

2024 Floriculture Crops

About the Survey

The Floriculture Program of USDA's National Agricultural Statistics Service (NASS) is the federal government's official source of statistics about Floriculture crops.

For the 2024 Floriculture estimates, data were collected on the 2024 Census of Horticultural Specialties, and the estimates included operations that annually produce and sell at least \$10,000 of fresh cut flowers, potted flowering plants, foliage plants, annual bedding and garden plants, potted herbaceous perennials, cut cultivated florist greens, and propagative (unfinished) floriculture material. Annual sales include retail and wholesale sales of items surveyed.

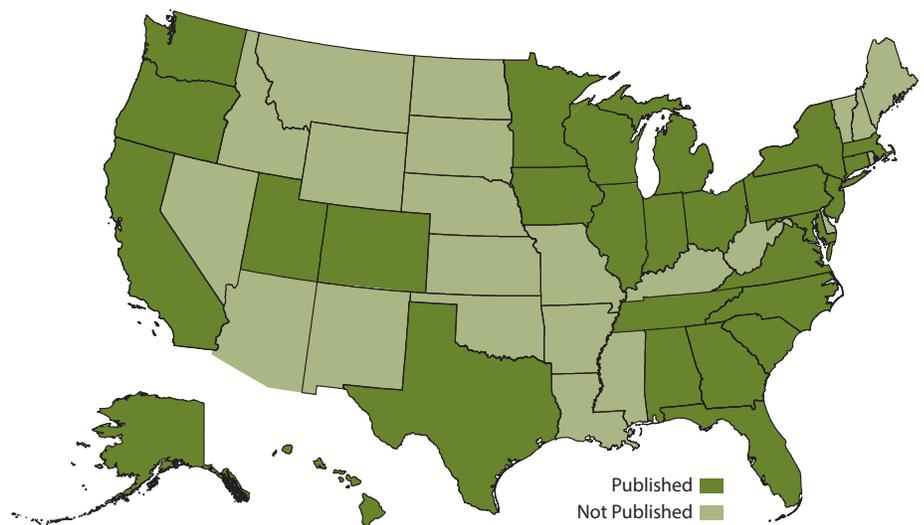
Access the Data

Access 2024 and earlier floriculture data through the Quick Stats database (<http://quickstats.nass.usda.gov>).

- In Program, select "Survey"
- In Sector, select "Crops"
- In Group, select "Horticulture"
- In Commodity, select the crop(s) for which you want data
- Select your category, data item, geographic level, and year

Since 2021, the Floriculture survey and estimating program includes all 50 states. The top 28 states are published individually with the remaining states combined into the "other states" total. (Fig.1)

Fig. 1. States in the 2024 Floriculture Survey



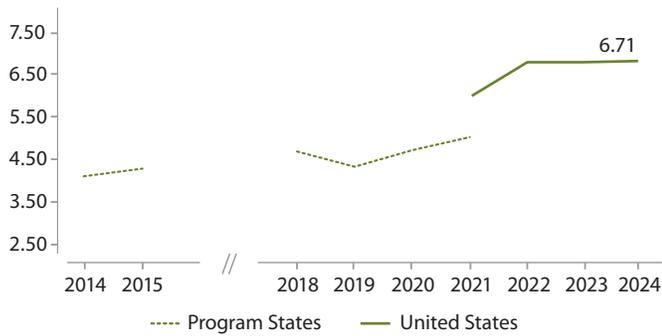
Floriculture in 2024

The **number of floriculture producers** totaled 11,262, compared to 10,216 in 2023. For the 28 published states, the number of producers increased 6% from 8,887 in 2023 to 9,456 in 2024.

The **total value of sales** across all floriculture crops totaled \$6.71 billion, an increase of less than 1% from 2023. For the 28 published states, the total value was \$6.32 billion, an increase of less than 1% from 2023.

Covered area used for production was 969 million square feet compared to 851 million square feet in 2023.

Fig. 2 Value of Floriculture Sales, 2014-2024 (\$ billion)



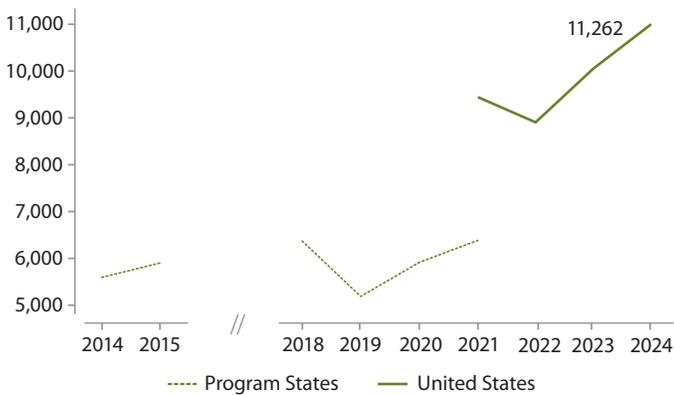
Estimates suspended in 2016 and 2017.

Of the 10 largest states, Florida had the highest sales, followed by California. Combined, Florida and California accounted for 32% of all sales in the United States.

Top States Floriculture Sales, 2024 (\$ million)

Florida	1,134
California	1,032
Michigan	577
North Carolina	369
New Jersey	356
Texas	318
Ohio	242
New York	235
Virginia	186
Pennsylvania	168

Fig. 3 Number of Floriculture Operations, 2014-2024



Estimates suspended in 2016 and 2017.

The top five states each had more than 600 floriculture operations in 2024. Over one-third of all operations were in these states.

Top States Floriculture Operations, 2024

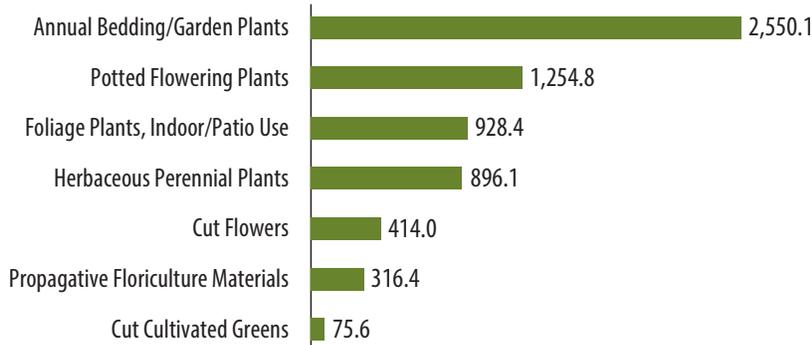
Michigan	1,043
California	806
Florida	740
Pennsylvania	721
Ohio	664
New York	575
Wisconsin	530
Indiana	342
North Carolina	327
Illinois	325

Operations with Hired Workers in 2024

The **number of operations** with hired workers totaled 7,535 in 2024. The U.S total increased 15% from 2023.

The **average peak number** of workers per operation was 15 nationally in 2024. The U.S average number decreased from 16 to 15 per operation.

Fig. 4 Value of Sales by Plant Category, Operations with \$100,000+ in Sales, 2024 (\$ million)



Sales of Annual Bedding/Garden Plants represented the largest total among all plant categories in 2024.