



# COMMERCIAL FLORICULTURE SURVEY - January 2012 (for 2011 Production)



**NATIONAL  
AGRICULTURAL  
STATISTICS  
SERVICE**

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Information requested in this survey is used to prepare estimates of selected agricultural commodities. Under Title 7 of the U.S. Code and CIPSEA (Public Law 107-347), facts about your operation are kept **confidential** and used only for statistical purposes in combination with similar reports from other producers. Response is **voluntary**.

## INTRODUCTION

### 1. During 2011, which of the following Floriculture crops did this operation PRODUCE and SELL?

- Foliage plants
- Propagative floriculture material and unfinished plants
- Cut cultivated greens
- Cut flowers
- Potted flowering plants
- Herbaceous perennials
- Annual bedding/garden plants
- None of the above (Please complete Sections 10 and 11 starting on page 11 and return by mail.)

### 2. Did this operation produce and sell \$10,000 or more of these Floriculture crops in 2011?

(Include retail and wholesale sales of crops produced or finished by this operation.)

- YES, go to Item 3.                       NO, continue.

#### a. Will this operation produce and sell \$10,000 or more of these Floriculture crops in 2012?

- YES, complete Sections 8, 9 and 11 starting on page 9.                       NO, complete Sections 8, 9 and 11 starting on page 9.

Office Use
002
003
450
451

### 3. Did this operation produce and sell \$100,000 or more of these Floriculture crops in 2011?

- YES, please review the instructions below and **complete all Sections** of the questionnaire.
- NO, complete Sections 8, 9, and 11 starting on page 9.

## INSTRUCTIONS

### What to Report...

- All production grown under glass, fiberglass and other rigid plastic, film plastic, shade cloth, natural shade, other shade, or outdoors.
- The value of sales before deductions for commissions and transportation are made.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number is 0535-0093. The time required to complete this information collection is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

## SECTION 1

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

**1. Did this operation finish and sell any potted foliage plants or foliage hanging baskets for indoor or patio use during 2011?**

**YES** , continue.       **NO** , go to **SECTION 2**.

**INCLUDE:** - Only those plants **FINISHED** for indoor or patio use and not intended for landscape use.  
 - Plants that have flowers which are secondary compared with foliage features.  
 - Ivy, cacti, ferns, palms, and succulents, etc., as well as indoor/patio shrubs, trees and vines **FINISHED** by you.

**EXCLUDE:** - **UNFINISHED** plants sold to others for further “growing on” to be reported in Section 2.

Foliage Plants*	Total Covered Area in Production in 2011	Total Open Area in Production in 2011	Percent of Total Quantity Grown and Sold (Cells 920 + 921 = 100%)		Sales in 2011	
	Temporary and Permanent greenhouses and shade-houses	Non-covered space for growing foliage	Retail	Wholesale	Total Value of Retail Sales	Total Value of Wholesale Sales
<b>Potted Plants</b>	223 Square Feet	224 Square Feet	920 %	921 %	225 \$	115 \$
<b>Hanging Baskets</b>	<b>Retail Sales in 2011</b>		<b>Wholesale Sales in 2011</b>			
	<b>Number Grown and Sold</b>	<b>Total Value</b>	<b>Number Grown and Sold</b>	<b>Total Value</b>		
	108 Baskets	780 \$	109 Baskets	110 \$		

\*A partial list of Foliage Plants includes: Aglaonema, Aloe Vera, Cacti, Dieffenbachia, Dracaena, Epipremnum (Pothos), tropical Ferns (potted), Ficus, Hedera (ivy), Philodendron, Schefflera (Brassaia), Spathiphyllum, and succulents ,Syngonium (Nephtytis).



**SECTION 2**

**PROPAGATIVE FLORICULTURE MATERIAL, BAREROOT AND UNFINISHED PLANTS**

1. Did this operation produce and sell any propagative floriculture material or unfinished plants during 2011?

YES, continue.       NO, go to SECTION 3.

**INCLUDE:** - Bareroot perennials, cuttings, liners, plug seedlings, prefinished plants, or tissue cultured plantlets.  
- Plants sold to other growers for FURTHER GROWING-ON.

**EXCLUDE:** - FINISHED plants sold to others to be reported in Sections 1, 3, 4, 5, 6, and 7.  
- Seeds, bulbs, tubers, rhizomes, or corms.

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

a. Cut flowers. . . . .	901 \$	d. Herbaceous perennials. .	904 \$
b. Potted flowering plants. . . . .	902 \$	e. Foliage. . . . .	905 \$
c. Annual bedding/garden plants.	903 \$	f. Cut cultivated greens. . .	906 \$

**SECTION 3**

**CUT CULTIVATED GREENS**

1. Did this operation produce and sell any cut cultivated greens during 2011?

YES, continue.       NO, go to SECTION 4.

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

Cut Cultivated Greens	Retail Sales in 2011		Wholesale Sales in 2011	
	Number Grown and Sold	Total Value	Number Grown and Sold	Total Value
Leatherleaf Ferns	175  Bunches	781  \$	176  Bunches	177  \$
All Other Cut Cultivated Greens*	Percent of Total Quantity Grown and Sold (Cells 923 + 924 = 100%)		Sales in 2011	
	Retail	Wholesale	Total Value of Retail Sales	Total Value of Wholesale Sales

	923	924	907	182
		%	%	\$
			\$	\$

\*A partial list of All Other Cut Cultivated Greens includes : Asparagus fern, Coniferous evergreens, Cordyline/TI, Eucalyptus, Hedera/Ivy, Holly, Huckleberry/Salal, Myrtle, Oregon/Sword Ferns, Pittosporum, and Podocarpus.

**SECTION 4 CUT FLOWERS**

**1. Did this operation produce and sell any cut flowers during 2011?**

**INCLUDE:** those for dried flowers.

**YES**, continue.  **NO**, go to **SECTION 5**.

Cut Flowers	Retail Sales in 2011		Wholesale Sales in 2011	
	Number Grown and Sold	Total Value	Number Grown and Sold	Total Value
<b>Alstroemeria</b>	452 Stems	453 \$	454 Stems	455 \$
<b>Standard Carnations</b>	006 Stems	710 \$	007 Stems	008 \$
<b>Pompon Chrysanthemums</b>	036 Bunches	715 \$	037 Bunches	038 \$
<b>Delphinium and Larkspur</b>	456 Stems	457 \$	458 Stems	459 \$
<b>Gerbera Daisies</b>	460 Stems	461 \$	462 Stems	463 \$
<b>Gladioli</b>	046 Spikes	716 \$	047 Spikes	048 \$
<b>Iris</b>	464 Stems	465 \$	466 Stems	467 \$
<b>All Lilies</b> (Asiatic, Oriental, Others)	468 Stems	469 \$	470 Stems	471 \$
<b>Lisianthus</b>	472 Stems	473 \$	474 Stems	475 \$
<b>All Orchids cut only</b>	476 Blooms	477 \$	478 Blooms	479 \$
<b>All Roses cut only</b> (Hybrid Tea, Sweetheart, Spray-types)	480 Stems	481 \$	482 Stems	483 \$
<b>Snapdragons</b>	484 Spikes	485 \$	486 Spikes	487 \$
<b>Tulips cut only</b>	488 Stems	489 \$	490 Stems	491 \$
<b>All Other Cut Flowers*</b>	<b>Percent of Total Quantity Grown and Sold (Cells 493 + 494 = 100%)</b>		<b>Sales in 2011</b>	
	<b>Retail</b>	<b>Wholesale</b>	<b>Total Value of Retail Sales</b>	<b>Total Value of Wholesale Sales</b>
	493 %	494 %	492 \$	053 \$

\*A partial list of All Other Cut Flowers includes: Anthurium, Aster, Carnation (miniature), Chrysanthemum (other), Daffodil/Narcissus, Dried Flowers, Freesia, Ginger, Gypsophila, Heather, Leptospermum, Liatris, Limonium, Protea, Statice, Stephanotis, Stock, Sunflower, and Zinnia.

**SECTION 5**

**POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE**

**1. Did this operation finish and sell any potted flowering plants or potted flowering bulbs for indoor or patio use during 2011?**

**YES**, continue.       **NO**, go to **SECTION 6**.

**EXCLUDE:** - Plants intended for landscape use.  
 - Finished plants purchased from others and resold.  
 - Sales as bulbs.  
 - Hardy/garden mums to be reported in Section 6.  
 - Bedding plants, geraniums, potted blooming annuals, or flowering hanging baskets to be reported in Section 7.  
 - Caladium to be reported in Section 7.

Potted Flowering Plants	Type of Container	Retail Sales in 2011		Wholesale Sales in 2011	
		Number Sold	Total Value	Number Sold	Total Value
<b>African Violets</b>	Pots less than 5"	056	720 \$	058	060 \$
	Pots 5" or more	057	721 \$	059	235 \$
<b>Azaleas, finished florist</b> Showing color	Pots less than 5"	070	726 \$	072	074 \$
	Pots 5" or more	071	727 \$	073	237 \$
<b>Chrysanthemums, florist</b> Exclude hardy/garden garden mums to be reported in Section 6.	Pots less than 5"	063	722 \$	065	067 \$
	Pots 5" or more	064	723 \$	066	236 \$
<b>Lilies, Easter</b>	Pots less than 5"	077	730 \$	079	081 \$
	Pots 5" or more	078	731 \$	080	238 \$
<b>All Orchids potted</b>	Pots less than 5"	701	732 \$	703	705 \$
	Pots 5" or more	702	733 \$	704	706 \$
<b>Poinsettias</b>	Pots less than 5"	091	734 \$	093	095 \$
	Pots 5" or more	092	735 \$	094	240 \$
<b>Roses, florist potted</b>	Pots less than 5"	561	562 \$	563	564 \$
	Pots 5" or more	565	566 \$	567	568 \$
<b>Spring Flowering Bulbs</b> (Plants grown from bulbs including Tulips, Hyacinths, Daffodils/ Narcissus, Other Lilies, etc.)	Pots less than 5"	569	570 \$	571	572 \$
	Pots 5" or more	573	574 \$	575	576 \$
<b>All Other Potted Flowering Plants*</b> (Exclude potted blooming annuals to be reported in Section 7.)	Pots less than 5"	083	736 \$	085	102 \$
	Pots 5" or more	084	737 \$	101	241 \$

\*A partial list of All Other Potted Flowering Plants includes: Anthurium (potted), Begonia, Carnations (potted), Christmas cherry, Christmas pepper, Cyclamen, Exacum, Gardenia, Gloxinia, Hibiscus (potted), Hydrangea, Kalanchoe, Primula, Regal Pelargonium, and Zygocactus.

**SECTION 6**

**POTTED HERBACEOUS PERENNIALS**

1. Did this operation finish and sell any potted hardy/garden Chrysanthemums, Hostas, or Other Potted Herbaceous perennials during 2011?

YES, continue.  NO, go to SECTION 7.

**INCLUDE:** – Field and container grown plants.

**EXCLUDE:** – Cuttings, liners, plug seedlings, bare root **herbaceous** perennials, prefinished plants or tissue cultured plantlets to be reported in Section 2.

Potted Herbaceous Perennials	Type of Container	Retail Sales in 2011		Wholesale Sales in 2011	
		Number Sold	Total Value	Number Sold	Total Value
	Pots less than 5"	800	801 \$	802	803 \$
<b>Chrysanthemums, hardy/garden</b>	Pots 5" or more	804	805 \$	806	807 \$
	Less than 1 gal.	808	809 \$	810	811 \$
<b>Hostas</b>	1 gal. up to 2 gal.	812	813 \$	814	815 \$
	2 gal. or larger	816	817 \$	818	819 \$
	Less than 1 gal.	832	833 \$	834	835 \$
<b>All Other Potted Herbaceous Perennials*</b>	1 gal. up to 2 gal.	836	837 \$	838	839 \$
	2 gal. or larger	840	841 \$	842	843 \$

\* A partial list of All Other Potted Herbaceous Perennials includes: Astilbe, Bleeding heart, Columbine, Coral bell, Coreopsis, Daylily, Dianthus, Fern (hardy/garden), Iris, Peony, Phlox, Purple coneflower, Rudbeckia, Salvia (perennial), Sedum, and Veronica.

**SECTION 7 ANNUAL BEDDING/GARDEN PLANTS**

**1. Did this operation finish and sell any annual bedding/garden plants during 2011?**

**YES**, continue.  **NO**, go to **SECTION 8**.

**INCLUDE:** -Annual bedding/garden plants finished and sold by this operation not used in commercial vegetable and strawberry production.

**EXCLUDE:** -Finished bedding/garden plants purchased from others and resold.  
 -Transplants used in commercial vegetable and strawberry production.  
 -Foliage plants to be reported in Section 1.  
 -Plugs and propagative material to be reported in Section 2.  
 -Prefinished plants sold to others for finishing to be reported in Section 2.

880 \_\_\_\_\_ Inches X 881 \_\_\_\_\_ Inches

**2. Report flat size used if NOT 10" x 20" to 11" x 22"**

**REPORT AS:** -FLATS when using a common insert (for example: 606, 1204, 1206, 1801, 1803, etc.)  
 -POTS if produced as separate units, including pots produced in shuttle trays, carrier flats, or flats of individual pots.  
 -POTS containers of annuals and mixed annuals such as color bowls, strawberry jars, or combination planters.

Annual Bedding/ Garden Plants	Type of Container	Retail Sales in 2011		Wholesale Sales in 2011	
		Number Sold	Total Value	Number Sold	Total Value
<b>Begonias</b>	Flats	577	578 \$	579	580 \$
	Pots less than 5"	581	582 \$	583	584 \$
	Pots 5" or more	585	586 \$	587	588 \$
	Hanging baskets	589	590 \$	591	592 \$
<b>Geraniums</b> from vegetative cuttings	Flats	910	911 \$	912	913 \$
	Pots less than 5"	140	762 \$	142	144 \$
	Pots 5" or more	141	763 \$	143	243 \$
	Hanging baskets	914	915 \$	916	917 \$
<b>Geraniums</b> from seeds and plug seedlings	Flats	844	845 \$	846	847 \$
	Pots less than 5"	147	764 \$	149	151 \$
	Pots 5" or more	148	765 \$	150	244 \$
	Hanging baskets	848	849 \$	850	851 \$
<b>New Guinea Impatiens</b>	Flats	637	741 \$	638	639 \$
	Pots less than 5"	680	766 \$	682	684 \$
	Pots 5" or more	681	767 \$	683	685 \$
	Hanging baskets	659	747 \$	660	661 \$

**ANNUAL BEDDING/GARDEN PLANTS (continued on next page)**



**SECTION 7**

**ANNUAL BEDDING/GARDEN PLANTS (continued)**

Annual Bedding/ Garden Plants	Type of Container	Retail sales in 2011		Wholesale Sales in 2011	
		Number Sold	Total Value	Number Sold	Total Value
<b>Impatiens, other</b>	Flats	632	742 \$	633	634 \$
	Pots less than 5"	672	768 \$	674	676 \$
	Pots 5" or more	673	769 \$	675	677 \$
	Hanging baskets	655	748 \$	656	657 \$
<b>Marigolds</b>	Flats	852	853 \$	854	855 \$
	Pots less than 5"	856	857 \$	858	859 \$
	Pots 5" or more	860	861 \$	862	863 \$
	Hanging baskets	864	865 \$	866	867 \$
<b>Pansies/Violas</b>	Flats	868	869 \$	870	871 \$
	Pots less than 5"	872	873 \$	874	875 \$
	Pots 5" or more	876	877 \$	878	879 \$
	Hanging baskets	884	885 \$	886	887 \$
<b>Petunias</b>	Flats	642	743 \$	643	644 \$
	Pots less than 5"	688	770 \$	690	692 \$
	Pots 5" or more	689	771 \$	691	693 \$
	Hanging baskets	663	749 \$	664	665 \$
<b>All Other Flowering and Foliar Plants<sup>1/</sup></b>	Flats	123	744 \$	124	125 \$
	Pots less than 5"	154	772 \$	156	158 \$
	Pots 5" or more	155	773 \$	157	245 \$
	Hanging baskets	104	750 \$	105	106 \$
<b>Vegetable Type Bedding Plants for home use<sup>2/</sup>  (exclude transplants for commercial production )</b>	Flats	128	745 \$	129	130 \$
	Pots less than 5"	161	774 \$	163	165 \$
	Pots 5" or more	162	775 \$	164	246 \$

1/ A partial list of All Other Flowering/Foliar Plants includes: Ageratum, Alyssum (sweet), Caladium, Celosia, Coleus, Combination planter/color bowl, Dusty Miiller, Fuchsia, Gazania, Nicotiana, Portulaca, Salvia (annual), Snapdragon, Verbena, Vinca, Zinnia.

2/ Vegetable Type Bedding Plants include: Broccoli, Cabbage, Cauliflower, Other Crucifers, Herbs (culinary), Pepper (sweet & hot), Tomato and others.



**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 2011. [*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, cultivated florist greens, and propagative floriculture material.
  - Aisles, walkways and other production areas.

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

**NOTE:** The roof covering (*glazing*) determines the greenhouse 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 2011, how much was in:**

**Square Feet**

- 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)? .....

247
184
185
186

**Square Feet**

**Acres  
(Nearest Tenth)**

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

882
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**OR**

187
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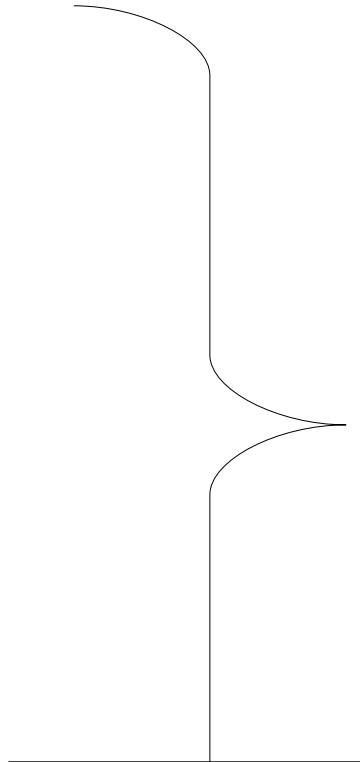
**SECTION 9**

**GROSS VALUE OF SALES AND NUMBER OF HIRED WORKERS**

**1. What was the total gross value of sales for the reported floriculture crops in 2011?**

Check sales group.

- 0 to 999 dollars ..... 99
- 1,000 to 9,999 dollars ..... 1
- 10,000 to 19,999 dollars ..... 2
- 20,000 to 24,999 dollars ..... 3
- 25,000 to 39,999 dollars ..... 4
- 40,000 to 49,999 dollars ..... 5
- 50,000 to 99,999 dollars ..... 6
- 100,000 to 249,999 dollars ..... 7
- 250,000 to 499,999 dollars ..... 8
- 500,000 to 999,999 dollars ..... 9
- 1,000,000 dollars or more ..... 10



<b>Office Use</b>
899

**2. What was the largest number of workers on the payroll on any one day in 2011?**

**INCLUDE:** - Full-time, part-time workers, hired managers, and PAID family members.

**EXCLUDE:** - Workers employed only for the retail operation, those working as landscapers, and non-paid family members.

None

<b>Workers</b>
898



**SECTION 10**

**CHANGE IN OPERATOR**

Complete this section only if this operation did NOT produce any commercial floriculture products in 2011:  
item 1 on the front page is checked "None".

**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 SECTION 11, ITEM 3.**

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

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

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

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), cut cultivated florist greens, propagative material or unfinished plants during 2012?

**YES**     **DON'T KNOW**     **NO**

[Regardless of answer to above, write a note to explain the situation, then go to **SECTION 11, ITEM 3.**]

\_\_\_\_\_



**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: \_\_\_\_\_

**1a. Did you include the production from the additional operation(s) in this report?**  **YES**  **NO**

**NO**, continue.

**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.

**2a. Did you include the production from the additional operation(s) in this report?**  **YES**  **NO**

**3. Survey Results:** To receive the complete results of this survey on the release date, go to [www.nass.usda.gov/results/](http://www.nass.usda.gov/results/)

Would you rather have a brief summary sent to you at a later date?  Yes  No

99

**4. Reported by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Telephone Number:** ( ) \_\_\_\_\_

**Counties of Operation** \_\_\_\_\_  
\_\_\_\_\_

**Thank You.**

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Respondent Name: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

9910 MM DD YY  
Date:

Response	Respondent	Mode	Enum.	Eval.	Change	Office Use for POID								
1-Comp	9901	1-Op/Mgr	9902	1-Mail	9903	098	100	785	921	789				
2-R		2-Sp		2-Tel										
3-Inac		3-Acct/Bkpr		3-Face-to-Face										
4-Office Hold		4-Partner		4-CATI										
5-R – Est		9-Oth		5-Web										
6-Inac – Est				6-e-mail										
7-Off Hold – Est				7-Fax										
8-Known Zero				8-CAPI						407	408	9906	9916	
				10-Other										

S/E Name