

AIFD Welcomes New Board

Chris Norwood, AIFD, of Tipton & Hurst Florist in Little Rock, Ark., was installed as president of the American Institute of Floral Designers (AIFD) during the organization's 2006 National Symposium held July 4 to 8 in Washington, D.C. He succeeds Brian Smith, AIFD, of Fusion: The Art of Flowers in Portland, Ore., as the volunteer leader of the floral industry's leading design education and accreditation membership group.

Tom Simmons, AIFD, of Artisan Event Floral Décor in Palm Springs, Calif., was installed as president-elect of AIFD. Walter Fedyshyn, AIFD, PFCI, of Zuverink Fine Silk Botanicals in Chicago, was installed as AIFD's new vice president.

About 850 floral designers from around the country and the world came to the nation's capital, for this year's



WELCOME ABOARD Chris Norwood, AIFD (front row, second from the right) was recently inaugurated AIFD president. Joining him on AIFD's 2006-2007 Executive Committee and Board of Directors are: (left to right, front row) Lottie Nys, AIFD, Tom Simmons, AIFD, Walter Fedyshyn, AIFD, PFCI, (left to right, second row) Brian Smith, AIFD, Julie Poeltler, AIFD, Michelle Perry-White, AIFD, Ana Hunt, AIFD, Derrick Vasquez, AIFD, (left to right, third row) Tom Bowling, AIFD, PFCI, Sylvia Bird, AIFD, Alison Novak, AAF, AIFD, Lisa Brennan, AIFD, Sharon McGukin, AIFD, PFCI, Mark Erickson, AIFD (left to right back row) Emmett O'Dell, AIFD, David Siders, AIFD, Lori Novak, AIFD, and Tina Stoecker, AIFD, PFCI.

symposium. Although smaller than previous symposiums, which have drawn more than 1,000, Tom Shaner, AIFD's executive director, says "the economy is certainly keeping some from attending. But we've also heard from many who couldn't come because they're extremely busy in their businesses — and that's a very good thing."

Next year's symposium will be held July 7 to 11 in Palm Desert, Calif. For additional coverage of AIFD's award winners visit www.aifd.org. — J. H.

Ecke Moves into Geraniums

The Paul Ecke Ranch in Encinitas, Calif., acquired Oglevee Geraniums on July 1. The acquisition will help both companies "gain more exposure, offer a greater basket of products to customers and build their brands," says Andy Higgins, president of the company. It also makes Ecke the only company in North America that breeds poinsettias and geraniums, he says.

The companies will integrate their sales, marketing and breeding strategies, says Higgins, while Ecke helps market

Oglevee's patented CVI clean stock system, which certifies that geraniums are completely clean from bacteria and viruses (www.oglevee.com/Articles/General/CVI_Process.html).

Oglevee will continue to own and operate its own production facility, and Ecke, which will pick up about 25 of Oglevee's employees, will sell Oglevee geraniums under the label Ecke Geraniums LLC. — J. H.

USDA Floriculture Sales See Positive Growth in 2005

Floriculture crop sales increased by 1.5 percent in 2005 to \$5.4 billion according to a new report from the U.S. Department of Agriculture's Economic Research Service.

The report also showed that almost 88 percent of U.S. consumption of fresh cut roses were imported in 2005, the highest level ever. Import shares were up for: carnations (95 percent); chrysanthemums (76 percent); alstroemeria (95 percent), and orchids (53 percent).

U.S. growers increased production of orchids, gerbera daisies, irises, lilies and tulips.

Here's a breakdown of sales in cut flowers, potted flowering and foliage plants, and bedding plants:

■ While **fresh-cut flower** sales dropped 4 percent to \$396.7 million in 2005, cut flower growers' sales have risen steadily. From \$492,000 per grower in 1992 (when the USDA began its survey), average cut flower sales reached \$797,000 per grower last year.

■ Sales of **flowering plants in pots** climbed 1 percent to almost \$809 million. Average sales for all potted flowering plants were \$384,660 per large grower, up 6.5 percent. Potted flowering plant sales' gains in 2005 are attributed largely to orchids. Average sales, per grower, for orchids: \$663,447.

■ Sales for potted foliage plants were \$721 million. Growers saw sales soar last year for **potted foliage plants**, with average sales per grower at \$706,507 in 2005, up sharply by 13 percent.

■ Sales of **bedding/garden annual and perennial plants** are up too, at \$859,614 per grower, although growth is slower than it was in 2004.

The report is available online at: <http://usda.mannlib.cornell.edu/reports/erssor/specialty/flo-bb/>. — M. A. B. 🌿

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