

# IMPORT CHANGES

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We receive the Ornamental Crops National Market Trends on a weekly basis, and one of the items that have been extremely interesting is the change in certain imports (note table). In the case of standard carnations, there has been a 2% increase in numbers imported over this time last year (4.1 million stems), but the change in miniature carnations and roses has been remarkable. Imports of miniatures is 74% above what it was this time last year, and roses are up 24%. The number of miniature carnations exceeded the total for last year in July, leaving at least 5 more months to go in 1982.

It also seems that other countries are getting on the band wagon. Note the changes from Costa Rica, Dominican Republic, and Guatemala. Possibly some operator planted a few hectare? Miniature carnations from Israel are double what they were last year at the end of August. What is daunting are the increases in all three crops from the Netherlands. Northern Europe is not noted for the amount of sunlight received in the winter months. As a matter of fact, there was some English work a number of years ago on Chrysanthemums which showed that, often in December through February, there was not sufficient sunlight to uni-

formly set buds. Having spent December in several European countries a few years ago was sufficient experience. Thus, for the Netherlands to grow and export roses and carnations to this country is similar to taking coals to Newcastle, the mountain to Mohammed, or passing a camel through the eye of a needle. Although temperatures in Europe are generally more moderate than in Colorado, we *do* have sun. We can grow any crop *well* in this state. Far better than almost anywhere else in the world. Perhaps we should take advantage of what nature has given us and let the Netherlands use government subsidies.

However, these trends, plus the notes from the Penn State Flower Information in this issue, suggest imports are finally beginning to develop a true mass market for ornamentals in the United States.

The term "mass marketing" has been around the industry since the late 1940's. But, production capacity has never been sufficient to adequately develop such a market — at least until we began to be inundated with outside flowers. Is it too much to suggest that we, in Colorado, take advantage of the opportunities now opening to provide products that are better than from any other part of the world?

(From the Ornamental Crops National Market Trends, August 27, 1982)

Crop	Country	Total to date 1982	Total to date 1981	Numerical change 1981-1982	1981 Final total
Standard carnations (stems, 1000's)					
	Chile	389	1,105	-716	1,431
	Columbia	296,799	302,440	-5641	467,239
	Costa Rica	1,586	2	+1584	2
	Dominican Republic	408	14	+394	16
	Guatemala	348	154	+194	202
	Mexico	18,171	15,700	+2471	21,371
	Netherlands	1,903	187	+1716	538
	Peru	3,924	388	+3536	735
	Others	769	200	+569	
	Total	324,297	320,190	+4107	491,534
Miniature carnations (bunches)					
	Columbia	1,289	599	+690	1,177
	Israel	4,876	2,370	+2506	3,744
	Mexico	224	177	+47	193
	Netherlands	645	672	-27	1,115
	Others	179	322	-143	367
	Total	7,213	4,140	+3073	6,596
Roses (stems, 1000's)					
	Columbia	45,948	38,267	+7681	59,029
	Costa Rica	175	1	+174	1
	Dominican Republic	1,527	700	+827	1,197
	Guatemala	1,547	993	+554	1,780
	Israel	3,983	3,798	+185	5,152
	Mexico	435	528	-93	640
	Netherlands	3,878	1,856	+2022	2,831
	Others	829	904	-75	1,240
	Total	58,322	47,047	+11275	71,870