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# Floriculture and Nursery Crops Outlook

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## Ornamental Crops Post Modest Sales Growth

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Sales of floral and nursery crops in 2003 are expected to grow by 1 percent to \$14.4 billion (wholesale receipts) from \$14.3 billion in 2002. This projection is slightly higher than the 0.6-percent growth from 2001 to 2002, and is in line with a gradually improving general U.S. economy. Nursery crop sales in 2003 are expected to expand by 0.5 percent to \$9.4 billion, somewhat better than 2002's flat sales growth. Floriculture growers anticipate 2 percent growth in sales in 2003 to almost \$5 billion versus 1.6 percent in 2002. These growth rates are predicated on a modest pick-up in consumer demand stemming from higher import unit prices of cut flowers and flowering plants in the first half of 2003 and the moderate recovery of U.S. retail sales and disposable income.

Wholesale prices of domestic floral crops in 2003 are only incrementally higher than in 2002, continuing a pattern characteristic of overall flat U.S. producer prices since 2000. However, the composite price of domestic and imported floral crops is seen rising by 2.7 percent in 2003 as import prices are projected to increase sharply. This is based on the assumption that import prices of floral products will continue to rise during the second half of 2003, or, at least, any declines will be small enough so as not to offset the first half's gains.

Grower sales of floriculture and nursery crops in 2003 are about \$132 per U.S. household, \$30 higher than in 1992. Of this amount, U.S. households spent on average \$86 for nursery crops and \$46 for floral crops. The growth of floral crop sales reflects largely the increased demand for potted flowering plants, bedding and garden plants (annuals and herbaceous perennials), and foliage plants for indoor or patio use over the past decade. While these consumption trends follow increased U.S. construction and homeownership, they also reflect rapid expansion of the U.S. economy from 1992 through 2000.

Bedding and garden plants account for 66 percent of total floriculture sales in the Midwest, 55 percent in the Northeast, 43 percent in the South, and 36 percent in the West. Because of the larger share of bedding and garden plants in their regions'

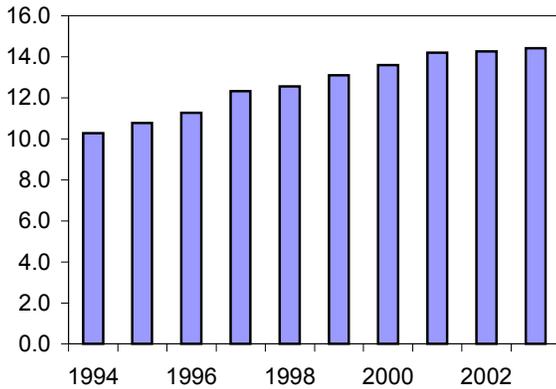
total floral production, sales per acre (covered and open field) by growers in the Midwest and Northeast are significantly higher than in the South and West. Sales per acre by Midwest growers were more than \$104,000 in 2002, \$92,000 for Northeast growers, \$80,000 for growers in the South, and \$77,000 for growers in the West.

About 45 percent of total ornamental crops produced by growers in the Midwest and Northeast in 2003 are floriculture crops and 55 percent are nursery crops. In contrast, 32 percent of total sales by Southern growers are floriculture crops and 68 percent nursery crops. Western growers generate only 29 percent of total sales from floriculture crops and 71 percent from nursery crops, despite producing the bulk of U.S. fresh-cut flowers, largely from California. The larger share of grower receipts from nursery crops in the South and West is due to the lack of natural vegetation in the semi-arid Southwest as well as reforestation needs from timber harvesting and wildfires.

Figure 1

**U.S. Floriculture and Nursery Crops Sales**

Billion \$



Sales are based on growers' wholesale receipts. Estimate for 2003 is a forecast.

Sources: ERS, NASS.

**Table 1--U.S. floriculture and nursery crops:  
Value of sales at wholesale**

	2001	2002	2003
	--Million dollars--		
<b>Total U.S. sales:</b>			
Floriculture crops 1/	4,802.6	4,879.0	4,976.5
Nursery crops 2/	9,386.6	9,396.3	9,443.3
Floriculture and nursery	14,189.1	14,275.3	14,419.8
	--Dollars--		
<b>Sales per U.S. household:</b>			
Floriculture crops 1/	44.91	45.15	45.57
Nursery crops 2/	87.78	86.96	86.48
Floriculture and nursery	132.69	132.11	132.05

1/ Includes only growers with \$10,000+ in floriculture sales; 36 major States.

2/ Includes other greenhouse crops.

Sources: ERS; NASS.

## Prices

### *Import Prices of Floriculture Products Expected To Rise*

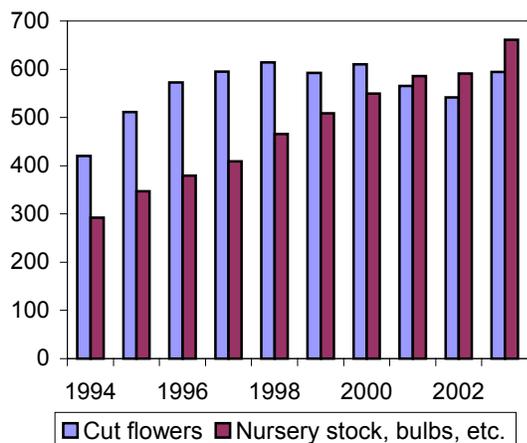
Following price drops for imported cut flowers and flowering plants in 2002, corresponding prices are extrapolated upward in 2003. These price increases are based on sharply higher import unit values during the first half of 2003 compared with 2002. A 14-percent jump is expected for imported cut-flower prices, and 16 percent for flowering plant prices. In contrast, average domestic wholesale prices are relatively flat for cut flowers, potted flowering plants, and bedding/garden plants. As a result, the composite price, or weighted average price of imported and domestic floriculture crops, is expected to rise by 2.3 percent from 2002.

U.S. demand for imported cut flowers is up 10 percent in January-June 2003 from the same period in 2002, while demand for imported flowering plants is up 15 percent. These, together with the dollar's exchange-rate depreciation vis-à-vis the Canadian dollar, help push import prices higher. While recent trends show stable domestic floriculture price levels, prices of imported cut flowers were 5 percent lower in 2002 than in 2000. Prices of imported flowering and bedding plants were also lower in 2002 after an increase in 2001. Lower import prices in 2002 are attributed partly to the dollar's strength at that time.

Figure 2

#### U.S. imports of ornamental crops

Million dollars

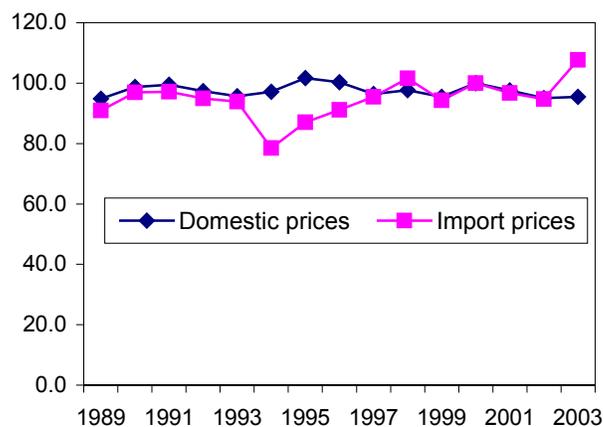


Sources: FATUS, ERS.

Figure 3

#### U.S. cut flower prices

2000 = 100



Sources: NASS, ERS.

**Table 2--Domestic floriculture prices are flat but import prices are projected up**

Year	Floriculture composite price index 1/	Floriculture import price index 2/	Import prices 3/		Floriculture domestic price index 4/	Domestic wholesale prices		
			Cut flowers	Flowering & bedding plants		Cut flowers 5/	Potted flowering plants	Bedding & garden plants
2000 = 100								
2003f	103.3	108.7	107.7	114.3	102.2	95.5	106.3	101.9
2002p	100.5	95.2	94.7	98.3	101.4	95.0	105.7	101.0
2001	100.7	98.4	96.7	108.6	101.2	97.6	104.8	100.5
2000	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1999	97.6	94.3	94.3	94.9	98.3	95.5	90.6	102.0
1998	97.3	99.7	101.6	80.4	96.8	97.7	93.3	97.9
1997	100.1	93.3	95.5	68.7	101.6	96.4	90.6	107.5
1996	89.8	89.5	91.1	70.8	89.9	100.3	82.9	90.3
1995	88.8	86.7	87.0	83.1	89.3	101.7	84.5	87.7
1994	86.8	78.9	78.5	84.8	88.3	97.1	87.0	85.8
1993	86.9	93.1	93.9	82.1	85.8	95.7	83.0	83.9
1992	84.3	93.0	94.9	70.0	82.8	97.3	81.4	77.7
1991	90.5	95.1	97.1	67.5	89.7	99.5	92.5	82.8
1990	90.9	95.7	96.9	77.6	90.1	98.7	93.2	82.8
1989	89.7	88.4	90.9	51.4	89.9	94.8	89.2	87.8

p = Preliminary, f = forecast.

1/ The weights used for floriculture import prices are the total import value of cut flowers and flowering and bedding plants. The weights used for domestic floriculture prices are the total wholesale value of the major cut flowers and flowering and bedding plants produced by U.S. growers located in the 36 surveyed States.

2/ The weights used are corresponding import values of cut flowers and flowering and bedding plants.

3/ Import prices for 2003 are based on annualized import values and quantities from January to June 2003.

4/ The weights used are the wholesale value of the major cut flowers, potted flowering, and bedding plants by growers with at least \$100,000 in annual floriculture sales; growers are located in 36 surveyed States.

5/ Prices are weighted by quantity sold; includes indoor plants from 1993 to 1999; includes only standard carnations, pompon chrysanthemums, hybrid tea roses, and gladioli from 1989 to 1992.

Sources: Floriculture Crops, NASS; FATUS, ERS.

## Cut Flowers

Based on floriculture's overall sales growth of 2 percent in 2003, cut flower sales are forecast at \$418 million, up \$8 million from \$410 million in 2002. This gain is derived to a large extent from sales of "Other cut flowers." This category, which generates a third of total domestic cut-flower sales, includes high-value varieties that growers are increasingly producing in response to competition from more imports of major flowers such as roses and carnations. Sales of these "other flowers" amount to \$1.24 so far per U.S. household in 2003, more than twice the \$0.52 for roses.

Although the import value of fresh-cut flowers is smaller in 2003, prices are up due to reduced import volume. Among the major imports, only roses show an increase. The rest of the cut-flower varieties are projected to decline in value, which leads to a lower share of cut-flower imports in total U.S. sales. This import share is expected to be 56 percent in 2003,

down from 60 percent in 1998. Thus, the market share of domestic-grown cut flowers has actually risen since 1998, when import values started their decline.

Unit prices of domestic cut flowers in 2003 are still about 5 percent lower than in 2000 even as the import volume and value of imports of cut flowers have also declined. This suggests that U.S. demand for cut flowers is weak relative to demand for other floriculture crops, mainly potted flowering plants or bedding and garden plants. Thus, as expected, U.S. growers have shifted production toward bedding and garden annuals and herbaceous perennials. As a result, the share of cut flowers in total U.S. floriculture production dropped from 15 percent in 1992 to 8 percent recently. The share of bedding and garden plants climbed from 37 to 47 percent in the same period.

**Table 3--U.S. cut-flower imports and domestic production 1/**

	1997	2000	2003
	--Million dollars--		
<b>Cut-flower imports:</b>			
Roses	206.6	212.7	201.4
All cut flowers	595.0	610.5	535.0
Percent of total sales	55.8	58.7	56.4
<b>Domestic production:</b>			
Roses	109.9	69.3	57.3
All cut flowers	471.6	430.0	418.2
	--Dollars--		
<b>Sales per U.S. household:</b>			
Roses	1.10	0.66	0.52
All cut flowers	4.72	4.08	3.83

1/ Includes only growers with \$100,000+ in sales.

Source: Floriculture Crops, NASS.

## Potted Flowering Plants

Flowering plants sold in pots are the second largest floriculture crop after bedding plants (annuals). Sales in 2003 are estimated at \$839 million, about half the level of bedding plant sales, excluding perennials.

Poinsettias are still the biggest-selling potted flowering plants, topping \$252 million in 2003 sales. Orchids, the next largest crop with \$108 million in sales in 2003, are the fastest-growing potted flowering plant for indoor use.

Sales per U.S. household of flowering plants in pots are projected at \$7.70 in 2003, including \$2.30 for poinsettias and \$1.00 for orchids. Florist mums are ranked third in sales at \$0.72 per U.S. household. While poinsettias and mums are grown in most States, Orchids are grown primarily in the West and South.

Growers in California, Hawaii, and Florida are the major producers of orchids, whose popularity appears to have surged in recent years.

Among floriculture crops, potted flowering plants are the only product group whose prices have generally risen over the past decade. Average forecast prices in 2003 are 6 percent higher than in 2002, compared with a 2-percent rise for bedding and garden plants. Expanded production of flowering plants is due in part to diversion from cut flowers where competition from imports is fierce. Prices of domestic florist roses are noteworthy—up 31 percent since 2000. By contrast, orchid prices are 9 percent lower than in 2000 as production volume responded to sharply increased demand.

**Table 4--U.S. potted flowering plants:  
Value of sales and prices**

	1997	2000	2003
--Million dollars--			
<b>Total U.S. sales:</b>			
Florist azaleas	42.2	61.7	53.9
Florist mums	82.6	81.9	78.5
Orchids	69.9	89.0	107.8
Poinsettias	227.7	246.3	252.3
Other plants	198.5	197.7	204.6
All flowering plants	722.9	799.6	838.9
2000=100			
<b>Domestic prices:</b>			
Florist azaleas	78.8	100.0	105.6
Florist mums	105.7	100.0	103.1
Orchids	79.4	100.0	91.0
Poinsettias	98.3	100.0	102.5
Other plants	81.5	100.0	107.1
All flowering plants	90.6	100.0	106.3
--Dollars--			
<b>Per U.S. household sales:</b>			
Florist azaleas	0.42	0.59	0.49
Florist mums	0.83	0.78	0.72
Orchids	0.70	0.84	0.99
Poinsettias	2.28	2.33	2.31
Other plants	1.99	1.87	1.87
All flowering plants	7.24	7.58	7.68

Sources: Floriculture Crops, NASS.

## Bedding and Garden Plants

Sales of bedding and garden plants—annuals and herbaceous perennials—reached \$2.3 billion in 2003, which is close to half of total U.S. floriculture sales at wholesale. This value has grown by more than \$1 billion since 1994 as demand increased and as growers shifted production from cut flowers. The top-selling bedding plants are impatiens, geraniums from cuttings, petunias, and pansies/violas. Together, they account for 26 percent of bedding plant sales. Another 25 percent is accounted for by herbaceous perennials, including hardy/garden chrysanthemums. About a third of total sales is from “Other flowering and foliar” varieties, and the remaining 17 percent includes begonias, geraniums from seed, New Guinea impatiens, and marigolds.

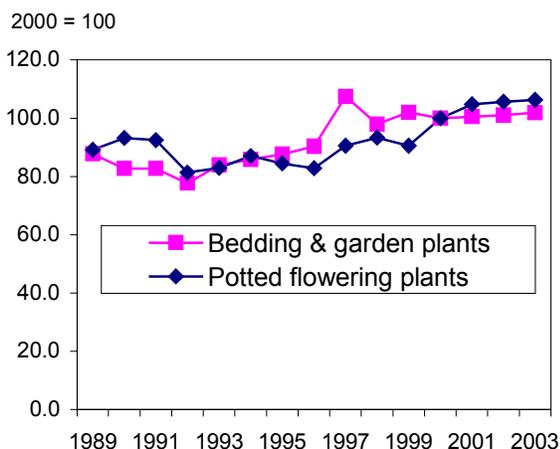
In sales value, about half of bedding and garden plants were sold in flats, 37 percent in pots, and the rest in hanging baskets. Growers in the Northeast sold proportionately more herbaceous perennials than growers in other regions. The share of annuals in total sales was highest in the West followed by the South. Of the \$2.3 billion in total U.S. grower sales

in 2003, \$1 billion was sold by Northeast and Midwest growers. Compared with other floriculture crops, bedding and garden plants accounted for two-thirds of total sales for Midwest growers and 55 percent for Northeast growers. Sales per U.S. household of bedding plants at wholesale are now more than \$21, close to half of the average \$46 each household spent on floral crops in 2003.

Prices of bedding and garden plants have been stable since 1998. This price stability is generally true for annuals in pots and in hanging baskets. However, prices of annuals in flats and herbaceous perennials in pots have steadily risen over the past decade. The flower varieties that exemplify this trend are hardy/garden mums, geraniums from seed, impatiens, petunias, and vegetable types for home use. Growers in the Northeast fetch the highest average prices for bedding and garden plants at \$3 per container, followed by Midwest growers at \$2.80 per container. Growers in the West and South fetch below \$2.50 per container

Figure 4

### Prices of flowering and bedding plants



Sources: Floriculture Crops, NASS.

**Table 5--U.S. bedding and garden plants:  
Value of sales and prices**

	1997	2000	2003
--Million dollars--			
<b>Total U.S. sales:</b>			
Herbaceous			
perennials	---	434.0	582.3
Annuals in flats	887.3	873.2	860.0
Annuals in pots	583.8	582.4	652.9
Annuals in baskets	197.5	205.9	234.1
Total annuals	1,668.6	1,661.4	1,747.0
All bedding plants	1,747.0	2,095.4	2,329.4
2000 = 100			
<b>Domestic prices:</b>			
Herbaceous			
perennials	75.6	100.0	104.8
Annuals, in flats	93.7	100.0	106.1
Annuals, in pots	108.2	100.0	106.4
Annuals in baskets	96.6	100.0	103.5
All bedding plants	107.5	100.0	101.9
--Dollars--			
<b>Per U.S. household sales:</b>			
Herbaceous			
perennials	---	4.11	5.33
Annuals in flats	8.88	8.28	7.88
Annuals in pots	5.85	5.52	5.98
Annuals in baskets	1.98	1.95	2.14
All bedding plants	17.49	19.87	21.33

Sources: Floriculture Crops, NASS.

## Growers and Growing Area

About 4,600 growers reported at least \$100,000 in annual floriculture sales in 2002, generating total sales of \$4.6 billion, or 93 percent of all growers' sales in the 36 surveyed States. This number is 632 below its recent peak of 5,244 large growers in 1997. Average sales of each large grower are now more than \$1 million compared with \$678,000 in 1997. Sales per acre in 2002 were \$93,400 versus \$72,000 in 1998, a 30-percent jump in 4 years. These sales increases, despite the smaller number of growers and hardly any change in total production area, are attributed to more covered area per grower and to higher worker productivity. Larger sales per worker, in turn, depend to some extent on the degree of automation applied in production.

About 38 percent of large growers' production area for floriculture crops is protected by cover. Of the total covered area, about 60 percent is under greenhouse protection and the remainder is under shade or temporary cover. As expected, greenhouses

are used almost exclusively for crop protection in the Northeast and Midwest, while shade or temporary cover is used most extensively in the South, followed by the West. Differences in climate and intensity and amount of sunlight largely account for the choice of covered protection by growers.

The amount of covered production area per grower increased from an average 153,000 square feet in 1997 to 178,000 square feet in 2002. Except in the Western States, large growers added more greenhouse protection to their covered areas since 1997. Floriculture sales per acre of production area are highest in the Midwest, followed by the Northeast. One reason for this is the greater use of greenhouses relative to total production area in the Midwest and Northeast. Furthermore, a larger proportion of total sales by Midwest and Northeast growers is from bedding and garden plants, whose sales per acre of total production area are much higher than in the South and West.

**Table 6--U.S. floriculture crops: Number of large growers and growing area**

	1994	1998	2002
	--Number--		
Large growers 1/	4,631	5,199	4,612
	--Million square feet--		
<b>Growing area:</b>			
Glass			
greenhouses	68.8	66.1	70.0
Fiberglass and			
other rigid covers	97.0	85.3	79.4
Film plastic			
cover	230.0	316.5	316.2
Total greenhouse			
cover	395.8	467.9	465.5
Shade and			
temporary cover	318.4	353.3	353.8
Total covered			
area	714.2	821.2	819.3
	--1,000 acres--		
Open field	22.2	31.7	30.7
Total covered			
and open area	38.6	50.5	49.5
Sales per acre	\$77,631	\$72,064	\$93,442

1/ Includes only growers with \$100,000+ sales.

Sources: Floriculture Crops, NASS.

## Glossary

**Annual bedding and garden plants:** Flowering crops not classified as perennial. Among the major annuals are begonias, geraniums, impatiens, marigolds, pansies/violas, and petunias. Vegetable-type ornamental plants are included in this category, but commercial vegetable plants are not.

**Cut cultivated greens:** Ornamental stems, branches, or leaves typically used in cut-flower arrangements. Leatherleaf ferns, largely grown in Florida, are a major cut green.

**Cut flowers:** The major commercial varieties include standard carnations, roses, pompon chrysanthemums, gladioli, tulips, orchids, lilies, alstroemeria, delphinium and larkspur, gerbera daisies, iris, lisianthus, and snapdragons.

**Floriculture crops:** Ornamental plants without woody stems, grouped into bedding/garden plants, cut cultivated greens, cut flowers, potted flowering plants, indoor foliage plants, and unfinished propagative floriculture material.

**Foliage plants:** Finished plants in pots or hanging baskets for indoor or patio use; not intended for landscape use. Also include ivy, cacti, ferns, palms, succulents, and indoor/patio shrubs, trees, and vines.

**Herbaceous perennials:** Field and container-grown plants, including hardy/garden chrysanthemums, hosta, and other herbaceous perennials such as day lilies, ferns, iris, and ornamental grasses. Plug seedlings, cuttings, liners, or tissue cultured plantlets are excluded.

**Nursery crops:** Ornamental plants and trees with woody stems, including broadleaf evergreens, coniferous evergreens, deciduous shade trees, deciduous flowering trees, deciduous shrubs and other ornamentals, fruit and nut plants for home use, cut and to-be-cut Christmas trees, propagation material or lining-out stock, and other greenhouse crops not classified as floriculture, such as vegetables, herbs, sod (turfgrass), hydroponic plants, and transplant seedlings for commercial vegetable and fruit production.

**Potted flowering plants:** Plants for indoor or patio use only, including plants grown from bulbs. Plants intended for landscape use are excluded. Starting in 2000, African violets, azaleas, chrysanthemums, Easter lilies, orchids, poinsettias, roses, and spring bulbs are included.

**Production area:** The gross physical space used for plant propagation, including aisles and walkways, in open ground or covered by greenhouses made of glass, fiberglass, film plastic, or shade and temporary cover. Excludes non-floricultural growing areas, such as fruit, vegetable, and sod farms.

**Propagative material:** Includes cuttings, liners, plug seedlings, prefinished plants, or tissue-cultured plantlets. Unfinished plants sold to other growers for further growing are also included. Excluded from this category are seeds, bulbs, tubers, rhizomes, and corms.

**Wholesale value of sales:** The value of all crops grown then sold on a gross wholesale basis before deductions for sales commissions, transportation costs, and other similar charges. The percentage of sales at wholesale is the crop portion not sold at retail or marketed directly to the final consumer. The equivalent value of all sales is the product of the average wholesale price and the total quantity sold.

## Contacts and Guidelines

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### Websites

Floriculture and Nursery Crops Yearbook: [www.ers.usda.gov/publications/flo](http://www.ers.usda.gov/publications/flo)

Floriculture Crops: [www.usda.gov/nass/pubs/estindx1.htm#floriculturewww.fas.usd.gov/nass/](http://www.usda.gov/nass/pubs/estindx1.htm#floriculturewww.fas.usd.gov/nass/)

### Guidelines

This report summarizes U.S. and regional trends and forecast of floriculture sales and unit value prices from 1994 to 2003. Sales and price projections for each U.S. region or product correspond with the year-ahead estimated growth rate for all growers in the United States. Historic floriculture and nursery sales data (value and quantity sold) are available by request from [ajerardo@ers.usda.gov](mailto:ajerardo@ers.usda.gov)

Floriculture crop price forecasts for 2003 are based on the cut flower and flowering plant domestic price indices from the U.S. Bureau of Labor Statistics' consumer price index for indoor plants and fresh-cut flowers. The import and domestic floriculture price indices in Table 1 exclude grower prices for foliage plants (for patio or indoor use), cut cultivated greens, and unfinished propagative materials.

The sales estimates for nursery crops are obtained from total grower receipts of greenhouse and field-grown ornamental plants, which may include edible vegetables, herbs, sod, or seedlings for commercial production of vegetables and fruits. As such, nursery crop sales may overestimate the actual value of ornamental trees and landscape plants.

The principal source of floral sales data is *Floriculture Crops*, which is compiled from the annual survey by the National Agricultural Statistical Service (NASS) of USDA. The Economic Research Service (ERS) of USDA estimates grower cash receipts for wholesale greenhouse and nursery crops in all 50 States. The number of U.S. households is from the U.S. Census Bureau.

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**Table 7--Floriculture and nursery crops: Value of sales at wholesale, by crop group, United States and regions, 1994-2003**

Crop groups	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
<b>United States:</b>										
Cut flowers	442,297	423,630	412,700	471,569	411,595	431,624	429,963	418,103	410,015	418,215
Flowering plants, potted	662,490	681,107	684,340	722,869	736,837	758,838	799,599	824,750	822,434	838,883
Foliage plants	489,306	498,969	508,947	499,964	502,501	511,999	560,174	650,590	663,052	676,313
Bedding plants, annuals	1,225,463	1,298,512	1,366,694	1,698,309	1,779,857	1,839,780	1,661,427	1,680,770	1,712,768	1,747,023
Herbaceous perennials 1/	57,923	65,001	69,078	48,753	93,787	103,564	433,993	495,732	570,926	582,345
Cut cultivated greens	119,247	113,124	118,185	116,184	117,689	126,675	126,168	112,358	110,944	113,163
Propagative materials	---	---	---	---	---	---	242,638	313,922	332,058	338,699
Expanded value of sales 2/	3,246,912	3,328,632	3,407,320	3,896,050	3,947,517	4,096,560	4,576,585	4,802,555	4,878,967	4,976,546
per U.S. household, \$	33.84	34.20	34.52	39.01	39.07	39.68	43.39	44.91	45.15	45.57
Nursery crops 3/	7,028,104	7,446,724	7,862,664	8,423,057	8,609,495	8,997,463	9,033,771	9,386,563	9,396,318	9,443,300
per U.S. household, \$	73.24	76.50	79.66	84.33	85.21	87.14	85.64	87.78	86.96	86.48
Floriculture+nursery crops	10,275,016	10,775,356	11,269,984	12,319,107	12,557,012	13,094,023	13,610,356	14,189,118	14,275,285	14,419,846
per U.S. household, \$	107.08	110.70	114.18	123.33	124.28	126.82	129.03	132.69	132.11	132.05
<b>Northeast:</b>										
Cut flowers	30,879	37,875	33,283	31,188	25,963	24,916	22,228	21,692	23,230	23,695
Flowering plants, potted	104,671	103,580	96,079	110,445	116,276	117,302	123,877	133,127	141,526	144,357
Foliage plants	16,669	16,793	20,269	17,561	16,975	16,738	14,605	16,218	19,553	19,944
Bedding plants, annuals	185,959	212,699	216,686	294,142	296,103	320,490	259,983	249,124	257,596	262,748
Herbaceous perennials	14,654	17,290	18,733	11,018	22,450	26,849	94,092	102,240	109,034	111,215
Cut cultivated greens	---	---	---	---	260	---	---	---	---	---
Propagative materials	---	---	---	---	---	---	29,330	51,783	52,139	53,182
Expanded value of sales 2/	420,032	456,443	454,178	551,681	554,092	588,590	636,564	656,116	672,880	686,338
Nursery crops 3/	784,086	774,979	779,722	755,959	760,306	753,288	790,552	796,838	819,389	823,486
Floriculture+nursery crops	1,204,118	1,231,422	1,233,900	1,307,640	1,314,398	1,341,878	1,427,116	1,452,954	1,492,269	1,507,381
<b>Midwest:</b>										
Cut flowers	41,384	29,911	31,096	33,480	27,306	18,128	19,730	19,248	16,715	17,049
Flowering plants, potted	139,416	143,026	136,594	146,452	133,795	136,261	143,174	139,117	133,150	135,813
Foliage plants	24,156	27,267	23,700	21,932	17,056	20,089	23,730	24,881	22,457	22,906
Bedding plants, annuals	362,979	372,632	375,007	473,182	486,154	491,446	445,361	462,021	452,720	461,774
Herbaceous perennials	14,507	18,731	18,010	12,394	24,159	25,073	125,162	141,245	164,581	167,873
Cut cultivated greens	31	8	15	90	103	---	---	---	---	---
Propagative materials	---	---	---	---	---	---	32,802	44,929	57,522	58,672
Expanded value of sales 2/	650,873	659,540	652,162	778,715	773,338	789,555	896,189	933,296	938,688	957,462
Nursery crops 3/	1,125,066	1,153,765	1,164,675	1,173,793	1,179,324	1,237,746	1,029,841	1,140,199	1,153,617	1,159,385
Floriculture+nursery crops	1,775,939	1,813,305	1,816,837	1,952,508	1,952,662	2,027,301	1,926,030	2,073,495	2,092,305	2,113,493
<b>South:</b>										
Cut flowers	42,694	34,685	35,512	41,340	35,543	30,331	31,510	27,297	27,721	28,275
Flowering plants, potted	217,249	232,494	240,560	243,229	250,135	267,247	264,413	245,402	258,754	263,929
Foliage plants	340,194	349,156	370,998	352,876	356,160	352,619	390,320	479,960	501,895	511,933
Bedding plants, annuals	377,269	415,191	464,102	534,321	553,799	593,070	533,293	554,318	589,137	600,920
Herbaceous perennials	18,051	15,426	16,993	17,653	36,405	44,829	152,127	171,692	203,923	208,001
Cut cultivated greens	98,827	91,443	97,663	94,485	91,399	100,832	100,607	87,836	89,014	90,794
Propagative materials	---	---	---	---	---	---	67,809	94,131	93,837	95,714
Expanded value of sales 2/	1,167,874	1,210,792	1,295,606	1,382,494	1,412,067	1,492,501	1,650,181	1,765,716	1,851,728	1,888,763
Nursery crops 3/	2,966,355	3,097,105	3,305,454	3,638,349	3,753,822	3,765,973	3,786,708	3,915,397	3,910,810	3,930,364
Floriculture+nursery crops	4,134,229	4,307,897	4,601,060	5,020,843	5,165,889	5,258,474	5,436,889	5,681,113	5,762,538	5,820,893
<b>West:</b>										
Cut flowers	327,340	321,159	312,809	365,561	322,783	341,454	342,852	337,958	328,990	335,570
Flowering plants, potted	201,154	202,007	211,107	222,743	236,631	233,844	268,135	307,104	289,004	294,784
Foliage plants	108,287	105,753	93,980	107,595	112,319	121,766	131,519	129,531	119,147	121,530
Bedding plants, annuals	299,256	297,990	310,899	396,664	443,801	434,774	422,790	415,307	413,315	421,581
Herbaceous perennials	7,412	7,008	7,703	7,585	9,739	6,608	62,612	77,969	92,229	94,074
Cut cultivated greens	20,389	21,664	20,413	21,386	25,927	24,695	24,091	21,884	21,272	21,697
Propagative materials	---	---	---	---	---	---	70,262	76,623	88,106	89,868
Expanded value of sales 2/	1,008,133	1,001,857	1,005,374	1,183,160	1,208,020	1,225,914	1,393,651	1,447,427	1,415,671	1,443,984
Nursery crops 3/	2,152,597	2,420,875	2,612,813	2,854,956	2,916,043	3,240,456	3,426,670	3,534,129	3,512,502	3,530,065
Floriculture+nursery crops	3,160,730	3,422,732	3,618,187	4,038,116	4,124,063	4,466,370	4,820,321	4,981,556	4,928,173	4,978,079

--- = Not available; p = preliminary; f = forecast.

1/ From 1993 to 1999, herbaceous perennial plants include only hardy/garden chrysanthemums.

2/ Includes growers with annual floriculture sales of between \$10,000 and \$100,000; thus, may not equal sum of sales of floriculture crop groups which are sold by growers with at least \$100,000 in annual floriculture sales. Growers are located in the 36 States surveyed by NASS.

3/ Estimated as the difference between total floriculture and nursery crops and expanded value of floriculture crop sales at wholesale; may include other greenhouse products such as vegetables, herbs, sod, hydroponic plants, and transplant seedlings for commercial vegetable and fruit production.

Source: Floriculture Crops, NASS; ERS.

**Table 8—Cut flowers and cut cultivated greens: Value of sales and average prices at wholesale, U.S., 1994-2003 1/**

Flower species	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
<b>Total U.S. sales:</b>										
Alstroemeria	---	---	---	---	---	---	5,939	5,137	5,101	5,203
Carnations, standard	18,141	17,199	13,345	11,739	9,891	7,201	6,430	3,870	3,243	3,308
Mums, pompon	16,345	17,079	15,145	16,341	16,828	15,181	17,214	16,831	18,497	18,867
Delphinium, larkspur	---	---	---	---	---	---	10,955	11,008	9,501	9,691
Gerbera daisy	---	---	---	---	---	---	20,886	22,317	22,783	23,239
Gladioli	39,520	36,110	33,260	34,861	33,138	25,535	28,339	24,284	26,708	27,242
Iris	---	---	---	---	---	---	20,395	19,549	16,226	16,551
Lilies, all	---	---	---	---	---	---	55,975	60,876	57,712	58,866
Lisianthus	---	---	---	---	---	---	6,891	8,505	6,394	6,522
Orchids, all	---	---	---	---	---	---	8,071	8,563	10,506	10,716
Roses, all	134,034	114,594	105,823	109,914	90,174	76,709	69,294	59,976	56,183	57,307
Snapdragons	---	---	---	---	---	---	19,166	16,980	16,615	16,947
Tulips	---	---	---	---	---	---	26,760	26,864	28,317	28,883
Other cut flowers	234,257	238,648	245,127	298,714	261,564	306,998	133,648	133,343	132,229	134,873
<i>Total cut flowers</i>	<i>442,297</i>	<i>423,630</i>	<i>412,700</i>	<i>471,569</i>	<i>411,595</i>	<i>431,624</i>	<i>429,963</i>	<i>418,103</i>	<i>410,015</i>	<i>418,215</i>
Cut cultivated greens	119,247	113,124	118,185	126,380	117,689	126,675	126,168	112,358	110,944	111,926
<b>Sales per U.S. household:</b>										
--- Dollars ---										
Alstroemeria	---	---	---	---	---	---	0.06	0.05	0.05	0.05
Carnations, standard	0.19	0.18	0.14	0.12	0.10	0.07	0.06	0.04	0.03	0.03
Mums, pompon	0.17	0.18	0.15	0.16	0.17	0.15	0.16	0.16	0.17	0.17
Delphinium, larkspur	---	---	---	---	---	---	0.10	0.10	0.09	0.09
Gerbera daisy	---	---	---	---	---	---	0.20	0.21	0.21	0.21
Gladioli	0.41	0.37	0.34	0.35	0.33	0.25	0.27	0.23	0.25	0.25
Iris	---	---	---	---	---	---	0.19	0.18	0.15	0.15
Lilies, all	---	---	---	---	---	---	0.53	0.57	0.53	0.54
Lisianthus	---	---	---	---	---	---	0.07	0.08	0.06	0.06
Orchids, all	---	---	---	---	---	---	0.08	0.08	0.10	0.10
Roses, all	1.40	1.18	1.07	1.10	0.89	0.74	0.66	0.56	0.52	0.52
Snapdragons	---	---	---	---	---	---	0.18	0.16	0.15	0.16
Tulips	---	---	---	---	---	---	0.25	0.25	0.26	0.26
Other cut flowers	2.44	2.45	2.48	2.99	2.59	2.97	1.27	1.25	1.22	1.24
<i>Total cut flowers</i>	<i>4.61</i>	<i>4.35</i>	<i>4.18</i>	<i>4.72</i>	<i>4.07</i>	<i>4.18</i>	<i>4.08</i>	<i>3.91</i>	<i>3.79</i>	<i>3.83</i>
Cut cultivated greens	1.24	1.16	1.20	1.27	1.16	1.23	1.20	1.05	1.03	1.02
<b>Average price per unit:</b>										
--- Dollars ---										
Alstroemeria	---	---	---	---	---	---	0.24	0.24	0.25	0.25
Carnations, standard	0.16	0.15	0.14	0.16	0.16	0.19	0.16	0.16	0.16	0.16
Mums, pompon 3/	1.35	1.26	1.26	1.30	1.35	0.93	1.31	1.30	1.32	1.33
Delphinium, larkspur	---	---	---	---	---	---	0.25	0.24	0.23	0.23
Gerbera daisy	---	---	---	---	---	---	0.31	0.31	0.30	0.30
Gladioli	0.21	0.24	0.23	0.23	0.26	0.25	0.22	0.22	0.21	0.21
Iris	---	---	---	---	---	---	0.26	0.23	0.21	0.21
Lilies, all	---	---	---	---	---	---	0.69	0.67	0.62	0.62
Lisianthus	---	---	---	---	---	---	0.45	0.45	0.45	0.46
Orchids, all	---	---	---	---	---	---	0.69	0.74	0.70	0.70
Roses, all	0.33	0.33	0.34	0.32	0.34	0.34	0.37	0.37	0.39	0.39
Snapdragons	---	---	---	---	---	---	0.30	0.28	0.28	0.28
Tulips	---	---	---	---	---	---	0.35	0.35	0.32	0.32
Leatherleaf ferns 3/	0.86	0.85	0.87	0.82	0.83	0.90	0.88	1.00	1.00	1.01

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000+ in annual floriculture sales; the growers are located in the 36 surveyed States.

2/ Prices are calculated as unit values (sales value divided by quantity sold). 3/ Price unit is in dollars per bunch.

Source: Floriculture Crops, NASS.

**Table 9—Cut flowers: U.S. imports and price indices, 1994-2003**

Flower species	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
-- 1,000 dollars --										
<b>U.S. import value:</b>										
Alstroemeria	---	---	---	---	---	26,750	19,356	23,647	30,153	29,234
Carnations, standard	64,755	80,089	90,075	79,504	74,559	70,713	56,983	44,815	38,773	32,937
Mums, pompon	55,497	65,941	68,966	66,732	73,023	67,441	61,765	50,629	41,580	37,331
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	---	---	---	13,022	12,091	11,977	13,529	11,701
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	5,114	5,383	5,014	4,434	3,824	3,770	4,628	4,279	4,373	4,146
Roses, all	125,664	152,141	178,923	206,595	217,517	201,126	212,728	205,688	190,710	201,392
Snapdragons	---	---	---	---	---	728	1,606	2,596	2,446	2,468
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	169,074	207,971	229,571	237,782	245,439	208,817	241,303	221,837	220,092	215,775
<i>Total imports</i>	<i>420,104</i>	<i>511,524</i>	<i>572,550</i>	<i>595,045</i>	<i>614,362</i>	<i>592,366</i>	<i>610,461</i>	<i>565,468</i>	<i>541,655</i>	<i>534,984</i>
Share of total sales, %	48.7	54.7	58.1	55.8	59.9	57.8	58.7	57.5	56.9	56.1
<b>Import price index:</b>										
2000 = 100										
Alstroemeria	---	---	---	---	---	118.5	100.0	125.7	143.9	153.2
Carnations, standard	84.3	97.8	101.6	98.1	107.9	111.0	100.0	93.4	91.9	89.5
Mums, pompon	83.5	93.6	94.6	104.1	109.3	117.4	100.0	86.4	78.6	99.7
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	---	---	---	62.2	100.0	98.5	126.0	118.9
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	274.7	305.6	179.4	162.0	102.5	83.1	100.0	96.1	93.3	105.1
Roses, all	84.4	89.2	96.8	99.1	100.8	99.0	100.0	94.3	85.6	93.0
Snapdragons	---	---	---	---	---	---	100.0	118.3	124.6	134.9
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	91.1	97.3	103.8	102.3	112.9	77.3	100.0	95.4	90.9	115.0
<i>Total cut flowers:</i>	<i>78.5</i>	<i>87.0</i>	<i>91.1</i>	<i>95.5</i>	<i>101.6</i>	<i>94.3</i>	<i>100.0</i>	<i>96.7</i>	<i>94.7</i>	<i>107.7</i>
<b>Domestic price index:</b>										
2000 = 100										
Alstroemeria	---	---	---	---	---	---	100.0	102.0	106.7	107.3
Carnations, standard	97.6	96.0	90.5	98.7	97.9	117.1	100.0	97.7	98.5	99.0
Mums, pompon	103.2	96.4	96.5	99.4	103.5	71.1	100.0	99.5	101.3	101.8
Delphinium, larkspur	---	---	---	---	---	---	100.0	96.8	91.9	92.3
Gerbera daisy	---	---	---	---	---	---	100.0	98.9	97.0	97.5
Gladioli	92.8	108.6	102.9	101.1	115.0	114.0	100.0	96.4	94.9	95.3
Iris	---	---	---	---	---	---	100.0	90.6	81.3	81.7
Lilies, all	---	---	---	---	---	---	100.0	96.9	89.7	90.2
Lisianthus	---	---	---	---	---	---	100.0	98.2	99.9	100.4
Orchids, all	---	---	---	---	---	---	100.0	107.5	101.3	101.8
Roses, all	88.8	87.3	91.7	85.8	90.2	92.1	100.0	100.4	104.6	105.2
Snapdragons	---	---	---	---	---	---	100.0	92.6	93.3	93.7
Tulips	---	---	---	---	---	---	100.0	102.1	91.5	92.0
Leatherleaf ferns	97.7	96.7	99.5	93.4	94.6	102.4	100.0	114.1	114.1	114.7

--- = Not available; p = preliminary; f = forecast. Import forecasts are based on 2002 extrapolation of 2003's first half import values.

1/ Weighted average of domestic and import price indices, using import and sales values as weights. Composite prices for "Other cut flowers" and "Total cut flowers" are not estimated because quantity sold of "Other cut flowers", while significant in sales, is not available.

Sources: FATUS, ERS; Floriculture Crops, NASS.

**Table 10--Cut flowers and cut cultivated greens: Value of sales at wholesale, U.S. regions, 1994-2003 1/**

U.S. regions	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
<b>Northeast:</b>										
Alstroemeria	---	---	---	---	---	---	---	---	---	---
Carnations, standard	---	55	118	99	70	---	---	---	---	---
Mums, pompon	178	40	189	192	81	52	91	20	26	27
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	2,078	3,883	1,443	1,460	1,591	1,812	1,650	1,315	1,432	1,461
Iris	---	---	---	---	---	---	38	24	14	14
Lilies, all	---	---	---	---	---	---	216	311	102	104
Lisianthus	---	---	---	---	---	---	33	65	99	101
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	8,794	8,338	7,421	6,740	1,925	2,163	2,631	2,296	1,720	1,754
Snapdragons	---	---	---	---	---	---	2,139	1,113	1,090	1,112
Tulips	---	---	---	---	---	---	29	41	9	9
Other cut flowers	13,171	18,077	17,012	16,447	14,796	15,300	5,995	6,407	7,610	7,762
<i>Total cut flowers</i>	<i>30,879</i>	<i>37,875</i>	<i>33,283</i>	<i>31,188</i>	<i>25,963</i>	<i>24,916</i>	<i>22,228</i>	<i>21,692</i>	<i>23,230</i>	<i>23,695</i>
<b>Midwest:</b>										
Alstroemeria	---	---	---	---	---	---	---	---	---	---
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	377	402	334	245	128	120	159	57	66	67
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	5,330	5,385	5,542	6,898	---	---	---	6,247	6,758	6,893
Iris	---	---	---	---	---	---	187	40	44	45
Lilies, all	---	---	---	---	---	---	1,795	1,731	1,810	1,846
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	13,969	7,796	4,963	4,584	---	---	894	581	555	566
Snapdragons	---	---	---	---	---	---	781	544	181	185
Tulips	---	---	---	---	---	---	471	550	616	628
Other cut flowers	7,131	6,096	8,290	9,698	8,234	7,571	1,937	1,292	769	784
<i>Total cut flowers</i>	<i>41,384</i>	<i>29,911</i>	<i>31,096</i>	<i>33,480</i>	<i>27,306</i>	<i>18,128</i>	<i>19,730</i>	<i>19,248</i>	<i>16,715</i>	<i>17,049</i>
<b>South:</b>										
Alstroemeria	---	---	---	---	---	---	---	---	---	---
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	---	---	---	---	---	---	---	---	---	---
Delphinium, larkspur	---	---	---	---	---	---	1,068	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	22,391	16,276	16,932	14,791	16,343	15,929	16,247	11,978	12,693	12,947
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	---	---	---	---	---	1,676	1,503	1,533
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	2,205	1,927	1,741	---	---	---	---	---	---	---
Snapdragons	---	---	---	---	---	---	1,577	2,295	515	525
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	11,623	10,244	12,755	18,801	12,515	13,491	8,509	7,517	6,701	6,835
<i>Total cut flowers</i>	<i>42,694</i>	<i>34,685</i>	<i>35,512</i>	<i>41,340</i>	<i>35,543</i>	<i>30,331</i>	<i>31,510</i>	<i>27,297</i>	<i>27,721</i>	<i>28,275</i>
Cut cultivated greens	97,610	90,538	96,668	99,136	90,667	100,832	100,607	87,836	88,153	88,933
<b>West:</b>										
Alstroemeria	---	---	---	---	---	---	3,931	3,183	2,849	2,906
Carnations, standard	17,880	16,955	13,072	11,447	9,669	6,952	6,240	3,618	3,032	3,093
Mums, pompon	14,560	15,171	13,699	15,075	15,380	13,526	16,509	16,025	15,462	15,771
Delphinium, larkspur	---	---	---	---	---	---	9,682	9,138	8,348	8,515
Gerbera daisy	---	---	---	---	---	---	19,934	21,093	21,626	22,059
Gladioli	---	---	---	---	---	3,952	4,265	4,307	5,282	5,388
Iris	---	---	---	---	---	---	16,008	15,436	12,297	12,543
Lilies, all	---	---	---	---	---	---	45,394	50,352	47,281	48,227
Lisianthus	---	---	---	---	---	---	6,257	7,814	5,862	5,979
Orchids, all	---	---	---	---	---	---	7,650	7,835	9,702	9,896
Roses, all	79,218	73,148	68,236	75,107	61,112	53,118	45,515	39,156	37,472	38,221
Snapdragons	---	---	---	---	---	---	13,776	11,018	10,852	11,069
Tulips	---	---	---	---	---	---	21,997	21,383	23,144	23,607
Other cut flowers	189,184	192,156	195,509	240,098	215,338	254,799	110,912	113,357	112,481	114,731
<i>Total cut flowers</i>	<i>327,340</i>	<i>321,159</i>	<i>312,809</i>	<i>365,561</i>	<i>322,783</i>	<i>341,454</i>	<i>342,852</i>	<i>337,958</i>	<i>328,990</i>	<i>335,570</i>
Cut cultivated greens	15,051	15,752	17,330	24,706	24,511	23,529	23,039	20,682	20,455	20,636

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000+ in annual floriculture sales; 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 11--Potted flowering plants: Value of sales at wholesale, by plant type, United States, 1994-2003 1/**

Plant type	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
<b>United States:</b>										
African violets	27,423	25,086	23,029	22,584	22,672	24,455	18,909	20,034	20,011	20,411
Florist azaleas	52,662	57,770	43,843	42,186	39,635	43,185	61,719	63,333	52,880	53,938
Florist mums	93,649	92,219	84,726	82,632	73,408	70,923	81,869	75,225	76,942	78,481
Easter lilies	36,021	36,925	38,012	46,278	37,273	35,990	37,246	37,735	36,864	37,601
Orchids	---	---	46,993	69,856	64,885	79,398	89,018	102,049	105,641	107,754
Poinsettias	207,605	211,437	215,248	227,729	224,441	226,816	246,263	255,323	247,316	252,262
Florist roses	---	---	---	---	---	---	27,499	25,645	30,074	30,675
Spring bulbs	---	---	---	---	---	---	39,392	46,075	52,147	53,190
Other plants	214,237	222,798	201,865	198,451	241,357	244,030	197,684	199,331	200,559	204,570
<i>All plants</i>	<i>662,490</i>	<i>681,107</i>	<i>684,340</i>	<i>722,869</i>	<i>736,837</i>	<i>758,838</i>	<i>799,599</i>	<i>824,750</i>	<i>822,434</i>	<i>838,883</i>
Foliage plants	400,232	413,566	432,976	421,398	436,243	432,532	472,079	568,668	576,241	587,766
Foliage baskets	88,584	85,403	75,971	78,517	65,768	79,467	88,064	81,922	86,811	88,547
<b>Sales per U.S. household:</b>										
--- Dollars ---										
African violets	0.29	0.26	0.23	0.23	0.22	0.24	0.18	0.19	0.19	0.19
Florist azaleas	0.55	0.59	0.44	0.42	0.39	0.42	0.59	0.59	0.49	0.49
Florist mums	0.98	0.95	0.86	0.83	0.73	0.69	0.78	0.70	0.71	0.72
Easter lilies	0.38	0.38	0.39	0.46	0.37	0.35	0.35	0.35	0.34	0.34
Orchids	---	---	0.48	0.70	0.64	0.77	0.84	0.95	0.98	0.99
Poinsettias	2.16	2.17	2.18	2.28	2.22	2.20	2.33	2.39	2.29	2.31
Florist roses	---	---	---	---	---	---	0.26	0.24	0.28	0.28
Spring bulbs	---	---	---	---	---	---	0.37	0.43	0.48	0.49
Other plants	2.23	2.29	2.05	1.99	2.39	2.36	1.87	1.86	1.86	1.87
<i>All plants</i>	<i>6.90</i>	<i>7.00</i>	<i>6.93</i>	<i>7.24</i>	<i>7.29</i>	<i>7.35</i>	<i>7.58</i>	<i>7.71</i>	<i>7.61</i>	<i>7.68</i>
Foliage plants	4.17	4.25	4.39	4.22	4.32	4.19	4.48	5.32	5.33	5.38
Foliage baskets	0.92	0.88	0.77	0.79	0.65	0.77	0.83	0.77	0.80	0.81
<b>Domestic price index:</b>										
2000 = 100										
African violets	95.8	98.0	94.7	97.0	100.3	100.8	100.0	107.3	110.0	110.7
Florist azaleas	81.6	87.0	89.6	78.8	96.4	105.1	100.0	109.6	104.9	105.6
Florist mums	103.7	99.9	102.2	105.7	102.0	101.9	100.0	103.6	102.4	103.1
Easter lilies	97.4	98.2	97.4	92.0	97.0	97.0	100.0	98.0	99.5	100.1
Orchids	---	---	59.6	79.4	82.1	82.3	100.0	91.1	90.5	91.0
Poinsettias	96.7	98.0	97.2	98.3	97.7	96.3	100.0	102.8	101.9	102.5
Florist roses	---	---	---	---	---	---	100.0	105.0	130.5	131.3
Spring bulbs	---	---	---	---	---	---	100.0	99.3	103.4	104.0
Other plants	98.3	93.6	77.2	81.5	90.6	88.0	100.0	104.5	106.4	107.1
<i>All plants</i>	<i>87.0</i>	<i>84.5</i>	<i>82.9</i>	<i>90.6</i>	<i>93.3</i>	<i>90.6</i>	<i>100.0</i>	<i>104.8</i>	<i>105.7</i>	<i>106.3</i>
Foliage plants 2/	---	---	---	---	---	---	---	---	---	---
Foliage baskets	87.6	89.5	91.7	93.2	98.0	91.8	100.0	91.7	100.8	101.4

--- = Not available; p = preliminary; f = forecast.

1/ Includes growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. The sum of plant sales may not equal the total reported sales for all plants due to undisclosed State sales, which are aggregated in "Other States".

2/ Domestic prices of potted foliage plants are not estimated because their quantity sold is not available.

Source: Floriculture Crops, NASS.

**Table 12--Potted flowering plants: Value of sales at wholesale, by plant type, U.S. regions, 1994-2003 1/**

Plant type	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
<b>Northeast:</b>										
African violets	2,109	1,879	639	1,772	1,781	2,121	2,339	2,084	1,844	1,881
Florist azaleas	12,369	11,782	5,729	9,939	6,129	6,678	7,242	8,527	9,486	9,676
Florist mums	6,774	6,232	5,630	5,715	6,268	4,518	5,371	7,366	8,978	9,158
Easter lilies	8,722	7,778	9,113	16,487	9,080	9,149	8,276	9,100	9,594	9,786
Orchids	---	---	297	254	2,733	1,718	1,513	3,638	5,860	5,977
Poinsettias	36,939	35,907	37,015	39,217	36,765	41,009	46,150	47,368	46,268	47,193
Florist roses	---	---	---	---	---	---	818	685	977	997
Spring bulbs	---	---	---	---	---	---	16,284	17,785	17,853	18,210
Other plants	30,425	31,493	27,383	27,859	46,708	43,844	31,707	31,727	35,149	35,852
<i>All plants</i>	<i>104,671</i>	<i>103,580</i>	<i>96,079</i>	<i>110,445</i>	<i>116,276</i>	<i>117,302</i>	<i>123,877</i>	<i>133,127</i>	<i>141,526</i>	<i>144,357</i>
Foliage plants	9,479	6,546	8,040	12,734	12,537	10,706	10,398	8,851	14,840	15,137
Foliage baskets	4,261	4,974	7,803	4,827	4,438	6,032	4,207	4,782	4,713	4,807
<b>Midwest:</b>										
African violets	5,937	871	1,179	920	668	2,790	2,776	1,385	1,599	1,631
Florist azaleas	8,511	8,571	6,872	8,711	8,773	8,253	8,717	7,650	7,387	7,535
Florist mums	18,031	17,733	15,590	15,999	13,564	12,090	12,780	14,101	10,811	11,027
Easter lilies	13,635	13,697	14,024	14,052	14,070	7,874	13,329	12,877	12,255	12,500
Orchids	---	---	---	8,323	2,317	2,609	3,191	5,151	2,187	2,231
Poinsettias	58,958	60,215	58,989	61,146	57,571	61,763	62,235	61,206	59,575	60,767
Florist roses	---	---	---	---	---	---	1,808	643	951	970
Spring bulbs	---	---	---	---	---	---	8,057	7,345	9,742	9,937
Other plants	22,439	24,652	19,505	23,351	22,570	24,210	22,179	19,769	19,931	20,330
<i>All plants</i>	<i>139,416</i>	<i>143,026</i>	<i>136,594</i>	<i>146,452</i>	<i>133,795</i>	<i>136,261</i>	<i>143,174</i>	<i>139,117</i>	<i>133,150</i>	<i>135,813</i>
Foliage plants	11,597	10,755	10,949	11,513	9,575	10,954	12,179	11,812	13,398	13,666
Foliage baskets	7,613	7,963	7,896	9,458	6,548	8,353	9,136	8,660	8,977	9,157
<b>South:</b>										
African violets	401	439	2,398	1,831	1,712	2,445	1,598	1,479	1,047	1,068
Florist azaleas	4,544	3,292	4,387	3,130	2,571	5,977	9,398	9,773	10,193	10,397
Florist mums	12,320	13,594	21,833	26,359	22,948	25,121	24,873	16,265	16,446	16,775
Easter lilies	7,302	8,529	8,427	8,329	7,253	7,481	7,357	6,686	5,772	5,887
Orchids	---	---	15,774	20,234	19,177	31,033	26,962	29,572	34,879	35,577
Poinsettias	63,943	57,524	68,934	76,768	79,816	72,905	80,212	81,881	80,343	81,950
Florist roses	---	---	---	---	---	---	8,107	8,675	7,894	8,052
Spring bulbs	---	---	---	---	---	---	4,622	5,998	7,177	7,321
Other plants	64,872	71,130	55,947	62,094	83,829	87,280	75,994	61,915	53,409	54,477
<i>All plants</i>	<i>217,249</i>	<i>232,494</i>	<i>240,560</i>	<i>243,229</i>	<i>250,135</i>	<i>267,247</i>	<i>264,413</i>	<i>245,402</i>	<i>258,754</i>	<i>263,929</i>
Foliage plants	284,484	302,308	328,070	304,156	307,996	302,758	343,066	429,638	444,131	453,014
Foliage baskets	55,177	46,041	40,990	46,008	46,830	49,002	44,942	49,168	55,695	56,809
<b>West:</b>										
African violets	3,099	2,216	1,928	2,541	2,066	2,180	1,479	2,873	2,897	2,955
Florist azaleas	16,919	16,934	16,242	14,628	17,670	20,251	35,300	34,268	22,298	22,744
Florist mums	23,042	21,060	24,583	22,025	20,310	9,253	18,578	20,245	19,905	20,303
Easter lilies	5,962	6,605	5,964	7,203	6,192	4,627	6,941	7,620	7,044	7,185
Orchids	---	---	25,571	32,334	34,848	37,092	48,991	58,480	57,247	58,392
Poinsettias	45,641	49,143	46,341	50,598	50,289	44,453	57,666	64,868	61,130	62,353
Florist roses	---	---	---	---	---	---	49	24	76	78
Spring bulbs	---	---	---	---	---	---	7,210	11,101	9,606	9,798
Other plants	80,315	77,830	71,869	71,769	82,856	81,529	57,084	75,819	73,006	74,466
<i>All plants</i>	<i>201,154</i>	<i>202,007</i>	<i>211,107</i>	<i>222,743</i>	<i>236,631</i>	<i>233,844</i>	<i>268,135</i>	<i>307,104</i>	<i>289,004</i>	<i>294,784</i>
Foliage plants	87,804	82,936	76,749	89,371	104,454	106,212	103,864	109,496	98,390	100,358
Foliage baskets	17,200	20,765	16,226	18,224	7,762	14,262	25,837	18,481	15,593	15,905

--- = Not available; p = preliminary; f = forecast.

1/ Includes growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. The sum of plant sales may not equal the total reported sales for all plants due to undisclosed State sales, which are aggregated in "Other States".

Source: Floriculture Crops, NASS.

**Table 13--Potted flowering plants: Unit prices at wholesale, by flower variety, U.S. and regions, 1994-2003 1/**

Plant type	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- Dollars per pot ---										
<b>United States:</b>										
African violets	1.11	1.14	1.10	1.13	1.16	1.17	1.16	1.24	1.28	1.28
Florist azaleas	3.38	3.60	3.71	3.26	3.99	4.35	4.14	4.54	4.34	4.37
Florist mums	2.99	2.88	2.95	3.05	2.94	2.94	2.89	2.99	2.96	2.97
Easter lilies	3.97	4.00	3.97	3.75	3.95	3.95	4.07	3.99	4.05	4.08
Orchids	---	---	5.47	7.29	7.54	7.56	9.18	8.36	8.31	8.36
Poinsettias	3.59	3.63	3.61	3.65	3.63	3.57	3.71	3.81	3.78	3.80
Florist roses	---	---	---	---	---	---	2.36	2.48	3.09	3.10
Spring bulbs	---	---	---	---	---	---	2.59	2.58	2.68	2.70
Other plants	2.80	2.67	2.20	2.32	2.58	2.51	2.85	2.98	3.03	3.05
<i>All plants</i>	2.86	2.78	2.73	2.98	3.07	2.98	3.29	3.45	3.48	3.50
Foliage baskets	3.68	3.76	3.85	3.91	4.11	3.85	4.20	3.85	4.23	4.26
<b>Northeast:</b>										
African violets	1.09	1.22	1.21	1.06	0.99	1.02	1.04	1.08	1.07	1.08
Florist azaleas	2.63	2.57	2.63	2.32	3.03	3.20	3.39	4.25	4.28	4.30
Florist mums	2.37	2.38	2.62	2.64	2.89	2.46	2.23	2.39	2.62	2.63
Easter lilies	3.61	3.67	3.55	3.21	3.53	3.55	5.84	3.62	3.61	3.64
Orchids	---	---	16.50	16.93	4.80	11.01	10.81	19.88	25.70	25.86
Poinsettias	3.40	3.25	3.29	3.25	3.39	3.46	3.47	3.50	3.49	3.51
Florist roses	---	---	---	---	---	---	2.40	2.38	3.37	3.39
Spring bulbs	---	---	---	---	---	---	2.60	2.27	2.29	2.30
Other plants	2.64	2.39	2.40	2.30	2.30	2.35	2.41	2.51	2.48	2.49
<i>All plants</i>	2.92	2.85	3.11	2.89	2.83	2.91	2.99	3.02	3.09	3.11
Foliage baskets	3.74	4.35	4.17	4.13	4.71	4.62	4.42	4.20	4.32	4.35
<b>Midwest:</b>										
African violets	0.93	1.14	0.99	1.31	1.48	0.87	0.91	1.11	1.34	1.35
Florist azaleas	7.09	7.33	6.81	6.56	6.90	7.19	7.12	7.15	7.22	7.26
Florist mums	3.66	3.56	3.60	3.67	3.72	3.53	3.66	3.41	3.41	3.43
Easter lilies	4.12	4.02	4.10	4.11	4.07	4.51	4.12	4.04	4.03	4.05
Orchids	---	---	---	12.50	8.65	12.02	13.58	14.47	9.90	9.96
Poinsettias	3.92	3.92	3.94	3.93	3.80	3.93	3.88	3.95	4.07	4.10
Florist roses	---	---	---	---	---	---	2.54	3.78	5.66	5.70
Spring bulbs	---	---	---	---	---	---	2.97	3.00	3.08	3.10
Other plants	3.00	2.80	2.92	2.70	2.74	2.65	2.87	2.63	3.13	3.14
<i>All plants</i>	3.48	3.92	4.11	4.02	3.93	3.75	3.73	3.91	4.04	4.06
Foliage baskets	4.44	4.49	4.25	4.47	4.85	5.22	5.59	5.20	5.28	5.31
<b>South:</b>										
African violets	1.66	1.77	1.05	1.39	1.32	1.37	1.29	1.27	1.28	1.29
Florist azaleas	6.73	7.46	7.50	7.67	7.74	6.55	7.92	6.08	3.77	3.79
Florist mums	3.45	3.40	3.00	3.15	3.16	3.22	3.37	3.19	3.09	3.11
Easter lilies	4.18	4.31	4.27	4.24	4.16	4.53	5.43	4.27	4.63	4.66
Orchids	---	---	3.69	5.58	6.47	6.54	9.66	8.76	8.51	8.57
Poinsettias	3.43	3.47	3.41	3.51	3.41	3.30	3.47	3.66	3.59	3.61
Florist roses	---	---	---	---	---	---	27.48	3.60	3.55	3.57
Spring bulbs	---	---	---	---	---	---	2.74	2.74	2.82	2.84
Other plants	3.24	2.63	2.59	2.76	2.49	2.70	3.28	3.19	3.10	3.12
<i>All plants</i>	4.51	3.85	3.45	3.85	3.44	3.50	4.25	4.15	4.42	4.45
Foliage baskets	3.70	3.85	3.89	4.02	4.21	3.84	4.06	3.83	4.32	4.35
<b>West:</b>										
African violets	1.01	1.16	1.09	1.28	1.03	1.02	1.39	1.71	1.73	1.74
Florist azaleas	2.91	3.21	3.23	3.08	3.32	3.79	3.51	3.99	4.10	4.13
Florist mums	2.69	2.55	2.53	2.67	2.48	2.31	2.44	2.80	2.89	2.90
Easter lilies	3.92	4.01	3.94	4.04	4.11	3.85	4.34	4.11	4.30	4.32
Orchids	---	---	6.62	7.59	8.04	7.68	8.32	7.46	7.49	7.53
Poinsettias	3.57	3.95	3.86	3.90	4.01	3.70	4.14	4.17	4.03	4.06
Florist roses	---	---	---	---	---	---	4.08	4.00	5.85	5.88
Spring bulbs	---	---	---	---	---	---	2.09	2.71	2.58	2.59
Other plants	2.62	2.87	1.80	1.91	2.76	2.32	2.99	3.11	3.31	3.33
<i>All plants</i>	2.94	3.22	2.73	2.90	3.40	3.10	4.15	4.31	4.50	4.53
Foliage baskets	3.44	3.19	3.43	3.42	3.05	3.20	4.07	3.38	3.70	3.72

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 14--Bedding and garden plants: Value of U.S. sales at wholesale, by plant type and container, 1994-2003 1/**

Plant variety	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--- 1,000 dollars ---										
United States										
<b>Herbaceous perennials, potted</b>										
Hardy / garden mums	57,923	65,001	69,078	78,316	93,787	103,564	106,385	102,907	116,390	118,718
Hosta	---	---	---	---	---	---	35,874	39,755	37,832	38,589
Other herb. perennials	---	---	---	---	---	---	291,734	353,070	416,704	425,038
<b>Annuals, in flats</b>	<b>668,120</b>	<b>699,056</b>	<b>730,815</b>	<b>887,306</b>	<b>802,914</b>	<b>902,870</b>	<b>873,175</b>	<b>865,218</b>	<b>843,106</b>	<b>859,968</b>
Begonia	---	---	---	---	---	---	52,004	64,193	56,433	57,562
Geraniums, cuttings	---	---	---	---	---	---	14,906	10,849	10,491	10,701
Geraniums, seed	37,402	35,859	42,598	37,281	28,189	31,325	8,035	7,868	6,726	6,861
New Guinea impatiens	7,873	9,601	7,873	8,487	6,277	12,403	6,381	6,547	6,708	6,842
Impatiens	83,916	107,014	109,475	126,394	112,105	114,939	118,381	116,331	112,313	114,559
Marigold	---	---	---	---	---	---	42,169	53,600	49,538	50,529
Pansy / viola	---	---	---	---	---	---	83,521	103,151	106,790	108,926
Petunias	60,252	77,487	76,359	87,014	85,189	86,848	95,488	92,669	94,997	96,897
Other flowering/foliar type	414,304	394,419	414,932	529,375	478,431	560,067	383,686	339,064	329,837	336,434
Vegetable type	64,373	74,676	79,578	98,755	92,723	97,288	68,604	70,946	69,273	70,658
<b>Annuals, in pots</b>	<b>402,517</b>	<b>428,701</b>	<b>451,745</b>	<b>583,835</b>	<b>768,388</b>	<b>716,774</b>	<b>582,392</b>	<b>595,198</b>	<b>640,125</b>	<b>652,927</b>
Begonia	---	---	---	---	---	---	15,427	22,260	23,897	24,375
Geraniums, cuttings	86,061	103,569	92,457	97,123	110,425	110,291	110,223	112,417	111,689	113,923
Geraniums, seed	43,551	42,035	38,841	42,675	37,889	37,837	41,756	37,879	38,387	39,155
New Guinea impatiens	13,428	18,003	21,364	26,222	29,789	33,802	39,223	38,601	41,710	42,544
Impatiens	14,874	17,585	16,828	18,102	20,078	22,837	24,473	26,736	23,948	24,427
Marigold	---	---	---	---	---	---	5,368	6,351	7,781	7,937
Pansy / viola	---	---	---	---	---	---	20,882	22,648	29,547	30,138
Petunias	8,679	9,030	9,797	9,321	12,042	14,072	17,580	24,389	26,624	27,156
Other flowering/foliar type	221,258	221,883	250,656	363,277	520,239	466,422	277,692	272,608	292,969	298,828
Vegetable type	14,666	16,596	21,802	27,115	37,926	31,513	29,768	31,309	43,573	44,444
<b>Annuals, in hanging pots</b>	<b>151,527</b>	<b>164,209</b>	<b>176,495</b>	<b>197,502</b>	<b>207,521</b>	<b>219,931</b>	<b>205,860</b>	<b>220,354</b>	<b>229,537</b>	<b>234,128</b>
Begonia	---	---	---	---	---	---	15,733	19,062	14,220	14,504
Geraniums, cuttings	---	---	---	---	---	---	29,024	28,200	29,560	30,151
Geraniums, seed	20,833	25,407	30,142	32,333	31,058	32,502	3,991	3,869	3,857	3,934
New Guinea impatiens	19,777	23,014	26,604	29,198	28,668	31,196	29,615	29,572	30,787	31,403
Impatiens	15,922	19,163	20,891	21,912	20,536	21,559	20,859	18,492	20,504	20,914
Marigold	---	---	---	---	---	---	455	345	312	318
Pansy / viola	---	---	---	---	---	---	1,932	2,784	3,327	3,394
Petunias	4,614	7,205	8,984	10,876	11,822	15,774	15,595	18,269	19,823	20,219
Other flowering/foliar type	90,381	89,420	89,874	103,183	115,437	118,900	88,656	99,761	107,147	109,290
<b>Total annuals</b>	<b>1,222,164</b>	<b>1,291,966</b>	<b>1,359,055</b>	<b>1,668,643</b>	<b>1,778,823</b>	<b>1,839,575</b>	<b>1,661,427</b>	<b>1,680,770</b>	<b>1,712,768</b>	<b>1,747,023</b>
Begonia	---	---	---	---	---	---	83,164	105,515	94,550	96,441
Geraniums, cuttings	86,061	103,569	92,457	97,123	110,425	110,291	154,153	151,466	151,740	154,775
Geraniums, seed	101,786	103,301	111,581	112,289	97,136	101,664	53,782	49,616	48,970	49,949
New Guinea impatiens	41,078	50,618	55,841	63,907	64,734	77,401	75,219	74,720	79,205	80,789
Impatiens	114,712	143,762	147,194	166,408	152,719	159,335	163,713	161,559	156,765	159,900
Marigold	---	---	---	---	---	---	47,992	60,296	57,631	58,784
Pansy / viola	---	---	---	---	---	---	106,335	128,583	139,664	142,457
Petunias	73,545	93,722	95,140	107,211	109,053	116,694	128,663	135,327	141,444	144,273
Other flowering/foliar type	725,943	705,722	755,462	995,835	1,114,107	1,145,389	750,034	711,433	729,953	744,552
<b>All bedding plants</b>	<b>1,280,087</b>	<b>1,356,967</b>	<b>1,428,133</b>	<b>1,746,959</b>	<b>1,872,610</b>	<b>1,943,139</b>	<b>2,095,420</b>	<b>2,176,502</b>	<b>2,283,694</b>	<b>2,329,368</b>
Sales per household (\$)	13.34	13.94	14.47	17.49	18.53	18.82	19.87	20.35	21.13	21.33

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 15--Bedding and garden plants: Value of U.S. sales at wholesale, by plant type, by U.S. region, 1994-2003 1/**

Plant variety	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
-- 1,000 dollars --										
<b>Northeast:</b>										
Herbaceous perennials	14,654	17,290	18,733	19,632	22,450	26,849	94,092	102,240	109,034	111,215
Annuals:	184,123	197,700	197,469	283,444	292,318	318,002	259,983	249,124	257,596	262,748
Begonia	---	---	---	---	---	---	12,478	14,946	19,225	19,609
Geraniums, cuttings	19,418	23,411	20,973	22,611	23,775	24,853	34,738	32,100	31,650	32,283
Geraniums, from seed	20,227	17,163	17,726	18,988	17,089	19,281	8,913	7,225	8,530	8,701
Impatiens, New Guinea	10,472	12,737	13,529	16,417	15,748	22,605	19,670	18,579	19,741	20,136
Impatiens	26,937	35,084	34,940	36,876	30,718	31,736	29,662	31,214	32,601	33,253
Marigold	---	---	---	---	---	---	7,834	8,963	10,137	10,340
Pansy / Viola	---	---	---	---	---	---	11,015	12,021	13,460	13,729
Petunias	9,354	11,999	10,238	14,088	14,338	16,791	15,588	17,275	18,648	19,021
Other flowering type	84,618	80,440	83,993	153,380	172,237	186,166	101,304	87,268	85,017	86,717
Vegetable type	13,097	16,866	16,070	21,084	18,413	16,570	16,214	18,917	18,385	18,753
Total bedding / garden	200,613	229,989	235,419	305,160	318,553	347,339	354,075	351,364	366,630	373,963
<b>Midwest:</b>										
Herbaceous perennials	14,507	18,731	18,010	21,799	24,159	25,073	125,162	141,245	164,581	167,873
Annuals:	341,066	358,200	366,718	463,777	486,106	491,446	445,361	462,021	452,720	461,774
Begonia	---	---	---	---	---	---	25,057	29,332	23,577	24,049
Geraniums, cuttings	33,039	31,891	29,341	35,199	39,152	37,622	50,937	49,855	49,959	50,958
Geraniums, from seed	40,560	44,341	39,444	51,781	45,497	48,238	28,648	26,972	26,108	26,630
Impatiens, New Guinea	13,351	16,681	18,322	22,387	22,395	24,859	25,317	25,424	26,883	27,421
Impatiens	35,060	40,874	44,481	49,156	50,899	50,821	48,293	48,285	51,271	52,296
Marigold	---	---	---	---	---	---	11,823	13,354	13,949	14,228
Pansy / Viola	---	---	---	---	---	---	10,536	13,253	17,824	18,180
Petunias	18,965	21,872	26,317	31,311	32,132	34,043	35,461	38,503	44,589	45,481
Other flowering type	180,433	182,445	189,686	248,864	272,243	274,010	182,149	184,228	174,227	177,712
Vegetable type	19,658	20,096	19,127	25,079	23,788	21,853	21,210	20,231	22,334	22,781
Total bedding / garden	377,486	391,363	393,017	485,576	510,313	516,519	570,523	603,266	617,301	629,647
<b>South:</b>										
Herbaceous perennials	18,051	15,426	16,993	28,833	36,405	44,829	152,127	171,692	203,923	208,002
Annuals:	336,186	326,339	335,637	483,518	514,175	555,015	533,293	554,318	589,137	600,920
Begonia	---	---	---	---	---	---	27,021	39,758	40,970	41,789
Geraniums, cuttings	18,450	26,124	21,580	22,708	26,694	26,413	33,646	39,078	37,081	37,823
Geraniums, from seed	16,201	16,856	18,527	21,594	18,741	17,621	6,592	5,185	4,248	4,333
Impatiens, New Guinea	9,489	12,720	13,241	17,716	15,371	22,070	22,159	21,688	23,291	23,757
Impatiens	27,515	40,781	42,623	53,581	46,792	50,136	52,954	49,037	42,794	43,650
Marigold	---	---	---	---	---	---	11,164	15,173	13,441	13,710
Pansy / Viola	---	---	---	---	---	---	48,489	69,333	72,184	73,628
Petunias	14,456	22,963	25,718	30,678	30,986	33,550	37,385	38,802	36,762	37,497
Other flowering type	231,393	185,240	192,393	313,645	351,344	377,813	249,409	241,135	272,993	278,453
Vegetable type	18,682	21,655	21,555	23,596	24,247	27,412	22,148	21,402	26,074	26,595
Total bedding / garden	395,320	430,617	481,095	551,974	590,204	637,899	685,420	727,593	793,060	808,921
<b>West:</b>										
Herbaceous perennials	7,412	7,008	7,703	7,904	9,739	6,608	62,612	77,969	92,229	94,074
Annuals:	286,717	284,829	290,400	393,900	442,815	423,855	422,790	415,307	413,315	421,581
Begonia	---	---	---	---	---	---	12,750	10,137	10,067	10,268
Geraniums, cuttings	13,750	16,528	14,558	16,240	20,472	20,925	31,304	27,277	30,146	30,749
Geraniums, from seed	11,310	11,077	17,982	15,649	13,771	14,622	2,581	3,947	5,371	5,478
Impatiens, New Guinea	3,447	5,236	6,631	6,392	8,093	6,758	7,186	8,344	8,539	8,710
Impatiens	20,052	23,467	20,660	26,609	23,148	24,457	32,250	32,847	28,912	29,490
Marigold	---	---	---	---	---	---	16,121	20,801	17,892	18,250
Pansy / Viola	---	---	---	---	---	---	25,694	31,622	33,782	34,458
Petunias	25,922	32,369	28,178	30,900	30,966	31,711	39,587	40,404	38,915	39,693
Other flowering type	195,834	173,402	177,329	271,979	318,283	296,433	215,599	192,003	191,099	194,921
Vegetable type	16,402	22,750	25,062	26,131	28,082	28,949	29,405	33,168	33,143	33,806
Total bedding / garden	306,668	304,998	318,602	404,249	453,540	441,382	485,402	494,279	506,703	516,837

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in 36 surveyed States. The sum of sales of annuals and perennials may not equal total bedding and garden sales in a region due to undisclosed data aggregated in "Other States".

Source: Floriculture Crops, NASS.

**Table 16--Bedding and garden plants: Value of sales at wholesale, by plant type and container, 1994-2003**

Plant / container	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
--1,000 dollars--										
<b>United States:</b>										
Herbaceous perennials, potted										
Hardy / garden mums	57,923	65,001	69,078	78,316	93,787	103,564	106,385	102,907	116,390	118,718
Hosta	---	---	---	---	---	---	35,874	39,755	37,832	38,589
Other herb. perennials	---	---	---	---	---	---	291,734	353,070	416,704	425,038
Begonia										
Flats	---	---	---	---	---	---	52,004	64,193	56,433	57,562
Pots	---	---	---	---	---	---	15,427	22,260	23,897	24,375
Hanging baskets	---	---	---	---	---	---	15,733	19,062	14,220	14,504
Geraniums, from cuttings										
Flats	---	---	---	---	---	---	14,906	10,849	10,491	10,701
Pots	86,061	103,569	92,457	97,123	110,425	110,291	110,223	112,417	111,689	113,923
Hanging baskets	---	---	---	---	---	---	29,024	28,200	29,560	30,151
Geraniums, from seeds										
Flats	37,402	35,859	42,598	37,281	28,189	31,325	8,035	7,868	6,726	6,861
Pots	43,551	42,035	38,841	42,675	37,889	37,837	41,756	37,879	38,387	39,155
Hanging baskets	20,833	25,407	30,142	32,333	31,058	32,502	3,991	3,869	3,857	3,934
Impatiens, New Guinea										
Flats	7,873	9,601	7,873	8,487	6,277	12,403	6,381	6,547	6,708	6,842
Pots	13,428	18,003	21,364	26,222	29,789	33,802	39,223	38,601	41,710	42,544
Hanging baskets	19,777	23,014	26,604	29,198	28,668	31,196	29,615	29,572	30,787	31,403
Impatiens										
Flats	83,916	107,014	109,475	126,394	112,105	114,939	118,381	116,331	112,313	114,559
Pots	14,874	17,585	16,828	18,102	20,078	22,837	24,473	26,736	23,948	24,427
Hanging baskets	15,922	19,163	20,891	21,912	20,536	21,559	20,859	18,492	20,504	20,914
Marigold										
Flats	---	---	---	---	---	---	42,169	53,600	49,538	50,529
Pots	---	---	---	---	---	---	5,368	6,351	7,781	7,937
Hanging baskets	---	---	---	---	---	---	455	345	312	318
Pansy / Viola										
Flats	---	---	---	---	---	---	83,521	103,151	106,790	108,926
Pots	---	---	---	---	---	---	20,882	22,648	29,547	30,138
Hanging baskets	---	---	---	---	---	---	1,932	2,784	3,327	3,394
Petunias										
Flats	60,252	77,487	76,359	87,014	85,189	86,848	95,488	92,669	94,997	96,897
Pots	8,679	9,030	9,797	9,321	12,042	14,072	17,580	24,389	26,624	27,156
Hanging baskets	4,614	7,205	8,984	10,876	11,822	15,774	15,595	18,269	19,823	20,219
Other flowering type										
Flats	414,304	394,419	414,932	529,375	478,431	560,067	383,686	339,064	329,837	336,434
Pots	221,258	221,883	250,656	363,277	520,239	466,422	277,692	272,608	292,969	298,828
Hanging baskets	90,381	89,420	89,874	103,183	115,437	118,900	88,656	99,761	107,147	109,290
Vegetable type										
Flats	64,373	74,676	79,578	98,755	92,723	97,288	68,604	70,946	69,273	70,658
Pots	14,666	16,596	21,802	27,115	37,926	31,513	29,768	31,309	43,573	44,444
Total bedding/garden plants, annuals										
Flats, all	668,120	699,056	730,815	887,306	802,914	902,870	873,175	865,218	843,106	859,968
Pots, all	402,517	428,701	451,745	583,835	768,388	716,774	582,392	595,198	640,125	652,928
Hanging baskets	151,527	164,209	176,495	197,502	207,521	219,931	205,860	220,354	229,537	234,128
<b>All bedding plants</b>	<b>1,280,087</b>	<b>1,356,967</b>	<b>1,428,133</b>	<b>1,746,959</b>	<b>1,872,610</b>	<b>1,943,139</b>	<b>2,095,420</b>	<b>2,176,502</b>	<b>2,283,694</b>	<b>2,329,368</b>

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 17--Bedding and garden plants: Unit prices at wholesale, by plant type and container, United States, 1994-2003 1/**

Plant type/container	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
	-- Dollars --									
<b>Herbaceous perennials</b>	1.48	1.50	1.52	1.61	1.63	1.69	2.12	2.14	2.21	2.23
Hardy/garden mums	1.48	1.50	1.52	1.61	1.63	1.69	1.60	1.70	1.77	1.79
Hosta	---	---	---	---	---	---	3.28	3.49	3.44	3.47
Other herb. perennials	---	---	---	---	---	---	2.30	2.22	2.29	2.31
<b>Annuals, in flats</b>	7.09	7.19	7.30	7.50	7.48	7.90	8.00	7.97	8.42	8.49
Begonia	---	---	---	---	---	---	7.83	7.76	7.86	7.93
Geraniums, cuttings	---	---	---	---	---	---	9.47	10.82	10.18	10.27
Geraniums, seed	9.13	9.01	9.55	9.46	8.97	9.77	9.33	10.27	10.05	10.14
New Guinea impatiens	8.85	9.10	8.98	9.86	10.66	9.24	9.71	11.12	10.09	10.18
Impatiens	6.49	6.90	6.96	6.97	6.71	7.04	7.70	7.81	8.20	8.27
Marigold	---	---	---	---	---	---	7.75	8.09	8.39	8.47
Pansy / viola	---	---	---	---	---	---	8.23	7.87	8.55	8.63
Petunias	6.82	7.21	7.10	7.36	7.23	7.46	7.90	8.03	8.53	8.61
Other flowering/foliar type	7.11	7.09	7.20	7.46	7.58	8.02	8.04	7.84	8.36	8.43
Vegetable type	6.97	7.23	7.46	7.82	7.70	8.12	7.97	8.37	8.71	8.79
<b>Annuals, in pots</b>	1.04	1.08	1.15	1.35	1.40	1.34	1.24	1.27	1.31	1.32
Begonia	---	---	---	---	---	---	1.04	1.23	1.20	1.21
Geraniums, cuttings	1.55	1.58	1.65	1.74	1.69	1.77	1.77	1.87	1.91	1.93
Geraniums, seed	0.86	0.85	0.87	0.89	0.85	0.85	0.87	0.86	0.90	0.91
New Guinea impatiens	1.47	1.56	1.50	1.60	1.57	1.61	1.65	1.67	1.65	1.66
Impatiens	0.63	0.73	0.74	0.75	0.80	0.77	0.82	0.86	0.87	0.88
Marigold	---	---	---	---	---	---	0.88	0.89	0.86	0.87
Pansy / viola	---	---	---	---	---	---	0.87	0.95	0.94	0.95
Petunias	0.71	0.77	0.79	0.84	0.91	0.96	1.03	1.22	1.18	1.19
Other flowering/foliar type	1.01	1.04	1.15	1.46	1.51	1.41	1.31	1.29	1.36	1.37
Vegetable type	0.83	0.87	0.91	0.91	1.02	0.98	1.00	1.06	1.20	1.21
<b>Annuals, in hanging pots</b>	5.64	5.72	5.85	5.78	5.93	6.08	5.98	6.16	6.13	6.19
Begonia	---	---	---	---	---	---	5.51	5.72	5.88	5.93
Geraniums, cuttings	---	---	---	---	---	---	7.00	6.84	6.98	7.04
Geraniums, seed	6.36	6.34	6.43	6.38	6.56	6.55	5.83	5.98	6.41	6.46
New Guinea impatiens	6.06	6.04	6.32	6.25	6.34	6.35	6.39	6.34	6.27	6.32
Impatiens	5.28	5.22	5.22	5.05	4.96	5.04	5.15	5.42	4.93	4.97
Marigold	---	---	---	---	---	---	7.71	6.90	6.78	6.84
Pansy / viola	---	---	---	---	---	---	6.38	5.97	6.09	6.15
Petunias	5.42	5.36	5.40	5.40	5.37	5.59	5.30	5.89	5.90	5.96
Other flowering/foliar type	5.48	5.64	5.76	5.70	5.95	6.19	6.01	6.24	6.25	6.30
<b>Total bedding plants</b>	2.16	2.20	2.27	2.70	2.46	2.56	2.51	2.52	2.54	2.56

--- = Not available; p = preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 18--Bedding and garden plants: Average unit prices at wholesale, by plant type and container, by region, 1994-2003 1/**

Plant type/container	1994	1995	1996	1997	1998	1999	2000	2001	2002p	2003f
-- Dollars --										
<b>United States:</b>										
Herbaceous perennials	1.48	1.50	1.52	1.61	1.63	1.69	2.12	2.14	2.21	2.23
Annuals, in flats	7.09	7.19	7.30	7.50	7.48	7.90	8.00	7.97	8.42	8.49
Annuals, in pots	1.04	1.08	1.15	1.35	1.40	1.34	1.24	1.27	1.31	1.32
Annuals, hanging baskets	5.64	5.72	5.85	5.78	5.93	6.08	5.98	6.16	6.13	6.19
Total bedding plants	2.16	2.20	2.27	2.70	2.46	2.56	2.51	2.52	2.54	2.56
<b>Northeast:</b>										
Herbaceous perennials	1.80	1.90	1.79	1.78	2.03	1.82	2.51	2.40	2.60	2.62
Annuals, in flats	6.86	7.29	7.26	7.48	6.49	7.49	7.95	7.86	7.85	7.92
Annuals, in pots	1.23	1.22	1.23	1.54	1.65	1.69	1.43	1.51	1.56	1.58
Annuals, hanging baskets	5.66	5.73	5.91	5.66	5.84	6.28	6.07	6.34	6.32	6.38
Total bedding plants	2.77	3.00	2.96	2.83	2.68	2.90	2.96	2.92	2.99	3.02
<b>Midwest:</b>										
Herbaceous perennials	1.65	1.64	1.70	1.76	1.75	1.81	2.15	2.18	2.14	2.15
Annuals, in flats	6.63	6.66	6.96	6.97	6.67	7.00	7.31	7.51	7.66	7.73
Annuals, in pots	1.20	1.23	1.31	1.47	1.66	1.58	1.37	1.48	1.46	1.47
Annuals, hanging baskets	6.62	6.50	6.50	6.55	6.59	6.61	6.57	6.80	6.59	6.65
Total bedding plants	2.88	2.83	2.96	2.88	2.90	2.89	2.75	2.85	2.77	2.80
<b>South:</b>										
Herbaceous perennials	1.48	1.37	1.44	1.63	1.50	1.67	2.18	2.22	2.37	2.40
Annuals, in flats	7.14	7.26	7.25	7.15	7.11	7.32	7.74	7.47	8.27	8.34
Annuals, in pots	0.92	1.11	1.20	1.25	1.20	1.20	1.11	1.15	1.20	1.21
Annuals, hanging baskets	4.63	4.76	4.88	4.78	4.93	5.06	4.92	5.10	4.93	4.98
Total bedding plants	1.77	2.63	2.86	2.50	2.23	2.27	2.25	2.33	2.37	2.39
<b>West:</b>										
Herbaceous perennials	1.01	0.98	1.04	1.04	1.24	1.13	1.80	1.82	1.74	1.76
Annuals, in flats	7.57	7.57	7.59	8.21	9.73	9.80	9.03	9.17	9.91	10.00
Annuals, in pots	0.96	1.07	1.06	1.26	1.31	1.20	1.24	1.18	1.24	1.25
Annuals, hanging baskets	6.87	7.27	7.61	7.49	7.48	7.83	8.14	8.60	8.63	8.71
Total bedding plants	2.31	2.48	2.65	3.08	2.42	2.88	2.64	2.48	2.46	2.48

p = Preliminary; f = forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: Floriculture Crops, NASS.

**Table 19--Floriculture crops: Number of large growers and growing area, by type of cover, United States and regions, 1993-2002 1/**

Type of cover	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002p
--- 1,000 square feet ---										
<b>United States:</b>										
Number of growers	4,585	4,631	4,657	4,683	5,244	5,199	4,793	4,851	4,738	4,612
Glass greenhouses	72,843	68,834	63,677	64,151	65,532	66,094	62,660	66,177	70,214	69,952
Fiberglass/rigid houses	108,691	97,032	96,720	89,767	92,152	85,258	81,616	86,023	82,849	79,407
Film plastic houses	219,772	229,951	264,093	248,735	293,998	316,539	308,037	311,148	309,006	316,152
Total greenhouse cover	401,306	395,817	424,490	402,653	451,682	467,891	452,313	463,348	462,069	465,511
Shade/temporary cover	311,817	318,370	320,648	339,800	352,436	353,340	358,771	361,372	358,963	353,764
Total covered area	713,123	714,187	745,138	742,453	804,118	821,231	811,084	824,720	821,032	819,275
Covered area per grower	155.5	154.2	160.0	158.5	153.3	158.0	169.2	170.0	173.3	177.6
Open field (acres)	23,566	22,164	24,750	23,926	28,203	31,675	27,784	30,250	29,048	30,658
Total production acres	39,937	38,559	41,856	40,970	46,663	50,528	46,404	49,183	47,896	49,466
Sales per acre (dollars)	70,368	77,631	73,437	76,941	76,239	72,064	81,292	86,493	93,873	93,442
<b>Northeast:</b>										
Number of growers	817	824	836	886	1,015	1,013	930	932	933	908
Glass greenhouses	15,034	14,768	13,176	14,102	13,667	14,157	14,073	14,339	15,978	16,171
Fiberglass/rigid houses	4,284	3,710	4,631	5,274	5,220	5,114	4,572	4,751	6,224	6,013
Film plastic houses	28,915	30,954	33,014	34,011	43,423	46,287	44,728	48,103	44,921	46,148
Total greenhouse cover	48,233	49,432	50,821	53,387	62,310	65,558	63,373	67,193	67,123	68,332
Shade/temporary cover	508	518	840	1,439	964	1,176	1,417	1,353	1,824	2,221
Total covered area	48,741	49,950	51,661	54,826	63,274	66,734	64,790	68,546	68,947	70,553
Covered area per grower	59.7	60.6	61.8	61.9	62.3	65.9	69.7	73.5	73.9	77.7
Open field (acres)	1,950	2,034	2,574	2,512	2,784	3,562	3,217	3,174	3,830	4,051
Total production acres	3,069	3,181	3,760	3,771	4,237	5,094	4,704	4,748	5,413	5,671
Sales per acre (dollars)	111,078	110,929	103,256	102,120	109,630	93,841	107,622	114,608	106,079	106,350
<b>Midwest:</b>										
Number of growers	1,155	1,175	1,177	1,198	1,324	1,312	1,222	1,274	1,253	1,212
Glass greenhouses	21,705	20,652	19,563	19,222	20,346	18,515	18,019	17,678	18,875	19,019
Fiberglass/rigid houses	10,931	10,894	9,235	10,187	11,092	11,512	12,193	12,753	12,978	12,432
Film plastic houses	52,051	56,288	59,565	59,956	71,922	77,916	74,596	76,365	76,850	82,124
Total greenhouse cover	84,687	87,834	88,363	89,365	103,360	107,943	104,808	106,796	108,703	113,575
Shade/temporary cover	1,362	1,360	1,394	1,753	2,548	2,818	2,444	2,623	2,879	3,809
Total covered area	86,049	89,194	89,757	91,118	105,908	110,761	107,252	109,419	111,582	117,384
Covered area per grower	74.5	75.9	76.3	76.1	80.0	84.4	87.8	85.9	89.1	96.9
Open field (acres)	2,279	2,359	2,395	2,268	3,217	3,437	2,735	4,064	4,260	4,494
Total production acres	4,254	4,407	4,456	4,360	5,648	5,980	5,197	6,576	6,822	7,189
Sales per acre (dollars)	126,231	132,182	132,773	134,048	121,723	115,151	132,956	120,129	121,875	117,843
<b>South:</b>										
Number of growers	1,563	1,576	1,579	1,589	1,750	1,722	1,607	1,608	1,555	1,540
Glass greenhouses	12,945	13,179	13,203	13,477	12,612	12,796	13,072	12,681	14,147	13,771
Fiberglass/rigid houses	27,368	21,632	23,178	16,616	17,741	15,426	16,526	22,979	19,047	17,203
Film plastic houses	81,419	79,938	102,900	88,927	103,493	108,978	110,453	109,377	108,042	108,112
Total greenhouse cover	121,732	114,749	139,281	119,020	133,846	137,200	140,051	145,037	141,236	139,086
Shade/temporary cover	279,780	285,823	285,555	302,298	313,582	316,903	319,537	317,874	312,434	305,338
Total covered area	401,512	400,572	424,836	421,318	447,428	454,103	459,588	462,911	453,670	444,424
Covered area per grower	256.9	254.2	269.1	265.1	255.7	263.7	286.0	287.9	291.7	288.6
Open field (acres)	9,176	7,945	9,408	10,091	11,554	12,083	10,632	11,013	9,611	10,448
Total production acres	18,393	17,141	19,161	19,763	21,826	22,508	21,183	21,640	20,026	20,651
Sales per acre (dollars)	56,310	63,841	59,414	62,028	58,831	58,799	65,569	71,169	82,925	85,435
<b>West:</b>										
Number of growers	1,050	1,056	1,065	1,010	1,155	1,152	1,034	1,037	997	952
Glass greenhouses	23,159	20,235	17,735	17,350	18,907	20,626	17,496	21,479	21,214	20,991
Fiberglass/rigid houses	66,108	60,796	59,676	57,690	58,099	53,206	48,325	45,540	44,600	43,759
Film plastic houses	57,387	62,771	68,614	65,841	75,160	83,358	78,260	77,303	79,193	79,768
Total greenhouse cover	146,654	143,802	146,025	140,881	152,166	157,190	144,081	144,322	145,007	144,518
Shade/temporary cover	30,167	30,669	32,859	34,310	35,342	32,443	35,373	39,522	41,826	42,396
Total covered area	176,821	174,471	178,884	175,191	187,508	189,633	179,454	183,844	186,833	186,914
Covered area per grower	168.4	165.2	168.0	173.5	162.3	164.6	173.6	177.3	187.4	196.3
Open field (acres)	10,161	9,826	10,373	9,055	10,648	12,593	11,200	11,999	11,347	11,665
Total production acres	14,220	13,831	14,480	13,077	14,953	16,946	15,320	16,219	15,636	15,956
Sales per acre (dollars)	63,053	69,685	65,993	73,179	75,006	67,932	75,911	81,523	87,386	84,737

1/ Includes growers with at least \$100,000 in annual floriculture sales; growers are located in the 36 surveyed States.

Floriculture sales per acre are based on expanded wholesale value of floriculture crops.

Sources: Floriculture Crops, NASS; ERS.