



United States Department of Agriculture
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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
Southern Regional Field Office · 355 East Hancock Avenue, Suite 100 · Athens, GA 30601 · (706) 546-2236
www.nass.usda.gov

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Media Contact: Jim Ewing

Wholesale Value of Floriculture Crops Up From Last Year

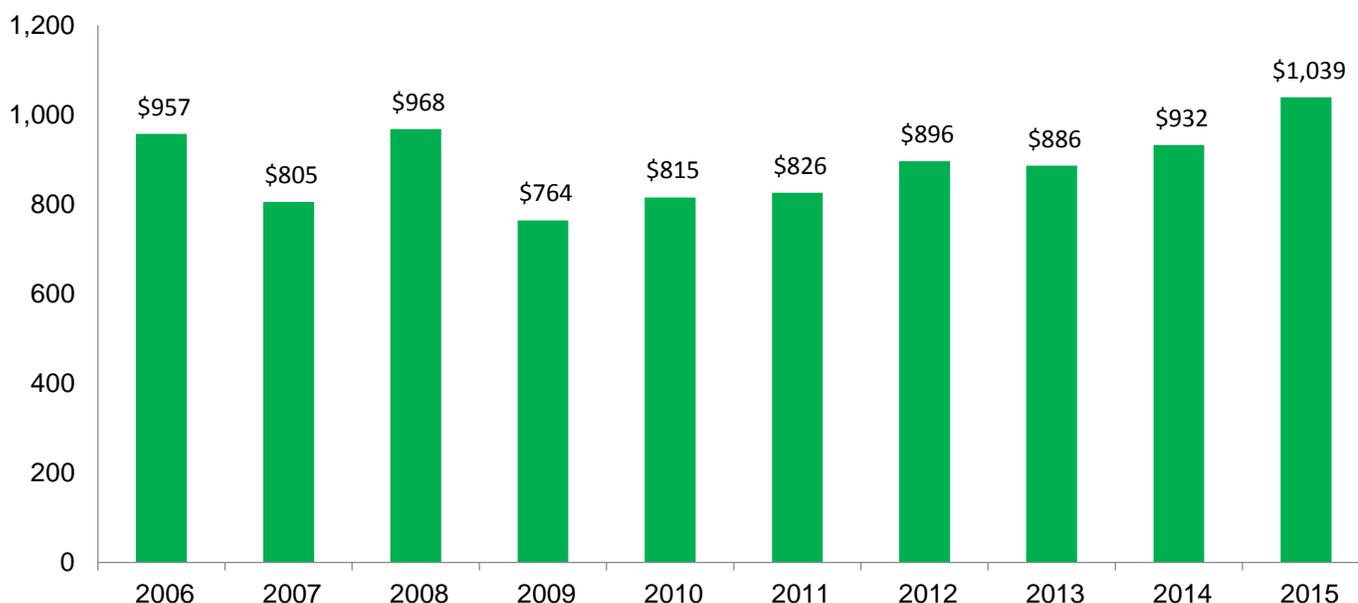
The 2015 US wholesale value of floriculture crops is up 4 percent from last year. The total crop value at wholesale for the 15 State program for all growers with \$10,000 or more in sales is estimated at \$4.37 billion for 2015, compared with \$4.20 billion for 2014. California and Florida account for 49 percent of the 15 State total value. The number of producers for 2015, at 5,913, is up 5 percent in the 15 States compared with the 2014 count.

The total wholesale value of floriculture crops sold by operations in the United States with \$100,000 or more of sales in the 15 State program is \$4.23 billion for 2015, up 3 percent from 2014. These operations account for 97 percent of the total value of \$4.37 billion in floriculture crops, but comprise only 44 percent of all producers. California accounts for 25 percent of the total wholesale value while Florida ranks second with 24 percent.

Florida total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales, at \$1.03 billion, is up 12 percent from last year. Foliage plants sales account for 53 percent of Florida sales. While at the national level, Florida sales comprise 25 percent of the value for potted flowering plants and 76 percent of the cut cultivated greens. South Carolina wholesale value at \$63.2 million is up 3 percent from last year. Herbaceous perennial plants account for nearly 74 percent of the South Carolina value of sales.

Florida Wholesale Value for Operations with \$10,000+ Sales: 2006-2015

Million dollars



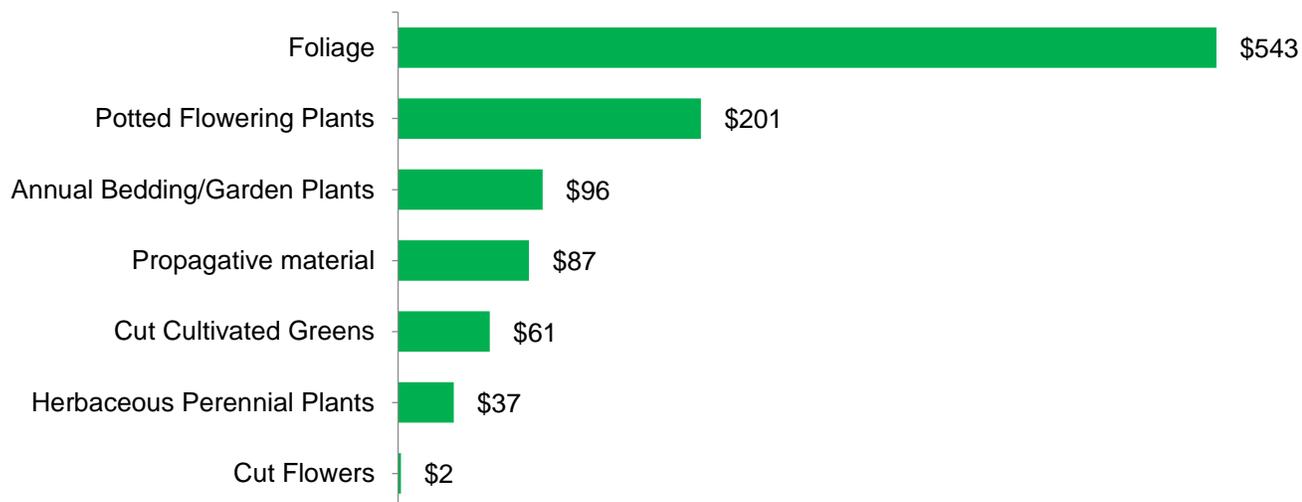
Wholesale Value of All Sales by Plant Category — Florida and United States: 2014 and 2015

Category	Wholesale value of sales ¹			
	Florida		United States	
	2014	2015	2014	2015
	(\$1,000)	(\$1,000)	(\$1,000)	(\$1,000)
Annual bedding/garden plants.....	104,133	96,402	1,301,984	1,286,582
Herbaceous perennial plants.....	41,042	37,023	572,677	571,412
Potted flowering plants.....	199,831	201,212	809,945	809,660
Foliage plants for indoor or patio use.....	444,710	543,447	622,882	713,689
Cut flowers.....	3,358	2,289	363,454	374,318
Cut cultivated greens.....	59,775	61,080	73,183	80,426
Propagative floriculture material.....	67,080	86,828	343,842	393,717
Total wholesale value of all plant categories.....	919,929	1,028,281	4,087,967	4,229,804

¹ For operations with \$100,000 or more in floriculture crop revenue.
Source: USDA - NASS *Floriculture Crops 2015 Summary* April, 2016

Florida Wholesale Value of All Sales by Plant Category for Operations With \$100,00+ in Sales: 2015

Million dollars



Number of Producers and Wholesale Value of Sales — States and United States: 2014 and 2015

State	Producers		Wholesale value of sales ¹	
	2014	2015	2014	2015
	(number)	(number)	(\$1,000)	(\$1,000)
\$10,000 or more in sales				
Florida.....	721	710	931,959	1,039,411
South Carolina.....	72	72	63,303	65,179
United States.....	5,606	5,913	4,203,332	4,373,639
\$100,000 or more in sales				
Florida.....	464	462	919,929	1,028,281
South Carolina.....	25	23	61,353	63,199
United States.....	2,686	2,595	4,087,967	4,229,804

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 2015 Summary* April, 2016