

FLORICULTURE CROPS

Connecticut: The number of commercial growers in 2003 was 286, down 30 growers from the previous year. The wholesale equivalent value of sales increased from \$84.9 million in 2002 to \$87.8 million in 2003. Bedding and garden plants remained the largest category with 80 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

Massachusetts: The number of commercial growers in 2003 was 431, down 32 growers from the previous year. The wholesale equivalent value of sales decreased from \$84.6 million in 2002 to \$79.4 million in 2003. As was true in Connecticut, bedding and garden plants were the largest category with 66 percent of wholesale equivalent sales for operations with more than \$100,000 in sales.

This is a brief summary taken from the National *Floriculture Crops* report. It is issued annually from the National Agricultural Statistics Service in Washington, D.C. The complete report has many more details. It is also on the Internet at <http://usda.mannlib.cornell.edu/reports/nassr/other/zfc-bb/floran04.pdf> and can be ordered via free e-mail subscriptions or by calling 1-800-999-6779.

FLORICULTURE CROPS: Growing Area by Type of Cover, 1994 - 2003

| State and Year | Total Number of Growers | Glass Greenhouses | Fiberglass and Other Rigid Greenhouses | Film Plastic (Single/Multi) Greenhouses | Total Greenhouse Cover | Shade and Temporary Cover | Total Covered Area | Open Ground |
|------------------------------------|-------------------------|-------------------|--|---|------------------------|---------------------------|--------------------|-------------|
| | Number | 1,000 Square Feet | | | | | Acres | |
| Connecticut ^{1/} | | | | | | | | |
| 1994 | 239 | 1,326 | 362 | 4,232 | 5,920 | 99 | 6,019 | 144 |
| 1995 | 267 | 1,360 | 506 | 4,253 | 6,119 | 150 | 6,269 | 210 |
| 1996 | 252 | 1,316 | 546 | 4,287 | 6,149 | 220 | 6,369 | 168 |
| 1997 | 293 | 1,431 | 837 | 5,429 | 7,697 | 282 | 7,979 | 329 |
| 1998 | 297 | 1,653 | 819 | 6,659 | 9,131 | 232 | 9,363 | 410 |
| 1999 | 288 | 1,568 | 739 | 6,275 | 8,582 | 394 | 8,976 | 373 |
| 2000 | 297 | 1,553 | 830 | 6,007 | 8,390 | 404 | 8,794 | 398 |
| 2001 | 284 | 1,844 | 1,615 | 5,705 | 9,164 | 409 | 9,573 | 525 |
| 2002 | 316 | 1,568 | 1,192 | 6,589 | 9,349 | 396 | 9,745 | 519 |
| 2003 | 286 | 1,531 | 1,150 | 6,621 | 9,302 | 470 | 9,772 | 514 |
| Massachusetts ^{1/} | | | | | | | | |
| 1994 | 395 | 2,101 | 1,408 | 5,097 | 8,606 | 111 | 8,717 | 201 |
| 1995 | 447 | 2,214 | 1,349 | 6,119 | 9,682 | 174 | 9,856 | 322 |
| 1996 | 416 | 2,202 | 1,239 | 6,006 | 9,447 | 181 | 9,628 | 319 |
| 1997 | 499 | 1,937 | 1,180 | 7,051 | 10,168 | 155 | 10,323 | 388 |
| 1998 | 476 | 1,947 | 1,193 | 7,568 | 10,708 | 117 | 10,825 | 431 |
| 1999 | 457 | 2,039 | 953 | 7,150 | 10,142 | 84 | 10,226 | 434 |
| 2000 | 471 | 1,894 | 1,073 | 6,704 | 9,671 | 112 | 9,783 | 421 |
| 2001 | 446 | 1,877 | 1,261 | 6,250 | 9,388 | 133 | 9,521 | 384 |
| 2002 | 463 | 1,839 | 1,007 | 6,701 | 9,547 | 230 | 9,777 | 650 |
| 2003 | 431 | 1,525 | 930 | 7,176 | 9,631 | 121 | 9,752 | 633 |
| Connecticut ^{2/} | | | | | | | | |
| 1994 | 77 | 1,113 | 128 | 2,973 | 4,214 | 60 | 4,274 | 92 |
| 1995 | 87 | 1,156 | 239 | 2,918 | 4,313 | 65 | 4,378 | 105 |
| 1996 | 95 | 1,137 | 255 | 3,081 | 4,473 | 160 | 4,633 | 119 |
| 1997 | 106 | 1,118 | 525 | 4,131 | 5,774 | 254 | 6,028 | 207 |
| 1998 | 112 | 1,294 | 591 | 5,444 | 7,329 | 191 | 7,520 | 304 |
| 1999 | 112 | 1,247 | 608 | 4,806 | 6,661 | 338 | 6,999 | 304 |
| 2000 | 103 | 1,351 | 651 | 4,650 | 6,652 | 349 | 7,001 | 278 |
| 2001 | 104 | 1,684 | 1,389 | 4,315 | 7,388 | 386 | 7,774 | 351 |
| 2002 | 103 | 1,376 | 948 | 5,115 | 7,439 | 377 | 7,816 | 361 |
| 2003 | 100 | 1,427 | 832 | 5,096 | 7,355 | 431 | 7,786 | 402 |
| Massachusetts ^{2/} | | | | | | | | |
| 1994 | 111 | 1,530 | 1,143 | 2,838 | 5,511 | 22 | 5,533 | 115 |
| 1995 | 121 | 1,653 | 1,009 | 3,109 | 5,771 | 51 | 5,822 | 104 |
| 1996 | 136 | 1,740 | 906 | 4,024 | 6,670 | 116 | 6,786 | 134 |
| 1997 | 140 | 1,865 | 972 | 4,116 | 6,953 | 118 | 7,071 | 163 |
| 1998 | 146 | 1,545 | 912 | 4,210 | 6,667 | 15 | 6,682 | 208 |
| 1999 | 163 | 1,616 | 953 | 4,901 | 7,470 | 34 | 7,504 | 255 |
| 2000 | 146 | 1,637 | 723 | 4,671 | 7,031 | 55 | 7,086 | 267 |
| 2001 | 149 | 1,615 | 844 | 4,425 | 6,884 | 79 | 6,963 | 237 |
| 2002 | 147 | 1,469 | 727 | 4,515 | 6,711 | 171 | 6,882 | 281 |
| 2003 | 150 | 1,256 | 753 | 5,111 | 7,120 | 31 | 7,151 | 323 |

^{1/} All known growers with \$10,000 or more in floriculture sales.

^{2/} All known growers with \$100,000 or more in floriculture sales.

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1994 - 2003

(Summarized from interviews of all known growers with \$10,000 or more in floriculture sales)

| State | \$10,000 to \$19,999 | \$20,000 to \$39,999 | \$40,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$499,999 | \$500,000 or More | Total | Expanded Wholesale Value ^{1/} |
|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|-------------------|-------|--|
| 1,000 Dollars | | | | | | | | |
| Connecticut | | | | | | | | |
| 1994 | 46 | 35 | 15 | 66 | 58 | 19 | 239 | 41,542 |
| 1995 | 54 | 41 | 24 | 61 | 64 | 23 | 267 | 46,251 |
| 1996 | 43 | 37 | 25 | 52 | 68 | 27 | 252 | 49,473 |
| 1997 | 60 | 44 | 22 | 61 | 77 | 29 | 293 | 59,939 |
| 1998 | 57 | 56 | 17 | 55 | 89 | 23 | 297 | 64,926 |
| 1999 | 53 | 48 | 22 | 53 | 87 | 25 | 288 | 67,964 |
| 2000 | 54 | 51 | 25 | 64 | 77 | 26 | 297 | 72,125 |
| 2001 | 45 | 55 | 15 | 65 | 75 | 29 | 284 | 80,175 |
| 2002 | 55 | 49 | 29 | 80 | 73 | 30 | 316 | 84,943 |
| 2003 | 45 | 47 | 24 | 70 | 69 | 31 | 286 | 87,834 |
| Massachusetts | | | | | | | | |
| 1994 | 60 | 67 | 28 | 119 | 91 | 30 | 395 | 53,940 |
| 1995 | 70 | 80 | 30 | 131 | 102 | 34 | 447 | 72,422 |
| 1996 | 61 | 64 | 37 | 114 | 108 | 32 | 416 | 69,810 |
| 1997 | 88 | 99 | 45 | 121 | 117 | 29 | 499 | 75,367 |
| 1998 | 96 | 89 | 26 | 102 | 131 | 32 | 476 | 70,133 |
| 1999 | 77 | 70 | 46 | 118 | 116 | 30 | 457 | 75,936 |
| 2000 | 76 | 64 | 45 | 137 | 119 | 30 | 471 | 79,546 |
| 2001 | 71 | 59 | 37 | 140 | 106 | 33 | 446 | 78,083 |
| 2002 | 63 | 82 | 35 | 136 | 105 | 42 | 463 | 84,608 |
| 2003 | 57 | 64 | 29 | 131 | 108 | 42 | 431 | 79,365 |

^{1/} Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales below \$100,000. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1994 - 2003

(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

| State and Year | Total Cut Flowers | Total Potted Flowering Plants | Total Foliage for Indoor or Patio Use ^{2/} | Total Bedding/ Garden Plants ^{3/} | Annual Bedding/ Garden Plants ^{4/} | Herbaceous Perennial Plants ^{4/} | Propagative Materials ^{4/} | Total Wholesale Value of Reported Crops ^{5/} |
|----------------------|-------------------|-------------------------------|---|--|---|---|-------------------------------------|---|
| 1,000 Dollars | | | | | | | | |
| Connecticut | | | | | | | | |
| 1994 | 1,421 | 7,343 | 2,439 | 22,974 | 6/ | 6/ | 6/ | 34,177 |
| 1995 | 1,611 | 6,728 | 2,798 | 27,419 | 6/ | 6/ | 6/ | 38,556 |
| 1996 | 1,742 | 7,166 | 2,346 | 31,439 | 6/ | 6/ | 6/ | 42,693 |
| 1997 | 1,630 | 6,369 | 1,071 | 43,084 | 6/ | 6/ | 6/ | 52,154 |
| 1998 | 1,500 | 7,319 | 584 | 48,098 | 6/ | 6/ | 6/ | 57,501 |
| 1999 | 1,162 | 9,217 | 743 | 49,642 | 6/ | 6/ | 6/ | 60,764 |
| 2000 | 983 | 8,863 | 786 | 52,671 | 27,216 | 25,455 | 6/ | 63,303 |
| 2001 | 990 | 11,954 | 1,356 | 56,952 | 30,466 | 26,486 | 1,048 | 72,300 |
| 2002 | 913 | 11,383 | 1,727 | 61,496 | 30,559 | 30,937 | 424 | 75,943 |
| 2003 | 6/ | 14,135 | 1,492 | 62,564 | 35,127 | 27,437 | 6/ | 78,191 |
| Massachusetts | | | | | | | | |
| 1994 | 5,800 | 10,186 | 1,257 | 23,602 | 6/ | 6/ | 6/ | 40,845 |
| 1995 | 6,645 | 11,491 | 3,531 | 36,130 | 6/ | 6/ | 6/ | 57,797 |
| 1996 | 6,030 | 11,765 | 3,310 | 35,655 | 6/ | 6/ | 6/ | 56,760 |
| 1997 | 5,200 | 9,311 | 3,726 | 41,740 | 6/ | 6/ | 6/ | 59,977 |
| 1998 | 4,826 | 9,159 | 3,321 | 39,897 | 6/ | 6/ | 6/ | 57,203 |
| 1999 | 4,229 | 9,147 | 7,418 | 40,967 | 6/ | 6/ | 6/ | 61,761 |
| 2000 | 3,527 | 9,246 | 3,644 | 45,675 | 37,271 | 8,404 | 2,092 | 64,184 |
| 2001 | 3,076 | 9,646 | 3,450 | 44,809 | 34,424 | 10,385 | 2,100 | 63,081 |
| 2002 | 4,713 | 10,381 | 4,085 | 46,544 | 34,361 | 12,183 | 4,663 | 70,386 |
| 2003 | 2,433 | 11,774 | 3,957 | 43,761 | 32,700 | 11,061 | 4,223 | 66,148 |

^{1/} Wholesale equivalent value of all sales.

^{2/} Data for 1999 and earlier represents net value. Data for 2000 and later represents wholesale equivalent value for all sales.

^{3/} Includes Annual Bedding Plants and Herbaceous Perennials.

^{4/} Data Series began in 2000; 1999 and prior data not available.

^{5/} Data for 2000 and later not comparable to 1999 and earlier because 2000 and later total sales includes propagative material; total sales of propagative materials were added in 2000.

^{6/} Data not included to avoid disclosure of individual operations.

CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 2002 - 2003*(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)*

| Item | Producers | | Quantity Sold | | | | | | Percent of Sales at Wholesale | | Wholesale Price | | | | Value of Sales at Wholesale ^{1/} | |
|-------------------------------------|-----------|------|--------------------|-------|------------------|------|-------|-------|-------------------------------|------|--------------------|------|------------------|------|---|-------|
| | | | Less Than 5 Inches | | 5 Inches or More | | Total | | | | Less Than 5 Inches | | 5 Inches or More | | | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Pots | | | | | | Percent | | Dollars per Pot | | | | 1,000 Dollars | |
| Potted Flowering Plants | | | | | | | | | | | | | | | | |
| Florist | | | | | | | | | | | | | | | | |
| Chrysanthemums | 12 | 11 | 2/ | 2/ | 296 | 396 | 296 | 396 | 89 | 99 | 3/ | 3/ | 2.43 | 2.44 | 719 | 966 |
| Finished Florist | | | | | | | | | | | | | | | | |
| Azaleas | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ |
| Easter Lilies | 20 | 19 | 2/ | 2/ | 262 | 268 | 262 | 268 | 97 | 97 | 3/ | 3/ | 3.29 | 3.80 | 862 | 1,018 |
| Poinsettias | 38 | 38 | 347 | 325 | 1,354 | 974 | 1,701 | 1,299 | 97 | 94 | 1.44 | 1.59 | 3.83 | 4.50 | 5,686 | 4,900 |
| Spring Flowering | | | | | | | | | | | | | | | | |
| Bulbs | 17 | 20 | 30 | 59 | 146 | 287 | 176 | 346 | 95 | 97 | 1.48 | 1.75 | 3.65 | 3.50 | 577 | 1,108 |
| Other Potted | | | | | | | | | | | | | | | | |
| Flowering Plants | 25 | 24 | 266 | 388 | 527 | 999 | 793 | 1,387 | 77 | 88 | 1.65 | 1.36 | 3.00 | 4.22 | 2,020 | 4,743 |
| Potted Bedding/Garden Plants | | | | | | | | | | | | | | | | |
| Begonias | 28 | 24 | 114 | 188 | 126 | 2/ | 240 | 188 | 89 | 47 | 1.31 | 4.24 | 5.76 | 3/ | 875 | 797 |
| Geraniums | | | | | | | | | | | | | | | | |
| (Cuttings) | 68 | 63 | 925 | 819 | 268 | 241 | 1,193 | 1,060 | 66 | 75 | 2.08 | 1.81 | 3.02 | 4.84 | 2,733 | 2,649 |
| Geraniums | | | | | | | | | | | | | | | | |
| (Seed) | 10 | 15 | 788 | 812 | 2/ | 2/ | 788 | 812 | 96 | 94 | 0.87 | 0.84 | 3/ | 3/ | 686 | 685 |
| Impatiens | 16 | 16 | 21 | 24 | 13 | 17 | 34 | 41 | 38 | 54 | 0.82 | 1.18 | 2.71 | 3.36 | 52 | 85 |
| New Guinea | | | | | | | | | | | | | | | | |
| Impatiens | 68 | 62 | 536 | 545 | 96 | 91 | 632 | 636 | 84 | 85 | 1.47 | 1.48 | 2.71 | 4.37 | 1,048 | 1,204 |
| Marigolds | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ |
| Pansies/Violas | 16 | 15 | 52 | 56 | 52 | 62 | 104 | 118 | 85 | 92 | 0.84 | 0.82 | 2.84 | 4.01 | 191 | 295 |
| Petunias | 22 | 24 | 38 | 44 | 64 | 64 | 102 | 108 | 75 | 70 | 1.69 | 1.49 | 2.56 | 3.27 | 228 | 275 |
| Other Flowering | | | | | | | | | | | | | | | | |
| and Foliar Type | | | | | | | | | | | | | | | | |
| Bedding Plants | 51 | 45 | 785 | 1,145 | 203 | 366 | 988 | 1,511 | 59 | 70 | 1.74 | 2.17 | 3.62 | 4.71 | 2,101 | 4,209 |
| Vegetable Type | | | | | | | | | | | | | | | | |
| Bedding Plants | 35 | 28 | 2,252 | 2,287 | 2/ | 2/ | 2,252 | 2,287 | 97 | 95 | 1.10 | 1.39 | 3/ | 3/ | 2,477 | 3,179 |

^{1/} Wholesale equivalent value of all sales.^{2/} Pot sizes have been combined to avoid disclosure of individual operations.^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.^{4/} Data were not included to avoid disclosure of individual operations.

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production, Sales, Price and Value for 2002 - 2003**

(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

| Item | Producers | | Total Quantity Sold | | Percent of Sales at Wholesale | | Wholesale Price | | Value of Sales at Wholesale ^{1/} | |
|--|-----------|------|---------------------|------|-------------------------------|------|--------------------|-------|---|-------|
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Flats | | Percent | | Dollars per Flat | | 1,000 Dollars | |
| Bedding/Garden Plants (Flats) | | | | | | | | | | |
| Begonias | 52 | 47 | 216 | 108 | 96 | 92 | 6.74 | 7.57 | 1,456 | 818 |
| Impatiens | 55 | 50 | 284 | 315 | 86 | 90 | 7.83 | 7.48 | 2,224 | 2,356 |
| New Guinea Impatiens | 9 | 8 | 10 | 14 | 93 | 96 | 11.75 | 10.78 | 118 | 151 |
| Pansies/Violas | 48 | 47 | 148 | 152 | 92 | 93 | 8.52 | 8.54 | 1,261 | 1,298 |
| Petunias | 61 | 56 | 135 | 158 | 87 | 87 | 8.40 | 7.89 | 1,134 | 1,247 |
| Marigolds | 56 | 52 | 167 | 169 | 93 | 92 | 7.57 | 7.25 | 1,264 | 1,225 |
| Other Flowering and Foliar Type Bedding Plants | 55 | 57 | 879 | 944 | 92 | 92 | 6.79 | 7.37 | 5,968 | 6,957 |
| Vegetable Type Bedding Plants | 54 | 48 | 240 | 182 | 89 | 84 | 7.41 | 7.53 | 1,778 | 1,370 |
| | Number | | 1,000 Baskets | | Percent | | Dollars per Basket | | 1,000 Dollars | |
| Hanging Baskets | | | | | | | | | | |
| Foliage | 21 | 17 | 70 | 71 | 93 | 95 | 4.34 | 4.59 | 304 | 326 |
| Begonias | 33 | 28 | 64 | 28 | 77 | 73 | 7.15 | 6.62 | 458 | 185 |
| Geranium (Cuttings) | 58 | 45 | 110 | 98 | 75 | 82 | 6.59 | 6.99 | 725 | 685 |
| Impatiens | 39 | 31 | 33 | 35 | 64 | 81 | 5.56 | 5.70 | 183 | 200 |
| New Guinea Impatiens | 59 | 48 | 194 | 132 | 92 | 89 | 6.86 | 6.91 | 1,331 | 912 |
| Pansies/Violas | 14 | 13 | 19 | 21 | 97 | 99 | 6.73 | 6.87 | 128 | 144 |
| Petunias | 41 | 35 | 33 | 38 | 63 | 66 | 6.79 | 6.58 | 224 | 250 |
| Other Flowering | 49 | 47 | 278 | 452 | 86 | 92 | 6.42 | 8.34 | 1,785 | 3,770 |
| Potted Foliage Plants | 16 | 14 | N/A | N/A | 89 | 73 | NA | NA | 1,423 | 1,166 |

^{1/} Wholesale equivalent value of all sales.

CONNECTICUT: Herbaceous Perennials

(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

| Item | Producers | | Quantity Sold | | | | | | | |
|------------------------------------|-------------------------------|------|--------------------|-------|---------------|-------|---------------------|------|---|--------|
| | | | Less Than 1 Gallon | | 1 - 2 Gallons | | 2 Gallons or Larger | | Total | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Pots | | | | | | | |
| Potted Hosta | 38 | 30 | 209 | 166 | 224 | 102 | 41 | 23 | 474 | 291 |
| Other Potted Herbaceous Perennials | 58 | 49 | 4,680 | 2,903 | 3,262 | 2,890 | 468 | 417 | 8,410 | 6,210 |
| Item | Percent of Sales at Wholesale | | Wholesale Price | | | | | | Value of All Sales at Wholesale ^{1/} | |
| | | | Less Than 1 Gallon | | 1 - 2 Gallons | | 2 Gallons or Larger | | | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Percent | | Dollars per Pot | | | | | | 1,000 Dollars | |
| Potted Hosta | 94 | 70 | 3.17 | 3.71 | 3.43 | 4.33 | 4.51 | 6.91 | 1,616 | 1,216 |
| Other Potted Herbaceous Perennials | 92 | 70 | 2.29 | 3.86 | 3.86 | 2.93 | 5.53 | 6.48 | 25,897 | 22,375 |

^{1/} Wholesale equivalent value of all sales.

MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants, Production for 2002 - 2003*(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)*

| Item | Producers | | Quantity Sold | | | | | | Percent of Sales at Wholesale | | Wholesale Price | | | | Value of Sales at Wholesale ^{1/} | |
|--|-----------|------|--------------------|-------|------------------|-------|-------|-------|-------------------------------|------|--------------------|------|------------------|-------|---|-------|
| | | | Less Than 5 Inches | | 5 Inches or More | | Total | | | | Less Than 5 Inches | | 5 Inches or More | | | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Pots | | | | | | Percent | | Dollars per Pot | | | | 1,000 Dollars | |
| Potted Flowering Plants | | | | | | | | | | | | | | | | |
| Florist | | | | | | | | | | | | | | | | |
| Chrysanthemums | 11 | 13 | 2/ | 25 | 30 | 2/ | 30 | 25 | 24 | 31 | 3/ | 2.68 | 4.30 | 3/ | 129 | 67 |
| Finished Florist | | | | | | | | | | | | | | | | |
| Azaleas | 11 | 14 | 2/ | 2/ | 11 | 10 | 11 | 10 | 79 | 74 | 3/ | 3/ | 11.44 | 11.82 | 126 | 118 |
| Easter Lilies | 36 | 33 | 2/ | 2/ | 189 | 183 | 189 | 183 | 83 | 83 | 3/ | 3/ | 4.67 | 4.72 | 883 | 864 |
| Poinsettias | 68 | 65 | 275 | 282 | 456 | 455 | 731 | 737 | 82 | 76 | 3.19 | 3.13 | 6.51 | 6.22 | 3,846 | 3,713 |
| Spring Flowering Bulbs | 37 | 34 | 232 | 262 | 215 | 267 | 447 | 529 | 95 | 91 | 1.70 | 1.53 | 3.81 | 4.03 | 1,214 | 1,477 |
| Other Potted Flowering Plants | 29 | 36 | 480 | 587 | 196 | 300 | 676 | 887 | 93 | 62 | 1.41 | 1.92 | 4.40 | 6.39 | 1,539 | 3,044 |
| Potted Bedding-Garden Plants | | | | | | | | | | | | | | | | |
| Begonias | 48 | 42 | 140 | 135 | 45 | 47 | 185 | 182 | 86 | 79 | 1.26 | 1.14 | 3.33 | 1.89 | 326 | 243 |
| Geraniums (Cuttings) | 96 | 102 | 1,260 | 1,323 | 280 | 393 | 1,540 | 1,716 | 61 | 56 | 1.55 | 1.57 | 4.36 | 4.96 | 3,174 | 4,026 |
| Geraniums (Seed) | 27 | 28 | 690 | 330 | 2/ | 2/ | 690 | 330 | 80 | 59 | 0.93 | 1.11 | 3/ | 3/ | 642 | 366 |
| Impatiens | 40 | 42 | 332 | 317 | 50 | 105 | 382 | 422 | 79 | 76 | 1.00 | 1.01 | 2.05 | 1.78 | 435 | 507 |
| New Guinea Impatiens | 87 | 86 | 347 | 338 | 76 | 76 | 423 | 414 | 64 | 56 | 1.55 | 1.63 | 4.05 | 2.79 | 846 | 763 |
| Marigolds | 20 | 21 | 87 | 98 | 19 | 37 | 106 | 135 | 92 | 88 | 0.69 | 0.60 | 1.57 | 1.50 | 90 | 114 |
| Pansies/Violas | 32 | 37 | 78 | 58 | 33 | 31 | 111 | 89 | 79 | 49 | 1.40 | 1.21 | 4.82 | 2.70 | 268 | 154 |
| Petunias | 45 | 49 | 102 | 131 | 34 | 42 | 136 | 173 | 56 | 47 | 1.14 | 1.19 | 2.15 | 2.00 | 189 | 240 |
| Other Flowering and Foliar Type Bedding Plants | 70 | 72 | 2,265 | 1,693 | 1,237 | 1,302 | 3,502 | 2,995 | 88 | 77 | 1.50 | 1.38 | 3.05 | 3.45 | 7,170 | 6,828 |
| Vegetable Type Bedding Plants | 53 | 52 | 626 | 549 | 82 | 92 | 708 | 641 | 79 | 73 | 1.20 | 1.35 | 2.15 | 2.17 | 928 | 941 |

^{1/} Wholesale equivalent value of all sales.^{2/} Pot sizes have been combined to avoid disclosure of individual operations.^{3/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

**MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production, Sales, Price and Value for 2002 - 2003**

(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

| Item | Producers | | Total Quantity Sold | | Percent of Sales at Wholesale | | Wholesale Price | | Value of Sales at Wholesale ^{1/} | |
|--|-----------|------|---------------------|------|-------------------------------|------|--------------------|-------|---|-------|
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Flats | | Percent | | Dollars per Flat | | 1,000 Dollars | |
| Bedding/Garden Plants (Flats) | | | | | | | | | | |
| Begonias | 77 | 78 | 101 | 97 | 60 | 76 | 10.39 | 7.96 | 1,049 | 772 |
| Impatiens | 85 | 88 | 297 | 322 | 35 | 34 | 9.80 | 7.87 | 2,911 | 2,534 |
| New Guinea Impatiens | 13 | 11 | 11 | 8 | 60 | 63 | 8.32 | 10.45 | 92 | 84 |
| Pansies/Violas | 76 | 79 | 84 | 83 | 49 | 52 | 9.94 | 8.51 | 835 | 706 |
| Petunias | 85 | 84 | 101 | 105 | 44 | 40 | 8.96 | 7.88 | 905 | 827 |
| Marigolds | 81 | 81 | 85 | 96 | 62 | 61 | 8.51 | 7.86 | 723 | 755 |
| Other Flowering and Foliar Type Bedding Plants | 85 | 83 | 631 | 654 | 57 | 51 | 10.41 | 8.17 | 6,569 | 5,345 |
| Vegetable Type Bedding Plants | 82 | 80 | 174 | 152 | 38 | 44 | 10.32 | 8.65 | 1,796 | 1,315 |
| | Number | | 1,000 Baskets | | Percent | | Dollars per Basket | | 1,000 Dollars | |
| Hanging Baskets | | | | | | | | | | |
| Foliage | 29 | 30 | 180 | 124 | 96 | 91 | 5.24 | 5.11 | 943 | 634 |
| Begonias | 39 | 38 | 28 | 28 | 73 | 69 | 6.14 | 5.62 | 172 | 157 |
| Geranium (Cuttings) | 64 | 74 | 65 | 92 | 62 | 50 | 8.35 | 9.01 | 543 | 829 |
| Impatiens | 69 | 67 | 93 | 84 | 74 | 56 | 6.96 | 6.67 | 647 | 560 |
| New Guinea Impatiens | 66 | 59 | 84 | 89 | 75 | 69 | 8.42 | 8.19 | 707 | 729 |
| Pansies/Violas | 22 | 26 | 11 | 16 | 74 | 73 | 8.53 | 8.54 | 94 | 137 |
| Petunias | 70 | 69 | 62 | 57 | 63 | 58 | 8.02 | 8.35 | 497 | 476 |
| Other Flowering | 76 | 87 | 286 | 357 | 76 | 67 | 8.38 | 8.43 | 2,397 | 3,010 |
| Potted Foliage Plants | 18 | 17 | N/A | N/A | 86 | 83 | N/A | N/A | 3,142 | 3,323 |

^{1/} Wholesale equivalent value of all sales.

MASSACHUSETTS: Herbaceous Perennials

(Summarized from interviews of all known growers with \$100,000 or more in floriculture sales)

| Item | Producers | | Quantity Sold | | | | | | | |
|------------------------------------|-------------------------------|------|--------------------|-------|---------------|------|---------------------|------|---|-------|
| | | | Less Than 1 Gallon | | 1 - 2 Gallons | | 2 Gallons or Larger | | Total | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Number | | 1,000 Pots | | | | | | | |
| Potted Hosta | 54 | 59 | 22 | 1/ | 69 | 70 | 9 | 1/ | 100 | 70 |
| Other Potted Herbaceous Perennials | 85 | 92 | 1,145 | 1,327 | 889 | 842 | 178 | 90 | 2,212 | 2,259 |
| Item | Percent of Sales at Wholesale | | Wholesale Price | | | | | | Value of All Sales at Wholesale ^{1/} | |
| | | | Less Than 1 Gallon | | 1 - 2 Gallons | | 2 Gallons or Larger | | | |
| | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 | 2002 | 2003 |
| | Percent | | Dollars per Pot | | | | | | 1,000 Dollars | |
| Potted Hosta | 50 | 60 | 2.72 | 3/ | 4.57 | 5.63 | 9.3 | 3/ | 459 | 394 |
| Other Potted Herbaceous Perennials | 66 | 62 | 1.55 | 1.78 | 4.33 | 3.72 | 8.39 | 5.50 | 7,118 | 5,989 |

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Wholesale equivalent value of all sales.

^{3/} Pot price is a weighted average of all pots reported to avoid disclosure of individual operations.