

Poinsettia

SEASON RECAP

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GROWER

Poinsettia Season Recap

2012 White Paper

Every year, *Greenhouse Grower* asks its readers to reflect on their poinsettia crops, prices and the overall state of the market. Growers of all sizes responded to our survey, and the results are in for the 2012 season. Here is a look at some of the most notable statistics.

Production

While the majority of respondents (42.1 percent) increased poinsettia production overall, the percentage of growers that produced the same number or fewer than last year both clocked in at 28.95.

When it came to novelties, however, 44.74 percent of growers produced the same number over the last two years, with 31.58 percent producing more and 26.38 percent growing fewer plants, respectively.

The number of poinsettias in the dumping pile was stable with 64.7 percent dumping zero to less than 5 percent of their poinsettia crop compared to 69 percent in 2010. Another thing that hasn't changed is the popular sizes, which continue to be 6 and 6.5 inches.

Profit And Pricing

We asked growers to give their thoughts on how poinsettias sold for them. While some of the comments differed from the overall trends the survey revealed, most respondents were pleased with sales. In contrast to last year's survey, in which 40 percent of growers said they grew poinsettias just to cover overhead costs during the season, just 24 percent cited that reason this year.

Wholesale prices remained fairly stable between 2011 and 2012, at least for our sample of growers. The largest difference was in the 6-inch size, in which the wholesale price increased from an average of \$5.15 to \$7.16. Retail prices also remained fairly stable, but the 4.5-inch poinsettias commanded a higher average price: \$5.81 in 2012 compared to \$5.15 in 2011. Eight-inch pots averaged \$3.00 less per unit at \$23.68 in 2012 vs. \$26.71 in 2011.

What else did we find out? Read on for complete results and grower comments on their impressions of the 2012 poinsettia market as well as which varieties and sizes sold well and which did not.

For even more on poinsettias, check out these stories at [Greenhouse Grower.com](http://GreenhouseGrower.com):

[2012 Poinsettia Sales At Big Box Stores](#)

Greenhouse Grower Columnist Jerry Montgomery makes his observations on the poinsettia market based on visits to 64 Walmart, Sam's Club, Lowe's, Home Depot and Meijer stores in Florida and Michigan.

[The State Of The Poinsettia Market](#)

Find out how growers fared in 2012, see new varieties and merchandising displays and learn how Suntory's Princettia euphorbia offers a not-just-for-winter alternative.

Which of the following best describes your business?

Grower-retailer	51.3%
Wholesale grower	41.0%
Young plant grower	7.7%

Where are you located?

Northeast (CT, ME, MA, NH, RI, VT, DE, MD, NJ, NY, PA)	20.5%
Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)	35.9%
Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	23.1%
Southwest (AZ, NM, OK, TX, CO)	2.6%
West (MT, NV, UT, WY, AK, CA, HI, ID)	0.0%
Northwest (OR, WA)	2.6%
Not in the United States	15.4%

What is the size of your greenhouse operation in square feet?

Less than 50,000	15.4%
50,000 to 100,000	38.5%
100,000 to 250,000	7.7%
250,000 to 500,000	10.3%
500,000 to 1 million	10.3%
1 to 3 million	10.3%
3 to 5 million	7.7%
More than 5 million	0.0%

How did your poinsettia production this year compare to your poinsettia production in 2011?

The number of units we produced was up more than 10 percent	20.5%
The number of units we produced was up between 5 and 10 percent	15.4%
The number of units we produced was up less than 5 percent	7.7%
The number of units we produced was about the same as last year	28.2%
The number of units we produced was down less than 5 percent	10.3%
The number of units we produced was down between 5 and 10 percent	12.8%
The number of units we produced was down more than 10 percent	5.1%

How has your production of novelty poinsettias changed in the last two years?

Increased 10 percent or more	12.8%
Increased less than 10 percent	20.5%
Stayed the same	43.6%
Decreased less than 10 percent	7.7%
Decreased 10 percent or more	15.4%

What percentage of the poinsettias you produced this year did you wind up dumping?

We didn't dump a single poinsettia	8.3%
Less than 5 percent	58.3%
Between 5 and 10 percent	25.0%
Between 10 and 20 percent	8.3%
More than 20 percent	0.0%

Are you growing poinsettias simply to cover your operation's overhead costs for the season or to increase your operation's profit margin?

To cover our overhead costs	23.7%
To increase our operation's profit margin	76.3%

How much of your own poinsettia stock do you grow?

Zero	92.1%
Less than 25 percent	0.0%
26 to 50 percent	0.0%
51 to 75 percent	2.6%
More than 75 percent	2.6%
All	2.6%

How would you describe your interest in callused poinsettia cuttings?

We are extremely interested	10.3%
We are interested	20.5%
We are a little interested	20.5%
We are not interested	48.7%

What poinsettia size was your top seller at retail in 2012?

4.5-inch	3.3%
6-inch	26.7%
6.5-inch	53.3%
8-inch	6.7%
10-inch	3.3%
Larger than 10-inch	3.3%
Other	3.3%

Which poinsettia variety/size did you sell out of first?

6-inch (2 responses)
8-inch
6.5-inch (2 responses)
2.5-inch
4.5-inch and 10-inch
Novelty, 8-inch
'Cortez Burgundy'
'Ice Punch' (2 responses)
Red 6-inch

Which poinsettia variety/size did you sell out of first? (continued)

'Freedom Red'
Miniature, 2.2-inch
'Mars Red,' 6.5-inch
Red 8-inch
'Classic Red,' 4-inch
'Luv U Pink' 6.5-inch
'Peterstar,' 10-inch
'Christmas Day,' 8.5-inch
'Premium Red'
'Early Prestige'
'Early Prestige,' 1-quart – Black Friday
'Premium Ice Crystal'
'Luv U Pink'
'Orange Spice'

Which poinsettia variety/size was the biggest disappointment? Why?

4.5-inch crop - heater problems
'Peterstar Pink'
'Ice Punch' - soft sales
'Winter Rose 8-inch
'Winter Rose' 8-inch poor size
'Winter Rose White,' bracts not a good white
'Jingle Bells'
6.5-inch 'Jubilee Red.' It had terrible form
10-inch price point
'Prestige Maroon,' color was not that stunningly different
'Prestige Red,' 6.5-inch, small uneven plants
5-inch clay topiary (about 14" tall) -- we have grown this shape for about 6 years now and have found our customers are gravitating towards the smaller-sized topiaries.
8-inch, did not sell out.
'Tapestry' - too small
Higher than normal shrink. If it was not presold, it was a hard sell.
'Prestige' — temperature delay, cloudy days, too late coloring up
'Ice Crystal' - too short
10-inch hanging basket
8-inch (2 responses)
'Sparkling Punch' did not size up nicely
'Polar' - whiteflies came in with them

Which red variety/size did you sell the most units of?

6.5-inch
'Prestige' - 6.5-inch (2 responses)
'Prestige' (4 responses)
'Prestige Red,' 6-inch
'Prestige Red' - We grow so much more of this variety that despite the coloring issues, we still sell more than any others
'Prestige' – 10-inch
'Prestige' 8-inch

Which red variety/size did you sell the most units of? (continued)

'Prestige Red' — miniature 2.2" to 14" pots
'Freedom Red' (4 responses)
'Classic Red'
'Classic Red' – 6.5-inch
'Infinity Red' 6.5-inch
'Peterstar'
6.5-inch 'Christmas Day'
'Premium Red' (2 responses)
'Premium Red' – 6-inch
4-inch 'Christmas Feelings,' 6-inch 'Christmas Day'

Which red variety/size generated the highest margin for you?

6.5-inch
10-inch
'Prestige Red' -10-inch
'Prestige' (2 responses)
'Prestige' – 10-inch
'Prestige' - 6.5-inch
'Prestige Red' 6-inch
'Polar Bear'
All of them do
'Infinity Red' 6.5-inch
'Peterstar' 8.5-inch
All the same
'Freedom,' 10-inch
'Premium Red'
2.5-inch has highest margin followed by 6-inch. Variety doesn't make a difference in margin
'Advent Red' in 4.5-inch
'Winter Rose'
'Red Elf' 4-inch

If you split the poinsettia season into three portions (early, mid and late), how many different varieties of reds do you produce?

3 or fewer	58.1%
4 to 6	25.8%
7 to 9	6.5%
10 or more	9.7%

Which white variety/size did you sell the most units of?

'Polar Bear' (3 responses)
'Polar Bear' 6.5-inch (2 responses)
'Peterstar White' (2 responses)
'Prestige Red' - 6.5-inch
'Prestige' 8-inch
'Enduring White' miniature 2.2-inch

Which white variety/size did you sell the most units of? (continued)

'Enduring White' 6-inch
'Whitestar' (3 responses)
'Whitestar' 6.5-inch
'Classic White'
'Snowcap'
'Freedom,' 6-inch
6-inch 'Whitestar,' 4-inch 'Mira White'
'Premium Polar' (2 responses)
'Freedom White

Which pink variety/size did you sell the most units of?

'Mars,' 6.5-inch
'Mars Pink' 6.5-inch
'Mars Pink' (3 responses)
'Peterstar Pink'
'Peterstar'
'Maren'
'Maren,' 6-inch
'Enduring Pink,' miniature 2.2-inch
'Enduring Pink,' 6-inch
'Classic Pink,' 7-inch
'Luv U Pink,' 6.5-inch
'Freedom Pink'
'Freedom,' 6-inch
'Pink Cadillac'
'Premium Lipstick Pink'
'Polly's Pink' (2 responses)

Which marble variety/size did you sell the most units of?

'Mars Marble'
'Mars,' 6.5-inch (2 responses)
'Enduring Marble,' 6-inch
'Enduring Marble,' 6.5-inch
'Star,' 8-inch
'Sparkling Punch'
'Marble Star,' 4.5-inch
'Marble Star' (6 responses)
'Marble Star,' 6.5 inches (2 responses)
'Classic Marble'
'Peppermint,' 6-inch
'Winter Blush'
'Freedom Marble'
'Marabella'
'Enduring Marble'

Which novelty variety/size did you sell the most units of?

- 'Ice Punch 6-inch (2 responses)
- 'Ice Punch 6.5-inch
- 'Ice Punch' (2 responses)
- 'Ice Punch,' 8-inch
- 'Polar Bear,' 6-inch
- 'Ice Crystals
- 'Red Glitter'
- 'Red Glitter' - 6.5-inch
- 'Ruby Frost' 6.5-inch
- 3-inch clay topiary (about 10" tall)
- 'Strawberry N Cream'
- 'Winter Rose,' 6-inch
- 'Carousel' in 4-inch, 'Avante Garde' in 6-inch
- 'Premium Ice Crystals' (2 responses)
- 'Sonora White' glitter
- 'Christmas Rose'

Please list the average wholesale prices you received per pot for the following poinsettia sizes in 2012. (No decimals. Round to the nearest whole number (e.g., 12))

4.5-inch	\$2.89
6-inch	\$7.16
6.5-inch	\$6.81
8-inch	\$14.18
10-inch	\$19.61
Larger than 10-inch	\$27.83

Please list the average retail prices you received per pot for the following poinsettia sizes in 2012. (No decimals. Round to the nearest whole number (e.g., 12))

4.5 inch	\$5.81
6 inch	\$10.50
6.5 inch	\$12.00
8 inch	\$23.68
10 inch	\$31.35
Larger than 10 inch	\$48.00

What were your final impressions of the 2012 poinsettia market?

We are on a comeback trail and it seems to be getting a little better every year. Emphasis on quality and customer service is key.

It once again sucked.

Had whitefly problems but sold more.

Ours is growing.

The market was good overall. Smaller sizes, miniatures and 4-inch seemed to be extra popular this year.

Very good this year.

It was strong. Seemed to be a shortage of 6-inch in our area.

Stronger.

What were your final impressions of the 2012 poinsettia market? (continued)

Flat.

Topiaries and shapes are still our biggest market, though the interest in smaller sizes is greater than our long-standing larger sized topiaries. Our sales slowed dramatically the second week in December. Selling pinched poinsettias may or may not be a viable market for our area.

Strong season

Good December.

Soft

Fair, could have been better but then could have been worse.

As strong as ever, more interest in certain novelty varieties, larger pot sizes moving faster than past years

Good, but we had good weather overall in December.

After five or six years of declining numbers and too many plants, we're going to dump it

Looks like we are finally going to sell out and may actually look at a small increase next year.

Whitefly, small bracts, poor sales, intense competition (\$1.00 6-inch pots on Black Friday by major chain)

It is not over yet, so I do not form an impression until I have all the data

Sales seemed slow this year but they were steady.

Would trade 2011 on a heartbeat due to weather

Will you grow poinsettias again next year?

Yes	96.3%
No	3.7%
Not sure	0%