

Nursery Products



PRODUCTION AND SALES, 1957 AND 1958
JANUARY INVENTORY 1958 AND 1959
IN 10 SELECTED STATES

CONIFEROUS EVERGREENS

BROAD-LEAVED EVERGREENS

DECIDUOUS SHADE TREES

DECIDUOUS SHRUBS

ROSE PLANTS

DECIDUOUS FRUIT AND NUT TREES

GRAPE VINES

CITRUS AND SUBTROPICAL FRUIT TREES

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service Crop Reporting Board
Washington, D.C. June 1959

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This report summarizes the findings on a 10-State survey conducted in California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. A similar report, SpCr 6-2 (58), covering this same group of States was issued June 1958. The first "pilot" survey, conducted in 1957, covered the States of California, Colorado, Florida, Illinois, and Iowa. The publication number was SpCr 6-2 (57).

NURSERY PRODUCTS

Production and Sales, 1957 and 1958, and January Inventory, 1958 and 1959
in 10 Selected States

Sales of eight classes of nursery products, grown by 3,400 producers in 10 selected States in 1958, had a wholesale value of \$59.0 million, according to the Crop Reporting Board of the United States Department of Agriculture. This was about 1 percent above the revised wholesale value of \$58.4 million reported for the same classes of nursery products in 1957. The States included in the surveys were California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. The eight classes of nursery products surveyed 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. The wholesale value of sales for coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous fruit and nut trees, and grape vines was greater in 1958 than in 1957. Value of sales of deciduous shrubs, rose plants and citrus and subtropical fruit trees on the other hand were smaller in 1958 than a year earlier.

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$1,000 or more of nursery products in one year. Only commercial producers having one or more of the eight classes of nursery products surveyed were included. Reports were received from 85 percent of the commercial growers in the 10 States, and these growers accounted for over 95 percent of the total sales. Non-reporting growers were mostly small producers who had less than 5 percent of the total sales. Estimates for these operations were made using information on size of operation previously reported. All value figures are at "gross wholesale." The reported retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having similar operations.

In California, the wholesale value of sales in 1958 for growers of the eight classes of nursery products was \$21.3 million, followed by Texas with \$7.9 million; Ohio, \$6.2 million; New York, \$6.0 million; Florida, \$5.0 million; Illinois, \$3.9 million; Oregon, \$3.5 million; Michigan and Iowa, each, \$2.4 million; and Colorado, \$0.3 million. California, Colorado, New York, Oregon, and Texas each showed a larger value of sales in 1958 than in 1957, while Florida, Illinois, Iowa, and Ohio showed somewhat lower dollar sales during the same period. Michigan growers reported about the same dollar sales in both years.

In California, the value of sales for the eight classes of nursery products increased from \$20.8 million in 1957 to \$21.3 million in 1958. This increase was the result of larger fruit tree sales, and slightly higher prices for some classes of ornamentals, particularly coniferous and broad-leaved evergreens. Sales of rose plants and broad-leaved evergreens accounted for over 60 percent of the wholesale value reported in California. However, sales of coniferous evergreens, deciduous fruit and nut trees, and citrus and subtropical fruit trees, were also sizeable, and each reported above the 2 million dollar mark in 1958.

Colorado growers reported 1958 sales for the selected nursery products at about \$0.3 million at wholesale--42 percent above the sales of a year earlier. Coniferous evergreens accounted for virtually all of the increased sales from 1957 to 1958, and also accounted for about two-thirds of the total value for the eight classes of nursery products surveyed. A large volume of the plant materials which were used for retail sales by Colorado nurseries during 1958 was grown in other States and purchased for resale during the same season.

In Florida, the value of sales for the eight classes of nursery products during 1958 totaled \$5.0 million--down 3 percent from the revised 1957 value of sales at slightly over \$5.1 million. Freeze losses, resulting from the unusually low temperatures during the winter of 1957-58, reduced the number of citrus trees and certain types of ornamental plants offered for sale during 1958. In spite of the freeze, the

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value of sales for citrus trees and broad-leaved evergreens was not greatly different in 1958 from a year earlier. Florida growers reported a substantially larger inventory of citrus trees on hand January 1, 1959 than a year earlier, but less broad-leaved evergreens.

Growers of eight classes of nursery products in Illinois reported the value of 1958 sales at \$3.9 million--2 percent below the revised total of \$4.0 million for 1957. The smaller dollar value in 1958 resulted largely from reduced sales of coniferous evergreens and broad-leaved evergreens. Coniferous evergreens are the most important class of nursery stock grown in Illinois, and accounted for over one-half of the 1958 wholesale value of sales in that State.

In Iowa, the 1958 wholesale value of sales for eight classes of nursery products was \$2.4 million--down 8 percent from the revised 1957 sales of \$2.6 million. The smaller dollar value in 1958 resulted almost entirely from reduced marketings of deciduous shrubs and deciduous fruit and nut trees.

In Michigan, the value of sales for the eight classes of nursery products under survey in 1958 totaled \$2.4 million--virtually unchanged from a year earlier. The wholesale value of sales for coniferous evergreens and broad-leaved evergreens, showed a decline from 1957 to 1958, but increased sales were reported for deciduous shade trees, deciduous shrubs, and deciduous fruit and nut trees. Marketings of coniferous evergreens by Michigan growers accounted for nearly one-half of the 1958 value of sales for the eight classes of nursery products under survey in that State.

New York growers' sales of the eight selected nursery products during 1958 had a wholesale value of \$6.0 million--5 percent above the 1957 sales of \$5.8 million. On Long Island, New York, the value of sales was up 7 percent from a year earlier. In Upstate New York, the value of sales was up 2 percent during the same period. On Long Island, New York, moderately increased marketings of broad-leaved evergreens and deciduous shade trees, coupled with somewhat higher prices, accounted for most of the increase in value of sales from 1957 to 1958. In Upstate New York, the value of most of the eight classes of nursery products was higher in 1958 than a year earlier. However, the value of deciduous shrub sales in 1958 was substantially lower than in 1957.

Nurserymen in Ohio reported the 1958 wholesale value of sales for the selected nursery products at \$6.2 million--down 1 percent from the revised 1957 sales of \$6.3 million. Growers sold substantially greater numbers of coniferous evergreen plants in 1958 than a year earlier, but this was more than offset by reduced marketings for rose plants and deciduous fruit and nut trees. Coniferous evergreen planting materials accounted for well over one-half of the 1958 value of sales in Ohio.

Growers of the eight classes of nursery products in Oregon reported 1958 sales with a wholesale value of \$3.5 million--up 3 percent from the 1957 sales of \$3.4 million. Increased dollar sales in 1958 were reported for coniferous evergreens, broad-leaved evergreens, and deciduous shade trees. This increase was partially offset by a reduction in rose plant sales. Deciduous shade tree production is a very large industry in Oregon and accounted for about one-third of the 1958 value of sales for the eight classes of nursery products under survey in that State.

In Texas, sales of eight selected classes of nursery products during 1958 were valued at \$7.9 million--up 2 percent from the revised 1957 sales of \$7.7 million. The value of sales for broad-leaved evergreens and deciduous fruit and nut trees showed the largest gains from 1957 to 1958, but coniferous evergreens, deciduous shade trees, and deciduous shrubs also contributed to the increase. The value of the rose crop was slightly lower in 1958 than a year earlier. Marketings of rose plants were greater in 1958 than in 1957, but prices were lower. Rose plant production is the most important part of the Texas nursery industry, accounting for well over one-half of the 1958 value of sales for the eight classes of nursery products under survey in that State.

Table 1.--Nursery Products: Number of commercial growers and gross wholesale value of sales, 1957 and 1958, in 10 selected States

State	Commercial growers		Gross wholesale value								
			Coniferous evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs		
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	
	<u>Number</u>	<u>Number</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California..	533	588	1,876	2,026	5,803	5,920	930	913	348	303	
Colorado....	30	31	118	211	1/	1/	63	65	29	27	
Florida.....	591	575	151	126	2/	2,116	2,203	106	61	135	151
Illinois.....	220	240	2,136	2,101	2/	230	216	863	864	684	663
Iowa.....	60	65	755	762	3/	3/	2/	673	702	2/	668
Michigan....	2/	270	258	1,282	1,131	190	131	249	272	185	279
New York:											
Long Island	115	140	1,221	1,215	601	717	422	504	208	186	
Upstate....	205	237	969	1,026	219	198	322	330	597	504	
Ohio.....	432	445	3,424	3,513	892	844	593	594	688	755	
Oregon.....	174	177	416	454	527	680	1,113	1,215	54	50	
Texas.....	479	641	455	474	1,406	1,532	545	559	209	222	
10 States..	2/3,109	3,397	12,803	13,039	2/11,984	12,441	2/5,879	6,079	2/3,805	3,678	

State	Gross wholesale value											
	Rose plants		Deciduous fruit and nut trees		Grape vines		Citrus and subtropical fruit trees		Total (8-classes)			
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958		
	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>		
California..	7,038	7,003	2,330	2,636	195	239	2,295	2,296	20,815	21,336		
Colorado....	1/	1/	12	12	1/	1/	4/	4/	222	315		
Florida.....	20	19	2/	339	441	11	3	2,263	1,978	2/	5,141	
Illinois.....	17	6	48	38	2.4	1.3	4/	4/	2/	3,980.4	3,889.3	
Iowa.....	1/	1/	2/	497	375	2.9	4.2	4/	4/	2/	2,595.9	2,381.2
Michigan....	127	50	367	525	26	24	4/	4/	2,426	2,412		
New York:												
Long Island	9	6	40	53	1/	1/	4/	4/	2,501	2,681		
Upstate....	407	456	633	684	111	140	4/	4/	3,258	3,338		
Ohio.....	2/	456	346	246	179	14	4/	4/	2/	6,313	6,235	
Oregon.....	875	682	449	453	1/	1/	4/	4/	3,434	3,534		
Texas.....	2/	4,389	4,311	354	443	5.6	4.6	334	308	2/	7,697.6	7,853.6
10 States..	2/13,338	12,879	2/5,315	5,839	367.9	420.1	4,892	4,582	2/58,383.9	58,957.1		

1/ Small sales not reported.

2/ Revised.

3/ Not published to avoid disclosure of individual operations.

4/ No commercial production.

Table 2.--Coniferous Evergreens: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory ^{1/}		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	247	261	3,532	4,224	120
Colorado.....	29	31	182	197	108
Florida.....	115	120	219	232	106
Illinois.....	204	230	3,133	3,404	109
Iowa.....	56	62	721	852	118
Michigan.....	212	232	1,851	2,256	122
New York:					
Long Island.	91	118	1,626	1,711	105
Upstate.....	168	202	1,239	1,506	122
Ohio.....	367	410	5,687	6,741	119
Oregon.....	108	115	776	804	104
Texas.....	162	199	^{2/} 832	1,017	122
10 States...	1,759	1,980	^{2/} 19,798	22,944	116

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{3/}	
	1957	1958	1957	1958	1957	1958
	<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...	2,501	2,565	91	92	1,876	2,026
Colorado.....	31	54	48	59	118	211
Florida.....	131	110	71	67	151	126
Illinois.....	736	689	69	67	2,136	2,101
Iowa.....	256	254	34	41	755	762
Michigan.....	475	419	62	58	1,282	1,131
New York:						
Long Island.	344	419	81	88	1,221	1,215
Upstate.....	359	373	64	63	969	1,026
Ohio.....	1,268	1,434	70	74	3,424	3,513
Oregon.....	320	363	81	88	416	454
Texas.....	433	412	84	89	455	474
10 States...	6,854	7,092	77	79	12,803	13,039

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

^{2/} Revised.

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

CONIFEROUS EVERGREENS

The wholesale value of coniferous evergreen plants sold by 1,980 commercial growers in California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas amounted to \$13.0 million in 1958--about 2 percent more than the \$12.8 million in 1957. Ohio led with \$3.5 million, followed by New York with \$2.2 million, and Illinois with \$2.1 million. These three States accounted for 60 percent of the \$13.0 million realized from sales of conifers in the 10 States surveyed. Conifer sales during 1958 in the 10 States totaled 7.1 million plants--3 percent greater than a year earlier. California, Colorado, New York, Ohio, and Oregon reported moderate increases in number of plants sold over 1957. This was partially offset by slightly smaller sales during 1958 in Florida, Illinois, Iowa, Michigan, and Texas. Even though Ohio led in value of plants sold, California was high in number of plants marketed with 2.6 million, followed by Ohio with 1.4 million. These two States marketed more than one-half of the 7.1 million plants reported by producers in the 10 States.

The average number of coniferous evergreens marketed per producer during 1958 ranged from a low of about 900 plants in Florida to 3,500 in Ohio, and 9,800 in California. The average for the 10 States surveyed was 3,580 plants per grower. Growers reported 79 percent of their sales at wholesale during 1958. However, retail sales were sizeable in Colorado, Iowa, and Michigan.

Coniferous evergreen producers in 10 States reported an inventory of 22.9 million plants on hand January 1, 1959. This inventory includes plants of all ages except young seedlings and lining out stock. All 10 States reported a larger inventory in 1959 than in 1958. The 22.9 million plants on hand January 1, 1959, compares with 19.8 million a year earlier--a 16 percent increase. Inventory numbers were up about one-fifth in California, Iowa, Michigan, Upstate New York, Ohio, and Texas. Long Island, New York was up 5 percent. The smallest increase was 4 percent in Oregon. The January 1 inventory should not be considered as an indication of the number of plants either available for sale or to be sold in 1959.

Coniferous evergreen production is an important part of the nursery industry in a number of States. Growing areas are centered mostly in California and in the Northeastern and Northcentral States, but production is also increasing in other areas. The principal production areas in California are located in the southern part of the State, largely in Los Angeles, San Bernardino, and Riverside Counties. Production is also extensive in the San Francisco Bay area. In Texas, production is scattered, but is most important in the Fort Worth area. Illinois conifer growers are largely concentrated in the northeastern part of the State, but sizeable amounts are also grown in other localities. Michigan growing grounds are centered in the southeastern part of the State. The Lake County, Ohio, area is considered the center of conifer production in the United States, but output is also important in other parts of that State. Conifer production is also important in New York, scattered in Upstate but concentrated in Suffolk County on Long Island.

Table 3.--Broad-leaved Evergreens: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory ^{1/}		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	331	317	12,000	11,347	95
Colorado ^{2/} ...	---	---	---	---	---
Florida.....	242	239	^{3/} 4,972	3,467	70
Illinois.....	99	115	^{3/} 238	272	114
Iowa ^{4/}	---	---	---	---	---
Michigan.....	105	114	242	188	78
New York:					
Long Island.	109	135	1,257	1,078	86
Upstate.....	126	157	411	367	89
Ohio.....	284	310	1,343	1,521	113
Oregon.....	126	131	725	964	133
Texas.....	185	244	3,513	4,123	117
10 States...	1,607	1,762	^{3/} 24,701	23,327	94

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{5/}	
	1957	1958	1957	1958	1957	1958
	<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...	8,060	7,400	89	90	5,803	5,920
Colorado ^{2/} ...	---	---	--	--	---	---
Florida.....	^{3/} 2,460	2,098	63	65	^{3/} 2,116	2,203
Illinois.....	^{3/} 135	127	^{3/} 83	70	^{3/} 230	216
Iowa ^{4/}	---	---	--	--	---	---
Michigan.....	119	109	82	84	190	131
New York:						
Long Island.	308	326	79	84	601	717
Upstate.....	129	99	66	45	219	198
Ohio.....	482	456	82	78	892	844
Oregon.....	439	504	87	88	527	680
Texas.....	1,757	2,070	79	80	1,406	1,532
10 States...	^{3/} 13,889	13,189	^{3/} 82	83	^{3/} 11,984	12,441

^{1/} Plants of all ages excluding seedlings and lining out stock. ^{2/} Small production not reported. ^{3/} Revised. ^{4/} Not published to avoid disclosure of individual operations. ^{5/} Equivalent wholesale value for all sales.

BROAD - LEAVED EVERGREENS

The wholesale value of sales of broad-leaved evergreens in the 8 States of California, Florida, Illinois, Michigan, New York, Ohio, Oregon, and Texas in 1958 amounted to \$12.4 million, about 4 percent more than the \$12.0 million for 1957. Three States--California, Florida, and Texas--accounted for \$9.7 million, over three-fourths of the 1958 value reported in the 8 States.

The 13.2 million plants sold in the 8 States in 1958 was 5 percent less than the 13.9 million sold in 1957. The reported moderate declines in number of plants sold in 1958 from a year earlier in California, Florida, Illinois, Michigan, New York, and Ohio more than offset larger sales in Oregon and Texas. California, Florida, and Texas marketed 11.6 million plants in 1958--88 percent of those sold in the 8 States. The number of producers in the 8 States increased from 1,607 in 1957 to 1,762 in 1958. Texas reported the largest percentage gain in number of producers as well as number of plants sold during 1958.

Producers in the 8 States reported that 83 percent of their 1958 sales were at wholesale. Retail sales were important in Florida, Illinois, and Upstate New York. The average number of plants sold per producer for the 8 States was about 7,500. Leading States in average number of plants sold per grower were California, 23,300; Florida, 8,800; and Texas, 8,500.

Growers in 8 States reported a January 1, 1959 inventory of 23.3 million broad-leaved evergreen plants, down 6 percent from the inventory of a year earlier. Inventory numbers include plants of all ages except young plants for budding, grafting, and lining out stock. Four States reported larger inventories than on January 1, 1958, while four States reported smaller numbers. The largest gain was the 33 percent for Oregon. Florida producers reported the largest drop in inventory with 30 percent fewer plants on hand January 1, 1959 than a year earlier. This reduction can be attributed to damage caused by freezes during the winter of 1957-58. The January inventory should not be considered as an indication of the number of plants either available for sale or to be sold in 1959.

Broad-leaved evergreens include a very important group of plant materials. Production is confined largely to the temperate climatic zones of the United States. Only the most hardy types such as barberry and holly are grown extensively in the Northeastern and Northcentral States. Broad-leaved evergreen production is a very important part of the California nursery industry, being most important in southern California, especially in Los Angeles, San Bernardino, and Riverside Counties. Large numbers are also grown in the San Francisco Bay area. The production of broad-leaved evergreen plants is the second most important source of nursery crop income in Texas, surpassed only by roses. Production is widely scattered over Texas, but is most important in the Fort Worth-Dallas, Houston, and Scottsville areas. Broad-leaved evergreen material is also important in Florida where output is well distributed throughout the State.

Table 4.--Deciduous Shade Trees: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory ^{1/}		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California...	167	173	853	1,107	130
Colorado.....	22	23	117	97	83
Florida.....	116	110	61	56	92
Illinois.....	178	196	618	743	120
Iowa.....	50	50	^{2/} 472	583	124
Michigan.....	157	170	279	329	118
New York:					
Long Island.	88	115	284	321	113
Upstate.....	132	174	396	469	118
Ohio.....	231	265	810	698	86
Oregon.....	75	82	1,213	1,895	156
Texas.....	167	224	^{2/} 1,112	968	87
10 States...	1,383	1,582	^{2/} 6,215	7,266	117

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale ^{3/}	
	1957	1958	1957	1958	1957	1958
	<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...	664	676	90	95	930	913
Colorado.....	30	34	46	53	63	65
Florida.....	53	37	59	59	106	61
Illinois.....	203	192	64	70	863	864
Iowa.....	^{2/} 345	351	36	35	^{2/} 673	702
Michigan.....	79	97	51	58	249	272
New York:						
Long Island.	65	77	80	83	422	504
Upstate.....	179	169	81	77	322	330
Ohio.....	247	198	72	76	593	594
Oregon.....	1,012	1,157	96	98	1,113	1,215
Texas.....	419	430	76	81	545	559
10 States...	^{2/} 3,296	3,418	79	83	^{2/} 5,879	6,079

^{1/} Trees of all ages excluding young trees for budding, grafting and lining out stock. ^{2/} Revised. ^{3/} Equivalent wholesale value for all sales.

DECIDUOUS SHADE TREES

The 1958 wholesale value of sales for deciduous shade trees grown in 10 States was \$6.1 million--up about 3 percent from the 1957 sales of \$5.9 million. The States represented in the survey were California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. Oregon led in wholesale value of deciduous shade trees sold in 1958, with \$1.2 million--up about 9 percent from 1957 sales of \$1.1 million, and accounting for about one-fifth of the 10-State total. The wholesale value of sales in California, Colorado, Illinois, Iowa, Michigan, Upstate New York, Ohio, and Texas was approximately the same for both years. However, on Long Island, New York, the 1958 wholesale value of sales was about one-fifth above 1957.

Growers in the 10 States surveyed reported 1958 sales of 3.4 million deciduous shade trees--up about 4 percent from the 1957 sales of 3.3 million trees. In Oregon, the 1.2 million trees sold in 1958 was up 14 percent from 1957 sales of 1.0 million. Production of deciduous shade trees is a very large part of the nursery industry of that State. In 1958, the number of trees sold by Oregon growers was almost twice as large as any other single State in the survey and accounted for about one-third of the total sold in the 10 States. In California, Colorado, Illinois, Iowa, Upstate New York, and Texas the number of trees sold was about the same in both years. In Ohio, 1958 sales were about one-fifth below 1957.

The average number of deciduous shade trees sold per grower varied from less than 350 in Florida to over 14,000 in Oregon. The average for the 10 States surveyed was about 2,160 trees. Growers reported more than four-fifths of their sales at wholesale. However, retail sales were sizeable in Colorado, Florida, Iowa, and Michigan.

The January 1, 1959 inventory of deciduous shade trees reported by nurserymen in the 10-State survey was 7.3 million trees--17 percent more than the 6.2 million trees reported a year earlier. Increases in inventory numbers over a year earlier were reported by 6 of the 10 States surveyed. These increases were greatest in Oregon and California--reported at 56 and 30 percent respectively. Both Illinois and Iowa reported increases of 20 percent or more. These reported inventories represent deciduous shade trees of all ages except young trees for budding, grafting, and lining out stock. The January inventory should not be considered as an indication of the number of trees either available for sale or to be sold in 1959.

Production of deciduous shade trees is an important part of the nursery industry in a number of the States included in the 10-State survey. In Oregon, deciduous shade tree production is concentrated in the hands of a relatively small number of large producers located in the Portland area. California growers are widespread throughout the State, with sizeable production in the San Francisco Bay area, the San Joaquin Valley, and in southern California. Ohio growers are concentrated in Lake County, but sizeable numbers of deciduous shade trees are also grown in other sections of the State. Illinois shade tree production is most important in the northeastern part of the State. Iowa production is important in the Shenandoah area, but sizeable numbers are also grown in other sections of the State.

Table 5.--Deciduous Shrubs: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory 1/		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	144	142	813	460	57
Colorado.....	20	20	94	148	157
Florida.....	101	85	267	360	135
Illinois.....	158	185	2,516	2,967	118
Iowa.....	51	53	2/ 2,340	2,256	96
Michigan.....	161	163	751	1,002	133
New York:					
Long Island.	88	108	589	471	80
Upstate.....	143	169	2,672	2,268	85
Ohio.....	238	264	3,075	2,763	90
Oregon.....	84	83	169	119	70
Texas.....	125	167	2/ 1,178	1,154	98
10 States...	1,313	1,439	2/14,464	13,968	97

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1957	1958	1957	1958	1957	1958
	<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...	536	399	91	91	348	303
Colorado.....	29	29	42	51	29	27
Florida.....	214	232	71	72	135	151
Illinois.....	1,053	1,069	77	79	684	663
Iowa.....	2/1,713	1,416	53	65	2/ 668	538
Michigan.....	280	481	60	54	185	279
New York:						
Long Island.	166	177	70	80	208	186
Upstate.....	2,133	1,574	86	82	597	504
Ohio.....	1,764	1,573	83	86	688	755
Oregon.....	93	73	77	85	54	50
Texas.....	536	505	91	92	209	222
10 States...	2/8,517	7,528	76	78	2/3,805	3,678

1/ Plants of all ages excluding young plants for budding, and grafting.

2/ Revised.

3/ Equivalent wholesale value for all sales.

DECIDUOUS SHRUBS

The number of deciduous shrubs sold in 10 States decreased from 8.5 million in 1957 to 7.5 million in 1958. The States included in a recent survey were California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. Ohio, New York, Iowa, and Illinois led in the number of shrubs sold during 1958. Production of deciduous shrubs accounts for an important part of the nursery crop income in these States. Growers in Ohio and Upstate New York each sold 1.6 million plants in 1958, while Iowa sold 1.4 million and Illinois 1.1 million. The 1958 sales in Ohio, Upstate New York, and Iowa were below 1957 while Illinois was slightly higher. Producers in four States--Ohio, New York, Iowa, and Illinois--accounted for 5.8 million sold, or over three-fourths of the 10-State total sales in 1958.

In 1958, the wholesale value of sales reported for the 10 States was \$3.7 million--down 3 percent from the 1957 value of \$3.8 million. Four States--Illinois, Iowa, New York, and Ohio accounted for over 70 percent of the total value of sales for deciduous shrubs sold in the 10 States during 1958. Ohio was the only major producing State showing greater dollar sales in 1958 than in 1957. Nurserymen in the 10-State survey reported 78 percent of their sales at wholesale--up 2 percent from similar data for 1957. Wholesale sales were dominant in most of the large producing States, but retail sales were substantial in Colorado, Iowa, and Michigan.

Producers in the 10 States reported a January 1, 1959 inventory of 14.0 million deciduous shrubs, down 3 percent from the 14.5 million reported a year earlier. The four States reporting increased inventories for 1959--Colorado, Florida, Illinois, and Michigan--did not offset the reductions recorded in the other six States. Inventories were up about one-third in Michigan, nearly one-fifth in Illinois, and over one-half in Colorado. California, Oregon, and New York reported January 1, 1959 inventory numbers well below a year earlier. Reported inventory numbers include plants of all ages except young plants for budding, grafting, and lining out stock. The January inventory should not be considered as an indication of the number of plants either available for sale or to be sold in 1959.

Production of deciduous shrubs is important in the northcentral, and northeastern parts of the United States where winter-hardy plants are desirable. In the more temperate climates broad-leaved evergreen plants are used more extensively in landscaping than deciduous shrubs. In Ohio, deciduous shrub production is concentrated in the area around Cleveland, and centered in Lake County. Production in Upstate New York is most important in the northwestern part of the State. Deciduous shrub production in Iowa is concentrated around the Shenandoah area, although there are other areas of importance in the State. Illinois production is most important in the northeastern part of the State, but other less important commercial growing areas are also significant. In Texas, deciduous shrub production is most important in the Dallas-Fort Worth area, but is also sizeable in several other parts of the State. Deciduous shrub output in California is most important in the San Joaquin Valley and in the southern part of the State. Most of the deciduous shrubs in that State are grown by a relatively small number of large producers.

Table 6.--Rose Plants: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory ^{1/}		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	121	111	20,791	18,371	88
Colorado ^{2/} ..	---	---	---	---	---
Florida.....	61	49	46	24	52
Illinois.....	25	21	20	7	35
Iowa ^{2/}	---	---	---	---	---
Michigan.....	35	32	167	69	41
New York:					
Long Island.	18	21	11	6	55
Upstate.....	34	32	945	904	96
Ohio.....	^{3/} 45	47	^{3/} 1,147	1,618	141
Oregon.....	26	37	1,823	2,235	123
Texas.....	^{3/} 360	429	^{3/} 26,087	36,207	139
10 States...	^{3/} 725	779	^{3/} 51,037	59,441	116

State	Plants sold		Percent of sales at wholesale		Value of all sales at wholesale ^{4/}	
	1957	1958	1957	1958	1957	1958
	<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...	18,047	15,915	97	97	7,038	7,003
Colorado ^{2/} ..	---	---	--	--	---	---
Florida.....	28	24	65	40	20	19
Illinois.....	21	7	41	25	17	6
Iowa ^{2/}	---	---	--	--	---	---
Michigan.....	189	63	74	55	127	50
New York:						
Long Island.	11	7	15	25	9	6
Upstate.....	608	625	^{3/} 32	27	407	456
Ohio.....	^{3/} 991	823	^{3/} 93	94	^{3/} 456	346
Oregon.....	1,902	1,794	95	97	875	682
Texas.....	^{3/} 19,950	21,557	96	97	^{3/} 4,389	4,311
10 States...	^{3/} 41,747	40,815	^{3/} 95	96	^{3/} 13,338	12,879

- ^{1/} Plants of all ages excluding young plants for budding.
^{2/} Small Production not reported. ^{3/} Revised.
^{4/} Equivalent wholesale value for all sales.

ROSE PLANTS

The total value of rose plants sold in 8 States--California, Florida, Illinois, Michigan, New York, Ohio, Oregon, and Texas--was down approximately 3 percent--from \$13.3 million in 1957 to \$12.9 million in 1958. The wholesale value of sales in California and Texas during 1958 was \$11.3 million--88 percent of the sales for the 8 States. Sales in the other 6 States were valued at \$1.6 million, with Oregon accounting for over 40 percent of the total for these States. The 1958 value of sales in California did not change materially from that of 1957 at about \$7.0 million. Texas value of sales was down about 2 percent--from \$4.4 million in 1957 to \$4.3 million in 1958.

The leading States in number of plants sold during 1958 were Texas with 21.6 million, followed by California with 15.9 million, Oregon with 1.8 million, and Ohio with 0.8 million. California reported 12 percent fewer rose plants sold during 1958 than in 1957, while Texas indicated an increase of 8 percent during the same period.

The importance of rose plant production in California and Texas is pointed up by the recent survey. Production of rose plants, which is generally limited to areas with favorable soil and climatic conditions, has become a multi-million dollar industry in these two States. California production is generally located near the San Francisco Bay area, in the San Joaquin Valley, and in areas east of Los Angeles. Production is concentrated in the hands of relatively few large growers. In Texas, production is centered in the Tyler area and major production is in the hands of a large number of small growers.

Average sales per nursery in 1958 ranged from a low of about 330 plants in Illinois to a high of 143,000 in California. Average sales in other States reported were 50,000 in Texas, 48,000 in Oregon, 18,000 in Ohio, 12,000 in New York, 2,000 in Michigan and 500 in Florida. Producers in the 8 States reported 96 percent of their sales at wholesale. Wholesale transactions were reported to be most important in California, Ohio, Oregon, and Texas, ranging from 94 to 97 percent of the number of sales. Retail sales were most important in Illinois and New York, representing more than 70 percent of the number in both States.

The 779 commercial rose plant producers in the 8 States surveyed reported a January 1, 1959 inventory of 59.4 million plants--16 percent above the revised inventory of a year earlier. The largest increases were reported in Ohio, 41 percent; Texas, 39 percent; and Oregon, 23 percent. All other States reported a decrease in inventory from January 1, 1958 with California reporting a decline of 12 percent. Inventory numbers include plants of all ages except young plants for budding. The January inventory should not be considered as an indication of the number of plants either available for sale or to be sold in 1959.

Table 7.--Deciduous Fruit and Nut Trees: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory 1/		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California...	118	121	5,425	6,361	117
Colorado.....	15	15	21	18	86
Florida.....	62	52	2/ 327	392	120
Illinois.....	82	84	69	58	84
Iowa.....	25	28	2/ 971	1,066	110
Michigan.....	62	64	782	1,263	162
New York:					
Long Island.	43	52	21	40	190
Upstate.....	71	78	1,980	2,806	142
Ohio.....	56	61	393	730	186
Oregon.....	56	60	776	1,324	171
Texas.....	69	103	556	527	95
10 States...	659	718	2/11,321	14,585	129

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale 3/	
	1957	1958	1957	1958	1957	1958
	<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...	4,854	5,070	61	58	2,330	2,636
Colorado.....	11	10	73	54	12	12
Florida.....	2/ 261	327	2/86	93	2/ 339	441
Illinois.....	34	27	63	40	48	38
Iowa.....	2/ 721	681	2/64	72	2/ 497	375
Michigan.....	655	772	46	59	367	525
New York:						
Long Island.	10	14	56	72	40	53
Upstate.....	1,506	1,426	82	79	633	684
Ohio.....	356	345	83	71	246	179
Oregon.....	680	666	76	76	449	453
Texas.....	322	286	83	78	354	443
10 States...	2/9,410	9,624	2/67	66	2/5,315	5,839

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

2/ Revised.

3/ Equivalent wholesale value for all sales.

DECIDUOUS FRUIT AND NUT TREES

The number of deciduous fruit and nut trees sold in 1958 was 9.6 million, 2 percent above the sales in 1957. California sold 5.1 million trees, followed by New York, with 1.4 million; Michigan, 800,000; Iowa, 700,000; and Oregon, 700,000. These five States accounted for 8.6 million trees, or 90 percent of the deciduous fruit and nut trees sold in the 10 States surveyed during 1958. California alone accounted for over one-half of the total number of trees sold in both years. New York, Colorado, Illinois, Iowa, Ohio, Texas, and Oregon producers reported fewer trees sold in 1958 than a year earlier, while California, Florida, and Michigan growers reported a moderate increase.

The 1958 wholesale value of sales for the 10 States was placed at \$5.8 million, up 10 percent from the 1957 sales of \$5.3 million. California led in value of sales with \$2.6 million, followed by New York with \$700,000, and Michigan with \$500,000. California value of sales accounted for 45 percent of the value of sales in the 10 States during 1958. The wholesale value of sales in that State was slightly higher in 1958 than a year earlier. New York, Florida, Texas, Oregon, and Michigan growers also reported a larger sales value in 1958 than in 1957, while Illinois, Iowa, and Ohio reported a decrease. Colorado reported the same value for both years.

The number of producers of deciduous fruit and nut trees in the 10 States increased from 659 in 1957 to 718 in 1958, or 9 percent. Average sales per producer varied from about 320 in Illinois to nearly 42,000 in California. The 10-State average was 13,400 plants sold per producer. The proportion of sales at wholesale in 1958 for the 10 States was 66 percent, about the same as a year earlier. Retail sales were sizeable in all States except Florida, ranging from 21 percent in New York to 60 percent in Illinois. Florida reported only 7 percent retail sales.

Growers in the 10 States reported a January 1, 1959 inventory of 14.6 million deciduous fruit and nut trees--29 percent more than reported a year earlier. Seven of the 10 States reported January 1, 1959 inventories larger than a year earlier. Inventories ranged from 10 percent above January 1, 1958 in Iowa to 86 percent above in Ohio. Only three States reported smaller inventories than a year earlier. Inventory numbers include trees of all ages except young trees for budding, grafting, and lining out stock. The January inventory should not be considered as an indication of the number of trees either available for sale or to be sold in 1959.

Deciduous fruit and nut tree production is important in several States where climatic conditions are favorable. The bulk of the trees are grown by a relatively small number of producers. In California, deciduous fruit and nut tree production is concentrated in the San Joaquin and Sacramento Valleys. Dansville is considered the center of fruit tree production in New York. Michigan growers are more scattered, but are most important in the southern part of the State. Iowa deciduous fruit tree production is concentrated largely around the Shenandoah and Hamburg areas. In Oregon, most of the fruit and nut trees are grown in the Portland area.

Table 8.--Grape Vines: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959 in 10 selected States

State	Producers		January 1 inventory 1/		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 vines</u>	<u>1,000 vines</u>	<u>Percent</u>
California...	54	57	5,511	6,712	122
Colorado 2/..	---	---	---	---	---
Florida.....	21	22	3/ 8	12	150
Illinois.....	22	23	10	6	60
Iowa.....	16	14	20	13	65
Michigan.....	23	17	425	456	107
New York:					
Long Island 2/	---	---	---	---	---
Upstate.....	16	25	3/1,975	2,120	107
Ohio.....	13	17	352	264	75
Oregon 2/.....	---	---	---	---	---
Texas.....	25	43	81	57	70
10 States...	190	218	3/8,382	9,640	115

State	Vines sold		Percent of sales at wholesale		Value of all sales at wholesale 4/	
	1957	1958	1957	1958	1957	1958
	<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...	4,342	5,427	76	75	195	239
Colorado 2/..	---	---	--	--	---	---
Florida.....	25	6	90	48	11	3
Illinois.....	8	5	64	77	2.4	1.3
Iowa.....	21	33	19	79	2.9	4.2
Michigan.....	367	370	3/90	90	26	24
New York:						
Long Island 2/	---	---	--	--	---	---
Upstate.....	1,130	1,896	95	98	111	140
Ohio.....	156	73	96	94	14	4
Oregon 2/.....	---	---	--	--	---	---
Texas.....	47	36	89	90	5.6	4.6
10 States...	6,096	7,846	3/81	82	367.9	420.1

1/ Vines of all ages excluding vines for grafting.

2/ Small production not reported.

3/ Revised.

4/ Equivalent wholesale value for all sales.

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Table 9.--Citrus and Subtropical Fruit Trees: Number of producers, sales, wholesale value, 1957 and 1958, and inventory January 1, 1958 and 1959, in 10 selected States

State	Producers		January 1 inventory ^{1/}		
	1957	1958	1958	1959	1959 as percent of 1958
	<u>Number</u>	<u>Number</u>	<u>1,000 trees</u>	<u>1,000 trees</u>	<u>Percent</u>
California...	186	206	1,536	1,884	123
Florida.....	470	440	3,322	4,176	126
Texas.....	49	70	349	484	139
3 States ^{2/} .	705	716	5,207	6,544	126

State	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale ^{3/}	
	1957	1958	1957	1958	1957	1958
	<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...	1,093	1,068	73	63	2,295	2,296
Florida.....	1,886	1,582	51	71	2,263	1,978
Texas.....	318	268	74	60	334	308
3 States ^{2/} .	3,297	2,918	61	67	4,892	4,582

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

^{2/} No commercial production in Colorado, Illinois, Iowa, Michigan, New York, Ohio, and Oregon

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

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GRAPE VINES

Grape vine production is a highly specialized part of the nursery industry, and is concentrated in favorable climatic areas of California, Upstate New York, and Michigan. Growers in these States accounted for virtually all of the grape vine sales reported in 8 States--California, Florida, Illinois, Iowa, Michigan, New York, Ohio, and Texas. Sales by producers in the 8 States totaled 7.8 million vines in 1958--an increase of 29 percent over the 6.1 million vines sold in 1957. California and New York accounted for virtually all of the increased sales. The number of vines sold in Michigan was about the same in both years.

In California, grape vine production is confined largely to the San Joaquin Valley. Production of grape vines in the Valley is mostly table and raisin varieties, although some vines in this district are for wine production. Wine type grape vines are also grown in Napa and Sonoma Counties in northern California. New York grape vine production is centered in the western part of the State. In Michigan, most of the grape vines are produced in Berrien County.

In 1958, the wholesale value of sales for grape vines grown in the 8 States totaled about \$420,000--up 14 percent from the 1957 value of \$368,000. In California, the value of sales was up from \$195,000 in 1957 to \$239,000 in 1958, while New York value was up from \$111,000 in 1957 to \$140,000 in 1958. Michigan showed about the same wholesale value of sales in both years. Value of sales in all other States was small, and accounted for only 4 percent of the 1958 wholesale value in the 8 States.

Growers in 8 States reported a January 1, 1959 inventory of 9.6 million grape vines--up 15 percent from the 8.4 million vines reported a year earlier. Inventory in California was up 22 percent while growers in Michigan and New York reported an increase of 7 percent. Inventory numbers include vines of all ages except young vines for grafting. The January inventory should not be considered as an indication of the number of vines either available for sale or to be sold in 1959.

CITRUS AND SUBTROPICAL FRUIT TREES

In a recent survey, 716 commercial growers in California, Florida, and Texas reported sales in 1958 of 2.9 million citrus and subtropical fruit trees, down 11 percent from 1957. Florida growers led in number of trees sold in 1958 with 1.6 million, followed by California with 1.1 million, and Texas 0.3 million. The number of trees sold during 1958 declined from a year earlier in all three States surveyed. Florida reported the largest reduction--16 percent fewer trees sold in 1958 than 1957. Nurseries in Florida suffered considerable damage from low winter temperatures in late 1957 and early 1958. These freezing temperatures drastically reduced salable trees during 1958. The average number of trees sold per producer in Florida fell from 4,000 in 1957 to 3,600 in 1958. During 1958, California growers sold about 5,200 trees each and Texas growers averaged 3,800 trees.

In 1958, the wholesale value of sales reported by producers in the 3 States totaled \$4.6 million--down 6 percent from the 1957 value of \$4.9 million. California led in dollar sales in 1958 with \$2.3 million, followed by Florida with \$2.0 million, and Texas, \$0.3 million. Growers in the 3 States reported 67 percent of their sales at wholesale.

Growers in California, Florida, and Texas reported a January 1, 1959 inventory of 6.5 million citrus and subtropical fruit trees, 26 percent more than reported a year earlier. All 3 States reported sizeable increases in inventory. The increase of 26 percent in Florida resulted in part from an effort of Florida producers to increase number of young trees on hand to facilitate rapid replacement of older trees lost to low temperatures. The January 1, 1959 inventory includes trees of all ages except young trees for budding, grafting, and lining out stock. The January inventory should not be considered as an indication of the number of trees either available for sale or to be sold in 1959.