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Floriculture and Nursery Crops Outlook

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Weak Growth Forecast for Ornamental Crops

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Although grower receipts from greenhouse and nursery crops are expected to be up by less than 1 percent in 2004, they still represent another year of an unbroken series of annual sales increases. Sales of floriculture crops are also projected up slightly following a small decline in 2003. Among floriculture product groups, cut flowers, potted flowering plants, and cut cultivated greens experienced reduced sales in 2003, largely due to competition from imports, and sales are projected down again in 2004 even as most prices continue upward. Bedding and garden annual and perennial plants and propagative materials are the only floriculture crops whose sales are expected to be higher in 2004. Nursery crops are also forecast to extend annual sales gains in 2004, in part because of still-robust new housing construction.

An important reason that nursery crop sales remained healthy in 2003 compared with floriculture crops is the lower share of imports in nursery crop consumption. Relentless competition from imported cut flowers from South America has reduced domestic growers' U.S. market share to minority status. Per-household consumption of greenhouse and nursery crops of \$139 in 2004 represents the second year of decline since its peak in 2002, matching the pattern of floriculture crops. Nevertheless, the ornamental crop sector will post total sales in excess of \$15.3 billion in 2004, a value exceeded only by corn, soybeans, and vegetables among crops.

Sales of floriculture crops are projected to grow to \$5.1 billion in 2004, due largely to gains from bedding and garden plants which represent 48 percent of total floriculture sales. Bedding and garden annuals and herbaceous perennials are forecast up 1 percent in 2004 sales. This contrasts with declines in cut flowers, potted flowering and foliage plants, and cut cultivated greens as competing imports provide further incentives for growers to produce other higher value and specialty crops. Outsourcing cuttings and seedling production to lower-cost growers in Central America and Mexico is one way domestic producers are coping, however.

Together with bedding and garden plants, nursery and other greenhouse crops are the only product groups expected to continue gains in per-U.S.-household sales. Their higher sales in 2004 more than offset declines in the other groups. Including Christmas trees, greenhouse vegetables, vegetable transplants, and sod, sales of nursery and other greenhouse crops have continuously grown but have flattened in terms of per-U.S.-household sales at around \$93 since 2002. Given that this sector accounts for two-thirds of total greenhouse and nursery crop receipts, it is largely responsible for keeping per-household sales of ornamentals and other greenhouse crops at about \$139 in recent years.

Figure 1

Greenhouse and nursery growers register sluggish sales in recent years

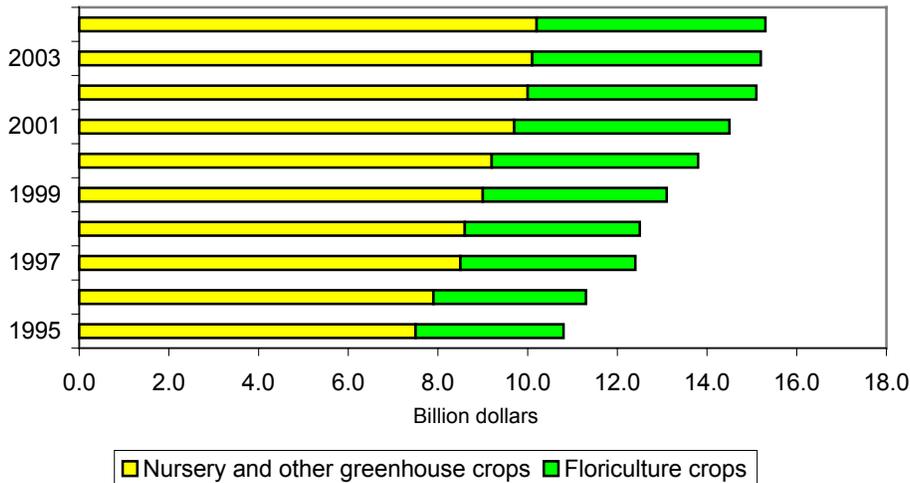


Table 1--Greenhouse and nursery crops: Value of U.S. sales at wholesale

| Crop group | 2002 | 2003 | 2004f |
|----------------------------------|--------|--------|--------|
| --Million dollars-- | | | |
| Total U.S. sales: | | | |
| Floriculture crops 1/ | 5,090 | 5,069 | 5,076 |
| Nursery and other greenhouse | 9,981 | 10,125 | 10,226 |
| Greenhouse and nursery crops | 15,071 | 15,193 | 15,302 |
| --Dollars-- | | | |
| Sales per U.S. household: | | | |
| Floriculture crops 1/ | 47 | 47 | 46 |
| Nursery and other greenhouse | 92 | 93 | 93 |
| Greenhouse and nursery crops | 140 | 139 | 139 |

f = ERS forecast.

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

Sources: ERS; NASS.

Import Prices Push Floriculture Price Index Up

Expected prices for imported cut flowers are up 10 percent, due in part to the weaker U.S. dollar and higher fuel costs for transport. U.S.-grown cut flower prices are up 3 percent, due also in part to higher fuel and energy costs and damage to Florida cut flower production by hurricanes in late summer. Import prices of cut flowers in 2004 are 15 percent higher than in 2000, after initially dropping 5 percent in 2002. Cut flower imports fell in 2001 and 2002 due to weak U.S. demand which was precipitated by the economic recession and stock market downturn.

The share of imports in U.S. cut flower consumption is projected at a record 65 percent, up from 61 percent in 2003. In 1992, the import share was 20 points lower at 45 percent. The quantity of imported flowering and bedding plants, largely from Canada, are expected up 8 percent in 2004 based on strong shipments from January to July. However, lower prices for imported flowering, bedding, and foliage plants push the import value down somewhat from 2003.

Ninety-four percent of U.S. imported cut flowers are from Colombia, Ecuador, the Netherlands, Mexico, Canada, and Costa Rica. Cut flower imports are dominated by roses at 35 percent of imports, chrysanthemums at 11 percent, and carnations at 10 percent. Imports of flowering plants from Asia, such as orchids, and nursery plants and trees from Canada limit wholesale prices that domestic growers can charge without losing market share. These help explain in part why wholesale prices of U.S.-grown potted flowering plants and bedding and garden plants are generally flat since 2000. But for growers in the Midwestern and Eastern States, prices have improved relative to some growers in the South and especially in contrast to growers in the West.

Figure 2

Cut flower imports resume lead

Million dollars

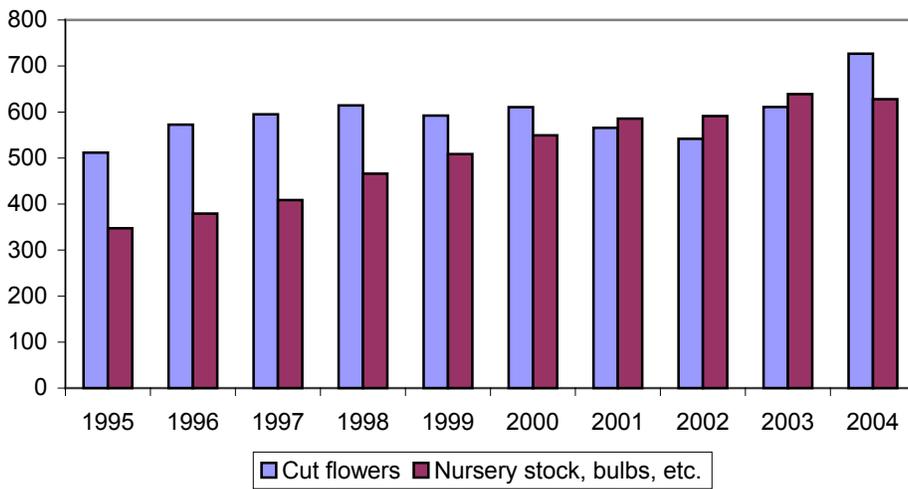


Figure 3

U.S. cut flower prices are up

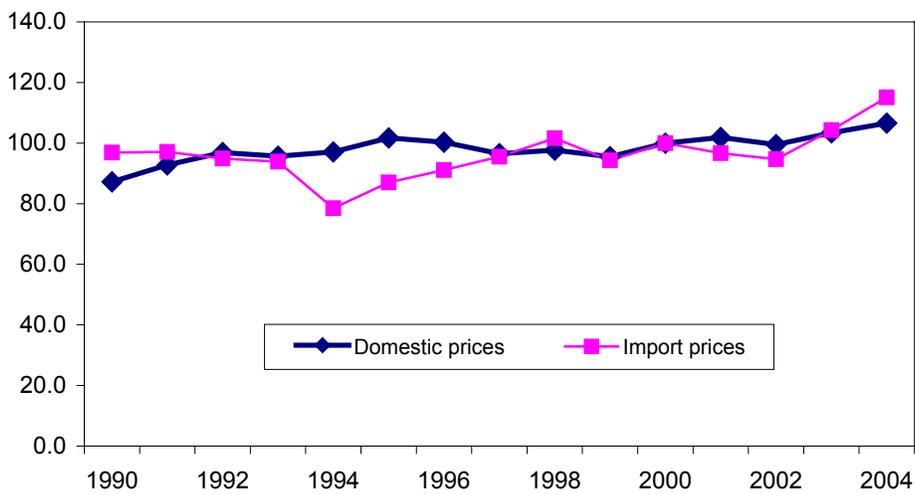


Table 2: Higher cut flower prices boost floriculture price index

| 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 | | | | | | | | |
| 2004f | 104.7 | 113.2 | 115.1 | 98.6 | 102.8 | 106.6 | 106.5 | 100.9 |
| 2003p | 102.5 | 105.0 | 104.3 | 109.2 | 102.0 | 103.4 | 105.6 | 100.5 |
| 2002 | 100.5 | 95.2 | 94.7 | 98.3 | 101.4 | 99.5 | 105.1 | 100.4 |
| 2001 | 101.2 | 98.4 | 96.7 | 108.6 | 101.7 | 101.9 | 104.9 | 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 | 96.5 | 90.6 | 107.5 |
| 1996 | 89.9 | 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 | 86.7 | 78.9 | 78.5 | 84.8 | 88.2 | 97.1 | 87.0 | 85.8 |
| 1993 | 87.0 | 93.1 | 93.9 | 82.1 | 85.8 | 95.7 | 83.1 | 83.9 |
| 1992 | 84.2 | 93.0 | 94.9 | 70.0 | 82.7 | 96.9 | 81.5 | 77.7 |
| 1991 | 88.5 | 95.1 | 97.1 | 67.5 | 87.4 | 92.8 | 92.6 | 80.9 |
| 1990 | 87.9 | 95.7 | 96.9 | 77.6 | 86.5 | 87.2 | 93.3 | 80.9 |

f = forecast; p = preliminary.

- 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/ Projected import prices are based on annualized import values and quantities from January to June.
- 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 the 36 surveyed States.
- 5/ Due to insufficient data on quantity of cut flowers sold, prices from 1990 to 1999 are based on the consumer price index for indoor plants and flowers from 1990 to 1999 (source: BLS.gov).

Sources: Floriculture Crops, NASS; FATUS, ERS.

Cut Flowers

After slipping in 2002, U.S. cut flower imports surged 13 percent to \$611 million in 2003 and are expected to similarly grow in 2004 based on year-to-date import values. As a result, U.S.-grown cut flower sales are forecast down 1 percent in 2004. Domestic sales would be more subdued if cut flower prices were lower. But, thus far, consumer prices for flowers and indoor plants are up 18 percent from 2003. And cut flower production in California, which accounts for 70 percent of U.S. production, is at best flat in 2004, even in view of higher prices.

The projected decline in volume of domestic cut flowers sold in 2004 is cushioned to some extent by somewhat higher prices from 2003 when prices also were up. Overall sales of \$421 million in 2004 are down 1 percent from 2003. This drops sales per U.S. household to \$3.83, almost a whole dollar lower than \$4.72 in 1997. By contrast, cut flower imports per U.S. household are now almost \$6, matching 1998's level. Cut flowers comprise half of total U.S. floriculture and nursery stock imports. The share of imported cut flowers in total U.S. cut flower supply was 56 percent as recently as 2002. It is anticipated to jump to 63 percent in 2004.

The number of cut flower producers in the United States was at a record low of 548 in 2003, down from 618 in 2002, and is expected to dwindle further. Given that the largest cut flower operations are located in the West, in particular California, they bear the brunt of competition from imports. Nevertheless, despite fewer producers, average cut flower sales per U.S. grower have been growing and now approach \$780,000 as the size of operations has expanded. By rank order, the largest average sales of growers are of roses (\$701,000), gladioli, gerbera daisies, lilies (all around \$500 million), tulips, and chrysanthemums (both about \$300 million). In average unit prices, the leaders are pompon mums at \$1.32 per bunch, orchids at \$.70 per bloom, and lilies at \$.64 per stem.

Figure 4

Imported cut flowers are surging

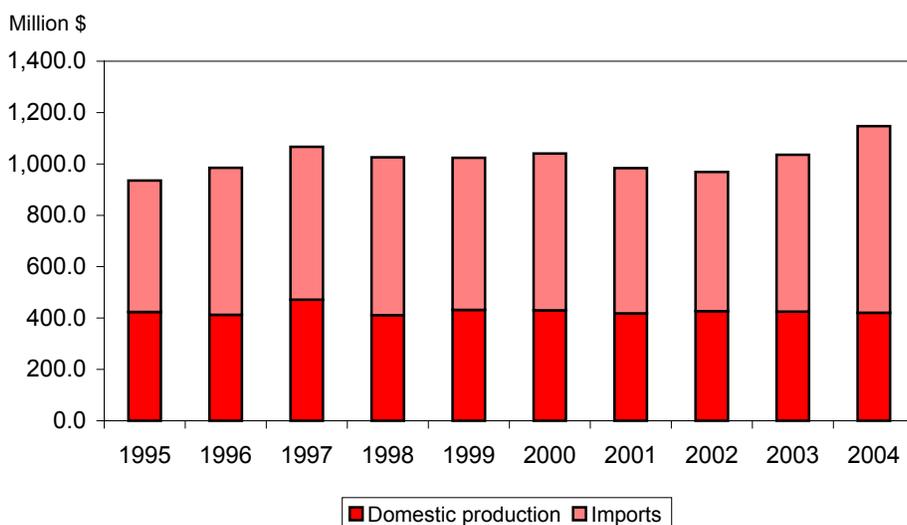


Table 3--U.S. cut flower imports and domestic production 1/

| | 2000 | 2002 | 2004f |
|----------------------------------|-------|-------|-------|
| --Million dollars-- | | | |
| Cut flower imports: | | | |
| Roses | 212.7 | 190.7 | 253.1 |
| All cut flowers | 610.5 | 541.7 | 726.6 |
| Percent of total sales | 58.7 | 55.9 | 63.3 |
| Domestic production: | | | |
| Roses | 69.3 | 58.9 | 51.4 |
| All cut flowers | 430.0 | 427.1 | 420.7 |
| --Dollars-- | | | |
| Sales per U.S. household: | | | |
| Roses | 0.66 | 0.55 | 0.47 |
| All cut flowers | 4.08 | 3.96 | 3.83 |

f = ERS forecast.

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

Source: *Floriculture Crops*, NASS.

Potted Flowering and Foliage Plants

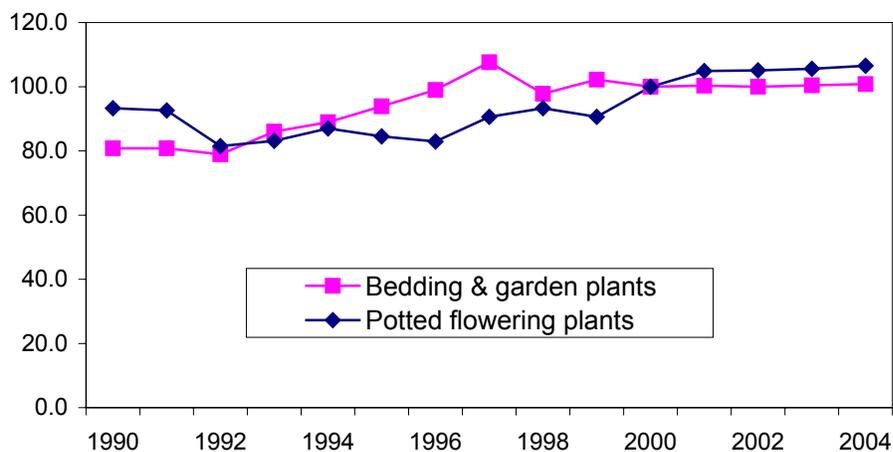
A 1-percent drop in sales is projected for potted flowering and foliage plants in 2004 following a 2-percent decline in 2003. Sales of potted flowering plants are forecast at \$820 million and foliage plants at \$616 million in 2004, down from \$829 million and \$623 million in 2003. Competition from fast-growing imports, especially from Canada, and crop damage from hurricanes in Florida dampen sales prospects of domestic growers this year. Imports of orchid plants are also rising from Taiwan, Thailand, the Netherlands, South Korea, and Canada. Nevertheless, domestic grower sales per U.S. household of potted flowering plants have held steady at between \$7 and \$8, and between \$5 and \$6 for foliage plants, over the past decade. Florida dominates the foliage plant market, capturing 64 percent of total U.S. value in 2003.

Prices of potted flowering plants have risen 6 percent on average since 2000, reflecting healthy demand for high-value varieties such as florist roses, florist azaleas, and spring flowering bulbs. Even prices of poinsettias, which account for 30 percent of total receipts from potted flowering plants in 2003, were up in the last 2 years. Prices of potted orchids, however, appear to be in a downward trend since 2000. The quantity of potted orchids sold jumped from 9.7 million in 2000 to 15.6 million in 2003, indicating robust demand. Although producers responded accordingly by boosting domestic orchid production, imported orchid plants have grown 70 percent in volume since 2000, providing ample competition to local growers.

Figure 5

Recent prices of bedding plants and potted flowering plants are flat

2000 = 100



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

| | 2000 | 2002 | 2004f |
|----------------------------------|-------|-------|-------|
| --Million dollars-- | | | |
| Grower sales: | | | |
| Florist mums | 81.9 | 85.1 | 75.3 |
| Orchids | 89.0 | 111.7 | 119.6 |
| Poinsettias | 246.3 | 253.0 | 249.1 |
| All flowering plants | 799.6 | 843.9 | 820.0 |
| Foliage plants | 472.1 | 538.8 | 535.2 |
| 2000=100 | | | |
| Domestic prices: | | | |
| Florist mums | 100.0 | 95.0 | 91.0 |
| Orchids | 100.0 | 91.7 | 77.4 |
| Poinsettias | 100.0 | 102.5 | 112.1 |
| All flowering plants | 100.0 | 105.1 | 106.0 |
| Foliage plants | --- | --- | --- |
| --Dollars-- | | | |
| Per U.S. household sales: | | | |
| Florist mums | 0.78 | 0.79 | 0.68 |
| Orchids | 0.84 | 1.04 | 1.09 |
| Poinsettias | 2.33 | 2.34 | 2.27 |
| All flowering plants | 7.58 | 7.82 | 7.46 |
| Foliage plants | 4.48 | 4.99 | 4.87 |

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

Source: *Floriculture Crops*, NASS.

Bedding and Garden Plants

This sector by far dominates U.S. floriculture sales. Bedding and garden annuals comprise 36 percent of the \$5.1 billion sales of floral crops in 2003. Together with herbaceous perennial plants, the share is boosted to 48 percent. And since this sector posted a 1-percent sales gain in 2003 compared with losses in cut flowers, potted flowering plants, and cut cultivated greens, it was enough to push total floriculture receipts up. This growth is expected to repeat in 2004 as total bedding and garden receipts reach at least \$2.424 billion, up \$23 million from 2003.

Sales of bedding and garden annuals are forecast at \$1.823 billion in 2004, continuing annual gains since 2000. Herbaceous perennial sales are also projected up, exceeding sales of foliage plants for the first time and now rank second only to bedding and garden annuals. It is evident that growers are increasing production of annuals and perennials relative to other floriculture crops, more significantly in the Midwest and Northeast. Sales of annuals in flats were down in 2003 while potted annuals and in hanging baskets registered gains. Although floriculture sales per U.S. household will continue to decline, albeit marginally, household sales of bedding and garden plants are expected to remain at just over \$22, unchanged since 2002.

Prices of bedding and garden plants have been noticeably stable since 2000 as sales growth is matched by the pace of quantity sold. This price pattern is the effective average between weak prices of annuals and rising prices of perennials since 2001. For annuals, prices of potted plants and in hanging baskets show a slight upward slope in contrast to downward prices of bedding and garden plants in flats. Increased production of bedding and garden annuals in the Midwest is supported by higher overall prices. But production of herbaceous perennials, except potted hardy/garden mums, is shifting heavily to Southern States, specifically South Carolina.

Figure 6

Prices of bedding and garden plants are diverging

2000 = 100

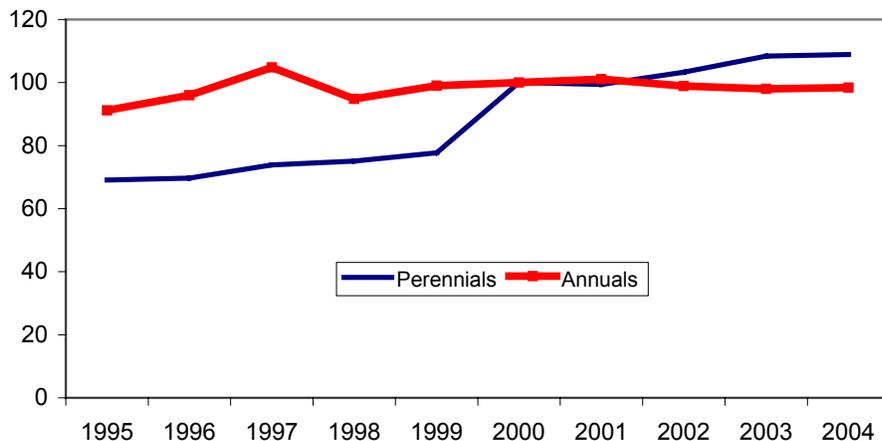


Table 5--U.S. bedding and garden plants:**Value of sales and prices**

| | 2000 | 2002 | 2004f |
|----------------------------------|---------|---------|---------|
| --Million dollars-- | | | |
| Grower sales: | | | |
| Perennials, potted | 434.0 | 611.2 | 624.7 |
| Annuals, in flats | 873.2 | 896.7 | 883.4 |
| Annuals, in pots | 582.4 | 653.7 | 692.0 |
| Total annuals | 1,661.4 | 1,789.8 | 1,823.5 |
| All bedding plants | 2,095.4 | 2,400.9 | 2,448.2 |
| 2000 = 100 | | | |
| Domestic prices: | | | |
| Perennials, potted | 100.0 | 103.3 | 108.9 |
| Annuals, in flats | 100.0 | 92.8 | 92.0 |
| Annuals, in pots | 100.0 | 103.7 | 106.5 |
| Total annuals | 100.0 | 98.9 | 98.4 |
| All bedding plants | 100.0 | 100.0 | 100.8 |
| --Dollars-- | | | |
| Per U.S. household sales: | | | |
| Perennials, potted | 4.11 | 5.66 | 5.68 |
| Annuals, in flats | 8.28 | 8.31 | 8.04 |
| Annuals, in pots | 5.52 | 6.06 | 6.30 |
| Total annuals | 15.75 | 16.58 | 16.59 |
| All bedding plants | 19.87 | 22.25 | 22.28 |

f = ERS forecast.

Source: *Floriculture Crops*, NASS.

Growers and Growing Area

While the projected increase in floriculture growers' sales in 2004 is modest, average sales per grower is expected to continue rising beyond \$1 million. This will happen only if the number of large growers diminishes again, suggesting further consolidation of operations and ownership. As grower sales expand, either total production area also expands, or sales per acre increases. In 2003, total U.S. floriculture production area increased largely due to Texas adding 10 times more open field production. Despite growth in open field production, average covered production area per large grower rose 3 percent to 4 acres from 3.9 in 2002.

After climbing in 2002, the number of growers with at least \$100,000 in annual floriculture sales fell from 4,974 to 4,741 in 2003. Since total floriculture sales increased slightly in 2003, average sales per large grower now exceed \$1 million, up 5 percent from \$956,000 in 2002. The addition of significant open field production area by growers pushed total production acres to 57,507 acres in 2003 from 52,235 in 2002. However, since total production acreage grew faster than floriculture sales, average sales per acre dropped 9 percent from \$91,000 to \$83,000 in 2003.

Floriculture sales per production acre are still highest in the Midwestern States at \$126,000. Growers in Minnesota lead the region at almost \$230,000 sales per acre. Nevertheless, the largest growers based on floral sales are in the West—average sales per grower in California now exceed \$1.8 million. While Southern States trail the West at \$1.1 million sales on average per grower, South Carolina tops the country at \$2.5 million sales per grower, dwarfing California's average. South Carolina is the biggest producer of herbaceous perennial plants, selling 12 percent of total U.S. production.

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

| | 1999 | 2001 | 2003 |
|-----------------------------------|-------------------------|---------|-----------|
| | --Number-- | | |
| Large growers 1/ | 4,793 | 4,738 | 4,741 |
| | --Million square feet-- | | |
| Growing area: | | | |
| Glass greenhouses | 62.7 | 70.2 | 69.4 |
| Fiberglass cover | 81.6 | 82.8 | 77.0 |
| Film plastic cover | 308.0 | 309.0 | 334.6 |
| Total greenhouse cover | 452.3 | 462.1 | 480.9 |
| Shade/temporary cover | 358.8 | 359.0 | 348.2 |
| Total covered area | 811.1 | 821.0 | 829.1 |
| | --1,000 acres-- | | |
| Open field | 27.8 | 29.0 | 38.5 |
| Total covered and open field area | 46.4 | 47.9 | 57.5 |
| | -- Dollars -- | | |
| Average sales per acre | 77,631 | 72,064 | 93,442 |
| Average sales per grower | 787,038 | 948,971 | 1,004,076 |

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

Source: *Floriculture Crops*, NASS.

Contacts and Links

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Websites

Floriculture and Nursery Crops Yearbook: www.ers.usda.gov/publications/flo.

Floriculture Crops:

www.usda.gov/nass/pubs/estindx1.htm#floriculturewww.fas.usda.gov/nass/

Guidelines

This report summarizes U.S. and regional trends over the past decade and provides forecasts of floriculture sales and unit prices in 2004. Year-ahead sales and price projections for the 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 1994 to 2003 for floriculture crops are available from <http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/>.

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. Grower cash receipts of greenhouse and nursery crops are estimated by ERS and are available at 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 2002 as well as summary statistics for nursery, greenhouse, and floriculture crops from the 2002 Census of Agriculture are available at http://www.usda.gov/nass/pubs/reportname.htm#Floriculture_Crops_Summaries and will be published in the *Floriculture and Nursery Crops Yearbook* in 2005.

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Table 7--Floriculture and nursery crops: Value of sales at wholesale, by crop group, United States, and regions, 1995 to date

| Crop groups | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| --- 1,000 dollars --- | | | | | | | | | | |
| United States: | | | | | | | | | | |
| Cut flowers | 423,630 | 412,700 | 471,569 | 411,595 | 431,624 | 429,963 | 418,103 | 427,081 | 424,996 | 420,746 |
| Flowering plants, potted | 681,107 | 684,340 | 722,869 | 736,837 | 758,838 | 799,599 | 824,750 | 843,940 | 829,013 | 820,000 |
| Foliage plants | 498,969 | 508,947 | 499,964 | 502,510 | 511,999 | 560,174 | 650,590 | 622,560 | 622,766 | 615,995 |
| Bedding plants, annuals | 1,291,966 | 1,359,055 | 1,668,643 | 1,778,823 | 1,839,575 | 1,661,427 | 1,680,770 | 1,789,783 | 1,805,440 | 1,823,494 |
| Herbaceous perennials 1/ | 65,001 | 69,078 | 78,316 | 93,787 | 103,564 | 433,993 | 495,732 | 611,166 | 618,493 | 624,678 |
| Cut cultivated greens | 113,124 | 118,185 | 116,184 | 117,689 | 126,675 | 126,168 | 112,358 | 113,773 | 108,638 | 107,552 |
| Propagative materials | --- | --- | --- | --- | --- | 242,638 | 313,922 | 345,871 | 350,979 | 354,489 |
| <i>Total floriculture sales 2/</i> | 3,328,632 | 3,407,320 | 3,896,050 | 3,947,517 | 4,096,560 | 4,576,585 | 4,802,555 | 5,089,514 | 5,068,620 | 5,075,678 |
| per U.S. household, \$ | 34.20 | 34.52 | 39.01 | 39.07 | 39.67 | 43.39 | 44.94 | 47.16 | 46.51 | 46.18 |
| <i>Nursery+other greenhouse 3/</i> | 7,471,368 | 7,892,686 | 8,458,457 | 8,648,870 | 9,048,423 | 9,184,662 | 9,673,616 | 9,981,159 | 10,124,758 | 10,226,006 |
| per U.S. household, \$ | 76.75 | 79.96 | 84.68 | 85.60 | 87.63 | 87.07 | 90.52 | 92.48 | 92.90 | 93.05 |
| <i>Greenhouse+nursery crops</i> | 10,800,000 | 11,300,006 | 12,354,507 | 12,596,387 | 13,144,983 | 13,761,247 | 14,476,171 | 15,070,673 | 15,193,378 | 15,301,684 |
| per U.S. household, \$ | 110.95 | 114.48 | 123.69 | 124.67 | 127.30 | 130.46 | 135.46 | 139.63 | 139.41 | 139.23 |
| Northeast: | | | | | | | | | | |
| Cut flowers | 37,875 | 33,283 | 31,188 | 25,963 | 24,916 | 22,228 | 21,692 | 22,341 | 16,796 | 16,628 |
| Flowering plants, potted | 103,580 | 96,079 | 110,445 | 116,276 | 117,302 | 123,877 | 133,127 | 146,232 | 144,396 | 142,826 |
| Foliage plants | 16,793 | 20,269 | 17,561 | 16,975 | 16,738 | 14,605 | 16,218 | 18,652 | 17,210 | 17,023 |
| Bedding plants, annuals | 212,699 | 216,686 | 285,528 | 296,103 | 320,490 | 259,983 | 249,124 | 259,731 | 266,350 | 269,014 |
| Herbaceous perennials 1/ | 17,290 | 18,733 | 19,632 | 22,450 | 26,849 | 94,092 | 102,240 | 116,501 | 116,071 | 118,393 |
| Propagative materials | --- | --- | --- | --- | --- | 29,330 | 51,783 | 53,345 | 48,851 | 49,340 |
| <i>Total floriculture sales 2/</i> | 456,443 | 454,178 | 551,681 | 554,092 | 588,590 | 636,564 | 656,116 | 708,198 | 697,364 | 698,335 |
| <i>Nursery+other greenhouse 3/</i> | 799,623 | 809,744 | 791,359 | 794,366 | 794,438 | 842,372 | 855,190 | 892,542 | 912,248 | 921,370 |
| <i>Greenhouse+nursery crops</i> | 1,256,066 | 1,263,922 | 1,343,040 | 1,348,458 | 1,383,028 | 1,478,936 | 1,511,306 | 1,600,740 | 1,609,612 | 1,619,706 |
| Midwest: | | | | | | | | | | |
| Cut flowers | 29,911 | 31,096 | 33,480 | 27,306 | 18,128 | 19,730 | 19,248 | 16,736 | 17,320 | 17,147 |
| Flowering plants, potted | 143,026 | 136,594 | 146,452 | 133,795 | 136,261 | 143,174 | 139,117 | 132,858 | 129,913 | 128,501 |
| Foliage plants | 27,267 | 23,700 | 21,932 | 17,056 | 20,089 | 23,730 | 24,881 | 22,247 | 22,155 | 21,914 |
| Bedding plants, annuals | 372,632 | 375,007 | 463,777 | 486,154 | 491,446 | 445,361 | 462,021 | 464,239 | 485,000 | 489,850 |
| Herbaceous perennials 1/ | 18,731 | 18,010 | 21,799 | 24,159 | 25,073 | 125,162 | 141,245 | 175,890 | 169,404 | 172,792 |
| Propagative materials | --- | --- | --- | --- | --- | 32,802 | 44,929 | 63,722 | 65,143 | 65,794 |
| <i>Total floriculture sales 2/</i> | 659,540 | 652,162 | 778,715 | 773,338 | 789,555 | 896,189 | 933,296 | 983,291 | 982,689 | 984,057 |
| <i>Nursery+other greenhouse 3/</i> | 1,153,765 | 1,164,675 | 1,173,793 | 1,179,324 | 1,237,746 | 1,029,841 | 1,261,646 | 1,310,258 | 1,328,048 | 1,341,328 |
| <i>Greenhouse+nursery crops</i> | 1,813,305 | 1,816,837 | 1,952,508 | 1,952,662 | 2,027,301 | 1,926,030 | 2,194,942 | 2,293,549 | 2,310,737 | 2,325,386 |
| South: | | | | | | | | | | |
| Cut flowers | 34,685 | 35,512 | 41,340 | 35,543 | 30,331 | 31,510 | 27,297 | 25,939 | 25,983 | 25,723 |
| Flowering plants, potted | 232,494 | 240,560 | 243,229 | 250,135 | 267,247 | 264,413 | 245,402 | 265,851 | 269,490 | 266,560 |
| Foliage plants | 349,156 | 370,998 | 352,876 | 356,160 | 352,619 | 390,320 | 479,960 | 453,974 | 455,773 | 450,818 |
| Bedding plants, annuals | 415,191 | 464,102 | 523,141 | 553,799 | 593,070 | 533,293 | 554,318 | 630,784 | 628,519 | 634,804 |
| Herbaceous perennials 1/ | 15,426 | 16,993 | 28,833 | 36,405 | 44,829 | 152,127 | 171,692 | 221,880 | 226,634 | 209,876 |
| Cut cultivated greens | 91,480 | 97,663 | 94,600 | 91,399 | 100,832 | 100,607 | 87,836 | 88,242 | 83,412 | 82,578 |
| Propagative materials | --- | --- | --- | --- | --- | 67,809 | 94,131 | 99,554 | 94,917 | 95,866 |
| <i>Total floriculture sales 2/</i> | 1,210,792 | 1,295,606 | 1,382,494 | 1,412,067 | 1,492,501 | 1,650,181 | 1,765,716 | 1,905,463 | 1,892,065 | 1,894,700 |
| <i>Nursery+other greenhouse 3/</i> | 3,097,105 | 3,305,454 | 3,638,349 | 3,756,822 | 3,773,973 | 3,884,699 | 4,014,986 | 3,990,376 | 4,065,309 | 4,105,962 |
| <i>Greenhouse+nursery crops</i> | 4,307,897 | 4,601,060 | 5,020,843 | 5,168,889 | 5,266,474 | 5,534,880 | 5,780,702 | 5,895,839 | 5,957,374 | 6,000,662 |
| West: | | | | | | | | | | |
| Cut flowers | 321,159 | 312,809 | 365,561 | 322,783 | 341,454 | 342,852 | 337,958 | 349,662 | 355,324 | 351,771 |
| Flowering plants, potted | 202,007 | 211,107 | 222,743 | 236,631 | 233,844 | 268,135 | 307,104 | 298,999 | 285,214 | 282,113 |
| Foliage plants | 105,753 | 93,980 | 107,595 | 112,319 | 121,766 | 131,519 | 129,531 | 121,267 | 121,166 | 120,130 |
| Bedding plants, annuals | 297,990 | 310,899 | 396,345 | 443,801 | 434,774 | 422,790 | 415,307 | 435,029 | 425,571 | 429,827 |
| Herbaceous perennials 1/ | 7,008 | 7,703 | 7,904 | 9,739 | 6,608 | 62,612 | 77,969 | 96,895 | 106,384 | 107,836 |
| Cut cultivated greens | 21,635 | 20,413 | 21,392 | 25,927 | 24,695 | 24,091 | 21,884 | 23,549 | 23,564 | 23,328 |
| Propagative materials | --- | --- | --- | --- | --- | 70,262 | 76,623 | 86,441 | 97,749 | 98,726 |
| <i>Total floriculture sales 2/</i> | 1,001,857 | 1,005,374 | 1,183,160 | 1,208,020 | 1,225,914 | 1,393,651 | 1,447,427 | 1,492,562 | 1,496,502 | 1,498,586 |
| <i>Nursery+other greenhouse 3/</i> | 2,420,875 | 2,612,813 | 2,854,956 | 2,918,358 | 3,242,266 | 3,427,750 | 3,541,794 | 3,787,983 | 3,819,153 | 3,857,345 |
| <i>Greenhouse+nursery crops</i> | 3,422,732 | 3,618,187 | 4,038,116 | 4,126,378 | 4,468,180 | 4,821,401 | 4,989,221 | 5,280,545 | 5,315,655 | 5,355,930 |

--- = 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; 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--Floriculture crops: Wholesale price index, by crop group, United States and regions, 1995 to date

| Crop groups | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|-----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| --- 2000 = 100 --- | | | | | | | | | | |
| United States: 1/ | | | | | | | | | | |
| Flowering plants, potted | 84.5 | 82.9 | 90.6 | 93.3 | 90.6 | 100.0 | 104.8 | 105.1 | 105.6 | 106.5 |
| Bedding plants, annuals 2/ | 91.2 | 96.0 | 104.8 | 94.8 | 99.0 | 100.0 | 101.1 | 98.9 | 98.1 | 98.5 |
| -- In pots | 87.1 | 92.9 | 108.2 | 112.7 | 107.9 | 100.0 | 102.3 | 103.7 | 106.0 | 106.5 |
| -- In flats | 89.8 | 91.2 | 93.7 | 93.4 | 98.7 | 100.0 | 99.6 | 92.8 | 91.6 | 92.0 |
| -- In hanging baskets | 95.7 | 97.9 | 96.6 | 99.2 | 101.7 | 100.0 | 103.0 | 103.2 | 104.3 | 104.7 |
| Herbaceous perennials 3/ | 69.1 | 69.7 | 73.9 | 75.1 | 77.7 | 100.0 | 99.4 | 103.3 | 108.4 | 108.9 |
| All bedding / garden plants | 87.7 | 90.3 | 107.5 | 97.9 | 102.0 | 100.0 | 100.5 | 100.4 | 100.5 | 100.9 |
| Northeast: | | | | | | | | | | |
| Flowering plants, potted | 95.5 | 104.1 | 96.6 | 94.9 | 97.2 | 100.0 | 101.2 | 107.7 | 118.4 | 119.4 |
| Bedding plants, annuals | 105.2 | 107.1 | 92.8 | 86.8 | 96.2 | 100.0 | 100.7 | 99.6 | 99.9 | 100.3 |
| -- In pots | 85.2 | 86.4 | 108.1 | 115.8 | 118.5 | 100.0 | 105.6 | 105.6 | 112.7 | 113.2 |
| -- In flats | 91.7 | 91.3 | 94.1 | 81.6 | 94.2 | 100.0 | 98.9 | 98.3 | 94.2 | 94.6 |
| -- In hanging baskets | 94.4 | 97.4 | 93.2 | 96.2 | 103.4 | 100.0 | 104.4 | 103.9 | 104.5 | 104.9 |
| Herbaceous perennials | 75.7 | 71.3 | 70.9 | 80.9 | 72.5 | 100.0 | 95.5 | 104.8 | 113.9 | 114.4 |
| All bedding / garden plants | 101.3 | 99.9 | 95.5 | 90.3 | 98.0 | 100.0 | 98.6 | 100.8 | 103.9 | 104.3 |
| Midwest: | | | | | | | | | | |
| Flowering plants, potted | 105.1 | 110.3 | 107.8 | 105.4 | 100.6 | 100.0 | 104.8 | 108.9 | 106.9 | 107.8 |
| Bedding plants, annuals | 101.2 | 103.5 | 98.0 | 98.9 | 98.5 | 100.0 | 106.8 | 104.1 | 106.6 | 107.0 |
| -- In pots | 89.9 | 95.2 | 106.9 | 120.6 | 114.7 | 100.0 | 107.5 | 106.3 | 117.6 | 118.1 |
| -- In flats | 91.2 | 95.3 | 95.4 | 91.3 | 95.8 | 100.0 | 102.8 | 105.2 | 100.6 | 101.0 |
| -- In hanging baskets | 98.9 | 98.8 | 99.7 | 100.3 | 100.6 | 100.0 | 103.5 | 100.5 | 102.3 | 102.7 |
| Herbaceous perennials | 76.4 | 79.0 | 81.7 | 81.4 | 84.1 | 100.0 | 101.0 | 97.9 | 107.6 | 108.0 |
| All bedding / garden plants | 103.0 | 107.7 | 104.6 | 105.3 | 105.0 | 100.0 | 103.4 | 100.6 | 106.1 | 106.6 |
| South: | | | | | | | | | | |
| Flowering plants, potted | 90.5 | 81.1 | 90.6 | 80.8 | 82.4 | 100.0 | 97.6 | 98.3 | 97.1 | 97.9 |
| Bedding plants, annuals | 154.7 | 186.9 | 113.9 | 101.4 | 101.9 | 100.0 | 101.0 | 101.4 | 100.7 | 101.1 |
| -- In pots | 100.0 | 108.1 | 112.5 | 108.0 | 107.5 | 100.0 | 103.0 | 105.5 | 104.6 | 105.1 |
| -- In flats | 93.9 | 93.7 | 92.4 | 91.9 | 94.6 | 100.0 | 96.6 | 105.5 | 106.2 | 106.7 |
| -- In hanging baskets | 96.8 | 99.3 | 97.2 | 100.2 | 102.8 | 100.0 | 103.7 | 102.7 | 104.7 | 105.1 |
| Herbaceous perennials | 62.6 | 66.2 | 74.9 | 68.8 | 76.7 | 100.0 | 101.7 | 109.3 | 105.7 | 106.1 |
| All bedding / garden plants | 116.9 | 127.3 | 111.0 | 99.2 | 101.1 | 100.0 | 103.8 | 106.9 | 104.1 | 104.5 |
| West: | | | | | | | | | | |
| Flowering plants, potted | 77.6 | 65.7 | 70.0 | 81.9 | 74.8 | 100.0 | 103.9 | 107.7 | 110.6 | 111.6 |
| Bedding plants, annuals | 89.4 | 97.3 | 110.7 | 85.3 | 102.7 | 100.0 | 97.6 | 99.4 | 98.3 | 98.7 |
| -- In pots | 86.8 | 86.2 | 101.8 | 106.0 | 97.3 | 100.0 | 95.8 | 100.1 | 99.1 | 99.5 |
| -- In flats | 83.8 | 84.1 | 90.9 | 107.8 | 108.5 | 100.0 | 101.5 | 110.5 | 113.3 | 113.8 |
| -- In hanging baskets | 89.3 | 93.5 | 92.0 | 91.9 | 96.2 | 100.0 | 105.7 | 106.3 | 106.6 | 107.0 |
| Herbaceous perennials | 54.6 | 57.5 | 57.8 | 69.0 | 62.9 | 100.0 | 100.8 | 103.0 | 115.9 | 116.4 |
| All bedding / garden plants | 93.8 | 100.4 | 116.7 | 91.6 | 109.0 | 100.0 | 93.9 | 97.3 | 98.8 | 99.3 |

p = Preliminary; f = ERS forecast.

1/ Quantity sold data of cut flowers are insufficient to estimate prices in each region.

2/ Based on average price of all annual bedding and garden plant containers.

3/ Includes only potted hardy and garden chrysanthemums from 1993 to 1999.

Source: *Floriculture Crops*, NASS.

Table 9--Cut flowers: Value of sales and average prices at wholesale, by flower type, United States, 1995 to date 1/

| Flower species | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| --- 1,000 dollars --- | | | | | | | | | | |
| Total U.S. sales: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | 5,939 | 5,137 | 4,674 | 3,891 | 3,852 |
| Carnations, standard | 17,199 | 13,345 | 11,739 | 9,891 | 7,201 | 6,430 | 3,870 | 3,416 | 2,235 | 2,213 |
| Mums, pompon | 17,079 | 15,145 | 16,341 | 16,828 | 15,181 | 17,214 | 16,831 | 19,351 | 18,181 | 17,999 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 10,955 | 11,008 | 10,971 | 11,206 | 11,094 |
| Gerbera daisy | --- | --- | --- | --- | --- | 20,886 | 22,317 | 25,343 | 26,413 | 26,149 |
| Gladioli | 36,110 | 33,260 | 34,861 | 33,138 | 25,535 | 28,339 | 24,284 | 26,853 | 27,994 | 27,714 |
| Iris | --- | --- | --- | --- | --- | 20,395 | 19,549 | 18,344 | 19,795 | 19,597 |
| Lilies, all | --- | --- | --- | --- | --- | 55,975 | 60,876 | 62,347 | 69,786 | 69,088 |
| Lisianthus | --- | --- | --- | --- | --- | 6,891 | 8,505 | 6,551 | 6,289 | 6,226 |
| Orchids, all | --- | --- | --- | --- | --- | 8,071 | 8,563 | 7,796 | 8,530 | 8,445 |
| Roses, all | 114,594 | 105,823 | 109,914 | 90,174 | 76,709 | 69,294 | 59,976 | 58,878 | 51,891 | 51,372 |
| Snapdragons | --- | --- | --- | --- | --- | 19,166 | 16,980 | 17,041 | 14,599 | 14,453 |
| Tulips | --- | --- | --- | --- | --- | 26,760 | 26,864 | 29,001 | 29,624 | 29,328 |
| Other cut flowers | 238,648 | 245,127 | 298,714 | 261,564 | 306,998 | 133,648 | 133,343 | 136,515 | 134,562 | 133,216 |
| <i>Total cut flowers</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>427,081</i> | <i>424,996</i> | <i>420,746</i> |
| Cut cultivated greens | 113,124 | 118,185 | 116,184 | 117,689 | 126,675 | 126,168 | 112,358 | 113,773 | 108,638 | 107,552 |
| --- Dollars --- | | | | | | | | | | |
| Sales per U.S. household: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | 0.06 | 0.05 | 0.04 | 0.04 | 0.04 |
| Carnations, standard | 0.18 | 0.14 | 0.12 | 0.10 | 0.07 | 0.06 | 0.04 | 0.03 | 0.02 | 0.02 |
| Mums, pompon | 0.18 | 0.15 | 0.16 | 0.17 | 0.15 | 0.16 | 0.16 | 0.18 | 0.17 | 0.16 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 0.10 | 0.10 | 0.10 | 0.10 | 0.10 |
| Gerbera daisy | --- | --- | --- | --- | --- | 0.20 | 0.21 | 0.23 | 0.24 | 0.24 |
| Gladioli | 0.37 | 0.34 | 0.35 | 0.33 | 0.25 | 0.27 | 0.23 | 0.25 | 0.26 | 0.25 |
| Iris | --- | --- | --- | --- | --- | 0.19 | 0.18 | 0.17 | 0.18 | 0.18 |
| Lilies, all | --- | --- | --- | --- | --- | 0.53 | 0.57 | 0.58 | 0.64 | 0.63 |
| Lisianthus | --- | --- | --- | --- | --- | 0.07 | 0.08 | 0.06 | 0.06 | 0.06 |
| Orchids, all | --- | --- | --- | --- | --- | 0.08 | 0.08 | 0.07 | 0.08 | 0.08 |
| Roses, all | 1.18 | 1.07 | 1.10 | 0.89 | 0.74 | 0.66 | 0.56 | 0.55 | 0.48 | 0.47 |
| Snapdragons | --- | --- | --- | --- | --- | 0.18 | 0.16 | 0.16 | 0.13 | 0.13 |
| Tulips | --- | --- | --- | --- | --- | 0.25 | 0.25 | 0.27 | 0.27 | 0.27 |
| Other cut flowers | 2.45 | 2.48 | 2.99 | 2.59 | 2.97 | 1.27 | 1.25 | 1.26 | 1.23 | 1.21 |
| <i>Total cut flowers</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>3.96</i> | <i>3.90</i> | <i>3.83</i> |
| Cut cultivated greens | 1.16 | 1.20 | 1.16 | 1.16 | 1.23 | 1.20 | 1.05 | 1.05 | 1.00 | 0.98 |
| --- Dollars --- | | | | | | | | | | |
| Average price per unit: 2/ | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | 0.24 | 0.24 | 0.27 | 0.29 | 0.30 |
| Carnations, standard | 0.15 | 0.14 | 0.16 | 0.16 | 0.19 | 0.16 | 0.16 | 0.16 | 0.17 | 0.17 |
| Mums, pompon | 1.26 | 1.26 | 1.30 | 1.35 | 0.93 | 1.31 | 1.30 | 1.31 | 1.32 | 1.36 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 0.25 | 0.24 | 0.23 | 0.23 | 0.24 |
| Gerbera daisy | --- | --- | --- | --- | --- | 0.31 | 0.31 | 0.30 | 0.30 | 0.31 |
| Gladioli | 0.24 | 0.23 | 0.23 | 0.26 | 0.25 | 0.22 | 0.22 | 0.21 | 0.23 | 0.24 |
| Iris | --- | --- | --- | --- | --- | 0.26 | 0.23 | 0.22 | 0.22 | 0.23 |
| Lilies, all | --- | --- | --- | --- | --- | 0.69 | 0.67 | 0.61 | 0.64 | 0.66 |
| Lisianthus | --- | --- | --- | --- | --- | 0.45 | 0.45 | 0.45 | 0.46 | 0.47 |
| Orchids, all | --- | --- | --- | --- | --- | 0.69 | 0.74 | 0.70 | 0.70 | 0.72 |
| Roses, all | 0.33 | 0.34 | 0.32 | 0.34 | 0.34 | 0.37 | 0.37 | 0.37 | 0.38 | 0.40 |
| Snapdragons | --- | --- | --- | --- | --- | 0.30 | 0.28 | 0.28 | 0.28 | 0.29 |
| Tulips | --- | --- | --- | --- | --- | 0.35 | 0.35 | 0.32 | 0.34 | 0.35 |
| <i>Total cut flowers</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>0.52</i> | <i>0.53</i> | <i>0.51</i> | <i>0.53</i> | <i>0.55</i> |
| Leatherleaf ferns 3/ | 0.85 | 0.87 | 0.82 | 0.83 | 0.90 | 0.88 | 1.00 | 0.87 | 0.84 | 0.86 |

--- = 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 10--Cut flowers: U.S. import value and price indices, by flower type, 1995 to date

| Flower species | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| --- 1,000 dollars --- | | | | | | | | | | |
| U.S. import value: 1/ | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | 26,750 | 19,356 | 23,647 | 30,153 | 37,261 | 49,039 |
| Carnations, standard | 80,089 | 90,075 | 79,504 | 74,559 | 70,713 | 56,983 | 44,815 | 38,773 | 36,627 | 36,242 |
| Mums, pompon | 65,941 | 68,966 | 66,732 | 73,023 | 67,441 | 61,765 | 50,629 | 41,580 | 55,013 | 71,495 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gerbera daisy | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gladioli | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Iris | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lilies, all | --- | --- | --- | --- | 13,022 | 12,091 | 11,977 | 13,529 | 13,613 | 13,146 |
| Lisianthus | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Orchids, all | 5,383 | 5,014 | 4,434 | 3,824 | 3,770 | 4,628 | 4,279 | 4,373 | 4,512 | 5,945 |
| Roses, all | 152,141 | 178,923 | 206,595 | 217,517 | 201,126 | 212,728 | 205,688 | 190,710 | 216,645 | 253,059 |
| Snapdragons | --- | --- | --- | --- | 728 | 1,606 | 2,596 | 2,446 | 3,176 | 3,429 |
| Tulips | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Other cut flowers | 207,971 | 229,571 | 237,782 | 245,439 | 208,817 | 241,303 | 221,837 | 220,092 | 244,095 | 294,251 |
| <i>Total imports</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>610,943</i> | <i>726,606</i> |
| Share of total supply, % | 54.7 | 58.1 | 55.8 | 59.9 | 57.8 | 58.7 | 57.5 | 55.9 | 59.0 | 63.3 |
| Import price index: | | | | | | | | | | |
| 2000 = 100 | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | 118.5 | 100.0 | 125.7 | 143.9 | 134.1 | 127.8 |
| Carnations, standard | 97.8 | 101.6 | 98.1 | 107.9 | 111.0 | 100.0 | 93.4 | 91.9 | 88.5 | 88.5 |
| Mums, pompon | 93.6 | 94.6 | 104.1 | 109.3 | 117.4 | 100.0 | 86.4 | 78.6 | 112.0 | 134.7 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gerbera daisy | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gladioli | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Iris | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lilies, all | --- | --- | --- | --- | 62.2 | 100.0 | 98.5 | 126.0 | 113.2 | 103.9 |
| Lisianthus | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Orchids, all | 305.6 | 179.4 | 162.0 | 102.5 | 83.1 | 100.0 | 96.1 | 93.3 | 103.8 | 112.7 |
| Roses, all | 89.2 | 96.8 | 99.1 | 100.8 | 99.0 | 100.0 | 94.3 | 85.6 | 88.6 | 92.7 |
| Snapdragons | --- | --- | --- | --- | --- | 100.0 | 118.3 | 124.6 | 180.8 | 221.4 |
| Tulips | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Other cut flowers | 97.3 | 103.8 | 102.3 | 112.9 | 77.3 | 100.0 | 95.4 | 90.9 | 109.8 | 129.6 |
| <i>Total cut flowers:</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>104.3</i> | <i>113.5</i> |
| Domestic price index: | | | | | | | | | | |
| 2000 = 100 | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | 100.0 | 102.0 | 115.0 | 121.2 | 124.9 |
| Carnations, standard | 96.0 | 90.5 | 98.7 | 97.9 | 117.1 | 100.0 | 97.7 | 98.7 | 104.7 | 108.0 |
| Mums, pompon | 96.4 | 96.5 | 99.4 | 103.5 | 71.1 | 100.0 | 99.5 | 100.2 | 100.8 | 104.0 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 100.0 | 96.8 | 93.4 | 91.7 | 94.6 |
| Gerbera daisy | --- | --- | --- | --- | --- | 100.0 | 98.9 | 96.5 | 98.0 | 101.0 |
| Gladioli | 108.6 | 102.9 | 101.1 | 115.0 | 114.0 | 100.0 | 96.4 | 95.6 | 104.1 | 107.4 |
| Iris | --- | --- | --- | --- | --- | 100.0 | 90.6 | 86.8 | 86.5 | 89.2 |
| Lilies, all | --- | --- | --- | --- | --- | 100.0 | 96.9 | 89.0 | 92.9 | 95.8 |
| Lisianthus | --- | --- | --- | --- | --- | 100.0 | 98.2 | 99.1 | 100.3 | 103.5 |
| Orchids, all | --- | --- | --- | --- | --- | 100.0 | 107.5 | 101.9 | 101.0 | 104.1 |
| Roses, all | 87.3 | 91.7 | 85.8 | 90.2 | 92.1 | 100.0 | 100.4 | 100.5 | 103.3 | 106.5 |
| Snapdragons | --- | --- | --- | --- | --- | 100.0 | 92.6 | 93.1 | 93.3 | 96.2 |
| Tulips | --- | --- | --- | --- | --- | 100.0 | 102.1 | 92.1 | 98.6 | 101.7 |
| <i>Total cut flowers:</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>---</i> | <i>100.0</i> | <i>101.9</i> | <i>99.5</i> | <i>103.4</i> | <i>106.6</i> |
| Leatherleaf ferns | 96.7 | 99.5 | 93.4 | 94.6 | 102.4 | 100.0 | 114.1 | 98.9 | 95.6 | 98.6 |

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

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

Sources: FATUS, ERS; Floriculture Crops, NASS.

Table 11--Cut flowers: Value of sales at wholesale, by flower type and U.S. regions, 1995 to date 1/

| U.S. regions | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| --- 1,000 dollars --- | | | | | | | | | | |
| Northeast: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | --- | --- | 534 | 472 | 467 |
| Carnations, standard | 55 | 118 | 99 | 70 | --- | --- | --- | --- | --- | --- |
| Mums, pompon | 40 | 189 | 192 | 81 | 52 | 91 | 20 | 32 | 31 | 31 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | --- | --- | --- | 56 | 55 |
| Gerbera daisy | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gladioli | 3,883 | 1,443 | 1,460 | 1,591 | 1,812 | 1,650 | 1,315 | 1,199 | 12 | 12 |
| Iris | --- | --- | --- | --- | --- | 38 | 24 | 14 | 17 | 17 |
| Lilies, all | --- | --- | --- | --- | --- | 216 | 311 | 718 | 721 | 714 |
| Lisianthus | --- | --- | --- | --- | --- | 33 | 65 | 99 | --- | --- |
| Orchids, all | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roses, all | 8,338 | 7,421 | 6,740 | 1,925 | 2,163 | 2,631 | 2,296 | 1,720 | 1,391 | 1,377 |
| Snapdragons | --- | --- | --- | --- | --- | 2,139 | 1,113 | 1,104 | 1,445 | 1,431 |
| Tulips | --- | --- | --- | --- | --- | 29 | 41 | 9 | 2 | 2 |
| Other cut flowers | 18,077 | 17,012 | 16,447 | 14,796 | 15,300 | 5,995 | 6,407 | 7,142 | 4,941 | 4,892 |
| <i>Total cut flowers</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>22,341</i> | <i>16,796</i> | <i>16,628</i> |
| Midwest: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | --- | --- | 892 | 889 | 880 |
| Carnations, standard | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Mums, pompon | 402 | 334 | 245 | 128 | 120 | 159 | 57 | 92 | 97 | 96 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gerbera daisy | --- | --- | --- | --- | --- | --- | --- | 166 | 167 | 165 |
| Gladioli | 5,385 | 5,542 | 6,898 | --- | --- | --- | 6,247 | 286 | 304 | 301 |
| Iris | --- | --- | --- | --- | --- | 187 | 40 | 105 | 30 | 30 |
| Lilies, all | --- | --- | --- | --- | --- | 1,795 | 1,731 | 1,810 | 722 | 715 |
| Lisianthus | --- | --- | --- | --- | --- | --- | --- | 26 | 18 | 18 |
| Orchids, all | --- | --- | --- | --- | --- | --- | --- | 1 | --- | --- |
| Roses, all | 7,796 | 4,963 | 4,584 | --- | --- | 894 | 581 | 2,819 | 2,773 | 2,745 |
| Snapdragons | --- | --- | --- | --- | --- | 781 | 544 | 180 | 377 | 373 |
| Tulips | --- | --- | --- | --- | --- | 471 | 550 | 531 | 565 | 559 |
| Other cut flowers | 6,096 | 8,290 | 9,698 | 8,234 | 7,571 | 1,937 | 1,292 | 1,004 | 878 | 869 |
| <i>Total cut flowers</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>16,736</i> | <i>17,320</i> | <i>17,147</i> |
| South: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Carnations, standard | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Mums, pompon | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 1,068 | --- | --- | --- | --- |
| Gerbera daisy | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Gladioli | 16,276 | 16,932 | 14,791 | 16,343 | 15,929 | 16,247 | 11,978 | 12,693 | 9,861 | 9,762 |
| Iris | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lilies, all | --- | --- | --- | --- | --- | --- | 1,676 | --- | 1,251 | 1,238 |
| Lisianthus | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Orchids, all | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roses, all | 1,927 | 1,741 | --- | --- | --- | --- | --- | --- | --- | --- |
| Snapdragons | --- | --- | --- | --- | --- | 1,577 | 2,295 | 1,386 | 1,670 | 1,653 |
| Tulips | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Other cut flowers | 10,244 | 12,755 | 18,801 | 12,515 | 13,491 | 8,509 | 7,517 | 6,787 | 9,450 | 9,355 |
| <i>Total cut flowers</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>25,939</i> | <i>25,983</i> | <i>25,723</i> |
| Cut cultivated greens | 91,480 | 97,663 | 94,600 | 91,399 | 100,832 | 100,607 | 87,836 | 88,242 | 83,412 | 82,578 |
| West: | | | | | | | | | | |
| Alstroemeria | --- | --- | --- | --- | --- | 3,931 | 3,183 | 2,398 | 1,941 | 1,922 |
| Carnations, standard | 16,955 | 13,072 | 11,447 | 9,669 | 6,952 | 6,240 | 3,618 | 3,205 | 2,062 | 2,041 |
| Mums, pompon | 15,171 | 13,699 | 15,075 | 15,380 | 13,526 | 16,509 | 16,025 | 18,351 | 17,446 | 17,272 |
| Delphinium, larkspur | --- | --- | --- | --- | --- | 9,682 | 9,138 | 9,713 | 9,776 | 9,678 |
| Gerbera daisy | --- | --- | --- | --- | --- | 19,934 | 21,093 | 24,185 | 25,219 | 24,967 |
| Gladioli | --- | --- | --- | --- | 3,952 | 4,265 | 4,307 | 5,659 | --- | --- |
| Iris | --- | --- | --- | --- | --- | 16,008 | 15,436 | 14,256 | 16,137 | 15,976 |
| Lilies, all | --- | --- | --- | --- | --- | 45,394 | 50,352 | 51,291 | 59,334 | 58,741 |
| Lisianthus | --- | --- | --- | --- | --- | 6,257 | 7,814 | 6,003 | 5,730 | 5,673 |
| Orchids, all | --- | --- | --- | --- | --- | 7,650 | 7,835 | 6,990 | 7,785 | 7,707 |
| Roses, all | 73,148 | 68,236 | 75,107 | 61,112 | 53,118 | 45,515 | 39,156 | 41,023 | 38,255 | 37,872 |
| Snapdragons | --- | --- | --- | --- | --- | 13,776 | 11,018 | 11,190 | 9,889 | 9,790 |
| Tulips | --- | --- | --- | --- | --- | 21,997 | 21,383 | 23,756 | 24,774 | 24,526 |
| Other cut flowers | 192,156 | 195,509 | 240,098 | 215,338 | 254,799 | 110,912 | 113,357 | 118,243 | 115,678 | 114,521 |
| <i>Total cut flowers</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>349,662</i> | <i>355,324</i> | <i>351,771</i> |
| Cut cultivated greens | 21,635 | 20,413 | 21,392 | 25,927 | 24,695 | 24,091 | 21,884 | 23,549 | 23,564 | 23,328 |

--- = 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 12--Potted flowering and foliage plants: Value of sales at wholesale, by plant type, United States, 1995 to date 1/

| Plant type | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|----------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| --- 1,000 dollars --- | | | | | | | | | | |
| United States: | | | | | | | | | | |
| African violets | 25,086 | 23,029 | 22,584 | 22,672 | 24,455 | 18,909 | 20,034 | 20,816 | 20,112 | 19,893 |
| Florist azaleas | 57,770 | 43,843 | 42,186 | 39,635 | 43,185 | 61,719 | 63,333 | 48,603 | 40,948 | 40,503 |
| Florist mums | 92,219 | 84,726 | 82,632 | 73,408 | 70,923 | 81,869 | 75,225 | 85,128 | 76,093 | 75,266 |
| Easter lilies | 36,925 | 38,012 | 46,278 | 37,273 | 35,990 | 37,246 | 37,735 | 37,014 | 35,624 | 35,237 |
| Orchids | --- | 46,993 | 69,856 | 64,885 | 79,398 | 89,018 | 102,049 | 111,735 | 120,878 | 119,564 |
| Poinsettias | 211,437 | 215,248 | 227,729 | 224,441 | 226,816 | 246,263 | 255,323 | 252,983 | 251,814 | 249,076 |
| Florist roses | --- | --- | --- | --- | --- | 27,499 | 25,645 | 27,492 | 27,293 | 26,996 |
| Spring bulbs | --- | --- | --- | --- | --- | 39,392 | 46,075 | 55,012 | 55,331 | 54,729 |
| Other plants | 222,798 | 201,865 | 198,451 | 241,357 | 244,030 | 197,684 | 199,331 | 205,157 | 200,920 | 198,736 |
| <i>All flower plants</i> | 681,107 | 684,340 | 722,869 | 736,837 | 758,838 | 799,599 | 824,750 | 843,940 | 829,013 | 820,000 |
| Foliage plants | 413,566 | 432,976 | 421,398 | 436,243 | 432,532 | 472,079 | 568,668 | 538,837 | 541,097 | 535,214 |
| Foliage baskets | 85,403 | 75,971 | 78,566 | 66,258 | 79,467 | 88,113 | 81,922 | 83,723 | 81,669 | 80,781 |
| --- Dollars --- | | | | | | | | | | |
| Sales per U.S. household: | | | | | | | | | | |
| African violets | 0.26 | 0.23 | 0.23 | 0.22 | 0.24 | 0.18 | 0.19 | 0.19 | 0.18 | 0.18 |
| Florist azaleas | 0.59 | 0.44 | 0.42 | 0.39 | 0.42 | 0.59 | 0.59 | 0.45 | 0.38 | 0.37 |
| Florist mums | 0.95 | 0.86 | 0.83 | 0.73 | 0.69 | 0.78 | 0.70 | 0.79 | 0.70 | 0.68 |
| Easter lilies | 0.38 | 0.39 | 0.46 | 0.37 | 0.35 | 0.35 | 0.35 | 0.34 | 0.33 | 0.32 |
| Orchids | --- | 0.48 | 0.70 | 0.64 | 0.77 | 0.84 | 0.95 | 1.04 | 1.11 | 1.09 |
| Poinsettias | 2.17 | 2.18 | 2.28 | 2.22 | 2.20 | 2.33 | 2.39 | 2.34 | 2.31 | 2.27 |
| Florist roses | --- | --- | --- | --- | --- | 0.26 | 0.24 | 0.25 | 0.25 | 0.25 |
| Spring bulbs | --- | --- | --- | --- | --- | 0.37 | 0.43 | 0.51 | 0.51 | 0.50 |
| Other plants | 2.29 | 2.05 | 1.99 | 2.39 | 2.36 | 1.87 | 1.87 | 1.90 | 1.84 | 1.81 |
| <i>All flower plants</i> | 7.00 | 6.93 | 7.24 | 7.29 | 7.35 | 7.58 | 7.72 | 7.82 | 7.61 | 7.46 |
| Foliage plants | 4.25 | 4.39 | 4.22 | 4.32 | 4.19 | 4.48 | 5.32 | 4.99 | 4.97 | 4.87 |
| Foliage baskets | 0.88 | 0.77 | 0.79 | 0.66 | 0.77 | 0.84 | 0.77 | 0.78 | 0.75 | 0.74 |
| 2000 = 100 | | | | | | | | | | |
| Domestic price index: | | | | | | | | | | |
| African violets | 98.0 | 94.7 | 97.0 | 100.3 | 100.8 | 100.0 | 107.3 | 111.2 | 109.3 | 110.2 |
| Florist azaleas | 87.0 | 89.6 | 78.8 | 96.4 | 105.1 | 100.0 | 109.6 | 109.6 | 108.2 | 109.1 |
| Florist mums | 99.9 | 102.2 | 105.7 | 102.0 | 101.9 | 100.0 | 103.6 | 95.0 | 93.0 | 93.8 |
| Easter lilies | 98.2 | 97.4 | 92.0 | 97.0 | 97.0 | 100.0 | 98.0 | 99.9 | 101.9 | 102.7 |
| Orchids | --- | 59.6 | 79.4 | 82.1 | 82.3 | 100.0 | 91.1 | 91.7 | 84.3 | 85.0 |
| Poinsettias | 98.0 | 97.2 | 98.3 | 97.7 | 96.3 | 100.0 | 102.8 | 102.5 | 107.2 | 108.1 |
| Florist roses | --- | --- | --- | --- | --- | 100.0 | 105.0 | 127.1 | 125.1 | 126.1 |
| Spring bulbs | --- | --- | --- | --- | --- | 100.0 | 99.3 | 106.4 | 109.1 | 110.0 |
| Other plants | 93.6 | 77.2 | 81.5 | 90.6 | 88.0 | 100.0 | 104.5 | 105.6 | 102.3 | 103.2 |
| <i>All flower plants</i> | 84.5 | 82.9 | 90.6 | 93.3 | 90.6 | 100.0 | 104.8 | 105.1 | 105.6 | 106.5 |
| Foliage plants 2/ | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Foliage baskets | 89.5 | 91.7 | 93.2 | 98.7 | 91.7 | 100.0 | 91.6 | 99.8 | 100.9 | 101.7 |

--- = 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 for all plants due to undisclosed State sales.

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

Source: *Floriculture Crops*, NASS.

Table 13--Potted flowering and foliage plants: Value of sales at wholesale, by plant type and U.S. regions, 1995 to date 1/

| Plant type | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|-----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| --- 1,000 dollars --- | | | | | | | | | | |
| Northeast: | | | | | | | | | | |
| African violets | 1,879 | 639 | 1,772 | 1,781 | 2,121 | 2,339 | 2,084 | 1,850 | 1,911 | 1,890 |
| Florist azaleas | 11,782 | 5,729 | 9,939 | 6,129 | 6,678 | 7,242 | 8,527 | 2,348 | 1,069 | 1,057 |
| Florist mums | 6,232 | 5,630 | 5,715 | 6,268 | 4,518 | 5,371 | 7,366 | 10,613 | 8,791 | 8,695 |
| Easter lilies | 7,778 | 9,113 | 16,487 | 9,080 | 9,149 | 8,276 | 9,100 | 9,393 | 9,444 | 9,341 |
| Orchids | --- | 297 | 254 | 2,733 | 1,718 | 1,513 | 3,638 | 6,210 | 1,790 | 1,771 |
| Poinsettias | 35,907 | 37,015 | 39,217 | 36,765 | 41,009 | 46,150 | 47,368 | 46,610 | 46,438 | 45,933 |
| Florist roses | --- | --- | --- | --- | --- | 818 | 685 | 795 | 58 | 57 |
| Spring bulbs | --- | --- | --- | --- | --- | 16,284 | 17,785 | 18,356 | 18,631 | 18,428 |
| Other plants | 31,493 | 27,383 | 27,859 | 46,708 | 43,844 | 31,707 | 31,727 | 36,196 | 38,428 | 38,010 |
| <i>All plants</i> | 103,580 | 96,079 | 110,445 | 116,276 | 117,302 | 123,877 | 133,127 | 146,232 | 144,396 | 142,826 |
| Foliage plants | 9,021 | 10,120 | 12,734 | 12,537 | 10,706 | 10,398 | 11,436 | 13,841 | 12,958 | 12,817 |
| Foliage baskets | 4,974 | 7,803 | 4,827 | 4,438 | 6,032 | 4,207 | 4,782 | 4,811 | 4,252 | 4,206 |
| Midwest: | | | | | | | | | | |
| African violets | 871 | 1,179 | 920 | 668 | 2,790 | 2,776 | 1,385 | 1,596 | 1,296 | 1,282 |
| Florist azaleas | 8,571 | 6,872 | 8,711 | 8,773 | 8,253 | 8,717 | 7,650 | 6,561 | 6,018 | 5,953 |
| Florist mums | 17,733 | 15,590 | 15,999 | 13,564 | 12,090 | 12,780 | 14,101 | 10,772 | 9,954 | 9,846 |
| Easter lilies | 13,697 | 14,024 | 14,052 | 14,070 | 7,874 | 13,329 | 12,877 | 12,163 | 11,297 | 11,174 |
| Orchids | --- | --- | 8,323 | 2,317 | 2,609 | 3,191 | 5,151 | 2,556 | 2,894 | 2,863 |
| Poinsettias | 60,215 | 58,989 | 61,146 | 57,571 | 61,763 | 62,235 | 61,206 | 59,074 | 57,929 | 57,299 |
| Florist roses | --- | --- | --- | --- | --- | 1,808 | 643 | 958 | 946 | 936 |
| Spring bulbs | --- | --- | --- | --- | --- | 8,057 | 7,345 | 10,434 | 9,853 | 9,746 |
| Other plants | 24,652 | 19,505 | 23,351 | 22,570 | 24,210 | 22,179 | 19,769 | 19,595 | 19,775 | 19,560 |
| <i>All plants</i> | 143,026 | 136,594 | 146,452 | 133,795 | 136,261 | 143,174 | 139,117 | 132,858 | 129,913 | 128,501 |
| Foliage plants | 13,469 | 12,819 | 12,425 | 10,508 | 11,736 | 14,545 | 16,221 | 13,386 | 14,070 | 13,917 |
| Foliage baskets | 8,521 | 8,330 | 9,507 | 6,548 | 8,353 | 9,185 | 8,660 | 8,861 | 8,085 | 7,997 |
| South: | | | | | | | | | | |
| African violets | 439 | 2,398 | 1,831 | 1,712 | 2,445 | 1,598 | 1,479 | 1,761 | 972 | 961 |
| Florist azaleas | 3,292 | 4,387 | 3,130 | 2,571 | 5,977 | 9,398 | 9,773 | 8,828 | 6,530 | 6,459 |
| Florist mums | 13,594 | 21,833 | 26,359 | 22,948 | 25,121 | 24,873 | 16,265 | 23,683 | 23,461 | 23,206 |
| Easter lilies | 8,529 | 8,427 | 8,329 | 7,253 | 7,481 | 7,357 | 6,686 | 6,210 | 5,877 | 5,813 |
| Orchids | --- | 15,774 | 20,234 | 19,177 | 31,033 | 26,962 | 29,572 | 37,119 | 41,598 | 41,146 |
| Poinsettias | 57,524 | 68,934 | 76,768 | 79,816 | 72,905 | 80,212 | 81,881 | 85,264 | 86,961 | 86,016 |
| Florist roses | --- | --- | --- | --- | --- | 8,107 | 8,675 | 1,105 | 4,261 | 4,215 |
| Spring bulbs | --- | --- | --- | --- | --- | 4,622 | 5,998 | 7,397 | 6,890 | 6,815 |
| Other plants | 71,130 | 55,947 | 62,094 | 83,829 | 87,280 | 75,994 | 61,915 | 55,944 | 56,819 | 56,201 |
| <i>All plants</i> | 232,494 | 240,560 | 243,229 | 250,135 | 267,247 | 264,413 | 245,402 | 265,851 | 269,490 | 266,560 |
| Foliage plants | 302,798 | 330,008 | 306,868 | 308,744 | 303,120 | 343,272 | 430,792 | 402,661 | 404,010 | 399,618 |
| Foliage baskets | 46,041 | 40,990 | 46,008 | 47,407 | 49,499 | 47,066 | 49,168 | 51,313 | 51,763 | 51,200 |
| West: | | | | | | | | | | |
| African violets | 2,216 | 1,928 | 2,541 | 2,066 | 2,180 | 1,479 | 2,873 | 2,951 | 2,603 | 2,575 |
| Florist azaleas | 16,934 | 16,242 | 14,628 | 17,670 | 20,251 | 35,300 | 34,268 | 19,522 | 18,496 | 18,295 |
| Florist mums | 21,060 | 24,583 | 22,025 | 20,310 | 9,253 | 18,578 | 20,245 | 19,664 | 13,706 | 13,557 |
| Easter lilies | 6,605 | 5,964 | 7,203 | 6,192 | 4,627 | 6,941 | 7,620 | 7,042 | 5,634 | 5,573 |
| Orchids | --- | 25,571 | 32,334 | 34,848 | 37,092 | 48,991 | 58,480 | 60,958 | 64,528 | 63,826 |
| Poinsettias | 49,143 | 46,341 | 50,598 | 50,289 | 44,453 | 57,666 | 64,868 | 62,035 | 60,486 | 59,828 |
| Florist roses | --- | --- | --- | --- | --- | 49 | 24 | 76 | 82 | 81 |
| Spring bulbs | --- | --- | --- | --- | --- | 7,210 | 11,101 | 9,950 | 9,174 | 9,074 |
| Other plants | 77,830 | 71,869 | 71,769 | 82,856 | 81,529 | 57,084 | 75,819 | 80,751 | 73,926 | 73,122 |
| <i>All plants</i> | 202,007 | 211,107 | 222,743 | 236,631 | 233,844 | 268,135 | 307,104 | 298,999 | 285,214 | 282,113 |
| Foliage plants | 82,936 | 76,749 | 89,371 | 104,454 | 106,212 | 103,864 | 110,219 | 106,845 | 104,312 | 103,178 |
| Foliage baskets | 21,220 | 16,226 | 18,224 | 7,865 | 15,554 | 27,655 | 19,312 | 17,816 | 17,138 | 16,952 |

--- = 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 for all plants due to undisclosed State sales.

Source: *Floriculture Crops*, NASS.

Table 14--Potted flowering plants: Unit prices at wholesale, by flower variety, U.S. and regions, 1995 to date 1/

| Plant type | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|-------------------------|------|-------|-------|------|-------|-------|-------|-------|-------|-------|
| --- Dollars per pot --- | | | | | | | | | | |
| United States: | | | | | | | | | | |
| African violets | 1.14 | 1.10 | 1.13 | 1.16 | 1.17 | 1.16 | 1.24 | 1.29 | 1.27 | 1.28 |
| Florist azaleas | 3.60 | 3.71 | 3.26 | 3.99 | 4.35 | 4.14 | 4.54 | 4.54 | 4.48 | 4.51 |
| Florist mums | 2.88 | 2.95 | 3.05 | 2.94 | 2.94 | 2.89 | 2.99 | 2.74 | 2.68 | 2.71 |
| Easter lilies | 4.00 | 3.97 | 3.75 | 3.95 | 3.95 | 4.07 | 3.99 | 4.07 | 4.15 | 4.18 |
| Orchids | --- | 5.47 | 7.29 | 7.54 | 7.56 | 9.18 | 8.36 | 8.42 | 7.74 | 7.80 |
| Poinsettias | 3.63 | 3.61 | 3.65 | 3.63 | 3.57 | 3.71 | 3.81 | 3.80 | 3.98 | 4.01 |
| Florist roses | --- | --- | --- | --- | --- | 2.36 | 2.48 | 3.01 | 2.96 | 2.98 |
| Spring bulbs | --- | --- | --- | --- | --- | 2.59 | 2.58 | 2.76 | 2.83 | 2.85 |
| Other plants | 2.67 | 2.20 | 2.32 | 2.58 | 2.51 | 2.85 | 2.98 | 3.01 | 2.92 | 2.94 |
| <i>All plants</i> | 2.78 | 2.73 | 2.98 | 3.07 | 2.98 | 3.29 | 3.45 | 3.46 | 3.48 | 3.50 |
| Foliage baskets | 3.76 | 3.85 | 3.92 | 4.14 | 3.85 | 4.20 | 3.85 | 4.19 | 4.24 | 4.27 |
| Northeast: | | | | | | | | | | |
| African violets | 1.22 | 1.21 | 1.06 | 0.99 | 1.02 | 1.04 | 1.08 | 1.08 | 1.07 | 1.08 |
| Florist azaleas | 2.57 | 2.63 | 2.32 | 3.03 | 3.20 | 3.39 | 4.25 | 4.57 | 4.69 | 4.73 |
| Florist mums | 2.38 | 2.62 | 2.64 | 2.89 | 2.46 | 2.23 | 2.39 | 2.58 | 2.74 | 2.76 |
| Easter lilies | 3.67 | 3.55 | 3.21 | 3.53 | 3.55 | 5.84 | 3.62 | 3.58 | 3.71 | 3.74 |
| Orchids | --- | 16.50 | 16.93 | 4.80 | 11.01 | 10.81 | 19.88 | 27.24 | 21.83 | 22.01 |
| Poinsettias | 3.25 | 3.29 | 3.25 | 3.39 | 3.46 | 3.47 | 3.50 | 3.47 | 4.02 | 4.05 |
| Florist roses | --- | --- | --- | --- | --- | 2.40 | 2.38 | 3.08 | 2.23 | 2.25 |
| Spring bulbs | --- | --- | --- | --- | --- | 2.60 | 2.27 | 2.31 | 2.54 | 2.56 |
| Other plants | 2.39 | 2.40 | 2.30 | 2.30 | 2.35 | 2.41 | 2.51 | 2.48 | 2.74 | 2.76 |
| <i>All plants</i> | 2.85 | 3.11 | 2.89 | 2.83 | 2.91 | 2.99 | 3.02 | 3.22 | 3.54 | 3.57 |
| Foliage baskets | 4.35 | 4.17 | 4.13 | 4.71 | 4.62 | 4.42 | 4.20 | 4.35 | 4.34 | 4.38 |
| Midwest: | | | | | | | | | | |
| African violets | 1.14 | 0.99 | 1.31 | 1.48 | 0.87 | 0.91 | 1.11 | 1.34 | 1.32 | 1.33 |
| Florist azaleas | 7.33 | 6.81 | 6.56 | 6.90 | 7.19 | 7.12 | 7.15 | 7.24 | 7.40 | 7.46 |
| Florist mums | 3.56 | 3.60 | 3.67 | 3.72 | 3.53 | 3.66 | 3.41 | 3.41 | 3.11 | 3.14 |
| Easter lilies | 4.02 | 4.10 | 4.11 | 4.07 | 4.51 | 4.12 | 4.04 | 4.03 | 4.11 | 4.14 |
| Orchids | --- | --- | 12.50 | 8.65 | 12.02 | 13.58 | 14.47 | 10.69 | 10.34 | 10.42 |
| Poinsettias | 3.92 | 3.94 | 3.93 | 3.80 | 3.93 | 3.88 | 3.95 | 4.07 | 4.06 | 4.10 |
| Florist roses | --- | --- | --- | --- | --- | 2.54 | 3.78 | 5.38 | 6.22 | 6.28 |
| Spring bulbs | --- | --- | --- | --- | --- | 2.97 | 3.00 | 3.29 | 3.07 | 3.10 |
| Other plants | 2.80 | 2.92 | 2.70 | 2.74 | 2.65 | 2.87 | 2.63 | 3.07 | 2.84 | 2.86 |
| <i>All plants</i> | 3.92 | 4.11 | 4.02 | 3.93 | 3.75 | 3.73 | 3.91 | 4.06 | 3.98 | 4.02 |
| Foliage baskets | 4.80 | 4.48 | 4.49 | 4.85 | 5.22 | 5.62 | 5.20 | 5.30 | 5.19 | 5.23 |
| South: | | | | | | | | | | |
| African violets | 1.77 | 1.05 | 1.39 | 1.32 | 1.37 | 1.29 | 1.27 | 1.41 | 1.31 | 1.32 |
| Florist azaleas | 7.46 | 7.50 | 7.67 | 7.74 | 6.55 | 7.92 | 6.08 | 5.15 | 4.73 | 4.76 |
| Florist mums | 3.40 | 3.00 | 3.15 | 3.16 | 3.22 | 3.37 | 3.19 | 2.41 | 2.37 | 2.39 |
| Easter lilies | 4.31 | 4.27 | 4.24 | 4.16 | 4.53 | 5.43 | 4.27 | 4.77 | 4.63 | 4.67 |
| Orchids | --- | 3.69 | 5.58 | 6.47 | 6.54 | 9.66 | 8.76 | 8.07 | 7.69 | 7.76 |
| Poinsettias | 3.47 | 3.41 | 3.51 | 3.41 | 3.30 | 3.47 | 3.66 | 3.67 | 3.74 | 3.77 |
| Florist roses | --- | --- | --- | --- | --- | 27.48 | 3.60 | 3.89 | 3.13 | 3.15 |
| Spring bulbs | --- | --- | --- | --- | --- | 2.74 | 2.74 | 2.96 | 2.75 | 2.78 |
| Other plants | 2.63 | 2.59 | 2.76 | 2.49 | 2.70 | 3.28 | 3.19 | 2.95 | 2.91 | 2.93 |
| <i>All plants</i> | 3.85 | 3.45 | 3.85 | 3.44 | 3.50 | 4.25 | 4.15 | 4.18 | 4.13 | 4.16 |
| Foliage baskets | 3.85 | 3.89 | 4.02 | 4.26 | 3.88 | 4.25 | 3.83 | 4.35 | 4.41 | 4.45 |
| West: | | | | | | | | | | |
| African violets | 1.16 | 1.09 | 1.28 | 1.03 | 1.02 | 1.39 | 1.71 | 1.75 | 1.78 | 1.79 |
| Florist azaleas | 3.21 | 3.23 | 3.08 | 3.32 | 3.79 | 3.51 | 3.99 | 3.93 | 4.36 | 4.40 |
| Florist mums | 2.55 | 2.53 | 2.67 | 2.48 | 2.31 | 2.44 | 2.80 | 2.87 | 2.80 | 2.82 |
| Easter lilies | 4.01 | 3.94 | 4.04 | 4.11 | 3.85 | 4.34 | 4.11 | 4.29 | 4.57 | 4.61 |
| Orchids | --- | 6.62 | 7.59 | 8.04 | 7.68 | 8.32 | 7.46 | 7.91 | 7.08 | 7.14 |
| Poinsettias | 3.95 | 3.86 | 3.90 | 4.01 | 3.70 | 4.14 | 4.17 | 4.04 | 4.24 | 4.27 |
| Florist roses | --- | --- | --- | --- | --- | 4.08 | 4.00 | 5.85 | 6.83 | 6.89 |
| Spring bulbs | --- | --- | --- | --- | --- | 2.09 | 2.71 | 2.53 | 2.55 | 2.57 |
| Other plants | 2.87 | 1.80 | 1.91 | 2.76 | 2.32 | 2.99 | 3.11 | 3.26 | 3.17 | 3.20 |
| <i>All plants</i> | 3.22 | 2.73 | 2.90 | 3.40 | 3.10 | 4.15 | 4.31 | 4.47 | 4.59 | 4.63 |
| Foliage baskets | 3.26 | 3.43 | 3.42 | 3.09 | 3.49 | 4.36 | 3.54 | 3.41 | 3.60 | 3.63 |

--- = 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 grower sales at wholesale, by plant type and container, 1995 to date 1/

| Plant variety | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|---------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| --- 1,000 dollars --- | | | | | | | | | | |
| Herbaceous perennials | 65,001 | 69,078 | 78,316 | 93,787 | 103,564 | 433,993 | 495,732 | 611,166 | 618,493 | 624,678 |
| Hardy / garden mums | 65,001 | 69,078 | 78,316 | 93,787 | 103,564 | 106,385 | 102,907 | 114,524 | 120,424 | 121,628 |
| Hosta | --- | --- | --- | --- | --- | 35,874 | 39,755 | 41,771 | 44,552 | 44,998 |
| Other herb. perennials | --- | --- | --- | --- | --- | 291,734 | 353,070 | 455,793 | 454,529 | 459,074 |
| Annuals, in flats | 699,056 | 730,815 | 887,306 | 802,914 | 902,870 | 873,175 | 865,218 | 896,667 | 874,698 | 883,445 |
| Begonia | --- | --- | --- | --- | --- | 52,004 | 64,193 | 60,817 | 58,921 | 59,510 |
| Geraniums, cuttings | --- | --- | --- | --- | --- | 14,906 | 10,849 | 12,242 | 11,513 | 11,628 |
| Geraniums, seed | 35,859 | 42,598 | 37,281 | 28,189 | 31,325 | 8,035 | 7,868 | 8,623 | 7,509 | 7,584 |
| New Guinea impatiens | 9,601 | 7,873 | 8,487 | 6,277 | 12,403 | 6,381 | 6,547 | 7,872 | 7,050 | 7,121 |
| Impatiens | 107,014 | 109,475 | 126,394 | 112,105 | 114,939 | 118,381 | 116,331 | 120,133 | 107,898 | 108,977 |
| Marigold | --- | --- | --- | --- | --- | 42,169 | 53,600 | 53,616 | 52,443 | 52,967 |
| Pansy / Viola | --- | --- | --- | --- | --- | 83,521 | 103,151 | 121,452 | 117,509 | 118,684 |
| Petunias | 77,487 | 76,359 | 87,014 | 85,189 | 86,848 | 95,488 | 92,669 | 98,595 | 95,287 | 96,240 |
| Other flowering/foiar type | 394,419 | 414,932 | 529,375 | 478,431 | 560,067 | 383,686 | 339,064 | 342,326 | 349,368 | 352,862 |
| Vegetable type | 74,676 | 79,578 | 98,755 | 92,723 | 97,288 | 68,604 | 70,946 | 70,991 | 67,200 | 67,872 |
| Annuals, in pots | 428,701 | 451,745 | 583,835 | 768,388 | 716,774 | 582,392 | 595,198 | 653,673 | 685,157 | 692,009 |
| Begonia | --- | --- | --- | --- | --- | 15,427 | 22,260 | 23,142 | 22,803 | 23,031 |
| Geraniums, cuttings | 103,569 | 92,457 | 97,123 | 110,425 | 110,291 | 110,223 | 112,417 | 111,819 | 116,750 | 117,918 |
| Geraniums, seed | 42,035 | 38,841 | 42,675 | 37,889 | 37,837 | 41,756 | 37,879 | 36,273 | 33,053 | 33,384 |
| New Guinea impatiens | 18,003 | 21,364 | 26,222 | 29,789 | 33,802 | 39,223 | 38,601 | 42,073 | 42,982 | 43,412 |
| Impatiens | 17,585 | 16,828 | 18,102 | 20,078 | 22,837 | 24,473 | 26,736 | 24,382 | 26,145 | 26,406 |
| Marigold | --- | --- | --- | --- | --- | 5,368 | 6,351 | 7,895 | 7,473 | 7,548 |
| Pansy / Viola | --- | --- | --- | --- | --- | 20,882 | 22,648 | 31,053 | 32,940 | 33,269 |
| Petunias | 9,030 | 9,797 | 9,321 | 12,042 | 14,072 | 17,580 | 24,389 | 28,035 | 30,462 | 30,767 |
| Other flowering/foiar type | 221,883 | 250,656 | 363,277 | 520,239 | 466,422 | 277,692 | 272,608 | 301,859 | 320,710 | 323,917 |
| Vegetable type | 16,596 | 21,802 | 27,115 | 37,926 | 31,513 | 29,768 | 31,309 | 47,142 | 51,839 | 52,357 |
| Annuals, in hanging pots | 164,209 | 176,495 | 197,502 | 207,521 | 219,931 | 205,860 | 220,354 | 238,521 | 244,573 | 247,019 |
| Begonia | --- | --- | --- | --- | --- | 15,733 | 19,062 | 14,919 | 16,928 | 17,097 |
| Geraniums, cuttings | --- | --- | --- | --- | --- | 29,024 | 28,200 | 30,997 | 32,727 | 33,054 |
| Geraniums, seed | 25,407 | 30,142 | 32,333 | 31,058 | 32,502 | 3,991 | 3,869 | 3,666 | 4,144 | 4,185 |
| New Guinea impatiens | 23,014 | 26,604 | 29,198 | 28,668 | 31,196 | 29,615 | 29,572 | 32,584 | 30,171 | 30,473 |
| Impatiens | 19,163 | 20,891 | 21,912 | 20,536 | 21,559 | 20,859 | 18,492 | 20,972 | 20,053 | 20,254 |
| Marigold | --- | --- | --- | --- | --- | 455 | 345 | 290 | 205 | 207 |
| Pansy / Viola | --- | --- | --- | --- | --- | 1,932 | 2,784 | 3,651 | 4,362 | 4,406 |
| Petunias | 7,205 | 8,984 | 10,876 | 11,822 | 15,774 | 15,595 | 18,269 | 20,950 | 22,478 | 22,703 |
| Other flowering/foiar type | 89,420 | 89,874 | 103,183 | 115,437 | 118,900 | 88,656 | 99,761 | 110,492 | 113,505 | 114,640 |
| Total annuals | 1,291,966 | 1,359,055 | 1,668,643 | 1,778,823 | 1,839,575 | 1,661,427 | 1,680,770 | 1,789,783 | 1,805,440 | 1,823,494 |
| Begonia | --- | --- | --- | --- | --- | 83,164 | 105,515 | 98,878 | 98,652 | 99,639 |
| Geraniums, cuttings | 103,569 | 92,457 | 97,123 | 110,425 | 110,291 | 154,153 | 151,466 | 155,058 | 160,990 | 162,600 |
| Geraniums, seed | 103,301 | 111,581 | 112,289 | 97,136 | 101,664 | 53,782 | 49,616 | 48,562 | 44,706 | 45,153 |
| New Guinea impatiens | 50,618 | 55,841 | 63,907 | 64,734 | 77,401 | 75,219 | 74,720 | 82,529 | 80,203 | 81,005 |
| Impatiens | 143,762 | 147,194 | 166,408 | 152,719 | 159,335 | 163,713 | 161,559 | 165,487 | 154,096 | 155,637 |
| Marigold | --- | --- | --- | --- | --- | 47,992 | 60,296 | 61,801 | 60,121 | 60,722 |
| Pansy / Viola | --- | --- | --- | --- | --- | 106,335 | 128,583 | 156,156 | 154,811 | 156,359 |
| Petunias | 93,722 | 95,140 | 107,211 | 109,053 | 116,694 | 128,663 | 135,327 | 147,580 | 148,227 | 149,709 |
| Other flowering/foiar type | 705,722 | 755,462 | 995,835 | 1,114,107 | 1,145,389 | 750,034 | 711,433 | 754,677 | 783,583 | 791,419 |
| Vegetable type | 91,272 | 101,380 | 125,870 | 130,649 | 128,801 | 98,372 | 102,255 | 118,133 | 119,039 | 120,229 |
| Total bedding plants | 1,356,967 | 1,428,133 | 1,746,959 | 1,872,610 | 1,943,139 | 2,095,420 | 2,176,502 | 2,400,949 | 2,423,933 | 2,448,172 |
| Sales per household (\$) | 13.94 | 14.47 | 17.49 | 18.53 | 18.82 | 19.87 | 20.37 | 22.25 | 22.24 | 22.28 |
| Propagative materials | --- | --- | --- | --- | --- | 242,638 | 313,922 | 345,871 | 350,979 | 354,489 |

--- = 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 16--Bedding and garden plants: Value of grower sales at wholesale, by plant type and U.S. region, 1995 to date 1/

| Plant variety | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| --- 1,000 dollars --- | | | | | | | | | | |
| Northeast: | | | | | | | | | | |
| Herbaceous perennials | 17,290 | 18,733 | 19,632 | 22,450 | 26,849 | 94,092 | 102,240 | 116,501 | 116,071 | 118,393 |
| Annuals: | 212,699 | 216,686 | 285,528 | 296,103 | 320,490 | 259,983 | 249,124 | 259,731 | 266,350 | 269,014 |
| Begonia | --- | --- | --- | --- | --- | 12,478 | 14,946 | 18,482 | 15,874 | 16,033 |
| Geraniums, cuttings | 23,411 | 20,973 | 22,611 | 23,775 | 24,853 | 34,738 | 32,100 | 31,800 | 32,783 | 33,111 |
| Geraniums, from seed | 17,163 | 17,726 | 18,988 | 17,089 | 19,281 | 8,913 | 7,225 | 8,728 | 7,783 | 7,861 |
| Impatiens, New Guinea | 12,737 | 13,529 | 16,417 | 15,748 | 22,605 | 19,670 | 18,579 | 20,385 | 20,194 | 20,396 |
| Impatiens | 35,084 | 34,940 | 36,876 | 30,718 | 31,736 | 29,662 | 31,214 | 33,119 | 30,278 | 30,581 |
| Marigold | --- | --- | --- | --- | --- | 7,834 | 8,963 | 10,598 | 11,301 | 11,414 |
| Pansy / Viola | --- | --- | --- | --- | --- | 11,015 | 12,021 | 13,682 | 12,890 | 13,019 |
| Petunias | 11,999 | 10,238 | 14,088 | 14,338 | 16,791 | 15,588 | 17,275 | 19,005 | 21,988 | 22,208 |
| Other flowering type | 80,440 | 83,993 | 153,380 | 172,237 | 186,166 | 101,304 | 87,268 | 85,242 | 94,330 | 95,273 |
| Vegetable type | 16,866 | 16,070 | 21,084 | 18,413 | 16,570 | 16,214 | 18,917 | 18,317 | 18,047 | 18,227 |
| Total bedding / garden | 229,989 | 235,419 | 305,160 | 318,553 | 347,339 | 354,075 | 351,364 | 376,232 | 382,421 | 386,245 |
| Propagative materials | --- | --- | --- | --- | --- | 29,330 | 51,783 | 53,345 | 48,851 | 49,340 |
| Midwest: | | | | | | | | | | |
| Herbaceous perennials | 18,731 | 18,010 | 21,799 | 24,159 | 25,073 | 125,162 | 141,245 | 175,890 | 169,404 | 172,792 |
| Annuals: | 372,632 | 375,007 | 463,777 | 486,154 | 491,446 | 445,361 | 462,021 | 464,239 | 485,000 | 489,850 |
| Begonia | --- | --- | --- | --- | --- | 25,057 | 29,332 | 25,862 | 26,033 | 26,293 |
| Geraniums, cuttings | 31,891 | 29,341 | 35,199 | 39,152 | 37,622 | 50,937 | 49,855 | 51,502 | 54,129 | 54,670 |
| Geraniums, from seed | 44,341 | 39,444 | 51,781 | 45,497 | 48,238 | 28,648 | 26,972 | 25,449 | 22,528 | 22,753 |
| Impatiens, New Guinea | 16,681 | 18,322 | 22,387 | 22,395 | 24,859 | 25,317 | 25,424 | 27,835 | 26,912 | 27,181 |
| Impatiens | 40,874 | 44,481 | 49,156 | 50,899 | 50,821 | 48,293 | 48,285 | 52,108 | 49,652 | 50,149 |
| Marigold | --- | --- | --- | --- | --- | 11,823 | 13,354 | 14,462 | 14,922 | 15,071 |
| Pansy / Viola | --- | --- | --- | --- | --- | 10,536 | 13,253 | 18,295 | 19,216 | 19,408 |
| Petunias | 21,872 | 26,317 | 31,311 | 32,132 | 34,043 | 35,461 | 38,503 | 44,027 | 46,976 | 47,446 |
| Other flowering type | 182,445 | 189,686 | 248,864 | 272,243 | 274,010 | 182,149 | 184,228 | 180,452 | 200,839 | 202,847 |
| Vegetable type | 20,096 | 19,127 | 25,079 | 23,788 | 21,853 | 21,210 | 20,231 | 22,987 | 22,018 | 22,238 |
| Total bedding / garden | 391,363 | 393,017 | 485,576 | 510,313 | 516,519 | 570,523 | 603,266 | 640,129 | 654,404 | 660,948 |
| Propagative materials | --- | --- | --- | --- | --- | 32,802 | 44,929 | 63,722 | 65,143 | 65,794 |
| South: | | | | | | | | | | |
| Herbaceous perennials | 15,426 | 16,993 | 28,833 | 36,405 | 44,829 | 152,127 | 171,692 | 204,082 | 205,761 | 209,876 |
| Annuals: | 415,191 | 464,102 | 523,141 | 553,799 | 593,070 | 533,293 | 554,318 | 630,784 | 628,519 | 634,804 |
| Begonia | --- | --- | --- | --- | --- | 27,021 | 39,758 | 43,131 | 45,969 | 46,429 |
| Geraniums, cuttings | 26,124 | 21,580 | 22,708 | 26,694 | 26,413 | 33,646 | 39,078 | 38,135 | 39,554 | 39,950 |
| Geraniums, from seed | 16,856 | 18,527 | 21,594 | 18,741 | 17,621 | 6,592 | 5,185 | 6,698 | 6,025 | 6,085 |
| Impatiens, New Guinea | 12,720 | 13,241 | 17,716 | 15,371 | 22,070 | 22,159 | 21,688 | 24,357 | 24,918 | 25,167 |
| Impatiens | 40,781 | 42,623 | 53,581 | 46,792 | 50,136 | 52,954 | 49,037 | 47,933 | 43,722 | 44,159 |
| Marigold | --- | --- | --- | --- | --- | 11,164 | 15,173 | 15,052 | 15,151 | 15,303 |
| Pansy / Viola | --- | --- | --- | --- | --- | 48,489 | 69,333 | 84,127 | 86,160 | 87,022 |
| Petunias | 22,963 | 25,718 | 30,678 | 30,986 | 33,550 | 37,385 | 38,802 | 41,279 | 41,373 | 41,787 |
| Other flowering type | 185,240 | 192,393 | 313,645 | 351,344 | 377,813 | 249,409 | 241,135 | 280,478 | 269,448 | 272,142 |
| Vegetable type | 21,655 | 21,555 | 23,596 | 24,247 | 27,412 | 22,148 | 21,402 | 31,580 | 32,308 | 32,631 |
| Total bedding / garden | 430,617 | 481,095 | 551,974 | 590,204 | 637,899 | 685,420 | 727,593 | 852,664 | 855,153 | 863,705 |
| Propagative materials | --- | --- | --- | --- | --- | 67,809 | 94,131 | 99,554 | 94,917 | 95,866 |
| West: | | | | | | | | | | |
| Herbaceous perennials | 7,008 | 7,703 | 7,904 | 9,739 | 6,608 | 62,612 | 77,969 | 96,101 | 105,721 | 107,836 |
| Annuals: | 297,990 | 310,899 | 396,345 | 443,801 | 434,774 | 422,790 | 415,307 | 435,029 | 425,571 | 429,827 |
| Begonia | --- | --- | --- | --- | --- | 12,750 | 10,137 | 10,551 | 10,656 | 10,763 |
| Geraniums, cuttings | 16,528 | 14,558 | 16,240 | 20,472 | 20,925 | 31,304 | 27,277 | 32,842 | 33,382 | 33,716 |
| Geraniums, from seed | 11,077 | 17,982 | 15,649 | 13,771 | 14,622 | 2,581 | 3,947 | 3,824 | 2,953 | 2,983 |
| Impatiens, New Guinea | 5,236 | 6,631 | 6,392 | 8,093 | 6,758 | 7,186 | 8,344 | 8,785 | 6,889 | 6,958 |
| Impatiens | 23,467 | 20,660 | 26,609 | 23,148 | 24,457 | 32,250 | 32,847 | 31,062 | 28,533 | 28,818 |
| Marigold | --- | --- | --- | --- | --- | 16,121 | 20,801 | 19,545 | 17,093 | 17,264 |
| Pansy / Viola | --- | --- | --- | --- | --- | 25,694 | 31,622 | 37,368 | 33,711 | 34,048 |
| Petunias | 32,369 | 28,178 | 30,900 | 30,966 | 31,711 | 39,587 | 40,404 | 40,683 | 36,190 | 36,552 |
| Other flowering type | 173,402 | 177,329 | 271,979 | 318,283 | 296,433 | 215,599 | 192,003 | 207,975 | 214,143 | 216,284 |
| Vegetable type | 22,750 | 25,062 | 26,131 | 28,082 | 28,949 | 29,405 | 33,168 | 31,303 | 31,588 | 31,904 |
| Total bedding / garden | 304,998 | 318,602 | 404,249 | 453,540 | 441,382 | 485,402 | 494,279 | 531,924 | 531,955 | 537,275 |
| Propagative materials | --- | --- | --- | --- | --- | 70,262 | 76,623 | 86,441 | 97,749 | 98,726 |

--- = 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 17--Bedding and garden plants: Unit prices at wholesale, by plant type and container, United States, 1995 to date 1/

| Plant type / container | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|---------------------------------|------|------|------|-------|------|------|-------|-------|-------|-------|
| -- Dollars -- | | | | | | | | | | |
| Herbaceous perennials | 1.50 | 1.52 | 1.61 | 1.63 | 1.69 | 2.17 | 2.16 | 2.25 | 2.36 | 2.37 |
| Hardy/garden mums | 1.50 | 1.52 | 1.61 | 1.63 | 1.69 | 1.60 | 1.70 | 1.82 | 1.81 | 1.81 |
| Hosta | --- | --- | --- | --- | --- | 3.28 | 3.49 | 3.45 | 3.39 | 3.40 |
| Other herb. perennials | --- | --- | --- | --- | --- | 2.30 | 2.22 | 2.31 | 2.49 | 2.50 |
| Annuals, in flats | 7.19 | 7.30 | 7.50 | 7.48 | 7.90 | 8.00 | 7.97 | 7.43 | 7.33 | 7.36 |
| Begonia | --- | --- | --- | --- | --- | 7.83 | 7.76 | 7.69 | 7.54 | 7.57 |
| Geraniums, cuttings | --- | --- | --- | --- | --- | 9.47 | 10.82 | 10.87 | 11.54 | 11.58 |
| Geraniums, seed | 9.01 | 9.55 | 9.46 | 8.97 | 9.77 | 9.33 | 10.27 | 10.30 | 10.19 | 10.23 |
| New Guinea impatiens | 9.10 | 8.98 | 9.86 | 10.66 | 9.24 | 9.71 | 11.12 | 9.93 | 9.83 | 9.87 |
| Impatiens | 6.90 | 6.96 | 6.97 | 6.71 | 7.04 | 7.70 | 7.81 | 8.20 | 7.83 | 7.86 |
| Marigold | --- | --- | --- | --- | --- | 7.75 | 8.09 | 8.50 | 8.11 | 8.14 |
| Pansy / Viola | --- | --- | --- | --- | --- | 8.23 | 7.87 | 4.28 | 4.14 | 4.16 |
| Petunias | 7.21 | 7.10 | 7.36 | 7.23 | 7.46 | 7.90 | 8.03 | 8.47 | 8.23 | 8.27 |
| Other flowering / foliar type | 7.09 | 7.20 | 7.46 | 7.58 | 8.02 | 8.04 | 7.84 | 8.35 | 8.49 | 8.53 |
| Vegetable type | 7.23 | 7.46 | 7.82 | 7.70 | 8.12 | 7.97 | 8.37 | 8.74 | 8.66 | 8.70 |
| Annuals, in pots | 1.08 | 1.15 | 1.35 | 1.40 | 1.34 | 1.24 | 1.27 | 1.29 | 1.32 | 1.32 |
| Begonia | --- | --- | --- | --- | --- | 1.04 | 1.23 | 1.13 | 1.18 | 1.18 |
| Geraniums, cuttings | 1.58 | 1.65 | 1.74 | 1.69 | 1.77 | 1.77 | 1.87 | 1.88 | 1.99 | 2.00 |
| Geraniums, seed | 0.85 | 0.87 | 0.89 | 0.85 | 0.85 | 0.87 | 0.86 | 0.87 | 0.88 | 0.88 |
| New Guinea impatiens | 1.56 | 1.50 | 1.60 | 1.57 | 1.61 | 1.65 | 1.67 | 1.63 | 1.73 | 1.73 |
| Impatiens | 0.73 | 0.74 | 0.75 | 0.80 | 0.77 | 0.82 | 0.86 | 0.86 | 0.86 | 0.86 |
| Marigold | --- | --- | --- | --- | --- | 0.88 | 0.89 | 0.85 | 0.82 | 0.83 |
| Pansy / Viola | --- | --- | --- | --- | --- | 0.87 | 0.95 | 0.94 | 0.93 | 0.94 |
| Petunias | 0.77 | 0.79 | 0.84 | 0.91 | 0.96 | 1.03 | 1.22 | 1.19 | 1.22 | 1.23 |
| Other flowering / foliar type | 1.04 | 1.15 | 1.46 | 1.51 | 1.41 | 1.31 | 1.29 | 1.34 | 1.38 | 1.39 |
| Vegetable type | 0.87 | 0.91 | 0.91 | 1.02 | 0.98 | 1.00 | 1.06 | 1.18 | 1.10 | 1.11 |
| Annuals, in hanging pots | 5.72 | 5.85 | 5.78 | 5.93 | 6.08 | 5.98 | 6.16 | 6.17 | 6.23 | 6.26 |
| Begonia | --- | --- | --- | --- | --- | 5.51 | 5.72 | 5.88 | 5.12 | 5.14 |
| Geraniums, cuttings | --- | --- | --- | --- | --- | 7.00 | 6.84 | 7.00 | 6.87 | 6.89 |
| Geraniums, seed | 6.34 | 6.43 | 6.38 | 6.56 | 6.55 | 5.83 | 5.98 | 6.47 | 6.04 | 6.07 |
| New Guinea impatiens | 6.04 | 6.32 | 6.25 | 6.34 | 6.35 | 6.39 | 6.34 | 6.34 | 6.37 | 6.40 |
| Impatiens | 5.22 | 5.22 | 5.05 | 4.96 | 5.04 | 5.15 | 5.42 | 5.12 | 5.22 | 5.24 |
| Marigold | --- | --- | --- | --- | --- | 7.71 | 6.90 | 7.07 | 6.21 | 6.24 |
| Pansy / Viola | --- | --- | --- | --- | --- | 6.38 | 5.97 | 6.09 | 5.88 | 5.90 |
| Petunias | 5.36 | 5.40 | 5.40 | 5.37 | 5.59 | 5.30 | 5.89 | 5.89 | 5.98 | 6.00 |
| Other flowering / foliar type | 5.64 | 5.76 | 5.70 | 5.95 | 6.19 | 6.01 | 6.24 | 6.25 | 6.54 | 6.57 |
| Total bedding plants | 2.20 | 2.27 | 2.70 | 2.46 | 2.56 | 2.51 | 2.52 | 2.52 | 2.52 | 2.53 |

--- = 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, 1995 to date 1/

| Plant type / container | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p | 2004f |
|-----------------------------|------|------|------|------|------|------|------|------|-------|-------|
| -- Dollars -- | | | | | | | | | | |
| United States: | | | | | | | | | | |
| Herbaceous perennials | 1.50 | 1.52 | 1.61 | 1.63 | 1.69 | 2.17 | 2.16 | 2.25 | 2.36 | 2.37 |
| Annuals, in flats | 7.19 | 7.30 | 7.50 | 7.48 | 7.90 | 8.00 | 7.97 | 7.43 | 7.33 | 7.36 |
| Annuals, in pots | 1.08 | 1.15 | 1.35 | 1.40 | 1.34 | 1.24 | 1.27 | 1.29 | 1.32 | 1.32 |
| Annuals, hanging baskets | 5.72 | 5.85 | 5.78 | 5.93 | 6.08 | 5.98 | 6.16 | 6.17 | 6.23 | 6.26 |
| All bedding / garden plants | 2.20 | 2.27 | 2.70 | 2.46 | 2.56 | 2.51 | 2.52 | 2.52 | 2.52 | 2.53 |
| Northeast: | | | | | | | | | | |
| Herbaceous perennials | 1.90 | 1.79 | 1.78 | 2.03 | 1.82 | 2.51 | 2.40 | 2.63 | 2.86 | 2.87 |
| Annuals, in flats | 7.29 | 7.26 | 7.48 | 6.49 | 7.49 | 7.95 | 7.86 | 7.81 | 7.49 | 7.52 |
| Annuals, in pots | 1.22 | 1.23 | 1.54 | 1.65 | 1.69 | 1.43 | 1.51 | 1.51 | 1.61 | 1.61 |
| Annuals, hanging baskets | 5.73 | 5.91 | 5.66 | 5.84 | 6.28 | 6.07 | 6.34 | 6.31 | 6.34 | 6.37 |
| All bedding / garden plants | 3.00 | 2.96 | 2.83 | 2.68 | 2.90 | 2.96 | 2.92 | 2.99 | 3.08 | 3.09 |
| Midwest: | | | | | | | | | | |
| Herbaceous perennials | 1.64 | 1.70 | 1.76 | 1.75 | 1.81 | 2.15 | 2.18 | 2.11 | 2.32 | 2.33 |
| Annuals, in flats | 6.66 | 6.96 | 6.97 | 6.67 | 7.00 | 7.31 | 7.51 | 7.69 | 7.35 | 7.38 |
| Annuals, in pots | 1.23 | 1.31 | 1.47 | 1.66 | 1.58 | 1.37 | 1.48 | 1.46 | 1.62 | 1.62 |
| Annuals, hanging baskets | 6.50 | 6.50 | 6.55 | 6.59 | 6.61 | 6.57 | 6.80 | 6.61 | 6.73 | 6.75 |
| All bedding / garden plants | 2.83 | 2.96 | 2.88 | 2.90 | 2.89 | 2.75 | 2.85 | 2.77 | 2.92 | 2.93 |
| South: | | | | | | | | | | |
| Herbaceous perennials | 1.37 | 1.44 | 1.63 | 1.50 | 1.67 | 2.18 | 2.22 | 2.38 | 2.30 | 2.31 |
| Annuals, in flats | 7.26 | 7.25 | 7.15 | 7.11 | 7.32 | 7.74 | 7.47 | 8.16 | 8.22 | 8.25 |
| Annuals, in pots | 1.11 | 1.20 | 1.25 | 1.20 | 1.20 | 1.11 | 1.15 | 1.17 | 1.17 | 1.17 |
| Annuals, hanging baskets | 4.76 | 4.88 | 4.78 | 4.93 | 5.06 | 4.92 | 5.10 | 5.05 | 5.15 | 5.17 |
| All bedding / garden plants | 2.63 | 2.86 | 2.50 | 2.23 | 2.27 | 2.25 | 2.33 | 2.40 | 2.34 | 2.35 |
| West: | | | | | | | | | | |
| Herbaceous perennials | 0.98 | 1.04 | 1.04 | 1.24 | 1.13 | 1.80 | 1.82 | 1.86 | 2.09 | 2.10 |
| Annuals, in flats | 7.57 | 7.59 | 8.21 | 9.73 | 9.80 | 9.03 | 9.17 | 9.97 | 10.23 | 10.27 |
| Annuals, in pots | 1.07 | 1.06 | 1.26 | 1.31 | 1.20 | 1.24 | 1.18 | 1.24 | 1.23 | 1.23 |
| Annuals, hanging baskets | 7.27 | 7.61 | 7.49 | 7.48 | 7.83 | 8.14 | 8.60 | 8.65 | 8.68 | 8.71 |
| All bedding / garden plants | 2.48 | 2.65 | 3.08 | 2.42 | 2.88 | 2.64 | 2.48 | 2.57 | 2.61 | 2.62 |

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: Large growers and growing area, by type of cover, United States and regions, 1994 to date 1/

| Type of cover | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003p |
|----------------------------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|
| --- 1,000 square feet --- | | | | | | | | | | |
| United States: | | | | | | | | | | |
| Number of growers | 4,631 | 4,657 | 4,683 | 5,244 | 5,199 | 4,793 | 4,851 | 4,738 | 4,974 | 4,741 |
| Glass greenhouses | 68,834 | 63,677 | 64,151 | 65,532 | 66,094 | 62,660 | 66,177 | 70,214 | 71,112 | 69,378 |
| Fiberglass/rigid houses | 97,032 | 96,720 | 89,767 | 92,152 | 85,258 | 81,616 | 86,023 | 82,849 | 80,770 | 76,992 |
| Film plastic houses | 229,951 | 264,093 | 248,735 | 293,998 | 316,539 | 308,037 | 311,148 | 309,006 | 331,193 | 334,564 |
| Total greenhouse cover | 395,817 | 424,490 | 402,653 | 451,682 | 467,891 | 452,313 | 463,348 | 462,069 | 483,075 | 480,934 |
| Shade/temporary cover | 318,370 | 320,648 | 339,800 | 352,436 | 353,340 | 358,771 | 361,372 | 358,963 | 359,145 | 348,215 |
| Total covered area | 714,187 | 745,138 | 742,453 | 804,118 | 821,231 | 811,084 | 824,720 | 821,032 | 842,220 | 829,149 |
| Covered area per grower | 154.2 | 160.0 | 158.5 | 153.3 | 158.0 | 169.2 | 170.0 | 173.3 | 169.3 | 174.9 |
| Open field (acres) | 22,164 | 24,750 | 23,926 | 28,203 | 31,675 | 27,784 | 30,250 | 29,048 | 32,900 | 38,472 |
| Total production acres | 38,559 | 41,856 | 40,970 | 46,663 | 50,528 | 46,404 | 49,183 | 47,896 | 52,235 | 57,507 |
| Sales per acre (dollars) | 77,631 | 73,437 | 76,941 | 76,239 | 72,064 | 81,292 | 86,493 | 93,874 | 91,016 | 82,779 |
| Sales per grower (dollars) | 646,389 | 660,038 | 673,138 | 678,403 | 700,372 | 787,038 | 876,928 | 948,971 | 955,805 | 1,004,076 |
| Northeast: | | | | | | | | | | |
| Number of growers | 824 | 836 | 886 | 1,015 | 1,013 | 930 | 932 | 933 | 959 | 916 |
| Glass greenhouses | 14,768 | 13,176 | 14,102 | 13,667 | 14,157 | 14,073 | 14,339 | 15,978 | 14,490 | 14,607 |
| Fiberglass/rigid houses | 3,710 | 4,631 | 5,274 | 5,220 | 5,114 | 4,572 | 4,751 | 6,224 | 5,005 | 4,660 |
| Film plastic houses | 30,954 | 33,014 | 34,011 | 43,423 | 46,287 | 44,728 | 48,103 | 44,921 | 45,347 | 45,204 |
| Total greenhouse cover | 49,432 | 50,821 | 53,387 | 62,310 | 65,558 | 63,373 | 67,193 | 67,123 | 64,842 | 64,471 |
| Shade/temporary cover | 518 | 840 | 1,439 | 964 | 1,176 | 1,417 | 1,353 | 1,824 | 1,871 | 1,682 |
| Total covered area | 49,950 | 51,661 | 54,826 | 63,274 | 66,734 | 64,790 | 68,546 | 68,947 | 66,713 | 66,153 |
| Covered area per grower | 60.6 | 61.8 | 61.9 | 62.3 | 65.9 | 69.7 | 73.5 | 73.9 | 69.6 | 72.2 |
| Open field (acres) | 2,034 | 2,574 | 2,512 | 2,784 | 3,562 | 3,217 | 3,174 | 3,830 | 3,881 | 4,075 |
| Total production acres | 3,181 | 3,760 | 3,771 | 4,237 | 5,094 | 4,704 | 4,748 | 5,413 | 5,413 | 5,594 |
| Sales per acre (dollars) | 110,929 | 103,256 | 102,120 | 109,630 | 93,841 | 107,622 | 114,608 | 106,079 | 113,958 | 108,994 |
| Sales per grower (dollars) | 428,194 | 464,400 | 434,603 | 457,592 | 471,892 | 544,403 | 583,814 | 615,417 | 643,172 | 665,583 |
| Midwest: | | | | | | | | | | |
| Number of growers | 1,175 | 1,177 | 1,198 | 1,324 | 1,312 | 1,222 | 1,274 | 1,253 | 1,280 | 1,236 |
| Glass greenhouses | 20,652 | 19,563 | 19,222 | 20,346 | 18,515 | 18,019 | 17,678 | 18,875 | 19,151 | 18,185 |
| Fiberglass/rigid houses | 10,894 | 9,235 | 10,187 | 11,092 | 11,512 | 12,193 | 12,753 | 12,978 | 11,630 | 12,046 |
| Film plastic houses | 56,288 | 59,565 | 59,956 | 71,922 | 77,916 | 74,596 | 76,365 | 76,850 | 80,328 | 82,213 |
| Total greenhouse cover | 87,834 | 88,363 | 89,365 | 103,360 | 107,943 | 104,808 | 106,796 | 108,703 | 111,109 | 112,444 |
| Shade/temporary cover | 1,360 | 1,394 | 1,753 | 2,548 | 2,818 | 2,444 | 2,623 | 2,879 | 2,767 | 3,616 |
| Total covered area | 89,194 | 89,757 | 91,118 | 105,908 | 110,761 | 107,252 | 109,419 | 111,582 | 113,876 | 116,060 |
| Covered area per grower | 75.9 | 76.3 | 76.1 | 80.0 | 84.4 | 87.8 | 85.9 | 89.1 | 89.0 | 93.9 |
| Open field (acres) | 2,359 | 2,395 | 2,268 | 3,217 | 3,437 | 2,735 | 4,064 | 4,260 | 4,887 | 4,400 |
| Total production acres | 4,407 | 4,456 | 4,360 | 5,648 | 5,980 | 5,197 | 6,576 | 6,822 | 7,501 | 7,064 |
| Sales per acre (dollars) | 132,182 | 132,773 | 134,048 | 121,723 | 115,151 | 132,956 | 120,129 | 121,884 | 116,740 | 125,834 |
| Sales per grower (dollars) | 495,722 | 502,613 | 487,831 | 519,282 | 524,827 | 565,464 | 620,062 | 663,560 | 684,134 | 719,203 |
| South: | | | | | | | | | | |
| Number of growers | 1,576 | 1,579 | 1,589 | 1,750 | 1,722 | 1,607 | 1,608 | 1,555 | 1,706 | 1,592 |
| Glass greenhouses | 13,179 | 13,203 | 13,477 | 12,612 | 12,796 | 13,072 | 12,681 | 14,147 | 15,728 | 16,811 |
| Fiberglass/rigid houses | 21,632 | 23,178 | 16,616 | 17,741 | 15,426 | 16,526 | 22,979 | 19,047 | 18,911 | 18,145 |
| Film plastic houses | 79,938 | 102,900 | 88,927 | 103,493 | 108,978 | 110,453 | 109,377 | 108,042 | 120,857 | 122,170 |
| Total greenhouse cover | 114,749 | 139,281 | 119,020 | 133,846 | 137,200 | 140,051 | 145,037 | 141,236 | 155,496 | 157,126 |
| Shade/temporary cover | 285,823 | 285,555 | 302,298 | 313,582 | 316,903 | 319,537 | 317,874 | 312,434 | 310,342 | 297,462 |
| Total covered area | 400,572 | 424,836 | 421,318 | 447,428 | 454,103 | 459,588 | 462,911 | 453,670 | 465,838 | 454,588 |
| Covered area per grower | 254.2 | 269.1 | 265.1 | 255.7 | 263.7 | 286.0 | 287.9 | 291.7 | 273.1 | 285.5 |
| Open field (acres) | 7,945 | 9,408 | 10,091 | 11,554 | 12,083 | 10,632 | 11,013 | 9,611 | 11,947 | 17,802 |
| Total production acres | 17,141 | 19,161 | 19,763 | 21,826 | 22,508 | 21,183 | 21,640 | 20,026 | 22,641 | 28,238 |
| Sales per acre (dollars) | 63,841 | 59,414 | 62,028 | 58,831 | 58,799 | 65,569 | 71,169 | 82,925 | 78,893 | 63,203 |
| Sales per grower (dollars) | 694,343 | 720,983 | 771,473 | 733,725 | 768,544 | 864,299 | 957,772 | 1,067,933 | 1,047,025 | 1,121,060 |
| West: | | | | | | | | | | |
| Number of growers | 1,056 | 1,065 | 1,010 | 1,155 | 1,152 | 1,034 | 1,037 | 997 | 1,029 | 997 |
| Glass greenhouses | 20,235 | 17,735 | 17,350 | 18,907 | 20,626 | 17,496 | 21,479 | 21,214 | 21,743 | 19,775 |
| Fiberglass/rigid houses | 60,796 | 59,676 | 57,690 | 58,099 | 53,206 | 48,325 | 45,540 | 44,600 | 45,224 | 42,141 |
| Film plastic houses | 62,771 | 68,614 | 65,841 | 75,160 | 83,358 | 78,260 | 77,303 | 79,193 | 84,661 | 84,977 |
| Total greenhouse cover | 143,802 | 146,025 | 140,881 | 152,166 | 157,190 | 144,081 | 144,322 | 145,007 | 151,628 | 146,893 |
| Shade/temporary cover | 30,669 | 32,859 | 34,310 | 35,342 | 32,443 | 35,373 | 39,522 | 41,826 | 44,165 | 45,455 |
| Total covered area | 174,471 | 178,884 | 175,191 | 187,508 | 189,633 | 179,454 | 183,844 | 186,833 | 195,793 | 192,348 |
| Covered area per grower | 165.2 | 168.0 | 173.5 | 162.3 | 164.6 | 173.6 | 177.3 | 187.4 | 190.3 | 192.9 |
| Open field (acres) | 9,826 | 10,373 | 9,055 | 10,648 | 12,593 | 11,200 | 11,999 | 11,347 | 12,185 | 12,195 |
| Total production acres | 13,831 | 14,480 | 13,077 | 14,953 | 16,946 | 15,320 | 16,219 | 15,636 | 16,680 | 16,611 |
| Sales per acre (dollars) | 69,685 | 65,993 | 73,179 | 75,006 | 67,932 | 75,911 | 81,523 | 87,386 | 84,644 | 85,184 |
| Sales per grower (dollars) | 912,725 | 897,232 | 947,479 | 971,030 | 999,306 | 1,124,696 | 1,275,083 | 1,370,487 | 1,372,052 | 1,419,230 |

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

Sources: *Floriculture Crops*, NASS; ERS.