

COMMERCIAL FLORICULTURE SURVEY - January 2016 (for 2015 Production)

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**United States
Department of
Agriculture**



**NATIONAL
AGRICULTURAL
STATISTICS
SERVICE**

USDA/NASS

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Please make corrections to name, address and ZIP Code, if necessary

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INTRODUCTION

1. During 2015, which of the following Floriculture crops did this operation PRODUCE and SELL?

- | | |
|--|--|
| 0201 <input type="checkbox"/> Cut flowers | 0205 <input type="checkbox"/> Foliage plants |
| 0202 <input type="checkbox"/> Potted flowering plants | 0206 <input type="checkbox"/> Cut cultivated greens |
| 0203 <input type="checkbox"/> Potted herbaceous perennials | 0217 <input type="checkbox"/> Propagative floriculture material and unfinished plants |
| 0204 <input type="checkbox"/> Annual bedding/garden plants | 0220 <input type="checkbox"/> None of the above (Please complete Sections 10 and 11 starting on page 11 and return by mail.) |

2. Did this operation produce and sell \$10,000 or more of these Floriculture crops in 2015?

(Include retail and wholesale sales of crops produced or finished by this operation.)

0003 ₁ **YES** – Go to Item 3 ₃ **NO** – Continue

a. Will this operation produce and sell \$10,000 or more of these Floriculture crops in 2016?

0450 ₁ **YES** – Complete Sections 8, 9, and 11 starting on page 9. ₃ **NO** – Complete Sections 8, 9, and 11 starting on page 9.

3. Did this operation produce and sell \$100,000 or more of these Floriculture crops in 2015?

0451 ₁ **YES** – Please review the instructions below and complete all Sections of the questionnaire.
 ₃ **NO** – Complete Sections 8, 9, and 11 starting on page 9.

INSTRUCTIONS

What to Report...

1. All production grown under glass, fiberglass and other rigid plastic, film plastic, shade cloth, natural shade, other shade, or outdoors.
 2. The value of sales before deductions for commissions and transportation are made.
-

| | |
|------------------|--------------------|
| SECTION 1 | CUT FLOWERS |
|------------------|--------------------|

1. Did this operation produce and sell any cut flowers during 2015?

0401 **YES** – Continue **NO** – Go to **SECTION 2**

INCLUDE: – Those for dried flowers.

| Cut Flowers | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|--|---|------------------|------------------------------------|---------------------------------------|
| | Number Grown and Sold | Total Value | Number Grown and Sold | Total Value |
| Alstroemeria | 0452 Stems | 0453 \$ | 0454 Stems | 0455 \$ |
| Standard Carnations | 0006 Stems | 0710 \$ | 0007 Stems | 0008 \$ |
| Pompon Chrysanthemums | 0036 Bunches | 0715 \$ | 0037 Bunches | 0038 \$ |
| Delphinium and Larkspur | 0456 Stems | 0457 \$ | 0458 Stems | 0459 \$ |
| Gerbera Daisies | 0460 Stems | 0461 \$ | 0462 Stems | 0463 \$ |
| Gladioli | 0046 Spikes | 0716 \$ | 0047 Spikes | 0048 \$ |
| Iris | 0464 Stems | 0465 \$ | 0466 Stems | 0467 \$ |
| Lilies, All (Asiatic, Oriental, Others) | 0468 Stems | 0469 \$ | 0470 Stems | 0471 \$ |
| Lisianthus | 0472 Stems | 0473 \$ | 0474 Stems | 0475 \$ |
| Orchids, All (cut only) | 0476 Blooms | 0477 \$ | 0478 Blooms | 0479 \$ |
| Roses, All (cut only) (Hybrid Tea, Sweetheart, Spray-types) | 0480 Stems | 0481 \$ | 0482 Stems | 0483 \$ |
| Snapdragons | 0484 Spikes | 0485 \$ | 0486 Spikes | 0487 \$ |
| Tulips (cut only) | 0488 Stems | 0489 \$ | 0490 Stems | 0491 \$ |
| | Percent of Total Quantity Grown and Sold (Cells 0493 + 0494 = 100%) | | Sales in 2015 | |
| | Retail | Wholesale | Total Value of Retail Sales | Total Value of Wholesale Sales |
| All Other Cut Flowers* | 0493 % | 0494 % | 0492 \$ | 0053 \$ |

*A partial list of All Other Cut Flowers includes: Anthurium, Aster, Carnation (miniature), Chrysanthemum (other), Daffodil/Narcissus, Dried Flowers, Freesia, Ginger, Gypsophila, Heather, Leptospermum, Liatris, Limonium, Protea, Statice, Stephanotis, Stock, Sunflower, and Zinnia.

SECTION 2 POTTED FLOWERING PLANTS FOR INDOOR OR PATIO USE

1. Did this operation finish and sell any potted flowering plants or potted flowering bulbs for indoor or patio use during 2015?

0402 YES – Continue NO – Go to **SECTION 3**

- EXCLUDE:**
- Plants intended for landscape use.
 - Finished plants purchased from others and resold.
 - Sales as bulbs.
 - Hardy/garden mums to be reported in Section 3.
 - Bedding plants, geraniums, potted blooming annuals, or flowering hanging baskets to be reported in Section 4.
 - Caladium to be reported in Section 4.

| Potted Flowering Plants | Type of Container | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|---|-------------------|----------------------|-------------|-------------------------|-------------|
| | | Number Sold | Total Value | Number Sold | Total Value |
| African Violets | Pots less than 5" | 0056 | 0720 \$ | 0058 | 0060 \$ |
| | Pots 5" or more | 0057 | 0721 \$ | 0059 | 0235 \$ |
| Azaleas, finished florist (Showing color) | Pots less than 5" | 0070 | 0726 \$ | 0072 | 0074 \$ |
| | Pots 5" or more | 0071 | 0727 \$ | 0073 | 0237 \$ |
| Chrysanthemums, florist (Exclude hardy/garden mums to be reported in Section 3.) | Pots less than 5" | 0063 | 0722 \$ | 0065 | 0067 \$ |
| | Pots 5" or more | 0064 | 0723 \$ | 0066 | 0236 \$ |
| Lilies, Easter | Pots less than 5" | 0077 | 0730 \$ | 0079 | 0081 \$ |
| | Pots 5" or more | 0078 | 0731 \$ | 0080 | 0238 \$ |
| Orchids, All (potted) | Pots less than 5" | 0701 | 0732 \$ | 0703 | 0705 \$ |
| | Pots 5" or more | 0702 | 0733 \$ | 0704 | 0706 \$ |
| Poinsettias | Pots less than 5" | 0091 | 0734 \$ | 0093 | 0095 \$ |
| | Pots 5" or more | 0092 | 0735 \$ | 0094 | 0240 \$ |
| Roses, florist (potted) | Pots less than 5" | 0561 | 0562 \$ | 0563 | 0564 \$ |
| | Pots 5" or more | 0565 | 0566 \$ | 0567 | 0568 \$ |
| Spring Flowering Bulbs (Plants grown from bulbs including Tulips, Hyacinths, Daffodils/Narcissus, Other Lilies, etc.) | Pots less than 5" | 0569 | 0570 \$ | 0571 | 0572 \$ |
| | Pots 5" or more | 0573 | 0574 \$ | 0575 | 0576 \$ |
| All Other Potted Flowering Plants* (Exclude potted blooming annuals to be reported in Section 4.) | Pots less than 5" | 0083 | 0736 \$ | 0085 | 0102 \$ |
| | Pots 5" or more | 0084 | 0737 \$ | 0101 | 0241 \$ |

*A partial list of All Other Potted Flowering Plants includes: Anthurium (potted), Begonia, Carnations (potted), Christmas cherry, Christmas pepper, Cyclamen, Exacum, Gardenia, Gloxinia, Hibiscus (potted), Hydrangea, Kalanchoe, Primula, Regal Pelargonium, and Zygocactus.

SECTION 3 POTTED HERBACEOUS PERENNIALS

1. Did this operation finish and sell any potted hardy/garden Chrysanthemums, Hostas, or Other Potted Herbaceous perennials during 2015?

0403 YES – Continue NO – Go to SECTION 4

INCLUDE: – Field and container grown plants.

EXCLUDE: – Cuttings, liners, plug seedlings, bare root herbaceous perennials, prefinished plants or tissue cultured plantlets to be reported in Section 7.

| Potted Herbaceous Perennials | Type of Container | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|---|---------------------|----------------------|-------------|-------------------------|-------------|
| | | Number Sold | Total Value | Number Sold | Total Value |
| Chrysanthemums, hardy/garden | Pots less than 5" | 0800 | 0801 \$ | 0802 | 0803 \$ |
| | Pots 5" or more | 0804 | 0805 \$ | 0806 | 0807 \$ |
| Hostas | Less than 1 gal. | 0808 | 0809 \$ | 0810 | 0811 \$ |
| | 1 gal. up to 2 gal. | 0812 | 0813 \$ | 0814 | 0815 \$ |
| | 2 gal. or larger | 0816 | 0817 \$ | 0818 | 0819 \$ |
| All Other Potted Herbaceous Perennials* | Less than 1 gal. | 0832 | 0833 \$ | 0834 | 0835 \$ |
| | 1 gal. up to 2 gal. | 0836 | 0837 \$ | 0838 | 0839 \$ |
| | 2 gal. or larger | 0840 | 0841 \$ | 0842 | 0843 \$ |

* A partial list of All Other Potted Herbaceous Perennials includes: Astilbe, Bleeding heart, Columbine, Coral bell, Coreopsis, Daylily, Dianthus, Fern (hardy/garden), Iris, Peony, Phlox, Purple coneflower, Rudbeckia, Salvia (perennial), Sedum, and Veronica.

SECTION 4 ANNUAL BEDDING/GARDEN PLANTS

1. Did this operation finish and sell any annual bedding/garden plants during 2015?

0404 **YES** – Continue **NO** – Go to **SECTION 5**

INCLUDE: – Annual bedding/garden plants finished and sold by this operation not used in commercial vegetable and strawberry production.

EXCLUDE: – Finished bedding/garden plants purchased from others and resold.
 – Transplants used in commercial vegetable and strawberry production.
 – Foliage plants to be reported in Section 5.
 – Plugs and propagative material to be reported in Section 7.
 – Prefinished plants sold to others for finishing to be reported in Section 7.

2. Report flat size used if NOT 10" x 20" to 11" x 22" 0880 _____ inches X 0881 _____ inches

REPORT AS: – FLATS when using a common insert (for example: 606, 1204, 1206, 1801, 1803, etc.)

– POTS if produced as separate units, including pots produced in shuttle trays, carrier flats, or flats of individual pots.
 – POTS containers of annuals and mixed annuals such as color bowls, strawberry jars, or combination planters.

| Annual Bedding/Garden Plants | Type of Container | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|---|-------------------|----------------------|-------------|-------------------------|-------------|
| | | Number Sold | Total Value | Number Sold | Total Value |
| Begonias | Flats | 0577 | 0578 \$ | 0579 | 0580 \$ |
| | Pots less than 5" | 0581 | 0582 \$ | 0583 | 0584 \$ |
| | Pots 5" or more | 0585 | 0586 \$ | 0587 | 0588 \$ |
| | Hanging baskets | 0589 | 0590 \$ | 0591 | 0592 \$ |
| Geraniums from vegetative cuttings | Flats | 0910 | 0911 \$ | 0912 | 0913 \$ |
| | Pots less than 5" | 0140 | 0762 \$ | 0142 | 0144 \$ |
| | Pots 5" or more | 0141 | 0763 \$ | 0143 | 0243 \$ |
| | Hanging baskets | 0914 | 0915 \$ | 0916 | 0917 \$ |
| Geraniums from seeds and plug seedlings | Flats | 0844 | 0845 \$ | 0846 | 0847 \$ |
| | Pots less than 5" | 0147 | 0764 \$ | 0149 | 0151 \$ |
| | Pots 5" or more | 0148 | 0765 \$ | 0150 | 0244 \$ |
| | Hanging baskets | 0848 | 0849 \$ | 0850 | 0851 \$ |
| New Guinea Impatiens | Flats | 0637 | 0741 \$ | 0638 | 0639 \$ |
| | Pots less than 5" | 0680 | 0766 \$ | 0682 | 0684 \$ |
| | Pots 5" or more | 0681 | 0767 \$ | 0683 | 0685 \$ |
| | Hanging baskets | 0659 | 0747 \$ | 0660 | 0661 \$ |

| SECTION 4 | | ANNUAL BEDDING/GARDEN PLANTS (continued) | | | |
|---|--------------------------|---|--------------------|--------------------------------|--------------------|
| Annual Bedding/Garden Plants | Type of Container | Retail sales in 2015 | | Wholesale Sales in 2015 | |
| | | Number Sold | Total Value | Number Sold | Total Value |
| Impatiens, other | Flats | 0632 | 0742 \$ | 0633 | 0634 \$ |
| | Pots less than 5" | 0672 | 0768 \$ | 0674 | 0676 \$ |
| | Pots 5" or more | 0673 | 0769 \$ | 0675 | 0677 \$ |
| | Hanging baskets | 0655 | 0748 \$ | 0656 | 0657 \$ |
| Marigolds | Flats | 0852 | 0853 \$ | 0854 | 0855 \$ |
| | Pots less than 5" | 0856 | 0857 \$ | 0858 | 0859 \$ |
| | Pots 5" or more | 0860 | 0861 \$ | 0862 | 0863 \$ |
| | Hanging baskets | 0864 | 0865 \$ | 0866 | 0867 \$ |
| Pansies/Violas | Flats | 0868 | 0869 \$ | 0870 | 0871 \$ |
| | Pots less than 5" | 0872 | 0873 \$ | 0874 | 0875 \$ |
| | Pots 5" or more | 0876 | 0877 \$ | 0878 | 0879 \$ |
| | Hanging baskets | 0884 | 0885 \$ | 0886 | 0887 \$ |
| Petunias | Flats | 0642 | 0743 \$ | 0643 | 0644 \$ |
| | Pots less than 5" | 0688 | 0770 \$ | 0690 | 0692 \$ |
| | Pots 5" or more | 0689 | 0771 \$ | 0691 | 0693 \$ |
| | Hanging baskets | 0663 | 0749 \$ | 0664 | 0665 \$ |
| All Other Flowering and Foliar Plants^{1/} | Flats | 0123 | 0744 \$ | 0124 | 0125 \$ |
| | Pots less than 5" | 0154 | 0772 \$ | 0156 | 0158 \$ |
| | Pots 5" or more | 0155 | 0773 \$ | 0157 | 0245 \$ |
| | Hanging baskets | 0104 | 0750 \$ | 0105 | 0106 \$ |
| Vegetable Type Bedding Plants for home use^{2/} (Exclude transplants for commercial production) | Flats | 0128 | 0745 \$ | 0129 | 0130 \$ |
| | Pots less than 5" | 0161 | 0774 \$ | 0163 | 0165 \$ |
| | Pots 5" or more | 0162 | 0775 \$ | 0164 | 0246 \$ |

1/ A partial list of All Other Flowering/Foliar Plants includes: Ageratum, Alyssum (sweet), Caladium, Celosia, Coleus, Combination planter/color bowl, Dusty Miller, Fuchsia, Gazania, Nicotiana, Portulaca, Salvia (annual), Snapdragon, Verbena, Vinca, and Zinnia.

2/ Vegetable Type Bedding Plants include: Broccoli, Cabbage, Cauliflower, Other Crucifers, Herbs (culinary), Pepper (sweet & hot), Tomato and others.

SECTION 5 FOLIAGE PLANTS FOR INDOOR OR PATIO USE (Pots and Baskets)

1. Did this operation finish and sell any potted foliage plants or foliage hanging baskets for indoor or patio use during 2015?

0405 YES – Continue NO – Go to SECTION 6

INCLUDE: – Only those plants FINISHED for indoor or patio use and not intended for landscape use.
 – Plants that have flowers which are secondary compared with foliage features.
 – Ivy, cacti, ferns, palms, and succulents, etc., as well as indoor/patio shrubs, trees and vines FINISHED by you.

EXCLUDE: – UNFINISHED plants sold to others for further “growing on” to be reported in Section 7.

| Foliage Plants* | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|-----------------|--|-------------|-----------------------------|--------------------------------|
| | Number Grown and Sold | Total Value | Number Grown and Sold | Total Value |
| Hanging Baskets | 0108 Baskets | 0780 \$ | 0109 Baskets | 0110 \$ |
| Potted Plants | Percent of Total Quantity Grown and Sold (Cells 0920 + 0963 = 100%) | | Sales in 2015 | |
| | Retail | Wholesale | Total Value of Retail Sales | Total Value of Wholesale Sales |
| | 0920 % | 0963 % | 0225 \$ | 0115 \$ |

*A partial list of Foliage Plants includes: Aglaonema, Aloe Vera, Cacti, Dieffenbachia, Dracaena, Epipremnum (Pothos), tropical Ferns (potted), Ficus, Hedera (ivy), Philodendron, Schefflera (Brassaia), Spathiphyllum, succulents, and Syngonium (Nephtytis).

SECTION 6 CUT CULTIVATED GREENS

1. Did this operation produce and sell any cut cultivated greens during 2015?

0406 YES – Continue NO – Go to SECTION 7

INCLUDE: – Those grown and sold for export.

| Cut Cultivated Greens | Retail Sales in 2015 | | Wholesale Sales in 2015 | |
|----------------------------------|--|-------------|-----------------------------|--------------------------------|
| | Number Grown and Sold | Total Value | Number Grown and Sold | Total Value |
| Leatherleaf Ferns | 0175 Bunches | 0781 \$ | 0176 Bunches | 0177 \$ |
| All Other Cut Cultivated Greens* | Percent of Total Quantity Grown and Sold (Cells 0923 + 0924 = 100%) | | Sales in 2015 | |
| | Retail | Wholesale | Total Value of Retail Sales | Total Value of Wholesale Sales |
| | 0923 % | 0924 % | 0907 \$ | 0182 \$ |

*A partial list of All Other Cut Cultivated Greens includes: Asparagus fern, Coniferous evergreens, Cordyline/Ti, Eucalyptus, Hedera/Ivy, Holly, Huckleberry/Salal, Myrtle, Oregon/Sword Ferns, Pittosporum, and Podocarpus.

| | |
|------------------|--|
| SECTION 7 | PROPAGATIVE FLORICULTURE MATERIAL, BAREROOT AND UNFINISHED PLANTS |
|------------------|--|

1. Did this operation produce and sell any propagative floriculture material or unfinished plants during 2015?

0417 **YES** – Continue **NO** – Go to **SECTION 8**

INCLUDE: – Bareroot perennials, cuttings, liners, plug seedlings, prefinished plants, or tissue cultured plantlets.
 – Plants sold to other growers for FURTHER GROWING–ON.

EXCLUDE: – FINISHED plants sold to others to be reported in Sections 1, 2, 3, 4, 5, and 6.
 – Seeds, bulbs, tubers, rhizomes, or corms.

2. What were the total values of sales of propagative (*unfinished*) materials by category in 2015?

| | | | |
|--------------------------------------|------------|------------------------------------|------------|
| a. Cut flowers | 0901 \$ | d. Herbaceous perennials . . . | 0904 \$ |
| b. Potted flowering plants | 0902 \$ | e. Foliage | 0905 \$ |
| c. Annual bedding/garden plants . . | 0903 \$ | f. Cut cultivated greens | 0906 \$ |

SECTION 8

AREA USED FOR PRODUCTION

INSTRUCTIONS: Report greenhouse, other covered space, and outdoor land area used for the production of floriculture crops grown by this operation in 2015.
 [This is your operation area without counting crop turns.]

INCLUDE: – Area for production of cut flowers, flowering and foliage plants, annual bedding/garden plants, herbaceous perennials, cultivated florist greens, and propagative floriculture material.
 – Aisles, walkways and other production areas.

EXCLUDE: – Non-floricultural production areas, such as fruit, vegetable, sod farms and tree and/or shrub nurseries.
 – Non-agricultural production areas, such as roads, and parking areas.
 – Production areas used exclusively to produce commercial vegetables or strawberries.

NOTE: The roof covering (*glazing*) determines the greenhouse classification. For example, a greenhouse with a glass roof having film polyethylene insulation and fiberglass sides would be considered a glass greenhouse.

1. Of the total area used for floriculture production in 2015, how much was in:

| | Square Feet |
|---|-------------|
| a. Glass greenhouses? | 0247 |
| b. Rigid plastic greenhouses (acrylics, polycarbonates, fiberglass and other rigid plastics)? .. | 0184 |
| c. Film plastic greenhouses (single or multi-layer poly)? | 0185 |
| d. Shade houses (slat, saran, and other covers)? | 0186 |

| | Square Feet | | Acres (Nearest Tenth) |
|--|-------------|----|--------------------------|
| e. Open ground (including natural shade)? | 0882 | OR | 0187 _____ |

SECTION 9

GROSS VALUE OF SALES AND NUMBER OF HIRED WORKERS

1. What was the total gross value of sales for the reported floriculture crops in 2015?

(Check sales group.)

- 0 to 999 dollars 99
- 1,000 to 9,999 dollars 1
- 10,000 to 19,999 dollars 2
- 20,000 to 24,999 dollars 3
- 25,000 to 39,999 dollars 4
- 40,000 to 49,999 dollars 5
- 50,000 to 99,999 dollars 6
- 100,000 to 249,999 dollars 7
- 250,000 to 499,999 dollars 8
- 500,000 to 999,999 dollars 9
- 1,000,000 dollars or more 10

OFFICE USE

0899

2. What was the largest number of workers on the payroll on any one day in 2015?

INCLUDE: – Full-time, part-time workers, hired managers, and PAID family members.

EXCLUDE: – Workers employed only for the retail operation, those working as landscapers, and non-paid family members.....

None

Workers

0898

SECTION 10

CHANGE IN OPERATOR

Complete this section only if this operation did NOT produce any commercial floriculture products in 2015 (Item 1 on the front page is checked "None").

1. Has this operation been sold, rented, or turned over to someone else?

0950 **YES** – Continue **NO** →

2. Please provide the following information for the operation that has taken over, then go to SECTION 11, ITEM 3.

a. What is the name and address of the new operation?

Operation Name: _____

Address: _____

Operator Name: _____

Address: _____

1a. Will this operation produce any cut flowers, potted flowering plants, potted foliage plants, flowering or foliage hanging baskets, bedding plants (annual and perennial), cut cultivated florist greens, propagative material or unfinished plants during 2016?

0953 **YES** **DON'T KNOW** **NO**

[Regardless of answer to above, write a note to explain the situation, then go to **SECTION 11, ITEM 3.**]

SECTION 11

CONCLUSION

1. Are you involved in any additional floriculture or greenhouse operations in this State?

0951 **YES** – please list name and address of operation(s) in this State:

1a. Did you include the production from the additional operation(s) in this report?

0955 **YES** **NO**

NO – Continue

2. Does this operation operate any floriculture farms or greenhouses in any other State(s)?

0952 **YES** – Please list name and address of operation(s) in other State(s):

2a. Did you include the production from the additional operation(s) in this report?

0956 **YES** **NO**

NO – Continue

3. Survey Results: To receive the complete results of this survey on the release date, go to

www.nass.usda.gov/Surveys/Guide_to_NASS_Surveys/

Would you rather have a brief summary sent to you at a later date? 9990 **YES** **NO**

4. Counties of Operation:

Comments:

| | | |
|------------------|----------------|--|
| Respondent Name: | 9911 Phone: | 9910 Date: MM DD YY ___ ___ ___ |
|------------------|----------------|--|

Thank you for your response

OFFICE USE

| Response | | Respondent | | Mode | | Enum. | Eval. | Change | Office Use for POID | | | |
|---|------|---|------|---|------|-------|----------------|--------|---------------------|------|------|------|
| 1-Comp 2-R 3-Inac 4-Office Hold 5-R – Est 6-Inac – Est 7-Off Hold – Est | 9901 | 1-Op/Mgr 2-Sp 3-Acct/Bkpr 4-Partner 9-Oth | 9902 | 1-Mail 2-Tel 3-Face-to-Face 4-CATI 5-Web 6-e-mail 7-Fax 8-CAPI 19-Other | 9903 | 9998 | 9900 | 9985 | 9989 | | | |
| | | | | | | | R. Unit | | Optional Use | | | |
| | | | | | | | 9921 | | 9907 | 9908 | 9906 | 9916 |
| S/E Name | | | | | | | | | | | | |