



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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This report contains floriculture data from the **2019 Census of Horticulture Survey**. Thanks to all who responded.

December 8, 2020

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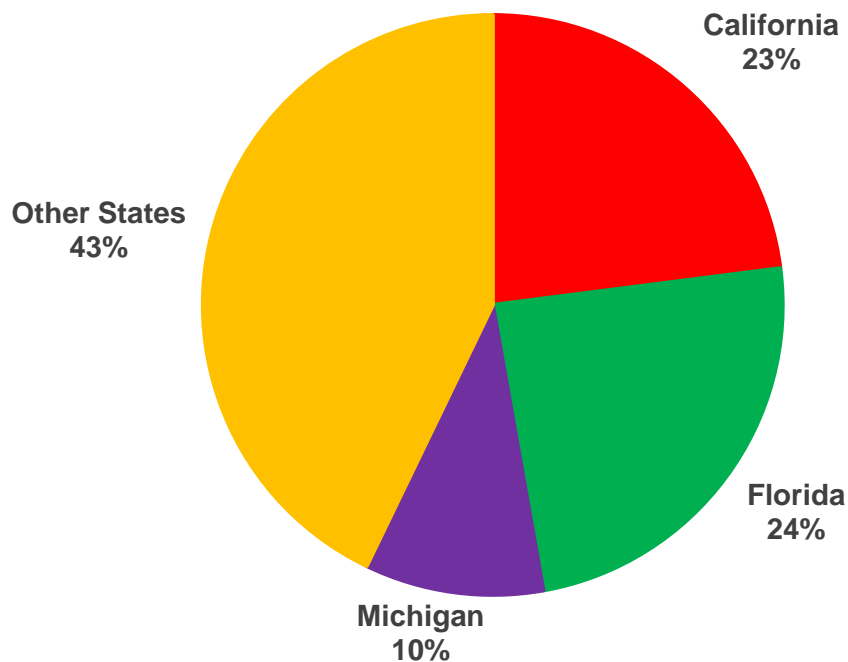
Wholesale Value of Floriculture Crops Down 7 Percent

The 2019 U.S. wholesale value of floriculture crops is down 7 percent from the 2018 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.42 billion for 2019, compared with \$4.77 billion for 2018. California and Florida account for 47 percent of the total value. The number of producers for 2019, at 5,198 is down 19 percent compared with the 2018 count.

The total wholesale value of floriculture crops sold by operations in the United States with \$100,000 or more of sales is \$4.31 billion for 2019, down 6 percent from the 2018 total. These operations account for 98 percent of the total value of \$4.42 billion in floriculture crops, but comprise only 51 percent of all producers. Florida accounts for 25 percent of the total wholesale value. California ranks second with 23 percent.

Florida total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales, at \$1.06 billion, is up 13 percent from 2018. Florida accounts for 76 percent of the U.S. wholesale value of cut cultivated greens, 74 percent of foliage plants value, and 30 percent of potted flowering plants value.

Percent of U.S. Wholesale Value for Operations with \$10,000+ Sales - Selected States: 2019



Wholesale Value of All Sales by Plant Category – Florida and United States: 2018 and 2019

Category	Wholesale value of sales ¹			
	Florida		United States	
	2018	2019	2018	2019
	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Annual bedding/garden plants.....	140,090	138,430	1,457,215	1,407,431
Herbaceous perennial plants.....	63,539	43,041	707,591	600,437
Potted flowering plants.....	151,957	289,613	876,754	953,965
Foliage plants for indoor or patio use.....	413,873	456,130	653,079	615,655
Cut flowers.....	(D)	2,720	374,944	326,210
Cut cultivated greens.....	(D)	68,150	101,997	89,237
Propagative floriculture material.....	90,893	65,740	431,125	315,161
Total wholesale value of all plant categories.....	938,886	1,063,824	4,602,705	4,308,096

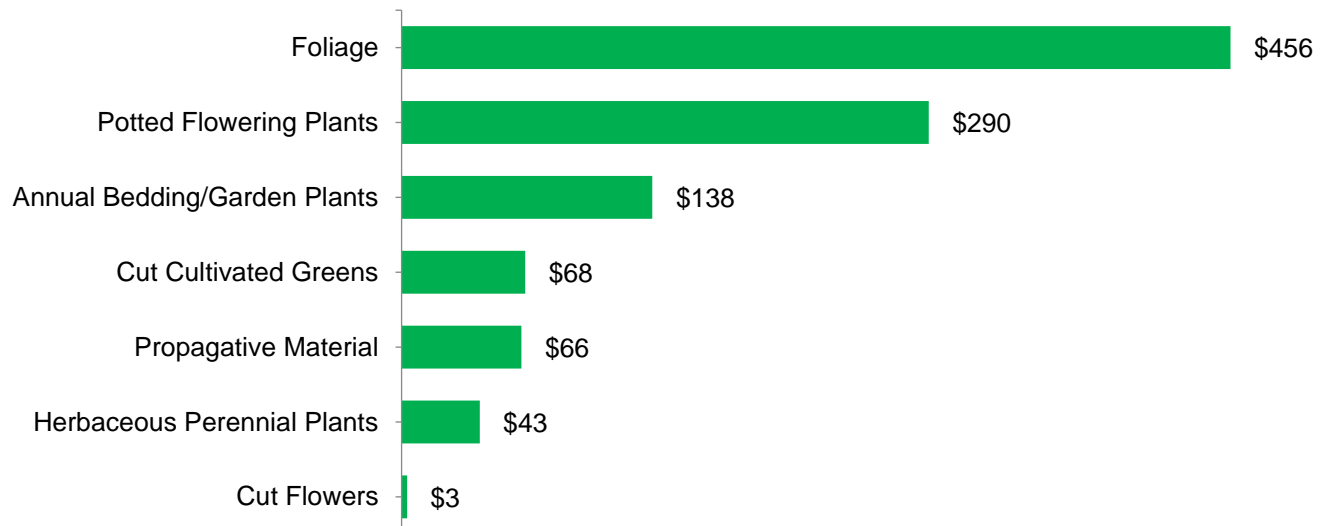
(D) Withheld to avoid disclosing data for individual operations.

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

Source: USDA - NASS [Floriculture Crops 2019 Summary](#), December 2020

Wholesale Value of All Sales by Plant Category for Operations With \$100,000+ in - Florida: 2019

Million dollars



Number of Producers and Wholesale Value of Sales – Florida and United States: 2018 and 2019

State	Producers		Wholesale value of sales ¹	
	2018	2019	2018	2019
	(number)	(number)	(1,000 dollars)	(1,000 dollars)
\$10,000 or more in sales				
Florida.....	680	556	950,658	1,070,360
United States.....	6,386	5,198	4,765,821	4,416,930
\$100,000 or more in sales				
Florida.....	423	408	938,886	1,063,824
United States.....	2,792	2,672	4,602,705	4,308,096

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 2019 Summary](#), December 2020