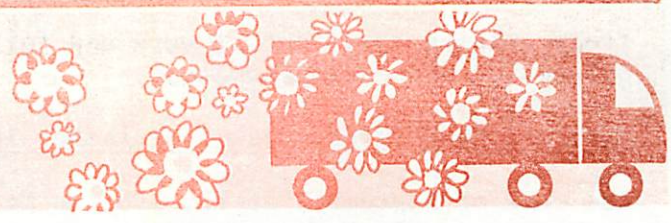


Flower Growing & Marketing



September 1984

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\$1 Billion PLUS!!

The 1983 value of all ornamentals production in California was \$1,043,837,859 (farmgate value). This represents nearly eight percent of the total 1983 California agricultural production (\$13,494 million).

The breakdown of California ornamentals production for three selected years are as follows:

Category	1974	1978	1983
Cut flowers & greens	\$103,820,970	\$151,496,364	\$ 249,652,897
Potted plants	58,740,564	139,022,918	207,975,838
Bedding plants	21,267,554	25,925,735	62,846,190
Bulbs, corms, etc.	3,850,350	5,984,250	10,368,860
Flower seeds	4,603,004	2,866,625	5,913,896
Propagative material	11,071,100	16,997,623	20,074,196
Rose plants	15,522,905	19,369,263	42,849,200
Deciduous & evergreen trees, shrubs & vines	119,308,134	200,749,791	284,895,838
Herbaceous plants	8,897,225	2,518,129	7,860,004
Turf seed & sod	8,718,896	21,052,194	29,577,698
Christmas trees	7,264,225	9,312,726	21,918,230
Other nursery	44,527,271	48,992,631	99,905,012
TOTAL	\$408,592,273	\$644,288,249	\$1,043,837,859

Source: Agricultural Commissioner's Annual Reports from counties in the State of California by R.F. Hasek, UC Cooperative Extension, University of California, Davis.

Ranking of California Top-Ten Agricultural Commodities

	Rank (in million \$ as of 1983)		
1. Milk and Cream	\$1,948	6. Nursery Products	547
2. Cattle and Calves	1,267	7. Lettuce	542
3. Grapes (all)	947	8. Cut flowers and Foliage	470
4. Cotton	832	9. Oranges	465
5. Hay (all)	732	10. Tomatoes (processing)	386

Note that ornamentals combined would fall into third rank ahead of grapes. It is

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Beseemer, S 1984

truly amazing that "cut flowers and foliage" surpass the state value of either oranges or processing tomatoes.

National Farm Safety Week - September 16-22

The week of September 16-22, 1984 is National Farm Safety Week. We shouldn't need to be constantly reminded of the importance of farm safety. It should become a daily habit. Farm safety is simply part of good farm management. It involves the health of your personnel and yourself.

Let National Farm Safety Week remind you to do the following:

1. Develop a safety and health plan for your business.
2. Keep informed about safety and health programs.
3. Carry out regular safety inspections of equipment and facilities.
4. Buy quality products and give them good care.
5. Train your help, then see that they work safely.
6. Take needed precautions before starting a job.
7. Take care of your health.
8. Reduce stress, get enough rest; take work breaks.
9. Keep children away from machinery.
10. Be prepared for medical, accident, fire and weather emergencies.



**National Farm Safety Week
September 16-22, 1984**

Sincerely,

Seward T. Besemer

Seward T. Besemer
Farm Advisor

STB:gp