



flowers and foliage plants

**Production and Sales, 1972 and 1973
Intentions for 1974**

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

This report includes revised estimates for 1972 and preliminary estimates for 1973.

FLOWERS AND FOLIAGE PLANTS

Production and Sales, 1972 and 1973; and Intentions for 1974 in Selected States

Total value at wholesale of four important flower and foliage plants in the 23 major producing States was \$294 million in 1973, 9 percent above the previous year. Sales of cut carnations, gladioli, roses, chrysanthemums, and potted chrysanthemums grown in 23 States in 1973 had a wholesale value of \$228 million, while net sales of foliage plants totaled \$66 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 \$73 million in sales, followed by Florida with \$28 million, and Colorado with \$20 million. Based on the net wholesale value of sales for foliage plants, Florida leads with \$33 million, followed by California with \$13 million.

Of the 3,810 producers surveyed, three fourths had sales of under \$100,000, 16 percent had sales of \$100,000 to \$250,000 and 9 percent had sales of \$250,000 or more. Additional percentage distributions by size groups are shown in Table 14.

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

POTTED CHRYSANTHEMUMS

Potted chrysanthemum growers plan to reduce 1974 production 5 percent from the previous year, but output at this level would be 3 percent more than in 1972. Six States intend to expand the number of pots in production for 1974 while others intend no change or some decrease from 1973.

The total of 20.6 million pots sold in 1973, 8 percent increase in volume and an increase of 11 percent in value from the previous year. The average wholesale price per pot was \$1.66 compared with \$1.60 a year earlier. California continues to be the leading State in both sales and value.

POMPON CHRYSANTHEMUMS

Growers in the 23 States surveyed indicate a 4 percent decline in the number of pompon plants expected for production in 1974. Florida intentions are down 6 percent from 1973 while California expectations are up 3 percent.

Sales in 1973 in the 23 States were 7 percent more than the previous year and totaled 36 million bunches. California placed first among States in production in 1973 with 13.2 million bunches or 37 percent of the 23 State total. Florida was second with 13.1 million bunches or 36 percent of the total. Of the 36 million bunches sold, 91 percent were sold at wholesale.

STANDARD CHRYSANTHEMUMS

Standard chrysanthemum producers in the 23 States report intentions to produce the same number of plants in 1974 as last year. California growers intend to increase production 5 percent and increases are expected in Delaware, Iowa, North Carolina and Ohio, but in all the other States production intentions are below 1973 output.

In 1973, growers in the 23 major States sold 138 million blooms from 126 million plants. The number of blooms sold was virtually the same as 1972. California was first in sales with 82 million blooms or 60 percent of the total followed by Ohio and North Carolina, each with 7.4 million blooms.

GLADIOLI

Gladioli growers in the 23 States surveyed indicate plans for a 3 percent reduction in acreage for 1974. In Florida, the major State, intentions are down 1 percent from 1973.

In 1973, growers sold 235 million spikes from 11,964 acres, compared with 273 million spikes sold from 10,436 acres a year earlier. Florida with 153 million spikes sold, accounted for 65 percent of the 23 State total. California sales were second with 27 million spikes, followed by New Jersey with 22 million. Wholesale sales made up 99 percent of total sales. The total value at wholesale in 1973 was \$19.5 million for the 23 States, and the average price per spike was 8.3 cents. The wholesale value of sales in 1972 was \$20.3 million with an average price per spike of 7.4 cents.

CARNATIONS

Growers in 1974 plan to increase production of carnation plants 6 percent above 1973. California and Colorado intend to increase output 12 and 5 percent respectively while reductions are expected in all other States.

In 1973, growers in the 23 States sold 738 million blooms from 63 million plants. Number of blooms sold was 6 percent more than the previous year. California producers sold 441 million blooms accounting for 60 percent of the 23 State total. Colorado growers, with 26 percent of the total, were second with sales of 188 million blooms. Pennsylvania growers sold 24 million blooms and Massachusetts growers 21 million blooms, to rank third and fourth, respectively. Total wholesale value of 1973 sales in the 23 States was nearly \$50 million. The average price of 6.7 cent per bloom in 1973 compared with 7.4 cents in the previous year.

Standard carnations accounted for 83 percent of all carnation sales in the 23 States. Total wholesale value of standard types in 1973 amounted to \$46 million. The average price of 7.5 cents per bloom in 1973 compares with the previous year average of 8.2 cents per bloom. Growers in the 23 States plan a 5 percent increase in production for 1974.

Miniature carnations made up 17 percent of total carnations in 1973. Value of sales, at \$3.7 million, was up 2 percent from last year's \$3.6 million. Average price per bunch in 1973 was \$1.11 per bunch compared with \$1.20 per bunch in 1972. Growers report plans to increase production by 13 percent for 1974.

ROSES

Rose growers in 23 States report plans to produce the same number of plants this year as in 1973. California producer intentions are 2 percent below 1973. Among other major States, Pennsylvania growers expect to increase production 5 percent while growers in Illinois anticipate no change but in Massachusetts a reduction of 5 percent is expected.

In 1973, there were 418 million blooms sold in the 23 States. This was 3 percent below total blooms sold in 1973. California growers sold 141 million blooms, 34 percent of the total. Pennsylvania was second with sales of 46 million blooms followed by Illinois and Massachusetts each with 27 million blooms.

The value of rose sales in 1973 was \$62 million, 4 percent more than a year earlier. The average price in 1973 was 14.8 cents per bloom compared with 13.8 cents the previous year.

Grower plans indicate Hybrid tea rose output for 1974 will be the same as in 1973, but a 1 percent increase is expected for miniature or sweetheart rose plants. Hybrid tea roses accounted for 71 percent of all rose sales and 79 percent of the total value of sales of all roses in 1973. The average price for Hybrid tea roses was 16.4 cents per bloom and 10.8 cents per bloom for miniature roses.

FOLIAGE PLANTS

Foliage plant growers intend to expand the area used in production for 1974 to 49.2 million square feet or 8 percent more than the 1973 total. Area in production has increased annually since 1968. If 1974 intentions are realized, the area used will be 64 percent above the 1968 level. In only 1 of the 23 States do growers' plans indicate a reduction in 1974.

Net value sales in 1973 totaled \$66.1 million - up 37 percent from a year ago. Florida accounted for nearly 51 percent of the 23 State total net value with 78 percent of the square footage in production. California and Texas rank second and third respectively behind Florida as leading foliage plant States.

Table 1. Carnations, Chrysanthemums, Gladioli, Roses, and Foliage Plants:
Gross, wholesale value of sales, 1972 and 1973, in selected States

State	Carnations	Gross wholesale value of sales 1/						Foliage plants 2/			
		Chrysanthemums		Pompon		Potted		Gladioli	Roses	Total	
		Standard	Pompon	Potted	Potted	Gladioli	Roses	(4 flowers)			
1972	1973	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973
California	25,931	24,922	11,564	13,514	8,987	9,655	5,781	6,163	3,184	3,221	17,523
Colorado	14,921	15,400	76	68	168	155	687	572	*	*	3,150
Connecticut	706	608	576	335	613	541	589	722	8	*	3,461
Delaware	*	*	36	25	31	31	10	*	*	*	2,492
Florida	*	*	1,633	1,395	10,593	11,764	2,988	2,901	12,704	12,118	3/
Illinois	413	257	933	772	622	729	1,597	2,158	652	581	3,112
Indiana	*	*	1,182	1,176	388	444	724	752	157	140	*
Iowa	*	*	149	150	175	245	1,192	1,141	59	*	*
Maryland	124	117	578	583	330	262	576	*	116	144	291
Massachusetts	1,788	1,576	953	892	698	714	764	762	44	49	4,310
Michigan	286	130	341	319	440	544	1,283	1,294	417	450	2,571
Minnesota	114	194	311	238	443	580	821	970	51	45	786
Missouri	254	*	853	787	256	556	943	1,468	*	*	1,195
New Jersey	652	669	685	729	497	716	569	1,131	1,844	1,722	1,303
New York:											
Upstate	147	140	853	868	952	1,098	764	976	22	20	2,078
Long Island	392	502	442	382	384	318	390	411	6	4	1,966
North Carolina	*	*	1,731	1,854	959	989	1,714	1,164	809	682	493
Ohio	1,155	832	2,791	2,261	1,185	900	2,383	2,358	47	36	2,359
Oregon	*	*	40	39	110	127	512	578	*	*	*
Pennsylvania	2,781	2,516	1,826	1,861	1,322	1,863	1,654	1,750	55	56	7,297
Tennessee	270	189	831	652	26	19	860	980	3/	3/	271
Texas	*	*	289	325	92	77	2,276	3,179	*	*	*
Washington	*	*	177	141	253	264	853	900	11	17	1,070
Wisconsin	133	173	290	234	269	376	738	1,257	*	*	496
Unallocated	-1,631	1,611									
23 States	51,698	49,636	29,140	29,600	29,793	32,967	30,668	34,691	20,287	19,514	59,644

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

2/ Net value of sales.

3/ Production negligible.

Table 2. Carnations. All: Number of producers, plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers 1972 Number	Plants in production			Percent 1,000 plants	Percent 1,000 blooms	Percent	Wholesale price Cents	Value of sales at wholesale 1,000 dollars
		1973	1972	Intended 1974 as percent of: 1973					
		1974	1973	1974 as percent of: 1973					
California	273	272	34,737	36,901	41,320	112	403,044	441,479	100
Colorado	155	146	12,076	14,851	15,533	106	165,300	173,475	98
Connecticut	48	36	615	570	338	59	9,330	7,705	86
Delaware	*	*	*	*	*	*	*	*	7.6
Florida	*	*	*	*	*	*	*	*	7.9
Illinois	56	51	536	433	292	67	5,325	3,461	68
Indiana	51	46	*	*	*	*	*	*	7.8
Iowa	32	30	*	*	*	*	*	*	7.4
Maryland	19	14	218	206	156	76	1,627	1,484	46
Massachusetts	66	59	2,306	2,077	1,784	86	22,646	21,167	93
Michigan	30	20	287	125	114	91	2,596	1,261	77
Minnesota	30	23	99	100	98	98	835	1,880	75
Missouri	26	*	506	*	*	*	2,708	*	72
New Jersey	73	61	800	796	751	94	7,897	7,195	84
New York:									
Upstate	77	63	237	168	161	96	1,766	1,858	42
Long Island:	23	17	452	394	345	88	6,582	5,140	76
North Carolina:	*	*	*	*	*	*	*	*	57
Ohio	144	108	1,182	854	751	88	13,428	7,855	72
Oregon	8	7	*	*	*	*	*	*	71
Pennsylvania	177	160	2,800	2,642	2,478	94	26,411	23,785	74
Tennessee	7	6	295	213	172	81	3,551	1,885	93
Texas	*	*	*	*	*	*	*	*	95
Washington	13	*	*	*	*	*	*	*	76
Wisconsin	48	44	108	511	350	68	1,283	2,077	34
Unallocated	28	57	2,037	2,038	1,857	91	21,232	21,481	83
23 States	1,384	1,220	60,285	62,879	66,500	106	695,469	738,188	96

* Unallocated to avoid disclosure of individual operations.

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

2/ Equivalent wholesale value of all sales.

23 States 1,384 1,220 60,285 62,879 66,500 106 695,469 738,188 96 7.4 6.7 51,698 49,636

Table 3. Carnations, Standard: Number of producers, plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers		Plants in production			Percent of 1974 as of 1973	Blooms sold	Percent of 1973	Percent of sales at wholesale	Wholesale price	Value of sales at wholesale 1/
	1972		1973	1972	1973						
	Number	1,000 plants	Percent	1,000 plants	Percent						
California	270	270	33,502	35,588	39,848	112	348,210	382,020	100	100	6.2
Colorado	146	146	12,638	14,267	14,774	104	148,447	165,091	100	99	8.8
Connecticut	42	36	502	465	228	49	4,631	3,857	78	81	11.1
Delaware	*	*	*	*	*	*	*	*	*	*	*
Florida	*	*	*	*	*	*	*	*	*	*	*
Illinois	56	48	502	411	268	65	4,030	2,573	81	75	9.0
Indiana	50	40	364	344	268	78	2,466	2,507	74	78	13.4
Iowa	*	*	*	*	*	*	*	*	*	*	*
Maryland	14	14	212	198	149	75	1,405	1,225	54	48	8.3
Massachusetts	64	58	2,077	1,775	1,421	80	14,580	11,140	94	93	10.5
Michigan	29	20	286	122	111	91	2,559	1,150	78	56	11.1
Minnesota	28	22	94	88	86	98	724	918	22	52	15.0
Missouri	26	23	466	289	242	84	2,338	1,423	77	83	17.5
New Jersey	70	59	700	715	665	93	5,640	4,679	81	71	10.0
New York, Upstate	74	61	212	148	141	95	1,026	674	45	35	11.4
Long Island	.22	17	399	350	298	85	3,659	2,550	70	60	8.4
North Carolina	*	*	*	*	*	*	*	*	*	*	*
Ohio	143	108	1,120	788	681	86	10,579	6,005	79	74	9.7
Oregon	*	*	*	*	*	*	*	*	*	*	*
Pennsylvania	176	158	2,666	2,522	2,348	93	21,009	20,011	74	81	12.3
Tennessee	7	6	295	213	172	81	3,551	1,885	93	95	7.6
Texas	*	*	*	*	*	*	*	*	*	*	*
Washington	48	43	106	501	342	68	913	1,818	38	80	12.9
Wisconsin	*	*	*	*	*	*	*	*	*	*	*
Unallocated	83	69	1,127	887	818	92	8,628	6,525	83	84	11.5
23 States	1,357	1,198	57,268	59,671	62,860	105	584,395	616,051	97	97	7.5

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value of all sales.

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Table 4. Carnations, Miniature: Number of producers, plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers		Plants in production			Bunches sold			Percent of sales at wholesale			Wholesale price : Value of sales at wholesale 1/		
	1972	1973	1972	1973	Intended 1974 as % of 1974	1972	1973	1972	1973	Percent	1972	1973	1972	1973
FLOWERS AND FOLIAGE, March 1974	Number	1,235	1,000 plants	Percent	1,000 bunches	Dollars	Dollars	Percent	100	100	Dollars	Dollars	Percent	1,000 dollars
California	63	58	1,313	1,472	112	1,482	1,607	1,05	77	77	1,48	1,55	1,237	1,237
Colorado	40	37	432	584	130	453	632	91	1.48	1.38	670	670	872	872
Connecticut	25	19	113	105	110	105	127	98	1.51	1.77	192	192	184	184
Delaware	*	*	*	*	*	*	*	92	*	*	*	*	*	*
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Illinois	18	14	34	22	24	109	35	24	66	49	1.44	1.57	50	50
Indiana	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Iowa	4	3	6	8	7	88	6	7	48	38	1.17	1.25	7	7
Maryland	27	26	229	302	363	120	218	271	91	83	1.18	1.25	257	257
Massachusetts	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Michigan	4	4	1	3	3	100	1	3	26	43	1.85	1.65	2	2
Minnesota	7	4	5	12	12	100	3	26	39	97	1.50	1.28	5	5
Missouri	5	*	40	*	*	*	10	*	42	*	2.04	*	20	20
New Jersey	29	21	100	81	86	106	61	68	93	63	1.35	1.51	82	103
New York:														
Upstate	22	20	25	20	20	100	20	32	38	31	1.50	1.50	30	48
Long Island	6	6	53	44	47	107	79	70	84	54	1.08	1.26	85	88
North Carolina 2/														
Ohio	30	24	62	66	70	106	77	50	46	63	1.68	2.10	129	105
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Pennsylvania	36	34	134	120	130	108	146	102	72	74	1.35	1.91	197	195
Tennessee 2/														
Texas 2/														
Washington 2/														
Wisconsin	9	8	2	10	8	80	10	7	25	10	1.50	1.85	15	13
Unallocated	21	21	546	518	529	102	274	298	99	97	1.11	1.35	305	403
23 States	146	299	3,017	3,208	3,640	113	3,002	3,301	94	92	1.20	1.11	3,602	3,672

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 5. Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers	Plants in production			Percent of sales at wholesale	Wholesale price : at wholesale 1/ 1,000 dollars	Value of sales at wholesale 1/ 1,000 dollars				
		1972	1973	1972 : 1973 : Intended							
		1972	1973	1974 as percent of 1973							
Number		1,000 plants	Percent	1,000 blooms	Percent	Cents	1,000 dollars				
California	187	192	66,261	76,045	79,786	105	82,404	100	15.4	11,564	13,514
Colorado	18	16	222	140	101	72	703	67	64	26.0	27.7
Connecticut	63	60	1,487	901	869	96	1,739	80	71	33.1	30.9
Delaware	6	5	115	76	77	101	120	81	--	30.0	30.9
Florida	26	20	7,412	6,323	5,322	84	7,390	5,073	100	22.1	27.5
Illinois	97	91	2,538	2,520	2,431	96	2,577	2,412	82	36.2	32.0
Indiana	100	94	3,477	3,107	2,501	80	3,447	3,096	84	34.3	38.0
Iowa	60	54	53	453	475	105	596	478	71	25.0	31.4
Maryland	38	36	1,722	1,724	1,618	94	1,928	1,888	80	30.0	30.9
Massachusetts	100	88	3,483	2,965	2,884	98	3,477	2,983	91	27.4	29.9
Michigan	70	61	1,028	834	784	94	1,065	877	82	32.0	36.4
Minnesota	74	68	670	581	570	98	743	627	50	41.8	38.0
Missouri	54	58	2,652	2,912	2,119	73	2,982	3,051	56	60	25.8
New Jersey	114	102	1,499	1,709	1,663	97	2,069	2,307	80	65	33.1
New York:										31.6	685
Upstate	161	141	2,358	2,312	2,162	93	2,752	2,560	70	63	33.9
Long Island	46	43	1,152	900	864	96	1,920	1,540	76	72	24.8
North Carolina	47	44	4,770	4,197	4,265	102	7,590	7,357	92	91	22.8
Ohio	257	221	8,465	7,270	7,410	102	8,776	7,436	73	80	30.4
Oregon	12	11	119	119	117	98	134	132	90	83	29.5
Pennsylvania	247	224	6,109	6,405	5,571	87	6,812	6,767	62	75	26.8
Tennessee	30	25	2,057	2,100	1,766	84	2,690	2,617	88	83	30.9
Texas	18	17	1,390	1,386	1,237	89	1,244	1,330	99	97	23.2
Washington	44	40	4,664	369	264	72	659	510	85	76	26.8
Wisconsin	86	84	795	670	582	87	1,048	804	58	68	27.7
23 States	1,955	1,795	120,782	125,998	125,418	100	137,144	137,658	91	92	21.2
										21.5	29,140
											29,600

1/ Equivalent wholesale value of all sales.

Table 6. Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers	Plants in production			Percent of 1974 as of 1973	Bunches sold	Sales at wholesale price	Percent of sales at wholesale			Value of sales at wholesale 1/ 1973		
		Number	1,000 plants			Percent of 1973	1972	1973	1972	1973			
			1972	1973			1972	1973	1972	1973			
California	210	218	37,363	42,997	44,373	103	11,983	13,226	100	.75	.73		
Colorado	17	15	421	361	408	113	168	112	80	1.00	1.38		
Connecticut	71	67	1,514	1,445	774	54	444	389	66	1.38	1.39		
Delaware	6	4	66	56	57	102	25	23	--	1.25	1.33		
Florida	42	41	64,285	72,462	67,764	94	12,462	13,071	100	.85	.90		
Illinois	94	88	1,654	1,574	1,604	102	587	613	68	4.5	4.6		
Indiana	85	77	833	884	881	100	283	347	69	.58	1.37		
Iowa	64	62	345	459	525	114	116	140	39	.47	1.28		
Maryland	35	31	734	599	531	89	266	197	71	.64	1.24		
Massachusetts	132	115	1,929	1,385	1,277	92	577	558	69	.55	1.21		
Michigan	76	65	851	952	859	90	376	544	56	.50	1.17		
Minnesota	74	74	813	990	952	96	426	487	58	.80	1.04		
Missouri	37	40	673	709	612	86	203	294	57	.79	1.26		
New Jersey	109	104	1,232	1,502	1,452	97	425	559	77	.46	1.17		
New York:													
Upstate	162	139	1,761	1,453	1,236	85	675	757	46	.49	1.41		
Long Island	46	46	961	705	624	89	346	284	74	.70	1.11		
North Carolina	31	30	3,381	3,248	3,061	94	864	916	95	.98	1.11		
Ohio	234	211	2,888	2,274	2,923	85	1,129	738	67	.65	1.05		
Oregon	13	13	326	423	421	100	83	90	94	.88	1.32		
Pennsylvania	211	200	5,199	5,404	5,285	98	1,673	2,166	78	.77	1.41		
Tennessee	12	9	44	61	58	95	20	19	69	.87	1.29		
Texas	5	5	468	330	336	102	124	79	100	.82	.74		
Washington	50	48	743	784	732	93	190	190	86	.92	.97		
Wisconsin	96	94	750	1,031	1,047	102	204	330	40	.54	1.32		
23 States	1,912	1,796	129,234	142,088	136,792	96	33,649	36,129	92	.91	.89		

1/ Equivalent wholesale value for all sales.

Table 7. Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1972 and 1973, and indicated acres in production, 1974, in selected States

State	Producers		Acres in production		Spikes sold		Percent of sales at wholesale		Wholesale price at wholesale 1/	
	1972	1973	1972	1973	Intended percent of 1973	1974 as of 1973	1972	1973	1972	1973
	Number		Acres	Percent		1,000 spikes	Percent	Cents	1,000 dollars	
California	14	11	886	907	917	101	30,916	27,070	100	11.9
Colorado	*	*	*	*	*	*	*	*	*	3,184
Connecticut	4	*	17	*	*	77	*	86	*	*
Delaware	*	*	*	*	*	*	*	*	11.0	8
Florida	19	18	6,682	8,419	8,319	99	181,491	153,392	100	*
Illinois	28	26	911	873	719	82	10,860	9,683	85	98
Indiana	10	9	93	82	65	79	1,749	1,403	88	97
Florida	7	*	43	*	*	*	495	*	94	*
Maryland	6	7	44	47	46	98	1,450	1,604	91	12.0
Massachusetts	13	14	41	43	44	102	443	442	90	9.0
Michigan	18	14	341	290	277	96	5,953	6,435	99	6.0
Minnesota	10	10	81	71	62	87	659	376	71	652
Missouri	*	*	*	*	*	*	*	*	7.7	51
New Jersey	29	31	831	775	758	98	23,050	21,525	99	10.0
New York									100	157
Upstate Long Island	25	23	18	18	17	94	1,85	1,83	37	12.0
North Carolina	12	12	256	250	217	87	13,485	9,738	96	7.0
Ohio	13	15	52	20	24	120	672	231	88	10.0
Oregon	*	*	*	*	*	*	*	*	44	15.4
Pennsylvania	28	25	23	20	22	110	607	513	73	7.0
Tennessee 2/									78	11.0
Texas	*	*	*	*	*	*	*	*	*	8.0
Washington	9	12	50	33	24	73	92	154	90	1,844
Wisconsin	*	*	*	*	*	*	*	*	*	1,722
Unallocated	21	39	64	113	110	97	1,004	1,979	90	12.0
23 States	271	269	10,436	11,964	11,623	97,273	244	234,768	99	10.1
									7.4	101
									8.3	229
									20,287	19,514

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Production negligible.

Table 8. Roses, All: Number of producers, Plants in production, sales, price, wholesale value, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers		Plants in production			Blooms sold			Percent of sales at wholesale			Wholesale price: 1,000 dollars			Value of sales at wholesale 1/			
	1972		1973		1974 as intended		1972		1973		1972		1973		1972		1973	
	Number	1972	1973	1972	1973	Percent of 1973	1,000 plants	Percent	1,000 blooms	Percent	1972	1973	Percent	1972	1973	Percent	1972	1973
California	56	6,902	6,069	5,974	5,909	98	170,919	141,496	100	100	10.3	11.1	11.1	17,523	15,673	1		
Colorado	15	774	818	* *	*	111	24,381	26,273	98	99	12.9	13.2	13.2	3,150	3,461	2/		
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Delaware	2/	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Florida	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Illinois	19	20	1,096	1,471	1,467	100	19,976	26,760	96	99	15.6	13.8	13.8	3,112	3,682	1		
Indiana	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Iowa	6	6	75	76	76	100	1,979	1,647	92	94	14.7	15.4	15.4	291	253	1		
Maryland	11	11	1,118	1,135	1,079	95	26,576	26,796	99	99	16.2	16.2	16.2	4,310	4,341	1		
Massachusetts	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Michigan	19	18	628	603	634	105	12,807	12,014	94	95	20.1	20.9	20.9	2,571	2,507	1		
Minnesota	14	18	312	350	364	104	5,628	7,699	83	96	14.0	15.5	15.5	786	1,195	1		
Missouri	6	*	124	*	*	*	2,696	*	98	*	18.0	*	*	486	*	1		
New Jersey	13	13	374	372	372	100	8,122	8,526	99	97	16.1	17.2	17.2	1,308	1,468	1		
New York:																		
Upstate	15	14	633	645	625	97	12,323	14,151	100	100	16.9	17.2	17.2	2,078	2,428	1		
Long Island	10	8	521	569	570	100	13,223	12,921	98	73	14.9	17.6	17.6	1,966	2,278	1		
North Carolina	11	10	120	121	136	112	2,886	3,087	85	82	17.1	17.0	17.0	493	525	1		
Ohio	19	17	643	730	709	97	12,101	12,445	97	97	19.5	20.4	20.4	2,359	2,533	1		
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Pennsylvania	34	32	1,914	1,929	2,034	105	44,937	45,573	98	97	16.2	17.9	17.9	7,297	8,136	1		
Tennessee	*	5	*	84	90	107	*	1,682	*	94	94	16.1	16.1	16.1	*	271	1	
Texas	*	*	7	*	51	55	108	*	195	*	78	*	*	5.0	*	10	1	
Washington	6	6	362	385	485	126	8,138	7,961	99	100	13.1	14.5	14.5	1,070	1,156	1		
Wisconsin	14	15	130	132	131	99	2,603	2,652	94	96	19.1	21.9	21.9	496	581	1		
Unallocated	47	44	2,704	2,693	2,514	93	62,308	65,887	94	92	16.6	17.2	17.2	10,348	11,328	1		
23 States	326	315	18,430	18,233	18,224	100	431,603	417,768	98	97	13.8	14.8	14.8	59,644	51,826	1		

* 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, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers	Plants in production			Blooms sold			Percent of sales at wholesale			Wholesale price at wholesale 1/			
		1972 : 1973			Intended: 1974 as: 1974 percent: 1972 : 1973			1972 : 1973			1972 : 1973			
		Number			1,000 plants			Percent			1,000 blooms			
California	65	61	5,907	5,208	5,085	98	133,262	108,823	100	100	11.2	12.0	14,925	13,059
Colorado	17	15	614	660	729	110	16,377	17,972	98	99	14.3	15.1	2,342	2,714
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Delaware 2/														
Florida														
Illinois	19	20	906	1,266	1,266	100	14,741	20,730	96	99	17.8	15.2	2,620	3,151
Indiana	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Iowa	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Maryland	6	6	58	62	62	100	1,433	1,215	89	92	15.9	16.4	228	199
Massachusetts	11	11	814	819	785	96	17,144	17,161	99	99	18.7	18.9	3,206	3,243
Michigan	19	18	502	487	505	104	9,033	8,550	94	96	22.7	23.9	2,050	2,043
Minnesota	14	17	220	265	275	104	3,609	5,058	84	96	16.4	17.3	592	875
Missouri	5	6	100	97	116	120	2,091	2,019	98	69	19.7	18.1	412	365
New Jersey	12	12	291	285	284	100	5,846	5,958	98	98	18.2	19.5	1,064	1,162
New York:														
Upstate	14	13	507	516	503	97	8,271	9,225	100	100	18.9	19.7	1,563	1,817
Long Island	6	7	391	484	485	100	8,599	10,177	98	75	17.7	18.8	1,522	1,913
North Carolina	11	10	99	91	83	91	2,096	2,280	84	82	20.3	18.5	425	422
Ohio	19	17	559	604	599	99	9,593	9,497	97	98	20.9	21.7	2,005	2,061
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Pennsylvania	34	32	1,541	1,490	1,524	102	31,251	30,876	97	98	18.4	20.4	5,750	6,299
Tennessee	6	5	222	84	90	107	2,078	1,682	91	94	17.0	16.1	553	271
Texas	*	7	*	51	55	108	*	195	*	78	*	5.0	*	10
Washington	6	6	270	288	368	128	5,830	4,954	99	100	13.6	16.1	793	798
Wisconsin	14	15	100	103	102	99	1,769	1,740	93	94	21.8	25.5	386	444
Unallocated	39	38	1,821	1,932	1,819	94	36,573	39,243	94	91	19.7	20.4	7,203	8,020
23 States	317	316	14,922	14,792	14,735	100	309,596	297,355	98	97	15.3	16.4	47,439	48,866

* 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, 1972 and 1973, and indicated plants in production, 1974, in selected States

State	Producers	Plants in production			Blooms sold			Percent of sales at wholesale			Wholesale price: at wholesale 1/		
		1972		1973	1972	1973	Intended: 1974 as: percent: 1972 : 1973	1972	1973	1972	1973	1972	1973
		Number	1,000 plants	Percent	1,000 plants	Percent	1,000 blooms	Percent	1,000 blooms	Cents	1,000 dollars	1,000 dollars	
California	49	50	995	861	889	103	37,657	32,673	100	100	6.9	8.0	
Colorado	13	13	160	158	180	114	8,004	8,304	99	99	10.1	9.0	
Connecticut	*	*	*	*	*	*	*	*	*	*	*	*	
Delaware 2/	*	*	*	*	*	*	*	*	*	*	*	*	
Florida	*	*	*	*	*	*	*	*	*	*	*	*	
Illinois	13	12	190	205	201	98	5,235	6,030	96	99	9.4	8.8	
Indiana	*	*	*	*	*	*	*	*	*	*	*	*	
Iowa	*	*	*	*	*	*	*	*	*	*	*	*	
Maryland	4	4	17	14	14	100	546	432	99	99	11.5	12.6	
Massachusetts	8	8	304	316	294	93	9,432	9,635	99	100	11.7	11.4	
Michigan	14	12	126	116	129	111	3,774	3,464	93	93	13.8	13.4	
Minnesota	13	14	92	85	89	105	2,019	2,641	81	97	9.6	12.1	
Missouri	4	*	24	*	*	*	605	*	99	*	12.3	*	
New Jersey	9	10	83	87	88	101	2,276	2,568	100	94	10.7	11.9	
New York:													
Upstate	12	13	126	129	122	95	4,052	4,926	100	100	12.7	12.4	
Long Island	8	7	130	85	85	100	4,624	2,744	98	65	9.6	13.3	
North Carolina	5	7	21	30	53	177	790	807	88	83	8.6	12.8	
Ohio	12	13	84	126	110	87	2,508	2,948	98	95	14.1	16.0	
Oregon	*	*	*	*	*	*	*	*	*	*	*	*	
Pennsylvania	26	28	373	439	510	116	13,686	14,697	99	94	11.3	12.5	
Tennessee	*	2/	*	2/	2/	2/	*	2/	*	2/	*	2/	
Texas 2/													
Washington	6	6	92	97	117	121	2,308	3,007	98	100	12.0	11.9	
Wisconsin	8	10	30	29	29	100	834	912	96	99	13.2	15.0	
Unallocated	33	32	661	664	579	87	23,657	24,625	95	96	11.8	12.0	
23 States	237	239	3,508	3,441	3,489	101	122,007	120,413	98	97	10.0	10.8	

* 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, 1972 and 1973, and indicated pots in production, 1974, in selected States

State	Producers		Pots in production		Pots sold		Percent of sales at wholesale		Value of sales at wholesale 1/					
	1972	1973	1972	1973	Intended 1974 as percent of 1973	1972	1973	1972	1973	1972	1973			
			Number		1,000 pots		Percent		1,000 pots		Percent			
California	24	26	4,326	4,781	4,880	102	4,251	4,634	100	1.36	1.33	5,781	6,163	
Colorado	28	26	426	336	219	65	402	316	92	1.71	1.81	687	572	
Connecticut	35	30	275	311	296	95	274	310	95	2.15	2.33	589	722	
Delaware	3	*	6	*	*	*	*	*	*	1.70	*	10	*	
Florida	12	12	2,467	2,162	2,008	93	2,390	2,072	100	1.25	1.40	2,988	2,901	
Illinois	66	62	695	1,100	1,100	100	819	1,090	65	1.95	1.98	1,597	2,158	
Indiana	44	44	358	366	379	104	348	348	91	2.08	2.16	724	752	
Iowa	51	45	677	630	640	102	662	607	93	1.80	1.88	1,192	1,141	
Maryland	26	*	263	*	*	*	262	*	94	*	2.20	*	*	
Massachusetts	61	59	383	419	369	88	369	414	88	2.07	1.84	764	762	
Michigan	88	77	768	785	763	97	746	775	88	1.72	1.67	1,283	1,294	
Minnesota	59	58	492	502	482	96	486	495	79	1.69	1.96	821	970	
Missouri	33	40	709	884	841	95	637	879	77	1.48	1.67	943	1,468	
New Jersey	76	74	364	595	591	99	360	592	94	97	1.58	1.91	569	1,131
New York:	137	129	425	504	503	100	422	488	79	61	1.81	2.00	764	976
Upstate Long Island	31	27	207	187	211	113	205	185	88	88	1.90	2.22	390	411
North Carolina	24	23	926	659	724	110	857	616	98	2.00	1.89	1,714	1,164	
Ohio	205	171	1,669	1,591	1,473	93	1,690	1,572	88	1.41	1.50	2,383	2,358	
Oregon	11	12	358	351	366	104	337	342	100	1.52	1.69	512	578	
Pennsylvania	177	161	870	1,154	531	519	816	889	983	76	1.86	1.78	1,654	1,750
Tennessee	26	27	479	531	516	98	432	495	96	95	1.99	1.98	860	980
Texas	32	37	1,380	1,947	1,593	82	1,331	1,915	89	85	1.71	1.66	2,276	3,179
Washington	31	31	514	516	509	99	502	503	92	93	1.70	1.79	853	900
Wisconsin	79	87	583	754	738	98	464	744	83	85	1.59	1.69	738	1,257
Unallocated		27		227		219		96		220		95	2.29	
23 States	1,359	1,285	19,620	21,292	20,239	95	19,141	20,595	91	90	1.60	1.66	30,668	34,091

* Unallocated to avoid disclosure of individual operations.
 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, 1972 and 1973, and indicated area in production, 1974, in selected States

State	Producers		Square feet in production			Net value of sales 1/			Percent of sales at wholesale		
	1972	1973	1972	1973	Intended 1974	1974 as percent of 1973	1972	1973	1972	1973	1972
California	69	78	2,387	3,961	4,580	116	6,530	12,884	86	83	
Colorado	*	14	*	48	73	152	4	269	*	96	
Connecticut	22	27	123	131	184	169	367	424	80	46	
Delaware	*	*	*	*	*	*	*	*	*	*	
Florida	117	113	30,956	35,665	38,287	107	25,693	33,410	100	100	
Illinois	46	68	237	324	317	98	396	1,342	87	66	
Indiana	*	29	*	33	39	118	*	210	*	72	
Iowa	24	33	30	60	74	123	95	316	57	68	
Maryland	13	17	90	107	135	126	498	932	81	80	
Massachusetts	46	35	246	175	177	101	865	584	95	89	
Michigan	30	38	223	322	294	91	979	1,621	78	87	
Minnesota	34	39	84	79	88	111	213	387	58	62	
Missouri	20	29	207	204	227	111	468	215	71	71	
New Jersey	51	64	461	525	531	101	1,462	1,981	96	88	
New York:											
Upstate	64	80	307	215	244	113	847	915	83	70	
Long Island	20	23	221	181	192	106	645	640	95	85	
North Carolina	*	*	*	*	*	*	*	*	*	*	
Ohio	87	86	453	575	458	80	2,251	2,326	92	86	
Oregon	8	11	72	104	108	104	161	358	100	99	
Pennsylvania	61	77	528	618	647	105	2,873	2,473	81	91	
Tennessee	17	13	43	49	63	129	168	213	94	90	
Texas	64	87	1,667	1,646	1,883	114	2,059	3,112	100	90	
Washington	33	31	172	296	333	113	406	848	71	81	
Wisconsin	27	46	45	111	197	177	86	601	66	89	
Unallocated	46	10	147	18	19	106	831	58	92	76	
23 States	899	1,048	38,699	45,447	49,150	108	48,428	66,119	94	92	

* Unallocated to avoid disclosing individual operations.

1/ Gross value of sales less cost of plant material purchased from other growers for growing on.

Table 13. Reported total average area used for production and derived average value per unit:
Carnations, Chrysanthemums, Gladioli, Roses, and Foliage plants

State	Carnations 1/			Chrys. Standard 1/			Chrys. Pompon 1/			Gladioli 1/			Roses 1/			Foliage plants 2/			
	Total av.	Average	Total av.	Total av.	Average	Total av.	acres	Value	area	Value	area	Value	acres	Value	area	Value	sq. ft.	value	
California	22,650	1.10	14,890	.91	14,557	.66	2,670	2.31	907	3,550	9,493	1.47	3,961	3.25					
Colorado	5,308	2.90	51	1.33	83	1.87	150	3.81	*	*	951	3.64	48	5.60					
Connecticut	237	2.57	309	1.08	372	1.45	200	3.61	*	*	*	*	*	151	3.24				
Delaware	*	*	12	2.08	19	1.63	*	*	*	*	*	*	3/	*	*	*			
Florida	*	*	3,253	.43	30,709	.38	3,827	.76	8,419	1,440			35,665	.94					
Illinois	187	1.37	522	1.48	408	1.79	573	3.77	873	670	2,105	1.75	324	4.14					
Indiana	*	*	688	1.71	307	1.45	170	4.42	82	1,710	*	*	*	33	6.36				
Iowa	*	*	112	1.34	111	2.21	330	3.46	*	*	*	*	*	60	5.27				
Maryland	97	1.21	372	1.57	223	1.17	*	*	47	3,060	114	2.22	107	8.71					
Massachusetts	780	2.02	516	1.73	610	1.17	323	2.36	43	1,140	1,620	2.68	175	3.54					
Michigan	72	1.81	343	.93	403	1.35	689	1.88	290	1,550	789	3.18	322	5.03					
Minnesota	58	3.34	189	1.26	412	1.41	381	2.55	71	630	500	2.39	79	4.90					
Missouri	*	*	573	1.37	208	2.67	492	2.98	*	*	156	2.68	204	1.05					
New Jersey	342	1.96	594	1.23	517	1.38	385	2.94	775	2,220	454	3.23	525	3.77					
New York:																			
Upstate	73	1.92	550	1.58	544	2.02	569	1.72	18	1,110	783	3.10	215	4.26					
Long Island	245	1.23	285	1.34	261	1.22	104	3.95	3	1,330	720	3.16	181	3.54					
North Carolina	*	*	700	2.65	1,497	.66	682	1.71	250	2,730	173	3.03	*	*					
Ohio	426	1.95	1,657	1.36	807	1.12	1,035	2.28	20	1,800	797	3.18	575	4.05					
Oregon	*	*	64	.61	96	1.32	153	3.78	*	*	*	*	*	104	3.44				
Pennsylvania	1,105	2.28	1,274	1.46	2,286	.81	536	3.26	20	2,800	2,087	3.90	618	4.00					
Tennessee	123	1.54	375	1.74	37	.51	223	4.39	3/	3/	127	2.13	49	4.35					
Texas	*	*	279	1.16	57	1.35	1,334	2.38	*	*	*	*	*	1,646	1.89				
Washington	*	*	161	.88	304	.87	451	2.00	33	520	628	1.84	296	2.86					
Wisconsin	95	1.82	168	1.39	263	1.43	306	4.11	25	1,640	194	2.99	111	5.41					
Unallocated	1,050	1.53					164	3.07	88	2,140	4,924	2.23	18	3.22					
23 States	32,848	1.51	27,937	1.06	55,091	.60	15,747	2.16	11,964	1,630	26,595	2.32	45,447	1.45					

* Unallocated to avoid disclosure of individual operations.

1/ Equivalent wholesale value for all sales.

2/ Net value of sales.

3/ Product negligible.

Table 14. Flowers and Foliage Plants: Percent of producers and quantity sold by size group for each commodity by gross value of sales from all greenhouse and nursery products grown in 23 States, 1973

Commodity	Gross value of sales of selected greenhouse and nursery products grown 1/			Number of producers: sold	Quantity: Producers sold	Number of producers: sold	Total quantity sold by commodity
	Under \$50,000	\$50,000-\$99,999	\$100,000-\$249,000		\$250,000-\$499,000	\$500,000 and over	
Standard Carnations	58	15	21	17	14	37	15
1972	54	12	24	22	16	36	4
1973							
Miniature Carnations	45	10	25	14	19	26	6
1972	38	9	26	14	24	46	7
1973							
Standard Chrysanthemums	65	17	18	23	11	35	3
1972	62	15	19	25	13	36	3
1973							
Pompon Chrysanthemums	66	10	17	13	11	25	3
1972	63	12	17	10	13	26	4
1973							
Gladoli	66	11	13	6	11	22	5
1972	66	11	13	7	13	27	4
1973							
Hybrid Tea Roses	19	2	19	5	28	22	15
1972	19	1	19	7	27	17	16
1973							
Miniature Roses	15	1	17	4	29	21	16
1972	13	1	16	4	31	19	17
1973							
Potted Chrysanthemums	53	7	21	9	15	26	6
1972	47	5	22	8	17	19	8
1973							
Foliage Plants	58	13	14	5	15	17	6
1972	54	5	16	6	15	14	8
1973							
All Commodities 2/	59	17	14	14	16	20	7
1972	56	19	16	16	16	5	5
1973							

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1/ Includes cut flowers, flowering and foliage plants, bedding plants, cultivated florist greens, nursery products, bulbs, flower seeds.

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



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