



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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May 24, 2019

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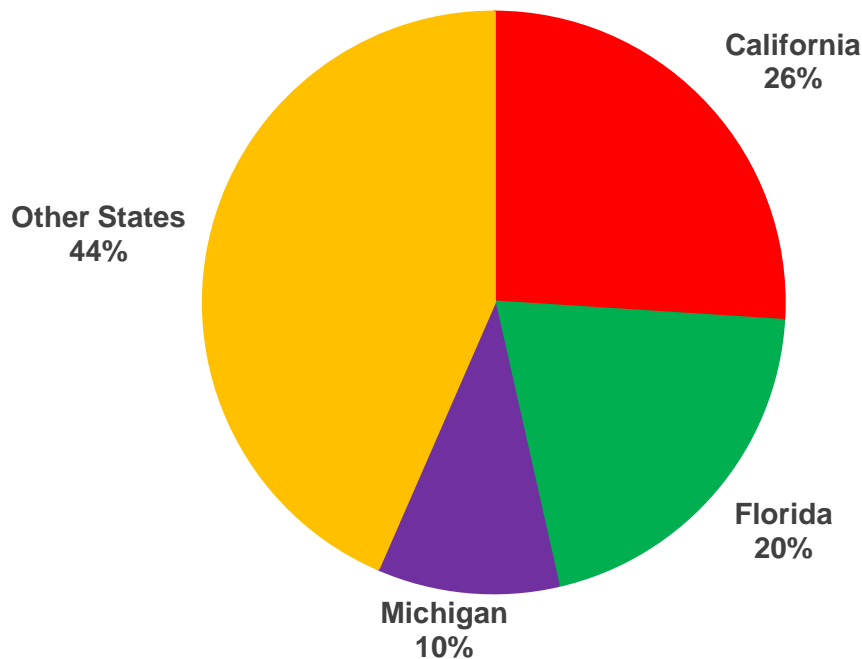
Wholesale Value of Floriculture Crops Up From 2015

The 2018 US wholesale value of floriculture crops is up 6 percent from the 2015 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.63 billion for 2018, compared with \$4.37 billion for 2015. California and Florida account for 46 percent of the total value. The number of producers for 2018, at 6,386 is up 8 percent compared with the 2015 count.

The total wholesale value of floriculture crops sold by operations in the United States with \$100,000 or more of sales is \$4.60 billion for 2018, up 9 percent from the 2015 total. These operations account for 99 percent of the total value of \$4.62 billion in floriculture crops, but comprise only 44 percent of all producers. California accounts for 26 percent of the total wholesale value. Florida ranks second with 20 percent.

Florida total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales, at \$939 million, is down 9 percent from 2015. Florida accounts for 63 percent of the US wholesale value of foliage plants value, 21 percent of propagative floriculture material and 17 percent of potted flowering plants value.

Percent of U.S. Wholesale Value for Operations with \$10,000+ Sales: Selected States - 2018



Wholesale Value of All Sales by Plant Category — Florida and United States: 2015 and 2018

Category	Wholesale value of sales ¹			
	Florida		United States	
	2015	2018	2015	2018
	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Annual bedding/garden plants.....	96,402	140,090	1,286,582	1,457,215
Herbaceous perennial plants.....	37,023	63,539	571,412	707,591
Potted flowering plants.....	201,212	151,957	809,660	876,754
Foliage plants for indoor or patio use.....	543,447	413,873	713,689	653,079
Cut flowers.....	2,289	(D)	374,318	374,944
Cut cultivated greens.....	61,080	(D)	80,426	101,997
Propagative floriculture material.....	86,828	90,893	393,717	431,125
Total wholesale value of all plant categories.....	1,028,281	938,886	4,229,804	4,602,705

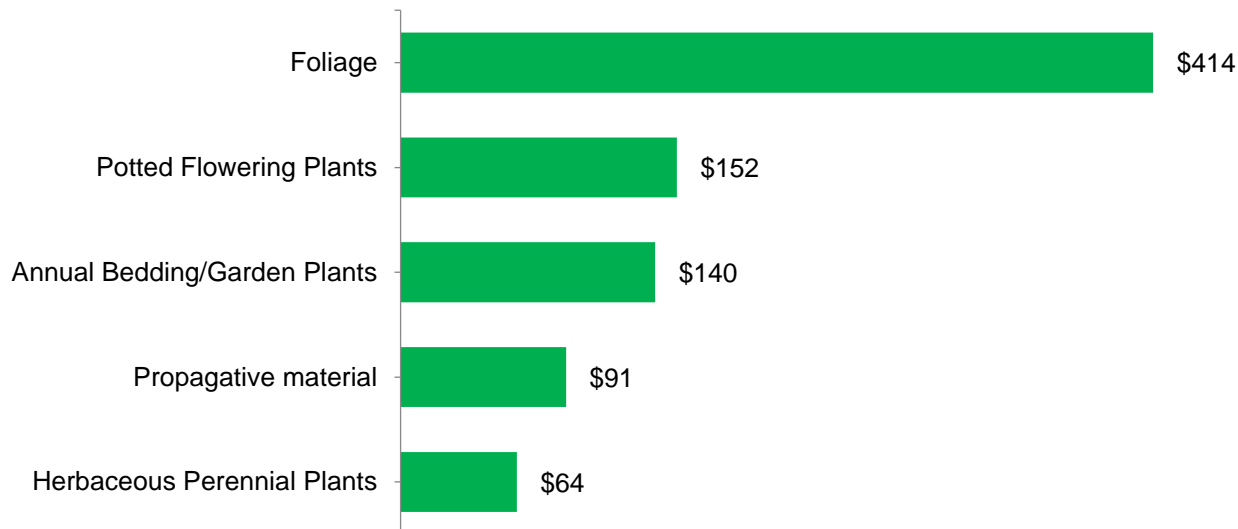
(D) Withheld to avoid disclosing data for individual operations.

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

Source: USDA - NASS *Floriculture Crops 2018 Summary*, May 2019

Wholesale Value of All Sales by Plant Category for Operations With \$100,000+ Sales: Florida - 2018

Million dollars



Number of Producers and Wholesale Value of Sales — Florida and United States: 2015 and 2018

State	Producers		Wholesale value of sales ¹	
	2015	2018	2015	2018
	(number)	(number)	(1,000 dollars)	(1,000 dollars)
\$10,000 or more in sales				
Florida.....	710	680	1,039,411	945,849
United States.....	5,913	6,386	4,373,639	4,626,045
\$100,000 or more in sales				
Florida.....	462	423	1,028,281	938,886
United States.....	2,595	2,792	4,229,804	4,602,705

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 2018 Summary*, May 2019