

Horticulture Club Plant Sale Figures

Presented by Joe Ku
2024 Spring Plant Fair Organizer





Initial Investment (Plant Sale)

Plant Material: \$1,790.46 → Seeds, Bare root plants, Plugs

Greenhouse Space and Supplies (PCF): ~\$2,000

Growing Supplies: \$1,353.18 → Pots, Flats, Cardboard Trays, Plant tags

Normal Greenhouse Operations also have labor as a major expense

Total: \$5,143.64

Sale Prices



2024 Spring Plant Fair
Price Guide

2 inch		\$3.00	5 gallon		\$25.00
4 inch					
3 pack					
4 pack					\$5.00
5.5 inch					
6 inch					\$8.00
Decorative Planters					\$20.00



Plants List

Basil
Cabbage
Tomato
Pepper
Kale
Parsley
Rosemary
Sage
Strawberry
Nasturtium
Aster
Baby's Breath
Bacopa
Calendula

Canna lily
Carnation
Celosia
Coleus
Cosmos
Strawflower
Four O'Clocks
Foxglove
Gaillardia
Lantana
Marigold
New Guinea
Impatiens
Petunia
Poppy

Sunflower
Zinnia
Liatris spicata
Lobelia cardinalis
Nepeta racemosa
Salvia racemosa
Sporobolus heterolepis
Pilea
Peperomia
—

Geranium
Pansy
Impatiens



Revenue Stream

These values are estimates that may be off by 5-10%

Total Revenue (+Donated Plants): \$20,627

Total Profits (-\$7,500 initial investment): \$13,000

- About 95% of available inventory was sold
- Petunias, Geraniums, and Bacopas were *not* as popular as we thought
 - Could be due to consumer tastes

****The initial investment includes expenses for non plant sale items such as printed items, workshop supplies, and event space rentals*



Revenue Stream

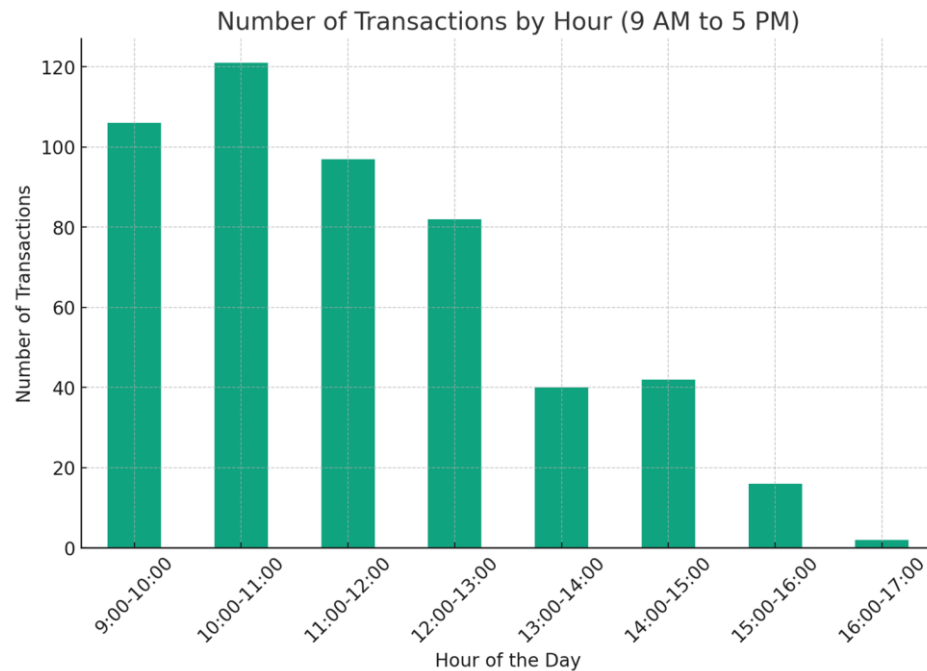
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	Quantity / Order	Total / Order
Average	6	\$33.30
Median	4	\$25.00
IQR	6	\$29.00
Mode	1, 2	\$5.00
Mean Absolute Deviation (MAD)	3.9	\$20.90



Revenue Stream

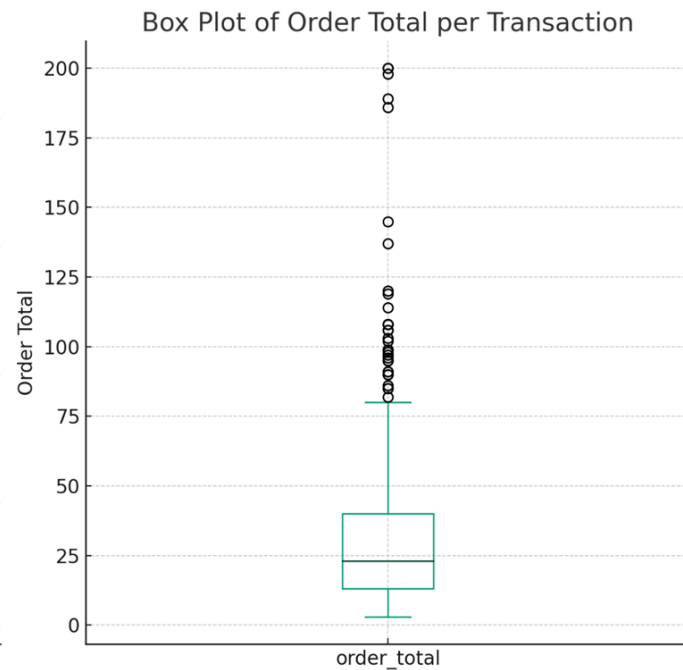
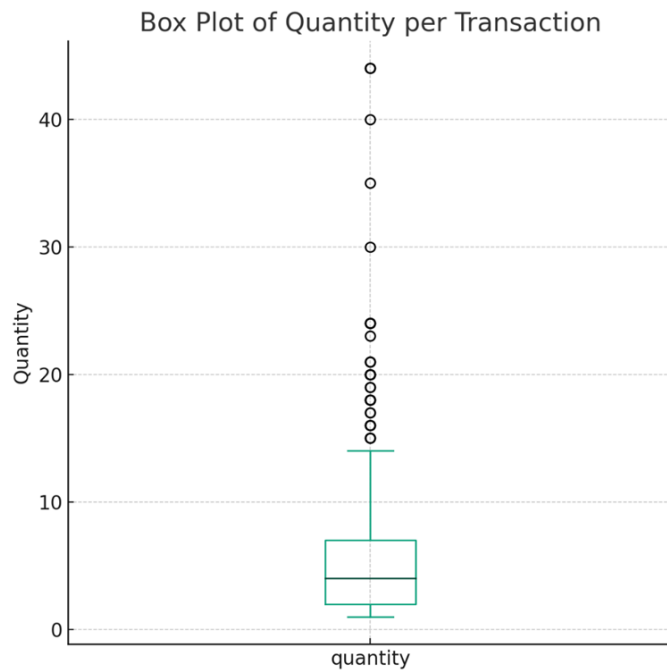
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