

## APPENDIX A. General Explanation

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### MAIL LIST

The 1978 Census of Agriculture report form provided the principal source of data for the mail list. Names from those report forms with \$2,000 or more of sales in 1978 from nursery or greenhouse products were extracted for the mail list. This list was supplemented by lists from the U.S. Department of Agriculture (USDA), State Departments of Agriculture, and from lists of growers provided by trade associations.

The final mail list consisted of approximately 32,000 names. Of this number, approximately 8,000 represented growers in 28 States which were enumerated in a cooperative effort between the USDA, Statistical Reporting Service (SRS), and the Bureau of the Census. Most of the 8,000 names were removed from the census mail list to avoid duplication of work and to reduce respondent's burden.

### REPORT FORM

To minimize control and processing expense, the content of the report forms used by the SRS and the Census Bureau were the same. Only the printed headings were different; this information identified the areas of responsibility of each agency. The title 13 mandatory requirement was omitted from the printed heading of the SRS form. Using report forms with the same content provided many economies and advantages in processing and publication, as well as control efforts.

The 1979 report form was simpler in design and somewhat easier to complete than the 1970 report form. The 1979 report form contained six pages while the four versions of the 1970 report form each contained eight pages.

### INITIAL MAILING

The final mail list for the Census Bureau included approximately 24,000 names and the SRS list included approximately 8,000 names. The report forms from the Census Bureau were mailed in two phases—in January 1980 and in February 1980. The SRS mailed their forms in December 1979 to growers in the following 28 States:

Alabama	Minnesota
Arkansas	Missouri
California	New Jersey
Colorado	New York
Connecticut	North Carolina
Florida	Ohio
Georgia	Oregon
Hawaii	Pennsylvania
Illinois	South Carolina
Indiana	Tennessee
Iowa	Texas
Maryland	Virginia
Massachusetts	Washington
Michigan	Wisconsin

The Census Bureau package included a report form, a cover letter explaining the census, an information sheet containing detailed information for completing the form, a file copy of the report form, and a pamphlet on why the census is important. A toll free number was included in the materials to provide additional help, if needed, in completing the reports.

### DATA COLLECTION

Cooperative arrangements had been made between SRS and the Census Bureau to use a single data collection effort to serve the needs of both agencies with each agency collecting the data under its own legislative authority.

SRS conducted its part of the census under voluntary compliance legislation. The Census Bureau collected data for the census under mandatory provisions of the Census Act (title 13, United States Code). Under the Act information was permitted to flow from SRS only to the Census Bureau, thereby ensuring the confidentiality provisions of census legislation.

The data collection effort for the Census Bureau included three follow-up mailings to nonrespondent establishments, which were very few. For these establishments, a telephone follow-up interview was conducted.

Most growers provided detailed information with little difficulty. Relatively few respondents found the report form too difficult to specify quantities and dollar values. Where this occurred, usually the assistance provided on the telephone was ample. Instructions on the report form encouraged respondents to make reasonable estimates when exact records were not available.

Correspondence necessary in this census was much lighter than anticipated and grower cooperation permitted the collection of data to proceed satisfactorily.

Landscape contractors, garden center operators, and others whose sales are solely of items purchased for resale (not produced on the place and sold) are not included in the census of horticultural specialties. Where establishments of this type qualified to report, as a consequence of production activity, every effort was made to exclude information not directly related to production.

SRS conducted data collection in 28 states and also some of the followup actions for the respondents on their list.

## DATA PROCESSING

Completed forms received from growers (Census Bureau mail-out and SRS interviews) were systematically reviewed clerically. Where significant data were omitted, entries unclear, or where there were inconsistent responses within the report form, respondents were contacted by telephone and the information collected, confirmed, or corrected. Operations not growing and selling \$2,000 or more of horticultural products in 1979 were not included in the final tabulations.

After the data were keyed to magnetic tape, data for each report form were subjected to a detailed item-by-item computer edit. The edit included comprehensive checks for consistency and reasonableness, corrected data found to be in error or inconsistent, supplied missing data based on similar size farms within the same county, and assigned classification codes which were necessary for tabulating the data. Entries of large magnitude and significant computer-generated changes to the data were manually verified.

Many of the acceptability ranges used to check data were necessarily wide, making it impossible to identify and correct all errors or to always supply precise estimates for all the incompleteness in the reports. These factors and others may affect the reliability of data for some minor items, but they should not have a significant affect on major data items.

Prior to publication, tabulated totals were reviewed by statisticians to identify remaining inconsistencies and potential coverage problems. Comparisons were made with historical census trends as well as current year State level estimates published by the USDA and other agencies as part of the coverage review. Selected report forms were reviewed and problem entries were either verified as being correct or the data were corrected.

## DISCLOSURES

In some tables, data are suppressed and a (D) is used instead of a number. To ensure the confidentiality of information for a characteristic of an individual establishment, it was necessary to suppress data when the value of an item for one or two establishments could be definitely or approximately determined by mathematical manipulations.

A similar analysis was performed for those counties with less than five establishments in a given commodity group. The data for these counties have been tabulated, summarized, and published as a total for "all other counties."

## DEFINITIONS AND EXPLANATIONS

The following definitions and explanations provide more detailed descriptions for selected items and terms than are available on the report form or in the tables. For an exact wording of the questions on the 1979 Census of Horticultural Specialties form and the information sheet which accompanied the form, see appendix B.

For all commodity groups, the sales value of plants, flowers, trees, etc., held less than 30 days were not included in the tabulations. Plants purchased with the intention of immediate resale with no growth added to the plant during the short holding period were to be excluded.

**Kind of business**—This is comprised of 10 categories based on a grower's principal source of income. A rule of 50 percent or more was used as a determining factor. Where a specified commodity group comprises 50 percent or more of the business' total sales, the grower was then identified under that commodity group. An establishment was classified as "other grower" when the sales in any one commodity group did not equal at least 50 percent of the total sales, as with a multigrower.

The 10 categories used in the tabulations to identify an establishment's kind of business are:

- Potted flowering plants/cut flowers. (Includes establishments reporting unfinished stock and cut cultivated greens.)
- Bedding plants. (Includes flowering, foliar, and vegetable types.)
- Foliage plants.
- Sod.
- Bulbs, corms, or rhizomes.
- Cultivated mushrooms.
- Nursery products.
- Vegetable and flower seeds.
- Vegetables grown under cover.
- Other.

**Type of ownership**—The following classifications were used to identify the types of ownership.

- Individual proprietor.
- Partnership.
- Corporation.

Data under the heading of corporation also include those organizations which are usually identified as "other," such as institutional, experimental, and research establishments. Institutional establishments are those operated by schools, hospitals, penitentiaries, government agencies, etc.

**More than one growing location reported**—Data for each establishment were tabulated as being in the grower's principal State and/or county. The principal State and/or county was defined as the one location where the largest value of horticultural products were grown. For large establishments where the data would significantly affect State and/or county totals, two or more reports were collected and assigned to the appropriate State and/or county during processing.

**Potted flowering plants**—Grown for their flowering qualities and sold for indoor or patio use, most potted flowering plants are produced for a specific season of the year or a certain holiday, such as poinsettias at Christmas or lilies at Easter. These plants are considered short-term crops, occupying the greenhouse for only part of a year. Most growers produce an assortment of these plants and usually report sales in number of pots or hanging baskets. Also, this census collected data on the size of the pots the plants were in when sold.

**Cut flowers**—Primarily grown for their blossoms, several crops of cut flowers can be produced from the same area each year. After the flower is cut, the plant is either discarded or used for the production of more flowers, depending on the variety of the plant. Included only for Hawaii are certain flowers used in the construction of leis. Cut flowers are most commonly reported as bunches, each, dozens, blooms, or sprays.

**Unfinished stock**—Growers usually purchase rooted cuttings or unpotted plants from a specialist propagator. The propagator maintains stock plants or mother plants from which the cuttings are taken. Special precautions are used to ensure that these cuttings will be disease-free and healthy. Unfinished stock is commonly reported as dozens, flats, packs, or each.

**Cut cultivated greens**—Cut cultivated greens are grown and marketed similar to cut flowers. These plants are grown for their showy foliage which is used by retail florists as a background in cut flower arrangements. Cut cultivated greens are generally reported as bunches, boxes, dozens, or each.

**Bedding plants**—Bedding plants are described as young flower or vegetable plants that are sold for outdoor or patio use in flower beds, borders, patio planters, and home gardens. They are handled as annuals, i.e., they complete their life cycle in a year or less. Also classified as bedding plants are open acreage vegetable transplants most commonly grown in Georgia, and herbs grown for use as garden plants. Bedding plants are marketed as flats, packs, dozens, or individual pots. Flats vary in size and number of plants per flat, a common size is 72 plants per 11" x 22" flat.

**Foliage plants**—Foliage plants produced for their decorative shape, size, color, and stem and leaf characteristics are usually sold by the pot or hanging basket. The growers were asked to specify the size of the pots the plants were in when sold.

**Sod**—This includes all varieties of specialized grasses cultivated for sale as sod. Acreage planted in grass intended for sale as sod in subsequent years and not harvested in 1979 was not included.

**Bulbs, corms, or rhizomes**—These are corms, tubers, rhizomes, tuberous roots, and "true" bulbs.

**Cultivated mushrooms**—To avoid duplication, the figures for square feet of bed area used for mushroom production were adjusted during processing when it was apparent that the bed

area was reported more than once, although the area was harvested more than once, or more than one crop was grown during the year.

**Nursery products**—These products are broken into two parts, lining-out stock—seedlings and rooted cuttings—and finished stock—plants, shrubs, and trees of sale size. Lining-out stock also includes grafted plants of expensive or rare cultivars. Sales from plants bought and resold within 30 days by landscape businesses or garden center outlets were excluded.

The majority of plants, shrubs, and trees in the category are self-explanatory. The following terms, however, require some clarification. The term "herbaceous plants" is used to designate soft plants as opposed to woody plants. Included in the tabulations for herbaceous plants are perennials. The term "other environmentals" is a catch-all term and includes plants used as a ground cover, such as pachysandra. Data for palm trees are included in the data for citrus and subtropical fruit trees. Evergreens grown and cut for use as Christmas trees were excluded.

Nursery products were identified by how they were grown. Field grown plants are those grown in field rows and marketed "balled and burlapped," "bare root," or "ball root." Container grown plants are those grown in large pots, cans, or reinforced plastic bags.

**Greenhouse vegetables**—This includes only those vegetables grown under glass or other protection. Sometimes these vegetables are grown hydroponically, i.e., in nutrient solutions without soil. Vegetables grown outdoors were not included within the scope of the horticultural census. Vegetable plants grown for sale were included under bedding plants.

**Seed production**—Includes data for vegetable seed produced outdoors or under glass, except sweet corn. Also, data for flower seeds usually produced outdoors were included.

**Land, structures, equipment, and irrigation**—Establishments were asked to report the current market value of land and buildings owned, rented, or leased from others; and all machinery and equipment kept on the place and used specifically for the horticultural operation. Current market value refers to the respondent's estimate of what the land, buildings, machinery, and equipment would sell for under current market conditions. If these values were not reported, they were estimated during processing by using the average value of each item from establishments of a similar type and size.

Questions concerning land area use for specific commodity groups, and land area covered by greenhouses were included on the report form. Multiple cropping, such as the alternative use of flowering and bedding plants for the same bed, may duplicate greenhouse space or land area in some instances. Land area irrigated excludes area covered by greenhouses.

**Gross receipts or gross sale**—This represents the sum of all horticultural products grown and sold from the place or business. It does not include income from other sources such as landscape

contracting, garden center items sold, such as tools, fertilizer, etc.; and plant rental, etc.

Data were collected concerning the value of products sold both at wholesale sales and/or retail sales. With the exception of one table, only the data for total sales and wholesale sales have been published. Retail sales may be obtained by subtracting wholesale sales from total sales.

**Selected production expenses**—Data were collected on selected production expenses paid by the business for the production of greenhouse products, nursery products, mushrooms, sod, bulbs, and other horticultural products. These include the cost of plants, seeds, bulbs, rooted cuttings, mushroom spawn, and

seedlings. Also included was the cost of all forms of fertilizer and chemicals, such as insecticides, pesticides, and fungicides. Application costs were to be excluded.

Detailed information on the cost of energy for the horticultural operation was collected for the first time. Energy expenses not directly related to the growing operation, such as heating or cooling for office areas, retail outlets, etc., were not included.

**Labor**—This refers to the number of hired workers, both part time and full time, as well as unpaid family members. Excluded were employees not directly involved in the growing operation, i.e., garden center clerks.





**SECTION 4** <sup>004</sup> Were any **BEDDING PLANTS** (including bedding vegetables) grown for sale on this place in 1979?  
 1  YES — Complete table below. Enter plant name and code from the list below for items 1 and 2. Complete items 3 through 5 for all plants grown. Indicate "None" for items not applicable.  
 2  NO — Go to section 5

1. Plant name									
2. Code									
3. Specify unit of sales, for example, dozen, flats (11X22"), packs, or specify unit and size									
a. Average number of plants per unit									
4. Total sales — Include both wholesale and retail	1	1	1	1	1	1	1	1	1
a. Total number of units sold									
b. Total gross sales — Dollars only	2	2	2	2	2	2	2	2	2
	\$	.00	\$	.00	\$	.00	\$	.00	\$
5. Wholesale sales only	3	3	3	3	3	3	3	3	3
a. Number of units sold									
b. Gross sales — Dollars only	4	4	4	4	4	4	4	4	4
	\$	.00	\$	.00	\$	.00	\$	.00	\$

Plant Name — Flowers	Code	Plant Name — Flowers	Code	Plant Name — Vegetables	Code
Ageratum	584	Marigold	619	Broccoli	659
Alyssum	589	Pansy	624	Cabbage	664
Begonia	594	Petunia	629	Peppers, sweet or hot	669
Coleus	599	Portulaca	634	Tomatoes	674
Dusty Miller	604	Salvia	639	Other — Specify on line 1 above	679
Geraniums	609	Snapdragon	644		
Impatiens	614	Zinnia	649		
		Other — Specify on line 1 above	654		

**SECTION 5** <sup>005</sup> Were there any **FOLIAGE PLANTS** grown for sale on this place in 1979?  
 1  YES — Complete table below by entering appropriate name and code from the list below.  
 2  NO — Go to section 6

1. Plant name									
2. Code									
3. Specify unit of sales; hanging baskets, pots, etc.									
a. Average number of plants per unit									
4. Total sales — Include both wholesale and retail	1	1	1	1	1	1	1	1	1
a. Total number of units sold									
b. Number sold by size of pot	2	2	2	2	2	2	2	2	2
(1) Under 4 inches									
(2) 4 through 6 inches	3	3	3	3	3	3	3	3	3
(3) Over 6 inches	4	4	4	4	4	4	4	4	4
c. Total gross sales — Dollars only	5	5	5	5	5	5	5	5	5
	\$	.00	\$	.00	\$	.00	\$	.00	\$
d. Gross sales by size of pot — Dollars only	6	6	6	6	6	6	6	6	6
(1) Under 4 inches									
(2) 4 through 6 inches	7	7	7	7	7	7	7	7	7
(3) Over 6 inches	8	8	8	8	8	8	8	8	8
9. Wholesale sales only	9	9	9	9	9	9	9	9	9
a. Number of units sold — include hanging baskets									
b. Gross sales — Dollars only	10	10	10	10	10	10	10	10	10
	\$	.00	\$	.00	\$	.00	\$	.00	\$

Plant Name	Code	Plant Name	Code	Plant Name	Code
Cacti and succulents	684	Ivy	728	Schefflera	761
Dieffenbachia	695	Palms	739	Other — Specify on line 1 above	772
Dracaena	706	Philodendron	750		
Ferns	717				

6. Foliage plants, for indoor or patio use — Exclude hanging baskets

a. Area in benches and beds	783	784	785	.00
b. What was the cost of unfinished foliage plants and rooted cuttings purchased from other growers for growing on?				

**SECTION 6** <sup>006</sup> Was **SOD** grown for sale on this place in 1979?  
 1  YES — Complete section below  
 2  NO — Go to section 7

1. Sod grown for sale	786	787	788	.00
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**SECTION 7** <sup>007</sup> Were **BULBS, CORNS, or RHIZOMES** grown for sale on this place in 1979?  
 1  YES — Complete section below  
 2  NO — Go to section 8

1. Bulbs, corns, or rhizomes grown for sale	789	790	791	.00
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**SECTION 11** Were any **FLOWER SEEDS** grown for sale on this place in 1979?

011  
 1  YES — Complete section below  
 2  NO — Go to section 12

	Acres grown		Production Pounds of clean seed	Value of sales in 1979 Dollars only	
	Whole acres	Tenths		Total gross sales	Gross wholesale sales
1. Aster	<input type="checkbox"/>	/10	X01	X03	X04
2. Marigold	<input type="checkbox"/>	/10	X05	X07	X08
3. Petunia	<input type="checkbox"/>	/10	X09	X11	X12
4. Snapdragon	<input type="checkbox"/>	/10	X13	X15	X16
5. Stock	<input type="checkbox"/>	/10	X17	X19	X20
6. Sweet Pea	<input type="checkbox"/>	/10	X21	X23	X24
7. Zinnia	<input type="checkbox"/>	/10	X25	X27	X28
8. All other flower seeds — Specify _____	<input type="checkbox"/>	/10	X29	X31	X32

**SECTION 12** LAND, STRUCTURES, EQUIPMENT, AND IRRIGATION

1. What is your best estimate of the current market value of land and buildings owned and/or rented by this business on December 31, 1979?

X33	
\$	.00

2. What is the estimated market value of all machinery and equipment usually kept on this place and used for the horticultural operations?

X34	
\$	.00

3. Did you produce florist crops, bedding plants, foliage plants or nursery products in 1979?

X35  
 1  YES — Complete items a through d below  
 2  NO — Go to item 4

Potted flowering plants and/or cut flowers	Bedding plants (include vegetable plants)	Foliage plants	Nursery crops (include propagating area)	Anthuriums (Hawaii only)
X36	X37	X38	X39	
Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.	
X40	X41	X42	X43	X44
Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.	Sq. ft.
X45	X46	X47	X48	X49
/10 Acres	/10 Acres	/10 Acres	/10 Acres	/10 Acres
X50	X51	X52	X53	X54
/10 Acres	/10 Acres	/10 Acres	/10 Acres	/10 Acres

4. Did you have land area covered by greenhouses in 1979?

X55  
 1  YES — Complete items a through e below  
 2  NO — Go to item 5

a. How much land area was covered by greenhouses?

None	Square feet
<input type="checkbox"/>	X56
<input type="checkbox"/>	X57
<input type="checkbox"/>	X58
<input type="checkbox"/>	X59

b. How much of the greenhouse area was under glass?

c. How much of the greenhouse area was a permanent structure covered by plastic film?

d. How much of the greenhouse area was under fiberglass?

e. What do you estimate the average (F°) sustained temperature to be for heating?

Degrees Fahrenheit	
<input type="checkbox"/>	X60

5. Did you irrigate land in 1979 (exclude land covered by greenhouses)?

X61  
 1  YES — Complete items a through c below  
 2  NO — Go to section 13

a. How many acres were irrigated for the outdoor production of nursery products?

b. How many acres were irrigated for the outdoor production of sod?

c. How many acres were irrigated for the production of other horticultural products grown in the open?

None	Acres irrigated
<input type="checkbox"/>	X62
<input type="checkbox"/>	/10
<input type="checkbox"/>	X63
<input type="checkbox"/>	/10
<input type="checkbox"/>	X64
<input type="checkbox"/>	/10

**SECTION 13** SALES AND PURCHASES IN 1979 — Report such figures to the nearest **WHOLE DOLLAR**.  
 If book figures are not available, give your best estimate.

1. What were your gross receipts or gross sales during 1979 of all greenhouse and nursery products grown — cut flowers, flowering and foliage plants (including cacti and succulents), bedding plants, cultivated florist greens, nursery products, bulbs, flower and vegetable seeds, vegetables grown under glass, cultivated mushrooms, and sod? — Do not include the sale of fertilizer, spray materials, garden tools, etc.

Dollars only		
X65	\$	.00

2. Of the total gross receipts or gross sales —

a. How much was wholesale sales?

X66	\$	.00
-----	----	-----

b. How much was retail sales?

X67	\$	.00
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3. What were your returns and allowances (discounts and value of returned merchandise)?

X68	\$	.00
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**SECTION 14 SELECTED PRODUCTION EXPENSES FOR THE TOTAL HORTICULTURAL OPERATION IN 1979** — Report figures to the nearest WHOLE DOLLAR. If book figures are not easily available, give your best estimate.

Dollars only	
X69	
\$	.00
X70	
\$	.00
X71	
\$	.00

- What was the cost of plants, seeds, bulbs, and florist and nursery stock purchased and used in the production activity during 1979 (include cost of mushroom spawn)?
- What was the cost of commercial fertilizer (all forms) used in 1979 (exclude purchases for resale)?
- What was the cost of all other agricultural chemicals purchased for use in production activity (lime, insecticides, herbicides, fungicides, other pesticides, etc.)? — Omit fertilizer
- Report cost of energy for the horticultural production operation in 1979. Include all heating and cooling costs. Exclude heat or air conditioning only for offices, retail outlets, etc.

	None	Expenditures Dollars only		Gallons purchased in 1979		Storage capacity (if any)	
		X72	X73	X74	Gal.		
a. Gasoline	<input type="checkbox"/>	\$	.00	X75	X76	X77	Gal.
b. Diesel fuel	<input type="checkbox"/>	\$	.00	X78	X79	X80	Gal.
c. LP gas, butane, propane	<input type="checkbox"/>	\$	.00	X81	X82	X83	Gal.
d. Fuel oil	<input type="checkbox"/>	\$	.00	X84			
e. Natural gas	<input type="checkbox"/>	\$	.00	X85			
f. Kerosene	<input type="checkbox"/>	\$	.00	X86			
g. Electricity	<input type="checkbox"/>	\$	.00	X87			
h. Other — wood, coal, coke, etc.	<input type="checkbox"/>	\$	.00				

**SECTION 15 GREENHOUSE, NURSERY, AND OTHER HORTICULTURAL LABOR USED ON THIS PLACE IN 1979**  
Exclude employees not directly involved in growing operation, i.e., garden center clerks. If completing this report before January 12, 1980, estimate the number of employees expected to be on the payroll.

	None	Number of employees	Cash wages paid Dollars only	
			X91	X92
1. How many employees were on the payroll of this business during the pay period including January 12, 1980 (January 7 thru January 12)?	<input type="checkbox"/>	X88		
2. How many of the employees on the payroll during the pay period including January 12, 1980, hold year-round or full-time positions?	<input type="checkbox"/>	X89		
3. How many unpaid family members worked for this business at any time during the week including January 12, 1980 (January 7 thru January 12)?	<input type="checkbox"/>	X90		
4. What was the total of the cash wages paid (before taxes and other deductions) to employees on the payroll of this business during 1979?	<input type="checkbox"/>		X91	\$ .00
5. Of the hired workers in 1979, how many were —			X92	\$ .00
a. Part-time employees (worked less than 150 days)?	<input type="checkbox"/>		X93	\$ .00
b. Full-time employees (worked 150 days or more)?	<input type="checkbox"/>		X94	X95 \$ .00

**SECTION 16 CUT AND LEI FLOWERS — (FOR HAWAII ONLY)**  
Enter plant name and code from the list below.

	1		2		3		4	
	None							
1. Plant name								
2. Code								
3. Specify unit of sales, for example, dozen, bunch, each, spray, etc.								
a. Average number of stems per unit								
4. Total sales — Include both wholesale and retail								
a. Number of units sold								
b. Gross sales — Dollars only	\$	.00	\$	.00	\$	.00	\$	.00
5. Wholesale sales only								
a. Number of units sold								
b. Gross sales — Dollars only	\$	.00	\$	.00	\$	.00	\$	.00

Cut flowers		Lei flowers		Lei flowers	
	Code		Code		Code
Orchid, dendrobium	Y01	Carnation, heads	Y16	Plumeria	Y36
Protea, Sunburst cordifolium	Y06	Orchid, dendrobium	Y21	Tuberose	Y41
Protea, other	Y11	Orchid, Vanda-Miss Joaquim	Y26	Other lei flowers	Y46
		Pikake	Y31		

**SECTION 17 REMARKS AND EXPLANATIONS** — If you reported no sales in sections 2 thru 11, please explain here the type of horticultural enterprise, if any, you operated in 1979. Also add any other remarks here. Use additional sheet(s), if necessary, and attach.

**SECTION 18 SIGNATURE** of person completing this report — Please check your answers, then sign below.

Name	Date
Address (Number and street, city, State, ZIP code)	Telephone
	Area code      Number

When the U.S. Bureau of the Census data have been tabulated, would you like a summary sheet showing results for your State?  Yes     No

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Form 79-A19(1)  
(12-4-79)U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

## INSTRUCTION SHEET

### 1979 CENSUS OF HORTICULTURAL SPECIALTIES

**1. GENERAL**

Please refer to the instructions given below for completing your form. The enclosed census report form is being used by producers and growers throughout the entire United States. Because it is meant for use in all parts of the country, it may contain sections and inquiries which do not apply to you. In this case, mark the "None" or "No" box and go on to the next item or section.

**2. IF YOU RECEIVE MORE THAN ONE REPORT FORM**

If you have multiple horticulture operations, you should complete a report for EACH SEPARATE and DISTINCT production unit, that is, each individual greenhouse, nursery, etc., or combination of establishments, etc., for which you maintain SEPARATE records of operating expenses and sales, inventories, and production. Return any duplicate or extra report forms (if possible in the same envelope with the report(s) you complete) so we can remove the extra addresses from our mail register. In the space to the right of the address label of the report form you complete, write the 11-digit Census File Number (CFN) from the label of the extra form or forms.

In the cooperative data collection effort between the Bureau of the Census and the U.S. Department of Agriculture (USDA), your name and address may have been included by both. Although we have done our best to un-duplicate the lists, we know it is not possible to recognize and delete all alternate addresses before mailing. If you received a report form from both the Bureau of the Census and the USDA you should:

- a. Indicate on both forms that you have received a duplicate from the other agency.
  - (1) On the USDA form, write down the 11-digit CFN number located in the mailing label of the census form.
  - (2) On the census form, write down the 10-digit ID source number located in the mailing label of the USDA form.
  - (3) Enter the correct name and/or address if the labels are in error.
- b. Complete the USDA form.
- c. Return each form to its' respective agency in the envelope provided.

**3. PARTNERSHIP OPERATIONS**

A partnership is an association of two or more persons who have agreed (informally or under legal contract) on the amount of their contributions and profit distributions.

Complete only ONE report for the entire partnership operation, including all partners' shares on the same report. If two or more report forms were received for the partnership, see instruction 2 above.

Partners who also have separate operations of their own should complete reports for those separate operations. For additional information on partnerships, see section 1 in instruction 5.

**4. HOW TO ENTER YOUR RESPONSES ON THE REPORT FORM**

Please enter your answers in the proper spaces, on the correct lines, and in the units requested, i.e., dollars, pot size, pounds, etc. Write any explanation outside the answer spaces or on a separate sheet of paper. Enter whole numbers unless the "Tenths" column is provided, such as reporting flower seeds in section 11. If you have 1/2, 1/4, or 1/3 of an acre, convert to the nearest tenths. For example, convert 1/2 to 5/10, 1/3 to 3/10, 1/4 to 2/10, etc.

If you do not have exact figures, please give your best estimates. You may indicate "Est." (for estimated) beside the answer if you like. For all dollar items, we need only whole dollars; cents are not required.

**5. COMPLETING THE REPORT FORM****Section 1 — Type of Horticultural Operation in 1979**

**Item 1 — Type of Business** — Mark (X) in all appropriate boxes which best describe the type of business or activity you performed during 1979. If you did not operate any type of horticultural operation during any part of 1979, you should:

- a. Skip to section 18 and complete Name, Address, Telephone number, etc.
- b. Explain briefly in section 17 (Remarks and Explanations) or on a separate paper that you did not operate a horticultural business in 1979, for example, "Business leased to others," "Sold business," "Date of sale," "Date of lease," "Date of retirement," etc. The date(s) the transaction occurred are essential. If you sold your business or leased it out to others, please give the name and address of the current owner or operator, if known.

If you marked Florist, Garden Center Operator, or other nongrower horticulture operator, then you should skip to section 17 and give a brief explanation of the type of horticultural operation you operated in 1979.

**Item 2 — Type of Ownership** — Use the following definitions to assist you in determining the type of ownership for your operation:

**Individual Proprietor (or Family Operation)** — Defined as a business organization controlled and operated by an individual (includes family operations that are not incorporated and not operated under a partnership agreement).

**Partnership** — Defined as two or more persons who have agreed on the amount of their contribution (capital and effort) and the distribution of profits. Co-ownership of land by husband and wife or joint filing of income tax forms by husband and wife do not constitute a partnership, unless the agreement to share contributions, decisionmaking, profits, and liabilities exists. Producing products under contract or under share rental agreements do not constitute partnerships.

**Corporation** — Defined as a legal entity or artificial person created under the laws of a State to carry on a business; does not include cooperatives.

**Sections 2—11 and 16 — Greenhouse Products, Nursery Products, Mushrooms, and Sod**

Sections 2 through 11 and 16 provide space for reporting products harvested during the year 1979. Please report your products in the appropriate section. If you harvested more than one different crop from the same area or acreage, report the area or acreage for each different crop and fill in the appropriate answer spaces related to each crop harvested. If you have more than one harvest of the same crop on an area, report the area or acreage only once. However, since the value of multiple harvests usually appears high, it would help census accuracy if you will note in the margin how many harvests you made of that crop from one area.

**Cold frames** — For products grown in hot beds or cold frames, report only the area in the beds or frames.

**In the open** — For plants produced in the open, give the area of plants in acres and tenths of acres. Round fractions to whole acres except where tenths are requested, as for flower seeds.

**Under protection** — For plants produced under glass or other protection, show the area of plants in square feet. Report the greenhouse area only once for each product, even though the same product was grown more than once.

**Unit of sales** — The units of measure on the report form are those most commonly used throughout the country. If you use a different unit of measure, please specify the unit and size or convert your figure to the unit requested.

**Value of sales** — When reporting value of sales, do not include products bought for resale without additional growing; do not report non-crop garden center items, such as chemicals, fertilizers, etc. Report the total value of sales (wholesale or retail) for those products grown on this place and sold directly from this place. Report only the wholesale value of any products sold through a retail outlet which is not on this place or if the retail outlet is considered a separate business establishment. Estimates are acceptable if exact figures are not available.

**To Report Plants in Sections 2, 4, 5, 9, and 16**

In each of these sections, report any of the plants which you grow that are listed in that section.

1. Find the plant name and the corresponding code number in the list in the section.
2. Enter plant name and code on the first two lines of the section.
3. Enter the information requested beside the headings of the remaining lines of the column.

**To Report Plants in Sections 3, 10, and 11**

In these three sections, separate lines are provided for reporting each product grown. Enter the information requested in each column beside the appropriate product.

**Section 6 — Sod**

Report the total acres of sod harvested from this place in 1979 and the value of sales of the sod. Acreage planted to grass intended for sale as sod in subsequent years and not harvested in 1979 should not be reported.

**Section 7 — Bulbs, Corms, or Rhizomes**

Report the total acres of bulbs harvested from this place in 1979 and the value of sales of the bulbs.

**Section 8 — Mushrooms**

Report the square feet of bed space or other space, such as trays, used for mushrooms in 1979 only once even though the space was harvested more than once or more than one crop was grown during the year. For example, if two crops of mushrooms were harvested from an area of 20,000 square feet of bed space, report 20,000 square feet of area used. Note in the margin of the paper the number of times mushrooms were harvested from that area.

**Section 12 — Land, Structures, Equipment, and Irrigation**

The estimated market value in item 2 refers to ALL machinery and equipment kept on this place and used for the horticulture business. The value should be an estimate of what the machinery and equipment would sell for in its present condition, not the replacement or depreciated value.

**Section 13 — Sales and Purchases**

In item 1, report the value received during 1979, regardless of the year in which the products were harvested. Give gross values (before deducting taxes and expenses). If full payment was not received for a product or products sold in 1979, report only the amount actually received in 1979.

**Section 14 — Selected Production Expenses**

Include expenses paid by you and by anyone else for the production of greenhouse products, nursery products, mushrooms, sod, and other horticultural products on this place. Also include 1979 expenses incurred even if not paid in 1979. Please give estimates if you do not know the exact figures.

In item 4, exclude retail nongrower production expenses (for example, heating or cooling for office areas).

**Section 15 — Hired Labor**

Expenditures for hired labor should include gross wages or salaries, commissions, paid bonuses, and leave pay before deductions, plus the value of benefits paid by you — social security, taxes, unemployment, insurance, etc. Do not include room and board, house rent, or other items paid in kind. Exclude employees not directly involved in the growing operation, i.e., garden center clerks.