



Florida Agricultural Statistics Service  
 1222 Woodward Street  
 Orlando, Florida 32803  
 407 / 648-6013

<http://www.nass.usda.gov/fl>

# FOLIAGE, FLORICULTURE AND CUT GREENS



May 2003

## FOLIAGE PLANTS

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of \$459.7 million during 2002, up five percent or \$20 million from the \$439.7 million sold in 2001. Potted foliage sales accounted for \$422.5 million of the 2002 total while the sales of foliage hanging baskets totaled \$37.2 million. During 2001 potted foliage sales totaled a little over \$409.5 million while sales of hanging baskets totaled \$30.2 million. Florida's 397 commercial foliage growers used over 193.7 million square feet to produce foliage during 2002, up one percent from the comparable 2001 area of 191.0 million square feet. The 99 firms whose sales of foliage totaled a million dollars or more in 2002 accounted for 75 percent of all sales or \$346.3 million. During 2001, 99 growers with foliage sales of a million or more accounted for almost 73 percent of all foliage sales. Producers in the million dollar sales or more category used 131.5 million square feet of produce potted foliage during 2002 compared with 124.5 million square feet the previous year.

Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled \$260.1 million during 2002 which represents about 57 percent of all 2002 foliage sales. Southeastern growers used 145.4 million square feet to produce the 2002 potted foliage crop, down slightly from the previous year. The Apopka area, which includes the counties of Lake, Orange, and Seminole, sold foliage worth

\$166.0 million during 2002 which is 36 percent of all 2002 foliage sales. Apopka producers used almost 31.0 million square feet, up thirteen percent from the previous year.

TOPICS IN THIS REPORT for Firms with . . .	Number of firms		Value of Sales	
	2001	2002	2001	2002
	Million dollars			
\$10,000 or more sales <sup>1/</sup>	1,067	991	839.8	877.0
\$100,000 or more sales <sup>2/</sup>	656	647	818.7	860.1
Foliage Plants	408	397	439.7	459.7
Cut Cultivated Greens	124	131	87.8	86.3
Potted Flowering Plants	121	110	88.4	95.7
Bedding Plants <sup>3/</sup>	139	119	106.3	120.7
Cut Flowers	15	16	23.6	24.7
Propagative Materials	NA	NA	72.8	73.0

<sup>1/</sup> Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range. <sup>2/</sup> Product sales may not add to total due to rounding. <sup>3/</sup> Includes Annual Bedding Plants and Herbaceous Perennials. NA - Not available.

### FOLIAGE PLANTS: Number of commercial producers with \$100,000 plus sales of all floriculture products, square feet in production, and value of sales, by area and size group, 2001 and 2002, FLORIDA

Area	Number of firms		Square feet in production <sup>1/</sup>						Value of sales <sup>2/</sup>	
			Covered area		Open area		Total area			
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number		1,000 square feet						1,000 dollars	
Apopka <sup>3/</sup>	187	189	27,374	29,265	120	1,708	27,494	30,973	137,841	166,033
Southeast <sup>4/</sup>	166	157	90,234	90,358	55,702	55,040	145,936	145,398	253,674	260,068
Other	55	51	15,463	13,774	2,155	3,601	17,618	17,375	30,170	33,592
All Areas	408	397	133,071	133,397	57,977	60,349	191,048	193,746	439,698	459,693
Sales Categories										
\$1-\$99,999 <sup>5/</sup>	21	18	256	345	1	54	257	399	744	587
\$100,000-\$249,999	116	111	10,480	8,391	3,991	4,542	14,471	12,933	21,514	19,863
\$250,000-\$499,999	97	95	14,466	12,947	5,115	4,075	19,581	17,022	39,869	36,756
\$500,000-\$999,999	75	74	21,346	20,961	10,911	10,923	32,257	31,884	57,273	56,162
\$1,000,000-& over	99	99	86,523	90,753	37,959	40,755	124,482	131,508	320,298	346,325
All sales categories	408	397	133,071	133,397	57,977	60,349	191,048	193,746	439,698	459,693

<sup>1/</sup> Square footage utilized for producing both hanging baskets and potted foliage was counted only once. However, for those firms having some area exclusively for hanging baskets, the questionnaire design did not have sufficient detail to pick up this portion of the hanging basket area. <sup>2/</sup> Equivalent gross wholesale value of all sales. May not compare with previous years values which were value less the cost of propagative material. <sup>3/</sup> Includes Lake, Orange, and Seminole counties. <sup>4/</sup> Includes Broward, Dade, and Palm Beach counties. <sup>5/</sup> This group includes firms that had over \$100,000 in value of total sales from all nursery products included in the survey but had sales of less than \$100,000 for foliage plants.

**GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000**

Wholesale value of all products, foliage, and cut flowers,  
2001 and 2002 in selected States <sup>1/</sup>

State (Rank) <sup>2/</sup>	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
1,000 dollars										
<b>FLORIDA (2)</b>	818,702	860,148	439,698	459,693	409,537	422,495	30,161	37,198	23,611	24,679
California (1)	985,795	948,629	96,613	90,412	80,387	76,492	16,226	13,920	286,755	278,581
Michigan (3)	263,158	298,588	3,531	3,644	2,016	2,061	1,515	1,583	8,119	8,298
Texas (4)	246,764	267,184	16,637	18,032	11,276	11,381	5,361	6,651	692	<sup>3/</sup>
Ohio (5)	176,005	170,842	6,292	6,248	4,005	3,546	2,287	2,702	2,894	<sup>3/</sup>
New York (6)	150,499	167,424	2,466	3,778	1,389	2,755	1,077	1,023	4,506	5,676
Pennsylvania (7)	158,920	156,134	3,394	4,242	2,213	2,568	1,181	1,674	4,587	3,773
North Carolina (8)	152,514	153,374	8,673	6,353	2,147	2,165	6,526	4,188	2,994	3,042
New Jersey (9)	129,384	137,934	5,552	5,754	4,601	4,952	951	802	8,533	8,155
Washington (10)	92,474	98,908	1,776	1,481	1,210	1,089	566	392	18,857	17,619
Illinois (11)	108,938	97,624	3,114	2,220	1,618	1,192	1,496	1,028	1,127	879
South Carolina (12)	76,789	92,401	1,122	1,417	478	<sup>3/</sup>	644	878	<sup>3/</sup>	<sup>3/</sup>
Oregon (13)	80,041	82,638	1,297	2,031	<sup>3/</sup>	<sup>3/</sup>	574	687	10,698	10,127
Connecticut (14)	72,300	75,533	1,356	1,728	648	1,423	708	305	990	913
Virginia (15)	71,997	73,453	926	1,316	313	730	613	586	<sup>3/</sup>	<sup>3/</sup>
Hawaii (22)	58,008	61,187	18,381	14,250	18,262	14,089	119	161	15,206	17,648
36 States	4,496,225	4,622,197	650,590	663,052	568,668	576,241	81,922	86,811	418,103	410,015

Wholesale value of bedding plants and potted flowering plants,  
2001 and 2002 in selected States <sup>1/</sup>

State (Rank) <sup>2/</sup>	Bedding/Garden Plants				Flowering Potted Plants					
	Annual Bedding/ Garden Plants		Herbaceous Perennial		Flowering Hanging Baskets <sup>4/</sup>		All Flowering Potted Plants		Poinsettias	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
1,000 dollars										
<b>FLORIDA (2)</b>	91,386	101,363	14,917	19,353	7,170	6,534	88,448	95,663	13,925	11,675
California (1)	254,102	251,006	49,006	50,377	7,795	9,979	213,163	197,940	40,933	38,077
Michigan (3)	143,330	153,692	44,886	56,935	19,361	23,872	29,447	30,660	13,605	13,181
Texas (4)	154,901	164,467	23,985	32,594	16,603	14,837	37,712	36,301	13,713	14,612
Ohio (5)	104,254	98,297	31,483	36,313	18,147	20,928	26,112	24,367	14,354	13,304
New York (6)	72,027	81,505	25,340	22,554	10,583	12,862	40,167	47,114	12,638	12,599
Pennsylvania (7)	61,113	59,715	16,133	15,968	12,970	12,649	42,571	42,901	15,093	14,592
North Carolina (8)	78,044	73,804	23,709	23,708	16,677	14,759	36,273	43,665	16,247	17,553
New Jersey (9)	51,094	52,419	23,896	27,965	9,916	9,782	28,789	30,826	9,938	9,600
Washington (10)	52,910	43,442	5,172	16,017	5,457	5,585	8,596	8,614	5,711	5,466
Illinois (11)	56,250	47,161	19,249	23,115	6,217	9,009	26,421	20,638	9,815	9,625
South Carolina (12)	14,254	13,668	53,399	65,776	1,863	2,112	8,014	11,540	2,929	2,910
Oregon (13)	25,787	27,070	9,688	10,797	3,765	3,194	28,409	19,547	3,080	2,418
Connecticut (14)	30,466	30,465	26,486	30,537	4,038	4,643	11,954	11,461	5,544	5,685
Virginia (15)	31,083	33,097	16,259	17,864	5,168	4,549	23,729	21,176	6,357	5,955
Hawaii (22)	2,472	3,258	54	<sup>3/</sup>	<sup>3/</sup>	<sup>3/</sup>	18,869	21,767	945	1,183
36 States	1,680,770	1,712,768	495,732	570,926	217,225	225,898	824,750	822,434	255,323	247,316

<sup>1/</sup> Equivalent wholesale value of all sales for all crops. <sup>2/</sup> State rank based on sales of all floriculture products. <sup>3/</sup> Missing data were included in 36 States to avoid disclosure of individual operations. <sup>4/</sup> Includes begonia, geranium (cuttings), geranium (seed), impatiens, New Guinea impatiens, petunias, and other hanging baskets.

**GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000**

**POTTED FLOWERING PLANTS:** Number of commercial firms, number of pots, and value of sales at wholesale, 2001 and 2002, **FLORIDA**

Crop	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Value of sales at wholesale <sup>1/</sup>	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	Number		1,000 pots				1,000 dollars			
Poinsettias	41	39	1,680	1,040	3,051	2,722	4,731	3,762	13,925	11,675
Orchids	49	41	1,000	1,899	2,203	2,052	3,203	3,951	26,760	32,614
Potted Florist mums	14	15	233	406	1,644	1,917	1,877	2,323	5,029	6,713
Azaleas	7	9	<sup>2/</sup>	<sup>2/</sup>	1,127	2,228	1,127	2,228	5,849	6,372

<sup>1/</sup> Equivalent wholesale value of retail and wholesale sales. <sup>2/</sup> Pot sizes have been combined to avoid disclosure of individual operations.

**CUT FLOWERS:** Number of commercial firms, and wholesale price and value, 2001 and 2002, **FLORIDA**

Crop	Number of producers		Quantity sold		Wholesale price		Value of sales at wholesale	
	2001	2002	2001	2002	2001	2002	2001	2002
	Number		--- 1,000 spikes ---		--- Cents per spike ---		1,000 dollars	
Gladioli	4	4	40,331	49,581	29.7	25.6	11,978	12,693
Snapdragons	5	<sup>1/</sup>	6,806	<sup>1/</sup>	26.1	<sup>1/</sup>	1,776	<sup>1/</sup>
			--- 1,000 stems ---		--- Cents per stem ---			
Lillies	4	3	3,031	2,257	55.3	66.6	1,676	1,503

<sup>1/</sup> No data available for 2002.

**BEDDING/GARDEN PLANTS AND BASKETS:** Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 2001 and 2002, **FLORIDA** <sup>1/</sup>

Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Wholesale price less than 5 inches		Wholesale price 5 inches or more		Value of sales at wholesale <sup>2/</sup>	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
<b>POTS</b>	Number		1,000 pots				Dollars				1,000 dollars	
Impatiens, I. wallerana	60	54	14,265	11,055	1,580	1,570	0.60	0.63	1.35	1.20	10,692	8,849
Vegetables <sup>3/</sup>	26	18	1,970	2,120	700	915	0.90	0.75	1.85	1.65	3,068	3,100
Hardy garden Mums	25	26	225	144	1,450	1,533	1.07	0.95	1.86	2.00	2,938	3,203
Petunias	46	41	3,425	2,950	450	570	0.57	0.55	1.41	1.10	2,587	2,250

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale <sup>2/</sup>	
	2001	2002		2001	2002	2001	2002	2001	2002
	Number			1,000 units		Dollars		1,000 dollars	
Impatiens	17	10	Flats	435	286	7.12	6.97	3,097	1,993
Vegetable <sup>3/</sup>	11	9	Flats	125	115	6.86	6.04	858	695
Foliage Hanging	153	159	Basket	9,309	9,538	3.24	3.90	30,161	37,198
New Guinea Impatiens	25	19	Basket	295	462	4.35	3.91	1,283	1,806
Impatiens, I. wallerana	29	21	Basket	400	628	4.51	3.06	1,804	1,922
Petunias	20	13	Basket	97	69	4.23	3.80	410	262

<sup>1/</sup> Unfinished plants sold to other producers are not included. <sup>2/</sup> Equivalent wholesale value of retail and wholesale sales. <sup>3/</sup> For home garden use.

**CUT CULTIVATED GREENS:** Florida remains the Nation's leader in sales of cut cultivated greens among the 36 States surveyed. Florida sales of all cut greens during 2002 totaled over \$86.3 million, nearly 78 percent of the value for all cut greens sold in the 36 States. The 2002 value fell nearly two percent below the 2001 value of \$87.8 million. Leatherleaf ferns represented \$50.1 million of the 2002 total versus \$53.2 million in 2001. Growers received an average price of 86 cents per bunch of

leatherleaf ferns for the 58.3 million bunches sold in 2002. Sales of other cut greens totaled \$36.2 million, up nearly five percent from the \$34.6 million producers received for other cut greens sold in 2001. Pierson, Florida is the heart of the "Fern Capital of the World". Growers there and in the surrounding areas of North Central Florida grow a wide variety of ferns and other greens.

**CUT CULTIVATED GREENS:** Number of commercial producers with \$100,000 or more sales of all floriculture products, bunches sold, and value of sales, by States, 2001 and 2002

Selected States and crops	Number of firms		Quantity grown and sold		Total value of sales <sup>1/</sup>	
	2001	2002	2001	2002	2001	2002
	Number		1,000 bunches		1,000 dollars	
Florida						
Leatherleaf ferns	106	109	61,142	58,278	53,194	50,119
All other cut greens	104	115	<sup>2/</sup>	<sup>2/</sup>	34,642	36,226
California						
Leatherleaf ferns	<sup>3/</sup>	<sup>3/</sup>	<sup>3/</sup>	<sup>3/</sup>	<sup>3/</sup>	<sup>3/</sup>
All other cut greens	42	42	<sup>2/</sup>	<sup>2/</sup>	16,173	16,237
Other States						
Leatherleaf ferns	12	17	1,860	1,529	2,116	1,704
All other cut greens	20	18	<sup>2/</sup>	<sup>2/</sup>	1,724	632
36 States						
Leatherleaf ferns	118	126	63,002	59,807	55,310	51,823
All other cut greens	194	212	<sup>2/</sup>	<sup>2/</sup>	57,048	59,121

<sup>1/</sup> Value of all sales at wholesale level including harvesting costs.

<sup>2/</sup> Bunches are not comparable in this category as units differ depending on crop variety.

<sup>3/</sup> Included in other States to avoid disclosure of individual operations.

**ALL FLORICULTURE PRODUCTS:** Number of Commercial producers with \$10,000 or more sales, by sales categories, and area in production, by type of cover, 2001 and 2002 **FLORIDA** <sup>1/</sup>

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002	2001	2002
	1,000 square feet						Acres					
\$100,000 or more	656	647	4,463	3,805	12,965	11,505	36,160	40,138	300,725	293,250	7,785	8,570
\$10,000 or more	1,067	991	4,522	3,855	13,760	12,090	39,646	43,133	323,495	311,410	8,715	9,375
\$10,000 - \$19,999	72	38										
\$20,000 - \$39,999	86	99										
\$40,000 - \$49,999	51	39										
\$50,000 - \$99,999	202	168										
\$100,000 - \$499,999	358	363										
\$500,000 or more	298	284										

<sup>1/</sup> Area by sales category not available.