

FLORICULTURE CROPS

Connecticut: The number of commercial growers in 2000 was 253, down 35 growers from the previous year. The wholesale equivalent value of sales increased from \$68.0 million in 1999 to \$71.3 million in 2000. Bedding/garden plants were again the largest sales category with 82 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

Massachusetts: The number of commercial growers in 2000 was 411, down 46 growers from the previous year. The wholesale equivalent value of sales increased from \$75.9 million in 1999 to \$77.5 million in 2000. Bedding/garden plants were the largest sales category with 72 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

This is a brief summary taken from the national *Floriculture Crops* report. It is issued annually from the National Agricultural Statistics Service in Washington, D.C. The complete report has many more details. It is also on the Internet at <http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/flor0401.txt> and can be ordered via free e-mail subscriptions or by calling 1-800-999-6779.

FLORICULTURE CROPS: Growing Area by Type of Cover, 1991 - 2000

STATE & YEAR	Total Number of Growers	Glass Greenhouses	Fiberglass and Other Rigid Greenhouses	Film Plastic (Single/Multi) Greenhouses	Total Greenhouse Cover	Shade and Temporary Cover	Total Covered Area	Open Ground
	Number	1,000 Square Feet					Acres	
Connecticut	<i>- All known growers with \$10,000 or more in Floriculture sales.</i>							
1991	192	982	313	3,568	4,863	98	4,961	133
1992	211	1,236	432	3,928	5,596	61	5,657	164
1993	250	1,290	497	4,029	5,816	145	5,961	196
1994	239	1,326	362	4,232	5,920	99	6,019	144
1995	267	1,360	506	4,253	6,119	150	6,269	210
1996	252	1,316	546	4,287	6,149	220	6,369	168
1997	293	1,431	837	5,429	7,697	282	7,979	329
1998	297	1,653	819	6,659	9,131	232	9,363	410
1999	288	1,568	739	6,275	8,582	394	8,976	373
2000	253	1,500	831	5,859	8,190	398	8,588	374
Massachusetts	<i>- All known growers with \$10,000 or more in Floriculture sales.</i>							
1991	220	2,159	724	3,735	6,618	87	6,705	148
1992	362	2,289	1,249	4,795	8,333	171	8,504	247
1993	438	2,188	1,549	5,461	9,198	71	9,269	238
1994	395	2,101	1,408	5,097	8,606	111	8,717	201
1995	447	2,214	1,349	6,119	9,682	174	9,856	322
1996	416	2,202	1,239	6,006	9,447	181	9,628	319
1997	499	1,937	1,180	7,051	10,168	155	10,323	388
1998	476	1,947	1,193	7,568	10,708	117	10,825	431
1999	457	2,039	953	7,150	10,142	84	10,226	434
2000	411	1,856	1,034	6,461	9,351	101	9,452	407
Connecticut	<i>- All known growers with \$100,000 or more in Floriculture sales.</i>							
1993	76	1,082	191	2,746	4,019	80	4,099	117
1994	77	1,113	128	2,973	4,214	60	4,274	92
1995	87	1,156	239	2,918	4,313	65	4,378	105
1996	95	1,137	255	3,081	4,473	160	4,633	119
1997	106	1,118	525	4,131	5,774	254	6,028	207
1998	112	1,294	591	5,444	7,329	191	7,520	304
1999	112	1,247	608	4,806	6,661	338	6,999	304
2000	103	1,331	661	4,637	6,629	349	6,978	279
Massachusetts	<i>- All known growers with \$100,000 or more in Floriculture sales.</i>							
1993	111	1,530	1,143	2,838	5,511	22	5,533	115
1994	121	1,653	1,009	3,109	5,771	51	5,822	104
1995	136	1,740	906	4,024	6,670	116	6,786	134
1996	140	1,865	972	4,116	6,953	118	7,071	163
1997	146	1,545	912	4,210	6,667	15	6,682	208
1998	163	1,616	953	4,901	7,470	34	7,504	255
1999	146	1,637	723	4,671	7,031	55	7,086	267
2000	148	1,615	844	4,416	6,875	79	6,954	237

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1993 - 2000*(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

STATE	\$10,000 to \$19,999	\$20,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$499,999	\$500,000 or More	Total	Expanded Wholesale Value ^{1/}
								Number
Connecticut								
1993	44	43	20	67	60	16	250	40,881
1994	46	35	15	66	58	19	239	41,542
1995	54	41	24	61	64	23	267	46,251
1996	43	37	25	52	68	27	252	49,473
1997	60	44	22	61	77	29	293	59,939
1998	57	56	17	55	89	23	297	64,926
1999	53	48	22	53	87	25	288	67,964
2000	28	40	24	58	76	27	253	71,272
Massachusetts								
1993	70	106	33	118	85	26	438	54,436
1994	60	67	28	119	91	30	395	53,940
1995	70	80	30	131	102	34	447	72,422
1996	61	64	37	114	108	32	416	69,810
1997	88	99	45	121	117	29	499	75,367
1998	96	89	26	102	131	32	476	70,133
1999	77	70	46	118	116	30	457	75,936
2000	47	52	40	124	118	30	411	77,510

^{1/} Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops, plus a calculated wholesale value of sales for growers with sales between \$10,000 - \$99,999. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the midpoint of each dollar value range.

FLORICULTURE CROPS: Wholesale Value^{1/} of Sales, 1991 - 2000*(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)*

STATE & YEAR	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use ^{2/}	Total Bedding/ Garden Plants ^{3/}	Annual Bedding/ Garden Plants ^{4/}	Herbaceous Perennial Plants ^{4/}	Propagative Materials ^{4/}	Total Wholesale Value of Reported Crops ^{6/}
								1,000 Dollars
Connecticut								
1991	1,572	5,757	2,130	19,673				29,159
1992	1,564	5,716	2,012	20,325				29,617
1993	1,999	7,244	2,782	20,981				33,006
1994	1,421	7,343	2,439	22,974				34,177
1995	1,611	6,728	2,798	27,419				38,556
1996	1,742	7,166	2,346	31,439				42,693
1997	1,630	6,369	1,071	43,084				52,154
1998	1,500	7,319	584	48,098				57,501
1999	1,162	9,217	743	49,642				60,764
2000	974	9,736	883	52,078	32,887	19,191	5/	63,671
Massachusetts								
1991	8,140	7,369	1,830	11,582				28,921
1992	7,821	9,784	2,174	17,581				37,360
1993	7,997	8,765	1,599	21,510				39,871
1994	5,800	10,186	1,257	23,602				40,845
1995	6,645	11,491	3,531	36,130				57,797
1996	6,030	11,765	3,310	35,655				56,760
1997	5,200	9,311	3,726	41,740				59,977
1998	4,826	9,159	3,321	39,897				57,203
1999	4,229	9,147	7,418	40,967				61,761
2000	3,497	8,904	3,547	46,105	37,701	8,404	2,092	64,145

^{1/} Wholesale equivalent value of all sales for all crops except potted foliage plants; for potted foliage plants, value is based on net value of sales.

^{2/} Data for 1999 and earlier represents net value. Data for 2000 represents wholesale equivalent value for all sales.

^{3/} Includes Annual Bedding Plants and Herbaceous Perennials.

^{4/} Data Series began in 2000; 1999 and prior data not available.

^{5/} Data not included to avoid disclosure of individual operations.

^{6/} Data for 2000 not comparable to 1999 and earlier because 2000 total sales includes propagative material; total sales of propagative materials were added in 2000.

CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 1999 - 2000
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{4/}	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
Potted Flowering Plants																
Florist Chrysanthemums	13	9	9	^{1/}	82	101	91	101	89	98	1.40	^{4/}	2.90	2.99	250	302
Finished Florist Azaleas	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}
Easter Lilies	24	22	^{1/}	^{1/}	295	179	295	179	97	95	^{3/}	^{3/}	3.25	3.45	959	618
Poinsettias	48	44	237	234	923	1,007	1,160	1,241	96	96	1.84	1.57	4.00	4.68	4,128	5,080
Florist Roses	^{2/}	5	^{2/}	^{1/}	^{2/}	9	^{2/}	9	^{2/}	76	^{2/}	^{3/}	^{2/}	6.40	^{2/}	58
Spring Flowering Bulbs	^{2/}	19	^{2/}	29	^{2/}	154	^{2/}	183	^{2/}	93	^{2/}	1.40	^{2/}	3.50	^{2/}	580
Other Potted Flowering Plants	33	26	272	227	455	400	727	627	76	80	2.24	2.30	3.33	3.33	2,124	1,854
Potted Bedding / Garden Plants																
Begonias	^{2/}	19	^{2/}	30	^{2/}	3	^{2/}	33	^{2/}	17	^{2/}	1.55	^{2/}	2.50	^{2/}	54
Geraniums (Cuttings)	70	62	743	675	258	223	1,001	898	67	61	1.66	1.68	2.71	2.95	1,933	1,792
Geraniums (Seed)	16	13	504	436	21	^{1/}	525	436	86	85	0.74	0.63	2.38	^{3/}	423	275
Impatiens	19	15	47	19	12	37	59	56	74	48	1.06	1.60	2.04	2.62	74	127
New Guinea Impatiens	66	68	373	394	98	81	471	475	77	75	1.42	1.37	3.46	2.44	869	737
Marigolds	^{2/}	5	^{2/}	2	^{2/}	1	^{2/}	3	^{2/}	3	^{2/}	0.75	^{2/}	1.50		3
Pansy/Violas	^{2/}	8	^{2/}	16	^{2/}	19	^{2/}	35	^{2/}	50	^{2/}	0.83	^{2/}	2.00		51
Petunias	23	18	48	21	8	8	56	29	40	27	0.83	1.65	1.68	2.60	53	55
Other Flowering & Foliar Type Bedding Plants	74	47	2,951	2,235	3,759	785	6,710	3,020	81	83	2.42	2.50	3.18	3.05	19,095	7,982
Vegetable Type Bedding Plants	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}	^{5/}

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Data series began in 2000; 1999 and prior data not available.

^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{4/} Wholesale equivalent value of all sales.

^{5/} Missing data were not included to avoid disclosure at individual operations.



CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants, Production, Sales, Price and Value for 1999 - 2000

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Flats		Percent		Dollars		1,000 Dollars	
Bedding/Garden Plants (Flats)										
Begonias	3/	39	3/	60	3/	88	3/	6.86	3/	412
Impatiens	63	62	432	384	87	88	6.64	6.56	2,868	2,519
New Guinea Impatiens	13	9	48	11	89	39	9.14	10.75	439	118
Pansy/Violas	3/	39	3/	151	3/	92	3/	6.73	3/	1,016
Petunias	64	64	186	166	87	85	7.15	6.79	1,330	1,127
Marigolds	3/	40	3/	111	3/	89	3/	7.08	3/	786
Other Flowering & Foliar Type Bedding Plants	78	71	1,494	1,044	89	88	6.49	6.31	9,696	6,588
Vegetable Type Bedding Plants	56	53	268	298	72	84	6.27	8.02	1,680	2,390
Hanging Baskets										
Foliage	12	9	45	65	94	86	4.72	4.02	212	261
Begonias	3/	22	3/	41	3/	73	3/	5.93	3/	243
Geranium (Cuttings)	3/	54	3/	121	3/	77	3/	6.67	3/	807
Impatiens	45	41	89	49	87	75	6.69	4.69	595	230
New Guinea Impatiens	61	55	135	150	86	87	6.48	7.66	875	1,149
Pansy/Violas	3/	7	3/	1	3/	23	3/	8.00	3/	8
Petunias	53	41	77	37	82	51	7.09	6.86	546	254
Other Flowering	80	53	521	298	87	85	6.06	5.77	3,157	1,719
Potted Foliage Plants	15	9	N/A	N/A	70	61	N/A	N/A	531 ^{2/}	622

^{1/} Wholesale equivalent value of all sales.

^{2/} Gross Value of Sales less cost of plant material purchased from other growers for growing on.

^{3/} Data Series began in 2000, 1999 and prior data not available.

CONNECTICUT: Herbaceous Perennials ^{1/}

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture Sales)

Item	Producers		Quantity Sold							
			Less Than 1 Gallon		1 - 2 Gallon		2 Gallon or Larger		Total	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Pots							
Potted Hosta	31		42		313		43		398	
Other Potted Herbaceous Perennials	40		1,249		2,993		468		4,710	
Item	Percent of Sales at Wholesale		Wholesale Price						Value of All Sales at Wholesale ^{2/}	
			Less Than 1 Gallon		1 - 2 Gallons		2 Gallons or Larger			
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Percent		Dollars						1,000 Dollars	
Potted Hosta	69		2.00		3.18		4.77		1,284	
Other Potted Herbaceous Perennials	46		1.23		3.74		5.74		15,416	

^{1/} Data Series began in 2000, 1999 data not available. ^{2/} Equivalent wholesale value of all sales.

MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 1999 - 2000

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold						Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{5/}	
			Less Than 5 Inch		5 Inch or More		Total				Less Than 5 Inch		5 Inch or More			
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Pots						Percent		Dollars				1,000 Dollars	
Potted Flowering Plants																
Florist Chrysanthemums	8	11	21	1/	1/	25	21	25	16	83	3.76	3/	3/	3.30	79	83
Finished Florist Azaleas	10	19	5	3	22	24	27	27	85	78	2.09	3.64	9.87	9.36	228	236
Easter Lilies	40	41	1/	1/	253	213	253	213	88	84	3/	3/	4.03	4.35	1,020	927
Poinsettias	77	76	257	364	706	550	963	914	87	82	1.54	2.73	4.95	5.93	3,890	4,255
Florist Roses	2/	5	2/	1/	2/	12	2/	12	2/	98	2/	3/	2/	5.65	2/	68
Spring Flowering Bulbs	2/	37	2/	120	2/	260	2/	380	2/	88	2/	1.77	2/	3.52	2/	1,128
Other Potted Flowering Plants	47	32	502	331	427	217	929	548	66	85	1.35	1.78	4.26	6.02	2,497	1,896
Potted Bedding - Garden Plants																
Begonias	2/	44	2/	150	2/	22	2/	172	2/	83	2/	1.27	2/	2.66	2/	249
Geraniums (Cuttings)	105	108	1,485	1,478	467	470	1,952	1,948	62	61	1.52	1.53	3.68	4.19	3,976	4,231
Geraniums (Seed)	38	27	699	879	1/	1/	699	879	70	81	0.88	0.84	3/	3/	615	738
Impatiens	45	37	352	358	46	86	398	444	81	78	0.89	0.86	1.93	1.38	402	427
New Guinea Impatiens	95	96	391	466	73	71	464	537	59	64	1.54	1.54	4.16	4.82	906	1,060
Marigolds	2/	16	2/	71	2/	18	2/	89	2/	74	2/	0.65	2/	1.46	2/	72
Pansy/Violas	2/	28	2/	57	2/	24	2/	81	2/	58	2/	1.05	2/	2.53	2/	121
Petunias	53	50	73	260	64	42	137	302	68	80	1.23	1.30	2.08	1.98	223	421
Other Flowering & Foliar Type Bedding Plants	103	82	2,583	2,004	2,522	1,267	5,105	3,271	84	86	1.39	1.34	3.22	2.94	11,711	6,410
Vegetable Type Bedding Plants	55	51	796	658	198	78	994	736	88	83	1.08	1.24	1.76	2.23	1,208	990

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Data series began in 2000, 1999 and prior data not available.

^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{4/} Wholesale equivalent value of all sales.

^{5/} Missing data were not included to avoid disclosure at individual operations.



MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants, Production, Sales, Price and Value for 1999 - 2000

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity Sold		Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Flats		Percent		Dollars		1,000 Dollars	
Bedding/Garden Plants (Flats)										
Begonias	3/	71	3/	204	3/	21	3/	8.05	3/	1,642
Impatiens	91	92	316	349	39	37	7.71	7.63	2,436	2,663
New Guinea Impatiens	17	14	17	11	57	50	8.89	13.15	151	145
Pansy/Violas	3/	70	3/	113	3/	32	3/	7.90	3/	893
Petunias	89	89	128	132	45	40	7.74	7.75	991	1,023
Marigolds	3/	78	3/	89	3/	48	3/	7.95	3/	708
Other Flowering & Foliar Type Bedding Plants	106	104	1,054	790	52	64	7.75	7.81	8,169	6,170
Vegetable Type Bedding Plants	81	80	153	170	49	35	7.97	8.27	1,219	1,406
Hanging Baskets										
Foliage	18	26	361	176	99	97	5.82	5.50	2,101	968
Begonias	3/	33	3/	34	3/	62	3/	7.42	3/	252
Geranium (Cuttings)	3/	85	3/	493	3/	12	3/	7.78	3/	3,836
Impatiens	94	83	99	100	56	59	5.93	5.69	587	569
New Guinea Impatiens	81	79	118	93	69	65	6.87	7.76	811	722
Pansy/Violas	3/	24	3/	16	3/	77	3/	7.00	3/	112
Petunias	87	72	58	53	55	60	8.40	8.49	487	450
Other Flowering	110	87	394	245	69	79	7.40	8.03	2,916	1,967
Potted Foliage Plants	15	16	N/A	N/A	98	97	N/A	N/A	5,317 ^{2/}	2,579

^{1/} Wholesale equivalent value of all sales.

^{2/} Gross Value of Sales less cost of plant material purchased from other growers for growing on.

^{3/} Data Series began in 2000, 1999 and prior data not available.

MASSACHUSETTS: Herbaceous Perennials ^{1/}

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture Sales)

Item	Producers		Quantity Sold							
	1999	2000	Less Than 1 Gallon		1 - 2 Gallon		2 Gallon or Larger		Total	
			1999	2000	1999	2000	1999	2000	1999	2000
	Number		1,000 Pots							
Potted Hosta	44		19		32		15		66	
Other Potted Herbaceous Perennials	64		956		490		143		1,589	

Item	Percent of Sales at Wholesale		Wholesale Price						Value of All Sales at Wholesale	
	1999	2000	Less Than 1 Gallon		1 - 2 Gallons		2 Gallons or Larger		Total	
			1999	2000	1999	2000	1999	2000	1999	2000
	Percent		Dollars						1,000 Dollars	
Potted Hosta	42		1.76		3.76		5.63		238	
Other Potted Herbaceous Perennials	66		1.44		3.47		4.67		3,745	

^{1/} Data series began in 2000, 1999 data not available. ^{2/} Equivalent wholesale value of all sales.