



United States Department of Agriculture
National Agricultural Statistics Service



September 13, 2018

Becky Roberts, Director
Floral and New Initiatives
Produce Marketing Association

Dear Ms. Roberts,

Thank you for your letter of support and suggestions regarding the reinstatement of the Commercial Floriculture Survey. NASS has been working to improve the quality and relevance of the data collected from the major floriculture producing States while minimizing respondent burden where possible.

Due to budget constraints, NASS is not able to return to surveying the 36 largest floriculture producing States on an annual basis. However, in January 2020 NASS plans to conduct the Horticultural Census, which will include all 50 States.

The most significant program change that will be made to the upcoming annual survey will involve the States that are included in the survey. The 17 States that will be included in the program in this renewal request are: Alaska, California, Colorado, Connecticut, Florida, Illinois, Michigan, Ohio, Oregon, New Jersey, New York, North Carolina, Pennsylvania, Texas, Virginia, Washington, and Wisconsin. New to this program are the States of Alaska, Colorado, Connecticut, Virginia, and Wisconsin. Dropped from the federally funded program are Hawaii, Maryland, and South Carolina. The 17 States that are included in the target population account for approximately 80% of the combined total of floriculture production and sales in the United States (2014 Horticulture Census).

In addition, NASS has been contacted by the States of Arizona, Hawaii and Maryland about doing a reimbursable survey through a cooperative agreement with each State. These three State surveys will be included in the OMB approval request.

Based on the 2014 Census of Horticulture, there were several changes recommended to the plant materials that are included in the 2018 survey.

Annual Bedding Plants

The top 8 crops represent 77.2% of the category total and are recommended for inclusion.

Crops recommended to be **dropped**: Geraniums (from seeds/seedlings)

Crops recommended to be **added**: None

Cut Flowers

The top 12 crops represent 66.8% of the category total and are recommended for inclusion.

Crops recommended to be **dropped**: Alstroemeria, Carnation, Delphinium (Larkspur), and Lisianthus

Crops recommended to be **added**: Dahlia, Peony, Sunflowers

Herbaceous Perennials

The top 4 crops (plus Peonies) represent 68.9% of the category total and are recommended for inclusion.

Even though peonies are ranked lower, they are included due to the Alaska mandate.

Crops recommended to be **dropped**: None

Crops recommended to be **added**: Daylily, Ferns (Hardy/Garden), Peony

Potted Flowering Plants

The top 6 crops represent 67.2% of the category total and are recommended for inclusion.

Crops recommended to be **dropped**: African Violets, Azalea

Crops recommended to be **added**: None

Foliage Plants, Cut Cultivated Greens, and Propagative Materials

No changes were made.

We will keep you informed of any future modifications.

Again, many thanks!

Sincerely,



Kevin L. Barnes,
Associate Administrator
National Agricultural Statistics Service
United States Department of Agriculture