

## FLORICULTURE

The expanded wholesale value of floriculture crops produced in Washington in 2004 was \$123.9 million, an increase of 13 percent from 2003. Commercial floriculture operations utilized 10.9 million square feet of covered area and 1,340 acres of open ground in the production of floriculture crops in 2004.

A commercial floriculture operation is herein defined as any operation that produced and sold \$10,000 or more in floriculture crops during the calendar year. Data summarized in this section for grower numbers, greenhouse area, and other covered area, open ground represent all known commercial operations. Data summarized for cut flowers, potted flowering plants, bedding/garden plants, foliage plants, and flowering hanging baskets (next page) represent only those growers with \$100,000 or more in sales during the year.

Sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded from the totals

in this report. All data for foliage and potted flowering plants represent only those items grown, and intended, for indoor or patio use. The value of all crops, except potted foliage, are on a "gross wholesale" basis before deductions for sales commissions or transportation charges. Value of sales at wholesale is an equivalent value of all sales calculated by multiplying the average wholesale price received by the total quantity sold. The value of sales for potted foliage plants is on a "net sales" basis. This value is derived by subtracting the reported cost of plant materials purchased from the total value of all retail and wholesale sales.

The area used for production is defined as the gross area used, including walkways and aisles. The area is counted for each filling with the exception of potted foliage. The area for potted foliage is counted only once if the area is refilled with potted foliage. If the potted foliage production area is refilled with cut flowers, potted flowering plants, bedding plants, or flowering hanging baskets, the area is counted separately for each filling.

### Floriculture Number of Growers, Growing Area & Wholesale Value, Washington, 2000-2004

Year	Total Number of Growers	Covered Greenhouses			
		Glass	Fiber Glass	Film Plastic	Total
	<i>Number</i>	<i>1,000 Square Feet</i>	<i>1,000 Square Feet</i>	<i>1,000 Square Feet</i>	<i>1,000 Square Feet</i>
2000	210	2,093	799	5,991	8,883
2001	197	1,973	565	6,108	8,646
2002	265	2,244	653	7,356	10,253
2003	253	2,173	606	7,130	9,909
<b>2004</b>	<b>232</b>	<b>2,364</b>	<b>672</b>	<b>7,242</b>	<b>10,278</b>

Year	Shade & Temporary Cover	Total Covered Area	Open Ground	Expanded Wholesale Value of Reported Crops <sup>1</sup>	
	<i>1,000 Square Feet</i>	<i>1,000 Square Feet</i>	<i>Acres</i>	<i>\$1,000</i>	<i>\$1,000</i>
2000	189	9,072	1,208	103,432	
2001	257	8,903	1,369	98,399	
2002	278	10,531	1,675	105,671	
2003	940	10,849	1,721	110,085	
<b>2004</b>	<b>623</b>	<b>10,901</b>	<b>1,340</b>	<b>123,931</b>	

<sup>1</sup> Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

## Floriculture: Production, Sales & Price, Washington, 2003-2004

Item	Prod Unit	Producers		Quantity Sold		Value of Sales at Wholesale <sup>1</sup>		% of Sales at Wholesale		Wholesale Price	
		2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
		No.	No.	1,000 Units	1,000 Units	\$1,000	\$1,000	Percent	Percent	\$/Unit	\$/Unit
<b>Cut Flowers:</b>											
Tulips	Stems	9	9	34,525	35,969	9,080	9,352	96	99	0.26	0.26
Other Cut Flowers	Stems	12	11	-	-	5,291	6,455	97	97	-	-
<b>Potted Flowering Plants: <sup>2</sup></b>											
Chrysanthemums	Pots	-	-	-	-	-	-	-	-	-	-
Easter Lilies	Pots	-	3	-	22	-	86	-	99	-	3.91
Poinsettias	Pots	29	26	1,379	1,157	5,251	4,983	90	84	3.81	4.31
Spring Flowering Bulbs	Pots	15	18	632	556	1,184	1,162	94	97	1.87	2.09
Other Potted Flowering	Pots	13	10	939	2,291	805	3,116	98	99	0.86	1.36
<b>Foliage Plants:</b>											
Foliage Hanging Baskets	Bkts	15	16	88	69	622	590	66	87	7.07	8.55
Potted Foliage	Bkts	10	10	-	-	1,324	1,206	86	85	-	-
<b>Bedding Garden Plants:</b>											
<b>Pots: <sup>2</sup></b>											
Begonias	Pots	32	33	344	343	501	517	83	85	1.46	1.51
Hardy/Garden Mums	Pots	30	31	1,657	1,583	2,698	1,958	95	94	1.63	1.24
Geranium (cuttings)	Pots	47	43	3,149	3,209	5,071	5,208	86	86	1.61	1.62
Geranium (seed)	Pots	17	15	470	626	494	634	77	80	1.05	1.01
Hostas	Pots	28	30	288	625	889	1,763	91	96	3.09	2.82
Impatiens	Pots	26	26	445	575	409	501	63	73	0.92	0.87
New Guinea Impatiens	Pots	31	31	307	348	508	561	57	62	1.65	1.61
Marigolds	Pots	21	19	267	426	199	290	91	96	0.75	0.68
Pansy/Violas	Pots	23	27	1,952	2,690	1,308	1,845	92	93	0.67	0.69
Petunias	Pots	35	36	966	1,790	732	1,480	80	89	0.76	0.83
Other Flowering/Foliar	Pots	43	40	9,332	10,599	10,177	10,084	90	91	1.09	0.95
Other Herb. Perennials	Pots	43	48	8,746	10,597	17,842	21,512	98	98	2.04	2.03
Vegetable Type <sup>3</sup>	Pots	35	35	1,726	2,969	1,861	3,909	90	92	1.08	1.32
<b>Flats:</b>											
Begonias	Flats	22	23	27	23	260	211	71	88	9.64	9.17
Geraniums (cuttings)	Flats	5	5	27	9	443	183	95	66	16.41	20.33
Geraniums (seeds)	Flats	5	5	2	4	22	50	96	97	10.85	12.39
Impatiens	Flats	31	29	85	115	1,017	1,058	89	92	11.96	9.20
Marigolds	Flats	30	28	69	106	813	993	89	94	11.78	9.37
Pansy/Violas	Flats	28	22	112	104	1,551	991	97	96	13.85	9.53
Petunias	Flats	39	33	203	230	2,489	2,086	85	88	12.26	9.07
Other Flowering/Foliar	Flats	36	36	441	745	5,041	6,727	85	90	11.43	9.03
Vegetable Type <sup>3</sup>	Flats	32	26	144	91	1,437	781	95	81	9.98	8.58
<b>Hanging Baskets</b>											
Begonias	Bkts	17	16	26	17	310	242	91	78	11.91	14.24
Geranium (cuttings)	Bkts	36	33	56	63	672	784	84	91	12.00	12.44
Geranium (seeds)	Bkts	3	-	3	-	40	-	76	-	13.44	-
Impatiens	Bkts	15	15	10	16	93	182	79	87	9.34	11.38
New Guinea Impatiens	Bkts	14	13	17	19	188	218	94	92	11.05	11.49
Pansy/Viola	Bkts	4	4	3	3	19	35	61	67	6.28	11.53
Petunias	Bkts	26	26	37	30	342	351	90	82	9.24	11.70
Other Flowering	Bkts	34	37	207	376	2,718	4,805	81	88	13.13	12.78

- Data not available.

<sup>1</sup> Equivalent wholesale value of all sales. Value for potted foliage plants is the gross value of all sales less the cost of plant material purchased from other growers for growing on.

<sup>2</sup> Wholesale price is weighted average value of pots less than five inches and pots greater than five inches.

<sup>3</sup> Does not include vegetable transplants grown for use in commercial vegetable production.