



**FLOWERS AND  
FOLIAGE PLANTS**

**PRODUCTION AND SALES,  
1968 AND 1969  
INTENTIONS FOR 1970 IN  
SELECTED STATES**

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLI
- ROSES
- FOLIAGE PLANTS

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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 figures, 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. The published average price and percent change for intentions are derived from unrounded totals. Sales times average price does not necessarily equal the published wholesale value.

This report includes revised estimates for 1968 and preliminary estimates for 1969.

## FLOWERS AND FOLIAGE PLANTS

### Production and Sales, 1968 and 1969; and Intentions for 1970 in Selected States

Total value at wholesale of four important flowers and foliage plants in the 23 major producing States was \$228 million in 1969, 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 1969 had a wholesale value of \$199 million, while net sales of foliage plants totaled \$29 million.

Wholesale value of total sales in 1969 for each type of cut flower in all 23 States was: \$47.7 million, carnations; \$54.0 million, cut chrysanthemums; \$21.3 million, gladioli; \$53.9 million, roses; and \$21.9 million for potted chrysanthemums. In the 23 States, value of sales for cut flowers for carnations was up 6 percent, cut chrysanthemums up 4 percent, gladioli up 1 percent and cut roses up 9 percent from 1968. Potted chrysanthemums showed an increase in value of 12 percent.

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 \$57.8 million, followed by Florida with \$27.3 million and Colorado with \$14.6 million. Based on the net wholesale value of sales for foliage plants, Florida leads with \$15.5 million, followed by California with \$3.7 million, and Ohio with \$1.8 million.

### CARNATIONS

Growers plan a 2 percent increase in the number of carnation plants in production in 1970. Of the 23 States in the survey, 7 intend to have more plants in production in 1970. California, the leading producing State, expects to have 4 percent more while Colorado intends to have 9 percent more plants producing in 1970. Growers in the third largest producing State, Pennsylvania, expect to reduce plantings 4 percent.

In 1969, growers in the 23 States sold 693 million blooms from 62 million plants. Number of blooms sold was 10 percent greater than the previous year. California sold 373 million blooms which accounted for about one-half of the 23 States total. Colorado, with one-fifth of the total bloom sales, was second with 145 million blooms. These two States accounted for 75 percent of the total carnations sold in the 23 States. Massachusetts growers sold 37 million blooms and Pennsylvania growers, 36 million, ranking third and fourth, respectively. Total wholesale value of 1969 sales in the 23 States was \$47.7 million. The average price of 6.9 cents per bloom in 1969 was down slightly from the 7.1 cents the previous year.

Standard carnations accounted for about 96 percent of all carnation plants in the 23 States. Total wholesale value of standard types in 1969 amounted to \$45.6 million. The average price of 7.4 cents per bloom in 1969 was slightly below the previous year average of 7.6 cents per bloom. Growers in the 23 States plan to increase production by 2 percent in 1970.

Miniature carnations made up about 4 percent of the total carnations in 1969. Value of sales at \$2.1 million was up from last year's \$1.6 million. Average price per bunch in 1969 at \$0.97 compared with \$1.01 per bunch in 1968. Growers plan to increase production by about 1 percent in 1970.

### STANDARD CHRYSANTHEMUMS

A 4 percent increase in the number of standard chrysanthemum plants in production in the 23 States is indicated for 1970. Greatest gain is expected in Texas where the number of plants may increase from 1.0 million to 1.7 million.

In 1969, growers in the 23 major States sold 137 million blooms from 118 million plants. The number of blooms sold was nearly 5 percent above 1968. California was first in sales with 70.7 million blooms or 52 percent of the total, followed by Florida with 10.0 million blooms; Ohio, 9.4 million; and Pennsylvania with 6.6 million. These four States accounted for about 71 percent of the total 1969 sales in 23 States.

Wholesale value of 1969 sales was \$26.8 million for the 23 States, compared with \$26.4 million in 1968. Average price was 19.6 cents per bloom compared with 20.2 cents in 1968.

### POMPON CHRYSANTHEMUMS

Growers in the 23 States indicated a 3 percent increase in number of pompon plants expected in production for 1970. Thirteen of the 23 States indicate an increase for 1970. However, most of the expected increase is in California and Florida.

Sales in 1969 in the 23 States were 8 percent above the previous year and totaled 32.9 million bunches from 141 million plants. Florida continued to lead production with 13.4 million bunches sold or 41 percent of the 23 State total. California was second with 9.6 million bunches (29 percent); and Pennsylvania third with 2.0 million bunches (6 percent). These three States accounted for three-fourths of total sales in 1969. Of the 32.9 million bunches sold, 93 percent were sold at wholesale.

The value of sales for 23 States was \$27.2 million, up 6 percent from 1968. The average price per bunch decreased from 84 cents in 1968 to 83 cents in 1969.

### GLADIOLI

Gladioli growers in the 23 States intend to plant about 5 percent less acreage in 1970. Moderate increases are expected in 7 of the producing States. Declines are expected in 14 States.

In 1969, growers sold 27.2 million dozen spikes from 13,129 acres compared with 28.1 million dozen spikes sold from 12,934 acres a year earlier. Florida was by far the leading producer with 8,473 acres and 17.4 million dozen spikes sold. Production in Florida dropped 4 percent from 1968 but this State still accounted for 64 percent of the 23 State total. California was second with 3.6 million dozen spikes, followed by North Carolina with 2.1 million dozen, and New Jersey with 1.5 million dozen sold. Wholesale sales made up 99 percent of total sales, 2 percent more than the previous year. The total value at wholesale in 1969 was \$21.3 million for the 23 States, and the average price per dozen spikes was 79 cents. A year earlier the wholesale value of sales was \$21.1 million at an average price per dozen of 75 cents.

## ROSES

Rose growers in 1970 plan a 4 percent increase in number of plants. The largest increase is in Colorado where growers plan to increase production by 60 percent.

In 1969, there were 427.4 million blooms sold in the 23 States, 5 percent more than in 1968. California growers sold 156.2 million blooms, 37 percent of the 23 State total. Pennsylvania was second with 45.1 million blooms. New York ranked third with 31.3 million and Illinois fourth with 28.2 million.

The value of sales for roses in 1969 was \$53.8 million, 9 percent greater than a year earlier. The average price in 1969 of 12.6 cents per bloom compared with 12.0 cents the previous year.

In 1970, growers plan a 3 percent increase in hybrid tea rose plants and 5 percent increase in miniature or sweetheart rose plants.

Hybrid tea roses accounted for 83 percent of all rose plants and 80 percent of the total value of sales of all roses last year. The average price for hybrid tea roses was 13.7 cents per bloom and for miniatures was 9.5 cents per bloom.

## POTTED CHRYSANTHEMUMS

Growers of potted chrysanthemums intend to increase the number of pots in production by 8 percent in 1970. Most States expect to increase the number of pots, with largest gains expected in North Carolina; Florida and California.

In 1969, 14.3 million pots were sold, 6 percent greater than during 1968. Total wholesale value of sales in 1969 was \$21.9 million, up from \$19.6 million a year earlier. Average wholesale price per pot, at \$1.54, compared with \$1.46 the previous year. California was the leading producer with 2.3 million potted chrysanthemums sold, followed by Florida, Texas and Ohio.

## FOLIAGE PLANTS

Foliage plant growers in 23 States had 31.5 million square feet in production in 1969, up 5 percent from 1968. Florida was the leading producer of foliage plants with 25.9 million square feet in production or 82 percent of the total for the 23 States. California was second with 1.8 million square feet and Texas, third with 1.4 million. These 3 States accounted for 92 percent of the total area in foliage plant production and 71 percent of the total net value of sales. Intended area in production for the 23 States in 1970 is expected to be about 3 percent more than in 1969.

The net value of sales totaled \$29.2 million -- up 12 percent from a year earlier.

Table 1.--Garnations, Chrysanthemums, Gladioli, Roses and Foliage Plants:  
Gross wholesale value of sales, 1968 and 1969, in selected States

State	Gross wholesale value of sales 1/															
	Carnations		Chrysanthemums				Gladioli		Roses		Total (4 flowers)		Foliage plants 2/			
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969		
Massachusetts	2,988	2,778	920	1,044	771	409	483	86	75	2,811	2,981	7,941	8,132	1,071	949	
Connecticut	832	883	373	415	517	447	506	10	6	2,605	2,775	4,732	5,102	145	151	
New York:																
Upstate	367	375	841	842	776	641	606	324	241	2,250	2,816	5,188	5,656	305	363	
Long Island	759	655	753	587	540	289	241	3/	3/	1,723	1,946	3,979	3,969	1,041	876	
New Jersey	791	900	587	599	447	339	453	1,019	1,183	1,493	1,604	4,676	5,260	536	529	
Pennsylvania	3,491	3,064	1,750	1,734	1,743	780	992	101	99	6,199	6,726	14,064	14,316	1,021	899	
Ohio	1,760	1,578	2,690	2,394	1,210	1,143	1,540	1,656	135	1,864	2,089	9,199	8,984	1,578	1,853	
Indiana	375	400	1,053	1,161	453	417	595	626	129	4,039	4,760	6,644	7,481	*	*	
Illinois	684	660	988	1,045	774	829	1,050	513	580	3,675	3,666	7,684	7,982	335	294	
Michigan	300	169	347	338	447	314	1,024	306	396	1,902	1,985	4,326	4,386	529	629	
Wisconsin	370	353	402	419	405	398	811	765	22	618	687	2,628	2,622	125	135	
Minnesota	219	190	359	261	593	476	689	597	47	960	1,054	2,867	2,617	236	175	
Iowa	139	117	226	203	230	210	665	776	52	519	357	1,831	1,714	53	35	
Missouri	396	421	821	892	310	356	659	739	4	523	549	2,713	2,957	68	105	
Delaware	30	24	59	20	72	32	18	21	4/	5/	5/	179	97	4/	4/	
Maryland	362	298	556	573	295	363	405	118	124	239	295	1,933	1,990	357	418	
North Carolina	988	1,064	1,182	1,254	726	815	1,309	1,410	1,939	306	391	6,450	6,563	39	40	
Florida	*	*	1,804	1,888	9,977	9,977	1,518	1,977	12,713	13,129	516	372	26,142	27,343	13,757	15,497
Tennessee	*	*	391	487	26	540	602	5/	5/	373	428	1,330	1,537	29	52	
Texas	13	7	270	247	87	47	1,831	2,130	21	30	8	2,252	2,439	869	1,478	
Colorado	10,862	12,546	145	179	197	215	294	371	31	870	1,230	12,399	14,580	*	*	
Washington	90	50	226	209	287	282	641	750	27	839	969	2,110	2,310	187	348	
Oregon	148	107	42	60	101	140	513	498	45	1,630	1,658	2,479	2,499	143	152	
California	18,471	20,566	9,641	9,962	5,230	6,403	2,948	3,473	3,387	13,245	14,512	52,690	57,778	3,028	3,675	
Unallocated	463	491	---	---	---	---	---	---	38	---	---	463	529	476	505	
23 States	44,898	47,696	26,426	26,813	25,636	27,195	19,595	21,938	21,115	21,343	49,229	53,858	186,899	198,843	25,928	29,158

\* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales. 2/ Net value of sales. 3/ Long Island, New York, combined with Upstate New York to avoid disclosure of individual operations. 4/ Delaware combined with Maryland to avoid disclosure of individual operations. 5/ Production negligible.

Table 2.--Carnations, All: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <sup>2/</sup>	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	- Number -		- L,000 plants -		- L,000 blooms		- Percent -		- Cents -		- L,000 dollars	
Massachusetts	129	107	4,488	3,750	37,001	37,416	93	92	8.1	7.4	2,988	2,778
Connecticut	64	67	813	804	10,296	10,880	77	80	8.1	8.1	832	883
New York:												
Upstate	147	125	528	442	5,099	5,712	57	58	7.2	6.6	367	375
Long Island	51	50	1,015	885	11,080	10,200	87	92	6.9	6.4	759	655
New Jersey	104	102	1,167	1,051	10,658	10,600	82	80	7.4	8.5	791	900
Pennsylvania	284	241	4,149	3,769	38,886	35,584	88	89	9.0	8.6	3,491	3,064
Ohio	204	194	1,926	1,667	17,046	15,774	70	74	10.3	10.0	1,760	1,578
Indiana	70	66	482	421	3,092	3,275	81	78	12.1	12.2	375	400
Illinois	95	78	949	854	8,571	8,301	83	89	8.0	8.0	684	660
Michigan	68	62	303	194	2,947	1,501	54	50	10.2	11.3	300	169
Wisconsin	86	82	367	347	2,928	2,831	87	88	12.6	12.5	370	353
Minnesota	51	46	184	162	1,840	1,644	78	61	11.9	11.6	219	190
Iowa	45	40	101	99	992	889	32	28	14.0	13.2	139	117
Missouri	46	47	770	779	5,460	4,384	80	79	7.3	9.6	396	421
Delaware	8	6	33	20	357	297	22	5	8.4	8.1	30	24
Maryland	30	28	525	424	3,717	2,990	73	69	9.7	10.0	362	298
North Carolina	32	27	1,010	908	9,146	9,908	94	96	10.8	10.7	988	1,064
Florida <sup>3/</sup>	---	---	---	---	---	---	---	---	---	---	---	---
Tennessee <sup>3/</sup>	11	12	1,429	863	10,416	11,333	99	98	4.4	4.3	463	491
Texas	8	4	29	5	145	46	38	21	9.0	15.2	13	7
Colorado	152	158	10,632	13,210	126,843	145,240	98	99	8.6	8.6	10,862	12,546
Washington	24	20	84	56	724	500	84	84	12.4	10.0	90	50
Oregon	16	14	164	164	1,417	1,139	67	67	10.4	9.4	148	107
California	263	285	25,004	31,015	321,484	372,762	99	100	5.7	5.5	18,471	20,566
23 States	1,988	1,861	56,176	61,889	630,145	693,206	94	96	7.1	6.9	44,898	47,696

<sup>1/</sup> Miniature carnation bunch converted to 37 blooms for combining with standard carnations.

<sup>2/</sup> Equivalent wholesale value of all sales.

<sup>3/</sup> Florida combined with Tennessee to avoid disclosure of individual operations.

Table 3.--Carnations, Standard: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		- 1,000 plants -		Percent		1,000 blossoms		Cents		1,000 dollars	
Massachusetts	125	102	4,275	3,826	3,495	91	29,897	29,387	93	9.3	8.6	2,780
Connecticut	60	61	682	612	591	97	6,559	5,478	72	10.6	12.4	695
New York:												
Upstate	123	114	489	426	390	91	3,841	3,529	58	8.6	9.0	330
Long Island	48	46	912	899	790	88	8,157	7,277	87	8.3	7.9	677
New Jersey	97	95	1,067	1,048	936	89	7,698	7,899	78	9.0	10.2	693
Pennsylvania	282	239	3,998	3,728	3,577	96	33,410	30,034	87	9.9	9.6	3,308
Ohio	204	192	1,892	1,702	1,622	95	15,862	14,368	68	10.8	10.5	1,713
Indiana	70	*	478	*	*	*	2,981	*	82	12.4	*	370
Illinois	94	73	930	793	824	104	8,053	7,191	83	8.2	8.6	660
Michigan	63	56	293	184	189	102	2,651	1,390	56	10.7	11.8	284
Wisconsin	86	82	365	350	345	99	2,817	2,757	88	13.0	12.7	366
Minnesota	*	*	*	*	*	*	*	*	*	*	*	*
Iowa	*	*	*	*	*	*	*	*	*	*	*	*
Missouri	*	46	*	799	756	95	*	4,125	*	*	9.9	408
Delaware	8	6	31	25	19	76	320	260	23	9.0	9.0	29
Maryland	30	27	514	457	414	91	3,421	2,657	71	10.3	10.8	352
North Carolina	32	27	1,007	904	895	99	8,998	9,686	94	10.9	10.9	981
Florida	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee	7	9	324	360	350	97	2,466	2,571	95	8.6	8.1	212
Texas	8	*	29	*	*	*	145	*	38	9.3	*	13
Colorado	152	158	10,493	11,962	12,940	108	121,589	137,914	98	8.8	8.9	10,700
Washington	16	*	*	*	*	*	*	*	*	*	*	*
Oregon	16	*	163	*	*	*	1,343	*	70	10.7	*	144
California	261	280	24,587	29,118	30,236	104	301,097	338,648	99	6.0	5.9	18,069
Unallocated	164	191	1,613	1,222	1,140	93	9,122	8,300	78	9.8	11.3	894
23 States	1,930	1,804	54,142	58,415	59,509	102	570,427	613,471	95	7.6	7.4	43,270
												45,607

\* Unallocated to avoid disclosure of individual operations.  
1/ Equivalent wholesale value of all sales.



Table 4.--Carnations, Miniature: Number of producers, plants in production, sales, price, wholesale, value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale			
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969		
	Number		- 1,000 plants -		1,000 bunches		Percent		Dollars		1,000 dollars			
Massachusetts .....	38	42	213	254	255	100	192	217	94	92	1.08	1.15	208	251
Connecticut .....	24	29	131	159	213	134	101	146	87	90	1.36	1.40	137	204
New York:														
Upstate .....	33	40	39	46	52	113	34	59	52	55	1.08	.96	37	57
Long Island .....	13	12	103	95	95	100	79	79	88	95	1.04	1.02	82	80
New Jersey .....	33	34	124	119	115	97	80	73	92	87	1.22	1.28	98	94
Pennsylvania .....	43	50	151	189	192	102	148	150	91	91	1.24	1.20	183	181
Ohio .....	20	26	34	42	45	105	32	38	94	84	1.47	1.84	47	69
Indiana .....	4	*	4	*	*	*	3	*	46	*	1.66	*	5	*
Illinois .....	12	19	19	32	30	96	14	30	85	95	1.77	1.40	24	42
Michigan .....	18	16	10	4	5	132	8	3	36	16	2.14	1.75	16	5
Wisconsin .....	10	9	2	2	2	100	3	2	50	50	1.13	1.40	4	3
Minnesota .....	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Iowa .....	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Missouri .....	*	4	*	19	23	121	*	7	*	69	*	1.94	*	13
Delaware 2/ .....	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Maryland 2/ .....	9	9	13	13	11	85	9	10	81	68	1.27	1.30	11	12
North Carolina .....	5	5	3	13	13	97	4	6	74	84	1.85	1.35	7	8
Florida .....	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Tennessee .....	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Texas 3/ .....	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Colorado .....	20	31	139	210	270	129	142	198	92	96	1.14	1.38	162	272
Washington .....	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Oregon .....	4	*	1	*	*	*	2	*	5	*	2.00	*	4	*
California .....	37	44	417	747	779	104	551	922	100	100	.73	.64	402	586
Unallocated .....	22	20	631	414	280	68	212	215	96	99	.95	.99	201	212
23 States .....	345	390	2,034	2,358	2,380	101	1,614	2,155	93	95	1.01	.97	1,628	2,089

\* 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, 1968 and 1969 and indicated plants in production, 1970, in selected States.

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/		
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	
	Number		- 1,000 plants -		Percent		1,000 blooms		Cents		1,000 dollars		
					: 1970 as :								
					Intended percent:								
					of 1969:								
Massachusetts	153	143	3,483	3,761	3,727	99	3,802	3,689	86	24.2	28.3	920	1,044
Connecticut	80	79	1,167	1,323	1,320	100	1,385	1,484	79	26.9	28.0	373	415
New York:													
Upstate	245	226	2,647	2,693	2,575	96	3,025	3,040	74	27.8	27.7	841	842
Long Island	73	66	1,921	1,687	1,326	79	2,748	2,425	92	27.4	24.2	753	587
New Jersey	149	139	1,586	1,585	1,571	99	2,310	2,322	76	25.4	25.8	587	599
Pennsylvania	338	312	5,774	5,654	5,549	98	6,861	6,619	75	25.5	26.2	1,750	1,734
Ohio	312	290	10,761	8,982	9,437	105	10,760	9,386	87	25.0	25.5	2,690	2,394
Indiana	129	123	3,263	3,509	3,522	100	3,311	3,446	85	31.8	33.7	1,053	1,161
Illinois	137	129	3,713	3,875	3,880	100	3,728	3,786	94	26.5	27.6	988	1,045
Michigan	115	98	1,094	1,058	1,098	104	1,214	1,087	76	28.6	31.1	347	338
Wisconsin	122	122	1,122	1,047	1,206	115	1,218	1,147	77	33.0	36.5	402	419
Minnesota	97	91	1,263	987	891	90	1,274	981	56	28.2	26.6	359	261
Iowa	71	70	685	622	648	104	802	679	70	28.2	29.9	226	203
Missouri	78	77	3,705	3,658	3,669	100	3,450	3,405	93	23.8	26.2	821	892
Delaware	12	8	153	61	53	87	214	69	5	27.4	29.0	59	20
Maryland	50	50	1,751	1,811	1,790	99	1,970	1,964	82	28.2	29.2	556	573
North Carolina	59	53	3,899	3,771	3,994	106	5,683	5,700	93	20.8	22.0	1,182	1,254
Florida	32	34	10,342	10,333	10,625	103	10,192	10,042	100	17.7	18.8	1,804	1,888
Tennessee	14	17	1,197	1,870	1,934	103	1,997	2,214	98	19.6	22.0	391	487
Texas	37	33	1,192	1,026	1,654	161	1,084	962	85	24.9	25.7	270	247
Colorado	21	25	447	650	631	97	512	749	74	28.3	23.9	145	179
Washington	49	57	522	562	631	112	794	680	97	28.4	30.7	226	209
Oregon	30	24	135	219	223	102	167	248	82	24.8	24.2	42	60
California	196	191	48,492	56,955	60,783	107	62,368	70,654	100	15.5	14.1	9,641	9,962
23 States	2,599	2,457	110,314	117,699	122,737	104	130,869	136,778	93	20.2	19.6	26,426	26,813

1/ Equivalent wholesale value of all sales.



Table 7.--Gladfoli: Number of producers, acres in production, sales, price, wholesale value, 1968 and 1969, and indicated acres in production, 1970, in selected States

State	Producers		Acres in production		Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		Acres		1,000 dozen		Percent		Dollars		1,000 dollars	
Massachusetts	25	18	54	56	71	66	95	96	1.22	1.14	86	75
Connecticut	14	9	17	14	11	7	75	88	.89	.92	10	6
New York:												
Upstate 2/	57	51	187	51	378	267	91	91	.86	.90	324	241
Long Island 2/	---	---	---	---	---	---	---	---	---	---	---	---
New Jersey	36	34	511	567	1,400	1,546	99	99	.73	.76	1,019	1,183
Pennsylvania	53	40	70	68	109	110	85	91	.93	.90	101	99
Ohio	31	27	152	87	143	128	91	94	.94	.96	135	124
Indiana	17	15	150	124	160	150	92	95	.81	.78	129	117
Illinois	40	33	853	754	966	1,008	99	100	.53	.58	513	580
Michigan	33	26	360	364	460	487	98	97	.67	.81	306	396
Wisconsin	14	*	25	*	21	*	99	*	1.05	*	22	*
Minnesota	20	14	88	71	90	60	93	80	.53	.66	47	39
Iowa	11	8	46	48	44	38	95	97	1.20	1.35	52	51
Missouri	6	*	5	*	5	*	94	*	.80	*	4	*
Delaware 3/	---	---	---	---	---	---	---	---	---	---	---	---
Maryland 3/	12	11	39	46	142	146	87	86	.83	.85	118	124
North Carolina	29	26	846	859	2,394	2,092	98	99	.81	.78	1,939	1,629
Florida	28	26	8,364	8,161	17,905	17,366	96	99	.71	.76	12,713	13,129
Tennessee 4/	---	---	---	---	---	---	---	---	---	---	---	---
Texas	8	*	15	*	22	*	80	*	.98	*	21	*
Colorado	4	4	11	17	32	35	100	100	.98	1.11	31	39
Washington	13	10	116	85	30	37	98	98	.90	1.35	27	50
Oregon	14	10	45	45	37	28	91	95	1.24	1.29	45	36
California	27	20	980	1,041	3,660	3,566	100	100	.95	.95	3,473	3,387
Unallocated	---	16	---	30	---	33	---	97	---	1.15	---	38
23 States	492	398	12,934	12,488	28,080	27,170	97	99	.75	.79	21,115	21,343

\* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Long Island, New York combined with Upstate, New York to avoid disclosure of individual operations.

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

4/ Production negligible.

Table 8.--Roses, All: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		1,000 plants		1,000 blooms		Percent		Cents		1,000 dollars	
				Intended: 1970 as percent of:								
			1968	1969	1970	1969	1968	1969	1968	1969	1968	1969
Massachusetts	14	16	721	916	1,071	117	21,539	23,308	99	98	13.0	12.8
Connecticut	7	11	844	850	839	99	21,977	21,145	100	100	11.9	13.1
New York:												
Upstate	14	15	733	761	708	93	15,298	16,568	99	92	14.7	17.0
Long Island	11	14	539	566	589	104	14,362	14,746	99	100	12.0	13.2
New Jersey	16	16	529	513	508	99	12,604	12,743	99	98	11.8	12.6
Pennsylvania	40	40	1,739	1,785	1,872	105	43,061	45,060	95	98	14.4	14.9
Ohio	22	23	596	650	682	105	11,953	11,485	84	94	15.6	18.2
Indiana	21	21	1,093	1,261	1,266	100	23,647	27,325	98	96	17.1	17.4
Illinois	21	20	1,226	1,307	1,309	100	30,061	28,187	90	94	12.2	13.0
Michigan	21	22	585	563	566	101	11,760	10,904	95	95	16.2	18.2
Wisconsin	9	14	164	177	190	107	3,689	3,899	97	99	16.8	17.6
Minnesota	21	22	369	342	358	105	7,296	7,522	76	80	13.2	14.0
Iowa	8	8	199	152	159	105	3,736	2,611	80	75	13.9	13.7
Missouri	6	8	174	184	172	93	3,671	3,280	97	100	14.2	16.7
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	9	9	90	84	83	99	2,289	2,157	92	95	10.4	13.7
North Carolina	12	13	82	114	128	112	2,139	2,703	76	83	14.3	14.5
Florida	13	8	178	115	122	106	5,122	3,364	94	92	10.1	11.1
Tennessee	5	6	193	194	193	99	3,592	2,678	89	91	10.4	16.0
Texas	13	10	20	12	13	108	913	288	76	67	3.3	2.8
Colorado	15	18	277	372	594	160	6,747	9,231	97	98	12.9	13.3
Washington	9	9	264	302	319	106	6,053	6,976	100	99	13.9	13.9
Oregon	4	4	434	428	327	76	15,138	15,049	87	90	10.8	11.0
California	56	57	5,780	6,337	6,569	104	142,207	156,169	100	100	9.3	9.3
23 States ...	371	384	16,829	17,985	18,637	104	408,854	427,398	96	97	12.0	12.6
												49,229
												53,858

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, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blossoms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		1,000 plants		1,000 blossoms		Percent		Cents		1,000 dollars	
Massachusetts	14	16	533	715	13,750	15,210	99	98	15.0	14.7	2,063	2,236
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*
New York:												
Upstate	14	13	604	615	10,959	12,212	97	90	16.1	18.6	1,764	2,272
Long Island	10	12	432	426	9,729	8,719	99	100	12.9	15.4	1,255	1,343
New Jersey	16	15	413	401	8,639	9,104	100	99	13.2	13.7	1,140	1,247
Pennsylvania	36	36	1,477	1,413	32,616	32,062	97	97	15.9	16.6	5,186	5,322
Ohio	19	22	521	586	9,404	9,203	82	94	17.0	19.7	1,599	1,813
Indiana	19	19	933	1,085	17,862	20,702	98	95	18.4	18.8	3,287	3,892
Illinois	20	20	967	1,026	22,540	19,933	92	96	13.3	14.5	2,998	2,890
Michigan	18	20	468	454	8,146	7,793	96	96	18.7	20.4	1,523	1,590
Wisconsin	*	13	*	132	*	2,473	*	98	*	20.4	*	504
Minnesota	20	22	284	260	5,004	5,032	72	76	15.2	16.1	761	810
Iowa	11	*	167	*	3,029	*	81	*	14.9	*	451	*
Missouri	6	8	140	148	2,559	2,228	97	100	16.2	18.8	415	419
Delaware <sup>2/</sup>	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	9	8	73	68	1,651	1,498	91	94	11.4	15.5	188	232
North Carolina	*	13	*	96	3,222	2,107	*	80	*	16.5	*	348
Florida	11	*	124	*	*	*	91	*	11.3	*	364	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*
Texas	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	13	16	205	284	4,281	6,064	96	98	14.9	15.1	638	916
Washington	8	9	191	226	3,845	4,428	100	99	16.7	15.9	642	704
Oregon	*	*	*	*	*	*	*	*	*	*	*	*
California	53	57	5,173	5,671	123,243	131,405	100	100	9.7	9.8	11,955	12,878
Unallocated	50	41	1,259	1,312	29,403	27,036	93	93	13.6	14.5	4,012	3,933
23 States	347	360	13,964	14,890	309,682	317,209	97	97	13.0	13.7	40,241	43,349

\* Unallocated to avoid disclosing individual operations.

<sup>1/</sup> Equivalent wholesale value for all sales.

<sup>2/</sup> Production negligible.

Table 10.--Roses, Miniature or Sweetheart: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated plants in production, 1970, in selected States

State	Producers		Plants in production		Blossoms sold	Percent of sales at wholesale		Wholesale price		Value of sales at wholesale				
	1968	1969	1968	1969		1968	1969	1968	1969	1968	1969			
	Number		- 1,000 plants -		1,000 blossoms		Cents		1,000 dollars					
	1968	1969	1970 as intended	1970 as intended	1968	1969	1968	1969	1968	1969				
			Percent	Percent			Percent	Percent						
Massachusetts	9	12	188	201	227	113	7,789	8,098	100	98	9.6	9.2	748	745
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New York:														
Upstate	11	12	129	146	148	102	4,339	4,356	97	99	11.2	12.5	486	544
Long Island	9	12	107	140	149	106	4,633	6,027	100	100	10.1	10.0	468	603
New Jersey	13	13	116	112	109	97	3,965	3,639	97	96	8.9	9.8	353	357
Pennsylvania	29	29	262	372	371	100	10,445	12,998	87	99	9.7	10.8	1,013	1,404
Ohio	12	13	75	92	96	104	2,549	2,282	90	94	10.4	12.1	265	276
Indiana	15	14	160	176	234	133	5,785	6,623	100	98	13.0	13.1	752	868
Illinois	16	14	259	281	281	100	7,521	8,254	86	89	9.0	9.4	677	776
Michigan	14	15	117	109	109	100	3,614	3,111	94	94	10.5	12.7	379	395
Wisconsin	*	7	*	45	48	107	*	1,426	*	100	*	12.8	*	183
Minnesota	19	18	85	82	88	107	2,292	2,490	84	87	8.7	9.8	199	244
Iowa	8	*	32	*	*	*	707	*	74	*	9.6	9.4	68	*
Missouri	6	5	34	36	32	89	1,112	1,052	93	100	9.7	12.4	108	130
Delaware 2/	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Maryland	7	6	17	16	16	100	638	659	96	97	8.0	9.6	51	63
North Carolina	*	5	*	18	19	108	*	596	*	92	*	7.2	*	43
Florida	11	*	54	*	*	*	1,900	*	98	*	8.0	*	152	*
Tennessee	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Texas	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Colorado	10	12	72	88	147	168	2,466	3,167	99	99	9.4	9.9	232	314
Washington	7	7	73	76	78	103	2,208	2,548	100	100	8.9	10.4	197	265
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
California	25	38	607	666	706	106	18,964	24,764	100	100	6.8	6.6	1,290	1,634
Unallocated	20	26	478	439	406	92	18,045	18,099	93	95	8.6	9.2	1,550	1,665
23 States	241	258	2,865	3,095	3,264	105	98,972	110,189	95	97	9.1	9.5	8,988	10,509

\* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 11.--Fotted Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1968 and 1969, and indicated pots in production, 1970, in selected States

State	Producers		Pots in Production		Pots Sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale	
	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969	1968	1969
	Number		- 1,000 pots -	Percent	- 1,000 pots -	Percent	Dollars	Dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Massachusetts	67	69	277	307	274	301	88	91	1.49	1.60	409	483
Connecticut	43	42	250	289	245	278	96	96	1.82	1.82	447	506
New York:												
Upstate	154	158	441	415	420	395	89	89	1.53	1.53	641	606
Long Island	37	25	179	126	174	123	94	96	1.66	1.96	289	241
New Jersey	63	67	193	256	186	249	92	95	1.82	1.82	339	453
Pennsylvania	220	199	584	631	546	615	84	84	1.43	1.61	780	992
Ohio	194	180	1,052	1,149	1,027	1,042	91	91	1.50	1.59	1,540	1,656
Indiana	41	46	315	336	301	316	89	92	1.98	1.98	595	626
Illinois	65	61	613	687	602	655	92	97	1.74	1.84	1,050	1,202
Michigan	109	93	638	714	645	686	89	88	1.59	1.73	1,024	1,184
Wisconsin	88	87	497	501	479	485	92	92	1.69	1.58	811	765
Minnesota	83	71	407	370	368	339	81	69	1.75	1.76	689	597
Iowa	53	52	426	431	413	410	90	92	1.61	1.89	665	776
Missouri	48	43	433	475	421	458	91	95	1.57	1.61	659	739
Delaware	6	6	13	15	12	14	82	82	1.50	1.50	18	21
Maryland	32	30	217	252	211	242	95	94	1.72	1.67	363	405
North Carolina	30	31	779	796	726	723	98	98	1.80	1.95	1,309	1,410
Florida	12	13	1,527	1,847	1,443	1,697	100	100	1.05	1.16	1,518	1,977
Tennessee	18	20	329	376	311	346	88	98	1.74	1.74	540	602
Texas	72	62	1,393	1,573	1,321	1,513	96	96	1.39	1.41	1,831	2,130
Colorado	19	18	217	240	192	218	88	91	1.53	1.70	294	371
Washington	34	36	415	483	394	453	94	98	1.63	1.66	641	750
Oregon	19	18	404	385	376	363	79	76	1.36	1.37	513	498
California	33	28	2,351	2,466	2,291	2,339	99	100	1.15	1.26	2,630	2,948
23 States	1,540	1,455	13,950	15,120	13,403	14,260	93	94	1.46	1.54	19,595	21,938

1/ Equivalent wholesale value of all sales.



Table 12.--Foliage Plants for Indoor or Patio Use: Number of producers, square feet in production, square feet in production, net value of sales, 1968 and 1969, and indicated area in production, 1970, in selected States

State	Producers		Square feet in production		Intended		Percent of		Net value of sales 1/		Percent of sales at wholesale	
	1968	1969	1968	1969	1970	1970	1968	1969	1968	1969	1968	1969
	Number		-- 1,000 sq. ft.		--		Percent		1,000 dollars		Percent	
Massachusetts	28	29	246	208	208	100	1,071	949	53	69		
Connecticut	23	24	54	65	63	97	145	151	85	70		
New York:												
Upstate	53	62	158	142	142	100	305	363	82	78		
Long Island	29	25	389	358	359	100	1,041	876	96	96		
New Jersey	42	35	196	197	167	84	536	529	95	95		
Pennsylvania	81	62	312	304	299	98	1,021	899	86	84		
Ohio	78	68	304	288	264	92	1,578	1,853	94	96		
Indiana	*	*	*	*	*	*	*	*	*	*		
Illinois	26	18	70	58	59	101	335	294	73	79		
Michigan	35	26	150	157	159	101	529	629	91	93		
Wisconsin	35	34	50	48	48	100	125	135	86	92		
Minnesota	35	34	68	57	57	100	236	175	62	44		
Iowa	23	19	38	12	12	100	53	35	56	57		
Missouri	30	34	45	83	85	102	68	105	44	48		
Delaware 2/	---	---	---	---	---	---	---	---	---	---		
Maryland 2/	13	19	87	88	88	100	357	418	89	82		
North Carolina	14	10	12	14	14	100	39	40	31	23		
Florida	153	140	25,034	25,874	26,822	104	13,757	15,497	99	99		
Tennessee	6	10	11	17	17	100	29	52	99	100		
Texas	109	106	1,088	1,419	1,463	103	869	1,478	77	87		
Colorado	*	*	*	*	*	*	*	*	*	*		
Washington	25	33	115	154	155	101	187	348	91	74		
Oregon	17	12	66	55	55	100	143	152	96	99		
California	52	58	1,405	1,836	1,884	103	3,028	3,675	95	85		
Unallocated	32	32	97	94	95	101	476	505	95	96		
23 States	939	890	29,995	31,528	32,515	103	25,928	29,158	93	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/ Delaware combined with Maryland to avoid disclosure of individual operations.





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