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FEDERAL-GRANT RESEARCH

at the

STATE AGRICULTURAL

EXPERIMENT STATIONS

Projects on

ECONOMICS OF MARKETING

Part 14, Section f

Forest Products, and Ornamentals
and Drug Plants

Agricultural Research Service
UNITED STATES DEPARTMENT OF AGRICULTURE

Compiled May 1, 1958 by

the State Experiment Stations Division, Agricultural Research Service, U. S. Department of Agriculture, Washington 25, D. C., for use of workers in agricultural research in the subject-matter areas presented. For information on specific research projects write to the Director of the Station where the research is being conducted.

Issued June 1958

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Section f: Forest Products, and Ornamentals and Drug Plants

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MAJOR MARKETING FUNCTIONS AND TYPE OF STUDIES INCLUDED UNDER EACH

A. Market Structure and Functional Operation

Marketing channels; organization of markets; operating policies and buying and selling practices in handling, storing, and distribution; availability and needs for facilities and services at various stages in the marketing process; competitive structure of markets; integration in the marketing process; impacts of technological changes.

B. Market Prices--Supply, Demand, Consumption, and Other Market Forces

Elasticities of demand; demand schedules and changes in aggregate consumer demands; consumption trends; competitive position of different products; prices at different market levels--farm, wholesale, and retail--and their relationships; price differentiation and other pricing policies; quality premiums and discounts; how prices are determined.

C. Consumer Preference, Acceptance, and Merchandising

Forms and amounts of family purchases; methods of processing and preparation for acceptability; consumer preference and buying behavior; motivations underlying consumer practices in buying; product promotion and buying practices.

D. Grades and Standards

Economic implication to producers and consumers of quality groupings and standardization; consumer recognition of grades and qualities; economics of quality control and maintenance.

E. Market Information

Developing outlook and situation reports and forecasts; methods of improving statistical reports and news service releases on market receipts and movements, prices, stocks; ways of disseminating market information; kinds of market information needed and forms in which it is most useful; ability to use market information; methods of obtaining information; accuracy of information.

F. Maintaining and Improving Quality--Costs and Returns

Economic aspects of measures to preserve and control quality and avoid losses of quality of products; facilities for proper storage; grading and quality improvement programs.

G. Costs, Margins, and Efficiency of Operation

Mark-ups, spreads, and discounts; the composition of margins; operating costs and returns and their measurement; input-output relationships and economies of scale; design and operation of facilities and equipment; work methods and organization; factors affecting efficiency.

H. Transportation, Storage, and Interregional Competition

Transportation and storage rates and charges; effect of rate structure on movement of products; truck versus rail; transportation costs and storage as related to price and production patterns; influence of transportation cost upon scale of operation of processing plants; interstate trade barriers.

I. Cooperatives

Services rendered and charges made; efficiency of operations; membership relationships; methods of financing; internal management policies and practices; function and place in the marketing system.

J. Government Programs

Public regulation of markets, product quality, and trading practices; impacts of parity formulas, price supports, storage programs, surplus disposal, and special measures to increase consumption on particular commodities and the agricultural economy in general.

K. Utilization (Economics of)

Economic feasibility of processing and marketing new products or existing products in new forms and uses; competition between new and established products and between commodities of agricultural and those of nonagricultural origin; measuring potential demand for new or improved products and services; product development and market testing; economics of waste and byproduct utilization.

FOREST PRODUCTS

Market Structure and Functional Operation

Calif. Marketing Practices and Other Price Determining Factors for Logs and Stumpage. To (1) identify, describe, and analyze factors influencing prices of logs and of stumpage in a particular forest area; (2) identify principal buyers of these products in area, the market areas of individual buyers, and factors determining market areas; (3) identify sellers of products in area, sources of market contacts available to sellers, and factors determining selection among market contacts; (4) analyze changes of last five years in market forces, characteristics, and influences identified; (5) develop a concept of market applicable to observed conditions, establish criteria for delineation of market areas, and define market area of which study area is a part; and (6) learn possibility and usefulness of establishing an organized market information service for logs and stumpage under conditions of marketing and price determination.

For. 1711 (WM-31)

Colo. Price-Determining Factors and Marketing Practices for Sawtimber Stumpage of Private Timberland Owners in Colorado. To (1) describe the marketing system for Colorado stumpage with reference to; a. availability and location of markets; b. stability of markets and prices; c. types of buyers and transactions; (2) analyze the pricing system of Colorado stumpage as to; a. existing competition; b. variations in prices; c. factors affecting prices of logs and stumpage; and (3) evaluate the effectiveness of various marketing practices on income received by timber owners, and develop procedures for improving market and pricing systems.

For. 239 (WM-31) Coop. FS

Idaho Marketing Practices and Price Analysis of Idaho Non-Industrial Logs and Stumpage. To (1) describe the marketing system for logs and stumpage with reference to; a. availability and location of markets; b. stability of markets; c. type of buyers and transaction; (2) analyze the pricing system of log and stumpage markets with emphasis on; a. existing competition; b. factors affecting prices; and (3) evaluate the effectiveness of various marketing practices on income received by timber owners, and provide a basis for improving market and pricing systems.

Agr. Econ., For. 311 (WM-31)

- Ind. Production and Marketing Studies for Small-Sawmill Products. To determine (1) production and marketing practices of small sawmill industry; and (2) influence of various marketing practices on use of certain species and qualities of timber.
For. & Conserv. 704
- Ind. A descriptive Study of the Markets and Marketing Services Available to the Woodland Owners of Indiana. To determine (1) markets existing for woodland products and the needs of these markets with respect to form of product and volume purchased annually by species and quality, (2) extent and frequency of product specification changes in primary wood-using industries, and (3) ways of sampling industry and specifications changes usable by extension foresters of the state.
For. & Conserv. 800
- Ind. Harvesting and Marketing Hickory in Indiana. To learn (1) state industries as to form, quality, and volume of products used, sources of supplies and prices paid; and (2) costs of cutting, yarding, and hauling of primary products.
For. & Conserv. 825
- Maine Marketing Forest Products in Maine. To determine (1) marketing agencies, practices, and facilities in the State, particularly pricing process at farm level; (2) adequacy of marketing facilities, their effectiveness in channeling products to the most practicable use; and (3) adequacy of available forest marketing statistics and services both public and private.
For. 30 (NEM-6), Coop. FS
- Md. Marketing Maryland Forest Products. To determine and describe (1) the present marketing agencies, practices, and facilities in Maryland; (2) adequacy of marketing facilities and market outlets, and their effectiveness in channeling products to their most effective use; (3) adequacy of available forest marketing statistics and services; and (4) need for, and feasibility of organizing cooperatives for marketing woodland products.
Agr. Econ. A-26-ah (NEM-6), Coop. FS

- Mass. Marketing Forest Products in Massachusetts. To (1) appraise adequacy of market facilities from standpoint of forest resources, and appraise effectiveness of marketing information in channeling products from small area woodland ownership to their most practicable use; and (2) learn adequacy of available forest market statistics and services both private and public.
For., Agr. Econ. 123 (NEM-6)
- Minn. Improving and Increasing the Utilization and Marketing of Minnesota Hardwoods. To (1) increase present outlets for Minnesota hardwoods through product improvement and marketing studies; (2) develop new uses and outlets for Minnesota hardwoods; and (3) obtain additional substitution of Minnesota hardwoods for our valuable and increasingly scarce conifers such as spruce and pine.
For. 1911
- Minn. Marketing Practices and Price Formation in North Central Farm Woodland Product Sales. To (1) learn practices and price-making methods involved in sale of farm woodland products by farmers, and first buyers; (2) establish practice-method classes on basis of patterns of practices and methods resulting from transactions of sellers and buyers classified in terms of local market structure and other economically relevant characteristics; (3) learn probable reasons for major differences in practices and methods among practice-method classes; (4) compare existing practices and methods within major classes to standards of practices and methods for each class which appear realistically attainable on basis of best individual past marketing practices found; and (5) recommend corrective measures tending to bring actual practices into conformance with marketing conditions established as reasonable standards in (4) above.
For. 1921 (NCM-17)
- Miss. Pulpwood Marketing in North Mississippi. To learn (1) present marketing facilities and practices in North Mississippi; and (2) evaluate factors which contribute to unstable and sporadic nature of the market in North Mississippi.
For. HI-3

Nebr. Marketing Methods and Consumer Preferences for Christmas Trees and Greens. To make survey of marketing methods and trade and consumer preferences for trees and greens in State as a source of information for growers, tradesmen, and consumers by learning (1) consumer preferences as to size, species, and other characteristics; (2) volume, by species and source, of trees and greens marketed in State; (3) reaction of dealers to locally grown trees compared to imported ones and (4) present method of sales--wholesale and retail--including sources, transportation methods, contracts, markups, and surpluses.

Hort, Agr. Econ. 551 (NCM-20)

N. H. Marketing Forest Products in New Hampshire. To learn (1) and describe present marketing agencies, practices, and facilities in the State, including particularly pricing policies at farm level; (2) adequacy of marketing facilities from standpoint of forest resources, and effectiveness of channeling products to most practicable use; and (3) adequacy of forest marketing statistics and services, both public and private.

For. 82 (NEM-6) Coop. FS

N. J. Marketing Forest Products in New Jersey. To determine (1) and describe present marketing agencies, practices, and facilities in the region, particularly treatment of pricing process at farm level; (2) adequacy of marketing facilities from standpoint of forest resources, and effectiveness in channeling products to most practicable use; and (3) adequacy of available forest marketing statistics and services both public and private.

For. 304 (NEM-6)

Oreg. Marketing Practices and Prices for Timber Products from Farms and Small Private Holdings in Western Oregon. To determine (1) the structure, organization, and stability of markets for timber products sold by farmers and other small forest owners, and to evaluate the marketing practices and degree of competition in these markets; effect of the above market factors on timber prices; and (3) sales arrangement which will maximize returns to the timber owner under given conditions, and which will increase the contribution of these timberlands to the regional economy.

Agr. Econ, For. 306 (WM-31) Coop. FS

- Pa. Marketing Forest Products in Pennsylvania. To (1) investigate present marketing agencies, practices, and facilities in Pennsylvania, and determine pricing processes at farm level; (2) appraise marketing facilities from standpoint of maintaining and improving forest resources, and effect in channeling products to most practicable use; and (3) determine available public and private forest marketing statistics and services.
For., Agr. Econ. & Rur. Sociol. 1161 (NEM-6)
- Pa. Marketing Christmas Trees. To determine and evaluate marketing practices for Christmas trees, including (1) supplies by age and species; (2) marketing practices including time and method of harvesting, preparation for market, and storage and transportation; (3) type of buyer and sale contract; (4) markets for Pennsylvania Christmas trees; (5) prices received for trees by markets and species; and (6) evaluation of effect of alternative marketing practices.
For., Agr. Econ & Sociol. 1228
- Tenn. Marketing Forest Products--Practices of First Buyers and Producers of Forest Products in Tennessee. To (1) describe marketing system and practices for forest products; (2) determine how effectively forest marketing needs of producers being met; and (3) investigate ways of improving forest marketing practices of producers and first buyers if inadequacies in present marketing system become apparent.
Agr. Econ. & Rur. Sociol. 16
- Vt. Marketing Forest Products in Vermont. To determine (1) present marketing agencies, practices, and facilities for forest products from small woodland areas in Vermont, including particularly a treatment of pricing process at farm level; (2) adequacy of marketing facilities from standpoint of forest resources, and effectiveness in channeling products to their most practicable use; and (3) adequacy of available forest marketing statistics and services both public and private.
For. 51 (NEM-6) Coop. FS
- Wash. Improving the Market of Washington Farm Woodlot Products. To determine most profitable alternatives of where and how to market farm woodlot products.
For., Agr. Econ. ES 307

W. Va. Marketing Forest Products in West Virginia. To determine (1) and describe present marketing practices, facilities, and agencies in the state, including pricing process at farm level; (2) effectiveness of marketing facilities in channeling forest products to uses most advantageous to forest landowner from standpoint of good forestry and financial returns; and (3) adequacy of available forest marketing statistics and services, both public and private.

Agr. Econ, For. 61 (NEM-6)

Market Prices - Supply, Demand,
Consumption, and Other Market Forces

Colo. Marketing of Forest Products in Colorado. To learn (1) consumption of various types of forest products in state; (2) future consumption of types of forest products now in use, based on population gains and industrial development expected from present trends; (3) possibilities for increased use of wood grown in state to supply existing demands through improved manufacturing and marketing; (4) opportunities for development of new uses for state grown woods, especially species now used under growth capacity; (5) extent of influence of marketing practices on management of private owners; and (6) extent of influence of marketing and processing practices on consumers and processors.

For. 71, Coop. FS

Ill. Farm Construction as a Market for Native Timber. To learn (1) methods and channels currently used in marketing native timber for farm construction; (2) specifications and requirements for such timber; (3) extent to which native lumber can be used for farm construction in place of western and southern softwood lumber; (4) prejudices and objections to use of native lumber for farm construction, and how to remedy such; and (5) possibilities of using recent technological developments as a means of developing new markets or improving existing ones for native lumber for farm construction.

Engin., For. 55-352 (NCM-17)

Ind. Marketing Christmas Trees and Christmas Greens in Indiana. To (1) determine volume by species and source of Christmas trees and greens marketed in the state annually; (2) evaluate methods used for marketing native grown Christmas trees and greens and comparative advantages and disadvantages of various methods; and (3) determine potentialities of Christmas tree and greens market.

For. & Conserv. 766 (NCM-20)

Iowa

Secondary Markets for Wood in Iowa. To (1) investigate secondary wood-using industries of Iowa particularly as a market for primary wood producers; (2) investigate and learn feasibility of marketing products manufactured from low grade forest crops, woods, and mill waste for which a fully developed system of marketing channels is not now in existence; (3) bring up to date a directory, Wood Using Industries of Iowa; and (4) learn economic feasibility of establishing concentration yards between the primary and secondary manufacturers.

Agr. Econ., For. ES 454

Consumer Preference, Acceptance,
and Merchandising

Minn.

The On-Farm Market for Farm-Produced Wood Chips for Live-stock Bedding. To (1) learn demand for chips for use as bedding; (2) assess possibility of actualizing potential demand for chips by learning if: a. presently-used bedding materials are in short supply due to diversion to other uses, as trench silage; b. diversion of productive resources from bedding-producing crops to other crops; c. increase in animal population; d. there is dissatisfaction on part of farmers with qualities of bedding; e. farmers think present bedding supplies are inadequate; f. they would like to replace this with other types; g. bedding qualities farmers consider most important; cost of current bedding; if farm is equipped to handle, dry, and store chips; and (3) make on basis of findings recommendations for or against large scale research on production and use of chips on farm.

For. 1920 (NCM-17)

Miss.

The Market Potential For Christmas Trees Grown in Mississippi. To (1) learn market potential for state grown Christmas trees; and (2) compare prices for Mississippi grown trees to those grown in other areas.

For. HI-4

Mo. Marketing Christmas Trees. To determine (1) size of Missouri market for trees and evergreen boughs and ascertain general problems and trends characterizing the industry; (2) consumer preferences with respect to species, size and grade of tree and consumer habits in use of trees and evergreen boughs; (3) retail level of industry, the present sources of supply and their reliability in terms of quantity and quality, the calendar period, size and nature of individual operations, and basis for pricing; (4) methods of operation, sources of supply and problems of wholesalers; and (5) marketing methods used and problems of growers.

For. 245 (NCM-20)

Mo. Marketing and Processing of Hardwood Panelling. To determine (1) consumer preference for different grades, sizes, and finishes of panels; (2) effects of different finishing materials and methods of applying these materials on appearance of panels; (3) effectiveness of different types of fasteners for holding panels in place; (4) best methods of manufacturing panelling; and (5) cost of producing panelling.

For. 259 (NCM-17)

Ohio The Market for and Marketing of Ohio Grown Christmas Trees. To learn (1) potential market for Ohio grown Christmas trees; (2) outlets used by Ohio growers, including prices received compared to prices received for trees imported into state; (3) reaction of dealers to Ohio grown trees compared to imported trees; (4) desirable size, species, and other characteristics as reflected by dealers; (5) regionality of demand of species of Ohio grown trees; (6) approximate number of Ohio grown trees marketed at present; (7) number being grown at present; (8) possible markets for boughs; (9) market potentialities for potted trees; (10) present mode of sale; and (11) methods and cost of transportation.

Agr. Econ., For. 146 (NCM-20), Coop. FS

Grades and Standards

Mo.

Effect of Lumber Grading on Sale Value of Lumber. To (1) determine if sorting and selling sawed lumber by grade results in increased income to the small sawmill operator over selling on a mill-run basis; (2) determine reasons why lumber grading is not practiced by most sawmill operators at present; and (3) study mature and variations in grade-price differentials which may exist at selected local markets.

For. 120-b

REGIONAL PROJECTS

NCM-17

The Marketing of Farm Woodland Products in the North Central Region. The purpose of this project is to discover new or more profitable markets and uses for all the material now being produced in farm woodlands as a means of increasing farm income and encouraging better woodland management and utilization.

The specific objectives will be to determine the potentialities of several market outlets as follows: (1) The Marketing and Processing of Hardwood Paneling; (2) Farm Construction as a Market for Native Timber; (3) Marketing Practices and Price Formation in North Central Farm Woodland Forest Products Sales; and, (4) The Market for Farm-Produced Wood Chips for Livestock Bedding.

Ill. I-B, Minn. I-A and C, Mo. I-C

NCM-20

Marketing Christmas Trees and Greens in the North Central Region. To determine (1) the volume, by species and source, of Christmas trees and greens marketed in the North Central Region; (2) outlets used by local growers, including prices received compared to prices received for trees imported into the region; (3) reaction of dealers to locally grown plantation trees compared to imported trees; (4) consumer preference as to size, species, and other characteristics, and the regionality of such consumer preference; (5) the approximate number of Christmas trees now growing; and (6) the present method of sales--wholesale and retail--including sources, transportation methods, contracts, markups, and surpluses.

Ind. I-B, Mo. I-C, Nebr. I-A, Ohio I-C

NEM-6

Marketing Forest Products. To determine (1) and describe present marketing agencies, practices, and facilities in the region, including particularly a treatment of the pricing process at the farm level; (2) the adequacy of marketing facilities from the standpoint of forest resources, and their effectiveness in channeling products to their most practicable use; and (3) the adequacy of available forest marketing statistics add services both public and private.

Me. I-A, Md. I-A, Mass. I-A, N. H. I-A, N. J. I-A,
Pa. I-A, Vt. I-A, W. Va. I-A

WM-31

Marketing Practices and Prices for Western Non-Industrial Logs and Stumpage. To (1) describe the marketing system for western logs and stumpage with reference to: (a) availability and location of markets, (b) stability of markets and prices, (c) type of buyers and transactions; (2) analyze the pricing system of western log and stumpage markets as to: (a) existing competition, (b) variations in prices, (c) factors affecting prices of logs and stumpage; and (3) evaluate the effectiveness of various marketing practices on income received by timber owners, and develop procedures for improving market and pricing systems.

Calif I-A, Colo. I-A, Idaho I-A, Oreg. I-A

ORNAMENTALS AND DRUG PLANTS

Market Structure and Functional Operation

- Calif. Handling and Packaging Cut Flowers and Ornamentals in California. To (1) improve efficiency and reduce costs in preparation of cut flowers and ornamentals for market; (2) develop improved packages and packaging methods; and (3) test packages from standpoint of quality of product, cost of marketing and trade acceptability.
Agr. Econ. 1676 (WM-24)
- Fla. Marketing Practices of Florida Flower and Ornamental Plant Growers. To learn (1) type and extent of use of various selling practices and their effectiveness; and (2) scope of distribution of flowers and ornamental plants.
Agr. Econ., Orn. ES 236, Coop. AMS
- Ill. Marketing Horticultural Specialties. To (1) complete summarization of survey of marketing practices and prepare results for publication; (2) learn relative advantages of various packing and packaging materials for handling and marketing flowers and plants; (3) discover new outlets and merchandising methods; and (4) test adaptability of selected marketing practices successfully used on other commodities to these products.
Agr. Econ., Hort. 868 (SM-12)
- Mass. Problems in Marketing New England Flowers Through Wholesale Channels. To (1) analyze scope and functions of Boston wholesale flower market; (2) define and analyze trade practices of wholesalers in Boston Flower Market; and (3) study physical facilities of Boston Flower Market with respect to handling of flowers and the maintenance of quality.
Agr. Econ. 125 (NEM-8)
- Mass. Improved Marketing for Ornamental Nursery Products in New England. To (1) analyze marketing institutions and procedures, and location and characteristics of market supply; and (2) learn effects of new merchandising techniques on utilization of crop.
Agr. Econ., Hort. 128 (NEM-15)
- N. J. Improved Marketing of Ornamental Nursery Products. Analysis of roadside marketing will be made to determine sources of supply, pricing techniques, types of containers, kinds of material sold, volume sold, etc.
Agr. Econ., Orn. 41 (NEM-15)

- Oreg. Improving the Marketing of Oregon Horticultural Specialty Crops. To (1) learn areas of production, market structure and channels, trade practices and marketing methods, market information and prices, and other factors affecting marketing of ornamental plants, nursery products, flowers and bulbs; (2) identify and evaluate marketing problems associated with products; and (3) develop improved methods and techniques of marketing these products and test their economic advantage from standpoint of costs and returns.
Agr. Econ. 260 (WM-24)
- P. R. Marketing Ornamentals in Puerto Rico. To (1) analyze and evaluate the existing methods and systems of marketing ornamental plants and flowers in Puerto Rico; and (2) appraise major problems of selling ornamental crops in local and outside markets.
Agr. Econ. & Rur. Sociol. 82 (SM-12)
- R. I. Market Structure and the Effect of Selected Factors on Sales of Floricultural Products. To (1) learn and evaluate market structure and practices used in distributing cut flowers and potted plants in State; and (2) study demand for flowers and possibilities of expanding sales through increased availability, combined with proper display, improved packaging, and advertising.
Agr. Econ., Hort. M-510 (NEM-8)
- R. I. Improved Marketing of Woody Ornamental Plants. To (1) locate outlets using new techniques in merchandising woody ornamental plants; (2) study the efficacy of the new techniques; and (3) determine the adaptability of various species and varieties of woody ornamental plants.
Agr. Econ., Orn. M-511 (NEM-15)
- S. C. Marketing Horticultural Specialty Crops in South Carolina. To learn (1) scope, location, and operating practices of floriculture and nursery products industry; (2) existing methods and systems of marketing ornamental shrubs, cut flowers and foliage plants; (3) type and extent of use of various wholesale and retail marketing practices; and (4) major problems in improving market for horticultural specialty crops.
Agr. Econ., Hort. 426 (SM-12)
- Tenn. A Study of the Marketing Methods of the Horticultural Specialty Industry in Tennessee. To (1) define in economic terms the existing marketing practices of the horticultural specialties industry; (2) develop and test ideas designed to result in economic gain; and (3) learn major problems strategic to improving market for Tennessee-produced horticultural specialty crops.
Agr. Econ. & Rur. Sociol., Hort. 13 (SM-12) Coop. ARS

Tex. Improving the Market for Texas Horticultural Specialty Crops. To (1) determine seasonal variations in volume and price at wholesale and retail for individual horticultural specialty crops; (2) improve use of labor, transportation and storage at nursery, and florist establishments by improving handling methods, and smoothing out seasonal fluctuations; and (3) increase demand and improve distribution of individual horticultural specialty crops, determining, a. nature and suitability of grading system now in use, and b. demand response to experimental pricing system, advertising, and other methods for increasing volume.

Agr. Econ., Flor. & Landsc. Arch. 930 (SM-12)

Wash. Marketing Washington Horticultural Specialty Crops. To (1) describe extent of market, marketing channels and methods of sale of horticultural specialty crops in state; and (2) evaluate merchandising and pricing practices used in sale of same in state.

Agr. Econ. 1308 (WM-24)

W. Va. Marketing Nursery Crops in West Virginia. To learn marketing structure, practices, volumes, trends in demand, and needs for improving marketing practices.

Agr. Econ. 93 (NEM-15)

Market Prices - Supply, Demand,
Consumption, and Other Market Forces

Calif. Requirements for Maintaining and Expanding the Sales of California Grown Horticultural Specialties. To (1) analyze existing marketing practices and channels for State floriculturals and ornamentals; (2) appraise impact of various social and economic forces on the industry; and (3) outline most likely conditions for expanding markets.

Agr. Econ. 1774

Tenn. Expansion of Demand for Horticultural Specialties. To (1) analyze consumer preference structures of different socio-economic groups for horticultural specialties under existing and prospective price situation and marketing methods; and (2) explore avenues through which latent consumer preferences may be activated, a. innovations in advertising, consumer education, b. merchandising practices, and c. price and credit policies.

Agr. Econ. & Rur. Sociol., Hort. 24

Consumer Preference, Acceptance,
and Merchandising

Colo. Improving the Retailer Acceptance of Colorado Carnations.
To (1) learn features of present marketing methods that are acceptable and undesirable to retailers; (2) develop more efficient and reliable methods of marketing; and (3) learn additional services and marketing methods which retailers desire.

Agr. Econ., Hort. 233 (WM-24)

Storrs
(Conn.) The Competitive Position of the Retail Flower Shop in Merchandising of Cut Flowers, Flowering Plants and Foliage Plants. To provide growers, wholesalers, and retailers of floricultural products with information on economic relationships required for more effective understanding and use of their resources employed in merchandising by: (1) learning trends in sales volume and prices of above items sold through retail flower shops and through alternative retail market outlets; (2) relating sales trends to trends in population and in consumer income; (3) learning intended use of floral items bought from different kinds of retail flower outlets; and (4) appraising effects on total consumption and on market outlets of recent changes in quantities of pot plants that now are available at wholesale and non-florist stores.

Agr. Econ., Farm Mgt. 241 (NEM-8)

Fla. Expanding the Market for Florida Floricultural and Ornamental Horticultural Crops. To learn possibility of expanding market for and increasing net income from Florida floricultural and ornamental horticultural crops by testing new pricing, packaging and other merchandising methods.

Agr. Econ, Orn. Hort. 700 (SM-12)

Ill. Merchandising Cut and Potted Flowers in Retail Outlets.
To (1) increase sales of cut and potted flowers; (2) test consumer acceptance of cut and potted chrysanthemums from retail outlets under various merchandising techniques; and (3) recommend procedures for applying results to other plants.

Agr. Econ., Hort. 05-350

Mich. Sales Experiments in Retail Florist Shops. To (1) learn about consumer preferences for flowers; and (2) study factors affecting success of sales in retail florist shops.

Hort. 108

- Miss. Studies of Consumer Preference in Mississippi for Pot Plants and Cut Flowers. To study consumer preference for blooming pot plants, cut flowers, and foliage plants.
Hort. HK-28
- N. H. Opportunities for the Small Nurseryman in Developing Market Outlets. To learn (1) publicity and merchandising methods used in state with special attention to problems of small and part-time operators; and (2) effectiveness of specific merchandising and publicity practices with special attention to use of cooperative procedure.
Agr. Econ. 101 (NEM-15)
- N. J. Market Structure and Merchandising for Floricultural Products in New Jersey. To (1) describe and evaluate market structure of floricultural industry as part of regional study planned by Technical Committee under "Objective No. 1;" and (2) test and appraise factors influencing sale of floricultural products in mass market outlets.
Agr. Econ. 37 (NEM-8)
- N. Y.
(Cornell) Development of Expanded Retail Sales of Flowers. To (1) further explore potential market for cut flowers in food, variety and department stores; (2) conduct selling tests with different kinds and grades of flowers; (3) develop more satisfactory methods of supplying and packaging cut flowers for mass market outlets; and (4) test effects of certain merchandising techniques in retail florist shops.
Agr. Econ. 25 (NEM-8)
- N. Y.
(Cornell) Development of Improved Selling and Service Methods for Ornamental Plants. To (1) learn pattern of distribution and services associated with sales of ornamentals in New York industrial and suburban areas; (2) estimate consumer wants for changes in or additions to products and services currently available, by means of consumer surveys; and (3) conduct selling tests based on consumer preference indicators, making use of improved packaging and other merchandising techniques.
Agr. Econ., Hort. 30 (NEM-15)

Ohio

The Production and Marketing of Cut Flowers and Flowering Plants in Small Pots. To (1) produce, obtain and evaluate varieties of chrysanthemums, azaleas, hydrangeas, and other plant species that are suitable for forcing in small pots or can be adapted to that type of production by cultural methods; (2) determine production procedures for producing cut flowers of such type that are suitable for packaging; (3) determine cost of packaging small potted plants and cut flowers at the grower level; (4) determine acceptance of packaged potted plants and cut flowers by consumers; (5) determine most acceptable package to the customer and ones holding up best throughout marketing channels; (6) determine prospective sales of these potted plants and cut flowers lending themselves to sale in packages; (7) determine losses involved in such packaging and marketing; (8) determine most effective methods of display to customer in the store; and (9) determine volume of sales per square foot of space in the store compared to other products.

Agr. Econ., Hort. 115

Ohio

Marketing of Nursery Stock in Metal Containers. To learn (1) consumer acceptance of container-grown nursery stock and evaluate types of containers on basis of acceptable package for consumer; (2) extent of losses of container-grown nursery stock in marketing channels; (3) extent of losses of container-grown nursery stock after sale compared to conventionally grown stock; (4) effect container may have on extending selling and planting season; (5) most effective methods of display of nursery stock grown in containers; (6) volume of sales on a sq. ft. basis of display area compared to conventionally-grown stock; (7) effect of container-grown nursery stock on total nursery stock sales; and (8) consumer acceptance of various quality, size, and differently trimmed stock.

Agr. Econ. & Rur. Sociol. 149-2

Pa.

Marketing Methods for Cut Flowers and Potted Plants in Pennsylvania. To (1) determine factors influencing demand for cut flowers and potted plants; and (2) discover how sales of these products may be increased.

Hort., Agr. Econ. 1172-D (NEM-8)

Pa.

Merchandising Ornamental Nursery Products. To (1) learn the types of ornamental plants and landscaping services desired by home-owners; (2) learn appeals that motivate consumers to make ornamental plantings and to find obstacles to increased use; and (3) develop suggested merchandising techniques for increasing volume of ornamentals marketed.

Agr. Econ. & Rur. Sociol., Hort. 1266 (NEM-15)

P. R. Expanding the Market for Ornamental Crops in Puerto Rico. To (1) learn practicability of selling flowers, green and foliage plants through super markets, grocery and variety stores; and (2) find out best merchandising practices for selling these products.

Agr. Econ. & Rur. Sociol. 114 (SM-12)

W. Va. Improved Marketing for Cut Flowers and Potted Plants. Test new merchandising techniques in terms of consumer responses and economic consequences to industry.

Agr. Econ. 95 (NEM-8)

Maintaining and Improving Quality -
Costs and Returns

Fla. Gladioli Precooling, and Transit Investigations. To investigate effect of precooling, transit refrigeration, and types of containers on quality of flower and to learn associated operating costs.

Agr. Engin. 860

Costs, Margins, and Efficiency of Operation

Ala. Packing and Shipping of Horticultural Specialty Crops. To (1) determine influence of packing and shipping methods on cost of shipping and on condition and survival of horticultural specialty crops; (2) study methods currently used by shippers, in packing and transporting and costs involved; (3) study influence of various methods of packing, materials used, and transportation methods on condition of products at terminal markets; and (4) determine the influence of cultural and fertilizer practices and storage and shipping treatments on the shelf life of cut flowers.

Hort., Ent. 544 (SM-12)

Transportation, Storage, and
Interregional Competition

Hawaii Competitive Position of Hawaiian Floral Products in Mainland Markets. To (1) examine marketing process through which Hawaiian and competing floral products are distributed in mainland markets; (2) investigate and report trade attitudes toward floral products and trade reaction to procedures used in marketing said products on mainland; and (3) analyze supply and demand factors for Hawaiian and competing products in mainland market.

Agr. Econ., Hort. 363 (WM-24)

REGIONAL PROJECTS

NEM-8 Market Structure and Development for Floricultural Crops.

(1) To evaluate market structure and changes in marketing practices in the Northeast; (2) to develop market practices directed toward expanding sales of floral products, and to appraise their effects on costs, quality, and sources of supply.

Storrs (Conn.) II-C, Mass. II-A, N. J. II-C, N. Y. (Cornell) II-C, Pa. II-C, R. I. II-C, W. Va. II-C

NEM-15 Improved Marketing for Ornamental Nursery Products. To (1) analyze the marketing structure and procedures; (2) measure the present trend in demand and the potential demand for nursery products and associated services; and (3) test new merchandising techniques in terms of consumer responses and economic consequences to the industry.

Mass. II-A, N. H. II-C, N. J. II-A, N. Y. (Cornell) II-C, Pa. II-C, R. I. II-A, W. Va. II-A

SM-12 Improving the Market for Horticultural Specialty Products of the Southern Region. To (1) determine the present and potential market for Southern horticultural specialty products; and (2) improve the efficiency of the handling and marketing of Southern horticultural specialty products.

Ala. II-G, Fla. II-C, La. II-A, P. R. II-A and C, S. C. II-A, Tenn. II-A, Tex. II-A

WM-24 Market Development for Selected Horticultural Specialty Crops. To develop better methods of marketing selected horticultural specialty crops through such measures as improvements in the products, packages and packaging, storage and handling, and selling methods, with particular attention being given to cut flowers, foliage, nursery stock, holly and bulbs; and to test the economic advantage of alternative marketing practices from the standpoint of costs, returns and market acceptance of selected horticultural specialty crops.

Calif. II-A, Colo. II-C, Hawaii II-H, Oreg. II-A, Wash. II-A

LIST OF COMPILATIONS OF FEDERAL-GRANT RESEARCH PROJECTS
AT STATE AGRICULTURAL EXPERIMENT STATIONS

ARS-23-8:		
Part :	Subject-Matter Area	Title of Section
Numbers :		
1	Agricultural Chemistry	Agricultural Chemistry
2	Agricultural Economics	a. Prices, Incomes, & General Studies of Com- modities & Industries b. Farm Management c. Land Economics d. Farm Finance & Taxation
3	Agricultural Engineering	a. Land & Water Use & Develop- ment b. Power Machinery & Equipment c. Farm Structures & Materials
4	Animal Husbandry	a. Beef Cattle b. Sheep & Goats c. Swine
5	Dairy Husbandry	Dairy Cattle
6	Dairy Technology	Dairy Technology
7	Entomology & Economic Zoology	a. Field Crop Insects b. Fruit, Nut & Vegetable Insects c. Miscellaneous Insects & Economic Zoology d. Insecticides
8	Field Crops	a. Cereal Crops b. Oil, Fiber, Tobacco & Sugar Crops
9	Food Science & Technology	a. Food Chemistry, Micro- biology, Sanitation & Public Health b. Food Engineering, Processing, Product and Process Develop- ment, Utilization and Waste Disposal c. Food Quality & Standards, Acceptance, Preference, & Marketing
10	Forage Crops, Pastures & Ranges	Forage Crops, Pastures & Ranges
11	Forestry	Forestry

ARS-23-8:		
Part :	Subject-Matter Area	Title of Section
Numbers :		
12	Fruits & Nuts	Fruits & Nuts
13	Home Economics	a. Human Nutrition b. Housing c. Clothing & Textiles d. Foods-Consumer Quality & Utilization e. Household Economics & Management
14	Economics of Marketing	a. Field Crops b. Fruits & Vegetables c. Livestock, Meats & Wool d. Dairy Products e. Poultry & Poultry Products f. Forest Products & Ornamental & Drug Plants g. Cross-Commodity & Functional Studies
15	Meteorology	Meteorology
16	Ornamental & Drug Plants	Ornamental & Drug Plants
17	Plant Pathology & Bacteriology	a. Plant Pathology, Botany, & Diseases of Miscellaneous Crops b. Diseases of Field Crops c. Diseases of Fruit Crops d. Diseases of Vegetable Crops
18	Plant Physiology & Nutrition	Plant Physiology & Nutrition
19	Poultry Industry	Poultry Industry
20	Rural Sociology	Rural Life Studies
21	Soils	a. Soil Chemistry & Microbiology b. Soil Fertility, Management & Soil-Plant Relationships c. Soil Physical Properties, Conservation & Classification
22	Vegetables	a. Vegetable Crops b. Potatoes
23	Veterinary Science	Veterinary Science
24	Weeds	Weed Control