

# Further Possibilities For Co-operation in Flower Growing

by Michael Dixon <sup>1/</sup>

President Eisenhower, speaking in Karachi during his recent tour said "Co-operation means prosperity for all--in food, in health, in wealth, in every shape and form of national well-being." Some of the facts that follow have been taken from other writings and are not original, the figures used are to the best of my knowledge, correct.

It seems that co-operation is the magic word of today. It is essential to have good, organized marketing for prosperous Horticulture; it is certainly pointless to grow a fine crop that cannot be sold.

It has been said that the central problem of Horticultural marketing is that of making equal a widely fluctuating sup-

ply of perishable goods to a relatively more stable but still varying demand. If a crop cannot be sold, it is due to a glut OR the inability of the grower or his organization to market this produce?

To achieve this task two conflicting problems are essential, FLEXIBILITY, to allow for free and rapid movement, and CONTROL to guide and regulate. In Britain we have reasonable ease of movement but the guidance is somewhat lacking.

Holland on the other hand has a market for the growers run by the growers. It has taken a long time to attain this system, with many varying problems. It is

<sup>1/</sup> From a talk presented at the 1960 Colorado Florists' Short Course.

said to be one of, if not, the finest in Europe, BUT we must remember that this development in Holland has been encouraged by the economic importance of the Industry. During economic stress in earlier years much money and brains were poured into horticultural research and the development of markets.

After visiting Holland, studying the Industry, and seeing its extension and marketing, it was plain that they are highly flexible, controlled both in the market, and somewhat in the crops grown. If one eighth of the vegetable growers in the Westland changed to flowers the production for the entire country would be approximately doubled.

The markets cater both for home and export consumption, doing so very cheaply, and also seem to have a high technical

level among their workers. The national average cost of selling the growers produce is about 3% of his turnover. BUT we must remember that, a) wholesalers are responsible for handling the produce once it has been bought in the auction, b) there is much bulk buying and storing, c) concentrated areas of glass, therefore low transport costs, and d) attraction of export buyers direct to the auctions. Eighty per cent of the crops grown are of a high marketable grade, very little of the other twenty per cent reaching the market. Import duties do have an effect on the grade of flowers that can be sent to a country profitably. Lower quality is not tolerated in the market, as it not only depresses the top grade price, but also the general demand and speed of operation. By this uniformity they can also put out a reliable publicity campaign.

(Continued in bulletin 120)

*your editor,  
W.D. Holley*

COLORADO FLOWER GROWERS ASSOCIATION, INC.

OFFICE OF EDITOR

W. D. HOLLEY

Colorado State University  
Fort Collins, Colorado

FIRST CLASS