, Florist 3/	---	---	---	---	---	---
Spring Flowering Bulbs	31	Pots	3,480	100	2.88	10,009
Other Potted Flowering Plants	69	Pots	19,290	97	3.18	61,300
Foliage Plants for Indoor or Patio Use						103,616
Hanging Baskets	62	Baskets	3,118	100	3.74	11,661
Potted Foliage	105	---	---	98	---	91,955
Annual Bedding/Garden Plants						312,583
Flats						
Begonias	49	Flats	473	82	9.23	4,366
Geraniums, Cutting,	20	Flats	111	96	9.60	1,066
Geraniums, Seed	14	Flats	59	93	10.20	602
Impatiens	63	Flats	1,386	99	9.60	13,306
Impatiens, New Guinea	9	Flats	35	99	10.33	362
Marigolds	57	Flats	1,069	99	10.22	10,925
Pansy/Viola	56	Flats	1,714	99	9.66	16,557
Petunias	59	Flats	1,494	99	9.99	14,925
Other Flowering and Foliar	59	Flats	6,158	99	11.04	67,984
Vegetable Type	47	Flats	1,016	100	11.28	11,460
Potted						
Begonias	51	Pots	2,596	82	1.04	2,706
Geraniums, Cutting	48	Pots	7,060	99	1.64	11,595
Geraniums, Seed	18	Pots	303	99	1.14	345
Impatiens	56	Pots	6,845	92	0.91	6,247
Impatiens, New Guinea	41	Pots	1,213	99	1.83	2,224
Marigolds	43	Pots	1,882	95	0.82	1,547
Pansy/Viola	48	Pots	4,641	95	0.82	3,792
Petunias	45	Pots	3,577	96	0.95	3,394
Other Flowering and Foliar	61	Pots	31,570	98	1.45	45,743
Vegetable Type	49	Pots	7,817	99	1.14	8,899
Hanging Baskets						
Begonias	19	Baskets	38	86	7.35	279
Geraniums, Cutting,	26	Baskets	219	99	7.08	1,551
Geraniums, Seed 3/	---	---	---	---	---	---
Impatiens	21	Baskets	60	99	6.62	397
Impatiens, New Guinea	20	Baskets	50	99	6.79	340
Pansy/Viola	5	Baskets	2	100	6.44	13
Petunias	20	Baskets	39	99	7.00	273
Other Flowering	31	Baskets	929	100	7.90	7,339
Herbaceous Perennials 4/						
Chrysanthemums, Hardy/Garden	43	Pots	6,504	100	1.10	7,148
Hosta	24	Pots	113	92	3.33	377
Other	91	Pots	27,683	96	2.41	66,791
Total Cut Cultivated Greens 5/	36	---	---	100	---	20,326
Propagative (Unfinished)						66,678
Cut Flowers	---	---	---	---	---	4,040
Potted Flowering Plants	---	---	---	---	---	12,568
Bedding/Garden Plants	---	---	---	---	---	44,428
Herbaceous Perennial Plants	---	---	---	---	---	2,019
Foliage Plants	---	---	---	---	---	3,613
TOTAL ALL PLANTS	---	---	---	---	---	1,004,871

1/ The total covered growing area of 116,482,000 square feet consisted of the following: 23,380,000 square feet of shade and temporary cover; 12,628,000 square feet of glass; 30,086,000 square feet of fiberglass and other rigid greenhouses; 50,388,000 square feet of film plastic (single/multi) greenhouses; and 7,969 acres of open ground.

2/ For potted plants, price represents a weighted average for plants sold in pots less than 5 inches and in pots 5 inches or more.

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

4/ Pot price is a weighted average of all pots to avoid disclosure of individual operations.

5/ Total includes Leatherleaf Ferns, which are not published to avoid disclosure of individual operations.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2006 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						315,543
Alstroemeria	27	Stems	9,132	99	0.19	1,689
Carnations, Standard	15	Stems	5,420	95	0.19	1,024
Chrysanthemums, Pompon	23	Bunches	10,639	100	1.39	14,788
Delphinium and Larkspur	44	Stems	30,086	99	0.21	6,378
Gerbera Daisy	36	Stems	112,029	100	0.30	33,385
Iris	37	Stems	69,852	100	0.23	15,996
Lilies, All	52	Stems	103,326	100	0.66	68,608
Lisianthus	33	Stems	9,425	100	0.38	3,600
Orchids, All	16	Blooms	3,967	99	0.76	2,999
Roses, All	36	Stems	74,199	98	0.37	27,305
Snapdragons	45	Spikes	42,934	100	0.25	10,562
Tulips 3/	---	---	---	---	---	---
Other Cut Flowers	130	---	---	98	---	95,679
Potted Flowering Plants						205,940
African Violets	11	Pots	1,204	100	1.26	1,519
Finished Florist Azaleas	18	Pots	546	99	4.84	2,642
Chrysanthemums, Florist	19	Pots	4,055	100	3.31	13,440
Lilies, Easter	25	Pots	1,412	100	3.91	5,517
Orchids	43	Pots	6,400	97	9.12	58,341
Poinsettias	78	Pots	7,949	95	4.56	36,249
Roses, Florist 3/	---	---	---	---	---	---
Spring Flowering Bulbs	36	Pots	3,837	100	2.82	10,811
Other Potted Flowering Plants	72	Pots	20,737	99	3.07	63,700
Foliage Plants for Indoor or Patio Use						97,895
Hanging Baskets	59	Baskets	2,742	99	3.79	10,392
Potted Foliage	92	---	---	98	---	87,501
Annual Bedding/Garden Plants						301,385
Flats						
Begonias	44	Flats	360	95	9.12	3,283
Geraniums, Cutting,	17	Flats	126	88	11.62	1,464
Geraniums, Seed	14	Flats	60	93	10.19	611
Impatiens	55	Flats	1,315	98	9.44	12,414
Impatiens, New Guinea	10	Flats	44	99	9.45	416
Marigolds	54	Flats	939	97	9.90	9,296
Pansy/Viola	54	Flats	1,529	98	9.23	14,113
Petunias	54	Flats	1,309	98	9.65	12,632
Other Flowering and Foliar	57	Flats	6,475	99	10.31	66,757
Vegetable Type	46	Flats	1,076	99	11.20	12,051
Potted						
Begonias	52	Pots	2,830	83	1.01	2,865
Geraniums, Cutting	53	Pots	6,885	99	1.64	11,307
Geraniums, Seed	18	Pots	302	99	1.14	343
Impatiens	51	Pots	7,334	92	0.91	6,679
Impatiens, New Guinea	42	Pots	1,249	99	1.74	2,176
Marigolds	41	Pots	2,220	74	0.82	1,829
Pansy/Viola	48	Pots	4,596	91	0.76	3,497
Petunias	45	Pots	3,184	95	0.89	2,826
Other Flowering and Foliar	59	Pots	34,092	98	1.40	47,584
Vegetable Type	40	Pots	7,386	99	1.18	8,689
Hanging Baskets						
Begonias	20	Baskets	40	95	8.06	322
Geraniums, Cutting,	31	Baskets	103	98	7.32	1,413
Geraniums, Seed	4	Baskets	5	73	7.56	38
Impatiens	21	Baskets	99	94	6.54	386
Impatiens, New Guinea	20	Baskets	53	98	7.55	400
Pansy/Viola	6	Baskets	3	100	7.40	22
Petunias	20	Baskets	55	97	7.48	411
Other Flowering	29	Baskets	913	99	8.07	7,368
Herbaceous Perennials 4/						
Chrysanthemums, Hardy/Garden	38	Pots	7,562	100	1.30	9,835
Hosta	23	Pots	101	90	3.50	354
Other	85	Pots	25,161	96	2.38	59,997
Total Cut Cultivated Greens 5/	38	---	---	100	---	23,123
Propagative (Unfinished)						63,529
Cut Flowers	---	---	---	---	---	3,630
Potted Flowering Plants	---	---	---	---	---	12,879
Bedding/Garden Plants	---	---	---	---	---	37,049
Herbaceous Perennial Plants	---	---	---	---	---	6,522
Foliage Plants	---	---	---	---	---	3,349
TOTAL ALL PLANTS	---	---	---	---	---	1,007,463

1/ The total covered growing area of 117,351,000 square feet consisted of the following: 22,362,000 square feet of shade and temporary cover; 11,884,000 square feet of glass; 30,915,000 square feet of fiberglass and other rigid greenhouses; 52,190,000 square feet of film plastic (single/multi) greenhouses; and 7,559 acres of open ground.
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