

## Myplant: Italian horticulture production grows in 2019

The Ministry of Forestry and Agriculture has confirmed the growth in Italian horticulture production in 2019. **Myplant & Garden** – the trade fair of reference for horticulture in Italy – shares this knowledge and comments also on the scenario for 2020-21: *"In 2019 the value of horticulture production in Italy surpassed 2.7 billion Euro, but the pandemic has put the sector on a significant halt."*

2.7 billion Euro in production translates into a positive balance of 160 million Euro over 2018 and +176 over 2017: **the 5.8% increase** is largely due to a surge in potted plants (+8.9%) and an increase in nursery products more in general (+3.3%). Wicker products, instead, have kept steady in their decline.

The census made by the Italian institute for statistics has registered 24,000 production companies of ornamental plants in Italy, mainly in 4 regions: Liguria – which holds the record for the cultivation of flowers outdoors, followed by Tuscany and Lombardy – where the main activities concerning ornamental shrubs and forest plants are run – and Campania, which is specialised mainly in the culture of flowers in protected cultivation.

production of flowers and potted plants in Italy at base price - 2019				
	Euro (mio) 2019	Euro (mio) 2018	Euro (mio) 2017	var. % 2019/18
<b>flowers and ornamental plants</b>	1,269.396	1,165.629	1,162.555	8.9
<b>nurseries</b>	1,445.071	1,398.835	1,375.606	3.3
<b>wicker products</b>	2.093	2.150	2.260	-2.6
<b>Total</b>	<b>2,716.560</b>	<b>2,556.614</b>	<b>2,540.421</b>	

Source: table processed by Myplant on MIPAAF, Istituto CREA and ISTAT data

**Export** reached a record 903 million Euro with a balance of 371 million (306 in 2018). The positive balance is mainly due to outdoor plants (+294.5 million) with an export volume of 41.9% if compared to other products. Second and third place are held by vine and fruit plant cuttings and vegetables, which account altogether for 22.5% of the sales. Cut foliage, instead, was valued in 104 million Euro. **Italian import** of horticulture products comes mainly from The Netherlands (71%), Germany, Spain, and Poland.

Data from **Eurostat** over the last decade show a linear trend (between 2010 and 2019 there has been a 7% increase) and register a total value of 22 billion Euro in 2019 for the whole European production, the main players being The Netherlands (30% of the total with cut flowers, potted plants, bulbs, annuals and perennials), Germany (13% with nursery items and garden plants), France (12%) and Spain (10%).

The Ministry of Agriculture makes also some reference to the **losses suffered by the European horticulture industry** over the six weeks elapsed between March and April 2019, which would amount to circa 4.1 billion Euro: 1.065 billion for cut flowers and foliage, 1.131 billion for outdoor plants, 1.852 billion for potted plants and 72 million for bulbs.

**In Italy only, the industry was reportedly damaged for 1.7 billion Euro.**

**Myplant & Garden**, which plays a key role in boosting the Italian horticulture industry on an international level, and could neither take place in 2020 nor in 2021, is now pushing for some action *"because the very existence of the trade fair industry in Italy – which involves around 200,000 companies and generates more than half of Italian exports – should become a priority for the Italian government."*



**Myplant & Garden – International Green Expo**

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**Myplant & Garden - International Green Expo**

Myplant & Garden is the most important professional trade fair for horticulture, landscape, and garden in Italy. It is a unique meeting point for the Italian industry, and a first-level protagonist for international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.