

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



A promotional graphic for the 2024 Spring Plant Fair. It features a sunflower icon at the top left, a central title box with the text "2024 Spring Plant Fair" and "Price Guide" flanked by green leaves, and the Illinois Hort Club logo at the top right. Below the title, five categories of plants are listed in orange rounded rectangles, each with a small image of the plant and its price.

Size/Type	Price
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	Canna lily	Sunflower
Cabbage	Carnation	Zinnia
Tomato	Celosia	<i>Liatris spicata</i>
Pepper	Coleus	<i>Lobelia cardinalis</i>
Kale	Cosmos	<i>Nepeta racemosa</i>
Parsley	Strawflower	<i>Salvia racemosa</i>
Rosemary	Four O'Clocks	<i>Sporobolus heterolepis</i>
Sage	Foxglove	Pilea
Strawberry	Gaillardia	Peperomia
Nasturtium	Lantana	—
Aster	Marigold	
Baby's Breath	New Guinea	
Bacopa	Impatiens	Geranium
Calendula	Petunia	Pansy
	Poppy	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



Revenue Stream

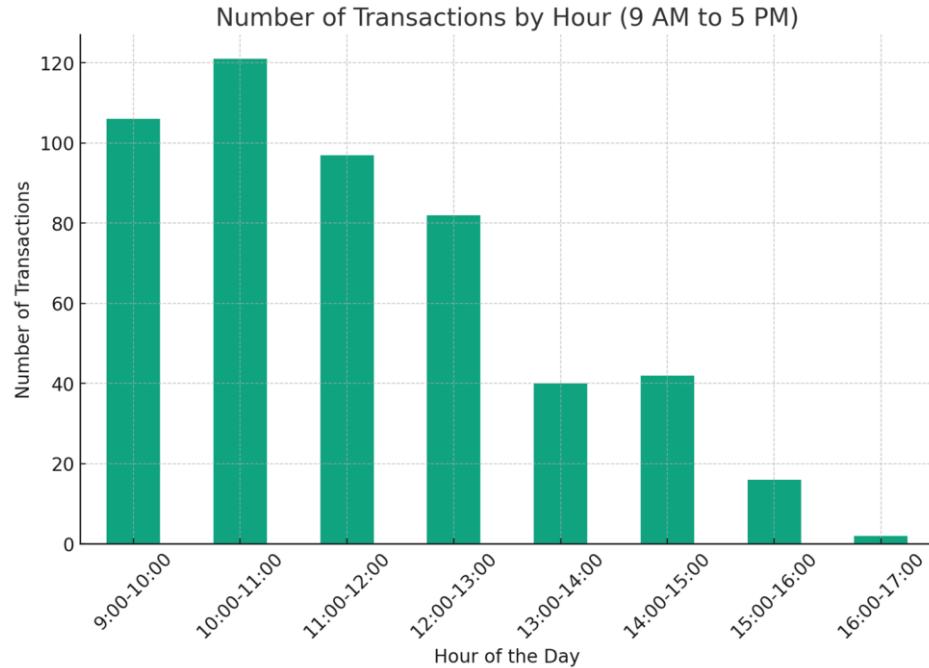
These values are estimates that may be off by 5-10%

	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



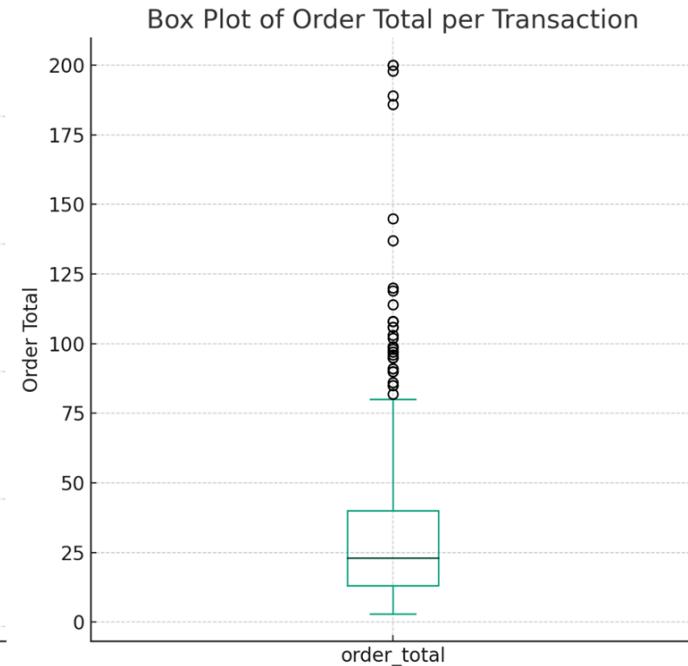
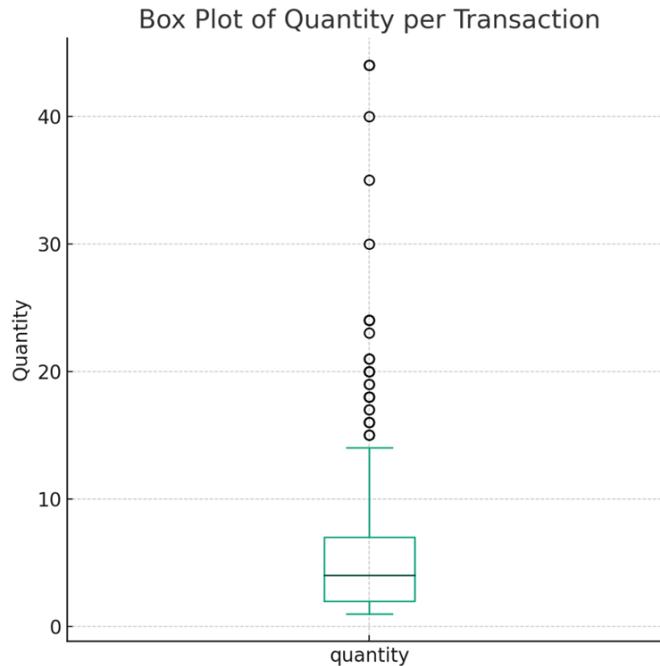
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