



flowers and foliage plants

**Production and Sales, 1970 and 1971
Intentions for 1972**

SpCr 6-1 (72)

April 1972

CROP REPORTING BOARD
STATISTICAL REPORTING SERVICE • U.S. DEPARTMENT OF AGRICULTURE • WASHINGTON, D.C.

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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 any of the four cut flowers--carnations, chrysanthemums, gladioli, or roses--potted chrysanthemums or foliage plants are included in this report. All value data, except for foliage plants, are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales, except for foliage plants, in each State are converted to their equivalent wholesale value using the 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 and percent change for intentions are derived from unrounded totals.

This report includes revised estimates for 1970 and preliminary estimates for 1971.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1970 and 1971; and Intentions for 1972 in Selected States

Total value at wholesale of four important flower and foliage plants in the 23 major producing States was \$241 million in 1971, 7 percent above the previous year, according to the Crop Reporting Board. Sales of cut carnations, gladioli, roses, chrysanthemums, and potted chrysanthemums grown in 23 States in 1971 had a wholesale value of \$204 million, while net sales of foliage plants totaled \$37.6 million.

California continued as the leading producer of carnations, standard chrysanthemums, potted chrysanthemums, and roses. Florida was the leading producer of pompon chrysanthemums, gladioli, and foliage plants. Based on total wholesale value of the four cut flowers and potted chrysanthemums, California ranks first with \$66.0 million, followed by Florida with \$26.0 million and Colorado with \$16.9 million. Based on the net wholesale value of sales for foliage plants, Florida leads with \$23.1 million, followed by California with \$4.6 million and Texas with \$1.8 million.

Growers with value of sales over \$100,000 for all greenhouse and nursery products grown account for 60 to 92 percent of the total quantity of each commodity sold in 1971, while the percentage of growers in this size group ranges from 14 to 63 percent. Of the growers in the survey universe, 21 percent have value of sales for all greenhouse and nursery products grown of over \$100,000, while 20 percent have total value of sales of less than \$10,000. For additional percentage breakdown by size groups, see Table 13.

CARNATIONS

Growers plan a 6 percent increase in the number of carnation plants in production in 1972. Of the 23 States in the survey, growers in 18 States intend to have fewer plants in production in 1972. In California, the leading producing State, producers expect to have 5 percent more while Colorado growers intend to have 23 percent more plants producing in 1972. Growers in the third largest producing State, Pennsylvania, expect to reduce plantings 1 percent.

In 1971, growers in the 23 States sold 674 million blooms from 58.1 million plants. Number of blooms sold was 5 percent fewer than the previous year. California producers sold 380 million blooms which accounts for over one-half of the 23 State total. Colorado growers, with nearly one-fourth of the total bloom sales, was second with 161 million blooms. These two States accounted for 80 percent of the total carnations sold in the 23 States. Pennsylvania growers sold 26 million blooms and Massachusetts growers 25 million, ranking third and fourth, respectively. Total wholesale value of 1971 sales in the 23 States was \$46.3 million. The average price of 6.9 cents per bloom in 1971 was up slightly from the 6.7 cents in the previous year.

Standard carnations accounted for about 87 percent of all carnation sales in the 23 States. Total wholesale value of standard types in 1971 amounted to \$43.7 million. The average price of 7.4 cents per bloom in 1971 was slightly above the previous year average of 7.3 cents per bloom. Growers in the 23 States plan to increase production by 6 percent in 1972.

Miniature carnations made up about 13 percent of the total carnations in 1971. Value of sales, at \$2.6 million, was up from last year's \$2.5 million. Average price per bunch in 1971 was \$1.13, compared with \$1.00 per bunch in 1970. Growers plan to increase production by 3 percent in 1972.

STANDARD CHRYSANTHEMUMS

Standard chrysanthemum producers in the 23 States are expected to have 3 percent more plants in production in 1972. The greatest gain is expected in Massachusetts where the number of plants is expected to increase from 3.0 million to 3.4 million. In all, 12 States show an increase and 7 States a decrease. Growers in California, the leading producing State, indicate an increase of 5 percent.

In 1971, growers in the 23 major States sold 145 million blooms from 129 million plants. The number of blooms sold was 2 percent below 1970. California was first in sales with 80.5 million blooms, or 56 percent of the total, followed by Ohio with 9.3 million blooms; Florida, 9.2 million; and Pennsylvania with 7.7 million. These four States accounted for about 74 percent of the total 1971 sales in 23 States.

POMPON CHRYSANTHEMUMS

Growers in the 23 States indicated a slight increase in the number of pompon plants expected in production for 1972. Nine of the 23 States indicated an increase for 1972 while 10 States indicated a decrease.

Sales in 1971 in the 23 States were 6 percent above the previous year and totaled 34.5 million bunches from 136 million plants. California leads in production with 12.6 million bunches sold or 37 percent of the 23 State total. Florida was second with 11.9 million bunches (34 percent); and Pennsylvania third with 2.2 million bunches (6 percent). These 3 States accounted for over three-fourths of total sales in 1971. Of the 34.5 million bunches sold, 93 percent were sold at wholesale.

The value of sales for 23 States was \$29.3 million, up 10 percent from 1970. The average price per bunch increased from 82 cents in 1970 to 85 cents in 1971.

GLADIOLI

Gladioli growers in the 23 States intend to plant 2 percent less acreage in 1972. Decreases are expected in 10 of the producing States. Increases are expected in 2 States.

In 1971, growers sold 23.5 million dozen spikes from 10,631 acres, compared with 23.4 million dozen spikes sold from 11,595 acres a year earlier. Florida was the leading producer with 6,661 acres in production and 15.0 million dozen spikes sold. Sales in Florida account for 64 percent of the 23 State total. California sales were second with 3.1 million dozen spikes, followed by New Jersey with 1.8 million dozen, and North Carolina with 1.5 million dozen sold. Wholesale sales made up 99 percent of total sales, 1 percent more than the previous year. The total value at wholesale in 1971 was \$19.0 million for the 23 States, and the average price per dozen spikes was 81 cents. A year earlier, the wholesale value of sales was \$18.7 million at an average price per dozen of 80 cents.

ROSES

Rose growers in 23 States plan to grow 1 percent more plants in 1972 than in 1971. Growers in 8 States plan increases while 8 States indicated decreases and 7 States indicated no change.

In 1971, there were 429 million blooms sold in the 23 States, 2 percent less than in 1970. California growers sold 168 million blooms, 39 percent of the 23 State total. Pennsylvania was second with 44.0 million blooms. Indiana ranked third with 26.2 million and New York fourth with 26.1 million.

The value of sales for roses in 1971 was \$54.7 million, 1 percent more than a year earlier. The average price in 1971 of 12.7 cents per bloom compared with 12.3 cents the previous year.

In 1972, growers plan a 2 percent increase in hybrid tea rose plants and 2 percent decrease in miniature or sweetheart rose plants.

Hybrid tea roses accounted for 81 percent of all rose plants and 80 percent of the total value of sales of all roses in 1971. The average price for hybrid tea roses was 14.1 cents per bloom and for miniatures was 9.3 cents per bloom.

POTTED CHRYSANTHEMUMS

Growers of potted chrysanthemums intend to increase the number of pots in production by 8 percent in 1972. Seventeen States expect to increase the number of pots, with largest gains expected in Wisconsin, Maryland, Tennessee, Colorado and California.

In 1971, 17.5 million pots were sold, 9 percent more than during 1970. Total wholesale value of sales in 1971 was \$26.8 million, up from \$24.5 million a year earlier. Average wholesale price per pot was \$1.53 compared with \$1.52 the previous year. California was the leading producer with 3.9 million potted chrysanthemums sold, followed by Florida, Texas and Ohio.

FOLIAGE PLANTS

Foliage plant growers in 23 States had 38.8 million square feet in production in 1971, up 19 percent from 1970. Florida was the leading producer of foliage plants with 31.8 million square feet in production or 82 percent of the total for the 23 States. California was second with 3.0 million square feet and Texas third with 1.6 million. These 3 States accounted for 94 percent of the total area in foliage plant production and 79 percent of the total net value of sales. Intended area in production for the 23 States in 1972 is expected to be about 4 percent more than in 1971.

The net value of sales totaled \$37.6 million -- up 36 percent from a year earlier.

Table 1. Carnations, Chrysanthemums, Gladioli, Roses, and Foliage Plants:
Gross wholesale value of sales, 1970 and 1971, in selected States

State	Gross wholesale value of sales 1/															
	Carnations				Chrysanthemums				Total							
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971				
Massachusetts	2,316	1,779	871	798	814	574	545	629	68	49	3,227	3,185	7,841	7,014	529	643
Connecticut	779	691	458	493	602	583	522	486	8	7	2,733	2,070	5,102	4,330	100	172
New York:																
Upstate	390	283	815	911	932	918	708	671	104	28	2,350	2,228	5,299	5,039	224	427
Long Island	605	342	460	460	613	615	352	365	13	3	1,998	1,642	4,041	3,427	491	563
New Jersey	1,014	752	492	546	492	516	512	617	1,250	1,212	1,736	1,436	5,496	5,079	384	844
Pennsylvania	2,782	2,397	1,824	1,677	1,910	1,766	1,059	1,401	97	97	6,848	6,305	14,520	13,643	1,121	865
Ohio	1,424	1,475	2,610	2,634	1,451	1,232	1,899	1,833	105	85	1,897	2,101	9,376	9,360	1,431	1,455
Indiana	320	348	1,165	1,211	409	359	567	744	96	119	4,719	4,892	7,276	7,673	*	*
Illinois	461	439	938	822	727	661	1,265	1,305	538	533	3,779	3,364	7,708	7,124	412	287
Michigan	196	167	335	357	322	358	1,074	1,223	345	406	2,137	2,228	4,409	4,739	683	694
Wisconsin	204	169	310	197	266	275	655	765	20	*	436	497	1,891	1,903	68	187
Minnesota	169	132	230	261	505	590	715	698	39	47	1,121	973	2,779	2,701	179	191
Iowa	109	106	133	184	144	129	855	830	71	71	430	410	1,742	1,730	42	63
Missouri	385	315	745	758	260	215	886	940	6	*	599	557	2,881	2,785	42	60
Delaware	3/	3/	17	26	37	35	21	10	3/	3/	4/	4/	75	71	3/	3/
Maryland	260	174	563	556	289	299	413	524	124	126	271	249	1,920	1,928	435	477
North Carolina	960	687	1,312	1,391	860	821	1,391	1,209	1,331	1,128	432	383	6,286	5,619	38	*
Florida	*	*	1,863	1,780	8,706	10,090	2,454	2,372	11,277	11,767	284	*	24,584	26,009	15,938	23,077
Tennessee	190	194	452	427	19	12	668	792	4/	4/	*	*	1,329	1,425	125	111
Texas	*	*	341	280	71	83	2,192	2,350	*	*	*	*	2,604	2,713	537	1,804
Colorado	12,851	13,705	136	95	198	166	411	506	*	*	1,733	2,471	15,329	16,943	*	*
Washington	34	36	191	255	268	334	662	831	38	21	1,030	1,063	2,223	2,540	163	223
Oregon	129	94	74	58	155	111	585	574	*	*	1,731	1,852	2,674	2,689	98	158
California	21,895	21,789	10,590	11,353	6,601	8,510	4,124	5,128	3,111	3,216	14,113	16,022	60,434	66,018	3,657	4,634
Unallocated	213	270	--	--	--	--	--	--	84	89	443	738	740	1,097	376	651
23 States	47,686	46,344	26,925	27,530	26,651	29,252	24,525	26,803	18,725	19,004	54,047	54,666	198,559	203,599	27,073	37,586

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

2/ Net value of sales.

3/ Delaware combined with Maryland to avoid disclosure of individual operations.

4/ Production negligible.

Table 2. Carnations, All: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plant in production		Blossoms sold 1/		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/		
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	
	Number		1,000 plants		1,000 blooms		Percent		Cents		1,000 dollars		
Massachusetts	93	74	3,646	2,830	2,582	91	32,687	25,170	96	7.1	7.1	2,316	1,779
Connecticut	62	53	822	760	675	89	11,019	9,754	86	7.1	7.1	779	691
New York:													
Upstate	121	110	431	381	341	90	5,348	3,036	62	7.3	9.3	390	283
Long Island	46	29	909	497	509	102	10,287	4,803	85	5.9	7.1	605	342
New Jersey	98	85	1,124	954	877	92	11,629	8,816	70	8.7	8.5	1,014	752
Pennsylvania	218	189	3,638	2,989	2,949	99	31,322	26,224	83	8.9	9.1	2,782	2,397
Ohio	170	165	1,723	1,598	1,500	94	16,431	17,844	75	8.7	8.3	1,424	1,475
Indiana	57	52	504	421	412	98	2,782	2,882	77	11.5	12.1	320	348
Illinois	72	57	729	541	518	96	6,235	5,772	82	7.4	7.5	461	439
Michigan	50	37	191	179	161	90	1,706	1,642	60	11.5	10.2	196	167
Wisconsin	73	68	412	337	212	63	2,206	2,023	63	9.2	8.4	204	169
Minnesota	49	39	160	125	113	90	1,356	1,183	51	12.5	11.2	169	132
Iowa	34	34	86	78	58	74	887	664	13	39	12.3	109	106
Missouri	42	31	706	632	432	68	3,932	3,188	84	9.7	7.1	385	315
Delaware 3/													
Maryland 3/	30	26	451	304	274	90	2,985	2,260	67	8.7	7.7	260	174
North Carolina	26	22	975	818	790	97	9,443	7,021	94	10.2	9.8	960	687
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	9	7	362	360	360	100	2,502	2,181	86	7.6	8.9	190	194
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	168	162	13,464	12,933	15,937	123	162,766	161,374	99	7.9	8.5	12,851	13,705
Washington	20	19	69	43	39	91	346	352	46	43	10.2	34	36
Oregon	12	13	168	144	147	102	1,111	954	63	83	11.6	129	94
California	295	272	30,656	30,644	32,046	105	382,723	379,604	100	5.7	5.7	21,895	21,789
Unallocated	4	4	534	571	472	83	13,292	7,251	100	1.6	3.7	213	270
23 States	1,749	1,548	61,760	58,139	61,404	106	712,995	673,998	96	6.7	6.9	47,686	46,344

* Unallocated to avoid disclosure of individual operations.
 1/ Miniature carnation bunch converted to 37 blossoms for combining with standard carnations.
 2/ Equivalent wholesale value of all sales.
 3/ Delaware combined with Maryland to avoid disclosure of individual operations.

Table 3. Carnations, Standard: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producer		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/			
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971		
	Number		1,000 plants		1,000 blossoms		Percent		Cents		1,000 dollars			
			Intended 1972 as of 1971:											
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971		
Massachusetts	90	71	3,337	2,572	2,337	2,337	91	23,289	17,067	96	8.7	9.0	2,026	1,536
Connecticut	57	48	616	622	556	556	89	5,173	4,833	80	10.6	10.2	548	493
New York:														
Upstate	115	109	381	356	310	310	87	3,239	2,111	64	10.4	11.9	337	251
Long Island	41	27	827	456	465	465	102	7,438	3,582	83	7.1	8.4	528	301
New Jersey	95	82	989	842	767	767	91	8,447	6,115	67	10.7	10.7	904	654
Pennsylvania	216	188	3,519	2,891	2,840	2,840	98	26,105	23,264	89	9.9	9.7	2,584	2,257
Ohio	169	164	1,678	1,551	1,442	1,442	93	14,507	16,179	75	9.3	8.7	1,349	1,408
Indiana	57	*	500	*	*	*	*	2,708	*	77	11.7	*	317	*
Illinois	71	56	710	506	483	483	95	5,717	4,551	82	7.6	8.6	434	391
Michigan	48	37	187	171	153	153	89	1,595	1,457	63	11.9	10.8	190	157
Wisconsin	73	68	410	335	209	209	62	2,058	1,875	68	9.6	8.7	198	163
Minnesota	48	38	155	119	104	104	87	1,171	1,035	53	13.5	12.2	158	126
Iowa	34	*	85	*	*	*	*	813	*	17	13.1	*	106	*
Missouri	*	31	*	579	406	406	70	*	2,596	*	82	11.1	*	288
Delaware 2/														
Maryland 2/	30	26	438	297	268	268	90	2,615	2,075	66	9.4	8.1	247	168
North Carolina:	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	9	7	362	360	360	360	100	2,502	2,181	86	7.6	8.9	190	194
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	168	162	13,140	12,541	15,479	15,479	123	152,221	146,722	99	8.2	9.0	12,482	13,205
Washington	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	294	269	29,700	29,661	30,916	30,916	104	344,539	341,568	100	6.1	6.1	21,017	20,836
Unallocated	102	142	1,978	1,587	1,555	1,555	97	14,915	11,946	89	10.3	11.0	1,537	1,314
23 States	1,717	1,525	59,012	55,446	58,630	58,630	106	619,052	589,157	96	7.3	7.4	45,152	43,742

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

Table 4. Carnations, Miniature: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		: 1972 as :		Bunches sold		Percent of :		Wholesale price:		Value of sales	
	1970	1971	1970	1971	Intended:	% of :	1970	1971	1970	1971	1970	1971	1970	1971
	Number		1,000 plants		Percent		1,000 bunches		Percent		Dollars		1,000 dollars	
Massachusetts	42	28	309	258	245	95	254	219	95	97	1.14	1.11	290	243
Connecticut	34	26	206	138	119	86	158	133	91	92	1.46	1.49	231	198
New York:														
Upstate	44	36	50	25	31	124	57	25	59	42	.93	1.26	53	32
Long Island	15	9	82	41	44	107	77	33	91	90	1.01	1.24	77	41
New Jersey	36	27	135	112	110	98	86	73	77	85	1.27	1.34	110	98
Pennsylvania	56	47	119	98	109	112	141	80	53	74	1.40	1.74	198	140
Ohio	25	25	45	47	58	123	52	45	76	88	1.45	1.51	75	67
Indiana	6	*	4	*	*	*	2	*	75	*	1.42	*	3	*
Illinois	15	21	19	35	35	100	14	33	77	86	1.93	1.44	27	48
Michigan	10	8	4	8	8	100	3	5	12	26	1.75	1.85	6	10
Wisconsin	11	13	2	2	3	111	4	4	-	25	1.50	1.50	6	6
Minnesota	15	9	5	6	9	165	5	4	40	29	2.00	1.50	11	6
Iowa	6	*	1	*	*	*	2	*	-	*	1.50	*	3	*
Missouri	*	4	*	53	26	49	*	16	*	69	*	1.68	*	27
Delaware 2/														
Maryland 2/	8	5	13	7	6	86	10	5	73	54	1.28	1.18	13	6
North Carolina	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee 3/														
Texas 3/														
Colorado	39	43	324	392	458	117	285	396	97	98	1.30	1.26	369	500
Washington	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	68	55	956	983	1,130	115	1,032	1,028	100	100	.85	.93	878	953
Unallocated	13	22	474	488	383	78	357	194	99	97	.52	1.17	184	227
23 States	443	378	2,748	2,693	2,774	103	2,539	2,293	93	95	1.00	1.13	2,534	2,602

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

3/ Production negligible.

Table 5. Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale				
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971			
	Number		1,000 plants		1,000 blooms		Percent		Cents		1,000 dollars				
Massachusetts	117	108	2,702	2,965	3,374	114	114	4,127	3,167	95	91	21.1	25.2	871	798
Connecticut	70	66	1,446	1,376	1,373	100	100	1,389	1,565	87	79	33.0	31.5	458	493
New York:															
Upstate	209	204	2,576	2,493	2,610	105	105	3,135	3,045	74	72	26.0	29.9	815	911
Long Island	65	65	1,264	1,341	1,287	96	96	1,817	2,170	82	90	25.3	21.2	460	460
New Jersey	126	124	1,475	1,527	1,542	101	101	2,078	2,053	83	78	23.7	26.6	492	546
Pennsylvania	280	268	6,116	6,941	6,959	100	100	6,987	7,660	78	78	26.1	21.9	1,824	1,677
Ohio	256	260	9,177	9,160	8,772	96	96	10,118	9,306	79	78	25.8	28.3	2,610	2,634
Indiana	113	105	3,444	3,147	3,226	102	102	3,228	3,490	89	81	36.1	34.7	1,165	1,211
Illinois	114	111	3,430	2,774	3,131	113	113	3,361	2,723	82	85	27.9	30.2	938	822
Michigan	83	77	975	1,133	1,108	98	98	1,144	1,175	70	81	29.3	30.4	335	357
Wisconsin	108	97	1,037	764	720	94	94	1,177	880	69	62	26.3	22.4	310	197
Minnesota	91	82	752	672	677	101	101	806	728	57	56	28.5	35.8	230	261
Iowa	59	62	594	564	566	100	100	521	596	61	73	25.5	30.9	133	184
Missouri	63	55	3,209	3,157	3,052	97	97	3,055	3,160	86	83	24.4	24.0	745	758
Delaware	7	6	61	86	86	100	100	67	95	-	-	25.0	27.0	17	26
Maryland	47	42	1,902	1,842	1,821	99	99	2,109	2,052	78	79	26.7	27.1	563	556
North Carolina	54	50	4,445	4,613	4,660	101	101	6,130	6,784	95	83	21.4	20.5	1,312	1,391
Florida	32	25	8,841	8,606	8,791	102	102	9,270	9,175	99	100	20.1	19.4	1,863	1,780
Tennessee	19	19	1,866	1,698	1,808	106	106	2,091	1,788	95	90	21.6	23.9	452	427
Texas	21	18	1,529	1,403	1,413	101	101	1,490	1,256	99	99	22.9	22.3	341	280
Colorado	23	19	422	326	278	85	85	502	408	66	64	27.0	23.2	136	95
Washington	58	48	592	624	578	93	93	676	764	86	85	28.2	33.4	191	255
Oregon	22	23	223	180	187	104	104	257	207	85	78	28.8	27.9	74	58
California	206	200	72,160	71,130	74,457	105	105	81,465	80,518	100	100	13.0	14.1	10,590	11,353
23 States	2,243	2,134	130,218	128,522	132,476	103	103	147,000	144,765	94	93	18.3	19.0	26,925	27,530

1/ Equivalent wholesale value of all sales.

Table 6. Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971 and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971
	Number		1,000 plants		1,000 bunches		Percent	Dollars		L,000 dollars		
Massachusetts:	170	141	2,388	1,769	1,980	112	435	71	65	1.27	1.32	814
Connecticut:	85	78	1,754	1,619	1,614	100	416	65	65	1.34	1.40	602
New York:												
Upstate:	218	211	2,125	2,485	2,460	99	777	49	56	1.10	1.18	932
Long Island:	74	72	1,643	1,637	1,666	102	688	71	85	1.00	.89	613
New Jersey:	135	125	1,436	1,276	1,286	101	436	75	73	1.00	1.19	492
Pennsylvania:	259	247	6,125	6,290	6,256	99	2,241	81	84	.83	.79	1,910
Ohio:	248	243	2,524	3,152	2,686	85	1,084	59	71	1.20	1.14	1,451
Indiana:	99	98	1,060	974	863	89	291	72	65	1.29	1.23	409
Illinois:	115	110	3,024	2,838	2,770	98	539	75	82	1.14	1.23	727
Michigan:	91	84	898	971	1,036	107	295	65	74	1.04	1.22	322
Wisconsin:	117	110	1,031	879	877	100	215	52	42	1.19	1.28	266
Minnesota:	94	86	987	1,077	1,097	102	485	53	51	1.17	1.22	505
Iowa:	65	63	480	365	366	100	102	43	50	1.22	1.26	144
Missouri:	49	44	823	624	582	93	185	91	85	.94	1.16	260
Delaware:	7	6	83	66	65	99	28	-	-	1.20	1.25	37
Maryland:	46	40	739	711	633	89	241	69	68	1.19	1.24	289
North Carolina:	39	36	2,973	3,147	3,233	103	869	98	98	.93	.95	860
Florida:	48	40	63,454	62,967	63,399	101	11,899	100	99	.74	.85	8,706
Tennessee:	12	8	65	36	36	100	11	46	100	1.03	1.13	19
Texas:	13	9	355	485	484	100	96	100	100	.97	.87	71
Colorado:	23	17	689	550	540	98	131	66	67	1.26	1.27	198
Washington:	64	54	1,700	839	850	101	263	89	93	1.25	1.27	268
Oregon:	32	30	507	480	424	88	93	81	75	1.35	1.19	155
California:	246	216	32,039	40,657	41,367	102	12,644	100	100	.66	.67	6,601
23 States:	2,349	2,168	128,882	135,894	136,570	100	34,464	91	93	.82	.85	26,651

1/ Equivalent wholesale value for all sales.

Table 7. Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1970 and 1971 and indicated acres in production, 1972, in selected States

State	Producers		Acres in production		Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale		
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	
	Number		Acres		Percent	1,000 dozen	Percent	Dollars		Dollars	1,000 dollars		
Massachusetts	17	67	71	67	94	64	46	92	82	1.05	1.07	68	49
Connecticut	6	8	13	13	100	7	5	84	56	1.12	1.28	8	7
New York:													
Upstate	38	45	21	21	100	106	23	87	52	.98	1.22	104	28
L. Island	8	20	3	3	100	13	2	98	67	1.04	1.13	13	3
New Jersey	36	747	695	689	99	2,070	1,816	94	98	.60	.67	1,250	1,212
Pennsylvania	37	57	64	46	72	99	110	75	85	.98	.89	97	97
Ohio	25	17	101	66	86	94	83	92	92	1.13	1.02	105	85
Indiana	12	12	133	92	86	146	141	74	95	.66	.85	96	119
Illinois	28	26	754	755	95	872	978	100	98	.62	.55	538	533
Michigan	22	18	355	355	100	460	479	98	99	.75	.85	345	406
Wisconsin	10	9	*	*	*	36	*	64	*	.57	*	20	*
Minnesota	18	14	87	81	94	62	50	78	85	.63	.94	39	47
Iowa	10	7	47	37	100	47	43	95	94	1.52	1.64	71	71
Missouri	4	*	1	*	*	8	*	37	*	.84	*	6	*
Delaware 2/													
Maryland 2/	8	41	48	47	98	139	145	88	84	.89	.87	124	126
North Carolina:	19	757	419	319	76	2,093	1,481	99	97	.64	.76	1,331	1,128
Florida	23	7,192	6,661	6,681	100	13,854	14,971	99	100	.81	.79	11,277	11,767
Tennessee 3/													
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	*	*	*	*	*	*	*	*	*	*	*	*	*
Washington	10	11	31	30	118	18	11	40	89	2.16	1.95	38	21
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*
California	22	18	1,094	1,060	95	3,104	3,063	100	100	1.00	1.05	3,111	3,216
Unallocated	13	23	54	55	104	68	75	100	90	1.24	1.19	84	89
23 States	366	11,595	10,631	10,408	98	23,360	23,522	98	99	.80	.81	18,725	19,004

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Delaware combined with Maryland to avoid disclosure of individual operations.

3/ Production negligible.

Table 8. Roses, All: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971
	Number		1,000 plants	Percent	1,000 blooms	Percent		Cents		1,000 dollars		
Massachusetts	15	13	934	1,115	117	26,346	23,384	99	12.2	13.6	3,227	3,185
Connecticut	12	5	876	517	82	22,368	15,027	96	12.2	13.8	2,733	2,070
New York:												
Upstate	18	15	619	643	100	14,107	13,789	92	16.7	16.2	2,350	2,228
Long Island	14	11	563	428	95	14,217	12,295	100	14.1	11.3	1,998	1,642
New Jersey	17	17	534	380	79	13,160	10,007	94	13.2	14.3	1,736	1,436
Pennsylvania	35	33	1,790	1,928	101	41,996	44,006	98	16.3	14.3	6,848	6,305
Ohio	22	23	620	674	104	13,373	11,906	93	14.2	17.6	1,897	2,101
Indiana	20	18	1,229	1,185	100	28,132	26,223	96	16.8	18.7	4,719	4,892
Illinois	21	17	1,422	949	108	29,851	21,926	93	12.7	15.3	3,779	3,364
Michigan	22	22	619	620	100	11,178	11,937	96	19.1	18.7	2,137	2,228
Wisconsin	13	9	118	124	100	2,528	2,727	96	17.2	18.2	436	497
Minnesota	28	18	381	330	100	8,031	6,897	81	14.0	14.1	1,121	973
Iowa	11	8	175	149	99	3,334	2,824	93	12.9	14.5	430	410
Missouri	9	5	169	144	83	3,484	3,266	99	17.1	17.1	599	557
Delaware 2/												
Maryland	8	7	85	74	101	2,178	1,860	90	12.4	13.4	271	249
North Carolina	11	11	126	118	98	3,028	2,553	85	14.3	15.0	432	383
Florida	6	5	99	*	*	2,519	*	87	11.2	*	284	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*
Texas	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	20	19	726	842	98	15,134	21,572	99	11.5	11.5	1,733	2,471
Washington	10	8	328	345	99	7,518	8,164	100	13.7	13.0	1,030	1,063
Oregon	4	5	566	500	100	16,862	15,872	70	10.3	11.7	1,731	1,852
California	60	60	6,674	7,541	103	156,699	167,585	99	9.0	9.6	14,113	16,022
Unallocated	8	9	244	381	103	2,822	4,995	89	15.7	14.6	443	738
23 States	384	338	18,897	19,066	101	438,865	428,815	96	12.3	12.7	54,047	54,666

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 9. Roses, Hybrid Tea: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/			
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971		
	Number		1,000 plants		Percent 1,000 blooms		Percent		Cents		1,000 dollars			
Massachusetts	15	13	706	698	833	119	17,161	14,440	98	95	14.2	16.0	2,437	2,307
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New York:														
Upstate	17	14	495	512	511	100	9,697	9,270	91	99	18.5	17.9	1,794	1,659
Long Island	14	11	444	311	290	93	9,226	6,991	100	100	16.9	16.2	1,559	1,133
New Jersey	16	16	422	371	297	80	9,679	7,186	93	99	14.2	15.7	1,374	1,128
Pennsylvania	33	33	1,408	1,548	1,577	102	28,468	31,531	98	96	18.4	16.0	5,238	5,045
Ohio	22	21	525	546	577	106	10,443	9,245	94	95	14.6	19.3	1,525	1,784
Indiana	20	*	1,013	*	*	*	18,369	*	95	*	19.9	*	3,655	*
Illinois	21	17	1,032	722	797	110	18,694	14,472	94	91	15.2	18.3	2,842	2,648
Michigan	20	18	459	471	470	100	7,613	7,715	96	97	21.1	22.7	1,606	1,751
Wisconsin	13	9	92	100	100	100	1,457	1,863	93	95	20.1	20.1	292	374
Minnesota	23	16	266	259	258	99	4,845	4,577	78	96	17.1	16.5	828	755
Iowa	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	9	5	136	136	115	84	2,379	2,206	98	100	18.7	18.6	445	410
Delaware 2/														
Maryland	8	6	69	59	59	100	1,534	1,280	88	89	13.4	14.9	206	191
North Carolina	11	11	107	98	96	98	2,403	1,853	85	88	15.9	17.3	382	321
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	5	6	198	216	216	100	2,649	2,933	90	89	16.3	17.6	432	516
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	18	17	556	672	661	98	10,312	14,479	99	99	12.6	12.9	1,299	1,868
Washington	9	8	234	257	252	98	4,068	5,908	100	100	18.7	14.1	761	833
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	60	60	5,730	6,312	6,492	103	123,102	134,071	99	100	9.8	10.3	12,064	13,810
Unallocated	33	42	1,190	1,977	1,920	97	26,614	38,421	85	93	12.4	18.2	3,291	6,978
23 States	367		15,082	15,265	15,521	102	308,713	308,441	96	97	13.6	14.1	42,030	43,511

* Unallocated to avoid disclosing individual operations.
1/ Equivalent wholesale value for all sales.
2/ Production negligible.

Table 10. Roses, Miniature or Sweetheart: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated plants in production, 1972, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/			
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971		
	Number		1,000 plants		Percent 1,000 blossoms		Percent		Cents		1,000 dollars			
Massachusetts	12	9	228	255	282	111	9,185	8,944	100	76	8.6	9.8	790	878
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New York:														
Upstate	13	14	124	133	132	100	4,410	4,519	94	99	12.6	12.6	556	569
Long Island	12	9	119	138	138	100	4,991	5,304	99	99	8.8	9.6	439	509
New Jersey	14	14	112	111	83	75	3,481	2,821	96	96	10.4	10.9	362	308
Pennsylvania	30	30	382	358	351	98	13,528	12,475	99	94	11.9	10.1	1,610	1,260
Ohio	12	16	95	99	97	98	2,930	2,661	91	98	12.7	11.9	372	317
Indiana	13	*	216	*	*	*	9,763	*	98	*	10.9	*	1,064	*
Illinois	15	14	390	227	231	102	11,157	7,454	92	94	8.4	9.6	937	716
Michigan	16	17	160	150	150	100	3,565	4,222	95	99	14.9	11.3	531	477
Wisconsin	8	6	26	24	24	100	1,071	864	99	98	13.4	14.2	144	123
Minnesota	22	15	115	72	72	100	3,186	2,320	86	96	9.2	9.4	293	218
Iowa	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	5	5	33	37	29	79	1,105	1,060	100	100	13.9	13.9	154	147
Delaware 2/														
Maryland	6	5	16	14	15	107	644	580	95	98	10.1	10.0	65	58
North Carolina	6	6	19	22	22	100	625	700	86	86	8.0	8.8	50	62
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Texas 2/														
Colorado	17	17	170	190	181	95	4,822	7,093	99	99	9.0	8.5	434	603
Washington	7	6	94	93	93	100	3,450	2,256	100	100	7.8	10.2	269	230
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	48	48	944	1,040	1,049	101	33,597	33,514	99	100	6.1	6.6	2,049	2,212
Unallocated	28	35	572	639	596	93	18,642	23,587	86	93	10.2	10.5	1,898	2,468
23 States	284	266	3,815	3,602	3,545	98	130,152	120,374	96	95	9.2	9.3	12,017	11,155

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 11. Potted Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1970 and 1971, and indicated pots in production, 1972, in selected States

State	Producers		Plants in production		Pots sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/			
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971		
	Number		1,000 pots		1,000 pots		Percent		Dollars		1,000 dollars			
Massachusetts	80	65	345	378	370	371	98	352	371	86	1.64	1.69	545	629
Connecticut	42	39	276	251	258	248	103	270	248	94	1.93	1.96	522	486
New York:														
Upstate	165	155	469	440	441	421	100	448	421	88	1.58	1.60	708	671
L. Island	33	36	180	209	221	197	105	180	197	93	1.96	1.86	352	365
New Jersey	83	80	287	444	442	435	99	284	435	95	1.80	1.42	512	617
Pennsylvania	193	184	650	781	844	768	108	640	768	88	1.65	1.83	1,059	1,401
Ohio	198	177	1,485	1,245	1,255	1,207	101	1,426	1,207	91	1.33	1.52	1,889	1,833
Indiana	45	41	269	370	380	356	103	265	356	86	2.14	2.09	567	744
Illinois	81	65	684	712	701	675	98	679	675	93	1.86	1.93	1,265	1,305
Michigan	94	94	652	797	838	780	105	650	780	92	1.65	1.57	1,074	1,223
Wisconsin	83	77	435	507	555	496	110	446	496	86	1.47	1.54	655	765
Minnesota	78	68	438	444	417	422	94	416	422	76	1.72	1.66	715	698
Iowa	58	53	452	501	502	491	100	442	491	92	1.93	1.69	855	830
Missouri	44	37	708	623	675	609	108	610	609	94	1.45	1.54	886	940
Delaware	5	5	15	9	9	8	100	15	8	80	1.38	1.27	21	10
Maryland	30	28	257	286	313	278	110	256	278	95	1.61	1.88	413	524
North Carolina	33	27	830	836	846	791	101	805	791	99	1.73	1.53	1,391	1,209
Florida	14	11	2,521	2,163	2,350	2,122	109	2,040	2,122	100	1.20	1.12	2,454	2,372
Tennessee	21	20	351	424	465	411	110	345	411	99	1.94	1.93	668	792
Texas	52	35	1,444	1,429	1,543	1,374	108	1,447	1,374	98	1.52	1.71	2,192	2,350
Colorado	24	23	250	318	351	304	110	246	304	93	1.67	1.65	411	506
Washington	41	33	415	503	515	472	102	409	472	98	1.62	1.76	662	831
Oregon	14	14	433	361	371	347	103	402	347	99	1.46	1.66	585	574
California	32	27	3,128	3,999	4,742	3,921	119	3,064	3,921	100	1.35	1.31	4,124	5,128
23 States	1,543	1,394	16,974	18,030	19,404	17,504	108	16,117	17,504	95	1.52	1.53	24,525	26,803

1/ Equivalent wholesale value of all sales.

Table 12. Foliage Plants for Indoor or Patio Use: Number of producers, square feet in production, net value of sales, 1970 and 1971, and indicated area in production, 1972, in selected States

State	Producers		Square feet in production		Intended		1972 as		Net value of		Percent of sales	
	1970	1971	1970	1971	1972	percent of 1971	Percent	1970	1971	1970	1971	at wholesale
	Number		1,000 sq. ft.		1,000 sq. ft.		Percent		1,000 dollars		Percent	
Massachusetts	22	32	121	175	190	108	108	529	643	99	91	
Connecticut	16	22	73	65	66	101	101	100	172	86	80	
New York:												
Upstate	78	91	111	173	177	103	103	224	427	84	70	
Long Island	19	26	247	229	273	119	119	491	563	94	73	
New Jersey	40	41	150	251	268	107	107	384	844	93	96	
Pennsylvania	57	43	308	213	229	107	107	1,121	865	93	88	
Ohio	90	71	426	481	451	94	94	1,431	1,455	97	83	
Indiana	*	*	*	*	*	*	*	*	*	*	*	
Illinois	32	25	48	101	102	101	101	412	287	75	76	
Michigan	33	22	172	152	154	101	101	683	694	90	89	
Wisconsin	34	31	30	64	64	100	100	68	187	62	66	
Minnesota	52	39	41	43	43	101	101	179	191	21	52	
Iowa	25	18	9	20	20	100	100	42	63	68	48	
Missouri	26	17	34	58	58	100	100	42	60	48	62	
Delaware 2/ Maryland 2/ North Carolina	16	18	67	90	90	100	100	435	477	83	80	
Florida	23	*	15	*	*	*	*	38	*	42	*	
Tennessee	134	117	27,086	31,764	33,252	105	105	15,938	23,077	100	97	
	15	11	30	25	27	109	109	125	111	93	94	
Texas	78	61	1,473	1,573	1,649	105	105	1,156	1,804	95	98	
Colorado	*	*	*	*	*	*	*	*	*	*	*	
Washington	29	31	131	111	95	86	86	163	223	96	83	
Oregon	7	10	80	91	91	100	100	98	158	100	98	
California	63	69	1,892	2,981	3,016	101	101	3,657	4,634	98	89	
Unallocated	38	40	80	102	105	103	103	376	651	95	86	
23 States	927	835	32,624	38,762	40,420	104	104	27,692	37,586	97	95	

* Unallocated to avoid disclosing individual operations.
 1/ Gross value of sales less cost of plant material purchased from other growers for growing on.
 2/ Delaware combined with Maryland to avoid disclosure of individual operations.

Table 13. 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, 23 States, 1971

Commodity	Gross Value of Sales of All Greenhouse and Nursery Products Grown 1/										Number of Producers	Total Quantity sold by Commodity
	Under \$10,000		\$10,000-\$24,999		\$25,000-\$49,999		\$50,000-\$99,999		\$100,000 and over			
	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold		
Percent										Number	1,000 blooms	
Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold	Producers Sold	Quantity Sold			
Standard Carnations	15	1	22	4	25	12	21	23	17	60	1,525	589,157
Miniature Carnations	7	*	17	5	22	8	25	22	29	65	378	2,293
Standard Chrysanthemums	21	2	25	5	21	12	18	23	15	58	2,134	144,765
Pompon Chrysanthemums	23	2	26	4	21	7	16	13	14	74	2,168	34,464
Gladioli	29	1	21	3	16	3	14	4	20	89	320	23,522
Hybrid Tea Roses	4	*	8	1	12	1	18	6	58	92	323	308,441
Miniature Roses	4	1	6	1	9	1	18	5	63	92	266	120,374
Potted Chrysanthemums	13	1	24	3	22	4	19	10	22	82	1,394	17,504
Foliage Plants	21	1	21	3	16	3	15	6	27	87	835	38,762
All Commodities 2/	20	-	22	-	19	-	18	-	21	-	4,027	-

* Less than 0.5 percent.

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/ All commercial producers that grow one or more of the selected commodities listed above.



