



Floriculture Crops Methodology and Quality Measures

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Scope and Purpose: The Commercial Floriculture Survey (CFS) is conducted annually and represents all growers that produced and sold \$10,000 or more of floriculture crops during the previous year. Currently, the survey is conducted in all 50 States. However, for the 2020 crop year, only 17 States were surveyed.

All floriculture growers are surveyed to report area used for production, hired labor, and value of sales. Detailed crop information is collected from operations with \$100,000 or more in sales. The main types of crops included are cut flowers, annual bedding plants, herbaceous perennials, cut cultivated greens, potted flowering plants, and foliage plants for indoor and patio use. Information is also collected for propagative floriculture materials, including cuttings, liners, plug seedlings, pre-finished plants, and tissue cultures. Crops excluded from this survey are Christmas trees and nursery products such as, but not limited to, deciduous shade trees, fruit and nut trees, evergreen trees, ornamental shrubs and bushes (including roses and azaleas for outdoor landscaping and ornamental purposes), grapevines, and palms for outdoor landscaping. Aquatic and pond plants also are excluded.

Data collected from operations with \$10,000 or more in sales are published individually for 17 program States for 2020 and for 28 States for 2021 for the following items: value of all production, number of producers, area used for production, and peak hired workers. In 2021, twenty-two minor States were published in an 'Other States' category. For the list of States included in the '17 Program States' and 'Other States' totals, reference the tables starting on page 4 of this report. For operations with \$100,000 or more in sales, items published include number of producers, quantity sold, price and wholesale value for annual bedding/garden plants, potted herbaceous plants, potted flowering plants, foliage plants potted, cut flowers, cut cultivated greens, and propagative floriculture materials. Retail quantity, price, and value began to be published for the 2021 crop year. The publication contains data for the current survey year and the previous survey year.

Commercial floriculture data are used by the government to measure the economic impact of the industry and by all segments of the industry to plan future production and marketing strategies.

Timeline: Data are collected for the previous year's production beginning in January with a survey mailing. A telephone follow-up is conducted for nonresponse records approximately one month after the mailing. Data collection takes place over a period of approximately eight weeks. Regional field office and Headquarters staff complete analysis, summarization, and review of estimates over a period of approximately four weeks. Estimates are released to the public on the date specified by the Agricultural Statistics Board.

Sampling: The target population for the CFS is all commercial floriculture operations which produce and sell, or have the potential to produce and sell, \$10,000 or more of the floriculture crops in one year. Both retail and wholesale sales are considered in determining the dollar value of sales for establishing the population. Floriculture crops do not have to be the primary source of income for a grower to qualify. A greenhouse or nursery with production and sales of floriculture products that meets the \$10,000 lower limit qualifies, even though this may represent only a small portion of the operation's total sales. Slightly smaller operations and operations with unknown amounts of floriculture sales are also contacted to determine if they qualify for the survey.

The survey population is identified from the NASS list frame population. The CFS is a census for all States published individually; therefore, all operations that qualify are included in the survey. To reduce respondent burden, only operations with \$100,000 in sales are surveyed in the 22 'Other States'. Operations between \$10,000 and \$100,000 in floriculture sales are represented by estimates from the 2019 Census of Horticulture Specialties.

Data Collection: All Regional Field Offices (RFO) use the same standardized questionnaire for data collection. For consistency across modes, the paper version is considered the master questionnaire and the Computer Assisted Self Interview (CASI), mobile Computer Assisted Telephone Interview (mCATI), and Computer Assisted Telephone Interview (CATI) instruments are built to model the paper questionnaire. The questionnaire content and format are evaluated annually through a specification process where requests for changes are evaluated and approved or disapproved. Input may vary from question wording or formatting to a program change involving the deletion or modification of current questions or addition of new ones. If there are significant changes to either the content or format proposed, a NASS survey methodologist will pre-test the changes for usability. Prior to the start of data collection, all modes of instruments are reviewed, and CASI, mCATI, and CATI instruments are thoroughly tested.

All federal data collections require approval by the Office of Management and Budget (OMB). NASS must document the public need for the data, apply sound statistical practice, prove the data does not already exist elsewhere, and ensure the public is not excessively burdened. The questionnaires must display an active OMB number that gives NASS the authority to conduct the survey, a statement of the purpose of the survey and the use of the data being collected, a response burden statement that gives an estimate of the time required to complete the form, a confidentiality statement that the respondent's information will be protected from disclosure, and a statement saying that response to the survey is voluntary and not required by law.

Sampled operations receive a cover letter with the questionnaire mailing explaining the survey and providing instructions for completing the survey (via CASI) on the internet. The letter also notifies them that they will be contacted for survey purposes only if they do not return the questionnaire by mail or complete the survey on the web. All modes of data collection, except face-to-face enumeration, are utilized for each survey. Data collection is coordinated for any sampled operations that are in multiple on-going surveys.

Survey Edit: As survey data are collected and captured, data are edited for consistency and reasonableness using automated systems. The edit logic ensures administrative coding follows the methodological rules associated with the survey design.

Relationships between data items (i.e., responses to individual questions) on the current survey are verified. Some data items in the current survey are compared to data items from earlier surveys to ensure certain relationships are logical. The edit assigns a status to each record, indicating whether the record passes or fails the edit requirements for consistency and reasonableness. Records that fail edit requirements must be updated or must be certified by an analyst to be exempt from the failed edit requirement. All records must pass edit requirements, or be certified exempt, before further analysis and summarization.

Analysis Tools: Edited data are processed through an interactive analysis tool which displays data for all reports by item. The tool provides scatter plots, tables, charts, and special tabulations that allow the analyst to compare an individual record to similar records. Atypical responses, unusual data relationships, and statistical outliers for all items are revealed by the analysis tool. RFO and Headquarters staff review such relationships to determine if they are correct. Data found to be in error are corrected, while accepted data are retained.

Nonsampling Errors: Nonsampling error is present in any survey process. This error includes reporting, recording, and editing errors, as well as nonresponse error. Steps are taken to minimize the impact of these errors, such as questionnaire testing, comprehensive interviewer training, validation and verification of processing systems, application of detailed computer edits, and evaluation of the data via the analysis tool. The respondent pool is monitored and reviewed during and after data collection, and data collection strategies are modified, where necessary, to continually minimize nonresponse error.

Estimators: The CFS is a complete enumeration of all known floriculture operations with \$10,000 or more in sales, and new operations are added to the sample when discovered. A coverage adjustment is made to account for list incompleteness. Response to the CFS is voluntary. Producers may refuse to participate in the survey, may not be located during the data collection period, or may submit incomplete reports. All nonresponse (item and unit) is

manually imputed by RFO statisticians. The weights for current items are not adjusted for nonresponse. The measurement of error due to sampling in the current survey period is irrelevant for a fully enumerated census. Moreover, standard errors and coefficients of variation (CVs) are zero for all current data items collected.

Estimation: When all samples are accounted for, all responses fully edited, and the analysis material reviewed, Headquarters executes a preliminary summary and a final summary to evaluate and analyze the data. The summary results provide estimates and information used to evaluate the quality of the survey estimates such as response rates and number of usable positive reports.

Regional field offices and Headquarters are responsible for performing a detailed review of the survey results. Any irregularities revealed by the preliminary summary must be investigated and, if necessary, resolved.

Quality Metrics for Floriculture Crops

Purpose and Definitions: Under the guidance of the Statistical Policy Office of the Office of Management and Budget (OMB), the United States Department of Agriculture's National Agricultural Statistics Service (NASS) provides data users with quality metrics for its published data series. The metrics tables below describe the performance data for all surveys contributing to the publication. The accuracy of data products may be evaluated through sampling and nonsampling error. There is no sampling error present for this survey because it is a census of the target population. Nonsampling error is evaluated by response rates and the weighted item response rates.

Sample size is the number of observations selected from the population to represent a characteristic of the population. Operations that did not have the item of interest, did not meet the \$10,000 threshold in sales, or were out of business at the time of data collection have been excluded.

Response rate is the proportion of the above sample that completed the survey. This calculation follows Guideline 3.2.2 of the OMB Standards and Guidelines for Statistical Surveys (September 2006).

Weighted item response rate is a ratio of reported survey data expanded by the original sampling weight compared to final nonresponse adjusted summary totals.

Commercial Floriculture Survey Sample Sizes and Response Rates: The Commercial Floriculture Survey is a census of all known floriculture growers with an operation that produced and sold \$10,000 or more of product during the previous year in all 50 States. However, detailed crop information is collected from only operations with \$100,000 or more in sales. To assist in evaluating the performance of the estimates in the *Floriculture Crops* report, the sample sizes and response rates are displayed for 2020 and 2021 in each of the published States (17 States in 2020 and 28 States in 2021) for operations with \$10,000 or more in sales and for operations with \$100,000 or more in sales.

**Commercial Floriculture Survey Sample Size and Response Rate - States and United States:
2020 and 2021**

[Operations with \$10,000+ sales]

State	Sample size		Response rate	
	2020 (number)	2021 (number)	2020 (percent)	2021 (percent)
Alabama	(X)	70	(X)	65.7
Alaska	51	58	70.6	62.1
California	463	495	61.6	52.5
Colorado	95	93	62.1	55.9
Connecticut	169	143	47.3	39.2
Florida	545	511	63.3	52.8
Georgia	(X)	88	(X)	60.2
Hawaii	(X)	210	(X)	58.6
Illinois	200	206	60.5	48.1
Indiana	(X)	180	(X)	75.6
Iowa	(X)	140	(X)	55.0
Maryland	(X)	123	(X)	64.2
Massachusetts	(X)	217	(X)	53.5
Michigan	492	476	72.4	70.2
Minnesota	(X)	190	(X)	53.2
New Jersey	263	249	54.8	49.4
New York	493	466	60.2	56.9
North Carolina	230	227	69.6	62.1
Ohio	386	379	54.7	62.3
Oregon	220	219	68.6	63.0
Pennsylvania	611	606	60.6	55.4
South Carolina	(X)	67	(X)	65.7
Tennessee	(X)	115	(X)	52.2
Texas	200	196	47.5	48.5
Utah	(X)	37	(X)	81.1
Virginia	164	151	59.1	51.0
Washington	227	219	55.9	47.9
Wisconsin	348	342	65.5	57.6
17 State Total ¹	5,157	5,036	61.3	56.0
Other States ²	(X)	365	(X)	46.8
United States	(X)	6,838	(X)	56.4

(X) Not applicable.

¹ 17 State total includes Alaska, California, Colorado, Connecticut, Florida, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin.

² Other States includes Arizona, Arkansas, Delaware, Idaho, Kansas, Kentucky, Louisiana, Maine, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Oklahoma, Rhode Island, South Dakota, Vermont, West Virginia, and Wyoming for operations with greater than \$100,000 in sales. Smaller operations were not surveyed in these States.

Commercial Floriculture Survey Sample Size and Response Rate - States and United States: 2020 and 2021

[Operations with \$100,000+ sales]

State	Sample size		Response rate	
	2020 (number)	2021 (number)	2020 (percent)	2021 (percent)
Alabama	(X)	39	(X)	66.7
Alaska	18	20	55.6	40.0
California	273	288	59.7	51.4
Colorado	57	63	63.2	60.3
Connecticut	68	67	48.5	34.3
Florida	350	328	66.3	56.1
Georgia	(X)	43	(X)	65.1
Hawaii	(X)	72	(X)	58.3
Illinois	88	87	50.0	43.7
Indiana	(X)	58	(X)	69.0
Iowa	(X)	44	(X)	54.5
Maryland	(X)	49	(X)	63.3
Massachusetts	(X)	87	(X)	62.1
Michigan	280	275	73.2	68.7
Minnesota	(X)	97	(X)	51.5
New Jersey	127	133	50.4	42.9
New York	197	195	60.4	53.8
North Carolina	89	89	59.6	58.4
Ohio	168	159	50.0	49.1
Oregon	86	92	67.4	62.0
Pennsylvania	181	186	57.5	50.0
South Carolina	(X)	20	(X)	65.0
Tennessee	(X)	31	(X)	58.1
Texas	108	120	46.3	47.5
Utah	(X)	29	(X)	75.9
Virginia	78	71	57.7	43.7
Washington	67	69	62.7	53.6
Wisconsin	140	137	70.7	59.1
17 State Total ¹	2,375	2,379	60.7	53.6
Other States ²	(X)	365	(X)	46.8
United States	(X)	3,313	(X)	54.2

(X) Not applicable.

¹ 17 State total includes Alaska, California, Colorado, Connecticut, Florida, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin.

² Other States includes Arizona, Arkansas, Delaware, Idaho, Kansas, Kentucky, Louisiana, Maine, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Oklahoma, Rhode Island, South Dakota, Vermont, West Virginia, and Wyoming.

Commercial Floriculture Survey Weighted Item Response Rates: To assist in evaluating the performance of the estimates in the *Floriculture Crops* report, the weighted item response rate is displayed by program State and nationally for each plant category and in total for 2020 and 2021.

Quality Metrics for Value of All Sales by Plant Category - States and United States: 2020 and 2021

[Operations with \$100,000+ sales]

State	Weighted item response rate					
	Annual bedding/garden		Herbaceous perennial		Total bedding/garden	
	2020 ¹	2021	2020 ¹	2021	2020 ¹	2021
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	(NA)	55.1	(NA)	91.5	(NA)	62.3
Alaska	27.1	38.3	41.9	43.5	28.0	38.8
California	15.8	75.1	44.3	58.0	24.0	70.2
Colorado	57.5	67.1	67.2	77.2	59.3	70.0
Connecticut	55.0	29.3	82.1	70.6	64.8	44.7
Florida	63.2	27.5	89.8	70.9	70.8	41.2
Georgia	(NA)	74.7	(NA)	84.0	(NA)	76.6
Hawaii	(NA)	(D)	(NA)	(D)	(NA)	47.5
Illinois	38.8	49.2	37.4	79.7	38.2	66.4
Indiana	(NA)	42.6	(NA)	52.0	(NA)	45.4
Iowa	(NA)	74.5	(NA)	73.3	(NA)	74.2
Maryland	(NA)	40.5	(NA)	44.3	(NA)	41.7
Massachusetts	(NA)	61.1	(NA)	34.0	(NA)	51.6
Michigan	79.9	77.9	57.1	70.7	74.3	76.3
Minnesota	(NA)	66.0	(NA)	59.9	(NA)	64.9
New Jersey	61.9	48.5	35.3	54.8	53.5	50.8
New York	59.0	49.9	53.0	53.8	57.6	50.9
North Carolina	21.1	22.5	37.3	24.6	26.3	23.1
Ohio	36.6	40.9	72.3	76.3	54.4	58.4
Oregon	62.3	58.2	49.2	36.4	57.2	49.5
Pennsylvania	61.3	41.5	67.5	35.5	63.3	39.6
South Carolina	(NA)	(D)	(NA)	(D)	(NA)	17.6
Tennessee	(NA)	74.7	(NA)	88.3	(NA)	76.1
Texas	60.4	75.2	59.1	74.9	60.1	75.2
Utah	(NA)	93.3	(NA)	86.3	(NA)	90.8
Virginia	48.6	42.7	55.1	25.0	50.8	38.3
Washington	42.9	38.2	45.4	9.0	43.9	29.7
Wisconsin	72.5	42.1	67.8	65.1	71.6	47.1
17 State Total ²	52.6	54.5	57.6	60.2	54.1	56.2
Other States ³	(NA)	47.3	(NA)	33.5	(NA)	42.0
United States	(NA)	56.0	(NA)	57.6	(NA)	56.5

See footnote(s) at end of table.

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**Quality Metrics for Value of All Sales by Plant Category - States and United States:
2020 and 2021 (continued)**

[Operations with \$100,000+ sales]

State	Weighted item response rate					
	Potted flowering plants		Foliage plants for indoor or patio use		Cut flowers	
	2020 ¹	2021	2020 ¹	2021	2020 ¹	2021
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	(NA)	56.6	(NA)	90.5	(NA)	-
Alaska	6.3	16.0	(D)	(D)	(D)	(D)
California	36.4	46.9	57.7	76.5	76.1	73.2
Colorado	46.6	40.3	(D)	76.5	24.5	12.2
Connecticut	72.4	47.2	99.9	89.0	(D)	(D)
Florida	31.2	20.3	35.7	31.9	92.0	57.3
Georgia	(NA)	61.8	(NA)	96.2	(NA)	(D)
Hawaii	(NA)	71.7	(NA)	75.5	(NA)	57.2
Illinois	16.1	49.8	48.1	36.2	34.1	4.5
Indiana	(NA)	45.6	(NA)	26.3	(NA)	90.9
Iowa	(NA)	84.5	(NA)	94.1	(NA)	(D)
Maryland	(NA)	21.5	(NA)	97.6	(NA)	53.9
Massachusetts	(NA)	63.6	(NA)	79.0	(NA)	91.7
Michigan	63.0	73.3	95.4	90.6	(D)	(D)
Minnesota	(NA)	58.6	(NA)	(D)	(NA)	(D)
New Jersey	77.7	64.8	(D)	93.8	69.9	29.0
New York	34.4	32.6	(D)	(D)	86.6	79.4
North Carolina	38.1	36.1	(D)	74.7	73.2	42.0
Ohio	15.1	14.6	60.0	40.2	(D)	(D)
Oregon	45.8	48.0	94.6	94.3	85.0	86.2
Pennsylvania	34.3	34.6	(D)	24.6	14.6	33.8
South Carolina	(NA)	71.0	(NA)	(D)	(NA)	(D)
Tennessee	(NA)	66.4	(NA)	90.1	(NA)	-
Texas	27.1	52.0	83.2	99.5	100.0	100.0
Utah	(NA)	54.0	(NA)	(D)	(NA)	(D)
Virginia	30.8	30.9	(D)	54.9	42.6	58.2
Washington	50.7	12.3	(D)	(D)	11.6	79.9
Wisconsin	74.1	70.1	97.0	72.0	(D)	(D)
17 State Total ²	36.9	37.9	48.2	49.0	69.9	67.7
Other States ³	(NA)	31.1	94.4	68.8	91.4	95.1
United States	(NA)	39.9	(NA)	50.3	(NA)	68.7

See footnote(s) at end of table.

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**Quality Metrics for Value of All Sales by Plant Category - States and United States:
2020 and 2021 (continued)**

[Operations with \$100,000+ sales]

State	Weighted item response rate					
	Cut cultivated greens		Propagative floriculture material		Total wholesale value of all plant categories	
	2020 ¹	2021	2020 ¹	2021	2020 ¹	2021
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama	(NA)	(D)	(NA)	(D)	(NA)	64.3
Alaska	-	-	-	-	29.5	38.7
California	79.6	53.8	45.8	52.8	44.5	64.3
Colorado	-	-	(D)	16.0	50.0	54.0
Connecticut	-	-	(D)	(D)	65.7	45.2
Florida	63.8	47.3	49.7	70.9	44.1	35.6
Georgia	(NA)	(D)	(NA)	(D)	(NA)	76.0
Hawaii	(NA)	63.8	(NA)	55.3	(NA)	68.8
Illinois	(D)	(D)	(D)	(D)	35.4	64.2
Indiana	(NA)	-	(NA)	100.0	(NA)	46.1
Iowa	(NA)	-	(NA)	(D)	(NA)	78.6
Maryland	(NA)	2.9	(NA)	100.0	(NA)	41.7
Massachusetts	(NA)	(D)	(NA)	(D)	(NA)	51.8
Michigan	(D)	(D)	94.5	60.9	77.8	74.0
Minnesota	(NA)	-	(NA)	1.4	(NA)	63.5
New Jersey	(D)	-	88.9	100.0	62.5	60.5
New York	(D)	(D)	57.5	15.9	56.9	44.7
North Carolina	(D)	100.0	94.4	58.6	33.6	27.9
Ohio	(D)	-	(D)	(D)	39.6	44.0
Oregon	56.0	83.2	9.0	8.3	54.6	51.7
Pennsylvania	(D)	100.0	95.4	72.8	63.2	45.0
South Carolina	(NA)	-	(NA)	(D)	(NA)	18.6
Tennessee	(NA)	-	(NA)	-	(NA)	75.7
Texas	-	-	73.4	72.0	56.9	75.4
Utah	(NA)	-	(NA)	(D)	(NA)	83.1
Virginia	(D)	(D)	15.8	(D)	57.3	36.3
Washington	(D)	(D)	30.7	28.9	39.0	40.5
Wisconsin	(D)	(D)	90.0	(D)	74.1	52.5
17 State Total ²	66.8	49.2	61.2	59.7	51.8	52.8
Other States ³	96.2	35.2	11.9	64.6	(NA)	50.8
United States	(NA)	49.0	(NA)	61.2	(NA)	53.9

- Represents zero.

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

¹ 2020 value of sales estimates were on a wholesale equivalent basis.

² 17 State total includes Alaska, California, Colorado, Connecticut, Florida, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, and Wisconsin.

³ For 2020, Other States includes any data withheld above. For 2021, Other States includes Arizona, Arkansas, Delaware, Idaho, Kansas, Kentucky, Louisiana, Maine, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Oklahoma, Rhode Island, South Dakota, Vermont, West Virginia, Wyoming, and any data withheld above.

Information Contacts

Process	Unit	Telephone	Email
Estimation	Crops Branch	(202) 720-2127	HQ_SD_CB@usda.gov
Data Collection	Survey Administration Branch	(202) 690-4847	HQ_CSD_SAB@usda.gov
Questionnaires	Data Collection Branch	(202) 720-6201	HQ_CSD_DCB@usda.gov
Sampling and Editing	Sampling, Editing, and Imputation Methodology Branch	(202) 690-8141	HQ_CSD_SB@usda.gov
Analysis and Estimators	Summary, Estimation, and Disclosure Methodology Branch	(202) 690-8141	HQ_SD_SMB@usda.gov
Dissemination	Data Dissemination Office	(202) 720-3869	HQSDOD@usda.gov
Media Contact and Webmaster	Public Affairs Office	(202) 720-2639	HQOAPAO@usda.gov

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