

GT in Brief

A Geographic Look at Floriculture Sales

Total Floriculture Sales (\$1,000s)
2019 Census of Horticultural Specialties

State	Sales (\$1,000s)
Washington	\$88,593
Oregon	\$128,889*
Montana	\$12,648*
North Dakota	\$2,429
Minnesota	\$97,166*
Wisconsin	\$122,320*
Michigan	\$425,877
Vermont	\$12,534
Maine	\$16,445
New Hampshire	\$34,491
Massachusetts	\$74,648*
Rhode Island	\$4,421
Connecticut	\$145,491
New York	\$148,667
Pennsylvania	\$148,028
New Jersey	\$229,953*
Delaware	\$2,971*
Maryland	\$113,951
West Virginia	\$12,555*
Virginia	\$154,471
North Carolina	\$202,374
South Carolina	\$86,240*
Georgia	\$60,741*
Florida	\$1,027,064
Alabama	\$80,148
Mississippi	\$7,974
Louisiana	\$13,727*
Arkansas	\$25,046*
Oklahoma	\$23,421
Texas	\$161,978
New Mexico	\$8,233*
Arizona	\$24,884*
Utah	\$74,080*
Nevada	\$5,540*
Wyoming	\$6,953*
South Dakota	\$15,911*
Nebraska	\$10,028*
Kansas	\$27,535
Colorado	\$78,239*
Iowa	\$61,579
Illinois	\$70,917*
Indiana	\$59,356
Ohio	\$220,848
Kentucky	\$14,210*
Tennessee	\$55,545
Missouri	\$42,913*

Legend:

- Top Ten States
- States 11 to 20
- States 21 to 30
- States 31 to 40
- States 41 to 50

Every five years, the U.S. Department of Agriculture's National Agricultural Statistics Service conducts a Census of Horticultural Specialties. The 2019 Census data were just released in mid-December and here are results for floriculture sales. Several things stand out: 1) Top states tend to hover around population centers, with several northeastern states accounting for the biggest block of production and the Great Lake states (New York, Pennsylvania, Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota) collectively accounting for more sales dollars than even California, our No. 1 state; 2) the rankings on the map look surprisingly different than one might expect, largely the result of significant floriculture crops space diverting to cannabis production in recent years; 3) the range of sales values is dramatic, with two states, #1 California and #2 Florida, both registering over \$1 billion in sales, and two states, #49 Delaware and #50 North Dakota, both coming in at less than \$3 million (but still more

than \$2.4 million each).

The map, much like the Census, is a snapshot of a point in time. The 2020 sales data would look remarkably different because of the surge in sales most operations experienced as a result of COVID-19. Still, the 2019 data reveal the concentration of our industry's sales into a group of top states, with the realization that even smaller states do have an industry measured in the millions of dollars at the wholesale (or farm gate) level. These two extremes speak both to the sales power of certain growers who sell to those who reach the masses and the importance of other producers that are needed to present our industry's product opportunities to those who might be in less-populated locales. **GT**