

Oregon Specialty Ornamentals

AT A GLANCE

Specialty Ornamentals Benefits Economic, Social, Environmental

The traditional Easter lily is native to Japan. This bulb had been produced extensively in the Bahamas until disease eliminated that production area in the 1880s. The crop was introduced to Oregon by a soldier returning from World War I. Today's production is carried out by 10 farms in a narrow strip of coast at the Oregon-California border. Growing conditions, soil, climate are so perfect in the 10-mile-wide stretch along the south coast that not even Japanese growers can compete in the world market.

Oregon lily bulbs are sold to commercial nurseries for forcing. This is a limited-demand crop; growers have a very small window of time to harvest their bulbs and ship to greenhouses. Lily bulb producers are acutely aware of Easter; their annual production and harvest cycles revolve around this variable date. Bulbs require three years to reach commercial size; their production is labor intensive.

Species iris are widely distributed throughout the world. Today's bearded iris is the result of hybridization efforts of many individuals, often amateur horticulturalists. Oregon's commercial iris industry dates to the early 1930s, when Howard Weed established the National Iris Garden in Beaverton, Oregon. The Garden was in operation through the end of World War II. Today, Oregon is home to two of the world's major iris producers. Willamette Valley soil and climate conditions support this industry.

Iris, tulip, and daffodil production is visible in Oregon because production along the I-5 corridor creates a colorful show each spring. This production is associated with a modest level of agritourism and on-farm sales. Most of these bulbs are sold nationally through catalogs and online sales.



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Working with leaders in the industry, Oregon State University researchers have attempted to develop a true red iris. Although that goal has not yet been achieved, the efforts have resulted in several economically viable irises, including repeat bloomers and stems with increased bud counts.

Florist azaleas account for about 1% of the value of Oregon's nursery and greenhouse production. In 2007, seven Oregon growers produced more than 2.5 million potted, forced azaleas valued at \$12.4 million at wholesale.

Oregon's poinsettia production is less than 1% of the value of nursery and greenhouse production. In 2007, 16 Oregon growers produced more than 500,000 potted poinsettias valued at about \$2.7 million at wholesale. Cut flowers represent a small but lucrative portion of the specialty ornamental sector.

Based on 2007 sales reports, over 75% of sod from Oregon originated in Marion County. Sod also is produced in Central Oregon. A very significant proportion of the state's sod production is sold to large-scale shopping malls, industrial parks, and apartment developments. Once harvested, this product has a short "shelf life." Most sod is custom harvested and installed within 24 hours. A productive sod field can be harvested twice yearly.



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Oregon Flower Bulbs (Lily, Daffodil, Tulip Bulbs, Iris Rhizomes)

Family farms producing flower bulbs of all types	138
Acres	1,100
Curry County, Oregon, and Del Norte County, California, produce 100% of the domestic Easter lily supply and about 95% of the world supply.	

Map omitted to protect proprietary information

Oregon Florist Azaleas

Family farms	7
Pots produced	2.5 million
Value of sales	\$12.4 million
Oregon's national ranking in the domestic market	
Value of sales	#1
Production quantity	#2

Map omitted to protect proprietary information

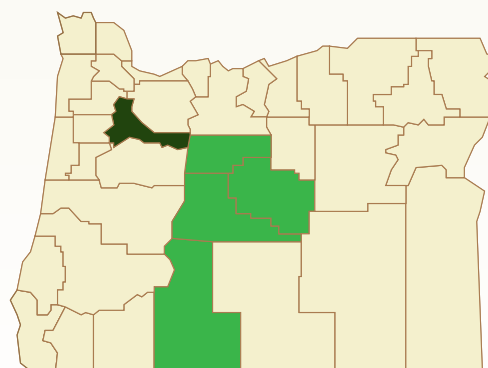
Oregon Poinsettias

Family farms	16
Pots produced	523,000
Value of sales	\$2.7 million
Oregon's national ranking in the domestic market	
Value of sales	#14
Production quantity	#14

Map omitted to protect proprietary information

Oregon Sod

Family farms	14
Acres harvested	860
Value of sales	\$8.9 million



Farm Receipts

Dark Green	>\$5.7 million
Light Green	<\$1.0 million

Notes

Economic data in this section are from the USDA National Agricultural Statistics Service, Oregon Field Office, 2006 Nursery Crops Summary, and from conservative estimates from industry experts.