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# **FLOWERS AND FOLIAGE PLANTS**

Production and Sales, 1975 and 1976  
Intentions for 1977



Crop  
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### SURVEY CHANGES AND DEFINITIONS

Beginning with this survey, seven additional floricultural crops are included; potted poinsettias, lilies, hydrangeas, geraniums, cut snapdragons, and vegetable and flowering bedding plants. Also, five additional States are included for selected crops; Alabama, Arkansas, Georgia, Kansas, and Virginia. No data for years prior to 1976 are available for these additional crops or States.

Also beginning with this survey, geographic coverage for each crop is limited to those States which in combination comprised 95 percent of the estimated total U. S. value of production during the base year 1975. No attempt is made in this report to expand reported data to account for those minor producing States not included for any of the crops shown.

All data summarized in this report reflect information furnished by commercial floriculture producers in the States shown. A commercial producer is defined as one who had \$10,000 or more in gross sales of cut flowers, flowering and foliage plants, bedding plants, or cultivated florist greens and who produced one or more of the crops surveyed.

Reported sales represent both retail and wholesale quantities sold in the calendar year shown. Flowers, plants, or materials purchased from others for immediate resale are excluded; for foliage plants this includes plants purchased but held less than 10 weeks; for potted flower plants, those purchased but held less than 4 weeks are excluded. All data for foliage and potted flower plants represent only those grown for indoor or patio use. Value data for cut flower and potted flower crops are on a "gross wholesale" basis, before deductions for sales commissions or transportation costs. Value of sales at wholesale is an equivalent value calculated by applying the average wholesale price to total sales for each State and the U. S. total. Value of sales for foliage plants, however, is on a "net sales" basis and was derived by subtracting the reported cost of plant materials purchased from the total value of all sales (retail and wholesale).

The "area used for production" is defined as the "gross" area used, including walkways and aisles. This includes that area used for growing floriculture crops under glass, plastic, cloth, or lath and outdoors. The area is counted only once if refilled several times with the same crop during the year, but if refilled with different crops is reported under each one grown.

Production in terms of the number of plants or pots grown is no longer reported beginning with this survey. Intentions for the coming year (1977) are now expressed as a comparison between the area used for growing in 1976 and area expected to be used during 1977.

## FLOWERS AND FOLIAGE PLANTS

### HIGHLIGHTS

The 1976 wholesale value of sales from the 4,996 commercial growers surveyed totaled \$703 million for the selected crops included in this report. This report provides coverage for 9 crops included in previous surveys and, in addition, includes data for the first time for 7 additional crops and 5 more States. All cut flowers and potted flowers accounted for \$347 million, or 49 percent of the total value, with bedding and foliage plants adding the remaining \$356 million. California was the Nation's leading State in value of sales with \$200 million in wholesale value and Florida was second at \$147 million. Other large producing States, ranked in descending order, were Ohio, Michigan, Pennsylvania, New York, Massachusetts, and Illinois.

Of the crops for which comparison with 1975 is possible, the flower crops increased 10 percent in 1976 to \$259 million in wholesale value of sales, and the grand total climbed 18 percent to \$495 million. Foliage plants showed the greatest increase in wholesale value with a 28 percent increase from 1975 and potted mums ran a close second at 25 percent above a year earlier. Standard mums was the only crop to show a decline, although very slight.

Vegetable bedding plants topped all other crops in terms of the average value per square foot at \$3.10 with potted mums and tea roses not far behind at \$2.99 per square foot. Of the crops reported in previous years, potted mums, sweetheart roses, and foliage plants showed declines in the average value per square foot compared with 1975. Gladioli made a large gain with a value of \$2,069 per acre compared with \$1,843 per acre in 1975.

### STANDARD CARNATIONS

Sales of standard carnations in the six major producing States totaled 518 million blooms in 1976, off 8 percent from a year earlier. These blooms were grown on 28.8 million square feet, nearly equal to the 1975 figure. The equivalent wholesale value of all sales (retail and wholesale) rose to \$46 million, 5 percent above the previous year.

Output for 1977 is expected to take another drop as growers report intentions to raise standard carnations on only 28.0 million square feet, down 3 percent from 1976. California, which accounts for nearly three-fourths of the total, will be down only 2 percent in area of production.

### MINIATURE CARNATIONS

Growers of miniature carnations in the seven major producing States sold 5 million bunches in 1976, up 19 percent from the comparable total in 1975. The area used for production rose to 2.7 million square feet from 1975's 2.5 million. Sales were valued at \$6 million, 20 percent higher than a year earlier.

Intentions for 1977 call for another increase, as 3.0 million square feet are expected to be devoted to the crop, an 11 percent increase from 1976.

### STANDARD CHRYSANTHEMUMS

Sales of standard mums in the 14 major producing States climbed to 140 million blooms, up 3 percent from 1975. The area used for production slipped, however, to 22.4 million square feet compared with 23.4 million in 1975. This year's sales were valued at \$29 million, nearly equal to the year earlier level.

Another decline in area of production is in the offing, as producers report they intend to utilize only 21.5 million square feet, down 4 percent from 1976.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976  
IN SELECTED STATES 1/

STATE	GROSS WHOLESALE VALUE OF SALES 2/									
	CARNATIONS			CHRYSANTHEMUMS						
	STANDARD	MINIATURE	STANDARD	POMPON	POTTED					
1975	1976	1975	1976	1975	1976	1975	1976			
ALA										
ARK										
CALIF	25,507	27,006	2,237	2,984	15,959	15,388	11,602	15,175	8,545	11,150
COLO	14,563	15,302	1,112	1,265					560	803
CONN			101	122			336	701	643	518
FLA			356	440	1,126	1,363	10,191	10,065	5,325	7,569
GA										
ILL					599	529	395	384	2,251	2,413
IND					698	932	404	326	1,011	994
IOWA									1,167	1,406
KANS										
MD										
MASS	683	603	476	379	526	664			552	715
MICH					759	789	577	609	1,509	1,419
MINN					363	297	738	458	1,665	3,263
MO							644	607	756	880
N J					676	689	362	264	1,463	1,700
N Y					522	489	445	317	639	980
N C					1,022	978	1,004	723	1,623	1,871
N C	403	669	206	174	1,679	2,076	906	633	2,075	2,156
OHIO	657	626			2,623	2,837	1,295	1,544	3,360	4,777
OREG										
PA	1,399	1,367	277	261	1,959	1,769	1,805	1,883	2,318	2,417
TENN					666	505			813	790
TEX									3,862	4,610
VA										
WASH							389	468	1,054	1,157
WIS									1,046	1,279
UNALL										
TOTAL	43,212	45,573	4,701	5,625	29,371	29,305	31,093	34,157	42,237	52,867

1,000 DOLLARS

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976, IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/												
	ROSES						POTTED POINSETTIAS						
	GLADIOLI		HYBRID TEA		SWEETHEART		SNAPDRAGONS		POTTED POINSETTIAS				
1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
ALA													726
ARK													366
CALIF	2,249	2,625	17,433	20,266	2,888	3,004	112						4,283
COLO			3,559	4,033	3/3/	3/3/	19						958
CONN			3/3/	3/3/	3/3/	3/3/	50						495
FLA	11,679	11,098					245						1,229
GA													493
ILL	663	1,021	3,170	3,682	706	1,210	93						2,399
IND			5,433	5,063	1,345	1,665	156						967
IOWA							28						903
KANS													364
MD													178
MASS			3,222	2,325	1,066	772	445						1,087
MICH	558	1,025	2,245	2,886	595	815	103						1,769
MINN			1,090	1,159	310	408	30						2,773
MO							57						765
N J	1,633	1,090	1,139	1,232	347	340	128						947
N Y			4,143	4,020	1,066	1,066	269						1,532
N C	290	375					281						2,054
OHIO			2,549	2,641	485	739	220						1,119
OREG			3/3/	3/3/									3,440
PA			6,002	6,068	2,135	2,578	274						552
TENN							12						1,444
TEX													1,583
VA			1,117	1,031	406	379	44						907
WASH													1,358
WIS							33						
UNALL			3,154	4,284	2,404	2,685							
TOTAL	17,072	17,234	54,256	58,690	13,753	15,661	2,777						35,480

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976, IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/							
	POTTED GERANIUMS		POTTED LILIES		POTTED HYDRANGEAS		TOTAL 13 FLOWERS	
	1975	1976	1975	1976	1975	1976	1975	1976
	1,000 DOLLARS							
ALA				307		171		1,204
ARK				221		104		691
CALIF	234			1,942		562		104,732
COLO	660			319		76		3/
CONN	990			305		361		3,181
FLA				487		170		32,857
GA				173		64		836
ILL	1,970			1,146		131		14,911
IND	1,067			258		62		11,559
IOWA	906			451		170		3,756
KANS				55		146		589
MD				212		161		2,856
MASS	5,064			903		178		15,223
MICH	3,377			1,151		253		16,309
MINN	929			439		317		5,217
MO	437			365		343		4,637
N J	1,257			605		380		8,223
N Y	2,988			633		306		14,919
N C	701			214		91		8,567
OHIO	4,726			1,024		618		23,128
OREG	521			119		175		3/
PA	1,855			801		306		21,546
TENN				123		137		1,965
TEX	164			406		55		7,383
VA				176		137		220
WASH	883			364		175		4,776
WIS	1,696			732		5,032		5,703
UNALL								31,781
TOTAL	30,425			13,933		5,032		346,759

SEE FOOTNOTES ON PAGE 7.

TABLE 1. SELECTED CUT FLOWERS, POTTED, AND FOLIAGE PLANTS: GROSS WHOLESALE VALUE OF SALES, 1975 AND 1976, IN SELECTED STATES 1/ CONTINUED

STATE	GROSS WHOLESALE VALUE OF SALES 2/									
	FLOWERING		BEDDING PLANTS		VEGETABLE		FOLIAGE PLANTS		TOTAL ALL CROPS	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
ALA										
ARK										
CALIF	7,534	26,033			45,732	61,359				1,204
COLO	1,802	501			3,594	3,872				691
CONN	1,505	843								3/
FLA	2,691	499			87,312	110,656				5,529
GA	846	*10,029								146,703
ILL	2,473	904			3,796	4,343				11,711
IND	1,162	584								22,631
IOWA	1,031	549								13,305
KANS	264	142								5,336
MD	1,618	561			3,522	3,663				995
MASS	2,329	741			4,670	4,743				8,698
MICH	*10,903	3,671			4,433	4,406				23,036
MINN	1,766	739			2,253	1,722				35,289
MO	909	497								9,444
N J	1,027	410			3,571	3,149				6,043
N Y	4,661	2,168			4,916	5,283				12,809
N C	1,214	*1,215								27,031
OHIO	8,666	3,375			6,989	13,818				10,996
OREG	1,263	509			2,980	3,722				3/
PA	2,766	1,335			4,986	5,066				30,713
TENN	365	199								2,529
TEX	1,109	*649			6,144	9,966				19,107
VA	968	557								1,745
WASH	1,289	463								6,528
WIS	1,861	798								8,362
UNALL										43,440
TOTAL	62,022	57,971			184,898	235,768				702,520

1,000 DOLLARS

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE FOR CROPS AND STATES AS INDICATED ON PAGE 2.  
 2/ EQUIVALENT WHOLESALE VALUE OF ALL SALES FOR ALL CROPS EXCEPT FOLIAGE; FOR FOLIAGE, BASED ON NET VALUE OF SALES.  
 3/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.  
 \* INCLUDES VALUE OF SALES FROM "OPEN ACREAGE" GROWN OUTDOORS.

TABLE 2. CARNATIONS, STANDARD: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS	
CALIF	248	230	22,096	21,158	380,708	355,344	98	98	6.7	7.6	25,507	27,006
COLO	131	123	5,117	6,086	154,923	136,621	97	97	9.4	11.2	14,563	15,302
MASS	34	27	333	342	5,549	5,853	92	93	12.3	10.3	683	603
N C	9	11	268	296	3,101	5,579	96	97	13.0	12.0	403	669
OHIO	78	66	291	293	4,937	4,202	99	62	13.3	14.9	657	626
PA	94	82	684	593	12,165	10,281	91	74	11.5	13.3	1,399	1,367
TOTAL	594	539	28,789	28,768	27,959	517,880	97	99	7.7	8.8	43,212	45,573

TABLE 3. CARNATIONS, MINIATURE: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BUNCHES SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BUNCHES		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	70	80	1,436	1,597	1,879	2,984	118	118	.99	1.00	2,237	2,984
COLO	41	44	479	447	434	836	97	94	1.33	1.37	1,112	1,265
CONN	11	10	25	27	27	61	100	75	1.58	2.00	101	122
FLA	5	4	310	335	335	321	100	100	1.23	1.37	356	440
MASS	23	24	178	209	243	256	116	65	1.51	1.48	412	379
OHIO	28	28	29	34	36	82	106	64	1.94	2.12	206	174
PA	32	31	65	57	58	109	102	46	1.95	2.39	277	261
TOTAL	210	221	2,522	2,706	3,012	4,736	111	97	1.18	1.19	4,701	5,625

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.



TABLE 4. STANDARD CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL		
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	
	NUMBER		1,000 SQ. FT.		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS		
CALIF	189	158	15,177	13,797	12,859	93,328	99,275	100	100	17.1	15.5	15,959	15,388
FLA	14	13	1,750	2,271	2,255	3,980	5,450	100	100	28.3	25.0	1,126	1,363
ILL	61	49	325	318	303	1,706	1,445	73	78	35.1	36.6	599	529
IND	63	66	407	391	381	1,762	2,071	68	74	39.6	45.0	698	932
MD	25	21	317	353	320	1,440	1,707	84	75	36.5	38.9	526	664
MASS	54	70	425	341	335	2,341	1,774	92	85	31.1	44.5	728	789
MICH	80	55	303	210	220	1,777	1,060	77	87	33.1	28.0	588	297
MO	42	40	379	496	477	2,307	1,996	72	93	29.3	34.5	676	689
N J	69	52	394	324	334	1,578	1,257	84	86	33.1	38.9	522	489
N Y	124	113	556	539	550	2,711	2,520	74	70	37.8	38.8	1,022	978
N C	36	42	686	713	720	6,560	6,233	93	94	25.6	33.3	1,679	2,076
OHIO	190	174	1,373	1,482	1,421	8,771	8,837	81	83	29.9	32.1	2,623	2,837
PA	151	155	937	945	1,039	5,398	5,012	69	67	36.3	35.3	1,959	1,769
TENN	21	21	392	261	297	2,056	1,760	88	96	32.4	28.7	666	505
TOTAL	1,119	1,029	23,421	22,441	21,511	135,715	140,397	95	95	21.6	20.9	29,371	29,305

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

2/ REVISED 1975 DATA.

TABLE 5. POMPON CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BUNCHES SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 BUNCHES		PERCENT		CENTS		1,000 DOLLARS	
							AS % OF 1976	1977				
CALIF	199	177	14,581	15,265	13,349	17,606	87		18,506	.66	11,602	15,175
CONN	38	39	166	390	368	247	94		467	1.36	336	701
FLA	37	34	19,018	15,814	15,083	10,616	95		10,484	.96	10,191	10,065
ILL	63	47	296	258	237	324	92		265	1.22	395	384
IND	58	58	270	242	251	304	104		291	1.33	404	326
MASS 2/	102	87	400	417	427	377	102		367	1.53	577	609
MICH	78	53	650	330	335	590	102		305	1.25	738	458
MINN	65	49	258	260	238	537	92		389	1.20	644	607
MO	32	28	160	212	203	302	96		193	1.20	362	264
N J	67	48	334	286	294	340	102		220	1.31	445	317
N Y	138	127	746	541	522	744	96		520	1.35	1,004	723
N C	21	23	1,501	819	682	788	83		502	1.15	906	633
OHIO	181	167	693	712	674	875	95		903	1.48	1,295	1,544
PA	136	139	1,347	1,595	1,580	1,752	99		1,941	1.03	1,805	1,883
WIS	63	50	235	269	277	306	103		250	1.27	389	468
TOTAL	1,278	1,126	40,655	37,412	34,520	35,708	92		35,603	.87	31,093	34,157

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.  
2/ REVISED 1975 DATA

TABLE 6. POTTED CHRYSANTHEMUMS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 1/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	19	30	2,126	3,310	4,774	6,559	100	99	1.79	1.70	8,545	11,150
COLO	14	25	138	189	273	414	93	134	2.05	1.94	560	803
CONN	25	32	194	208	257	207	93	92	2.50	2.50	643	518
FLA	13	21	2,795	3,866	3,057	3,942	100	101	1.74	1.92	5,325	7,569
ILL	61	65	549	735	1,052	1,040	75	107	2.14	2.32	2,251	2,413
IND	39	46	183	232	392	364	90	117	2.58	2.73	1,011	994
IOWA	43	36	295	254	538	545	90	102	2.17	2.58	1,167	1,406
MD	24	36	193	239	243	311	95	92	2.27	2.30	552	715
MASS 2/	111	115	723	576	747	609	79	94	2.02	2.33	1,509	1,419
MICH 2/	109	117	817	1,110	900	1,450	76	109	1.85	2.25	1,665	3,263
MINN	51	47	195	202	367	365	64	100	2.06	2.41	756	880
MO	28	26	507	466	822	881	92	100	1.78	1.93	1,463	1,700
N J	65	65	357	577	450	560	98	105	1.42	1.75	639	980
N Y	141	177	660	764	854	926	85	100	1.92	2.02	1,623	1,871
N C 2/	45	52	863	869	868	1,022	94	92	2.39	2.11	2,075	2,156
OHIO	189	184	914	1,272	1,826	2,050	81	103	1.84	2.33	3,360	4,777
PA	127	132	551	602	1,083	1,079	89	102	2.14	2.24	2,318	2,417
TENN	21	27	362	240	355	342	97	101	2.29	2.31	813	790
TEX	25	25	1,029	1,385	1,857	2,031	99	100	2.08	2.27	3,862	4,610
WASH	26	25	216	239	514	488	94	109	2.05	2.37	1,054	1,157
WIS	62	56	217	354	482	576	81	88	2.17	2.22	1,046	1,279
TOTAL	1,238	1,339	13,884	17,689	21,711	25,761	92	101	1.95	2.05	42,237	52,867

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

2/ REVISED 1975 DATA

TABLE 7. GLADIOLI: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		SPIKES SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		ACRES		1,000 SPIKES		PERCENT		CENTS		1,000 DOLLARS	
CALIF	8	5	970	927	19,559	24,996	100	100	11.5	10.5	2,249	2,625
FLA	17	12	6,609	5,754	132,712	121,959	100	100	8.8	9.1	11,679	11,098
ILL	15	18	580	601	8,397	9,196	99	100	7.9	11.1	663	1,021
MICH 2/	16	16	453	440	6,889	8,542	56	99	8.1	12.0	558	1,025
N J	24	19	577	475	17,946	13,622	99	100	9.1	8.0	1,633	1,090
N C	7	7	131	133	2,787	3,347	80	99	10.4	11.2	290	375
TOTAL	87	77	9,320	8,330	188,290	181,662	98	100	9.1	9.5	17,072	17,234

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

2/ REVISED 1975 DATA.

TABLE 8. HYBRID TEA ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESALE PRICE		VALUE OF SALES AT WHOLESAL	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT	1,000 BLOOMS	PERCENT		CENTS		1,000 DOLLARS	
CALIF	69	71	10,646	11,078	95	137,270	100	146,858	12.7	13.8	17,433	20,266
COLO	17	14	1,452	1,736	95	21,971	99	25,690	16.2	15.7	3,559	4,033
CONN 2/	14	13	1,541	1,310	100	17,041	96	15,030	18.6	24.5	3,170	3,682
ILL	15	15	1,700	1,834	100	20,897	93	18,083	26.0	28.0	5,433	5,063
IND	9	10	1,122	726	100	13,483	69	11,804	23.9	19.7	3,222	2,325
MASS	21	11	635	549	99	7,715	78	8,798	29.1	32.8	2,245	2,886
MICH	19	16	423	373	103	5,398	91	4,954	20.2	23.4	1,090	1,159
MINN	8	7	288	320	100	4,688	99	4,514	24.3	27.3	1,139	1,232
N J	18	20	1,241	1,122	96	18,851	97	16,476	21.9	24.4	4,143	4,020
N Y	22	17	909	814	93	10,893	98	8,804	23.4	30.0	2,549	2,641
OHIO												
OREG 2/												
PA	30	23	1,688	1,568	100	25,097	99	22,473	23.0	27.0	6,002	6,068
WASH	6	6	464	439	83	4,034	100	3,776	27.7	27.3	1,117	1,031
UNALL	8	7	1,361	1,551	95	17,941	87	19,492	17.6	22.0	3,154	4,284
TOTAL	256	230	23,470	23,420	96	306,279	96	306,752	17.7	19.1	54,256	58,690

1/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 9. SWEETHEART ROSES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		BLOOMS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESALE PRICE		VALUE OF SALES AT WHOLESale 1/			
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976		
	NUMBER		1,000 SQ. FT.		1,000 BLOOMS		PERCENT		CENTS		1,000 DOLLARS			
CALIF	52	51	1,455	1,502	1,469	98	34,797	34,526	100	100	8.3	8.7	2,888	3,004
COLO 2/														
CONN 2/														
ILL	9	11	397	316	313	99	6,917	7,201	99	95	10.2	16.8	706	1,210
IND	12	12	438	516	527	102	8,271	9,682	94	94	16.3	17.2	1,345	1,665
MASS	9	9	474	304	304	100	9,114	6,174	72	100	11.7	12.5	1,066	772
MICH	13	9	144	178	178	100	3,018	4,246	76	97	19.7	19.2	595	815
MINN	15	15	125	138	145	105	2,387	2,813	91	93	13.0	14.5	310	408
N J	9	6	99	115	115	100	2,196	2,073	99	100	15.8	16.4	347	340
N Y	17	16	270	246	262	107	6,534	5,890	99	100	16.3	18.1	1,066	1,066
OHIO	16	16	186	219	203	93	3,734	4,480	99	99	13.0	16.5	485	739
PA	26	23	609	530	530	100	15,035	14,244	94	88	14.2	18.1	2,135	2,578
WASH	6	6	131	201	162	81	2,296	2,493	100	100	17.7	15.2	406	379
UNALL	21	18	720	975	870	89	17,922	20,867	99	99	13.4	12.9	2,404	2,685
TOTAL	205	192	5,048	5,240	5,078	97	112,221	114,689	95	97	12.3	13.7	13,753	15,661

1/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

2/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 10. FOLIAGE PLANTS FOR INDOOR OR PATIO USE: NUMBER OF PRODUCERS, NET VALUE OF SALES, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		INTENDED 1977	AS % OF		NET VALUE OF SALES 1/		PERCENT OF SALES AT WHOLESALE	
	1975	1976	1975	1976		1977	1975	1976	1975	1976	1975
	NUMBER		1,000 SQ. FT.		PERCENT	PERCENT		1,000 DOLLARS		PERCENT	
CALIF	139	192	10,845	14,204	14,740	104	104	45,732	61,359	94	90
COLO 2/	60	71	719	944	1,062	113	113	3,594	3,872	92	75
FLA	262	354	65,032	88,376	96,902	110	110	87,312	110,656	100	100
ILL	77	86	657	879	904	103	103	3,796	4,343	77	70
MD 2/	35	48	460	1,039	1,029	99	99	3,522	3,663	77	78
MASS 2/	135	131	1,040	965	881	91	91	4,670	4,743	55	62
MICH	120	105	1,002	910	915	101	101	4,433	4,406	61	52
MINN	49	54	249	275	281	102	102	2,253	1,722	51	73
N J	81	75	988	866	934	108	108	3,571	3,149	85	87
N Y 2/	200	208	1,065	1,097	1,075	98	98	4,916	5,283	68	65
OHIO	154	173	1,159	1,464	1,402	96	96	6,989	13,818	75	76
OREG 2/	51	51	717	797	886	111	111	2,980	3,722	95	92
PA	82	95	933	1,064	1,007	95	95	4,986	5,066	91	54
TEX	44	42	2,335	3,419	3,437	101	101	6,144	9,966	96	90
TOTAL	1,489	1,685	87,201	116,299	125,455	108	108	184,898	235,768	92	90

1/ GROSS VALUE OF SALES LESS COST OF PLANT MATERIAL PURCHASED FROM OTHER GROWERS FOR GROWING ON.

2/ REVISED 1975 DATA.

TABLE 11. SNAPDRAGONS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESALSA VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		STEMS SOLD		PERCENT OF SALES AT WHOLESALSA		WHOLESALSA PRICE		VALUE OF SALES AT WHOLESALSA 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		PERCENT		CENTS		1,000 DOLLARS	
CALIF	9	165	143	87	858	100	13.0	112				
COLO	13	42	41	98	132	64	14.2	19				
CONN	17	36	37	103	252	18	19.8	50				
FLA	4	325	324	100	1,484	99	16.5	245				
ILL	39	123	108	88	605	69	15.4	93				
IND	40	104	101	97	576	60	27.1	156				
IOWA	17	38	39	103	123	46	23.0	28				
MD	17	138	143	104	701	90	25.4	178				
MASS	52	256	248	97	2,651	88	16.8	445				
MICH	38	110	110	100	480	71	21.5	103				
MINN	23	32	29	91	133	67	22.9	30				
MO	14	52	50	96	241	89	23.6	57				
N J	28	120	120	100	724	88	17.7	128				
N Y	63	232	199	86	1,129	74	23.8	269				
N C	17	102	100	98	1,240	94	22.7	281				
OHIO	81	226	213	94	986	62	22.3	220				
PA	67	271	293	108	1,593	32	17.2	274				
TENN	6	10	12	120	58	41	20.0	12				
VA	9	25	29	116	254	90	17.5	44				
WIS	18	72	62	86	221	83	15.0	33				
TOTAL	572	2,479	2,401	97	14,441	77	19.2	2,777				

1/ DATA PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESALSA VALUE OF ALL SALES.



TABLE 12. POTTED POINSETTIAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESALE PRICE		VALUE OF SALES AT WHOLESAL	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
ALA	36	496	563	114	271	97	2.68	726				
ARK	5	203	204	100	165	98	2.22	366				
CALIF	29	2,770	2,916	105	2,069	99	2.07	4,283				
COLO	46	513	597	116	347	91	2.76	958				
CONN	44	229	208	91	220	80	2.25	495				
FLA	19	1,526	1,600	105	523	100	2.35	1,229				
GA	56	265	304	115	184	94	2.68	493				
ILL	85	1,117	1,235	111	863	87	2.78	2,399				
IND	60	427	435	102	304	80	3.18	967				
IOWA	50	392	402	103	319	84	2.83	903				
KANS	9	167	180	108	166	93	2.19	364				
MD	43	593	632	107	404	89	2.69	1,087				
MASS	146	952	936	98	634	79	2.79	1,769				
MICH	135	1,775	1,885	106	1,180	87	2.35	2,773				
MINN	53	426	426	100	343	81	2.23	765				
MO	43	380	406	107	337	93	2.81	947				
N J	72	906	933	103	666	94	2.30	1,532				
N Y	206	1,162	1,196	103	874	88	2.35	2,054				
N C	51	836	904	108	476	91	2.35	1,119				
OHIO	230	2,289	2,614	114	1,678	85	2.05	3,440				
OREG	22	364	400	110	258	99	2.14	552				
PA	148	1,194	1,305	109	964	75	2.04	1,967				
TENN	21	221	221	100	170	97	2.61	444				
TEX	32	1,159	1,320	114	582	99	2.72	1,583				
WASH	34	667	726	109	381	90	2.38	907				
WIS	72	543	621	114	505	81	2.69	1,358				
TOTAL	1,747	21,572	23,169	107	14,883	89	2.38	35,480				

1/ DATA PRIOR TO 1976 ARE NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

TABLE 13. POTTED GERANIUM: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		AS % OF		POTS SOLD		PERCENT OF		WHOLESALE PRICE		VALUE OF SALES AT WHOLESALE 2/	
	1975	1976	1975	1976	1977	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	8		143	175	122		308		100		.76		234	
COLO	64		356	374	105		1,158		85		.57		660	
CONN	76		386	365	95		1,165		73		.85		990	
ILL	120		959	994	104		2,662		71		.74		1,970	
IND	106		623	640	103		1,595		68		.67		1,067	
IOWA	70		441	458	104		1,276		71		.71		906	
MASS	242		1,528	1,581	103		5,755		82		.88		5,064	
MICH	205		1,680	2,010	120		5,195		84		.65		3,377	
MINN	69		435	422	97		3,095		82		.30		929	
MO	41		291	291	100		662		74		.66		437	
N J	104		830	847	102		2,131		90		.59		1,257	
N Y	318		1,524	1,513	99		4,331		73		.69		2,988	
N C	63		298	320	107		552		88		1.27		701	
OHIO	365		2,753	2,881	105		8,752		73		.54		4,726	
OREG	41		244	420	172		802		89		.65		521	
PA	189		1,184	1,258	106		2,811		68		.66		1,855	
TEX	19		152	227	149		173		97		.95		164	
WASH	47		341	370	109		1,358		76		.65		883	
WIS	87		648	668	103		2,323		77		.73		1,696	
TOTAL	2,234		14,816	15,814	107		46,104		77		.66		30,425	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

TABLE 14. POTTED LILIES: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
					1977	AS % OF 1976						
			INTENDED 1977									
ALA	14	181	183	101	121	99	2.54	307				
ARK	5	84	64	76	105	100	2.10	221				
CALIF	15	972	1,038	107	1,156	98	1.68	1,942				
COLO	26	148	190	128	177	94	1.80	319				
CONN	45	122	121	99	127	82	2.40	305				
FLA	13	724	733	101	259	100	1.88	487				
GA	11	36	38	106	71	100	2.43	173				
ILL	72	331	335	101	597	92	1.92	1,146				
IND	45	82	91	111	90	81	2.87	258				
IOWA	40	166	166	100	182	89	2.48	451				
KANS	7	32	32	100	25	89	2.18	55				
MD	21	44	44	100	67	77	3.17	212				
MASS	111	336	351	104	364	87	2.48	903				
MICH	95	360	430	119	570	94	2.02	1,151				
MINN	44	159	156	98	204	88	2.15	439				
MO	22	162	161	99	252	96	1.45	365				
N J	61	242	250	103	245	95	2.47	605				
N Y	142	230	229	100	253	84	2.50	633				
N C	17	69	70	101	93	94	2.30	214				
OHIO	157	388	437	113	459	86	2.23	1,024				
OREG	13	66	68	103	68	98	1.75	119				
PA	120	254	243	96	385	62	2.08	801				
TENN	16	34	42	124	54	96	2.28	123				
TEX	16	200	235	118	198	100	2.06	408				
VA	19	54	54	100	63	87	2.80	176				
WASH	17	139	142	102	166	97	2.19	364				
WIS	55	177	164	93	313	87	2.34	732				
TOTAL	1,219	5,792	6,067	105	6,664	91	2.09	13,933				

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

TABLE 15. POTTED HYDRANGEAS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESale VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		POTS SOLD		PERCENT OF SALES AT WHOLESale		WHOLESALE PRICE		VALUE OF SALES AT WHOLESale 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
NUMBER	1,000 SQ. FT.		PERCENT		1,000 POTS		PERCENT		DOLLARS		1,000 DOLLARS	
			1977	INTENDED	AS % OF:	1977	1977	1976	1975	1976	1975	1976
ALA	12	112	103	92	61	100	2.80	171				
ARK	5	44	49	111	46	100	2.25	104				
CALIF	12	422	416	99	295	99	1.91	563				
COLO	19	60	82	137	29	94	2.63	76				
FLA	12	428	429	100	124	100	2.91	361				
GA	23	53	56	106	56	99	3.04	170				
ILL	26	23	18	78	26	55	2.47	64				
IND	12	54	57	106	45	92	2.92	131				
IOWA	16	24	21	88	29	93	2.15	62				
KANS	7	47	48	102	128	98	1.33	170				
MD 3/												
MASS	30	52	50	96	45	92	3.25	146				
MICH	30	64	67	105	58	93	2.78	161				
MO	16	123	122	99	196	98	.91	178				
N J	20	271	279	103	112	97	2.26	253				
N Y	46	195	196	101	149	98	2.13	317				
N C	18	153	162	106	123	98	2.79	343				
OHIO	42	160	160	100	209	98	1.82	380				
OREG 3/												
PA	30	120	120	100	119	72	2.57	306				
TENN	10	30	31	103	32	97	2.83	91				
TEX	18	392	423	108	211	100	2.93	618				
WASH	10	24	26	108	23	86	2.39	55				
WIS	22	39	29	74	37	87	3.70	137				
UNALL	12	60	59	98	72	97	2.43	175				
TOTAL	448	2,950	3,003	102	2,225	96	2.26	5,032				

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESale VALUE OF ALL SALES.

3/ UNALLOCATED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 16. FLOWERING BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		FLATS SOLD		PERCENT OF SALES AT WHOLESAL		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 FLATS		PERCENT		DOLLARS		1,000 DOLLARS	
				INTENDED 1977			AS % OF 1976					
CALIF	30		2,567	2,683	105	1,833	105	95	4.11	7,534		
COLO	92		1,016	1,025	101	478	101	65	3.77	1,802		
CONN	81		739	710	96	602	96	68	2.50	1,505		
FLA	17		1,793	1,980	110	894	110	100	3.01	2,691		
GA	79		453	514	113	239	113	58	3.54	846		
ILL	116		1,457	1,507	103	803	103	65	3.08	2,473		
IND	87		513	491	96	321	96	46	3.62	1,162		
IOWA	70		412	429	104	199	104	57	5.18	1,031		
KANS	11		115	151	131	51	131	61	5.17	264		
MD	51		1,188	1,204	101	680	101	79	2.38	1,618		
MASS	238		1,349	1,325	98	2,329	98	54	1.00	2,329		
MICH 3/	285		6,380	6,400	100	3,475	100	92	2.95	10,251		
MINN	69		841	818	97	384	97	55	4.60	1,766		
MO	47		402	421	105	153	105	69	5.94	909		
N J	74		665	732	110	318	110	82	3.23	1,027		
N Y	331		1,992	2,046	103	1,233	103	66	3.78	4,661		
N C	74		477	569	119	328	119	75	3.70	1,214		
OHIO	356		4,419	4,925	111	2,683	111	78	3.23	8,666		
OREG	54		516	551	107	401	107	90	3.15	1,263		
PA	170		1,641	1,651	101	867	101	65	3.19	2,766		
TENN	29		169	193	114	103	114	70	3.54	365		
TEX	18		723	806	111	252	111	92	4.40	1,109		
VA	35		432	437	101	236	101	70	4.10	968		
WASH	40		657	646	98	358	98	78	3.60	1,289		
WIS	87		954	956	100	486	100	49	3.83	1,861		
TOTAL	2,541		31,870	33,170	104	19,706	104	76	3.11	61,370		

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

3/ DOES NOT INCLUDE "OPEN ACREAGE" GROWN OUTDOORS IN THE FOLLOWING AMOUNT: 44.4 ACRES, 1976; 48.4 ACRES INTENDED FOR 1977; \$652,000 EQUIV. WHOLESAL VALUE OF ALL SALES.

TABLE 17. VEGETABLE BEDDING PLANTS: NUMBER OF PRODUCERS, AREA FOR PRODUCTION, SALES, PRICE, WHOLESAL VALUE, 1975 AND 1976, AND INTENDED AREA FOR PRODUCTION, 1977, IN SELECTED STATES 1/

STATE	PRODUCERS		AREA FOR PRODUCTION		FLATS SOLD		PERCENT OF SALES AT WHOLESALE		WHOLESAL PRICE		VALUE OF SALES AT WHOLESAL 2/	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	NUMBER		1,000 SQ. FT.		1,000 FLATS		PERCENT		DOLLARS		1,000 DOLLARS	
CALIF	44		3,726	3,794	102	20,338	100		1.28		26,033	
COLO	80		286	306	107	119	56		4.21		501	
CONN	75		420	427	102	383	60		2.20		843	
FLA	10		231	253	110	136	100		3.67		499	
GA 3/	70		198	224	113	94	65		3.65		343	
ILL	111		589	599	102	280	66		3.23		904	
IND	87		283	309	109	182	38		3.21		584	
IOWA	69		221	234	106	111	56		4.95		549	
KANS	11		55	66	120	29	47		4.88		142	
KANS	66		257	256	100	196	77		2.86		561	
MD 3/	44		514	511	99	904	48		.82		741	
MASS	213		2,445	2,450	100	1,288	91		2.85		3,671	
MICH	260		399	403	101	168	56		4.40		739	
MINN	64		221	228	103	85	62		5.85		497	
MO	44		325	339	104	144	85		2.85		410	
N J	62		974	1,007	103	589	65		3.68		2,168	
N Y	301		257	303	118	189	71		3.75		709	
N C 3/	77		1,836	1,891	103	1,103	72		3.06		3,375	
OHIO	342		207	235	114	125	85		4.07		509	
OREG	48		740	723	98	421	57		3.17		1,335	
PA	143		94	100	106	57	71		3.49		199	
TENN	26		22	65	295	56	100		2.60		146	
TEX 3/	4		256	263	103	132	67		4.22		557	
VA	34		281	274	98	133	86		3.48		463	
WASH	40		408	421	103	204	47		3.91		798	
WIS	84											
TOTAL	2,343		15,245	15,681	103	27,466	92		1.72		47,276	

1/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

2/ EQUIVALENT WHOLESAL VALUE OF ALL SALES.

3/ DOES NOT INCLUDE "OPEN ACREAGE" OF VEGETABLE TRANSPLANTS GROWN OUT DOORS IN THE FOLLOWING AMOUNTS:

STATE	1976 ACRES	1977 ACRES INTENDED	EQUIVALENT WHOLESAL VALUE OF ALL SALES T,000 DOLLARS
GA	7,100.0	7,000.0	9,686
MD*			
N C	90.0	90.0	506
TEX	8.0	8.4	503

\* NOT PUBLISHED TO AVOID DISCLOSURE OF INDIVIDUAL OPERATIONS.

TABLE 18. DERIVED AVERAGE VALUE PER UNIT 1/: CARNATIONS, CHRYSANTHEMUMS,  
GLADIOLI, ROSES AND FOLIAGE PLANTS, 1976

STATE	CARNATIONS		CHRYSANTHEMUMS				GLADIOLI		ROSES		FOLIAGE PLANTS	
	STANDARD	MINIATURE	STANDARD	POMPON	POTTED	AVERAGE VALUE PER ACRE	HYBRID TEA	SWEETHEART	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	
	AVERAGE VALUE PER SQ. FT.		AVERAGE VALUE PER SQ. FT.		AVERAGE VALUE PER SQ. FT.		AVERAGE VALUE PER SQ. FT.		AVERAGE VALUE PER SQ. FT.		AVERAGE VALUE PER SQ. FT.	
	1.28	1.87	1.12	.99	3.37	2,832	2.00	1.83	4.32			
	2.51	2.83			4.25			2.32	4.10			
CONN		4.52		1.80	2.49							
FLA		1.31	.60	.64	1.96	1,929	3.83	2.81	1.25			
ILL			1.66	1.49	3.28	1,699	3.23	2.76	4.94			
IND			2.38	1.35	4.28							
IOWA					5.54							
MD			1.88	2.99	2.99				3.53			
MASS	1.76	1.81	2.31	1.46	2.46		2.54	3.20	4.92			
MICH			1.41	1.39	2.94	2,330	4.58	5.26	4.84			
MINN				2.33	4.36		2.96	3.11	6.26			
MO			1.39	1.25	3.65							
N J			1.51	1.10	1.70	2,295	2.96	3.85	3.64			
N Y			1.81	1.34	2.45		4.33	3.58	4.82			
N C	2.26		2.91	.77	2.48	2,820			9.44			
OHIO	2.14	5.12	1.91	2.17	3.76		3.37	3.24	4.67			
OREG							4.86	3.87	4.76			
PA	2.31	4.58	1.87	1.18	4.01							
TENN			1.93		3.29							
TEX					3.33							
WASH					4.84		1.89	2.35				
WIS				1.74	3.61							
UNALL							2.75	2.76				
TOTAL	1.58	2.08	1.31	.91	2.99	2,069	2.99	2.51	2.03			

DOLLARS

SEE FOOTNOTES ON PAGE 24.

TABLE 18. DERIVED AVERAGE VALUE PER UNIT 1/1: SNAPDRAGONS, POTTED POINSETTIAS, POTTED GERANIUMS, POTTED LILIES, POTTED HYDRANGEAS AND BEDDING PLANTS

STATE	SNAPDRAGONS	POTTED POINSETTIAS	POTTED GERANIUMS	POTTED LILIES	POTTED HYDRANGEAS	BEDDING PLANTS	
	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	AVERAGE VALUE PER SQ. FT.	FLOWERING	VEGETABLE
						AVERAGE VALUE PER SQ. FT.	
ALA		1.46		1.70	1.53		
ARK		1.80		2.63	2.36		
CALIF	.68	1.55	1.64	2.00	1.33	2.93	6.99
COLO	.45	1.87	1.85	2.16	1.27	1.77	1.75
CONN	1.39	2.16	2.56	2.50		2.04	2.01
FLA	.75	.81		.67	.84	1.50	2.16
GA		1.86		4.81	3.21	1.87	1.73
ILL	.76	2.15	2.05	3.46	2.78	1.70	1.53
IND	1.50	2.26	1.71	3.15	2.27	2.43	2.06
IOMA	.74	2.30	2.05	2.72	2.58	2.50	2.48
KANS		2.18		1.72	3.62	2.30	2.58
MD	1.29	1.83		4.82	1.36	1.36	2.18
MASS	1.74	1.86	3.31	2.69	2.81	1.73	1.44
MICH	.94	1.56	2.01	3.20	2.52	1.61	1.50
MINN	.94	1.80	2.14	2.76	2.10	2.10	1.85
MO	1.10	2.49	1.50	2.25	1.45	2.26	2.25
N J	1.07	1.69	1.51	2.50	.93	1.54	1.26
N Y	1.16	1.77	1.96	2.75	1.63	2.34	2.23
N C	2.75	1.34	2.35	3.10	2.24	2.55	2.76
OHIO	.97	1.50	1.72	2.64	2.38	1.96	1.84
OREG		1.52	2.14	1.80	2.46	2.45	2.46
PA	1.01	1.65	1.57	3.15	2.55	1.69	1.80
TENN	1.20	2.01	3.62	3.62	3.03	2.16	2.12
TEX		1.37	1.08	2.04	1.58	1.53	6.64
VA	1.76			3.26	2.24	2.24	2.18
WASH	.46	1.36	2.59	2.62	2.29	1.96	1.65
WIS		2.50	2.62	4.14	3.51	1.95	1.96
UNALL					2.92		
TOTAL	1.12	1.64	2.05	2.41	1.71	1.93	3.10

DOLLARS

1/1 BASED ON EQUIVALENT WHOLESALE VALUE FOR ALL SALES FOR ALL CROPS EXCEPT FOLIAGE; FOR FOLIAGE, BASED ON NET VALUE OF SALES.



#### POMPON CHRYSANTHEMUMS

Growers in the 15 major producing States of pompon mums sold 36 million bunches, only slightly below the 1975 total. The area used to produce the crop fell to 37.4 million square feet from 1975's 40.7 million. California and Florida, together accounting for over 80 percent of the total, were off 8 percent in area from 1975. The equivalent wholesale value of the 1976 sales totaled \$34 million, \$3 million higher than in 1975.

Producers intend to grow pompons on 34.5 million square feet in 1977, down 8 percent.

#### POTTED CHRYSANTHEMUMS

During 1976 in the 21 major States, 26 million pots of mums were sold, a 19 percent jump from the previous year. The area used for production, at 17.7 million square feet, rose 27 percent and the value of sales, at \$53 million, climbed 25 percent.

Output of potted mums is expected to increase again in 1977, but not as dramatically. Growers report their intentions to fill 17.9 million square feet, or 1 percent more than in 1976.

#### GLADIOLI

Sales of gladioli grown in six principal States totaled 182 million spikes, off 4 percent from a year earlier. These plants were grown on 8,300 acres compared with 9,300 acres in 1975. The equivalent wholesale value of the crop, however, rose slightly to \$17.2 million from 1975 due to generally higher average wholesale price levels.

Growers expect to devote 8,200 acres to the crop in 1977, a 2 percent decline. In Florida, which accounts for over two-thirds of the total, intentions for the coming year are up 3 percent to 5,900 acres.

#### TEA ROSES

Producers of hybrid tea roses in the 14 major States sold 307 million blooms, slightly above the comparable 1975 figure. There were 23.4 million square feet used in the production of tea roses compared with 23.5 million in 1975. The crop was valued (wholesale) at \$59 million, up 8 percent from 1975.

Intentions for 1977 indicate a 4 percent decline to 22.5 million square feet.

#### SWEETHEART ROSES

Sweetheart rose sales in the 13 principal States climbed to 115 million blooms in 1976, compared with the 112 million of a year earlier. A total gross area of 5.2 million square feet was used to produce the crop, 4 percent higher than in 1975. The equivalent wholesale value of all 1976 sales at \$16 million was 14 percent above the comparable 1975 figure.

For 1977, a drop in growing area is expected to 5.1 million square feet, or 3 percent below the year just ended.

### FOLIAGE

Sales of foliage plants (for indoor and patio use) continued to boom as the net value of sales soared to \$236 million in 1976 from \$185 million a year ago. In Florida, the Nation's top producer, the crop's net value rose to \$111 million, up 27 percent from 1975. California's sales were valued at \$61 million, 34 percent higher than a year earlier. The area used for production was up one-third from 1975 to 116.3 million square feet; Florida and California were up 36 percent and 31 percent, respectively.

A more modest increase is intended for 1977 as 125.5 million square feet are expected to be used for growing foliage plants. This would be 8 percent above the 1976 level (44 percent higher than 1975); Florida expects a 10 percent increase and in California 4 percent more square footage is expected.

### SNAPDRAGONS

Sales of snapdragons in the 20 largest producing States totaled over 14 million stems valued at \$3 million. These sales were grown on 2.5 million square feet in gross area in 1976. For the coming year, growers intend to reduce the area devoted to the crop to 2.4 million square feet, off 3 percent from 1976.

### POTTED POINSETTIAS

Growers of potted poinsettias in 26 major States sold 15 million pots during 1976, having an equivalent wholesale value of \$35.5 million. The production was grown on 21.6 million square feet in 1976. For the coming year producers report their intentions to utilize 23.2 million square feet, up 7 percent from 1976.

### POTTED GERANIUMS

Sales of potted geraniums in the 19 principal producing States totaled 46 million pots and had a total wholesale value of \$30.4 million. Growers used 14.8 million square feet for producing potted geraniums and, if their intentions are realized, will devote 15.8 million square feet to the crop in 1977, up 7 percent from 1976.

### POTTED LILIES

Producers of potted lilies in the 27 major States sold a total of 7 million pots with a wholesale value of \$14 million. There were 5.8 million square feet used to produce the crop in 1976 and an expected 6.1 million square feet will be in production in 1977, a 5 percent increase.

### POTTED HYDRANGEAS

Growers of potted hydrangeas in 24 major producing States sold 2.2 million pots in 1976 which were valued at \$5 million. A total of 3.0 million square feet were utilized in growing the crop during the past year and an additional 2 percent are expected for 1977's crop.

### FLOWERING BEDDING PLANTS

Sales of all types of flowering bedding plants in the 25 most important States during 1976 totaled 20 million flats. The crop was grown on 31.9 million square feet and the equivalent wholesale value was placed at \$61.4 million. For 1977, growers expect to increase output by planting 33.2 million square feet, a 4 percent increase over 1976's level. Four States, California, Massachusetts, Michigan, and Ohio, accounted for over half of the Nation's sales.

### VEGETABLE BEDDING PLANTS

Producers of all types of vegetable bedding plants in the 25 major producing States registered a total sales figure of 27.5 million flats in 1976. The crop was grown on 15.2 million square feet and had a value of over \$47 million. Growers intend to utilize 15.7 million square feet during 1977, a 3 percent increase. In California, which accounted for nearly three-fourths of total sales, the area in production is expected to rise only 2 percent in 1977.

Not included in the tabulation were over 7,200 acres of vegetable transplants in Georgia, Maryland, North Carolina and Texas, with the wholesale value of sales placed at nearly \$11 million.

NUMBER OF GROWERS SURVEYED 1/

STATE	1975	1976	STATE	1975	1976
ALA <u>2/</u>		45	MINN	91	97
ARK <u>2/</u>		6	MO	59	70
CALIF	650	708	N J	177	171
COLO	154	211	N Y	282	460
CONN <u>3/</u>	72	105	N C	64	134
FLA	327	392	OHIO	486	506
GA <u>2/</u>		210	OREG <u>3/</u>	55	88
ILL	140	185	PA	246	289
IND	105	139	TENN	36	43
IOWA	69	83	TEX	60	64
KANS <u>2/</u>		14	VA <u>2/</u>		38
MD	49	75	WASH	56	61
MASS <u>3/</u>	280	347	WIS	116	100
MICH <u>3/</u>	225	355	TOTAL	3,799	4,996

1/ NUMBER OF PRODUCERS GROWING ONE OR MORE OF THE CROPS SURVEYED IN THE STATES SHOWN. DATA NOT COMPARABLE FROM 1975 TO 1976 DUE TO PROGRAM CHANGES (SEE PAGE 2 FOR EXPLANATION).

2/ DATA FOR YEARS PRIOR TO 1976 NOT AVAILABLE.

3/ REVISED 1975 DATA.

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