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Nursery Products

PRODUCTION AND SALES, 1961 AND 1962
JANUARY INVENTORY 1962 AND 1963
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 Specialties crops. This is comparable with the 1961 and 1959 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 Specialties crops, as compared with the present $2,000 minimum sales limitation.

NURSERY PRODUCTS

Production and Sales, 1961 and 1962, and January Inventory, 1962 and 1963 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 $54.5 million in 1962, according to the Crop Reporting Board of the United States Department of Agriculture. This is 2 percent below the wholesale value of $55.6 million reported in these States for 1961.

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. Of the eight classes of nursery products, only broad-leaved evergreens, deciduous shade trees and citrus and subtropical fruit trees showed an increase in total wholesale value of sales for 1962. Broad-leaved evergreens were valued at $16.9 million; coniferous evergreens at $11.8 million; citrus and subtropical fruit trees $8.1 million; rose plants, $5.8 million; deciduous fruit and nut trees, $4.7 million; deciduous shade trees, $4.3 million; deciduous shrubs, $2.6 million; and grapevines $0.4 million.

Highlights of the current report are the decreased January 1 inventories in Florida for broad-leaved evergreens and citrus and subtropical fruit trees, due primarily to the December 1962 freeze; the continued expansion of broad-leaved evergreens in California; the increase in deciduous shrubs in Upstate New York; and the reduction of grape vines in Upstate New York. Illinois and New York are down in both inventory and sales of rose plants, while Florida is expanding the production of this item.

California continued to lead the other five States in dollar sales of the 8 classes of nursery products surveyed with a total of $30.4 million out of the $54.5 million reported for all 6 States. Iowa and California both showed less dollar sales in 1962 than in 1961, while the other four States showed increased dollar sales over 1961.

STATE SUMMARIES

California: Wholesale value of sales in California for the eight classes of nursery products surveyed in 1962 was down from the 1961 value. Value was down for all products except broad-leaved evergreens, grape vines, and citrus and subtropical fruit trees. Broad-leaved evergreens continue to be the most important class of plant material grown in California, accounting for 38 percent of the dollar sales of the eight classes of nursery products surveyed in the State. Growers of nursery products in California continue to expand their operations for broad-leaved evergreens, grape vines, and citrus and subtropical fruit trees.

Colorado: Dollar sales of the eight classes of nursery products in Colorado, while small, were up again in 1962. Coniferous evergreens, as in the past, accounted for more than half of the sales with deciduous shade trees, deciduous shrubs, and rose plants making up most of the other sales.

Florida: Dollar sales in 1962 of the eight classes of nursery products were only slightly higher than in 1961. Inventory numbers on January 1, 1963 were down sharply from January 1, 1962 for citrus and subtropical fruit trees and broad-leaved evergreens, due primarily to the December 1962 freeze. The freeze also curtailed deliveries at the end of the year for some nursery products. The number of rose plants sold during 1962 was more than double the 1961 sales and inventories on January 1, 1963 were 80 percent larger than a year earlier. The growers of nursery products are expanding their rose plant production in line with a large increase in the production of cut roses. Sales of coniferous evergreens, broad-leaved evergreens, deciduous shrubs, and deciduous fruit and nut trees were down in 1962 in Florida.

Sales of the other 4 nursery products were up with citrus and subtropical fruit trees showing the greatest increase despite curtailed deliveries in December of 1962. Sales of nursery products that were frozen in December will be down in 1963.

Illinois: Growers of the eight classes of nursery products reported the 1962 total sale value at $5,302,400, up 12 percent from 1961. The greatest increase in sales value was shown for deciduous shade trees, up $351,000 from 1961, due entirely to an increase in the average price per tree. Value of coniferous evergreen sales was up from 1961, as the number of plants sold was up, more than offsetting the effect of a lower price for conifers in Illinois in 1962. Coniferous evergreens made up nearly one-half the total value of nursery products sold, followed by deciduous shade trees, deciduous shrubs, and deciduous fruit and nut trees. January 1, 1963 inventory numbers were up from 1962 for coniferous evergreens, deciduous shrubs and deciduous fruit and nut trees.

Iowa: Total sales for the eight classes of nursery products surveyed in Iowa was down 9 percent from 1961. The decrease was all in coniferous evergreens and deciduous shrubs as all other nursery products were either the same as 1961 or increased. January 1, 1963 inventories are up for deciduous shade trees and deciduous shrubs, indicating that an increase in sales may be expected for these products in 1963. Coniferous evergreens, deciduous shade trees, deciduous shrubs, and deciduous fruit and nut trees account for 99 percent of the total value of sales in Iowa.

New York: Total wholesale value of sales of the eight classes of nursery products surveyed in New York was slightly larger than that of 1961. A 10 percent increase on Long Island more than offset a decrease in value in the remainder of the State. On Long Island the increase was due to increased sales for coniferous evergreens, broad-leaved evergreens, and deciduous shade trees, with most of the increase being for broad-leaved evergreens. Coniferous evergreens and broad-leaved evergreens made up more than 75 percent of the total dollar sales in 1962. Increases in January 1, 1963 inventories for coniferous evergreens and broad-leaved evergreens indicate there may be an increase in future sales of these products. In the Upstate districts, all products except deciduous shrubs, showed a decrease in dollar value, with rose plants and grape vines showing the sharpest declines. Grower inventories indicate that an increase in deciduous shrub sales may be coming but that grape vine sales will probably be down. The decrease in locally grown rose plants appears to be continuing.

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 at "gross wholesale" 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, 1961 and 1962, in 6 selected States

State	Gross wholesale value of sales 1/							
	Coniferous evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs	
	1961	1962	1961	1962	1961	1962	1961	1962
	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...	4/6,156	4,855	4/10,998	11,547	1,314	990	4/387	253
Colorado.....	156	179	20	8	73	83	26	27
Florida.....	489	323	3,775	3,622	132	209	215	177
Illinois.....	2,404	2,644	126	111	938	1,289	847	775
Iowa.....	984	776	25	25	548	551	551	524
New York:								
Long Island	1,699	1,780	962	1,300	599	620	257	225
Upstate....	1,230	1,197	337	309	578	556	545	668
6 States.....	4/13,118	11,754	4/16,243	16,922	4,182	4,298	4/2,828	2,649

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)	
	1961	1962	1961	1962	1961	1962	1961	1962	1961	1962
	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...	6,125	5,660	2,754	2,534	318	320	3,896	4,200	4/31,948	30,359
Colorado.....	9	13	8	9	0.3	0.6	---	---	292.3	319.6
Florida.....	46	61	403	392	1.6	1.9	3,483	3,852	8,544.6	8,637.9
Illinois.....	10	2	398	481	0.7	0.4	---	---	4,723.7	5,302.4
Iowa.....	2	2	321	345	0.7	0.2	---	---	2,431.7	2,223.2
New York:										
Long Island	23	3	77	52	3/	3/	---	---	3,617	3,980
Upstate....	206	15	966	858	184	95	---	---	4,046	3,698
6 States.....	6,421	5,756	4,927	4,671	505.3	418.1	7,379	8,052	4/55,603.3	54,520.1

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, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 plants	1,000 plants	Percent
California...	3/ 377	348	3/ 10,669	8,420	79
Colorado.....	40	38	225	252	112
Florida.....	166	195	655	481	73
Illinois.....	259	253	4,596	4,987	109
Iowa.....	69	57	1,700	1,314	77
New York:					
Long Island	171	161	3,086	3,559	115
Upstate....	250	249	2,539	2,527	100
6 States.....	3/1,332	1,301	3/ 23,470	21,540	92

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California...	3/6,687	5,895	3/93	91	3/6,156	4,855
Colorado.....	46	54	40	48	156	179
Florida.....	432	278	74	56	489	323
Illinois.....	788	908	51	64	2,404	2,644
Iowa.....	456	328	36	43	984	776
New York:						
Long Island	523	605	80	79	1,699	1,780
Upstate....	391	393	48	49	1,230	1,197
6 States.....	3/9,323	8,461	82	82	3/13,118	11,754

1/ Plants of all ages excluding seedlings and lining out stock. 2/ Equivalent wholesale value for all sales. 3/ Revised.

Table 3.--Broad-leaved Evergreens: Number of producers, sales, wholesale value, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 plants	1,000 plants	Percent
California...	3/ 400	380	3/ 19,075	19,430	102
Colorado.....	16	16	15	12	80
Florida.....	276	290	7,866	6,700	85
Illinois.....	134	129	238	216	91
Iowa.....	21	14	104	80	77
New York:					
Long Island	179	175	1,943	2,524	130
Upstate....	187	177	619	445	72
6 States.....	3/1,213	1,181	3/29,860	29,407	98

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California...	3/11,963	12,428	3/91	94	3/10,998	11,547
Colorado.....	9	6	36	13	20	8
Florida.....	4,828	4,465	77	80	3,775	3,622
Illinois.....	74	64	55	61	126	111
Iowa.....	16	37	8	38	25	25
New York:						
Long Island	415	759	79	88	962	1,300
Upstate.....	204	209	73	71	337	309
6 States.....	3/17,509	17,968	86	90	3/16,243	16,922

1/ Plants of all ages excluding seedlings and lining out stock. 2/ Equivalent wholesale value for all sales. 3/ Revised.

Table 4.--Deciduous Shade Trees: Number of producers, sales, wholesale value, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 trees	1,000 trees	Percent
California....	205	179	1,130	908	80
Colorado.....	30	31	87	104	120
Florida.....	157	162	131	122	93
Illinois.....	230	229	1,106	1,073	97
Iowa.....	54	49	490	586	120
New York:					
Long Island.	139	131	431	415	96
Upstate.....	218	220	489	460	94
6 States.....	1,033	1,001	3,864	3,668	95

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California....	734	617	83	87	1,314	990
Colorado.....	22	19	22	36	73	83
Florida.....	55	64	31	46	132	209
Illinois.....	187	187	64	55	938	1,289
Iowa.....	290	291	87	77	548	551
New York:						
Long Island.	96	100	76	83	599	620
Upstate.....	187	167	53	67	578	556
6 States.....	1,571	1,445	75	76	4,182	4,298

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, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 plants	1,000 plants	Percent
California....	3/158	141	3/ 884	468	53
Colorado.....	26	25	86	66	77
Florida.....	117	124	379	363	96
Illinois.....	199	191	3,018	3,460	115
Iowa.....	54	45	1,839	1,930	105
New York:					
Long Island.	127	117	560	568	101
Upstate.....	201	196	1,936	2,811	145
6 States.....	3/882	839	3/8,702	9,666	111

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California....	3/ 540	360	3/90	84	3/ 387	253
Colorado.....	38	26	33	16	26	27
Florida.....	209	183	48	60	215	177
Illinois.....	1,136	1,049	74	77	847	775
Iowa.....	1,318	1,304	85	78	551	524
New York:						
Long Island.	243	230	79	87	257	225
Upstate.....	1,393	1,916	86	92	545	668
6 States.....	3/4,877	5,068	83	83	3/2,828	2,649

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 6.--Rose Plants: Number of producers, sales, wholesale value, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 plants	1,000 plants	Percent
California...	118	94	23,693	18,691	79
Colorado.....	13	12	6	3	50
Florida.....	66	93	56	101	180
Illinois.....	23	14	20	3	15
Iowa.....	12	11	3	3	100
New York:					
Long Island	29	27	13	10	77
Upstate....	48	35	100	93	93
6 States.....	309	286	23,891	18,904	79

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 plants	1,000 plants	Percent	Percent	1,000 dollars	1,000 dollars
California...	13,486	12,042	96	97	6,125	5,660
Colorado.....	4	7	3	9	9	13
Florida.....	48	111	31	64	46	61
Illinois.....	12	3	46	--	10	2
Iowa.....	4	4	28	15	2	2
New York:						
Long Island	11	10	53	1	23	3
Upstate....	222	27	36	77	206	15
6 States.....	13,787	12,204	95	97	6,421	5,756

1/ Plants of all ages excluding lining out stock and young plants for budding or grafting. 2/ Equivalent wholesale value for all sales.

Table 7.--Deciduous Fruit and Nut Trees: Number of producers, sales, wholesale value, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 trees	1,000 trees	Percent
California...	119	109	5,196	5,187	100
Colorado.....	20	21	12	17	142
Florida.....	53	71	625	277	44
Illinois.....	73	72	564	585	104
Iowa.....	20	21	1,044	868	83
New York:					
Long Island	55	47	63	58	92
Upstate....	86	79	2,141	2,394	112
6 States.....	426	420	9,645	9,386	97

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 2/	
	1961	1962	1961	1962	1961	1962
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California...	4,256	4,564	50	41	2,754	2,534
Colorado.....	6	8	40	34	8	9
Florida.....	303	300	90	84	403	392
Illinois.....	387	282	2	1	398	481
Iowa.....	636	576	84	70	321	345
New York:						
Long Island	25	24	90	88	77	52
Upstate....	1,114	1,168	54	68	966	858
6 States.....	6,727	6,922	53	48	4,927	4,671

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, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 vines	1,000 vines	Percent
California...	65	50	4,559	6,047	133
Colorado.....	9	9	1	2	200
Florida.....	20	28	11	14	127
Illinois.....	18	14	4	1	25
Iowa.....	9	7	5	1	20
New York:					
Long Island	2/	2/	2/	2/	
Upstate....	39	39	1,960	625	32
6 States.....	160	147	6,540	6,690	102

State	Vines sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1961	1962	1961	1962	1961	1962
	1,000 vines	1,000 vines	Percent	Percent	1,000 dollars	1,000 dollars
California...	4,011	4,819	67	61	318	320
Colorado.....	4/	1	4/	18	0.3	0.6
Florida.....	5	6	82	81	1.6	1.9
Illinois.....	1	1	15	18	0.7	0.4
Iowa.....	5	1	39	69	0.7	0.2
New York:						
Long Island	2/	2/	2/	2/	2/	2/
Upstate....	1,989	933	92	98	184	95
6 States.....	6,011	5,761	75	67	505.3	418.1

1/ Vines of all ages excluding vines for grafting. 2/ Small production included in Upstate. 3/ Equivalent wholesale value for all sales. 4/ Less than 500 vines.

Table 9.--Citrus and Subtropical Fruit Trees: Number of producers, sales, wholesale value, 1961 and 1962, and inventory January 1, 1962 and 1963, in 6 selected States

State	Producers		January 1 inventory 1/		
	1961	1962	1962	1963	1963 as percent of 1962
	Number	Number	1,000 trees	1,000 trees	Percent
California...	241	216	2,880	3,213	112
Colorado.....	---	---	---	---	---
Florida.....	382	388	4,831	3,504	73
Illinois.....	---	---	---	---	---
Iowa.....	---	---	---	---	---
New York:					
Long Island	---	---	---	---	---
Upstate....	---	---	---	---	---
6 States 2/..	623	604	7,711	6,717	87

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1961	1962	1961	1962	1961	1962
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California...	1,701	1,792	56	55	3,896	4,200
Colorado.....	---	---	--	--	---	---
Florida.....	2,496	2,739	75	52	3,483	3,852
Illinois.....	---	---	--	--	---	---
Iowa.....	---	---	--	--	---	---
New York:						
Long Island	---	---	--	--	---	---
Upstate....	---	---	--	--	---	---
6 States 2/..	4,197	4,531	67	53	7,379	8,052

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.