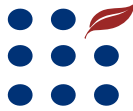




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Floriculture and Nursery Crops Outlook

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Floriculture and Nursery Sales Up 1 Percent to \$14 Billion

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The next release is
May 2003.

Approved by the World
Agricultural Outlook
Board.

U.S. floriculture and nursery crop sales, based on growers' wholesale receipts, are projected at \$14 billion in 2002, a 1-percent increase from 2001. This growth by the industry is in line with a weaker U.S. economy. Floriculture and nursery sales correspond largely to growth in key economic indicators new private housing units completed, the number of U.S. households, and disposable income. Trade is an additional factor that determines domestic production. Increased imports of cut flowers influence domestic cut flower production and sales, while imports of other floriculture and nursery crops do not have a comparable impact on domestic growers.

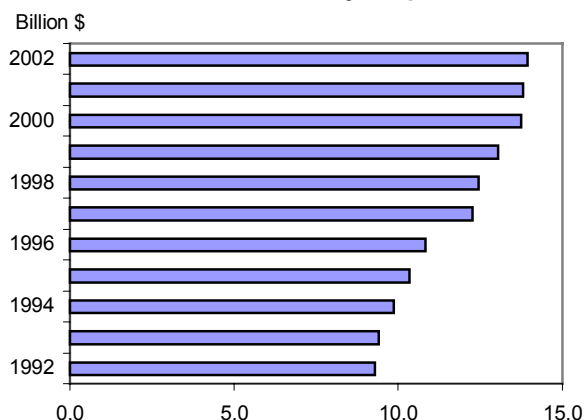
The \$14 billion in floriculture and nursery sales in 2002 are the sum of \$9.2 billion in nursery crop sales and \$4.8 billion in floriculture crop sales. Total floriculture and nursery sales are up from \$9.3 billion in 1992, a 50-percent jump in a decade. Over the same period, nursery crop sales increased 46 percent while floriculture crops rose 58 percent. These 2002 estimates correspond to \$129 per U.S. household in floriculture and nursery sales, \$85 in nursery sales, and \$44 in floriculture sales.

Grower sales of floriculture and nursery crops in each of the 4 U.S. regions as projected in 2002 are \$1.4 billion in the Northeast, \$2.1 billion in the North-central States, \$5.7 billion in the South, and \$4.7 billion in the West. With respect to nursery crops only, grower sales in 2002 are estimated at \$759 million in the Northeast, \$1,189 million in the North-central States, \$3,962 million in the South, and \$3,243 million in the West. Nursery crops represent about two-thirds of total U.S. floriculture and nursery production.

Projected sales of floriculture crops in 2002 amount to \$655 million in the Northeast, \$930 million in the North-central States, \$1,735 million in the South, and \$1,469 million in the West. Thus, sales of nursery crops are 16 percent higher than floriculture crops in the Northeast, 28 percent higher in the North-central States, but more than twice as large in the South and West. One reason for this is the lack of natural vegetation in the West and Southwest.

Figure 1

U.S. floriculture and nursery crop sales 1/



1/ Sales are based on growers' wholesale receipts. Estimate in 2002 is a forecast.

Source: Economic Research Service and NASS, USDA.

Average floriculture sales per acre based on a survey of 36 major States were near \$76,000 in 2001 (at wholesale). This compares with \$65,500 worth of sales per acre in 1998. Among regions, growers in the North-central States had the highest per-acre floriculture sales--\$110,000 on average in 2001. The Northeast States are next at \$91,500 sales per acre, followed by Western States at \$81,000 per acre, then the Southern States at \$59,000 per acre. Floriculture sales per acre are increasing in the West and South, and appear to be declining in the Northeast and Midwest. Given the relatively large States and sales in the West and South, overall U.S. floriculture production per acre is on an upward slope, despite a small decrease in 2001.

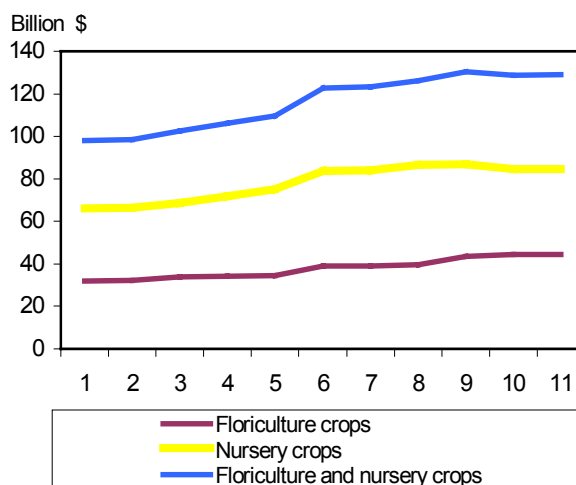
Table 1--U.S. floriculture and nursery crops: Value of sales

	2000	2001	2002
-million \$-			
Total U.S. sales:			
Floriculture crops 1/	4,576.6	4,738.7	4,789.0
Nursery crops	9,164.2	9,056.0	9,152.1
Floriculture and nursery	13,740.7	13,794.6	13,941.1
-dollars-			
Sales per U.S. household:			
Floriculture crops 1/	43.39	44.30	44.32
Nursery crops	86.88	84.67	84.70
Floriculture and nursery	130.27	128.97	129.02

1/ Only includes growers with \$100,000+ in floriculture sales; 36 major States. (See table 7).

Figure 2

U.S. floriculture and nursery crops: Sales per household



Source: Floriculture Crops, NASS.

Prices

Overall Prices of Floriculture Crops are Stable

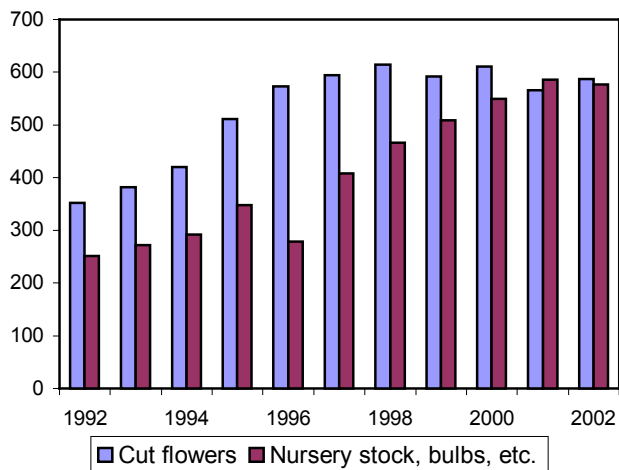
Floriculture prices in 2002 are projected up only 1 percent, the same pace as in 2001 and consistent with slowed U.S. economic activity. While domestic prices of U.S. floriculture crops rose 17 percent since 1995, prices of imported cut flowers declined 15 percent. As a result, their weighted average prices have been relatively stable over the past 5 years, up a moderate 11 percent since 1995. This overall gain stems mostly from continued upward price movement of U.S. potted flowering plants and bedding and garden plants, whose sales values significantly exceed cut flower sales. By contrast, prices of imported cut flowers, largely from South America, have fallen over the past 10 years. Lower foreign labor costs, the high exchange value of the U.S. dollar, and increasing supplies from Mexico and the European Union contributed to the downward trend in cut flower import prices.

Annual sales of domestic growers of floriculture crops, except cut flowers, have continued to rise partly because of relatively smaller imports of bedding and garden plants and of potted flowering plants, which were about a third of cut flower import value. Canada is the only major source of these bulkier crops. Also partly because of non-comparable or non-competitive imports, domestic

Figure 3

U.S. floriculture imports

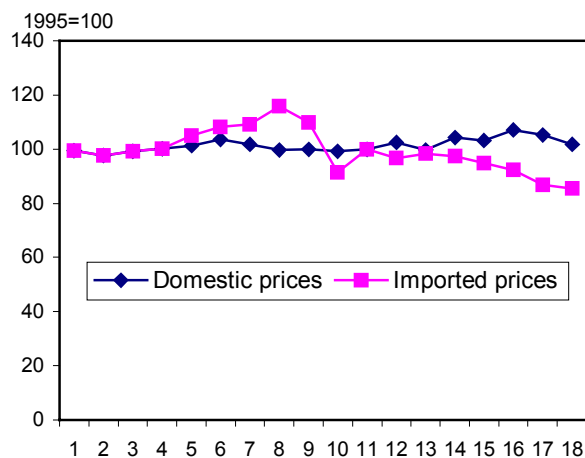
Million dollars



Source: FATUS, ERS.

Figure 4

U.S. cut flower prices



Sources: NASS, ERS.

prices of potted flowering and bedding plants have kept pace or exceeded general U.S. wholesale prices. The domestic price index for potted flowering plants is up 28 percent since 1996 and up 16 percent for bedding and garden plants from 1995. On the other hand, prices of domestic cut flowers are down 5 percent from 2000, and up only 2 percent from 1995. This is because U.S. imports of cut flowers have been between 33 and 50 percent larger in value than domestic production. Thus, their adverse impact on domestic growers' sales is more significant (see 2002 *Floriculture and Nursery Crops Yearbook*, page 91, <http://usda.mannlib.cornell.edu/data-sets/specialty/flo/>).

The composite price index of domestic floriculture prices and import prices of cut flowers is calculated from the weighted average of the domestic and import price indices, using corresponding sales values as weights. The table below shows the price indices of the major floriculture crops with their respective sales values at wholesale. Projected sales of flowering and bedding plants in 2002 assume an overall gain of 1 percent, in line with forecast growth in grower cash receipts in the greenhouse and nursery industry. Higher 2002 prices of flowering and bedding plants correspond with their price gains in 2001.

The 1-percent gain in domestic cut flower production is based on the projected growth in the number of U.S. households. As in 2001, cut flower prices in 2002 are expected to be down slightly due to weaker U.S. economic conditions and even larger imports.

In place of the wholesale value of sales as weights in computing the various price indices below, quantities sold of each major crop would have been preferred

since they exclude price effects. However, incomplete data and no quantity estimates for “other” cut flowers, flowering, and bedding plants, which have relatively large sales values, preclude their use as weights. In the U.S. floriculture industry’s case, using quantities sold as weights would flatten price gains and result in more stable prices than indicated in the following table.

Table 2--Calculating the overall U.S. price index for floriculture crops

Year	Composite price	Cut flowers	Floriculture crops	--Unit value prices-- Wholesale price indices, U.S.			--Weights-- Wholesale value of sales, U.S.		
	Overall price index 1/ 1995=100	Import prices 1995=100	Domestic price index 1995=100	Cut flowers 2/ 1995=100	Potted flowering plants 1995=100	Bedding & garden plants	Cut flowers 2/ 1,000 dollars	Potted flowering plants	Bedding & garden plants
2002	110.6	85.3	117.0	101.8	126.8	116.1	428,759	840,729	2,199,933
2001	110.3	86.9	116.4	105.2	125.8	115.1	424,256	831,899	2,176,828
2000	110.3	92.4	115.5	107.2	123.8	114.0	429,963	799,599	2,095,420
1999	109.4	94.8	113.3	1032.0	111.8	116.2	431,624	758,838	1,943,139
1998	107.3	97.3	110.3	104.2	110.3	111.6	411,595	736,837	1,872,610
1997	112.0	98.3	115.1	99.8	107.0	122.5	471,569	422,869	1,746,959
1996	100.0	96.6	101.7	102.4	98.7	102.9	412,700	684,340	1,428,133
1995	100.0	100.0	100.0	100.0	100.0	100.0	423,630	681,107	1,356,967
1994	96.7	91.4	99.1	99.3	101.3	97.8	442,297	662,490	1,280,087
1993	100.6	109.9	97.2	99.9	98.3	95.6	423,911	683,346	1,170,011
1992	101.2	115.8	95.9	99.6	104.3	88.5	458,455	759,575	1,118,171
1991	102.7	109.1	100.1	101.9	106.6	94.4	471,556	686,944	942,449
1990	102.8	108.3	100.6	103.7	107.2	94.4	467,720	631,691	829,103
1989	102.3	105.0	100.9	101.3	102.1	100.0	482,531	538,227	896,536
1988	98.3	100.1	98.1	100.1	99.9	95.6	457,854	507,731	755,261
1987	100.4	99.2	100.5	99.2	99.1	102.3	439,473	511,169	739,004
1986	95.5	97.6	95.2	97.6	95.2	93.5	359,826	388,727	560,126
1985	95.5	99.5	94.7	99.5	95.2	90.8	371,509	291,334	487,289

1/ Cut flower import prices are weighted by the value of cut flower imports to obtain the composite price index. U.S. imports and exports of flowering, bedding, and garden plants are not accounted for because of insignificant amounts. 2/ Unit value prices were computed by dividing the value of sales at wholesale by the corresponding quantity sold. Does not account for cut flower imports or import prices.

Sources: Floriculture Crops, NASS; FATUS, ERS.

Cut Flowers

Sales of domestically-grown cut flowers are estimated at \$429 million in 2002, up from \$424 million in 2001, but below the 1999 value. Sales per U.S. household are \$4 on average (at wholesale) in the last 3 years compared with more than \$5 between 1988 and 1991. Despite large cut flower sales in California, domestic growers are selling less per U.S. household than in any year since 1985. Sales by U.S. growers, except in the Western States, have fallen to about half their levels in 1992. The cause of this decline is the growth of cut flower imports, which are now larger in value than domestic production (see table 91 of 2002 Yearbook). U.S. households each spent more than \$5 on average in 2001 on imported cut flowers relative to domestic-grown flowers. The share of imported cut flowers in total U.S. cut flower consumption is now 58 percent, up sharply from 41 percent in 1991.

Despite increased U.S. demand for foreign-grown cut flowers due to their comparatively lower prices, now 36 percent below 1992 prices, average prices of U.S.-grown cut flowers continue to rise, albeit at a slow pace. Compared with an average \$0.30 from 1985 to 1994, U.S.-grown cut flower prices are now \$0.34 per unit (stem, bloom, etc.). This growth is less than general consumer price inflation. It is evident that prices of domestically-grown cut flowers are adversely affected by the inflow of highly competitive foreign-grown cut flowers. With U.S. cut flower prices only 2 percent higher than in the early 1990s, and import prices even lower, the composite, or overall, prices of cut flowers are 15 percent below 1995 levels.

The distribution of U.S. growers' cut flower sales among the four U.S. regions is highly skewed towards the Western States. Sales of domestically-grown cut flowers are projected at near \$350 million in 2002 in the West, with California representing 70 percent of

Western growers' sales and 21 percent of overall U.S. sales in 2001. By contrast, total cut flower sales in 2002 are forecast at \$22 million by growers in the Northeast, more than \$19 million in the North-central States, and \$27 million in the South. Combined grower sales of cut flowers in these three regions amount to only 20 percent of Western growers' sales. One reason for this is large grower sales of "other flowers," including orchids, lilies, iris, lisianthus, delphinium, daisies, and tulips, which are concentrated in the West. Note, however, that undisclosed sales data in many other States preclude their inclusion. Nevertheless, even for more common cut flowers such as roses and pompon chrysanthemums, growers in Western States considerably outsell growers in the other regions.

Table 3--U.S. cut flower prices: Imported and domestic-grown

	1992	1997	2002
	1995=100		
Domestic prices:			
Carnations,			
standard	93.9	102.9	91.2
Chrysanthemums,			
pompon	92.3	103.1	103.1
Roses,			
hybrid tea	104.3	98.2	107.6
Other flowers	82.5	93.1	86.7
All flowers	99.6	99.8	101.8
Imported prices:			
Carnations,			
standard	81.6	100.3	94.8
Chrysanthemums,			
pompon	309.6	111.3	71.8
Roses,			
hybrid tea	88.8	111.4	102.5
Other flowers	84.8	75.8	62.2
All flowers	128.8	97.8	82.1

Sources: Floriculture Crops, NASS; FATUS, ERS.

Potted Flowering Plants

Total sales of flowering plants in pots are projected at \$841 million in 2002, up from \$832 million in 2001. Both represent almost \$8 of sales per U.S. household, which is more than twice the average U.S. growers sold in 1985. Consumers purchased poinsettias in larger amounts than any other major potted flowering plants—near \$260 million projected in 2002. Over the past decade, sales of African violets and florist chrysanthemums have trended down, with their reduced shares in total sales captured by finished florist azaleas, orchids, poinsettias, and other flowering plants. Grower sales of potted foliage per U.S. household is \$4.63 in 2002, or \$500 million in forecast value. Foliage sales are now 60 percent of flowering plant sales, up from 46 percent in 1992, a reversal from being 38 percent larger than flowering plant sales in 1985.

Wholesale prices of potted flowering plants have steadily inched up over the last few years—about 30 percent cumulatively since 1996. The plant types whose prices have risen the most are finished florist azaleas—up 37 percent from 1995 and orchids—up 34 percent from 1996. Poinsettia prices are only 7-percent higher in 2002 than in 1995, rising only over the past 3 years. Prices of Easter lilies, African violets, and florist chrysanthemums have generally been stable in the past decade. Since many flowering plants are imported at a different stage of production, e.g., as buds, their competitive effect on domestic growers is not comparable with cut flowers imports.

Growers in Western States anticipate selling \$303 million of potted flowering plants in 2002, representing 36 percent of all U.S. growers' sales. Growers in the South expect to sell \$263 million, \$141 million in the North-central States, and \$134 million in the Northeast. Among the plant types in high demand in the West relative to other regions are orchids and finished florist azaleas. In California, the largest consuming State, sales of poinsettias and orchids were each more than twice those of florist chrysanthemums, the next most popular flowering plant. Southern growers dominate sales of potted foliage—\$355 million forecast in 2002, more than three times as much as Western growers, and 49

times more than growers in the Northeast and North-central States. Florida foliage growers reap 95 percent of total sales of Southern growers and two-thirds of overall U.S. foliage sales.

Wholesale prices of flowering plants in the United States are projected higher at \$3.56 per pot in 2002, up from \$3.40 in 2001, a 5-percent rise. Although overall prices have steadily climbed since 1996, when they were \$2.73 per pot, annual gains were concentrated in the West and South where demand has consistently grown. Prices in the Northeast and North-central States have been flatter, which coincide with their demand patterns.

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

	1992	1997	2002
	million \$		
Total U.S. sales:			
African violets	27.2	22.6	15.6
Florist chrysanthemums	99.3	82.6	78.1
Finished florist azaleas	61.1	42.2	63.7
Easter lilies	34.7	46.3	38.9
Poinsettias	193.5	227.7	258.9
Other flowering plants	338.6	198.5	225.0
All flowering plants	759.6	722.9	840.7
	1995=100		
Domestic prices:			
African violets	103.9	99.0	109.9
Florist chrysanthemums	103.5	105.8	107.6
Finished florist azaleas	115.5	90.6	136.8
Easter lilies	96.6	93.7	99.2
Poinsettias	95.8	100.3	107.3
Other flowering plants	108.2	87.1	122.0
All flowering plants	104.3	107.0	126.8

Source: Floriculture Crops, NASS.

Bedding and Garden Plants

Sold in flats, pots, and hanging baskets, bedding and garden plants are expected to reach \$2.2 billion in sales in 2002. These represent close to half of total U.S. floriculture sales, excluding imports. This total amounts to \$22 per U.S. household in 2002, compared with \$15 in 1995 and only \$10 in 1990. Average prices in 2002 are forecast to be 16 percent higher than in 1995. The plant varieties with the fastest price gains from 1995 are impatiens (up 16 percent), petunias (up 28 percent), hardy chrysanthemums (up 20 percent), and other vegetative plants (up 22 percent).

Projected sales of bedding and garden plants show growers in the South selling over \$745 million in 2002, the highest among U.S. regions. The North-central States follow at \$608 million, then the West at \$494 million, and the Northeast at \$353 million in grower sales. Growers in the North-central States have far greater demand for geraniums than growers in other regions. Demand for vegetative plants favor Western growers. Like potted flowering plants, imports of bedding and garden plants generally do not compete with domestic-grown varieties, thus their impact on domestic production is relatively minor. Among the States, growers in California, Texas, and Michigan are sales leaders of bedding and garden plants at over or near \$200 million in 2001. For the United States as a whole, the largest sales by plant type and container are geraniums in pots, impatiens

in flats, petunias in flats, and hardy chrysanthemums in pots. As a group, other flowering and foliar plant varieties in flats and pots sell nearly as much as poinsettias, the best seller at almost \$260 million in 2002. Besides other flowering types, sales of hardy chrysanthemums are favorable to growers in the Northeast and South, impatiens in the North-central States, and petunias in the West.

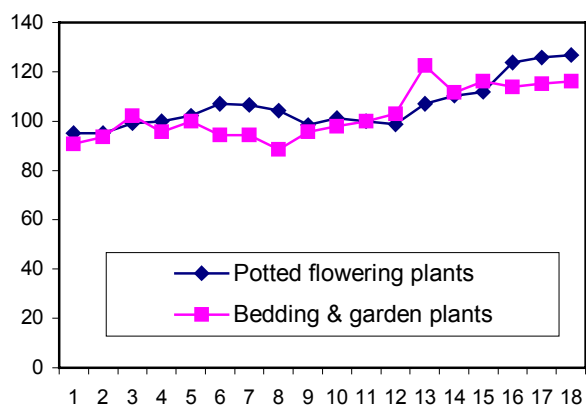
Table 5-- U.S. bedding and garden plants: Value of sales and prices

	1994	1998	2002
	million \$		
Total U.S. sales:			
Geraniums	187.8	207.6	204.9
Impatiens	114.7	152.7	164.8
New Guinea			
impatiens	41.1	64.7	74.6
Petunias	73.5	109.1	138.5
Other			
flowering type	725.9	1,114.1	734.5
Vegetative type	79.0	130.6	101.8
Hardy			
chrysanthemums	57.9	93.8	104.3
All plants	1,280.1	1,872.6	2,199.9
	1995=100		
Domestic prices:			
Geraniums	99.7	104.2	99.4
Impatiens	94.0	98.5	115.7
New Guinea			
impatiens	97.7	104.2	108.1
Petunias	94.8	102.4	127.9
Other			
flowering type	99.2	125.0	118.0
Vegetative type	96.2	109.6	122.0
Hardy			
chrysanthemums	98.8	108.7	120.2
All plants	97.8	111.6	116.1

Source: Floriculture Crops, NASS.

Figure 5

U.S. floriculture prices, 1995 = 100



Source: Floriculture Crops, NASS.

Growers and Growing Area

Number of Growers and Size of Growing Area of Floriculture Crops

In the 36 major States covered by the survey, the total number of floriculture growers with at least \$10,000 in floriculture sales was almost 11,000 in 2001. Of these, 57 percent had less than \$100,000 in sales and the rest had over \$100,000. Growers in the West tend to number equally between sales groups. The Northeast and Midwest have comparatively more growers with less than \$100,000 in floriculture sales, which correlate with the size of their markets. The number of growers, small and large by sales, in all regions appears to have peaked in 1998 and has since dropped despite continued growth in sales.

Based on type of cover, about 58 percent of the covered area for growing floriculture crops in the United States is protected by greenhouses. About two-thirds of these greenhouse-protected areas are covered by film plastic, as opposed to glass, fiberglass, or other rigid covers. The use of shade or other temporary cover represents about 40 percent of total covered area.

Of the total growing area used by floriculture growers, including covered space, about two-thirds is open field. The size of unprotected growing area is largely dependent on climate and the types of plants grown. As expected, growers in the West have comparatively large growing areas in open field. Although growers in the South also leave large areas unprotected, the proportion of open ground to covered area is higher in the Northeast and North-central States despite their smaller overall growing areas. Southern growers use shade or temporary cover in two-thirds of their covered growing area, far more intensively than other growers.

Floriculture production per acre of growing area, based on wholesale value of sales, varies considerably, not only among U.S. regions, but between States. In the most productive region,—the South—output per acre ranged from as low as

\$44,000 per acre in Florida in 2001 to as high as \$215,000 in Oklahoma. In the West, the range of grower sales per acre by State was even wider—\$297,000 in New Mexico to \$35,000 in Hawaii. The principal explanation of these differences in productivity is the relative proportion between covered growing area and open ground. The more intensive use of covered protection, whether by greenhouses or temporary cover, the higher the sales output per acre. However, if the capital cost of covered protection, construction and maintenance of greenhouses and related structures is accounted for, profitability per acre would be more evenly distributed among States.

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

	1992	1997	2001
Number of:			
Small growers	5,829	7,473	6,243
Large growers	4,566	5,244	4,722
Growing area:	million square feet		
Glass			
greenhouses	80.4	74.2	77.2
Fiberglass and			
other rigid covers	113.5	106.3	98.1
Film plastic			
cover	263.5	356.3	366.2
Total greenhouse			
cover	457.4	536.8	541.5
Shade and			
temporary cover	349.4	393.5	389.8
Total covered			
area	806.8	930.3	931.3
	acres		
Open field	29.1	35.5	41.1
Total covered			
and open area	47.7	56.9	62.5

Source: Floriculture Crops, NASS.

Glossary

Annual bedding and garden plants: Includes plants in flats, pots, hanging baskets, and herbaceous perennials. Excludes plants used in commercial vegetable production.

Floriculture crops: Includes bedding/garden plants, cut cultivated greens, cut flowers, potted flowering plants, foliage plants, and propagative floriculture material.

Foliage plants: Finished plants for indoor or patio use; not intended for landscape use.

Greenhouse crops: Floriculture and nursery plants grown under cover (see production area below).

Herbaceous perennials: Field-grown plants, including hardy/garden chrysanthemums, hosta, and other herbaceous perennials. Unfinished plants are excluded.

Nursery crops: Includes broadleaf evergreens, coniferous evergreens, deciduous shade trees, deciduous flowering trees, deciduous shrubs and other ornamentals, fruit and nut plants for home use, cut and to-be-cut Christmas trees, and propagation material or lining-out stock.

Potted flowering plants: Plants for indoor or patio use only, including plants grown from bulbs. Plants intended for landscape use are excluded.

Production area: The gross physical space used for plant propagation, including aisles and walkways, in open ground or covered by greenhouses made of glass, fiberglass, film plastic, shade, or temporary cover.

Propagative materials: Includes cuttings, liners, plug seedlings, prefinished plants, or tissue-cultured plantlets. Plants sold to other growers for further growing-on are also included.

Wholesale value of sales: The value of all crops grown then sold on a gross wholesale basis before deductions for sales commissions, transportation costs, and other similar charges.

Contacts and Guidelines

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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#floriculture

Guidelines and assumptions

This outlook report focuses on national and regional forecasts and trends in floriculture sales and prices. The statistics are further focused at the State level—sales and price patterns over the past decade in 36 major floriculture crop States. Projections are not provided in each State, but recent trends along with regional forecasts offer year-ahead estimates. A historical review over the past decade of the floriculture industry's vital economic statistics in each of the 36 major States is the primary purpose of this report.

The industry's 2002 sales projections for each plant or flower group are proportional to each group's share of total sales. Price forecasts for each flower or plant group in flowering and bedding plants are based on last year's corresponding change in prices. The reason is that U.S. economic conditions in 2002 are thus far largely similar to 2001. Prices of cut flowers are assumed to follow the U.S. Bureau of Labor Statistics' producer prices of florists.

Much of the data in the tables are aggregated to the national level in the *Floriculture and Nursery Crops Yearbook*. Where State data in the Yearbook are provided, they are grouped by sales year. In this report, annual sales and price data are grouped by State and region. The principal data source is *Floriculture Crops*, www.usda.gov/nass/pubs/estindx1.htm#floriculture the annual survey by USDA's National Agricultural Statistics Service. ERS prepares the farm sector cash receipt estimates by State. The number of U.S. households in each of the 50 States is from the U.S. Census Bureau.

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Table 7--Floriculture and nursery crops: Value of sales, by crop group, U.S. and regions, 1992-2002

Regions, years	Commercial floriculture in major States 1/				Expanded floriculture		Nursery crops		Floriculture & nursery	
	Cut flowers	Flowering plants, potted	Foliage plants	Bedding and garden plants	Wholesale value 2/	Sales per household	Total sales	Sales per household	Total crop sales	Sales per household
-- 1,000 dollars --				dollars		1,000 dollars	dollars	1,000 dollars	dollars	
United States										
2002 f	428,759	840,729	591,537	2,199,933	4,788,953	44.32	9,152,099	84.70	13,941,052	129.02
2001	424,256	831,899	585,324	2,176,828	4,738,656	44.30	9,055,966	84.67	13,794,634	128.97
2000	429,963	799,599	560,174	2,095,420	4,576,585	43.39	9,164,246	86.88	13,740,747	130.27
1999	431,624	758,838	511,999	1,943,139	4,096,560	39.67	8,945,585	86.62	13,042,145	126.29
1998	411,595	736,837	502,501	1,872,610	3,947,517	39.07	8,491,074	84.04	12,455,740	123.27
1997	471,569	722,869	499,964	1,746,959	3,896,050	39.01	8,362,186	83.72	12,267,718	122.82
1996	412,700	684,340	508,947	1,428,133	3,407,320	34.52	7,422,487	75.20	10,829,807	109.72
1995	423,630	681,107	498,969	1,356,967	3,328,632	34.20	7,007,168	71.99	10,335,800	106.18
1994	442,297	662,490	489,306	1,280,087	3,246,912	33.84	6,606,523	68.85	9,853,435	102.69
1993	423,911	683,346	417,049	1,170,011	3,073,126	32.23	6,324,597	66.34	9,397,723	98.57
1992	458,455	759,575	427,009	1,118,171	3,021,022	31.92	6,273,315	66.28	9,294,337	98.20
Northeast										
2002 f	21,901	133,820	16,379	352,800	655,106	31.72	758,774	36.74	1,413,880	68.47
2001	21,671	132,415	16,207	349,095	648,226	31.71	750,757	36.73	1,399,031	68.44
2000	22,228	123,877	14,605	354,075	636,564	31.38	748,243	36.89	1,384,799	68.27
1999	24,916	117,302	16,738	347,339	588,590	29.62	712,860	35.88	1,301,450	65.50
1998	25,963	116,276	16,975	318,553	554,092	28.49	706,930	36.35	1,278,171	65.72
1997	31,188	110,445	17,561	305,160	551,681	28.49	707,250	36.52	1,268,413	65.50
1996	33,283	96,079	20,269	235,419	454,178	23.57	728,424	37.80	1,182,602	61.37
1995	37,875	103,580	16,793	229,989	456,443	23.85	721,698	37.72	1,178,141	61.57
1994	30,879	104,671	16,669	200,613	420,032	22.09	727,579	38.26	1,147,611	60.36
1993	39,901	98,168	17,786	184,967	410,208	21.53	681,010	35.74	1,091,218	57.27
1992	41,248	208,069	18,123	175,252	391,950	20.55	692,017	36.27	1,083,967	56.82
North-central										
2002 f	19,326	141,347	24,150	607,751	930,148	36.93	1,188,956	47.20	2,119,104	84.13
2001	19,123	139,862	23,896	601,368	920,379	36.92	1,176,499	47.19	2,096,848	84.10
2000	19,730	143,174	23,730	570,501	896,189	36.23	1,026,663	41.51	1,922,830	77.74
1999	18,128	136,261	20,089	516,519	789,555	32.56	1,234,546	50.91	2,024,101	83.47
1998	27,306	133,795	17,056	510,313	773,338	32.55	1,176,124	49.50	1,949,462	82.04
1997	33,480	146,452	21,932	485,576	778,715	32.94	1,170,593	49.51	1,949,308	82.45
1996	31,096	136,594	23,700	393,017	652,162	27.73	1,056,349	44.92	1,708,511	72.66
1995	29,911	143,026	27,267	391,363	659,540	28.33	1,044,815	44.89	1,704,355	73.22
1994	41,384	139,416	24,156	377,486	650,873	28.28	1,017,255	44.19	1,668,128	72.47
1993	44,076	134,877	25,490	332,508	605,318	26.38	970,724	42.30	1,576,042	68.68
1992	45,603	134,437	31,799	306,373	590,308	25.84	977,048	42.76	1,567,356	68.60
South										
2002 f	26,924	262,583	403,558	744,966	1,734,581	44.40	3,961,506	101.40	5,696,087	145.80
2001	26,641	259,825	399,320	737,142	1,716,363	44.38	3,919,880	101.36	5,636,263	145.75
2000	31,510	264,394	390,320	685,432	1,650,181	43.41	3,864,605	101.66	5,514,779	145.07
1999	30,331	267,247	352,619	637,899	1,492,501	40.34	3,757,723	101.55	5,250,224	141.89
1998	35,543	250,135	356,160	590,204	1,412,067	39.24	3,744,860	104.07	5,156,927	143.31
1997	41,340	243,229	352,876	551,974	1,382,494	39.00	3,629,387	102.38	5,011,881	141.38
1996	35,512	240,560	370,998	481,095	1,295,606	37.11	3,177,734	91.03	4,473,340	128.15
1995	34,685	232,494	349,156	430,617	1,210,792	35.31	2,971,129	86.64	4,181,921	121.95
1994	42,694	217,249	340,194	395,320	1,167,874	34.69	2,853,513	84.76	4,021,387	119.45
1993	33,415	256,273	272,155	374,872	1,117,947	33.56	2,748,192	82.49	3,866,139	116.05
1992	41,109	236,475	282,700	338,414	1,075,626	32.63	2,766,930	83.94	3,842,556	116.58
West										
2002 f	347,986	302,947	147,450	494,412	1,469,118	63.46	3,242,863	140.08	4,711,980	203.53
2001	344,331	299,765	145,901	489,219	1,453,688	63.44	3,208,830	140.02	4,662,492	203.46
2000	342,852	268,108	131,519	485,382	1,393,651	62.09	3,524,735	157.04	4,918,339	219.13
1999	341,454	233,844	121,766	441,382	1,225,914	55.34	3,240,456	146.29	4,466,370	201.64
1998	322,783	236,631	112,319	453,540	1,208,020	55.30	2,863,160	131.07	4,071,180	186.37
1997	365,561	222,743	107,595	404,249	1,183,160	55.21	2,854,956	133.23	4,038,116	188.44
1996	312,809	211,107	93,980	318,602	1,005,374	47.84	2,459,980	117.06	3,465,354	164.91
1995	321,159	202,007	105,753	304,998	1,001,857	48.55	2,269,526	109.98	3,271,383	158.52
1994	327,340	201,154	108,287	306,668	1,008,133	49.77	2,008,176	99.14	3,016,309	148.90
1993	306,519	194,028	101,618	277,664	939,653	46.93	1,924,671	96.12	2,864,324	143.05
1992	330,495	180,594	94,387	298,132	963,138	48.74	1,837,320	92.98	2,800,458	141.72

f = forecast. 1/ Only includes growers with \$100,000+ in floriculture sales; 36 major States.

2/ Includes growers with at least \$10,000 in floriculture sales; 36 major States. Includes cut cultivated greens and propagative materials.

Sources: Floriculture Crops, NASS; ERS, USDA.

Table 8--Cut flowers and cut cultivated greens: Value of sales and average prices at wholesale, United States, 1985-2002 1/

Year	Carnations standard	Carnations miniature	Chrysan- themums pompon	Chrysan- themums standard	Roses hybrid tea	Roses sweetheart	Gladioli	Other flowers	Total cut flowers	Leather- leaf ferns	Other cut cultivated greens
-- 1,000 dollars --											
Total U.S. sales:											
2002 f	4,620	---	16,754	---	68,374	---	24,440	314,572	428,759	54,859	57,386
2001	4,571	---	16,578	---	67,656	---	24,183	311,268	424,256	54,283	56,783
2000	6,430	---	17,214	---	69,294	---	28,339	308,686	429,963	66,245	59,923
1999	7,201	3,829	15,181	7,083	76,709	10,294	25,535	285,792	431,624	64,547	62,128
1998	9,891	6,036	16,828	7,362	90,174	12,191	33,138	235,975	411,595	60,498	57,191
1997	11,739	7,441	16,341	5,550	109,914	12,601	34,861	273,122	471,569	64,373	51,811
1996	13,345	7,330	15,145	8,438	105,823	11,523	33,260	217,836	412,700	67,993	50,192
1995	17,199	11,060	17,079	7,997	114,594	11,133	36,110	208,458	423,630	63,485	49,639
1994	18,141	10,065	16,345	7,325	134,034	15,276	39,520	201,591	442,297	67,544	51,703
1993	27,207	12,107	15,695	8,541	144,823	19,545	33,675	162,318	423,911	72,142	43,837
1992	30,777	14,703	17,971	7,769	155,738	18,775	37,494	175,876	458,455	66,718	44,806
1991	32,536	16,120	24,788	8,053	157,551	23,199	34,941	174,368	471,556	71,484	38,555
1990	34,943	17,186	25,296	7,559	167,457	26,449	33,101	155,729	467,720	68,476	38,108
1989	36,223	17,748	29,295	14,214	169,002	26,775	34,061	155,213	482,531	65,493	33,358
1988	42,154	20,001	38,274	14,505	155,385	30,370	33,935	123,230	457,854	67,132	23,629
1987	40,479	18,995	38,083	15,256	152,646	30,133	32,446	111,435	439,473	66,074	22,397
1986	39,033	16,471	35,822	15,625	125,038	26,166	26,534	75,137	359,826	60,335	16,549
1985	45,935	18,883	44,805	25,345	125,925	26,213	25,555	58,848	371,509	57,677	9,056
-- dollars --											
Sales per U.S. household:											
2002 f	0.04	---	0.16	---	0.63	---	0.23	2.91	3.97	0.51	0.53
2001	0.04	---	0.15	---	0.63	---	0.23	2.91	3.97	0.51	0.53
2000	0.06	---	0.16	---	0.66	---	0.27	2.93	4.08	0.63	0.57
1999	0.07	0.04	0.15	0.07	0.74	0.10	0.25	2.77	4.18	0.63	0.60
1998	0.10	0.06	0.17	0.07	0.89	0.12	0.33	2.34	4.07	0.60	0.57
1997	0.12	0.07	0.16	0.06	1.10	0.13	0.35	2.73	4.72	0.64	0.52
1996	0.14	0.07	0.15	0.09	1.07	0.12	0.34	2.21	4.18	0.69	0.51
1995	0.18	0.11	0.18	0.08	1.18	0.11	0.37	2.14	4.35	0.65	0.51
1994	0.19	0.10	0.17	0.08	1.40	0.16	0.41	2.10	4.61	0.70	0.54
1993	0.29	0.13	0.16	0.09	1.52	0.21	0.35	1.70	4.45	0.76	0.46
1992	0.33	0.16	0.19	0.08	1.65	0.20	0.40	1.86	4.84	0.70	0.47
1991	0.35	0.17	0.27	0.09	1.69	0.25	0.37	1.87	5.06	0.77	0.41
1990	0.38	0.19	0.28	0.08	1.82	0.29	0.36	1.69	5.09	0.74	0.41
1989	0.40	0.19	0.32	0.16	1.85	0.29	0.37	1.70	5.27	0.72	0.36
1988	0.47	0.22	0.42	0.16	1.72	0.34	0.38	1.37	5.07	0.74	0.26
1987	0.46	0.21	0.43	0.17	1.72	0.34	0.37	1.25	4.95	0.74	0.25
1986	0.44	0.19	0.41	0.18	1.43	0.30	0.30	0.86	4.10	0.69	0.19
1985	0.53	0.22	0.52	0.29	1.45	0.30	0.30	0.68	4.29	0.67	0.10
-- dollars --											
Average prices per unit: 2/											
2002 f	0.14	---	1.30	---	0.35	---	0.21	0.34	0.34	0.86	0.86
2001	0.15	---	1.31	---	0.36	---	0.22	0.35	0.35	0.87	0.87
2000	0.16	---	1.31	---	0.37	---	0.22	0.33	0.33	0.88	0.88
1999	0.19	1.46	0.93	0.55	0.34	0.26	0.25	0.34	0.34	0.90	0.90
1998	0.16	1.43	1.35	0.52	0.34	0.25	0.26	0.32	0.32	0.83	0.83
1997	0.16	1.52	1.30	0.48	0.32	0.28	0.23	0.31	0.31	0.82	0.68
1996	0.14	1.32	1.26	0.56	0.34	0.27	0.23	0.31	0.31	0.87	0.87
1995	0.15	1.21	1.26	0.54	0.33	0.25	0.24	0.31	0.31	0.85	0.85
1994	0.16	1.40	1.35	0.48	0.33	0.24	0.21	0.30	0.30	0.86	0.86
1993	0.14	1.35	1.42	0.43	0.34	0.25	0.20	0.29	0.29	0.85	0.85
1992	0.14	1.51	1.16	0.39	0.34	0.25	0.20	0.29	0.29	0.85	0.85
1991	0.16	1.44	1.19	0.36	0.34	0.26	0.21	0.31	0.31	0.83	0.83
1990	0.16	1.46	1.31	0.40	0.35	0.27	0.20	0.31	0.31	0.84	0.84
1989	0.15	1.42	1.28	0.36	0.35	0.25	0.19	0.30	0.30	0.81	0.81
1988	0.15	1.51	1.27	0.33	0.35	0.24	0.17	0.29	0.29	0.80	0.80
1987	0.15	1.43	1.31	0.36	0.35	0.24	0.16	0.29	0.29	0.78	0.78
1986	0.15	1.44	1.10	0.36	0.35	0.24	0.16	0.29	0.29	0.80	0.80
1985	0.16	1.65	1.22	0.42	0.34	0.25	0.16	0.30	0.30	0.80	0.80

--- = Not available; f = forecast.

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

2/ Prices are calculated as unit values (sales value divided by quantity sold).

Source: Floriculture Crops, NASS.

Table 9--Cut flowers: Imports and price indices, by flower type, United States, 1989-2002

Year	Carnations standard	Carnations miniature	Chrysanthemums pompon	Chrysanthemums standard	Roses hybrid tea	Roses sweetheart	Other flowers 1/	Total	Import share of total sales 2/
---1,000 dollars---									
U.S. import value:									
2002 f	46,504	27,528	52,536	10,413	212,492	978	236,391	586,843	57.8
2001	44,810	26,526	50,622	10,034	204,753	942	227,781	565,468	57.1
2000	56,983	34,127	61,765	11,629	211,419	1,309	233,228	610,461	58.7
1999	70,713	41,059	67,441	8,939	199,193	1,933	203,089	592,366	57.8
1998	74,559	38,740	73,023	9,840	215,951	1,565	200,683	614,362	59.9
1997	79,504	37,751	66,732	10,790	205,220	1,375	193,675	595,045	55.8
1996	90,075	36,571	68,966	11,520	177,555	1,368	186,495	572,550	58.1
1995	80,089	33,377	65,941	9,192	150,931	1,209	170,784	511,524	54.7
1994	64,755	25,893	55,497	9,036	124,362	1,302	139,258	420,104	48.7
1993	62,347	22,737	54,795	14,396	106,622	770	120,515	382,182	47.4
1992	62,660	23,448	54,336	7,962	89,882	560	113,518	352,366	43.5
1991	48,726	23,121	46,331	8,878	89,476	2,218	103,266	322,016	40.6
1990	50,811	16,120	46,337	7,524	82,652	3,386	119,416	326,246	41.1
1989	56,592	16,312	42,716	5,387	68,840	6,472	119,335	315,654	39.5
1995=100									
Import price index:									
2002 f	94.8	91.3	71.8	89.3	102.5	98.8	62.2	82.1	
2001	95.5	100.8	92.3	101.6	105.9	99.0	55.5	83.2	
2000	102.2	115.2	106.9	164.7	112.4	84.5	53.4	89.4	
1999	113.5	125.4	125.5	110.3	111.0	98.8	49.2	92.7	
1998	110.4	112.9	116.8	111.1	113.3	75.4	58.7	95.4	
1997	100.3	102.9	111.3	115.3	111.4	77.1	75.8	97.8	
1996	103.9	105.6	101.1	123.2	108.7	83.3	70.6	94.7	
1995	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
1994	86.2	89.7	89.2	110.4	95.0	54.4	77.5	86.9	
1993	80.4	174.2	261.5	185.5	89.6	57.0	75.3	116.8	
1992	81.6	206.4	309.6	119.6	88.8	87.0	84.8	128.8	
1991	78.7	216.7	206.4	113.3	102.4	60.5	83.1	115.8	
1990	74.7	167.1	196.6	98.3	106.0	50.4	96.2	112.7	
1989	75.8	131.4	169.2	90.8	107.4	52.2	104.3	108.8	
1995=100									
Domestic price index:									Composite price index: 3/
2002 f	91.2	---	103.1	---	107.6	---	86.7	101.8	85.3
2001	99.6	---	103.9	---	110.8	---	91.2	105.2	86.9
2000	104.2	---	103.7	---	114.5	---	92.1	107.2	92.4
1999	122.0	120.4	73.8	103.1	105.4	106.5	105.0	103.2	94.8
1998	102.0	118.6	107.4	96.0	103.3	101.7	105.8	104.2	97.3
1997	102.9	125.5	103.1	88.7	98.2	114.8	93.1	99.8	98.3
1996	94.4	109.1	100.0	103.4	105.0	108.5	94.8	102.4	96.6
1995	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1994	101.7	116.1	107.1	89.0	101.7	96.4	85.5	99.3	91.4
1993	91.0	111.6	112.9	80.5	103.7	101.7	83.9	99.9	109.9
1992	93.9	125.4	92.3	73.1	104.3	102.5	82.5	99.6	115.8
1991	107.3	119.5	94.7	67.7	104.4	106.5	87.2	101.9	109.1
1990	101.7	121.2	103.8	74.0	106.9	108.1	83.5	103.7	108.3
1989	94.9	117.1	101.3	67.3	107.9	102.6	80.3	101.3	105.0
1988	94.7	125.1	101.1	61.2	108.4	99.1	70.3	100.1	100.1
1987	96.0	118.6	103.8	66.4	107.1	97.1	66.8	99.2	99.2
1986	98.3	118.8	87.0	66.6	108.3	99.2	64.2	97.6	97.6
1985	103.2	136.4	96.4	78.4	104.4	100.2	66.4	99.5	99.5

--- = Not available; f = forecast. 1/ Includes orchids.

2/ Equals imports divided by sum of domestic sales plus import value.

3/ Weighted average of import and domestic price indices, using import and sales values as weights.

Sources: FATUS, ERS; Floriculture Crops, NASS.

Table 10--Cut flowers and cut cultivated greens: Value of sales at wholesale, by flower type, U.S. regions, 1992-2002

Regions, years	Carnations standard	Carnations miniature	Chrysanthemums pompon	Chrysanthemums standard	Roses hybrid tea	Roses sweetheart	Gladioli	Other flowers 1/	Total cut flowers	Total sales per household	Leather-leaf ferns	Other cut cultivated greens 2/
	-- 1,000 dollars --									dollars	-1,000 dollars-	
Northeast:												
2002 f	---	---	19	---	2,242	---	1,122	6,461	21,901	1.15	---	---
2001	---	---	20	---	2,296	---	1,315	6,407	21,671	1.15	---	---
2000	---	---	91	---	2,631	---	1,650	5,995	22,228	1.19	---	---
1999	---	---	52	247	2,163	357	1,812	14,696	24,916	1.36	---	---
1998	70	---	81	193	1,925	278	1,591	14,325	25,963	1.45	---	---
1997	99	---	192	284	6,740	474	1,460	15,689	31,188	1.75	---	---
1996	118	---	189	496	7,421	522	1,443	15,994	33,283	1.88	---	---
1995	55	---	40	842	8,338	874	3,883	16,361	37,875	2.15	---	---
1994	---	---	178	627	8,794	1,158	2,078	11,386	30,879	1.76	---	---
1993	---	---	279	649	13,320	3,427	1,822	10,724	39,901	2.27	---	---
1992	62	---	278	811	20,343	2,694	2,312	8,999	41,248	2.34	---	---
North-central:												
2002 f	---	---	55	---	567	---	232	1,303	19,326	0.81	---	---
2001	---	---	57	---	581	---	272	1,292	19,123	0.81	---	---
2000	---	---	159	---	894	---	---	1,937	19,730	0.84	---	---
1999	---	---	120	62	---	---	---	7,509	18,128	0.79	---	---
1998	---	---	128	33	---	---	---	8,201	27,306	1.21	---	---
1997	---	---	245	83	4,584	365	6,898	9,250	33,480	1.49	---	---
1996	---	---	334	69	4,963	413	5,542	7,808	31,096	1.39	---	---
1995	---	---	402	82	7,796	1,022	5,385	4,992	29,911	1.35	---	---
1994	---	---	377	84	13,969	1,848	5,330	5,199	41,384	1.89	---	---
1993	---	---	393	111	9,561	1,004	5,478	5,511	44,076	2.02	---	---
1992	---	---	461	202	14,643	1,612	5,811	5,282	45,603	2.10	---	---
South:												
2002 f	---	---	---	---	---	---	10,226	6,924	26,924	0.71	43,014	33,106
2001	---	---	---	---	---	---	11,983	6,867	26,641	0.71	52,493	34,937
2000	---	---	---	---	---	---	16,247	8,509	31,510	0.86	64,307	36,300
1999	---	---	---	---	---	---	15,929	13,491	30,331	0.85	62,570	38,262
1998	---	---	---	---	---	---	16,343	12,515	35,543	1.02	58,522	32,145
1997	---	---	---	539	---	---	14,791	18,262	41,340	1.21	62,437	36,699
1996	---	---	---	319	1,741	---	16,932	12,436	35,512	1.05	64,072	32,596
1995	---	---	---	---	1,927	---	16,276	10,244	34,685	1.05	61,480	29,058
1994	---	---	---	411	2,205	---	22,391	11,212	42,694	1.32	65,618	31,992
1993	---	---	---	479	---	---	16,842	8,047	33,415	1.04	70,252	27,811
1992	---	---	---	691	---	---	19,933	13,167	41,109	1.29	65,013	31,364
West:												
2002 f	3,070	---	15,207	---	45,753	---	3,592	116,172	347,986	16.51	---	19,019
2001	4,319	---	15,790	---	46,861	---	4,209	115,208	344,331	16.50	---	20,071
2000	6,240	---	16,509	---	45,515	---	4,265	110,912	342,852	16.77	---	23,039
1999	6,952	3,738	13,526	3,839	53,118	5,116	3,952	242,106	341,454	16.89	---	23,529
1998	9,669	5,955	15,380	6,217	61,112	7,196	---	195,970	322,783	16.16	---	24,511
1997	11,447	7,197	15,075	3,441	75,107	4,942	---	224,518	365,561	18.65	---	24,706
1996	13,072	7,063	13,699	6,399	68,236	5,174	---	176,873	312,809	16.26	---	17,330
1995	16,955	10,618	15,171	5,292	73,148	4,950	---	171,296	321,159	16.99	---	15,752
1994	17,880	9,616	14,560	4,634	79,218	6,620	---	168,314	327,340	17.62	---	15,051
1993	26,815	11,875	13,400	5,699	85,527	6,628	---	133,839	306,519	16.66	---	11,350
1992	30,372	14,398	15,630	5,096	90,618	7,778	---	145,159	330,495	18.19	---	12,014
Other States: 3/												
2001	252	---	711	---	17,918	---	6,404	5,369	12,490	---	1,790	1,775
2000	190	---	455	---	20,254	---	6,177	6,295	13,643	---	1,938	584
1999	249	91	1,483	2,935	21,428	4,821	3,842	7,990	16,795	---	1,977	337
1998	152	81	1,239	919	27,137	4,717	15,204	4,964	---	---	1,976	535
1997	193	244	829	1,203	23,483	6,820	11,712	5,403	---	---	1,936	602
1996	155	267	923	1,155	23,462	5,414	9,343	4,725	---	---	3,921	266
1995	189	442	1,466	1,781	23,385	4,287	10,566	5,565	---	---	2,005	4,829
1994	261	449	1,230	1,569	29,848	5,650	9,721	5,480	---	---	1,926	4,660
1993	392	232	1,623	1,603	36,415	8,486	9,533	4,197	---	---	1,890	4,676
1992	343	305	1,602	969	30,134	6,691	9,438	3,269	---	---	1,705	1,428

--- = Not available; f = forecast.

1/ In 2000 and 2001, additional cut flower varieties were listed separately but not included in "Other flowers".

2/ Leatherleaf ferns and other cut cultivated greens are grown mostly in Florida, California, and Oregon.

3/ To avoid disclosure of individual operations in some States, their sales are grouped separately.

Source: Floriculture Crops, NASS.

Table 11--Potted flowering plants: Value of sales and wholesale prices, by flower variety, United States, 1985-2002

Years 1/	African violets	Florist Chrysan- themums	Finished florist azaleas	Easter lilies	Orchids/ Other lilies	Poinsettias	Other flowering plants	Total flowering plants	Foliage hanging baskets	Potted foliage
--1,000 dollars--										
Total U.S. sales:										
2002	15,586	78,082	63,701	38,930	100,570	258,930	225,035	840,729	91,189	500,348
2001	15,422	77,262	63,032	38,521	99,514	256,211	222,672	831,899	90,231	495,093
2000	16,300	81,870	61,709	37,244	89,018	246,263	212,752	799,599	88,113	472,079
1999	24,455	70,923	43,185	35,990	79,398	227,517	244,030	758,838	79,467	432,532
1998	22,672	73,408	39,635	37,273	64,885	224,441	241,357	736,837	66,258	436,243
1997	22,584	82,632	42,186	46,278	69,856	227,729	198,451	722,869	78,566	421,398
1996	23,029	84,726	43,843	38,012	46,993	215,248	201,865	684,340	75,971	432,976
1995	25,086	92,219	57,770	36,925	7,895	211,437	222,798	681,107	85,403	413,566
1994	27,423	93,649	52,662	36,021	6,601	207,605	214,237	662,490	89,074	400,232
1993	24,777	95,564	59,241	34,180	5,870	199,464	264,250	683,346	66,468	350,581
1992	27,232	99,254	61,115	34,729	5,153	193,484	338,608	759,575	76,094	350,915
1991	25,858	88,075	62,150	33,066	5,533	173,421	298,841	686,944	71,496	376,071
1990	26,145	91,769	54,279	34,247	4,046	165,777	256,428	632,691	74,391	400,539
1989	27,185	95,617	45,533	33,156	4,813	171,347	160,576	538,227	83,487	405,364
1988	25,543	94,745	38,190	30,976	3,339	155,130	159,808	507,731	77,498	404,133
1987	27,749	95,079	37,515	29,983	3,516	157,696	159,631	511,169	86,743	428,589
1986	21,181	78,634	31,411	25,328	2,344	124,176	105,653	388,727	71,983	449,391
1985	14,074	70,269	30,000	23,658	1,827	109,012	72,494	291,334	67,103	401,392
-- dollars --										
Sales per U.S. household:										
2002	0.14	0.72	0.59	0.36	0.93	2.40	2.08	7.78	0.84	4.63
2001	0.14	0.72	0.59	0.36	0.93	2.40	2.08	7.78	0.84	4.63
2000	0.15	0.78	0.59	0.35	0.84	2.33	2.02	7.58	0.84	4.48
1999	0.24	0.69	0.42	0.35	0.77	2.20	2.36	7.35	0.77	4.19
1998	0.22	0.73	0.39	0.37	0.64	2.22	2.39	7.29	0.66	4.32
1997	0.23	0.83	0.42	0.46	0.70	2.28	1.99	7.24	0.79	4.22
1996	0.23	0.86	0.44	0.39	0.48	2.18	2.05	6.93	0.77	4.39
1995	0.26	0.95	0.59	0.38	0.08	2.17	2.29	7.00	0.88	4.25
1994	0.29	0.98	0.55	0.38	0.07	2.16	2.23	6.90	0.93	4.17
1993	0.26	1.00	0.62	0.36	0.06	2.09	2.77	7.17	0.70	3.68
1992	0.29	1.05	0.65	0.37	0.05	2.04	3.58	8.03	0.80	3.71
1991	0.28	0.95	0.67	0.35	0.06	1.86	3.21	7.37	0.77	4.04
1990	0.28	1.00	0.59	0.37	0.04	1.80	2.79	6.88	0.81	4.36
1989	0.30	1.05	0.50	0.36	0.05	1.87	1.76	5.88	0.91	4.43
1988	0.28	1.05	0.42	0.34	0.04	1.72	1.77	5.63	0.86	4.48
1987	0.31	1.07	0.42	0.34	0.04	1.77	1.80	5.75	0.98	4.82
1986	0.24	0.90	0.36	0.29	0.03	1.42	1.20	4.43	0.82	5.12
1985	0.16	0.81	0.35	0.27	0.02	1.26	0.84	3.37	0.78	4.64
1995=100										
Domestic prices: 2/										
2002	109.9	107.6	136.8	99.2	209.9	107.3	122.0	126.8	97.8	---
2001	105.9	103.8	125.4	100.5	234.7	104.6	114.9	125.8	104.6	---
2000	102.1	100.1	114.9	101.8	262.5	102.1	108.3	123.8	111.7	---
1999	102.9	102.1	120.8	98.8	216.2	98.6	94.0	111.8	102.5	---
1998	102.3	102.2	110.8	98.8	215.5	99.8	96.8	110.3	110.2	---
1997	99.0	105.8	90.6	93.7	208.4	100.3	87.1	107.0	104.2	---
1996	96.7	102.3	103.0	99.2	156.4	99.2	82.5	98.7	102.4	---
1995	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	---
1994	97.8	103.9	93.8	99.2	108.3	98.7	105.1	101.3	98.4	---
1993	95.9	103.2	116.3	98.9	108.9	97.1	93.3	98.3	102.9	---
1992	103.9	103.5	115.5	96.6	106.9	95.8	108.2	104.3	101.2	---
1991	101.4	102.2	117.6	97.7	98.0	96.8	112.9	106.6	98.4	---
1990	104.6	106.7	110.5	96.3	98.4	96.0	115.6	107.2	96.2	---
1989	104.1	102.4	122.6	96.3	110.3	98.9	100.3	102.1	99.1	---
1988	94.4	98.6	127.2	96.3	106.8	99.0	96.6	99.9	100.0	---
1987	100.4	99.8	120.9	92.6	107.4	97.2	96.4	99.1	96.1	---
1986	92.0	103.0	123.1	91.5	99.3	93.2	84.9	95.2	97.0	---
1985	103.2	93.3	122.2	90.8	93.9	89.9	93.7	95.2	96.8	---

--- = Not available. Includes only commercial growers with \$100,000+ in floriculture sales; 36 major States.

1/ Estimates for 2002 are forecasts.

2/ To avoid disclosure of individual operations in some States, their sales are grouped separately.

Sources: Floriculture Crops, NASS; U.S. Census.

Table 12--Potted flowering plants: Value of sales at wholesale, by flower variety, U.S. and regions, 1992-2002

States, years 1/	African violets	Florist Chrysan- themums	Finished florist azaleas	Easter lilies	Orchids/ Other lilies	Poinsettias	Other flowering plants	Total flowering plants	Sales per household	Foliage hanging baskets	Potted foliage
	--1,000 dollars--							dollars	-1,000 dollars-		
Northeast											
2002	2,106	7,450	7,077	6,246	1,205	46,949	31,618	133,820	6.55	4,836	8,931
2001	2,084	7,372	7,003	6,180	1,192	46,456	31,286	132,415	6.48	4,785	8,837
2000	2,280	5,371	7,242	5,127	1,513	46,150	31,707	123,877	6.11	4,207	10,398
1999	2,121	4,518	6,678	9,149	1,718	41,009	43,844	117,302	5.90	6,032	10,706
1998	1,781	6,268	6,129	9,080	2,733	36,765	46,708	116,276	5.98	4,438	12,537
1997	1,772	5,715	9,939	16,487	254	39,217	27,859	110,445	5.70	4,827	12,734
1996	639	5,630	5,729	9,113	297	37,015	27,383	96,079	4.99	7,803	8,040
1995	1,879	6,232	11,782	7,778	1,319	35,907	31,493	103,580	5.41	4,974	6,546
1994	2,109	6,774	12,369	8,722	1,009	36,939	30,425	104,671	5.50	4,751	9,479
1993	2,178	7,099	5,828	7,997	1,418	35,161	36,168	98,168	5.15	5,036	9,968
1992	2,081	9,058	10,393	8,659	1,179	33,494	140,983	208,069	10.91	6,905	10,147
North-central											
2002	1,403	12,462	7,320	13,133	5,429	62,373	20,202	141,347	5.61	9,090	8,976
2001	1,388	12,331	7,243	12,995	5,372	61,718	19,990	139,864	5.61	8,995	8,882
2000	2,660	12,780	8,717	13,329	3,191	62,235	22,179	143,174	5.79	9,185	12,179
1999	2,790	12,090	8,253	7,874	2,609	61,763	24,210	136,261	5.62	8,353	10,954
1998	668	13,564	8,773	14,070	2,317	57,571	22,570	133,795	5.63	6,548	9,575
1997	920	15,999	8,711	14,052	8,323	61,146	23,351	146,452	6.19	9,507	11,513
1996	1,179	15,590	6,872	14,024	5,351	58,989	19,505	136,594	5.81	7,896	10,949
1995	871	17,733	8,571	13,697	1,352	60,215	24,652	143,026	6.14	7,963	10,755
1994	5,937	18,031	8,511	13,635	1,221	58,958	22,439	139,416	6.06	7,613	11,597
1993	5,442	19,073	9,978	12,880	1,267	55,607	28,216	134,877	5.88	7,811	11,579
1992	6,649	20,653	9,924	12,340	995	50,553	32,465	134,437	5.88	8,765	17,603
South											
2002	1,618	17,579	9,639	7,108	27,073	83,016	63,768	262,583	6.72	46,913	355,190
2001	1,601	17,394	9,538	7,033	26,789	82,144	63,098	259,826	6.72	46,420	351,460
2000	1,578	23,813	8,739	6,158	26,962	80,212	68,583	264,413	6.96	44,942	343,066
1999	2,445	25,121	5,977	7,481	31,033	77,547	87,280	268,686	7.26	49,002	302,758
1998	1,712	22,948	2,571	7,253	19,177	79,816	83,829	250,135	6.95	47,320	307,996
1997	1,831	26,359	3,130	8,329	20,234	76,768	62,094	243,229	6.86	46,008	304,156
1996	2,398	21,833	4,387	8,427	15,774	68,934	55,947	240,560	6.89	40,990	328,070
1995	439	13,594	3,292	8,529	761	57,524	71,130	232,494	6.78	46,041	302,308
1994	401	12,320	4,544	7,302	704	63,943	64,872	217,249	6.45	55,177	284,484
1993	663	14,364	4,303	7,232	936	64,364	100,596	256,273	7.69	37,553	234,110
1992	4,367	26,765	12,274	6,952	1,721	62,559	81,760	236,475	7.17	43,923	238,157
West											
2002	1,409	21,205	34,136	7,749	56,753	66,592	89,056	302,947	13.09	29,009	116,369
2001	1,394	20,982	33,777	7,668	56,157	65,893	88,121	299,794	13.08	28,704	115,147
2000	1,479	18,329	35,300	6,941	48,991	57,666	72,070	268,135	11.95	25,837	103,864
1999	2,180	9,253	20,251	4,627	37,092	47,198	81,529	236,589	10.68	14,262	106,212
1998	2,066	20,310	17,670	6,192	34,848	50,289	82,856	236,631	10.83	7,762	104,454
1997	2,541	22,025	14,628	7,203	32,334	50,598	71,769	222,743	10.39	18,224	89,371
1996	1,928	24,583	16,242	5,964	25,571	46,341	71,869	211,107	10.05	16,226	76,749
1995	2,216	21,060	16,934	6,605	934	49,143	77,830	202,007	9.79	20,765	82,936
1994	3,099	23,042	16,919	5,962	735	45,641	80,315	201,154	9.93	17,200	87,804
1993	2,887	22,878	16,652	5,833	657	41,745	86,682	194,028	9.69	11,219	87,221
1992	3,507	32,767	14,439	5,723	838	44,416	71,732	180,594	9.14	13,207	78,961
Other States 2/											
2001	12,101	19,183	5,471	4,645	10,004	---	20,177	---	---	1,327	10,767
2000	10,858	21,577	1,711	5,689	8,361	---	18,213	---	---	3,942	2,572
1999	14,919	19,941	2,026	6,859	6,946	---	7,167	---	---	1,818	1,902
1998	16,445	10,318	4,492	678	5,810	---	5,394	---	---	190	1,681
1997	15,520	12,534	5,778	207	8,711	---	13,378	---	---	---	3,624
1996	16,885	17,090	10,613	484	5,351	3,969	27,161	---	---	3,056	9,168
1995	19,681	33,600	17,191	316	3,529	8,648	17,693	---	---	5,660	11,021
1994	15,877	33,482	10,319	400	2,932	2,124	16,186	---	---	4,333	6,868
1993	13,607	32,150	22,480	238	1,592	2,587	12,588	---	---	4,849	7,703
1992	10,628	10,011	14,085	1,055	420	2,462	11,668	---	---	3,294	6,047

--- = Not available. Includes only commercial growers with \$100,000+ in floriculture sales; 36 major States.

1/ Estimates for 2002 are forecasts.

2/ To avoid disclosure of individual operations in some States, their sales are grouped separately.

Sources: Floriculture Crops, NASS; U.S. Census.

Table 13--Potted flowering plants: Wholesale prices, by flower variety, U.S. and regions, 1992-2002

Regions, years 1/	African violets	Florist Chrysan- themums	Finished florist azaleas	Easter lilies	Orchids/ Other lilies	Poinsettias	Other flowering plants	All flowering plants	Foliage hanging baskets
-- dollars per pot --									
United States									
2002	1.25	3.10	4.92	3.97	7.34	3.90	3.25	3.56	3.68
2001	1.20	2.99	4.51	4.02	8.21	3.80	3.07	3.39	3.93
2000	1.16	2.89	4.14	4.07	9.18	3.71	2.89	3.23	4.20
1999	1.17	2.94	4.35	3.95	7.56	3.58	2.51	3.01	3.85
1998	1.16	2.94	3.99	3.95	7.54	3.63	2.58	3.07	4.14
1997	1.13	3.05	3.26	3.75	7.29	3.65	2.32	2.98	3.92
1996	1.10	2.95	3.71	3.97	5.47	3.61	2.20	2.73	3.85
1995	1.14	2.88	3.60	4.00	3.50	3.63	2.67	2.78	3.76
1994	1.11	2.99	3.38	3.97	3.79	3.59	2.80	2.86	3.70
1993	1.09	2.97	4.19	3.96	3.81	3.53	2.49	2.73	3.87
1992	1.18	2.98	4.16	3.86	3.74	3.48	2.89	2.93	3.80
Northeast									
2001	---	2.41	---	---	---	3.60	2.53	3.21	4.29
2000	---	2.45	---	---	---	3.56	2.44	3.07	4.50
1999	---	2.61	---	3.56	---	3.49	2.36	2.97	4.74
1998	---	3.06	3.20	3.54	---	3.45	2.33	2.90	4.80
1997	---	2.77	2.61	3.23	---	3.32	2.34	2.94	4.23
1996	---	---	---	3.58	---	3.36	2.50	3.18	---
1995	---	---	---	3.71	---	3.27	2.53	2.91	---
1994	---	2.51	---	3.66	---	3.46	2.70	3.01	---
1993	---	2.47	3.08	3.56	---	3.32	2.57	2.81	---
1992	---	2.64	3.03	3.57	3.78	3.30	5.17	4.16	3.78
North-central									
2001	---	---	---	4.20	---	4.01	---	4.44	5.58
2000	---	3.80	7.25	4.24	---	4.04	---	4.25	5.86
1999	---	3.62	7.30	---	---	4.06	---	4.23	5.30
1998	---	3.79	6.99	4.14	---	3.91	---	4.41	4.99
1997	---	3.74	6.75	4.21	---	4.00	---	4.35	4.68
1996	---	---	---	4.21	---	4.03	---	4.60	---
1995	---	---	---	4.10	---	3.98	---	4.04	---
1994	---	3.72	---	4.23	---	4.04	---	3.68	---
1993	---	3.74	---	4.14	---	3.97	3.03	3.56	---
1992	---	3.70	6.65	3.95	---	3.86	2.53	3.32	---
South									
2001	---	---	---	---	---	3.81	---	5.03	4.02
2000	---	---	---	---	---	3.64	---	4.82	---
1999	---	---	---	---	---	3.58	---	3.91	---
1998	---	---	---	---	---	3.48	---	3.81	---
1997	---	---	---	---	---	3.56	---	4.54	4.14
1996	---	---	---	---	---	---	---	4.10	4.10
1995	---	---	---	---	---	---	---	4.08	---
1994	---	---	---	---	---	---	---	5.11	3.78
1993	---	---	---	---	---	---	---	4.41	4.12
1992	---	---	---	---	---	---	---	3.90	4.08
West									
2001	---	---	---	---	---	4.22	---	4.14	---
2000	---	---	---	---	---	4.16	---	3.87	---
1999	---	---	---	---	---	3.95	---	3.21	---
1998	---	---	---	---	---	4.02	---	3.51	---
1997	---	---	---	---	---	3.91	---	3.02	3.48
1996	---	---	---	---	---	3.88	---	3.04	---
1995	---	---	---	---	---	---	---	---	---
1994	---	---	---	---	---	---	---	---	---
1993	---	---	---	---	---	---	---	---	---
1992	---	---	---	---	---	---	---	---	---

--- = Not available.

1/ Estimates for 2002 are forecasts. Prices cannot be estimated for a region if price data of at least one State are not available.

Table 14--Bedding and garden plants: Value of sales and price index, by plant type, United States, 1985-2002 1/

Regions, years	Geraniums	Impatiens	New Guinea Impatiens	Petunias	Other flowering type	Vegetative type	Hardy mums, in pots	Total plant sales
-- 1,000 dollars --								
Total U.S. sales:								
2002 f	204,880	164,841	74,576	138,511	734,509	101,787	104,336	2,199,933
2001	202,728	163,110	73,793	137,056	726,795	100,718	103,240	2,176,828
2000	207,935	163,713	75,219	128,663	750,034	98,372	106,385	2,095,420
1999	211,955	159,335	77,401	116,694	1,145,389	128,801	103,564	1,943,139
1998	207,561	152,719	64,734	109,053	1,114,107	130,649	93,787	1,872,610
1997	209,412	166,408	63,907	107,211	995,835	125,870	78,316	1,746,959
1996	204,038	147,194	55,841	95,140	755,462	101,380	69,078	1,428,133
1995	206,870	143,762	50,618	93,722	705,722	91,272	65,001	1,356,967
1994	187,847	114,712	41,078	73,545	725,943	79,039	57,923	1,280,087
1993	155,711	---	---	---	878,266	80,289	55,745	1,170,011
1992	152,095	---	---	---	821,128	93,282	51,666	1,118,171
1991	126,529	---	---	---	695,289	76,597	44,034	942,449
1990	122,495	---	---	---	610,754	55,606	40,248	829,103
1989	147,543	---	---	---	637,919	72,305	38,769	896,536
1988	134,604	---	---	---	527,817	61,446	31,394	755,261
1987	139,865	---	---	---	503,788	62,981	32,370	739,004
1986	107,574	---	---	---	373,242	55,956	23,354	560,126
1985	102,112	---	---	---	300,233	58,391	26,553	487,289
-- dollars --								
Sales per household:								
2002 f	1.90	1.53	0.69	1.28	6.80	0.94	0.97	20.36
2001	1.90	1.52	0.69	1.28	6.79	0.94	0.97	20.35
2000	1.97	1.55	0.71	1.22	7.11	0.93	1.01	19.87
1999	2.05	1.54	0.75	1.13	11.09	1.25	1.00	18.82
1998	2.05	1.51	0.64	1.08	11.03	1.29	0.93	18.53
1997	2.10	1.67	0.64	1.07	9.97	1.26	0.78	17.49
1996	2.07	1.49	0.57	0.96	7.65	1.03	0.70	14.47
1995	2.13	1.48	0.52	0.96	7.25	0.94	0.67	13.94
1994	1.96	1.20	0.43	0.77	7.57	0.82	0.60	13.34
1993	1.63	---	---	---	9.21	0.84	0.58	12.27
1992	1.61	---	---	---	8.68	0.99	0.55	11.81
1991	1.36	---	---	---	7.46	0.82	0.47	10.11
1990	1.33	---	---	---	6.64	0.60	0.44	9.02
1989	1.61	---	---	---	6.97	0.79	0.42	9.80
1988	1.49	---	---	---	5.85	0.68	0.35	8.37
1987	1.57	---	---	---	5.67	0.71	0.36	8.32
1986	1.23	---	---	---	4.25	0.64	0.27	6.38
1985	1.18	---	---	---	3.47	0.67	0.31	5.63
1995 = 100								
Domestic price index: 2/								
2002 f	99.4	115.7	108.1	127.9	118.0	122.0	120.2	116.1
2001	96.4	113.0	106.9	119.5	117.8	116.6	113.3	115.1
2000	93.7	110.2	105.7	111.6	117.3	111.6	106.8	114.0
1999	108.0	101.8	103.8	106.3	122.3	112.4	112.4	116.2
1998	104.2	98.5	104.2	102.4	125.0	109.6	108.7	111.6
1997	106.6	100.7	103.7	102.7	117.8	107.5	107.0	122.5
1996	103.9	100.9	100.5	99.2	104.9	103.5	101.0	102.9
1995	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1994	99.7	94.0	97.7	94.8	99.2	96.2	98.8	97.8
1993	100.8	---	---	---	94.9	96.4	95.1	95.6
1992	99.6	---	---	---	91.8	94.8	92.7	88.5
1991	97.1	---	---	---	90.7	91.5	90.8	94.4
1990	92.8	---	---	---	91.4	89.0	86.4	94.4
1989	93.0	---	---	---	87.8	86.0	101.5	100.0
1988	88.1	---	---	---	82.7	83.4	98.5	95.6
1987	84.0	---	---	---	81.4	74.4	95.2	102.3
1986	79.8	---	---	---	81.7	71.1	94.0	93.5
1985	75.2	---	---	---	77.2	67.6	97.5	90.8

--- = Not available; f = forecast.

1/ Each plant type is sold either in flats, pots, or hanging baskets, or any combination thereof.

2/ Unit prices are weighted averages of prices of individual plant type containers, using sales values as weights.

3/ To avoid disclosure of individual operations in some States, their sales are grouped separately.

Sources: Floriculture Crops, NASS; U.S. Census Bureau.

Table 15--Bedding and garden plants: Value of sales at wholesale, by plant type, U.S. regions, 1992-2002

Regions, years	Geraniums	Impatiens	New Guinea Impatiens	Petunias	Other flowering type	Vegetative type	Hardy mums, in pots	Total plant sales	Sales per household dollars
-- 1,000 dollars --									
Northeast									
2002 f	39,643	31,491	18,749	17,266	87,929	16,598	26,944	352,800	18.60
2001	39,227	31,160	18,552	17,085	87,006	16,424	26,661	349,095	18.59
2000	43,651	29,662	19,670	15,588	101,304	16,214	24,808	354,075	18.99
1999	44,134	31,736	22,605	16,791	186,166	16,570	26,849	347,339	19.01
1998	40,864	30,718	15,748	14,338	172,237	18,413	22,450	318,553	17.79
1997	41,599	36,876	16,417	14,088	153,380	21,084	19,632	305,160	17.12
1996	38,699	34,940	13,529	10,238	83,993	16,070	18,733	235,419	13.26
1995	40,574	35,084	12,737	11,999	80,440	16,866	17,290	229,989	13.04
1994	39,645	26,937	10,472	9,354	84,618	13,097	14,654	200,613	11.45
1993	35,441	---	---	---	121,082	13,547	13,108	184,967	10.53
1992	33,241	---	---	---	114,297	13,858	12,449	175,252	9.96
North-central									
2002 f	79,715	48,770	25,409	37,643	183,438	20,220	28,797	607,751	25.37
2001	78,878	48,258	25,142	37,248	181,511	20,008	28,495	601,396	25.36
2000	79,585	48,293	25,317	35,461	182,149	21,210	29,301	570,523	24.26
1999	85,860	50,821	24,859	34,043	274,010	21,853	25,073	516,519	22.40
1998	84,649	50,899	22,395	32,132	272,243	23,788	24,159	510,313	22.58
1997	86,980	49,156	22,387	31,311	248,864	25,079	21,799	485,576	21.59
1996	74,136	44,481	18,322	26,317	189,686	19,127	18,010	393,017	17.58
1995	6,480	4,195	2,759	2,766	18,352	2,792	3,259	75,481	16.30
1994	73,599	35,060	13,351	18,965	180,433	19,658	14,507	377,486	17.24
1993	57,597	---	---	---	230,944	19,433	12,655	332,508	15.24
1992	56,881	---	---	---	214,348	19,225	13,697	306,373	14.10
South									
2002 f	44,370	50,979	21,556	41,286	250,849	21,900	37,686	744,966	19.73
2001	43,904	50,444	21,330	40,852	248,214	21,670	37,290	737,121	19.72
2000	40,238	52,954	22,159	37,385	249,409	22,148	43,443	685,420	18.66
1999	44,034	50,136	22,070	33,550	377,813	27,412	44,829	637,899	17.84
1998	45,435	46,792	15,371	30,986	351,344	24,247	36,405	590,204	16.98
1997	44,302	53,581	17,716	30,678	313,645	23,596	28,833	551,974	16.13
1996	40,107	42,623	13,241	25,718	192,393	21,555	16,993	481,095	14.28
1995	42,980	40,781	12,720	22,963	185,240	21,655	15,426	430,617	13.02
1994	34,651	27,515	9,489	14,456	231,393	18,682	18,051	395,320	12.18
1993	28,775	---	---	---	271,689	26,347	19,712	374,872	11.68
1992	33,255	---	---	---	252,613	20,447	14,763	338,414	10.66
West									
2002 f	30,763	33,383	7,225	41,416	208,056	32,639	10,909	494,412	23.45
2001	30,440	33,032	7,149	40,981	205,871	32,296	10,794	489,216	23.44
2000	33,885	32,250	7,186	39,587	215,599	29,405	8,833	485,402	23.74
1999	35,547	24,457	6,758	31,711	296,433	28,949	6,608	441,382	21.83
1998	34,243	23,148	8,093	30,966	318,283	28,082	9,739	453,540	22.71
1997	31,889	26,609	6,392	30,900	271,979	26,131	7,904	404,249	20.62
1996	32,540	20,660	6,631	28,178	177,329	25,062	7,703	318,602	16.57
1995	27,605	23,467	5,236	32,369	173,402	22,750	7,008	304,998	16.13
1994	25,060	20,052	3,447	25,922	195,834	16,402	7,412	306,668	16.50
1993	16,437	---	---	---	221,663	14,692	7,768	277,664	15.09
1992	18,895	---	---	---	215,590	35,931	2,834	298,132	16.41
Other States 3/									
2001	10,279	216	1,620	890	4,193	10,320	---	---	---
2000	10,576	554	887	642	1,573	9,395	---	---	---
1999	2,380	2,185	1,109	599	10,967	34,017	205	---	---
1998	2,370	1,162	3,127	631	---	36,119	1,034	---	---
1997	4,642	186	995	234	7,967	29,980	148	---	---
1996	23,907	4,490	4,118	4,689	112,061	19,566	7,639	---	---
1995	19,479	3,556	3,244	4,519	84,195	9,905	6,546	---	---
1994	14,892	5,148	4,319	4,848	33,665	11,200	3,299	---	---
1993	17,461	---	---	---	32,888	6,270	2,502	---	---
1992	9,823	---	---	---	24,280	3,821	7,923	---	---

--- = Not available; f = forecast.

1/ Each plant type is sold either in flats, pots, or hanging baskets, or any combination thereof.

2/ Unit prices are weighted averages of prices of individual plant type containers, using sales values as weights.

3/ To avoid disclosure of individual operations in some States, their sales are grouped separately.

Sources: Floriculture Crops, NASS; U.S. Census Bureau.

Table 16--Bedding and garden plants: Value of sales at wholesale, by plant type/container, United States, 1993-2002

Plant type/container	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002p
--1,000 dollars--										
Geraniums										
Flats 1/	31,915	37,402	35,859	42,598	37,281	28,189	31,325	22,941	20,375	20,591
Pots -- from cuttings	83,038	86,061	103,569	92,457	97,123	110,425	110,291	110,223	111,870	113,057
Pots -- from seed	40,758	43,551	42,035	38,841	42,675	37,889	37,837	41,756	37,986	38,389
Hanging baskets 1/	---	20,833	25,407	30,142	32,333	31,058	32,502	33,015	32,497	32,842
Impatiens										
Flats	---	83,916	107,014	109,475	126,394	112,105	114,939	118,381	117,476	118,723
Pots	---	14,874	17,585	16,828	18,102	20,078	22,837	24,473	26,598	26,880
Hanging baskets	---	15,922	19,163	20,891	21,912	20,536	21,559	20,859	19,036	19,238
New Guinea impatiens										
Flats	---	7,873	9,601	7,873	8,487	6,277	12,403	6,381	5,723	5,784
Pots	---	13,428	18,003	21,364	26,222	29,789	33,802	39,223	38,530	38,939
Hanging baskets	---	19,777	23,014	26,604	29,198	28,668	31,196	29,615	29,540	29,854
Petunias										
Flats	---	60,252	77,487	76,359	87,014	85,189	86,848	95,488	96,408	97,431
Pots	---	8,679	9,030	9,797	9,321	12,042	14,072	17,580	22,124	22,359
Hanging baskets	---	4,614	7,205	8,984	10,876	11,822	15,774	15,595	18,524	18,721
Other flowering type										
Flats	514,095	414,304	394,419	414,932	529,375	478,431	560,067	383,686	340,489	344,103
Pots	224,947	221,258	221,883	250,656	363,277	520,239	466,422	277,692	290,217	293,297
Hanging baskets	139,224	90,381	89,420	89,874	103,183	115,437	118,900	88,656	96,089	97,109
Vegetative type										
Flats	66,759	64,373	74,676	79,578	98,755	92,723	97,288	68,604	72,021	72,785
Pots	13,530	14,666	16,596	21,802	27,115	37,926	31,513	29,768	28,697	29,002
Hardy chrysanthemums-pots	55,745	57,923	65,001	69,078	78,316	93,787	103,564	106,385	103,240	104,336
Total sales 2/	1,170,011	1,280,087	1,356,967	1,428,133	1,746,959	1,872,610	1,943,139	2,095,420	2,176,828	2,199,933
Sales per household (dollars)	12	13	14	14	17	19	19	20	20	20

See footnotes in Table F-2.

Table 17--Bedding and garden plants: Unit prices at wholesale, by plant type/container, United States, 1992-2001

Plant type/container	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
-- dollars --											
Geraniums											
Flats 1/	9.62	9.81	9.13	9.01	9.55	9.46	8.97	9.77	9.42	9.71	10.02
Pots -- cuttings	1.51	1.57	1.55	1.58	1.65	1.74	1.69	1.77	1.77	1.85	1.93
Pots -- seed	0.87	0.83	0.86	0.85	0.87	0.89	0.85	0.85	0.87	0.86	0.85
Hanging baskets 1	---	---	6.36	6.34	6.43	6.38	6.56	6.55	6.86	6.78	6.69
Impatiens											
Flats	---	---	6.49	6.90	6.96	6.97	6.71	7.04	7.70	7.83	7.96
Pots	---	---	0.63	0.73	0.74	0.75	0.80	0.77	0.82	0.86	0.89
Hanging baskets	---	---	5.28	5.22	5.22	5.05	4.96	5.04	5.15	5.42	5.72
New Guinea impatiens											
Flats	---	---	8.85	9.10	8.98	9.86	10.66	9.24	9.71	10.54	11.44
Pots	---	---	1.47	1.56	1.50	1.60	1.57	1.61	1.65	1.67	1.70
Hanging baskets	---	---	6.06	6.04	6.32	6.25	6.34	6.35	6.39	6.34	6.29
Petunias											
Flats	---	---	6.82	7.21	7.10	7.36	7.23	7.46	7.90	8.12	8.36
Pots	---	---	0.71	0.77	0.79	0.84	0.91	0.96	1.03	1.21	1.42
Hanging baskets	---	---	5.42	5.36	5.40	5.40	5.37	5.59	5.30	5.84	6.44
Other flowering type											
Flats	6.74	6.92	7.11	7.09	7.20	7.46	7.58	8.02	8.04	7.79	7.55
Pots	0.86	0.91	1.01	1.04	1.15	1.46	1.51	1.41	1.31	1.34	1.37
Hanging baskets	5.44	5.44	5.48	5.64	5.76	5.70	5.95	6.19	6.01	6.28	6.57
Vegetative type											
Flats	6.97	6.96	6.97	7.23	7.46	7.82	7.70	8.12	7.97	8.32	8.69
Pots	0.75	0.84	0.83	0.87	0.91	0.91	1.02	0.98	1.00	1.05	1.10
Hardy mums--pots	1.39	1.43	1.48	1.50	1.52	1.61	1.63	1.69	1.60	1.70	1.80
Overall unit prices	1.95	2.11	2.16	2.20	2.27	2.70	2.46	2.56	2.51	2.53	2.56

--- = Not available.

1/ In 2000 and 2001, geraniums in flats and hanging baskets can be separated into sales from vegetative cuttings and seed.

2/ In 2000 and 2001, includes hosta and other herbaceous perennials in pots, begonias, marigolds, pansies and violas in flats, pots, and hanging baskets.

Sources: Floriculture Crops, NASS; U.S. Census Bureau.

Table 18--Floriculture crops: Growers and growing area, by type of cover, U.S. and regions, 1992-2001 1/

Region, year	Number of producers 2/			Glass green- houses	Fiberglass & other rigid greenhouses	Film plastic green- houses	Total greenhouse cover	Shade and temporary cover	Total covered area	Open field acres	Total covered & open area acres	Floriculture sales per acre dollars
	Small growers	Large growers	Total growers									
United States												
2001	6,243	4,722	10,965	77,156	98,135	366,185	541,476	389,810	931,286	41,112	62,491	75,829
2000	6,773	4,851	11,624	71,940	96,643	368,546	537,129	393,485	930,614	37,003	58,367	78,411
1999	6,832	4,793	11,625	69,385	94,406	368,527	532,318	392,067	924,385	34,970	56,191	72,904
1998	7,060	5,199	12,259	73,795	97,949	385,530	557,274	389,828	947,102	38,508	60,250	65,518
1997	7,473	5,244	12,717	74,193	106,346	356,270	536,809	393,462	930,271	35,507	56,867	68,512
1996	5,387	4,683	10,070	70,286	102,747	293,675	466,708	374,738	841,446	29,081	48,402	70,396
1995	5,501	4,657	10,158	70,199	109,897	308,220	488,316	355,422	843,738	29,729	49,099	67,795
1994	5,632	4,631	10,263	76,013	110,378	278,185	464,576	348,530	813,106	27,054	45,720	71,017
1993	5,878	4,585	10,463	80,362	124,598	264,855	469,815	339,345	809,160	28,793	47,369	64,877
1992	5,829	4,566	10,395	80,438	113,475	263,481	457,394	349,408	806,802	29,142	47,664	63,382
Northeast												
2001	1,655	927	2,582	17,981	8,182	59,011	85,174	2,132	87,306	5,080	7,084	91,502
2000	1,807	932	2,739	16,632	6,413	62,911	85,956	1,722	87,678	4,609	6,622	96,131
1999	1,805	930	2,735	16,649	6,464	60,213	83,326	1,733	85,059	4,522	6,475	90,906
1998	1,805	1,013	2,818	17,542	6,843	63,966	88,351	1,619	89,970	4,785	6,850	80,884
1997	2,006	1,015	3,021	17,168	7,249	58,807	83,224	1,475	84,699	3,911	5,855	94,217
1996	1,508	886	2,394	16,408	7,309	45,553	69,270	1,807	71,077	3,249	4,881	93,056
1995	1,464	836	2,300	15,790	6,916	43,440	66,146	1,196	67,342	3,354	4,900	93,152
1994	1,482	824	2,306	17,614	6,037	41,892	65,543	827	66,370	2,622	4,146	101,319
1993	1,538	817	2,355	17,825	6,767	40,382	64,974	835	65,809	2,728	4,239	96,775
1992	1,315	793	2,108	17,879	6,149	36,832	60,860	826	61,686	2,286	3,702	105,872
North-central												
2001	1,793	1,245	3,038	21,161	15,789	92,453	129,403	4,263	133,666	5,325	8,394	109,653
2000	1,889	1,274	3,163	19,857	15,486	92,499	127,842	3,288	131,130	5,016	8,026	111,656
1999	1,926	1,222	3,148	20,681	15,333	92,080	128,094	3,014	131,108	3,877	6,887	114,647
1998	1,890	1,312	3,202	20,814	14,400	94,319	129,533	3,474	133,007	4,344	7,397	104,542
1997	1,951	1,324	3,275	23,303	13,841	87,696	124,840	3,089	127,929	4,248	7,185	108,383
1996	1,388	1,198	2,586	21,776	12,473	71,152	105,401	2,277	107,678	2,945	5,417	120,393
1995	1,426	1,177	2,603	22,265	11,333	70,861	104,459	1,810	106,269	3,069	5,509	119,729
1994	1,514	1,175	2,689	23,760	13,090	68,234	105,084	1,749	106,833	3,136	5,589	116,465
1993	1,551	1,155	2,706	24,329	13,313	63,151	100,793	1,740	102,533	3,041	5,395	112,203
1992	1,636	1,132	2,768	24,718	11,524	61,062	97,304	1,604	98,908	2,751	5,022	117,553
South												
2001	1,739	1,556	3,295	15,198	26,848	129,804	171,850	336,995	508,845	17,353	29,034	59,115
2000	1,975	1,608	3,583	13,286	24,927	128,094	166,307	342,964	509,271	12,921	24,612	67,047
1999	1,946	1,607	3,553	13,692	20,000	130,061	163,753	344,594	508,347	12,340	24,010	62,162
1998	2,033	1,722	3,755	13,678	18,526	132,220	164,424	344,863	509,287	13,952	25,644	55,065
1997	2,157	1,750	3,907	13,663	21,639	124,284	159,586	344,756	504,342	13,367	24,945	55,421
1996	1,476	1,589	3,065	14,051	19,873	103,977	137,901	329,358	467,259	11,292	22,019	58,841
1995	1,607	1,579	3,186	13,790	27,265	117,562	158,617	310,788	469,405	10,981	21,757	55,651
1994	1,675	1,576	3,251	13,820	25,527	97,066	136,413	307,519	443,932	9,516	19,707	59,261
1993	1,863	1,563	3,426	13,862	32,495	97,251	143,608	300,022	443,630	10,836	21,020	53,184
1992	1,825	1,582	3,407	13,588	31,331	87,593	132,512	309,079	441,591	11,523	21,661	49,658
West												
2001	1,056	994	2,050	22,816	47,316	84,917	155,049	46,420	201,469	13,354	17,979	80,854
2000	1,102	1,037	2,139	22,165	49,817	85,042	157,024	45,511	202,535	14,457	19,107	72,941
1999	1,155	1,034	2,189	18,363	52,609	86,173	157,145	42,726	199,871	14,231	18,819	65,141
1998	1,332	1,152	2,484	21,761	58,180	95,025	174,966	39,872	214,838	15,427	20,359	59,336
1997	1,359	1,155	2,514	20,059	63,617	85,483	169,159	44,142	213,301	13,985	18,882	62,662
1996	1,015	1,010	2,025	18,051	63,092	72,993	154,136	41,296	195,432	11,599	16,086	62,502
1995	1,004	1,065	2,069	18,354	64,383	76,357	159,094	41,628	200,722	12,325	16,933	59,166
1994	961	1,056	2,017	20,819	65,724	70,993	157,536	38,435	195,971	11,780	16,279	61,929
1993	926	1,050	1,976	24,346	72,023	64,071	160,440	36,748	197,188	12,188	16,715	56,217
1992	1,053	1,059	2,112	24,253	64,471	77,994	166,718	37,899	204,617	12,582	17,279	55,739

1/ Area surveyed of growers with at least \$10,000 in floriculture sales; 36 major States.

2/ Small growers have between \$10,000 and \$100,000 in floriculture sales. Large growers have \$100,000+ in sales.

Floriculture sales per acre are based on expanded wholesale value of floriculture sales of small and large growers; 36 major States.

Sources: Floriculture Crops, NASS; ERS, USDA.