



News Release

Michigan Floriculture Sales Ranked Third Nationally

Michigan remains in third place in national ranking in value of wholesale sales of floriculture products in 2014, behind California and Florida, according to the USDA, NASS, Great Lakes Regional Office. Reports from Michigan's 454 commercial growers (with \$10K or more in gross sales) showed an estimated wholesale value of \$405.7 million for all surveyed floriculture crops, down \$13.3 million from last year. This estimate includes sales data reported by growers with \$100K or more in sales, plus a calculated wholesale value of sales for operations with sales from \$10,000 to \$99,999.

The leading crop category breakdowns for Michigan operations with more than \$100K in sales were:

- First, **annual bedding/garden plants** with \$203.8 million in sales.
- Second, **propagative materials** with \$82.8 million in sales.
- Third, **herbaceous perennial plants** with \$62.3 million in sales.
- Fourth, **potted flowering plants** with \$37.1 million in sales.

Michigan leads the nation in value of sales for 15 floriculture crops:

- Impatiens Flats (other)** with 1.3 million flats sold, valued at \$9.2 million.
- Begonias Flats** with 742,000 flats sold, valued at \$6.4 million.
- Petunias Flats** with 1.3 million flats sold, valued at \$12.4 million.
- Begonias Hanging Baskets** with 511,000 baskets sold, valued at \$3.0 million.
- Geranium Hanging Baskets (cuttings)** with 760,000 baskets sold, valued at \$5.4 million.
- Geranium Hanging Baskets (seeds)** with 127,000 baskets sold, valued at \$0.9 million.
- Impatiens Hanging Baskets (New Guinea)** with 463,000 baskets sold, valued at \$3.2 million.
- Impatiens Hanging Baskets (other)** with 552,000 sold, valued at \$2.7 million.
- Marigolds Hanging Baskets** with 57,000 sold, valued at \$271,000.
- Petunias Hanging Baskets** with 1.3 million baskets sold, valued at \$7.4 million.
- Other Flowering and Foliar Hanging Baskets** with 3.4 million baskets sold, valued at \$26.9 million.
- Potted Geraniums (seeds)** with 8.5 million pots sold, valued at \$8.6 million.
- Potted Petunias** with 4.3 million pots sold, valued at \$9.4 million.
- Potted Hostas** with 2.1 million pots sold, valued at \$5.9 million.
- Potted Easter Lilies** with 1.5 million pots sold, valued at \$6.9 million.

Total covered area for all operations in the state was 46.7 million square feet. This includes both rigid and film plastic greenhouses, glass greenhouses, shade, and temporary cover. Only California and Florida had more total cover.

Nationally, the 2014 wholesale value of floriculture crops is down 4 percent from the 2013 valuation. The total crop value at wholesale for the 15-State program for all growers with \$10,000 or more in sales is estimated at \$4.07 billion for 2014, compared with \$4.25 billion for 2013. California continues to be the leading State with crops valued at \$1.05 billion. Florida, the next largest producer, is slightly up from the prior year to \$890 million in wholesale value. These two States account for 44 percent of the 15-State total value. For 2014, the top 5 States are California, Florida, Michigan, North Carolina and Texas, which account for \$2.78 billion, or 63 percent, of the 15-State total value.

For the 15 states in the program, number of producers stands at 4,849, down 21% from 2013. Total covered area for production came in at 733 million square feet, down slightly from 2013. The average peak number of hired workers employed on operations in 2014 is 22. A total of 3,761 operations hired workers during 2014. Overall, 78 percent of operations used some hired labor during 2014, an increase from 2013.