



**Tim Hodson,**  
Editorial Director

# Something We All Want to Grow

Last month, the National Agricultural Statistics Service (NASS) at the United States Department of Agriculture released its annual report of floriculture crop sales. (See news story on Page 8).

The good news is that in 2012 floriculture sales grew in the 15 states that participate in the NASS program. The bad news is they only grew 1 percent.

Overall, the wholesale value of crops produced in the 15-state program totaled \$4.13 billion compared to \$4.08 billion in 2011.

The numbers are up but the question for 2013 is, “What is the industry going to do this year?”

## By the Numbers

Bedding/garden plant sales continue to be the largest category with 2012 sales of \$1.96 billion — up 3 percent over 2011.

The potted herbaceous perennials category saw the largest percentage sales increase last year. It was up 6 percent to \$594 million.

The category with the second largest growth was foliage crops. Sales in this category increased nearly 5 percent to \$642 million. This is now the second largest category in overall sales.

The class that took the biggest percentage hit last year was cut flowers. According to the NASS report, sales in this category were down 5 percent to \$261 million. Next was the potted flowering plant category — down 4 percent to \$618 million.

Annual sales figures are something that I think everyone wants to grow — and grow every year.

Hopefully, no “growth regulators” will be applied to these numbers in 2013.

*Which way are your sales headed this year?*



## Do These Numbers Apply to You?

Does your business operate in one of the 15 NASS program states? Did your company participate in the survey? Do these breakdowns reflect your company’s sales?

Now that the spring season is coming to a close, does it look like your 2013 sales will be up compared to last year? Which categories are hot for your company this year? Which ones are not so hot?

Drop me a line at [thodson@sgcmail.com](mailto:thodson@sgcmail.com) and let me know how these numbers stack up for you and your business — and what direction they are headed this year. ☒

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