YIELD OF U. C. YELLOW QUILL GERBERA DAISY

A cut flower production trial of gerberas to study the influence of temperature and light intensity on yield was conducted in Watsonville. Byron Miller Corporation, Farm Advisor Allen Wilson, Research Technician Dan Smith of the Bay Area Floricultural Research Facility, and Dr. Harry Kohl cooperated in this trial.

108 single crown divisions of the U. C. Yellow Quill Gerbera daisy variety were potted in 6-inch pots in December, 1964, and transferred to four treatment areas in January, 1965:

1. 27 plants were grown at 70° night temperature and full daylight.

2. 27 plants were grown at 70° night temperature and shaded with one layer of cheesecloth (20% shade).

3. 27 plants were grown at 60° night temperature and full light until July when they were shaded with one layer of cheesecloth.

4. 27 plants were grown at 60° night temperature and shaded with one layer of cheesecloth (20% shade) until July when a second layer of cheesecloth was added (40% shade).

The total number of flowers harvested from each treatment group of 27 pots during the four-month period from mid-May through mid-September was:

TREATMENT	NO. OF FLOWERS FROM 27 POTS
70° minimum night temperature, full light	308
70°, shaded with one layer cheesecloth	245
60°, full light Jan.-July, one layer cheesecloth July-Sept.	185
60°, shaded one layer cheesecloth Jan.-July, two layers July-Sept.	136

It is apparent that this variety likes warm temperatures and plenty of light.

Growers of the U. C. Yellow Quill Gerbera have generally received 2 to 3¢ more per flower than carnations on the San Francisco and Los Angeles markets. Assuming an average price of 8¢ per flower, gross income would be $2.74 per square foot of bench area per year at 70° and full light, and $1.64 at 60° and high light. These estimates are very rough and several factors could influence actual net returns:

(a) Improved cultural practices developed from increased experience with this crop would probably increase yields.
(b) Returns are based on a 12-month cropping period. Plants would probably be out of production a month or so per year for division and replanting.
(c) Price may average more or less than 8¢ per flower.
(d) Growing costs would probably be less than most greenhouse crops.

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