

## Plants, Rome and Lazio industry leaders



Lazio consolidates its positions among the most productive Italian regions in the horticultural sector: **4th place for the flower and plant market (with 125 million euros), 9th place for the nursery market (42 million euros).**

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) by processing the most recent data (year 2019) provided by the Ministry of Agriculture and Forestry.

**The national figure**, also growing, records a value of nursery production of 1,445 million euros and 1,269 million euros for plants and flowers.

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 fact, the **new record for Italian exports**: *"As a large international green business center – 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 foliage”.*

## **The shadows on 2020-2021**

The ministerial data photograph the good performance of Italian productions over time **pre-covid**: 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, have **hit the entire industry 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 been most affected by the pandemic, sending **about 60% of the production is pulped**. At the Italian level, the damage to the related supply chains was estimated at 1.7 billion.