Table 2. Effect of shade on carbohydrate contents[1] of leaves and flowers of Bluechip (BC) and Iceberg (IB) chrysanthemums.

Shade %	Fructose BC	Fructose IB	Av	Glucose BC	Glucose IB	Av	Sucrose BC	Sucrose IB	Av	Starch BC	Starch IB	Av	Total BC	Total IB	Av
LEAVES															
0	.12	.12	.12	.14	.13	.14	.24	.16	.20	.15	.11	.13	.65	.52	.59
25	.09	.11	.10	.13	.12	.13	.17	.18	.18	.19	.12	.16	.58	.53	.56
50	.10	.10	.10	.11	.11	.11	.18	.14	.16	.07	.01	.04	.46	.36	.41
75	.08	.11	.10	.00	.00	.00	.12	.14	.13	.02	.03	.03	.22	.28	.25
LSD, .05						.02			.05			.06			.10
FLOWERS															
0	.22	.21	.22	.21	.20	.21	.08	.03	.06	.33	.33	.33	.84	.77	.81
25	.18	.16	.17	.18	.18	.18	.02	.02	.02	.40	.30	.35	.78	.66	.72
50	.18	.17	.18	.17	.15	.16	.02	.02	.02	.29	.24	.27	.66	.58	.62
75	.16	.19	.18	.16	.18	.17	.01	.03	.02	.31	.10	.21	.64	.50	.57
LSD, .05						.03			.02			.06			.11

[1]Percent of fresh weight. Leaves sampled April 11, flowers sampled May 23.

physiological disorder of lower leaves of chrysanthemums, as described, is caused by an accumulation of photosynthate (carbohydrates) to levels that are in some manner physiologically damaging to the lower leaves of the plants.

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MARKET NEWS REPORTS FOR FLORISTS' PRODUCTS: CHANGE AND CHALLENGE

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ABSTRACT

Market news reports relating to the transportation of Florida floricultural products were initiated in 1959. Eight years later, in 1967, a feasibility study was started to determine procedures for implementing a large scale market news reporting service for the nation's floricultural products. Regular market news reports were begun in San Francisco, Chicago and Dallas. In addition, the program in Florida was expanded to include price information and to extend the coverage on destination areas.

Although shipping point price data are collected and disseminated, a serious lack is a more thorough reporting of price data on consignment sales to terminal markets. Nevertheless, the cur-

rent Florida cut flower market news reports are fulfilling an essential need with the cut flower industry. Many improvements, including increasing the number of crops reported, developing city market supply and price data and expanding data on flower imports, are visualized for the future. Bringing about these changes and other refinements offers a challenge to the market news reporter and to the clientele he serves.

Introduction

Statistical work relating to agriculture in the United States began in 1839 in the U. S. Patent Office. It was initiated after farmers began to realize that they were at a disadvantage in marketing their products because the people to whom they sold generally knew more about crop and livestock supplies than they did (2). An important phase of these statistics, market news, had its beginning in 1915 when reports were issued on market conditions for strawberries in Hammond, Louisiana. Currently market news reports for most agricultural commodities are made daily or at periodic intervals by the U. S. Department of Agriculture and cooperating State agencies. A leased wire service is utilized to transmit information. Dissemination is made through mimeo reports and radio and press releases.

Individuals and business firms engaged in the production and marketing of any agricultural commodity have a vested interest in knowing as much as possible about the conditions which influence the prices and hence the revenue received from their operations. Agriculture in the United States since 1850 has become a commercialized industry in which farmers produced surplus crops and livestock products to be sold for money on national and international markets (1). In the capitalistic process farmers have striven to produce their output at the lowest possible cost and sell it at the highest possible price. Market news reports made available to all traders and other interested parties unbiased information on supplies, prices and other market conditions.

The uses of market news are many. A direct benefit it offers many producers is that of checking the prices offered by buyers, whether local or located in distant markets. Trends and changes in the pattern of suppliers can also be discerned. Thomsen classifies the greatest benefits derived from market news for farmers as a whole as indirect through the effect it has on the operation of the marketing system at all stages (4). *These* indirect benefits are: (a) the process of price discovery[1] is facilitated tremendously by market news; (b) market news assists marketing agencies in exploiting more fully the potential consumer demand in individual markets for the commodity; and (c) smaller marketing margins result from market news. In short, the real objective of market news is to provide farmers with information they can use to maximize the income received from the sale of their products.

The purpose of this paper is to delineate the changes made in market news with respect to floricultural products and to analyze reporting and dissemination procedures. Industry trends gleaned from an analysis of market news data will be presented. In addition, consideration will be given to the challenge of improving and extending market news efforts in the floricultural field.

Floricultural Market News Reports

The earliest florists' market news report dates back to 1937, when the New York Department of Agriculture began publishing prices and arrival receipts for a number of the major cut flowers sold on the New York City wholesale market. Since 1959 data on shipments of Florida gladiolus and chrysanthemums have been compiled by the Federal-State Market News Service.[2] In addition, various trade journals have published general price information for major cut flowers.

Flower industry trade associations have expressed the desire for more and better information about marketing. It was believed that a nationally coordinated reporting program for ornamental products would, like the comprehensive and well-accepted market news reports on other commodities, serve a useful purpose.

A feasibility study, done at the request of the national flower trade associations, was made by the Market News Service of the U. S. Department of Agriculture in several major producing areas and large city markets during the first six months of 1967 to determine the practicability of the project. A pilot program was undertaken in the San Francisco wholesale market. The response to this and a similar study in

[1] Price discovery is the function of evaluating the quantities available and in prospect, and what consumers are likely to be able and willing to pay for those quantities.

[2] The problems and procedure involved in initiating these reports have been previously reported (3).

nearby producing areas was good. In the fall of 1968 the program was expanded to include the reporting of Florida-grown ornamental crops and the Chicago and Dallas wholesale markets. In its first year of operation the Florida office reported gladiolus and pompon and standard chrysanthemum prices. The number of destination areas reported for Florida shipments was increased.

Reporting Procedure in Florida

Market news information is keyed to keeping a pulse on current conditions which reflect market trends. Current information on supply and price and the reporter's evaluation of seller and buyer comments concerning trading conditions are collected and disseminated. Two cut flower items—chrysanthemums and gladiolus—are presently the only ornamental products with market news coverage. Foliage, ferns and other floricultural products also lend themselves to reporting.

Funds and personnel became available to develop reliable daily cut flower shipment information in Florida in the fall of 1968. Additional professional and clerical assistance enabled the Orlando market news office to expand its flower programs. Improved communications capability was accomplished through a Florida WATS (Wide Area Telephone Service) line.

Through the experience of reporting Florida gladiolus and chrysanthemum shipments since 1959, knowledge had been gained about new approaches necessary for generating supply and price coverage with any program expansion. Adjustments would have to be made to keep abreast of changes in the floricultural industry. Concurrent with the shift from small to large selling organizations, marketing was being done from a number of concentrated production areas in various parts of the State.

Collection

Supply Data.—In the 1953-54 season data on gladiolus shipments were compiled from three sources: (1) one telephone call to the Jacksonville Railway Express terminal; (2) a weekly mail report from one airline that carried 95 percent of the Florida air shipments; and (3) northbound truck shipment data recorded from the inspection stations along the Suwannee and St. Mary's Rivers.

Now 70 telephone calls are made each morning to air, bus, parcel service and truck lines for movement information. The tabulation of flower shipments in small lots by various means of transportation and distribution areas is a time-consuming and complex task. Truck shipment data are processed directly from the daily records of the truck lines; Road Guard inspection station reports are used for check information. Additional information is obtained from other sources.

Price Data.—Price information on gladiolus and pompon and standard chrysanthemums is collected daily from some 20 to 25 shippers. Four types of sales transactions are utilized in Florida: (1) consignment; (2) f.o.b. shipping point sales for orders placed on the day of harvest; (3) standing order (prior commitment of set quantity to be shipped semi-weekly or weekly)—open market f.o.b. shipping point sales; and (4) standing order (prior commitment of set quantity)—contract basis; i.e., no change in price during season.

The Florida F.O.B. Price Report incorporates both the open market f.o.b. shipping point sales of orders placed *on the day* of harvest and orders placed *prior to the day* of harvest. These sales are only to wholesale dealers. Retailers are generally charged slightly higher prices than wholesalers.

A pre-season price is quoted in standing orders for both contract sales and those subject to changes in market conditions. The early fall price acts as a seasonal ceiling for the various types and grades of flowers. Shippers indicated that they, on occasion, have raised the standing order price; however, flowers would have to be in very short supply to make them do so. This kind of severe shortage was not experienced during the 1968-69 season.

Terminal market prices greatly influence f.o.b. orders placed on the day of harvest. Consignment shipments account for approximately 25 and 50 percent, respectively, of gladiolus and chrysanthemum sales. Wholesale consignment prices change faster than standing order prices.

Dissemination

Dissemination of Florida market news keeps the trade informed on market prices, conditions and shipments in a number of ways. Shippers telephoned by the reporter for information are also given a recap of conditions in the State as well as from other U. S. producing areas and

Ornamental Crops

FEDERAL-STATE MARKET NEWS

U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE
FRUIT AND VEGETABLE DIVISION, and
FLORIDA DEPARTMENT OF AGRICULTURE DIVISION OF MARKETING
775 Warner Lane, Box 20273, Orlando, Florida 32814 Telephone: (305) 841-3891

FLORIDA

PRODUCTION AREA MARKET

No. 44

Friday, March 21, 1969

FLORIDA INTERSTATE SHIPMENTS

GLADIOLI — Hampers (Avg 22 Doz)

Types of Transportation	DAILY SHIPMENTS Mar 14	Sat 15	Sun 16	Mon 17	Tues 18	Wed 19	Thur 20	Ttl.Sun.Thur This Week	Ttl.Sun.Thur Last Week	WEEK ENDING Mar 1	Mar 8	Mar 15
Air	79	231	684	547	680	1118	605	3634	3011	4345	3845	3321
Truck	2922	3182	2351	3626	1723	3264	1384	12348	10603	19048	19550	16777
Other 1/	6	7	27	128	116	112	31	414	342	432	376	355
TOTALS	3007	3420	3062	4301	2519	4494	2020	16396	13956	23825	23771	20453

CHRYSANTHEMUMS (Mostly Pompons) — Cartons (Avg 26 Bun)

Air	71	108	159	350	404	453	270	1636	1615	2937	2074	1794
Truck	3284	4224	574	3819	4535	2894	605	12427	12157	21786	20968	19676
Other 1/	3	3	15	9	45	18	7	94	96	106	80	102
TOTALS	3358	4335	748	4178	4984	3365	882	14157	13868	24829	23122	21572

1/ Includes shipments by bus, rail express and parcel service.

P R I C E S

Unless otherwise stated: F O B shipping point sales are to wholesalers. In California packing charges are extra. City market wholesale prices are to retailers. All stock reported is of generally good merchantable quality and condition.

PRICES F O B SHIPPING POINT

FRIDAY, MARCH 21

SOUTH AND CENTRAL FLORIDA AREAS
Partly cloudy, warm

GLADIOLI: ABOUT STEADY. Demand moderate. Per doz Fancy 43" and up 1.00-1.10, few lower, Special 37-43" 80-90¢, few lower, Standard 32-37" 60-70¢.

POMPONS: STEADY. Demand slow. Per bunch 60-85¢, some 50¢.

STANDARD MUMS: ABOUT STEADY. Demand moderate. Per doz blooms Large 2.00-2.75, few lower, Medium 1.50-2.00.

THURSDAY, MARCH 20

SOUTH AND CENTRAL FLORIDA AREAS
Partly cloudy, warm

GLADIOLI: STEADY. Demand moderate. Per doz Fancy 43" and up 1.00-1.10, Special 37-43" 80-90¢, Standard 32-37" 60-70¢.

POMPONS: STEADY. Demand slow. Per bunch 60-85¢, few lower.

STANDARD MUMS: STEADY. Demand fair. Per doz blooms Large 2.00-2.75, Medium 1.50-2.00.

SAN FRAN BAY AND CENTRAL COAST AREAS
Raining

POMPONS: SLIGHTLY WEAKER. Demand fair. Per bunch (approx 14-16 oz) 65-90¢, mostly 80-90¢, few 1.00.

STANDARD MUMS: ABOUT STEADY. Demand fair. Per bloom Very Large 22-25¢, Large 18-22¢, Medium 16-18¢, Small 14-16¢, few low as 10¢, Spiders, per doz 2.00-2.25, few low as 1.75-1.90.

SOUTHERN CALIFORNIA (SAN DIEGO COUNTY)
Overcast, cool

GLADIOLI: STEADY. Demand exceeds light supply. Per doz Fancy 42-48" very few 1.50, Special 36-41" few 1.25, Standard 30-35" 80¢.

WEDNESDAY, MARCH 19

SAN FRAN BAY AND CENTRAL COAST AREAS
Clear

STANDARD MUMS: ABOUT STEADY. Demand fair. Per bloom Very Large 22-25¢, occasionally higher, Large 18-22¢, Medium 16-18¢, few higher, Small too few sales to quote, Spiders, per doz 2.00-2.25, occasionally higher, few low as 1.75-1.95.

POMPONS: ABOUT STEADY. Per bunch (approx 14-16 oz) 75-90¢, few higher.

Cont'd.

SOUTHERN CALIFORNIA (SAN DIEGO COUNTY)
Foggy in morning, Clearing afternoon

GLADIOLI: STEADY. Demand exceeds light supply. Per doz Fancy 42-48" very few 1.50, Special 36-41" few 1.25, Standard 30-35" 80¢.

WHOLESALE MARKET SALES TO RETAILERS

FRIDAY, MARCH 21

SAN FRANCISCO
Clear, cool

POMPONS: Per bunch (approx 14-16 oz) Indoor grown 90¢-1.20, mostly 1.00, poor quality 60-80¢. Outdoor grown FLA 1.00, occasionally higher.

GLADIOLI: STEADY. Per doz SAN DIEGO Fancy very few 1.50-1.75, Special few 1.00-1.50, Standard 75¢-1.00. FLA Fancy 1.75-2.00, some 2.25, Special 1.25-1.75, mostly 1.50, few 2.00, Standard 1.00-1.25.

DALLAS
Clear, 50-67

POMPONS: STEADY. Per bunch CALIF 1.25-1.45, mostly 1.35, FLA 1.25-1.45.

GLADIOLI: STEADY. Per doz FLA 2.00-2.25, mostly 2.15-2.25.

CHICAGO

Trading was moderate today. There was evidence of a fair amount of carryover merchandise available. Roses were in good supply with slight reduction in prices. Gladioli were in good supply with barely steady prices. Spider type chrysanthemums were in good supply and prices were lower. Pompons were in very good supply with prices presenting an overall picture of weakness.

GLADIOLI: STEADY. Per doz FLA Fancy 1.50, few 1.75 occasional White 2.00, Special 1.25, few 1.00, A Grade 1.00, B Grade 75¢, occasionally lower.

POMPONS: STEADY. Per bunch of 14-16 oz CALIF 1.25, few 1.50, FLA 65¢-1.00, occasionally 1.25, fair quality and condition 35-50¢, ILL 1.50.

STANDARD MUMS: STEADY. Per bloom ILL, CALIF & FLA Very Large 40-45¢, Large 35-40¢, Medium 25-30¢, Small 20-25¢, Spiders, per doz 2.50-2.00, few 3.50.

GYPSOPHILA: SLIGHTLY WEAKER. Per bunch Bristol Fairy FLA 1.50, occasionally higher.

IRIS: STEADY. Per bunch of 12 Wedgewood CALIF 1.50-1.75, few 2.00, FLA 1.50, ILL 1.50, IN 1.50, Blue Ribbon CALIF 2.00-2.50, ILL 1.50-2.00, White FLA 2.00.

STATICE: STEADY. Per bunch MEXICO 1.00-1.25.

Figure 1.—Reproduction of a current Florida ornamental crops production area market news report.

city markets.

The mail report released by the Orlando Market News Office on Monday, Wednesday and Friday not only shows data on Florida but also prices from California, Chicago and Dallas. The report is usually received the following morning in all shipping areas in peninsular Florida.

Shipment data are presented in a table which tells how supplies are building up for the current week. It shows trends in shipments for the past three weeks and daily movement for the past seven days. On Wednesday the geographic distribution for Florida gladiolus is shown and on Friday similar information for chrysanthemums is presented.

A Florida summary reviewing market conditions for the past season is published by the Orlando Market News Office. This release, prepared for a wide audience with diverse interests, gives a condensed narrative and statistical review of trading. Emphasis in the presentation of material is designed primarily for those in sales activities.

Fort Myers (Fla.) News-Press, Thur., April 17, 1969 7-D

Flower Market

Florida flower shipments — date: April 15, 1969.
Cartons Glads by Air 745, by Truck 2,724, Other 103.
Cartons Chrysanthemums by Air 427, by Truck 3,110, Other 23.

South and Central Florida

GLADIOLI: Demand slow, Market steady.
Fancy — Per Dozen 80c-$1.10, mostly $1.00, few 75c
Special — Per Dozen 70c-90c, few lower.
Standard — Per Dozen 60c-70c some lower.

POMP CHRYSANTHEMUMS: Demand fair, Market steady. Per Bunch 60c-85c, Mostly 70c-75c, few lower.

San Francisco Bay — Central Coast Counties

CHRYSANTHEMUMS — Demand fair, Market steady.
Per Bloom: Very Large 20c-24c; Large 18c-20c, few 22c; Medium 16c-18c; Small few 12c-14c.
SPIDER — Per Dozen: $1.75-$2.00 occasionally higher, some $1.25-$1.40.
POMPON — Demand fair, Market slightly stronger. Per Bunch 75c-$1.00, Mostly 90c-$1.00, few lower.

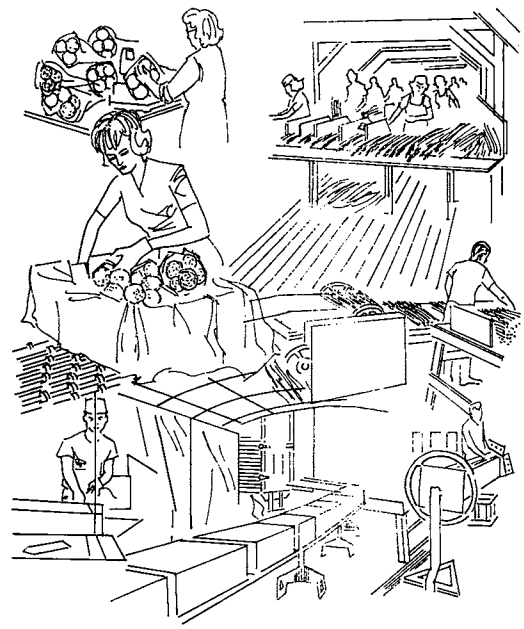
Southern California (San Diego County)

GLADIOLI: Demand very good, Market steady.
Fancy — Per Dozen $1.50
Special — Per Dozen $1.25
Standard — Per Dozen 80c

Chicago Sales to Retailers

POMPON — Market slightly weaker. Per Bunch — Florida 60c-$1.00 fair quality 35c-50c.
GLADIOLI MARKET — Market—slightly weaker.
Per Dozen — Florida: Fancy $1.00-$1.50; Special 75c-$1.25; Grade A 50c-$1.00; Grade B 40c-75c.

Figure 2.—A newspaper release on market news for flowers.



Marketing Florida Ornamental Crops
Summary 1969 Season

Figure 3.—Cover page of annual summary market news report.

Various newspapers in Florida and elsewhere carry summaries of market news reports for various commodities of interest to their readers. In Florida the *Fort Myers News-Press* publishes flower supply and price information on a daily basis.

Reproductions of a Florida ornamentals market news report, a clipping showing the flower market data published in the Fort Myers newspaper and the cover of the annual summary report are contained in Figures 1, 2 and 3.

Uses Made of Market News

Uses by Traders

Current data on supplies, distribution and shipping patterns and prices can and do serve useful purposes for growers, shippers, wholesale florists, retail florists, trade associations, transportation firms, governmental agencies and others. Much of the previous portion of this paper has been concerned with the benefits and uses of current market news information.

Uses in Determining and Evaluating Trends

Market news summaries supply information useful in determining and evaluating industry trends. Changes in the relative importance of producing areas, destinations, methods of transportation and others may be gleaned from seasonal summaries of market news reports. The following portion of this paper is concerned with an analysis of such changes.

Shipping Patterns.—The number of hampers of gladiolus shipped each week during the 1967-68, 1968-69 and the three-year average for the 1964-67 seasons is presented in graphic form in Figure 4. Starting about the first of October, shipments have tended to rise to almost 10,000 hampers weekly by the first of November and to a level approaching 20,000 hampers weekly in December. Depending on weather conditions and holiday production, the level usually remained at between 20,000 and 30,000 hampers weekly until a peak was reached in May. Shipments cease entirely about the end of June.

A comparison of gladiolus shipments in recent years with the patterns at the beginning of the decade (3) showed an early peak reached sooner in the season. There appeared to be relatively fewer week-to-week fluctuations in the shipping pattern than in earlier years.

The seasonal shipping pattern for chrysanthemums has tended to even out more than that in the early 1960's. In the earlier period an initial weekly peak of some 12,000 cartons was reached in early December. In the past two years the quantity was approximately 15,000. In the former period shipments rose from the December high to a peak of some 20,000 cartons in April. A high of more than 25,000 cartons a week was reached in late March of 1969. Nevertheless, the shipping pattern had fewer fluctuations than that in the 1961-63 period.

Method of Shipment.—Several trends in shipping stand out. The major one is the increase—both absolute and relative—in truck transportation of cut flowers. Another is the relative increase, more marked with chrysanthemums than with gladiolus, in air shipments. The third is the virtual end of railway express transport, the method by which 45 percent of the gladiolus in the 1959-60 season were moved to market. The methods by which chrysanthemums were transported in the 1959-69 period are illustrated in Figure 5.

The proportion of flowers sent by various means of transportation in 1968-69 was as follows:

Method of Transportation	*Chrysanthemums*	*Gladiolus*
	percent	
Air	12	19
Truck	88	79
Other	a	2

[a]Less than 0.1 percent.

Distribution.—The distribution pattern for gladiolus is shown in Figure 6. The New York and the Chicago areas are the major centers to which Florida gladiolus flowers are marketed. The same is true for chrysanthemums except that shipments to the Mid-West are much smaller proportionally than those of gladiolus. The Mid-West receives chrysanthemums from California and other competing areas; Florida is essentially the only source of gladiolus during its marketing season.

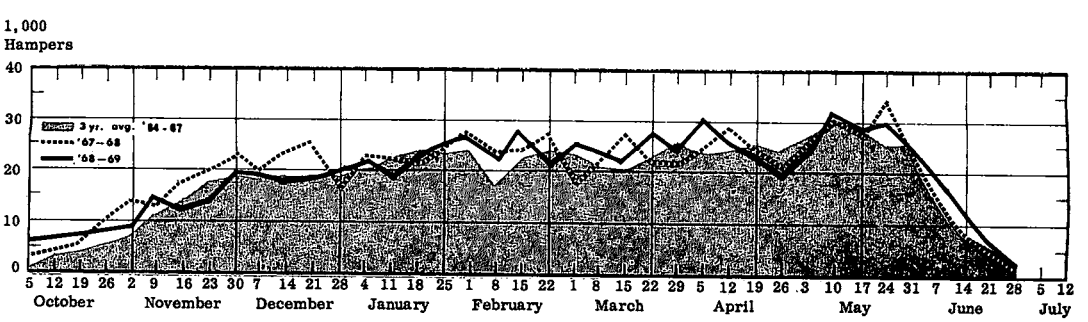


Figure 4.—Seasonal shipping pattern for Florida gladiolus spikes, 1967-68 and 1968-69 seasons compared with average for 1964-67 seasons.

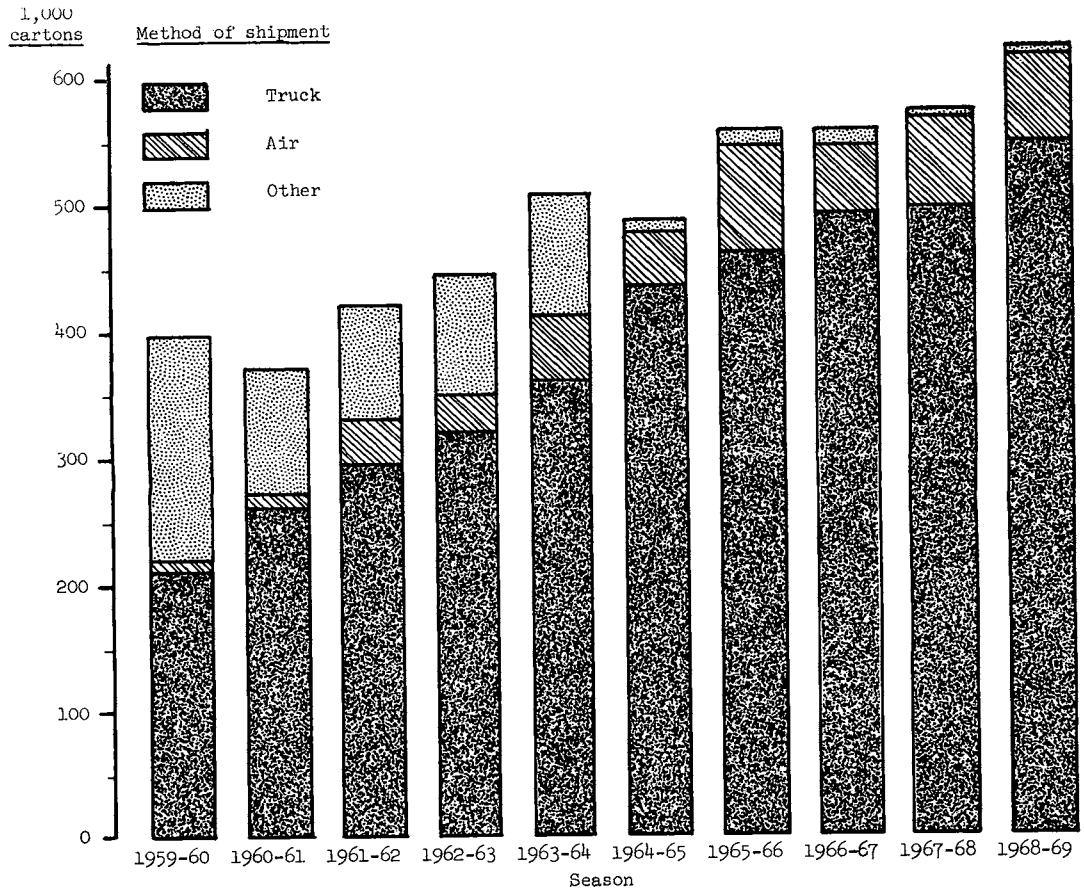


Figure 5.—Methods of shipping Florida chrysanthemums in interstate commerce, 1959-60 through 1968-69 seasons.

Prices.—Florida chrysanthemums tended, despite daily and weekly fluctuations in shipments, to have only slight price changes at shipping point locations. From December 28 through March 8 prices ranged from 65 to 90 cents (Table 1). Prices dropped from that point on, but the decline was slight. California chrysanthemums brought higher prices than those from Florida at both the shipping point and the Chicago terminal market.

Space limitations preclude an analysis of gladiolus prices. Nevertheless, a more complete report of consignment prices in terminal markets for both flowers would doubtless show much more fluctuation in response to changing supply conditions.

Production Areas.—Chrysanthemum production has tended to become concentrated in the lower East Coast (Stuart) area during the past ten years. In the period from 1959-60 through 1968-69 two-thirds of the interstate shipments of chrysanthemums originated in that area (Figure 7). Seventy-nine percent of all chrysanthemum shipments in 1968-69 were from the lower East Coast region. Despite a rise from 116,000 cartons in 1959-60 to a level of 131,000 in 1968-69, the proportion of interstate chrysanthemum shipments originating on the lower West Coast dropped from 29 to 21 percent. That from other areas remained at 4 percent during the first two years of the decade, then rose to 7 percent for two years, but by 1968-69 had dropped drastically to less than 0.1 percent.

The lower West Coast has remained the major source of interstate gladiolus shipments. The proportion originating in the area dropped

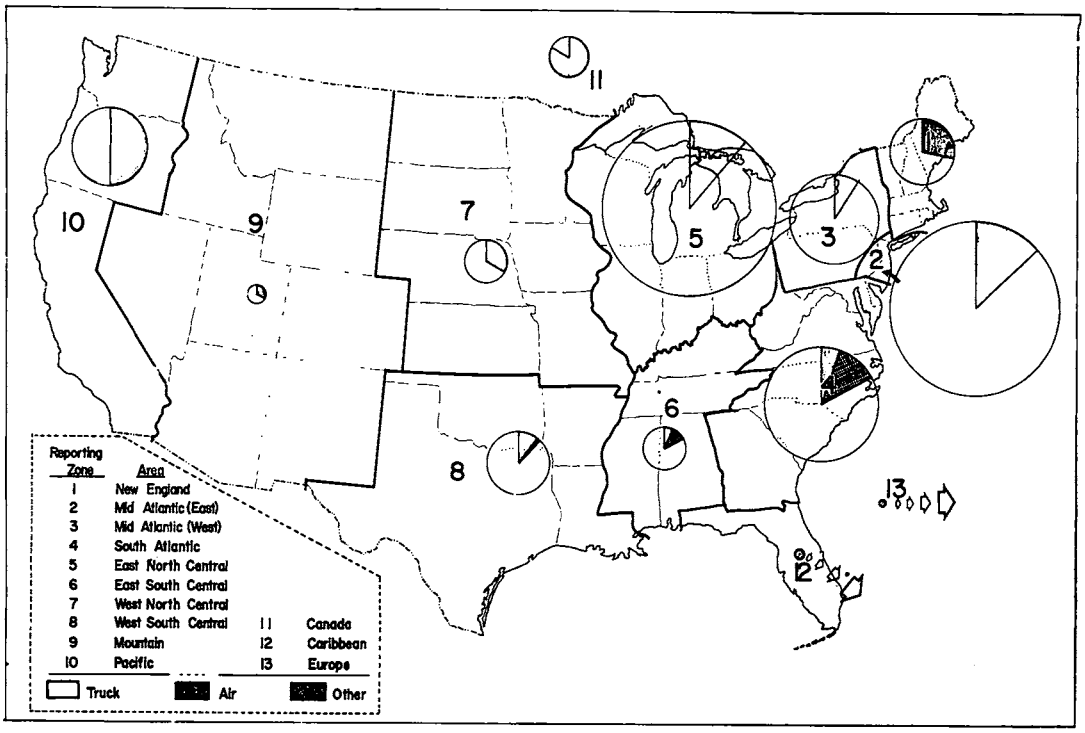


Figure 6. Distribution by method of shipment of Florida Gladiolus, 1968-69 Season.

Figure 6.—Distribution by method of shipment of Florida Gladiolus, 1968-69 Season.

from 67 percent in 1959-60 to 53 percent in 1967-68, but increased to 59 percent in 1968-69. The lower East Coast generally accounted for 19 to 27 percent of Florida's gladiolus shipments. The other areas, primarily Palatka-St. Augustine and Marianna-Blountstown, had from 13 to 16 percent of all shipments over the ten-year period.

Challenge

Firms engaged in the marketing of ornamental crops face the challenge of tougher competition in the future. They must be able quickly and accurately to acquire and analyze data on current, short range and long range trends for their products. Efficient marketing requires an empirical basis for planning, placing and measuring effort. A well designed national market news program can assist in meeting organizational requirements in marketing.

There are needs for further data to be generated by the national market news program, still in its infancy, to help give the floricultural industry the comprehensive information most useful in making decisions. Additional desirable services include: (1) expanding the number of reporting cities geographically—there are no Federal-State quotations from Eastern markets; (2) increasing the number of items covered at shipping points in California and Florida; (3) adding reports for shipping areas where major types of ornamentals are produced; (4) developing complete U. S. origin and distribution shipment records for major types of ornamentals; (5) developing city market receipts for five or six major cut flowers to serve as a market indicator in large trading centers; and (6) expanding import data for ornamental crops to include additional ports of entry besides Miami and New Orleans.

In the initial years of any new national program information on prices will be an important function of the data developed at both shipping point and city markets. As previously mentioned, the reports will aid in the process of price discovery. As the service matures more people in the industry will likely desire added emphasis on supply information in order to determine: (1)

Table 1 -- Florida shipments of chrysanthemums (mostly pompons) by air, truck and other types of transporation; price ranges of pompons at Florida shipping points; simple average prices of pompons at the Chicago wholesale market and at San Francisco - Central California area shipping points, by weeks, 1968-69 Florida crop year.

Week Ending	Air	Truck	Other	TOTAL	Florida Shipping Point Price Range F.O.B.	Chicago Wholesale Market Simple Average		San Fran. Bay & Cent. Calif. Shipping Point Simple Avg. Price F.O.B.
						Florida	Calif.	
	Cartons	Cartons	Cartons	Cartons	Bunch dollars	Bunch dollars	Bunch dollars	Bunch dollars
Oct. 5	37	58	----	95	----	----	----	.90
12	462	368	3	833	----	----	----	.95
19	261	341	4	606	----	----	----	.91
26	358	626	5	989	----	----	----	.80
Nov. 2	1,816	1,314	3	3,133	----	----	----	.80
9	350	2,266	40	2,656	----	----	----	.80
16	599	8,096	22	8,717	----	----	----	.73
23	1,768	18,174	25	19,967	----	----	----	.84
30	3,324	15,038	35	18,397	----	----	----	.88
Dec. 7	2,091	14,896	44	17,031	----	----	----	.93
14	1,810	14,228	66	16,104	.50-.85	.92	1.38	.92
21	2,902	15,538	69	18,509	.70-1.00	1.19	1.53	.95
28	2,772	13,734	113	16,619	.65-.90	1.47	1.63	.95
Jan. 4	2,517	16,112	78	18,707	.65-.90	1.22	1.53	.94
11	2,219	13,301	107	15,627	.65-.90	1.13	1.59	.94
18	2,089	16,652	116	18,857	.65-.90	1.13	1.63	.94
25	2,707	19,900	84	22,691	.65-.90	1.13	1.63	.95
Feb. 1	2,130	20,349	117	22,596	.65-.90	1.33	1.38	.95
8	2,755	23,041	72	25,868	.65-.90	1.53	1.48	.95
15	3,854	19,615	94	23,563	.65-.90	1.38	1.63	.95
22	2,977	19,086	97	22,160	.65-.90	1.50	1.63	.95
Mar. 1	2,943	21,786	99	24,828	.65-.90	1.33	1.60	.97
8	2,074	20,969	80	23,123	.65-.90	1.15	1.55	.95
15	1,794	19,676	102	21,572	.65-.90	.89	1.30	.90
22	1,927	24,580	99	26,606	.50-.85	.83	1.25	.84
29	2,312	28,242	82	30,636	.60-.85	.83	1.50	.86
Apr. 5	3,917	21,844	90	25,851	.60-.85	.83	1.50	.88
12	1,496	16,712	83	18,291	.60-.85	.80	1.50	.90
19	1,384	17,090	75	18,549	.40-.85	.80	1.43	.89
26	1,362	16,206	78	17,646	.40-.85	.80	1.25	.88
May 3	1,277	18,160	66	19,503	.50-.85	.80	1.25	.90
10	4,722	17,557	76	22,355	.60-.85	.96	1.38	.94
17	2,531	15,786	75	18,392	.55- 85	1.13	1.38	.95
24	2,120	17,472	65	19,657	.55-.85	.88	1.38	.94
31	1,266	14,085	48	15,399	.50-.85	.88	1.46	.93
June 7	572	9,215	64	9,851	.50-.75	.88	1.31	.89
14	1,133	5,672	66	6,871	----	.79	1.39	.81
21	429	4,021	40	4,490	----	.75	1.43	.81
22-30	289	3,345	8	3,642	----	.75	1.43	.81
TOTAL	73,346	545,151	2,490	620,987				

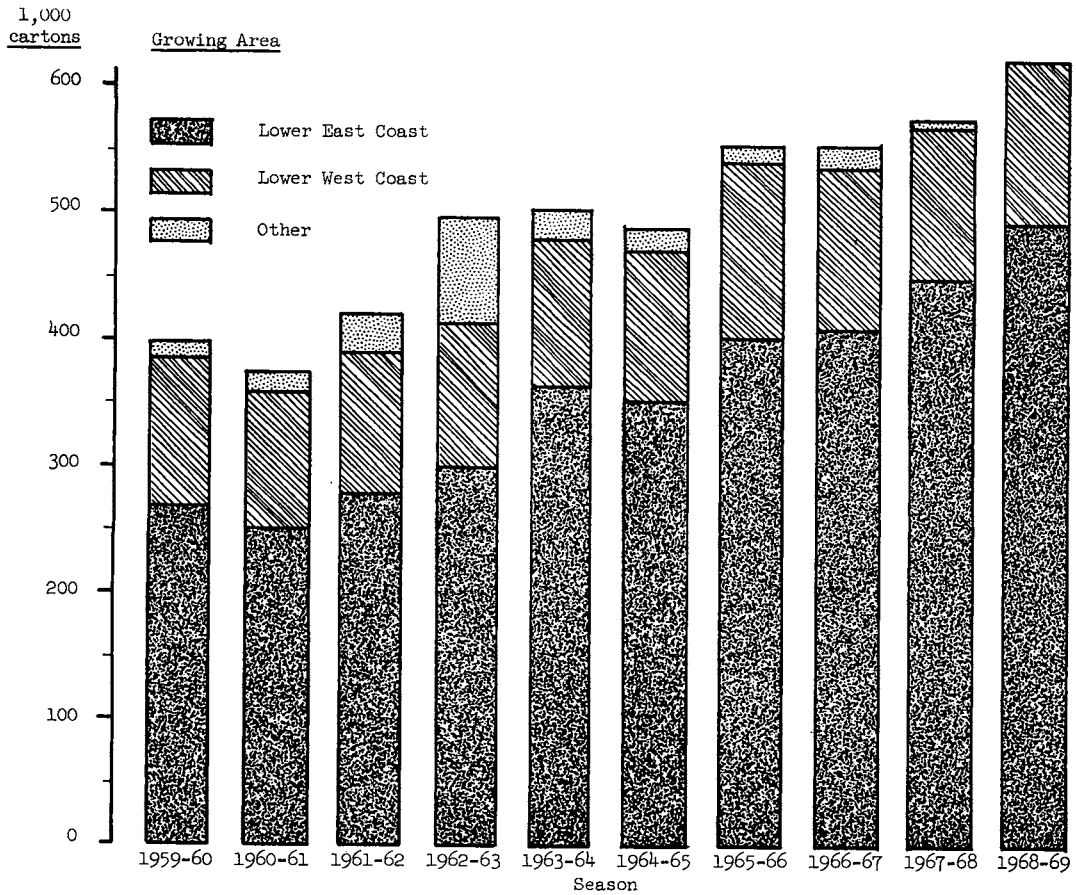


Figure 7.—Interstate shipments of chrysanthemums from major producing areas in Florida, 1959-60 through 1968-69 seasons.

rate of movement from all producing areas; (2) their share of the market; (3) source and extent of supply competition; (4) geographic distribution of their products; and (5) sales potential.

Many uses can also be made of market news data in both economic and technological research programs. Price and quantity data, when available in sufficient detail, will enable the price analyst to study revenue relationships and to recommend changes which may be beneficial to the flower industry. The plant physiologist and the meteorologist may be able to combine shipment data with their observations to determine the probable effect on flower production of various weather phenomena. Such relationships may be helpful to shippers in assessing marketing policy.

Accomplishments to date in ornamental crops market news have been good. Much remains to be done, however, to improve the service if it is to be a well-balanced working information tool for the ornamental industry.

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