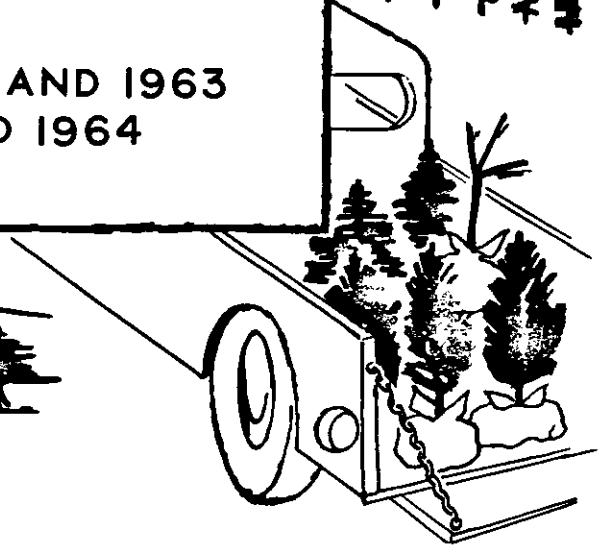
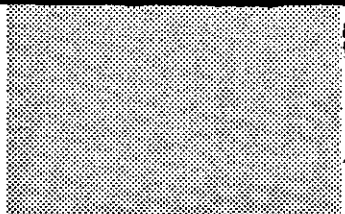


Nursery Products

PRODUCTION AND SALES, 1962 AND 1963
JANUARY INVENTORY 1963 AND 1964
IN 6 SELECTED STATES



- ORNAMENTALS
- DECIDUOUS FRUIT AND NUT TREES
- CITRUS AND SUBTROPICAL FRUIT TREES
- GRAPE VINES

UNITED STATES DEPARTMENT OF AGRICULTURE
Statistical Reporting Service Crop Reporting Board
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This report summarizes the findings of the recent six State survey conducted in California, Colorado, Florida, Illinois, Iowa, and New York. The data represent those establishments with sales of \$2,000 or more of all Horticultural Specialities crops. This is comparable with the 1959, 1961, and 1962 data. Data for 1959 were issued by the Agricultural Marketing Service under publication number SpCr 6-2(60). Similar data for 1957 and 1958 for these six States plus Michigan, Ohio, Oregon and Texas were issued by the Agricultural Marketing Service under publication numbers SpCr 6-2 (59) and SpCr (58), and for 1956 for the same States surveyed this year except for New York under publication number SpCr 6-2 (57). Data for 1956 through 1958, however, represent establishments with sales of \$1,000 or more of all Horticultural Specialities crops, as compared with the present \$2,000 minimum sales limitation.



NURSERY PRODUCTS

Production and Sales, 1962 and 1963, and January 1 Inventory, 1963 and 1964 in 6 Selected States

Sales of eight classes of nursery products grown in California, Colorado, Florida, Illinois, Iowa, and New York had a wholesale value of \$58.6 million in 1963, according to the Crop Reporting Board of the United States Department of Agriculture. This is 7 percent above the wholesale value of \$54.8 million reported in these States for 1962.

The plant material classifications covered were coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, rose plants, deciduous fruit and nut trees, grape vines, and citrus and subtropical fruit trees. Each of the eight classes of nursery products showed an increase in total wholesale value of sales for 1963 compared with 1962 wholesale values. Broad-leaved evergreens were valued at \$17.0 million; coniferous evergreens at \$13.8 million; citrus and subtropical fruit trees, \$8.2 million; rose plants, \$6.3 million; deciduous fruit and nut trees, \$5.3 million; deciduous shade trees, \$4.6 million; deciduous shrubs, \$2.9 million; and grape vines, \$0.6 million.

California remains the leader among the 6 States in the survey with \$31.9 million "gross wholesale" value of sales. Each State showed an increase in total value of sales over 1962. Iowa had the greatest increase percentagewise--18 percent while California was up the most in actual value--\$1.6 million.

STATE SUMMARIES

California: Sales of coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, and citrus and sub-tropical fruit trees increased during 1963, while sales of other nursery products were down. The greatest increase was for coniferous evergreens with 1.6 million more plants sold in 1963 than in 1962. Percentagewise, the deciduous shrubs increased most--42 percent over the previous year. The January 1 inventory was up for all classes of nursery products, except rose plants and citrus which were down only slightly. The greatest increase in January 1 inventories was for coniferous evergreens--up 3.5 million plants.

Colorado: Value of sales for all nursery products were up from a year earlier. However, sales of coniferous evergreens, which are the leading nursery product in Colorado, were down in 1963. Wholesale value of this item was also down, but not as sharply as sales because of a higher price received. The January 1, 1964 inventory of coniferous evergreens was down about one-fourth from a year earlier. January 1, 1964 inventories for all other nursery products except broad-leaved evergreens were also down.

Florida: For 1963 nurserymen in Florida reported fewer sales of citrus and subtropical fruit trees, deciduous shrubs, rose plants, deciduous shade trees, and grape vines than in 1962. A large increase in sales of broad-leaved evergreens was reported. Approximately 0.8 million more broad-leaved evergreen plants were sold in 1963 than in 1962. Production of rose plants, which had been on the increase since 1959 fell off in 1963. January 1, 1964 inventories were up sharply for citrus and subtropical fruit trees, coniferous evergreens, and deciduous fruit and nut trees. Citrus and subtropical fruit tree inventories nearly doubled as nurserymen replenished their stock from the freeze in December, 1962. Inventories of other nursery products were down except for rose plants which were unchanged.

Illinois: Growers of the eight classes of nursery products in Illinois reported more sales in 1963 for coniferous evergreens, deciduous shade trees, deciduous fruit and nut trees and rose plants. Coniferous evergreens continue to be the most important nursery product sold in Illinois, accounting for nearly half the total wholesale value of sales and about 38 percent of the total volume of sales. Nurserymen reported smaller January 1 inventories for coniferous evergreens, deciduous shade trees, deciduous shrubs, and deciduous fruit and nut trees.

Iowa: Total sales for the eight classes of nursery products surveyed in Iowa totaled \$2.6 million and was up 18 percent from 1962. The increase was mostly for deciduous shade trees, deciduous shrubs, and deciduous fruit and nut trees. January 1, 1964 inventories were up for deciduous shade trees, deciduous shrubs and broad-leaved evergreens. Coniferous evergreens, deciduous shade trees, deciduous shrubs and deciduous fruit and nut trees account for nearly 99 percent of the total value of nursery sales in Iowa.

New York: Total wholesale value of sales of the nursery products in this survey totaled \$8.8 million in 1963, up 11 percent from 1962. Both Long Island and Upstate nurserymen reported an increase in the wholesale value of sales for 1963. On Long Island, most of the increase was for coniferous evergreens. Broad-leaved evergreens and coniferous evergreens account for more than three-fourths of the wholesale value of sales on Long Island. The January 1, 1964 inventories were down for all classes of nursery products on Long Island, except for deciduous shrubs, which were up moderately. The wholesale value of sales in Upstate, New York was up for coniferous evergreens, deciduous fruit and nut trees, rose plants and grape vines. Moderate declines were reported for the other classes. January 1, 1964 inventories were up only for deciduous shrubs and grape vines.

DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of nursery products, cut flowers, bulbs, seeds, and bedding, vegetable, flowering and foliage plants in one year, excluding governmental and reforestation nurseries. Only commercial producers growing one or more of the eight nursery classifications were included in this report. All value figures are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using average wholesale prices reported by growers having about the same size operation.



Table 1.--Nursery Products: Gross wholesale value of sales, 1962 and 1963, in 6 selected States

State	Gross wholesale value of sales 1/							
	Coniferous Evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs	
	1962	1963	1962	1963	1962	1963	1962	1963
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California ..	4,855	6,111	11,547	11,294	990	1,085	253	263
Colorado	179	176	8	11	83	107	27	37
Florida	323	667	3,622	3,854	209	156	177	178
Illinois	2,644	2,676	111	109	1,289	1,378	775	804
Iowa	776	765	25	26	551	773	524	654
New York:								
Long Island	1,780	2,226	1,300	1,395	620	657	225	304
Upstate ...	1,197	1,210	309	297	556	487	668	615
6 States	11,754	13,831	16,922	16,986	4,298	4,643	2,649	2,855

State	Gross wholesale value of sales 1/									
	Rose plants		Deciduous fruit and nut trees		Grape vines		Citrus and subtropical 2/ fruit trees		Total (8-classes)	
	1962	1963	1962	1963	1962	1963	1962	1963	1962	1963
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California ..	5,660	5,789	2,534	2,640	320	462	4,200	4,273	30,359	31,917
Colorado	13	9	9	33	0.6	0.5	---	---	319.6	373.5
Florida	61	87	392	429	1.9	3.6	3,852	3,882	8,637.9	9,256.6
Illinois	2	5	481	616	0.4	0.7	---	---	5,302.4	5,588.7
Iowa	2	1	345	399	0.2	0.2	---	---	2,223.2	2,618.2
New York:										
Long Island	3	12	52	55	3/	3/	---	---	3,980	4,649
Upstate ...	4/ 277	374	858	1,102	95	109	---	---	3,960	4,594
6 States	4/6,018	6,277	4,671	5,274	418.1	576.0	8,052	8,155	54,782.1	58,597.0

1/ Equivalent wholesale value for all sales.

2/ No commercial production in Colorado, Illinois, Iowa and New York.

3/ Small production, included in Upstate.

4/ Revised.

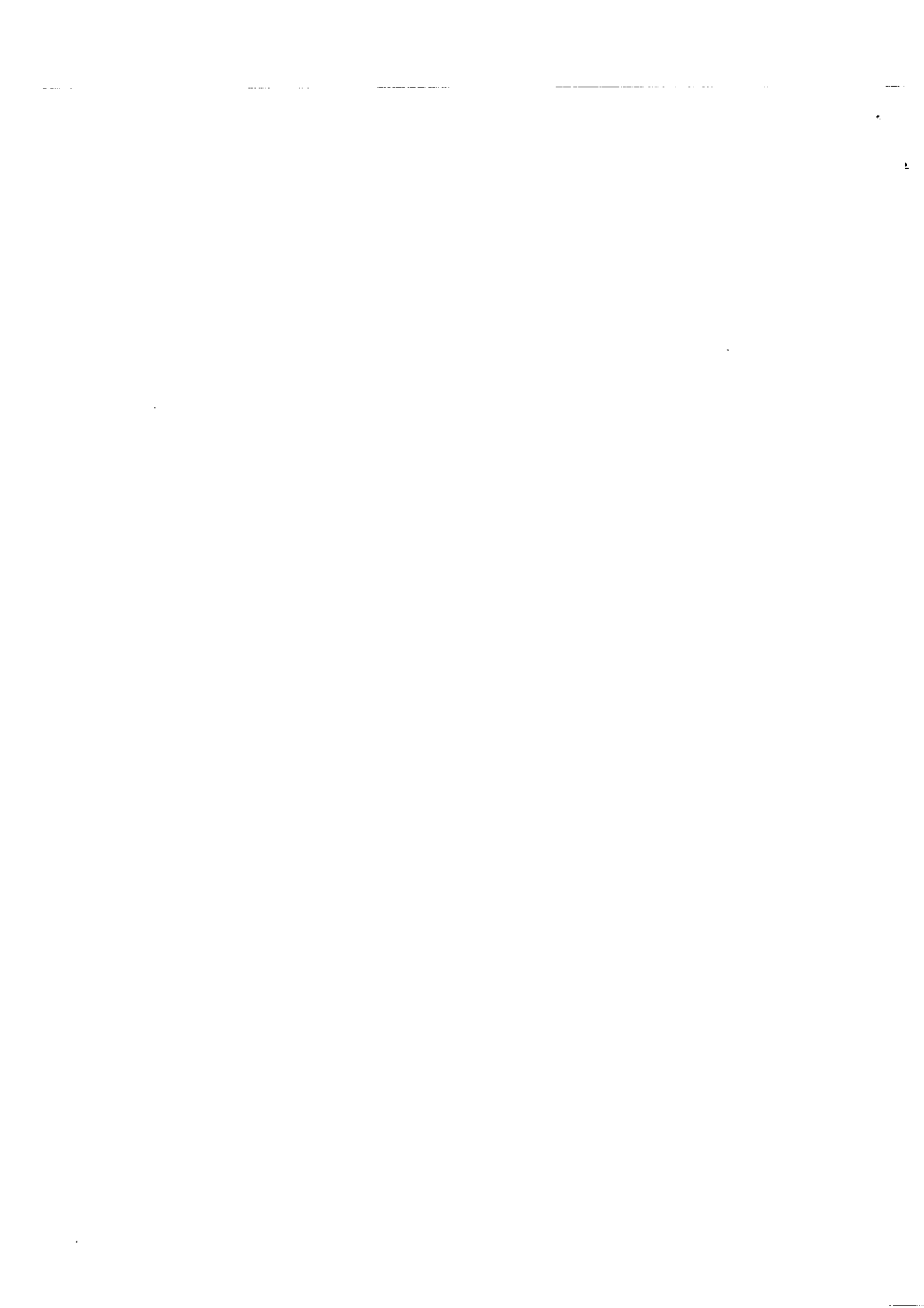


Table 2.--Coniferous Evergreens: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	348	358	8,420	11,883	141
Colorado	38	33	252	187	74
Florida	195	189	481	934	194
Illinois	253	255	4,987	4,633	93
Iowa	57	58	1,314	1,260	96
New York:					
Long Island	161	163	3,559	3,224	91
Upstate ...	240	242	2,527	2,035	81
6 States	1,301	1,298	21,540	24,156	112

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{2/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	5,895	7,464	91	92	4,855	6,111
Colorado	54	45	48	31	179	176
Florida	278	545	56	76	323	667
Illinois	908	951	64	64	2,644	2,676
Iowa	328	326	43	46	776	765
New York:						
Long Island	605	760	79	81	1,780	2,226
Upstate ...	393	413	49	51	1,197	1,210
6 States	8,461	10,504	82	85	11,754	13,831

^{1/} Plants of all ages excluding seedlings and lining out stock.

^{2/} Equivalent wholesale value for all sales.

Table 3.--Broad-leaved Evergreens: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	380	382	19,430	19,563	101
Colorado	16	16	12	16	133
Florida	290	260	6,700	6,550	98
Illinois	129	123	216	230	106
Iowa	14	16	80	150	188
New York:					
Long Island	175	173	2,524	2,388	95
Upstate ...	177	159	445	343	77
6 States	1,181	1,129	29,407	29,240	99

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{2/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	12,428	12,850	94	94	11,547	11,294
Colorado	6	6	13	49	8	11
Florida	4,465	5,292	80	81	3,622	3,854
Illinois	64	58	61	62	111	109
Iowa	37	36	38	38	25	26
New York:						
Long Island	759	1,025	88	91	1,300	1,395
Upstate ...	209	159	71	66	309	297
6 States	17,968	19,426	90	90	16,922	16,986

^{1/} Plants of all ages excluding seedlings and lining out stock.

^{2/} Equivalent wholesale value for all sales.

Table 4.--Deciduous Shade Trees: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California ..	179	191	908	1,378	152
Colorado	31	28	104	55	53
Florida	162	137	122	92	75
Illinois	229	230	1,073	1,042	97
Iowa	49	55	586	664	113
New York:					
Long Island	131	132	415	339	82
Upstate ...	220	216	460	408	89
6 States	1,001	989	3,668	3,978	108

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale ^{2/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	617	761	87	83	990	1,085
Colorado	19	17	36	35	83	107
Florida	64	48	46	60	209	156
Illinois	187	199	55	63	1,289	1,378
Iowa	291	341	77	84	551	773
New York:						
Long Island	100	115	83	87	620	657
Upstate ...	167	140	67	68	556	487
6 States	1,445	1,621	76	78	4,298	4,643

^{1/} Trees of all ages excluding lining out stock and young trees for budding or grafting.

^{2/} Equivalent wholesale value for all sales.

Table 5.--Deciduous Shrubs: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	141	135	468	766	164
Colorado	25	22	66	49	74
Florida	124	119	363	293	81
Illinois	191	189	3,460	2,760	80
Iowa	45	49	1,930	2,038	106
New York:					
Long Island	117	112	568	601	106
Upstate ...	196	186	2,811	3,223	115
6 States	839	812	9,666	9,730	101

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{2/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	360	512	84	89	253	263
Colorado	26	28	16	19	27	37
Florida	183	149	60	51	177	178
Illinois	1,049	866	77	70	775	804
Iowa	1,304	1,451	78	82	524	654
New York:						
Long Island	230	287	87	90	225	304
Upstate ...	1,916	1,802	92	93	668	615
6 States	5,068	5,095	83	84	2,649	2,855

^{1/} Plants of all ages excluding lining out stock and young plants for budding or grafting.

^{2/} Equivalent wholesale value for all sales.



Table 6.--Rose Plants: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory <u>1/</u>		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	94	88	18,691	18,536	99
Colorado	12	9	3	2	67
Florida	93	74	101	101	100
Illinois	14	22	3	17	567
Iowa	11	9	3	2	67
New York:					
Long Island	27	25	10	2	20
Upstate ...	35	32	3/ 949	836	88
6 States	286	259	3/19,760	19,496	99

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale <u>2/</u>	
	1962	1963	1962	1963	1962	1963
	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	12,042	11,946	97	93	5,660	5,789
Colorado	7	9	9	2	13	9
Florida	111	80	64	52	61	87
Illinois	3	7	--	55	2	5
Iowa	4	2	15	25	2	1
New York:						
Long Island	10	13	1	16	3	12
Upstate ...	3/ 555	753	3/ 94	82	3/ 277	374
6 States	3/12,732	12,810	97	92	3/6,018	6,277

1/ Plants of all ages excluding lining out stock and young plants for budding or grafting.

2/ Equivalent wholesale value for all sales.

3/ Revised.



Table 7.--Deciduous Fruit and Nut Trees: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California ..	109	98	5,187	5,440	105
Colorado	21	27	17	9	53
Florida	71	60	277	360	130
Illinois	72	70	585	420	72
Iowa	21	25	868	862	99
New York:					
Long Island	47	43	58	44	76
Upstate ...	79	71	2,394	2,374	99
6 States	420	394	9,386	9,509	101

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale ^{2/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	4,564	4,099	41	43	2,534	2,640
Colorado	8	9	34	31	9	33
Florida	300	366	84	84	392	429
Illinois	282	407	1	1	481	616
Iowa	576	534	70	83	345	399
New York:						
Long Island	24	23	88	94	52	55
Upstate ...	1,168	1,537	68	41	858	1,102
6 States	6,922	6,975	48	45	4,671	5,274

^{1/} Trees of all ages excluding lining out stock and young trees for budding or grafting.

^{2/} Equivalent wholesale value for all sales.

Table 8.--Grape Vines: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory ^{1/}		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 vines</u>	<u>1,000 vines</u>	<u>Percent</u>
California ..	50	51	6,047	6,685	111
Colorado	9	6	2	1	50
Florida	28	25	14	7	50
Illinois	14	10	1	4	400
Iowa	7	7	1	2	200
New York:					
Long Island	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	
Upstate ...	39	29	625	1,246	199
6 States	147	128	6,690	7,945	119

State	Vines sold		Percent of sales at wholesale		Value of all sales at wholesale ^{3/}	
	1962	1963	1962	1963	1962	1963
	<u>1,000 vines</u>	<u>1,000 vines</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	4,819	4,061	61	57	320	462
Colorado	1	1	18	29	0.6	0.5
Florida	6	3	81	64	1.9	3.6
Illinois	1	1	18	15	0.4	0.7
Iowa	1	1	69	65	0.2	0.2
New York:						
Long Island	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>	<u>2/</u>
Upstate ...	933	1,374	98	90	95	109
6 States	5,761	5,441	67	65	418.1	576.0

^{1/} Vines of all ages excluding vines for grafting.

^{2/} Small production included in Upstate.

^{3/} Equivalent wholesale value for all sales.

Table 9.--Citrus and Subtropical Fruit Trees: Number of producers, sales, wholesale value, 1962 and 1963, and inventory January 1, 1963 and 1964, in 6 selected States

State	Producers		January 1 inventory <u>1/</u>		
	1962	1963	1963	1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California ..	216	226	3,213	3,162	98
Colorado	---	---	---	---	--
Florida	388	330	3,504	6,818	195
Illinois	---	---	---	---	---
Iowa	---	---	---	---	---
New York:					
Long Island	---	---	---	---	---
Upstate ...	---	---	---	---	---
6 States <u>2/</u> .	604	556	6,717	9,980	149

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale <u>3/</u>	
	1962	1963	1962	1963	1962	1963
	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>	<u>Percent</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	1,792	1,870	55	65	4,200	4,273
Colorado	---	---	--	--	---	---
Florida	2,739	2,546	52	66	3,852	3,882
Illinois	---	---	--	--	---	---
Iowa	---	---	--	--	---	---
New York:						
Long Island	---	---	--	--	---	---
Upstate ...	---	---	--	--	---	---
6 States <u>2/</u> .	4,531	4,416	53	66	8,052	8,155

1/ Trees of all ages excluding lining out stock and young trees for budding or grafting.

2/ No commercial production in Colorado, Illinois, Iowa, and New York.

3/ Equivalent wholesale value for all sales.

