



New York State Flower Growers

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

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The Cut Flower Picture In 1960

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Up-to-date statistics describing an industry are essential to the soundness of that industry. Flower growers, wholesalers, and retailers can better adjust their operations if they are familiar with production and price developments across the country.

To make these figures available, USDA representatives survey cut flower growers in selected states annually for information on volume of production and prices received. Growers are further asked to indicate intended production for the following season. This program was initiated in 1957 in five states. (California, Colorado, Florida, Illinois, and Iowa). Since then, five additional states have been added (Michigan, New York, Ohio, Oregon, and Texas). Data on 1959 production and 1960 intentions made available this summer serve to highlight regions of the United States that represent competing production areas for New York State flower growers.

New York figures for 1959 include responses from 245 Long Island growers and 514 Upstate growers, about 100 more for each area than first reported on their 1957 operations (Table 1). Gross wholesale value of sales averaged about three and one-half million dollars for the selected flowers on the Island and about four and one-half million dollars in Upstate areas over the two most recent years. On this basis, carnations and roses were the most important crops on Long Island, as were roses in the Upstate areas. On the basis of the number of producers, however, chrysanthemums on Long Island and chrysanthemums, carnations, and gladiolus in Upstate New York were even more important.

Important competing production areas for New York growers generally are those which (1) rank higher in value of sales, (2) are located near the Northeast market area, and/or (3) experience more favorable production rates. On the basis of gross wholesale value of sales, for instance, Long Island carnations rank third (with Illinois not far behind) while roses rank fourth. Upstate roses rank third among areas covered by the survey. For the selected flowers in 1959, all of New York ranked third among the 10 states. Upstate alone ranked sixth and Long Island seventh.

So much for the basics. What implications might this raft of information provide? A review of the last three year's production potential and intentions for 1960, as well as average wholesale prices, crop by crop, affords a good picture of changes in the 10-state, as well as individ-

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Cooperative Extension Service Organization

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The chances are, you live in one of the fifty-six New York State counties that has an Extension Service Association. This is the local branch of the Cooperative Extension Service which employs your county agricultural agents. This agency has the responsibility for translating into practical use the results of experiments by research workers, and helping you merge them with your best growing practices. The work of the agency and its agents are commonly referred to as Extension work.

Extension work is a cooperative venture. The U. S. Department of Agriculture, the State Colleges at Cornell University, the County Governments and the people themselves—all of whom contribute money, time, and energy—are the cooperative groups.

The State Colleges at Cornell employ extension specialists, such as floriculture, pathology, entomology, and management specialists. They maintain close contact with the research workers and obtain the results of research as rapidly as they become available. The specialists assemble this material in popular form, and transmit it to county extension agents. The agents conduct a program to help growers make practical use of the new information and techniques.

County Extension Organization

The program of county agricultural extension work is the responsibility of an executive committee, elected by the members of the agricultural department of the county association. Representative farmers are appointed to program advisory committees, and meet periodically with the county agents and executive committee to determine the program and check its progress. The executive group also conducts an annual membership campaign, offering growers an opportunity to join the extension association, by paying a token membership fee. The fee helps finance the work, as well as providing a practical way for interested farmers to express their interest in the Extension educational effort. A "News," containing unbiased information for farmers is published and sent to members each month. Those who join the agricultural department of the county extension service association are automatically placed on special mailing lists to receive timely circular letters containing current recommendations.

In conducting the program agents make use of every possible way to get information to the people. Methods include demonstrations, tours, meetings, personal visits

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Cut Flower Picture

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ual state, figures.

Table 1. Number of Producers, and Wholesale Value of Selected Cut Flower Sales, New York State, 1958-1959

Item	Long Island		Upstate New York	
	1958	1959	1958	1959
Number of producers	186	245	437	514
Gross wholesale value of sales in thousands of dollars				
Carnations	1,378	1,277	600	560
Standard Mums	371	448	728	890
Pompons	398	550	739	896
Gladiolus	41	46	316	362
Roses	1,286	1,330	1,854	2,010
Total	3,474	3,651	4,237	4,718

Source: *Cut Flowers, Production and Sales, 1958 and 1959*, AMS, USDA, June 1960.

The potential for carnation production has recorded significant gains. The number of carnation plants in production over the 10-state area has increased during the past three years by more than 15 percent. California was responsible for over three-fourths of this boost; the remainder of the increase was centered in Colorado. Long Island plant numbers have remained relatively constant as have those in Upstate New York. Intentions for 1960 showed little overall change from 1959.

Wholesale prices over this period have changed but little for California carnations, but have fallen more than one-half cent per bloom for the Colorado product. With the number of Upstate blooms declining 13 percent, the wholesale price has improved by about one-third of a cent; prices for the Long Island product have slipped about two-tenths of a penny.

Standard chrysanthemums provide another good example of a sharp increase in plant totals. From 1957 to 1959 the 10-state plant total climbed nearly 48 percent. Leading the way again was California, adding 9 million plants for a 77 percent increase. Although working on smaller bases, most other states in the group participated in the increase. Long Island rose by 65 percent and Upstate New York, with over 3 million plants, climbed by 45 percent.

Average wholesale prices for standard mums varied sharply over the 1957-1959 period. In general, the first year was the highest for all areas; the second year saw a drop off. The following year average wholesale prices climbed back toward 1957 levels in California, Illinois, Upstate New York, Ohio and Oregon. Prices in all other areas continued downward in 1959.

The production potential in the 10-state area for pompon chrysanthemums rose by over 15 percent from 1957 to 1959. Indicated intentions for 1960 suggested a further six percent rise. Florida, the principal supplier of pompons, recorded intentions to have over 25 million plants in production during 1960, a jump of 16 percent over 1957. The second largest supplier, California, reported plans to swell its production potential by 42 percent over 1957. Both Illinois and Ohio showed substantial gains over the same period. Upstate New York plant numbers rose by less than 10 percent but Long Island producers

planned nearly 70 percent more plants in 1960 than reported for 1957.

Average wholesale prices, though markedly different between areas, varied but little in the 10-state region as a whole. There was no consistent pattern from year to year within states. Both New York State areas, for instance, experienced price declines, 1957 to 1958, but only Long Island more than recovered the loss the following season. On the other hand, the wholesale price for Florida pompons rose the following year but declined in 1958.

Levels of wholesale prices differed substantially between the 10 selected states. Colorado and Iowa pompons brought over a dollar a bunch while those from all other states except one returned from 61 to 97 cents. California mums, however, could command no more than 43 cents in 1959. Factors such as total supply available within the area, the season of the year at which the major portion of the crop is harvested, as well as general quality conditions, obviously played a part in determining these widely divergent prices.

Acres of gladiolus in production have not increased as notably as the production potential for other flowers. In the entire 10-state areas total acres in glad production increased only about 6 percent. By far the leading gladiolus growers are the Florida producers, accounting for about 70 percent of total acres as well as total spikes sold. Total acreage in Florida, however, has actually declined in recent years although intentions for 1960 were to maintain about the 1959 position. Illinois has increased its acreage by about 46 percent since 1957 but planned early in 1960 to reduce this by 6 percent. Upstate New York producers who increased acreage by 37 percent from 1957 to 1959 planned an 8 percent cut from the year earlier level in 1960.

Average wholesale prices for glads over the 10-state region declined sharply in 1959 in response to heavy supplies. Upstate New York was the principal loser, with prices off by 14 cents per dozen spikes from the 1958 mark. Fortunately, 13 percent of sales by these producers were through outlets other than wholesalers; this situation helped ease the impact of unfavorable prices.

Small increases are reported in total rose plants in production (five percent) and total blooms (7 percent) for the 10-state area from 1957 to 1959. In general, average wholesale prices over the same period have risen about 5 percent. Although those for Iowa and Michigan roses were lower in 1959 than 1957.

Higher total rose production coupled with a higher average wholesale price suggests that the demand for roses has increased. Results of the 1960 season will be eagerly awaited as an indication of whether this apparent favorable trend is to continue.

Underlying these "snap shots" of production potentials and prices are significant differences in *rates of production* between states (Table 2.) Rates vary more among gladiolus growers than among producers of the other flower crops. For example, California growers in 1959 averaged four times as many spikes per acre as producers in Iowa. Except for these extreme cases, growers in other states averaged from 1,000 to 2,000 dozens spikes per acre.

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1960 State Fair Report

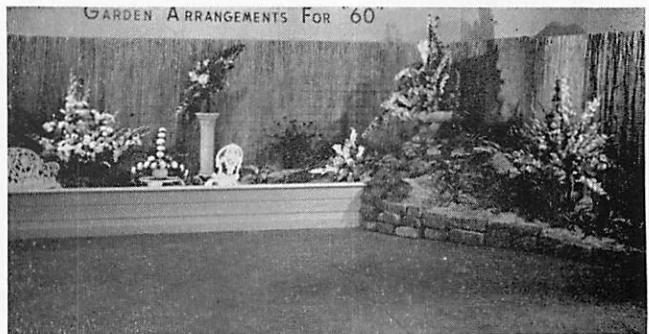
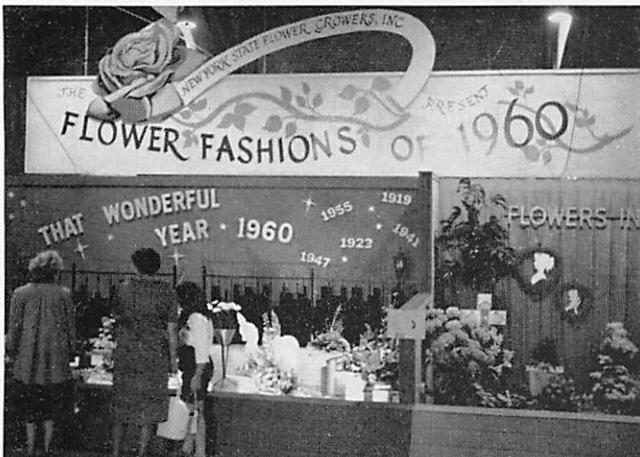
The New York State Flower Growers Association can again be proud of the outstanding exhibition which they sponsored at the New York State Fair at Syracuse. The Fair was open for a 9 day period and during that time about 500,000 people passed through the gates.

First prize was awarded to Wes Coddington of Coddington's Florists, Oneonta. The title of his exhibit was "That Wonderful Year 1960." The second place award was given to Mrs. Jane McCarthy of P. R. Quinlan, Inc., Syracuse and the title of her exhibit was "Flowers Make Any Old Thing Look Better." Third prize was awarded to Robert P. Holleran of Garden Center Flower Shop, John-son City, New York and the title of his exhibit was "The Perfect Setting."

The other designers which participated in the "Flower Fashion of 1960" were Bob Benton, Neisner Florist Shop, Rochester, Joseph and Charles Lamanna of John Lamanna and Sons Florist, Inc., Syracuse, Carmen Cosentino of Cosentinos, Florist, Auburn, New York, Bill Hiserodt of Clarke Florist, Auburn, New York, William MacDonald, MacDonald Gardens, Syracuse, New York, Raymond G. Rauschi of Raushi and Clark Landscaping, Syracuse, New York, Jay Parker of Griswolds Flowers, Elmira Heights, New York.

The judges were John Seeley of Ithaca, Joe Huntington of Huntingtons Gardens, Ithaca, and Herbert Grant of Grants, Watkins Glen, New York. Phillip Allen of Stim-mings Greenhouse, Ithaca, was Chairman of the State Fair Committee and the exhibit was under the supervision of Howard Haring and Russell C. Mott of Ithaca.

State Fair Snapshots



New Seed Bulletin

Persons concerned with marketing of seeds, including flower seeds, in New York State will be interested in Circular 788 which gives rules and regulations relating to inspection and sale of seeds. The circular contains germination standards for flower seeds, a section on seeds in preplanted containers, maps, tapes, and other devices, and the warning on treated seeds. It is available from the Division of Plant Industry of the New York State Department of Agriculture and Markets, Albany 1, New York.

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Table 2. Production Rates, and Rankings, for Selected Flowers, 10-States, 1959

Factors	High		Long Island		Upstate		Low	
	State	Rate	Rank	Rate	Rank	Rate	State	Rate
CARNATIONS								
Blooms/plant	Colo.	10.6	9	6.1	8	6.6	Tex.	5.9
Blooms/producer	Colo.	688,000	3	196,000	7	33,000	Tex.	14,000
STANDARD MUMS								
Blooms/plant	Cal.	1.7	2	1.5	9	1.2	Ill.	1.1
Blooms/producer	Cal.	241,000	4	18,000	8	10,000	Ore.	3,000
POMPONS								
Bunches/plant	—		1	.35	2	.33	Ill.	.24
Bunches/producer	Fla.	166,600	3	5,100	7	2,200	Ore.	1,600
GLADIOLUS								
Dozen spikes/acre	Cal.	3,320	4	1,490	7	1,220	Mich.	810
Dozen spikes/producer	Fla.	332,100	9	2,200	6	5,800	Io.	1,500
ROSES								
Blooms/plant	Ill.	26.5	6	19.7	5	20.9	Io.	17.1
Blooms/producer	Cal.	1,729,000	3	812,000	4	655,000	Colo.	143,000

Source: Derived from data presented in *CutFlower*, AMS, USDA, 1960.

Similar but less dramatic differences exist in production rates for the other flower crops reported. Cultural practices obviously affect this whole picture. The impact of changes in production potentials discussed above, therefore, are not always *directly* related to number of acres or numbers of plants. *Production rates* are intimately involved.

New York State growers rank highest in rates of production per pompon plant. Long Island is second in standard mum blooms per plant, and fourth in glad spikes per acre. Upstate growers, except for placing second to Long Island in pompon production rates, do not rank in the top half for any of the other flower crops studied.

Not only is there considerable variation in number of blooms or spikes per acre or per plant, but there is also a wide range of productive plants or acres per producer,

reflecting differences in average size of the flower growing enterprises (See again Table 2). In carnations, for example, the Californian averaged about 700,000 blooms per producer while in Texas only 14,000 blooms per grower were reported.

As judged by total blooms per grower, Long Island producers rank third in carnations, fourth in standard mums, third in pompons, and third in roses. Upstate growers, on the other hand, are in the top half of the reported areas only in rose production where they rank fourth.

Analyses of these statistics can help provide the answers to industry questions such as "Where have we been? Where are we now? And where might we be headed in the future?" Who will argue that ours would not be a more successful industry if we had the answers to these "brain busters?"

Flower Film Wins Award

Prof. Richard G. Turner, of the extension teaching and information department, Cornell University, Ithaca, New York captured two awards for motion pictures he produced in co-operation with Cornell University professors.

The American Association of Agricultural College Editors awarded Professor Turner a blue ribbon for "Arranging Flowers in Your Home," a film he produced in co-operation with Prof. Raymond T. Fox. This 25-minute color film shows how to treat flowers before they are arranged, the most effective types of holders and vases and proper placing of flower arrangements.

For a 23-minute film, "The Changing Maple Country," produced with the assistance of Prof. Fred Winch, Professor Turner received a \$500 award from the Farm Film Foundation as first-place winner in motion-picture production in competition with agricultural colleges throughout the country.

The awards were presented at a dinner sponsored by Foundation for American Agricultural and Farm Film Foundation in conjunction with the annual meeting of American Association of Agricultural College Editors, held at Corvallis, Ore., on the evening of July 18.

New York State Handbooks

Mr. Karl E. Lewis, Chairman of the Coordination of Resources Committee, reported that there are three handbooks printed by the State of New York that should be of interest to each flower Grower in the state.

1. An abstract of Laws Governing the Employment of Minors in the State of New York.

Department of Labor
Division of Industrial Relations
80 Center Street
New York 13, New York

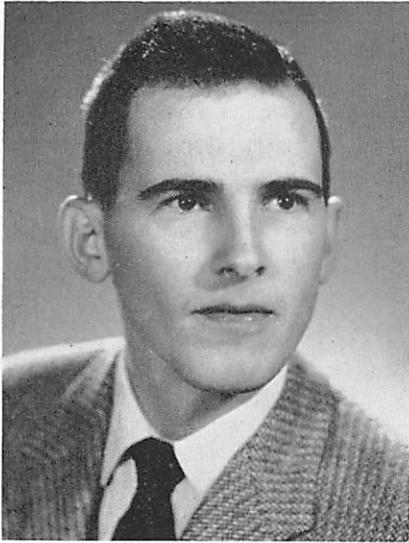
2. Handbook for Employers

Department of Labor
Division of Employment
800 North Pearl Street
Albany 1, New York

3. Claim Guide for Employers

Workmens Compensation Board
Gov. Al Smith State Office Building
Albany, New York

New Marketing Professor



Dana C. Goodrich, Jr. is assistant professor of marketing at the New York State College of Agriculture, Cornell University. He is responsible for marketing research work in the areas of flowers and nursery products.

A native of Iliion, N. Y., he attended elementary and secondary schools in the Albany area. Following graduation from Columbia High School in Maplewood, New Jersey, he spent 18 months in the U. S. Army.

Dr. Goodrich attended Rutgers University for two years before holding positions in the poultry industry from 1949 to 1952. He resumed studies in poultry husbandry at Rutgers and obtained the B. S. degree in 1954.

He held an assistantship at Cornell University and was awarded the M.S. degree in 1956. While working toward a doctorate, Dr. Goodrich held an appointment as marketing specialist, conducting research in the field of poultry and egg marketing. He obtained his Ph.D. degree in 1958. As Extension Economist in 1958-1960, Dr. Goodrich was responsible for work in the areas of poultry and livestock marketing and farm management.

He is a member of the Farm Economics Association, Alpha Zeta and Phi Kappa Phi.

Hanan Wins Laurie Award

Joe Hanan was recently awarded the Alex Laurie award for the most outstanding paper by a graduate student in the 1959 Proceedings of the American Society for Horticultural Science. The title of this paper was "Influence of Day Temperature on Growth and Flowering of Carnations." This work was done at Colorado State University where he was studying under Professor W. D. Holley. Joe is presently studying for his Ph.D. degree in the Department of Floriculture at Cornell.

Short Takes

Jim Boodley

One of the revisions that will appear in Cornell Recommends is that of a note of caution when using Systox. Drs. Naegele and Johnson state that some injury is liable to occur if more than six fluid ounces of the presently recommended dosage is applied to a single container of pot mums. There are eight fluid ounces in a cup; use this as a guide in estimating the amount put on each pot.

* * * * *

Are you one of those growers fertilizing your crops at each watering? If so watch the job being done so that the man on the hose is applying enough water to get some leaching also. Without a little leaching at each watering, soluble salts will build-up to toxic levels very quickly.

* * * * *

Maintain the fertilization program on the poinsettias. An application of a completely soluble fertilizer such as 20-20-20 or 25-10-10 at $\frac{3}{4}$ of a pound to 25 gallons of water every 10 days will give you the maximum quality in plants. The white varieties appear to require more nutrition than the reds. Try a few white variety plants under the above treatment, but fertilize them every week.

* * * * *

Easter is April 2, 1961, two weeks earlier than last year. The lily bulbs will be arriving around the end of November and the competition for space with the poinsettias will be keen. Perhaps a little pre-planning now will make it easier to juggle things at that time until the poinsettias are sold.

Extension Service

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to growers, and office and telephone calls. Circular letters, visual aids, exhibits, radio talks, television shows and news articles are among the other methods used.

In several counties trained floriculture agents are employed to work on specific problems of growers. By having representatives on the program advisory committees, florists can reflect the serious problems and needs of growers and help determine the kind of extension program that the agents work on.

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YOUR EDITOR,

Bob Laughans