



# California Floriculture Report

Cooperating with the California Department of Food and Agriculture

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## CALIFORNIA LEADS THE NATION IN FLORICULTURE PRODUCTION

California's floriculture crop leads the nation with a value of \$1.01 billion in sales, comprising 25.4 percent of the U.S. total wholesale value. Sales slightly decreased 0.11 percent from the revised 2010 total. California producers decreased in number from 408 in 2010 to 384 in 2011.

For operations with more than \$100,000 in sales, California accounted for 18.5 percent of the total value of annual bedding and garden plants, the highest-valued crop category in the 15-state program. The wholesale value of California-grown bedding and garden plants increased 2.4 percent from \$241 million in 2010 to \$247 million in 2011.

California also led the country in potted flowering plant value for 2011, with a total value of \$243 million wholesale, down 0.23 of a percent from the 2010 valuation. California accounted for 38.0 percent of the 15-state total wholesale value reported.

California was the dominant State in cut flower production, accounting for about 77.3 percent of the total cut flower wholesale value. The \$278 million in value for 2011 was down 3 percent from the 2010 valuation of \$286 million.

## CALIFORNIA FLORICULTURE AND NURSERY PRODUCTS Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2007-2011

Category	2007	2008	2009	2010	2011	2011
	<i>1,000 Dollars</i>					<i>U.S. Rank</i>
<b>Total Cut Flowers</b>	327,736	323,897	270,708	286,218	277,670	1
<b>Total Potted Flowering Plants</b>	238,799	243,225	207,486	243,992	243,436	1
<b>Total Bedding Plants</b>	259,842	282,429	259,648	301,336	306,035	1
Annual Bedding/Garden Plants	202,554	216,944	190,706	240,828	246,571	1
Herbaceous Perennial Plants	57,288	65,485	68,942	60,508	59,464	1
<b>Total Foliage Plants for Indoor or Outdoor Use</b>	101,727	98,679	101,802	95,216	110,150	2
<b>Cut Cultivated Greens</b>	14,133	13,930	10,081	8,485	7,905	3
<b>Propagative materials</b>	77,919	81,094	73,479	66,231	55,219	3
<b>Total Wholesale Value of Reported Crops</b>	1,020,156	1,043,254	923,204	1,001,478	1,000,415	1
	<i>Percent</i>					
<b>California Percentage of 15 State Total Wholesale Value of Reported Crops 1/</b>	<b>26.4</b>	<b>25.2</b>	<b>23.5</b>	<b>25.1</b>	<b>25.4</b>	

1/ 15 Program States: California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas and Washington.

## ANNUALS in CALIFORNIA:

### Top 5 Annual Bedding/Garden Plants, Flats for Operations with \$100,000+ Sales 2010-2011 1/

Selected Crops	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2010	2011	2010	2011	2010	2011	2010	2011
	<i>Number</i>		<i>1,000 Flats</i>		<i>Dollars per Flat</i>		<i>1,000 Dollars</i>	
Vegetable Type Plants	43	39	1,187	1,067	12.43	11.05	14,754	11,790
Petunias	49	46	1,354	1,172	10.08	10.02	13,648	11,743
Pansies/Violas	51	49	1,403	1,208	9.72	9.50	13,637	11,476
Impatiens	44	40	1,283	1,063	9.80	9.38	12,573	9,971
Marigolds	48	43	1,043	761	10.28	10.04	10,722	7,640
<b>State Total</b>							<b>109,262</b>	<b>105,182</b>

1/ Top 5 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

### Top 5 Annual Bedding/Garden Plants, Potted for Operations with \$100,000+ Sales 2010-2011 1/

Selected Crops	Producers		Quantity Sold				Value of All Sales at Wholesale 2/	
	2010	2011	Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Dollars</i>	
Vegetable Type Plants	44	45	8,311	10,377	2,969	1,659	11,280	12,036
Geraniums from Vegetative Cuttings	46	45	4,171	3,694	2,357	2,435	6,528	6,129
Petunias	35	37	2,545	2,022	587	1,057	3,132	3,079
Impatiens	44	41	3,507	2,653	542	603	4,049	3,256
Pansies/Violas	40	37	2,551	2,466	318	456	2,869	2,922
			Less than 5 Inches		5 Inches or Larger		Value of All Sales at Wholesale 2/	
			2010	2011	2010	2011	2010	2011
			<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>	
Vegetable Type Plants			1.31	1.34	2.40	3.01	18,013	18,899
Geraniums from Vegetative Cuttings			1.53	1.77	3.36	3.20	14,301	14,330
Petunias			0.83	0.89	2.75	2.14	3,727	4,062
Impatiens			0.78	0.82	2.40	2.17	4,036	3,484
Pansies/Violas			0.81	0.87	2.06	1.80	2,721	2,966
<b>State Total</b>							<b>119,682</b>	<b>131,290</b>

1/ Top 5 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

**ANNUALS in CALIFORNIA continued:**

**Top 5 Annual Bedding/Garden Plants, Hanging Baskets for Operations with \$100,000+ Sales 2010-2011 1/**

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2010	2011	2010	2011	2010	2011	2010	2011
<b>Selected Crops</b>	<i>Number</i>		<i>1,000 Baskets</i>		<i>Dollars per Basket</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	27	25	208	200	9.02	9.30	1,876	1,860
Petunias	21	19	158	158	8.48	8.52	1,340	1,346
Impatiens	14	14	40	36	6.49	6.94	260	250
New Guinea Impatiens	18	16	47	30	7.93	7.60	373	228
Begonias	21	17	32	17	9.66	9.19	309	156
<b>State Total</b>							<b>10,689</b>	<b>10,099</b>

1/ Top 5 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

**POTTED FLOWERS in CALIFORNIA:**

**Top 5 Potted Flower Plants for Operations with \$100,000+ Sales 2010-2011 1/**

	Producers		Quantity Sold					
	2010	2011	Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Orchids	42	41	8,332	10,865	1,701	2,018	10,033	12,883
Poinsettias	70	53	2,908	2,332	4,611	4,944	7,519	7,276
Florist Roses	18	18	5,400	5,143	1,057	1,544	6,457	6,687
Spring Flowering Bulbs	33	32	1,606	1,780	1,410	1,933	3,016	3,713
Florist Chrysanthemums	16	9	1,028	(3)	1,902	2,935	2,930	2,935

	Wholesale Price				Value of All Sales at Wholesale 2/	
	Less than 5 Inches		5 Inches or Larger		2010	2011
	<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>	
Orchids	7.40	6.30	12.72	12.38	83,294	93,432
Poinsettias	2.27	1.99	5.29	4.82	30,993	28,471
Florist Roses	2.48	2.16	5.31	4.10	19,005	17,439
Spring Flowering Bulbs	2.58	2.17	4.84	4.38	10,968	12,329
Florist Chrysanthemums	1.64	(3)	3.95	3.20	9,199	9,401
<b>State Total</b>					<b>243,992</b>	<b>243,436</b>

1/ Top 5 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

3/ Quantity and price combined into pot size with greatest production to avoid disclosing data of individual operations.

## CUT FLOWERS in CALIFORNIA:

### Top 5 Cut Flowers for Operations with \$100,000+ Sales 2010-2011

		Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 1/	
		2010	2011	2010	2011	2010	2011	2010	2011
	Unit	Number		1,000 (Unit)		Cents per Unit		1,000 Dollars	
Lilies	stem	43	42	85,506	134,286	63.00	54.80	53,869	73,589
Gerber, Gerbera Daisies	stem	38	34	107,053	112,741	30.20	28.30	32,330	31,906
Tulips	stem	(D)	26	(D)	87,187	(D)	35	(D)	30,428
Roses, All	stem	27	26	38,294	36,089	41.90	47.90	16,045	17,287
Iris	stem	30	29	47,920	52,897	24.80	25.90	11,884	13,700
<b>State Total</b>								<b>286,218</b>	<b>277,670</b>

1/ Equivalent wholesale value of all sales.

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

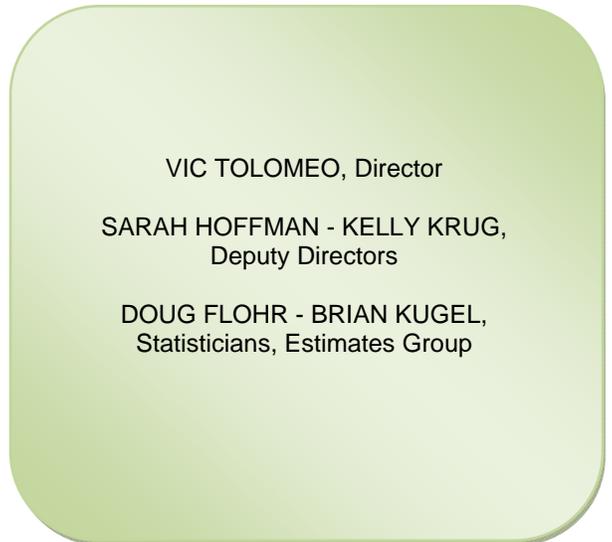
## PROPAGATIVE MATERIALS in CALIFORNIA:

### Propagative (Unfinished) Floriculture Materials for Operations with \$100,000+ Sales 2009-2010

Category	Year	
	2010	2011
	1,000 Dollars	
Annual Bedding Plants	40,234	30,767
Herbaceous Perennial Plants	10,471	9,229
Potted Flowering Plants	8,657	9,375
Foliage Plants for Indoor or Patio Use	3,436	2,589
Cut Flowers	(D)	3,259
Cut Cultivated Greens	(D)	-
<b>State Total</b>	<b>62,798</b>	<b>66,231</b>

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

- Represents zero.



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