

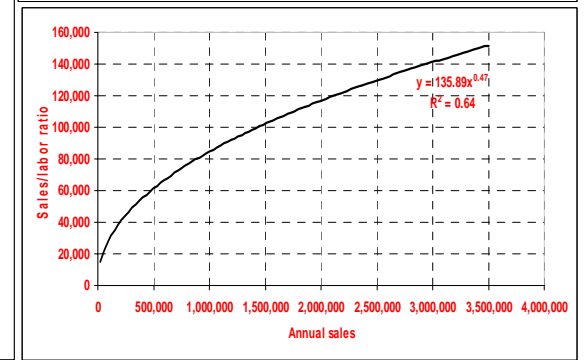
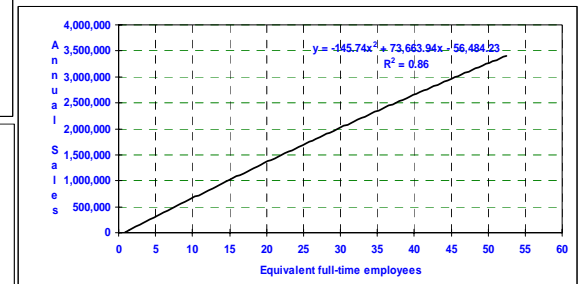
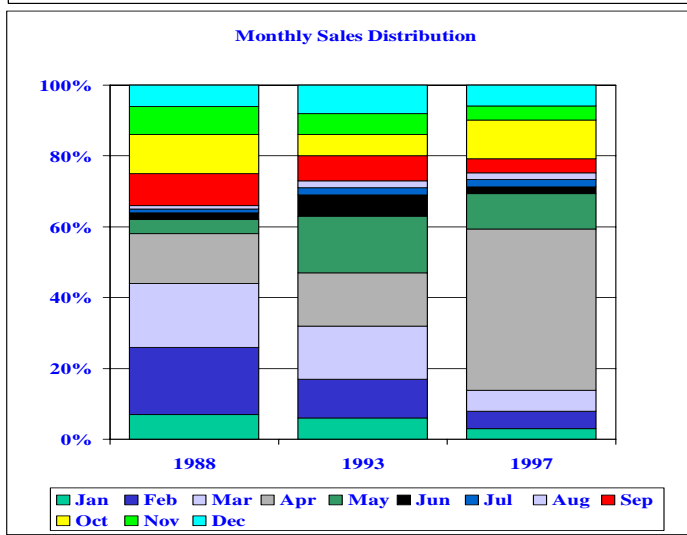
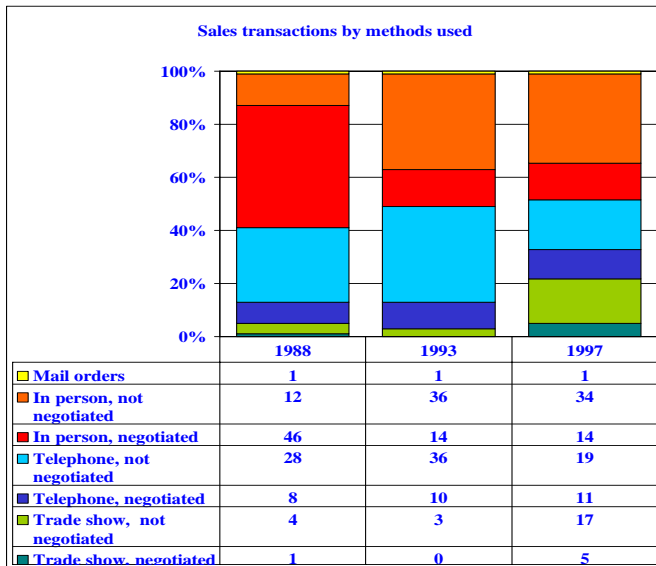
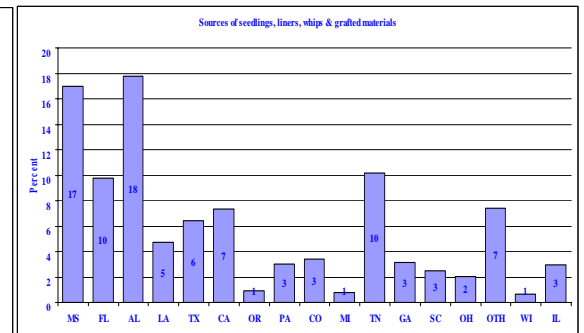
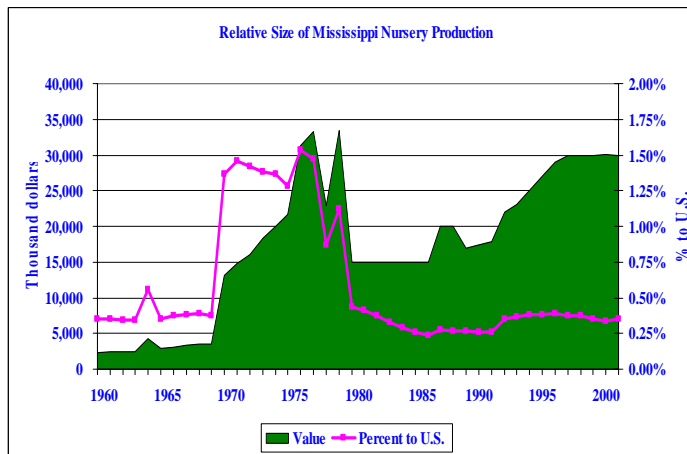
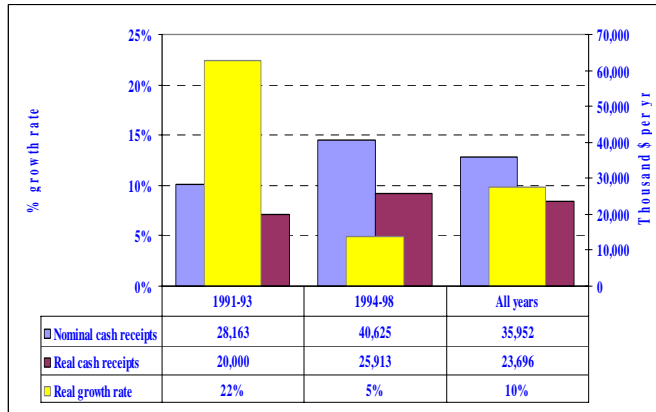


NATIONAL NURSERY SURVEYS IN MISSISSIPPI

Benedict C. Posadas, Patricia Knight and Richard Harkess



The surveys were conducted among Mississippi nurseries through mail interviews in 1989, 1995 and 1999. These surveys were part of the National Nursery Surveys conducted by the S-290 Cooperative Regional Project: Technical and Economical Efficiencies of Producing, Marketing, and Managing Environmental Plants. The over-all goal of this study was to determine structural changes and adjustments in the marketing practices used by Mississippi nurserymen during the last decade. Its specific objectives were to determine adjustments in the following: distribution of sales by plant category and root media; transaction methods used and price determination; distribution of sales by month and outlet; distribution of resources allocated to advertising, and; trade flows of origin of inputs and nursery products; and land, computer and labor usage.



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