

## Floriculture In The North Central Region

### How Is The Industry Changing ?

by

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**Note:** Regional production levels were determined by combining data for Minnesota, Wisconsin, and Iowa.

### Bedding Plants

#### Summary:

1) The wholesale value of the bedding plant industry increased 15% to \$867,408,000.

2) Regional production showed a healthy 18% increase to \$58,306,000. Iowa, the smallest regional producer showed a 22% increase to \$13,228,000. In contrast the largest producer, Wisconsin, only showed a 13% increase in production to \$24,561,000.

#### Specifics:

1) National bedding plant flat production increased 16% to \$471,684,000. Regional production increased 22% to \$30,480,000. The increase was led by Iowa and Minnesota which showed a 33% and 30% increase, respectively. Wisconsin showed a below average 11% increase in the value of bedding plant flat production.

2) The regional value of the potted annual market increased slightly (8%) to \$19,753,000. National value increased 10% to \$295,321,000. Iowa and Minnesota only showed a 1 and 0% increase in the value of the potted annual market. In contrast, Wisconsin showed a strong 20% increase in the value of its potted annual market to \$8,962,000.

3) Wholesale flowering basket production value increased more than any other category nationally and regionally. National production increased 23% to \$100,403,000. Regional production increased 28% to \$8,115,000. Iowa and Minnesota showed a 47 and 44% increase in the value of the flowering basket industry! In contrast, Wisconsin showed an 8% increase in the value of its industry to \$3,121,000.

#### Conclusions:

1) Bedding plants are becoming an increasingly larger part of our regional floriculture industry. In 1988 bedding plants made up 56% of our total wholesale sales. In 1989 bedding plants made up 64% of our regional sales! Although pot plant production showed an

increase in wholesale value, the majority of the increases in value of our industry are due to bedding plant sales.

Cut and foliage production continued to decrease in value in our region, Combined they represent only 9% of the value of our regional market.

## Potted Plants

### Summary:

1) U.S. production increased 3% in wholesale value to \$522,479,000.

2) Regional production value increased 5% to \$26,234,000.

### Specifics:

1) African violet production increased in our region. However, the increase was not as great as that which occurred nationally (7%).

2) Although pot mum sales increased nationally by 1%, regional sales decreased 11%.

3) National azalea production increased dramatically (16%). This increase in production was evident in our region. Wisconsin showed a 25% increase in the wholesale value of the azalea industry since last year!

4) The wholesale value of the national Easter lily crop increased 3% nationally and 5% regionally.

5) Potted lilies other than Easter lilies showed a 41% increase in regional

production. The regional increase was best reflected in Minnesota where there was a 9 fold increase in production to \$62,000.

6) Poinsettia production increased 7% nationally to \$166,092,000. Regional poinsettia production increased 14% to \$10,613,000!

7) Miscellaneous pot plant production decreased 4% nationally. In contrast, regional production increased 24% to \$2,508,000.

### Conclusions:

1) The pot plant market is not dead. The north central region showed a minimum of a 4% increase in the value of the pot plant market across all states.

2) Regional pot mum production significantly decreased in value.

3) Azalea, poinsettia, miscellaneous lilies, and miscellaneous pot plant crops all showed a strong increase in value in our regional market.

## Foliage Plants

### Summary:

1) Total U.S. production decreased 1% in value to \$476,334,000. In contrast to total production, the value of foliage baskets increased 10% to \$8,616,000.

2) Regional foliage production decreased an average of 11% to \$4,691,000. The only exception was a 2% increase in the value of the Wisconsin foliage plant industry.

**Specifics:**

1) The decrease in regional foliage production was significantly greater than the national decrease in production. The greatest reduction in value occurred in Minnesota. The least reduction occurred in Wisconsin.

**Conclusions:**

1) The value of the foliage industry continues to decline across the nation. This is especially so in northern climates.

## **Cut Flowers**

**Summary:**

1) The value of the cut flower industry increased 2% nationally to \$469,009,000.

2) The value of the cut flower industry in the north central region decreased an average of 10% to \$7,421,000. In contrast to the trend, Wisconsin production increased 9% to \$1,687,000. Minnesota production decreased 10% to \$5,068,000.

**Specifics:**

1) Standard cut mum production decreased nationally by 3% to \$14,505,000. In contrast, regional cut mum production increased 8% to \$78,000. The increase was led by Minnesota which showed a 48% increase in value to \$49,000.

2) Pom Pom cut mum production showed a dramatic decline nationally (23%) to \$29,286,000. The decrease in Pom Pom mum production in the north central region was even more substantial (35%) to \$422,000.

3) The value of the national hybrid tea rose industry increased 8% nationally to \$168,191,000. The regional increase in value was more modest (5%).

4) The value of miscellaneous cut flowers showed a dramatic (16%) increase nationally. Interestingly, there was a 50% reduction in regional production to \$625,000. Field cut production for the dried flower market was probably not included in this census.

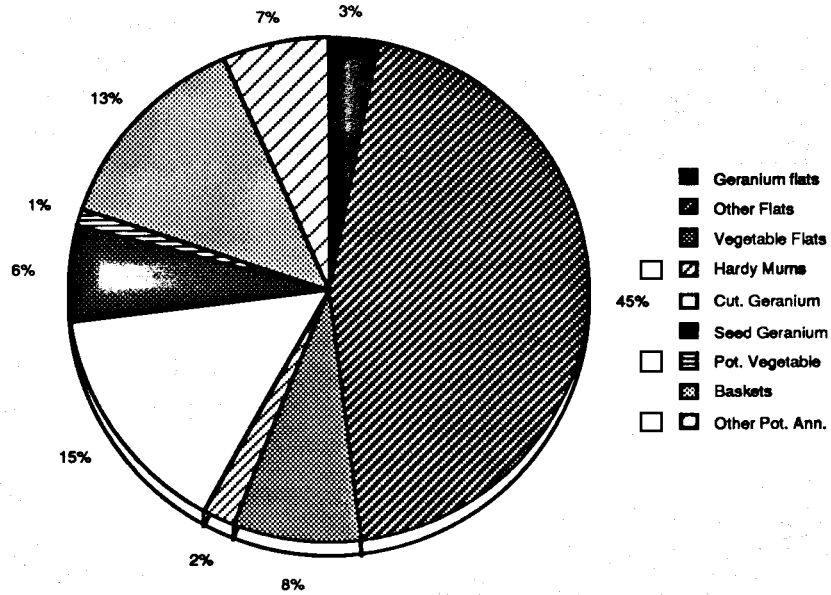
Note: The field cut flower industry for cut dried production has shown a substantial increase in production during the last couple years.

**Conclusions:**

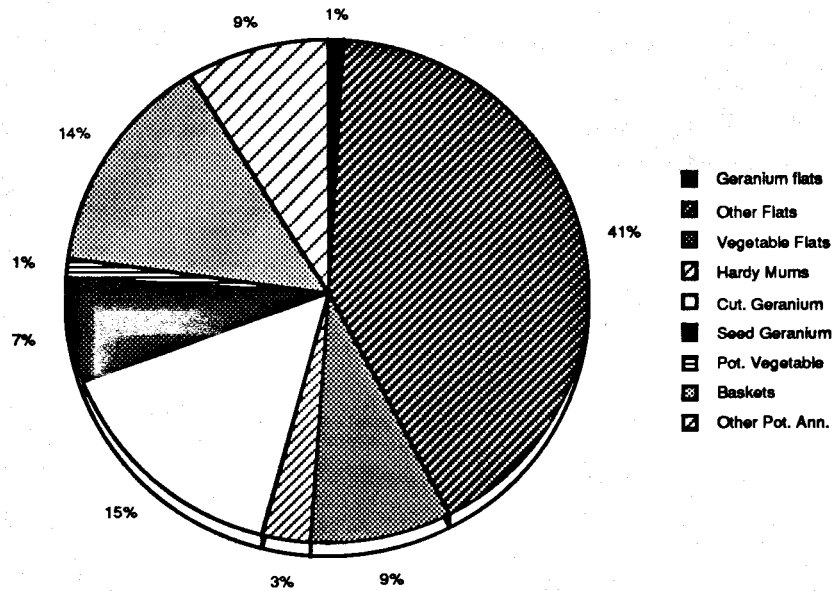
1) Although national production increased, regional production fell. The decrease was led by a significant decrease in Pom Pom mums and miscellaneous cut flower crops.

## Regional Crop Breakdowns

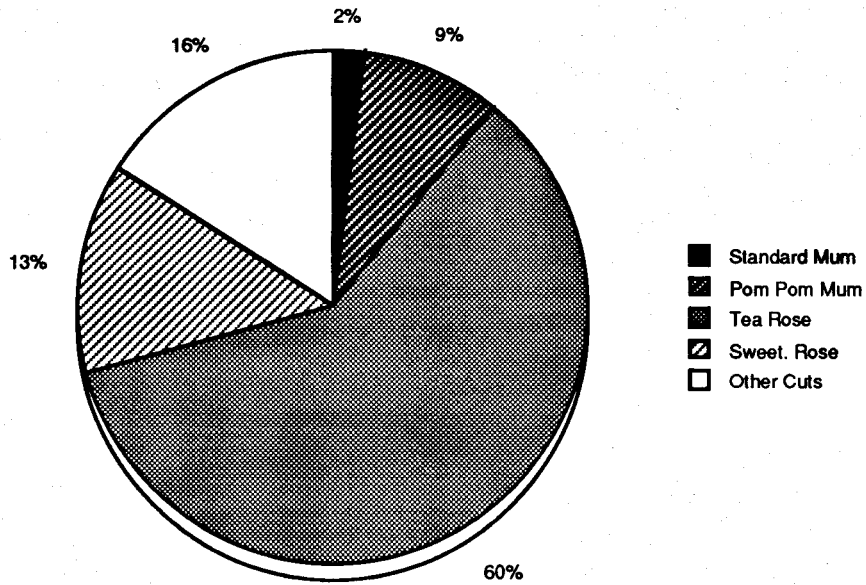
1988 Bedding Plant Breakdown



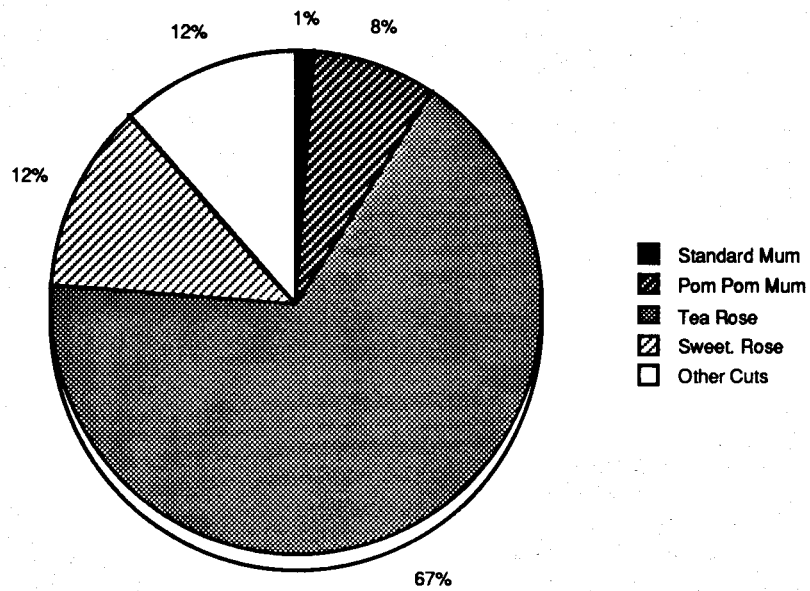
1989 Bedding Plant Breakdown



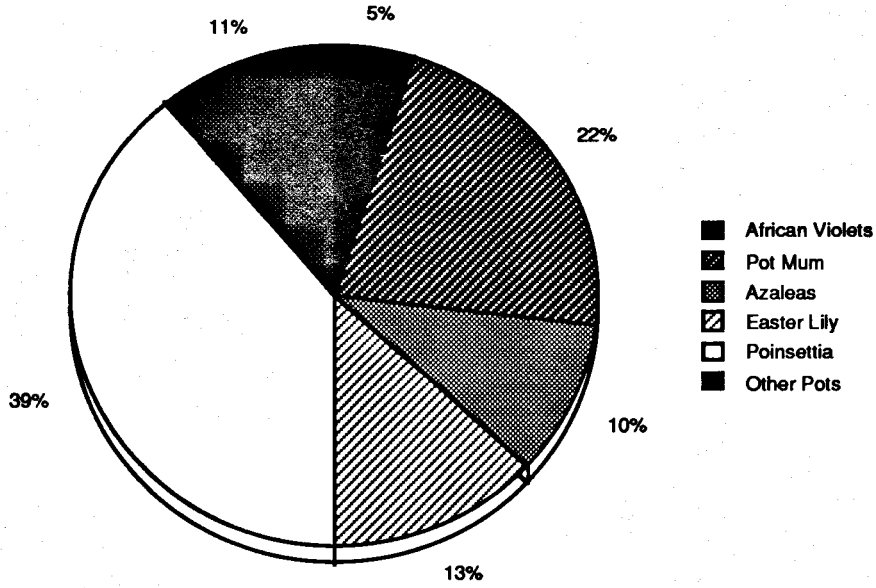
### 1988 Cut Flower Breakdown



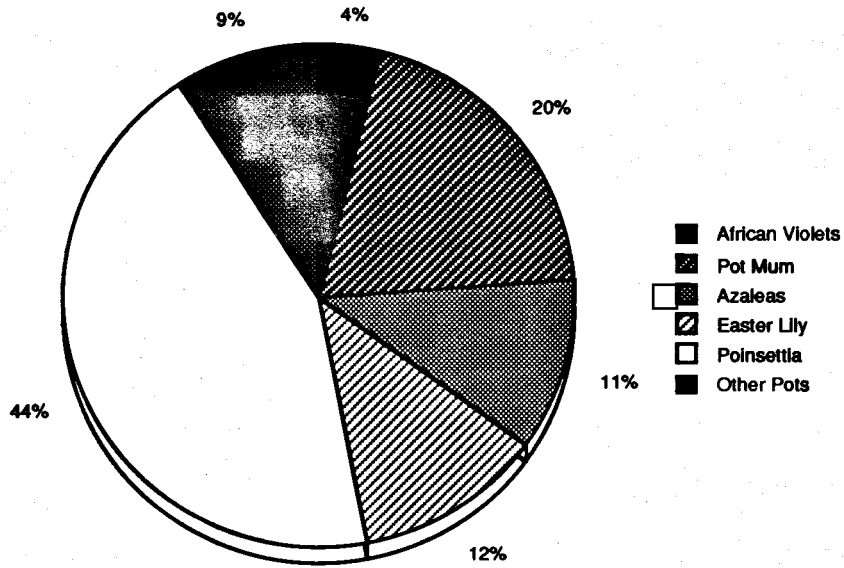
### 1989 Cut Flower Breakdown



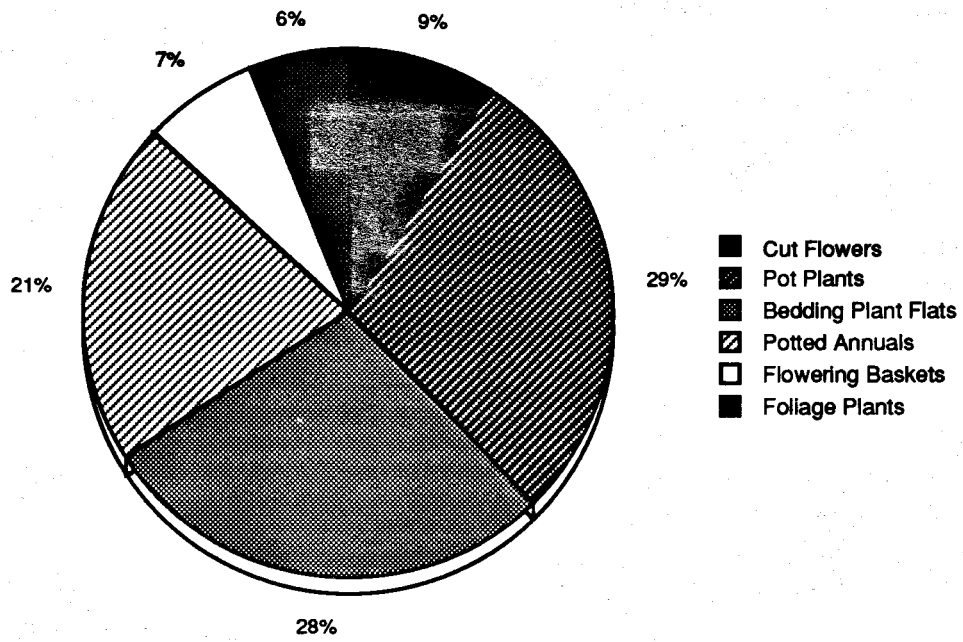
### 1988 Pot Plant Breakdown



### 1989 Pot Plant Breakdown



**Floriculture Breakdown 1988**



**Floriculture Breakdown 1989**

