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Preliminary Report on Winter Cauliflower

By GEO. L. TIEBOUT, Horticulturist.

By Geo. L. Tiebout, Horticulturist.

Increased acreage in truck crops has naturally lowered the prices received on the northern markets so that growers today do not obtain the profits of former years. In this latitude most of the truckers' efforts are concentrated on the production of vegetables in the spring and early summer, and to date there are very few truck crops grown in the fall that will command good prices. Such conditions prompted the Experiment Station to seek a crop that would bring cash to the truckers during the fall, with reasonable assurance of successful production and good prices. Several years ago we began raising small fields of cauliflower to test their adaptability to this section and try the product on the markets at maturity. After visiting some of the leading commission men in the large markets, we were much encouraged by their expressions. With a favorable outlet in view, the first cauliflower was tried on some of these markets in late December and early January of 1911-12. Such prices as $2.50 per dozen in Chicago, $3.00 in New York and $4.50 in Boston were most encouraging and prompted increased plantings during the summer of 1912, from which we feel has been obtained sufficient foundation for the development of a new truck crop for this section—winter cauliflower. The interest manifested by prominent truckers leads us to believe that there is a demand for the information that we have already acquired, hence this preliminary report.

CLIMATE AND SOILS.

Cauliflower thrives in a cool, moist atmosphere such as we have here during December and January. Continuous rainy spells materially affect the crop by discoloring (blackening) the heads and, in extreme cases, causing rot. In growing cauliflower in this latitude one should plant the seed anticipating a harvesting period from early December to the middle of January. After January severe freezes often come that would kill the crop. Of course, in extreme winters the harvesting may be cut short a little; but to offset this, during mild winters, such as we have
FIELD OF CAULIFLOWER AT THE EXPERIMENT STATION OF LOUISIANA STATE UNIVERSITY, BATON ROUGE.
just experienced, no damage would result. South of Baton Rouge the harvesting period could, no doubt, be extended. During the season 1912-13 our plantings of the Snowball variety were made from July 17 to August 1, both in the field where plants were to mature and in seed beds with the intention of transplanting. The shipping period extended from December 7 to January 20. The heaviest movement was around January 1.

Cauliflower requires a rich, well drained soil, in which plenty of humus abounds. It will not grow on poor land. Clay loams, well enriched with stable manure, or with cow peas turned under, and supplied with some commercial fertilizers, have produced most excellent cauliflowers in our experience at Baton Rouge. The writer has also seen some extra superior ones grown on well enriched sandy loams with clay subsoil. In the fall this type of land would naturally dry out faster than the stiffer soils, but water by irrigation could be supplied, as many of our truck farms are already equipped with irrigation plants. To those wishing to try this crop on alluvial lands we would suggest choosing the richest spots where good drainage can be provided and that additional fertilizer be liberally supplied.

SEED.

No doubt the greatest drawback to the development of the cauliflower industry is the high price of good seed. The grower shudders at paying $20 or more per pound for high grade Snowball cauliflower seed, not knowing that the best can be obtained of growers and dealers in Denmark (where most of the cauliflower seed is produced) at $10 per pound, or even less if bought in quantities. Where the industry is established, as on Long Island, the members of the growers’ organizations buy seed direct from Denmark, contracting in advance with large growers and dealers, such as Hjalmar Hartmann & Co., Copenhagen.

VARIETIES.

Our plantings have included various strains of the Snowball variety from several seed growers in Denmark, and the products seem to have made a most favorable impression on the market, the object in view. Snowball gives a medium sized, very solid, compact, snow-white head. Moderately rank, erect foliage is very desirable, as protection is afforded the head both from the sun’s
rays and from the cold. Strains that fold the small inner leaves over the curd often save tying the outer leaves above the head for blanching. The use of very early varieties, such as the Snowball, enables the grower to plant later in the summer than would be possible with late varieties. This is a distinct advantage, as the hot weather of July, August and early September is not altogether favorable.

**PREPARING THE SOIL.**

The land should be thoroughly plowed and thrown up in three and one-half to four foot ridges. Well rotted stable manure, when available, is applied beneath the ridge during preparation. This is done by making a deep furrow every three and one-half or four feet, placing manure in this furrow and bedding on it to form the ridge. Ten to fifteen tons per acre on good soil should suffice, although larger quantities could be used to advantage, as the land can not be made too rich. When manure can not be procured, plenty of cow peas turned under may be used as a substitute. They should, however, be thoroughly rotted and incorporated with the soil before planting the seed or setting the plants.

**PLANTING THE SEED IN THE FIELD.**

For several years we followed the custom of transplanting—that is, drilling the seed in some sort of an outdoor seed bed about the middle of July and transplanting to the field during August and early September, but on increasing our operations last season we tried planting in hills in the field, from July 20 to August 1, where the plant was to mature. The results were so satisfactory compared with transplanting that we are inclined to adopt the field method. For successful field planting the ground should be in the best of tilth. After passing over the ridge, if the least cloddy, with a spike-toothed cultivator, a garden rake should be used to perfect the seed bed. Then every two, two and one-half, or three feet, whatever distance apart the plants are to stand after the final thinning, make a flat depression with a hoe by drawing a little dirt and drop ten to fifteen seeds, scattering them slightly and cover lightly with a rake. Rolling the seed bed with a light roller drawn by hand is quite helpful in assuring germination. If it should turn a little dry after
planting, the compressed earth at the surface will draw moisture from beneath; on the other hand, should heavy rains follow, the seeds are not so likely to be washed away. As soon as possible after the seedlings appear each hill is given individual cultivation with a four-tine prong hoe. Light dressings of nitrate of soda at the rate of a small handful for seven to ten hills may be applied in a circle around the hill, keeping an inch or so away from the outer plants so that the nitrate will not come in direct contact with the roots. Two or three dressings of this sort applied at intervals of ten days to two weeks, under average conditions, and worked in the soil with prong hoes will help tide the plants over the critical period when the sun is so hot. Besides individual care, thorough general cultivation with horse implements should not be neglected, and great care should be exercised in keeping the ridges well shaped, the furrows clean and the drains at the head lands open. It is also not advisable to plant the whole field at once, but plant portions at intervals of a few days. In this way, favorable moisture and weather conditions can be selected. If several days of cloudy weather should prevail at planting time, the seeding should be rushed.

Under these conditions, about one-half pound of seed would be required per acre. It is best, however, to buy double this quantity as an additional supply could not be obtained from a distance in case of failure with the first plantings.

GROWING PLANTS FOR TRANSPLANTING.

About the middle of July, seed beds approximately four feet wide are prepared in the open where water for sprinkling is available. If the soil is moderately rich and well supplied with humus, no fertilizer need be used. It is not advisable to have the seed bed much richer than the soil in the field, as pronounced variation in fertility will give a sudden check at transplanting. At planting time the bed is harrowed, smoothed with a garden rake and the surface made as level as possible with the edge of a one by four plank a little longer than the bed is wide. With a man at each end of the plank, a shallow furrow about one-quarter to one-half inch deep is made cross-wise of the bed with the edge of the plank, tilting it slightly. About six seeds to the inch are dropped in the furrow and covered with a rake, pressing lightly and working with the direction of the drills. Next the bed is
watered with a sprinkling can or, if quite dry, rolled before watering. The seed should be covered just deep enough so they will not wash out when sprinkling. The water is applied at short intervals, not holding the sprinkling can in one place until puddling occurs. If gunny sacks are available, they are soaked in water and spread over the surface of the seed bed. These are kept moist by sprinkling and as soon as the plants begin to break through the soil—in about two days under favorable conditions—the sacks are removed and the seedlings exposed to full sunlight. Moss, old hay or the like may be used as substitutes for the sacks. If the ground is rolled at time of planting, or packed, as it will be if heavy rains follow the planting, cultivation should begin as soon as possible. An old rake broken to the width of five to six inches makes an ideal tool for cultivation between the drills while the plants are small. Coarser implements, as a four-tine prong hoe, may be used later. Watering is done late in the afternoon. If "damping off" fungus should attack the plants they are cultivated frequently and watered sparingly. A solution, prepared by adding a tablespoonful of nitrate of soda to twelve parts of water, sprinkled on the bed will hasten growth if fertility is lacking. One-quarter to one-third of a pound of seed should plant a bed four feet wide by one hundred feet long. This, under average conditions, will produce enough plants for one to two acres. If hot, dry weather prevails, cutworms are serious, or the soil is too wet and "damping off" occurs, many plants will be lost.

TRANSPLANTING.

Generally, plants are ready for setting in the field in four to six weeks after the seed are planted. They should be dark green and stocky, with a stem about the size of a goose quill. A well developed root system is also highly essential.

Before pulling, the bed is wet thoroughly and the plants raised with a pointed stick, trowel or some device to keep from breaking the roots. The larger ones are sorted according to size and the smaller left in the drill, watering carefully to settle the dirt around the roots. About one-half to two-thirds of the surface of the large leaves is trimmed off and the roots of the plant dampened, or, better, dipped in soft mud.
In transplanting, a dibber, trowel or spade may be used. Watering and shading are quite helpful and often essential, especially when the soil lacks moisture and the sun is exceedingly hot. Quart berry baskets, costing about $3.00 per thousand at the factory, may be used effectively for protecting the plants. They "nest," saving room in storage, and would last several seasons under normal care. Last season we used baskets four inches square by four deep, costing $2.25 per thousand at the factory. Since then, however, the price has advanced to $2.50, and after investigation we would favor the quart basket at a slightly higher price, as it is larger and more substantially constructed. In purchasing baskets, or protectors of any sort, one need buy only a quantity equal to one-quarter to one-half of the total number of plants to be set, as the baskets may be shifted from one setting to another as soon as the first plants are established. Extra cautious growers could also use baskets over seed planted in hills in the field.

After the plants are established cultivation should follow similar to that given when the seed are planted in the field. Dressings of nitrate of soda are usually necessary, also.

FERTILIZING.

When a liberal amount of well-rotted stable manure is applied while preparing the land, or a heavy crop of cow peas plowed under and allowed to thoroughly decompose, the plants should, with occasional dressings of nitrate of soda, have enough to supply them until the cooler weather of September. At this time rapid growth starts and one to two thousand pounds of a mixture consisting of one part of cotton seed meal to two parts of high grade acid phosphate may be applied by off-barring the ridges.

When peas are intended for green manure for cauliflower we plant two drills to the ridge, three and one-half or four feet apart, as the case may be. When ready to plow under, the furrows between the ridges are deepened and the peas turned in the furrow and bedded upon to form a new ridge. Some stable manure placed in the furrow with the peas will hasten their decomposition.
CULTIVATING.

Cultivation is somewhat similar to, though more intensive than, that for cabbage. The growth of cauliflower must not be checked and it will not stand the abuse often given cabbage. Thorough shallow cultivation to keep the soil in good condition and maintain a dust milk in case of dry weather is absolutely essential up to the time the plants begin to cover the ground or show signs of heading. The ridges are kept well shaped, the furrows clean and all the drains open, so that the excess water during hard rains will be immediately removed.

BLANCHING.

Heavy erect foliage is very desirable with cauliflower. It is frequently found that when the inner leaves fold over the curd and shading is afforded by the large, erect outer leaves, no tying is necessary to thoroughly whiten the heads. On the other hand, plants may not have sufficient foliage, or the leaves may spread and leave the head exposed before it is the size of a tea cup. Under these conditions, the large outer leaves must be gathered over the head and tied with soft cotton cord, unless it is raining incessantly. It is further advisable to tie the leaves over the head in case a freeze is anticipated.

HARVESTING.

As is the case with many vegetables, large specimens are not wanted on the markets. The medium sized, snow-white, compact head ranging around six inches in diameter and weighing about three pounds when trimmed, is the one that the market wants. Heads of the finest quality, six of which filled a crate, with an end piece seven by fourteen inches and a slat twenty-two inches, were the ones that brought the most favorable comment from commission merchants.

Cutting is usually done early in the morning, using a sharp-scane knife or a large butcher knife and severing the stem at the ground. The long stub serves as a handle for subsequent handling. From the field the whole plant is carried or hauled to the packing shed for trimming and packing. Under no conditions should the plants be thrown in a promiscuous manner into a heap, but each should be placed carefully in regular order. During handling more heads are ruined than from any other
cause. The most common trouble is the tendency of the leaves to break at the edge of the head, not only making the trimmed specimen unsightly but depriving the curd of the protection it should receive in the package.

TRIMMING.

Trimming is done with a long, sharp knife, cutting squarely across the larger outer leaves in a plane one-half to one inch from the apex of the head. The stiff stubs left hold the head away from the wall of the box and keep the curd from rubbing. Next, the stub of the plant is cut so as to leave the curd protected by at least one circle of large outer leaves and the smaller ones beneath. The height or depth of the trimmed product should be about seven inches, so that it will be held snugly between the top and the bottom of the box when packed.

GRADING.

As the heads are trimmed they are laid one deep on a bench with the curd facing the grader, who sorts them into various classes, depending on the ideals of the grower. It seems desirable, under present conditions, to adopt at least three grades, if not more, as the season advances or the weather is unfavorable. At the beginning of the season we would suggest the following grades from the best strains of the Snowball variety:

**Fancy Grade.**—Cauliflower with a snow-white, firm, compact curd surrounded by a healthy growth of green leaves. Specimens should be symmetrical, not damaged in the least in handling, and give evidence of good carrying qualities.

**Medium Grade.**—Includes those slightly discolored from sun or rain, with head more open, lighter in weight, broken leaves or slightly damaged in handling and showing evidence of moderate carrying qualities.

**Culls.**—All inferior specimens not fit for the above grades. In this class are placed the badly discolored, even specked, specimens which are shipped to near-by markets, prices warranting.

Warm, rainy weather during harvest may necessitate additional grading, as well as greatly impair the carrying qualities of all classes.
CRATES.

Growers living at points not provided with veneer factories should anticipate as nearly as possible the number of crates needed and be sure and have an ample supply on hand when the shipping season begins. In our experiments we have been using a crate of our own design holding six heads. This size is a departure from the general custom, as the smallest crate to our knowledge from any section holds one dozen. We feel, however, that our crate is a good one and wherever found will identify Louisiana cauliflower. We suggest the following size for the Snowball type on rich soil:

Head pieces—7" x 14" x 3/8", dressed on one side, of such material as cottonwood, pine or gum.

Lath—3 or 3 1/4" x 22" x 1/4" (ten to box) of similar material.

The cost was around 8c each at the factory in less than carload lots. Cottonwood is the most desirable material, as it makes a most beautiful white package. Great care should be taken in "nailing" the box. We use two penny fine barbed wire nails.

PACKING.

Before packing, the box is lined with glossy mottled brown paper, known to the trade as "White fibre." Two pieces of thirty inch paper, torn twenty-one inches long, are lapped about nine inches at the bottom of the box, leaving sufficient to give a similar lap over the heads after they are placed. We feel that it is highly essential to line the boxes, especially so when shipments are made by express in less than carload lots. The nature of the product demands protection from bright light, dust, smoke, etc., and no doubt a neat, attractive lining, as well as a bright, clean, well constructed packages, "sets the product off" in the eyes of the buyer.

In packing, the heads are placed alternately first curd up, second curd down, etc., until the box is filled with six heads. If the soil is not rich enough to produce specimens, such as described under fancy grade, of sufficient size to pack six to the crate, would advise a smaller package, say with a 6" x 12 1/4" end piece and 22" lath. We have used this size quite extensively, as well as the larger crate mentioned above. The soil which produced the heads packed in the smaller crates has only been in
truck crops about three years, while the specimens for the larger crates were produced on old garden soil.

**SHIPPING.**

To date, all of our shipments have been forwarded by express consigned to commission merchants of about fifteen markets in the South, North and East. Generally speaking, the southern markets receive the culls, the northern, the majority of the medium grades, with some fancy and the eastern the fancy. Rates per hundred pounds by American Express from Baton Rouge range from 60¢ to New Orleans (12¢ per crate, on a basis of 20 pounds), $1.50 to Chicago (30¢ per crate), to $2.75 to New York and Boston (55¢ per crate). The carload rate (minimum 18,000 pounds) by express to Chicago is $1.00 per hundred pounds and $40.00 per car icing charges (21½¢ per crate); to New York, $1.55 plus $45.00 for ice (31¢ per crate); and to Boston, $1.65 plus $60.00 icing charge (38½¢ per crate). By freight, Y. & M. V. Ry., (minimum 20,000 pounds per car): to Chicago, 60¢ per hundred pounds plus $40.00 for ice (16¢ per crate); to New York, 71½¢ plus $40.00 for ice to Effingham, and an additional charge for the actual amount of ice used from there to destination (20¢ per crate, allowing $200.00 freight per car) and to Boston, 75½¢ plus icing charge, which would be perhaps a little more than to New York, (22½¢ per crate, allowing $225.00 freight per car).

These few rates with approximate charge per crate will serve as a basis for comparative calculations in estimating the great saving between less than carload and carload shipments, not to mention the enormous physical advantages to the product in carloads under ice.

Under average conditions, express shipments loaded at Baton Rouge in the afternoon will be on the Chicago and New York markets the second and third mornings respectively; by carload freight about the fourth and sixth or seventh mornings. For cauliflowers from California that compete with ours, it takes two weeks to move them to New York, at a cost of $100.00 to $125.00 per car more than from this section; or, we could put a car by express (holding 2,000 pounds less) on the New York market the third morning for about the same cost as the car of freight from California.
CRATES OF CAULIFLOWER.
YIELDS.

Our total plantings, five and three-fifths acres, under varied conditions, with an average of about half a stand, gave 1770 crates shipped to outside markets, and 3516 heads (586 crates) sold locally, total 2356 crates, average 420 per acre. Of these, about 35% were fancy, 45%, medium, and 20%, culls.

PRICES RECEIVED.

The 1770 crates shipped sold for $1794.50 or $2.03 per dozen, and net (after deducting express and commission charges) $1012.74, or $1.14 per dozen. The fancy grade (42½%) sold for $2.57 per dozen and net $1.34; medium (48%), $1.70 and $1.17; and culls (9½%), $1.24 and 80c respectively; adding $312.05 received from local sales gives a total gross of $2106.55, with a total net of $1324.79 (after deducting express and commission charges for the portion shipped) or $376.17 and $236.57 per acre respectively.

Fortunately there was a good margin left after paying the exorbitant express charges, which averaged over one-third of the total gross sales from shipments. It was rather exceptional to be able to ship such a heavy commodity as cauliflower as far distant as New York at a profit. This would not be possible if it were not for the most excellent quality of our product and consequent high prices. Now is the time for beginners, when conditions are favorable, to get familiar with the culture of cauliflower when prices will warrant the making of small shipments by express if necessary. Of course, the business will not assume any proportions until carloads are moved, but in this day of co-operation it is not necessary for any one prower to plant acreage enough to load a car, when several in a community can organize and plant a sufficient total acreage. On distant shipments by carload, express or freight, one is reasonably safe in estimating a saving of one-third or one-half respectively of the transportation charges in small lots by express.

COST OF PRODUCTION.

From general observation it is safe to say that one can reasonably expect to raise and deliver cauliflower to the car for $75.00 to $100.00 per acre under average conditions.
MARKETS.

It appears that the larger eastern markets, such as New York and Boston, would afford the best outlet for the fancy grades in carload lots, and Chicago would take large quantities of both medium and fancy grades. The smaller cities, such as Detroit, Cleveland, Buffalo, Cincinnati, Louisville, Indianapolis and St. Louis, could also be considered as outlets for quantities at average prices, and New Orleans, being so near, would perhaps sell the poor grades at remunerative prices, providing the California product is not too plentiful. We did not test such markets as Philadelphia, Baltimore, Washington and Pittsburg. Prospective shippers would do well to investigate conditions at these points.

From a competitive point of view one should have in mind for December and early January marketing of cauliflower a declining crop from Long Island and a movement from California just beginning, with perhaps a small quantity from Florida added.

INSECTS.

The most troublesome enemy of winter cauliflower is the green cabbage worm. We find, however, that if they are kept in check during the summer and fall, as soon as cooler weather and frost come they are not serious enough to produce material damage. A quantity of arsenate of lead should be on hand and as soon as small worms are in evidence, dust each plant lightly with the arsenate in a cheesecloth bag, and repeat, when conditions demand, to keep the worms in reasonable control. Cutworms occasionally injure transplanted plants. Their presence can largely be avoided by plowing under the cow peas or applying the stable manures, used for fertilization, several weeks before transplanting.

To date no serious diseases have appeared in our field.

EXPRESSIONS FROM COMMISSION MERCHANTS.

The following are quotations from letters of commission merchants at some of the various markets, relative to our shipments of cauliflower:

"New York City, November 21, 1912.

"We think it probable that this market will be looking for California cauliflowers about the first of the year. Last year
the price ranged from $1.25 to $1.75 per crate of a dozen heads. Since you have started the experiment we have often thought that if there was a profit for the California growers, it should be profitable for growers in your section, because your growers should be able to get lower freight rates and the value of your land is probably not as high as the value of the land in California where the cauliflower is grown. We do not know much about the cost of labor in your section, which, of course, is a factor. We believe the labor on cauliflower in California is almost entirely Japanese and Chinese."

"New York City, December 13, 1912.

"We have now received two small shipments from you. The first lot sold at $1.75 per box and the second lot at $1.50. To us this seems a very good price, when you consider that there were only six heads in a box. The nature of the flower indicates that you have the right kind of seed and grow the right kind of flowers. It grows and has an appearance very much like our Long Island cauliflower. It is considerably better than the California flowers because it is more solid. We are inclined to think that if it was known to the large operators on the Pacific Coast that such cauliflower could be grown in Louisiana, and if the acreage of suitable land was available that some of them would start growing cauliflower in your section on a large scale."

"New York, December 31, 1912.

"The last shipment of cauliflower sold at a little better price because, in our opinion, the cauliflower was a little better and, also, because the market was a little stronger. The market is still stronger because Long Island receipts are practically cleaned up and because receipts from California are very light. They advise us that there is a prospect of shipping only two carloads this week while our market can comfortably consume two carloads a day. Because of these light receipts the California flowers are now selling at $2.00 per crate of one dozen. There are now a few flowers appearing on the market from the west coast of Florida. The territory where these flowers are grown is not large enough so that they can ship any great volume. A carload per day is as much as that territory has ever shipped and their period of shipping is about two weeks. These Florida flowers run 18 to 22 per hamper and sell from $2.50 to $3.50 per hamper, according to quality. You can thus see from the quotations on the flowers from other sections that we are realizing a good price on those you are shipping.

The price was $3.00 a dozen.
"New York City, January 6, 1913.

"To use a slang phrase you have now 'struck your stride' in growing cauliflower. This is the size that is wanted on our market. We may not be able to realize any more for them than we did for the other shipments because of market conditions. California flowers are today selling for $1.25 to $1.50 per dozen, while last week they were selling at $1.75 to $2.00. These flowers are about 100 per cent better than the California flowers. There are also now some flowers coming from the Palmetto section of Florida. They do not compare with yours as to quality. When the time comes that you can ship one or two carloads a day of this kind of flowers at Christmas time and during the months of January and February, you will crowd the Californias and Floridas out of the market. There will be no trouble to sell a carload a day at top prices."

The four crates referred to above sold at $2.00 each, or $4.00 a dozen. They were first sent from a field (one and four-fifths acres) of old garden soil, while the preceding shipments came from soil that was not so rich. This firm sold 180 crates of the better quality for an average of $3.18 per dozen.

"New York City, January 29, 1913.

"We are glad to hear that the acreage of cauliflower will be increased next year. While it is probable that carload lots will not sell at the same prices that we realized this year, still we have no doubt but that prices will be good enough so that it will make it a very profitable crop. Your flowers are so much better than those grown in either Florida or California that they will always be taken in preference and at higher prices, and when the time comes when you can ship a volume to supply the market, there will be no demand at all for either Florida or California flowers. Your flowers are the best that we ever saw here during the latter part of December and early January. We think that if you have some to market in December, you will be earlier than they can produce them in Florida. Shipments from California are usually the heaviest after January 20."

The following is from the New York Packer, and was also repeated in substance in the Market Growers' Journal of Louisville, Ky.:

"New York City, January 3, 1913.

"The best cauliflower on the market is Louisiana stock, which is coming in small shipments received from the Experiment Stations. This stock is being shipped in crates, six heads to the crate, and the heads are of good size and quality and are selling well at $1.50 per crate."
Further quotations from commission men:

"Boston, Mass., December 16, 1912.

"We are in receipt of 21 crates of cauliflower from you which were partially sold for $1.75 to $2.00, and it seems to us that you might send as freely as you choose at a probable price of $1.50 to $1.75. As yet there is no California stock here. When that begins to arrive, of course, the market will be tempered some."

"Boston, Mass., January 7, 1913.

"Would say that until the advent of California cauliflower to this market, we were able to make satisfactory sales on your goods, but California stock is very nice, comes in carloads lots, refrigerated, receives no handling from point of shipment to its destination and arrives in perfect order; packages containing 12 to 15 flowers sell for $1.75 to $2.00 per package. Although the trade prefers California stock to yours, you will see that the price we obtain for your goods is in proportion to the market price for the California product."

"Chicago, Ill., February 19, 1913.

"Am pleased to hear that you met with such excellent success with your cauliflower. I would advise you going into that commodity good and heavy as there is always a good demand for good cauliflower on this market in the months of December, January and February and, in fact, up until the 15th of May, as we very seldom get any St. Louis cauliflower on our market before the 1st or 10th of June, and that generally brings a fairly good price as it is in and marketed before our home grown begins to come. I would advise you encouraging cauliflowers among your growers as this is a good market for it at all times, especially through the months that I have mentioned to you."

"Detroit, Mich., December 21, 1912.

"We received from you this morning a shipment of very fine cauliflower, which has been almost all cleaned up at $1.50 per box. If that price will warrant any further shipments, we will be very glad to hear from you as this stock is not at all plentiful here."

"Cleveland, Ohio, December 31, 1912.

"Wish to state that your two shipments (4 crates each) of cauliflower sold at the following prices: $4.75 and $4.25. The expressage from such a long distance is always high and, of course, goods of this nature must bring high prices, but the prospects are it will strike a nice market right along, and we have
no doubt if you could develop the industry to such an extent that you could ship carloads under ice, it would be profitable because you seem to strike the market at the right time.”

“Cincinnati, Ohio, December 28, 1912.

“This is very nice cauliflower and we think we got you a good price out of it for our market as this is $2.00 per dozen. If no better market to go to, we can handle further shipments for you to good advantage.”

The shipment mentioned was medium grade.

“Memphis, Tenn., December 11, 1912.

“The first shipment of cauliflower was received promptly. Allow us to compliment you on its quality, for it is without question as fine as we ever saw, and would have brought more money had there not been California cauliflower on the market selling at $3.50 to $4.00 per crate of four dozen. If the price we got for you will prove profitable we can use liberal shipments daily.”

These cauliflowers solds for $2.50 per dozen.

The following is from a letter of a prominent Long Island grower:

“Mattituck, L. I., N. Y., February 5, 1913.

“When we were in the New York markets recently, we had the pleasure of seeing some most excellent cauliflower grown by you. The quality of the heads was so near to what is grown here on Long Island that we are anxious to know more about how they are grown and what seed was used. The writer has been closely connected with the industry in this section for about forty years and still believes there is much to be learned in its development.”

We were fortunate enough to have the manager of the Long Island Cauliflower Growers’ Association inspect our product in company with the writer of the above letter, and our New York commission merchant in commenting on their visit states that they agreed that we had good seed and knew how to grow cauliflowers.