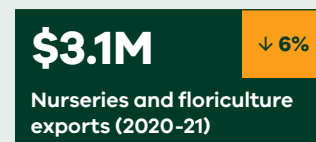


Victorian nurseries and floriculture industry



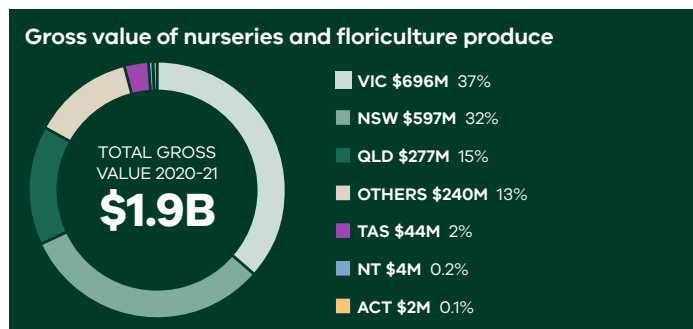
Fast Facts
January 2023



Nurseries and floriculture farms facts and figures

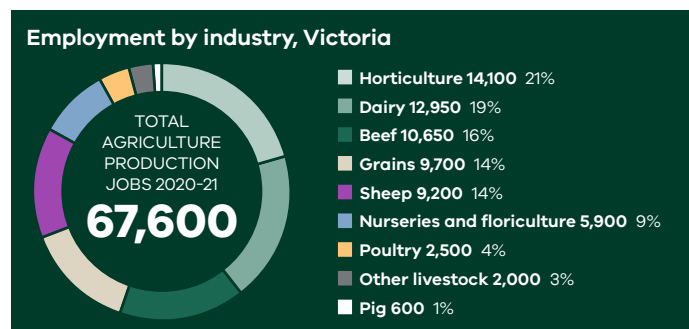
- These fast facts are limited to nurseries and floriculture (nurseries, cut flowers, and cultivated turf). They exclude horticulture produce for human produce (fruits, nuts, and vegetables).
- Cut flowers are grown year-round in Australia, with peaks in February (Valentine's Day), May (Mother's Day), and a smaller peak in December for Christmas[#].
- Nurseries grow live plants for landscaping, revegetation, and plants in the commercial production of fruit, vegetables, and forestry. Nursery production is year-round, with sales of ornamental retail products peaking in the spring.
- Turf includes live grass products for parks, gardens, residential and commercial properties, sporting venues, land rehabilitation, and landscape improvement. Production is year-round, with production peaking in the spring and summer months.
- Most Victorian nurseries and floriculture farm businesses are in Outer East Melbourne, Latrobe–Gippsland, Southeast Melbourne, and Northwest regions.
- There were 490 nurseries and floriculture farm businesses in Victoria in 2020-21, an increase of 0.7 per cent from 2019-20, comprising 304 nurseries (62%) and 186 cut flowers (38%) farm businesses.
- Around 26 per cent of Australia's nurseries and floriculture farm businesses are in Victoria. The 490 farms operate on approximately 6,000 hectares (or 37% of Australia's nurseries and floriculture farms area).

What is the value of production?



- The gross value of the Victorian nurseries and floriculture sector was around \$696 million in 2020-21, up 7.5 per cent from the previous year. Nurseries and floriculture production contributed four per cent to Victoria's agricultural production value of \$17.5 billion.
- The gross value of Victoria's nurseries and floriculture produce included \$506 million from nurseries, \$143 million from cut flowers and \$47 million from cultivated turf.
- Victoria is Australia's largest producer of nurseries and floriculture produce, accounting for 37 per cent of the national gross value production (\$1.9 billion).

Industry employment



- It is estimated that 5,900 people were employed in Victoria's nurseries and floriculture industry in 2020-21, representing a 3.9 per cent increase on 2019-20 jobs.
- The nurseries and floriculture industry contributed nine per cent to Victorian agricultural jobs. Victoria is Australia's largest nurseries and floriculture industry employer, accounting for 34 per cent of total jobs.

International trade of cut flowers and nursery produce

Cut flower imports and exports by state (\$m)[#]

Imports by state destination				Exports by state of production origin			
	2018-19	2019-20	2020-21		2018-19	2019-20	2020-21
NSW	28.9	27.4	35.5	WA	3.9	3.5	3.3
VIC	28.4	24.8	26.1	QLD	3.9	3.0	2.8
WA	8.6	10.3	20.6	VIC	2.0	1.7	1.6
QLD	7.8	8.0	8.9	NSW	0.2	0.1	0.2
SA	3.6	3.6	4.2	AUS	10	8.3	7.9
AUS	77	74	95				

Nursery imports and exports by state (\$m)[#]

Imports by state destination				Exports by state of production origin			
	2018-19	2019-20	2020-21		2018-19	2019-20	2020-21
NSW	2.6	3.7	4.0	NSW	1.4	1.6	1.8
Other	0.9	0.5	0.7	QLD	1.5	1.5	1.6
QLD	7.6	7.1	10.8	VIC	1.7	1.6	1.5
SA	1.1	1.1	1.1	TAS	0.6	0.4	0.9
VIC	27.0	23.5	26.7	WA	0.4	0.9	0.1
WA	2.6	1.9	2.6	AUS	5.6	6	5.9
AUS	42	38	46				

- Australia is a net importer of cut flowers and nursery products, importing \$141.5 million of these categories in 2020-21. Australia exported and imported cut flowers worth \$7.9 million and \$95 million, respectively. Australian nursery produce exports were valued at \$6 million and \$46 million of imports.
- In 2020-21, Victoria exported cut flowers and nursery products valued at \$3.1 million, a fall of six per cent compared to 2019-20. Victoria accounted for 22 per cent of Australia's cut flowers and nursery products exports valued at around \$14 million.

Data attribution: Sourced from publicly available data published by the Australian Bureau of Statistics (ABS) | Agriculture Policy and Programs Branch analysis. Data in this snapshot are the latest available as of December 2022. [#]Sourced from the Australian Horticulture Statistics Handbook 2020/21 published by Horticulture Innovation Australian Limited.