

# FLORIDA FOLIAGE, FLORICULTURE AND CUT GREENS

May 1, 2006

## FOLIAGE PLANTS

Released:

4/24/2006  
3:00 pm

Access our reports  
Via the internet at  
[www.nass.usda.gov/fl](http://www.nass.usda.gov/fl)

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of \$499.7 million dollars during 2005, up 6 percent or nearly \$30 million from the \$469.7 million sold in 2004, reflecting a positive sales trend since the devastating hurricanes that hit the State during the fall of 2004. However, grower numbers declined from 363 for 2004 to 331 for 2005 with several going out of business due to the adverse weather. Potted foliage sales accounted for \$476.5 million of the 2005 total, while the sales of foliage hanging baskets totaled nearly \$23.2 million. During the previous year, potted foliage sales totaled \$443.4 million, while sales of hanging baskets totaled \$26.3 million. Florida's foliage growers used 218,981,000 square feet to produce potted foliage during 2005, up slightly from the 2004 area of 218,885,000 square feet. The 98 firms with sales of foliage totaling a million dollars or more in 2005 accounted for nearly 84 percent of all sales or \$419,232,000. During 2004, 95 growers with foliage sales of a million or more accounted for nearly 81 percent of all foliage sales, or \$379,219,000. Producers in the million dollar sales or more category used 164,033,000 square feet to produce potted foliage during 2005 compared with 156,709,000 square feet the previous year. Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled \$329,326,000 during 2005 which represents nearly 66 percent of all 2005 foliage sales compared with \$303,516,000 or nearly 65 percent of all 2004 sales.

**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, 2004 and 2005, **FLORIDA**<sup>1/</sup>

Area	Number of firms		Square feet in production <sup>2/</sup>				Value of sales <sup>3/</sup>	
	2004	2005	Covered area		Open area		2004	2005
			2004	2005	2004	2005		
	<i>Number</i>		<i>1,000 square feet</i>				<i>1,000 dollars</i>	
Apopka <sup>4/</sup>	169	157	28,414	28,467	726	815	129,072	133,639
Southeast <sup>5/</sup>	148	128	94,059	95,044	67,914	71,083	303,516	329,326
Other	46	46	18,501	15,909	9,271	7,663	37,140	36,691
All areas	363	331	140,974	139,420	77,911	79,561	469,728	499,656
Sales Categories								
\$1-\$99,999 <sup>6/</sup>	17	18	81	140	1,086	48	758	713
\$100,000-\$249,999	98	77	8,895	7,421	5,469	4,096	15,210	12,050
\$250,000-\$499,999	82	75	12,405	11,443	2,794	3,201	28,768	26,135
\$500,000-\$999,999	71	63	21,949	20,649	9,497	7,950	45,773	41,526
\$1,000,000-& over	95	98	97,644	99,767	59,065	64,266	379,219	419,232
All sales	363	331	140,974	139,420	77,911	79,561	469,728	499,656

<sup>1/</sup> 2005 preliminary. 2004 revised. <sup>2/</sup> Square footage utilized for producing both hanging baskets and potted foliage was counted only once; however, 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>3/</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>4/</sup> Includes Lake, Orange, and Seminole counties. <sup>5/</sup> Includes Broward, Dade, and Palm Beach counties. <sup>6/</sup> 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.

TOPICS IN THIS REPORT for Firms with	Number of firms		Value of sales	
	2004	2005	2004	2005
			<i>Million dollars</i>	
\$10,000 or more sales <sup>1/</sup>	1,020	907	884.1	976.0
\$100,000 or more sales <sup>2/</sup>	596	541	864.5	958.6
Foliage Plants	363	331	469.7	499.7
Cut Cultivated Greens	110	99	77.0	78.0
Bedding Plants	76	73	96.4	142.5
Propagative Materials	NA	NA	88.1	95.9
Potted Flowering Plants	95	87	91.4	94.6
Herbaceous Perennials	38	36	22.4	32.8
Cut Flowers	11	11	19.5	15.0

<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.

NA - Not available.



United States  
Department  
Of Agriculture



National  
Agricultural  
Statistics Service

Florida  
Field Office

Benjamin F. Klugh  
Director  
407/648-6013

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

Wholesale value of all products, foliage, and cut flowers, 2004 and 2005 in selected States <sup>1/</sup>

State (Rank) <sup>2/</sup>	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
<i>1,000 dollars</i>										
<b>FLORIDA (2)</b>	864,491	958,563	469,728	499,656	443,412	476,483	26,316	23,173	19,526	15,011
California (1)	1,012,795	983,768	103,698	109,351	88,983	95,436	14,715	13,915	294,116	288,820
Michigan (3)	365,897	365,994	4,152	3,299	2,251	1,998	1,901	1,301	8,711	9,245
Texas (4)	265,164	274,917	20,604	19,957	14,571	14,865	6,033	5,092		
New York (5)	157,699	177,585	3,458	3,110	2,834	2,679	624	431	4,716	2,714
North Carolina (6)	153,398	170,914	5,191	6,916	2,212	3,211	2,979	3,705	3,041	3,236
Ohio (7)	185,736	155,108	9,443	5,199	4,493	3,209	4,950	1,990		
Pennsylvania (8)	157,049	147,694	3,756	3,717	2,753	2,633	1,003	1,084	2,482	2,071
New Jersey (9)	139,083	139,625	3,813	3,644	3,100	3,141	713	503	8,803	8,058
Illinois (10)	113,134	112,092	4,759	3,829	3,769	2,751	990	1,078		719
Washington (11)	117,683	111,113	1,796	1,877	1,206	1,246	590	631	19,720	18,716
South Carolina (12)	103,461	93,259								
Oregon (13)	88,251	93,079	1,700	1,912	1,008	902	692	1,010	10,465	9,967
Alabama (14)	79,494	88,787	3,632	4,802	989	2,062	2,643	2,740		
Colorado (15)	95,007	85,846	1,650	2,062	1,395	1,763	255	299	3,222	2,615
Hawaii (22)	60,106	62,806	15,443	17,081	15,249	16,905	194	176	15,765	17,110
36 States <sup>3/</sup>	4,985,408	5,083,421	685,264	721,049	608,637	652,106	76,627	68,943	412,431	396,693

Wholesale value of bedding plants and potted flowering plants, 2004 and 2005 in selected States <sup>1/</sup>

State (Rank) <sup>2/</sup>	Bedding/Garden Plants				Propagative Materials		Flowering Potted Plants			
	Annual Bedding/ Garden Plants		Herbaceous Perennials				All Flowering Potted Plants		Poinsettias	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
<i>1,000 dollars</i>										
<b>FLORIDA (2)</b>	96,397	142,468	22,389	32,829	88,069	95,940	91,360	94,612	16,277	17,553
California (1)	255,076	239,568	81,371	79,663	81,613	67,113	196,921	199,253	33,910	30,889
Michigan (3)	181,542	183,367	56,966	53,498	82,452	82,619	32,074	33,966	12,808	11,553
Texas (4)	169,733	178,219	25,709	27,121	6,990	6,920	42,128	42,700	15,264	15,910
New York (5)	74,479	83,181	26,588	27,420	8,244	11,530	40,214	49,630	11,828	12,077
North Carolina (6)	82,688	92,992	23,770	28,309	2,369		36,339	39,461	17,486	18,155
Ohio (7)	96,216	84,620	38,725	37,304	18,234	11,331	23,118	16,654	12,848	10,513
Pennsylvania (8)	68,513	59,428	16,861	19,177	24,356	23,871	41,081	39,430	13,528	13,034
New Jersey (9)	52,985	51,215	39,196	38,779	11,001	11,191	26,276	26,738	8,912	9,032
Illinois (10)	45,182	41,880	37,826	40,098	3,560	6,203	21,807	19,363	9,665	9,994
Washington (11)	44,772	37,915	25,210	26,133	16,679	19,578	9,506	6,894	4,983	4,309
South Carolina (12)	15,068	14,294	73,169	63,195			15,224	15,770	5,219	7,178
Oregon (13)	33,411	38,043	14,203	14,752	9,538	9,519	18,934	18,886	2,263	2,171
Alabama (14)	57,297	63,506	10,703	13,364			7,862	7,115	4,664	4,552
Colorado (15)	62,310	56,796	15,481	12,858			12,344	11,515	10,428	9,273
Hawaii (22)	3,483	2,814			2,912	3,341	22,503	22,460	1,232	1,474
36 States <sup>3/</sup>	1,868,084	1,904,921	687,578	708,305	428,540	438,845	800,535	808,941	246,598	242,305

<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.

## 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, 2004 and 2005, **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>	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	<i>Number</i>				<i>1,000 pots</i>		<i>1,000 dollars</i>			
Poinsettias	34	35	687	936	3,541	3,862	4,228	4,798	16,277	17,553
Orchids	45	38	2,953	2,890	3,477	3,312	6,430	6,202	46,602	47,230
Potted Florist Mums	13	11	781	176	1,999	1,092	2,870	1,268	6,850	3,803
African Violets	7	7	661	518	32	42	693	560	888	744
Spring Flowering Bulbs	10	7	<sup>2/</sup>	78	331	380	331	458	1,253	1,419
Easter Lilies	8	10			268	291	268	291	1,067	1,179
Other Potted flowering <sup>3/</sup>	30	33	976	1,157	3,114	3,819	4,090	4,976	15,657	19,565

<sup>1/</sup> Equivalent wholesale value of retail and wholesale sales.

<sup>2/</sup> Pot sizes have been combined into category with greatest production to avoid disclosure of individual operations.

<sup>3/</sup> Excludes Azaleas and Roses.

### BEDDING/GARDEN PLANTS AND BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 2004 and 2005, **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>	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	<i>Number</i>		<i>1,000 pots</i>				<i>Dollars</i>				<i>1,000 dollars</i>	
Impatiens, I. wallerana	50	47	15,021	16,010	1,488	1,303	0.64	0.62	1.24	1.72	11,459	12,167
Vegetable <sup>3/</sup>	23	23	4,618	4,610	1,849	1,259	0.81	0.80	1.67	1.69	6,828	5,816
New Guinea Impatiens	46	37	819	1,203	1,972	2,116	1.08	1.19	1.85	2.34	4,533	6,383
Hardy Garden Mums	21	23	168	2,110	2,079	3,612	1.00	0.96	1.87	2.14	4,056	9,755
Begonias	43	42	4,559	9,250	435	483	0.73	0.78	1.55	1.52	4,002	7,949
Petunias	36	39	3,390	3,989	490	851	0.74	0.69	1.50	2.11	3,244	4,548
Pansy/Viola	28	30	2,553	4,099	222	822	0.61	0.62	1.43	1.68	1,875	3,922

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale <sup>2/</sup>	
	2004	2005		2004	2005	2004	2005	2004	2005
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Impatiens, I. wallerana	9		Flats	202		7.05		1,424	
Vegetables <sup>3/</sup>	9	10	Flats	207	234	6.97	6.50	1,443	1,521
Foliage Hanging	122	120	Basket	6,450	5,093	4.08	4.55	26,316	23,173
New Guinea Impatiens	19	19	Basket	377	345	3.81	3.26	1,436	1,125
Impatiens, I. wallerana	19	21	Basket	184	286	4.14	4.63	762	1,324
Hosta <sup>4/</sup>	6	6	Pots	74	55	2.42	3.16	179	174
Other Herbaceous Perennials	25	26	Pots	8,000	9,502	2.27	2.41	18,154	22,900

<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.

<sup>4/</sup> Pot price is a weighted average of all pots reported to avoid disclosure of individual operations.

## 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 2005 totaled about \$78 million, 75 percent of the value for all cut greens sold in the 36 States surveyed. The 2005 value was one percent above the 2004 value of \$77 million. Leatherleaf ferns represented \$47.9 million of the 2005 total versus \$45.6 million in 2004. Growers sold nearly 47 million bunches of leatherleaf ferns in 2005 at an average price of \$1.02 per bunch. The 2004 leatherleaf price averaged to 87 cents per bunch. Sales of other cut greens totaled \$30.1 million, down 4 percent from the \$31.5 million sold in 2004. 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, 2004 and 2005

Selected States and crops	Number of firms		Quantity grown and sold		Total value of sales <sup>1/</sup>	
	2004	2005	2004	2005	2004	2005
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf Ferns	91	81	52,368	46,990	45,560	47,930
All other cut greens	97	88	<sup>2/</sup>	<sup>2/</sup>	31,462	30,117
OTHER STATES <sup>3/</sup>						
Leatherleaf Ferns	14	9	1,747	1,752	1,981	2,264
All other cut greens	81	91	<sup>2/</sup>	<sup>2/</sup>	23,955	24,356
36 STATES						
Leatherleaf Ferns	105	90	54,115	48,742	47,541	50,194
All other cut greens	184	179	<sup>2/</sup>	<sup>2/</sup>	55,435	54,473

<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> Other States with sales of Cut Cultivated Greens include: 2004 – CA, GA, HI, LA, MA, MI, MN, NY, OR, PA, TN, TX and UT; 2005 – CA, HI, KS, LA, MA, MI, MN, MS, NJ, OH, OR, SC, TN, TX, UT, WA and WI.

### ALL FLORICULTURE PRODUCTS: Number of commercial producers with \$10,000 or more sales, by sales categories and area in production, by type of cover, 2004 and 2005, FLORIDA <sup>1/</sup>

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005
	<i>1,000 square feet</i>										<i>Acres</i>	
\$100,000 or more	596	541	4,834	4,385	7,987	8,206	44,559	52,046	300,964	275,692	8,552	8,085
\$10,000 or more	1,020	907	4,857	4,533	9,432	8,763	49,806	55,555	323,115	297,840	9,477	8,895
\$10,000 - \$19,999	84	50										
\$20,000 - \$39,999	107	107										
\$40,000 - \$49,999	39	43										
\$50,000 - \$99,999	194	166										
\$100,000 - \$499,999	321	270										
\$500,000 or more	275	271										

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