

2026 Commercial Floriculture Production Survey



(For Previous Year Production)

Survey Specifics:

Project Code: **148 – Floriculture Prod Survey**

<i>Important Floriculture Events</i>	
Date	Description
January 29 th	Mail Date
February 17 th	Email Reminder
February 23 rd	Data Collection Starts (NDC and Field)
March 5 th	Second Mailing
April 28 th	Data Collection Ends

Survey Purpose:

This is the **ONLY** source of detailed information for the floriculture industry that helps growers identify market trends and future needs.

This report is a critical decision-making and educational tool for growers, consumers, international buyers, and USDA and regulatory agencies.

The Floriculture industry leaders and grower associations, such as the Society of American Florists (SAF), has requested that NASS conduct this survey for that industry, so basically, we are doing it for them.

2026 Commercial Floriculture Production Survey

Release:

*Floriculture Crops Data will be released mid-june
This data can be found in the NASS Quick Stats database
at: <https://www.quickstats.nass.usda.gov/>*

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 materials 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

Screening:

- The survey reference year is 2025.
- If the operation produced \$100,000 or more of floriculture crops, ask all the corresponding sales and production data questions.
- If the operation had less than \$100,000 of production, you will skip the sales and production questions and jump to section 8 asking about their area used for production and then finish the rest of the questionnaire after that.

Things to Remember:

- Making sure to get the screening questions correct will make the interview much smoother.
- Watch out for different units and sizes of containers.
- Be careful not to confuse “packs” for “flats” in Section 4 - “Annual Bedding/Garden Plants”; flats typically contain between 2 and 36 packs, and we want the whole flat reported.
- Retail prices will generally be higher than wholesale prices.
- Large pots usually sell for more than small pots. Leave notes if there is a reason this is not the case.
- We do not want to include any items that were bought for direct resale.
- Some commodities can be reported in multiple sections (be careful and ask questions). For example, roses can be sold by the stem in cut flowers (section 1), and roses can also be sold as potted bushes as potted florist roses (section 2).
- If an operator does not know their total value sold of a particular plant type but can give individual prices leave ample notes.
- Leave as many notes as possible, even for refusals please.