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This report summarizes the findings of the recent six State survey conducted in California, Colorado, Florida, Illinois, Iowa, and New York. Revised data shown for 1959, the latest previous survey, are those collected by the Bureau of the Census, United States Department of Commerce in conjunction with the 1959 Census of Agriculture, except where noted. The data represent those establishments with sales of \$2,000 or more of all Horticultural Specialties crops. However, for 1961, it was difficult to delete such establishments. As a result, a few firms whose sales of all Horticultural Specialties crops totaled less than \$2,000 may have been included, but essentially the 1961 data are comparable with that of 1959. Similar data for 1957 and 1958 for ten States--California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas--were issued by the Agricultural Marketing Service under publication numbers SpCr 6-2(59) and SpCr 6-2 (58), and for 1956 for five States--California, Colorado, Florida, Illinois, and Iowa--under publication number SpCr 6-2 (57). Data for these earlier years, however, represent establishments with sales of \$1,000 or more of all Horticultural Specialties crops, as compared with the present \$2,000 minimum sales.

#### NURSERY PRODUCTS

Production and Sales, 1959 and 1961, and January Inventory, 1960 and 1962 in 6 Selected States

Sales of eight classes of nursery products grown in California, Colorado, Florida, Illinois, Iowa, and New York had a wholesale value of \$55.6 million in 1961, according to the Crop Reporting Board of the United States Department of Agriculture. This is 15 percent above the wholesale value of \$48.4 million reported in the 1960 Census of Agriculture for the same classes of nursery products sold in 1959.

The plant material classifications covered were coniferous evergreens, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, rose plants, deciduous fruit and nut trees, grape vines, and citrus and subtropical fruit trees. Of the eight classes of nursery products, only deciduous shrubs, rose plants and grape vines decreased in total wholesale value of sales. Broad-leaved evergreens were valued at \$16.1 million, coniferous evergreens at \$13.0 million, citrus and subtropical fruit trees \$7.4 million, rose plants \$6.4 million, deciduous fruit and nut trees \$4.9 million, deciduous shade trees \$4.2 million, deciduous shrubs \$3.0 million, and grape vines \$0.5 million.

Highlights of the current report are the increased inventories in California except for grape vines and deciduous fruit and nut trees, and the large increases in value of sales for coniferous and broad-leaved evergreens in this State. There is an apparent shift to evergreens from deciduous shrubs in all States except California and Colorado. These two States are expanding numbers in each of these groups. There is also an apparent shift in the growing of rose plants from New York and Iowa to other States.

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California continued to lead the other five States in dollar sales of the 8 classes of nursery products surveyed with a total of \$31.9 million out of the \$55.6 million reported for all 6 States. Each of the States, except Illinois, showed higher 1961 dollar sales than in 1959, al-though quantities sold in many instances were down from 1959.

#### STATE SUMMARIES

<u>California</u>: Wholesale value of sales in California for the eight classes of nursery products surveyed in 1961 showed a substantial increase from 1959, with most of the gain resulting from larger sales of coniferous and broad-leaved evergreens. Broad-leaved evergreen production continues to be the most important class of plant materials grown in California, accounting for one-third of the dollar sales of the eight classes of nursery products surveyed in the State. However, sales of coniferous evergreens are continuing to increase sharply each year, having increased to over 4 times that reported in 1956. Together, coniferous evergreens and broadleaved evergreens account for over 50% of the dollar sales of the 8 selected classes of nursery products. Broad-leaved evergreens, deciduous shrubs, grape vines, and citrus and subtropical fruit trees have also increased in dollar sales since 1956, but at a much lower rate. Deciduous shade trees, rose plants, and fruit and nut trees have changed little since 1956. January 1, 1962 inventory numbers and number of plants sold in 1961 indicate that some increase can be expected in all classes except grape vines and fruit and nut trees.

<u>Colorado</u>: Dollar sales of the eight classes of nursery products in Colorado, while small, were up from those in 1959. As in the past, coniferous evergreens accounted for over half of the sales with deciduous shade trees, deciduous shrubs, and broad-leaved evergreens making up most of the other sales.

Florida: Dollar sales in 1961 of the 8 classes of nursery products were only moderately higher than in 1959. While fewer citrus and subtropical trees were sold in 1961, this was off-

set by higher average prices per tree. Citrus and subtropical fruit trees account for about 40% of the value of sales of the 8 classes surveyed. The slightly reduced inventory of this group may reflect in part some of the losses which occurred from the freeze in early January 1962, even though the holdings were requested as of January 1, 1962. Dollar sales were down for deciduous shade trees, deciduous shrubs and grape vines. Due to the smaller inventory shown for these 3 classes, continued decreased sales are probable. Evergreens, both coniferous and broad-leaved, show marked expansions in plant holdings. A large part of the Florida nursery business, that of growing tropical evergreens, is not included in this survey.

<u>Illinois:</u> Growers of the 8 classes of nursery products reported total sales value was down in 1961 from that realized in 1959. This was the only State of the 6 surveyed which showed a decrease in total sales value. Only deciduous fruit and nut trees and broad-leaved evergreens were higher than in 1959. Coniferous evergreens, which made up about 50% of the total sales of these 8 classes, accounted for most of the decreased sales. Quantities sold were also down in most classes, with coniferous evergreens and deciduous shrubs showing the largest decreases. January 1, 1962 inventory numbers showed some increase in coniferous and broadleaved evergreens, deciduous shrubs and deciduous fruit and nut trees.

<u>Iowa</u>: Total sales value for the eight classes of nursery products surveyed in Iowa increased slightly from 1959. However, only coniferous and broad-leaved evergreens showed an increase, which more than offset the decreased value of the other classes. The decreasing numbers of plants sold and the lower January 1, 1962 inventory numbers indicates that a continued decrease in sales of deciduous shade trees, deciduous shrubs, rose plants and grape vines is probable. Only evergreens, which in 1961 made up 40% of the dollar sales, are expected to show any expansion in 1962.

<u>New York</u>: Total wholesale value of sales of the 8 classes of nursery products surveyed in New York was only moderately larger than that of 1959 in both Long Island and Upstate districts. In <u>Long Island</u>, the increase was due largely to increased sales of coniferous evergreens. Changes in the value of all other classes from 1959 were minor. Sharp increases in January 1, 1962, inventory numbers for both coniferous and broad-leaved evergreens indicate an increase in future sales of these two classes is probable. Coniferous and broad-leaved evergreens made up almost 75% of the dollar sales in 1961. In the <u>Upstate</u> districts, the increased value from 1959 was due largely to the increased average prices per tree from 1959 for deciduous fruit and nut trees. Growers indicated that a trend toward more coniferous evergreens and less deciduous shrubs was probable, and that locally grown rose plants would be sharply reduced.

#### **DEFINITIONS**

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of nursery products, cut flowers, bulbs, seeds, and bedding vegetable, flowering and foliage plants in one year. Only commercial producers growing one or more of the eight nursery classifications were included in this report. All value figures are at "gross wholesale" and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having about the same size of operation.

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			Gross wh	olesale va	alue of sales			
State	Coniferous evergreens		Broad-leaved evergreens		Deciduous shade trees		Deciduous shrubs	
	1959	1961	1959	1961	19 <b>59</b>	1961	1959	1961
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
California Colorado	3,531 111	6,081 156	8,474	10,815 20	955 51	1,314 73	353 27	609 26
Florida	274	489	3,368	3,775	165	132	275	215
Illinois	2,803	2,404	124	<u>12б</u>	1,177	<b>9</b> 38	943	847
Iowa New York: 1/	614	984	17	25	613	548	638	551
Long Island	1,381	1,699	1 <b>,0</b> 85	962	570	599	268	257
Upstate	1,142	1,230	295	337	536	578	<u> </u>	545
States	9,856	13,043	13,368	16,060	4,067	4,182	3,102	3,050

Table 1.--Nursery Products: Gross wholesale value of sales, 1959 and 1961, in 6 selected States

		Gross wholesale value of sales								
State	Rose	plants	frui	duous t and trees	Grap	e vines	subt:	us and ropical <u>2</u> , t trees		otal Lasses)
	1959	1961	1959	1961	1959	1961	1959	1961	1959	1961
	1,000 <u>dollars</u>	1,000 <u>dollars</u>	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California Colorado Florida Illinois Iowa New York: <u>1</u> / Long Island	6,309 9 36 11 9	6,125 9 46 10 2	2,608 7 311 221 410 51	2,754 8 403 398 321 77	369 0.4 3 1	318 0.3 1.6 0.7 0.7	3,090 3,341	3,896 3,483	25,689 210.4 7,774 5,282 2,302	8,544.6 4,723.7 2,431.7
Upstate	348	206	652	77 966	<u>3/</u> 165	<u>3/</u> 184			3,370 3,736	3,617 4,046
6 States	6,737	6,421	4,260	4,927	542.4	505.3	6,431	7,379		55,567.3

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by the U.S.D.A. 2/ No commercial production in Colorado, Illinois, Iowa and New York. 3/ Small production, included in Upstate.

	Produ	cers		January 1	inventory <u>1</u> /
State	3.959	1961	3960	1962	1962 as percent of 1960
	Number	Mumber	1,000 plants	l,000 plants	Fercent
California Colorado Florida Illinois Iowa New York: 2/	277 30 134 222 62	376 40 166 259 69	5,478 175 328 4,361 1,157	10,592 225 655 4,596 1,700	193 129 200 105 147
Long Island Upstate	111 186	171 250	1,993 1,784	3,086 2,539	155 142
6 States	1,022	1,331	15,276	23,393	153

## Table 2.--Coniferous Evergreens: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

	Plant	cs sold	Percent at whol			all sales esale <u>3</u> /
State	1959	1961	1959 <u>4</u> /	1961	1959	1961
	1,000 plants	1,000 plants	Percent	Percent	1,000 <u>d<b>ollars</b></u>	1,000 dollars
California Colorado Florida Illinois Iowa	4,132 32 178 1,039 227	6,658 46 432 788 456	88 58 59 68 51	92 40 74 51 36	3,531 111 274 2,803 614	6,081 156 489 2,404 984
New York: 2/ Long Island Upstate	450 38 <b>7</b>	523 391	72 61	80 48	1,381 1,142	1,699 1,230
6 States	6,445	9,29 <sup>1</sup> 4	80	82	9,856	13,043

1/ Plants of all ages excluding seedlings and lining out stock.

2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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Table 3Broad-leaved	Evergreens:	Number	of	producers,	sales,	wholesale
alue, 1959	and 1961, an	d invent	ory	/ January 1	, 1960	
a	nd 1962, in 6	selecte	1 3	States		

	Produ	cers		January 1 i	nventory <u>1</u> /
State	1959	1961	1960	1962	1952 as percent of 1960
	Number	Number	1,000 plants	1,000 E <sup>tanur</sup>	Percent
California Colorado Florida Illinois Iowa New York: 2/	377 12 314 91 10	399 16 276 134 21	13,296 7 6,904 200 56	18,655 15 7,866 238 104	140 214 11 <b>4</b> 119 186
Long Island Upstate	123 140	1 <b>7</b> 9 187	1,29 <sup>1</sup> . <u>61</u> /4	1,943 <u>619</u>	1.50 101
6 States	1,067	1,212	22,371	29,440	132

	Plant	s sold	Percent at whol	of sales esale	Value of at whole	all sales esale <u>3</u> /
State	1959	1961	1.959 <u>14</u> /	1961	1959	1961
	l,000 plants	1,000 plants	Percent	Percent	1,000 dollara	1,000 dollars
California Colorado Florida Illinois Iowa	10,831 3 3,9 <b>3</b> 4 70 16	11,523 9 4,828 74 16	89 77 68	90 36 77 55 8	8,474 5 3,368 124 17	10,815 20 3,775 126 25
New York: 2/ Long Island Upstate	447 169	415 204	73 63	79 73	1,085 295	962 337
6 States	15,470	17,069	85	86	13,368	16,060

1/ Plants of all ages excluding seedlings and lining out stock. 2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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Table	4Deciduous Shade Trees: Number of producers, sales, whol	Lesale
	value, 1959 and 1961, and inventory January 1, 1960	
	and 1962, in 6 selected States	

	Produc	cers		January 1 :	inventory <u>1</u> /
State	1959	1961	1960	1962	1962 as percent of 1960
	Mumber	Number	1.,000 trees	1,000 trees	Percent
California Colorado Florida Illinois Iowa New York: <u>2</u> /	167 21 141 188 47	205 30 157 230 54	957 77 135 1,033 988	1,130 87 131 1,106 490	118 113 97 107 50
Long Island Upstate	97 163	139 218	384 475	431 489	112 103
6 States	824	1,033	4,049	3,864	95

Percent of sales Value of all sales Trees sold at wholesale 3/ at wholesale State 1961 1959 1959 4/ 1961 1959 1961 1,000 1,000 1,000 1,000 trees trees Percent Percent dollars dollars California .. 84 678 734 83 955 1,314 Colorado .... 18 22 56 22 51 73 <u>4</u>4 Florida ..... 66 55 31 165 132 187 Illinois .... 254 58 64 938 1,177 Iowa ..... 74 87 467 290 613 548 New York: 2/ 64 Long Island 118 96 76 570 599 187 187 72 536 578 Upstate ... 53 1,788 4,182 4,067 6 States .... 1,571 73 75

1/ Trees of all ages excluding young trees for budding, grafting and lining out stock. 2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. Jublication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

	Produ	leers		January 1	inventory <u>1</u> /
State	1959	1961	1960	1962	1962 as percent of 1960
	Number	Number	1,000 plants	1,000 plan <b>ts</b>	Percent
California Colorado Florida Illinois Iowa	115 22 123 169 48	1.61 26 117 199 54	549 74 439 3,606 3,450	1,504 86 379 3,018 1,839	274 116 86 84 53
New York: 2/ Long Island Upstate	86 158	127 201	652 2,414	560 1,936	86 80
6 States	721	885	11,184	9,322	83

Table 5.--Deciduous Shrubs: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1952, in 6 selected States

	Plant	s sold	Percent of at whole		Value of all sales at wholesale 3/	
State	1959	1961	1959 <u>4</u> /	1961	1959	1961
	l,000 plants	l,000 plants	Percent	Fercent	1,000 dollars	1,000 dollars
California Colorado Florida Illinois Iowa New York: 2/	496 32 240 1,451 1,634	1,053 38 209 1,136 1,318	91 56 66 67 81	94 33 48 7 <sup>1</sup> 4 85	353 27 275 943 638	609 26 215 847 551
Long Island Upstate	265 1,623	243 1,393	62 91	79 86	268 59 <sup>3</sup>	257 545
6 States	5,74 <u>1</u>	5,390	80	83	3,102	3,050

1/ Plants of all ages excluding young plants for budding and grafting. 2/1959New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales. 4/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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	Produ	cers	January 1 inventory $\underline{1}/$			
State	1959	1961	1960	1962	1962 as percent of 1960	
	Number	Number	l,000 plants	1,000 plants	Percent	
California Colorado Florida Illinois Iowa New York: 2/	85 5 56 17 7	118 13 66 23 12	22,337 4 78 20 19	23,693 6 56 20 3	106 150 72 100 16	
Long Island Up <b>s</b> tate	11 26	29 48	18 705	13 100	72 14	
6 States	207	309	23,181	23,891	103	

## Table 6.--Rose Plants: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

	Plant	Plants sold		of sales esale	Value of all sales at wholesale <u>3</u> /	
State	1959	1961	1959 <u>4</u> /	1961	1959	1961
	l,000 plants	1,000 plant <b>s</b>	Percent	Percent	1,000 dollars	1,000 dollars
California Colorado Florida Illinois Iowa New York: 2/	15,305 9 45 14 12	13,486 4 48 12 4	96 16 32 33 55	96 3 31 46 28	6,309 9 36 11 9	6,125 9 46 10 2
Long Island Upstate	12 <u>473</u>	11 222	14 28	53 36	15 <u>3</u> 48	23 206
6 States	15,870	13,787	94	95	6,737	6,421

<u>1</u>/ Plants of all ages excluding young plants for budding. <u>2</u>/ 1959 New York separation into Long Island and Upstate determined by special tabulation of Census data by U.S.D.A. <u>3</u>/ Equivalent wholesale value for all sales. <u>4</u>/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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Table 7Deciduous	Fruit and	l Nut Trees:	Number of	f producers,	sales,	wholesale
value	, 1959 and	1 1961, and f	Inventory	January 1, 19	960	
	and	1962, in 6 se	elected Sta	ates		

	Produc	cers	January 1 inventory $1/$			
State	1959 <u>2</u> /	1961	1960	1962	1962 ав percent of 1960	
	Number	Number	1,000 trees	1,000 trees	Percent	
California Colorado Florida Illinois Iowa	101 16 58 70 18	119 20 53 73 20	5,741 11 389 529 1,045	5,196 12 625 564 1,044	90 109 161 107 100	
New York: <u>3</u> / Long Island Upstate	51 76	55 86	57 2,226	63 2,141	1 <b>1</b> 1 96	
6 States	390	426	9,998	9,645	96	

	Tree	Trees sold		of sale <b>s</b> esale	Value of all sales at wholesale $\frac{h}{4}$	
State	1959 <u>2</u> /	1961	1959 <u>5</u> /	1961	1 <b>9</b> 59	1961
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California Colorado Florida Illinois Iowa	4,390 6 247 253 665	4,256 6 303 387 636	61 47 91 3 69	50 40 90 2 84	2,608 7 311 221 410	2,754 8 403 398 321
New York: <u>3</u> / Long Island Upstate	28 1,1 <sup>44</sup>	25 1,114	73 76	90 54	51 652	77 966
6 States	6,733	6,727	63	53	4,260	4,927

1/ Trees of all ages excluding young trees for budding, grafting and lining out stock. 2/ Estimated from available Census data. 3/ 1959 New York separation into Long Island and Upstate determined by special tabulation of Census data by U.S.D.A. 4/ Equivalent wholesale value for all sales. 5/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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	Producers		January 1 inventory 1/			
State	1959	1961	1960	1962	1962 as percent of 1960	
	Number	Number	1,000 <u>vines</u>	1,000 <u>vines</u>	Percent	
California Colorado Florida Illinois Iowa New York:	19 10	65 9 20 18 9	8,206 1 14 25 11	4,559 1 11 4 5	56 100 79 16 45	
Long Island <u>2</u> / Upstate		39	2,092	1,960	 94	
6 States	125	160	10,349	6,540	63	

# Table 8.--Grape Vines: Number of producers, sales, wholesale value, 1959 and 1961, and inventory January 1, 1960 and 1962, in 6 selected States

_	Vines sold		Percent at whol		Value of all sales at wholesale 3/	
State	1959	1961	1959 <u>4</u> /	1961	1959	1961
	1,000 <u>vines</u>	1,000 <u>vines</u>	Percent	Percent	1,000 dollars	1,000 dollars
California Colorado Florida Illinois Iowa New York: Long Island <u>2</u> / Upstate	1 8 15 11	4,011 5 1 5	62 23 40 8 19 	67  82 15 39  92	369 0.4 4 3 1 165	318 0.3 1.6 0.7 0.7 184
6 States	8,585	6,011	70	75	542.4	505.3

<u>1</u>/ Vines of all ages excluding vines for grafting. <u>2</u>/ Small production included in Upstate. <u>3</u>/ Equivalent wholesale value for all sales. <u>4</u>/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

# Table 9.--Citrus and Subtropical Fruit Trees: Number of producers, sales, wholesale ralue, 1959 and 1951, and inventory January 1, 1960 and 1962, in 6 selected States

	Produ	cers	January 1 inventory 1/			
State	1959 <u>2</u> /	1961	1960	1962	1962 as percent of 1960	
	Number	Number	1,000 trees	1,000 trees	Percent	
Callfornia	207	21+1	2,509	2,880	115	
Colorado Florida	473	 382	5,072	4,831	95	
Illinois Iowa						
New York: Long Island Upstate						
6 States <u>3</u> / .	680	623	7,581	7,711	102	

	Trees sold		Percent of sales at wholesale		Value of all sales at wholesale $\frac{4}{4}$	
State	1959 <u>2</u> /	1961	1959 <u>5</u> /	1961	1959	1961
	1,000 trees	1,000 trees	Percent	Percent	1,000 dollars	1,000 dollars
California Colorado	1,355	1,701	51	56	3,090	3,896
Florida Illinois	2,640	2,496	57	75	3,341	3,48 <b>3</b>
Iowa New York:						
Long Island Upstate						
6 States $3/$ .	3,995	4,197	55	67	6,431	7,379

1/ Trees of all ages excluding young trees for budding and grafting. 2/ Estimated from available Census data. 3/ No commercial production in Colorado, Illinois, Iowa, and New York. 4/ Equivalent wholesale value for all sales. 5/ From U.S.D.A. publication, Nursery Products Sp Cr 6-2(60) issued in June 1960.

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