



# COMMERCIAL FLORICULTURE SURVEY JANUARY 1998

Dear Reporter:

The Department of Agriculture is conducting its annual Floriculture Survey to collect data on 1997 production. Your cooperation is essential. Completing this survey may help you identify areas of profit and plan for the new growing season. It also will help us accurately estimate floriculture production in your State, and nationally. Your response is voluntary. The information you furnish will be kept confidential, as required by law. Thank you.

Sincerely,

Rich Allen, Chairperson  
Agricultural Statistics Board

Please make corrections to name, address and Zip Code, if necessary.

## INTRODUCTION

1. Did this operation produce any cut flowers, potted flowering plants, potted foliage plants, flowering or foliage hanging baskets, bedding plants (including perennials), or cut cultivated florist greens during 1997? (Include plants purchased from others and finished by you.)

YES       NO- Please complete Section 8 on the back page and return by mail.

2. Did retail and wholesale sales of floriculture crops (the crops produced or finished by this operation) total \$10,000 or more during 1997?

YES       NO- a. Will retail and wholesale sales for 1998 total \$10,000 or more?

Yes }  
 No } → Please turn to page 7, complete Sections 7 and 9, and return.

- b. Were sales \$100,000 or more?

Yes - Please review the instructions below and complete the entire questionnaire.  
 NO - Please turn to page 7, complete Sections 6,7 and 9 only.

| OFFICE USE |
|------------|
| 002        |
| 003        |
| 450        |
| 451        |

## INSTRUCTIONS

### What to Report...

- Report only flowers and plants finished by this operation. Wholesalers or other growers will report finished flowers and plants you purchase from them for immediate resale.
- Report all production whether grown under glass, fiberglass and other rigid plastics, film plastic, shade cloth, natural shade, other shade, or outdoors.
- Except for foliage, do not report prefinished plants and plant propagative material (such as cuttings, liners, plug seedlings, and tissue culture liners) sold to other operations.
- Report value of sales before deductions for commissions and transportation are made.

### How to Report...

- Report your best estimate if exact figures are not available for particular items.
- Area in production in 1997
  - All crops: report the total area used to produce each crop, including aisles and walkways.
  - All crops except potted foliage plants and cut cultivated greens: If the same area was refilled with different crops, report square footage for each crop. If the same area was refilled with the same crop, report square footage for each filling. (This is to obtain the total square footage for all crop turns.)
  - Potted foliage plants and cut cultivated greens: If the same area was refilled with foliage or cut cultivated greens, report the area only once. If the same area was refilled with different crops, report the area for each crop.

**SECTION 1: CUT FLOWERS**

1. Did this operation produce for sale any cut flowers (including those for dried flowers) during 1997?

YES - Please report production below.

NO - Go to Section 2.

| CUT FLOWERS  | Total PLANTS Grown in 1997 | Total AREA in Production in 1997 | Cut Flower Sales in 1997  |                         |   | Total AREA Intended for Production for 1998 |
|--|----------------------------|----------------------------------|---|-------------------------|---|---|
|  |                            |                                  | Retail Sales  | Wholesale Sales         |   |   |
|  |                            |                                  | QUANTITY Grown and Sold   | QUANTITY Grown and Sold | Total VALUE of Wholesale Sales (Exclude Retail) |   |
| <b>CARNATIONS</b>                                    | <i>Number</i>              | <i>Square Feet</i>               | <i>Blooms</i>   |                         | <i>Dollars</i>                                  | <i>Square Feet</i>                          |
| Standard . . . . .                                   | 004                        | 005                              | 006   | 007                     | 008   | 009   |
| Miniature . . . . .                                  | 010                        | 011                              | <i>Bunches</i>  |                         | 014   | 015   |
|  |                            |                                  | 012   | 013                     |   |   |
| <b>ROSES</b>   | 016                        | 017                              | <i>Blooms</i>   |                         | 020   | 021   |
| Hybrid Tea (include intermediate roses)              |                            |                                  | 018   | 019                     |   |   |
| Sweetheart . . . . .                                 | 022                        | 023                              | 024   | 025                     | 026   | 027   |
| <b>CHRYSANTHEMUMS</b>                                | 028                        | 029                              | <i>Blooms</i>   |                         | 032   | 033   |
| Standard, Football, Spider, and Fuji . . .           |                            |                                  | 030   | 031                     |   |   |
| Pompon . . . . .                                     | 034                        | 035                              | <i>Bunches</i>  |                         | 038   | 039   |
|  |                            |                                  | 036   | 037                     |   |   |
| <b>GLADIOLI</b> . . . . .                            |                            | <i>Acres to 10th</i>             | <i>Spikes</i>   |                         | 048   | <i>Acres to 10th</i>                        |
|  |                            | 045                              | 046   | 047                     |   | 049   |
| <b>ALL OTHER CUT FLOWERS NOT REPORTED ABOVE*</b> . . |                            | <i>Square Feet</i>               | % of gross value of sales of other cut flowers (Cells 051 + 052 = 100%) |                         | 053   | <i>Square Feet</i>                          |
|  |                            | 050                              | Retail  | Wholesale               |   | 054   |
|  |                            |                                  | 051   | 052                     |   |   |
|  |                            |                                  | %   | %                       |   |   |

\* A partial list of all **Other Cut Flowers** includes:

- |                             |               |             |
|-----------------------------|---------------|-------------|
| Alstroemeria                | Gerbera Daisy | Protea      |
| Anthurium                   | Gingers       | Snapdragon  |
| Asters                      | Gypsophila    | Statice     |
| Bird of Paradise/Strelitzia | Heliconia     | Stephanotis |
| Daffodil/Narcissus          | Iris          | Stock       |
| Daisy, marguerite           | Lily          | Tulip       |
| Freesia                     | Orchids       | Zinnia      |

## SECTION 2: POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE

### 1. Did this operation finish and sell any potted flowering plants for indoor or patio use during 1997?

**YES** - Please report production below.       **NO** - Go to Section 3.

**INCLUDE:** - Only those plants finished and sold for indoor or patio use and not intended for landscape use.  
 - Area devoted to production of each potted plant listed.  
 - Square footage for all crop turns.

**EXCLUDE:** - Finished plants purchased from others and resold.  
 - Bedding plants (to be reported in Section 3)  
 - Geraniums (to be reported in Section 3)  
 - Potted blooming annuals and hardy/garden mums (to be reported in Section 3)  
 - Flowering hanging baskets (to be reported in Section 3)

**Note:** Report area in production by calculating *final* pot spacing and counting for all crop turns.

| POTTED FLOWERING PLANTS   | Total AREA in Production for each crop in 1997<br><i>(Count the square footage for all crop turns)</i><br><br>Square feet | Potted Flowering Plant Sales in 1997 |                |                     |                |   |                | Intended POTS to be Grown and Sold for 1998<br><br>Total Pots |
|---|---|--------------------------------------|----------------|---------------------|----------------|---|----------------|---|
|   |   | Retail Sales                         |                | Wholesale Sales     |                |   |                |   |
|   |   | POTS Grown and Sold                  |                | POTS Grown and Sold |                | Total VALUE of Wholesale Sales (Exclude Retail) |                |   |
|   |   | Under 5"                             | 5" and Greater | Under 5"            | 5" and Greater | Under 5"  | 5" and Greater |   |
|   |   | Pots                                 |                | Pots                |                | Dollars   |                |   |
| <b>AFRICAN VIOLETS</b><br><i>(Saintpaulia)</i> .....  | 055   | 056                                  | 057            | 058                 | 059            | 060   | 235            | 061   |
| <b>FLORIST CHRYSANTHEMUMS</b><br><i>(Exclude hardy garden mums)</i> .....   | 062   | 063                                  | 064            | 065                 | 066            | 067   | 236            | 068   |
| <b>CYCLAMENS</b> .....  | 601   | 602                                  | 603            | 604                 | 605            | 606   | 607            | 608   |
| <b>FINISHED FLORIST AZALEAS</b> <i>(SHOWING COLOR)</i>  | 069   | 070                                  | 071            | 072                 | 073            | 074   | 237            | 075   |
| <b>KALANCHOE</b> .....  | 609   | 610                                  | 611            | 612                 | 613            | 614   | 615            | 616   |
| <b>LILIES, EASTER</b> .....   | 076   | 077                                  | 078            | 079                 | 080            | 081   | 238            | 082   |
| <b>ORCHIDS</b> .....  | 700   | 701                                  | 702            | 703                 | 704            | 705   | 706            | 707   |
| <b>POINSETTIAS</b> .....  | 090   | 091                                  | 092            | 093                 | 094            | 095   | 240            | 096   |
| <b>ALL OTHER POTTED FLOWERING PLANTS*</b><br><i>(Exclude potted blooming annuals to be reported in Section 3)</i> ..... | 097   | 098                                  | 099            | 100                 | 101            | 102   | 241            | 103   |

\* A partial list of all **Other Potted Flowering Plants** includes:

- |                     |                        |   |
|---------------------|------------------------|---|
| Anthurium (potted)  | Christmas pepper       | Hydrangea   |
| Begonia             | Gerbera daisy (potted) | Other Lilies  |
| Carnations (potted) | Gloxinia               | Potted flowering spring bulbs (Daffodils, Tulips, Hyacinths etc.) |
| Christmas cherry    | Hibiscus               | Primula   |
|                     |                        | Florist roses (potted)  |



**SECTION 3: BEDDING / GARDEN PLANTS - Continued**

**NOTE:** Report area in production by calculating *final* pot spacing and counting all crop turns.

| C.<br>POTTED<br>BEDDING/<br>GARDEN<br>PLANTS  | Total AREA<br>in<br>Production<br>in 1997<br><i>Count square<br/>footage for<br/>all crop turns</i><br><br><i>Square feet</i> | Potted Bedding/Garden Plant Sales in 1997 |                                  |                            |                                  |   |                                     | Intended<br>POTS to be<br>Grown and<br>Sold<br>in 1998<br><br><i>Total Pots</i> |
|---|---|---|----------------------------------|----------------------------|----------------------------------|---|-------------------------------------|---|
|   |   | Retail Sales                              |                                  | Wholesale Sales            |                                  |   |                                     |   |
|   |   | POTS Grown<br>and Sold                    |                                  | POTS Grown and<br>Sold     |                                  | Total VALUE of<br>Wholesale Sales<br>(Exclude Retail) |                                     |   |
|   |   | Under<br>5"<br><i>Pots</i>                | 5" and<br>Greater<br><i>Pots</i> | Under<br>5"<br><i>Pots</i> | 5" and<br>Greater<br><i>Pots</i> | Under<br>5"<br><i>Dollars</i>                         | 5" and<br>Greater<br><i>Dollars</i> |   |
| HARDY / GARDEN<br>CHRYSANTHEMUMS .....  | 132   | 133                                       | 134                              | 135                        | 136                              | 137   | 242                                 | 138   |
| GERANIUMS ( <i>Grown from<br/>Vegetative cuttings</i> ) .....   | 139   | 140                                       | 141                              | 142                        | 143                              | 144   | 243                                 | 145   |
| GERANIUMS ( <i>Grown from<br/>Seed or plug seedlings</i> ) .....  | 146   | 147                                       | 148                              | 149                        | 150                              | 151   | 244                                 | 152   |
| IMPATIENS ( <i>I. wallerana</i> ) .....   | 671   | 672                                       | 673                              | 674                        | 675                              | 676   | 677                                 | 678   |
| NEW GUINEA IMPATIENS ....   | 679   | 680                                       | 681                              | 682                        | 683                              | 684   | 685                                 | 686   |
| PETUNIAS .....  | 687   | 688                                       | 689                              | 690                        | 691                              | 692   | 693                                 | 694   |
| ALL OTHER POTTED<br>FLOWERING AND FOLIAR TYPE<br>BEDDING PLANTS* (Include<br>herbaceous perennials) ..... | 153   | 154                                       | 155                              | 156                        | 157                              | 158   | 245                                 | 159   |
| POTTED VEGETABLE<br>TYPE BEDDING PLANTS* .....  | 160   | 161                                       | 162                              | 163                        | 164                              | 165   | 246                                 | 166   |

\* A partial list of **Other Flowering and Foliar Type**, and **Vegetable Type Bedding Plants** includes:

**Other Flowering and Foliar Type Bedding Plants:**

- Ageratum
- Alyssum
- Begonia
- Coleus
- Dianthus
- Dracaena spikes
- Dusty Miller
- Fuchsia
- Gazania
- Marigold
- Pansy
- Perennials, herbaceous
- Portulaca
- Salvia
- Snapdragon
- Verbena
- Vinca (Catharanthus roseus)
- Vinca vines (Vinca major)

**Vegetable Type Bedding plants:**

- Broccoli
- Cabbage
- Cauliflower
- Eggplant
- Herbs
- Other crucifers
- Peppers, sweet or hot
- Tomatoes

**SECTION 4: FOLIAGE PLANTS FOR INDOOR OR PATIO USE (Pots and Baskets)**

1. Did this operation sell any potted foliage plants or foliage hanging baskets during 1997 for indoor or patio use?

YES - Please report production below.  NO - Go to Section 5 below.

**INCLUDE:** - Plants grown primarily for their foliage and utilized for interior decoration or patio purposes-- plants may have flowers which are secondary compared with foliage features.  
 - Ivy, cacti, ferns, palms, and succulents, as well as indoor/patio shrubs, trees and vines finished by you.

**EXCLUDE:** - Foliage plants purchased from others, but grown by you for less than 4 weeks before resale.

| POTTED FOLIAGE               | Total AREA in Production in 1997<br><i>Square Feet</i> | Total VALUE of Sales of Potted Foliage Plants Grown or "Grown On" in 1997 |                | COST of Unfinished Foliage Plants and Rooted Foliage Cuttings Purchased From Other Growers for "Growing-On" in 1997<br><i>Dollars</i> | Total AREA Intended for Production in 1998<br><i>Square Feet</i> |
|------------------------------|--|---|----------------|---|--|
|                              |  | Retail  | Wholesale      |   |  |
|                              |  | <i>Dollars</i>  | <i>Dollars</i> |   |  |
| POTTED FOLIAGE PLANTS* ..... | 112  | 225   | 115            | 114   | 116  |

| FOLIAGE HANGING BASKETS       | Foliage Hanging Baskets Grown and Sold in 1997 |                        |   | Intended BASKETS to be Grown and Sold in 1998<br><i>Baskets</i> |
|-------------------------------|--|------------------------|---|---|
|                               | Retail Sales                                   | Wholesale Sales        |   |   |
|                               | BASKETS Grown and Sold                         | BASKETS Grown and Sold | Total VALUE of Wholesale Sales (Exclude Retail)<br><i>Dollars</i> |   |
| FOLIAGE HANGING BASKETS ..... | 108  | 109                    | 110   | 111   |

\*A partial list of Foliage Plants includes:

Aglaonema  
Cacti and succulents  
Dieffenbachia  
Dracaena

Epipremnum (Pothos)  
Ferns (potted)  
Ficus

Hedera (ivy)  
Palms (potted)  
Philodendron

Schefflera (Brassaia or Schefflera)  
Spathiphyllum  
Syngonium (Nephtytis)

**SECTION 5: CUT CULTIVATED GREENS**

1. Did this operation produce and sell any cut cultivated greens during 1997?

YES - Please report production below.  NO - Go to Section 6.

**INCLUDE:** Quantity grown and sold for export.

| CUT CULTIVATED GREENS                   | Total AREA in Production in 1997 | Cut Cultivated Green Sales in 1997             |                         |   | Total AREA Intended for Production in 1998 |
|---|----------------------------------|--|-------------------------|---|--|
|   |                                  | Retail Sales                                   | Wholesale Sales         |   |  |
|   |                                  | QUANTITY Grown and Sold                        | QUANTITY Grown and Sold | Total VALUE of Wholesale Sales (Exclude Retail)<br><i>Dollars</i> |  |
| LEATHERLEAF FERNS .....                 | <i>Acres Nearest 10th</i><br>174 | <i>Bunches</i><br>175                          |                         | <i>Dollars</i><br>176   | <i>Acres Nearest 10th</i><br>177           |
| ALL OTHER CUT CULTIVATED GREENS * ..... | 179                              | <i>% of gross value of sales</i><br>180 Retail |                         | 181 Wholesale   | 182  |
|   |                                  | %  | %                       |   | 183  |

\* A partial list of Other Cut Cultivated Greens includes:

Asparagus  
Boxwood  
Coniferous greens  
Cordylone/Ti

Eucalyptus  
Hedera/Ivy  
Holly  
Huckleberry/Salal

Oregon/Sword ferns  
Pittosporum  
Smilax

**SECTION 6: AREA USED FOR PRODUCTION**

**Instructions:** Report greenhouse, other covered space, and outdoor land area used for the production of floriculture crops grown by this operation in 1997. [This is your operation area without counting crop turns.]

**INCLUDE:** - Area for production of cut flowers, flowering and foliage plants, bedding/garden plants, and cultivated florist greens.  
 - Aisles, walkways, and other production areas.

**EXCLUDE:** - Non-floricultural production areas, such as fruit, vegetable, sod farms and nurseries.  
 - Non-agricultural production areas, such as roads and parking areas.  
 - Production areas used exclusively to produce commercial vegetables.

**NOTE:** The outer roof covering determines the type of greenhouse covering classification. For example, a greenhouse with a glass roof having film polyethylene insulation and fiberglass sides would be considered a **glass greenhouse**.

1. Of the area used for floriculture production in 1997, how much was in:

- a. glass greenhouses? .....
- b. rigid plastic greenhouses (acrylics, polycarbonates, fiberglass and other rigid plastics)? .....
- c. film plastic greenhouses (single or multi-layer poly)? .....
- d. shade houses (slat, saran, and other covers)? .....

**Square Feet**

|     |
|-----|
| 247 |
| 184 |
| 185 |
| 186 |

e. Open ground (including natural shade)? .....

|                    |           |                                  |
|--------------------|-----------|----------------------------------|
| <b>Square Feet</b> | <b>OR</b> | <b>Acres<br/>(Nearest Tenth)</b> |
| 882                |           | 187                              |

**SECTION 7 - GROSS VALUE OF SALES, AND NUMBER OF HIRED LABOR**

1. What was the gross value of sales for the reported floriculture crops in 1997?

- 1,000 to 9,999 dollars ..... 1
- 10,000 to 19,999 dollars ..... 2
- 20,000 to 39,999 dollars ..... 3
- 40,000 to 49,999 dollars ..... 4
- 50,000 to 99,999 dollars ..... 5
- 100,000 to 249,999 dollars ..... 6
- 250,000 to 499,999 dollars ..... 7
- 500,000 to 999,999 dollars ..... 8
- 1,000,000 dollars or more ..... 9

(Check sales group and enter code)

|             |
|-------------|
| <b>Code</b> |
| 899         |

2. Including paid family members, what was the largest number of floriculture workers on the payroll on any one day in 1997? [Include full-time, part-time workers, hired managers. Exclude workers employed only for the retail operation.] .....

|                |
|----------------|
| <b>Workers</b> |
| 898            |

**SECTION 8: CHANGE IN OPERATOR**

• [Complete this section only if question 1 on the front page is answered "No".]

**1. Has this operation been sold, rented, or turned over to someone else?**

Yes [Continue]       No

**2. Please provide the following information for the operation that has taken over, then go to question 4.**

a. What is the name and address of the new operation?  
 Operation Name: \_\_\_\_\_  
 Operator Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

1a. Will this operation produce any cut flowers, potted flowering plants, potted foliage plants, flowering or foliage hanging baskets, bedding plants, or cut cultivated florist greens during 1998?  
 Yes     Don't Know     No  
 [Regardless of answer to above, write a note to explain the situation, then go to Section 9, question 4]  
 \_\_\_\_\_  
 \_\_\_\_\_

**SECTION 9: CONCLUSION**

**1. Are you involved in any additional floriculture or greenhouse operations in this State?**

YES Please list name and address of operation(s) in this State:  
 \_\_\_\_\_  
 \_\_\_\_\_

NO

**2. Does this operation operate any floriculture farms or greenhouses in any other State(s)?**

YES Please list name and address of operation(s) in other State(s):  
 \_\_\_\_\_  
 \_\_\_\_\_

NO - [Continue]

**3. Are your Social Security Number (SSN) and Federal Employer Identification Number (EIN) printed correctly on the mailing label?**

**YES NO** -To assist in identifying duplication among our lists of floriculture operators, please report your Social Security Number (SSN). If your operation has a federal or State Employer Identification Number (EIN), please provide them. (Disclosure of your SSN is voluntary and is collected under the general authority of Title 7 Section 2204, of the U.S. Code.)



|   |     |                       |
|---|-----|-----------------------|
| Floriculture Operator Social Security No. | 501 | _____ - _____ - _____ |
| Federal Employer I.D. No.                 | 502 | _____ - _____         |
| State Employer I.D. No.                   | 503 | _____ - _____         |

**4. Would you like to receive a copy of the survey results?**

YES = 1    NO = 3

**5. Reported by: \_\_\_\_\_ Date: \_\_\_\_\_**

Telephone Number: (    ) \_\_\_\_\_ Counties of Operation: \_\_\_\_\_; \_\_\_\_\_;

| OFFICE USE |
|------------|
| 001        |
| 895        |
| 896        |

| OFFICE USE    |     |            |     |       |       |
|---------------|-----|------------|-----|-------|-------|
| Respondent    |     | Resp. Code |     | Euum. | Eval. |
| 1 - Op/Ptnr   | 890 | 1 - Mail   | 891 | 892   | 893   |
| 2 - Sp        |     | 2 - Tel    |     |       |       |
| 3 - Acct/Bkpr |     | 3 - Int    |     |       |       |
| 4 - Oth       |     | 7 - Tr     |     |       |       |
| 5 - Est R     |     | 8 - IR     |     |       |       |
| 6 - Est NR    |     | 9 - Inac   |     |       |       |
| <b>S/E N</b>  |     |            |     |       |       |

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