

Floriculture Sales Increase in Wisconsin

Wisconsin's floriculture industry wholesale value of sales totaled \$86.5 million in 2005, an increase of 5 percent from the revised 2004 estimate of \$82.8 million. The total number of growers also increased, from 390 to 399. The National Agricultural Statistics Service assesses the industry's well-being by summarizing the following floriculture products: cut flowers, potted flowering plants, bedding and garden plants, outdoor perennials, indoor foliage plants, and propagative material. Nursery products, trees, shrubs, and sod are not considered floriculture crops.

Sales were up in Wisconsin in most categories of production for large operations (at least \$100,000 in total wholesale value of sales). The largest percentage increase was in foliage for indoor/patio use, up 29 percent to \$1.34 million. Annual bedding/garden plants increased 6 percent to \$38.0 million, the highest value of all production categories. Sales of potted flowering plants and herbaceous perennials increased 5 and 13 percent, respectively, to \$10.5 and \$22.1 million. The only decrease came in propagative material, down 31 percent to \$1.93 million. Overall, large operations increased wholesale sales by 7 percent in 2005, from \$69.3 million to \$73.8 million.

Wisconsin's total covered production area for floriculture increased slightly in 2005, up 0.2 percent to 10.5 million square feet. Total area under rigid plastic covering was 1.24 million square feet, an increase of 16 percent, while total film plastic covering was 7.32 million square feet, down 2 percent. Glass greenhouse area decreased 1 percent to 1.49 million square feet. Production on open ground totaled 498 acres, an increase of 3 percent over 2004's revised estimate.

For the United States, 2005 total wholesale value of sales for all growers with \$10,000 or more in sales increased 1 percent to \$5.36 billion, compared to the revised 2004 estimate of \$5.28 billion. California once again leads the nation in value, although their total sales of \$1.02 billion are down 3 percent from their estimate for the previous year. Florida, with the second highest wholesale value of sales, had an increase of 10 percent, with total sales of \$976 million. The top five producing states, California, Florida, Michigan, Texas, and New York, comprised 53 percent of total wholesale sales in the nation with \$2.86 billion. The total number of growers in the nation decreased from 11,385 to 10,563, a 7 percent decline. Total covered growing area in the U.S. was 3 percent lower at 916 million square feet.

FLORICULTURE: Selected Potted Flowers, Production, and Price Producers with \$100,000 or More in Total Sales, Wisconsin, 2004-2005

Type of potted flower	Producers		Total quantity sold		2005 wholesale price		Wholesale value of sales	
	2004	2005	2004	2005	Less than 5 inches	5 inches or more	2004	2005
	Number		1,000 pots		Dollars/pot		1,000 dollars	
Florist mums	22	15	147	141	2.59	5.69	739	703
Hardy mums	94	97	893	1,123	1.18	2.31	2,024	2,392
Poinsettias	69	67	1,049	1,041	2.49	5.89	5,546	5,655
Easter lilies	33	26	122	103	-	6.75	828	695
Finished azaleas	27	29	90	105	5.12	9.72	796	947
Spring flowering bulbs	23	26	97	91	2.69	6.30	488	461
Other flowering plants	30	30	387	293	1.76	7.80	1,315	1,216
Geraniums (cuttings)	121	115	2,075	1,923	2.01	6.87	5,113	4,793
Geraniums (seed)	38	39	439	485	1.22	4.78	455	624
New Guinea Impatiens	117	110	384	351	1.92	6.52	850	812
Potted hosta	99	97	413	435	-	3.95 1/	1,596	1,719
Other herbaceous perennials	117	113	6,512	6,752	1.96 1/	4.24 2/	15,978 3/	17,969 3/

1/Price is for less than 1 gallon sized pot. 2/Price is for 1-2 gallon sized pot. 3/Equivalent wholesale value of all sales.

FLORICULTURE: Selected Bedding Plants and Hanging Baskets, Production, and Price Producers with \$100,000 or More in Total Sales, Wisconsin, 2004-2005

Type of flower	Producers		Total quantity sold		Wholesale price		Wholesale value of sales	
	2004	2005	2004	2005	2004	2005	2004	2005
	Number		1,000 flats or baskets		Dollars/flat or basket		1,000 dollars	
Bedding Impatiens (flats)	113	108	265	250	7.58	8.36	2,009	2,090
Bedding Petunias (flats)	116	111	221	237	7.25	8.08	1,602	1,915
Vegetable bedding plants (flats)	109	106	238	251	8.81	9.56	2,097	2,400
Geraniums (cuttings)								
hanging baskets	99	96	123	115	8.14	8.97	1,001	1,032
Impatiens hanging baskets	107	93	105	119	6.88	7.76	722	923
Petunia hanging baskets	101	99	132	149	6.36	7.79	840	1,161
Other flowering hanging baskets	106	102	386	397	8.62	8.67	3,327	3,442