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# FLORICULTURE CROPS

Production Area and Sales, 1977 and 1978  
Intentions for 1979



Crop  
Reporting  
Board

Economics, Statistics, and  
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### SURVEY DEFINITIONS

Data summarized in this report were provided by commercial growers of flowers, foliage plants and bedding plants in 28 States. Geographic coverage for each crop includes only major producing States. A commercial producer is defined as one who had \$10,000 or more in gross sales of cut flowers, flowering and foliage plants, bedding plants, or cultivated florist greens.

Sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded; for foliage plants this includes plants purchased but held less than 12 weeks; for potted flower plants, those purchased but held less than 6 weeks are excluded. All data for foliage and potted flower plants represent only those grown for indoor or patio use. Value data for cut flower and potted flower crops are on a "gross wholesale" basis, before deductions for sales commissions or transportation costs. Value of sales at wholesale is an equivalent value calculated by applying the average wholesale price to total sales for each State and the U. S. total. Value of sales for foliage plants, however, is on a "net sales" basis and was derived by subtracting the reported cost of plant materials purchased from the total value of all sales (retail and wholesale).

The "area used for production" is defined as the "gross" area used, including walkways and aisles. This includes that area used for growing floriculture crops under glass, plastic, cloth, or lath and outdoors. The area is counted only once if refilled several times with the same crop during the year, but if refilled with different crops, the area is reported under each one grown.

## HIGHLIGHTS

The 1978 equivalent wholesale value of all sales for the 17 crops surveyed climbed to \$831 million. This is \$71.1 million, or 9 percent, higher than the \$760 million value of sales a year earlier. While the output for many crops declined from 1977, increased average wholesale prices pushed the crop values higher or resulted in only slight reductions. The value of poinsettias was up 16 percent and bedding plants, potted hydrangeas, miniature carnations and standard chrysanthemums registered 12 percent increases in value. Foliage plants made the largest dollar gain, up \$23.7 million, or 9 percent, from the 1977 level. Foliage plants and bedding plants together account for 52 percent of the total value surveyed, up from the 45 percent share in 1977.

The 1978 value of cut flower sales, at \$231 million, was 8 percent higher than the \$213 million a year earlier. Declines in the value of gladioli and snapdragons were more than offset by increases in all other cut flower crop values. The 1978 value of flowering pot plants rose 10 percent to \$172 million from the 1977 level of \$156 million. The value of lilies, the only potted crop to show a decline, was off 1 percent from 1977, while all others registered 8-16 percent gains.

Sweetheart roses had the highest value per square foot, at \$3.44, followed closely by potted chrysanthemums at \$3.35 per square foot. Hybrid tea roses totaled \$3.09 per square foot with foliage plants (\$2.44) and potted lilies (\$2.42) not far behind.

During 1979, producers plan to expand the production area of anthuriums by 13 percent and miniature carnations by 6 percent. Gains are also expected for foliage and vegetable bedding plants (each up 4 percent) and potted poinsettias and flowering bedding plants (each up 3 percent). Of the five crops showing declines in intentions, gladioli will be off 5 percent in acreage and standard and pompon chrysanthemum square footage will be down 4 and 3 percent, respectively.

### CARNATIONS, STANDARD

The 1978 sales of standard carnations in the six major producing States totaled 466 million blooms, down 7 percent from a year earlier. These blooms were produced from 48.5 million plants grown during the year. The average wholesale price rose to 9.1 cents per bloom compared with 1977's 8.4 cents, raising the wholesale value of the crop to \$42.6 million. Growers used 25.3 million square feet to produce the 1978 crop, off 8 percent from 1977, and expect to cut back another 2 percent for 1979.

### CARNATIONS, MINIATURE

There were 4.84 million bunches of miniature carnations sold in 1978, up 3 percent from 1977. Producers grew 5.02 million plants during the year. The average wholesale price received by growers, at \$1.39 per bunch, was 9 percent higher than a year earlier, and the value of the crop increased 12 percent to \$6.73 million. The 1978 output was produced on 3.12 million square feet, down slightly from 1977 but growers expect to increase their square footage 6 percent for the coming year.

### CHRYSANTHEMUMS, STANDARD

Growers of standard mums in the major producing States surveyed sold 125 million blooms in 1978. This 11 percent larger output was produced from 115 million plants grown during the past year. The wholesale price averaged slightly higher, at 25.7 cents per bloom, and combined with the increased output pushed the value of the crop to \$31.9 million, up 12 percent from 1977. The 1978 crop utilized 23.4 million square feet of space, 21 percent above a year earlier. For 1979, growers intend to reduce their total production area by 4 percent.

### CHRYSANTHEMUMS, POMPON

Pompon mum sales in 1978 rose 5 percent to 37.9 million bunches from the 153 million plants grown during the year. The wholesale price averaged \$1.03 per bunch, up from the year earlier price of 99.0 cents. As a result of the improved output and prices, the wholesale value of the crop increased 10 percent to \$38.9 million. There were nearly 40.0 million square feet used to produce pompons, 7 percent above the 1977 area. Growers expect to cut back the space devoted to the crop by 3 percent for 1979.

### GLADIOLI

Sales of gladioli in the six major producing States in 1978 totaled 149 million spikes, down 10 percent from a year earlier. The average wholesale price advanced to 10.9 cents per spike but the crop value fell 2 percent to \$16.2 million as a result of the reduced sales. Florida output, the Nation's largest, was off 4 percent in 1978 and California production was reduced 22 percent. There were 7,371 acres used to grow glads in 1978, down 6 percent from a year earlier, and growers intend to reduce acreage another 5 percent for 1979.

### ANTHURIUMS

During 1978, Hawaiian anthurium sales reached 20.2 million blooms, 18 percent above 1977. The average price increased to 22.5 cents per bloom, and the value of the crop soared 48 percent to \$4.54 million. Growers used 10.7 million square feet to produce anthuriums, up one-fourth from 1977, and plan to expand their space 13 percent more in 1979.

### SNAPDRAGONS

The 1978 sales of snapdragons fell 9 percent to 11.9 million stems from the 13.1 million stems of a year earlier. The average wholesale price received by growers rose to 22.2 cents per stem, but the crop's value slipped 1 percent to \$2.64 million. Producers used 2.07 million square feet for snapdragons in 1978, down 10 percent from 1977, but plan little change in the area for 1979.

### ROSES, HYBRID TEA

Producers of hybrid tea roses grew 16.2 million plants in 1978, resulting in sales of 307 million blooms. This is a 10 percent reduction from the 17.9 million plants grown in 1977, but a 2 percent increase in blooms sold. The average wholesale price improved to 22.5 cents per bloom compared with 20.6 cents a year earlier. The increased sales and higher prices received pushed the wholesale value of the crop to \$69.1 million, up 11 percent from 1977. The 1978 production area totaled 22.3 million square feet and growers expect to increase their space another 1 percent for the coming year.

### ROSES, SWEETHEART

During 1978 there were 3.79 million sweetheart rose plants grown, off 7 percent from 1977. Sales from these plants of 112 million blooms were reduced 5 percent from the 1977 total of 118 million blooms. The rise in wholesale price to 16.0 cents per bloom more than offset the sales decline, resulting in an 8 percent increase in the value of the 1978 crop. Growers utilized 5.23 million square feet to produce sweetheart roses in 1978 and plan to expand their space by 1 percent for 1979.

### POTTED GERANIUMS

Growers of potted geraniums in the major producing States increased sales 4 percent from 1977 to 47.1 million pots during 1978. The rise in the average wholesale price to 72.0 cents per pot combined with the increased output pushed the crop value to \$33.8 million, up 11 percent from 1977. There were 17.1 million square feet devoted to the crop in 1978. This was 8 percent above a year earlier and producers intend to increase the area by 2 percent in 1979.

### POTTED HYDRANGEAS

The 1978 sales of potted hydrangeas totaled 3.19 million pots, 15 percent more than in 1977. The average wholesale price received by growers slipped 5.0 cents to \$2.20 per pot. This year's increased output more than offset the price decline, resulting in a 12 percent gain in the crop's value to \$7.02 million. Producers used 3.24 million square feet to grow potted hydrangeas, up 11 percent from 1977, and intend to increase the space to 3.32 million square feet in 1979.

### POTTED LILIES

Sales of potted lilies during 1978 declined 8 percent to 7.36 million pots. Despite the 7 percent increase in wholesale price to \$2.33 per pot, the value of the crop fell 1 percent to \$17.1 million. Growers utilized 7.08 million square feet for lilies in 1978, down 4 percent from a year earlier, and plan to have virtually the same area in production in 1979.

### POTTED POINSETTIAS

Producers of potted poinsettias increased sales in 1978 to 22.2 million pots, with most of the large producing States registering significant gains. Combined with a rise in the average wholesale price to \$2.47 per pot, the larger output raised the value of production 16 percent to \$54.8 million. There were 29.6 million square feet used to grow poinsettias, up 13 percent from 1977, and plans are to increase this area an additional 3 percent in 1979.

### FOLIAGE PLANTS

The 1978 net value of foliage plants (for indoor and patio use) rose to \$299 million, 9 percent above the 1977 total. Increases occurred in most of the major producing States. Florida, California and Texas, the leading States, registered 13 to 18 percent gains over the 1977 crop values.

Growers used 122.5 million square feet to produce the 1978 crop, up 2 percent, and expect to expand the area utilized to 127.7 million square feet in 1979.

### BEDDING PLANTS, FLOWERING AND FOLIAR

During 1978, the output of flowering and foliar types of bedding plants climbed 6 percent to 25.3 million flats (11"X22"). Combined with a rise in the average wholesale price to \$3.83 per flat, the increased sales pushed the crop's value to \$96.8 million, up 14 percent from 1977. In California, sales dipped 2 percent while in the other leading States, significant gains took place.

There were 41.3 million square feet utilized by growers in 1978, up 11 percent from 1977. For the coming year, producers plan to increase their square footage by 3 percent to 42.6 million square feet.

### BEDDING PLANTS, VEGETABLE

Sales of vegetable bedding plants in 1978 slipped 6 percent to 9.08 million flats (excluding production from "open acreage" grown outdoors for commercial vegetable production). California sales, the largest in the Nation, plummeted 29 percent from 1977 while most other major States showed more modest declines. The average wholesale price climbed to \$3.57 per flat compared with 1977's \$3.16 per flat, pushing the crop value up 6 percent to \$32.4 million.

The 1978 production area, at 14.2 million square feet, was off 3 percent from a year earlier, but growers intend to expand the space by 4 percent for 1979.

TABLE 1. WHOLESALE VALUE OF SELECTED FLORICULTURE CROPS 1/

STATE	CUT FLOWERS									
	CARNATIONS					CHRYSANTHEMUMS				
	STANDARD	1978	1977	MINIATURE	1978	STANDARD	1978	1977	POMPON	1978
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	1,000 DOLLARS									
ALA										
ARK										
CALIF	25,645	26,197	3,422	3,763	14,620	18,307	17,303			21,117
COLO	13,987	14,244	1,272	1,653						267
CONN			149	88						
FLA			433	440	1,446	1,474	9,851			9,479
GA										
ILL					422	275				447
IND					746	705				311
IOWA										
KANS										
MD					733	863				
MASS	431	224	255	340	718	657	587			648
MICH					482	391	435			544
MINN							974			713
MO					730	755	250			199
N J					478	493	488			313
N Y					999	991	850			974
N C	550	303	188	177	2,100	1,784	718			363
OHIO	618	527			2,491	2,706	1,298			1,340
OREG										
PA	997	1,099	288	268	2,218	2,077	1,376			1,687
TENN					443	465				
TEX										
VA									474	508
WASH										
WIS										
UNALL										
TOTAL	42,328	42,594	6,007	6,729	28,626	31,943	35,479			38,910

SEE FOOTNOTES ON PAGE 10.

TABLE 1. WHOLESALE VALUE OF SELECTED FLORICULTURE CROPS 1/ CONTINUED

STATE	CUT FLOWERS														
	GLADIOLI			HYBRID TEA			ROSES			SWEETHEART			SNAP DRAGONS		
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	
ALA															
ARK															
CALIF															
COLO															
CONN															
FLA															
GA															
ILL															
IND															
IOWA															
KANS															
MD															
MASS															
MICH															
MINN															
MO															
N J															
N Y															
N C															
OHIO															
OREG															
PA															
TENN															
TEX															
VA															
WASH															
WIS															
UNALL															
TOTAL	16,535	16,248	62,177	69,069	16,604	18,005	2,662	2,639	115	43	279	43	111	146	

1,000 DOLLARS

SEE FOOTNOTES ON PAGE 10.



TABLE 1. WHOLESALE VALUE OF SELECTED FLORICULTURE CROPS 1/ CONTINUED

STATE	FLOWERING POT PLANTS												
	CHRYSANTHEMUMS			GERANIUMS			HYDRANGEAS			LILIES			
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	
ALA													
ARK													
CALIF	10,062	12,875	423	452	171	168	346	354					
COLO	1,150	886	669	763	122	125	190	215					
CONN	7,765	466	741	944	449	980	2,668	2,756					
FLA	7,243	5,195			91	88	360	336					
GA			490	506	868	815	816	831					
ILL	2,807	2,884	1,786	2,304	179	192	173	182					
IND	1,135	1,078	1,198	1,253	41	63	1,252	977					
IOWA	1,532	1,420	864	919	129	143	262	297					
KANS					69	63	512	502					
MD	422	579			54	188	41	33					
MASS	863	1,045	2,387	2,656	2/	2/	213	272					
MICH	3,025	3,263	3,647	4,315	60	78	805	774					
MINN	1,053	1,065	1,121	1,145	165	165	1,405	1,332					
MO	1,634	3,261	666	651	339	356	517	434					
N J	1,150	956	1,566	1,504	288	229	747	633					
N Y	2,615	3,218	3,211	3,781	420	621	945	986					
N C	2,541	3,260	912	858	402	491	443	632					
OHIO	4,412	5,254	4,495	5,369	423	402	1,206	1,281					
OREG			793	958	2/	2/	239	329					
PA	2,754	2,560	1,902	2,376	256	188	865	857					
TENN	1,069	1,761			200	240	242	268					
TEX	6,723	6,321	1,522	1,011	955	725	746	477					
VA													
WASH	1,144	1,139	900	853	50	96	176	215					
WIS	1,206	1,161	1,194	1,180	94	88	440	474					
UNALL					417	512		748					
TOTAL	55,305	59,647	30,487	33,798	6,242	7,016	17,285	17,145					

SEE FOOTNOTES ON PAGE 10.

TABLE 1. WHOLESALE VALUE OF SELECTED FLORICULTURE CROPS 1/ CONTINUED

STATE	FLOWERING POT PLANTS			FOLIAGE PLANTS			FLOWERING			BEDDING PLANTS 3/			VEGETABLE					
	1977			1978			1977			1978			1977			1978		
ALA	839	1,285																
ARK	460	543																
CALIF	6,096	7,874	73,231	86,126	19,930	21,477	5,121	4,814										
COLO	948	1,097	5,126	4,134	1,735	2,423	504	725										
CONN	896	918																
FLA	1,872	2,274	119,956	124,135	1,732	3,032	493	1,138										
GA	929	1,008	1,355	1,584	1,719	1,288	446	1,017										
HAW			2,262	3,215				424										
ILL	3,416	2,947	6,145	6,015	3,381	3,358	996	1,118										
IND	940	1,103			1,652	1,478	792	635										
IOWA	1,002	1,004			1,021	933	444	508										
KANS	328	390			346	396	173	180										
MD	913	1,213	2,396	2,469	3,088	3,019	557	450										
MASS	1,519	2,063	5,555	4,970	2,793	2,309	959	984										
MICH	3,110	3,517	7,122	7,392	10,928	12,750	3,881	4,020										
MINN	1,088	1,219	2,087	1,923	2,876	2,614	1,108	675										
MO	1,298	1,236			2,004	1,777	813	860										
N J	1,622	1,674	5,313	5,810	1,652	1,482	490	674										
N Y	2,800	3,728	4,646	6,571	4,742	6,129	2,116	2,741										
N C	1,629	2,798			1,383	2,608	759	1,008										
OHIO	4,164	6,027	11,476	12,969	9,623	11,219	3,457	3,157										
OREG	910	974	3,042	3,981	1,454	1,537	671	683										
PA	2,850	2,845	7,758	7,420	2,661	2,941	1,250	1,479										
TENN	1,078	1,391			881	1,259	592	708										
TEX	3,815	2,782	17,830	20,284	2,254	3,589	2,134	2,189										
VA					1,325	1,475	604	694										
WASH	1,312	1,430			1,706	2,520	569	467										
WIS	1,250	1,463			1,760	2,811	789	1,026										
UNALL																		
TOTAL	47,084	54,803	275,300	298,998	84,459	96,811	30,517	32,374										

1,000 DOLLARS

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES FOR ALL CROPS EXCEPT FOLIAGE PLANTS; FOR FOLIAGE PLANTS, VALUE IS BASED ON NET VALUE OF SALES.  
 2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.  
 3/ EXCLUDES VALUE OF SALES FROM "OPEN ACREAGE" GROWN OUTDOORS.

TABLE 2. AVERAGE VALUE OF SELECTED FLORICULTURE CROPS

STATE	CUT FLOWERS									
	CARNATIONS		CHRYSANTHEMUMS		GLADIOLI	ROSES		SNAPDRAGONS		DOLLARS PER SQ FT
	STANDARD	MINIATURE	STANDARD	POMPON		HYBRID TEA	SWEETHEART	ROSES	SWEETHEART	
DOLLARS PER SQ FT		DOLLARS PER ACRE		DOLLARS PER ACRE		DOLLARS PER SQ FT		DOLLARS PER SQ FT		
ALA										
ARK										
CALIF	1.41	1.76	1.14	1.13	4,676	2.39	2.43			.80
COLO	2.56	3.56		2.82		2.82	2.97			.95
CONN		4.00		2/		2/	2/			1.00
FLA		1.66		.59	1,956	3.96	4.14			2/
ILL			.69	2.10	1,171	3.33	3.82			1.07
IND			1.98	1.61						1.99
IOWA			2.47							1.11
MD			2.26							1.87
MASS			2.56							1.33
MICH	1.50	2.58	1.62	1.77	1,829	4.19	3.23			1.33
MINN				2.16		4.43	4.81			1.07
MO				1.66		3.81	4.00			1.02
N J			2.34	1.44						.76
N Y			1.70	1.48						1.14
N C			2.13	1.86						1.13
OHIO	1.38		2.33	2.09	1,578	3.14	3.64			1.81
OREG	2.19	5.71	2.41	2.11		2/	2/			1.27
PA	2.17	4.47	2.83	1.03		5.11	5.74			1.13
TENN			1.74							1.54
TEX										
VA										
WASH						2.79	2.68			1.85
WIS				1.91						.81
UNALL										
TOTAL	1.69	2.16	1.36	.97	2,204	3.09	3.44			1.27

SEE FOOTNOTES ON PAGE 12.

TABLE 2. AVERAGE VALUE OF SELECTED FLORICULTURE CROPS CONTINUED

STATE	FLOWERING POT PLANTS					FOLIAGE AND BEDDING PLANTS	
	CHRYSTHEMUMS	GERANIUMS	HYDRANGEAS	LILIES	POINSETTIAS	FOLIAGE PLANTS	BEDDING PLANTS
	DOLLARS PER SQ FT						
ALA			2.15	2.09	1.62		
ARK			3.05	6.52	2.37		
CALIF			2.38	1.26	1.49	3.98	2.77
COLO	3.47	1.89	1.69	2.85	2.07	5.77	2.25
CONN	4.08	2.14		2.74	2.53		2.35
FLA	1.97	2.37	1.56	1.45	1.87		3.06
GA	1.56	2.18	2.74	2.30	1.77		2.37
HAW							
ILL	4.79	2.05	3.15	3.18	2.10		2.32
IND	4.11	1.81	1.57	2.38	1.64		2.30
IOWA	5.34	2.02	3.32	3.95	2.21		1.99
KANS			4.00	3.00	1.66		1.92
MD	2.74		2/	3.58	2.12	2.62	3.93
MASS	2.45	1.89	1.70	2.62	2.04	5.36	1.74
MICH	2.99	2.16	2.58	2.95	1.73	4.43	1.92
MINN	3.79	2.14		3.52	2.08	4.40	2.17
MO	5.27	1.95	2.87	2.84	1.82		2.45
N J	2.00	1.95	.88	3.25	1.57	7.10	1.97
N Y	3.36	1.77	3.00	3.33	1.94	4.31	2.60
N C	4.03	2.36	1.92	4.51	1.78		2.35
OHIO	3.97	1.75	2.48	3.19	2.42		2.48
OREG		2.51	2/	3.19	1.74	6.61	1.89
PA	3.56	1.91	2.85	3.39	1.79	5.59	2.68
TENN	5.06		2.67	3.44	2.24	5.93	2.00
TEX	4.69	2.15	1.76	2.11	1.88		2.48
VA				4.13		3.11	2.99
WASH	5.42	2.16	1.78	3.29	1.66		2.57
WIS	3.46	2.30	2.32	3.84	1.98		2.10
UNALL			4.57				3.22
TOTAL	3.35	1.97	2.16	2.42	1.85	2.44	2.34
							2.28

1/ BASED ON EQUIVALENT WHOLESALE VALUE FOR ALL SALES FOR ALL CROPS EXCEPT FOLIAGE; FOR FOLIAGE, BASED ON NET VALUE OF SALES.  
 2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 3. CARNATIONS, STANDARD

STATE	PRODUCERS		PLANTS GROWN 1/		PRODUCTION AREA		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1977	1978	1978	1979	1978	1979	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER	1,000 PLANTS	1,000 SQ FT	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	CENTS	1,000 DOLLARS				
CALIF	220	33,868	18,605	100	351,303	100	331,604	100	7.3	25,645	26,197			
COLO	110	12,432	5,555	92	129,510	92	119,698	100	10.8	13,987	14,244			
MASS	24	321	149	89	3,851	89	1,603	89	11.2	431	224			
N C	11	508	220	99	4,964	99	2,369	92	13.1	650	303			
OHIO	65	436	241	106	4,446	106	3,612	67	13.9	618	527			
PA	73	965	506	99	7,725	99	7,477	78	12.9	997	1,099			
TOTAL	503	48,530	25,276	98	501,799	98	466,363	99	8.4	42,328	42,594			

TABLE 4. CARNATIONS, MINIATURE

STATE	PRODUCERS		PLANTS GROWN 1/		PRODUCTION AREA		BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1977	1978	1978	1979	1978	1979	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER	1,000 PLANTS	1,000 SQ FT	PERCENT	1,000 BUNCHES	PERCENT	1,000 BUNCHES	PERCENT	DOLLARS	1,000 DOLLARS				
CALIF	87	3,125	2,144	108	2,976	108	2,940	98	1.15	3,422	3,763			
COLO	41	842	464	105	896	105	1,095	99	1.42	1,272	1,653			
CONN	11	56	21	95	99	95	55	80	1.50	149	88			
FLA	4	530	265	100	316	100	310	100	1.37	433	440			
MASS	20	251	132	100	222	100	252	89	1.15	255	340			
OHIO	28	65	31	94	82	94	73	68	2.29	188	177			
PA	26	147	60	87	112	87	119	71	2.57	288	268			
TOTAL	217	5,016	3,118	106	4,703	106	4,844	97	1.28	6,007	6,729			

1/ DATA FOR 1977 NOT AVAILABLE.  
2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 5. CHRYSANTHEMUMS, STANDARD

STATE	PRODUCERS		PLANTS GROWN		PRODUCTION AREA		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE	
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER	1,000 PLANTS	1,000 SQ FT	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	CENTS	1,000 DOLLARS				
CALLIF	174	82,432	15,787	99	72,378	99	90,181	100	20.2	14,620	18,307			
FLA	10	8,597	1,433	67	4,985	67	5,668	100	29.0	1,446	1,474			
ILL	32	497	151	109	1,155	109	534	82	36.5	422	275			
IND	58	1,492	286	101	1,644	101	1,585	77	45.4	746	705			
MO	25	1,719	382	97	1,828	97	1,512	81	40.1	733	863			
MASS	58	1,488	257	101	1,721	101	1,545	92	41.7	718	657			
MICH	69	919	241	99	1,283	99	882	78	37.6	44.3	482	391		
MO	32	1,681	323	94	1,777	94	1,573	90	41.1	48.0	730	755		
N J	62	837	290	98	1,123	98	1,012	83	42.6	48.7	478	493		
N Y	124	1,979	465	117	2,596	117	2,337	77	38.5	42.4	999	991		
N C	40	3,214	765	102	6,774	102	5,082	95	31.0	35.1	2,100	1,784		
OHIO	155	5,126	1,116	99	7,415	99	7,159	82	33.6	37.8	2,491	2,706		
PA	134	3,540	733	103	5,852	103	4,180	68	37.9	49.7	2,218	2,077		
TENN	17	1,268	261	98	1,207	98	1,274	96	36.7	44.3	465	465		
TOTAL	990	114,789	23,442	96	111,738	96	124,524	95	25.6	28,626	31,943			

1/ DATA FOR 1977 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

TABLE 6. CHRYSANTHEMUMS, POMPON

STATE	PRODUCERS		PLANTS GROWN		PRODUCTION AREA		INTENDED AS % OF		BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE	
	1977	1978	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 PLANTS		1,000 SQ FT		PERCENT		1,000 BUNCHES		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	203	211	90,304	16,382	18,717	19,042	102	102	21,362	23,727	100	100	.81	.89	17,303	21,117
CONN	33	36	367	145	154	143	93	93	147	137	26	34	2.00	1.95	294	267
FLA	30	29	48,169	15,215	16,056	14,975	93	93	8,955	8,696	100	100	1.10	1.09	9,851	9,479
ILL	29	56	574	182	213	210	99	99	174	271	55	39	1.45	1.65	252	447
IND 3/	54	40	517	192	193	196	102	102	255	229	58	64	1.29	1.36	329	311
MASS	89	75	1,369	445	366	366	100	100	356	360	54	77	1.65	1.80	587	648
MICH	69	66	756	217	252	265	105	105	259	302	47	58	1.68	1.80	435	544
MINN	72	64	1,358	475	429	382	89	89	645	412	77	57	1.51	1.73	974	713
MO	26	26	441	120	138	128	93	93	158	170	79	86	1.58	1.17	250	199
N J	61	60	568	389	211	195	92	92	261	191	48	51	1.87	1.64	488	313
N Y	142	134	1,297	652	523	540	103	103	603	580	59	51	1.41	1.68	850	974
N C	17	11	686	818	174	144	83	83	463	263	99	99	1.55	1.38	718	363
OHIO	147	140	1,694	656	635	635	100	100	806	736	56	50	1.61	1.82	1,298	1,340
PA	128	124	4,764	1,250	1,639	1,175	72	72	1,186	1,548	67	80	1.16	1.09	1,376	1,687
WIS	54	50	617	281	266	270	102	102	306	270	73	61	1.55	1.88	474	508
TOTAL	1,154	1,122	153,481	37,389	39,966	38,666	97	97	35,936	37,892	94	95	.99	1.03	35,479	38,910

1/ DATA FOR 1977 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ 1977 REVISED.

TABLE 7. GLADIOLI

STATE	PRODUCERS		PRODUCTION AREA		INTENDED: AS % OF		SPIKES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		ACRES		PERCENT		1,000 SPIKES		PERCENT		CENTS		1,000 DOLLARS	
CALIF	5	7	922	802	793	99	29,739	23,289	100	100	12.4	16.1	3,688	3,750
FLA	12	10	5,302	5,030	4,747	94	102,441	98,403	100	100	9.4	10.0	9,629	9,840
ILL	13	15	573	586	544	93	9,121	7,374	100	90	7.7	9.3	702	886
MICH 2/	23	22	445	490	481	98	9,650	9,842	97	99	9.4	9.1	907	896
N J	23	21	504	380	364	96	12,027	8,667	99	96	11.4	10.9	1,371	945
N C	6	5	93	83	75	90	2,615	1,351	100	98	9.1	9.7	238	131
TOTAL	82	80	7,839	7,371	7,004	95	165,593	148,926	100	99	10.0	10.9	16,535	16,248

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ 1977 REVISED.

TABLE 8. ANTHURIUMS

STATE	PRODUCERS		PRODUCTION AREA		INTENDED: AS % OF		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		PRICE PER BLOOM 1/		VALUE OF SALES 2/	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT		PERCENT		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
HAW 3/	48	56	8,630	10,745	12,194	113	17,160	20,184	99	99	17.9	22.5	3,072	4,541

1/ AVERAGE PRICE RECEIVED BY GROWERS AT FIRST POINT OF SALE.

2/ DERIVED FROM AVERAGE PRICE RECEIVED FOR ALL SALES.

3/ 1977 REVISED.



TABLE 9. ROSES, HYBRID TEA

STATE	PRODUCERS		PLANTS GROWN		PRODUCTION AREA 1/		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1977	1978	1977	1978	1978	1979	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER	1,000 PLANTS	1,000 SQ FT	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	PERCENT	CENTS	CENTS	1,000 DOLLARS	1,000 DOLLARS	
CALIF	71	8,846	10,797	11,219	104	145,793	150,650	100	100	15.8	17.1	23,035	25,761	
COLO	14	1,542	1,776	1,712	96	23,917	26,206	100	100	17.2	19.1	4,114	5,005	
CONN 3/	10	885	817	811	99	14,759	12,387	100	99	24.2	26.1	3,572	3,233	
ILL	15	1,022	984	1,861	101	18,603	18,355	99	99	31.7	33.5	5,897	6,149	
IND	13	451	487	776	94	10,575	12,514	100	99	26.2	26.0	2,771	3,254	
MASS 4/	16	425	426	572	100	6,805	7,389	97	97	30.7	34.3	2,089	2,534	
MICH	18	346	267	390	102	5,501	5,179	87	83	24.5	28.7	1,348	1,486	
MINN 4/	6	212	182	141	77	3,995	3,066	100	99	31.3	27.5	1,250	843	
N J	19	838	787	1,015	100	17,899	17,205	97	100	24.4	30.0	4,367	5,162	
N Y	19	710	915	930	102	11,343	11,445	99	99	24.5	25.1	2,779	2,873	
OHIO														
OREG 3/	24	1,473	1,399	1,399	100	21,233	20,909	95	97	29.7	34.2	6,306	7,151	
PA	4	351	352	352	100	3,547	3,174	100	100	29.0	30.9	1,029	981	
WASH														
UNALL	8	834	804	1,512	100	17,137	18,327	100	100	21.1	25.3	3,620	4,637	
TOTAL	237	17,935	16,189	22,349	101	301,107	306,806	99	99	20.6	22.5	62,177	69,069	

1/ DATA FOR 1977 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ MISSING DATA INCLUDED IN UNALLOCATED TO AVOID DISCLOSING INDIVIDUAL OPERATIONS.

4/ 1977 REVISED.

TABLE 10. ROSES, SWEETHEART

STATE	PRODUCERS		PLANTS GROWN		PRODUCTION AREA 1/		BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1977	1978	1977	1978	1978	1979	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER	1,000 PLANTS	1,000 SQ FT	PERCENT	1,000 BLOOMS	PERCENT	1,000 BLOOMS	PERCENT	1,000 DOLLARS	PERCENT	1,000 DOLLARS	CENTS	1,000 DOLLARS	PERCENT
CALIF	52	1,430	2,061	105	41,138	100	42,512	100	9.9	11.8	4,073	5,016	9.9	11.6
COLO 3/	15	325	420	94	395	94	10,744	100	16.2	18.3	939	774	16.2	18.3
CONN 3/	9	214	187	99	5,795	100	4,231	100	18.5	19.5	1,791	1,941	18.5	19.5
ILL	11	286	508	101	9,683	99	9,956	99	16.3	17.0	1,066	918	16.3	17.0
IND	9	203	284	89	6,537	100	5,401	100	18.2	24.9	757	798	18.2	24.9
MASS	11	145	166	100	4,157	97	3,203	97	16.8	18.1	539	512	16.8	18.1
MICH	19	134	128	92	3,207	86	2,826	86	17.5	17.5	357	357	17.5	17.5
MINN	7	78	118	92	2,038	99	2,038	99	17.7	17.2	1,138	1,287	17.7	17.2
N J 3/	19	205	290	100	6,429	100	7,480	100	18.4	18.5	1,752	709	18.4	18.5
N Y	16	260	195	110	4,086	100	3,831	100	17.3	21.5	2,410	2,584	17.3	21.5
OHIO	22	376	450	100	13,930	88	12,018	88	15.3	23.6	409	442	15.3	23.6
PA	5	164	163	99	2,670	100	1,872	100	12.9	21.2	2,373	1,778	12.9	21.2
WASH	5	164	163	99	2,670	100	1,872	100	14.1	16.0	16,604	18,005	14.1	16.0
UNALL	18	565	380	96	18,353	99	8,375	99	14.1	16.0	16,604	18,005	14.1	16.0
TOTAL	198	4,060	5,234	101	118,023	98	112,449	98	14.1	16.0	16,604	18,005	14.1	16.0

1/ DATA FOR 1977 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ MISSING DATA INCLUDED IN UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 11. SNAPDRAGONS

STATE	PRODUCERS		PRODUCTION AREA		STEMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT	PERCENT	1,000 STEMS	PERCENT	CENTS	1,000 DOLLARS				
CALIF	9	8	138	132	703	720	98	100	12.0	14.7	84	106
COLO	15	11	42	21	258	130	80	46	19.2	15.3	50	20
CONN 2/	19	18	22	25	135	103	35	23	23.0	24.0	31	25
FLA 3/	5	384			1,578		100		15.8		249	
ILL	24	41	95	95	1,443	401	79	33	17.4	25.5	77	102
IND	37	32	90	90	547	590	58	67	31.2	30.4	171	179
IOWA	12	17	36	35	149	123	64	56	23.4	31.8	35	39
MD	14	15	81	92	547	704	87	89	31.5	24.4	172	172
MASS	50	57	193	251	1,792	1,674	89	90	19.7	20.0	353	335
MICH	53	45	123	140	636	690	54	49	20.1	21.8	128	150
MINN	34	36	33	41	159	186	34	39	25.2	22.8	40	42
MO	16	16	20	21	69	59	54	86	26.0	27.1	18	16
N J 2/	38	36	95	90	496	472	63	71	18.8	21.9	93	103
N Y	72	75	178	237	1,086	1,111	75	63	19.2	24.0	209	267
N C	16	11	110	106	1,113	798	91	95	23.7	24.1	264	192
OHIO	89	72	236	246	1,235	1,288	59	53	21.8	24.2	269	312
PA	75	70	298	247	1,351	1,273	49	60	17.5	21.9	236	279
TENN	6	6	29	28	120	187	89	95	20.7	23.0	25	43
VA	12	12	48	60	479	557	91	95	24.0	19.9	115	111
WIS 3/	23	49			198		70		21.7		43	
UNALL	23		117	136	836		95		17.5		146	
TOTAL	619	601	2,300	2,074	13,094	11,902	76	73	20.3	22.2	2,662	2,639

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

2/ 1977 REVISED.

3/ MISSING DATA INCLUDED IN UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 12. POTTED CHRYSANTHEMUMS

STATE	PRODUCERS		PRODUCTION AREA		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT	INTENDED AS % OF 1978	1,000 POTS	PERCENT	PERCENT	DOLLARS	DOLLARS	T,000 DOLLARS	T,000 DOLLARS	
CALIF	37	47	3,708	3,303	7,623	89	99	7,274	1.32	10,062	12,875	
COLO	28	22	217	215	561	99	91	441	2.05	1,150	886	
CONN	45	41	236	237	450	100	89	222	1.70	765	466	
FLA	21	19	3,325	3,518	3,658	106	100	2,902	1.98	7,243	5,195	
ILL	46	71	602	628	1,160	104	97	1,177	2.42	2,807	2,884	
IND	49	54	262	266	471	102	86	395	2.41	1,135	1,078	
IOWA	36	37	266	255	576	96	92	532	2.66	1,532	1,420	
MD	29	31	211	219	178	104	92	281	2.37	422	579	
MASS	85	87	427	403	421	94	78	402	2.05	863	1,045	
MICH	124	114	1,093	1,108	1,304	101	90	1,470	2.32	3,025	3,263	
MINN	63	59	281	280	450	100	87	507	2.34	1,053	1,065	
MO	34	34	619	594	723	96	96	1,418	2.26	1,634	3,261	
N J	78	78	479	490	697	102	96	412	1.65	1,150	956	
N Y	187	199	959	1,029	1,301	107	94	1,483	2.01	2,615	3,218	
N C	55	60	809	804	1,086	99	95	1,181	2.34	2,541	3,260	
OHIO	177	159	1,324	1,316	2,251	99	90	2,388	1.96	4,412	5,254	
PA	127	110	719	731	1,157	102	83	996	2.38	2,754	2,560	
TENN	33	40	348	386	431	111	95	696	2.48	1,069	1,761	
TEX	45	43	1,349	1,361	2,861	101	97	2,479	2.35	6,723	6,321	
WASH	24	24	210	213	506	101	96	438	2.26	1,144	1,139	
WIS	58	51	336	320	471	95	82	450	2.56	1,206	1,161	
TOTAL	1,381	1,380	17,780	17,676	28,336	99	95	27,544	1.95	55,305	59,647	

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

TABLE 13. POTTED GERANIUMS

STATE	PRODUCERS		PRODUCTION AREA		INTENDED: AS % OF		POTS SOLD		PERCENT OF SALES AT		WHOLESALE PRICE		VALUE OF SALES AT	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
NUMBER	1,000 SQ FT		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS			
CALIF	17	19	314	239	259	108	579	100	545	99	.73	.83	423	452
COLO	64	80	314	357	340	95	1,062	84	1,139	81	.63	.67	669	763
CONN	77	75	474	399	399	100	805	74	963	74	.92	.98	741	944
GA	89	68	209	232	248	107	598	85	632	87	.82	.80	490	506
ILL	75	128	736	1,122	1,090	97	2,588	74	2,776	69	.69	.83	1,786	2,304
IND 2/	114	115	672	694	725	104	1,815	68	1,927	71	.66	.65	1,198	1,253
IOWA	67	67	396	456	476	104	1,289	74	1,295	69	.67	.71	864	919
MASS	225	230	1,280	1,407	1,416	101	3,183	52	3,125	66	.75	.85	2,387	2,656
MICH	258	260	1,630	2,000	1,957	98	6,078	78	6,440	78	.60	.67	3,647	4,315
MINN	119	106	490	535	530	99	1,699	59	1,613	59	.66	.71	1,121	1,145
MO	66	66	321	334	381	114	965	74	856	78	.69	.76	666	651
N J	147	138	898	771	767	99	2,337	82	2,033	84	.67	.74	1,566	1,504
N Y	356	359	1,922	2,135	2,138	100	4,792	74	5,326	75	.67	.71	3,211	3,781
N C	88	77	330	363	384	106	912	87	740	80	1.00	1.16	912	858
OHIO	335	300	2,602	3,075	3,132	102	8,172	75	9,257	81	.55	.58	4,495	5,369
OREG	58	62	415	381	443	116	1,102	96	1,277	92	.72	.75	793	958
PA	187	193	1,209	1,244	1,308	105	2,756	69	3,126	74	.69	.76	1,902	2,376
TEX 2/	55	59	600	470	470	100	1,301	98	1,111	95	1.17	.91	1,522	1,011
WASH	42	38	409	395	423	107	1,429	80	1,236	80	.63	.69	900	853
WIS	86	84	571	512	536	105	1,731	72	1,710	73	.69	.69	1,194	1,180
TOTAL	2,525	2,524	15,792	17,121	17,422	102	45,193	75	47,127	77	.67	.72	30,487	33,798

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
2/ 1977 REVISED.

TABLE 14. POTTED HYDRANGEAS

STATE	PRODUCERS		PRODUCTION AREA		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE <sup>1/</sup>	
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA	13	83	78	81	52	52	99	98	3.29	3.23	171	168
ARK	3	50	41	41	48	48	100	100	2.10	2.61	122	125
CALIF.	15	279	412	422	355	355	99	100	2.16	2.76	449	980
COLO	16	48	52	50	46	35	95	89	1.98	2.50	91	88
FLA 2/	13	352	524	526	334	420	100	100	2.60	1.94	868	815
GA	26	54	70	75	59	61	94	100	3.04	3.15	179	192
ILL	13	21	16	36	12	17	89	85	3.39	3.71	41	63
IND 2/	13	17	57	93	50	44	91	87	2.58	3.25	129	143
IOWA	15	14	28	12	32	26	97	93	2.16	2.44	69	63
KANS	6	7	47	47	18	152	99	99	3.00	1.24	54	188
MD 3/												
MASS	20	38	46	46	20	23	81	77	3.00	3.40	60	78
MICH	41	39	67	94	66	65	87	83	2.50	2.54	165	165
MO	17	17	141	124	242	256	95	100	1.40	1.39	279	356
N J	27	19	299	259	124	105	95	98	2.32	2.18	288	229
N Y	53	56	179	207	146	270	96	98	2.88	2.30	420	621
N C 2/	30	20	248	253	134	124	100	95	3.00	3.96	402	491
OHIO	46	37	162	169	216	199	97	98	1.96	2.02	423	402
OREG 3/												
PA	30	26	107	70	98	67	78	92	2.61	2.80	256	188
TENN	19	17	75	88	78	95	92	99	2.56	2.53	200	240
TEX	33	33	504	419	308	217	97	99	3.10	3.34	955	725
WASH	9	13	19	55	24	32	88	91	2.08	2.99	50	96
WIS	20	21	29	41	30	24	90	83	3.13	3.67	94	88
UNALL	15	13	66	112	423	505	99	99	.99	1.01	417	512
TOTAL	493	476	2,932	3,243	2,778	3,192	96	98	2.25	2.20	6,242	7,016

<sup>1/</sup> EQUIVALENT WHOLESALE VALUE OF ALL SALES.

<sup>2/</sup> 1977 REVISED.

<sup>3/</sup> MISSING DATA INCLUDED IN UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 15. POTTED LILIES

STATE	PRODUCERS		PRODUCTION AREA		AS % OF		POTS SOLD		PERCENT OF SALES AT		WHOLESALE PRICE		VALUE OF SALES AT	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA	15	17	169	186	110	117	120	98	98	2.96	2.95	346	354	
ARK	6	5	33	32	97	107	86	100	100	1.78	2.50	190	215	
CALIF 2/	24	24	2,189	2,169	99	1,853	1,531	99	99	1.44	1.80	2,668	2,756	
COLO	26	27	118	112	95	199	177	86	95	1.81	1.90	360	336	
CONN	49	48	91	86	95	123	86	85	80	2.60	2.90	370	249	
FLA	15	13	493	572	101	329	352	100	100	2.48	2.36	816	831	
GA	13	9	79	89	113	71	83	99	99	2.43	2.19	173	182	
ILL	54	59	307	300	98	524	380	88	94	2.39	2.57	1,252	977	
IND	49	48	125	128	102	96	98	74	78	2.73	3.03	262	297	
IOWA	38	36	127	144	113	209	191	94	92	2.45	2.63	512	502	
KANS	7	8	11	12	109	15	13	92	89	2.76	2.54	41	33	
MD	22	27	76	76	100	84	104	85	75	2.53	2.62	213	272	
MASS	108	101	295	340	115	322	258	80	73	2.50	3.00	805	774	
MICH 2/	118	116	452	439	97	603	579	91	89	2.33	2.30	1,405	1,332	
MINN	70	64	199	184	92	282	286	85	72	2.49	2.45	702	701	
MO	32	32	183	150	98	265	215	95	99	1.95	2.02	517	434	
N J	79	68	237	192	98	310	226	90	89	2.41	2.80	747	633	
N Y	163	163	296	293	99	345	375	84	86	2.74	2.63	945	986	
N C	27	24	135	140	99	169	234	98	98	2.62	2.70	443	632	
OHIO	145	145	402	427	106	520	567	89	89	2.32	2.26	1,206	1,281	
OREG	13	11	103	98	95	129	151	100	99	1.85	2.18	239	329	
PA	113	114	253	247	98	373	354	72	77	2.32	2.42	865	857	
TENN	26	20	78	78	100	107	107	94	98	2.26	2.50	242	268	
TEX	27	27	226	228	101	296	218	98	99	2.52	2.19	746	477	
VA	20	20	52	50	96	60	72	86	95	2.94	2.99	176	215	
WASH	17	17	144	138	96	193	209	95	98	2.28	2.27	440	474	
WIS	60	59	195	197	101	282	290	85	82	2.32	2.58	654	748	
TOTAL	1,351	1,302	7,080	7,108	100	7,983	7,362	91	91	2.17	2.33	17,285	17,145	

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
2/ 1977 REVISED.

TABLE 16. POTTED POINSETTIAS

STATE	PRODUCERS		PRODUCTION AREA		AS % OF		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE <sup>1/</sup>	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT	1,000 POTS	PERCENT	PERCENT	PERCENT	PERCENT	DOLLARS	DOLLARS	DOLLARS	DOLLARS	1,000 DOLLARS	1,000 DOLLARS
ALA	36	44	527	792	870	110	312	508	98	2.69	2.53	839	1,285	
ARK	9	8	240	229	231	101	217	228	100	2.12	2.38	460	543	
CALIF 2/	56	62	4,339	5,293	5,316	100	3,368	3,531	98	1.81	2.23	6,096	7,874	
COLO	43	44	517	530	533	101	362	389	91	2.62	2.82	948	1,097	
CONN	52	55	343	363	375	103	338	301	84	2.65	3.05	896	918	
FLA	25	26	989	1,219	1,261	103	780	1,029	100	2.40	2.21	1,872	2,274	
GA	61	51	431	570	663	116	352	454	92	2.64	2.22	929	1,008	
ILL	60	84	1,489	1,403	1,421	101	1,166	960	94	2.93	3.07	3,416	2,947	
IND	65	70	530	672	702	104	338	387	77	2.78	2.85	940	1,103	
IOWA	51	54	390	454	441	97	374	397	85	2.68	2.53	1,002	1,004	
KANS	11	14	234	235	266	113	129	131	96	2.54	2.98	328	390	
MD	42	48	570	573	639	112	397	474	85	2.30	2.56	913	1,213	
MASS	139	136	813	1,009	1,041	103	741	750	68	2.05	2.75	1,519	2,063	
MICH	161	160	1,697	2,035	2,058	101	1,244	1,424	85	2.50	2.47	3,110	3,517	
MINN	88	78	542	585	598	102	403	512	84	2.70	2.38	1,088	1,219	
MO	51	51	561	679	693	102	567	468	94	2.29	2.64	1,298	1,236	
N J	94	94	898	1,066	1,068	100	799	935	91	2.03	1.79	1,622	1,674	
N Y	231	232	1,587	1,926	1,973	102	1,157	1,534	85	2.42	2.43	2,800	3,728	
N C	70	61	961	1,569	1,663	106	1,705	1,052	92	2.31	2.66	1,629	2,798	
OHIO	222	215	2,548	2,495	2,606	104	1,955	2,249	88	2.13	2.68	4,164	6,027	
OREG	29	28	526	561	606	108	357	406	99	2.55	2.40	910	974	
PA	153	150	1,388	1,591	1,617	102	1,122	1,248	73	2.54	2.28	2,850	2,845	
TENN	47	49	543	621	630	101	451	692	94	2.39	2.01	1,078	1,391	
TEX	67	68	2,135	1,482	1,567	106	1,149	909	97	3.32	3.06	3,815	2,782	
WASH	35	33	722	862	843	98	499	563	91	2.63	2.54	1,312	1,430	
WIS	78	82	618	738	731	99	546	690	84	2.29	2.12	1,250	1,463	
TOTAL	1,980	1,997	26,138	29,552	30,412	103	19,828	22,221	90	2.37	2.47	47,084	54,803	

<sup>1/</sup> EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
<sup>2/</sup> 1977 REVISED.



TABLE 17. FOLIAGE PLANTS FOR INDOOR OR PATIO USE

STATE	PRODUCERS		PRODUCTION AREA		AS % OF		NET VALUE OF SALES <sup>1/</sup>		PERCENT OF SALES AT WHOLESALE	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT		PERCENT		1,000 DOLLARS		PERCENT	
CALIF <sup>2/</sup>	265	273	20,928	21,640	23,290	108	73,231	86,126	98	98
COLO	57	59	760	717	652	91	5,126	4,134	82	87
FLA <sup>2/</sup>	377	359	79,645	79,031	81,459	103	119,956	124,135	100	100
GA	97	54	372	509	538	106	1,355	1,584	77	66
HAW <sup>2/</sup>	23	41	1,743	2,720	2,892	106	2,262	3,215	90	89
ILL	50	82	723	1,132	1,240	110	6,145	6,015	84	71
MD	37	40	617	944	1,058	112	2,396	2,469	71	73
MASS	112	127	926	927	949	102	5,555	4,970	30	56
MICH	134	160	1,184	1,668	1,658	99	7,122	7,392	48	43
MINN	72	67	372	437	410	94	2,087	1,923	66	70
N J <sup>2/</sup>	76	77	813	818	825	101	5,313	5,810	57	87
N Y	204	238	1,168	1,525	1,578	103	4,646	6,571	85	84
OHIO	157	155	1,735	1,961	2,008	102	11,476	12,969	88	89
OREG <sup>2/</sup>	48	44	800	712	725	102	3,042	3,981	75	73
PA	77	89	1,248	1,251	1,264	101	7,758	7,420	76	83
TEX	93	114	6,644	6,531	7,151	109	17,830	20,284	94	89
TOTAL	1,879	1,979	119,678	122,523	127,697	104	275,300	298,998	92	93

<sup>1/</sup> GROSS VALUE OF SALES LESS COST OF PLANT MATERIALS PURCHASED FROM OTHER GROWERS FOR GROWING ON.  
<sup>2/</sup> 1977 REVISED.

TABLE 18. BEDDING PLANTS--FLOWERING AND FOLIAR TYPES

STATE	PRODUCERS		PRODUCTION AREA		AS % OF		FLATS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1977	1978	1977	1978	1979	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT		PERCENT		1,000 FLATS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF 2/	54	58	6,593	7,755	7,842	101	5,985	5,884	99	99	3.33	3.65	19,930	21,477
COLO	83	93	973	1,077	937	87	469	570	62	58	3.70	4.25	1,735	2,423
CONN	82	78	867	1,017	1,016	100	625	645	80	79	2.90	3.70	1,813	2,387
FLA 2/	15	14	1,110	992	1,181	119	740	813	100	100	2.34	3.73	1,732	3,032
GA	95	66	956	544	734	135	487	339	82	84	3.53	3.80	1,719	1,288
ILL	81	124	1,585	1,448	1,475	102	758	811	67	61	4.46	4.14	3,381	3,358
IND	98	89	575	644	677	105	443	382	42	49	3.73	3.87	1,652	1,478
IOWA	68	67	440	469	479	102	222	176	56	55	4.60	5.30	1,021	933
KANS	12	16	170	206	208	101	78	74	79	69	4.44	5.35	346	396
MD	53	52	796	768	775	101	481	620	79	61	6.42	4.87	3,088	3,019
MASS	201	204	1,174	1,328	1,362	103	963	592	45	41	2.90	3.90	2,793	2,309
MICH 3/	336	319	5,854	6,651	6,864	103	3,583	3,852	85	83	3.05	3.31	10,928	12,750
MINN	132	105	1,271	1,207	1,223	101	628	567	51	63	4.58	4.61	2,876	2,614
MO	67	67	827	724	767	106	432	323	86	74	4.64	5.50	2,004	1,777
N J	90	87	674	751	774	103	360	348	61	55	4.59	4.26	1,652	1,482
N Y	353	354	2,002	2,357	2,452	104	1,268	1,442	64	72	3.74	4.25	4,742	6,129
N C	102	91	578	1,053	1,092	104	350	633	75	79	3.95	4.12	1,383	2,608
OHIO	316	300	4,493	5,938	6,035	102	2,961	3,410	81	83	3.25	3.29	9,623	11,219
OREG	65	60	678	573	601	105	316	317	89	87	4.60	4.85	1,454	1,537
PA	161	172	1,343	1,469	1,500	102	662	756	60	69	4.02	3.89	2,661	2,941
TENN	50	51	458	507	505	100	235	283	88	73	3.75	4.45	881	1,259
TEX 2/	38	47	1,550	1,200	1,260	105	578	743	98	97	3.90	4.83	2,254	3,589
VA	42	40	531	575	619	108	314	322	78	78	4.22	4.58	1,325	1,475
WASH	41	41	832	1,199	1,277	107	433	773	81	85	3.94	3.26	1,706	2,520
WIS	82	81	848	872	931	107	414	598	62	70	4.25	4.70	1,760	2,811
TOTAL	2,717	2,676	37,178	41,324	42,586	103	23,785	25,273	81	82	3.55	3.83	84,459	96,811

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.  
 2/ DOES NOT INCLUDE "OPEN ACREAGE" GROWN OUTDOORS.  
 3/ 1977 REVISED.

TABLE 19. BEDDING PLANTS--VEGETABLE TYPES 1/

STATE	PRODUCERS		PRODUCTION AREA		FLATS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978	1977	1978
	NUMBER		1,000 SQ FT	INTENDED AS % OF 1979	1,000 FLATS	PERCENT	PERCENT	DOLLARS	DOLLARS	1,000 DOLLARS	1,000 DOLLARS	
CALIF 3/	35	44	1,761	1,899	2,474	108	99	2.07	2.74	5,121	4,814	
COLO	77	89	291	249	134	86	63	3.76	4.50	504	725	
CONN	76	75	558	568	363	102	84	2.20	3.60	799	1,138	
FLA 3/	8	9	299	339	184	113	100	2.68	3.74	493	1,017	
GA	61	57	291	197	125	109	75	3.57	3.75	446	424	
ILL	65	119	487	559	251	103	72	3.97	3.43	996	1,118	
IND	96	87	340	333	213	102	43	3.72	3.69	792	635	
IOWA	65	67	248	244	107	98	58	4.15	4.75	444	508	
KANS	13	15	66	86	43	130	70	4.02	5.30	173	180	
MD	46	42	259	257	190	101	71	2.93	2.43	557	450	
MASS	174	177	553	570	369	103	40	2.60	3.80	959	984	
MICH	303	264	2,079	2,061	1,281	99	74	3.25	3.25	3,881	4,020	
MINN	127	99	369	374	282	101	46	3.93	3.59	1,108	675	
MO	61	61	360	371	170	103	80	4.78	5.00	813	860	
N J	76	74	325	240	136	94	54	3.60	3.92	490	674	
N Y	333	316	1,012	1,247	551	107	63	3.84	4.21	2,116	2,741	
N C	99	71	330	435	182	103	77	4.17	3.68	759	1,008	
OHIO	298	261	1,681	1,816	1,087	108	73	3.18	2.97	3,457	3,157	
OREG	57	53	270	295	156	105	87	4.30	4.95	671	683	
PA	131	154	575	673	290	103	67	4.31	4.30	1,250	1,479	
TENN	47	45	327	266	165	100	74	3.59	4.24	592	708	
TEX	32	45	896	888	441	105	94	4.84	4.44	2,134	2,189	
VA	39	38	273	300	134	106	74	4.51	4.23	604	694	
WASH	35	27	300	165	144	101	76	3.95	4.72	569	467	
WIS	79	74	390	334	192	108	61	4.11	4.77	789	1,026	
TOTAL	2,433	2,363	14,211	14,766	9,664	104	79	3.16	3.57	30,517	32,374	

1/ DOES NOT INCLUDE "OPEN ACREAGE" OF VEGETABLE TRANSPLANTS GROWN OUTDOORS FOR USE IN COMMERCIAL VEGETABLE PRODUCTION.

2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.

3/ 1977 REVISED.

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