



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 **2020 Commercial Floriculture Survey**. Thanks to all who responded.

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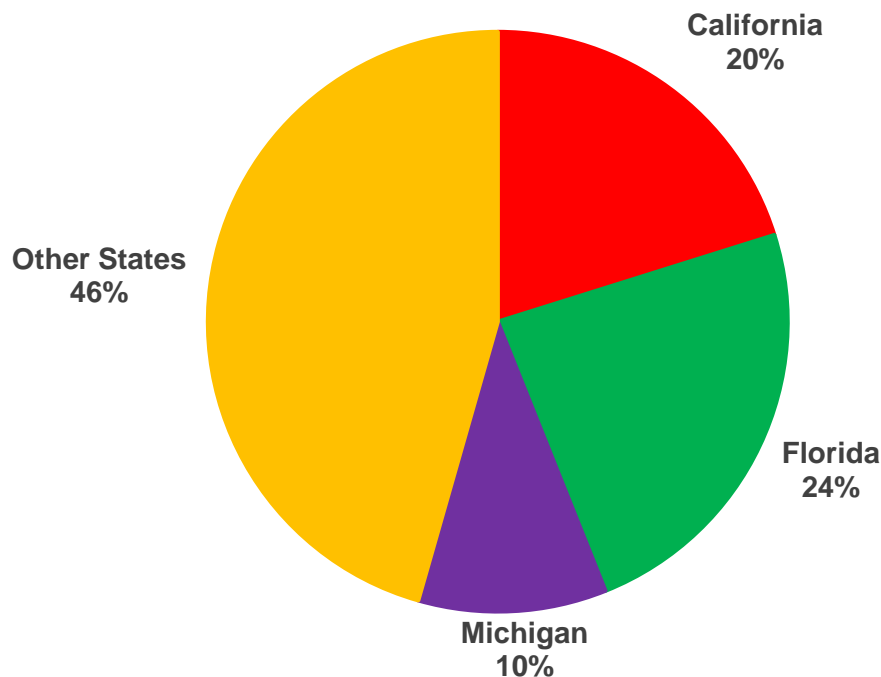
Wholesale Value of Floriculture Crops Up 9 Percent

The 2020 U.S. wholesale value of floriculture crops is up 9 percent from the 2019 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.80 billion for 2020, compared with \$4.42 billion for 2019. California and Florida account for 44 percent of the total value. The number of producers for 2020, at 5,930 is up 14 percent compared with the 2019 count.

The total wholesale value of floriculture crops sold by operations in the United States with \$100,000 or more of sales was \$4.65 billion for 2020, up 8 percent from the 2019 total. These operations account for 97 percent of the total value of \$4.80 billion in floriculture crops but comprise only 44 percent of all producers. Florida accounts for 24 percent of the total wholesale value. California ranks second with 21 percent.

Florida total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales, at \$1.13 billion, is up 6 percent from 2019. Florida accounts for 78 percent of the U.S. wholesale value of cut cultivated greens, 69 percent of foliage plants value, and 29 percent of potted flowering plants value.

Percent of U.S. Wholesale Value for Operations with \$10,000+ Sales - Selected States: 2020



Wholesale Value of All Sales by Plant Category – Florida and United States: 2019 and 2020

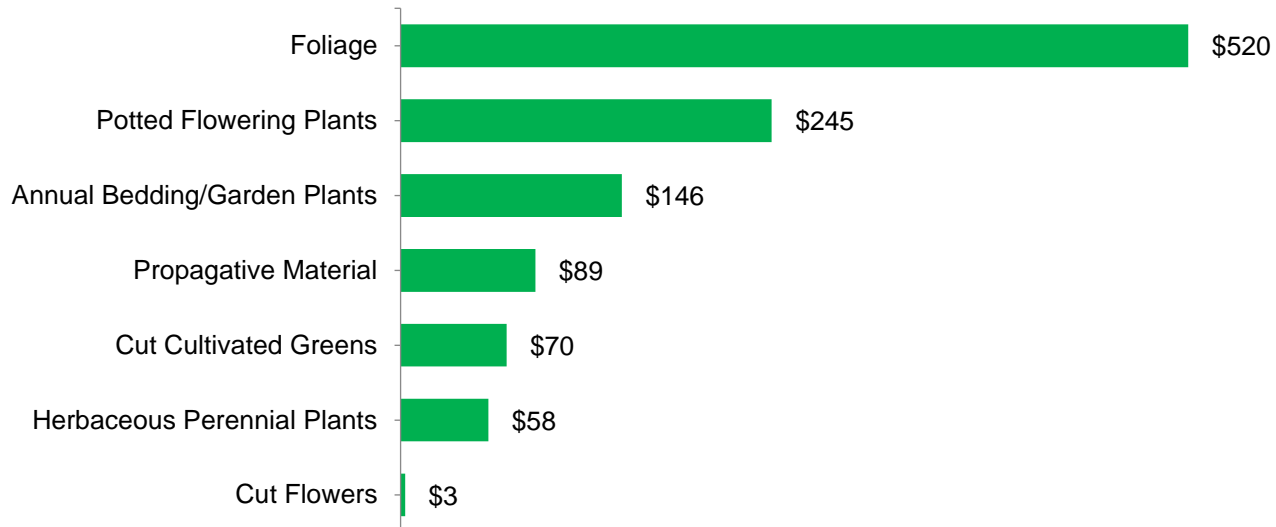
Category	Wholesale value of sales ¹			
	Florida		United States	
	2019	2020	2019	2020
	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)	(1,000 dollars)
Annual bedding/garden plants.....	138,430	145,977	1,407,431	1,584,273
Herbaceous perennial plants.....	43,041	58,395	600,437	690,555
Potted flowering plants.....	289,613	245,000	953,965	849,927
Foliage plants for indoor or patio use.....	456,130	519,528	615,655	755,997
Cut flowers.....	2,720	2,640	326,210	294,823
Cut cultivated greens.....	68,150	69,781	89,237	89,033
Propagative floriculture material.....	65,740	88,846	315,161	380,689
Total wholesale value of all plant categories.....	1,063,824	1,130,167	4,308,096	4,645,297

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

Source: USDA National Agricultural Statistics Service - [Floriculture Crops 2020 Summary](#), May 2021

Wholesale Value of All Sales by Plant Category for Operations With \$100,000+ Sales - Florida: 2020

Million dollars



Number of Producers and Wholesale Value of Sales – Florida and United States: 2019 and 2020

State	Producers		Wholesale value of sales ¹		
	2019	2020	2019	2020	
	(number)	(number)	(1,000 dollars)	(1,000 dollars)	
\$10,000 or more in sales	Florida.....	556	619	1,070,360	1,140,486
	United States.....	5,198	5,930	4,416,930	4,796,203
\$100,000 or more in sales	Florida.....	408	383	1,063,824	1,130,167
	United States.....	2,672	2,604	4,308,096	4,645,297

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 National Agricultural Statistics Service - [Floriculture Crops 2020 Summary](#), May 2021