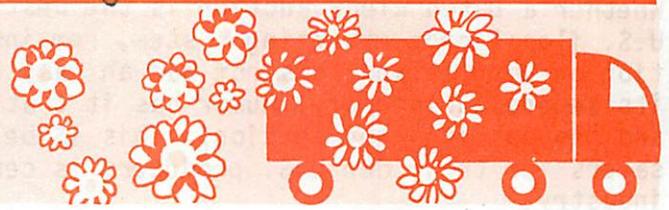


Flower Growing & Marketing



AUGUST 1982

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Flower Meetings on Europe and Israel

STABY

Three meetings for flower growers will be held on consecutive Wednesdays, from 3:30-5:00 P.M., at Thornton Wholesale Florist, 364 2nd Street, Encinitas, as follows:

- (1) Wednesday, August 18, 1982 - The Dutch Auction at Aalsmeer, the FLORIADE exhibition held every ten years in Holland, and the tulip fields and bulb gardens at Keukenhof.
- (2) Wednesday, August 25, 1982 - A general coverage of many cut flower and potted plant crops produced in Holland and Israel. You may see some new ideas!
- (3) Wednesday, September 1, 1982 - Mechanization in greenhouses, the nutrient-film system for cut flowers and pots, some energy conservation, etc.

These meetings will be very informal. After the slide presentations, there should be plenty of time for some free discussion. Come along and see Europe the easy way!

The Auction Is Making Progress !!

The California Floriculture Growers Association, Inc. is moving ahead with final plans to open a Dutch clock floral product auction this Fall 1982.

A Manager has been hired! He is Henny den Uyl, who is well qualified in both education and experience. He is also a native of Holland! Henny will bring a new wave of enthusiasm to the corporation and be able to assist with developing the auction; i.e., location and other details of operation. Henny can be contacted mornings at (714) 436-4769 or (714) 436-7948.

A location is still not definite. If any of you readers know of a low-cost rental building in the Solana Beach-Encinitas-Carlsbad area, please help! The Del Mar fair building possibility was thoroughly researched but ended up in too much bureaucratic red tape. Even an empty greenhouse could be used. An area of 10 to 15,000 square feet is required initially.

There have been many inquiries about the auction's opening from both potential grower members as well as buyers. This auction will only be successful if the members and the buyers are enthusiastic and determined that the auction will be a benefit to all.

Southern California has all the factors needed for a strong floral auction. It has the production base, variety of products, and it has a local market of at least ten-million (10,000,000) people, not including exports to other states. What may be lacking is simple "Dutch Pride."

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture, James B. Kendrick, Jr., Director, Cooperative Extension, University of California.

BESEMER '82

Whether a Dutch clock auction is the best answer or not for the improvement of the U.S. floral crop marketing system, remains to be determined. The Empire State Auction on Long Island, has not had an easy time, but it is still going and approaching its second anniversary. Rumor has it that the New York wholesalers are "badmouthing" and "boycotting" the auction. This IS believable. A little more loyalty from wholesalers for their own U.S. producers is certainly in order and might even HELP the industry.

Positivism to improve the marketing system is needed . . NOT negativism.

Whatever the answers may be, the American Floral Industry must move rapidly to solve some identifiable problems. Somehow, fresh flowers, foliage and pot plants must be moved faster and at a lower cost from the producer to the consumer. Somehow, producers are going to have more "say-so" and control over their own marketing destiny.

An auction corporation, i.e., growers cooperative, can do many more things than operate clock sales of flowers and plants. It can also operate direct sales of potted plants. It can also operate direct sales of potted plants from greenhouse to buyer. It can set up a retail stores and it can establish other kinds of sales outlets. But, all sales are recorded and charged through the corporation.

The auction corporation can buy supplies for its members. The members can build an equity in buildings and equipment through the corporation.

As a greater variety of floral crops are produced, small specialty-crop growers can more easily exist because of greater returns, less commission pay-out, and all cash sales. Best product quality will receive the best price. Poor quality . . poor price.

You growers who are holding back, waiting to see if the auction will work, are only hindering its potential. The time to get involved is NOW!!

The Dutch Advance

There have been numerous recent articles published in newsletters and trade magazines about the Dutch; especially, about their auctions, their elaborate and efficient glasshouses, their development of high-consumer use of floral products, and their entry into the U.S. floral market.

I am most impressed with the quality of several articles in the July 1982 issue of Greenhouse Manager, published by Branch-Smith Publishing Company, Fort Worth, Texas. Most of these same articles also appear in the older brother publication, Southern Florist & Nurseryman, July 9, 1982 issue. I certainly recommend these articles for reading by all members of the floral industry.

Seasonal Carnation Experiment - (a preliminary report)

A 13-month experiment was started in February 1982, with white Sim carnation flowers from three different grower locations. The object is to test a new batch of flowers each month, using standard treatments, to determine average vase life per month, and carbohydrate levels in the flower tissue.

At this point, after five months of work, there are only slight differences between the flowers from each of the three growers. The data within the following table is the average vase life for all three growers. All vase life dropped slightly from May to June. The July flowers (some are still in vases) may have dropped below the June averages. This data certainly suggests that overnight treatments with STS (silver

thiosulfate), or STS and sugar, or Physan and sugar can increase consumer life from 50% to nearly 300%, depending upon the season.

These results are very preliminary, since there are eight more months of the experiment to completion.

SEASONAL CARNATION EXPERIMENT
* A Preliminary Report

<u>Treatment</u>		Average No. of Days of Floral Vase Life From Date of Harvest				
Step I	Step II	Feb	Mar	April	May	June
Overnight storage at 5°C	Vase & solution at 21°C					
De-ionized Water	De-ionized Water	6.4	7.0	6.9	7.1	6.4
	plus 2% Floralife	9.6	9.7	9.2	9.3	8.5
Silver thiosulfate (STS)	De-ionized Water	18.7	16.9	19.3	16.4	11.0
	plus 2% Floralife	24.6	20.1	23.0	22.3	16.7
STS plus 10% sugar	De-ionized Water	19.8	16.8	17.8	13.4	9.6
	plus 2% Floralife	21.2	19.5	21.3	21.3	16.7
Physan® plus 10% sugar	De-ionized Water	17.2	9.5	8.4	8.1	7.6
	plus 2% Floralife	25.0	12.0	10.7	10.0	9.6

* This experiment was started in February 1982 and will be conducted monthly through February 1983. The above figures are averages of flowers from three growers. Although the data differs little between growers, the seasonal differences are greater.

International Carnation Symposium - February 14-19, 1983 - Kona Kai Club, San Diego

The program for this worldwide carnation meeting promises to have a variety of interests for everyone. The busy schedule is taking shape as follows:

Monday, February 14 - Pre-tour in Northern California

Assemble at the San Francisco Flower Market early in the morning. Visit wholesalers, growers, and propagators in the Bay area and fly to San Diego in the afternoon.

There will be a "Get-Acquainted" party at the Kona Kai Club this evening.

Tuesday, February 15 - Opening Ceremony/Feature Speaker/Begin Scientific Program

About 35 research papers to be presented by scientists from 20 countries. There is a "Free Night" tonight.

Wednesday, February 16 - Scientific Program

Papers will be presented all day. A free discussion period in the evening with refreshments.

Thursday, February 17 - Tour Local Greenhouses and Fields

Tourists to see new varieties of Fusarium-resistant carnations, a biological trial to control Fusarium disease, budless carnations, various cultural techniques, and the production of other field flowers.

The Trade Fair will be open this afternoon and all evening.

Tonight is the Banquet.

Friday, February 18 - "Growers Day"

This whole day is planned to meet grower needs. This day will feature the Trade Fair exhibits and special speakers on a variety of timely subjects: new varieties, Fusarium and its control, marketing and postharvest handling of carnations and many others.

Saturday, February 19 - Tour "South-of-the-Border"

A conducted tour will be made to the Rosarito area in Mexico to visit at least three carnation operations.

Carnation growers from California, Colorado, Colombia and Mexico are particularly encouraged to attend all or part of this week-long carnation conference. We expect the best worldwide display of new carnation varieties. Of great interest, will be the progress on Fusarium-resistant varieties. Already, five of the world's leading propagators have signed-up to display their varieties in the Trade Fair.

For more information/reservations contact Seward Besemer, Farm Advisor, Building 4, 5555 Overland Avenue, San Diego, Ca. 92123 or Telephone (714)565-5379.

Sincerely yours,

Seward T. Besemer
Farm Advisor

The wheels of progress . . . aren't turned by cranks.

STB/dlh

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