



## Pacific Region Floriculture Crops

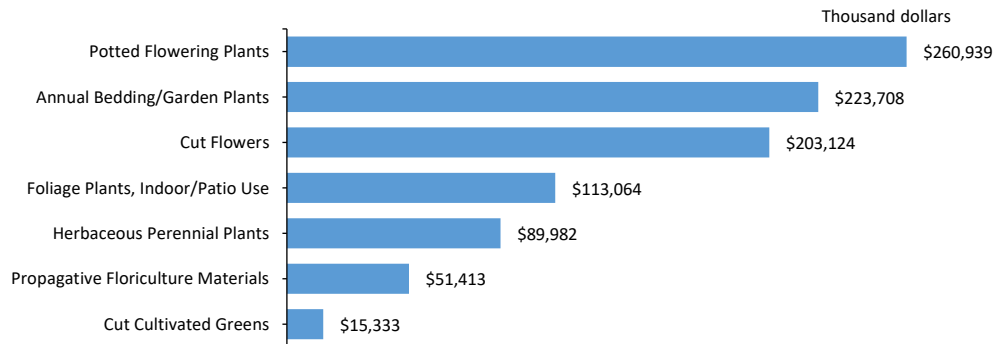
Cooperating with the California Department of Food and Agriculture, and Hawaii and Nevada Departments of Agriculture  
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California total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales was \$957.6 million for 2020, down 5 percent from the 2019 total. California ranked the second largest producing state in the U.S. California's largest sales were from potted flowering plants with \$260.9 million sales. Annual bedding/garden plants was \$223.7 million sales. This was followed by cut flower sales at \$203.1 million. These three categories accounted for 72% of California's total sales. Foliage plants, for indoor or patio use comprised \$113.1 in sales. Sales of herbaceous perennial plants were at \$90.0 million. Propagative floriculture material sales were \$51.4 million, while sales of cut cultivated greens were \$15.3 million.

The U.S. total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales was \$4.65 billion for 2020, up 8 percent from the 2019 total. These operations account for 97 percent of the total value of \$4.80 billion in floriculture crops but comprise only 44 percent of all producers. Florida accounts for 24 percent of the total wholesale value. California ranks second with 21 percent, while Michigan ranks third with 11 percent. The last two states in top five are New Jersey with 6 percent and Ohio with 5 percent.

California's Wholesale Value of Sales by Plant Category,  
Operations With \$100,000+ Sales: 2020



Wholesale Value of All Sales by Plant Category: 2019 and 2020

State	Annual bedding/garden plants		Herbaceous perennial plants		Total bedding/garden plants	
	2019	2020	2019	2020	2019	2020
California .....	1,000 dollars 222,935	1,000 dollars 223,708	1,000 dollars 89,629	1,000 dollars 89,982	1,000 dollars 312,564	1,000 dollars 313,690
United States .....	1,407,431	1,584,273	600,437	690,555	2,007,868	2,274,828
State	Potted flowering plants		Foliage plants for indoor or patio use		Cut flowers	
	2019	2020	2019	2020	2019	2020
California .....	1,000 dollars 277,479	1,000 dollars 260,939	1,000 dollars 119,054	1,000 dollars 113,064	1,000 dollars 241,667	1,000 dollars 203,124
United States .....	953,965	849,927	615,655	755,997	326,210	294,823
State	Cut cultivated greens		Propagative floriculture material		Total wholesale value of all plant categories	
	2019	2020	2019	2020	2019	2020
California .....	1,000 dollars 17,450	1,000 dollars 15,333	1,000 dollars 39,826	1,000 dollars 51,413	1,000 dollars 1,008,040	1,000 dollars 957,563
United States .....	89,237	89,033	315,161	380,689	4,308,096	4,645,297

**Annual Bedding/Garden Plants Sold as Flats: 2019 and 2020**

Plant	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 flats</i>	<i>1,000 flats</i>	<i>dollars per flat</i>	<i>dollars per flat</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Begonias .....	29	20	709	535	7.66	7.41	5,431	3,965
Geraniums, vegetative cuttings .....	11	8	159	147	13.89	13.16	2,209	1,935
Impatiens, New Guinea .....	10	8	94	(D)	9.40	(D)	884	(D)
Impatiens, other .....	26	19	725	684	9.40	9.59	6,812	6,559
Marigolds .....	30	21	1,038	934	7.81	7.54	8,102	7,039
Pansies/Violas .....	29	23	1,263	1,275	7.68	7.69	9,705	9,801
Petunias .....	27	21	1,523	1,507	7.78	7.72	11,854	11,636
Other flowering and foliar .....	30	24	3,505	3,352	9.37	9.86	32,834	33,044
Vegetable type .....	16	22	967	917	7.63	8.52	7,382	7,813

(D) Withheld to avoid disclosing data for individual operations.

**Annual Bedding/Garden Plants Sold as Hanging Baskets: 2019 and 2020**

Plant	Producers		Quantity Sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 baskets</i>	<i>1,000 baskets</i>	<i>dollars per basket</i>	<i>dollars per basket</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Begonias .....	12	8	29	23	8.55	8.35	248	192
Geraniums, vegetative cuttings .....	14	16	134	99	9.34	9.26	1,251	917
Impatiens, New Guinea .....	6	5	23	19	10.52	10.89	242	207
Impatiens, other .....	4	2	(D)	(D)	(D)	(D)	(D)	(D)
Marigolds .....	-	-	-	-	-	-	-	-
Pansies/Violas .....	4	1	(D)	(D)	(D)	(D)	(D)	(D)
Petunias .....	14	11	480	(D)	7.07	(D)	3,393	(D)
Other flowering and foliar .....	8	9	(D)	(D)	(D)	(D)	(D)	(D)

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

**Annual Bedding/Garden Plants Sold in Pots by Type: 2019 and 2020**

Plant	Producers		Quantity Sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 pots</i>	<i>1,000 pots</i>	<i>dollars per pot</i>	<i>dollars per pot</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Begonias .....	24	18	1,142	1,987	1.86	1.47	2,124	2,929
Geraniums, vegetative cuttings .....	31	33	3,603	3,739	3.00	2.77	10,800	10,350
Impatiens, New Guinea .....	18	14	487	507	2.95	2.72	1,438	1,379
Impatiens, other .....	19	19	1,321	1,184	1.96	2.13	2,587	2,516
Marigolds .....	23	18	1,114	1,358	1.86	1.72	2,070	2,337
Pansies/Violas .....	24	20	(D)	2,425	(D)	1.48	(D)	3,577
Petunias .....	28	22	4,276	4,055	1.81	1.79	7,734	7,268
Other potted flowering and foliar .....	48	31	28,782	(D)	2.37	(D)	68,149	(D)
Vegetable type .....	20	20	14,940	23,044	1.36	1.24	20,291	28,572

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**Herbaceous Perennials Plants Sold in Pots by Type: 2019 and 2020**

Plant	Producers		Quantity sold		Wholesale price		Value of Sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 pots</i>	<i>1,000 pots</i>	<i>dollars per pot</i>	<i>dollars per pot</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Chrysanthemums (Hardy/Garden) .....	23	19	2,281	2,137	2.15	2.00	4,906	4,282
Daylily .....	25	22	408	401	4.34	4.92	1,769	1,972
Ferns (Hardy/Garden) .....	24	23	467	604	3.99	4.61	1,862	2,785
Hostas .....	13	13	(D)	(D)	(D)	(D)	(D)	(D)
Other herbaceous perennials .....	80	63	25,699	24,296	3.12	3.28	80,212	79,798
Peony .....	6	5	(D)	(D)	(D)	(D)	(D)	(D)

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**Flowering Plants for Indoor or Patio Use Sold in Pots: 2019 and 2020**

Plant	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 pots</i>	<i>1,000 pots</i>	<i>dollars per pot</i>	<i>dollars per pot</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Chrysanthemums (Florist) .....	12	12	1,493	1,563	3.60	3.59	5,377	5,618
Lilies, Easter .....	8	6	1,003	916	5.29	5.35	5,302	4,900
Orchids .....	35	27	16,974	15,351	8.06	7.85	136,782	120,491
Poinsettias .....	42	36	9,569	8,982	3.85	4.09	36,814	36,720
Roses (Florist) .....	17	15	4,929	4,898	3.75	3.69	18,487	18,072
Spring flowering bulbs .....	17	15	2,414	3,384	2.28	3.24	5,493	10,973
Other flowering plants .....	71	53	17,415	17,093	3.97	3.75	69,224	64,165

**Foliage Plants for Indoor or Patio Use Sold by Container Type: 2019 and 2020**

Container Type	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 units</i>	<i>1,000 units</i>	<i>dollars per unit</i>	<i>dollars per unit</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Hanging baskets .....	19	23	1,541	1,869	5.17	5.33	7,974	9,953
Pots .....	97	70	(NA)	(NA)	(NA)	(AN)	111,080	103,111

- Represents zero.

(NA) Not available.

**Cut Flowers by Type: 2019 and 2020**

Plant	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000</i>	<i>1,000</i>	<i>cents per unit</i>	<i>cents per unit</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Chrysanthemums pompon (bunches) .....	7	5	3,655	(D)	149.0	(D)	5,445	(D)
Dahlia (stems) .....	21	18	1,498	1,258	256.5	215.9	3,843	2,716
Gerbera daisies (stems) .....	18	16	92,341	81,174	30.0	28.2	27,708	22,900
Gladioli (spikes) .....	8	7	(D)	(D)	(D)	(D)	(D)	(D)
Iris (stems) .....	9	8	(D)	(D)	(D)	(D)	(D)	(D)
Lilies, all (stems) .....	24	26	75,781	63,025	69.0	72.5	52,275	45,706
Orchids, all (blooms) .....	11	8	2,941	3,236	172.7	213.8	5,079	6,919
Peony (stems) .....	6	7	(D)	(D)	(D)	(D)	(D)	(D)
Roses (stems) .....	16	11	17,143	15,898	75.6	73.3	12,955	11,656
Snapdragons (spikes) .....	26	17	21,794	17,828	33.5	34.3	7,294	6,108
Sunflower (stems) .....	36	34	11,710	7,267	34.3	42.3	4,014	3,071
Tulips (stems) .....	14	12	(D)	(D)	(D)	(D)	(D)	(D)
Other cut flowers .....	84	72	(NA)	(NA)	(NA)	(NA)	63,492	54,006

- Represents zero.  
(D) Withheld to avoid disclosing data for individual operations.  
(NA) Not available.

**Cut Cultivated Greens by Type: 2019 and 2020**

Plant	Producers		Quantity sold		Wholesale price		Value of all sales at wholesale	
	2019	2020	2019	2020	2019	2020	2019	2020
	<i>number</i>	<i>number</i>	<i>1,000 bunches</i>	<i>1,000 bunches</i>	<i>dollars per bunch</i>	<i>dollars per bunch</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Leatherleaf ferns .....	5	3	(D)	(D)	(D)	(D)	(D)	(D)
Other cut cultivated greens .....	35	22	(NA)	(NA)	(NA)	(NA)	(D)	(D)

- Represents zero.  
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(NA) Not available.

**Propagative (Unfinished) Floriculture Materials Value of Sales by Category: 2019 and 2020**

Category	2019	2020
	<i>1,000 dollars</i>	<i>1,000 dollars</i>
Annual bedding/garden plants .....	18,021	18,784
Herbaceous perennial plants .....	(D)	(D)
Potted flowering plants .....	6,275	12,687
Foliage plants for indoor or patio use .....	3,700	3,869
Cut flowers .....	(D)	4,359
Cut cultivated greens .....	-	(D)

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