



"2014 Nursery & Floriculture

Specialty Crops Survey" funded by Specialty Crop

Block Grant Funds (SCGB) through the Federal Farm Bill conducted by
USDA National Agricultural Statistics Service

□ Confidential survey of Michigan

Floriculture Growers, Nurserymen
and women & Landscapers

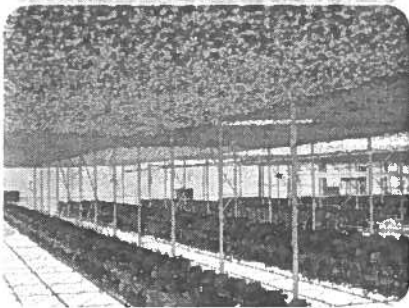
□ Designed to gather critical

information about these industries

and the issues affecting them

□ The results will be utilized to better

represent these industries



"Creating More Visually Compelling Retail Garden Center Display Signs" funded by USDA SCGB

□ Expect more knowledge about signage use,
information acquisition, and importance of

information to plant shoppers

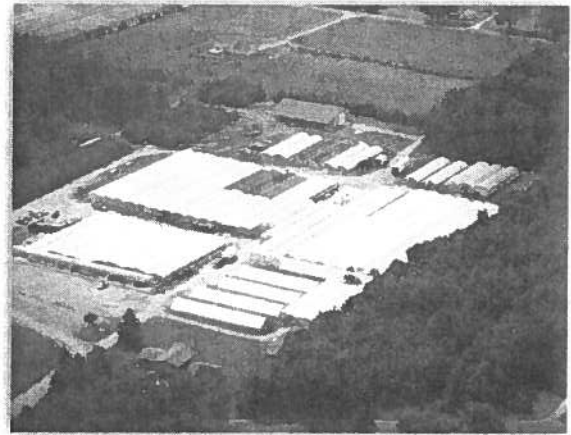
□ Implement an increase of signage and monitor the
impact of sales at the end of the sales season (July
2015)

□ Goal is to increase sales by at least 3%. The presence of the
benefit information on the signs should contribute to the increase in sales.



TOTAL COVERED AREAS

- ❑ Total covered area for all operations in the state was **48.5 million square feet**. This includes both rigid and film plastic greenhouses, glass greenhouses, shade, and temporary cover: **over 1,100 acres**
- ❑ Only California and Florida had more total cover.



× MSU/MDARD 2013 Michigan Agriculture Statistics Publication

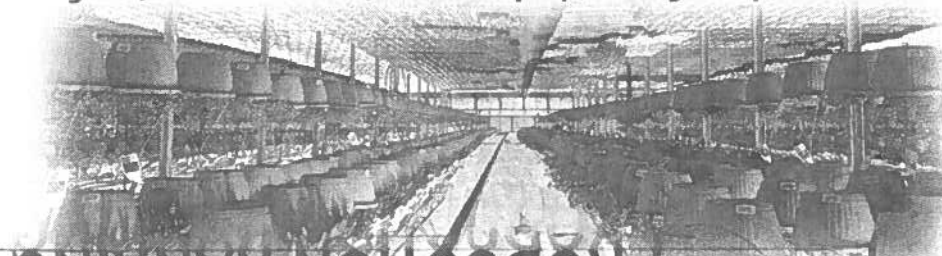


INDUSTRY ISSUES

- ❑ Labor
- ❑ Misunderstood use of neonicotinoid pesticides
- ❑ Energy
- ❑ Water
- ❑ Pollinator health
 - winter mortality, and a decline in the abundance of food plants seem to be the most important factors.
- ❑ Recycling



PRODUCTION RANKING



- Horticulture was the fourth largest segment of Michigan agriculture contributing about eight percent in 2011.
- Floriculture raises an estimated \$4.4 billion in sales nationally
- Michigan ranks the third highest grower of floriculture after California and Florida respectively

MFGC



PRODUCTION RANKING

MFGC



Michigan leads the nation in sales of:

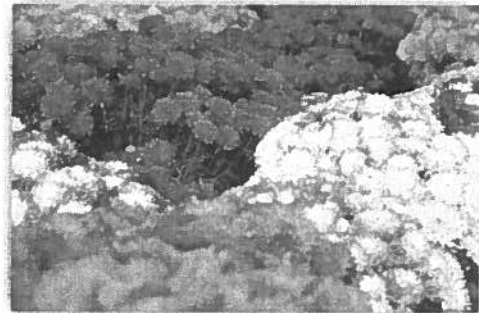
- Impatiens (flats)
- Petunias (flats)
- Begonia hanging baskets
- Geranium hanging baskets (cuttings)
- Geranium hanging baskets (seeds)
- Impatiens hanging baskets
- New Guinea Impatiens baskets
- Pansy/Viola hanging baskets
- Petunias hanging baskets
- Potted Geraniums seed
- Potted New Guinea Impatiens
- Potted Easter Lilies
- Potted Petunias





MICHIGAN FLORICULTURE GROWERS COUNCIL PURPOSE

- ❑ Our purpose is to represent growers statewide
- ❑ Keep Michigan floriculture profitable and sustainable
- ❑ Represent our industry on state and national issues

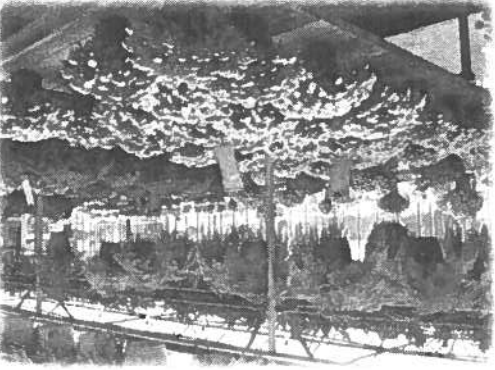


ECONOMIC IMPACT

The MFGC represents the interests of floriculture growers in Michigan

- ❑ 599 commercial growers
- ❑ 49% with \$100,000 or more in gross sales
- ❑ Estimated wholesale value is \$406 million





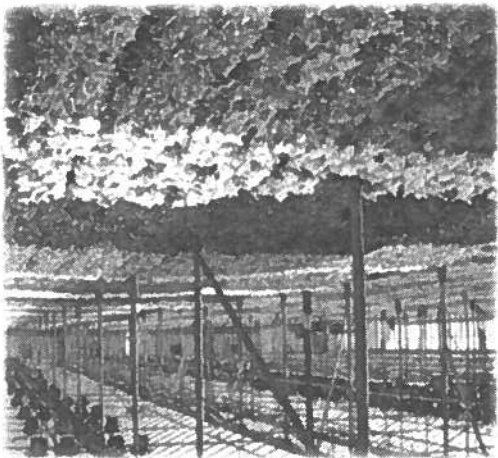
□ Floriculture/nursery crops are the 4th largest segment of agriculture in the State, following milk, corn and soybean production

FLORICULTURE IN MICHIGAN



MICHIGAN FLORICULTURE GROWERS COUNCIL

A Blooming Industry





MFGC

QUESTIONS?



