



United States  
Department  
of Agriculture

FLO-05

Sept. 22, 2006



Electronic Outlook Report from the Economic Research Service

[www.ers.usda.gov](http://www.ers.usda.gov)

# Floriculture and Nursery Crops Outlook

**Alberto Jerardo**

## Higher Production Costs Get No Relief from Dampened Demand

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The next release is  
September 2007.

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Approved by the  
World Agricultural  
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Higher energy and gasoline prices not only increase greenhouse operation costs, they also raise the cost of living of consumers. In 2005 and 2006, higher petroleum prices led to greater price inflation in the food and agriculture sector as costs rose for fertilizer, storage, processing, and transport, among others. Thus, as in 2005, demand in 2006 will be subdued despite abundant floral and nursery crops. As a result, prices of greenhouse and nursery crops will again be unable to rise enough to offset their higher production costs.

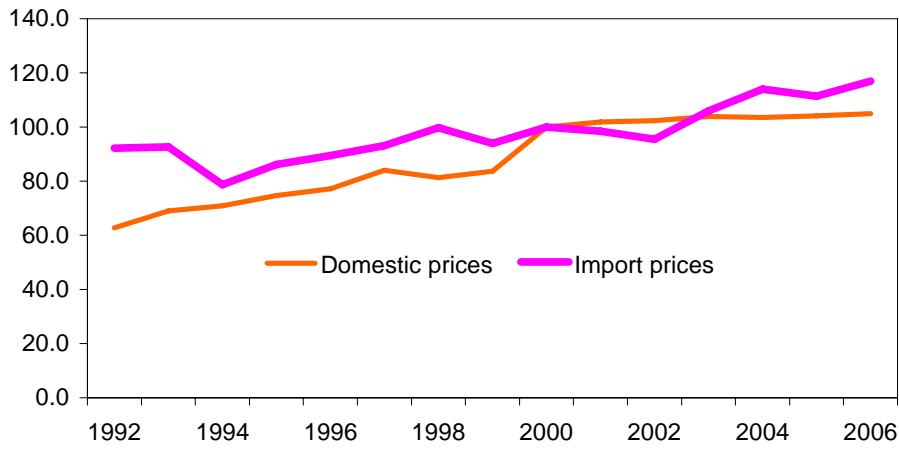
A modest 2-percent gain in sales of greenhouse and nursery crops is forecast for 2006. From \$16.2 billion in 2005, ornamental crop sales are projected to reach \$16.5 billion in 2006—\$100 million from floriculture and \$200 million from nursery crops. Among floriculture crops, sales of foliage plants are projected up 4 percent, herbaceous perennials by 3 percent, and propagative material by 2 percent. As an indicator of demand for ornamental crops, sales per U.S. household will be about \$147 (at wholesale) for domestic crops in 2006, up from \$146 in 2005.

These expected gains in sales are hardly sufficient to cover increased grower costs. However, overall sales of ornamental crops may grow more than 2 percent in 2006 if imports of cut flowers and flowering plants slow in the second half of the year. Import volume of flowering plants is projected to decline by 33 percent based on January-June data. Imported cut flowers, however, are expected to post moderate volume gains if their current pace is sustained through the year.

Sales of U.S.-grown Christmas trees continue to decline after the recent peak at \$517.3 million in 2002. Since imports from Canada are likewise on a downward slope, the only explanation for both phenomena is the increasing popularity of artificial Christmas trees, most of which are imported. Oregon and North Carolina dominate sales of natural Christmas trees, accounting for 47 percent of U.S. production sold in 2005. Washington and Michigan are the next largest producers.

Figure 1

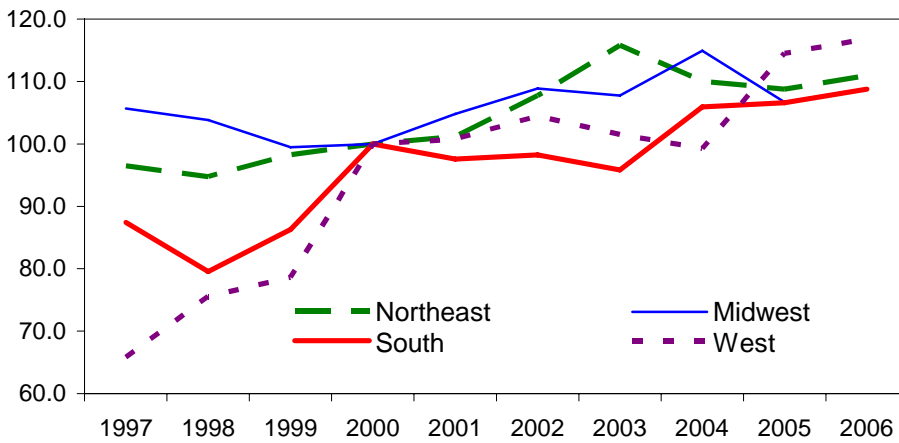
**Floriculture import prices rise faster than domestic prices**  
2000=100



Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.

Figure 2

**Prices of potted flowering plants rise higher for growers in the West**  
2000=100



Source: USDA, NASS, *Floriculture Crops*.

## Floriculture Crops

Sales of floral crops are growing fastest from the South. In contrast to the Midwest and West, growers in the Northeast and South experienced positive sales growth in 2005. These gains in the South are further extended to nursery and other greenhouse crops, especially from Florida, Georgia, and Texas. Foliage plants sold by growers in Florida have increased their market share in the East Coast area. Sales of flowering annuals and herbaceous perennial plants from the South already lead the other U.S. regions in pace and value. It is apparent that growers located in the South are capturing U.S. market share for many floral crops at the expense of growers in other regions, including the West.

Table 1--Number of growers and sales value

Item	2000	2003	2005p
		<i>number</i>	
Number of growers	11,624	11,996	9,563
Large growers 1/	4,851	4,732	4,412
Small growers 2/	6,773	7,264	5,151
		<i>dollars</i>	
Average sales per hired worker	35,247	38,104	42,211
Large growers	37,987	41,685	44,935
Small growers	18,062	16,480	20,078
		<i>dollars</i>	
Average sales per grower			
Northeast	683,009	757,980	756,384
Midwest	703,445	807,898	876,010
South	1,026,232	1,188,917	1,503,276
West	1,343,926	1,518,659	1,675,030

p = preliminary.

1/ Large growers have at least \$100,000 in annual floral sales.

2/ Small growers have less than \$100,000 in annual floral sales.

Source: USDA, NASS, *Floriculture Crops*.

Table 2--Covered production area for floral crops

Floral crops	2000	2003	2005p
		<i>1,000 acres</i>	
Greenhouse cover	12.3	12.6	12.6
Shade and temporary cover	9.0	8.8	8.4
Total covered area	21.4	21.4	21.0

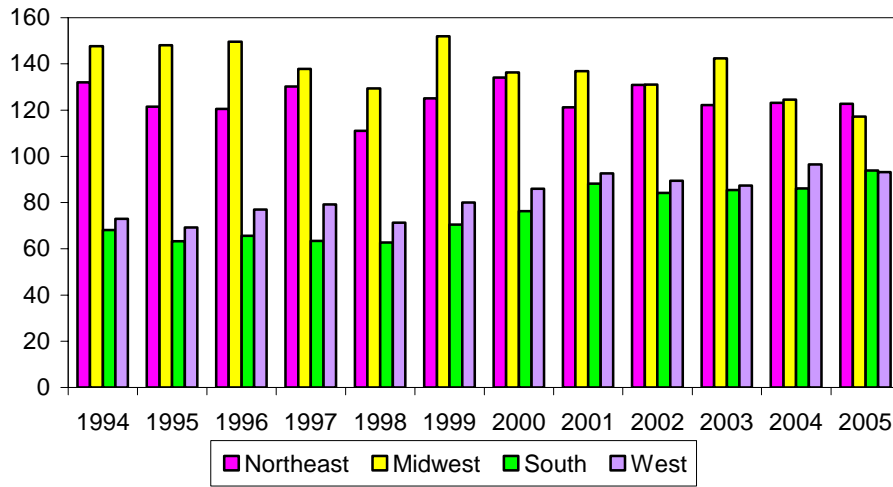
p = preliminary.

Source: USDA, NASS, *Floriculture Crops*.

Figure 3

**Regional differences in floriculture sales per acre are narrowing**

Million dollars

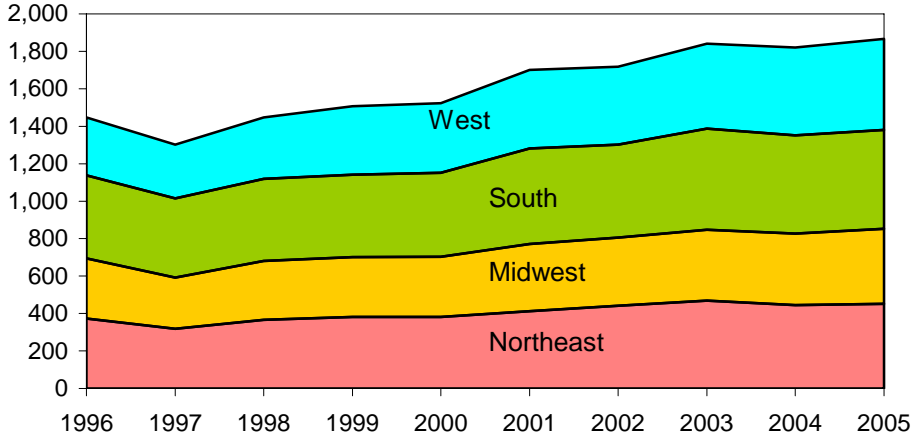


Source: USDA, NASS, *Floriculture Crops*.

Figure 4

**Sales per greenhouse acre are expanding, but the South still leads**

1,000 dollars



Source: USDA, NASS, *Floriculture Crops*.

The large market share of Southern growers extends to nursery and other greenhouse crops—40 percent overall in 2005. While growers in the Midwest increased sales in 2005, sales from the West and the Northeast were down. Although farms producing ornamental crops typically supply their local area and region, Southern growers have recently raised their share of the U.S. market to 42 percent for floriculture crops, and are still ahead with respect to nursery and other greenhouse crops.

The quantity sold of floral crops is an important indicator of demand, although prices also determine demand. Only bedding and garden annuals and perennials posted gains in volume and sales in 2005 as cut flowers and potted flowering plants both declined. The number of fresh cut flowers (or bunches) as well as potted flowering plants fell for the third consecutive year in 2005. These downward trends reflect weaker consumer demand, particularly since their corresponding import prices were also down or flat. Furthermore, domestic prices of floral crops were up by less than general consumer price inflation, increasing pressure to further reduce production costs.

Even as the number of large U.S. growers of floriculture crops continues to decline, the production area covered by greenhouses or temporary cover keeps climbing. Similarly, open field production acreage also continues to rise. As floriculture sales per grower reached \$1.2 million on average in 2005, sales per acre exceeded a record \$100,500. Regionally, sales per acre were \$122,700 and \$117,100 for operations in the Northeast and Midwest, in contrast to \$93,800 and \$93,150 in the South and West. Nevertheless, sales per grower exceeded \$1.5 and \$1.6 million in the South and West, about twice as much as those of Midwest and Northeast operations.

## Prices

Table 3--Import prices rise faster than domestic prices since 2003

Year	Composite prices			Floriculture import prices	Floriculture domestic prices 3/
	Floriculture prices 1/	Cut flowers	Flowering plants 2/		
2000 = 100					
2006f	113.5	107.7	117.5	116.9	104.9
2005p	110.7	107.7	112.8	111.4	104.1
2004	110.7	110.2	111.1	113.9	103.5
2003	106.2	104.2	107.6	105.9	103.9
2002	101.7	96.9	104.5	95.5	102.4
2001	101.5	98.8	103.2	98.5	101.9
2000	100.0	100.0	100.0	100.0	100.0
1999	73.8	56.0	92.8	94.0	83.7
1998	76.5	63.0	91.3	99.7	81.3
1997	70.3	55.2	88.6	93.2	84.1
1996	68.5	55.0	84.3	89.5	77.2
1995	67.1	48.7	87.6	86.2	74.7
1994	60.5	39.2	84.3	78.6	70.9
1993	64.4	45.9	83.2	92.7	69.0
1992	60.2	41.8	80.3	92.2	62.7

f = ERS forecast; p = preliminary.

1/ The weights used are import values and wholesale values (minus exports) of cut flowers, potted flowering plants, annual bedding plants, and herbaceous perennials.

Import prices are based on annualized import values and quantities. Prices of domestic cut flowers, flowering, and bedding plants are also based on unit values of sales.

2/ Imports (HS 0602) include azaleas, rhododendrons, roses, orchids, poinsettias, chrysanthemums, and herbaceous perennials.

3/ Excludes prices of foliage plants, propagative material, and cut greens.

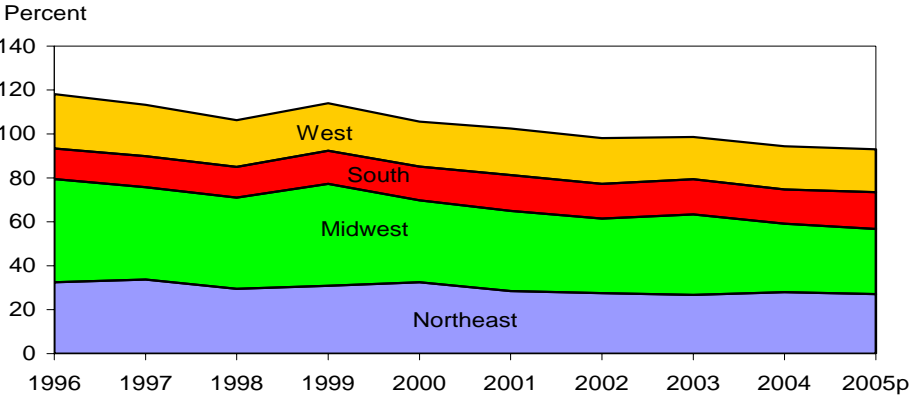
Sources: USDA, NASS, *Floriculture Crops*; [www.fas.usda.gov/ustrade](http://www.fas.usda.gov/ustrade).

Domestic prices of U.S. floriculture crops have barely risen in recent years and are only 5 percent higher than in 2000. By comparison, import prices of floral crops are projected up 5 percent in 2006, which would make them 17 percent above prices in 2000. This import price hike is, in large part, accounted for by flowering plants such as roses, orchids, chrysanthemums, and herbaceous perennials. Prices of domestic-grown and imported fresh cut flowers, however, are down in 2005 and flat in 2006. Among bedding and garden plants, only prices of herbaceous perennials were up in 2005. Domestic prices of potted flowering plants were likewise higher in 2005 as sales value outpaced quantity sold.

Combining domestic and import prices, the composite prices for flowering plants is projected to advance by 4 percent in 2006, largely due to a surge in import prices as import volume drops significantly. In contrast, composite prices for fresh cut flowers are unchanged from 2005 as both domestic and import prices remain as they were last year. Although domestic cut flower prices have not risen from 2000,

imported cut flower prices are 12 percent higher than in 2000. Overall, floriculture composite prices (of flowering plants and cut flowers) are forecast to climb by 2.5 percent, reflecting in large part import price inflation of flowering plants, which in turn are dominated by herbaceous perennials from Canada.

Figure 5  
**Greenhouse share in regional production area shrinks except in the South**



P=Preliminary.  
 Source: USDA, NASS, *Floriculture Crops*.

## Cut Flowers

U.S. imports of fresh cut flowers are now more than twice the value of domestic production sold—close to \$750 million estimated in 2006 versus production value of about \$385 million. After accounting for exports, consumption per U.S. household amounts to \$9.87 on average in 2006. This is the highest level since 1997 when consumption per household was more than \$10. Thus, two-thirds of total U.S. use of fresh cut flowers in 2006 are supplied by imports, up from 50 percent in 1994. Among major cut flowers, lilies have the highest per household consumption—66 cents in 2006 compared to 34 cents each for roses and tulips. The average U.S. household purchased \$3.60 of domestic-grown cut flowers in 2005, down from close to \$5 in the early 1990s.

Most domestically grown cut flowers have either lower or flat prices in 2005. Lilies, however, posted higher prices along with alstroemeria and carnations. Imported cut flowers, despite increased import values in 2005 and 2006, also exhibit no price gains and prices are actually lower than in 2004. Only orchids, lilies, carnations, and roses registered higher prices in 2005. About half of U.S. cut flower import are roses, which numbered 1.35 billion stems in 2005.

Table 4--Floriculture sales per U.S. household

Floriculture crops	2000	2003	2006f
	<i>dollars</i>		
Cut flowers	4	4	3
Foliage plants	5	6	7
Flowering plants, in pots	8	7	7
Bedding and garden annuals	16	16	17
Herbaceous perennials	4	6	6
Total floriculture sales 1/	43	47	49

f = forecast.

1/ Includes cut cultivated greens and propagative materials.

The U.S. has 112.2 million households in 2006.

Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.

Table 5--U.S. imports of floriculture crops

Floriculture crops	2000	2003	2006f
	<i>million \$</i>		
Cut flowers, fresh	610.5	610.9	749.4
Flowering & bedding plants	120.0	156.0	155.9
Total floriculture imports	730.5	766.9	905.3

f = forecast.

Forecasts for 2006 are based on January-July U.S. imports.

Source: U.S. Census Bureau.



## Potted Flowering Plants

Although poinsettias generate the largest sales value among potted flowering plants, orchids have the fastest-growing sales. While 38 percent of poinsettias are grown in the Southern States, 58 percent of orchid plants are grown in the West.

Nevertheless, orchids grown in the Northeast and Midwest sell for the highest prices—over \$15 and \$10 per pot, respectively. On average, Western growers receive the highest prices for potted flowering plants in 2006--\$5 per pot compared with \$4.62 in the South, \$4.06 in the Midwest, and \$3.32 in the Northeast.

In contrast to prices of cut flowers, prices of potted flowering plants have an upward slope, albeit not as steep as that for herbaceous perennials. Interestingly, prices of poinsettias lead other potted flowering plants—up 12 percent since 2000. Prices received by growers in the West are expected to be 17 percent higher in 2006 than in 2000, followed by 11 percent in the Northeast. However, these prices may be dwarfed by import prices, which are projected up 43 percent in 2006 as the volume of potted flowering plants imported (largely herbaceous perennials and chrysanthemums from Canada) is sharply down compared with 2005.

Table 6--Import share of U.S. floriculture consumption

Floriculture crops	2000	2003	2006f
	<i>percent</i>		
Cut flowers, fresh	61.0	61.1	67.5
Flowering plants 1/	2.8	3.3	3.0
Total floriculture crops	14.0	13.3	14.4

f = forecast.

1/ Includes unrooted cuttings and herbaceous perennials.

Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.

Table 7--Floriculture consumption per U.S. household

Floriculture crops	2000	2003	2006f
	<i>dollars</i>		
Cut flowers	9	9	10
Flowering & bedding plants 1/	40	44	46
Total floriculture crops	49	53	56

f = forecast.

1/ Includes foliage plants, cut cultivated greens, and propagative materials.

Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.

## Bedding and Garden Plants

Sales of annuals are concentrated in potted plants such as geraniums from cuttings, New Guinea impatiens, impatiens, pansies, petunias, and begonias. Growers in the South benefited the most from these gains in 2005 in contrast to sales retreats of annuals in the other U.S. regions. Propagative materials, which are largely for bedding/garden annuals and perennials, are up in sales from the South and the Northeast in 2005, but down from the West and the Midwest. Led by hardy/garden chrysanthemums, sales of herbaceous perennial plants expanded by 3 percent in 2005. These gains largely accrued to Southern growers, but Midwest and Northeast growers also witnessed sales growth.

Per U.S. household sales of bedding and garden annuals are more than twice those of herbaceous perennials, \$17 versus \$6.50. Of the \$56 (at wholesale, including net imports) spent by the average U.S. household for floriculture crops in 2005, \$46 were for flowering and foliage plants and \$10 were for cut flowers. While per household sales of annuals in flats declined in 2005, annuals in pots and herbaceous perennials both boosted sales. Nevertheless, sales growth of perennials exceeds that of total annuals, except for annuals in pots.

Despite relatively favorable growth in sales value and volume, except for annuals in flats and hanging baskets, prices of bedding and garden plants inched higher in 2005. Similar price gains are projected in 2006 for herbaceous perennials and annuals. All regions except the Midwest received higher prices for herbaceous perennial plants sold in 2005. And, however modest, prices for annuals sold by growers in all U.S. regions were higher as well. Relative to demand, the supply of bedding and garden plants is abundant, as reflected in subdued prices, albeit higher in 2005 and 2006.

Table 8--Total production area for floral crops

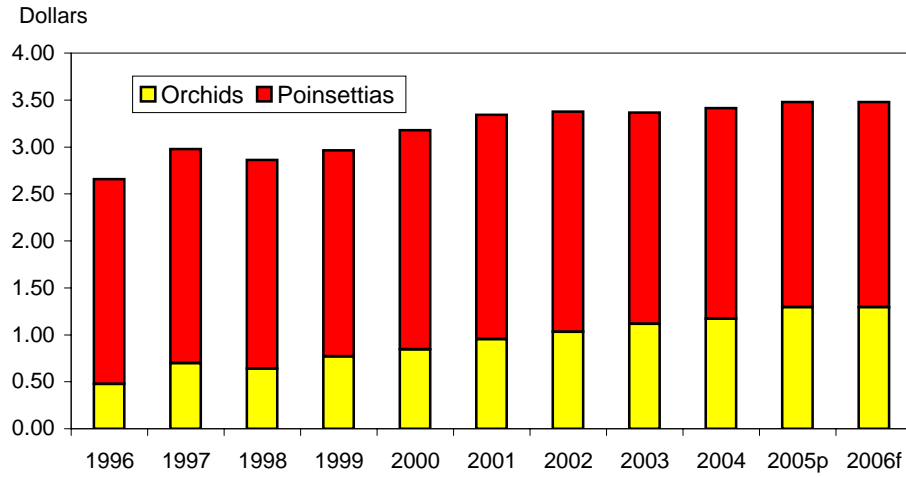
Floriculture crops	2000	2003	2005p
		1,000 acres	
Covered production area	21.4	21.4	21.0
Open field growing area	37.0	40.9	41.4
Total covered and open area	58.4	62.3	62.4

p = preliminary.

Source: USDA, NASS, *Floriculture Crops*.

Figure 6

**Sales per U.S. household of orchids are growing relative to poinsettias**



P=Preliminary; and f=ERS forecast  
Source: USDA, NASS, *Floriculture Crops*.

## Contacts and Links

### Contact Information

Alberto Jerardo, (202) 694-5266, [ajerardo@ers.usda.gov](mailto:ajerardo@ers.usda.gov)

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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/reportname.htm#floriculture\\_crops\\_summaries](http://www.usda.gov/nass/pubs/reportname.htm#floriculture_crops_summaries).

### Guidelines

This report summarizes U.S. and regional trends over the past decade and provides forecasts of floriculture sales and unit prices in 2006. Year-ahead sales and price projections for floriculture products and for each U.S. region indicate estimated growth for large growers located in the 36 States surveyed by the National Agricultural Statistics Service (NASS). Statistical data from 1992 to 2005 for floriculture crops are available from [nass.usda.gov](http://nass.usda.gov).

Import data of floriculture and nursery crops are obtained from the *Foreign Agricultural Trade of the United States (FATUS)* database at [fas.usda.gov/ustrade](http://fas.usda.gov/ustrade). Grower cash receipts of greenhouse and nursery crops are estimated by ERS and are available at [ers.usda.gov](http://ers.usda.gov). The number of U.S. households is estimated by the U.S. Census Bureau.

Data for nursery crops from 17 surveyed States in 2000 and 2003 as well as summary statistics for nursery, greenhouse, and floriculture crops from the 2002 Census of Agriculture are available at [nass.usda.gov](http://nass.usda.gov).

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Summary 1--Floriculture and nursery crops: Value of sales at wholesale, by crop group, U.S. and regions, 1997 to date

Crop groups	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
--- 1,000 dollars ---										
<b>United States:</b>										
Cut flowers	471,569	411,595	431,624	429,963	418,103	427,081	422,982	412,431	396,693	384,792
Flowering plants, potted	722,869	736,837	758,838	799,599	824,750	843,940	803,462	800,535	808,941	817,030
Foliage plants	499,964	502,510	511,999	560,174	650,590	622,560	649,681	685,264	721,049	749,891
Bedding plants, annuals	1,668,643	1,778,823	1,839,575	1,661,427	1,680,770	1,789,783	1,788,854	1,868,084	1,904,921	1,933,495
Herbaceous perennials 1/	78,316	93,787	103,564	433,993	495,732	611,166	634,872	687,578	708,305	729,554
Cut cultivated greens	116,184	117,689	126,675	126,168	112,358	113,773	102,065	102,976	104,667	105,714
Propagative materials	---	---	---	242,638	313,922	345,871	367,971	428,540	438,845	447,622
<i>Total floriculture crops 2/</i>	3,896,050	3,958,987	4,096,560	4,576,585	4,802,555	5,089,514	5,082,172	5,284,643	5,363,021	5,452,356
<i>Nursery+other greenhouse 3/</i>	8,458,457	8,637,400	9,039,918	9,133,679	9,592,982	10,091,025	10,353,037	10,578,080	10,838,809	11,073,511
Christmas trees	441,667	446,420	480,527	501,912	512,904	517,304	506,410	499,323	485,446	475,737
<i>Greenhouse+nursery crops</i>	12,354,507	12,596,807	13,136,858	13,710,264	14,395,537	15,180,539	15,435,209	15,862,723	16,201,830	16,525,867
Sales per U.S. household	\$124	\$125	\$127	\$130	\$135	\$141	\$142	\$144	\$146	\$147
<b>Northeast:</b>										
Cut flowers	31,188	25,963	24,916	22,228	21,692	22,341	18,977	18,453	15,276	14,818
Flowering plants, potted	110,445	116,276	117,302	123,877	133,127	146,232	136,528	126,543	135,666	137,023
Foliage plants	17,561	16,975	16,738	14,605	16,218	18,652	16,821	12,795	11,039	11,481
Bedding plants, annuals	283,444	292,318	318,002	259,983	249,124	259,731	266,790	272,949	265,503	269,486
Herbaceous perennials 1/	19,632	22,450	26,849	94,092	102,240	116,501	114,473	117,609	122,738	126,420
Propagative materials	---	---	---	29,330	51,783	53,345	37,718	44,105	50,978	51,998
<i>Total floriculture sales 2/</i>	551,681	565,562	588,590	636,564	656,116	708,198	690,520	682,921	683,015	704,654
<i>Nursery+other greenhouse 3/</i>	791,359	782,896	785,933	830,458	852,656	967,148	978,712	1,016,231	1,011,305	1,023,552
<i>Greenhouse+nursery crops</i>	1,343,040	1,348,458	1,374,523	1,467,022	1,508,772	1,675,346	1,669,232	1,699,152	1,694,320	1,728,206
<b>Midwest:</b>										
Cut flowers	33,480	27,306	18,128	19,730	19,248	16,736	17,692	13,730	14,775	14,332
Flowering plants, potted	146,452	133,795	136,261	143,174	139,117	132,858	130,402	125,952	121,075	122,286
Foliage plants	21,932	17,056	20,089	23,730	24,881	22,247	22,536	23,180	17,533	18,234
Bedding plants, annuals	463,777	486,106	491,446	445,361	462,021	464,239	491,013	496,759	493,085	500,481
Herbaceous perennials 1/	21,799	24,159	25,073	125,162	141,245	175,890	172,747	191,796	194,387	200,219
Propagative materials	---	---	---	32,802	44,929	63,722	77,435	114,122	109,464	111,653
<i>Total floriculture sales 2/</i>	778,715	773,338	789,555	896,189	933,296	983,291	1,010,681	1,062,713	1,052,088	1,053,903
<i>Nursery+other greenhouse 3/</i>	1,173,793	1,179,324	1,237,746	1,122,935	1,261,646	1,310,258	1,302,156	1,390,739	1,427,419	1,475,194
<i>Greenhouse+nursery crops</i>	1,952,508	1,952,662	2,027,301	2,019,124	2,194,942	2,293,549	2,312,837	2,453,452	2,479,507	2,529,097
<b>South:</b>										
Cut flowers	41,340	35,543	30,331	31,510	27,297	25,939	23,823	23,419	19,057	18,485
Flowering plants, potted	243,229	250,135	267,247	264,413	245,402	265,851	256,137	255,716	260,884	263,493
Foliage plants	352,876	356,160	352,619	390,320	479,960	453,974	478,698	510,281	541,644	563,310
Bedding plants, annuals	483,518	514,175	555,015	533,293	554,318	630,784	605,472	649,552	716,740	727,491
Herbaceous perennials 1/	28,833	36,405	44,829	152,127	171,692	221,880	230,689	232,226	246,388	253,780
Cut cultivated greens	94,600	91,399	100,832	100,607	87,836	88,242	81,072	77,022	78,047	78,827
Propagative materials	---	---	---	67,809	94,131	99,554	102,561	102,678	107,958	110,117
<i>Total floriculture sales 2/</i>	1,382,494	1,412,067	1,492,501	1,650,181	1,765,716	1,905,463	1,882,055	1,965,355	2,083,540	2,268,840
<i>Nursery+other greenhouse 3/</i>	3,638,349	3,756,822	3,773,973	3,807,930	3,936,886	4,025,429	4,096,633	4,075,060	4,356,271	4,299,768
<i>Greenhouse+nursery crops</i>	5,020,843	5,168,889	5,266,474	5,458,111	5,702,602	5,930,892	5,978,688	6,040,415	6,439,811	6,568,607
<b>West:</b>										
Cut flowers	365,561	322,783	341,454	342,852	337,958	349,662	352,880	343,288	337,228	327,111
Flowering plants, potted	222,743	236,631	233,844	268,135	307,104	298,999	280,395	292,324	291,316	294,229
Foliage plants	107,595	112,319	121,766	131,519	129,531	121,267	126,007	124,287	132,283	137,574
Bedding plants, annuals	393,900	442,815	423,855	422,790	415,307	435,029	425,579	448,824	429,593	436,037
Herbaceous perennials 1/	7,904	9,739	6,608	62,612	77,969	96,895	115,314	144,752	143,527	147,833
Cut cultivated greens	21,392	25,927	24,695	24,091	21,884	23,549	19,334	---	---	---
Propagative materials	---	---	---	70,262	76,623	86,441	100,794	110,922	99,551	101,542
<i>Total floriculture sales 2/</i>	1,183,160	1,208,020	1,225,914	1,393,651	1,447,427	1,492,562	1,498,916	1,573,654	1,544,378	1,523,211
<i>Nursery+other greenhouse 3/</i>	2,854,956	2,918,358	3,242,266	3,372,356	3,541,794	3,788,190	3,975,536	4,096,050	4,043,814	4,176,745
<i>Greenhouse+nursery crops</i>	4,038,116	4,126,378	4,468,180	4,766,007	4,989,221	5,280,752	5,474,452	5,669,704	5,588,192	5,699,956

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

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

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 cash receipts from greenhouse and nursery crops minus the expanded value of floriculture sales at wholesale; includes Christmas trees and other greenhouse products such as vegetables, herbs, sod, hydroponic plants, and transplant seedlings for commercial vegetable and fruit production.

Source: USDA, NASS, *Floriculture Crops*; and ERS.

**Summary 2--Floriculture crops: Wholesale price index and supply, by crop group, U.S. and regions, 1997 to date**

Crop groups	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
--- 2000 = 100 ---										
<b>United States</b>										
Cut flowers, fresh 1/	96.4	97.7	95.5	100.0	101.9	99.5	102.4	102.9	100.7	99.7
Flowering plants, potted	91.6	94.0	94.5	100.0	104.0	104.2	104.8	108.4	110.4	112.6
Bedding plants, annuals 2/	104.8	94.8	99.0	100.0	101.1	101.0	101.4	97.6	97.8	98.0
-- In pots	108.2	112.7	107.9	100.0	102.3	103.7	108.5	108.1	111.1	110.6
-- In flats	93.7	93.4	98.7	100.0	99.6	105.2	103.9	106.4	108.6	112.4
-- In hanging baskets	96.6	99.2	101.7	100.0	103.0	103.2	105.4	106.5	107.4	110.1
Herbaceous perennials 3/	75.6	76.8	79.5	100.0	101.0	105.9	110.8	114.1	115.6	117.3
All bedding / garden plants	107.1	97.5	101.5	100.0	100.5	101.2	102.7	100.7	101.2	101.8
<b>Import prices</b>										
Cut flowers, fresh	95.4	101.7	93.9	100.0	96.7	95.0	105.3	114.2	111.4	111.5
Flowering plants 4/	68.7	80.4	94.9	100.0	108.6	98.3	109.2	111.7	111.2	159.5
<b>Northeast</b>										
Flowering plants, potted	96.5	94.7	98.3	100.0	101.2	107.7	115.8	110.0	108.7	110.9
Bedding plants, annuals	92.1	85.7	95.5	100.0	100.7	99.6	100.8	101.8	103.7	104.0
-- In pots	108.1	115.8	118.5	100.0	105.6	105.6	113.8	119.5	120.9	121.2
-- In flats	94.1	81.6	94.2	100.0	98.9	98.3	93.4	97.2	97.5	97.7
-- In hanging baskets	93.2	96.2	103.4	100.0	104.4	103.9	109.3	111.4	111.1	111.3
Herbaceous perennials	70.9	80.9	72.5	100.0	95.5	104.8	112.7	114.6	117.7	119.4
All bedding / garden plants	95.5	90.8	98.0	100.0	98.2	100.3	103.8	105.0	107.1	107.3
<b>Midwest</b>										
Flowering plants, potted	105.7	103.9	99.4	100.0	104.8	108.9	107.7	114.9	106.7	108.8
Bedding plants, annuals	98.0	98.9	98.5	100.0	106.8	104.1	106.9	103.0	104.5	104.7
-- In pots	106.9	120.6	114.7	100.0	107.5	106.3	117.2	112.8	114.7	114.9
-- In flats	95.4	91.3	95.8	100.0	102.8	105.2	100.7	102.7	107.8	108.0
-- In hanging baskets	99.7	100.3	100.6	100.0	103.5	100.5	101.7	101.2	101.8	102.0
Herbaceous perennials	81.7	81.4	84.1	100.0	101.0	97.9	108.3	120.3	115.8	117.5
All bedding / garden plants	103.6	104.2	104.0	100.0	104.4	99.8	105.7	106.1	105.8	105.9
<b>South</b>										
Flowering plants, potted	87.4	79.6	86.3	100.0	97.6	98.3	95.8	105.9	106.6	108.8
Bedding plants, annuals	105.3	94.1	95.4	100.0	101.0	101.4	98.4	97.5	99.7	100.0
-- In pots	112.5	108.0	107.5	100.0	103.0	105.5	108.6	110.4	114.6	114.9
-- In flats	92.4	91.9	94.6	100.0	96.6	105.5	106.8	108.7	110.5	110.7
-- In hanging baskets	97.2	100.2	102.8	100.0	103.7	102.7	104.5	106.4	110.1	110.3
Herbaceous perennials	74.9	68.8	76.7	100.0	102.6	118.8	115.6	117.9	126.3	128.2
All bedding / garden plants	112.4	99.7	100.8	100.0	101.3	105.3	102.4	102.1	105.5	105.7
<b>West</b>										
Flowering plants, potted	65.8	75.5	78.6	100.0	100.7	104.4	101.5	99.2	114.5	116.8
Bedding plants, annuals	110.0	85.1	100.2	100.0	97.6	99.2	97.5	100.0	102.7	102.9
-- In pots	101.8	106.0	97.3	100.0	95.8	100.1	100.7	102.7	105.7	105.9
-- In flats	90.9	107.8	108.5	100.0	101.5	110.5	112.4	113.1	115.7	116.0
-- In hanging baskets	92.0	91.9	96.2	100.0	105.7	106.3	106.9	104.7	114.0	114.2
Herbaceous perennials	57.8	69.0	62.9	100.0	102.1	104.9	112.4	111.9	123.0	124.8
All bedding / garden plants	114.7	90.1	108.2	100.0	96.9	97.6	96.9	97.4	102.0	102.1
<b>Quantity sold and imported</b>										
-- million units --										
<b>U.S. production sold</b>										
Cut flowers, fresh	646.7	540.5	433.6	830.8	792.8	829.5	798.3	774.3	761.3	746.1
Flowering plants, potted	248.8	246.9	252.9	241.0	239.0	244.0	231.0	222.6	220.8	218.6
Bedding / garden annuals	586.5	691.0	684.9	612.1	612.4	652.3	650.1	705.0	717.4	726.7
Herbaceous perennials 3/	48.8	57.5	61.4	204.4	231.2	272.1	269.8	283.7	288.5	292.8
<b>Imports</b>										
Cut flowers, fresh	2,391	2,626	2,807	2,782	2,700	2,807	2,726	2,612	2,554	2,616
Flowering plants 4/	28.4	27.0	26.0	30.2	31.9	34.9	34.0	32.5	32.6	21.8
Other plants 5/	257.9	349.4	351.1	364.9	362.8	410.1	434.7	413.5	427.4	449.0

p = Preliminary; f = ERS forecast.

1/ Due to insufficient quantity sold data for cut flowers, index is based on consumer prices for indoor plants and flowers (bls.gov) through 1999.

2/ Estimated from sales value divided into quantity sold of plants in all containers, 79 percent of which were pots in 2004.

3/ Includes only hardy/garden chrysanthemums through 1999. 4/ Largely herbaceous perennials, also includes azaleas, rhododendrons, roses, orchids, poinsettias, and chrysanthemums (HS 0602); price estimates are from import unit values.

5/ Includes other live plants with or without soil attached to roots (HS 0602); excludes cuttings, shrubs, and trees.

Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.

**Summary 3--Cut flowers: Sales values and average prices at wholesale, by flower type, 1997 to date 1/**

Flower species	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
--- 1,000 dollars ---										
<b>U.S. sales</b>										
Alstroemeria	---	---	---	5,939	5,137	4,674	3,978	3,735	2,580	2,503
Carnations, standard	11,739	9,891	7,201	6,430	3,870	3,416	2,374	1,624	1,817	1,762
Mums, pompon	16,341	16,828	15,181	17,214	16,831	19,351	18,196	19,980	17,258	16,740
Delphinium, larkspur	---	---	---	10,955	11,008	10,971	9,797	9,082	7,824	7,589
Gerbera daisy	---	---	---	20,886	22,317	25,343	28,164	30,059	32,314	31,345
Gladioli	34,861	33,138	25,535	28,339	24,284	26,853	28,325	26,159	24,057	23,335
Iris	---	---	---	20,395	19,549	18,344	20,367	20,473	20,008	19,408
Lilies, all	---	---	---	55,975	60,876	62,347	73,400	74,282	76,877	74,571
Lisianthus	---	---	---	6,891	8,505	6,551	6,491	5,875	4,890	4,743
Orchids, all	---	---	---	8,071	8,563	7,796	8,536	7,834	6,927	6,719
Roses, all	109,914	90,174	76,709	69,294	59,976	58,878	46,997	41,894	38,956	37,787
Snapdragons	---	---	---	19,166	16,980	17,041	15,639	15,002	12,967	12,578
Tulips	---	---	---	26,760	26,864	29,001	31,055	37,096	39,147	37,973
Other cut flowers	298,714	261,564	306,998	133,648	133,343	136,515	129,663	119,336	111,071	107,739
<i>Total cut flowers</i>	<i>471,569</i>	<i>411,595</i>	<i>431,624</i>	<i>429,963</i>	<i>418,103</i>	<i>427,081</i>	<i>422,982</i>	<i>412,431</i>	<i>396,693</i>	<i>384,792</i>
Cut cultivated greens	116,184	117,689	126,675	126,168	112,358	113,773	102,065	102,976	104,667	105,714
<b>Sales per U.S. household</b>										
--- Dollars ---										
Alstroemeria	---	---	---	0.06	0.05	0.04	0.04	0.03	0.02	0.02
Carnations, standard	0.12	0.10	0.07	0.06	0.04	0.03	0.02	0.01	0.02	0.02
Mums, pompon	0.16	0.17	0.15	0.16	0.16	0.18	0.17	0.18	0.16	0.15
Delphinium, larkspur	---	---	---	0.10	0.10	0.10	0.09	0.08	0.07	0.07
Gerbera daisy	---	---	---	0.20	0.21	0.23	0.26	0.27	0.29	0.28
Gladioli	0.35	0.33	0.25	0.27	0.23	0.25	0.26	0.24	0.22	0.21
Iris	---	---	---	0.19	0.18	0.17	0.19	0.19	0.18	0.17
Lilies, all	---	---	---	0.53	0.57	0.58	0.67	0.68	0.69	0.66
Lisianthus	---	---	---	0.07	0.08	0.06	0.06	0.05	0.04	0.04
Orchids, all	---	---	---	0.08	0.08	0.07	0.08	0.07	0.06	0.06
Roses, all	1.10	0.89	0.74	0.66	0.56	0.55	0.43	0.38	0.35	0.34
Snapdragons	---	---	---	0.18	0.16	0.16	0.14	0.14	0.12	0.11
Tulips	---	---	---	0.25	0.25	0.27	0.28	0.34	0.35	0.34
Other cut flowers	2.99	2.59	2.97	1.27	1.25	1.27	1.19	1.08	1.00	0.96
<i>Total cut flowers</i>	<i>4.72</i>	<i>4.07</i>	<i>4.18</i>	<i>4.08</i>	<i>3.91</i>	<i>3.96</i>	<i>3.88</i>	<i>3.75</i>	<i>3.57</i>	<i>3.43</i>
<b>Domestic price index</b>										
2000 = 100										
Alstroemeria	---	---	---	100.0	102.0	115.0	125.2	131.1	150.0	148.5
Carnations, standard	98.7	97.9	117.1	100.0	97.7	98.7	110.0	109.8	126.9	125.6
Mums, pompon	99.4	103.5	71.1	100.0	99.5	100.2	99.3	101.6	107.1	106.0
Delphinium, larkspur	---	---	---	100.0	96.8	93.4	95.8	100.0	94.3	93.3
Gerbera daisy	---	---	---	100.0	98.9	96.5	96.8	99.5	99.8	98.8
Gladioli	101.1	115.0	114.0	100.0	96.4	95.6	104.6	103.0	102.4	101.3
Iris	---	---	---	100.0	90.6	86.8	87.7	89.1	87.3	86.5
Lilies, all	---	---	---	100.0	96.9	89.0	94.4	91.9	97.9	96.9
Lisianthus	---	---	---	100.0	98.2	99.1	99.0	102.0	87.5	86.6
Orchids, all	---	---	---	100.0	107.5	101.9	101.3	99.8	97.2	96.2
Roses, all	75.9	76.3	78.3	100.0	100.4	100.5	102.1	108.3	104.8	103.8
Snapdragons	---	---	---	100.0	92.6	93.1	93.9	98.7	93.4	92.5
Tulips	---	---	---	100.0	102.1	92.1	96.6	101.6	95.4	94.4
<i>Total cut flowers: 2/</i>	<i>96.4</i>	<i>97.7</i>	<i>95.5</i>	<i>100.0</i>	<i>101.9</i>	<i>99.5</i>	<i>102.4</i>	<i>102.9</i>	<i>100.7</i>	<i>99.7</i>

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

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

2/ From 1993 to 1999, prices are based on the consumer price index for indoor plants and flowers (source: www.bls.gov).

Source: USDA, NASS, *Floriculture Crops*.

**Summary 4--Cut flowers, fresh: U.S. import values and price indices, by flower type, 1997 to date**

Flower species	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>1,000 dollars</i>										
<b>U.S. import value: 1/</b>										
Alstroemeria	---	---	26,750	19,356	23,647	30,153	37,261	47,425	46,719	47,085
Carnations, standard	79,504	74,559	70,713	56,983	44,815	38,773	36,627	34,702	33,616	37,977
Mums, pompon	66,732	73,023	67,441	61,765	50,629	41,580	55,013	58,890	55,330	48,215
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	13,022	12,091	11,977	13,529	13,613	15,076	21,537	22,465
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	4,434	3,824	3,770	4,628	4,279	4,373	4,512	5,813	7,912	4,060
Roses, all	206,595	217,517	201,126	212,728	205,688	190,710	216,645	250,188	274,651	277,142
Snapdragons	---	---	728	1,606	2,596	2,446	3,176	3,346	1,371	1,250
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	237,782	245,439	208,817	241,303	221,837	220,092	244,095	290,414	267,814	311,192
Total imports	579,212	598,903	574,967	594,790	551,179	529,492	601,149	699,816	703,140	749,386
Share of total supply, %	55.1	59.3	57.1	58.0	56.9	55.4	58.7	62.9	63.9	66.1
<b>Import price index:</b>										
<i>2000 = 100</i>										
Alstroemeria	---	---	118.5	100.0	125.7	143.9	134.1	133.4	107.7	115.5
Carnations, standard	98.1	107.9	111.0	100.0	93.4	91.9	88.5	89.9	102.7	76.8
Mums, pompon	104.1	109.3	117.4	100.0	86.4	78.6	112.0	115.4	111.1	116.9
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	62.2	100.0	98.5	126.0	113.2	114.5	129.4	165.4
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	162.0	102.5	83.1	100.0	96.1	93.3	103.8	111.3	189.1	73.8
Roses, all	99.1	100.8	99.0	100.0	94.3	85.6	88.6	91.8	92.8	92.3
Snapdragons	---	---	---	100.0	118.3	124.6	180.8	199.1	124.8	139.5
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	102.3	112.9	77.3	100.0	95.4	90.9	109.8	125.6	113.5	112.2
Total cut flowers:	95.4	101.7	93.9	100.0	96.7	95.0	105.3	114.2	111.4	111.5
<b>Composite price index: 2/</b>										
<i>2000 = 100</i>										
Alstroemeria	---	---	---	100.0	121.9	140.4	133.4	133.3	109.0	148.5
Carnations, standard	98.2	107.1	111.3	100.0	93.6	92.2	89.1	90.3	103.1	125.6
Mums, pompon	104.0	109.1	115.9	100.0	86.7	79.3	111.6	114.9	111.0	106.0
Delphinium, larkspur	---	---	---	100.0	96.8	93.4	95.8	100.0	94.3	93.3
Gerbera daisy	---	---	---	100.0	98.9	96.5	96.8	99.5	99.8	98.8
Gladioli	101.1	115.0	114.0	100.0	96.4	95.6	104.6	103.0	102.4	101.3
Iris	---	---	---	100.0	90.6	86.8	87.7	89.1	87.3	86.5
Lilies, all	---	---	---	100.0	97.3	97.2	98.6	97.1	105.5	96.9
Lisianthus	---	---	---	100.0	98.2	99.1	99.0	102.0	87.5	86.6
Orchids, all	---	---	---	100.0	98.0	94.7	103.3	109.6	177.1	96.2
Roses, all	92.4	94.8	94.4	100.0	95.1	87.6	90.0	93.0	93.6	103.8
Snapdragons	---	---	---	100.0	94.8	95.5	100.4	106.6	94.9	92.5
Tulips	---	---	---	100.0	102.1	92.1	96.6	101.6	95.4	94.4
Total cut flowers: 3/	95.8	100.2	94.5	100.0	98.8	96.9	104.2	110.2	107.7	107.7

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

1/ Import projections are annualized extrapolations of year-to-date values.

2/ Weighted average of domestic and import prices, using sales and import quantities as weights. The composite price index for total cut flowers is not computed because domestic quantity sold data from through 1999 are not compatible with data starting in 2000.

3/ From 1993 to 1999, domestic prices are based on the consumer price index for indoor plants and flowers (source: www.bls.gov).

The weight used for domestic prices, grower sales value of cut flowers, are reduced by export value of cut flowers.

Source: USDA, NASS, *Floriculture Crops*; U.S. Census Bureau.



**Summary 5--Cut flowers: Sales value at wholesale, by flower type and U.S. regions, 1997 to date 1/**

U.S. regions	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
1,000 dollars										
<b>Northeast:</b>										
Alstroemeria	---	---	---	---	---	534	472	435	123	119
Carnations, standard	99	70	---	---	---	---	---	---	---	---
Mums, pompon	192	81	52	91	20	32	32	35	15	15
Delphinium, larkspur	---	---	---	---	---	---	56	63	9	9
Gerbera daisy	---	---	---	---	---	---	---	342	---	---
Gladioli	1,460	1,591	1,812	1,650	1,315	1,199	1,397	1,181	992	962
Iris	---	---	---	38	24	14	17	13	14	14
Lilies, all	---	---	---	216	311	718	1,437	949	792	768
Lisianthus	---	---	---	33	65	99	---	---	46	45
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	6,740	1,925	2,163	2,631	2,296	1,720	2,044	1,592	33	32
Snapdragons	---	---	---	2,139	1,113	1,104	1,417	1,260	689	668
Tulips	---	---	---	29	41	9	---	---	4	4
Other cut flowers	16,447	14,796	15,300	5,995	6,407	7,142	6,507	6,793	5,523	5,357
Total cut flowers	31,188	25,963	24,916	22,228	21,692	22,341	18,977	18,453	15,276	14,818
<b>Midwest:</b>										
Alstroemeria	---	---	---	---	---	892	889	640	588	570
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	245	128	120	159	57	92	84	29	18	17
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	166	167	217	301	292
Gladioli	6,898	---	---	---	6,247	286	304	2	314	305
Iris	---	---	---	187	40	105	30	55	52	50
Lilies, all	---	---	---	1,795	1,731	1,810	722	988	1,037	1,006
Lisianthus	---	---	---	---	---	26	18	12	13	13
Orchids, all	---	---	---	---	---	1	---	---	---	---
Roses, all	4,584	---	---	894	581	2,819	2,773	2,851	2,517	2,441
Snapdragons	---	---	---	781	544	180	359	572	380	369
Tulips	---	---	---	471	550	531	565	633	844	819
Other cut flowers	9,698	8,234	7,571	1,937	1,292	1,004	878	689	808	784
Total cut flowers	33,480	27,306	18,128	19,730	19,248	16,736	17,692	13,730	14,775	14,332
<b>South:</b>										
Alstroemeria	---	---	---	---	---	---	---	---	---	---
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	---	---	---	---	---	---	27	---	---	---
Delphinium, larkspur	---	---	---	1,068	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	14,791	16,343	15,929	16,247	11,978	12,693	9,861	---	---	---
Iris	---	---	---	---	---	---	30	---	---	---
Lilies, all	---	---	---	---	1,676	---	1,715	---	1,689	1,638
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	---	---	---	---	---	---	---	---	---	---
Snapdragons	---	---	---	1,577	2,295	1,386	1,670	---	---	---
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	18,801	12,515	13,491	8,509	7,517	6,787	7,290	7,726	4,379	4,248
Total cut flowers	41,340	35,543	30,331	31,510	27,297	25,939	23,823	23,419	19,057	18,485
Cut cultivated greens	94,600	91,399	100,832	100,607	87,836	88,242	81,072	77,022	78,047	75,706
<b>West:</b>										
Alstroemeria	---	---	---	3,931	3,183	2,398	2,033	2,059	1,406	1,364
Carnations, standard	11,447	9,669	6,952	6,240	3,618	3,205	2,201	1,432	1,582	1,535
Mums, pompon	15,075	15,380	13,526	16,509	16,025	18,351	17,463	18,552	16,681	16,181
Delphinium, larkspur	---	---	---	9,682	9,138	9,713	8,397	7,657	6,193	6,007
Gerbera daisy	---	---	---	19,934	21,093	24,185	26,984	28,146	30,193	29,287
Gladioli	---	---	3,952	4,265	4,307	5,659	---	---	---	---
Iris	---	---	---	16,008	15,436	14,256	16,769	17,245	17,081	16,569
Lilies, all	---	---	---	45,394	50,352	51,291	62,291	64,095	66,634	64,635
Lisianthus	---	---	---	6,257	7,814	6,003	5,932	5,247	4,371	4,240
Orchids, all	---	---	---	7,650	7,835	6,990	7,791	7,363	6,569	6,372
Roses, all	75,107	61,112	53,118	45,515	39,156	41,023	33,961	28,758	29,280	28,402
Snapdragons	---	---	---	13,776	11,018	11,190	10,958	10,518	9,804	9,510
Tulips	---	---	---	21,997	21,383	23,756	26,294	32,907	12,827	12,442
Other cut flowers	240,098	215,338	254,799	110,912	113,357	118,243	111,277	99,429	96,082	93,200
Total cut flowers	365,561	322,783	341,454	342,852	337,958	349,662	352,880	343,288	337,228	327,111
Cut cultivated greens	21,392	25,927	24,695	24,091	21,884	23,549	19,334	---	---	---

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

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

Source: USDA, NASS, *Floriculture Crops*.

**Summary 6--Potted flowering and foliage plants: Sales and prices at wholesale, by plant type, U.S., 1997 to date 1/**

Plant type	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>1,000 dollars</i>										
<b>United States:</b>										
African violets	22,584	22,672	24,455	18,909	20,034	20,816	18,540	15,419	15,443	15,597
Florist azaleas	42,186	39,635	43,185	61,719	63,333	48,603	39,048	38,742	36,755	37,123
Florist mums	82,632	73,408	70,923	81,869	75,225	85,128	69,641	68,123	68,944	69,633
Easter lilies	46,278	37,273	35,990	37,246	37,735	37,014	36,434	36,109	35,671	36,028
Orchids	69,856	64,885	79,398	89,018	102,049	111,735	121,908	129,141	143,968	145,408
Poinsettias	227,729	224,441	226,816	246,263	255,323	252,983	244,973	246,598	242,305	244,728
Florist roses	---	---	---	27,499	25,645	27,492	20,394	17,004	17,272	17,445
Spring bulbs	---	---	---	39,392	46,075	55,012	54,927	51,992	49,417	49,911
Other plants	231,604	274,523	278,071	197,684	199,331	205,157	197,597	197,407	199,166	201,158
All flower plants	756,022	770,003	792,879	799,599	824,750	843,940	803,462	800,535	808,941	817,030
Foliage plants	421,398	436,243	432,532	472,079	568,668	538,837	566,984	608,637	652,106	678,190
Foliage baskets	78,566	66,258	79,467	88,113	81,922	83,723	82,697	76,627	68,943	71,701
<b>Sales per U.S. household:</b>										
<i>Dollars</i>										
African violets	0.23	0.22	0.24	0.18	0.19	0.19	0.17	0.14	0.14	0.14
Florist azaleas	0.42	0.39	0.42	0.59	0.59	0.45	0.36	0.35	0.33	0.33
Florist mums	0.83	0.73	0.69	0.78	0.70	0.79	0.64	0.62	0.62	0.62
Easter lilies	0.46	0.37	0.35	0.35	0.35	0.34	0.33	0.33	0.32	0.32
Orchids	0.70	0.64	0.77	0.84	0.95	1.03	1.12	1.17	1.30	1.30
Poinsettias	2.28	2.22	2.20	2.33	2.39	2.34	2.25	2.24	2.18	2.18
Florist roses	---	---	---	0.26	0.24	0.25	0.19	0.15	0.16	0.16
Spring bulbs	---	---	---	0.37	0.43	0.51	0.50	0.47	0.44	0.44
Other plants	2.32	2.72	2.69	1.87	1.86	1.90	1.81	1.79	1.79	1.79
All flower plants	7.57	7.62	7.68	7.58	7.71	7.81	7.37	7.28	7.28	7.28
Foliage plants	4.22	4.32	4.19	4.48	5.32	4.99	5.20	5.53	5.87	6.05
Foliage baskets	0.79	0.66	0.77	0.84	0.77	0.77	0.76	0.70	0.62	0.64
<b>Domestic price index:</b>										
<i>2000 = 100</i>										
African violets	97.0	100.3	100.8	100.0	107.3	111.2	106.3	105.2	106.8	109.0
Florist azaleas	78.8	96.4	105.1	100.0	109.6	109.6	109.6	108.3	99.9	102.0
Florist mums	105.7	102.0	101.9	100.0	103.6	95.0	90.4	87.7	102.1	104.2
Easter lilies	92.0	97.0	97.0	100.0	98.0	99.9	101.4	103.6	104.1	106.2
Orchids	79.4	82.1	82.3	100.0	91.1	91.7	88.0	81.3	87.1	88.8
Poinsettias	98.3	97.7	99.1	100.0	102.8	102.5	107.3	111.6	110.2	112.4
Florist roses	---	---	---	100.0	105.0	127.1	110.4	105.8	105.1	107.3
Spring bulbs	---	---	---	100.0	99.3	106.4	109.2	114.6	91.1	92.9
Other plants	88.4	95.9	93.7	100.0	104.5	105.6	101.8	107.2	111.8	114.0
All flower plants	91.6	94.0	94.5	100.0	104.0	104.2	104.8	108.4	110.4	112.6
Foliage baskets	93.2	98.7	91.7	100.0	91.6	99.8	101.2	106.3	110.2	122.0

--- = Not available; p = preliminary; f = ERS 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 "Undisclosed".

2/ Domestic prices of potted foliage plants cannot be estimated because quantity sold data are not available.

Source: USDA, NASS, *Floriculture Crops*.

**Summary 7--Potted flowering and foliage plants: Sales at wholesale, by plant type and U.S. regions, 1997 to date 1/**

Plant type	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>1,000 dollars</i>										
<b>Northeast:</b>										
African violets	1,772	1,781	2,121	2,339	2,084	1,850	1,904	1,249	1,382	1,396
Florist azaleas	9,939	6,129	6,678	7,242	8,527	2,348	853	7,202	8,557	8,643
Florist mums	5,715	6,268	4,518	5,371	7,366	10,613	9,451	8,700	7,645	7,721
Easter lilies	16,487	9,080	9,149	8,276	9,100	9,393	9,521	8,841	9,424	9,518
Orchids	254	2,733	1,718	1,513	3,638	6,210	2,182	4,087	5,125	5,176
Poinsettias	39,217	36,765	41,009	46,150	47,368	46,610	46,135	43,126	43,487	43,922
Florist roses	0	0	0	818	685	795	58	405	216	218
Spring bulbs	0	0	0	16,284	17,785	18,356	18,591	17,737	15,989	16,149
Other plants	30,367	49,191	46,902	31,707	31,727	36,196	35,198	33,707	41,486	41,901
All plants	110,445	116,276	119,605	123,877	133,127	146,232	136,528	126,543	135,666	137,023
Foliage plants	12,734	12,537	10,706	10,398	8,851	13,841	12,932	9,806	8,838	9,192
Foliage baskets	4,827	4,438	6,032	4,207	4,782	4,811	3,889	2,989	2,201	2,289
<b>Midwest:</b>										
African violets	920	668	2,790	2,776	1,385	1,596	1,307	371	279	282
Florist azaleas	8,711	8,773	8,253	8,717	7,650	6,561	6,102	5,216	4,268	4,311
Florist mums	15,999	13,564	12,090	12,780	14,101	10,772	9,408	6,216	6,065	6,126
Easter lilies	14,052	14,070	7,874	13,329	12,877	12,163	11,538	11,775	11,153	11,265
Orchids	8,323	2,317	2,609	3,191	5,151	2,556	2,260	2,453	2,173	2,195
Poinsettias	61,146	57,571	61,763	62,235	61,206	59,074	58,969	57,030	54,179	54,721
Florist roses	0	0	0	1,808	643	958	951	488	1,277	1,290
Spring bulbs	0	0	0	8,057	7,345	10,434	10,113	10,414	12,008	12,128
Other plants	29,189	28,235	30,298	22,179	19,769	19,595	19,223	20,432	16,328	16,491
All plants	146,452	133,795	137,409	143,174	139,117	132,858	130,402	125,952	121,075	122,286
Foliage plants	11,513	9,575	10,954	12,179	11,812	9,085	11,470	13,373	10,997	11,437
Foliage baskets	9,507	6,548	8,353	9,185	8,660	8,861	8,371	9,807	6,536	6,797
<b>South:</b>										
African violets	1,831	1,712	2,445	1,598	1,479	1,761	1,023	1,039	898	907
Florist azaleas	3,130	2,571	5,977	9,398	9,773	8,828	6,105	2,679	4,049	4,089
Florist mums	26,359	22,948	25,121	24,873	16,265	23,683	24,388	22,074	18,874	19,063
Easter lilies	8,329	7,253	7,481	7,357	6,686	6,210	5,978	5,732	5,930	5,989
Orchids	20,234	19,177	31,033	26,962	29,572	37,119	44,040	47,619	48,263	48,746
Poinsettias	76,768	79,816	72,905	80,212	81,881	85,264	83,356	86,143	89,314	90,207
Florist roses	0	0	0	8,107	8,675	1,105	1,757	1,830	2,332	2,355
Spring bulbs	0	0	0	4,622	5,998	7,397	6,180	5,684	7,305	7,378
Other plants	70,313	89,590	94,388	75,994	61,915	55,944	52,330	43,577	48,745	49,232
All plants	243,229	250,602	272,274	264,413	245,402	265,851	256,137	255,716	260,884	263,493
Foliage plants	304,156	307,996	302,758	343,066	429,638	398,567	425,152	466,966	501,460	521,518
Foliage baskets	46,008	47,320	49,002	44,942	49,168	51,313	52,458	43,315	39,647	41,233
<b>West:</b>										
African violets	2,541	2,066	2,180	1,479	2,873	2,951	2,091	2,212	2,191	2,213
Florist azaleas	14,628	17,670	20,251	35,300	34,268	19,522	18,269	19,372	17,294	17,467
Florist mums	22,025	20,310	9,253	18,578	20,245	19,664	6,906	13,058	15,904	16,063
Easter lilies	7,203	6,192	4,627	6,941	7,620	7,042	6,091	6,089	5,156	5,208
Orchids	32,334	34,848	37,092	48,991	58,480	60,958	65,986	68,246	79,664	80,461
Poinsettias	50,598	50,289	44,453	57,666	64,868	62,035	56,513	60,299	55,325	55,878
Florist roses	0	0	0	49	24	76	10,251	7,297	308	311
Spring bulbs	0	0	0	7,210	11,101	9,950	9,271	8,593	8,072	8,153
Other plants	84,327	97,797	96,542	57,084	75,819	80,751	78,860	82,559	74,148	74,889
All plants	222,743	236,631	246,038	268,135	307,104	298,999	280,395	292,324	291,316	294,229
Foliage plants	89,371	104,454	106,212	103,864	109,496	105,501	109,124	107,841	116,252	120,902
Foliage baskets	18,224	7,762	14,262	25,837	18,481	17,816	16,883	16,446	16,031	16,672

--- = 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 individual plant sales may not equal the total reported sales due to undisclosed State sales.

Source: USDA, NASS, *Floriculture Crops*.

**Summary 8--Potted flowering plants: Unit prices at wholesale, by flower variety, U.S. and regions, 1997 to date 1/**

Plant type	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>Dollars per pot</i>										
<b>United States:</b>										
African violets	1.13	1.16	1.17	1.16	1.24	1.29	1.23	1.22	1.24	1.26
Florist azaleas	3.26	3.99	4.35	4.14	4.54	4.54	4.53	4.48	4.14	4.22
Florist mums	3.05	2.94	2.94	2.89	2.99	2.74	2.61	2.53	2.95	3.01
Easter lilies	3.75	3.95	3.95	4.07	3.99	4.07	4.13	4.22	4.24	4.33
Orchids	7.29	7.54	7.56	9.18	8.36	8.42	8.08	7.47	8.00	8.16
Poinsettias	3.65	3.63	3.68	3.71	3.81	3.80	3.98	4.14	4.09	4.17
Florist roses	---	---	---	2.36	2.48	3.01	2.61	2.50	2.49	2.54
Spring bulbs	---	---	---	2.59	2.58	2.76	2.83	2.97	2.36	2.41
Other plants	2.52	2.73	2.67	2.85	2.98	3.01	2.90	3.05	3.19	3.25
All plants	3.04	3.12	3.14	3.32	3.45	3.46	3.48	3.60	3.66	3.74
Foliage baskets	3.92	4.14	3.85	4.20	3.85	4.19	4.25	4.47	4.63	5.12
<b>Northeast:</b>										
African violets	1.06	0.99	1.02	1.04	1.08	1.08	1.07	1.31	1.24	1.26
Florist azaleas	2.32	3.03	3.20	3.39	4.25	4.57	5.05	3.00	2.75	2.80
Florist mums	2.64	2.89	2.46	2.23	2.39	2.58	2.93	2.96	2.64	2.69
Easter lilies	3.21	3.53	3.55	5.84	3.62	3.58	3.80	3.75	3.80	3.88
Orchids	16.93	4.80	11.01	10.81	19.88	27.24	21.82	18.08	14.86	15.16
Poinsettias	3.25	3.39	3.46	3.47	3.50	3.47	4.09	4.01	3.90	3.98
Florist roses	---	---	---	2.40	2.38	3.08	2.23	3.89	6.97	7.11
Spring bulbs	---	---	---	2.60	2.27	2.31	2.54	2.75	2.58	2.63
Other plants	2.50	2.42	2.46	2.41	2.51	2.48	2.70	2.74	2.88	2.94
All plants	2.88	2.83	2.94	2.99	3.02	3.22	3.46	3.29	3.25	3.32
Foliage baskets	4.13	4.71	4.62	4.42	4.20	4.35	4.54	5.13	5.30	5.87
<b>Midwest:</b>										
African violets	1.31	1.48	0.87	0.91	1.11	1.34	1.32	1.55	1.56	1.59
Florist azaleas	6.56	6.90	7.19	7.12	7.15	7.24	7.30	7.95	8.42	8.59
Florist mums	3.67	3.72	3.53	3.66	3.41	3.41	3.24	3.25	4.02	4.10
Easter lilies	4.11	4.07	4.51	4.12	4.04	4.03	4.10	4.19	4.38	4.47
Orchids	12.50	8.65	12.02	13.58	14.47	10.69	10.41	10.57	10.01	10.22
Poinsettias	3.93	3.80	3.93	3.88	3.95	4.07	4.05	4.26	4.31	4.40
Florist roses	---	---	---	2.54	3.78	5.38	6.14	3.75	7.21	7.36
Spring bulbs	---	---	---	2.97	3.00	3.29	3.05	3.04	1.55	1.58
Other plants	3.12	3.23	3.08	2.87	2.63	3.07	2.88	3.08	3.27	3.33
All plants	3.94	3.87	3.71	3.73	3.91	4.06	4.02	4.28	3.98	4.06
Foliage baskets	4.49	4.85	5.22	5.62	5.20	5.30	5.22	4.82	5.44	6.02
<b>South:</b>										
African violets	1.39	1.32	1.37	1.29	1.27	1.41	1.35	1.37	1.43	1.46
Florist azaleas	7.67	7.74	6.55	7.92	6.08	5.15	4.57	8.56	6.43	6.56
Florist mums	3.15	3.16	3.22	3.37	3.19	2.41	2.26	2.34	2.45	2.50
Easter lilies	4.24	4.16	4.53	5.43	4.27	4.77	4.64	4.76	4.74	4.84
Orchids	5.58	6.47	6.54	9.66	8.76	8.07	7.48	7.32	7.69	7.84
Poinsettias	3.51	3.41	3.46	3.47	3.66	3.67	3.74	3.90	3.89	3.97
Florist roses	---	---	---	27.48	3.60	3.89	2.72	3.79	4.13	4.21
Spring bulbs	---	---	---	2.74	2.74	2.96	2.68	3.40	3.48	3.55
Other plants	2.83	2.56	2.80	3.28	3.19	2.95	2.97	3.03	3.15	3.21
All plants	3.71	3.38	3.67	4.25	4.15	4.18	4.07	4.50	4.53	4.62
Foliage baskets	4.02	4.26	3.84	4.06	3.83	4.35	4.40	4.60	4.89	5.41
<b>West:</b>										
African violets	1.28	1.03	1.02	1.39	1.71	1.75	1.37	1.40	1.60	1.63
Florist azaleas	3.08	3.32	3.79	3.51	3.99	3.93	4.49	4.34	4.10	4.18
Florist mums	2.67	2.48	2.31	2.44	2.80	2.87	2.48	1.94	3.26	3.33
Easter lilies	4.04	4.11	3.85	4.34	4.11	4.29	4.22	4.46	4.12	4.21
Orchids	7.59	8.04	7.68	8.32	7.46	7.91	8.08	7.06	7.61	7.76
Poinsettias	3.90	4.01	3.95	4.14	4.17	4.04	4.22	4.51	4.39	4.48
Florist roses	---	---	---	4.08	4.00	5.85	2.62	2.47	6.70	6.83
Spring bulbs	---	---	---	2.09	2.71	2.53	2.61	2.67	2.52	2.57
Other plants	2.11	2.92	2.51	2.99	3.11	3.26	3.07	3.24	3.46	3.53
All plants	2.82	3.23	3.36	4.28	4.31	4.47	4.34	4.25	4.90	5.00
Foliage baskets	3.42	3.05	3.20	4.07	3.38	3.41	3.43	3.81	3.80	4.20

--- = Not available or not released; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. Prices by region may be biased due to undisclosed quantity sold data in major States.

Source: USDA, NASS, *Floriculture Crops*.

**Summary 9--Bedding and garden plants: Sales value at wholesale, by plant type and container, 1997 to date 1/**

Plant variety	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>1,000 dollars</i>										
<b>Herbaceous perennials</b>	78,316	93,787	103,564	433,993	495,732	612,088	634,872	687,578	708,305	729,554
Hardy / garden mums	78,316	93,787	103,564	106,385	102,907	114,524	120,927	136,149	141,845	146,100
Hosta	---	---	---	35,874	39,755	41,771	44,498	45,876	41,215	42,451
Other herb. perennials	---	---	---	291,734	353,070	455,793	469,447	505,553	525,245	541,002
<b>Annuals, in flats</b>	887,306	802,914	902,870	873,175	865,218	896,667	854,449	828,071	822,185	834,518
Begonia	---	---	---	52,004	64,193	60,817	56,633	50,818	54,656	55,476
Geraniums, cuttings	---	---	---	14,906	10,849	12,242	9,239	10,503	7,586	7,700
Geraniums, seed	37,281	28,189	31,325	8,035	7,868	8,623	7,725	7,983	6,446	6,543
New Guinea impatiens	8,487	6,277	12,403	6,381	6,547	7,872	6,160	4,960	5,061	5,137
Impatiens	126,394	112,105	114,939	118,381	116,331	120,133	104,689	99,802	100,254	101,758
Marigold	---	---	---	42,169	53,600	53,616	52,298	50,843	52,472	53,259
Pansy / viola	---	---	---	83,521	103,151	121,452	118,358	111,032	111,374	113,045
Petunias	87,014	85,189	86,848	95,488	92,669	98,595	95,161	93,551	93,814	95,221
Other flowering/foliar type	529,375	478,431	560,067	383,686	339,064	342,326	338,557	327,616	313,552	318,255
Vegetable type	98,755	92,723	97,288	68,604	70,946	70,991	65,629	70,963	76,970	78,125
<b>Annuals, in pots</b>	583,835	768,388	716,774	582,392	595,198	653,673	684,643	756,462	798,920	810,904
Begonia	---	---	---	15,427	22,260	23,142	22,946	26,166	30,555	31,013
Geraniums, cuttings	97,123	110,425	110,291	110,223	112,417	111,819	119,921	127,671	129,909	131,858
Geraniums, seed	42,675	37,889	37,837	41,756	37,879	36,273	31,697	34,785	31,921	32,400
New Guinea impatiens	26,222	29,789	33,802	39,223	38,601	42,073	43,790	43,940	45,789	46,476
Impatiens	18,102	20,078	22,837	24,473	26,736	24,382	26,989	30,922	31,594	32,068
Marigold	---	---	---	5,368	6,351	7,895	7,189	10,417	10,689	10,849
Pansy / viola	---	---	---	20,882	22,648	31,053	33,026	40,164	47,118	47,825
Petunias	9,321	12,042	14,072	17,580	24,389	28,035	31,190	38,871	42,109	42,741
Other flowering/foliar type	363,277	520,239	466,422	277,692	272,608	301,859	316,867	343,192	364,555	370,023
Vegetable type	27,115	37,926	31,513	29,768	31,309	47,142	51,028	60,334	64,681	65,651
<b>Annuals, in hanging pots</b>	197,502	207,521	219,931	205,860	220,354	238,521	249,762	283,551	283,816	288,073
Begonia	---	---	---	15,733	19,062	14,919	17,229	16,122	16,674	16,924
Geraniums, cuttings	---	---	---	29,024	28,200	30,997	33,848	37,943	33,322	33,822
Geraniums, seed	32,333	31,058	32,502	3,991	3,869	3,666	4,201	4,290	4,571	4,640
New Guinea impatiens	29,198	28,668	31,196	29,615	29,572	32,584	29,247	32,725	30,013	30,463
Impatiens	21,912	20,536	21,559	20,859	18,492	20,972	19,267	20,257	20,430	20,736
Marigold	---	---	---	455	345	290	137	317	246	250
Pansy viola	---	---	---	1,932	2,784	3,651	4,383	6,049	7,446	7,558
Petunias	10,876	11,822	15,774	15,595	18,269	20,950	23,325	28,547	30,222	30,675
Other flowering/foliar type	103,183	115,437	118,900	88,656	99,761	110,492	118,125	137,301	140,892	143,005
<b>Total annuals</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>1,788,861</b>	<b>1,788,854</b>	<b>1,868,084</b>	<b>1,904,921</b>	<b>1,933,495</b>
Begonia	---	---	---	83,164	105,515	98,878	96,808	93,106	101,885	103,413
Geraniums, cuttings	97,123	110,425	110,291	154,153	151,466	155,058	163,008	176,117	170,817	173,379
Geraniums, seed	112,289	97,136	101,664	53,782	49,616	48,562	43,623	47,058	42,938	43,582
New Guinea impatiens	63,907	64,734	77,401	75,219	74,720	82,529	79,197	81,625	80,863	82,076
Impatiens	166,408	152,719	159,335	163,713	161,559	165,487	150,945	150,981	152,278	154,562
Marigold	---	---	---	47,992	60,296	61,801	59,624	61,577	63,407	64,358
Pansy / viola	---	---	---	106,335	128,583	156,156	155,767	157,245	165,938	168,427
Petunias	107,211	109,053	116,694	128,663	135,327	147,580	149,676	160,969	166,145	168,637
Other flowering/foliar type	995,835	1,114,107	1,145,389	750,034	711,433	754,677	773,549	808,109	818,999	831,284
Vegetable type	125,870	130,649	128,801	98,372	102,255	118,133	116,657	131,297	141,651	143,776
<b>Total bedding plants</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>2,400,949</b>	<b>2,423,726</b>	<b>2,555,662</b>	<b>2,613,226</b>	<b>2,663,049</b>
Sales per household (\$)	17.49	18.53	18.82	19.87	20.35	22.22	22.24	23.23	23.53	23.74
<b>Propagative materials</b>	---	---	---	242,638	313,922	345,871	367,971	428,540	438,845	447,212
<b>Sales growth:</b>	<i>Percent</i>									
Herbaceous perennials	13.4	19.8	10.4	319.1	14.2	23.5	3.7	8.3	3.0	3.0
Annuals, in flats	21.4	-9.5	12.4	-3.3	-0.9	3.6	-4.7	-3.1	-0.7	1.5
Annuals, in pots	29.2	31.6	-6.7	-18.7	2.2	9.8	4.7	10.5	5.6	1.5
Annuals, in hanging pots	11.9	5.1	6.0	-6.4	7.0	8.2	4.7	13.5	0.1	1.5
Total annuals	22.8	6.6	3.4	-9.7	1.2	6.4	0.0	4.4	2.0	1.5
Total bedding garden	22.3	7.2	3.8	7.8	3.9	10.3	0.9	5.4	2.3	1.9

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

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

Source: USDA, NASS, *Floriculture Crops*.

**Summary 10--Bedding and garden plants: Sales value at wholesale, by plant type and region, 1997 to date 1/**

Plant variety	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>1,000 dollars</i>										
<b>Northeast:</b>										
Herbaceous perennials	19,632	22,450	26,849	94,092	102,240	116,501	114,473	117,609	122,738	126,420
Annuals:	283,444	292,318	318,002	259,983	249,124	259,731	266,790	272,949	265,503	269,486
Begonia	---	---	---	12,478	14,946	18,482	15,772	12,620	13,765	13,971
Geraniums, cuttings	22,611	23,775	24,853	34,738	32,100	31,800	32,802	35,160	32,821	33,313
Geraniums, from seed	18,988	17,089	19,281	8,913	7,225	8,728	7,093	6,584	6,220	6,313
Impatiens, New Guinea	16,417	15,748	22,605	19,670	18,579	20,385	20,317	20,299	19,797	20,094
Impatiens	36,876	30,718	31,736	29,662	31,214	33,119	29,460	28,821	30,826	31,288
Marigold	---	---	---	7,834	8,963	10,598	10,984	8,697	9,289	9,428
Pansy / Viola	---	---	---	11,015	12,021	13,682	12,905	13,542	15,040	15,266
Petunias	14,088	14,338	16,791	15,588	17,275	19,005	22,376	22,439	23,454	23,806
Other flowering type	153,380	172,237	186,166	101,304	87,268	85,242	96,321	104,057	95,676	97,111
Vegetable type	21,084	18,413	16,570	45,544	70,700	71,662	55,674	61,180	66,331	67,326
<i>Total bedding / garden</i>	305,160	318,553	347,339	354,075	351,364	376,232	381,263	390,558	388,241	394,065
Propagative materials	---	---	---	29,330	51,783	53,345	37,718	44,105	50,978	51,947
<b>Midwest:</b>										
Herbaceous perennials	21,799	24,159	25,073	125,162	141,245	175,890	172,747	191,796	194,387	200,219
Annuals:	463,777	486,106	491,446	445,361	462,021	464,239	491,013	496,759	493,085	500,481
Begonia	---	---	---	25,057	29,332	25,862	25,072	26,505	28,579	29,008
Geraniums, cuttings	35,199	39,152	37,622	50,937	49,855	51,502	55,009	58,595	54,590	55,409
Geraniums, from seed	51,781	45,497	48,238	28,648	26,972	25,449	22,410	25,736	25,207	25,585
Impatiens, New Guinea	22,387	22,395	24,859	25,317	25,424	27,835	26,952	27,007	26,456	26,853
Impatiens	49,156	50,899	50,821	48,293	48,285	52,108	49,895	49,513	45,859	46,547
Marigold	---	---	---	11,823	13,354	14,462	14,790	15,918	15,406	15,637
Pansy / Viola	---	---	---	10,536	13,253	18,295	19,711	18,810	22,061	22,392
Petunias	31,311	32,132	34,043	35,461	38,503	44,027	48,318	52,093	53,405	54,206
Other flowering type	248,864	272,243	274,010	182,149	184,228	180,452	204,622	195,810	189,333	192,173
Vegetable type	25,079	23,788	21,853	54,012	65,160	86,709	99,472	137,745	138,242	140,316
<i>Total bedding / garden</i>	485,576	510,313	516,519	570,523	603,266	640,129	663,760	688,555	687,472	697,784
Propagative materials	---	---	---	32,802	44,929	63,722	77,435	114,122	109,464	111,544
<b>South:</b>										
Herbaceous perennials	28,833	36,405	44,829	152,127	173,275	221,880	230,689	232,226	246,388	253,780
Annuals:	483,518	514,175	555,015	533,293	554,318	630,784	605,472	649,552	716,740	727,491
Begonia	---	---	---	27,021	39,758	43,131	46,122	43,842	48,059	48,780
Geraniums, cuttings	22,708	26,694	26,413	33,646	39,078	38,135	38,729	42,175	46,344	47,039
Geraniums, from seed	21,594	18,741	17,621	6,592	5,185	6,698	5,650	6,118	5,178	5,256
Impatiens, New Guinea	17,716	15,371	22,070	22,159	21,688	24,357	23,648	26,737	27,317	27,727
Impatiens	53,581	46,792	50,136	52,954	49,037	47,933	43,684	46,217	46,779	47,481
Marigold	---	---	---	11,164	15,173	15,052	14,502	16,355	17,040	17,296
Pansy / Viola	---	---	---	48,489	69,333	84,127	85,971	82,108	86,112	87,404
Petunias	30,678	30,986	33,550	37,385	38,802	41,279	40,474	43,423	48,104	48,826
Other flowering type	313,645	351,344	377,813	249,409	241,135	280,478	255,172	277,569	311,451	316,123
Vegetable type	23,596	24,247	27,412	89,957	115,533	131,134	142,373	142,594	149,291	151,530
<i>Total bedding / garden</i>	551,974	590,204	637,899	685,420	727,593	852,664	836,161	881,778	963,128	977,575
Propagative materials	---	---	---	67,809	94,131	99,554	102,561	102,678	107,958	110,009
<b>West:</b>										
Herbaceous perennials	7,904	9,739	6,608	62,612	78,972	97,817	115,314	144,752	143,527	147,833
Annuals:	393,900	442,815	423,855	422,790	415,307	434,107	425,579	448,824	429,593	436,037
Begonia	---	---	---	12,750	10,137	10,551	9,525	9,887	10,093	10,244
Geraniums, cuttings	16,240	20,472	20,925	31,304	27,277	32,842	36,012	35,654	30,743	31,204
Geraniums, from seed	15,649	13,771	14,622	2,581	3,947	3,824	2,937	3,559	3,031	3,076
Impatiens, New Guinea	6,392	8,093	6,758	7,186	8,344	8,785	7,084	6,630	4,937	5,011
Impatiens	26,609	23,148	24,457	32,250	32,847	31,062	27,728	26,220	25,917	26,306
Marigold	---	---	---	16,121	20,801	19,545	18,443	19,835	19,752	20,048
Pansy / Viola	---	---	---	25,694	31,622	37,368	34,406	36,498	34,942	35,466
Petunias	30,900	30,966	31,711	39,587	40,404	40,683	36,727	39,760	36,413	36,959
Other flowering type	271,979	318,283	296,433	215,599	192,003	207,975	217,434	228,476	206,904	210,008
Vegetable type	26,131	28,082	28,949	99,667	109,791	117,744	131,929	143,969	134,131	136,143
<i>Total bedding / garden</i>	404,249	453,540	441,382	485,402	494,279	531,924	540,893	593,576	573,120	581,717
Propagative materials	---	---	---	70,262	76,623	86,441	100,794	110,922	99,551	101,442

--- = Not available; p = preliminary; f = ERS 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: USDA, NASS, *Floriculture Crops*.

**Summary 11--Bedding and garden plants: Unit prices at wholesale, by plant type and container, U.S., 1997 to date 1/**

Plant type container	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>Dollars</i>										
<b>Herbaceous perennials</b>	1.61	1.63	1.69	2.12	2.14	2.25	2.35	2.42	2.46	2.49
Hardy/garden mums	1.61	1.63	1.69	1.60	1.70	1.82	1.85	1.95	1.99	2.02
Hosta	---	---	---	3.28	3.49	3.45	3.39	3.33	3.25	3.30
Other herb. perennials	---	---	---	2.30	2.22	2.31	2.45	2.53	2.57	2.61
<b>Annuals, in flats</b>	7.50	7.48	7.90	8.00	7.97	8.41	8.32	8.51	8.69	9.00
Begonia	---	---	---	7.83	7.76	7.69	7.63	8.06	8.08	8.37
Geraniums, cuttings	---	---	---	9.47	10.82	10.87	10.11	11.26	12.06	12.49
Geraniums, seed	9.46	8.97	9.77	9.33	10.27	10.30	10.31	10.31	10.83	11.22
New Guinea impatiens	9.86	10.66	9.24	9.71	11.12	9.93	9.81	10.46	10.77	11.15
Impatiens	6.97	6.71	7.04	7.70	7.81	8.20	7.80	7.92	8.07	8.36
Marigold	---	---	---	7.75	8.09	8.50	8.19	8.31	8.49	8.80
Pansy / viola	---	---	---	8.23	7.87	8.55	8.35	8.37	8.37	8.67
Petunias	7.36	7.23	7.46	7.90	8.03	8.47	8.22	8.43	8.70	9.01
Other flowering foliar type	7.46	7.58	8.02	8.04	7.84	8.35	8.49	8.59	8.86	9.18
Vegetable type	7.82	7.70	8.12	7.97	8.37	8.74	8.64	9.39	9.49	9.83
<b>Annuals, in pots</b>	1.35	1.40	1.34	1.24	1.27	1.29	1.35	1.34	1.38	1.37
Begonia	---	---	---	1.04	1.23	1.13	1.22	1.09	1.08	1.07
Geraniums, cuttings	1.74	1.69	1.77	1.77	1.87	1.88	1.98	2.07	2.12	2.11
Geraniums, seed	0.89	0.85	0.85	0.87	0.86	0.87	0.90	0.93	0.91	0.91
New Guinea impatiens	1.60	1.57	1.61	1.65	1.67	1.63	1.74	1.72	1.77	1.76
Impatiens	0.75	0.80	0.77	0.82	0.86	0.86	0.86	0.90	0.92	0.91
Marigold	---	---	---	0.88	0.89	0.85	0.81	0.92	0.92	0.92
Pansy / viola	---	---	---	0.87	0.95	0.94	0.94	0.97	0.99	0.99
Petunias	0.84	0.91	0.96	1.03	1.22	1.19	1.27	1.30	1.37	1.36
Other flowering foliar type	1.46	1.51	1.41	1.31	1.29	1.34	1.45	1.43	1.49	1.49
Vegetable type	0.91	1.02	0.98	1.00	1.06	1.18	1.05	1.03	1.08	1.08
<b>Annuals, in hanging pots</b>	5.78	5.93	6.08	5.98	6.16	6.17	6.30	6.36	6.42	6.58
Begonia	---	---	---	5.51	5.72	5.88	5.14	5.81	5.81	5.95
Geraniums, cuttings	---	---	---	7.00	6.84	7.00	6.91	7.00	7.07	7.24
Geraniums, seed	6.38	6.56	6.55	5.83	5.98	6.47	6.11	6.20	5.88	6.03
New Guinea impatiens	6.25	6.34	6.35	6.39	6.34	6.34	6.44	6.44	6.55	6.72
Impatiens	5.05	4.96	5.04	5.15	5.42	5.12	5.30	5.43	5.48	5.62
Marigold	---	---	---	7.71	6.90	7.07	5.96	6.34	6.31	6.47
Pansy / viola	---	---	---	6.38	5.97	6.09	5.87	6.50	6.49	6.65
Petunias	5.40	5.37	5.59	5.30	5.89	5.89	5.93	5.98	6.17	6.33
Other flowering foliar type	5.70	5.95	6.19	6.01	6.24	6.25	6.62	6.51	6.57	6.73
<hr/>										
<b>Quantity sold:</b>	<i>1,000 units</i>									
Herbaceous perennials	48,753	57,470	61,361	204,350	231,188	272,111	269,823	283,719	288,489	292,816
Annuals	586,512	691,034	684,865	612,108	612,366	652,273	650,129	705,023	717,427	726,663
in flats	118,348	107,397	114,331	109,119	108,514	106,558	102,755	97,270	94,653	92,760
in pots	433,979	548,634	534,355	468,552	468,075	507,067	507,717	563,203	578,560	590,131
in hanging pots	34,185	35,003	36,179	34,437	35,777	38,648	39,657	44,550	44,214	43,772
Total bedding and garden	635,265	748,504	746,226	816,458	843,554	924,384	919,952	988,742	1,005,916	1,019,479

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

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

Source: USDA, NASS, *Floriculture Crops*.

**Summary 12--Bedding and garden plants: Unit prices at wholesale, by plant type and region, 1997 to date 1/**

Plant variety	1997	1998	1999	2000	2001	2002	2003	2004	2005p	2006f
<i>Dollars</i>										
<b>Northeast:</b>										
Herbaceous perennials	1.78	2.03	1.82	2.51	2.40	2.63	2.83	2.88	2.96	3.00
Annuals:	2.94	2.74	3.05	3.20	3.22	3.18	3.22	3.25	3.32	3.32
Begonia	---	---	---	4.16	4.47	4.57	4.32	4.13	4.16	4.17
Geraniums, cuttings	1.55	1.63	1.66	2.22	2.10	2.17	2.25	2.32	2.31	2.31
Geraniums, from seed	1.81	1.64	1.71	0.92	0.92	0.93	0.99	1.08	1.14	1.15
Impatiens, New Guinea	2.76	2.31	2.86	2.60	2.77	2.67	2.69	2.72	2.80	2.81
Impatiens	5.15	4.32	4.68	5.16	5.38	5.56	5.02	5.20	5.41	5.42
Marigold	---	---	---	5.58	5.21	5.58	5.26	5.28	5.59	5.60
Pansy / Viola	---	---	---	4.28	4.72	4.15	3.78	3.89	3.23	3.24
Petunias	5.25	4.26	4.47	4.29	4.62	4.75	4.53	4.21	4.34	4.35
Other flowering type	3.15	3.00	3.48	3.77	3.88	3.69	3.79	3.46	3.48	3.48
Vegetable type	3.20	2.64	2.77	8.80	8.95	9.30	6.88	10.17	13.00	13.03
<i>Total bedding / garden</i>	2.84	2.71	2.92	2.98	2.93	2.99	3.09	3.13	3.19	3.20
<b>Midwest:</b>										
Herbaceous perennials	1.76	1.75	1.81	2.15	2.18	2.11	2.33	2.59	2.49	2.53
Annuals:	2.97	2.99	2.98	3.03	3.23	3.15	3.23	3.12	3.16	3.17
Begonia	---	---	---	4.39	5.47	4.52	4.52	4.62	5.03	5.04
Geraniums, cuttings	1.85	1.68	1.74	2.42	2.49	2.47	2.72	2.87	2.91	2.91
Geraniums, from seed	1.55	1.57	1.66	0.99	1.02	0.99	1.02	1.02	1.04	1.04
Impatiens, New Guinea	3.09	2.87	3.13	2.76	2.81	2.71	2.74	2.69	2.50	2.50
Impatiens	5.94	5.58	5.87	5.96	6.00	6.02	5.76	5.70	6.07	6.09
Marigold	---	---	---	5.36	5.98	5.88	6.32	6.01	6.39	6.40
Pansy / Viola	---	---	---	4.69	4.66	4.45	4.53	4.02	3.70	3.71
Petunias	6.06	5.57	5.60	5.32	5.37	5.08	4.77	4.59	4.54	4.55
Other flowering type	3.30	3.43	3.25	3.24	3.35	3.45	3.48	3.30	3.42	3.43
Vegetable type	3.23	2.98	2.97	7.71	9.55	9.88	10.08	12.15	10.09	10.11
<i>Total bedding / garden</i>	2.88	2.90	2.89	2.78	2.90	2.77	2.94	2.95	2.94	2.94
<b>South:</b>										
Herbaceous perennials	1.63	1.50	1.67	2.18	2.24	2.59	2.52	2.57	2.75	2.79
Annuals:	2.51	2.25	2.28	2.39	2.41	2.42	2.35	2.33	2.38	2.38
Begonia	---	---	---	2.46	2.98	2.55	2.81	2.18	1.96	1.97
Geraniums, cuttings	1.84	2.00	2.12	2.36	2.59	2.71	2.61	2.73	2.86	2.87
Geraniums, from seed	3.30	2.78	2.90	1.23	1.05	1.44	1.60	1.74	1.62	1.62
Impatiens, New Guinea	2.70	2.43	2.66	2.42	2.44	2.43	2.32	2.47	2.50	2.50
Impatiens	2.42	2.36	2.38	2.22	1.93	2.10	1.80	1.73	1.72	1.73
Marigold	---	---	---	2.78	3.39	2.62	2.57	2.04	1.99	1.99
Pansy / Viola	---	---	---	2.45	3.31	3.23	2.93	2.66	2.55	2.56
Petunias	3.09	3.13	3.08	2.75	2.81	2.88	2.82	2.63	2.71	2.72
Other flowering type	2.55	2.17	2.18	2.20	2.06	2.08	2.16	2.07	2.12	2.12
Vegetable type	1.98	2.20	2.33	9.57	18.15	11.25	6.70	10.67	12.36	12.38
<i>Total bedding / garden</i>	2.63	2.33	2.36	2.34	2.37	2.46	2.39	2.39	2.47	2.47
<b>West:</b>										
Herbaceous perennials	1.04	1.24	1.13	1.80	1.84	1.89	2.03	2.02	2.22	2.25
Annuals:	3.20	2.47	2.91	2.91	2.84	2.88	2.83	2.91	2.99	2.99
Begonia	---	---	---	3.61	3.07	2.61	2.54	2.57	2.50	2.51
Geraniums, cuttings	1.68	1.48	1.61	1.92	1.96	2.16	2.16	2.18	2.13	2.14
Geraniums, from seed	3.25	2.98	3.22	1.22	1.37	2.02	1.83	1.57	1.54	1.54
Impatiens, New Guinea	3.21	2.96	2.36	2.37	2.33	2.42	2.70	2.52	2.37	2.38
Impatiens	3.03	2.68	2.07	2.89	3.20	3.32	2.94	2.74	2.65	2.65
Marigold	---	---	---	4.82	4.64	4.23	4.14	4.29	4.36	4.37
Pansy / Viola	---	---	---	4.03	3.30	3.01	3.04	2.93	2.59	2.59
Petunias	4.49	4.09	4.04	5.01	4.12	3.91	3.85	3.63	3.81	3.82
Other flowering type	3.34	2.49	3.17	2.75	2.56	2.81	2.92	3.04	3.07	3.07
Vegetable type	2.72	2.02	2.39	7.51	8.00	7.90	8.04	8.65	8.09	8.10
<i>Total bedding / garden</i>	3.09	2.43	2.91	2.69	2.61	2.63	2.61	2.62	2.75	2.75

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

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in 36 surveyed States. Some price series may not be consistent because quantity sold data through 1999 are not compatible with data starting in 2000--e.g., vegetable-type prices. Source: USDA, NASS, *Floriculture Crops*.



**Summary 13--Floriculture crops: Large growers and growing area, by type of cover, U.S. and regions, 1996 to date 1/**

Type of cover	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005p
<i>1,000 square feet</i>										
<b>United States:</b>										
Number of growers	4,683	5,244	5,199	4,793	4,851	4,738	4,974	4,732	4,612	4,412
Glass greenhouses	64,151	65,532	66,094	62,660	66,177	70,214	71,112	70,417	70,463	67,929
Fiberglass/rigid houses	89,767	92,152	85,258	81,616	86,023	82,849	80,770	75,227	74,487	75,684
Film plastic houses	248,735	293,998	316,539	308,037	311,148	309,006	331,193	330,504	333,755	340,716
Total greenhouse cover	402,653	451,682	467,891	452,313	463,348	462,069	483,075	476,148	478,705	484,329
Shade/temporary cover	339,800	352,436	353,340	358,771	361,372	358,963	359,145	352,090	361,791	335,018
Total covered area	742,453	804,118	821,231	811,084	824,720	821,032	842,220	828,238	840,496	819,347
Covered area per grower	158.5	153.3	158.0	169.2	170.0	173.3	169.3	175.0	182.2	185.7
Open field (acres)	23,926	28,203	31,675	27,784	30,250	29,048	32,900	32,949	33,913	34,534
Total production acres	40,970	46,663	50,528	46,404	49,183	47,896	52,235	51,963	53,209	53,344
Sales per acre (dollars)	83,165	83,493	78,353	88,280	93,052	100,270	97,435	97,804	99,319	100,537
Sales per grower (dollars)	727,593	742,954	761,490	854,696	943,431	1,013,625	1,023,224	1,074,001	1,145,846	1,215,553
<b>Northeast:</b>										
Number of growers	886	1,015	1,013	930	932	933	959	911	928	903
Glass greenhouses	14,102	13,667	14,157	14,073	14,339	15,978	14,490	14,782	14,408	14,082
Fiberglass/rigid houses	5,274	5,220	5,114	4,572	4,751	6,224	5,005	4,527	4,837	4,283
Film plastic houses	34,011	43,423	46,287	44,728	48,103	44,921	45,347	46,492	48,283	47,495
Total greenhouse cover	53,387	62,310	65,558	63,373	67,193	67,123	64,842	65,801	67,528	65,860
Shade/temporary cover	1,439	964	1,176	1,417	1,353	1,824	1,871	1,731	1,270	1,406
Total covered area	54,826	63,274	66,734	64,790	68,546	68,947	66,713	67,532	68,798	67,266
Covered area per grower	61.9	62.3	65.9	69.7	73.5	73.9	69.6	74.1	74.1	74.5
Open field (acres)	2,512	2,784	3,562	3,217	3,174	3,830	3,881	4,104	3,965	4,024
Total production acres	3,771	4,237	5,094	4,704	4,748	5,413	5,413	5,654	5,544	5,568
Sales per acre (dollars)	120,451	130,219	111,025	125,115	134,081	121,216	130,844	122,123	123,174	122,663
Sales per grower (dollars)	512,616	543,528	558,304	632,892	683,009	703,233	738,475	757,980	735,906	756,384
<b>Midwest:</b>										
Number of growers	1,198	1,324	1,312	1,222	1,274	1,253	1,280	1,251	1,236	1,201
Glass greenhouses	19,222	20,346	18,515	18,019	17,678	18,875	19,151	20,190	20,177	19,159
Fiberglass/rigid houses	10,187	11,092	11,512	12,193	12,753	12,978	11,630	11,755	12,206	12,045
Film plastic houses	59,956	71,922	77,916	74,596	76,365	76,850	80,328	81,488	83,296	84,669
Total greenhouse cover	89,365	103,360	107,943	104,808	106,796	108,703	111,109	113,433	115,679	115,873
Shade/temporary cover	1,753	2,548	2,818	2,444	2,623	2,879	2,767	3,499	3,250	3,058
Total covered area	91,118	105,908	110,761	107,252	109,419	111,582	113,876	116,932	118,929	118,931
Covered area per grower	76.1	80.0	84.4	87.8	85.9	89.1	89.0	93.5	96.2	99.0
Open field (acres)	2,268	3,217	3,437	2,735	4,064	4,260	4,887	4,413	5,805	6,254
Total production acres	4,360	5,648	5,980	5,197	6,576	6,822	7,501	7,097	8,535	8,984
Sales per acre (dollars)	149,586	137,867	129,327	151,920	136,284	136,815	131,084	142,402	124,509	117,103
Sales per grower (dollars)	544,376	588,153	589,434	646,117	703,445	744,849	768,196	807,898	859,800	876,010
<b>South:</b>										
Number of growers	1,589	1,750	1,722	1,607	1,608	1,555	1,706	1,583	1,490	1,386
Glass greenhouses	13,477	12,612	12,796	13,072	12,681	14,147	15,728	15,865	14,341	13,589
Fiberglass/rigid houses	16,616	17,741	15,426	16,526	22,979	19,047	18,911	17,127	12,279	13,218
Film plastic houses	88,927	103,493	108,978	110,453	109,377	108,042	120,857	119,366	124,327	130,001
Total greenhouse cover	119,020	133,846	137,200	140,051	145,037	141,236	155,496	153,295	155,765	161,612
Shade/temporary cover	302,298	313,582	316,903	319,537	317,874	312,434	310,342	302,323	314,129	289,174
Total covered area	421,318	447,428	454,103	459,588	462,911	453,670	465,838	455,618	469,894	450,786
Covered area per grower	265.1	255.7	263.7	286.0	287.9	291.7	273.1	287.8	315.4	325.2
Open field (acres)	10,091	11,554	12,083	10,632	11,013	9,611	11,947	11,590	12,032	11,863
Total production acres	19,763	21,826	22,508	21,183	21,640	20,026	22,641	22,050	22,819	22,212
Sales per acre (dollars)	65,557	63,343	62,737	70,459	76,256	88,172	84,159	85,356	86,127	93,804
Sales per grower (dollars)	815,359	789,997	820,016	928,750	1,026,232	1,135,509	1,116,919	1,188,917	1,319,030	1,503,276
<b>West:</b>										
Number of growers	1,010	1,155	1,152	1,034	1,037	997	1,029	987	958	922
Glass greenhouses	17,350	18,907	20,626	17,496	21,479	21,214	21,743	18,477	17,610	16,871
Fiberglass/rigid houses	57,690	58,099	53,206	48,325	45,540	44,600	45,224	39,450	34,130	35,981
Film plastic houses	65,841	75,160	83,358	78,260	77,303	79,193	84,661	83,158	77,849	78,551
Total greenhouse cover	140,881	152,166	157,190	144,081	144,322	145,007	151,628	143,619	139,733	140,984
Shade/temporary cover	34,310	35,342	32,443	35,373	39,522	41,826	44,165	44,537	43,142	41,380
Total covered area	175,191	187,508	189,633	179,454	183,844	186,833	195,793	188,156	182,875	182,364
Covered area per grower	173.5	162.3	164.6	173.6	177.3	187.4	190.3	190.6	190.9	197.8
Open field (acres)	9,055	10,648	12,593	11,200	11,999	11,347	12,185	12,842	12,112	12,393
Total production acres	13,077	14,953	16,946	15,320	16,219	15,636	16,680	17,161	16,310	16,579
Sales per acre (dollars)	76,882	79,127	71,285	80,022	85,925	92,570	89,483	87,342	96,483	93,150
Sales per grower (dollars)	995,420	1,024,381	1,048,628	1,185,603	1,343,926	1,451,782	1,450,498	1,518,659	1,642,645	1,675,030

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

Sources: USDA, NASS, *Floriculture Crops*; ERS.