



News Release

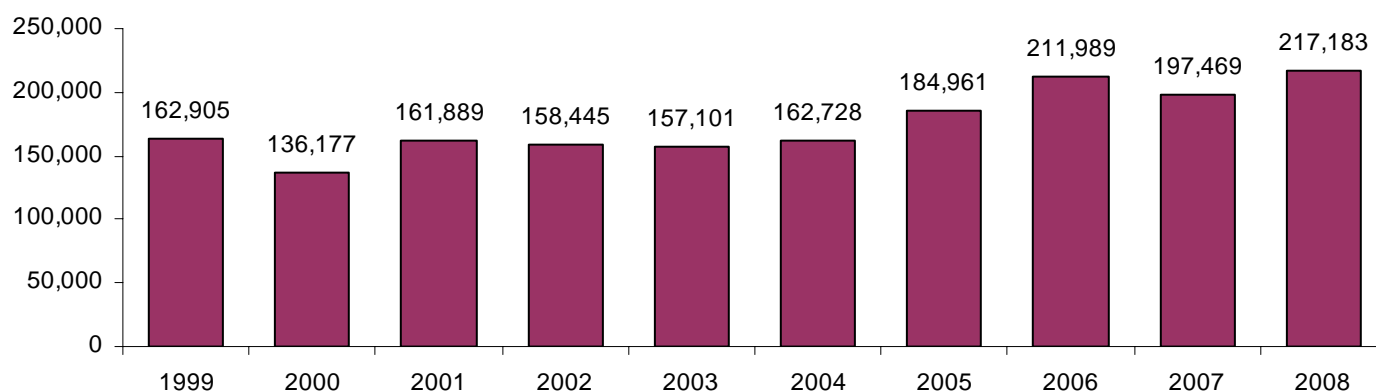
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SELECTED NORTH CAROLINA FLORICULTURE CROPS VALUE UP

The total 2008 wholesale value of floriculture crops for **North Carolina** producers with \$10,000 or more in sales is estimated at \$217.2 million, up 10% from 2007. North Carolina floriculture sales ranked 5th in the nation, behind California, Florida, Michigan, and Texas. A total of 330 growers reported 20.2 million square feet of covered area and 796 acres of outdoor production. The wholesale value of the selected floriculture crops surveyed with \$100,000 or more sales totaled \$207.7 million in 2008, up 11% from 2007.

Wholesale Value of Sales for North Carolina Operations with \$10,000+ Sales¹
(Thousand Dollars)



¹ Wholesale value of sales as reported by operations with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for operations with sales below \$100,000. The value of sales for producers below the \$100,000 level was estimated by multiplying the number of producers in each size group by the mid-point of the sales range.

BEDDING/GARDEN PLANTS accounted for \$114.8 million of the overall sales, up 11% from the 2007 value. Potted bedding plants sales increased 2% in 2008, totaling \$47.9 million. Flowering hanging baskets sales were up 9%, at \$23.1 million. Flats of bedding plants totaled \$43.8 million, up 25% from 2007.

POTTED FLOWERING PLANTS accounted for \$41.2 million of the total wholesale value, up 19% from the 2007 value. Poinsettias sales at \$17.9 million were generated from 4.6 million pots of all sizes. Potted chrysanthemums were down 10% in 2008 with wholesale value of \$3.3 million from 683 thousand pots.

HERBACEOUS PERENNIAL PLANTS accounted for \$35.0 million of the total value, down 8% from the 2007 value. Potted hardy/garden chrysanthemums were down 16% in 2008 with wholesale value of \$16.2 million generated from 8.3 million pots of all sizes. Sales of other herbaceous perennials, including hosta, were up 1%, at \$18.8 million.

FOLIAGE HANGING BASKETS AND POTTED FOLIAGE had a wholesale value of sales of \$10.6 million in 2008. The value of foliage hanging baskets increased 150% to \$6.3 million. The wholesale value of sales for potted foliage in 2008 was \$4.3 million, up 57% from previous year.

CUT FLOWER total wholesale value was \$2.9 million, a 17% decrease from 2007. The value of wholesale sales for cut snapdragons was \$395 thousand in 2008, down 28% from 2007. Value of wholesale sales for cut lilies decreased 18% from the previous year to \$924 thousand.

The **United States** 2008 wholesale value of floriculture crops is down 2% from the revised 2007 valuation. The total crop value at wholesale for the 15-State program for all growers with \$10,000 or more in sales is estimated at \$4.22 billion for 2008, compared with \$4.32 billion for 2007. The number of growers for 2008, at 7,189, is down 3% in the 15 states compared with the revised 2007 count of 7,387. The number of growers with sales of \$100,000 or more dropped 5% to 2,967 for 2008 from 3,136 in 2007.

SELECTED FLORICULTURE CROPS: QUANTITY SOLD AND WHOLESALE VALUE

CROP	UNIT	Total Quantity Sold		Percent Change	Wholesale Value ¹		Percent Change
		2007	2008		2007	2008	
TOTAL VALUE OF REPORTED CROPS For operations with \$100,000+ sales		Thousand			Thousand Dollars		
		-	-	-	187,110	207,727	+11
TOTAL VALUE OF REPORTED CROPS For operations with \$10,000+ sales		-	-	-	197,469	217,183	+10
BEDDING/GARDEN PLANTS							
Impatiens	Flats	458	616	+34	3,985	4,922	+24
Petunias	Flats	350	578	+65	3,157	4,930	+56
Vegetable Type Bedding Plants	Flats	132	157	+19	1,546	1,749	+13
Begonia	Flats	352	422	+20	2,893	3,300	+14
Marigold	Flats	291	343	+18	2,316	2,651	+14
Pansy/Viola	Flats	1,300	1,560	+20	11,349	13,697	+21
Other Plants in Flats ²	Flats	970	1,436	+48	9,723	12,577	+29
Potted Geraniums (Cutting)	Pots	2,120	1,972	-7	6,915	8,306	+20
Potted Geraniums (Seed)	Pots	938	1,014	+8	742	972	+31
New Guinea Impatiens	Pots	1,050	894	-15	2,405	3,949	+64
Other Potted Flowering Plants ³	Pots	21,236	21,200	-0	36,789	34,636	-6
Hanging Baskets, Flowering ⁴	Baskets	3,927	4,604	+17	21,173	23,111	+9
Total Bedding/Garden Plants		33,124	34,796	+5	102,993	114,800	+11
POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE							
Poinsettias	Pots	4,799	4,622	-4	15,217	17,902	+18
Chrysanthemums (Florist)	Pots	940	683	-27	3,660	3,282	-10
Lilies, Easter	Pots	302	465	+54	1,454	2,158	+48
Finished Florist Azaleas	Pots	89	99	+11	797	849	+7
Other Flowering Plants ⁵	Pots	5,038	4,881	-3	13,442	17,039	+27
Total Potted Flowering Plants		11,168	10,750	-4	34,570	41,230	+19
HERBACEOUS PERENNIALS							
Potted Hardy/Garden Chrysanthemums	Pots	8,555	8,338	-3	19,343	16,180	-16
Other Herbaceous Perennials ⁶	Pots	8,523	5,796	-32	18,665	18,819	+1
Total Potted Herbaceous Perennials		17,078	14,134	-17	38,008	34,999	-8
FOLIAGE FOR INDOOR OR PATIO USE							
Potted Foliage		-	-	-	2,744	4,302	+57
Foliage Hanging Baskets	Baskets	468	1,117	+139	2,513	6,289	+150
Total Foliage		-	-	-	5,257	10,591	+101
Total Cut Flowers ⁷		6,428	4,275	-33	3,429	2,857	-17
Total Propagative Sales ⁸		-	-	-	-	-	-

¹ Equivalent wholesale value of all sales for operations with \$100,000+ sales.

² Includes Geraniums, New Guinea Impatiens and Other Flowering or Foliar Type Bedding Plants.

³ Includes Impatiens, Petunias, Pansy/Viola, Begonia, Marigold, Vegetable and Other Potted Plants.

⁴ Includes Geraniums, Impatiens, New Guinea Impatiens, Petunias, Begonia, Marigold Pansy/Viola and Other Flowering Hanging Baskets.

⁵ Includes African Violets, Florist Roses, Orchids, Spring Flowering Bulbs and Other Flowering Potted Plants.

⁶ Includes Ferns (hardy/garden), Hosta, Iris, Peony, and Other Herbaceous Perennials.

⁷ Includes Chrysanthemums, Lilies, Orchids, Roses and Other Cut Flowers.

⁸ Not published to avoid disclosure of individual operations.