



United States Department of Agriculture
National Agricultural Statistics Service



Southern Region News Release

Floriculture Production & Sales

Cooperating with the Alabama Department of Agriculture and Industries, Florida Department of Agriculture and Consumer Services, Georgia Department of Agriculture, and South Carolina Department of Agriculture
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U.S. Total Wholesale Value: The total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales in the 15-State program is \$4.25 billion for 2013, up 1 percent from the 2012 total. These operations account for 97 percent of the total value of \$4.40 billion in floriculture crops, but comprise only 42 percent of all producers. California accounts for 27 percent of the total wholesale value in the 15-States. Florida ranks second with 21 percent.

Number of Producers and Wholesale Value of Sales — States and United States: 2012 and 2013

State	Producers		Wholesale value of sales ¹	
	2012	2013	2012	2013
	(number)	(number)	(1,000 dollars)	(1,000 dollars)
\$10,000 or more in sales				
Florida	711	680	896,280	887,605
South Carolina	70	76	77,596	81,453
United States.....	6,185	6,042	4,360,621	4,401,634
\$100,000 or more in sales				
Florida	461	432	884,865	875,995
South Carolina	24	25	75,182	79,006
United States.....	2,655	2,535	4,209,001	4,252,772

¹ Wholesale value of sales as reported by operations with \$100,000 or more in sales floriculture crops plus a calculated wholesale value of sales for operations with sales below \$100,000. The value of sales for producers below \$100,000 level was calculated by multiplying the number of producers in each size group by the mid-point of the sales range.

Source: USDA - NASS *Floriculture Crops 2013 Summary*, June 19, 2014.

Wholesale Value of All Sales by Plant Category — Florida and United States: 2012 and 2013

Category	Wholesale value of sales ¹			
	Florida		United States	
	2012	2013	2012	2013
	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Annual bedding/garden plants.....	89,858	91,456	1,378,446	1,355,788
Herbaceous perennial plants.....	25,510	23,409	573,619	602,418
Potted flowering plants.....	169,854	168,785	735,264	777,931
Foliage plants for indoor or patio use	464,314	454,215	639,936	630,776
Cut flowers	4,043	4,244	419,360	419,137
Cut cultivated greens.....	59,003	60,799	75,517	77,168
Propagative floriculture material.....	72,283	73,087	386,859	389,554
Total wholesale value of all plant categories	884,865	875,995	4,209,001	4,252,772

¹ For operations with \$100,000 or more in floriculture crop revenue.

Source: USDA - NASS *Floriculture Crops 2013 Summary*, June 19, 2014.