



COMMERCIAL FLORICULTURE SURVEY  
JANUARY 2001

Form Approved  
O.M.B. Number 0535-0093  
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QID 060099-DC

U.S. Department of Agriculture  
Rm 5805, South Building  
1400 Independence Avenue, S.W.  
Washington, D.C. 20250-2000  
202-720-7017

Dear Reporter:

The Department of Agriculture is conducting its annual Floriculture Survey to collect data on 2000 production. Your cooperation is essential. Completing this survey may help you identify areas of profit and plan for the new growing season. It also will help us accurately estimate floriculture production in your State, and nationally. Your response is voluntary. The information you furnish will be kept confidential, as required by law. Thank you.

Sincerely,

Frederic A. Vogel, Chairperson  
Agricultural Statistics Board

Please make corrections to name, address and Zip Code, if necessary.

INTRODUCTION

1. Did this operation produce any cut flowers, potted flowering plants, potted foliage plants, flowering or foliage hanging baskets, annual bedding plants, herbaceous perennials, cut cultivated florist greens or propagative material during 2000? (Include plants purchased from others and finished by you.)

YES     NO- Please complete the back page and return by mail.

2. Did retail and wholesale sales of floriculture crops (the crops produced or finished by this operation) total \$10,000 or more during 2000?

YES     NO- a. Will retail and wholesale sales for 2001 total \$10,000 or more?

Yes  
 No } → Please turn to page 7.

b. Were sales \$100,000 or more?

Yes - Please review the instructions below and complete the entire questionnaire.  
 NO - Please turn to page 7 and complete sections 8, 9, and 11.

OFFICE USE
002
003
450
451

INSTRUCTIONS

What to Report...

- Report only flowers and plants finished by this operation. Wholesalers or other growers will report finished flowers and plants you purchase from them for immediate resale.
- Report all production whether grown under glass, fiberglass and other rigid plastics, film plastic, shade cloth, natural shade, other shade, or outdoors.
- Report value of sales before deductions for commissions and transportation are made.

How to Report...

- Report your best estimate if exact figures are not available for particular items.

## SECTION 1: CUT FLOWERS

1. Did this operation produce any cut flowers (including those for dried flowers) for sale during 2000?

YES - Please report production below.

NO - Go to Section 2.

CUT FLOWERS	Cut Flower Sales in 2000			
	Retail Sales		Wholesale Sales	
	Quantity Grown and Sold	Total Value of Retail Sales	Quantity Grown and Sold	Total Value of Wholesale Sales
Alstroemeria	<i>Stems</i>		<i>Stems</i>	
Standard Carnations	<i>Stems</i>	710	007 <i>Stems</i>	008
Pompon Chrysanthemums	<i>Bunches</i>	715	037 <i>Bunches</i>	038
Delphinium and Larkspur	<i>Stems</i>		<i>Stems</i>	
Gerbera Daisy	<i>Stems</i>		<i>Stems</i>	
Gladioli	<i>Spikes</i>		<i>Spikes</i>	
Iris	<i>Stems</i>		<i>Stems</i>	
All Lilies	<i>Stems</i>		<i>Stems</i>	
Lisianthus	<i>Stems</i>		<i>Stems</i>	
All Orchids (cut only)	<i>Blooms</i>		<i>Blooms</i>	
All Roses	<i>Stems</i>		<i>Stems</i>	
Snapdragons	<i>Spikes</i>		<i>Spikes</i>	
Tulips (cut only)	<i>Stems</i>		<i>Stems</i>	
All other cut flowers not listed above*				

\* A partial list of all **Other Cut Flowers** includes:

Anthurium	Freesia	Limonium
Asters	Ginger	Protea
Carnation, Miniature	Gypsophila	Statice
Chrysanthemum, Other	Heather	Stephanotis
Daffodil/Narcissus	Leptospermum	Stock
Dried Flowers	Liatris	Sunflower
		Zinnia

## SECTION 2: POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE

1. Did this operation finish and sell any potted flowering plants for indoor or patio use during 2000?

YES - Please report production below.       NO - Go to Section 3.

**INCLUDE:** - Only those plants finished and sold for indoor or patio use and not intended for landscape use.  
- Potted flowering bulbs.

**EXCLUDE:** - Finished plants purchased from others and resold  
- Bedding plants (to be reported in Section 4)  
- Geraniums (to be reported in Section 4)  
- Potted blooming annuals (to be reported in Section 4)  
- Hardy/garden mums (to be reported in Section 3)  
- Flowering hanging baskets (to be reported in Section 4)

Potted flowering plants	Type of container	Retail sales in 2000		Wholesale sales in 2000	
		Number sold	Dollars	Number sold	Dollars
African violet ( <i>Saintpaulia</i> )	Pots less than 5"	056	720	058	060
	Pots 5" or more	057	721	059	235
Azalea, finished florist ( <i>showing color</i> )	Pots less than 5"	070	726	072	074
	Pots 5" or more	071	727	073	237
Chrysanthemum, florist ( <i>Exclude hardy garden mums</i> )	Pots less than 5"	063	722	065	067
	Pots 5" or more	064	723	066	236
Lily, Easter	Pots less than 5"	077	730	079	081
	Pots 5" or more	078	731	080	238
Orchids	Pots less than 5"	701	732	703	705
	Pots 5" or more	702	733	704	706
Poinsettia	Pots less than 5"	091	734	093	095
	Pots 5" or more	092	735	094	240
Roses	Pots less than 5"				
	Pots 5" or more				
Spring Flowering Bulbs (including Tulip, Hyacinths, Daffodils/Narcissus, Other Lilies)	Pots less than 5"				
	Pots 5" or more				
Other Potted Flowering Plants* (Exclude potted blooming annuals to be reported in Section 4.)	Pots less than 5"	098	736	100	102
	Pots 5" or more	099	737	101	241

\* A partial list of all **Other Potted Flowering Plants** includes:

Anthurium (potted)	Christmas pepper	Hydrangea	Gardenia
Begonia	Gerbera daisy (potted)	Primula	Zygocactus
Carnations (potted)	Gloxinia	Cyclamen	Exacum
Christmas cherry	Hibiscus (potted)	Kalanchoe	Regal Pelargonium

### SECTION 3 - HERBACEOUS PERENNIALS

1. Did this operation finish and sell any **HERBACEOUS PERENNIALS** during 2000? **INCLUDE** field grown plants.

**YES** - Complete this **SECTION**.

**NO** - Go to **SECTION 4**.

**EXCLUDE:** Unfinished plants (plug seedlings, cuttings, liners, tissue cultured plantlets, etc.) which should be reported in Section 7.

2. For each type of herbaceous perennial plant grown and sold, report production and sales by type of container.

Herbaceous perennials	Type of container	Retail Sales		Wholesale Sales	
		Units	Dollars	Units	Dollars
<b>Chrysanthemum, hardy/garden</b>	Pots less than 5"				
	Pots 5" or more				
<b>Hosta</b>	Quart (5 1/2 -6")				
	1 gallon				
	2 gallon or larger				
<b>Ornamental grasses</b>	Quart (5 1/2 -6")				
	1 gallon				
	2 gallon or larger				
<b>Other herbaceous perennials*</b>	Quart (5 1/2 -6")				
	1 gallon				
	2 gallon or larger				

\*A partial list of herbaceous perennials includes:

- |                |             |                     |                   |                   |
|----------------|-------------|---------------------|-------------------|-------------------|
| Astilbe        | Coral bells | Ferns, hardy/garden | Phlox             | Salvia, perennial |
| Bleeding heart | Coreopsis   | Iris                | Purple coneflower | Sedum             |
| Columbine      | Dianthus    | Peony               | Rudbeckia         | Veronica          |

### SECTION 4: ANNUAL BEDDING / GARDEN PLANTS

1. Did this operation finish and sell any annual bedding/garden plants during 2000?

**YES** - Complete report production below.

**NO** - Go **SECTION 5**.

**INCLUDE:**

- Annual bedding/garden plants finished and sold by this operation not used in commercial vegetable production.
- Report as **FLATS** when using a common insert (for example: 606, 1204, 1206, 1801, 1803, etc.)
- Report as **POTS** if produced as separate units, including pots produced in shuttle trays, carrier flats, or flats of individual pots.
- Report as **POTS** containers of annuals and mixed annuals such as color bowls, strawberry jars, or combination planters.

**EXCLUDE:**

- Herbaceous perennials (reported in Section 3.)
- Finished bedding/garden plants purchased from others.
- Prefinished plants sold to others for finishing (reported in Section 7.)
- Potted florist Chrysanthemums (reported in Section 2.)
- Transplants used in commercial vegetable production.
- Foliage plants (reported in Section 5.)
- Plugs and propagative material (reported in Section 7.)

2. When reporting flats, please specify size used if not 11" x 22".      880 \_\_\_\_\_ X 881 \_\_\_\_\_

Annual bedding/garden plant	Type of container	Retail Sales		Wholesale Sales	
		Number sold	Total Dollars	Number sold	Total Dollars
Begonia	Flats				
	Pots less than 5"				
	Pots 5" or more				
	Hanging baskets				

**SECTION 4: ANNUAL BEDDING / GARDEN PLANTS**

Annual bedding/garden plant	Type of container	Retail Sales		Wholesale Sales	
		Number sold	Total Dollars	Number sold	Total Dollars
Geraniums (from vegetative cuttings)	Flats				
	Pots less than 5"	140	720	142	720
	Pots 5" or more	141	720	143	720
	Hanging baskets				
Geraniums (from seeds and plug seedings)	Flats				
	Pots less than 5"	147		149	
	Pots 5" or more	148		150	
	Hanging baskets				
New Guinea Impatiens	Flats				
	Pots less than 5"	680		682	
	Pots 5" or more	681		683	
	Hanging baskets				
Impatiens, other ( <i>I. Wallerana</i> )	Flats				
	Pots less than 5"	672		674	
	Pots 5" or more	673		675	
	Hanging baskets				
Marigold	Flats				
	Pots less than 5"				
	Pots 5" or more				
	Hanging baskets				
New Guinea Impatiens	Flats				
	Pots less than 5"	680		682	
	Pots 5" or more	681		683	
	Hanging baskets				
Pansy/Viola	Flats				
	Pots less than 5"				
	Pots 5" or more				
	Hanging baskets				
Petunias	Flats				
	Pots less than 5"	688		690	
	Pots 5" or more	689		691	
	Hanging baskets				
All other flowering and foliar plants <sup>1</sup>	Flats				
	Pots less than 5"	161		163	
	Pots 5" or more	162		164	
Vegetable type bedding plants <sup>2</sup>	Flats				
	Pots less than 5"	154		156	
	Pots 5" or more	155		157	
	Hanging baskets				

<sup>1</sup> A partial list of other annual bedding plants includes:  
 Ageratum  
 Alyssum, sweet  
 Calosia  
 Coleus  
 Combination planter/color bowl  
 Dusty Miller  
 Fuchsia  
 Gazania  
 Gerbera Daisy  
 Nicotiana  
 Portulaca  
 Salvia, annual  
 Snapdragon  
 Verbena  
 Vinca  
 Zinnia  
 Other flowering & foliar annuals

<sup>2</sup> Other Vegetable type bedding plants includes:  
 Broccoli  
 Cabbage  
 Cauliflower  
 Other crucifers  
 Herbs, culinary  
 Peppers, sweet or hot  
 Tomato  
 Other vegetable type bedding plants

## SECTION 5: FOLIAGE PLANTS FOR INDOOR OR PATIO USE (Pots and Baskets)

1. Did this operation sell any potted foliage plants or foliage hanging baskets during 2000 for indoor or patio use?

YES - Please report production below.       NO - Go to Section 6 below.

**INCLUDE:** - Plants grown primarily for their foliage and utilized for interior decoration or patio purposes--- plants may have flowers which are secondary compared with foliage features.  
 - Ivy, cacti, ferns, palms, and succulents, as well as indoor/patio shrubs, trees and vines finished by you.

**EXCLUDE:** - Foliage plants purchased from others, but grown by you for less than 4 weeks before resale.

POTTED FOLIAGE	Total Covered AREA in Production in 2000 (Temporary and Permanent greenhouses and shadehouses)	Total Open AREA in Production in 2000 (Non-covered space for growing foliage)	Total VALUE of Sales of Potted Foliage Plants Grown or "Grown On" in 2000		COST of Unfinished Foliage Plants and Rooted Foliage Cuttings Purchased From Other Growers for "Growing-On" in 2000
			Retail	Wholesale	
			<i>Dollars</i>	<i>Dollars</i>	
POTTED FOLIAGE PLANTS* . . . . .	223 Square Feet	224 Square Feet	225	115	114
FOLIAGE HANGING BASKETS	Foliage Hanging Baskets Grown and Sold in 2000				
	Retail Sales		Wholesale Sales		
	BASKETS Grown and Sold	Total VALUE of Retail Sales <i>Dollars</i>	BASKETS Grown and Sold	Total VALUE of Wholesale Sales (Exclude Retail) <i>Dollars</i>	
FOLIAGE HANGING BASKETS . . . . .	108	780	109	110	

\* A partial list of Foliage Plants includes:

- |                      |                     |                |                                     |
|----------------------|---------------------|----------------|-------------------------------------|
| Aglaonema            | Epipremnum (Pothos) | Hedera (ivy)   | Schefflera (Brassaia or Schefflera) |
| Cacti and succulents | Ferns (potted)      | Palms (potted) | Spathiphyllum                       |
| Dieffenbachia        | Ficus               | Philodendron   | Syngonium (Nepthytis)               |
| Dracaena             |                     |                |                                     |

## SECTION 6: CUT CULTIVATED GREENS

1. Did this operation produce and sell any cut cultivated greens during 2000?

YES - Please report production below.       NO - Go to Section 6.

**INCLUDE:** Quantity grown and sold for export.

CUT CULTIVATED GREENS	Cut Cultivated Green Sales in 2000			
	Retail Sales		Wholesale Sales	
	QUANTITY Grown and Sold	Total VALUE of Retail Sales	QUANTITY Grown and Sold	Total Value of Wholesale Sales (Exclude Retail)
LEATHERLEAF FERNS . . . . .	<i>Bunches</i>	<i>Dollars</i>	<i>Bunches</i>	<i>Dollars</i>
	175	181	176	177
ALL OTHER CUT CULTIVATED GREENS*		180		182

\* A partial list of Other Cut Cultivated Greens includes:

- |                   |                   |                    |
|-------------------|-------------------|--------------------|
| Asparagus         | Eucalyptus        | Liriage/Lily turf  |
| Boxwood           | Hedera/ivy        | Myrtle             |
| Coniferous greens | Holly             | Oregon/Sword ferns |
| Cordylone/TI      | Huckleberry/Salal | Pittosporum        |
|                   |                   | Podocarpus         |

**SECTION 7: PROPAGATIVE FLORICULTURE MATERIAL**

1. Did this operation produce and sell any propagative or unfinished floriculture material during 2000?

YES - Please report sales below.       NO - Go to Section 8.

2. What were the total propagative (unfinished) sales by category?

a. Cut flower material


b. Potted flowering material

c. Annual bedding plant material

d. Herbaceous perennial material

e. Foliage material

f. Cut greens material


**SECTION 8: AREA USED FOR PRODUCTION**

Instructions: Report greenhouse, other covered space, and outdoor land area used for the production of floriculture crops grown by this operation in 2000. [This is your operation area without counting crop turns.]

**INCLUDE:** - Area for production of cut flowers, flowering and foliage plants, annual bedding/garden plants, herbaceous perennials, and cultivated florist greens.  
 - Aisles, walkways, and other production areas.

**EXCLUDE:** - Non-floricultural production areas, such as fruit, vegetable, sod farms and nurseries.  
 - Non-agricultural production areas, such as roads and parking areas.  
 - Production areas used exclusively to produce commercial vegetables.

**NOTE:** The roof covering (glazing) determines the type of greenhouse covering classification. For example, a greenhouse with a glass roof having film polyethylene insulation and fiberglass sides would be considered a glass greenhouse.

1. Of the area used for floriculture production in 2000, how much was in:

- a. glass greenhouses? .....
- b. rigid plastic greenhouses (acrylics, polycarbonates, fiberglass and other rigid plastics)? .....
- c. film plastic greenhouses (single or multi-layer poly)? .....
- d. shade houses (slat, saran, and other covers)? .....

Square Feet	
193	
194	
195	
196	

e. Open ground (including natural shade)? .....

Square Feet	
197	

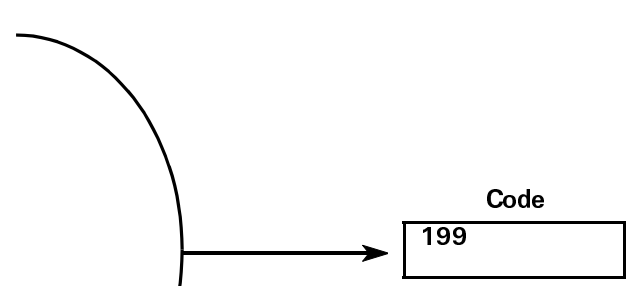
OR

Acres (Nearest Tenth)	
198	

**SECTION 9 - GROSS VALUE OF SALES, AND NUMBER OF HIRED LABOR**

1. What was the gross value of sales for the reported floriculture crops in 2000?  
 (Check sales group and enter code.)

- |                                  | Code                       |
|----------------------------------|----------------------------|
| 1,000 to 9,999 dollars .....     | 1 <input type="checkbox"/> |
| 10,000 to 19,999 dollars .....   | 2 <input type="checkbox"/> |
| 20,000 to 39,999 dollars .....   | 3 <input type="checkbox"/> |
| 40,000 to 49,999 dollars .....   | 4 <input type="checkbox"/> |
| 50,000 to 99,999 dollars .....   | 5 <input type="checkbox"/> |
| 100,000 to 249,999 dollars ..... | 6 <input type="checkbox"/> |
| 250,000 to 499,999 dollars ..... | 7 <input type="checkbox"/> |
| 500,000 to 999,999 dollars ..... | 8 <input type="checkbox"/> |
| 1,000,000 dollars or more .....  | 9 <input type="checkbox"/> |



2. Including paid family members, what was the largest number of floriculture workers on the payroll on any one day in 2000? [Include full-time, part-time workers, hired managers. Exclude workers employed only for the retail operation.] .....

Workers
200

## SECTION 10: CHANGE IN OPERATOR

• [Complete this section only if question 1 on the front page is answered "No".]

1. Has this operation been sold, rented, or turned over to someone else?

Yes [Continue]      No  →

2. Please provide the following information for the operation that has taken over, then go to question 4.

a. What is the name and address of the new operation?

Operation Name: \_\_\_\_\_

Operator Name: \_\_\_\_\_

Address: \_\_\_\_\_

1a. Will this operation produce any cut flowers, potted flowering plants, potted foliage plants, flowering or foliage hanging baskets, bedding plants (annual and perennial), or cut cultivated florist greens during 2001?

Yes     Don't Know     No

[Regardless of answer to above, write a note to explain the situation, then go to Section 9, question 4]

\_\_\_\_\_

\_\_\_\_\_

## SECTION 11: CONCLUSION

1. Are you involved in any additional floriculture or greenhouse operations in this State?

YES Please list name and address of operation(s) in this State:

\_\_\_\_\_

\_\_\_\_\_

NO

2. Does this operation operate any floriculture farms or greenhouses in any other State(s)?

YES Please list name and address of operation(s) in other State(s):

\_\_\_\_\_

\_\_\_\_\_

NO - [Continue]

3. Are your Social Security Number (SSN) and Federal Employer Identification Number (EIN) printed correctly on the mailing label?

YES     NO - To assist in identifying duplication among our lists of floriculture operators, please report your Social Security Number (SSN). If your operation has a federal or State Employer Identification Number (EIN), please provide them. (Disclosure of your SSN is voluntary and is collected under the general authority of Title 7 Section 2204, of the U.S. Code.)



Floriculture Operator Social Security No.	501 ____ - ____ - ____
Federal Employer I.D. No.	502 ____ - ____ - ____
State Employer I.D. No.	503 ____ - ____

4. The Floriculture Crops Summary - 2000 will be released at 3:00 pm on April 27, 2001. It will also be available on the Internet at <http://www.usda.gov/nass/> Would you like to receive a paper copy of the survey results?

YES = 1     NO = 3

5. Reported by: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone Number:(    ) \_\_\_\_\_ Counties of Operation:    ;    ;

OFFICE USE
001
895
896

OFFICE USE					
Respondent	Resp. Code	Euum.	Eval.		
1 - Op/Ptnr	890	1 - Mail	891	892	893
2 - Sp		2 - Tel			
3 - Acct/Bkpr		3 - Int			
4 - Oth		7 - Tr			
5 - Est R		8 - IR			
6 - Est NR		9 - Inac			
S/E N					