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# Plants Are Great!

Dr. Marvin N. Miller

Market Research Manager

Ball Horticultural Company

February 25, 2011

# 2009 Census of Horticultural Specialties



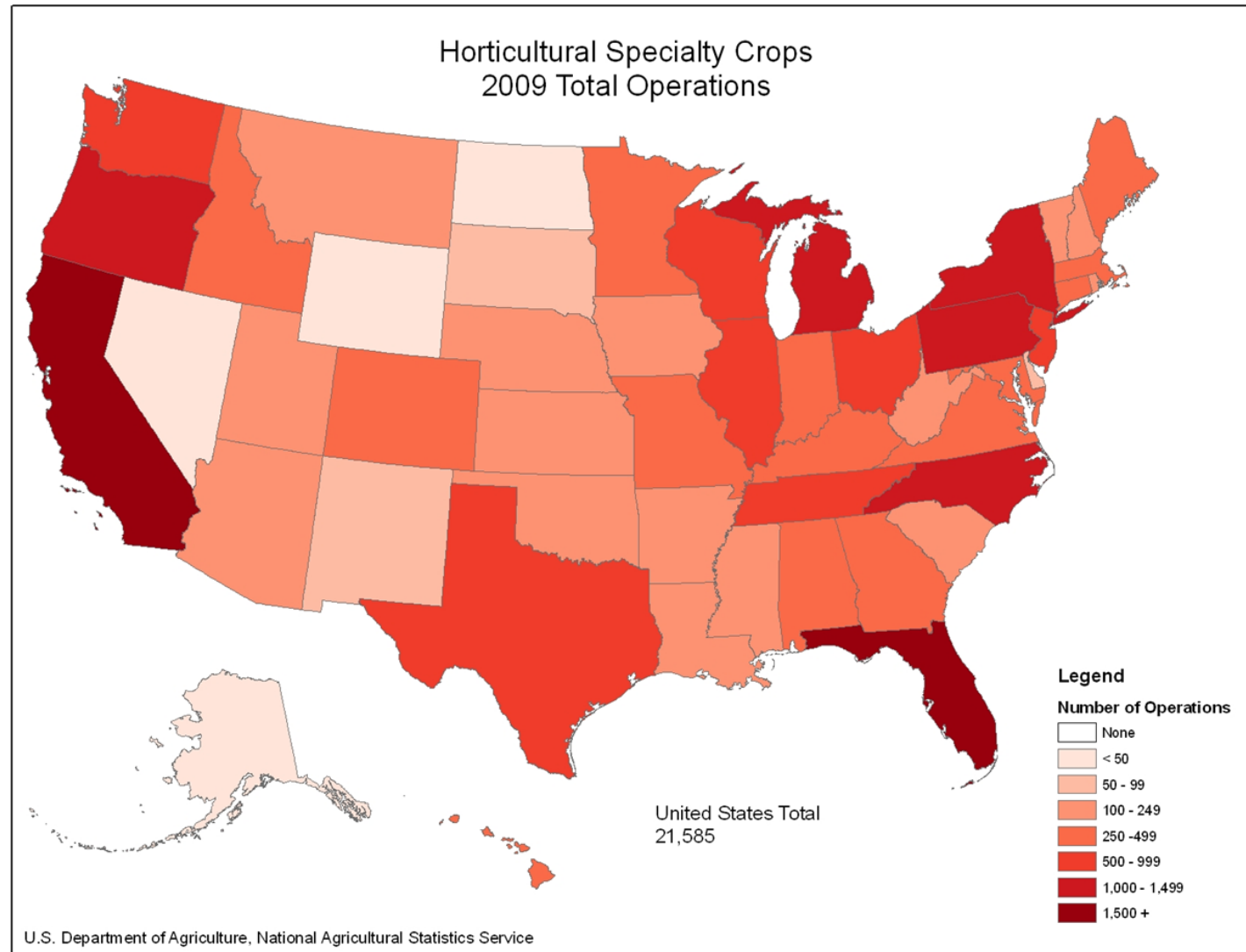
## 2009 Census of Horticultural Specialties

December 13, 2010

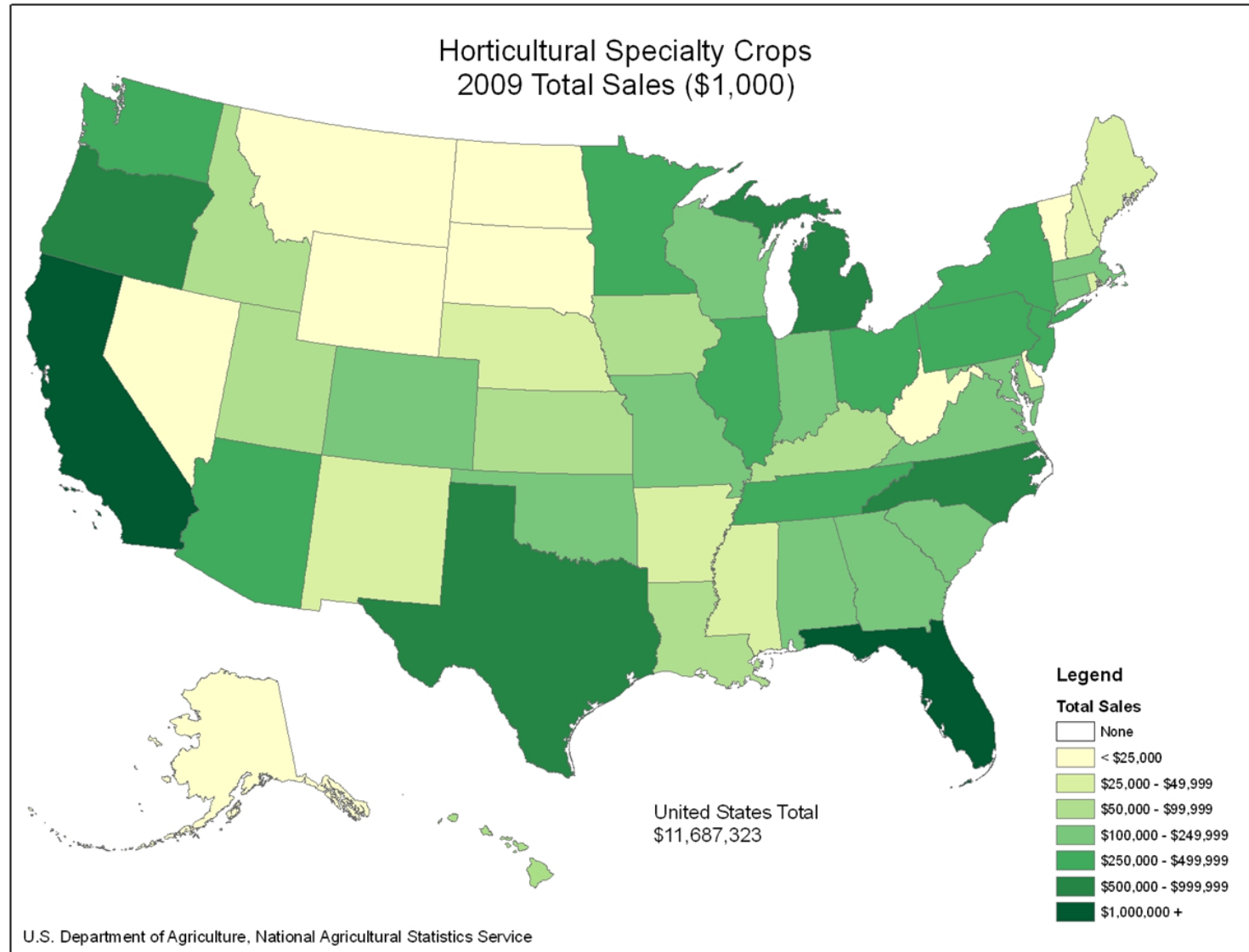


United States Department of Agriculture  
National Agricultural Statistics Service

# Total Operations



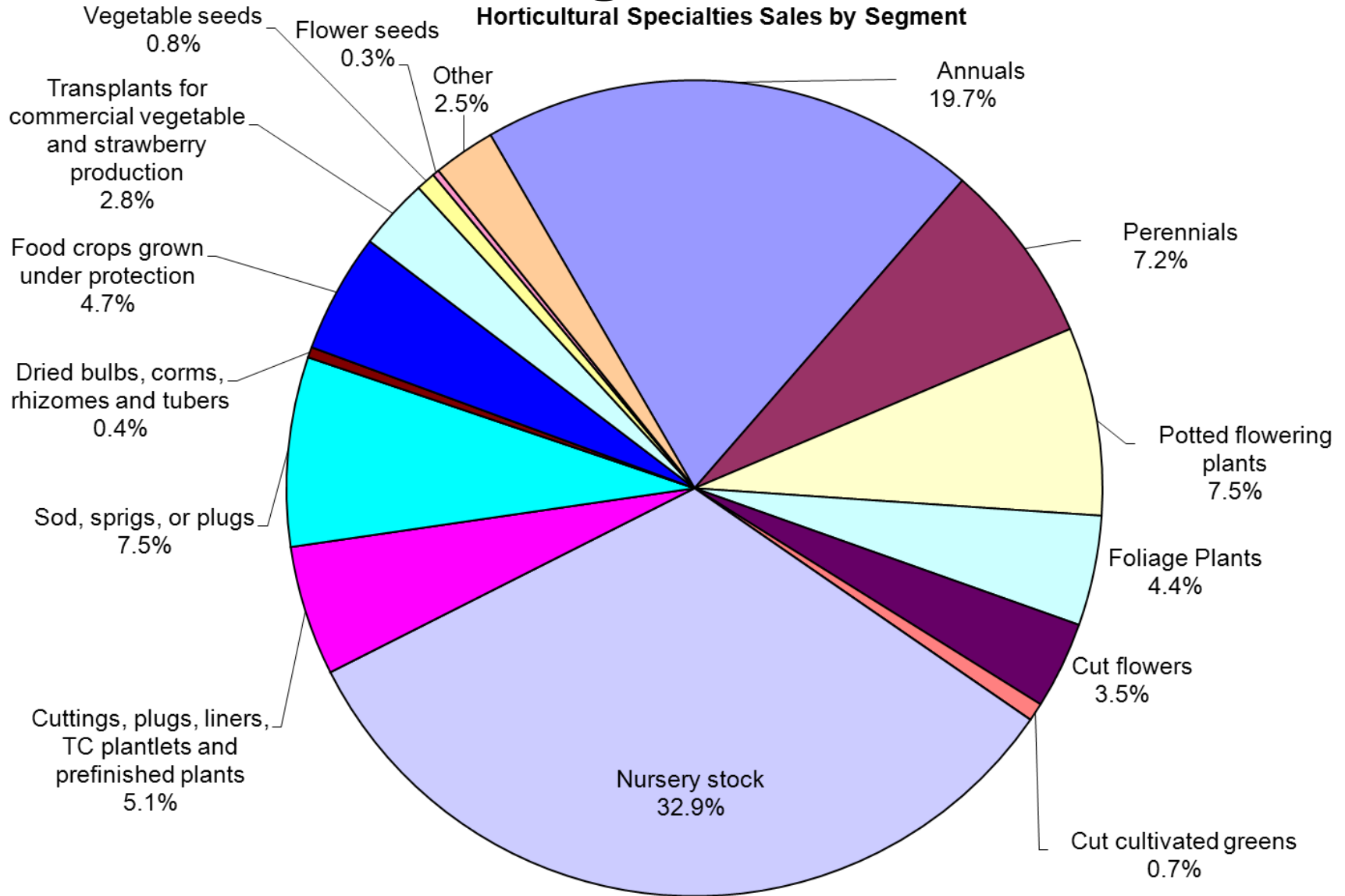
# Total Sales (\$1,000s)





# Segments

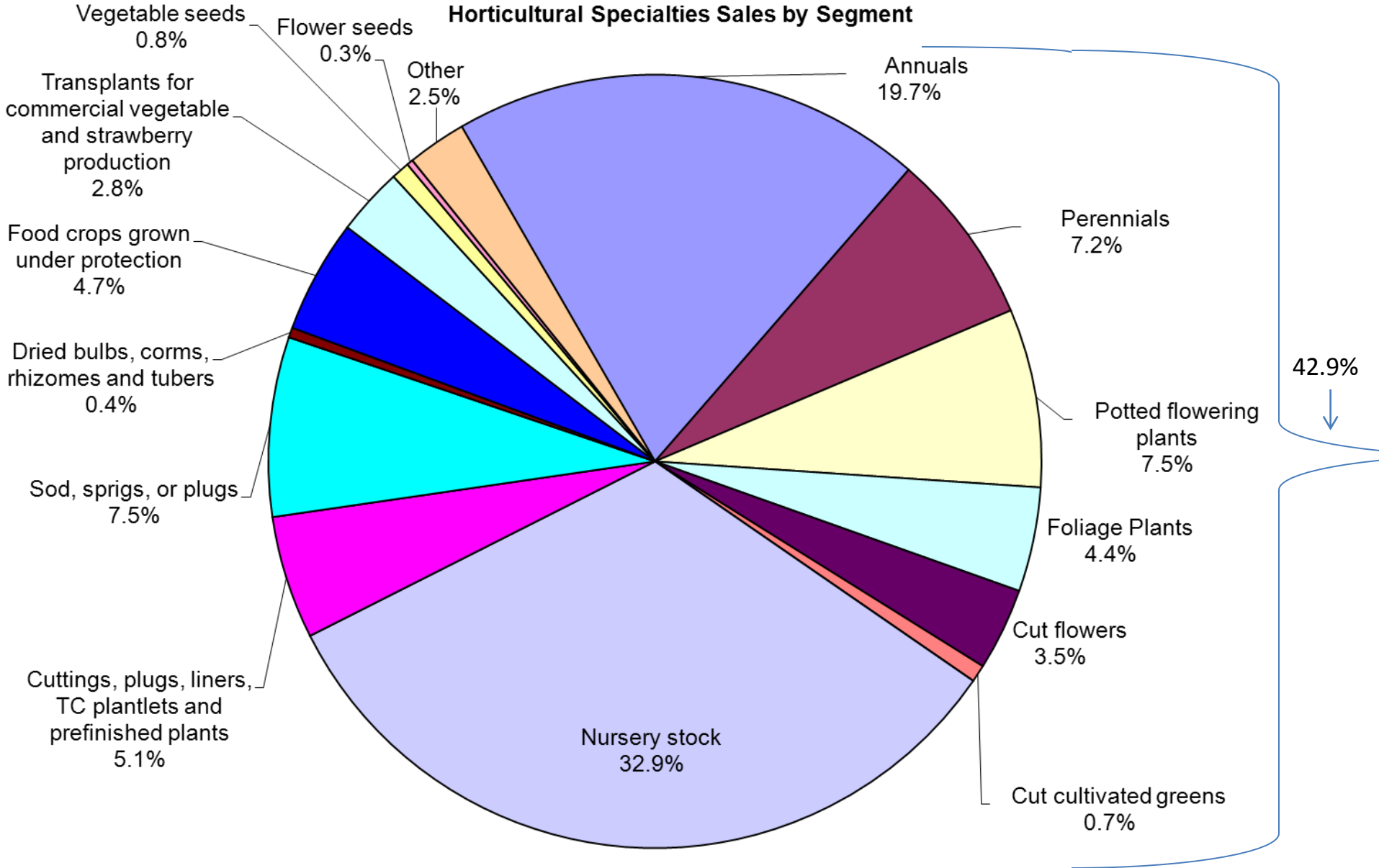
Horticultural Specialties Sales by Segment





# Segments

Horticultural Specialties Sales by Segment



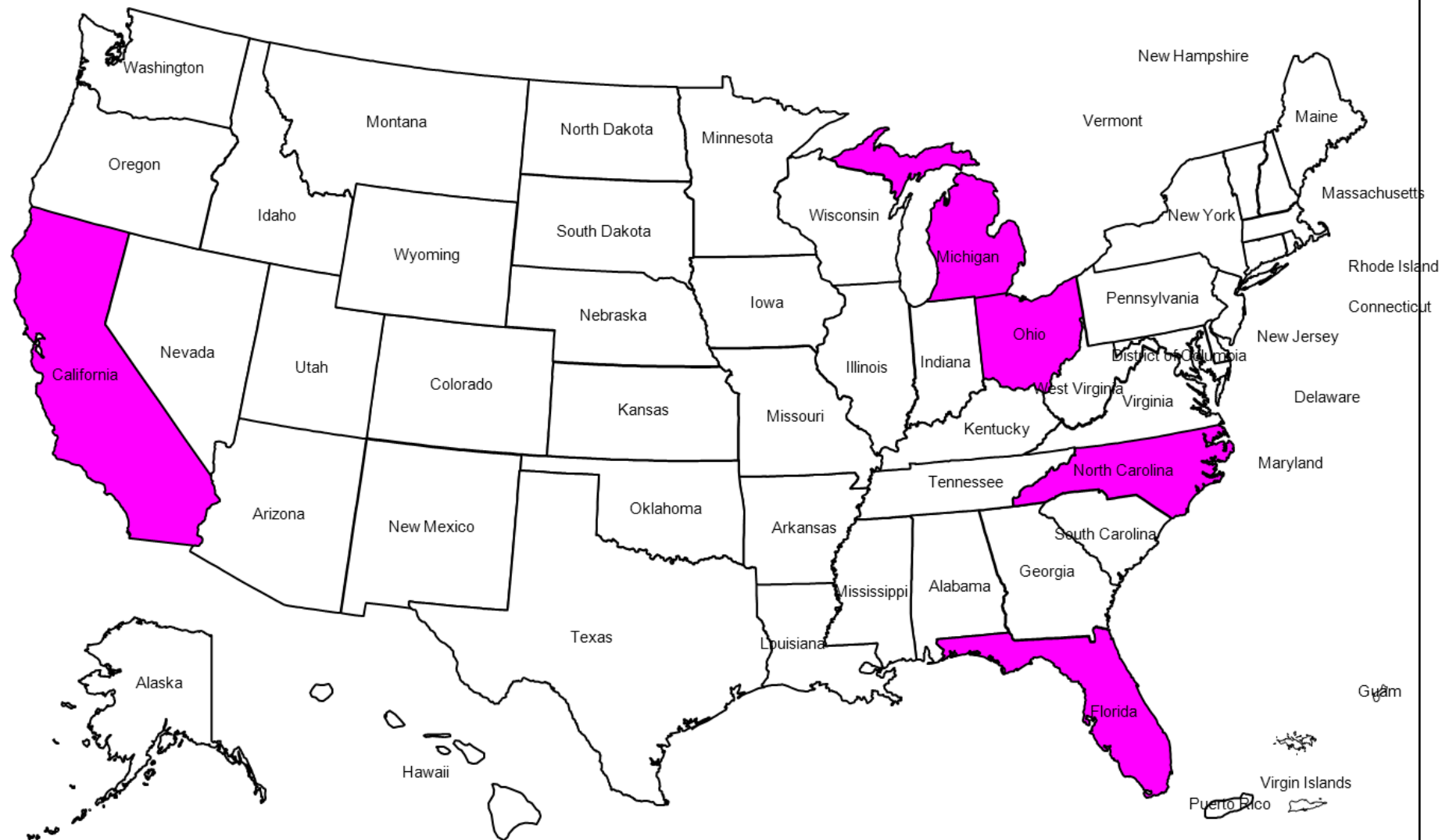
# Top 5 States - Horticultural Specialties by Firm Count







# Top 5 States for Total Floriculture Sales



# Top 5 States for Nursery Sales

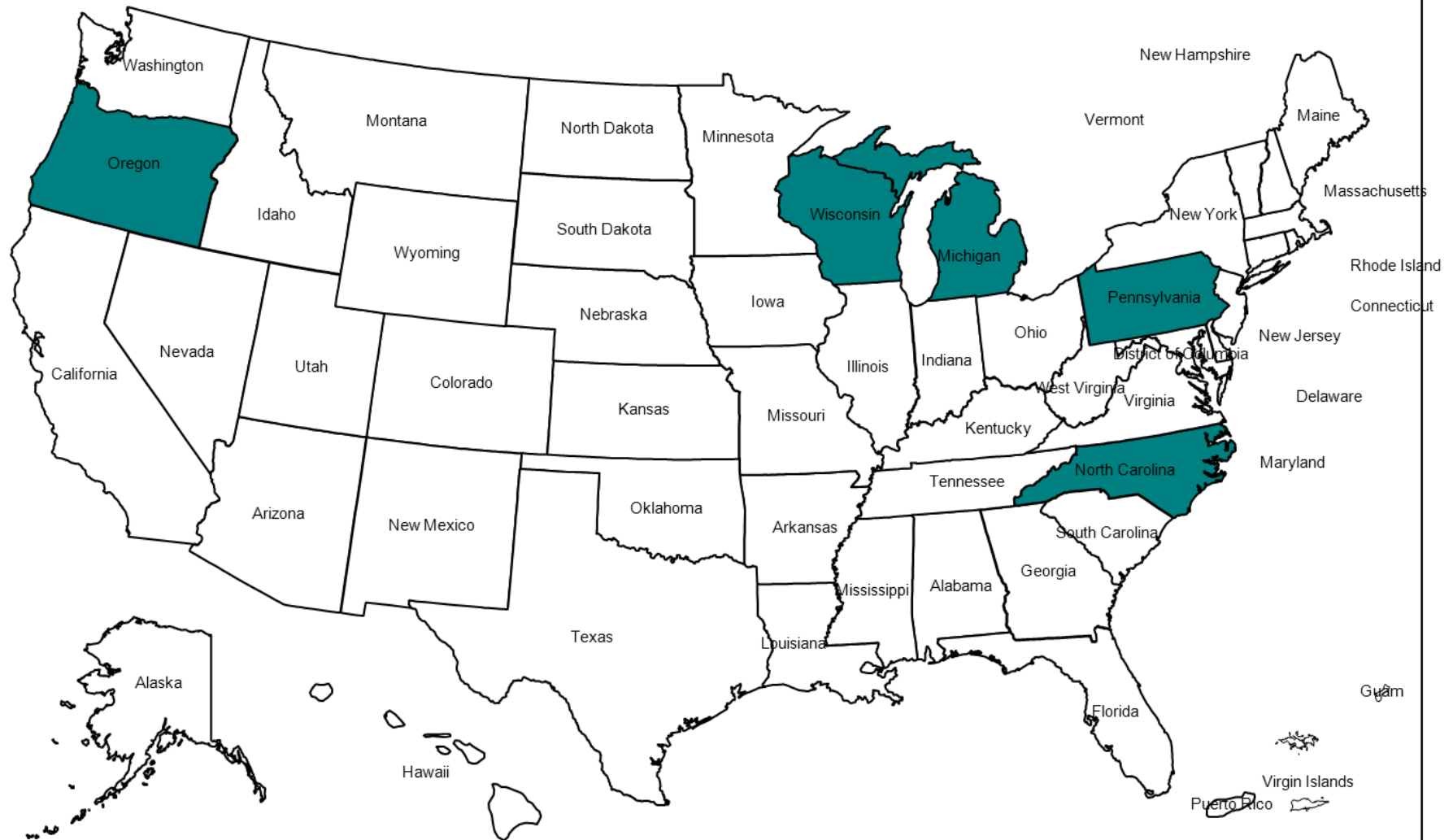
A map of the United States with the top 5 states for nursery sales highlighted in olive green. The highlighted states are California, Oregon, Texas, Tennessee, and Florida. All other states and territories are shown in white with black outlines and labels. The labels for the highlighted states are placed within their respective boundaries, while labels for other states are placed outside their boundaries. The map includes Alaska, Hawaii, and various territories like Puerto Rico and the Virgin Islands.

State	Rank
California	1
Oregon	2
Texas	3
Tennessee	4
Florida	5

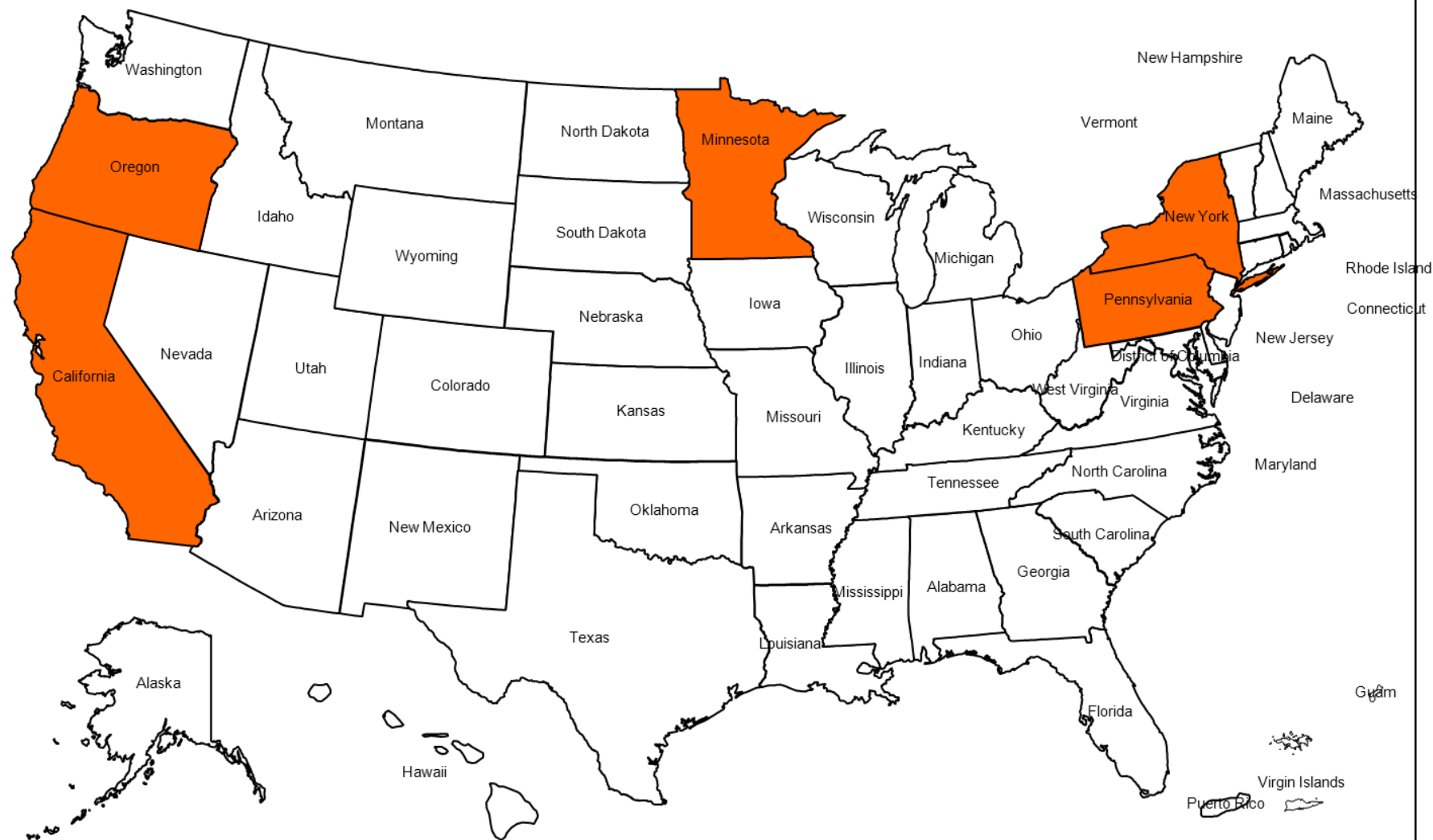


## A map of the United States with state boundaries and names labeled. The states of California, Texas, Alabama, Georgia, and Florida are highlighted in a solid green color. All other states are white with black outlines and labels. The map includes Alaska, Hawaii, and various territories like Puerto Rico and the Virgin Islands.

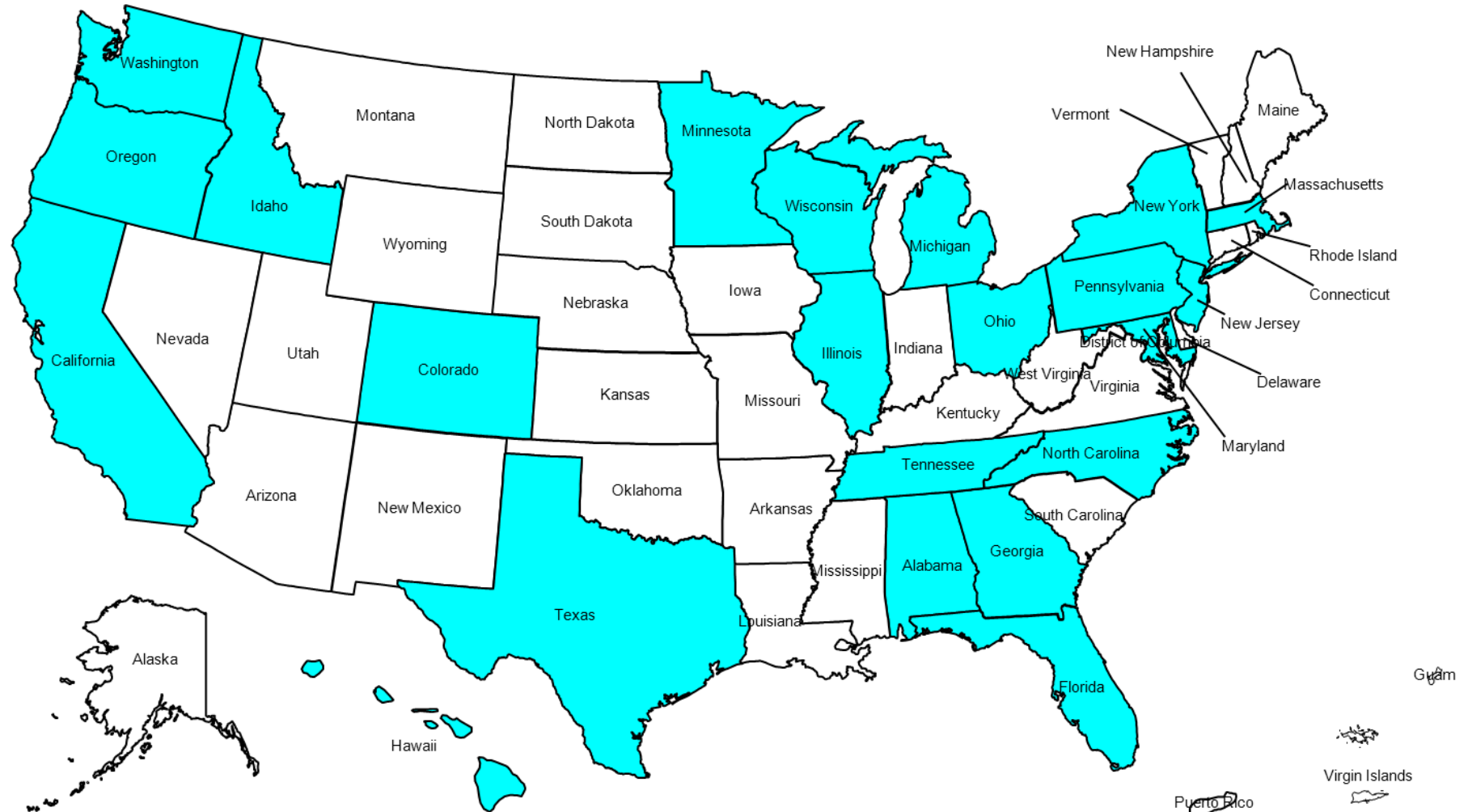
## Top 5 States - Sales of Christmas Trees



# Top 5 States - Sales of Food Crops Grown Under Protection



# Top 5 States in Firm Count or Sales for any Horticultural Specialty

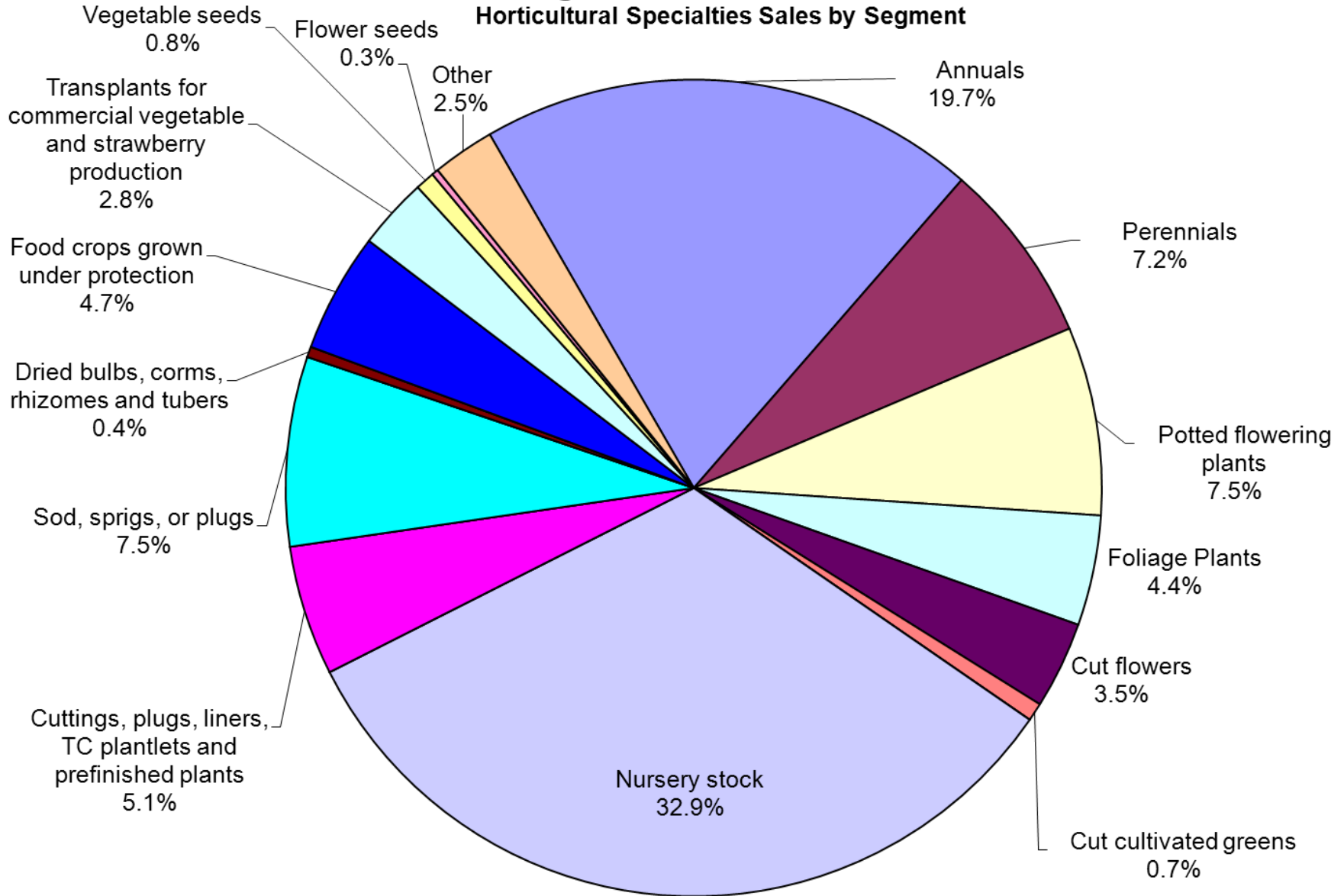






# Segments

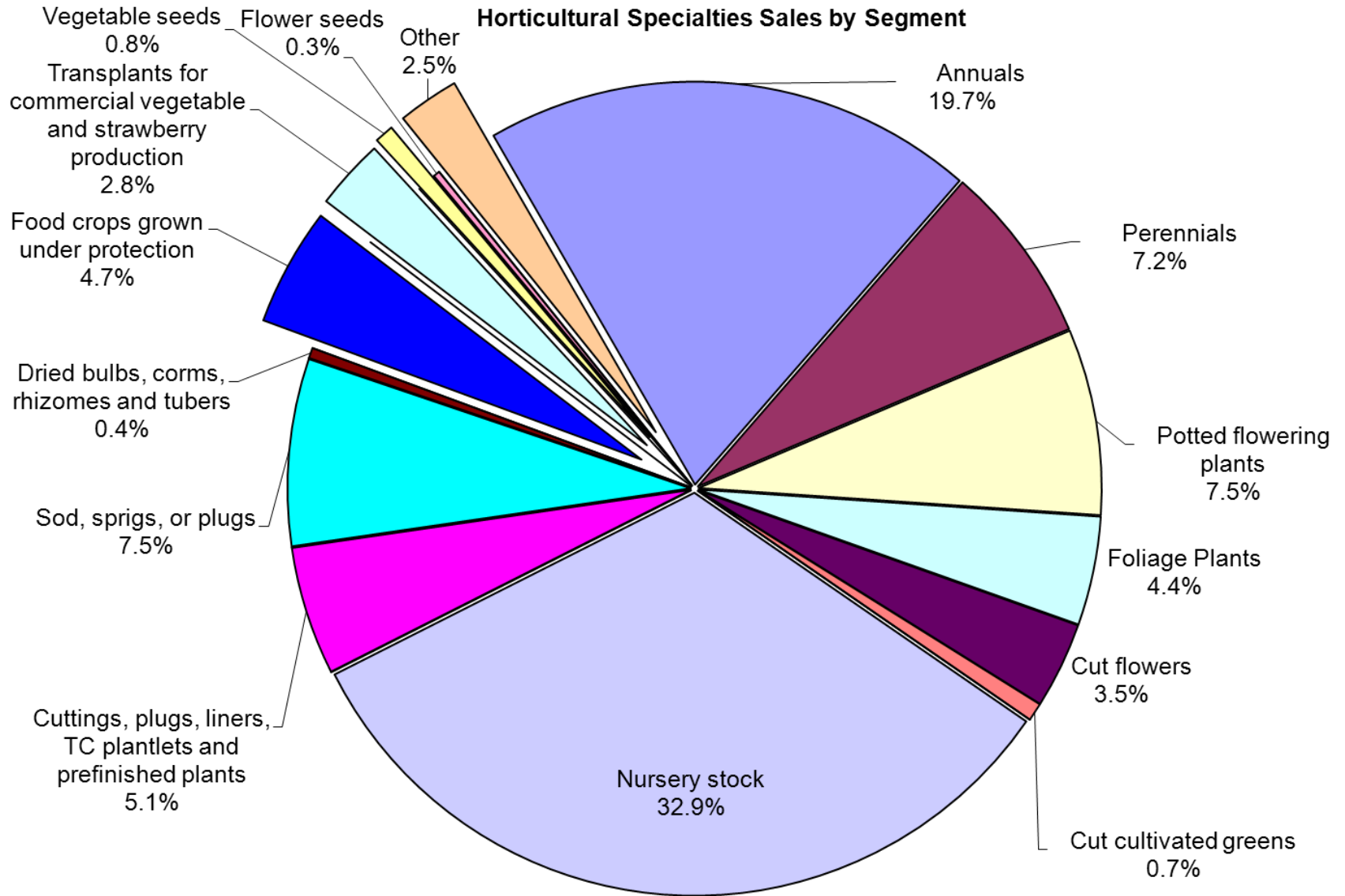
Horticultural Specialties Sales by Segment







# Segments





# Floriculture, Nursery & Related Ornamentals

- Economic
- Environmental
- Psychological/Sociological  
(Lifestyle)



# Economic Issues

- Convention & Tourism Business
- Property Taxes
- Commerce = Sales Tax Revenues
- Community Growth (Residents & Businesses)
- Recreational Uses



# Environmental Issues

- Stormwater Management
- Pollution (wind erosion, water runoff, light & noise, etc.)
- Energy reduction (cooling in summer, heating in winter)
- Attracting wildlife



# Psychological/Sociological Issues

- Motivation
- Creativity
- Crime Reduction
- Self-Discipline
- Improved Focus/Study Habits/Grades
- Quicker Recuperation



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