



Understand the Demand for CMBS Control

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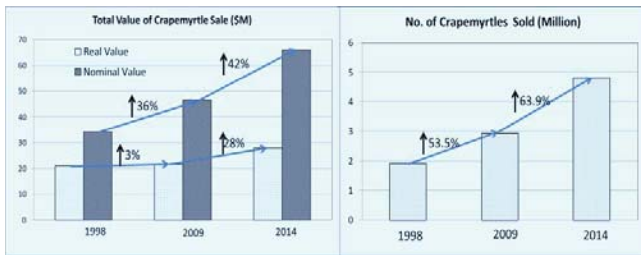
The Need for CMBS Control



<http://liberty.ifas.ufl.edu/newsletters/category/gardening-in-the-panhandle/>
 Dr. Gu is dismayed at seeing this crapemyrtle planting infested by scale (note the black sooty mold on stems). [Photo by Gary Knox in Beijing, China]

Introduction

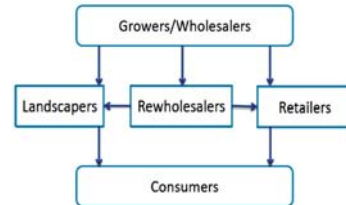
- Crapemyrtle is an economically and socially important crop with 4.8 million plants sold and \$66 million wholesale value in the US in 2014.
- Crapemyrtles are sold in 34 states in the US by more than 1000 operations as of 2014.



USDA 2014 Census of Agriculture

Understand the Demand for CMBS Control

- Understand the Consumer Preferences and Willingness to Pay for Crapemyrtles
- Understand the Crapemyrtle Industry
- Identify the market barrier of the Crapemyrtle sales
- Evaluate the Economic and Social Benefit of CMBS research



	Crapemyrtle Sales in 2014				Trees on Operations in 2015	
	Operations	Number	Value (\$1000)	Value/Plant (\$)	Operations	Number
United States	1,108	4,810,410	65,986	13.72	973	5,044,676
Florida	225	1,079,506	18,076	16.74	210	1,412,538
Texas	82	1,063,913	9,613	9.04	69	305,225
California	101	312,962	8,510	27.19	77	473,578
North Carolina	147	216,080	5,527	25.58	141	396,492
Alabama	45	677,214	4,703	6.94	42	703,749
Georgia	78	620,754	4,007	6.46	72	674,824
Louisiana	65	254,519	3,822	15.02	49	321,068
South Carolina	45	83,757	2,691	32.13	43	155,320
Virginia	44	51,791	2,093	40.41	37	98,608
Tennessee	79	163,733	1,867	11.40	78	134,968
Okalahoma	10	n/a	1,716	n/a	6	n/a
Mississippi	20	35,422	1,078	30.43	18	66,186
Maryland	26	37,308	749	20.08	20	36,615
New Jersey	36	19,419	513	26.42	34	20,252
Pennsylvania	18	6,570	204	31.05	10	1,580
Kentucky	19	5,735	145	25.28	49	6,616
Illinois	8	7,637	132	17.28	6	n/a
Arkansas	7	2,690	74	27.51	7	6,120
Oregon	10	1,540	66	42.86	9	1,546
Ohio	7	48	4	83.33	2	n/a

States with less than \$4000 sales: Connecticut, Delaware, Massachusetts, Hawaii, Indiana, Missouri, New Mexico, New York, Kansas, West Virginia, Utah, South Dakota, Washington. USDA 2014 Census of Agriculture

Understand the Demand for CMBS Control

- Help us understand the demand for CMBS control by taking 15 to 20 mins to fill out the CMBS survey
- Your participation is Voluntary. You may withdraw at any time.
- The records of this study will be kept confidential. No identifiers linking you to this study will be included in any sort of report that might be published.
- If you decide to participate. Please sign, date and submit the consent form before you start filling out the survey.

Thank you!