

# FLOWER AUCTION PROGRESS REPORT

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The San Diego County Flower Auction is off and running! It opened on schedule, on Monday, November 15th, with the first day sales exceeding \$7000. Buyers have been active and competitive (once everyone became accustomed to the clock-system-selling).

Quality and variety of the products have been excellent. A few "unusual" items have already passed the clock.

Interest is high! There were at least 700 persons at the preview gala on November 12, and many more local growers,

shippers, and buyers have since visited during the business hours.

The auction has become a great social meeting place to communicate ideas!!! It's a wonderful way to meet someone you haven't seen in months. Prices have been good on most items, generally. The physical facilities are well-organized and comfortable. Press coverage has been keen!!! The opening days were well-covered by television, radio, newspapers and other publications.

The San Diego County Flower Auction is the most exciting floral industry event on the west coast in many years!!!