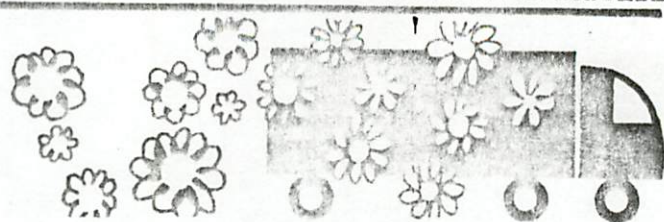


Flower Growing & Marketing



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UPDATE ON AUCTION

The San Diego County Flower and Plant Auction had 1984 sales of \$1,567,744. This figure is an increase of 52% over 1983 sales. The first four months of 1984-85 fiscal year are running 50% above the same period of 1983-84. Increases are occurring in the number of daily buyers, number of participating growers, purchases per buyer, etc. Who says the auction won't work in California?

A new auction policy is that any grower in the U.S.A. may now participate on a probationary basis for one year with no up front fees, paying 17% commission, and with no membership rights. After one year the probationer must join as a full member (subject to board approval) or discontinue as a participant.

Growers who have tried playing games with the auction have generally been dissatisfied. Growers who have honored their commitment on a regular basis, providing good consistent quality, accepting low and high prices (without placing buy-back minimums) have generally received a better average return from the auction than from other wholesale marketing methods.

A cardinal advantage of the Dutch auction is "growers working together to generate more net income to each individual." This is actually happening for most growers. The auction is offering a wide range of interesting products. It is convenient, fast and efficient for buyers and sellers. Equity is now building up. Relocation plans are on schedule and will be announced in the near future.

THREE RESEARCH PAPERS AVAILABLE

Three recent research articles from the Journal for The American Society for Horticultural Science are:

1. Senescence and Post harvest Handling of Cyclamen Flowers.
2. Evaluation of Lisianthus as a New Flower Crop.
3. Pulse Treatments with Silver Thiosulfate and Sucrose Improve the Vase Life of Sweet Peas.

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Besmer