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WHOLESALE VALUE OF FLORICULTURE SALES DOWN

SOUTH CAROLINA'S 2006 wholesale value of floriculture crops for all growers with \$10,000 or more in sales is estimated at \$101 million, down 5 percent compared to \$106 million in 2005, according to the USDA, NASS, South Carolina Field Office. There were 92 growers in 2006, down from 103 in 2005. Total covered area for floriculture crop production was recorded at 10.0 million square feet, up from 9.46 million square feet in 2005. Total greenhouse space covered area at 7.15 million square feet was up from 2005's 6.96 million square feet. Growers with \$100,000 plus in total sales posted a wholesale value of plant production during 2006 of \$93.4 million, down from \$96.3 in 2005. The wholesale value of bedding and garden plants, the largest part of production, totaled \$79.7 million, up from \$77.5 in 2005.

The 2006 wholesale value of floriculture crops in 15 selected states is down 4 percent from the revised 2005 valuation. The total crop value at wholesale for the 15-State program for all growers with \$10,000 or more in sales is estimated at \$4.00 billion for 2006, compared with \$4.15 billion for 2005. Total crop value for 2005 was \$5.36 billion. California is again the leading State with crops valued at \$1.02 billion, nearly identical to the 2005 value. Florida, the next largest producer, is down 16 percent from the prior year to \$800 million in wholesale value. These two States account for 46 percent of the total value. For 2006, the top 5 States are California, Florida, Michigan, Texas, and New York which account for \$2.67 billion or 67 percent of the total value.

The number of producers for 2006, at 6,546, is down 9 percent in the 15 States compared with the revised 2005 count of 7,178. The number of producers in the 36-State program was 10,692 the previous year. The number of producers with sales of \$100,000 or more dropped 5 percent to 2,991 for 2006 from 3,154 in 2005.

Total covered area for floriculture crop production was 762 million square feet, 5 percent less than the revised 2005 figure. Greenhouse space for 2006, at 415 million square feet, is down 3 percent from 2005.

The total wholesale value of floriculture crops grown by operations exceeding \$100,000 of sales is \$3.83 billion for 2006, down 3 percent from the revised 2005 total. These operations account for 96 percent of the total value of floriculture crops, but comprise only 46 percent of all producers. The wholesale value of bedding and garden plants, at \$1.79 billion, is down slightly from the previous year. This is the largest contributor to value of production and represents 47 percent of the wholesale value of all the reported crops.

NOTE: The entire report can be found on the Internet at:

<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1072>