



# New York State Flower Growers

INCORPORATED

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Secretary, Charles Wilton, Prattsburg, Steuben Co., N. Y. 14873

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## Consumer Preference for Potted Plants\*

### Easter Lilies and Chrysanthemums

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#### SUMMARY AND CONCLUSIONS

Objectives of this study were to collect and analyze responses of consumers to special displays of potted plants varying in quality and price, and to compare these responses to retailer pricing practices. Easter lilies and chrysanthemums were used at the International Flower Show and New York State Fair, respectively.

Respondents interviewed at the Flower Show included proportionately fewer females, were somewhat better educated, slightly younger, and more frequently garden club members and flower purchasers than respondents contacted at the State Fair.

When unpriced Easter lily plants ranging from 18 to 38 inches in height were displayed, most respondents preferred the shortest plant. Most gave the lowest rank to the tallest plant. Price premiums and discounts of up to 50 cents for 18- and 20-inch plants failed to influence basic consumer preferences for short lilies.

Respondents expressed a preference from among unpriced lilies for those with large numbers of blooms. However, when they were priced at successively higher rates from \$1.00 to \$2.25 per bloom, the proportion of respondents selecting the 5-bloom plant declined from 50 percent to 30 percent. The proportion selecting the 4-bloom plant remained constant, while the proportion selecting the 3-bloom plant rose from 22 to 34 percent. At \$2.25 per bloom (\$11.25 for the 5-bloom plant) 14 percent of the respondents refused to make a selection.

At these same prices per bloom, comparable tests with 3-, 5-, and 7-bloom plants, and 5-, 6-, and 7-bloom plants yielded similar results. Elevation of price reduced the proportion of respondents selecting the plants with the high bloom count. This was particularly evident in the sharp reduction of respondents selecting the 7-bloom plant at the \$2.25 per bloom price (\$15.75). Further, more than twice as many persons at the higher than at the lower prices refused to make a selection. The majority of respondents indicated that the high price was the reason for their rejection of the otherwise favored plants.

Respondents were asked to identify a plant that they would buy from a display of \$6.00 chrysanthemum plants  
(continued on page 3)

## N. Y. State Flower Industry Convention Set for Syracuse - Nov. 2-3, 1969

### Industry-Wide Event To Replace Cornell Short Course

At the March meeting of the New York State Flower Growers, Inc. Board of Directors, the decision was made to join with the three upstate F.T.D. units and the upstate Teleflora unit to conduct a New York State Flower Industries Convention November 2-3, 1969 to bring together all segments of the industry for educational meetings and a trade show. The program combines into one convention the Cornell Florists' Conference, formerly held on the Ithaca campus and the various F.T.D. districts' fall meetings. Syracuse, the crossroads of New York State, will be the site with all events to be staged at the Hotel Syracuse.

The two-day program will include concurrent sessions for retail florists, growers, retail growers and wholesale commission florists. Several special sessions are planned on topics of mutual interest to all sectors of the industry. Nationally-known industry figures, researchers and educators from Cornell and other universities, and growers,

(continued on page 4)

## Reorganization of N. Y. S. Flower Growers, Inc.

John Brookins—Orchard Park and  
T. Paul Newman—Olean

Late in 1967, Charles Luff, Stone Roses, Bayport, Long Island, then President of New York State Flower Growers, Inc., appointed a Special (*ad hoc*) Committee under the chairmanship of T. Paul Newman, West End Greenhouses, Olean, to study the objectives, organization and operation of New York State Flower Growers, Inc. to ensure its effective performance in the present and future business environment. The Committee met monthly, one and a half to two days at a time, to accomplish its study. In September 1968, the Committee presented its report and recommendations to the Board of Directors at a special meeting held in Albany. A summary of the report follows this article. (see page 3).

After completion of some recommended revision, the Board unanimously accepted the report at its October meeting. Herbert E. Forbach, Jr., Forbach's Flower Shop, Buffalo, upon his election as President in October 1968 urged members to study the recommendations and to dis-

(continued on page 3)

\*This is the last of a 3 part article. The first two are found in Bulletins 281 and 282.

# New And Views From Our Industry

by Carl F. Gortzig

## Something New ...

... is added to the *Bulletin* with this column. In response to your requests for more news and views concerning happenings in the industry, we have agreed to put together this monthly column. But we must serve notice at the outset—we will need your help in reporting industry happenings in your area if we are to succeed in meeting a monthly deadline. So, let's hear from you with news and photographs. Here we go!

## New York State Flower Growers Board of Directors an Active Group

Under the leadership of President Herb Forbach, Jr., Forbach's Flower Shop, Buffalo, the Board has had an active winter and spring. President Herb called a two-day organizational session for January 5 and 6 at the Howard Johnson's Motor Lodge in Latham, near Albany. At this meeting, the Board organized for 1969, gave preliminary consideration to the proposal for a New York State Flower Industries Convention (see page 1), and studied further the report of the *ad hoc* committee (see page 3). A committee was appointed to prepare a proposed new constitution for the New York State Flower Growers, Inc. Meeting in Elmira on March 10 the Board received a preliminary draft of the new constitution, made some revisions and returned it to the committee for final drafting. They also took final action committing the organization to the New York State Flower Industries Convention (see page 1). A. Marshall Lowman, Elmira Floral Products, Elmira Heights, graciously hosted the meeting. Early arrivals were treated to a tour of the re-construction program at Lowman's. Incidentally, the cover photograph of the new *Cornell Recommendations for Commercial Floriculture Crops* shows a portion of that project. On April 28, the Board met in Syracuse. Hugh Burrell, Chairman of the Convention Committee, gave an extensive preliminary report on plans for the convention. Considerable other business was also conducted. The Board meets again for a two-day work session at Planting Fields, Oyster Bay, Long Island, on July 13 and 14. The industry appreciates the time and expense these men give in our behalf.

## New York State Flower Growers, Inc., Long Island Flower Growers Association, Inc., and New York State Department of Agriculture and Markets Cooperate on Exhibit at International Flower Show

An impressive exhibit entitled "Know Your Flowers" was presented by the two growers' organizations in cooperation with the New York State Department of Agriculture and Markets at the International Flower Show held March 8-16 in the Coliseum in New York City. The exhibit won the Sylvia Award of the Society of American



Officers and members of the N.Y.S.F.G. Board of Directors at their April 28, 1969 meeting in the Hotel Syracuse, Syracuse. Left to right are: T. Paul Newman, Gisbert Auwaerter, George Kobylarz, Robert Mayer, Hugh Burrell, Herbert Forbach, Charles Wilton, Ed Claus, Herman Bowman, Don Vandenberg. Missing: John Brookins, William Dudyshyn and Charles Luff.

Florists for the best use of cut flowers in the home. A section of the exhibit earned the New York Florists' Club Past Presidents' Award for the best commercial exhibit of cut flowers. Professor Ray Fox of Cornell worked with the cooperating groups to prepare a leaflet, *Flower Facts and Fancies*, for distribution at the exhibit. It carried recommendations for care of flowers and plants in the home. Congratulations to the Long Islander's for their leadership in this industry activity. Scenes from the exhibit are shown in the accompanying photograph.



Pam Loaring-Clark, Queen of the International Flower Show, admires an arrangement of chrysanthemums in the exhibit sponsored by New York State Flower Growers, Inc., Long Island Flower Growers Association and New York State Department of Agriculture and Markets. Those interested spectators are, left, John L. Matheson, Assistant Director, Division of Marketing, New York State Department of Agriculture and Markets and right, Daniel L. Dalrymple, Assistant Commissioner of Agriculture and Markets.

(continued on page 6)

## Consumer Preference

*(continued from page 1)*

ranging from 15 to 21 inches in height. One-half selected the shortest plant, one-quarter the 18-inch plant and nearly one-fifth the tallest. When priced at \$8.00, however, each of both of the 15- and 18-inch plants was selected by one-fifth of the respondents. Less than one-tenth selected the tallest. More than one-half refused to make a selection. The elevation of \$6.00 to \$8.00 apparently exceeded a critical level above which most people would refrain from buying.

Two-thirds of the respondents selected a 15-inch plant at \$7.00 in favor of a 21-inch plant at \$6.00. When the price premium was increased from \$1.00 to \$2.00, however, only 40 percent chose the shorter plant, and about twice as many as at the lower premium chose the 21-inch plant, or no plant at all.

In order to portray variations in plant density or fullness, 4-, 5-, and 6-cutting mums were displayed at \$6.00 and later at \$8.00. At the lower price, 85 percent of the respondents rejected the 4-cutting (sparse) plant in favor of the fuller plants (normal and dense). At the \$8.00 price, respondents continued to favor the normal and dense plants, but one-third of them refused to make any selection.

When the normal plant was priced \$1.00 higher than the sparse plant, 70 percent of the respondents chose the normal. In another test, when the dense plant was priced \$1.00 higher than the normal plant, nearly 40 percent selected the dense plant. At a \$2.00 premium, the proportion selecting the dense plant declined to about one-fourth. The proportion selecting the normal plant declined only slightly. However, one-fourth of the respondents were unwilling to make a selection when the higher premium was in effect.

A sample of retail florists indicated on the average a tendency to charge somewhat higher prices for shorter lilies. This result suggested a degree of consistency with the results of the consumer preference tests, even though a majority of florists reported no price differences based on height. Florists always differentiated price on bloom count.

Retailers gave little evidence of differentiating chrysanthemum prices on height. They might well consider pricing practices which take advantage of the expressed willingness of consumers to pay somewhat higher prices for shorter plants.

## Reorganization

*(continued from page 1)*

cuss them among their fellow florists. Early in 1969 he appointed a Constitution Committee to develop a proposed constitution to include the recommendations of the Special Committee as revised and adopted by the Board of Directors. The new constitution has been completed. After careful study, the Board approved it at its April 28 meeting and directed that it be presented to the membership for their consideration. At the Annual Meeting of the New York State Flower Growers, Inc. to be held during the New York State Flower Industries Convention in Syracuse, the membership will vote on this Constitution

which will, in effect, reorganize the New York State Flower Growers, Inc. along the lines recommended by the Special Committee and the Board of Directors.

President Forbach has asked us to serve as a committee of two to ensure that the membership is well informed concerning the proposed changes. In issues of the Bulletin between now and November we will present a series of articles outlining the recommended changes. Early in fall, the proposed new constitution will be printed in its entirety for your study prior to the Annual Meeting in November. We will be happy to receive questions concerning the proposals.

## Summary of Report of Special Organization and Operation of NYSFG, Inc.

In October 1967, the Board of Directors of NYSFG, Inc. appointed a Special Committee to study the objectives, organization and operation of NYSFG, Inc. to ensure its effective performance in the present and future industry environment. A very brief summary of the report of the Special Committee follows.

### Objectives

A review of the broad objectives of NYSFG, Inc. as stated in the Constitution indicates they continue to be valid for present and future operation. However, changing times require different priorities be assigned to make these goals appropriate in the modern situation.

### Priorities

Highest priority must be assigned to the area of industry and public affairs to assure a favorable economic and social climate for the New York State floriculture industry. Other high priority areas are:

- a. product promotion and consumer education
- b. support of floriculture education programs at all levels
- c. support of floriculture research

### Leadership Development

NYSFG, Inc. must provide the framework within which young, vigorous members of the industry may gain experience essential to their development as informed, involved, capable industry leaders.

### Membership

Because all segments of the floriculture industry are increasingly interdependent for their well being, and because it is increasingly important that the industry speak with a unified voice in public and government affairs, active membership should be expanded to include not only flower growers but also retail florists, wholesale commission florists and horticultural supply firms and their representatives.

### Name

With an increase in the scope of membership, the name "New York State Flower Industries, Inc.," is recommended.

*(continued on page 4)*

## Reorganization

*(continued from page 3)*

### Representation of Regions and of Industry Segments

While NYSFI, Inc. must continue as a state-level organization, it must structure itself to provide for effective representation of and liaison with the interests and problems of the various segments of the industry and regions of the state.

### Programs

The programs of NYSFI, Inc. should be developed and implemented through four active program committees: Industry and Public Affairs Committee, Education and Research Committee, Product Promotion and Consumer Education Committee, Social Committee.

### Administration

The Board of Directors assisted by the following five administrative committees should administer NYSFI, Inc: Nominating Committee, Finance Committee, Membership Committee, Insurance Committee, Compensation Insurance Group Committee.

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## NYSFI Convention

*(continued from page 1)*

wholesalers and retailers from New York State as well as from other sections of the country will all participate as speakers, panelists and discussion leaders.

Featured will be a design school for retailers, workshops and split sessions for growers, and a special program for wholesale commission florists. An innovation will be the offering of special workshops geared to meet the needs of the retail grower, and others tailored specifically for the wholesale growers. A trade fair which will serve the interests of retailers and growers alike, will run throughout the two-day program. A wide array of new varieties will highlight the displays.

Hugh Burrell, retail florist and grower, Amsterdam, New York, has been appointed Convention Chairman. P. Gisbert Auwaerter, retailer and grower, Bayport, Long Island, serves as Vice Chairman.

Mr. Burrell has announced the following committees for the Convention. There is always room for more help. If you would like to assist by joining a committee, contact Hugh Burrell, 130 East Main Street, Amsterdam, New York 12010.

### List of Conference Committees

**Executive Committee**—has responsibility for overall planning, coordination, direction and conduct of the Conference.

Hugh Burrell, Amsterdam—General Conference Chairman

P. Gisbert Auwaerter, Bayport—General Conference Vice Chairman

Herman Bowman, Camillus

Carmen Cosentino, Auburn

James Edgar, Syracuse

Herbert E. Forbach, Jr., Buffalo

Carl F. Gortzig, Ithaca (Cornell representative)

William L. Kasting, Jr., Buffalo

George Kobylarz, Newark Valley

## Finance Committee

T. Paul Newman, Olean

Donald Phelps, Rochester

Loretta Schaeffer, Kenmore

Donald Phelps, Rochester, Chairman

Paul Schneeberg, Sr., Bayport, Long Island, Vice Chairman

Charles Luff, Bayport, Long Island

## Program Committee

T. Paul Newman, Olean, General Chairman

### Subcommittee on Growers' Program

George Kobylarz, Newark Valley, Chairman

James W. Boodley, Ithaca

John L. Brookins, Orchard Park

Ralph Freeman, Riverhead

Irvin A. Gillow, East Aurora

Carl F. Gortzig, Ithaca

Robert W. Langhans, Ithaca

Robert Mayer, Patchogue

Donald Vandenberg, Liberty

Russell Weiss, East Meadow

Charles H. Williams, Schenectady

Joseph Yedowitz, Yonkers

### Subcommittee on Retailers' Program

Carmen Cosentino, Auburn, Chairman

Conrad Forbach, Buffalo

Raymond Fox, Ithaca

Richard Lee, Rome

Charles Myers, Newark

Henry Reinke, Mineola

Loretta Schaeffer, Kenmore

### Subcommittee on Wholesalers' Program

William L. Kasting, Jr., Buffalo, Chairman

James Edgar, Syracuse

Philip Riccardi, Albany

Allan Robbins, New York

Paul Walker, Buffalo

## Trade Fair Committee

Herman Bowman, Camillus—General Chairman

### Subcommittee on Retailers' Trade Fair

Edward Clauss, Elmira—Chairman

Carmen Cosentino, Auburn

Richard Mayer, Patchogue

William Woscowicz, Utica

### Subcommittee on Growers' Trade Fair

Kenneth Felthousen, Johnstown—Chairman

Richard Farrington, Lima

Jerry Silverman, Patchogue

### Subcommittee on New Varieties Display

Harold Gardner, Averill Park, Chairman

## Conference House Arrangements Committee

James Edgar—General Chairman

### Subcommittee on Hospitality and Social Program

### Subcommittee on Housing and

Conference Room Arrangement

### Subcommittee on Registration

### Subcommittee on Floral Decorations

*(continued on page 6)*

# Officers, Board of Directors and Committees for 1968-'69

Herbert E. Forbach, Jr.—*President*

Forbach's Flower Shop  
993 Kensington Avenue  
Buffalo, New York 14215

Charles L. Luff—*Vice President*

Stone's Roses, Inc.  
Bayport, Long Island, New York 11705

Charles Wilton—*Secretary-Treasurer*

R.D. #1  
Prattsburg, New York 14783

## Board of Directors

Edward Clauss

Rudy's Greenhouses  
Elmira, New York 14905

Hugh Burrell

130 East Main Street  
Amsterdam, New York 12010

T. Paul Newman

West End Greenhouses  
Olean, New York 14760

Robert Mayer

Mayer's Greenhouses  
399 Medford Avenue  
Patchogue, New York 11772

John L. Brookins

Jerry Brookins, Inc.  
Orchard Park, New York 14127

William Dudyshyn

181 Lake View Avenue  
Valhalla, New York 10595

Herman Bowman (Associate Director)

Fred C. Gloeckner Co., Inc.  
Two Kings Court, Apt. #5  
Camillus, New York 13034

J. George Kobylarz

Stimming Flowers of New York  
Newark Valley, New York 13811

Donald Vandenberg

Kaempfer Lane  
Liberty, New York 12754

Gisbert P. Auwaerter

940 Montauk Highway  
Bayport, Long Island  
New York 11705

## Committees

### Industry and Public Affairs

Harold B. Brookins—Chairman  
Jerry Brookins, Inc.  
Orchard Park, New York 14127

### Education and Research

T. Paul Newman—Chairman

### Product Promotion and Consumer Education

Gisbert P. Auwaerter—Chairman

### Social

Herman Bowman—Chairman  
James Edgar—*Co-chairman*  
410 South Clinton Street  
Syracuse, New York 13202

### Finance

Donald Phelps—Chairman  
2271 East Main Street  
Rochester, New York 14609

### Nominating

John L. Brookins—Chairman

### Insurance

Hubbard White—Chairman  
White Brothers Rose Corporation  
Medina, New York 14103

### Membership

Harold E. Gardner—Chairman  
Henry F. Mitchell Company  
Averill Park, New York 12018

**New York State Flower Growers, Inc.**  
**Representative to Compensation Insurance Group**  
**No. 453**

William L. Kasting, Sr.—Chairman  
William F. Kasting Company  
362 Oak Street  
Buffalo, New York 14203

## News and Views

(continued from page 2)

### We Were Also at the Colonie Center Flower Show

The New York State Flower Growers, Inc. joined the Albany Florists' Club, Schenectady Florists' Club, Albany Wholesale Florists and the New York State Department of Agriculture and Markets as industry sponsors of the third annual Colonie Center Flower Show during the week of March 17. The Show is staged on the two floors of the mall at the Colonie Shopping Center in Colonie, near Albany. Dr. John G. Seeley, Head of the Department of Floriculture and Ornamental Horticulture, Charles Luff, Stone Roses, Bayport, Long Island, President of the New York Florists' Club and Vice President of New York State Flower Growers, Inc., and Morton Conklin, Bayport, Long Island, sales representative for Vaughan's Seed Company, served as exhibit judges. Professor Raymond Fox prepared the judging schedule. The New York Florists' Club, the Long Island Flower Growers Association and the Albany Florists' Club provided trophies. The New York State Flower Growers, Inc. awarded certificates of appreciation to all exhibitors. Charles Williams, Cooperative Extension Specialist in Ornamental Horticulture in the Capital District, and Cooperative Extension agents from the area entered an exhibit and garden information booth. The leaflet prepared by Ray Fox for the International Flower Show was also distributed at Colonie. Again, our hats are off to the industry groups who made the project a success.



Charles Luff, Vice Pres., of NYSFG, Inc. and John Seeley, Head, Dept. of Floriculture judging one of the exhibits at the Colonie Center Flower Show.

### Some New Faces and Some Changes in Cooperative Extension

Ted Stamen, Cooperative Extension agent in horticulture in Orange County resigned this spring to accept an extension position in Connecticut. Jan Jansen, Cooperative Extension horticulturist in Chemung County, succeeds Ted in the Middletown office. Francis Stadelberger, a graduate of Cornell's Department of Floriculture and Ornamental Horticulture, and holder of the Master of Business Administration degree from Cornell's School of Business and Public Administration, has joined the staff of Nassau

County. Frank joins Extension after several years in marketing work in the petroleum industry. He fills the first extension position established to work specifically with the business management aspects of commercial floriculture and ornamental horticulture. He will team up with agents Ralph Freeman and Charles Scheer of Suffolk County to develop a balanced extension program in florist and nursery crop production and management for all of Long Island.

### Cornell-Penn State Rose School Well Attended

The Commercial Rose Growers' School sponsored by Cornell and Penn State with the support of Roses, Inc. was held at the Marriott Motor Hotel in Philadelphia, March 12-14. Attendance of 140 exceeded all expectations as rose growers and researchers from all parts of the nation gathered to discuss rose production, marketing and management. Lively discussion sparked by the excellent panelists and speakers characterized the three-day event. New rose varieties were displayed by breeders and suppliers. The School concluded with a tour of rose ranges and wholesale houses in the Philadelphia area. A manual on roses was prepared for the School.

### NYSFI Convention

(continued from page 4)

#### Publicity Committee

Herbert E. Forbach, Jr.—General Chairman  
Carl F. Gortzig, Ithaca  
Robert Mayer, Patchogue  
William Proschel, Westbury  
Vincent Vuoto, New York  
Charles Wilton, Prattsburg

Circle November 2 and 3 on your calendar and give your wife (or husband) the good news that you both will be spending a relaxing and educational post-Halloween weekend in Syracuse. Watch for program details in the July issue of the Bulletin and in the trade press.

C.G.

## In This Issue

Bul. 283, June '69

- Consumer Preference for Potted Plants
- N. Y. State Flower Industries Convention Set For Syracuse—Nov. 2, 3, 1969
- Reorganization of N. Y. S. Flower Growers
- News and Views
- Officers, Board of Directors and Committees For 1968-'69

YOUR EDITOR,

Bob Laughans