

Floriculture



For growers with \$100,000 or more in sales, the wholesale value of **FLO-RICULTURE** crops in Virginia for 2002 increased by 2 percent compared to 2001 sales. The wholesale value for all growers with sales of more than \$10,000 totaled \$79.2 million. Growers with sales of more than the

\$100,000 accounted for 93 percent of the total industry sales.

Bedding and garden plants remained the largest sales category for 2002. Growers with sales of more than \$100,000 accounted for \$51.0 million of bedding and garden plants. This segment represents 64 percent of all floriculture crop sales.

all floriculture crops totaled \$4.88 billion, up 2 percent from \$4.80 billion in 2001. Growers with sales of more than \$100,000 accounted for more than 94 percent of the total industry sales. In 2002, the wholesale value by growers with more than \$100,000 in sales totaled \$4.62 billion.

At the U.S. level, the total wholesale value of

WHOLESALE VALUE OF FLORICULTURE SALES, 2001-2002

Types	Virginia		United States ^{1/3/}	
	2001*	2002	2001*	2002
	-thousand dollars-			
Growers With \$100,000+				
Cut Flowers	^{2/}	^{2/}	418,103	410,015
Cultivated Greens	^{2/}	^{2/}	112,358	110,944
Potted Flowering Plants	23,729	21,176	824,750	822,434
Foliage Plants	926	1,316	650,590	663,052
Bedding/Garden Plant	47,342	50,961	2,176,502	2,283,694
TOTAL	71,997	73,453	4,496,225	4,622,197
TOTAL ALL GROWERS^{4/}	79,457	79,219	4,802,555	4,878,967

*Revised. ^{1/} Represents growers in 36 states. ^{2/} Not published due to confidentiality rules. ^{3/} Total does not include unpublished states. ^{4/} 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.