

garden plants. This segment represents almost 62 percent of all floriculture crop sales.

At the U.S. level, the total wholesale value of all floriculture crops was up more than 12 percent in 2000. Floriculture production by growers with sales of more than \$10,000 totaled \$4.57 billion, up from \$4.10 billion in 1999. Growers with sales of more than \$100,000 accounted for nearly 94 percent of the total industry sales. In 1999, the production by growers with more than \$100,000 in sales totaled \$3.77 billion or 92 percent of the total floriculture sales.

### WHOLESALE VALUE OF FLORICULTURE SALES, 1999-2000

| Types                                    | Virginia           |               | United States <sup>1/3/</sup> |                  |
|--|--------------------|---------------|-------------------------------|------------------|
|  | 1999*              | 2000          | 1999                          | 2000             |
|  | -thousand dollars- |               |                               |                  |
| <b>Growers With \$100,000+</b>           |                    |               |                               |                  |
| Cut Flowers                              | <sup>2/</sup>      | <sup>2/</sup> | 431,624                       | 427,484          |
| Cultivated Greens                        | <sup>2/</sup>      | <sup>2/</sup> | 126,675                       | 123,746          |
| Potted Flowering Plants                  | 24,136             | 23,526        | 758,838                       | 780,907          |
| Foliage Plants                           | 1,525              | 1,032         | 511,999                       | 573,962          |
| Bedding/Garden Plant                     | 41,534             | 48,092        | 1,943,139                     | 2,122,575        |
| <b>TOTAL</b>                             | <b>67,195</b>      | <b>72,650</b> | <b>3,772,275</b>              | <b>4,271,559</b> |
| <b>TOTAL ALL GROWERS<sup>4/ 5/</sup></b> | <b>73,362</b>      | <b>78,406</b> | <b>4,096,560</b>              | <b>4,568,094</b> |

\*Revised. <sup>1/</sup> Represents growers in 36 states. <sup>2/</sup> Not published due to confidentiality rules. <sup>3/</sup> Total does not include unpublished states. <sup>4/</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 were estimated by multiplying the number of growers in each size group by the midpoint of each dollar value range. <sup>5/</sup> Total data for 1999 and 2000 are not comparable, total sales of propagative materials were added in 2000. Total foliage for 1999 represents net value (total sales minus cost of young plants.) Total foliage for 2000 represents the wholesale equivalent value of all sales.