

NASS Programs

2024 Commercial Floriculture Survey

About the Survey

USDA's National Agricultural Statistics Service (NASS) conducts the Commercial Floriculture Survey to collect data on floriculture production, area of production, prices and sales of floriculture commodities, and number of agricultural workers per farm.

The results of the survey provide a critical decision-making and educational tool for growers, consumers, international buyers, and USDA and other policymakers. NASS will publish the survey findings May 2024 in the NASS Quick Stats database at quickstats.nass.usda.gov. Highlights from the data will be available. Visit nass.usda.gov/go/Floriculture for more information.

Response Confidentiality

All information NASS collects in this survey will be kept strictly confidential, as required by federal law. The results of this survey will be available in aggregate form only, ensuring that no individual operation or producer can be identified.

How NASS Collects Data

In December, NASS will mail the Commercial Floriculture Survey questionnaire to growers in all 50 states, covering all commercial floriculture operations that produce and sell at least \$10,000 a year of fresh cut flowers, potted flowering plants, foliage plants, annual bedding and garden plants, potted herbaceous perennials, cut cultivated florist greens, and propagative (unfinished) floriculture material.

Producers who receive the survey may respond in either of the following ways:

- **Online** – Producers can respond online at www.agcounts.usda.gov. Responding online is easy, cost-effective and secure. To get started, all you need is your identification number, which is included on your survey form.
- **By mail or fax** – Producers can respond by filling out their paper survey and returning it by mail or fax.

A NASS representative will contact producers who do not respond to offer the option of a telephone or personal interview.

Who Uses The Information

The floriculture industry changes as new technologies and research result in new production practices and products. These survey findings will help various industry segments make plans for the future and gauge trends, value, and impact.

- Decision makers use the data to measure the economic impact of the industry, which is helping make a contribution to farm incomes and to the gross domestic product.
- Growers use the information to identify market trends and future needs, to compare how they are doing relative to others, and to make their business plans.
- Analysts and industry researchers rely on the data when submitting proposals and requests for funding.
- Industry representatives and others rely on the data in trade negotiations and in resolving cases about unfair trade practices.

October 2023

