



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

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

FOLIAGE, FLORICULTURE AND CUT GREENS



FLORIDA
AGRICULTURE

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FOLIAGE PLANTS

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of nearly \$416 million during 2004, down two percent or almost \$8 million from the \$424 million sold in 2003. Several firms lost the last quarter sales due to damage from the August and September hurricanes. Potted foliage sales accounted for almost \$389 million of the 2004 total while the sales of foliage hanging baskets totaled \$27 million. During the previous year, potted foliage sales totaled a little over \$393 million while sales of hanging baskets totaled nearly \$31 million. Florida's 363 commercial foliage growers used a little over 207 million square feet to produce potted foliage during 2004, down one percent from the comparable 2003 area of nearly 210 million square feet. The 94 firms with sales of foliage totaling a million dollars or more in 2004 accounted for nearly 78 percent of all sales or \$325.1 million. During 2003, 97 growers with foliage sales of a million or more accounted for about 77 percent of all foliage sales. Producers in the million dollar sales or more category used 145.9 million square feet to produce potted foliage during 2004 compared with 141.1 million square feet the previous year.

Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled \$251 million during 2004 which represents about 60 percent of all 2004 foliage sales. Southeastern growers used 150.1 million square feet to produce the 2004 potted foliage, crop up two percent from the previous year. The Apopka area, which includes the counties of Lake, Orange, and

Seminole, sold foliage worth \$126.1 million during 2004, down four percent from 2003 sales. Apopka producers used almost 29 million square feet, down five percent from the previous year.

TOPICS IN THIS REPORT for Firms with . . .	Number of firms		Value of sales	
	2003	2004	2003	2004
	<i>Million dollars</i>			
\$10,000 or more sales ^{1/}	1,106	1,001	830.8	825.7
\$100,000 or more sales ^{2/}	641	592	810.0	806.3
Foliage Plants	391	363	423.9	415.9
Cut Cultivated Greens	115	108	81.1	76.5
Bedding Plants	87	76	89.2	94.1
Propagative Materials	NA	NA	81.8	84.7
Potted Flowering Plants	106	91	91.9	92.6
Herbacious Perennials	43	38	22.3	22.9
Cut Flowers	13	11	19.8	19.5

^{1/} 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.

^{2/} Product sales may not add to total due to rounding.

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, 2003 and 2004, FLORIDA ^{1/}

AREA	Number of firms		Square feet in production ^{2/}						Value of sales ^{3/}	
			Covered area		Open area		Total area		2003	2004
	2003	2004	2003	2004	2003	2004	2003	2004		
	<i>Number</i>		<i>1,000 square feet</i>						<i>1,000 dollars</i>	
Apopka ^{4/}	180	168	29,394	28,235	1,097	726	30,491	28,961	132,061	126,144
Southeast ^{5/}	155	147	87,256	87,618	60,116	62,496	147,372	150,114	251,269	251,332
Other	56	48	21,963	19,151	9,831	9,271	31,794	28,422	40,552	38,491
All Areas	391	363	138,613	135,004	71,044	72,493	209,657	207,497	423,882	415,967
SALES CATEGORIES										
\$1-\$99,999 ^{6/}	21	18	195	81	487	1,448	682	1,529	923	789
\$100,000-\$249,999	102	95	11,096	7,786	5,498	4,250	16,594	12,036	15,717	14,530
\$250,000-\$499,999	98	85	13,498	12,530	4,455	3,896	17,953	16,426	32,796	29,891
\$500,000-\$999,999	73	71	22,278	22,105	11,024	9,497	33,302	31,602	48,972	45,651
\$1,000,000-& over	97	94	91,546	92,502	49,580	53,402	141,126	145,904	325,474	325,106
All sales categories	391	363	138,613	135,004	71,044	72,493	209,657	207,497	423,882	415,967

^{1/} 2004 preliminary. 2003 revised. ^{2/} 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. ^{3/} Equivalent gross wholesale value of all sales. May not compare with previous years values which were value less the cost of propagative material. ^{4/} Includes Lake, Orange, and Seminole counties. ^{5/} Includes Broward, Dade, and Palm Beach counties. ^{6/} 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,
2003 and 2004 in selected States ^{1/}

State (Rank) ^{2/}	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
<i>1,000 dollars</i>										
FLORIDA (2)	809,959	806,337	423,882	415,967	393,170	388,680	30,712	27,287	19,807	19,519
California (1)	997,396	1,001,882	102,532	96,607	87,800	81,906	14,732	14,701	304,152	303,562
Michigan (3)	322,980	353,051	3,375	4,152	2,350	2,251	1,025	1,901	8,797	8,711
Texas (4)	285,241	279,551	29,074	28,622	19,914	19,243	9,160	9,379	--	--
Ohio (5)	180,381	186,246	7,045	10,542	3,799	5,343	3,246	5,199	1,046	--
New York (6)	168,633	183,437	4,057	6,740	2,832	6,134	1,225	606	4,984	4,406
Pennsylvania (7)	157,326	157,457	4,024	3,753	3,091	2,753	933	1,000	2,606	2,482
North Carolina (8)	147,591	152,541	7,384	5,201	2,568	2,211	4,816	2,990	3,165	3,040
New Jersey (9)	129,090	143,196	4,139	3,878	3,245	3,189	894	689	8,954	8,779
Washington (10)	103,575	117,706	1,946	1,796	1,324	1,206	622	590	18,371	19,720
Illinois (11)	100,619	110,711	2,988	4,759	1,780	3,765	1,208	994	675	--
South Carolina (12)	103,038	104,878	1,056	1,103	--	--	801	1,005	851	--
Maryland (13)	83,319	100,640	1,368	2,112	1,265	--	103	446		
Oregon (14)	84,419	86,048	--	1,700	--	1,008	--	692	10,209	10,828
Connecticut (15)	72,812	83,146	644	955	441	721	203	234		
Hawaii (23)	62,314	60,174	14,607	15,443	14,482	15,249	125	194	17,331	15,510
36 States	4,769,887	4,887,046	649,681	638,979	566,984	558,311	82,697	80,668	422,982	421,631

Wholesale value of bedding plants and potted flowering plants,
2003 and 2004 in selected States ^{1/}

State (Rank) ^{2/}	Bedding/Garden Plants						Flowering Potted Plants			
	Annual Bedding/ Garden Plants		Herbaceous Perennial		Flowering Hanging Baskets		All Flowering Potted Plants		Poinsettias	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
<i>1,000 dollars</i>										
FLORIDA (2)	89,171	94,121	22,342	22,883	5,499	6,268	91,887	92,617	14,563	15,468
California (1)	256,229	254,145	60,980	71,409	8,968	9,975	188,289	192,214	31,943	31,645
Michigan (3)	177,888	188,030	52,434	61,723	24,746	26,414	32,400	31,991	13,242	12,743
Texas (4)	173,384	167,172	33,151	32,498	17,785	18,000	42,142	43,546	14,959	15,141
Ohio (5)	98,469	94,399	33,842	39,669	23,208	23,135	22,077	23,672	12,638	13,005
New York (6)	82,993	79,853	24,517	28,021	13,573	15,744	43,110	56,213	12,783	19,072
Pennsylvania (7)	65,653	68,700	19,606	16,244	13,205	13,893	40,839	41,081	14,712	13,528
North Carolina (8)	77,473	82,559	22,611	23,735	15,033	20,420	34,796	36,369	16,842	17,496
New Jersey (9)	50,009	53,422	35,196	35,936	9,152	10,413	30,792	29,450	10,020	9,437
Washington (10)	38,736	44,772	21,429	25,233	4,382	6,617	7,557	9,506	5,251	4,983
Illinois (11)	40,949	44,573	28,981	36,127	7,039	9,141	21,595	21,692	9,769	9,605
South Carolina (12)	14,048	15,071	72,402	73,448	2,196	2,688	14,681	15,256	5,202	5,219
Maryland (13)	50,839	66,644	18,034	18,374	6,903	8,292	8,300	8,457	6,372	6,761
Oregon (14)	31,071	32,463	12,911	13,788	3,356	3,916	19,422	19,017	2,521	2,321
Connecticut (15)	36,278	41,757	24,095	28,632	7,233	10,402	11,795	11,198	4,907	5,129
Hawaii (23)	3,584	3,493	^{3/}	^{3/}	125	141	21,771	22,501	1,006	1,232
36 States	1,788,854	1,845,495	634,872	687,050	249,762	277,316	803,462	815,136	244,973	247,845

^{1/} Equivalent wholesale value of all sales for all crops.

^{2/} State rank based on sales of all floriculture products.

^{3/} Missing data were included in 36 States to avoid disclosure of individual operations.

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

POTTED FLOWERING PLANTS AND CUT FLOWERS: Number of commercial firms, number of pots and value of sales at wholesale, 2003 and 2004, **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 ^{1/}	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	<i>Number</i>				<i>1,000 pots</i>		<i>1,000 dollars</i>			
Poinsettias	41	32	831	685	3,399	3,338	4,230	4,023	14,563	15,468
Orchids	49	44	2,669	3,013	3,097	3,471	5,766	6,484	42,632	46,965
Potted Florist Mums	16	13	707	781	2,162	1,999	2,869	2,780	7,543	6,850
African Violets	10	6	716	573	44	49	760	622	1,023	824
Spring Flowering Bulbs	13	10			651	428	651	428	1,562	1,348
Easter Lilies	10	8			310	268	310	268	1,125	1,067
Other cut flowers ^{2/}	10	9	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}	5,619	6,039

^{1/} Equivalent wholesale value of retail and wholesale sales.

^{2/} Excludes cut Lilies, Gladioli, and Snapdragons.

^{3/} Not estimated.

BEDDING/GARDEN PLANTS AND BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 2003 and 2004, **FLORIDA** ^{1/}

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 ^{2/}	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	<i>Number</i>		<i>1,000 pots</i>				<i>Dollars</i>				<i>1,000 dollars</i>	
Impatiens, I. wallerana	55	49	14,245	14,210	1,639	1,488	0.58	0.61	1.16	1.24	10,163	10,513
Vegetable ^{3/}	24	22	4,870	4,512	1,985	1,849	0.75	0.81	1.76	1.67	7,146	6,743
New Guinea Impatiens	49	46	853	778	1,813	1,972	1.00	1.08	1.78	1.85	4,080	4,488
Hardy Garden Mums	22	21	87	168	1,777	2,079	0.90	1.00	2.11	1.90	3,828	4,118
Begonias	49	42	3,950	4,447	566	419	0.66	0.73	1.54	1.55	3,479	3,896
Petunias	42	36	2,554	3,390	438	490	0.56	0.58	1.33	1.50	2,013	2,701
Pansy/Viola	34	28	2,261	2,553	292	222	0.57	0.61	1.37	1.43	1,689	1,875

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale ^{2/}	
	2003	2004		2003	2004	2003	2004	2003	2004
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Impatiens, I. wallerana	9	9	Flats	193	202	6.64	7.05	1,282	1,424
Vegetable ^{3/}	9	9	Flats	207	207	6.42	6.97	1,329	1,443
Foliage Hanging	142	121	Basket	7,678	6,591	4.00	4.14	30,712	27,287
New Guinea Impatiens	22	19	Basket	352	377	3.70	3.81	1,302	1,436
Impatiens, I. wallerana	19	19	Basket	219	184	3.82	4.14	837	762
Hosta	9	7	Pots	65	102	2.88	2.40	187	245
Other Herbaceous Perennials	26	25	Pots	7,855	8,188	2.33	2.26	18,327	18,520

^{1/} Unfinished plants sold to other producers are not included.

^{2/} Equivalent wholesale value of retail and wholesale sales.

^{3/} 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 2004 totaled \$76.5 million, 83 percent of the value for all cut greens sold in the 36 States surveyed. The 2004 value fell six percent below the 2003 value of \$81.1 million. Leatherleaf ferns represented \$45.7 million of the 2004 total versus \$47.1 million in 2003. Growers sold 52.5 million bunches of leatherleaf ferns in 2004 at an average price of 87 cents per bunch. Sales of other cut greens totaled \$30.8 million, down 9 percent from the \$33.9 million sold in 2003. Pierson, Florida is the heart of the "Fern Capital of the World". Growers in Pierson and 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, 2003 and 2004

Selected States and crops	Number of firms		Quantity grown and sold		Total value of sales ^{1/}	
	2003	2004	2003	2004	2003	2004
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf ferns	97	90	56,786	52,524	47,132	45,696
All other cut greens	105	96	^{2/}	^{2/}	33,940	30,799
CALIFORNIA						
Leatherleaf ferns	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}
All other cut greens	32	40	^{2/}	^{2/}	11,190	8,607
OTHER STATES						
Leatherleaf ferns	16	13	1,519	1,349	1,736	1,587
All other cut greens	17	19			863	804
36 STATES						
Leatherleaf ferns	113	103	58,305	53,873	48,868	47,283
All other cut greens	185	186	^{2/}	^{2/}	53,197	45,162

^{1/} Value of all sales at wholesale level including harvesting costs.

^{2/} Bunches are not comparable in this category as units differ depending on crop variety.

^{3/} 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, 2003 and 2004 **FLORIDA** ^{1/}

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004
	<i>1,000 square feet</i>										<i>Acres</i>	
\$100,000 or more	641	592	5,386	4,834	10,955	7,902	40,276	43,380	292,258	295,362	8,646	8,363
\$10,000 or more	1,106	1,001	5,412	4,857	11,875	9,038	43,815	49,119	312,552	316,488	9,572	9,239
\$10,000 - \$19,999	90	81										
\$20,000 - \$39,999	122	98										
\$40,000 - \$49,999	58	37										
\$50,000 - \$99,999	195	193										
\$100,000 - \$499,999	349	320										
\$500,000 or more	292	272										

^{1/} Area by sales category not available.