



Cut Flowers

PRODUCTION AND SALES,
1962 AND 1963
INTENTIONS FOR 1964 IN 6
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

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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.

CUT FLOWERS

Production and Sales, 1962 and 1963 and Intentions for 1964 in 6 Selected States

Sales of carnations, chrysanthemums, gladiolus, and roses grown in 6 selected States had a wholesale value of \$64.1 million in 1963, according to the Crop Reporting Board of the United States Department of Agriculture. This total is nearly \$4.5 million above the wholesale value reported for the same cut flowers in 1962. This is the fourth year that there has been an increase in these six States.

The States included in the survey were California, Colorado, Florida, Illinois, Iowa, and New York. There was an increase from 1962 in the wholesale value for each of the cut flowers. The value of pompon chrysanthemums was up 14 percent for the greatest increase, standard chrysanthemums were up 9 percent, roses increased 8 percent, gladiolus were up 5 percent, while the dollar value of carnations was 4 percent above 1962. The wholesale value of chrysanthemums was \$20.7 million (pompons \$12.0 million, standard \$8.7 million), carnations \$17.8 million, roses \$13.1 million, and gladiolus \$12.5 million.

Both California and Colorado continued to expand in the production of carnations in 1963, and growers indicate a further expansion for 1964, particularly in California. Other States in the survey expect a decrease in carnation production for 1964, although Upstate New York intends to increase production. Production of standard chrysanthemums was up sharply in California in 1963 and a small increase is expected for this year. Florida growers plan to increase the production of standard chrysanthemums in 1964. Florida continues to lead the other States in the production of pompon chrysanthemums and another substantial increase is indicated for 1964. Production of roses in Florida nearly doubled from 1962 to 1963 and growers report intentions for another sharp increase for 1964.

California is still the leader of the six States in the wholesale value of the four cut flowers. In 1963 the "gross wholesale" value in California was \$22.7 million. Florida was not far behind with \$19.0 million, followed by Colorado with \$7.7 million, New York \$7.4 million, Illinois \$6.4 million, and Iowa \$0.9 million. Iowa is the only State reporting a smaller wholesale value in 1963 than in 1962 for the four cut flowers.

STATE SUMMARIES

California: Flower growers in California reported a higher wholesale price for the major cut flowers in 1963 as well as an increase in volume of sales. The 1963 wholesale value of the cut flowers was up \$1.6 million from 1962 or more than 7 percent. Carnations, as usual, lead wholesale values with \$7.8 million, followed by chrysanthemums with \$7.3 million (standards \$5.4 million, pompons \$1.9 million), roses \$5.8 million, and gladiolus \$1.8 million. For 1964, growers intend to increase their production of carnations, standard chrysanthemums, and roses, but indicate a smaller production of pompon chrysanthemums and gladiolus.

Colorado: Growers in Colorado continued to expand the production of carnations in 1963, and the volume of sales was up 13 percent from the previous year. The wholesale price of carnations dropped slightly but the wholesale value, \$7.2 million, was up nearly 6 percent. Indications for 1964 point to slightly greater production of carnations than in 1963. Production of chrysanthemums was up slightly, while roses and gladiolus were down. For 1964, Colorado growers expect to grow fewer roses, chrysanthemums, and gladiolus.

Florida: Fewer gladiolus were sold in 1963 in Florida but more chrysanthemums and roses were produced. However, an increase in gladiolus wholesale prices more than offset the reduction in sales. As the result, the wholesale value of each of the four cut flowers was up. The value of cut flowers at \$19.0 million was up 14 percent from 1962. Production of standard chrysanthemums at 5.1 million blooms showed an increase of more than one-half million. Approximately 10.4 million bunches of pompon chrysanthemums were sold in 1963, an increase of 1.6 million bunches. Rose production in Florida nearly doubled to total 12.4 million blooms sold. For 1964, Florida growers intend to raise less gladiolus but more chrysanthemums and roses. Because there are only a few carnation growers in Florida, data for this State are not published to avoid disclosure of individual operations.

Illinois: Growers in Illinois reported a wholesale value of \$6.4 million for 1963, an increase of 4 percent from the previous year. The volume of sales was up for each of the cut flowers except standard chrysanthemums, which was down slightly. Illinois remains second only to California in the production of roses for the six States in the survey. Production of roses in 1963 totaled 34.3 million blooms sold, up 11 percent from 1962. Illinois growers intend to raise fewer roses, carnations and pompon chrysanthemums in 1964 but more standard chrysanthemums and gladiolus.

Iowa: The wholesale value of sales in Iowa is down, primarily because of reduced production of roses and pompon chrysanthemums. Iowa is the only one of the six States reporting an overall reduction in wholesale value of the four cut flowers. The reported value was \$926,000 for 1963 and \$1,048,000 for 1962. Production in 1964 is expected to be up for roses and gladiolus but down for carnations and chrysanthemums.

New York: Flower growers report an increase in wholesale value for cut flowers with Upstate growers reporting an increase of 3 percent and Long Island growers up 1 percent from 1962. On Long Island, the production of carnations, chrysanthemums, and gladiolus was down but the production of roses increased. For 1964, Long Island growers expect to reduce the production of roses and carnations but increase production of the other two cut flowers. Growers in Upstate New York produced more roses, pompon chrysanthemums, and gladiolus but fewer carnations and standard chrysanthemums. According to grower intentions, more carnations and chrysanthemums will be grown in 1964 but fewer roses and gladiolus are expected.

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 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 of operation. The published average price is derived from unrounded totals of sales and wholesale values. Consequently, sales times average price does not necessarily equal the published wholesale value.

Table 1.--Carnations, Chrysanthemums, Gladiolus and Roses:
Gross wholesale value of sales, 1962 and 1963
in 6 selected States

State	Gross wholesale value of sales ^{1/}					
	Carnations		Chrysanthemums			
	1962	1963	Standard		Pompon	
	1962	1963	1962	1963	1962	1963
	<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...	7,518	7,821	4,784	5,356	1,713	1,915
Colorado.....	6,797	7,187	36	78	149	162
Florida.....	^{2/}	^{2/}	712	837	6,250	7,656
Illinois.....	950	1,015	1,078	1,002	874	833
Iowa.....	190	208	145	147	278	198
New York:						
Long Island	1,085	1,078	455	480	476	404
Upstate....	520	496	773	795	762	793
6 States.....	^{2/} 17,060	^{2/} 17,805	7,983	8,695	10,502	11,961

State	Gross wholesale value of sales ^{1/}					
	Gladiolus		Roses		Total (4 cut flowers)	
	1962	1963	1962	1963	1962	1963
	<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...	1,595	1,777	5,502	5,808	21,112	22,677
Colorado	16	14	299	255	7,297	7,696
Florida	9,410	9,793	324	682	16,696	18,968
Illinois	431	479	2,850	3,074	6,183	6,403
Iowa	49	77	386	296	1,048	926
New York:						
Long Island	22	12	1,237	1,326	3,275	3,300
Upstate ...	353	369	1,566	1,651	3,974	4,104
6 States	^{2/} 11,876	^{2/} 12,521	12,164	13,092	59,585	64,074

^{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, 1962 and 1963, and indicated plants in production, 1964, in 6 selected States

State	Producers		Plants in production			
	1962	1963	1962	1963	Intended 1964	1964 as percent of 1963
	<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 ...	174	165	13,335	13,462	14,490	108
Colorado	133	142	7,701	8,187	8,224	100
Florida <u>1/</u> ...	---	---	---	---	---	---
Illinois	167	157	1,731	1,711	1,656	97
Iowa	71	67	270	299	294	98
New York:						
Long Island	90	81	2,566	2,261	2,166	96
Upstate	206	190	940	821	853	104
6 States <u>1/</u> ...	841	802	26,543	26,741	27,683	104

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1962	1963	1962	1963	1962	1963	1962	1963
	<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 ...	152,288	153,303	99	99	4.9	5.1	7,518	7,821
Colorado	84,402	95,349	99	97	8.1	7.5	6,797	7,187
Florida <u>1/</u> ...	---	---	---	---	---	---	---	---
Illinois	14,998	15,141	86	86	6.3	6.7	950	1,015
Iowa	1,754	2,039	53	51	10.8	10.2	190	208
New York:								
Long Island	17,019	15,146	90	86	6.4	7.1	1,085	1,078
Upstate	7,195	6,356	69	66	7.2	7.8	520	496
6 States <u>1/</u> ..	277,656	287,334	96	96	6.1	6.2	17,060	17,805

1/ Florida not published to avoid disclosure of individual operation.

2/ Equivalent wholesale value for all sales.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1962 and 1963, and indicated plants in production, 1964, in 6 selected States

State	Producers		Plants in production			
	1962	1963	1962	1963	Intended 1964	1964 as percent of 1963
	<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 ...	151	152	28,931	32,768	34,106	104
Colorado	18	22	122	219	212	97
Florida	18	23	5,043	4,644	6,398	138
Illinois	252	229	4,546	4,344	4,374	101
Iowa	98	88	422	469	459	98
New York:						
Long Island	107	100	1,209	1,243	1,448	116
Upstate	325	301	2,802	2,918	2,929	100
6 States	969	915	43,075	46,605	49,926	107

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1962	1963	1962	1963	1962	1963	1962	1963
	<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 ...	43,413	46,778	99	99	11.0	11.5	4,784	5,356
Colorado	160	335	69	63	22.3	23.4	36	78
Florida	4,524	5,100	97	96	15.7	16.4	712	837
Illinois	4,981	4,620	79	79	21.6	21.7	1,078	1,002
Iowa	573	547	54	60	25.3	26.8	145	147
New York:								
Long Island	2,280	2,192	86	89	19.9	21.9	455	480
Upstate	3,574	3,475	75	74	21.6	22.9	773	795
6 States	59,505	63,047	95	95	13.4	13.8	7,983	8,695

1/ Equivalent wholesale value for all sales.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1962 and 1963, and indicated plants in production, 1964, in 6 selected States

State	Producers		Plants in production			
	1962	1963	1962	1963	Intended 1964	1964 as percent of 1963
	<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 ..	171	146	11,339	11,214	10,578	94
Colorado	26	26	550	550	539	98
Florida	43	46	39,644	46,040	50,743	110
Illinois	251	235	4,318	4,303	4,104	95
Iowa	104	93	703	588	548	93
New York:						
Long Island	137	115	2,281	1,730	1,771	102
Upstate ...	339	319	2,822	2,784	2,836	102
6 States	1,071	980	61,657	67,209	71,119	106

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1962	1963	1962	1963	1962	1963	1962	1963
	<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 ..	3,469	3,633	99	98	0.49	0.53	1,713	1,915
Colorado	118	134	87	82	1.26	1.21	149	162
Florida	8,816	10,407	95	97	.71	.74	6,250	7,656
Illinois	916	918	79	74	.95	.91	874	833
Iowa	246	181	54	50	1.13	1.09	278	198
New York:								
Long Island	795	605	85	84	.60	.67	476	404
Upstate ...	828	869	67	64	.92	.91	762	793
6 States	15,188	16,747	92	93	0.69	0.71	10,502	11,961

1/ Equivalent wholesale value for all sales.

Table 5.--Gladiolus: Number of producers, acres in production, sales, price, wholesale value, 1962 and 1963, and indicated acres in production, 1964, in 6 selected States

State	Producers		Acres in production			
	1962	1963	1962	1963	Intended 1964	1964 as percent of 1963
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
California ..	52	45	770	771	766	99
Colorado	8	10	26	19	14	75
Florida	36	29	7,310	7,770	7,591	98
Illinois	77	65	1,055	1,089	1,100	101
Iowa	29	25	79	86	73	103
New York:						
Long Island	28	24	20	20	22	112
Upstate ...	88	83	439	579	572	99
6 States	318	281	9,699	10,334	10,138	98

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1962	1963	1962	1963	1962	1963	1962	1963
	<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 ..	2,542	2,771	100	100	0.63	0.64	1,595	1,777
Colorado	18	17	91	88	.88	.82	16	14
Florida	16,480	16,004	95	95	.57	.61	9,410	9,793
Illinois	1,173	1,189	97	99	.37	.40	431	479
Iowa	48	62	83	49	1.01	1.24	49	77
New York:								
Long Island	44	33	53	49	.47	.35	22	12
Upstate ...	906	932	95	95	.39	.40	353	369
6 States	21,211	21,008	96	96	0.56	0.60	11,876	12,521

1/ Equivalent wholesale value for all sales.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1962 and 1963, and indicated plants in production, 1964, in 6 selected States

State	Producers		Plants in production			
	1962	1963	1962	1963	Intended 1964	1964 as percent of 1963
	<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	3,307	3,397	3,525	104
Colorado	12	13	133	124	121	98
Florida	17	16	297	450	530	118
Illinois	30	29	1,474	1,538	1,528	99
Iowa	15	12	261	273	276	101
New York:						
Long Island	13	12	876	686	622	91
Upstate ...	21	23	828	789	784	99
6 States	150	147	7,176	7,257	7,386	102

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1962	1963	1962	1963	1962	1963	1962	1963
	<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 ..	79,325	79,592	100	99	6.9	7.3	5,502	5,808
Colorado	2,719	2,180	95	91	11.0	11.7	299	255
Florida	6,145	12,361	88	95	5.3	5.5	324	682
Illinois	31,055	34,321	97	97	9.2	9.0	2,850	3,074
Iowa	4,978	3,134	86	80	7.7	9.4	386	296
New York:								
Long Island	13,622	14,533	96	99	9.1	9.1	1,237	1,326
Upstate ...	16,144	16,576	95	99	9.7	10.0	1,566	1,651
6 States	153,988	162,697	97	98	7.9	8.0	12,164	13,092

1/ Equivalent wholesale value for all sales.



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