

NASS Survey Training

Commercial Floriculture Survey – January 2024 (for 2023 Production)



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

Workforce Performance and Staff Development Section
January 2024





Survey Information

- Project Code: **148 – Floriculture Prod Survey**
- Questionnaires:
 - First mailing December 21
 - Follow-up mailing February 1

COMMERCIAL FLORICULTURE SURVEY - January 2024 (for 2023 Production)

OMB No. 0535-0093
Approval Expires: 11/02/2024
Project Code: 148
SurveyID: 2739

 United States
Department of
Agriculture

 NATIONAL
AGRICULTURAL
STATISTICS
SERVICE

USDA/NASS
National Operations Division
6700 Page Avenue, Suite 400
St. Louis, MO 63152-1547
Phone: 1-888-234-7628
Fax: 1-655-415-9887
Email: nass@usda.gov

Please make corrections to name, address, and ZIP Code, if necessary.

The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2016, Title II of Pub. L. No. 115-85, codified in 44 U.S.C. Ch. 36 and other applicable Federal laws. For more information on how we protect your information please visit: <https://www.nass.usda.gov/confidentiality>. Response is voluntary.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0535-0093. The time required to complete this information collection is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

INTRODUCTION

1. During 2023, which of the following Floriculture crops did this operation PRODUCE?

0201 <input type="checkbox"/> Cut flowers	0205 <input type="checkbox"/> Foliage plants
0202 <input type="checkbox"/> Potted flowering plants	0206 <input type="checkbox"/> Cut cultivated greens
0203 <input type="checkbox"/> Potted herbaceous perennials	0207 <input type="checkbox"/> Propagative floriculture material and unfinished plants
0204 <input type="checkbox"/> Annual bedding/garden plants	0220 <input type="checkbox"/> None of the above (Please complete Sections 10 and 11 starting on page 19 and return by mail.)

- Release:
 - *May 16, 2024 in the NASS Quick Stats database*

<https://www.quickstats.nass.usda.gov/>



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

Documents to Keep Handy

2024 Floriculture Master Plant Listing

1	Alstroemeria (Cut Flowers)	3	Asclepias (Herbaceous Perennial)
3	Acanthus (Herbaceous Perennial)	5	Asia bell (Foliage Plants)
3	Achillea (Herbaceous Perennials)	1	Asiatic Lilies (Cut Flowers)
2	Acidanthera (Potted Flowering Plants)	6	Asparagus, other (Cut Greens)
3	Aconitum (Herbaceous Perennial)	6	Asparagus, plumosus (Cut Greens)
3	Actaea (Herbaceous Perennial)	6	Asparagus, tree fern (Cut Greens)
3	Adenophara (Herbaceous Perennial)	3	Asphodeline (Herbaceous Perennial)
3	Adiantum (Herbaceous Perennial)	6	Aspidistra (Cut Greens)
4	Adonis (Annual Bedding/Garden Plants)	5	Asplenium (Foliage Plants)
3	Aegopodium (Herbaceous Perennial)	1	Aster (Cut Flowers)
3	African blue lily (Herbaceous Perennial)	3	Aster (Herbaceous Perennial)
2	African Violets (Potted Flowering Plants)	3	Astilbe (Herbaceous Perennial)
3	Agapanthus (Herbaceous Perennial)	3	Astrantia (Herbaceous Perennial)
3	Agastache (Herbaceous Perennial)	3	Aubretia (Herbaceous Perennial)
4	Ageratum (Annual Bedding/Garden Plants)	3	Avens (Herbaceous Perennial)
5	Aglonema (Foliage Plants)	2	Azaleas, finished florist (Potted Flowering Plants)
3	Alcea (Herbaceous Perennial)	3	Baby's breath (Herbaceous Perennial)
3	Alchemilla (Herbaceous Perennial)	3	Balloon flower (Herbaceous Perennial)
5	Aloe Vera (Potted Flowering Plants)	3	Baneberry (Herbaceous Perennial)
2	Alstroemeria (Potted Flowering Plants)	3	Baptisia (Herbaceous Perennial)
3	Althaea (Herbaceous Perennial)	3	Barren strawberry (Herbaceous Perennial)
4	Alyssum, sweet/(Lobularia) (Annual Bedding/Garden Plants)	3	Barrenwort (Herbaceous Perennial)
3	Amsonia (Herbaceous Perennial)	3	Bearberry (Herbaceous Perennial)
4	Anacyclus (Annual Bedding/Garden Plants)	3	Bearded iris (Herbaceous Perennial)
4	Anagallis (Annual Bedding/Garden Plants)	3	Beardtongue (Herbaceous Perennial)
4	Anaphalis (Annual Bedding/Garden Plants)	3	Bear's breeches (Herbaceous Perennial)
3	Anchusa (Herbaceous Perennial)	3	Bedstraw (Herbaceous Perennial)
2	Androsace (Potted Flowering Plants)	3	Bee balm (Herbaceous Perennial)
		4	Begonias (Annual Bedding/Garden Plants)
		2	Begonias (Potted Flowering Plants)



January 2024 Commercial Floriculture Survey

November
2023

Interviewer's Manual



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
- 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 2023, which of the following Floriculture crops did this operation PRODUCE?
 - Select all that apply
- Did this operation produce \$10k or more of these Floriculture crops in 2023?
 - If No: Will this operation produce \$10k or more of these Floriculture crops in 2024?
- Did this operation produce \$100,000 or more of these Floriculture crops in 2023?
 - *NOTE*** - You will ONLY ask for sales & production data if this question is YES

Required Data

- Qualifying operations with sales < \$100,000
 - Answer three questions
 - Total area in production
 - Total gross sales
 - Peak number of hired workers
- Operations with sales \geq \$100,000
 - Complete the entire questionnaire



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 2023
 - 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 2023?
- 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 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 2023?
 - 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 2023?
- 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 2023?
- 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 cell 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

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.

Flat of 8 cell packs. Each cell pack has 6 cells. This is an “806” flat



**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.

Annual Bedding/Garden Plants



Flats, Pots, etc



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

- This section covers a wide variety of plants. Some are trees, vines, canes, cacti and other succulents, ferns, and palms that are grown for their foliage. Some foliage plants bloom, but this is secondary to their greenery

- 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

- Cut cultivated greens are those plants used for floral arrangements and other ornamental purposes. This category does not include edible greens for food uses.



- 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

Cut Cultivated Greens



For leather leaf ferns, quantity of bunches and total value at both retail and wholesale are to be reported.

For all other cut cultivated greens, only the *percent* of total quantity grown and sold at retail and wholesale is to be reported because many different types of material could be included.

7 - Propagative Floriculture Material, Bareroot and Unfinished Plants

- Did this operation produce and sell any propagative floriculture material or unfinished plants during 2023?
- Asks for value of sales of propagative (unfinished) material by category in 2023?
 - 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, or any other material sold as bare or dormant roots.

What Are Bulbs and Corms?

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

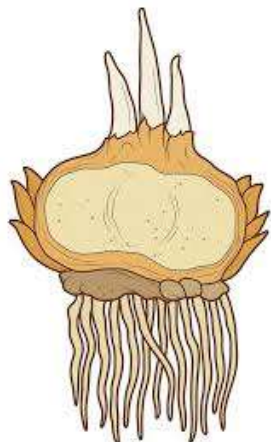
Bulb



Lily Bulb



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



Corm



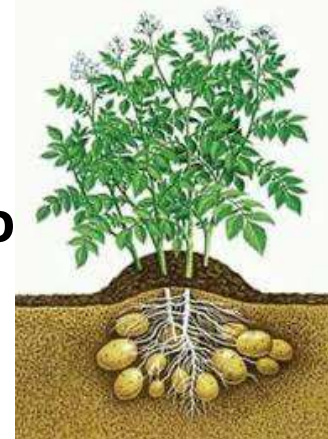
What are Tubers and Rhizomes?

- **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.

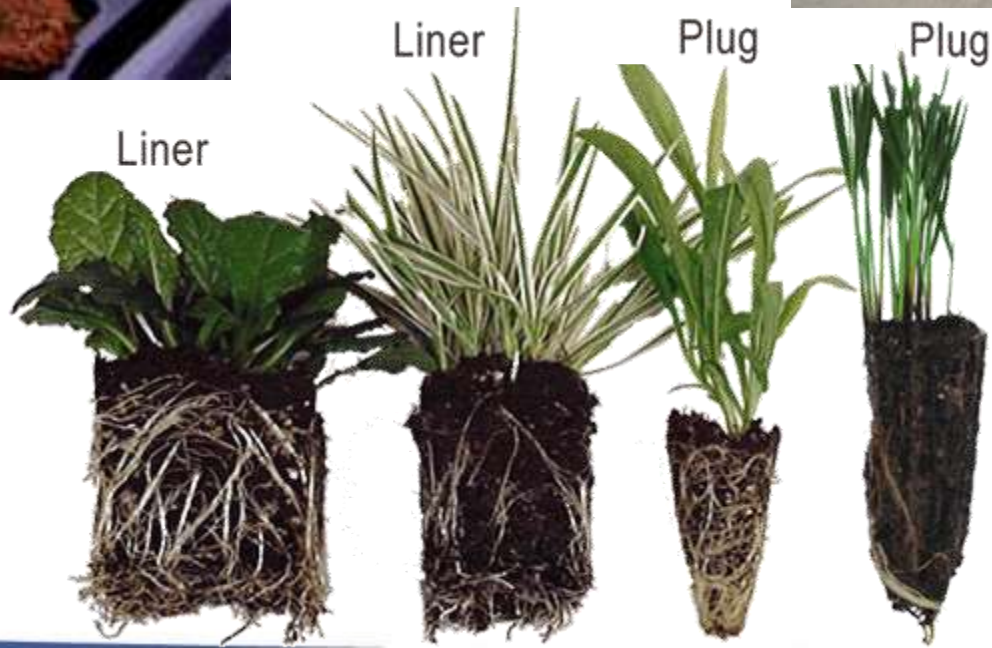
Ginger



Bamboo



Propagative Material



8 - Area Used For Production

- Of the total area used for floriculture production in 2023, 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 2023?
 - 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 2023?
 - 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!

