

NASS Survey Training

Commercial Floriculture Survey – January 2022 (for 2021 Production)

(Floriculture AP)



**United States Department of Agriculture
National Agricultural Statistics Service**

NOD-Training Group
December 2021



Survey Information

- Project Code: **148 – Floriculture Prod Survey**
- Questionnaires:
 - First mailing January 7
 - Follow-up mailing February 11
- Release:
 - *Floriculture Crops Summary; May 25, 2022*

Survey Information

- Published states:
 - AL, AK, CA, CO, CT, FL, GA, HA, IL, IN, IA, MA, MD, MI, MN, NJ, NY, NC, OH, OR, PA, TN, TX, SC, UT, VA, WA, WI
- Sample:
 - Published states: all entities with \$10,000 or more in floriculture sales
 - Unpublished states: all entities with \$100,000 or more in floriculture sales
 - ***NOTE*** - We will ONLY collect sales & production data for operations with \$100K or more in sales

Why Do We Do This Survey?

- Floriculture industry leaders/grower associations, such as the Society of American Florists (SAF), are requesting the data (we are doing it for them)
- **ONLY** source of this type of detailed information for the floriculture industry
- This report is a critical decision-making and educational tool for growers, consumers, international buyers, and USDA and regulatory agencies

How Will The Data Be Used?

- Will help growers identify market trends and future needs
- Will provide accurate statistics that are crucial to obtaining government support and research funding
- Will help support industry claims in cases involving unfair trade practices and in trade negotiations
- Will measure and document the economic impact of the floriculture industry and its contribution to farm income and the Gross Domestic Product

Interviewer's Manual

- Make sure to be familiar with the information
 - Keep it handy during interviews
 - Very useful for the “Well, I don’t know—should I include that or not? Is that what you’re asking about” situations
- Be sure to brush up on:
 - Chapter 2: Terms and Definitions
 - And list of most common herbaceous perennials!
 - Chapter 3: Enumerator Procedures
 - Chapter 4: Completing the Questionnaire

What to Report

- Flowers and plants finished by the operation
- Unfinished plants sold to other growers for finishing or “growing-on”
- Vegetable type bedding plants for *home use*
- Propagative material and unfinished plants such as cuttings, liners, plug seedlings, and tissue cultured plantlets sold to other operations
- **All** production grown under glass, fiberglass, plastics, cloth, other covers, OR outdoors
- The value of sales before deductions for commissions and transportation are made

What *NOT* to Report

- Vegetable seedlings sold to commercial vegetable growers
- Aquatic and pond plants
- Plants purchased and resold without finishing or “growing-on”
 - Exclude operations like Lowes, Home Depot, Walmart, etc. that buy plants to resell without finishing or growing on. They just buy finished plants and hold them until they are resold

Initial Screening Questions

- During 2021, which of the following Floriculture crops did this operation PRODUCE and SELL?
 - Select all that apply
- Did this operation produce and sell \$10k or more of these Floriculture crops in 2021?
 - If No: Will this operation produce and sell \$10k or more of these Floriculture crops in 2022?
- Did this operation produce and sell \$100k or more of these Floriculture crops in 2021?
 - *NOTE*** - You will ONLY ask for sales & production data if this question is YES

Who Qualifies for the Survey

- Operations that grow and sell a finished product to either the public or other retailers
- Operations that produce unfinished propagative floriculture material for sale to other growers
- Operations that purchase partially finished products and “grow-on” that product for resale

Who Does Not Qualify for the Survey

- Operations that only handle finished products for resale
 - Examples: Home Depot, Lowes, Wal-Mart

Initial Screening Questions

- Need to make sure each variety/plant type ends up in the correct section
 - Example: Don't want to enter a Cut Flower variety in the Potted Flowering Plant section
 - May need to revisit the screening page during the interview
 - May need to verify types of plants grown multiple times throughout the interview

Overview of Sections

- For each variety of plant within a section:
 - Split into either Retail (direct to consumers) or Wholesale (to “resellers”) sales in 2021
 - Number Grown and Sold or Sold
 - Units will vary by section, types of plants, etc. (could see stems, spikes, pots of different sizes, etc.)
 - Total value
 - TOTAL value of sales, *not* a price per
 - Retail prices will typically be higher than wholesale prices
- *Generally*, majority of sales will be wholesale
 - This can vary by type of plant, type of operation, etc.

1 - Cut Flowers

- Did this operation produce and sell any cut flowers during 2021?
- Cut Flower – A flower that has been removed from a growing plant.
- Number **Grown and Sold**
 - Several different units: Stems, Bunches, Spikes, Blooms

1 - Cut Flowers

- Only looking for “cut” flowers within each variety
- Include those for dry flowers
- All Other Cut Flowers:
 - Report production and sales as a percentage. (Ex: Other Cut Flowers – 25% Retail, 75% Wholesale)
- If an operator cannot give quantity grown and sold, please try to get total sales and an average price – leave info a comment

2 - Potted Flowering Plants for Indoor/Patio Use

- Did this operation finish and sell any potted flowering plants or potted flowering bulbs for indoor or patio use during 2021?
 - Only report plants in this section that are finished and sold for **indoor or patio use**.
 - Do not report plants grown and sold for landscaping purposes

2 - Potted Flowering Plants for Indoor/Patio Use

- Reported in:
 - Pots less than 5”; Pots 5” or more
 - Very large pots? Leave a note
- Note: Finished bulbs (like tulips) should be reported in this section under “Spring Flowering Bulbs”, and not in Section 7 “Propagative Floriculture Material, Bareroot and Unfinished Plants”

3 - Potted Herbaceous Perennials

- Did this operation finish and sell any potted hardy/garden Chrysanthemums, Hostas, or Other Potted Herbaceous perennials during 2021?
- Include:
 - Field and container grown plants
- Exclude:
 - Cuttings, liners, plug seedlings, bare root **herbaceous** perennials, prefinished plants or tissue cultured plantlets to be reported in Section 7.

3 - Potted Herbaceous Perennials

- **So, what is a “Herbaceous Perennial”????**
 - They are plants that have little or no woody stem and whose life span is more than two years such as hardy/garden chrysanthemums or hostas.
 - There is an extensive list of herbaceous perennials in the Interviewer’s Manual
- **Possible units:**
 - Chrysanthemums: Pots less than 5” and Pots 5” or more
 - All other listed plants: Pots less than 1 gallon, 1-2 gallon, 2+ gallon

4 - Annual Bedding/Garden Plants

- Did this operation finish and sell any annual bedding/garden plants during 2021?
- Can have multiple units:
 - Flats, Pots less than 5", 5" or more, Hanging baskets
- Flats:
 - If NOT sized from 10"x20" to 11"x22", report size of flat in inches (to the nearest hundredth of an inch)

4 - Annual Bedding/Garden Plants, Cont'd.

- Most producers sell bedding plants in packs or inserts. There can be 2, 3, 4, 6, 8, 10, 12, 18, or 36 inserts to a flat. These are denoted as 606's, 1204's, 1206's 1801's, 1803's, etc. Flats of packs are fractionally smaller than an 11" x 22" flat but can be considered that size
- It is possible for a grower to use different flat sizes for different varieties – make good notes so they can all be converted to an equivalent flat price
 - Do not write the flat size in the box for that item

Flats

- If an operator says they use “606s” or “806s” etc. Please get dimensions of the flat, as “806” refers to the fact that the flat holds 8 packs with 6 cells rather than a specific dimension.



**See IM Chapter 5
for more info**

4 - Annual Bedding/Garden Plants, Cont'd.

- Include:
 - Annual bedding/garden plants finished and sold by this operation not used in commercial vegetable and strawberry production
- Exclude:
 - Finished bedding/garden plants purchased from others and resold.
 - Transplants used in commercial vegetable and strawberry production.
 - Foliage plants to be reported in Section 5.
 - Plugs and propagative material to be reported in Section 7.
 - Pre-finished plants sold to others for finishing to be reported in Section 7.

5 - Foliage Plants for Indoor or Patio Use (Pots and Baskets)

- Did this operation finish and sell any potted foliage plants or foliage hanging baskets for indoor or patio use during 2021?
- Container Types:
 - Pots less than 6”
 - Pots 6” to 13”
 - Pots 14” or more
 - Hanging baskets

5 - Foliage Plants for Indoor or Patio Use

- **Mixed Plantings:**

- This is a relatively new trend in Floriculture where mixed varieties of flowers are arranged in bowls, baskets, or pots, and even oval or oblong containers. Containers of annuals and mixed annuals, such as color bowls, strawberry jars, or combination planters should be reported as pots. These types of mixed arrangements should be recorded in *All Other Foliage Plants*.
- Note: Mixed flower hanging baskets should be reported in the Hanging Basket category.

The key is to leave plenty of notes!!

5 - Foliage Plants for Indoor or Patio Use (Pots and Baskets) Cont'd.

- Flower types in combination planters and combination hanging baskets vary greatly which affects prices. You may see large variations in prices.

The key is to leave plenty of notes!!

6 - Cut Cultivated Greens

- Did this operation produce and sell any cut cultivated greens during 2021?
- What are cut cultivated greens?
 - Any non-flowering plant material used in floral arrangements
- Be sure to exclude any greens harvested from the wild
 - If harvesting coniferous evergreens they must have been planted with the intent to harvest and sell as cut cultivated florist greens

7 - Propagative Floriculture Material, Bareroot and Unfinished Plants

- Did this operation produce and sell any propagative floriculture material or unfinished plants during 2021?
- Asks for value of sales of propagative (unfinished) material by category in 2021?
 - Categories:
 - Cut flowers
 - Potted flowering plants
 - Annual bedding/garden plants
 - Herbaceous perennials
 - Foliage
 - Cut cultivated greens

7 - Propagative Floriculture Material, Bareroot and Unfinished Plants, Cont'd.

- Include:
 - Bareroot perennials, cuttings, liners, plug seedlings, prefinished plants, or tissue cultured plantlets.
 - Plants sold to other growers for FURTHER GROWING-ON.
- Exclude:
 - FINISHED plants sold to others to be reported in Sections 1, 2, 3, 4, 5, and 6.
 - Seeds, bulbs, tubers, rhizomes, or corms.

What Are Bulbs and Corms?

- **Bulb:** Some examples are lilies and onions.

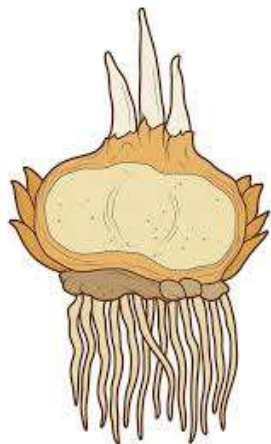
Bulb



Lily Bulb



- **Corm:** Examples are gladiolus and crocus.



Corm



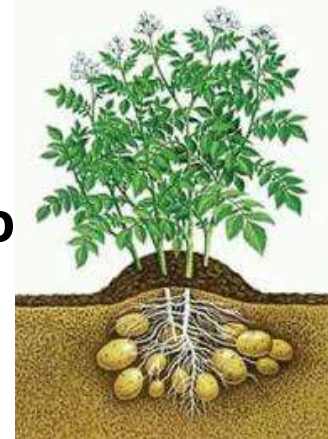
What are Tubers and Rhizomes?

- **Tuber:** Examples include dahlia, peony, daylily, caladium, and potatoes.

Dahlia



Potato



- **Rhizome:** Some of the most persistent plants come from rhizomes such as ginger and bamboo.

Ginger



Bamboo



8 - Area Used For Production

- Of the total area used for floriculture production in 2021, how much was in:
 - Glass greenhouses
 - Rigid plastic greenhouses (acrylics, polycarbonates, fiberglass, other rigid plastics)
 - Film plastic greenhouses (single or multi-layer poly)
 - Shade houses (slat, saran, and other covers)
 - Open ground (including natural shade)
 - Only report area actually used to produce floriculture crops

8 - Area Used For Protection, Cont'd.

- Report area in operation without counting crop turns
- Note: The roof covering (glazing) determines the greenhouse classification. (Ex: greenhouse with glass roof and polyethylene insulation and fiberglass sides would be a glass greenhouse.)

9 - Gross Value of Sales/ Hired Workers

- What was the total gross value of sales for the reported floriculture crops in 2021?
 - Should only include crops produced by the operation and should exclude plants purchased and resold without being grown-on or finished
- What was the largest number of workers on the payroll on any one day in 2021?
 - Include:
 - Full-time, part-time, hired managers, and PAID family members.
 - Exclude:
 - Workers employed only for the retail operation, those working as landscapers, and non-paid family members.

Conclusion

- Are you involved in any additional floriculture or greenhouse operations in this state?
 - Did you include the production from the additional operation(s) in this report?
- Does this operation operate any floriculture farms or greenhouses in any other state?
 - Did you include the production from the additional operation(s) in this report?
- Leave notes with as much information as possible about production and sales for the other locations.

Things to Watch Out For

- Items grown and sold but no value of sales
- Items bought for direct resale
- Some commodities can be reported in multiple sections. Please clarify with respondents which sections to report them in
 - Example: They may sell roses by the stem (cut flowers, section 1) and also as potted bushes (potted florist roses, section 2)
- Some operators may not know their total value sold of a particular plant type but can give individual prices. Leave ample notes

Things to Remember:

- Collecting detailed production and sales data
 - Make sure to get the screening questions correct, will make the interview much smoother
- Watch out for different units and sizes
- Generally, retail prices will be higher than wholesale prices
- Large pots usually sell for more than small pots, but if large pots sell for less due to volume discounts, quality issues, etc. leave a note.

More Things to Remember:

- If it sounds odd, probe. Leave good notes
- Leave as many notes as possible, even for refusals – details lead to better published data.
 - Try to find out what types of plants are grown, and leave notes of any info you gleaned about the operation
- Did I mention notes are extremely important?

Even More Things to Remember:

- Be familiar with the survey - before interviewing!
- Go through some practices
- Contact your supervisor or Regional Field Office with any questions or concerns

Thanks for all your hard work!

