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1990/91 OUTLOOK FOR FLORICULTURE PRODUCTION AND GREENHOUSE AND NURSERY TRADE ¹

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I will review the recent trends and outlook first for U.S. and world trade in greenhouse and nursery products and then secondly for U.S. production, supplies, and consumption.

World Greenhouse/Nursery Trade Prospects

World Trade is Expanding Rapidly

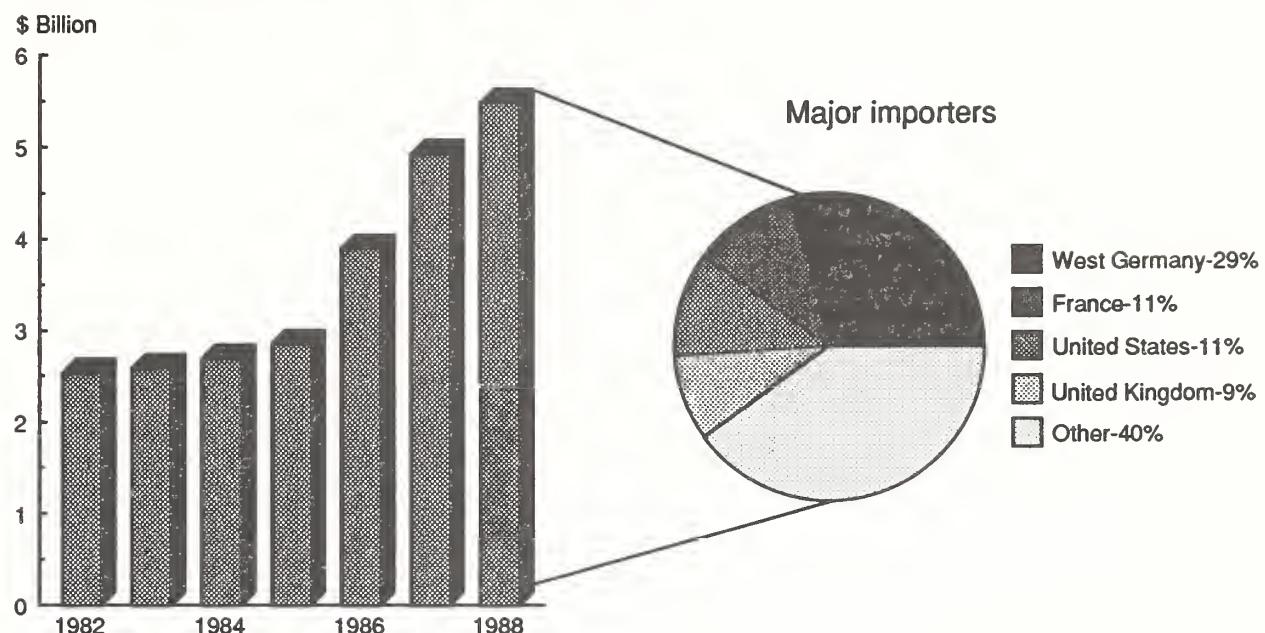
International trade in greenhouse and nursery products during the 1980's has risen rapidly and is expected to continue on a fast track in the 1990's. World imports of greenhouse and nursery products, including cut flowers, cut foliage (decorative greens), live plants, and bulbs, totaled \$2.5 billion in 1982 but is forecast to reach \$6.5 billion this year (figure 1). World trade in horticultural products will exceed \$10 billion by 1995 based on expanding demand stemming from the recent political developments in Europe, continued growth in global economies, and reductions in trade barriers.

World Imports of Cut Flowers Doubled in Last Six Years

World imports of cut flowers doubled from \$1.25 billion in 1983 to \$2.5 billion in 1988 and are projected to hit \$3 billion this year. West Germany and the United States are the leading importers while the Netherlands and Colombia are the leading exporters. If new international trade agreements are reached, including the proposed U.S.-Mexico Free Trade Agreement, impetus will be added to the current rate of growth in U.S. and global trade of cut flowers as well as other horticultural products.

¹ In this report, the term "horticultural products" is used synonymously with "greenhouse and nursery" products and excludes food products.

Figure 1
World Imports of Greenhouse/Nursery Products



World Imports of Cut Decorative Greens Up 100 Percent in Four Years

Cut decorative green imports world-wide jumped from \$150 million in 1984 to \$300 million in 1988 and are projected to total \$350 million in 1990. West Germany, the Netherlands, and the United States are the leading world buyers of cut greens with the United States also being the dominant supplier. Expansion in the trade of cut flowers will cause similar increases in trade of cut decorative greens as both are used in the preparation of retail floral arrangements.

World Trade in Live Plants Will Grow the Fastest in the 1990's

International trade in live plants has grown dramatically in the 1980's and is expected to be the strongest growth category for the 1990's. World imports of live plants totaled nearly \$2.1 billion in 1988, almost double 1985's level. World imports in 1990 are estimated to exceed \$2.5 billion.

Some countries which export to the United States have requested an expansion of the list of plants currently allowed entry under Q-37, the U.S. Plant Protection and Quarantine Act. Such an expansion could lead to a substantial increase in U.S. imports of live plants and plant products.

Table 1--World greenhouse and nursery imports: Value and major importers, 1988

Subsector	Value of imports	Share of total	Increase 1981-88	Major importing countries and combined share of total imports 1/
1,000 dollars				
		-----Percent-----		
Cut flowers 2/	2,520,250	46.0	114	(68) West Germany, United States, France, United Kingdom
Cut greens 3/	298,440	5.4	108	(74) West Germany, Netherlands, United States, Switzerland
Live plants 4/	2,074,000	37.8	146	(57) West Germany, France, United Kingdom, Italy
Bulbs 5/	589,023	10.8	79	(58) Italy, West Germany, United States, France
Total	5,481,713	100.0	120	(60) West Germany, France, United States, United Kingdom

1/ Figures in parentheses are percentages of total imports for the four major countries listed.

2/ Leading cut flower exporters in 1988 and their percentages of total were: Netherlands (61), Colombia (11), Israel (5), and Italy (4).

3/ Leading cut green exporters in 1988 and their percentages of total were: United States (20), Italy (16), Denmark (14), and Canada (9).

4/ Leading live plants exporters in 1988 and their percentages of total were: Netherlands (49), Denmark (13), Belgium (10), and West Germany (6).

5/ Leading bulb exporters in 1988 and their percentages of total were: Netherlands (88), France (2), Peru (2), and West Germany (1).

Note: These data include most major importing countries, but several countries, especially centrally planned countries, are not included.

Source: United Nations Comtrade Data System.

World Bulb Imports in the 1980's Made Strong Growth

World imports of bulbs, corms, and tubers also experienced strong growth, increasing from about \$300 million in the early 1980's to an estimated \$650 million this year. Demand is expected to continue strong in this decade for bulbs, especially for flowering perennials. The United States will continue to be the major world buyer of bulbs and the Netherlands, the major world supplier.

The United States imports a wide variety of bulbs from many different countries for use by commercial growers for cut flower production as well as flower bulbs used by consumers for garden plantings and indoor forcing. U.S. imports of bulbs will total approximately \$100 million this year, up 10 percent from 1989. U.S. production and exports of bulbs are also growing.

U.S. Greenhouse/Nursery Trade Prospects

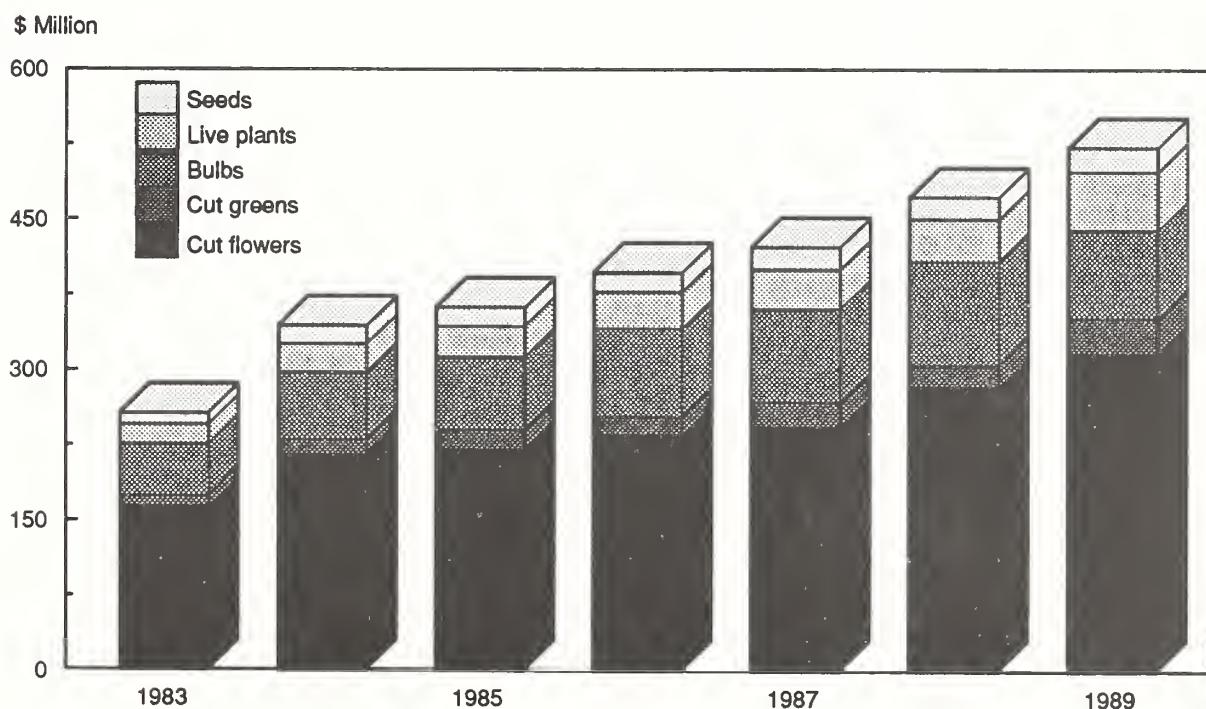
U.S. Imports Will Climb Faster than Exports

The value of U.S. imports of greenhouse and nursery products exceeded \$500 million last year, more than twice the level in 1983. Strongest growth areas have been cut flowers and bulbs (figure 2). The value of U.S. imports in 1990 is projected to increase 6 percent from 1989. However, quantities of imported products are increasing faster than the corresponding values. These trends are expected to continue in this decade but would accelerate if new multi-national or bi-lateral trade accords are reached. U.S. imports of live plants can be expected to grow rapidly but imports of cut flowers and decorative greens will also quicken.

U.S. exports of greenhouse and nursery products rose 39 percent from 1983 to 1989. Moderate growth in all product categories is the outlook but new reductions in tariffs and trade barriers for U.S. products sold in Europe and the Far East would stimulate U.S. exports, particularly for cut flowers and greens, and live plants. The U.S.-Canada Free Trade Agreement is expected to increase trade between the two countries in flowers, green and blooming plants, and nursery stock. U.S. imports from Canada so far in 1990 are slightly above last year while U.S. exports to Canada are also higher, especially for fresh cut ornamentals, herbaceous plants, and nursery products.

Figure 2

Greenhouse and Nursery Products: Value of U.S. Imports



A major reason for the increase in consumer demand for cut flowers has been the greater availability year-round and large diversity of products. Most of the rise in total supplies has come from foreign sources. In 1988, imports reached nearly 3 billion stems, a 29 percent increase over 1985's total of 2.2 billion stems. Last year, imports fell slightly to about 2.8 billion stems because of plant quarantine problems with Colombian flowers and also production problems in Colombia. However, this year imports are up 18 percent which will result in about 3.3 billion stems imported. Total supply (domestic production plus imports) in 1989 was an estimated 5 billion stems (56 percent imported) compared with a forecast of 5.5 billion stems this year (60 percent imported).

Table 2--U.S. imports of fresh cut ornamentals, 1985 to 1989 and indicated 1990 1/

Item	1985	1986	1987	1988	1989	Indicated 1990	Change 1990/1989**
-----1,000 stems-----							
							Percent
Alstroemeria	33,132	57,571	66,351	81,470	69,088	80,940	17.2
Carnations	715,376	837,214	916,712	933,161	817,172	1,027,427	25.7
Carnations, min. 2/	102,480	170,916	220,644	281,004	277,692	299,447	7.8
Chamaedorea 2/	344,976	359,219	456,925	411,250	320,150	323,365	1.0
Chrysanthemums	38,988	26,817	24,445	26,097	27,978	31,407	12.3
Pompon chrys. 2/	411,336	455,802	466,590	508,278	427,128	534,694	25.2
Daisies	16,662	19,717	20,258	20,157	25,575	20,219	-20.9
Freesia	34,131	34,294	32,911	31,008	30,716	26,705	-13.1
Gerbera	19,040	18,216	30,945	32,620	30,266	31,246	3.2
Gladioli	3,917	3,721	3,987	3,155	3,730	4,499	20.6
Gypsophila 2/	15,176	19,509	26,341	36,477	54,404	60,013	10.3
Iris	28,872	25,872	26,279	25,059	29,038	24,356	-16.1
Leatherleaf	0	2,940	3,043	880	445	118	-73.6
Lilac	968	1,632	1,214	275	210	179	-14.9
Lilies	32,803	32,629	32,775	31,587	34,381	31,962	-7.0
Miscellaneous ferns	14,454	8,745	12,243	6,626	5,657	6,784	19.9
Orchids, cymbidium	2,684	2,210	3,720	5,297	3,631	6,445	77.5
Orchids, others	11,908	14,595	14,132	12,867	22,876	23,974	4.8
Roses	173,151	217,022	263,849	287,169	314,180	410,259	30.6
Statice 2/	30,402	48,033	54,243	57,942	61,623	63,331	2.8
Tulips	58,116	59,036	55,525	38,594	68,478	72,215	5.5
Other ornamentals	106,882	99,468	121,750	145,461	198,504	262,104	32.0
TOTAL	2,195,454	2,515,178	2,854,882	2,976,434	2,822,922	3,341,689	18.4

** Percentage change based on USDA inspections through September 29.

1/ Does not include imports from Canada.

2/ Revised from bunches to stems.

Source: Federal-State Market News Service tabulations of Plant Protection and Quarantine Offices inspections, U.S. Department of Agriculture.

Table 3--Greenhouse and nursery products: Value of U.S. imports,
selected countries, 1989 1/

Country of origin	Bulbs	Live plants	Cut flowers	Cut greens	Total 2/
--1,000 dollars--					
Canada	5,267	36,840	3,759	29,747	75,613
Mexico	---	1,090	9,978	4,625	15,693
Colombia	---	237	186,595	---	186,832
Costa Rica	53	6,991	8,824	---	15,868
Ecuador	---	---	7,222	---	7,222
Peru	---	3	4,181	19	4,203
Guatemala	---	1,790	2,591	1,471	5,852
Honduras	---	989	43	34	1,066
Jamaica	2	717	956	124	1,799
Belgium	1,538	275	19	---	1,832
France	9	266	2,823	862	3,960
Italy	2	---	1,588	1,548	3,138
Netherlands	75,543	4,549	67,660	721	148,473
United Kingdom	1,293	171	661	109	2,234
India	39	18	647	783	1,487
Israel	100	263	2,169	94	2,626
Gaza Strip	2,403	267	1,028	244	3,942
Philippines	---	1	86	892	979
China	132	38	530	1,089	1,789
Thailand	1	196	4,017	738	4,952
Taiwan	107	140	2,491	2,106	4,844
Japan	479	1,377	8	172	2,036
Australia	14	132	942	265	1,353
New Zealand	100	412	783	84	1,379
Other countries	974	2,167	6,053	2,257	11,451
Totals	88,056	58,929	315,654	47,984	510,623

--- = No data reported.

1/ Only countries with \$1 million or more were selected.

2/ Includes all Chapter 6 items reported by the Harmonized Tariff Schedule of the United States: Live trees and other plants; bulbs, roots, and the like; cut flowers and ornamental foliage; excludes seeds.

Source: U.S. Department of Commerce.

Table 4--U.S. imports of cut flowers and cut decorative greens: Country of origin, 1989 1/

Crop	Colombia	Netherlands	Mexico	Ecuador	Honduras	Costa Rica	Others
--Percent--							
Alstroemeria	93	5	--	--	--	--	2
Carnations, std.	94	--	2	1	--	--	3
Carnations, min.	79	--	4	6	--	4	13
Chamaedorea	--	--	79	--	--	--	21
Chrysanthemums	68	14	9	11	--	1	7
Pompons	86	--	1	2	--	9	2
Daisies	4	--	96	--	--	--	1
Freesias	6	93	--	--	--	--	1
Gerbera	65	17	--	--	--	4	18
Gladioli	--	55	34	--	--	--	11
Gypsophila	36	--	--	34	--	--	30
Iris	--	98	1	--	--	--	1
Leatherleaf	--	--	--	--	100	--	--
Misc. ferns	--	--	--	--	12	33	55
Lilac	--	100	--	--	--	--	--
Lilies	12	81	--	--	--	2	5
Orchids, cym.	--	69	--	--	--	--	31
Orchids, other	--	2	--	--	--	--	94
Roses	71	4	11	8	--	1	5
Statice	40	--	28	17	--	--	15
Tulips	--	96	--	--	--	--	4
Other ornamentals	28	30	6	2	--	9	25

-- = Nil or negligible.

1/ These data do not include imports from Canada.

Source: Federal-State Market News Service tabulations of Plant Protection and Quarantine Offices inspections, U.S. Department of Agriculture.

U.S. Production, Supply, and Consumption Prospects

Production is Widespread and Diversified But Shifting Demographically

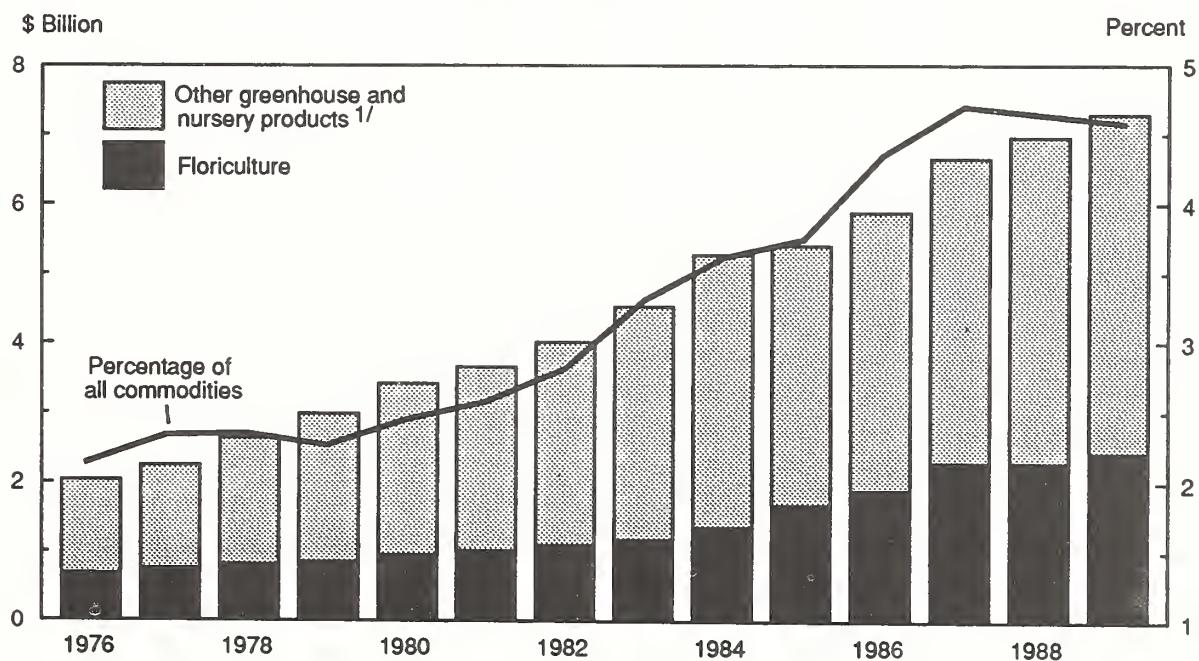
All fifty States have some commercial production of greenhouse and nursery crops. Last year, 18 States exceeded \$100 million each in grower cash receipts, compared with only 9 States in 1980. Most production is concentrated in the Pacific Coast States, the South, the Southeast, and the Northeast. Production is shifting towards those States where the population is growing most rapidly, generally in the West and the South. However, it is also evident that now there are more growers producing a wider diversity of crops in more geographical locations than there were ten or twenty years ago. In California, where 530 commercial agricultural crops are grown, 249 are greenhouse and nursery crops.

Cash Receipts Growth Will Out-pace the Inflation Rate

The U.S. greenhouse and nursery industry is one of the fastest growing sectors in U.S. agriculture, in spite of rapidly increasing foreign competition. In 1976, grower cash receipts were about \$2.0 billion or 2 percent of all farm commodity receipts. By 1989, grower receipts more than tripled to \$7.3 billion or 5 percent of all farm receipts (figure 3). While cash receipts for many agricultural commodities have declined, the greenhouse and nursery sector has continually grown. The horticulture sector has averaged nearly 10 percent growth per year during the 1980's and more than 12 percent per year during the 1970's. The industry has had this success without direct federal subsidization.

The greenhouse and nursery sector, as a commodity group, now ranks seventh among all farm commodities. Demand continues very strong for greenhouse and nursery crops. Hence, cash receipts are expected to continue to grow faster for the next several years than the general rate of inflation. Prospects in 1991 are for an overall rate of growth in the greenhouse and nursery sector in the range of 4-6 percent per year with greenhouse crops averaging 1-2 percentage points above this range and nursery crops averaging 1-2 percentage points below this range. This is a very favorable outlook for horticulture when compared with the expected growth in the GNP of only 1 percent. The outlook beyond 1991 is for an improved rate of growth.

Figure 3
U.S. Greenhouse and Nursery Cash Receipts



1/ Excludes food crops, seeds, and Christmas trees.

Table 5--Greenhouse and nursery crops: Wholesale value of U.S. production, supply, and consumption, 1986-89

Subsector and year	Production and trade 1/					Consumption 1/			
	Domestic production	Imports	Total supply	Exports 2/	Total	Per capita	Annual change	U.S. share of domestic sales	
-----1,000 dollars-----									
Dollars									
Cut flowers: 3/									
1986	404,299	234,895	639,194	18,500	620,694	2.57	N/A	62.2	
1987	493,790	243,609	737,399	18,610	718,789	2.95	15.8	66.1	
1988	514,443	283,505	797,948	19,760	778,188	3.17	8.3	63.6	
1989	526,969	315,652	842,621	27,500	815,121	3.32	4.7	61.3	
Potted flowering plants: 3/									
1986	492,059	11,334	503,393	27,173	476,220	1.98	N/A	97.6	
1987	647,049	13,661	660,710	23,857	636,853	2.62	33.7	97.9	
1988	642,697	15,813	658,510	32,208	626,302	2.55	-1.7	97.5	
1989	661,366	19,913	681,279	44,834	636,445	2.59	1.6	96.9	
Foliage plants: 3/									
1986	613,381	21,206	634,587	20,942	613,645	2.55	N/A	96.5	
1987	606,273	21,866	628,139	25,006	603,133	2.48	-1.7	96.4	
1988	566,625	22,328	588,953	31,578	557,375	2.27	-7.6	96.0	
1989	560,393	28,071	588,464	43,957	544,507	2.22	-2.3	94.8	
Bedding plants: 3/ 4/									
1986	622,362	N/A	622,362	N/A	622,362	2.58	N/A	100.0	
1987	821,116	N/A	821,116	N/A	821,116	3.37	31.9	100.0	
1988	839,179	N/A	839,179	N/A	839,179	3.41	2.2	100.0	
1989	963,787	N/A	963,787	N/A	963,787	3.92	14.8	100.0	
Cut cultivated greens: 3/									
1986	86,387	19,130	105,517	5,451	100,066	0.42	N/A	80.9	
1987	99,406	24,350	123,756	5,560	118,196	0.49	18.1	79.4	
1988	101,979	21,632	123,611	7,746	115,865	0.47	-2.0	81.3	
1989	111,061	15,684	126,745	10,782	115,963	0.47	0.1	86.5	
Other greenhouse and nursery products: 5/									
1986	3,664,564	71,527	3,736,091	9,716	3,726,375	15.46	N/A	98.1	
1987	3,987,530	72,458	4,059,988	13,497	4,046,491	16.62	8.6	98.2	
1988	4,303,773	85,891	4,389,664	11,990	4,377,674	17.81	8.2	98.0	
1989	4,471,047	146,985	4,618,032	16,690	4,601,342	18.72	5.1	96.8	
Total greenhouse and nursery products:									
1986	5,883,052	358,092	6,241,144	81,446	6,159,698	25.55	N/A	94.2	
1987	6,655,163	375,944	7,031,107	85,905	6,945,202	28.53	12.8	94.6	
1988	6,968,695	429,169	7,397,864	105,922	7,291,942	29.67	5.0	94.1	
1989	7,294,622	526,305	7,820,927	143,763	7,677,164	30.92	5.3	93.1	

N/A = Not available.

1/ Dollars expressed at equivalent wholesale grower level. 2/ Exports estimated based on U.S. and Canadian trade statistics. 3/ Wholesale values of production have been expanded by the ratio of commercial data reported in 28 major States to the U.S. Census of Agriculture. 4/ Minor quantities of imports and exports included in other greenhouse and nursery products. 5/ Includes turfgrass (sod), bulbs, nursery stock, groundcovers, and other greenhouse and nursery products not estimated separately in above categories except seed crops, cut Christmas trees, and food crops grown under cover.

Source: "Floriculture and Environmental Horticulture Products: A Production and Marketing Statistical Review, 1960-88," SB-817, September 1990, ERS, USDA.

Outlook for Floriculture and Environmental Horticulture Mixed

Floricultural crop production has continued to expand in all regions and categories. One exception is potted foliage plants which have recently experienced declining sales. The strongest growth areas have been potted flowering plants and bedding and garden plants, including hanging baskets. Certain potted and bedding plant crops continue to increase in price as well as quantity sold. Prospects are excellent for sales growth of flowering annuals and perennials in plugs and other unfinished plants as well as finished plants in pots, flats, and other containers.

Although the U.S. cut flower and cut decorative green market has expanded, domestic output for some items, such as chrysanthemums and carnations, has been curtailed due to stiff competition from imports. The outlook is excellent for specialty cut flowers including exotics and tropical species. Market statistics indicate that there has been some demand substitution of the major traditional cut flowers, most notably carnations, chrysanthemums, and gladioli, by other kinds of fresh cut flowers. Demand for roses is expected to continue on its upward trend at a steady, moderate rate. Some flowers have gained considerably in popularity including orchids and other tropicals and "Dutch" types such as alstroemeria and gerbera. Although the dried ornamentals market (including dried flowers, woody ornamentals, and grasses) appears to be expanding, substantially larger quantitites of imported products have dampened domestic producer prospects. Sales of some cut cultivated and non-cultivated greens have recently slowed as a shift in product use by retailers appears to be taking place.

Environmental horticulture (nursery) production made substantial gains during the last decade. However, if the predicted further slow-down in the U.S. economy occurs, the outlook for nursery crops will be less favorable for the next year or two. Consumer demand for landscaping plants, including container and field-grown stock, sod, and other nursery products, will depend heavily on housing and other types of construction. Consumer discretionary income, which stems from general economic growth, will be the primary factor determining demand for nursery products. On a positive note, the nursery industry will benefit economically from a provision in the 1990 Farm Bill referred to as the America the Beautiful Program, or the tree-planting initiative. Although this will primarily affect urban plantings of seedlings there will be some carry-over effect on sales of container and field-grown stock.

Highlights of Trends and Changes to Come in the U.S. Floral Market

I now want to turn our attention to a more detailed look at the U.S. cut flower industry. Consumers spent an estimated \$12.6 billion on floral and plant items in 1989 compared with \$5.7 billion in 1982. On a per capita basis, that's \$51.00 per person vs. \$24.50, just seven years ago. Consumer expenditures will grow even faster in the 1990's.

One primary reason for the consumption increase is the jump in the number of florist as well as non-florist retail outlets. Combined, supermarkets and retail florists numbered 65,700 nation-wide last year--about 14,300 more outlets than in 1986. Seventy-eight percent of all supermarkets stocked cut flowers last year compared with only 33 percent in 1974.

The wholesale value of the U.S. supply of fresh cut flowers (domestic and imports) continues to climb and is forecast to reach \$900 million this year. Wholesale values of supplies for carnations, chrysanthemums, and gladioli have stabilized during the past three years but the quantities continue to increase. The quantity and value of supply of cut roses and many other cut flowers continue on an upward trend (figure 4).

Last year the total supply of cut roses hit 900 million stems (figure 5). In 1990, imports to date are up 31 percent and total supply, including a modest increase in domestic output, will near the 1 billion stem mark. Domestic production of cut carnations is expected to fall slightly but imports have risen 21 percent resulting in a total supply of about 1.7 billion stems, 15 percent higher than 1989.

The supply of cut chrysanthemums fell last year due to lower domestic production and imports. However, this year imports of pompon chrysanthemums alone have jumped 100 million stems and imports of standard chrysanthemums are also up sharply. Domestic output of cut "mums" this year is expected to fall significantly.

Figure 4

Cut Flowers: Wholesale Value of U.S. Supply

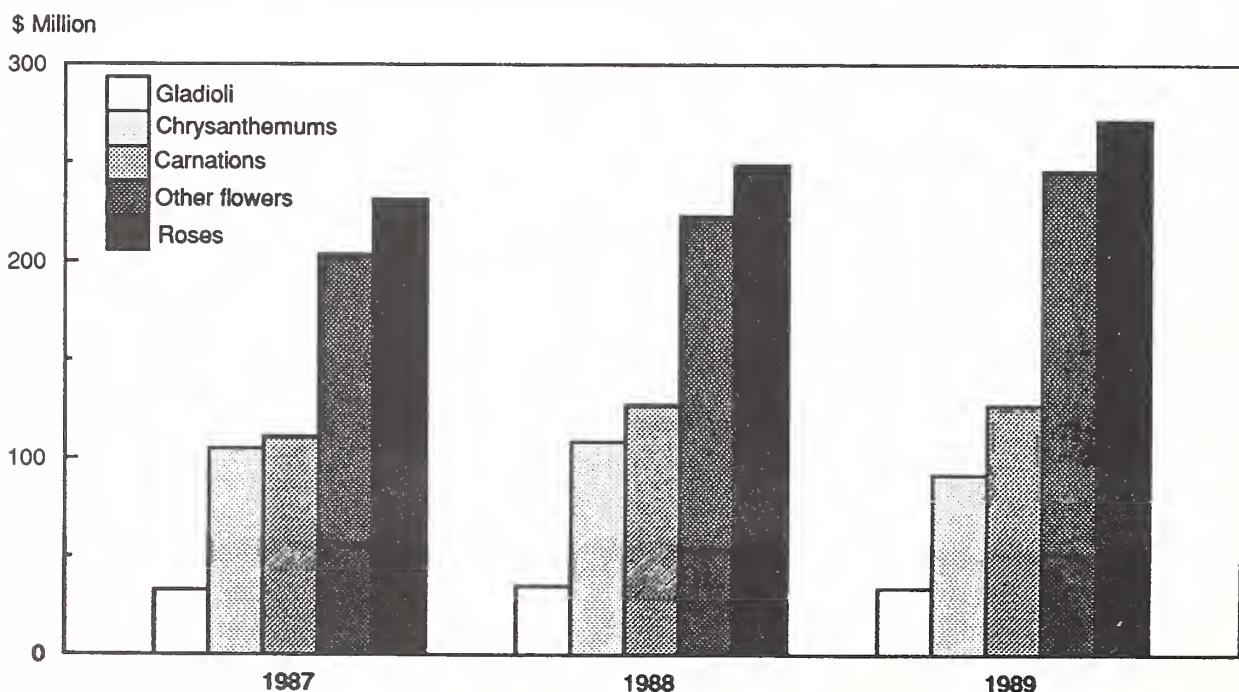
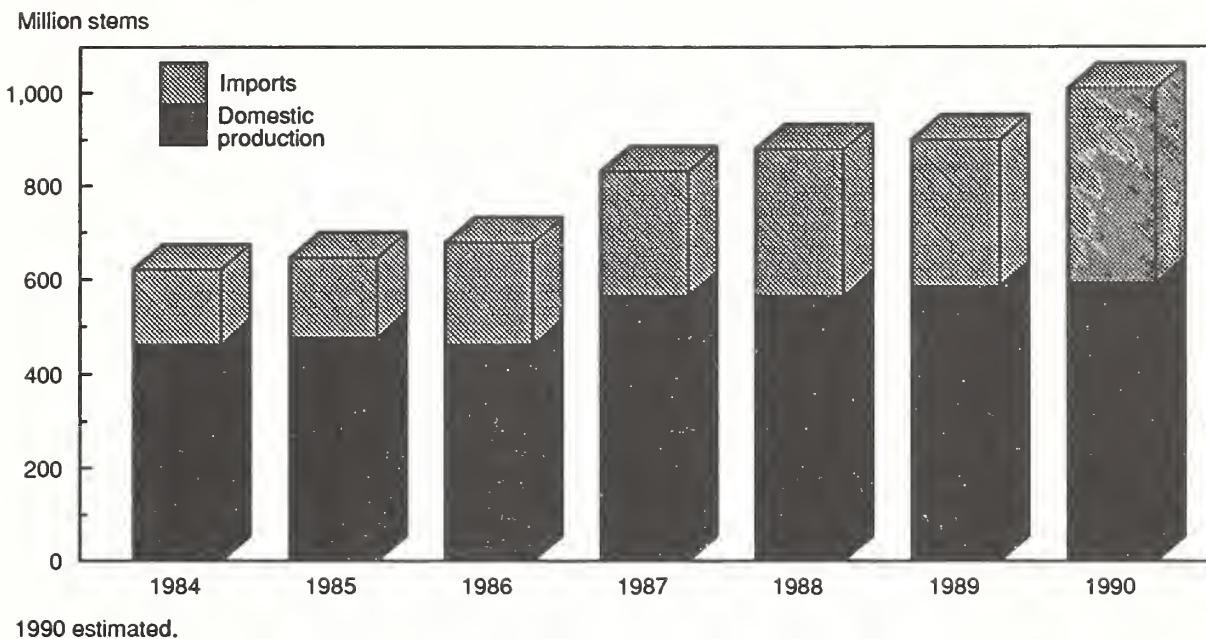


Figure 5
Total U.S. Supply of Roses



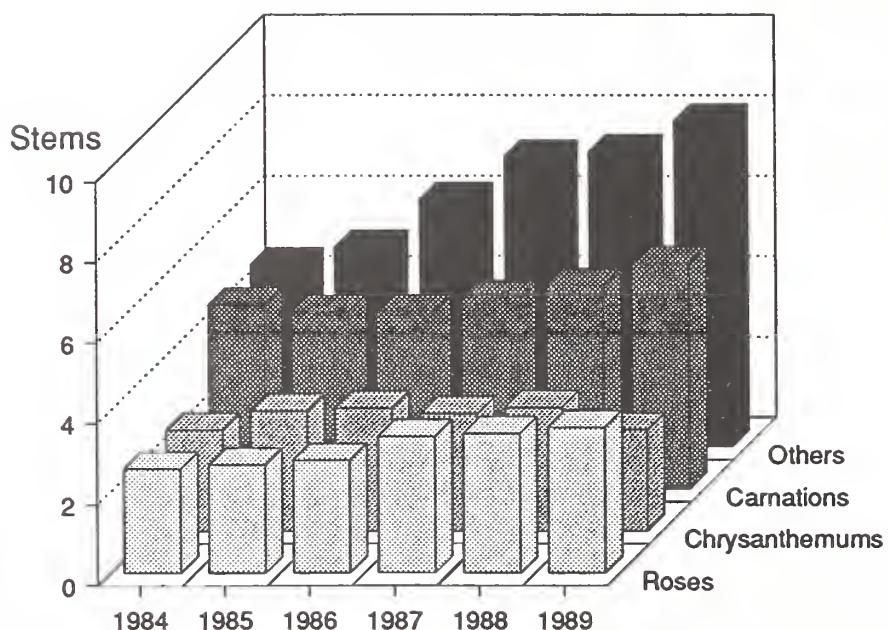
U.S. Per Capita Consumption of Cut Flowers Increased 40 Percent in Five Years, But is Still Low Globally

Per capita consumption of cut flowers in the United States has risen at the rate of about 1-2 stems per person per year or 8 percent annually during the past 5 years. Per capita consumption of all cut flowers last year reached 20 stems per person (figure 6). However, consumption rates in other developed countries are much higher than in the United States. For example, consumption in Japan and the United Kingdom was 40 stems per person during 1987. Consumption in most European countries is 2-3 times the U.S. level while the world leader is the Netherlands with 145 stems purchased per capita in 1987. In terms of retail dollars, U.S. per capita expenditures for cut flowers in 1987 was \$18 compared with \$35 per person in the Netherlands.

Although U.S. market supplies will expand significantly, indications are that the U.S. market will likely grow substantially more in quantity than it will grow in consumer expenditures. This implies that real prices will fall as supplies increase. However, lower prices will further stimulate consumer demand. Some market studies indicate that the U.S. market could expand by as much as 50 percent between 1987 and 1992 and by an additional 50 percent between 1992 and 1997.

Figure 6

Per Capita Consumption of Cut Flowers



U.S. consumption of cut roses has increased from 2.6 stems per person in 1984 to 3.6 stems in 1989. The 1990 forecast is nearly 4 stems per person due to the large influx of imports. Consumption of carnations from 1984 to 1989 has risen moderately from 4.6 to 5.6 stems per person while consumption of chrysanthemums has remained unchanged at 2.5 stems per person. Consumption of all other cut flowers has doubled during the past 5 years from 4 stems to 8 stems per person. These trends are expected to continue in the 1990's with consumption of specialty and novelty cut flowers climbing faster than consumption of the traditional cut flowers (roses, carnations, chrysanthemums, and gladioli).

U. S. imports to date in 1990 are higher than last year for alstroemeria, gerbera, gypsophila, orchids, statice, and tulips. Imports of some other specialty cut flowers and ferns are substantially higher this year. Hawaii is also shipping more anthuriums, Birds of Paradise, heliconia, protea, ginger, and orchids to the U.S. mainland.

Many Critical Issues Face the U.S. Greenhouse and Nursery Industry

Growers, wholesalers, retailers, and industry-related suppliers will meet many challenges during the 1990's in the production and marketing of floricultural and nursery crops. The short-term outlook for the U.S. greenhouse and nursery industry is very good, but long-term prosperity and even survival will require technological advances and innovative approaches involving the participation of industry, educators, and government. .

- o All will need to expand or develop their competitive positions to face increasing supplies and lower prices in domestic and international markets while striving to lower costs of labor, energy, and other inputs. This will require new production technology, crops, and delivery and marketing systems which will boost productivity and consumer demand. The industry must continue to improve its efficiency in order to compete against cheaper imports and to competitively price its exports in foreign markets.
- o Trade reforms, including the GATT talks and agreements with countries in Latin America or other world regions will have enormous impacts on the U.S. greenhouse and nursery industry.
- o Legislative actions on taxes, employment laws, pesticide usage and other environmental issues will be paramount to effective and profitable business operations.
- o Income developments including global economic growth and changes in financial markets will substantially enhance or hinder world trade and consumption. Rapid changes in exchange rates could boost U.S. imports and make our exports more expensive or, conversely, curb U.S. imports and lower our prices in foreign markets.
- o New State and National programs to organize production and marketing efforts and develop markets will be critical to the industry's long term economic well-being. Industry self-help programs such as the proposed PromoFlor and the National Floral Fund would benefit all industry participants. This will also be advantageous for industry organization and provide for better unity on issues and answers to policy questions. Of critical importance will be promotion programs to increase consumer demand and research programs to develop new products and information systems for sound decision making.