

B U S I N E S S

NEWSLETTER

STADY

by Jean Adamczak

U.S. wire service deliveries increase

According to the first statistics available from the American Floral Endowment's Flora-Stats study, the number of U.S. wire service deliveries increased from 30,053 in 1988, to 30,639 in 1989. According to Flora-Stats, that's a two percent increase in deliveries. The average value of a wire service-delivered order also increased, from \$30.20 in 1988, to \$31.38 in 1989, the study revealed. Numbers were estimated based on input from four wire services.

Flora-Stats is an industry-wide data and information base established and developed in 1987 by the American Floral Endowment. The wire service study was the first project completed under the auspices of Flora-Stats. All U.S. wire services were invited to participate in the study, but only four—American Floral Services, Inc., Florafax International, Inc., Florists' Transworld Delivery Association and Teleflora, Inc.—agreed to cooperate. Each month, the four organizations reported the number of orders placed and deliveries made. Numbers were recorded and statistics compiled by Ernst & Young, Chicago.

"It is only a beginning, but we are committed to a continuing and expanded program of statistical gathering for the floral industry," Endowment Chairman Robert Dewey said of the study. "We look forward to the time when Flora-Stats becomes a major resource for the floral industry."

Other Flora-Stats projects in progress include a 1990 study of wire service activity in the retail sector; a cut flowers and cut greens movement study in the wholesale sector; and a cut flower sales by type study in the production sector, including domestic and foreign product. As was the case with the first wire service study, composite nationwide reports will be prepared for each of the studies in progress. In some instances, a further breakdown showing data by the nine basic U.S. Census regions will also be made available.

The Endowment is a non-profit, autonomous organization for funding research and education programs relevant to floriculture and environmental horticulture. For further information about the organization or Flora-Stats, contact the Endowment at 37 Camelot Dr., Edwardsville, Ill. 62025, (618) 692-0045.

K mart to combine food and flowers

Attention, K mart shoppers: Fresh flowers, along with groceries and other specialty departments, will soon be under one K mart roof. According to an item in *Advertising Age*, the discount chain and specialty retailer will open a 147,000-square-foot K mart Super Center in Medina, Ohio, next spring. The store will feature food products and specialty departments, such as a floral department and a drive-through garden shop, the magazine reported. In the article, K mart officials described the store as a "full-blown supermarket" combined with a complete K mart.

Currently, K mart operates two types of stores combining limited assortments of food and warehouse-type fixtures, the article pointed out. American Fare stores, located in Stone Mountain, Ga., Charlotte, N.C., and Jackson, Miss., are a joint venture between K mart and the Bruno's supermarket chain. Super K mart stores, another type of combination store, are located in Clinton, Iowa, and Kankakee, Ill. According to the magazine, the K mart Super Center is comparable in size to the Jackson, Miss., American Fare store.

Classified information

The first place most people look when job hunting is the classified ad section of area newspapers. Savvy shop owners and managers seeking to beef up their employee ranks can take advantage of this by running attention-getting help wanted ads.