



United States Department of Agriculture  
National Agricultural Statistics Service  
**Wisconsin Ag News –  
Floriculture**



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The 2018 wholesale value of **floriculture** crops for all growers with \$10,000 or more in sales in Wisconsin totaled \$86.0 million. There were 369 total producers, 145 of whom had sales of greater than \$100,000. Greenhouse space for 2018 totaled 10.4 million square feet, and accounted for 96 percent of the total covered area. Shade and temporary cover, at 431,000 square feet, and open ground, at 980 acres, accounted for the remainder of the area. For operations with \$100,000 or more in sales in Wisconsin, annual bedding and garden plants accounted for the largest portion of sales, at \$46.4 million, followed by herbaceous perennial plants, at \$16.6 million.

Nationally, the 2018 wholesale value of floriculture crops is up 9 percent from the 2015 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.77 billion for 2018, compared with \$4.37 billion for 2017. California continues to be the leading state, with crops valued at \$1.22 billion. The number of producers for 2018, at 6,386, is up 8 percent from the 2015 count of 5,913. Total covered area for floriculture crop production was 859 million square feet in 2018, up 12 percent from the 2015 area of 767 million square feet. The average peak number of hired workers employed on operations in 2018 was 19. A total of 4,437 operations hired workers during 2018.

**Floriculture, Wholesale Producers, Production, Price, and Value – Wisconsin: 2018**

[Operations with \$100,000+ sales]

| Plant type                               | Producers | Quantity sold,<br>total all sizes | Percentage of<br>quantity sold at<br>wholesale | Wholesale price | Value of all<br>sales at<br>wholesale <sup>1</sup> |
|--|-----------|-----------------------------------|--|-----------------|--|
|  | (number)  | (1,000)                           | (percent)                                      | (dollars)       | (1,000 dollars)                                    |
| <b>Bedding/garden plants:</b>            |           |                                   |  |                 |  |
| <b>Flats (annuals)</b>                   |           |                                   |  |                 |  |
| Begonias .....                           | 83        | 65                                | 52   | 7.21            | 469  |
| Geraniums from vegetative cuttings ..... | 6         | 1                                 | 21   | 13.76           | 14   |
| Impatiens, other .....                   | 88        | 142                               | 39   | 6.88            | 977  |
| Marigolds .....                          | 89        | 73                                | 54   | 7.29            | 532  |
| Other flowering and foliar .....         | 87        | 771                               | 74   | 10.89           | 8,396  |
| Pansies/violas .....                     | 89        | 104                               | 56   | 8.66            | 901  |
| Petunias .....                           | 94        | 97                                | 54   | 8.01            | 777  |
| Vegetable types .....                    | 76        | 127                               | 60   | 13.40           | 1,702  |
| <b>Pots (annuals)</b>                    |           |                                   |  |                 |  |
| Begonias .....                           | 83        | 223                               | 26   | (NA)            | 743  |
| Geraniums from vegetative cuttings ..... | 94        | 813                               | 39   | (NA)            | 2,843  |
| Impatiens, other .....                   | 49        | 130                               | 58   | (NA)            | 339  |
| Impatiens, New Guinea .....              | 89        | 500                               | 76   | (NA)            | 706  |
| Other flowering and foliar .....         | 82        | 5,618                             | 79   | (NA)            | 12,738   |
| Petunias .....                           | 65        | 235                               | 16   | (NA)            | 675  |
| Vegetable types .....                    | 59        | 1,723                             | 77   | (NA)            | 4,604  |
| <b>Hanging baskets (annuals)</b>         |           |                                   |  |                 |  |
| Begonias .....                           | 76        | 41                                | 50   | 13.52           | 554  |
| Geraniums from vegetative cuttings ..... | 68        | 49                                | 38   | 9.13            | 447  |
| Impatiens, other .....                   | 67        | 31                                | 44   | 6.09            | 189  |
| Impatiens, New Guinea .....              | 58        | 31                                | 68   | 7.96            | 247  |
| Other flowering and foliar .....         | 77        | 957                               | 87   | 7.87            | 7,532  |
| Pansies/violas .....                     | 27        | 9                                 | 59   | 6.28            | 57   |
| Petunias .....                           | 78        | 108                               | 50   | 6.19            | 669  |
| <b>Herbaceous perennials</b>             |           |                                   |  |                 |  |
| Chrysanthemums (hardy/garden) .....      | 73        | 976                               | 86   | (NA)            | 2,868  |
| Daylilies .....                          | 50        | 91                                | 62   | (NA)            | 444  |
| Ferns (hardy/garden) .....               | 35        | 17                                | 52   | (NA)            | 93   |
| Hostas .....                             | 69        | 174                               | 53   | (NA)            | 796  |
| Other potted herbaceous perennials ..... | 82        | 4,079                             | 51   | (NA)            | 12,075   |
| Peonies .....                            | 43        | 20                                | 67   | (NA)            | 319  |

See footnotes at end of table.

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**Floriculture, Wholesale Producers, Production, Price, and Value – Wisconsin: 2018** (continued)

[Operations with \$100,000+ sales]

| Plant type                      | Producers | Quantity sold, total all sizes | Percentage of quantity sold at wholesale | Wholesale price | Value of all sales at wholesale <sup>1</sup> |
|---------------------------------|-----------|--------------------------------|--|-----------------|--|
|                                 | (number)  | (1,000)                        | (percent)                                | (dollars)       | (1,000 dollars)                              |
| <b>Cut flowers:</b>             |           |                                |  |                 |  |
| Dahlias.....stem                | 3         | 8                              | 26                                       | 8.45            | 68   |
| Gladioli.....spike              | 4         | 6                              | 2  | 1.84            | 11   |
| Snapdragons.....spike           | 4         | 6                              | 25                                       | 0.89            | 5  |
| Sunflowers.....stem             | 4         | 35                             | 43                                       | 0.73            | 25   |
| Tulips.....stem                 | 5         | 51                             | 48                                       | 0.80            | 41   |
| <b>Flowering potted plants:</b> |           |                                |  |                 |  |
| Chrysanthemums, florist.....    | 14        | 92                             | 81                                       | (NA)            | 559  |
| Lilies, Easter.....             | 14        | 38                             | 81                                       | (NA)            | 278  |
| Poinsettias.....                | 35        | 428                            | 83                                       | (NA)            | 2,057  |
| Spring flowering bulbs.....     | 12        | 11                             | 45                                       | (NA)            | 63   |
| Potted foliage.....             | 21        | (NA)                           | 14                                       | (NA)            | 872  |

(NA) Not available.

<sup>1</sup> Equivalent wholesale value of all sales.

**UNITED STATES FLORICULTURE**

The total wholesale value of floriculture crops sold by operations with \$100,000 or more of sales was \$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, while Michigan ranks third with 10 percent. New Jersey and Ohio round out the top 5, accounting for 5 and 4 percent, respectively.

**Wholesale Value of Sales by Plant Category, Operations With \$100,000+ Sales – United States: 2018**

