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FOLIAGE, FLORICULTURE AND CUT GREENS



**FLORIDA
AGRICULTURE**

May 2000

TOPICS IN THIS REPORT for Firms with . . .	Number of firms		Value of Sales	
	1998	1999	1998	1999
	Million dollars			
\$10,000 or more sales ^{1/}	1,245	1,223	629.1	671.2
\$100,000 or more sales ^{2/}	739	697	605.7	645.1
Foliage Plants	462	424	311.1	308.8
Cut Cultivated Greens	167	152	90.7	101.5
Potted Flowering Plants	147	132	76.6	100.5
Bedding Plants ^{3/}	156	124	99.97	105.8
Cut Flowers	16	20	27.4	29.0

FOLIAGE PLANTS

Florida leads the Nation in net wholesale sales of potted foliage and foliage hanging baskets with sales set at \$308.8 million during 1999. The 1999 sales decreased by less than one percent from the 1998 revised sales of \$311.1 million. Potted foliage sales accounted for \$278.2 million of the 1999 total while the sales of foliage hanging baskets totaled almost \$30.6 million. Florida's 424 commercial foliage growers used over 174.2 million square feet to produce foliage, up almost three percent from the 1998 area of 169.7 million feet. The 72 firms whose sales of foliage totaled a million dollars or more accounted for nearly 65 percent of all sales equal to the 1998 share. Information for the 1998 estimates was obtained from the Census of Horticulture Specialties. The questionnaire for this census did not give enough detail for estimates of foliage open and covered areas.

Foliage sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, decreased two percent from the \$188.6 million realized during 1998 to \$184.4 million during 1999 which represents about 60 percent of all 1999 foliage sales. Southeastern growers used almost 130.5 million square feet to produce the 1999 potted foliage crop, up slightly from the previous year. The Apopka area, which includes the counties of Lake, Orange, and Seminole, sold \$99.5 million worth of foliage during 1999 which is about 32 percent of all 1999 foliage sales. Apopka producers used 24.7 million square feet, down slightly from the previous year.

^{1/} Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range.
^{2/} Product sales may not add to total due to rounding. ^{3/} Includes flowering hanging baskets.

FOLIAGE PLANTS: Number of commercial producers with \$100,000 plus sales of all floriculture products, square feet in production, and value of sales, by area and size group, 1998 and 1999, **FLORIDA**

Area	Number of firms		Total area ^{1/}		Net value of sales ^{2/}	
	1998	1999	1998	1999	1998	1999
	Number		1,000 square feet		1,000 dollars	
Apopka ^{3/}	198	183	24,795	24,701	100,528	99,527
Southeast ^{4/}	190	179	130,284	130,451	188,607	184,354
Other	74	62	14,685	19,061	21,969	24,965
All Areas	462	424	169,764	174,213	311,104	308,846
Sales Categories						
\$1-\$99,999 ^{5/}	63	38	3,561	2,250	3,217	2,249
\$100,000-\$249,999	166	145	22,238	20,673	26,943	23,851
\$250,000-\$499,999	99	105	24,979	22,979	34,813	36,887
\$500,000-\$999,999	62	64	31,274	30,700	45,209	45,588
\$1,000,000-& over	72	72	87,712	97,611	200,922	200,271
All sales categories	462	424	169,764	174,213	311,104	308,846

^{1/} Square footage utilized for producing both hanging baskets and potted foliage was counted only once. However, for those firms having some area exclusively for hanging baskets, the questionnaire design did not have sufficient detail to pick up this portion of the hanging basket area.

^{2/} Net value is gross wholesale value less cost of plant material purchased from others for growing on. ^{3/} Includes Lake, Orange, and Seminole counties. ^{4/} Includes Broward, Dade, and Palm Beach counties. ^{5/} This group includes firms that had over \$100,000 in value of total sales from all nursery products included in the survey but had net sales of less than \$100,000 for foliage plants.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

Wholesale value of all products, foliage, and cut flowers,
1998 and 1999 in selected States ^{1/}

State (Rank) ^{2/}	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
1,000 dollars										
FLORIDA (2)	605,706	645,062	311,104	308,846	280,971	278,230	30,133	30,616	27,398	28,501
California (1)	766,836	775,175	87,819	93,764	82,776	80,705	5,043	13,059	261,548	279,581
Texas (3)	221,332	228,095	24,896	19,447	19,092	13,079	5,804	6,368	431	453
Michigan (4)	211,509	211,860	3,056	2,996	1,900	1,402	1,156	1,594	8,551	4,995
Ohio (5)	151,220	150,539	3,728	3,907	2,077	1,984	1,651	1,923	3,220	3,426
New York (6)	137,010	138,498	2,185	2,257	925	842	1,260	1,415	6,408	5,158
Pennsylvania (7)	117,517	134,036	3,375	3,330	1,964	1,740	1,411	1,590	4,734	5,326
North Carolina (8)	108,018	121,090	7,816	7,240	2,626	1,526	5,190	5,714	2,017	2,038
New Jersey (9)	108,796	115,642	7,510	7,570	6,676	6,676	834	894	8,495	7,000
Washington (10)	91,668	94,860	2,089	2,114	1,381	1,628	708	486	17,736	23,295
Illinois (11)	80,183	82,627	1,486	3,637	690	2,020	796	1,617	2,810	877
Oregon (12)	84,164	81,449	558	402	455	389	--	--	10,214	10,338
Alabama (13)	70,971	76,522	1,972	2,251	964	948	1,008	1,303	640	662
Colorado (14)	66,721	70,406	1,645	2,039	1,355	1,944	290	95	11,425	10,749
Virginia (15)	62,960	68,031	1,701	1,525	928	305	773	1,220	947	885
Hawaii (21)	44,182	47,997	13,217	13,141	13,148	13,079	69	62	14,383	15,583
36 States	3,641,232	3,774,096	502,501	509,243	436,243	428,311	66,258	80,932	411,595	425,958

Wholesale value of bedding plants and potted flowering plants,
1998 and 1999 in selected States ^{1/}

State (Rank) ^{2/}	Bedding/Garden Plants					Flowering Potted Plants				
	All Bedding		Flowering Hanging Baskets ^{3/}		Bedding Pots and Flats		All Flowering Potted Plants		Poinsettias	
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
1,000 dollars										
FLORIDA (2)	99,927	105,810	7,445	7,599	92,482	98,211	76,610	100,452	13,390	12,041
California (1)	241,874	234,308	11,802	8,986	230,072	225,322	156,035	151,079	27,018	25,375
Texas (3)	133,593	157,373	10,984	13,103	122,609	144,270	61,726	49,949	19,846	16,301
Michigan (4)	172,215	175,988	18,611	23,998	153,604	151,990	27,621	27,834	12,466	13,267
Ohio (5)	118,675	117,118	15,493	15,907	103,182	101,211	25,597	26,087	13,320	13,683
New York (6)	93,397	97,545	11,302	13,698	82,095	83,847	35,010	33,538	8,763	10,757
Pennsylvania (7)	70,414	84,886	11,929	14,292	58,485	70,594	38,994	40,494	13,092	13,825
North Carolina (8)	67,936	77,726	12,098	14,546	55,838	63,180	30,249	34,086	11,948	14,504
New Jersey (9)	66,747	73,944	8,929	10,714	57,818	63,230	25,794	27,048	8,229	8,185
Washington (10)	62,190	59,174	6,592	6,017	55,598	53,157	9,653	10,277	5,459	5,651
Illinois (11)	56,814	54,831	8,280	6,577	48,534	48,254	19,073	23,282	7,554	9,791
Oregon (12)	47,860	42,031	5,137	3,751	42,723	38,280	19,292	20,691	3,512	2,704
Alabama (13)	58,831	63,531	4,713	4,813	54,118	58,718	9,528	10,078	4,793	5,442
Colorado (14)	44,146	47,206	5,480	5,319	38,666	41,887	9,505	10,412	5,820	6,111
Virginia (15)	39,629	41,534	4,837	5,579	34,792	35,955	20,656	24,087	5,535	5,454
Hawaii (21)	2,200	2,245	73	83	2,127	2,162	14,255	16,762	654	820
36 States	1,872,610	1,946,652	207,521	221,416	1,665,089	1,725,236	736,837	764,983	224,441	228,192

^{1/} Equivalent wholesale value of all sales for all crops except foliage plant value which is based on net value of sales.

^{2/} State rank based on sales of all floriculture products.

^{3/} Includes geraniums, impatiens, New Guinea impatiens, petunia, and other hanging baskets.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

POTTED FLOWERING PLANTS: Number of commercial firms, number of pots, and value of sales at wholesale, 1998 and 1999, and intentions for 2000, **FLORIDA**

Crop	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Intended pots	Value of sales at wholesale ^{1/}	
	1998	1999	1998	1999	1998	1999	1998	1999	2000	1998	1999
	Number				1,000 pots					1,000 dollars	
Poinsettias	54	44	719	1,120	3,044	2,868	3,763	3,988	3,685	13,390	12,041
Orchids	51	43	449	1,315	2,297	3,412	2,746	4,727	6,029	17,930	30,853
Potted Florist mums	20	17	351	509	3,447	3,271	3,798	3,780	3,465	10,762	10,848
Kalanchoes	25	20	424	347	302	355	726	702	710	1,419	1,459

^{1/} Equivalent wholesale value of retail and wholesale sales.

GLADIOLI AND POTTED FOLIAGE: Number of commercial firms, production area, and wholesale price and value, 1998 and 1999, and intended area, 2000, **FLORIDA**

Crop	Number of producers		Area in production		Intended area	Wholesale price		Value of sales at wholesale ^{1/}	
	1998	1999	1998	1999	2000	1998	1999	1998	1999
	Number		--- Acres ---			--- Cents per spike ---		1,000 dollars	
Gladioli, cut	7	6	3,554	2,855	2,760	29.0	28.4	16,343	15,929
			--- 1,000 square feet ---						
Potted foliage	443	411	169,764	174,213	179,463	--	--	280,971	278,230

^{1/} Equivalent wholesale value of retail and wholesale sales, except potted foliage is gross wholesale value less cost of plant material.

BEDDING/GARDEN PLANTS AND FOLIAGE BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 1998 and 1999, and intentions for 2000, **FLORIDA** ^{1/}

Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Intended pots	Wholesale price less than 5 inches		Wholesale price 5 inches or more		Value of sales at wholesale ^{2/}	
	1998	1999	1998	1999	1998	1999	2000	1998	1999	1998	1999	1998	1999
POTS	Number		1,000 pots					Dollars		1,000 dollars			
Impatiens	79	70	9,026	9,289	1,634	2,400	12,086	0.58	0.55	1.22	1.11	7,229	7,773
Vegetables ^{3/}	30	29	1,629	1,834	998	1,738	3,479	0.68	0.71	1.55	1.48	2,655	3,874
Hardy garden Mums	29	25	1,108	898	747	1,625	2,721	0.89	0.68	1.94	1.46	2,435	2,983
Petunias	53	49	1,913	1,945	454	424	2,349	0.61	0.58	1.40	1.26	1,803	1,662

Crops	Number of producers		Unit	Quantity sold		Intended production	Wholesale price		Value of sales at wholesale ^{2/}	
	1998	1999		1998	1999	2000	1998	1999	1998	1999
	Number			1,000 units			Dollars		1,000 dollars	
Impatiens	26	25	Flats	592	1,049	1,072	7.25	6.60	4,292	6,923
Vegetable ^{3/}	16	15	Flats	182	341	423	6.67	6.74	1,214	2,298
Flower Hanging ^{4/}	^{5/}	^{5/}	Basket	1,831	1,835	1,895	4.07	4.14	7,445	7,599
Foliage Hanging	190	189	Basket	7,687	9,058	13,517	3.92	3.38	30,133	30,616

^{1/} Unfinished plants sold to other producers are not included. ^{2/} Equivalent wholesale value of retail and wholesale sales. ^{3/} For home garden use. ^{4/} Includes geraniums, impatiens, New Guinea impatiens, petunia, and other hanging baskets. ^{5/} Not available.

CUT CULTIVATED GREENS: Florida remains the Nation's leader in sales of cut cultivated greens among the 36 States surveyed. Florida sales of all cut greens during 1999 totaled \$101.5 million, almost 80 percent of the value for all cut greens sold in the 36 States. The 1999 value increased almost twelve percent from the 1998 value of \$90.7 million. Leatherleaf ferns represented \$62.7 million of the 1999 total. Growers received an average price of 89

cents per bunch for the 70.4 million bunches sold in 1999. Florida sales of other cut greens totaled \$38.8 million, up twenty-one percent from the \$32.1 million producers received for other cut greens sold in 1998. Pierson, Florida is the heart of the "Fern Capital of the World". Growers there and in the surrounding areas of North Central Florida grow a wide variety of ferns and other greens.

CUT CULTIVATED GREENS: Number of commercial producers with \$100,000 or more sales of all floriculture products, acres in production, bunches sold, and value of sales, by States, 1998 and 1999, and intentions, 2000

Selected States and crops	Number of firms		Total area in production		Quantity grown and sold		Total value of sales ^{1/}		Intended area for production in 2000
	1998	1999	1998	1999	1998	1999	1998	1999	
	Number		Acres		1,000 bunches		1,000 dollars		Acres
Florida									
Leatherleaf ferns	147	125	4,878	4,669	71,368	70,445	58,522	62,696	4,684
All other cut greens	133	130	3,551	3,516	^{2/}	^{2/}	32,145	38,757	3,539
California									
Leatherleaf ferns ^{3/}					^{2/}	^{2/}			
All other cut greens	68	43	1,696	1,257			18,144	15,277	1,242
Other States									
Leatherleaf ferns	7	10	122	137	1,613	1,625	1,976	1,940	137
All other cut greens	25	19	79	78	^{2/}	^{2/}	535	337	76
36 States									
Leatherleaf ferns	154	135	5,000	4,806	72,981	72,070	60,498	64,636	4,821
All other cut greens	251	219	6,222	6,049	^{2/}	^{2/}	57,191	62,624	6,062

^{1/} Value of all sales at wholesale level including harvesting costs. ^{2/} Bunches are not comparable in this category as units differ depending on crop variety. ^{3/} Included in other States to avoid disclosure of individual operations.

ALL FLORICULTURE PRODUCTS: Number of Commercial producers with \$10,000 or more sales, by sales categories, and area in production, by type of cover, 1998 and 1999, **FLORIDA** ^{1/}

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
	1,000 square feet										Acres	
\$100,000 or more	739	697	4,698	4,321	9,450	8,595	37,809	38,048	310,119	314,034	10,305	9,206
\$10,000 or more	1,245	1,223	4,936	4,337	10,800	9,888	42,100	42,145	337,000	337,558	11,382	10,335
\$10,000 - \$19,999	98	98										
\$20,000 - \$39,999	156	131										
\$40,000 - \$49,999	54	51										
\$50,000 - \$99,999	198	246										
\$100,000 - \$499,999	466	418										
\$500,000 or more	273	279										

^{1/} Area by sales category not available.