

# ***“PERSUASIVELY PACKAGING DATA TO ENTICE, EXCITE AND EMOTE”***

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Business Development Workshop

American Association of Port Authorities

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**Top Ranked Fresh Perishables  
Commodity / Country Combinations  
TOTAL IMPORT SUMMARY**  
Nov 1, 2018 to Dec 31, 2018  
Top 10 Imports by Quantity  
FL Miami Sea CBP

Location	Commodity Type Name	Propagative Material Type	Commodity/ Country	Quantity	Units of Measure	Quantity Ranking	Number of Shipments	Shipment Ranking
FL Miami Sea CBP	Cut Flowers	NA	Rosa / Ecuador	2,396,906	Stems	1	26	14
			Rosa / Guatemala	1,803,340	Stems	2	26	14
			Rosa / Colombia	1,661,181	Stems	3	18	16
			Dianthus / Colombia	1,099,197	Stems	4	76	8
			Chamaedorea / Guatemala	1,028,455	Stems	5	5	17
			Chamaedorea / Mexico	840,000	Stems	6	1	20
			Alstroemeria / Colombia	517,877	Stems	7	43	11
			Rumohra / Guatemala	451,000	Stems	8	2	19
			Dianthus (mini) / Colombia	295,160	Stems	9	37	12
			Gypsophila / Ecuador	196,693	Stems	10	4	18
Cut Flowers - Summary				10,289,809			238	
Fruits Vegetables	NA	Asparagus / Peru	9,103,174	Kilogram	1	584	1	
		Cantaloupe / Guatemala	5,593,886	Kilogram	2	232	4	
		Mango / Ecuador	4,830,036	Kilogram	3	242	3	
		Green Bean / Guatemala	4,740,232	Kilogram	4	359	2	
		Blueberry / Peru	3,575,378	Kilogram	5	32	13	
		Plantain / Guatemala	2,277,244	Kilogram	6	103	5	
		Plantain / Ecuador	2,106,444	Kilogram	7	97	6	
		Mango / Peru	1,833,473	Kilogram	8	82	7	
		Dasheen / Ecuador	1,618,753	Kilogram	9	72	9	
		Cucumber / Honduras	1,523,321	Kilogram	10	67	10	
Fruits Vegetables - Summary				37,201,941			1,870	
Miscellaneous	NA	Coffee,	5,580	Kilogram	1	1	20	

Shipment = The count of the number of commodities on a single BL/AW; the number of times a commodity appears on a BL/AW.

**Note:** This summary information is sourced from USDA databases and is being provided "as is" based on available data at the time of issuance, with no guarantee of completeness or accuracy.

## PERISHABLES IMPORT DATA BY USDA

- Impressive numbers, but not in an attractive setting
- Not easily digestible

**Shipment Volume Summary for Fresh Commodities Arriving at FL Miami Sea CBP During November, December 2016, 2017, 2018**

Quantity and Shipments of Commodities Inspected by Month and Year (Commodities Sorted by Total Quantity)		November / 2016		November / 2017		November / 2016		December / 2018		December / 2017		December / 2016	
		Quantity	Number of Shipments	Quantity	Number of Shipments	Quantity	Number of Shipments	Quantity	Number of Shipments	Quantity	Number of Shipments	Quantity	Number of Shipments
Commodity - Type	Unit of Measure												
Asparagus - FV	Kilogram	4,449,269	287	2,159,329	151	28,990	2	4,653,905	297	3,566,741	246	486,067	30
Plantain - FV	Kilogram	3,030,732	137	2,671,235	120	2,085,594	93	1,665,522	78	1,791,841	87	1,072,695	52
Green Bean - FV	Kilogram	2,098,129	160	1,712,306	145	1,034,056	81	2,732,535	207	2,213,666	180	1,217,046	112
Mango - FV	Kilogram	3,466,908	189	332,260	40	23,443	1	3,196,601	135	2,958,273	102	93,710	4
Cantaloupe - FV	Kilogram	2,097,967	93			315,440	15	4,345,636	177	986,290	44	638,492	27
Dasheen - FV	Kilogram	1,197,022	53	1,723,330	78	488,558	31	1,027,032	47	1,009,445	47	646,604	35
Pepper - FV	Kilogram	159,615	15	170,933	16	2,342,377	22	445,841	36	275,841	23	2,671,150	43
Rosa - CF	Stems	2,956,318	38					2,905,109	32			4,665	1
Snow Pea - FV	Kilogram	767,508	80	861,643	105	818,300	58	696,374	67	1,143,585	115	1,029,737	101
Banana - FV	Kilogram	241,467	12	1,868,460	91	541,456	26	136,309	7	1,799,218	83	244,437	32
Cucumber - FV	Kilogram	14,698	1	21,071	1	57,371	4	1,546,073	68	760,988	34	2,333,264	113
Pineapple - FV	Kilogram	188,699	8	407,373	22	1,832,235	90	22,727	1	342,934	17	1,459,995	73
Watermelon - FV	Kilogram	20,616	1	19,447	1			211,279	6	1,002,498	28	2,910,835	101
Blueberry - FV	Kilogram	277,271	14	212,656	13			3,298,107	18	171,768	10	51,731	3
Pepper, Bell - FV	Kilogram	518,499	43	665,098	75	687,474	57	644,731	49	615,698	64	651,769	56
Chayote - FV	Kilogram	42,354	2	65,628	4	577,091	33	127,411	7	63,049	4	2,427,303	16
Papaya - FV	Kilogram	447,607	26	828,614	70	225,756	18	547,004	40	192,386	12	404,052	23
Cassava - FV	Kilogram	149,176	10	316,019	19	820,613	23	236,950	16	188,696	12	817,359	47
Avocado - FV	Kilogram	980,076	48	241,735	14	234,449	12	483,644	25	266,063	14	298,302	20
Pea - FV	Kilogram	217,610	21	418,983	49	556,149	30	458,867	49	512,881	35	220,762	27
Onion - FV	Kilogram	132,409	5	506,760	17	703,243	28	51,380	2	188,282	22	775,442	35
Garlic - FV	Kilogram	412,239	22	243,895	19	257,471	17	423,783	18	291,264	22	350,763	16
Honeydew Melon - FV	Kilogram					106,289	5	1,233,273	52	60,534	3	578,709	30
Chamaedorea - CF	Stems	324,355	1					1,544,100	5				
Ginger, Root - FV	Kilogram	428,916	18	426,300	20	301,223	16	94,814	4	166,907	9	360,936	24
Yam - FV	Kilogram	418,263	23	171,029	18	210,452	10	477,852	20	263,069	13	197,033	10
Okra - FV	Kilogram	301,181	16	174,443	11	112,758	8	212,916	12	501,327	29	374,114	31
Pumpkin - FV	Kilogram	115,922	7	196,451	14	188,998	13	394,368	28	183,665	11	458,498	29
Carrot - FV	Kilogram	232,265	31	317,303	50	164,187	20	86,048	18	385,458	51	282,055	51
Squash - FV	Kilogram	39,690	6	298,129	44	185,847	17	227,578	12	144,849	22	397,519	37
Dianthus - CF	Stems	421,585	72					678,572	5				
Brussels Sprouts - FV	Kilogram	65,947	6	245,767	26	173,277	12	77,583	10	294,825	32	126,619	9
Grape - FV	Kilogram							604,504	34	66,560	4	143,736	8
Bean Sprouts - FV	Kilogram					710,474	7						
Melon - FV	Kilogram							577,835	27	43,690	2	55,476	2
Tomato - FV	Kilogram	63,056	5	102,545	12	86,325	8	119,791	18	88,461	6	94,480	12
Alstroemeria - CF	Stems	359,395	39					158,482	4				
Rumohra - CF	Stems							451,000	2				
Lime, Sour - FV	Kilogram	90,024	4	87,595	4	44,160	2			70,769	3	90,944	4
Pepper, Greenhouse - FV	Kilogram			20,478	2	53,976	5	184,609	14	3,300	1	75,813	8
Coconut - FV	Kilogram	92,535	7	60,700	3	22,945	2	6,494	1	87,781	4	60,801	7
Eggplant - FV	Kilogram	14,810	2	74,880	7	9,313	1	14,430	1	64,471	7	142,878	12
Shallot - FV	Kilogram	26,236	1	176,845	6	27,506	2	13,682	1	22,064	2	28,936	2
Dianthus (mini) - CF	Stems	174,560	36					120,600	1				
Garlic Cloves, Peeled - FV	Kilogram	33,462	3			126,466	9			48,268	3	28,000	1
Green Onion - FV	Kilogram			39,896	4	67,604	8					105,365	12
Gypsophila - CF	Stems	12,522	3					196,293	4				
Bouquet, Rose - CF	Stems	145,680	1					58,450	3				
Zucchini - FV	Kilogram	32,476	11	2,336	2	10,043	1	99,388	18	43,407	5	2,767	4
Butternut - FV	Kilogram							88,100	4			89,050	2
Tangelo - FV	Kilogram	36,000	2			9,159	1	71,654	4	33,219	2	9,143	1
Persian Lime - FV	Kilogram	23,279	1	17,175	1	47,300	2	19,609	1	41,875	2		
Leek - FV	Kilogram			55,493	6					72,575	5		

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- ▶ During 2018, flowers from Colombia represented 39% of flowers that arrived at PortMiami, with Guatemala coming in second with 38%.
- ▶ Comparing the Month of January in 2018, PortMiami imported 72,552 flower stems from Colombia, with January 2019, PortMiami imported 8,643,139 flower stems, and we have seen an increment of 112 times more flowers this year than the year before.
- ▶ In 2018, PortMiami imported a total of 26,824,910 flower stems from 6 different countries. This year, during the month of January alone, we have imported a total of 14,299,474 flower stems (more than half of what the port did for all of 2018).
  - ▶ Colombia represents 60% of the flower stems that have been imported through PortMiami during January, 2019.
- ▶ The most important flower varieties imported to PortMiami in the last 13 months have been:
  - ▶ Roses – 34%
  - ▶ Dianthus – 18%
  - ▶ Alstroemeria – 13%

## KEY TAKEAWAYS FROM DATA ON FLOWER IMPORTS

### Growth of Flower imports by year:

- 2015 - 200 stems
- 2016 - 4,665 stems
- 2017 – 50,572 stems
- 2018 – 26,824,910 stems
- January 2019 – 14,299,474 stems



**14.3 million stems**  
of flowers were imported via PortMiami last month  
to build all of those Valentine's Day bouquets!

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## Flower shipments bloom for Miami port

Ari Ashe, Associate Editor | Feb 13, 2019 5:12PM EST

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Miami has been home to US flower imports since the 1990s, but what was once transported on a plane is being moved via ocean containers much more frequently than ever before. Photo Credit: Shutterstock

Once flown exclusively by air, containerized ocean shipping has emerged in the last several years as a cost effective way to impress your loved one on Thursday, giving PortMiami a growing niche in funneling flowers to the US Southeast for Valentine's Day and year-around.

The number of flowers imported through PortMiami have shot up as cold chain technology makes it possible to ship temperature-sensitive cargo to the US Southeast. In January 2018, nearly 1.3 million stems went through the marine port; last month the number was 14.3 million. While Miami International Airport remains a linchpin to Valentine's Day, technology allows shippers to save a buck while not ruining the holiday. Air cargo services generally cost 10 to 15 times more than ocean transport.

Flowers are among many refrigerated commodities once relegated to planes or cold-weather ports now entering the Southeast. Other ports have concentrated on fruits such as citrus, apples, avocados, bananas, blueberries, grapes, and pears, but the issues are the same with flowers. Contamination was a significant concern for years, but the same USDA In-Transit Cold Treatment pilot program covering fruits also presents new opportunities for fresh-cut flowers.

## Como recién llegadas de la finca: así arribó buque con cargamento de flores a Miami



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