

Flower Growing & Marketing



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Flower and Plant Auction Progress Report

The San Diego County Flower and Plant Auction continues to grow stronger. Substantially larger monthly sales have been recorded during February, April & May 1984; as compared with the same months of 1983. While cut flowers continue to represent about 85% of the total, dollar values are up for both cuts and pots.

Contrary to negative statements and rumors of demise presumably circulated by competitors: the auction is livelier than ever, growing at a good rate, benefiting those members who are making regular commitments, becoming a central clearing house for southern California, attracting more buyers, accumulating useful daily price statistics, being used as a central meeting place for numerous activities, a popular tour stop and many other attributes.

The auction will be moving to a new location during the next four to six months. The new location will also be central to buyer and grower members, with good free-way access. Buyers or growers who wish to be involved in this growth organization can contact the General Manager, Eric Larson at (619) 436-0764.

World Carnation Production

Would you be able to guess the country which leads the world in carnation flower production? It is Italy. At the Second International Carnation Symposium in February 1983, the following acreages (converted from hectares & dunams) for 1982 were reported as:

Acres of Carnations, 1982

Italy	4535
Spain	2150
Colombia	1200
Netherlands	1045
Israel	850
U.S.A.	575
France	540
W. Germany	390
United Kingdom	93
Rest of Europe	220

There is also substantial carnation production in other countries such as Mexico, Chile, Australia, Kenya & South Africa; for which figures have not yet been obtained.

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 Besemer