

Released: July 26, 2004

---

## WHOLESALE VALUE OF MINNESOTA FLORICULTURE CROPS UP 3.6%

The 2003 wholesale value of floriculture crops grown by operations with sales of \$100,000 or more in Minnesota is \$74,984,000, up 9.3 percent from the revised 2002 valuation. At the national level the wholesale value of floriculture crops produced by such operations, \$4.76 billion, is virtually unchanged from the revised 2002 total and represents 94 percent of all U.S. production. Production of floriculture commodities in Minnesota in 2003 represented 1.6 percent of the total U.S. production, with the state rising to 17<sup>th</sup> among the 36 States with significant floriculture production.

**Annual bedding and garden plants** continue to be the leading floriculture commodity grown in Minnesota in terms of sales volume. For operations with \$100,000 or more in sales, annual bedding plants represent 59 percent of the 2003 wholesale value of all sales of floriculture commodities. The volume of sales rose 18 percent, from \$37.8 million in 2002 to \$44.6 million in 2003, the third consecutive yearly increase in sales volume for this category. At the national level, annual bedding and garden plants represent 38 percent of the wholesale value of all floriculture commodities sold in 2003. Their dollar volume, \$1.80 billion, was 1 percent higher than a year ago.

Within the annual bedding and garden plants category, potted plants represented 39 percent of the wholesale value of Minnesota sales in 2003; flats, 38 percent; and hanging baskets 23 percent. From 2002 to 2003, the wholesale value of potted plants sold increased by 25 percent; that of flats, by 18 percent. The wholesale value of hanging baskets rose by 7 percent. At the national level, potted plants represented 54 percent of the wholesale value of bedding and garden plants; flats, 36 percent, and hanging baskets 10 percent. The wholesale value of pots sold increased by 3 percent at the national level from 2002 to 2003, but flats decreased by 2 percent. The wholesale value of sales of hanging baskets increased by 3 percent nationally.

**Herbaceous perennials**, the second largest category by value of sales in Minnesota, comprises 19 percent of the wholesale value of all sales. From 2002 to 2003, the volume rose by 12 percent, to \$14.2 million, reflecting increased sales for all categories of herbaceous perennials. Nationally, sales of herbaceous perennials rose by only 1 percent.

**Potted flowering plants** represent the third largest category by wholesale value of sales in Minnesota. Their wholesale value, \$9.8 million, represents 13 percent of all 2003 sales from operations with sales over \$100,000. Their value is down by 14 percent since 2002. Flowering potted plants at the national level represent about 17 percent of the wholesale value of all sales. Their dollar value also fell, by 2 percent from 2002.

**All cut flowers** sales at wholesale decreased from 2002 to 2003 by nearly 5 percent in Minnesota. The \$5.3 million of sales in this category represented 7 percent of the wholesale value of all sales. Nationally, this category showed a 1 percent decline, with the wholesale value at its lowest since 1986.

**Foliage plants** account for less than 2 percent of floriculture sales in Minnesota. The \$1.2 million sales at wholesale was virtually unchanged from 2002 to 2003 both in Minnesota and at the national level.

Complete results are published in the USDA [Floriculture Crops, 2003 Summary](#), released in June 2004. You can access this report on the Internet at <http://www.usda.gov/nass/>. Select Publications and then Reports Calendar or Publications and then Search, by Title or Subject. Or, for a paper copy call the toll-free order desk, 800-999-6779 in the U.S. and Canada.

(over)

# FLORICULTURE: Flowering, Bedding, and Foliage Plants, Minnesota, 2002-2003 1/ 2/ 3/

Item	Producers		Total Quantity Sold			Value of All Sales at Wholesale 4/	
	2002	2003	Units	2002	2003	2002	2003
	--- Number ---		--- 1,000 Units ---			--- 1,000 Dollars ---	
<b>Flowering Potted Plants</b>	--	--	--	--	--	11,380	9,759
African Violets	6	7	Pots	27	34	70	79
Azaleas, Finished Florist	17	16	Pots	152	126	1,170	1,031
Chrysanthemums, Florist	13	13	Pots	232	159	1,052	687
Lilies, Easter	19	21	Pots	177	161	915	836
Poinsettias	40	41	Pots	736	733	4,108	4,218
Roses, Flowering	4	5	Pots	18	26	79	156
Spring Flowering Bulbs	13	18	Pots	149	159	689	693
Other	23	16	Pots	584	379	2,760	1,607
<b>Bedding/Garden Plants (Annual) 5/</b>	--	--	--	--	--	37,832	44,575
<b>Flats</b>							
Begonias	71	71	Flats	66	67	659	651
Geraniums, from Cuttings	7	8	Flats	31	19	266	174
Geraniums, from Seed	11	12	Flats	24	26	222	252
Impatiens	79	82	Flats	230	244	2,337	2,574
Impatiens, New Guinea	14	9	Flats	35	23	306	192
Marigolds	80	82	Flats	110	126	1,021	1,217
Pansy/Viola	79	79	Flats	98	112	995	1,196
Petunias	82	82	Flats	230	251	2,300	2,678
Vegetable Type	74	75	Flats	134	136	1,292	1,331
Other	76	79	Flats	503	657	5,095	6,866
<b>Pots</b>							
Begonias	67	65	Pots	282	320	561	666
Geraniums, from Cuttings	93	88	Pots	1,947	1,839	4,202	5,048
Geraniums, from Seed	31	31	Pots	1,187	1,211	1,072	1,009
Impatiens	44	41	Pots	197	217	400	475
Impatiens, New Guinea	91	87	Pots	503	516	1,064	1,181
Marigolds	25	22	Pots	88	61	107	94
Pansy/Viola	31	32	Pots	67	75	168	263
Petunias	45	56	Pots	264	400	424	728
Vegetable Type	66	64	Pots	809	1,094	713	1,121
Other	64	69	Pots	2,419	3,368	5,094	6,721
<b>Hanging Baskets</b>							
Begonias	68	71	Baskets	66	84	558	667
Geraniums, from Cuttings	83	79	Baskets	195	206	1,911	1,825
Geraniums, from Seed	5	5	Baskets	2	3	20	28
Impatiens	75	79	Baskets	119	120	950	972
Impatiens, New Guinea	77	72	Baskets	106	101	951	855
Marigolds	--	5	Baskets	--	6	--	28
Pansy/Viola	17	12	Baskets	13	15	100	100
Petunias	69	74	Baskets	94	132	821	1,034
Other	71	72	Baskets	517	563	4,183	4,617
<b>Herbaceous Perennials</b>	--	--	--	--	--	12,613	14,169
Chrysanthemums, Hardy/Garden	67	67	Pots	619	784	1,608	1,955
Hosta	73	78	Pots	453	439	1,643	1,767
Other	77	80	Pots	3,395	3,615	9,362	10,447
<b>Foliage</b>	--	--	--	--	--	1,229	1,218
Hanging Basket	17	22	Baskets	100	87	649	572
Potted	6	10	Sq Feet	--	--	580	646
<b>Cut Flowers</b>						5,538	5,263
Alstroemeria	3	3	Stems	1,185	1,360	892	889
Chrysanthemums, Pompom	2	2	Bunches	9	9	26	27
Gerbera Daisies	2	2	Stems	221	204	166	167
Gladioli	1	1	Spikes	20	10	6	3
Iris	3	2	Stems	110	18	61	11
Lilies, All	7	5	Stems	497	342	575	546
Lisianthus	1	1	Stems	36	18	26	18
Orchids	1	--	Blooms	1	--	1	--
Roses	2	2	Stems	3,820	3,560	2,819	2,773
Snapdragons	4	3	Spikes	270	301	180	190
Tulips	4	4	Stems	1,117	1,173	531	556
Other	7	5	--	--	--	255	83

1/ Summarized only from producers with \$100,000 or more in annual sales.

2/ Data that are not available because of questionnaire differences between years or published at the U.S. level only are denoted with "--".

3/ Statistical techniques are used to avoid the disclosure of individual operators. Data suppressed by these methods may be published if approval is granted by the operators.

4/ Equivalent wholesale value of all sales.

5/ Totals may not add due to rounding.