flowers and foliage plants

Production and Sales, 1973 and 1974
Intentions for 1975

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DEFINITIONS

The estimates in this report relate to sales by commercial producers. Only commercial producers growing one or more of the four cut flowers (carnations, chrysanthemums, gladioli, or roses), potted chrysanthemums or foliage plants are included in this report.

A change in the definition of a commercial producer is effective with all 1974 data. A commercial producer is defined as one who produces and sells $10,000 or more of fresh (cut) flowers, flowering and foliage plants, bedding plants and cultivated florist greens in one year. Previously the definition of a commercial producer included growers who sold $2,000 or more of the above mentioned items.

The table below shows for 1973 the 23-State totals by commodity for number of growers and quantity sold using a comparison of the old with the new definition. The change in definition is significant in terms of number of producers but changes in production generally accounted for less than one percent reduction in quantity sold. For additional comparisons each commodity table in this report also shows the estimated number of 1973 grower numbers by State using the old and new definitions.

Value data for cut flowers are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales in each State are converted to their equivalent wholesale value using reported average wholesale prices. Foliage plant sales are on a "net sales" basis and are derived in each State by subtracting the cost of plant materials purchased from other growers from the gross value of sales. Sales times average price does not necessarily equal the published wholesale value, since the published average price is derived from unrounded totals.

This report includes revised estimates for 1973 and preliminary estimates for 1974.

FLOWERS AND FOLIAGE PLANTS - 1973

COMMODITY	UNIT	EFFECT OF CHANGE IN DEFINITION OF COMMERCIAL PRODUCERS				
		NUMBER OF PRODUCERS WITH SALES OVER		QUANTITY SOLD ALL PRODUCERS WITH SALES OVER		SALES BY PRODUCERS WITH LESS THAN $10,000
		$2,000.00	$10,000.00	$2,000.00	$10,000.00	
		NUMBER		(000)	(000)	PERCENT
ALL CARNATIONS	(BLOOMS 1/)	1,220	1,086	737,300	732,975	0.6
CARNATIONS STANDARD	(BLOOMS)	1,198	1,040	616,051	611,985	0.7
CARNATIONS MINIATURE	(BUNCHES)	298	285	3,277	3,270	0.2
STANDARD CHRYSANTHEMUMS	(BLOOMS)	1,804	1,451	138,243	136,377	1.3
POMPON CHRYSANTHEMUMS	(BUNCHES)	1,796	1,423	36,129	35,533	1.6
GLADIOLI	(SPIKES)	269	199	234,768	231,680	1.3
ALL ROSES	(BLOOMS)	320	310	417,768	417,387	0.1
ROSES, HYBRID TEA	(BLOOMS)	316	301	297,355	296,985	0.1
ROSES, MINIATURE OR SWEETHEART	(BLOOMS)	239	235	120,413	120,402	*
POTTED CHRYSANTHEMUMS	(POTS)	1,297	1,147	20,588	20,403	0.9
FOLIAGE PLANTS	(SQ. FT.)	1,065	854	46,088	45,595	1.1

1/ MINIATURE CARNATION BUNCH CONVERTED TO 37 BLOOMS. * LESS THAN ONE-TENTH OF ONE PERCENT.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1973 and 1974; and Intentions for 1975 in Selected States

Total value at wholesale of four important flower and foliage plants in the 22 major producing States in 1974 totaled $345 million. The 1974 value excludes data for the State of Delaware and for producers with gross sales below $10,000. The total wholesale value in 1973 for the 23 States, including Delaware and all producers with gross sales above $2,000, was $296 million. Sales of cut carnations, gladioli, roses and chrysanthemums, plus potted chrysanthemums grown in 22 States in 1974 had a wholesale value of $234 million, while net sales of foliage plants at $111 million was almost two-thirds above 1973 sales.

California continued as the leading producer of carnations, standard chrysanthemums, potted chrysanthemums, and roses. California also became the top producer of pompon chrysanthemums. Florida was the leading producer of gladioli and foliage plants. Based on total wholesale value of the four cut flowers and potted chrysanthemums, California ranks first with $80 million in sales, followed by Florida with $27 million, and Colorado with $20 million. Based on the net wholesale value of sales for foliage plants, Florida leads with $48 million, followed by California with $31 million.

Of the 3,289 producers surveyed, nearly two-thirds had sales of under $100,000, 20 percent had sales of $100,000 to $250,000 and 15 percent had sales of $250,000 or more. Additional percentage distributions by size groups are shown in Table 14.

Note: Acres used for production of gladioli and square feet in production for foliage are reported totals used for production. Average gross square feet reported for all carnations, standard chrysanthemums, pompon chrysanthemums, potted chrysanthemums and all roses, is based on average gross area used during the year to produce these crops. For example, if 32,000 sq. ft. of greenhouse space was refilled three times during the year and the same crop grown each time the grower would have reported 32,000 sq. ft. of greenhouse space used to produce this crop. See Table 13 for a detailed listing by crop and State.

POTTED CHRYSANTHEMUMS

Potted chrysanthemum growers in the 22 States plan to increase 1975 production 4 percent from the previous year and 9 percent over the 1973 level. Twelve States intend to expand production for 1975 while others intend no change or some decrease from 1974.

The total of 21.6 million pots sold in 1974 represented a 5 percent increase in volume and a gain of 13 percent in value from the previous year. The average wholesale price per pot in 1974 was $1.78 compared with $1.66 a year earlier. California continues to be the leading State in both sales and value.

POMPON CHRYSANTHEMUMS

Growers in the 22 States surveyed indicate a 6 percent decline in the number of pompon plants expected for production in 1975. California intentions are up 1 percent from 1974 while Florida expectations are down 14 percent.

Sales in 1974 in the 22 States were 5 percent more than the previous year and totaled 37.9 million bunches. California, first among States in production in 1974, sold 17.4 million bunches or 46 percent of the 22 State total. Florida was second with 11.4 million bunches or 30 percent of the total. Of the 37.9 million bunches sold, 90 percent were sold at wholesale.

STANDARD CHRYSANTHEMUMS

Standard chrysanthemum producers in the 22 States report intentions to produce 6 percent fewer plants in 1975 than last year. California growers intend to decrease production 6 percent below 1974 output.

In 1974, growers in the 22 major States sold 144 million blooms from 130 million plants. The number of blooms sold was 4 percent more than 1973 sales. California was first in sales with 89 million blooms or 62 percent of the total followed by Ohio and North Carolina, with 12 and 9 million blooms, respectively.

GLADIOLI

Gladioli growers in the 22 States surveyed indicate plans for an 8 percent increase in acreage for 1975. In Florida, the major State, intentions are up 13 percent from 1974.

Florida, with 151 million spikes sold in 1974, accounted for more than two-thirds of the 22 State total. California sales were second with 25 million spikes, followed by New Jersey with 19 million. Wholesale sales made up 99 percent of total sales. The total value at wholesale in 1974 was $18.8 million for the 22 States, and the average price per spike was 8.4 cents. The wholesale value of sales in 1973 was $19.5 million with an average price per spike of 8.3 cents.

CARNATIONS

Growers in 1975 plan to reduce production of carnation plants 5 percent. California growers expect to reduce production 5 percent while Colorado plans to continue 1975 production about the same as in 1974.

In 1974, growers in the 22 States sold 745 million blooms from 66 million plants. The number of blooms sold was one percent more than the previous year. California producers sold 457 million blooms accounting for 61 percent of the 22 State total. Colorado growers, with 26 percent of the total, were second with sales of 193 million blooms. Pennsylvania and Massachusetts growers each sold 20 million blooms. Wholesale value of 1974 sales in 22 States was nearly $49 million. The average price of 6.5 cents per bloom in 1974 compared with 6.7 cents in the previous year.

Standard carnations accounted for 81 percent of all carnation sales in the 22 States. Total wholesale value of standard types in 1974 amounted to $44 million. The average price of 7.3 cents per bloom in 1974 compares with the previous year average of 7.5 cents per bloom. Growers in the 22 States plan a 5 percent decrease in production for 1975.

Miniature carnations made up 19 percent of total carnations in 1974. Value of sales, at $4.6 million, was up 26 percent from last year's $3.6 million. Average price per bunch in 1974 was $1.18 compared with $1.11 in 1973. Growers plan to decrease production by 5 percent for 1975.

ROSES

Rose growers in the 22 States report plans to increase the number of plants in 1975 by 8 percent over 1974. California producer intentions are 13 percent above 1974. Among other major States, Illinois, Indiana and Pennsylvania growers expect to increase production 2 percent. In Massachusetts an increase of 4 percent is expected.

In 1974, there were 443 million blooms sold in the 22 States. This was 6 percent above the total sold in 1973. California growers sold 174 million blooms, 39 percent of the total. Pennsylvania was second with sales of 42 million followed by Massachusetts with 28 million blooms and Indiana with 27 million.

The value of rose sales in 1974 was $68 million, 10 percent more than a year earlier. The average price in 1974 was 15.3 cents per bloom compared with 14.8 cents the previous year.

Grower plans indicate Hybrid tea rose output for 1975 will be 6 percent above 1974 while a 16 percent increase is expected for miniature or sweetheart rose plants. Hybrid tea roses accounted for 72 percent of all rose sales. The average price for Hybrid tea roses was 16.8 cents per bloom and 11.5 cents per bloom for miniature roses.

FOLIAGE PLANTS

Foliage plant growers intend to expand the area used in production for 1975 to 72 million square feet or 13 percent more than the 1974 total. Area in production has increased annually since 1968. If 1975 intentions are realized, the area used will be almost two and one half times larger than the 1968 level. All States except Connecticut plan an increase in 1975 over the previous year.

Net value of sales in 1974 totaled $111 million - up 64 percent from a year ago. Florida accounted for nearly 44 percent of the 22 State total net value with 74 percent of the square footage in production. California ranked second behind Florida as the leading foliage plant State.

TABLE 1. CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1973 AND 1974, IN SELECTED STATES

STATE	GROSS WHOLESALE VALUE OF SALES 1/														FOLIAGE PLANTS 2/	
	CARNATIONS		CHRYSANTHEMUMS						GLADIOLI		ROSES		TOTAL (4 FLOWERS)			
			STANDARD		POMPON		POTTED									
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
	1,000 DOLLARS															
CALIF	24,922	25,331	13,514	13,214	9,655	10,800	6,163	7,827	3,221	3,186	15,673	19,346	73,148	79,704	12,884	30,552
COLO	15,400	15,424	68	28	155	178	572	435	*	*	3,461	3,609	19,656	19,674	269	855
CONN	608	306	335	230	541	374	722	1,026	*	*	*	*	2,206	1,936	424	485
DEL	*		25		31		*		*		3/		56		*	
FLA	*	*	1,395	1,200	11,764	9,090	2,901	4,409	12,118	11,990	*	*	28,178	26,689	33,807	48,482
ILL	257	228	772	688	729	789	2,158	2,172	581	763	3,682	3,667	8,179	8,307	1,342	2,213
IND	337	209	1,176	1,062	444	376	752	976	140	114	5,421	5,918	8,270	8,655	210	851
IOWA	*	*	150	220	245	250	1,141	1,244	*	*	*	*	1,536	1,714	316	848
MD	117	95	583	549	262	274	*	431	144	135	253	256	1,851	1,740	932	1,684
MASS	1,576	1,378	892	748	714	486	762	746	49	40	4,341	5,413	8,334	8,811	584	1,550
MICH	130	*	532	393	544	353	1,466	1,651	450	434	2,507	2,740	5,244	5,816	2,895	3,055
MINN	*	*	238	269	580	549	970	766	45	*	1,195	1,257	3,028	2,870	579	745
MO	*	*	787	715	556	379	1,468	1,404	*	*	*	*	2,811	2,498	215	171
N J	669	508	729	557	716	561	964	554	1,722	1,167	1,468	1,438	6,435	4,785	1,981	2,119
N Y - LONG ISLAND	302	283	382	312	318	380	411	593	4	*	2,278	2,457	3,695	4,026	640	1,023
- UPSTATE	140	128	868	828	1,098	749	976	892	20	15	2,428	2,492	5,530	5,104	915	1,869
N C	*	*	1,854	2,521	989	1,006	1,164	1,589	682	519	525	720	5,214	6,355	*	*
OHIO	832	924	2,261	2,891	900	1,321	2,358	2,789	36	67	2,533	2,784	8,920	10,776	2,326	3,920
OREG	*	*	39	39	127	180	578	644	*	*	*	*	744	863	358	500
PA	2,516	1,869	1,861	2,041	1,863	2,060	1,750	1,999	56	32	8,136	7,506	16,182	15,507	2,473	3,153
TENN	189	101	652	502	19	28	980	946	3/	3/	271	*	2,111	1,577	213	
TEX	*	*	325	301	77	79	3,179	3,432	*	*	10	0	3,591	3,812	3,112	4,413
WASH	*	*	141	107	264	297	900	778	17	*	1,156	1,385	2,478	2,583	848	1,170
WIS	173	77	234	167	376	363	1,257	1,144	*	*	581	591	2,621	2,342	601	1,385
UNALLOCATED	1,438	1,727					504		229	301	5,907	6,271	7,586	8,009	58	246
23 STATES 4/	49,606	48,588	29,813	29,582	32,967	30,922	34.096	38,447	19,514	18,763	61,826	67,850	227,604	234,153	67,982	111,289

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/EQUIVALENT WHOLESALE VALUE OF ALL SALES.
2/NET VALUE OF SALES.
3/PRODUCTION NEGLIGIBLE.
4/DEL NOT INCLUDED 1974.

TABLE 2. CARNATIONS, ALL: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICES, WHOLESALE VALUE, 1973 AND 1974 AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS		PLANTS IN PRODUCTION				BLOOMS SOLD 1/		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICES		VALUE OF SALES AT WHOLESALE 2/	
	1973	1974	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	NUMBER		1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	272	254	36,901	41,650	39,478	95	441,479	457,378	100	100	5.6	5.5	24,922	25,331
COLO	146	134	14,851	15,470	15,431	100	188,475	193,354	98	94	8.2	8.0	15,400	15,424
CONN	36	26	570	321	271	84	7,705	3,950	86	70	7.9	7.7	608	306
DEL	*		*		*		*		*		*		*	
FLA	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ILL	51	39	433	342	248	73	3,461	2,983	68	59	7.4	7.6	257	228
IND	46	31	352	220	179	81	2,766	2,102	71	79	12.2	9.9	337	209
IOWA	30	17	*	*	*	*	*	*	*	*	*	*	*	*
MD	14	12	206	148	129	87	1,484	1,303	46	46	7.9	7.3	117	95
MASS	59	47	2,077	1,795	1,390	77	21,167	19,689	88	62	7.4	7.0	1,576	1,378
MICH	20	*	125	*	*	*	1,261	*	55	*	10.3	*	130	*
MINN	23	17	*	*	*	*	*	*	*	*	*	*	*	*
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	61	48	796	580	487	84	7,195	5,885	68	72	9.3	8.6	669	508
N Y - LONG ISLAND	17	17	394	337	244	72	5,140	4,269	57	54	5.9	6.6	302	283
- UPSTATE	63	45	168	100	92	92	1,858	1,732	32	34	7.5	7.4	140	128
N C	*	*	*	*	*	*	*	*	*	*	*	*	*	*
OHIO	108	83	854	922	806	87	7,855	8,967	71	75	10.6	10.3	832	924
OREG	7	3	*	*	*	*	*	*	*	*	*	*	*	*
PA	160	116	2,642	1,887	1,761	93	23,785	19,853	80	72	10.6	9.4	2,516	1,869
TENN	6	12	213	118	117	99	1,885	906	95	91	10.0	11.2	189	101
TEX	*	*	*	*	*	*	*	*	*	*	*	*	*	*
WASH	*	*	*	*	*	*	*	*	*	*	*	*	*	*
WIS	44	29	511	67	64	96	2,077	610	71	18	8.3	12.6	173	77
UNALLOCATED	57	65	1,778	1,729	1,531	89	19,707	22,051	89	86	7.3	7.8	1,438	1,727
23 STATES 3/	1,220	995	62,871	65,686	62,228	95	737,300	745,032	96	95	6.7	6.5	49,606	48,588

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ MINIATURE CARNATION BUNCH CONVERTED TO 37 BLOOMS FOR COMBINING WITH STANDARD CARNATIONS.
2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.
3/ DEL NOT INCLUDED 1974.

TABLE 3. CARNATIONS, STANDARD: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE 1973 AND 1974, AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS			PLANTS IN PRODUCTION				BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973 WITH SALES OF		1974 WITH SALES OF	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	$2,000+	$10,000+	$10,000+												
	NUMBER			1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	270	246	247	35,588	39,536	37,476	95	382,020	382,342	100	100	6.2	6.1	23,685	23,323
COLO	146	136	137	14,267	14,680	14,633	100	165,091	163,717	99	95	8.8	8.8	14,528	14,407
CONN	36	33	24	465	261	197	75	3,857	2,063	81	67	11.0	10.8	424	223
DEL	*	*		*		*		*		*		*		*	
FLA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ILL	48	41	37	411	317	231	73	2,573	2,132	75	70	8.5	8.7	219	185
IND	40	27	30	344	212	169	80	2,507	1,806	78	79	13.0	10.9	326	197
IOWA	30	25	17	54	39	40	103	410	269	13	13	15.2	20.0	62	54
MD	14	14	12	198	142	123	87	1,225	1,044	48	52	8.8	8.3	108	87
MASS	58	52	45	1,775	1,468	1,118	76	11,140	9,403	93	75	11.1	11.1	1,237	1,044
MICH	20	16	26	122	151	139	92	1,150	1,650	56	53	10.9	14.6	125	241
MINN	22	19	16	88	61	60	98	918	526	52	10	17.5	16.0	161	84
MO	23	19	14	289	174	163	94	1,423	1,435	83	64	10.9	9.6	155	138
N J	59	47	45	715	508	431	85	4,679	3,961	71	76	12.1	10.8	566	428
N Y - LONG ISLAND	17	17	16	350	291	198	68	2,550	2,160	60	55	8.4	9.8	214	212
- UPSTATE	61	50	39	148	78	76	97	674	474	35	30	13.6	16.3	92	77
N C	18	14	12	614	688	554	81	4,722	5,048	91	95	11.4	12.7	538	641
OHIO	108	92	81	788	849	726	86	6,005	6,821	74	71	12.1	11.8	727	805
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	158	127	113	2,522	1,731	1,608	93	20,011	14,599	81	81	11.6	11.0	2,321	1,606
TENN	6	6	6	213	118	117	99	1,885	906	95	91	10.0	11.2	189	101
TEX	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
WASH	11	8	7	24	21	21	100	152	98	5	3	8.0	10.0	12	10
WIS	43	41	29	501	65	63	97	1,818	536	80	20	8.8	13.8	160	74
UNALLOCATED	10	10	5	195	111	95	86	1,241	778	89	99	9.3	10.0	115	78
23 STATES 2/	1,198	1,040	958	59,671	61,501	58,238	95	616,051	601,768	97	96	7.5	7.3	45,964	44,015

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.
2/ DEL NOT INCLUDED 1974.

TABLE 4. CARNATIONS, MINIATURE: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974 AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS			PLANTS IN PRODUCTION				BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973 WITH SALES OF		1974 WITH SALES OF	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	$2,000+	$10,000+	$10,000+												
	NUMBER			1,000 PLANTS			PERCENT	1,000 BUNCHES		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	58	56	70	1,313	2,114	2,002	95	1,607	2,028	100	100	.77	.99	1,237	2,008
COLO	37	37	40	584	790	798	101	632	801	91	91	1.38	1.27	872	1,017
CONN	19	14	14	105	60	74	123	104	51	92	73	1.77	1.62	184	83
DEL	*	*		*				*		*		*		*	
FLA	*	*	5	*	438	438	100	*	298	*	100	*	1.45	*	432
ILL	14	13	16	22	25	17	68	24	23	49	30	1.57	1.86	38	43
IND	5	5	5	8	8	10	125	7	8	80	79	1.56	1.56	11	12
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	3	3	3	8	6	6	100	7	7	38	23	1.25	1.20	9	8
MASS	26	26	27	302	327	272	83	271	278	83	50	1.25	1.20	339	334
MICH	4	4	*	3	*	*	*	3	*	43	*	1.65	*	5	*
MINN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	21	19	20	81	72	56	78	68	52	63	75	1.51	1.54	103	80
N Y - LONG ISLAND	6	6	4	44	46	46	100	70	57	54	53	1.26	1.25	88	71
- UPSTATE	20	20	21	20	22	16	73	32	34	31	36	1.50	1.50	48	51
N C 2/															
OHIO	24	23	23	66	73	80	110	50	58	63	88	2.10	2.06	105	119
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	34	33	29	120	156	153	98	102	142	74	48	1.91	1.85	195	263
TENN 2/															
TEX 2/															
WASH 2/															
WIS	8	8	7	10	2	1	50	7	2	10	5	1.85	1.50	13	3
UNALLOCATED	19	18	16	514	46	21	46	293	33	97	33	1.35	1.48	395	49
23 STATES 3/	298	285	300	3,200	4,185	3,990	95	3,277	3,872	92	89	1.11	1.18	3,642	4,573

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ PRODUCTION NEGLIGIBLE.
3/ DEL NOT INCLUDED 1974.

TABLE 5. STANDARD CHRYSANTHEMUMS: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974, AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS			PLANTS IN PRODUCTION				BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973 WITH SALES OF $2,000+	1974 WITH SALES OF $10,000+	1974 WITH SALES OF $10,000+	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	NUMBER			1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	192	178	192	76,045	83,116	77,944	94	82,404	88,687	100	100	16.4	14.9	13,514	13,214
COLO	16	15	13	140	83	80	96	245	146	64	47	27.7	19.1	68	28
CONN	60	47	44	901	491	531	108	1,083	794	71	55	30.9	29.0	335	230
DEL	5	4		76				81		0		30.9		25	
FLA	20	20	18	6,323	5,157	5,606	109	5,073	4,530	100	100	27.5	26.5	1,395	1,200
ILL	91	71	59	2,520	2,174	1,815	83	2,412	2,116	80	79	32.0	32.5	772	688
IND	94	69	73	3,107	2,684	2,296	86	3,096	2,708	82	80	38.0	39.2	1,176	1,062
IOWA	54	42	36	453	487	640	131	478	674	70	75	31.4	32.6	150	220
MD	36	34	30	1,724	1,386	1,302	94	1,888	1,588	82	82	30.9	34.6	583	549
MASS	88	68	52	2,945	2,278	1,610	71	2,983	2,412	81	92	29.9	31.0	892	748
MICH	70	59	74	1,390	1,777	1,488	84	1,462	1,645	70	79	36.4	23.9	532	393
MINN	68	55	55	581	648	732	113	627	709	62	51	38.0	38.0	238	269
MO	58	50	43	2,912	2,483	2,298	93	3,051	2,406	60	57	25.8	29.7	787	715
N J	102	83	75	1,709	1,362	1,291	95	2,307	1,815	65	80	31.6	30.7	729	557
N Y - LONG ISLAND	43	35	28	900	632	647	102	1,540	944	72	67	24.8	33.1	382	312
- UPSTATE	141	109	101	2,312	1,957	1,823	93	2,560	2,106	63	69	33.9	39.3	868	828
N C	44	37	41	4,197	4,839	4,496	93	7,357	8,973	91	92	25.2	28.1	1,854	2,521
OHIO	221	168	183	7,270	8,852	8,941	101	7,436	11,656	80	81	30.4	24.8	2,261	2,891
OREG	11	9	6	119	84	84	100	132	165	83	80	29.5	23.7	39	39
PA	224	167	168	6,405	6,604	6,122	93	6,767	6,038	75	68	27.5	33.8	1,861	2,041
TENN	25	22	18	2,100	1,425	1,487	104	2,617	1,879	83	93	24.9	26.7	652	502
TEX	17	13	9	1,386	1,193	1,169	98	1,330	1,075	97	98	24.4	28.0	325	301
WASH	40	29	24	369	288	230	80	510	429	76	88	27.6	25.0	141	107
WIS	84	67	60	670	490	423	86	804	547	68	55	29.1	30.5	234	167
23 STATES 2/	1,804	1,451	1,402	126,554	130,490	123,055	94	138,243	144,042	92	93	21.6	20.5	29,813	29,582

1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.
2/ DEL NOT INCLUDED 1974.

TABLE 6. POMPON CHRYSANTHEMUMS: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974, AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS			PLANTS IN PRODUCTION				BUNCHES SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973 WITH SALES OF $2,000+	1974 WITH SALES OF $10,000+	1974 WITH SALES OF $10,000+	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	NUMBER			1,000 PLANTS			PERCENT	1,000 BUNCHES		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	218	193	199	42,997	55,040	55,718	101	13,226	17,420	100	100	.73	.62	9,655	10,800
COLO	15	14	16	361	235	228	97	112	123	67	75	1.38	1.45	155	178
CONN	67	47	42	1,445	728	765	105	389	312	68	48	1.39	1.20	541	374
DEL	4	3		56				23				1.33		31	
FLA	41	41	39	72,462	53,053	45,755	86	13,071	11,362	100	100	.90	.80	11,764	9,090
ILL	88	66	55	1,574	1,519	1,285	85	613	607	45	42	1.19	1.30	729	789
IND	77	58	62	884	779	770	99	347	261	58	59	1.28	1.44	444	376
IOWA	62	47	37	459	429	415	97	140	143	47	45	1.75	1.75	245	250
MD	31	30	29	599	548	543	99	197	200	64	55	1.33	1.37	262	274
MASS	115	82	70	1,385	1,237	1,090	88	558	371	55	68	1.28	1.31	714	486
MICH	65	53	70	952	896	626	70	544	353	50	61	1.00	1.00	544	353
MINN	74	60	60	990	848	1,116	132	487	446	80	59	1.19	1.23	580	549
MO	40	35	31	709	554	569	103	294	306	79	51	1.89	1.24	556	379
N J	104	82	75	1,502	802	780	97	559	415	46	49	1.28	1.35	716	561
N Y - LONG ISLAND	46	39	32	705	815	776	95	284	304	70	69	1.12	1.25	318	380
- UPSTATE	139	104	100	1,453	1,236	1,108	90	757	551	49	44	1.45	1.36	1,098	749
N C	30	25	23	3,248	3,029	2,689	89	916	838	98	99	1.08	1.20	989	1.006
OHIO	211	162	172	2,274	2,302	2,165	94	738	930	65	57	1.22	1.42	900	1,321
OREG	13	11	9	423	274	242	88	90	135	88	87	1.41	1.33	127	180
PA	200	150	148	5,404	5,172	4,723	91	2,166	2,239	77	54	.86	.92	1,863	2,060
TENN	9	8	5	61	50	50	100	19	17	87	93	1.02	1.61	19	28
TEX	5	4	3	330	317	317	100	79	66	82	100	.97	1.20	77	79
WASH	48	34	31	784	750	567	76	190	198	81	78	1.39	1.50	264	297
WIS	94	75	72	1,031	924	891	96	330	267	54	53	1.14	1.36	376	363
23 STATES 2/	1,796	1,423	1,380	142,088	131,537	123,188	94	36,129	37,864	91	90	.91	.82	32,967	30,922

1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ DELAWARE NOT INCLUDED 1974.

TABLE 7. GLADIOLI: NUMBER OF PRODUCERS, ACRES IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974, AND INDICATED ACRES IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS 1973 WITH SALES OF $2,000+	PRODUCERS 1973 WITH SALES OF $10,000+	PRODUCERS 1974 WITH SALES OF $10,000+	ACRES IN PRODUCTION 1973	ACRES IN PRODUCTION 1974	ACRES IN PRODUCTION INTENDED 1975	1975 AS PERCENT OF 1974	SPIKES SOLD 1973	SPIKES SOLD 1974	PERCENT OF SALES AT WHOLESALE 1973	PERCENT OF SALES AT WHOLESALE 1974	WHOLESALE PRICE 1973	WHOLESALE PRICE 1974	VALUE OF SALES AT WHOLESALE 1/ 1973	VALUE OF SALES AT WHOLESALE 1/ 1974
	NUMBER			ACRES			PERCENT	1,000 SPIKES		PERCENT		CENTS		1,000 DOLLARS	
CALIF	11	7	7	907	975	975	100	27,070	25,084	100	100	11.9	12.7	3,221	3,186
COLO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
CONN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DEL	*	*		*		*		*		*		*		*	
FLA	18	17	18	8,419	13,227	14,885	113	153,392	150,851	100	100	7.9	7.9	12,118	11,990
ILL	26	22	20	873	675	604	89	9,683	11,928	98	99	6.0	6.4	581	763
IND	9	6	5	82	68	66	97	1,403	965	97	100	10.0	11.8	140	114
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	7	7	4	47	45	44	98	1,604	1,406	93	98	9.0	9.6	144	135
MASS	14	11	11	43	8	5	63	442	448	90	88	11.0	9.0	49	40
MICH	14	9	8	290	262	236	90	6,435	5,048	98	94	7.0	8.6	450	434
MINN	10	6	*	71	*	*	*	376	*	79	*	12.0	*	45	*
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	31	27	27	775	668	576	86	21,525	18,531	100	99	8.0	6.3	1,722	1,167
N Y															
- LONG IS	3	2	*	3	*	*	*	40	*	40	*	10.0	*	4	*
- UPSTATE	23	13	14	18	11	11	100	183	128	47	55	11.0	12.0	20	15
N C	12	11	10	250	199	131	66	9,738	6,104	99	97	7.0	8.5	682	519
OHIO	15	9	8	20	53	57	108	231	489	44	44	15.4	13.8	36	67
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	25	18	16	20	13	11	85	513	380	78	79	11.0	8.3	56	32
TENN 2/															
TEX	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
WASH	12	5	*	33	*	*	*	154	*	90	*	11.0	*	17	*
WIS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNALLOCATED	39	29	28	113	112	99	88	1,979	1,999	87	95	11.6	15.1	229	301
23 STATES 3/	269	199	176	11,964	16,316	17,700	108	234,768	223,361	99	99	8.3	8.4	19,514	18,763

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ PRODUCTION NEGLIGIBLE.
3/ DEL NOT INCLUDED 1974.

TABLE 8. ROSES, ALL: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974, AND INDICATED PLANTS IN PRODUCTION, 1975, IN SELECTED STATES

STATE	PRODUCERS		PLANTS IN PRODUCTION				BLOOMS SOLD 1/		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICES		VALUE OF SALES AT WHOLESALE 1/	
	1973	1974	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	NUMBER		1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	61	63	6,069	7,142	8,066	113	141,496	174,458	100	100	11.1	11.1	15,673	19,346
COLO	15	17	818	924	1,172	127	26,276	25,134	99	99	13.2	14.4	3,461	3,609
CONN	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DEL 2/														
FLA	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ILL	20	17	1,471	1,386	1,413	102	26,760	24,589	99	99	13.8	14.9	3,682	3,667
IND	18	16	1,256	1,227	1,257	102	27,161	26,875	97	68	20.0	22.0	5,421	5,918
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	6	6	76	74	77	104	1,647	1,488	94	98	15.4	17.2	253	256
MASS	11	8	1,135	1,167	1,218	104	26,796	28,444	99	97	16.2	19.0	4,341	5,413
MICH	18	20	603	598	593	99	12,014	13,035	95	94	20.9	21.0	2,507	2,740
MINN	18	18	350	376	389	103	7,699	7,728	96	95	15.5	16.3	1,195	1,257
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	13	13	372	346	364	105	8,526	7,603	97	99	17.2	18.9	1,468	1,438
N Y - LONG ISLAND	8	8	569	584	603	103	12,921	12,795	73	99	17.6	19.2	2,278	2,457
- UPSTATE	14	12	645	624	632	101	14,151	12,529	100	99	17.2	19.9	2,428	2,492
N C	10	12	121	153	146	95	3,087	3,422	82	87	17.0	21.0	525	720
OHIO	17	20	730	787	792	101	12,445	13,758	97	97	20.4	20.2	2,533	2,784
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	32	31	1,929	1,750	1,793	102	45,573	42,000	97	98	17.9	17.9	8,136	7,506
TENN	5	3	84	*	*	*	1,682	*	94	*	16.1	*	271	*
TEX	7		51				195		78		5.0		10	
WASH	6	5	385	387	389	101	7,961	7,433	100	99	14.5	18.6	1,156	1,385
WIS	15	11	132	132	149	113	2,652	2,637	96	94	21.9	22.4	581	591
UNALLOCATED	26	27	1,437	1,572	1,729	110	38,726	38,692	89	91	15.3	16.2	5,907	6,271
23 STATES 3/	320	307	18,233	19,229	20,782	108	417,768	442,620	97	96	14.8	15.3	61,826	67,850

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ PRODUCTION NEGLIGIBLE IN 1973.
3/ DEL NOT INCLUDED 1974.

TABLE 9. ROSES, HYBRIDS TEA: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974 AND INDICATED PLANTS IN PRODUCTION, 1975 IN SELECTED STATES

STATE	PRODUCERS 1973 WITH SALES OF $2,000 +	PRODUCERS 1974 WITH SALES OF $10,000 +	PRODUCERS 1974 WITH SALES OF $10,000 +	PLANTS IN PRODUCTION 1973	PLANTS IN PRODUCTION 1974	PLANTS IN PRODUCTION INTENDED 1975	1975 AS PERCENT OF 1974	BLOOMS SOLD 1973	BLOOMS SOLD 1974	PERCENT OF SALES AT WHOLESALE 1973	PERCENT OF SALES AT WHOLESALE 1974	WHOLESALE PRICE 1973	WHOLESALE PRICE 1974	VALUE OF SALES AT WHOLESALE 1/ 1973	VALUE OF SALES AT WHOLESALE 1/ 1974
	NUMBER			1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	61	60	63	5,208	6,127	6,599	108	108,823	137,503	100	100	12.0	12.0	13,059	16,500
COLO	15	15	16	660	730	921	126	17,972	17,245	99	99	15.1	16.4	2,714	2,828
CONN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DEL 2/															
FLA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ILL	20	20	17	1,266	1,086	1,107	102	20,730	16,830	99	99	15.2	17.5	3,151	2,945
IND	18	16	16	1,036	995	1,007	101	18,812	18,537	96	55	22.6	25.0	4,252	4,634
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	6	6	6	62	61	63	103	1,215	1,077	92	98	16.4	18.7	199	201
MASS	11	10	8	819	881	928	105	17,161	19,554	99	97	18.9	21.0	3,243	4,106
MICH	18	17	18	487	413	414	100	8,550	7,575	96	94	23.9	26.3	2,043	1,992
MINN	17	17	18	265	296	304	103	5,058	5,216	96	96	17.3	18.9	875	986
MO	6	6	5	97	85	85	100	2,019	1,692	69	11	18.1	16.3	365	276
N J	12	11	13	285	272	293	108	5,958	5,506	98	99	19.5	21.4	1,162	1,178
N Y - LONG ISLAND	7	7	8	484	488	507	104	10,177	10,057	99	99	18.8	19.5	1,913	1,961
- UPSTATE	13	12	11	516	488	481	99	9,225	8,402	100	99	19.7	22.0	1,817	1,848
N C	10	10	11	91	123	117	95	2,280	2,618	82	88	18.5	23.8	422	623
OHIO	17	17	18	604	655	648	99	9,497	10,369	98	97	21.7	22.4	2,061	2,323
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	32	32	30	1,490	1,384	1,427	103	30,876	29,230	98	99	20.4	20.0	6,299	5,846
TENN	5	5	3	84	*	*	*	1,682	*	94	*	16.1	*	271	*
TEX	7	1		51				195		78		5.0		10	
WASH	6	6	6	288	307	309	101	4,954	5,151	100	99	16.1	21.6	798	1,113
WIS	15	14	10	103	102	119	117	1,740	1,759	94	92	25.5	26.2	444	461
UNALLOCATED	20	19	22	896	964	1,089	113	20,431	20,686	87	93	18.4	18.3	3,768	3,781
23 STATES 3/	316	301	299	14,792	15,457	16,418	106	297,355	319,007	98	96	16.4	16.8	48,866	53,602

* UNALLOCATED TO AVOID DISCLOSING INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ PRODUCTION NEGILIGIBLE IN 1973.
3/ DEL NOT INCLUDED 1974.

TABLE 10: ROSES, MINIATURE OR SWEETHEART:: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974 INDICATED PLANTS IN PRODUCTION, 1975 IN SELECTED STATES

STATE	PRODUCERS			PLANTS IN PRODUCTION				BLOOMS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973	1974													
	WITH SALES OF														
	$2,000 +	$10,000+	$10,000+	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	NUMBER			1,000 PLANTS			PERCENT	1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	50	49	49	861	1,015	1,467	145	32,673	36,955	100	100	8.0	7.7	2,614	2,846
COLO	13	13	14	158	194	251	129	8,304	7,889	99	99	9.0	9.9	747	781
CONN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
DEL 2/															
FLA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ILL	12	12	12	205	300	306	102	6,030	7,759	99	99	8.8	9.3	531	722
IND	14	14	12	220	232	250	108	8,349	8,338	99	98	14.0	15.4	1,169	1,284
IOWA	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MD	4	4	4	14	13	14	108	432	411	99	99	12.6	13.4	54	55
MASS	8	8	8	316	286	290	101	9,635	8,890	100	97	11.4	14.7	1,098	1,307
MICH	12	11	12	116	185	179	97	3,464	5,460	93	95	13.4	13.7	464	748
MINN	14	13	14	85	80	85	106	2,641	2,512	97	92	12.1	10.8	320	271
MO	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
N J	10	10	10	87	74	71	96	2,568	2,097	94	99	11.9	12.4	306	260
N Y - LONG ISLAND	7	7	7	85	96	96	100	2,744	2,738	99	99	13.3	18.1	365	496
- UPSTATE	13	12	12	129	136	151	111	4,926	4,127	100	99	12.4	15.6	611	644
N C	7	7	8	30	30	29	97	807	804	83	82	12.8	12.1	103	97
OHIO	13	13	12	126	132	144	109	2,948	3,389	95	99	16.0	13.6	472	461
OREG	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
PA	28	28	25	439	366	366	100	14,697	12,770	94	97	12.5	13.0	1,837	1,660
TENN 2/															
TEX 2/															
WASH	6	6	6	97	80	80	100	3,007	2,282	100	100	11.9	11.9	358	272
WIS	10	10	8	29	30	30	100	912	878	99	97	15.0	14.8	137	130
UNALLOCATED	18	18	19	444	523	555	106	16,276	16,314	94	93	10.9	13.6	1,774	2,214
23 STATES 3/	239	235	232	3,441	3,772	4,364	116	120,413	123,613	97	98	10.8	11.5	12,960	14,248

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES.
2/ PRODUCTION NEGLIGIBLE IN 1973.
3/ DEL NOT INCLUDED 1974.

TABLE 11. POTTED CHRYSANTHEMUMS: NUMBER OF PRODUCERS, PLANTS IN PRODUCTION, SALES, PRICE, WHOLESALE VALUE, 1973 AND 1974 AND INDICATED POTS IN PRODUCTION, 1975 IN SELECTED STATES

STATE	PRODUCERS			POTS IN PRODUCTION				POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1973 WITH SALES OF		1974 WITH SALES OF	1973	1974	INTENDED 1975	1975 AS PERCENT OF 1974	1973	1974	1973	1974	1973	1974	1973	1974
	$2,000+	$10,000+	$10,000+												
	NUMBER			1,000 POTS			PERCENT	1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	26	25	22	4,781	5,492	5,933	108	4,634	5,218	100	100	1.33	1.50	6,163	7,827
COLO	26	24	17	336	247	250	101	316	229	91	93	1.81	1.90	572	435
CONN	30	26	32	311	433	436	101	310	431	95	97	2.33	2.38	722	1,026
DEL	*	*		*				*		*		*		*	
FLA	12	12	12	2,162	3,269	3,340	102	2,072	3,149	100	100	1.40	1.40	2,901	4,409
ILL	62	57	58	1,100	1,044	1,055	101	1,090	1,034	95	94	1.98	2.10	2,158	2,172
IND	44	41	43	366	408	441	108	348	400	91	89	2.16	2.44	752	976
IOWA	45	42	42	630	605	730	121	607	584	93	94	1.88	2.13	1,141	1,244
MD	*	*	23	*	205	194	95	*	194	*	96	*	2.22	*	431
MASS	59	51	48	419	403	398	99	414	399	83	61	1.84	1.87	762	746
MICH	90	79	98	890	990	1,307	132	878	971	77	75	1.67	1.70	1,466	1,651
MINN	58	51	51	502	408	458	112	495	381	86	82	1.96	2.01	970	766
MO	40	34	28	884	765	745	97	879	751	59	50	1.67	1.87	1,468	1,404
N J	73	61	61	485	261	252	97	482	254	97	93	2.00	2.18	964	554
N Y - UPSTATE	129	115	114	504	523	533	102	488	485	61	76	2.00	1.84	976	892
- LONG ISLAND	27	25	29	187	287	286	100	185	281	88	97	2.22	2.11	411	593
N C	23	23	23	659	789	695	88	616	703	98	99	1.89	2.26	1,164	1,589
OHIO	171	144	172	1,591	1,552	1,601	103	1,572	1,516	87	76	1.50	1.84	2,358	2,789
OREG	12	12	11	351	375	361	96	342	352	96	100	1.69	1.83	578	644
PA	161	138	139	1,154	1,058	1,020	96	983	1,036	76	83	1.78	1.93	1,750	1,999
TENN	27	26	25	531	468	446	95	495	446	95	94	1.98	2.12	980	946
TEX	37	33	26	1,947	1,827	1,713	94	1,915	1,769	85	95	1.66	1.94	3,179	3,432
WASH	31	28	25	516	410	411	100	503	399	93	93	1.79	1.95	900	778
WIS	87	74	64	754	584	628	108	744	569	85	71	1.69	2.01	1.257	1,144
UNALLOCATED	27	26		227				220		95		2.29		504	
23 STATES 2/	1,297	1,147	1,163	21,287	22,403	23,233	104	20,588	21,551	90	91	1.66	1.78	34,096	38,447

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.
1/ EQUIVALENT WHOLESALE VALUE OF ALL SALES.
2/ DEL NOT INCLUDED 1974.

TABLE 12: FOLIAGE PLANTS FOR INDOOR OR PATIO USE: NUMBER OF PRODUCERS, SQUARE FEET IN PRODUCTION, NET VALUE OF SALES, 1973 AND 1974, AND INDICATED AREA IN PRODUCTION 1975, IN SELECTED STATES

STATE	PRODUCERS			SQUARE FEET IN PRODUCTION				NET VALUE OF SALES 1/		PERCENT OF SALES AT WHOLESALE	
	1973 WITH SALES OF		1974	1973	1974	INTENDED 1975	1975 AS PERCENT OF: 1974	1973	1974	1973	1974
	$2,000+	$10,000+	$10,000+								
	NUMBER			1,000 SQUARE FEET			PERCENT	1,000 DOLLARS		PERCENT	
CALIF	78	72	113	3,961	9,318	12,266	132	12,884	30,552	83	93
COLO	14	14	19	48	187	293	157	269	855	96	90
CONN	27	22	23	131	109	109	100	424	485	46	84
DEL	*	*		*				*		*	
FLA	123	119	163	35,965	47,509	51,882	109	33,807	48,482	100	100
ILL	68	54	49	324	436	508	117	1,342	2,213	66	69
IND	29	21	39	33	123	152	124	210	851	72	79
IOWA	33	28	29	60	77	120	156	316	848	68	78
MD	17	16	18	107	212	264	125	932	1,684	80	86
MASS	35	26	39	175	296	307	104	584	1,550	89	67
MICH	45	38	54	575	650	719	111	2,895	3,055	89	88
MINN	39	32	32	167	181	191	106	579	745	47	68
MO	29	23	19	204	50	54	108	215	171	71	51
N J	64	52	67	525	504	514	102	1,981	2,119	88	90
N Y - LONG ISLAND	23	22	27	181	244	255	105	640	1,023	85	92
- UPSTATE	80	62	70	215	300	378	126	915	1,869	70	69
N C	*	*	*	*	*	*	*	*	*	*	*
OHIO	86	59	91	575	589	663	113	2,326	3,920	86	70
OREG	11	9	12	104	117	172	147	358	500	99	96
PA	77	64	71	618	620	668	108	2,473	3,153	91	87
TENN	13	12	*	49	*	*	*	213	*	90	*
TEX	87	42	37	1,646	1,771	1,994	113	3,112	4,413	90	96
WASH	31	23	26	296	391	417	107	848	1,170	81	81
WIS	46	37	46	111	156	181	116	601	1,385	89	81
UNALLOCATED	10	7	17	18	96	102	106	58	246	76	91
23 STATES 2/	1,065	854	1,061	46,088	63,936	72,209	113	67,982	111,289	92	93

* UNALLOCATED TO AVOID DISCLOSING INDIVIDUAL OPERATIONS.
1/ GROSS VALUE OF SALES LESS COST OF PLANT MATERIAL PURCHASED FROM OTHER GROWERS FOR GROWING ON.
2/ DEL NOT INCLUDED 1974.

TABLE 13. REPORTED TOTAL AVERAGE AREA USED FOR PRODUCTION AND DERIVED AVERAGE VALUE PER UNIT: CARNATIONS, CHRYSANTHEMUMS, GLADIOLI, ROSES, AND FOLIAGE PLANTS, 1974

STATE	CARNATIONS 1/		CHRYS. STANDARD 1/		CHRYS. POMPON 1/		CHRYS. POTTED 1/		GLADIOLI 1/		ROSES 1/		FOLIAGE PLANTS 2/	
	TOTAL AV. AREA USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.	TOTAL AV. AREA USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.	TOTAL AV. AREA USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.	TOTAL AV. AREA USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.	TOTAL ACRES USED FOR PRODUCTION	AVERAGE VALUE PER ACRE	TOTAL AV. AREA USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.	TOTAL SQ. FT. USED FOR PRODUCTION	AVERAGE VALUE PER SQ. FT.
	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS	ACRES	DOLLARS	1,000 SQ. FT.	DOLLARS	1,000 SQ. FT.	DOLLARS
CALIF	25,066	1.01	14,200	.93	14,471	.75	2,448	3.20	975	3,268	11,762	1.64	9,318	3.28
COLO	6,265	2.46	22	1.27	54	3.30	122	3.57	*	*	1,320	2.73	187	4.57
CONN	135	2.27	197	1.17	219	1.71	271	3.79	*	*	*	*	109	4.45
FLA	*	*	2,253	.53	17,896	.51	3,060	1.44	13,227	906	*	*	47,509	1.02
ILL	168	1.36	411	1.67	352	2.24	592	3.67	675	1,130	1,948	1.88	436	5.08
IND	141	1.48	551	1.93	218	1.72	206	4.74	68	1,676	2,370	2.50	123	6.92
IOWA	*		121	1.82	108	2.31	347	3.59	*	*	*	*	77	11.01
MD	71	1.34	310	1.77	191	1.43	146	2.95	45	3,000	110	2.33	212	7.94
MASS	673	2.05	475	1.57	425	1.14	325	2.30	8	5,000	1,867	2.90	296	5.24
MICH	*	*	1,214	.32	434	.81	748	2.21	262	1,656	614	4.46	650	4.70
MINN	*	*	154	1.75	279	1.97	235	3.26	*	*	586	2.15	181	4.12
MO	*	*	407	1.76	202	1.88	411	3.42	*	*	*	*	50	3.42
N J	246	2.07	491	1.13	376	1.49	241	2.30	668	1,747	467	3.08	504	4.20
N Y-LONG ISLAND	206	1.37	164	1.90	347	1.10	148	4.01	*	*	757	3.25	244	4.19
-UPSTATE	42	3.05	595	1.39	535	1.40	548	1.63	11	1,363	854	2.92	300	6.23
N C	*		742	3.40	1,517	.66	782	2.03	199	2,608	236	3.05		
OHIO	476	1.94	1,500	1.93	764	1.73	676	4.13	53	1,264	817	3.41	589	6.66
OREG	*		42	.93	99	1.82	138	4.67	*	*	*	*	117	4.27
PA	856	2.18	1,138	1.79	2,076	.99	522	3.83	13	2,462	2,347	3.20	620	5.09
TENN 3/	76	1.33	333	1.51	28	1.00	386	2.45			*	*	*	
TEX	*		134	2.25	37	2.14	1,044	3.29	*	*			1,771	2.49
WASH	*		150	.71	272	1.09	158	4.92	*	*	631	2.19	391	2.99
WIS	38	2.03	115	1.45	240	1.51	191	5.99	*	*	184	3.21	156	8.88
UNALLOCATED	846	2.04							112	2,688	2,691	2.33	96	2.56
23 STATES 4/	35,305	1.38	25,719	1.15	41,140	.75	13,745	2.80	16,316	1,150	29,561	2.30	63,936	1.74

* UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

1/ EQUIVALENT WHOLESALE VALUE FOR ALL SALES. 2/ NET VALUE OF SALES. 3/ PRODUCT NEGLIGIBLE. 4/ DEL NOT INCLUDED 1974.

TABLE 14: FLOWERS AND FOLIAGE PLANTS: PERCENT OF PRODUCERS AND QUANTITY SOLD BY SIZE GROUP FOR EACH COMMODITY BY GROSS VALUE OF SALES FROM ALL GREENHOUSE AND NURSERY PRODUCTS GROWN IN 23 STATES
1974

COMMODITY	GROSS VALUE OF SALES OF SELECTED GREENHOUSE AND NURSERY PRODUCTS GROWN 1/										NUMBER OF PRODUCERS BY COMMODITY	TOTAL QUANTITY SOLD BY COMMODITY
	UNDER $50,000 2/		$50,000-$99,999		$100,000-$249,999		$250,000-$499,999		$500,000 AND OVER			
	PRODUCERS	QUANTITY SOLD	PRODUCERS	QUANTITY SOLD	PRODUCERS	QUANTITY SOLD	PRODUCERS	QUANTITY SOLD	PRODUCERS	QUANTITY SOLD		
	PERCENT										NUMBER	
STANDARD CARNATIONS												1,000 BLOOMS
1973	54	12	24	22	16	36	4	15	2	15	1,198	616,051
1973 OVER $10,000											1,040	611,985
1974	45	12	28	19	19	35	5	18	3	16	958	601,768
MINIATURE CARNATIONS												1,000 BUNCHES
1973	38	9	26	14	24	46	7	18	5	13	298	3,277
1973 OVER $10,000											285	3,270
1974	34	10	30	16	24	28	8	23	4	23	300	3,872
STANDARD CHRYSANTHEMUMS												1,000 BLOOMS
1973	62	15	19	25	13	36	3	13	3	11	1,804	138,243
1973 OVER $10,000											1,451	136,377
1974	49	15	25	25	18	32	5	17	3	11	1,402	144,042
POMPON CHRYSANTHEMUMS												1,000 BUNCHES
1973	63	12	17	10	13	26	4	22	3	30	1,796	36,129
1973 OVER $10,000											1,423	35,533
1974	52	11	24	13	16	26	5	25	3	25	1,380	37,864
GLADIOLI												1,000 SPIKES
1973	66	11	13	7	13	27	4	21	4	34	269	234,768
1973 OVER $10,000											199	231,680
1974	48	5	19	4	18	13	6	7	9	71	176	223,361
HYBRID TEA ROSES												1,000 BLOOMS
1973	19	1	19	7	27	17	16	20	19	55	316	297,355
1973 OVER $10,000											301	296,985
1974	16	1	16	4	29	15	17	19	22	61	299	319,007
MINIATURE ROSES												1,000 BLOOMS
1973	13	1	16	4	31	19	17	16	23	60	239	120,413
1973 OVER $10,000											235	120,402
1974	11	1	14	3	31	15	19	19	25	62	232	123,613
POTTED CHRYSANTHEMUMS												1,000 POTS
1973	47	5	22	8	17	19	8	20	6	48	1,297	20,588
1973 OVER $10,000											1,147	20,403
1974	39	4	25	7	19	13	9	15	8	61	1,163	21,551
					SQ FT IN PRODUCTION							SQ FT IN PRODUCTION
FOLIAGE PLANTS												1,000 SQ FT
1973	54	5	16	6	15	14	8	20	7	55	1,065	46,088
1973 OVER $10,000											854	45,595
1974	36	4	21	5	20	12	11	16	12	63	1,061	63,936
ALL COMMODITIES 3/												
1973	56		19		16		5		4		3,810	
1974	42		23		20		8		7		3,289	

1/ INCLUDES CUT FLOWERS, FLOWERING AND FOLIAGE PLANTS, BEDDING PLANTS, CULTIVATED FLORIST GREENS, NURSERY PRODUCTS, BULBS, FLOWER SEEDS, VEGETABLES GROWN UNDER GLASS, CULTIVATED MUSHROOMS, AND SOD.
2/ 1974 DATA EXCLUDE PRODUCERS WITH GROSS SALES BELOW $10,000.
3/ ALL COMMERCIAL PRODUCERS THAT GROW ONE OR MORE OF THE SELECTED COMMODITIES LISTED ABOVE.