



Northwest Floriculture Report

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2014 WASHINGTON FLORICULTURE PRODUCTION HIGHLIGHTS

Washington's total floriculture crop was valued at \$161 million, down 6 percent from the revised 2013 total. Washington producers decreased in number from 246 in 2013 to 208 in 2014.

For operations with more than \$100,000 in sales the crop was valued at \$157 million, down 5 percent from the revised 2013 total. Sales value of Washington Cut Flowers were ranked 2nd in the nation while Propagative Materials were ranked 4th.

WASHINGTON FLORICULTURE AND NURSERY PRODUCTS

Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2010-2014 1/

Category	2010	2011	2012	2013	2014	2014
	<i>1,000 Dollars</i>					U.S. Rank
Total Bedding Plants	94,372	101,543	108,521	109,034	105,449	8
Annual Bedding/Garden Plants	61,789	60,078	60,078	64,074	67,476	9
Herbaceous Perennial Plants	32,583	41,465	38,969	44,960	37,973	7
Total Potted Flowering Plants	7,752	6,917	6,592	8,310	10,012	13
Total Cut Flowers	22,991	22,310	20,930	21,210	20,857	2
Total Foliage Plants for Indoor or Outdoor Use	(D)	(D)	1,086	961	882	13
Cut Cultivated Greens	(D)	(D)	(D)	13	31	5
Propagative materials	29,162	29,337	23,702	25,816	19,493	4
Total Wholesale Value of Reported Crops 2/	154,277	160,107	160,831	165,344	156,724	8
	<i>Percent</i>					
Washington Percentage of 15 State Total Wholesale Value of Reported Crops	3.9	4.1	3.8	4.0	3.9	

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 2013-2014 1/

Selected Crops	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2013	2014	2013	2014	2013	2014	2013	2014
	<i>Number</i>		<i>1,000 Flats</i>		<i>Dollars per Flat</i>		<i>1,000 Dollars</i>	
Petunias	22	27	303	163	9.26	12.86	2,806	2,096
Vegetable Type Plants	16	20	85	102	11.05	13.62	939	1,389
Marigolds	21	28	62	86	9.92	11.54	615	992
State Total							11,209	12,507

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 2013-2014 1/

	Producers		Quantity Sold				Value of All Sales at Wholesale 2/	
			Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	2013	2014	2013	2014	2013	2014	2013	2014
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Geraniums from Vegetative Cuttings	32	42	2,258	1,944	220	370	2,478	2,314
Vegetable Type Plants	24	28	1,760	2,451	403	400	2,163	2,851
Pansies/Violas	25	28	3,445	3,020	(¹)	6	3,445	3,026
State Total							42,069	42,608

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 2013-2014 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2013	2014	2013	2014	2013	2014	2013	2014
Selected Crops	<i>Number</i>		<i>1,000 Baskets</i>		<i>Dollars per Basket</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	22	29	50	85	14.88	17.95	744	1526
Petunias	20	24	68	36	10.26	15.80	698	569
Begonias	17	18	19	20	17.52	17.59	333	352
State Total							10,671	11,944

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 2013-2014 1/

	Unit	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
		2013	2014	2013	2014	2013	2014	2013	2014
		<i>Number</i>		<i>1,000 (Unit)</i>		<i>Cents per Unit</i>		<i>1,000 Dollars</i>	
Tulips	stem	6	7	39,399	39,109	33.4	32.8	13,159	12,828
Lilies	stem	1	3	1,651	1,936	72.5	69.2	1,197	1,340
Iris	stem	2	4	3,680	3,346	21.2	22.0	780	736
State Total								21,210	20,801

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

2014 OREGON FLORICULTURE PRODUCTION HIGHLIGHTS

Oregon's total floriculture crop was valued at \$129 million, down 6 percent from the revised 2013 total. Oregon producers decreased in number from 295 in 2013 to 230 in 2014.

For operations with more than \$100,000 in sales the crop was valued at \$123 million, down 4 percent from the revised 2013 total. Sales value of Oregon's Cut Cultivated Green and Cut Flowers were ranked 3rd and 4th in the nation, respectively.

OREGON FLORICULTURE AND NURSERY PRODUCTS Wholesale Value of Sales by Category, for Operations with \$100,000+ Sales, 2010-2014 1/

Category	2010	2011	2012	2013	2014	2014
	<i>1,000 Dollars</i>					U.S. Rank
Total Bedding Plants	81,124	76,965	78,190	78,905	78,442	11
Annual Bedding/Garden Plants	56,052	50,831	50,405	50,441	49,045	12
Herbaceous Perennial Plants	25,072	26,134	27,785	28,464	29,397	10
Total Potted Flowering Plants	17,550	15,989	18,561	16,594	16,082	10
Total Cut Flowers	9,989	12,938	12,029	15,373	13,726	4
Total Foliage Plants for Indoor or Outdoor Use	3,700	6,960	6,457	6,964	3,591	8
Cut Cultivated Greens	7,802	7,942	2,113	2,232	2,908	3
Propagative materials	6,298	4,584	9,864	9,189	8,692	9
Total Wholesale Value of Reported Crops	126,463	125,378	127,214	129,257	123,441	11
	<i>Percent</i>					
Oregon Percentage of 15 State Total Wholesale Value of Reported Crops	3.2	3.2	3.0	3.1	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 2013-2014 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2013	2014	2013	2014	2013	2014	2013	2014
Selected Crops	<i>Number</i>		<i>1,000 Flats</i>		<i>Dollars per Flat</i>		<i>1,000 Dollars</i>	
Petunias	32	35	178	245	12.19	11.41	2,170	2,795
Vegetable Type Plants	26	22	177	133	11.63	12.79	2,059	1,701
Pansies/Violas	23	29	113	113	12.49	12.50	1,411	1,413
State Total							12,080	12,809

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 2013-2014 1/

	Producers		Quantity Sold					
	2013	2014	Less than 5 Inches		5 Inches or Larger		Total All Sizes	
	2013	2014	2013	2014	2013	2014	2013	2014
	<i>Number</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>		<i>1,000 Pots</i>	
Geraniums from Vegetative Cuttings	34	33	1,083	2,300	227	226	1,310	2,526
Vegetable Type Plants	24	22	3,477	3,126	981	920	4,458	4,046
Petunias	23	23	1,790	888	63	135	1,853	1,023

	Wholesale Price				Value of All Sales at Wholesale 2/	
	Less than 5 Inches		5 Inches or Larger		2013	2014
	2013	2014	2013	2014		
	<i>Dollars Per Pot</i>		<i>Dollars Per Pot</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	2.48	2.15	2.97	3.14	3,360	5,655
Vegetable Type Plants	1.02	1.07	2.18	2.31	5,685	5,470
Petunias	1.30	1.22	2.88	2.87	2,508	1,471
State Total					33,485	28,836

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 2013-2014 1/

	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
	2013	2014	2013	2014	2013	2014	2013	2014
	<i>Number</i>		<i>1,000 Baskets</i>		<i>Dollars per Basket</i>		<i>1,000 Dollars</i>	
Geraniums from Vegetative Cuttings	25	25	42	68	13.97	13.29	587	904
Petunias	23	30	34	54	14.00	13.38	476	723
Impatiens, Other	15	17	5	15	10.98	12.04	55	181
State Total							4,866	7,241

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 2013-2014 1/

	<i>Unit</i>	Producers		Quantity Sold		Wholesale Price		Value of All Sales at Wholesale 2/	
		2013	2014	2013	2014	2013	2014	2013	2014
		<i>Number</i>		<i>1,000 (Unit)</i>		<i>Cents per Unit</i>		<i>1,000 Dollars</i>	
Lilies	stem	4	4	2,012	2,196	107.1	70.0	2,155	1,537
Tulips	stem	3	5	5,791	5,000	29.5	29.8	1,708	1,490
Roses	stem	1	2	538	538	197.0	88.2	1,060	475
State Total 3/								15,285	13,633

1/ Top 3 Ranked by Value of Sales.

2/ Equivalent wholesale value of all sales.

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