



Northwest Floriculture Report

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HIGHLIGHTS IN THIS ISSUE

Washington Summary.....	1
Washington Annuals.....	1-2
Washington Cut Flowers.....	2
Oregon Summary.....	3
Oregon Annuals.....	3-4
Oregon Cut Flowers.....	4

2013 WASHINGTON FLORICULTURE PRODUCTION HIGHLIGHTS

Washington's total floriculture crop was valued at \$180 million, up 8.5 percent from the revised 2012 total. Washington producers increased in number from 180 in 2012 to 244 in 2013.

For operations with more than \$100,000 in sales the crop was valued at \$174 million, up 8.0 percent from the revised 2012 total. Washington Cut Flowers production was ranked 2nd while Propagative Materials was ranked 4th.

WASHINGTON FLORICULTURE AND NURSERY PRODUCTS

Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2009-2013 1/

Category	2009	2010	2011	2012	2013	2013
	<i>1,000 Dollars</i>					U.S. Rank
Total Bedding Plants	73,840	94,372	101,543	108,521	117,907	8
Annual Bedding/Garden Plants	50,366	61,789	60,078	69,552	72,792	9
Herbaceous Perennial Plants	23,474	32,583	41,465	38,969	45,115	7
Total Potted Flowering Plants	8,169	7,752	6,917	6,592	8,217	14
Total Cut Flowers	26,073	22,991	22,310	20,930	22,022	2
Total Foliage Plants for Indoor or Outdoor Use	584	(D)	(D)	1,086	955	13
Cut Cultivated Greens	25	(D)	(D)	(D)	(D)	
Propagative materials	23,527	29,162	29,337	23,702	24,600	4
Total Wholesale Value of Reported Crops 2/	132,218	154,277	160,107	160,831	173,701	8
	Percent					
Washington Percentage of 15 State Total Wholesale Value of Reported Crops	3.4	3.9	4.1	3.8	4.1	

1/ 15 Program States: California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas and Washington.

2/ State total wholesale value excludes plant category values denoted by "(D)"

(D) Withheld to avoid disclosing data for individual operations

Top 3 Annual Bedding/Garden Plants, Flats for Operations with \$100,000+ Sales 2012-2013 1/

Selected Crops	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2012	2013	2012	2013	2012	2013	2012	2013
	<i>Number</i>		<i>1,000 Flats</i>		<i>Dollars per Flat</i>		<i>1,000 Dollars</i>	
Petunias	23	22	300	307	9.25	9.19	2,775	2,821
Pansies/Violas	18	16	94	89	10.86	10.89	1,021	969
Vegetable Type Plants	19	18	90	88	10.78	10.95	970	964
State Total							11,073	11,210

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

Top 3 Annual Bedding/Garden Plants, Potted for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold				Value of All Sales at Wholesale 2/	
			Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	2012	2013	2012	2013	2012	2013	2012	2013
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Geraniums from Vegetative Cuttings	33	33	2,261	2,187	243	242	2,504	2,429
Vegetable Type Plants	22	25	1,552	1,858	371	441	1,923	2,299
Petunias	28	29	2,607	2,414	(¹)	173	2,607	2,587
State Total							48,042	50,416

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

(¹) Quantity and price combined into pot size with greatest production to avoid disclosing data of individual operations.

Top 3 Annual Bedding/Garden Plants, Hanging Baskets for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2012	2013	2012	2013	2012	2013	2012	2013
Selected Crops	<i>Number</i>		<i>1,000 Baskets</i>		<i>Dollars per Basket</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	19	21	45	51	14.16	14.29	637	729
Petunias	21	20	67	67	10.49	10.36	703	694
Begonias	16	16	19	19	17.53	17.43	333	331
State Total							10,221	10,779

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

Top 3 Cut Flowers for Operations with \$100,000+ Sales 2012-2013 1/

	<i>Unit</i>	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
		2012	2013	2012	2013	2012	2013	2012	2013
		<i>Number</i>		<i>1,000 (Unit)</i>		<i>Cents per Unit</i>		<i>1,000 Dollars</i>	
Tulips	stem	5	6	37,295	42,324	34.30	32.80	12,792	13,882
Lilies	stem	1	1	1,938	1,651	71.90	72.50	1,393	1,197
Iris	stem	2	2	2,753	3,680	22.60	21.20	622	780
State Total								14,807	15,859

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

2013 OREGON FLORICULTURE PRODUCTION HIGHLIGHTS

Oregon's total floriculture crop was valued at \$141 million, up 6.4 percent from the revised 2012 total. Washington producers increased in number from 213 in 2012 to 288 in 2013.

For operations with more than \$100,000 in sales the crop was valued at \$134 million, up 5.6 percent from the revised 2012 total. Oregon's Cut Flowers and Cut Cultivated Green production both ranked 3rd in the nation.

OREGON FLORICULTURE AND NURSERY PRODUCTS Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2009-2013 1/

Category	2009	2010	2011	2012	2013	2013
	<i>1,000 Dollars</i>					<i>U.S. Rank</i>
Total Bedding Plants	80,279	81,124	76,965	78,190	79,930	11
Annual Bedding/Garden Plants	59,368	56,052	50,831	50,405	51,518	11
Herbaceous Perennial Plants	20,911	25,072	26,134	27,785	28,412	10
Total Potted Flowering Plants	18,885	17,550	15,989	18,561	15,232	11
Total Cut Flowers	10,765	9,989	12,938	12,029	15,313	3
Total Foliage Plants for Indoor or Outdoor Use	468	3,700	6,960	6,457	6,950	6
Cut Cultivated Greens	6,509	7,802	7,942	2,113	2,136	3
Propagative materials	11,944	6,298	4,584	9,864	14,748	9
Total Wholesale Value of Reported Crops	128,850	126,463	125,378	127,214	134,309	11
	<i>Percent</i>					
Washington Percentage of 15 State Total Wholesale Value of Reported Crops	3.3	3.2	3.2	3.0	3.2	

1/ 15 Program States: California, Florida, Hawaii, Illinois, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas and Washington.

Top 3 Annual Bedding/Garden Plants, Flats for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2012	2013	2012	2013	2012	2013	2012	2013
Selected Crops	<i>Number</i>		<i>1,000 Flats</i>		<i>Dollars per Flat</i>		<i>1,000 Dollars</i>	
Petunias	29	30	171	177	12.05	12.11	2,061	2,143
Vegetable Type Plants	22	26	147	173	11.94	11.56	1,755	2,000
Pansies/Violas	26	23	124	114	11.38	12.43	1,411	1,417
State Total							11,550	12,253

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

Top 3 Annual Bedding/Garden Plants, Potted for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold					
	2012	2013	Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	2012	2013	2012	2013	2012	2013	2012	2013
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Vegetable Type Plants	23	25	3,528	3,560	953	983	4,481	4,543
Geraniums from Vegetative Cuttings	29	33	1,153	1,084	256	236	1,409	1,320
Petunias	22	23	1,920	1,830	63	63	1,983	1,893

	Wholesale Price				Value of All Sales at Wholesale 2/	
	Less than 5 Inches		5 Inches or Larger		2012	2013
	2012	2013	2012	2013		
	<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>	
Vegetable Type Plants	0.99	1.02	2.19	2.18	5,580	5,774
Geraniums from Vegetative Cuttings	2.53	2.48	3.18	3.00	3,731	3,396
Petunias	1.30	1.31	2.91	2.88	2,679	2,579
State Total					33,831	34,370

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

Top 3 Annual Bedding/Garden Plants, Hanging Baskets for Operations with \$100,000+ Sales 2012-2013 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2012	2013	2012	2013	2012	2013	2012	2013
	<i>Number</i>		<i>1,000 Baskets</i>		<i>Dollars per Basket</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	23	26	42	42	13.90	13.60	584	571
Petunias	23	23	31	31	13.87	13.84	430	429
Begonias	14	19	8	11	12.84	14.00	103	154
State Total							5,024	4,885

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

Top 3 Cut Flowers for Operations with \$100,000+ Sales 2012-2013 1/

	<i>Unit</i>	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
		2012	2013	2012	2013	2012	2013	2012	2013
		<i>Number</i>		<i>1,000 (Unit)</i>		<i>Cents per Unit</i>		<i>1,000 Dollars</i>	
Lilies	stem	3	(D)	2,090	(D)	108.40	(D)	2,266	(D)
Tulips	stem	4	4	6,617	5,791	31.20	29.50	2,065	1,708
Orchids, All	bloom	2	2	56	20	129.10	129.10	72	72
State Total 3/								4,427	1,814

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

3/ State total wholesale value excludes plant category values denoted by "(D)"

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