Floriculture Trends In The Upper Midwest

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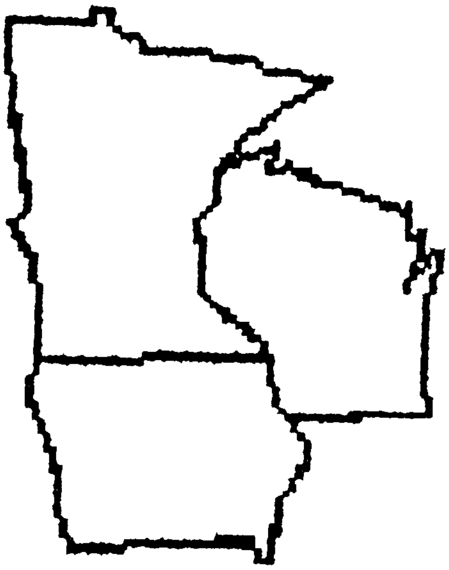
<u>I. National Trends:</u>
The wholesale value of the 28 largest domestic floriculture crops increased 10% in value during 1990. All major floriculture commodity groups increased in their wholesale value (Table 1).



I. <u>General Overview:</u> This year continued a steady increase in value of all of the floriculture commodity groups which has occurred since 1988 (Figure 1). The greatest increase in wholesale value occurred in the wholesale value of potted and bedding plants.

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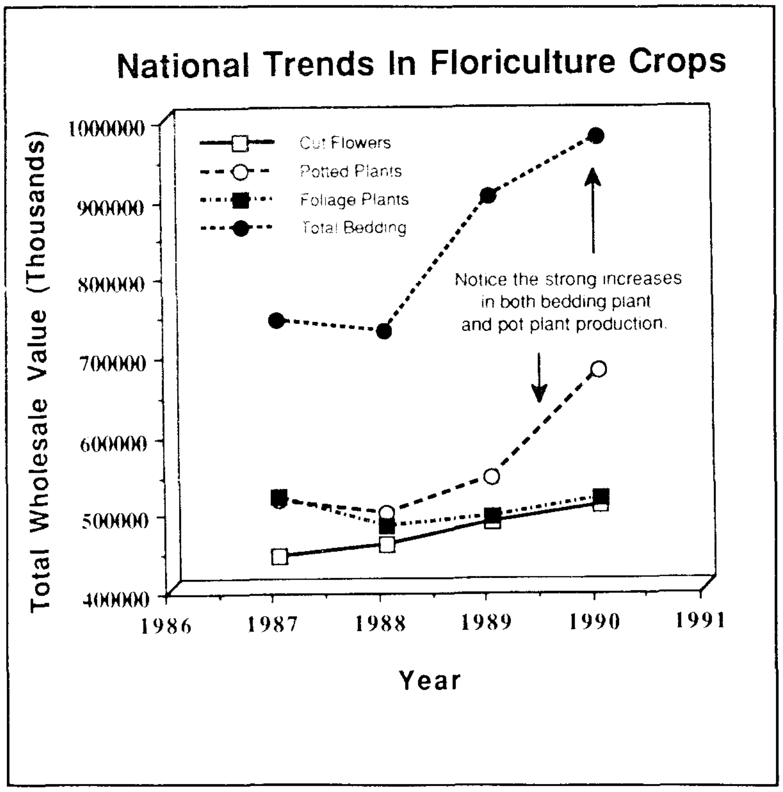

Potted plants increased from $511,169,000 in value in 1988 to $672,616,000 in 1990. This increase translates into a 32% change in value over the last 2 years!

The value of the bedding plant industry has also increased dramatically. In 1988 the value of the industry was $739,256,000. In 1990 the value of the bedding plant industry was $971,047,000, i.e. a 31% increase in overall value.

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<u>II. Cut Flowers:</u> The increase in the value of cut flowers was due to an increase primarily in cut rose and 'other' types of cut flowers. Cut chrysanthe-

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The value of the 28 largest domestic floriculture crops increased 10% in value regionally during 1990.

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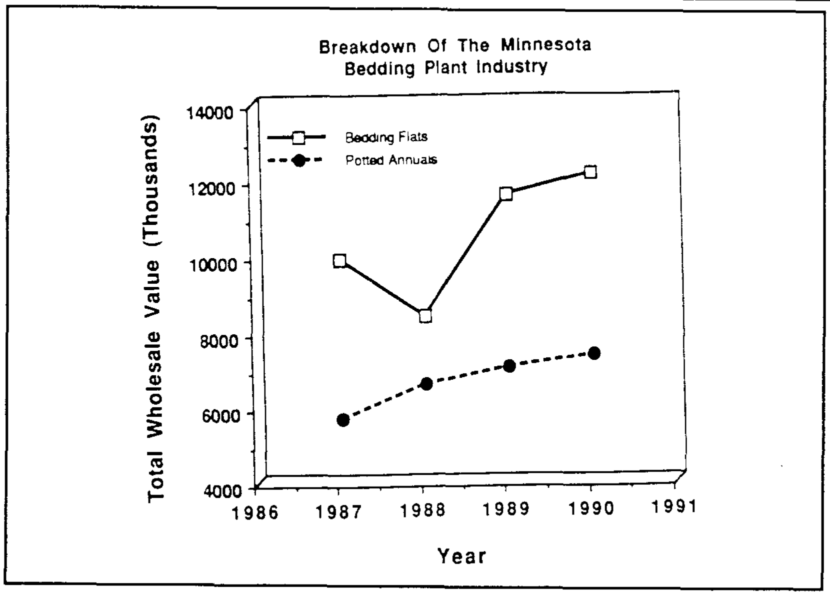
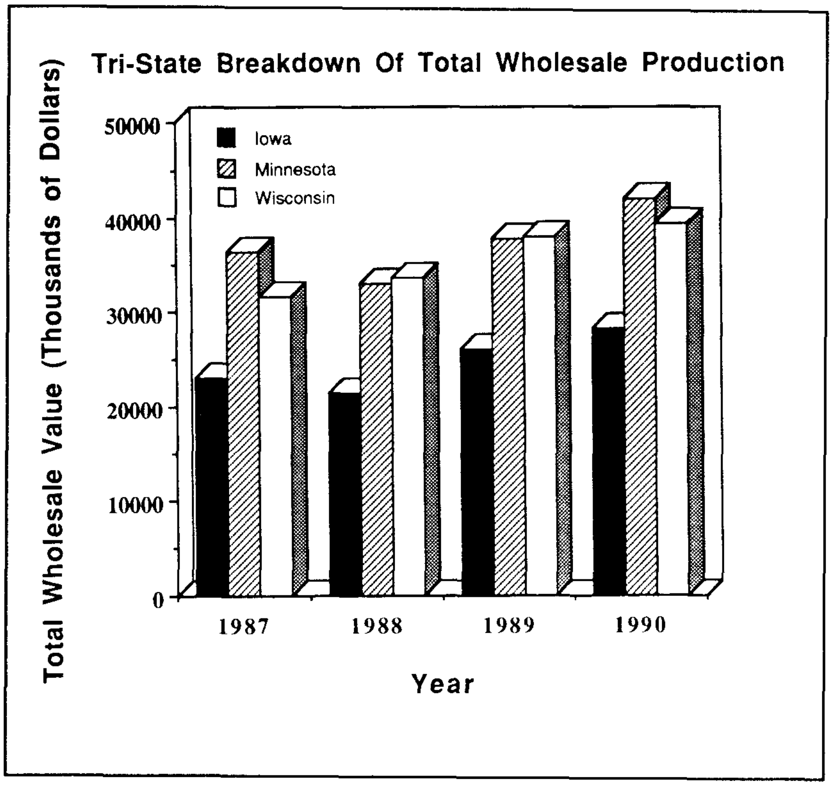


III. Pot Plants: The increase in the pot plant market over the last 2 years has been due to increases in florist azaleas, Easter lilies, poinsettias and other potted plants. 'Other Potted Plants' are considered new and/or unusual plant materials grown in pots. The value of the other potted plants category increased 67% from 1989 to 1990!

IV. Bedding Plants: The increase in bedding plant production over the last 2 years was due to a dramatic increase in potted annual sales. Bedding plant flat sales remain strong and are higher in overall value, however, the percent increase does not compare to that for pot annuals. What the survey does not address is the percent of potted annuals which are a result of 'recycled' plants which were originally grown as a bedding plant flat. Of the plants grown in a flat, seed geraniums showed the greatest increase. Flowering baskets continue to increase at a healthy rate as well.

V. Foliage Plants: Foliage plant production continued a slow increase in value. The increase in value was primarily a result of increases in pot foliage production. Foliage basket value continued to drop.

II. Regional Trends: The value of the 28 largest domestic floriculture crops increased 10% in value regionally during 1990. All major groups increased in their wholesale value (Table 1, Figure 2,3).



I. Iowa: Clearly, the Iowa floriculture industry has shown healthy growth recently (Figure 3). Although the smallest in total sales of the upper midwest states, Iowa has shown a better than average increase throughout the late 1980's. In particular, the small cut flower industry has dramatically increased its value. The pot and bedding plant industries have also shown strong increases and are the backbone of the industry.

II. Minnesota: Minnesota is the largest floriculture producer in the upper midwest. Wisconsin was last year. The Minnesota floriculture industry has experienced dramatic change over the past 3 years. The cut flower and bedding plant industries have shown healthy growth. In contrast, the pot plant and foliage plant industries have shown steady declines over the latter part of the 1980's. The backbone of the industry continues to be bedding plants. The importance of the bedding plant industry to Minnesota continues to increase.

III. Wisconsin: The bedding plant industry is as important to Wisconsin growers as it is to Minnesotans. Clearly, Wisconsin's bedding plant industry is the dominant crop of the industry. However, the small cut flower industry has grown substantially over the past 3 years. In contrast to Minnesota, Wisconsin has experienced a strong increase in pot plant production. As with most northern states, foliage plant production decreased significantly.

III. General Trends:

Clearly 2 floriculture commodity groups are increasing significantly in the upper midwest: cut flowers, and bedding plants. The decrease in pot plant production is interesting. In all states there was a

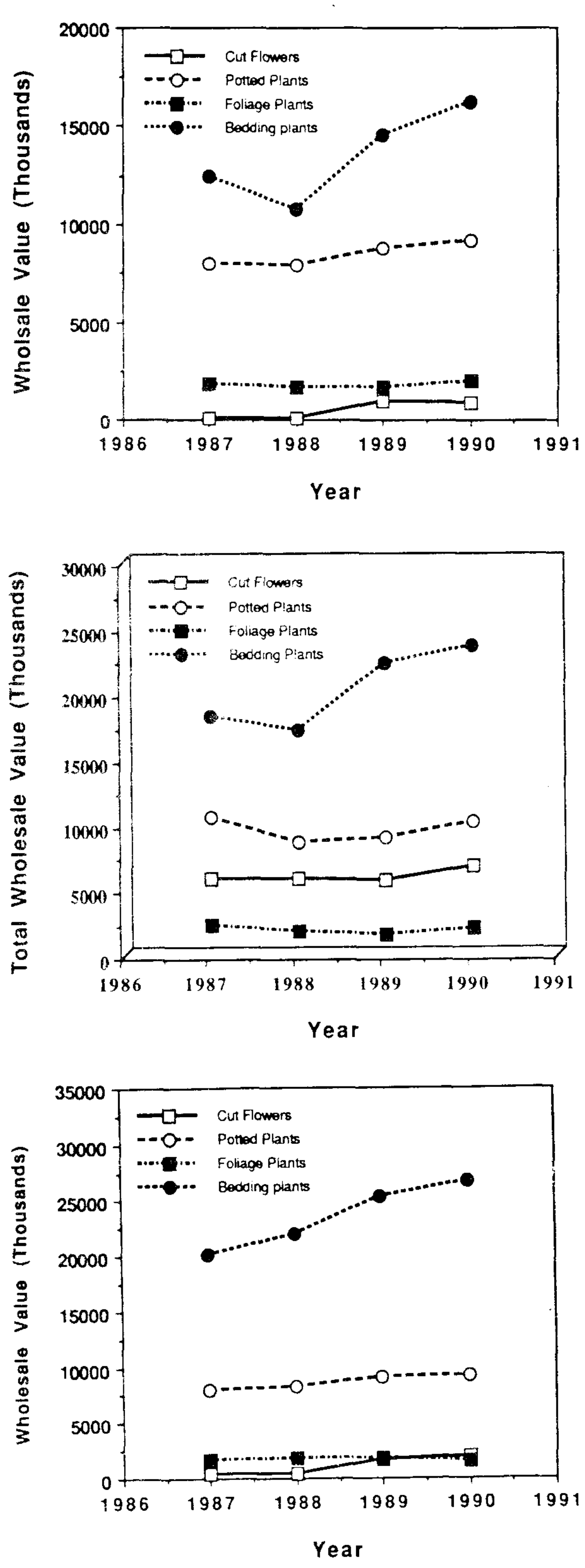


Figure 3. The wholesale value of the primary floriculture crops in Iowa, Minnesota and Wisconsin during the last 3 years.

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dramatic increase in the value of 'other' potted plants. It is possible that pot plant production has decreased simply because of a lag in sales due to a lack of public interest. Growers in the upper midwest have been somewhat slow to change what they grow. Perhaps if a greater variety of potted plants was available sales would not have decreased.

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National pot plant sales have increased dramatically. Therefore, upper midwest growers are 'missing the boat' with these sales. It appears as though the public may, in part, be purchasing cut flowers as a substitute for the traditional pot plants in the upper midwest. Unfortunately a larger and larger proportion of cut flowers are not domestically produced and do not help the production industry in the upper midwest.