

Plants and flowers, Liguria first in Italy: it is worth almost a third of the national market



The value of the production of flowers and plants in Liguria rose to 375 million euros, up compared to the 340 of the previous survey.

The data is released by the International Green Exhibition, Myplant & Garden, which should have taken place in these days (postponed to February 2022 due to a pandemic), processing the most recent data (year 2019) provided by the Ministry of Agriculture and Forestry.

The sector is strategic and fundamental for the Ligurian economy – say from Myplant -, which is concentrated for 95% between the provinces of Imperia and Savona, and which currently has 3,200 flower and ornamental plants companies in the province of Imperia and about a thousand in the province of Savona. "

The national figure, also growing, records a production value of plants and flowers of 1,269 million euros. Overall, the Italian horticultural production sector (flowers and plants, nurseries, reeds and wicker) grew by 5.8% compared to the previous survey (2018), breaking through 2,716 million euros.

Another positive figure, the new record of Italian exports: "As a large international marketplace for the green business – say from Myplant – we are pleased to note that exports, central to the development of the sector, have touched up the

historical record of 2018 (884 million euros), reaching 903 million euros. Our products are mainly appreciated in France, Germany, the Netherlands, Switzerland and the UK.

The positive export trend translates into a positive balance of 371 million euros in the trade balance (306 in 2018), with the most positive results for outdoor plants, cuttings and fresh cut leaves”.

The shadows on 2020-2021

The ministerial data photograph the good performance of Italian productions in pre-covid times: the failure of Myplant – and other minor events – in 2020 and this 2021, and the blocking of traditional Italian and EU sales channels in the spring months , as well as the suspension of civil and religious ceremonies, hit the entire sector hard, with particularly negative accents for products characterized by a marked seasonality such as cut flowers, live plants and bulbs.

The sector of cut flowers – highly perishable products that are based on a natural plant cycle – is the one that has suffered most from the pandemic, sending about 60% of production to the pulp. At the Italian level, the damage to the related supply chains was estimated at 1.7 billion.