



Cut Flowers

PRODUCTION AND SALES,
1961 AND 1962
INTENTIONS FOR 1963 IN 6
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

UNITED STATES DEPARTMENT OF AGRICULTURE
Statistical Reporting Service
Crop Reporting Board
Washington, D. C.

SpCr 6-1(63)

June 1963

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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.

CUT FLOWERS

Production and Sales, 1961 and 1962 and Intentions for 1963 in 6 Selected States

Sales of carnations, chrysanthemums, gladiolus, and roses grown in 6 selected States had a wholesale value of \$59.6 million in 1962, according to the Crop Reporting Board of the United States Department of Agriculture. This total is nearly \$3.4 million above the wholesale value reported for the same cut flowers in 1961.

The States included in the survey were California, Colorado, Florida, Illinois, Iowa, and New York. Each of the 4 cut flowers show an increase over 1961 in value. The value of gladiolus was up 11 percent for the greatest increase, carnations increased 8 percent, roses were up 5 percent, while the dollar value for chrysanthemums rose 2 percent above 1961. Chrysanthemums were valued at \$18.5 million (pompons \$10.5 million, standards \$8.0 million), carnations \$17.1 million, roses \$12.2 million, and gladiolus \$11.9 million.

Highlights of the current report are the continued expansion of carnation production in California and Colorado; overall the continued downward trend in carnation plants in production in Illinois, Iowa and Upstate New York; the overall increase in chrysanthemum production, especially the intended increase for 1963 pompon production in Florida; and the expansion of the rose industry in Florida. Gladiolus acreage in production remains relatively stable, but rose production is down in Illinois and New York.

California led in 1962 value of sales for the four cut flowers covered in this report with a "gross wholesale" value of \$21.1 million; followed by Florida with \$16.7 million; Colorado, \$7.3 million; New York, \$7.2 million; Illinois, \$6.2 million; and Iowa \$1.0 million. California, Colorado, Florida, and Iowa each reported a higher wholesale value for sales in 1962 than in 1961 while Illinois and New York values were lower.

STATE SUMMARIES

California: Flower growers in California reported that the 1962 value of the 4 major cut flowers was up nearly 9 percent from 1961 principally due to increased production for all 4 cut flowers. Although the price of gladiolus and roses was up slightly, the wholesale price of carnations and chrysanthemums was down. Carnations continue to lead the other 3 cut flowers in dollar value totaling \$7.5 million; followed by chrysanthemums, \$6.5 million; roses, \$5.5 million; and gladiolus \$1.6 million. Based upon reported intentions, the 1963 production of carnations, standard chrysanthemums, and roses is expected to be up from 1962, continuing the upward production trend underway for these items since 1956. Gladiolus production, while not showing a steady increase in recent years, is expected to expand in 1963. Of the cut flowers surveyed, pompon chrysanthemums is the only one for which growers planned a reduction in 1963

Colorado: Carnation production continues to expand in Colorado, with 1962 sales totaling more than 84 million blooms, up 5.4 million blooms from 1961. Another increase in production is also indicated for 1963. The wholesale price increased during 1962 pushing the expansion in total value upward. In 1962 the wholesale value of carnation sales totaled \$6.8 million, and accounted for 93 percent of the total for all 4 cut flowers in this State.

Florida: The wholesale value of 1962 sales of gladiolus, chrysanthemums, and roses in Florida showed substantial increases from 1961. Growers reported intentions to increase chrysanthemum and rose production in 1963, but to hold gladiolus production about the same. Rose production in Florida is growing at a tremendous rate as sales increased from 1.7 million blooms in 1961 to 6.1 million blooms in 1962. The increase in rose production is due not only to an increase in plants in production but also to the commercial use of varieties that produce more blooms per plant. Another increase in production is expected for 1963, since intentions are up 84 percent.

Illinois: Production of carnations, chrysanthemums, and roses in Illinois dropped moderately from 1961, but gladiolus growers increased their production in 1962. Intentions for 1963 indicate that production of carnations, chrysanthemums, and gladiolus will be down, but rose production is expected to show a modest increase. The wholesale value of total sales in 1962 was down from 1961 for three of the 4 cut flowers surveyed--only gladiolus were up slightly.

Iowa: The 1962 cut flower production of carnations, standard chrysanthemums, and gladiolus was down from 1961, but production of pompon chrysanthemums and roses was up slightly. The slight decrease in standard chrysanthemum production was more than offset by an increase in wholesale price received by growers, thus resulting in a small increase in wholesale value. Based on growers' intentions, production of chrysanthemums and gladiolus is expected to increase in 1963.

New York: Flower growers in New York reported that their wholesale value of sales in 1962 was down for three of the 4 cut flowers surveyed--gladiolus showed a slight increase. The sharpest decrease in value occurred in Upstate standard chrysanthemums, due entirely to a smaller production since there was a slight increase in average price per bloom. On Long Island, production of each of the cut flowers, except chrysanthemums, showed a decrease from 1961. Grower intentions for 1963 indicate a decrease in production for chrysanthemums and gladiolus, no change for roses, and an increase for carnations. In the Upstate districts, 1962 production of carnations and gladiolus was up, for chrysanthemums and roses, production was down. Grower intentions indicate that the 1963 production will probably be down for all flowers except chrysanthemums. Both standard and pompon chrysanthemums are expected to increase.

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 cut flowers, nursery products, bulbs, seeds, and bedding, vegetable, flowering and foliage plants in one year. Only commercial producers growing one or more of the four cut flowers--carnations, chrysanthemums, gladiolus, and roses--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 of operation.

Table 1.--Carnations, Chrysanthemums, Gladiolus and Roses:
Gross wholesale value of sales, 1961 and 1962
in 6 selected States

State	Gross wholesale value of sales ^{1/}					
	Carnations		Chrysanthemums			
	1961	1962	Standard		Pompons	
	1961	1962	1961	1962	1961	1962
	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>
California...	6,693	7,518	4,660	4,784	1,646	1,713
Colorado.....	6,186	6,797	81	36	161	149
Florida.....	<u>2/</u>	<u>2/</u>	546	712	5,891	6,250
Illinois.....	1,044	950	1,083	1,078	946	874
Iowa.....	220	190	142	145	239	278
New York:						
Long Island	1,094	1,085	517	455	459	476
Upstate....	567	520	926	773	858	762
6 States.....	<u>2/</u> 15,804	<u>2/</u> 17,060	7,955	7,983	10,200	10,502

State	Gross wholesale value of sales ^{1/}					
	Gladiolus		Roses		Total (4 cut flowers)	
	1961	1962	1961	1962	1961	1962
	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>
California...	1,416	1,595	4,966	5,502	19,381	21,112
Colorado.....	25	16	278	299	6,731	7,297
Florida.....	8,443	9,410	113	324	14,993	16,696
Illinois.....	394	431	2,929	2,850	6,396	6,183
Iowa.....	52	49	386	386	1,039	1,048
New York:						
Long Island	32	22	1,249	1,237	3,351	3,275
Upstate....	301	353	1,679	1,566	4,331	3,974
6 States.....	10,663	11,876	11,600	12,164	56,222	59,585

^{1/} Equivalent wholesale value of all sales. ^{2/} Florida not published to avoid disclosure of individual operations.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1961 and 1962, and indicated plants in production, 1963, in 6 selected States

State	Producers		Plants in production			
	1961	1962	1961	1962	Intended 1963	1963 as percent of 1962
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	169	174	12,360	13,335	13,718	103
Colorado.....	133	133	7,490	7,701	8,103	105
Florida.....	<u>1/</u>	<u>3</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>
Illinois.....	176	167	1,971	1,731	1,667	96
Iowa.....	77	71	366	270	265	98
New York:						
Long Island	97	90	2,789	2,566	2,616	102
Upstate....	221	206	958	940	861	92
6 States.....	877	844	<u>1/</u> 25,934	<u>1/</u> 26,543	<u>1/</u> 27,230	103

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1961	1962	1961	1962	1961	1962	1961	1962
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	135,040	152,288	99	99	5.0	4.9	6,693	7,518
Colorado.....	78,978	84,402	99	99	7.8	8.1	6,186	6,797
Florida.....	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>
Illinois.....	15,715	14,998	84	86	6.6	6.3	1,044	950
Iowa.....	2,132	1,754	63	53	10.3	10.8	220	190
New York:								
Long Island	17,118	17,019	92	90	6.4	6.4	1,094	1,085
Upstate....	7,063	7,195	60	69	8.0	7.2	567	520
6 States <u>1/</u> .	256,046	277,656	96	96	6.2	6.1	15,804	17,060

1/ Florida not published to avoid disclosure of individual operations. 2/ Equivalent wholesale value for all sales.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1961 and 1962, and indicated plants in production, 1963, in 6 selected States

State	Producers		Plants in production			
	1961	1962	1961	1962	Intended 1963	1963 as percent of 1962
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	153	151	25,594	28,931	30,009	104
Colorado.....	22	18	297	122	132	108
Florida.....	15	18	3,174	5,043	5,149	102
Illinois.....	273	252	5,049	4,546	4,273	94
Iowa.....	99	98	472	422	431	102
New York:						
Long Island	121	107	1,443	1,209	1,182	98
Upstate....	343	325	3,536	2,802	2,886	103
6 States.....	1,026	969	39,565	43,075	44,062	102

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1961	1962	1961	1962	1961	1962	1961	1962
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	38,708	43,413	100	99	12.0	11.0	4,660	4,784
Colorado.....	359	160	86	69	22.6	22.3	81	36
Florida.....	3,737	4,524	98	97	14.6	15.7	546	712
Illinois.....	5,128	4,981	79	79	21.1	21.6	1,083	1,078
Iowa.....	581	573	67	54	24.4	25.3	142	145
New York:								
Long Island	2,540	2,280	91	86	20.4	19.9	517	455
Upstate....	4,322	3,574	58	75	21.4	21.6	926	773
6 States.....	55,375	59,505	94	95	14.4	13.4	7,955	7,983

1/ Equivalent wholesale value for all sales.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1961 and 1962, and indicated plants in production, 1963, in 6 selected States

State	Producers		Plants in production			
	1961	1962	1961	1962	Intended 1963	1963 as percent of 1962
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	177	171	10,921	11,339	10,779	95
Colorado.....	29	26	480	550	570	104
Florida.....	45	43	36,602	39,644	49,777	126
Illinois.....	270	251	4,774	4,318	4,263	99
Iowa.....	109	104	663	703	725	103
New York:						
Long Island	143	137	2,146	2,281	2,039	89
Upstate....	385	339	3,172	2,822	2,956	105
6 States.....	1,158	1,071	58,758	61,657	71,109	115

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1961	1962	1961	1962	1961	1962	1961	1962
	<u>1,000 bunches</u>	<u>1,000 bunches</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	3,302	3,469	99	99	0.50	0.49	1,646	1,713
Colorado.....	126	118	87	87	1.28	1.26	161	149
Florida.....	8,405	8,816	97	95	.70	.71	5,891	6,250
Illinois.....	974	916	78	79	.97	.95	946	874
Iowa.....	208	246	68	54	1.15	1.13	239	278
New York:								
Long Island	743	795	85	85	.62	.60	459	476
Upstate....	933	828	62	67	.92	.92	858	762
6 States.....	14,691	15,188	93	92	0.69	0.69	10,200	10,502

1/ Equivalent wholesale value for all sales.

Table 5.--Gladiolus: Number of producers, acres in production, sales, price, wholesale value, 1961 and 1962, and indicated acres in production 1963, in 6 selected States

State	Producers		Acres in production			
	1961	1962	1961	1962	Intended 1963	1963 as percent of 1962
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
California...	50	52	686	770	783	102
Colorado.....	8	8	39	26	20	77
Florida.....	45	36	7,300	7,310	7,282	100
Illinois.....	85	77	1,021	1,055	1,045	99
Iowa.....	32	29	109	79	80	101
New York:						
Long Island	28	28	27	20	19	96
Upstate....	92	88	540	439	437	99
6 States.....	340	318	9,722	9,699	9,666	100

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale ^{1/}	
	1961	1962	1961	1962	1961	1962	1961	1962
	<u>1,000 dozen</u>	<u>1,000 dozen</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	2,367	2,542	100	100	0.60	0.63	1,416	1,595
Colorado.....	34	18	93	91	.72	.88	25	16
Florida.....	16,314	16,480	92	95	.52	.57	8,443	9,410
Illinois.....	1,058	1,173	98	97	.37	.37	394	431
Iowa.....	56	48	74	83	.92	1.01	52	49
New York:								
Long Island	61	44	66	53	.53	.47	32	22
Upstate....	800	906	93	95	.38	.39	301	353
6 States.....	20,690	21,211	93	96	0.52	0.56	10,663	11,876

^{1/} Equivalent wholesale value for all sales.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1961 and 1962, and indicated plants in production, 1963, in 6 selected States

State	Producers		Plants in production			
	1961	1962	1961	1962	Intended 1963	1963 as percent of 1962
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	42	42	2,994	3,307	3,446	104
Colorado.....	15	12	143	133	120	91
Florida.....	12	17	73	297	545	184
Illinois.....	31	30	1,654	1,474	1,497	102
Iowa.....	15	15	268	261	259	99
New York:						
Long Island	13	13	709	876	877	100
Upstate....	23	21	911	828	791	96
6 States.....	151	150	6,752	7,176	7,535	105

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1961	1962	1961	1962	1961	1962	1961	1962
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	73,599	79,325	100	100	6.7	6.9	4,966	5,502
Colorado.....	2,437	2,719	91	95	11.4	11.0	278	299
Florida.....	1,683	6,145	92	88	6.7	5.3	113	324
Illinois.....	32,474	31,055	97	97	9.0	9.2	2,929	2,850
Iowa.....	4,943	4,978	88	86	7.8	7.7	386	386
New York:								
Long Island	14,543	13,622	99	96	8.6	9.1	1,249	1,237
Upstate....	18,380	16,144	80	95	9.1	9.7	1,679	1,566
6 States.....	148,059	153,988	96	97	7.8	7.9	11,600	12,164

1/ Equivalent wholesale value for all sales.