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California Department of Food and Agriculture

Agricultural Commissioners' Crop Reports

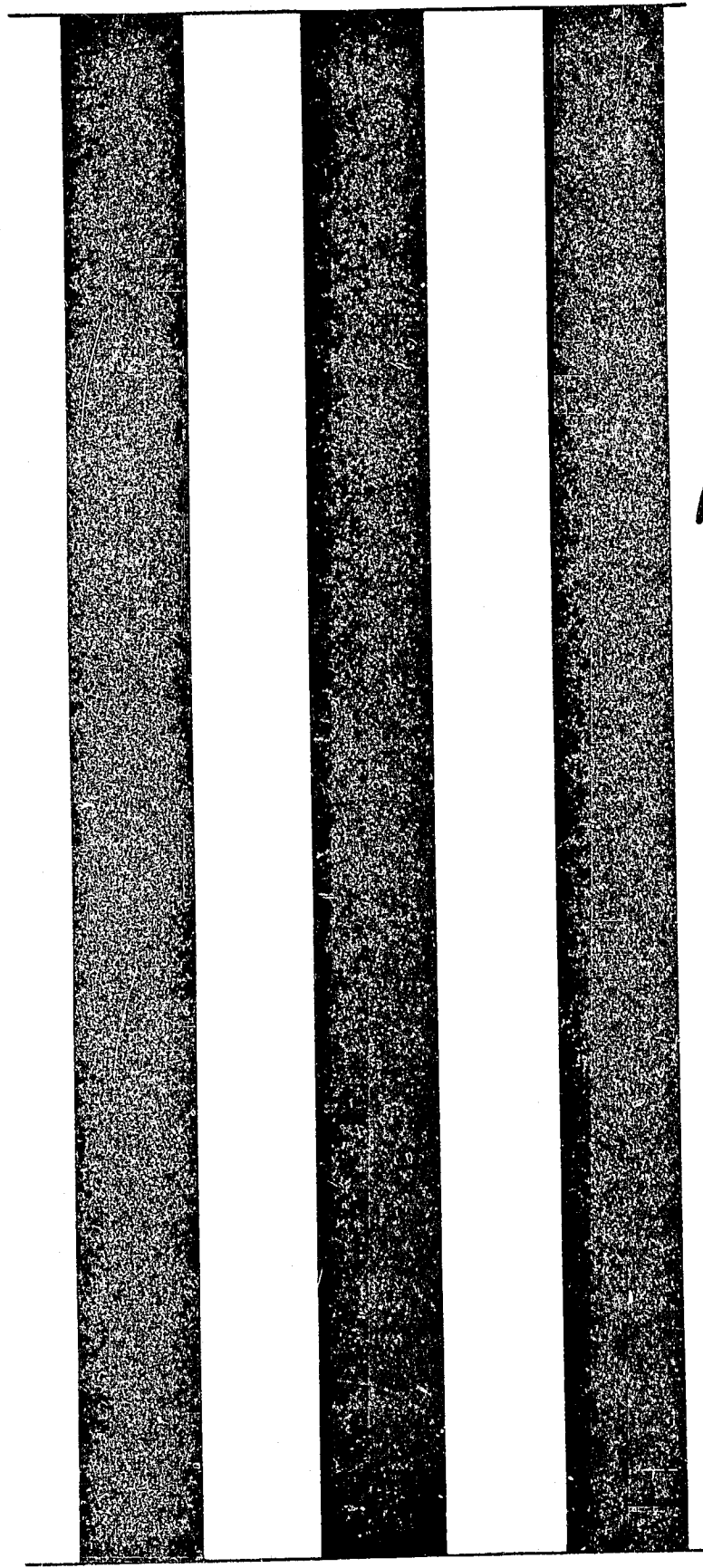
# Monterey County

1970-1975

California County Agricultural Commissioners' Reports from the California Department of Food and Agriculture. This collection consists of annual crop and livestock data from each of the 58 California Counties. The collection covers 1915-1981; digitization of the rest of the collection is forthcoming.

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1970

California. Monterey Co. Agr. Com-  
missioner.  
Report (Annual). 1970.

# Monterey County

# Annual Crop Report

1970

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MONTEREY COUNTY  
DEPARTMENT OF AGRICULTURE  
SALINAS, CALIFORNIA

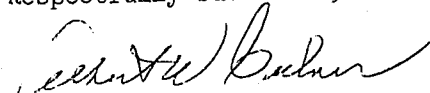
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Section 2279 of the California Agricultural Code requires that the Agricultural Commissioner compile a report covering conditions, acreage, production and value of the Agricultural products of his county.

The prices reported are on an F.O.B. basis and the figures shown indicate the gross farm value and should not be used to estimate net farm income. Cost of production, harvesting, packing and other handling costs should be deducted to arrive at a true farm value. I can not emphasize too strongly that these costs may in some crops be greater than the gross value and result in a net loss to the farmer.

I wish to express my appreciation to all who have furnished the information necessary to make this report possible

Respectfully submitted,



Albert W. Culver  
Agricultural Commissioner

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>   | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX)</u> |
|---------------|-------------|-----------------------------|
| Artichokes    | Crate       | 20 lbs.                     |
| Broccoli      | Crate       | 21 lbs.                     |
| Bushberries   | Slide       | 9 lbs.                      |
| Cabbage       | Carton      | 50 lbs.                     |
| Carrots       | Carton      | 57 lbs.                     |
| Carrots       | Bulk        | 50 lbs.                     |
| Cauliflower   | Carton      | 25 lbs.                     |
| Celery        | Crate       | 60 lbs.                     |
| Endive        | Crate       | 30 lbs.                     |
| Escarole      | Crate       | 30 lbs.                     |
| Lettuce       | Carton      | 47 lbs.                     |
| Onions, Green | Carton      | 18 lbs.                     |
| Romaine       | Crate       | 43 lbs.                     |
| Strawberries  | Slide       | 11½ lbs.                    |
| Squash        | Crate       | 32 lbs.                     |
| Tomatoes*     | Carton      | 40 lbs.                     |

\* 40 lbs. used as an average for the Crop Report

FRUIT & NUTS

| <u>CROP</u>        | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u>  |
|--------------------|-------------|----------------|-------------------|-------------|-----------------|---------------------|
| Apples             | 1970        | 792            | 8,712             | Ton         | \$ 66.50        | \$ 579,000          |
|                    | 1969        | 679            | 8,989             | Ton         | 79.72           | 716,600             |
| Apricots           | 1970        | 1,136          | 5,600             | "           | 94.50           | 529,000             |
|                    | 1969        | 1,258          | 7,825             | "           | 135.00          | 1,056,000           |
| Strawberries       | 1970        | 2,600          |                   |             |                 |                     |
|                    | 1969        | 2,194          |                   |             |                 |                     |
| Freezer            | 1970        |                | 12,710            | "           | 320.35          | 4,072,000           |
|                    | 1969        |                | 9,664             | "           | 342.68          | 3,312,000           |
| Fresh              | 1970        |                | 23,300            | "           | 432.60          | 10,080,000          |
|                    | 1969        |                | 18,341            | "           | 449.21          | 8,239,000           |
| Bushberries        | 1970        | 106            | 318               | "           | 400.00          | 127,000             |
|                    | 1969        | 106            | 636               | "           | 400.00          | 254,400             |
| Walnuts            | 1970        | 1,144          | 396               | "           | 409.10          | 162,000             |
|                    | 1969        | 1,177          | 556               | "           | 518.70          | 288,400             |
| Misc. Fruit*       | 1970        |                |                   |             |                 | 1,298,000           |
|                    | 1969        |                |                   |             |                 | 1,456,000           |
| TOTAL FRUIT & NUTS |             |                |                   | 1970        |                 | <u>\$16,847,000</u> |
|                    |             |                |                   | 1969        |                 | <u>\$15,322,400</u> |

\* Includes almonds, dried apricots, cherries, grapes and raspberries.

VEGETABLE CROPS

| <u>CROP</u>              | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|--------------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Artichokes               | 1970        | 10,240         |                   |             |                 |                    |
|                          | 1969        | 9,900          |                   |             |                 |                    |
| Fresh                    | 1970        |                | 21,290            | Ton         | \$ 260.00       | \$ 5,535,000       |
|                          | 1969        |                | 21,264            | Ton         | 248.00          | 5,273,000          |
| Processing               | 1970        |                | 10,000            | "           | 140.10          | 1,401,000          |
|                          | 1969        |                | 2,600             | "           | 152.70          | 397,000            |
| Asparagus                | 1970        | 2,460          | 4,325             | "           | 452.00          | 1,955,000          |
|                          | 1969        | 1,530          | 2,670             | "           | 434.45          | 1,160,000          |
| Green Beans - Processing |             |                |                   |             |                 |                    |
| Lima                     | 1970*       |                |                   |             |                 |                    |
|                          | 1969        | 3,190          | 6,120             | "           | 173.00          | 1,059,000          |
| Snap                     | 1970*       |                |                   |             |                 |                    |
|                          | 1969        | 750            | 1,750             | "           | 110.00          | 192,000            |
| Broccoli                 | 1970        | 23,700         |                   |             |                 |                    |
|                          | 1969        | 14,730         |                   |             |                 |                    |
| Fresh                    | 1970        |                | 25,700            | "           | 263.35          | 6,768,000          |
|                          | 1969        |                | 17,820            | "           | 259.20          | 4,619,000          |
| Processing               | 1970        |                | 39,470            | "           | 169.90          | 6,706,000          |
|                          | 1969        |                | 25,237            | "           | 235.45          | 5,942,000          |
| Cabbage                  | 1970        | 1,245          | 14,760            | "           | 64.75           | 956,000            |
|                          | 1969        | 1,080          | 12,575            | "           | 68.80           | 865,000            |
| Carrots                  | 1970        | 5,860          |                   |             |                 |                    |
|                          | 1969**      | 6,500          |                   |             |                 |                    |
| Fresh                    | 1970        |                | 47,335            | "           | 106.50          | 5,041,000          |
|                          | 1969**      |                | 56,065            | "           | 121.25          | 6,798,000          |
| Processing               | 1970        |                | 48,320            | "           | 25.60           | 1,237,000          |
|                          | 1969**      |                | 30,800            | "           | 28.00           | 862,000            |
| Cauliflower              | 1970        | 8,745          |                   |             |                 |                    |
|                          | 1969        | 8,600          |                   |             |                 |                    |
| Fresh                    | 1970        |                | 30,145            | "           | 219.70          | 6,623,000          |
|                          | 1969        |                | 29,400            | "           | 219.00          | 6,439,000          |
| Processing               | 1970        |                | 9,175             | "           | 171.75          | 1,576,000          |
|                          | 1969        |                | 9,410             | "           | 209.15          | 1,968,000          |

\*Included in Misc. Vegetables  
 \*\*Revised Figure



VEGETABLE CROPS - Continued

| <u>CROP</u>       | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|-------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Celery            | 1970        | 6,240          |                   | Ton         | \$              | \$                 |
|                   | 1969        | 5,685          |                   |             |                 |                    |
| Fresh             | 1970        |                | 150,815           | "           | 77.00           | 11,613,000         |
|                   | 1969        |                | 173,770           | "           | 104.00          | 18,072,000         |
| Processing        | 1970*       |                |                   |             |                 |                    |
|                   | 1969        |                | 2,770             | "           | 58.10           | 161,000            |
| Endive            | 1970        | 357            | 2,887             | "           | 181.10          | 523,000            |
|                   | 1969        | 326            | 2,780             | "           | 164.15          | 456,000            |
| Garlic            | 1970        | 1,650          | 16,585            | "           | 162.85          | 2,701,000          |
|                   | 1969        | 3,040          | 20,780            | "           | 135.90          | 2,824,000          |
| Lettuce           |             |                |                   |             |                 |                    |
| Spring            | 1970        | 16,946         | 218,542           | "           | 55.41           | 12,109,000         |
|                   | 1969        | 13,520         | 159,680           | "           | 79.26           | 12,656,000         |
| Summer            | 1970        | 18,533         | 220,855           | "           | 125.68          | 27,757,000         |
|                   | 1969        | 19,390         | 232,900           | "           | 73.95           | 17,223,000         |
| Fall              | 1970        | 19,386         | 226,095           | "           | 100.64          | 22,754,000         |
|                   | 1969        | 18,910         | 249,715           | "           | 76.73           | 19,161,000         |
| Onions-Green      | 1970*       |                |                   |             |                 |                    |
|                   | 1969*       |                |                   |             |                 |                    |
| Onions-Dry        | 1970        | 220            | 4,400             | "           | 42.00           | 185,000            |
|                   | 1969        | 180            | 3,625             | "           | 62.34           | 226,000            |
| Onions-Processing | 1970        | 2,793          | 44,230            | "           | 32.20           | 1,424,000          |
|                   | 1969        | 1,680          | 26,100            | "           | 33.35           | 870,000            |
| Peas              | 1970        | 414            | 1,130             | "           | 281.00          | 318,000            |
|                   | 1969*       |                |                   |             |                 |                    |
| Peppers-Chili     | 1970        | 2,337          | 5,838             | "           | 452.50          | 2,642,000          |
|                   | 1969        | 2,570          | 4,350             | "           | 492.64          | 2,143,000          |
| Potatoes          | 1970        | 6,600          | 105,900           | "           | 56.50           | 5,983,000          |
|                   | 1969        | 7,480          | 121,000           | "           | 56.20           | 6,800,000          |
| Romaine           | 1970        | 251            | 3,075             | "           | 115.45          | 355,000            |
|                   | 1969        | 256            | 3,716             | "           | 113.30          | 421,000            |
| Brussel Sprouts   | 1970        | 920            | 4,830             | "           | 250.00          | 1,208,000          |
|                   | 1969        | 850            | 3,825             | "           | 210.00          | 803,000            |

\* Included in Misc. Vegetables

VEGETABLE CROPS - Continued

| <u>CROP</u>           | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|-----------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Spinach               | 1970        | 4,010          | 39,100            | Ton         | \$ 27.80        | \$ 1,087,000       |
|                       | 1969        | 3,300          | 31,000            | "           | 28.60           | 887,000            |
| Squash                | 1970        | 207            | 1,740             | "           | 138.35          | 241,000            |
|                       | 1969        | 327            | 3,468             | "           | 112.20          | 389,000            |
| Tomatoes              | 1970        | 5,050          |                   |             |                 |                    |
|                       | 1969        | 5,500          |                   |             |                 |                    |
| Fresh                 | 1970        |                | 42,900            | "           | 230.00          | 9,867,000          |
|                       | 1969        |                | 60,000            | "           | 270.00          | 16,200,000         |
| Processing            | 1970        |                | 13,400            | "           | 25.20           | 338,000            |
|                       | 1969        |                | 37,500            | "           | 27.00           | 1,012,000          |
| Misc. Vegetables*     | 1970        |                |                   |             |                 | 8,138,000          |
|                       | 1969        |                |                   |             |                 | 6,020,000          |
| TOTAL VEGETABLE CROPS |             |                |                   | 1970        |                 | \$147,041,000      |
|                       |             |                |                   | 1969        |                 | \$141,898,000      |

\* Includes anise, cherry tomatoes, corn, cucumbers, escarole, green beans, green onions, leaf lettuce, parsnips, parsley, radishes and others.

\*\* Revised figure

FIELD CROPS

| <u>CROP</u>         | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|---------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Barley              | 1970        | 55,000         | 52,250            | Ton         | \$ 50.80        | \$ 2,654,000       |
|                     | 1969        | 55,000         | 52,250            | "           | 50.80           | 2,654,000          |
| Beans - Dry         |             |                |                   |             |                 |                    |
| Large Lima          | 1970        | 5,660          | 1,880             | "           | 254.90          | 479,000            |
|                     | 1969        | 3,855          | 3,265             | "           | 246.00          | 803,000            |
| Small White         | 1970        | 22,780         | 12,650            | "           | 230.15          | 2,911,000          |
|                     | 1969        | 17,443         | 18,070            | "           | 202.60          | 3,661,000          |
| Misc. Dry Beans     | 1970        |                |                   |             |                 | 51,600             |
|                     | 1969        |                |                   |             |                 | 41,000             |
| Corn - Silage       | 1970        | 2,500          | 60,000            | "           | 12.50           | 750,000            |
|                     | 1969        | 3,000          | 66,000            | "           | 12.50           | 825,000            |
| Hay - Alfalfa       | 1970        | 9,400          | 75,200            | "           | 32.00           | 2,406,000          |
|                     | 1969        | 9,400          | 75,200            | "           | 32.00           | 2,406,000          |
| Hay - Grain         | 1970        | 5,800          | 14,500            | "           | 23.50           | 341,000            |
|                     | 1969        | 5,800          | 14,500            | "           | 22.50           | 326,000            |
| Hay - Oats          | 1970        | 1,500          | 3,750             | "           | 27.00           | 101,000            |
|                     | 1969        | 1,500          | 4,500             | "           | 35.00           | 158,000            |
| Pasture - Irrigated | 1970        | 2,000          |                   | Acre        | 40.00           | 80,000             |
|                     | 1969        | 2,300          |                   | "           | 40.00           | 92,000             |
| Sugar Beets         | 1970        | 14,305         | 491,178           | Ton         | 14.81           | 7,274,000          |
|                     | 1969        | 14,085         | 378,000           | "           | 13.33           | 5,039,000          |
| Wheat               | 1970        | 8,000          | 6,400             | "           | 47.00           | 301,000            |
|                     | 1969        | 11,000         | 8,250             | "           | 50.00           | 412,000            |
| TOTAL FIELD CROPS   |             |                |                   | 1970        |                 | \$17,348,600       |
|                     |             |                |                   | 1969        |                 | \$16,417,000       |

SEED CROPS

| <u>CROP</u>      | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Bean             | 1970        | 1,122          | 837               | Ton         | \$ 347.00       | \$ 290,000         |
|                  | 1969        | 1,248          | 997               | "           | 319.85          | 319,000            |
| Pea              | 1970        | 524            | 733               | "           | 145.55          | 107,000            |
|                  | 1969        | 640            | 992               | "           | 140.50          | 139,000            |
| Misc. Seed       | 1970        |                |                   |             |                 | 360,000            |
|                  | 1969        |                |                   |             |                 | 279,000            |
| TOTAL SEED CROPS |             |                |                   | 1970        |                 | \$ 757,000         |
|                  |             |                |                   | 1969        |                 | \$ 737,000         |

NURSERY STOCK, BULBS & CUT FLOWERS

| <u>CROPS</u>                          | <u>YEAR</u> | <u>ACREAGE</u> | <u>TOTAL VALUE</u> |
|---------------------------------------|-------------|----------------|--------------------|
| Nursery stock, bulbs<br>& cut flowers | 1970        | 275            | \$10,569,000       |
|                                       | 1969        | 265            | 9,117,000          |

APIARY

| <u>ITEM</u>  | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|--------------|-------------|-----------------|-------------------|-------------|-----------------|--------------------|
| Colonies     | 1970        | 8,300           |                   |             |                 |                    |
|              | 1969        | 19,500          |                   |             |                 |                    |
| Honey        | 1970        |                 | 215,800           | Lb.         | .12             | \$ 25,900          |
|              | 1969        |                 | 1,755,000         | Lb.         | .13             | 228,000            |
| Wax          | 1970        |                 | 3,597             | "           | .58             | 2,090              |
|              | 1969        |                 | 29,250            | "           | .55             | 16,000             |
| TOTAL APIARY |             |                 |                   | 1970        |                 | \$ 27,990          |
|              |             |                 |                   | 1969        |                 | \$ 244,000         |

DAIRYING, LIVESTOCK, POULTRY

| <u>CROP</u>                         | <u>YEAR</u> | <u>HEAD</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u>  |
|-------------------------------------|-------------|-------------|-------------------|-------------|-----------------|---------------------|
| Cattle & Calves                     | 1970        | 83,000      | 319,600           | Cwt         | \$ 30.30        | \$ 9,684,000        |
|                                     | 1969        | 88,400      | 340,000           | "           | 28.70           | 9,758,000           |
| Feeder                              | 1970        | 193,600     | 580,800           | "           | 29.30           | 17,017,000          |
|                                     | 1969        | 164,000     | 492,000           | "           | 28.60           | 14,071,000          |
| Milk                                |             |             |                   |             |                 |                     |
| Market                              | 1970        |             | 911,000           | "           | 5.57            | 5,074,000           |
|                                     | 1969        |             | 923,000           | "           | 5.31            | 4,901,000           |
| Manufactured                        | 1970        |             | 5,580             | "           | 4.27            | 23,800              |
|                                     | 1969        |             | 7,390             | "           | 4.27            | 31,600              |
| Sheep & Lambs                       | 1970        | 15,000      | 15,000            | "           | 27.00           | 405,000             |
|                                     | 1969        | 15,100      | 15,100            | "           | 27.00           | 408,000             |
| Wool                                | 1970        |             | 108,900           | Lb.         | .380            | 41,400              |
|                                     | 1969        |             | 110,000           | "           | .356            | 39,200              |
| Hogs                                | 1970        | 8,400       | 1,680,000         | "           | .234            | 393,000             |
|                                     | 1969        | 5,500       | 1,100,000         | "           | .228            | 251,000             |
| Chickens                            |             |             |                   |             |                 |                     |
| Fryers                              | 1970*       | 969,049     |                   |             |                 | 407,000             |
|                                     | 1969        | 1,513,935   | 5,893,000         | "           | .158            | 931,000             |
| Meat Hens                           | 1970        | 224,600     | 925,300           | "           | .079            | 73,100              |
|                                     | 1969        | 80,477      | 339,000           | "           | .08             | 27,100              |
| Eggs                                | 1970        |             | 5,925,766         | Doz         | .323            | 1,914,000           |
|                                     | 1969**      |             | 5,143,000         | "           | -               | 2,070,000           |
| Rabbits                             | 1970        | 1,289       | 5,171             | Lb.         | .287            | 1,480               |
|                                     | 1969        | 2,594       | 12,550            | "           | .286            | 3,590               |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |             |             |                   |             | 1970            | \$35,033,780        |
|                                     |             |             |                   |             | 1969            | <u>\$32,491,490</u> |

\* Includes fryers and chicks

\*\* Includes both Market and Hatching eggs

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY YEAR 1970

|                                       |       |                        |
|---------------------------------------|-------|------------------------|
| FRUIT & NUTS                          | 1970  | \$ 16,847,000          |
|                                       | 1969  | 15,322,400             |
| VEGETABLE CROPS                       | 1970  | 147,041,000            |
|                                       | 1969* | 141,898,000            |
| FIELD CROPS                           | 1970  | 17,348,600             |
|                                       | 1969  | 16,417,000             |
| SEED CROPS                            | 1970  | 757,000                |
|                                       | 1969  | 737,000                |
| NURSERY STOCK, BULBS & CUT<br>FLOWERS | 1970  | 10,569,000             |
|                                       | 1969  | 9,117,000              |
| APIARY                                | 1970  | 27,990                 |
|                                       | 1969  | 244,000                |
| DAIRYING, LIVESTOCK & POULTRY         | 1970  | 35,033,780             |
|                                       | 1969  | <u>32,491,490</u>      |
| TOTAL                                 | 1970  | \$227,624,370          |
|                                       | 1969  | * <u>\$216,226,890</u> |

\* Revised figure

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and have a slightly grainy texture.

1971

# Annual Crop Report



1971

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA



RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

MONTEREY COUNTY

TELEPHONE  
424-8811 LOCAL 372  
P.O. BOX 1370-93901

DEPARTMENT OF AGRICULTURE

AGRICULTURAL BUILDING  
120 WILGART WAY  
SALINAS, CALIFORNIA

Jerry W. Fielder, Director  
California Department of Agriculture

and

Honorable Board of Supervisors  
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year of 1971.

The values represented here are gross receipts received by the producers and do not take into account the costs of production, transportation or marketing. No attempt is made to reflect net income to the producer.

Total gross value for all Monterey County production for 1971 was \$258,056,210 which is an increase over 1970 of \$31,000,000. Most of this increase was reflected in the vegetable crops area, where demand and market conditions were favorable.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Agricultural Inspector Don Rochester who coordinated and compiled this report.

Very truly yours,

*Richard W. Nutter*  
Richard W. Nutter  
Agricultural Commissioner

RWN:d1

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER

MARVIN E. GARNER - ASSISTANT AGRICULTURAL COMMISSIONER

SALINAS OFFICE

|                        |                                  |
|------------------------|----------------------------------|
| Roy E. Bardin          | Plant Pathologist                |
| Stanley E. Clayton     | Deputy Agricultural Commissioner |
| Glenn R. Sutton        | Deputy Agricultural Commissioner |
| William D. Taylor      | Deputy Agricultural Commissioner |
| Eugene (Chick) Legault | Senior Agricultural Inspector    |
| Elmo Brock             | Agricultural Inspector           |
| Jack Cartier           | Agricultural Inspector           |
| Don Rochester          | Agricultural Inspector           |
| Walter Snow            | Agricultural Inspector           |
| Dow O. Williams        | Agricultural Inspector           |
| David Butterfield      | Agricultural Inspector           |
| William Nutley         | Agricultural Inspector           |
| Johnny Bunch, Jr.      | Agricultural Inspector           |
| Sumner C. (Bud) Cross  | Agricultural Inspector           |
| James Gambetta         | Agricultural Inspector           |
| Thomas N. O'Brien      | Agricultural Inspector           |
| Malcolm Lane           | Agricultural Inspector           |

MONTEREY OFFICE

|                    |                                  |
|--------------------|----------------------------------|
| Wallace Marvin     | Deputy Agricultural Commissioner |
| Charles D. Radford | Agricultural Inspector           |

KING CITY OFFICE

|                  |                               |
|------------------|-------------------------------|
| Frank A. Scaroni | Senior Agricultural Inspector |
| John W. Moore    | Agricultural Inspector        |
| Joseph J. Dughi  | Agricultural Inspector        |
| Robert H. Flores | Agricultural Inspector        |
| Harry O. Nelson  | Agricultural Inspector        |

PAJARO OFFICE

|                           |                               |
|---------------------------|-------------------------------|
| Theibert E. (Gene) Hester | Senior Agricultural Inspector |
| Lucille Sersen            | Typist-Clerk                  |

CLERICAL

|                    |                      |
|--------------------|----------------------|
| Maudie A. Phillips | Senior Account Clerk |
| Dorothy M. Leach   | Senior Typist        |
| Betty J. Drake     | Account Clerk        |

TREND OF MAJOR CROPS IN MONTEREY COUNTY

| <u>CROP</u>                       | <u>YEAR</u> | <u>ACRES</u> | <u>VALUE</u> |
|-----------------------------------|-------------|--------------|--------------|
| Apricots                          | 1961        | 1,180        | \$ 470,000   |
|                                   | 1966        | 1,305        | 387,000      |
|                                   | 1971        | 648          | 245,000      |
| Strawberries<br>(Fresh & Freezer) | 1961        | 3,660        | 12,358,000   |
|                                   | 1966        | 2,570        | 12,352,000   |
|                                   | 1971        | 2,457        | 15,303,000   |
| Artichokes<br>(Fresh & Proc.)     | 1961        | 5,480        | 3,207,000    |
|                                   | 1966        | 8,817        | 5,301,000    |
|                                   | 1971        | 10,530       | 8,270,000    |
| Broccoli                          | 1961        | 10,300       | 4,489,000    |
|                                   | 1966        | 14,721       | 5,483,000    |
|                                   | 1971        | 24,200       | 13,239,000   |
| Carrots<br>(Fresh & Proc.)        | 1961        | 7,000        | 9,876,000    |
|                                   | 1966        | 6,945        | 7,178,000    |
|                                   | 1971        | 6,700        | 11,483,000   |
| Cauliflower<br>(Fresh & Proc.)    | 1961        | 3,735        | 3,406,000    |
|                                   | 1966        | 4,285        | 4,541,000    |
|                                   | 1971        | 9,420        | 10,825,000   |
| Celery<br>(Fresh & Proc.)         | 1961        | 5,040        | 11,697,000   |
|                                   | 1966        | 5,265        | 14,228,000   |
|                                   | 1971        | 5,775        | 19,695,000   |
| Lettuce                           | 1961        | 47,200       | 29,356,000   |
|                                   | 1966        | 48,900       | 52,863,000   |
|                                   | 1971        | 55,000       | 65,799,000   |
| Brussels sprouts                  | 1961        | 147          | 147,000      |
|                                   | 1966        | 840          | 1,279,000    |
|                                   | 1971        | 1,300        | 1,706,000    |
| Tomatoes                          | 1961        | 8,530        | 15,104,000   |
|                                   | 1966        | 6,600        | 11,703,000   |
|                                   | 1971        | 4,500        | 12,157,000   |

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>  | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX)</u> |
|--------------|-------------|-----------------------------|
| Artichokes   | Crate       | 20 lbs.                     |
| Broccoli     | Crate       | 21 lbs.                     |
| Bushberries  | Slide       | 9 lbs.                      |
| Cabbage      | Carton      | 50 lbs.                     |
| Carrots      | Carton      | 57 lbs.                     |
| Carrots      | Bulk        | 50 lbs.                     |
| Cauliflower  | Carton      | 25 lbs.                     |
| Celery       | Crate       | 60 lbs.                     |
| Endive       | Crate       | 30 lbs.                     |
| Lettuce      | Carton      | 47 lbs.                     |
| Romaine      | Crate       | 43 lbs.                     |
| Strawberries | Slide       | 11½ lbs.                    |
| Squash       | Crate       | 32 lbs.                     |
| Tomatoes*    | Carton      | 40 lbs.                     |

\* 40 lbs. used as an average for this Crop Report

FRUITS & NUTS

| <u>CROP</u>         | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|---------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Apples              | 1971        | 663            | 7,956             | Ton         | \$ 77.00        | \$ 613,000         |
|                     | 1970        | 792            | 8,712             | "           | 66.50           | 579,000            |
| Apricots            | 1971        | 648            | 2,980             | "           | 82.30           | 245,000            |
|                     | 1970        | 1,136          | 5,600             | "           | 94.50           | 529,000            |
| Strawberries        | 1971        | 2,457          |                   |             |                 |                    |
|                     | 1970        | 2,600          |                   |             |                 |                    |
| Freezer             | 1971        |                | 11,495            | "           | 279.75          | 3,216,000          |
|                     | 1970        |                | 12,710            | "           | 320.35          | 4,072,000          |
| Fresh               | 1971        |                | 24,945            | "           | 484.55          | 12,087,000         |
|                     | 1970        |                | 23,300            | "           | 432.60          | 10,080,000         |
| Bushberries         | 1971        | 77             | 270               | "           | 250.00          | 67,500             |
|                     | 1970        | 106            | 318               | "           | 400.00          | 127,000            |
| Grapes              | 1971        | 1,555          | 5,500             | "           | 362.80          | 1,995,000          |
|                     | 1970*       |                |                   |             |                 |                    |
| Walnuts             | 1971        | 1,042          | 519               | "           | 383.45          | 199,000            |
|                     | 1970        | 1,144          | 396               | "           | 409.10          | 162,000            |
| Misc. Fruit*        | 1971        |                |                   |             |                 | 210,000            |
|                     | 1970        |                |                   |             |                 | 1,298,000          |
| TOTAL FRUITS & NUTS |             |                |                   | 1971        |                 | \$ 18,632,500      |
|                     |             |                |                   | 1970        |                 | 16,847,000         |

\* Includes almonds, dried apricots, cherries, grapes and raspberries.

VEGETABLE CROPS

| <u>CROP</u>        | <u>YEAR</u>   | <u>ACERAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|--------------------|---------------|----------------|-------------------|-------------|-----------------|--------------------|
| Artichokes         | 1971          | 10,530         |                   |             |                 |                    |
|                    | 1970          | 10,240         |                   |             |                 |                    |
| Fresh              | 1971          |                | 26,335            | Ton         | \$ 234.55       | \$ 6,177,000       |
|                    | 1970          |                | 21,290            | "           | 260.00          | 5,535,000          |
| Processing         | 1971          |                | 12,310            | "           | 170.00          | 2,093,000          |
|                    | 1970          |                | 10,000            | "           | 140.10          | 1,401,000          |
| Asparagus          | 1971          | 2,385          | 4,155             | "           | 508.50          | 2,113,000          |
|                    | 1970          | 2,460          | 4,325             | "           | 452.00          | 1,955,000          |
| Beans (Green Lima) | 1971<br>1970* | 3,200          | 5,440             | "           | 177.00          | 963,000            |
| Broccoli           | 1971          | 24,200         |                   |             |                 |                    |
|                    | 1970          | 23,700         |                   |             |                 |                    |
| Fresh              | 1971          |                | 30,565            | "           | 309.25          | 9,452,000          |
|                    | 1970          |                | 25,700            | "           | 263.35          | 6,768,000          |
| Processing         | 1971          |                | 22,700            | "           | 166.85          | 3,787,000          |
|                    | 1970          |                | 39,470            | "           | 169.90          | 6,706,000          |
| Brussels sprouts   | 1971          | 1,300          | 6,825             | "           | 250.00          | 1,706,000          |
|                    | 1970          | 920            | 4,830             | "           | 250.00          | 1,208,000          |
| Cabbage            | 1971          | 910            | 15,200            | "           | 74.15           | 1,127,000          |
|                    | 1970          | 1,245          | 14,760            | "           | 64.75           | 956,000            |
| Carrots            | 1971          | 6,700          |                   |             |                 |                    |
|                    | 1970          | 5,860          |                   |             |                 |                    |
| Fresh              | 1971          |                | 61,500            | "           | 170.00          | 10,455,000         |
|                    | 1970          |                | 47,335            | "           | 106.50          | 5,041,000          |
| Processing         | 1971          |                | 39,000            | "           | 26.35           | 1,028,000          |
|                    | 1970          |                | 48,320            | "           | 25.60           | 1,237,000          |
| Cauliflower        | 1971          | 9,420          |                   |             |                 |                    |
|                    | 1970          | 8,745          |                   |             |                 |                    |
| Fresh              | 1971          |                | 32,040            | "           | 265.05          | 8,492,000          |
|                    | 1970          |                | 30,145            | "           | 219.70          | 6,623,000          |
| Processing         | 1971          |                | 12,230            | "           | 190.75          | 2,333,000          |
|                    | 1970          |                | 9,175             | "           | 171.75          | 1,576,000          |

\* Included in Misc. Vegetables

VEGETABLE CROP - Continued

| <u>CROP</u>       | <u>YEAR</u> | <u>ACERAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|-------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Celery            | 1971        | 5,775          | 156,000           | Ton         | \$ 126.25       | \$ 19,695,000      |
|                   | 1970        | 6,240          | 150,815           | "           | 77.00           | 11,613,000         |
| Cucumbers (Proc.) | 1971        | 660            | 2,230             | "           | 99.50           | 222,000            |
|                   | 1970*       |                |                   |             |                 |                    |
| Endive            | 1971        | 250            | 1,625             | "           | 183.35          | 298,000            |
|                   | 1970        | 357            | 2,887             | "           | 181.10          | 523,000            |
| Garlic            | 1971        | 1,715          | 13,065            | "           | 150.00          | 1,960,000          |
|                   | 1970        | 1,650          | 16,585            | "           | 162.85          | 2,701,000          |
| Lettuce           |             |                |                   |             |                 |                    |
| Spring            | 1971        | 15,230         | 201,050           | "           | 93.82           | 18,863,000         |
|                   | 1970        | 16,946         | 218,542           | "           | 55.41           | 12,109,000         |
| Summer            | 1971        | 18,970         | 228,792           | "           | 93.49           | 21,390,000         |
|                   | 1970        | 18,533         | 220,855           | "           | 125.68          | 27,757,000         |
| Fall              | 1971        | 20,800         | 253,968           | "           | 100.59          | 25,547,000         |
|                   | 1970        | 19,386         | 226,095           | "           | 100.64          | 22,754,000         |
| Onions - (Proc.)  | 1971        | 2,830          | 46,480            | "           | 31.80           | 1,478,000          |
|                   | 1970        | 2,793          | 44,230            | "           | 32.20           | 1,424,000          |
| Onions - Dry      | 1971        | 250            | 4,250             | "           | 47.20           | 201,000            |
|                   | 1970        | 220            | 4,400             | "           | 42.00           | 185,000            |
| Peas - (Fresh)    | 1971        | 800            | 2,280             | "           | 240.00          | 547,000            |
|                   | 1970        | 414            | 1,130             | "           | 281.00          | 318,000            |
| Peas - (Proc.)    | 1971        | 1,010          | 2,070             | "           | 109.20          | 226,000            |
|                   | 1970*       |                |                   |             |                 |                    |
| Peppers - Chili   | 1971        | 2,570          | 3,355             | "           | 571.00          | 1,916,000          |
|                   | 1970        | 2,337          | 5,838             | "           | 452.50          | 2,642,000          |
| Potatoes          | 1971        | 6,580          | 105,525           | "           | 62.70           | 6,616,000          |
|                   | 1970        | 6,600          | 105,900           | "           | 56.50           | 5,983,000          |
| Romaine           | 1971        | 350            | 4,130             | "           | 132.75          | 548,000            |
|                   | 1970        | 251            | 3,075             | "           | 115.45          | 355,000            |

\* Included in Misc. Vegetables

VEGETABLE CROPS - Continued

| <u>CROP</u>           | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|-----------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Spinach               | 1971        | 4,360          | 48,860            | Ton         | \$ 30.50        | \$ 1,490,000       |
|                       | 1970        | 4,010          | 39,100            | "           | 27.80           | 1,087,000          |
| Squash                | 1971        | 336            | 1,780             | "           | 159.90          | 285,000            |
|                       | 1970        | 207            | 1,740             | "           | 138.35          | 241,000            |
| Tomatoes              | 1971        | 4,500          |                   |             |                 |                    |
|                       | 1970        | 5,050          |                   |             |                 |                    |
| Fresh                 | 1971        |                | 40,800            | "           | 276.00          | 11,261,000         |
|                       | 1970        |                | 42,900            | "           | 230.00          | 9,867,000          |
| Processing            | 1971        |                | 32,000            | "           | 28.00           | 896,000            |
|                       | 1970        |                | 13,400            | "           | 25.20           | 338,000            |
| Misc Vegetables*      |             |                |                   |             |                 |                    |
| Fresh                 | 1971        |                |                   |             |                 | 6,250,000          |
|                       | 1970        |                |                   |             |                 | 8,138,000          |
| Processed             | 1971        |                |                   |             |                 | 56,000             |
| TOTAL VEGETABLE CROPS |             |                |                   | 1971        |                 | \$ 169,471,000     |
|                       |             |                |                   | 1970        |                 | 147,041,000        |

\* Includes anise, cherry tomatoes, corn, escarole, green onions, leaf lettuce, parsley, parsnips, radishes and others.



FIELD CROPS

| <u>CROP</u>         | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|---------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Barley              | 1971        | 55,000         | 55,000            | Ton         | \$ 52.00        | \$ 2,860,000       |
|                     | 1970        | 55,000         | 52,250            | "           | 50.80           | 2,654,000          |
| Beans - Dry         |             |                |                   |             |                 |                    |
| Large Lima          | 1971        | 1,780          | 1,415             | "           | 344.15          | 487,000            |
|                     | 1970        | 5,660          | 1,880             | "           | 254.90          | 479,000            |
| Small White         | 1971        | 14,630         | 11,700            | "           | 301.60          | 3,529,000          |
|                     | 1970        | 22,780         | 12,650            | "           | 230.15          | 2,911,000          |
| Misc. Dry Beans     | 1971        |                |                   |             |                 | 71,000             |
|                     | 1970        |                |                   |             |                 | 51,600             |
| Corn - Silage       | 1971        | 2,500          | 67,500            | "           | 12.00           | 810,000            |
|                     | 1970        | 2,500          | 60,000            | "           | 12.50           | 750,000            |
| Hay - Alfalfa       | 1971        | 10,000         | 80,000            | "           | 35.00           | 2,800,000          |
|                     | 1970        | 9,400          | 75,200            | "           | 32.00           | 2,406,000          |
| Hay - Grain         | 1971        | 5,800          | 14,500            | "           | 25.00           | 362,000            |
|                     | 1970        | 5,800          | 14,500            | "           | 23.50           | 341,000            |
| Hay - Oats          | 1971        | 1,900          | 4,750             | "           | 30.00           | 142,000            |
|                     | 1970        | 1,500          | 3,750             | "           | 27.00           | 101,000            |
| Pasture - Dry Land  | 1971        | 1,022,000      |                   | Acre        | 2.00            | 2,044,000          |
| Pasture - Irrigated | 1971        | 2,000          |                   | "           | 40.00           | 80,000             |
|                     | 1970        | 2,000          |                   | "           | 40.00           | 80,000             |
| Sugar Beets         | 1971        | 20,100         | 572,900           | Ton         | 15.02           | 8,605,000          |
|                     | 1970        | 14,305         | 491,178           | "           | 14.81           | 7,274,000          |
| Wheat               | 1971        | 6,500          | 5,200             | "           | 60.00           | 312,000            |
|                     | 1970        | 8,000          | 6,400             | "           | 47.00           | 301,000            |
| TOTAL FIELD CROPS   |             |                |                   | 1971        |                 | \$22,102,000       |
|                     |             |                |                   | 1970        |                 | 17,348,600         |

SEED CROPS

| <u>CROP</u>      | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|------------------|-------------|----------------|-------------------|-------------|-----------------|--------------------|
| Bean             | 1971        | 802            | 457               | Ton         | \$ 337.85       | \$ 154,000         |
|                  | 1970        | 1,122          | 837               | "           | 347.00          | 290,000            |
| Pea              | 1971        | 1,203          | 1,545             | "           | 148.20          | 229,000            |
|                  | 1970        | 524            | 733               | "           | 145.55          | 107,000            |
| Misc. Seed       | 1971        |                |                   |             |                 | 227,000            |
|                  | 1970        |                |                   |             |                 | 360,000            |
| TOTAL SEED CROPS |             |                |                   | 1971        |                 | \$ 610,000         |
|                  |             |                |                   | 1970        |                 | 757,000            |

NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES

| <u>CROP</u>  | <u>YEAR</u> | <u>ACREAGE</u> |                     |                  | <u>TOTAL VALUE</u> |
|--|-------------|----------------|---------------------|------------------|--------------------|
| Nursery stock, bulbs<br>& cut flowers                        | 1970        | 275            |                     |                  | \$ 10,569,000      |
| Cut flowers*   | 1971        | 152            |                     |                  | 7,434,000          |
| Nursery stock<br>& bulbs                                     | 1971        | 177            |                     |                  | 5,250,000          |
| Christmas trees  | 1971        | 55             | TREES SOLD<br>8,750 | PER TREE<br>3.45 | 30,200             |
| TOTAL NURSERY STOCK, BULBS, CUT FLOWERS &<br>CHRISTMAS TREES |             |                |                     | 1971             | \$ 12,714,200      |
|  |             |                |                     | 1970             | 10,569,000         |

APIARY

| <u>ITEM</u>  | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|--------------|-------------|-----------------|-------------------|-------------|-----------------|--------------------|
| Colonies     | 1971        | 7,400           |                   |             |                 |                    |
|              | 1970        | 8,300           |                   |             |                 |                    |
| Honey        | 1971        |                 | 103,600           | Lb.         | .19             | \$ 19,700          |
|              | 1970        |                 | 215,800           | "           | .12             | 25,900             |
| Wax          | 1971        |                 | 1,727             | "           | .60             | 1,040              |
|              | 1970        |                 | 3,597             | "           | .58             | 2,090              |
| TOTAL APIARY |             |                 |                   |             | 1971            | \$ 20,740          |
|              |             |                 |                   |             | 1970            | 27,990             |

\* Includes carnations, roses &amp; mums

DAIRYING, LIVESTOCK & POULTRY

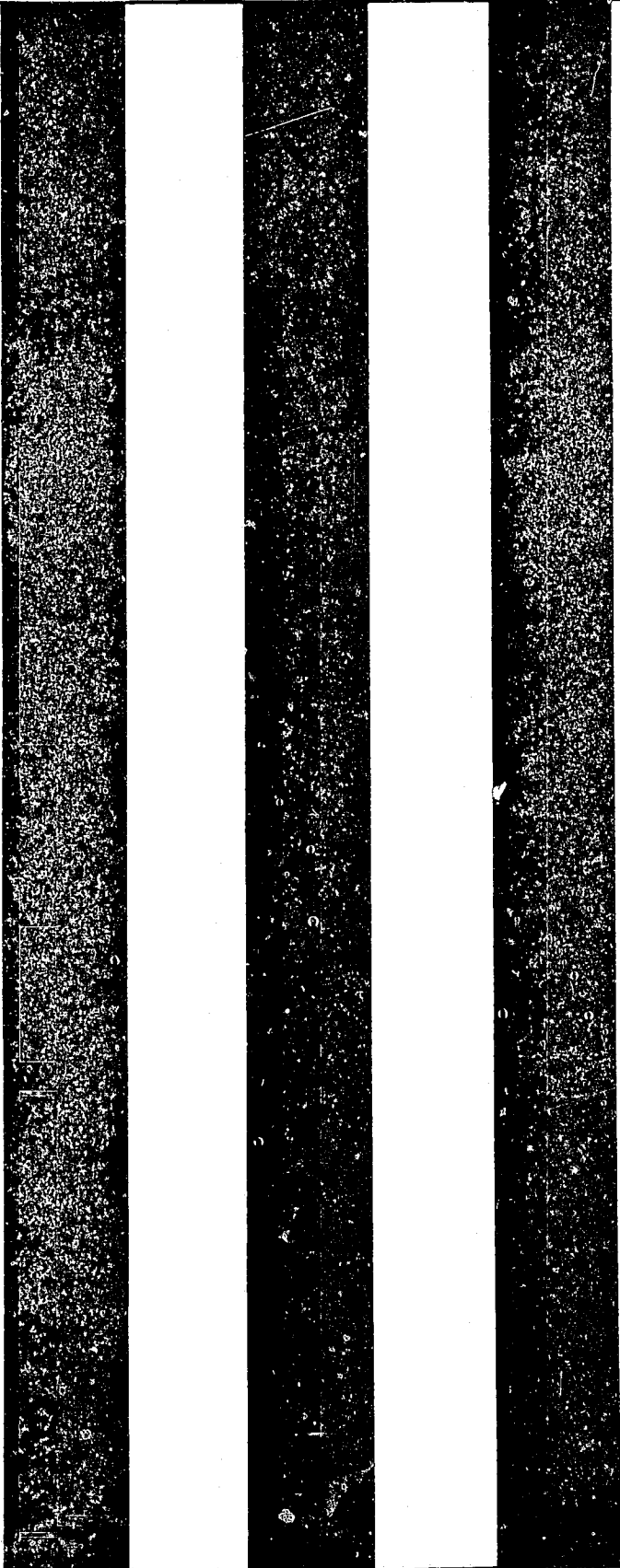
| <u>CROP</u>                         | <u>YEAR</u> | <u>HEAD</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|-------------------------------------|-------------|-------------|-------------------|-------------|-----------------|--------------------|
| Cattle & Calves                     | 1971        | 85,500      | 342,000           | Cwt.        | \$ 31.90        | \$ 10,910,000      |
|                                     | 1970        | 83,000      | 319,600           | "           | 30.30           | 9,684,000          |
| Feeder                              | 1971        | 169,000     | 507,000           | "           | 32.30           | 16,376,000         |
|                                     | 1970        | 193,600     | 580,800           | "           | 29.30           | 17,017,000         |
| Milk                                |             |             |                   |             |                 |                    |
| Market                              | 1971        |             | 884,000           | "           | 5.76            | 5,092,000          |
|                                     | 1970        |             | 911,000           | "           | 5.57            | 5,074,000          |
| Manufactured                        | 1971        |             | 7,560             | "           | 4.31            | 32,600             |
|                                     | 1970        |             | 5,580             | "           | 4.27            | 23,800             |
| Sheep & Lambs                       | 1971        | 15,380      | 15,380            | "           | 26.70           | 411,000            |
|                                     | 1970        | 15,000      | 15,000            | "           | 27.00           | 405,000            |
| Wool                                | 1971        |             | 123,000           | Lb.         | .38             | 46,700             |
|                                     | 1970        |             | 108,900           | "           | .38             | 41,400             |
| Hogs                                | 1971        | 5,400       | 1,080,000         | "           | .18             | 194,000            |
|                                     | 1970        | 8,400       | 1,680,000         | "           | .234            | 393,000            |
| Chickens                            |             |             |                   |             |                 |                    |
| Fryers                              | 1971        | 906,856     | 3,627,000         | "           | .16             | 580,000            |
|                                     | 1970*       | 969,049     |                   |             |                 | 407,000            |
| Meat Hens                           | 1971        | 115,942     | 463,700           | "           | .10             | 46,400             |
|                                     | 1970        | 224,600     | 925,300           | "           | .079            | 73,100             |
| Eggs                                | 1971        |             | 5,778,800         | Doz.        | .245            | 1,416,000          |
|                                     | 1970        |             | 5,925,766         | "           | .323            | 1,914,000          |
| Rabbits                             | 1971        | 935         | 3,850             | Lb.         | .288            | 1,110              |
|                                     | 1970        | 1,289       | 5,171             | "           | .287            | 1,480              |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |             |             |                   |             | 1971            | \$ 35,105,810      |
|                                     |             |             |                   |             | 1970            | 35,033,780         |

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY YEAR 1971

|  |      |                |
|--|------|----------------|
| FRUITS & NUTS  | 1971 | \$ 18,632,500  |
|  | 1970 | 16,847,000     |
| VEGETABLE CROPS  | 1971 | 169,471,000    |
|  | 1970 | 147,041,000    |
| FIELD CROPS  | 1971 | 22,102,000     |
|  | 1970 | 17,348,600     |
| SEED CROPS   | 1971 | 610,000        |
|  | 1970 | 757,000        |
| NURSERY STOCK, BULBS, CUT<br>FLOWERS & CHRISTMAS TREES | 1971 | 12,714,200     |
|  | 1970 | 10,569,000     |
| APLARY   | 1971 | 20,700         |
|  | 1970 | 27,990         |
| DAIRYING, LIVESTOCK & POULTRY                          | 1971 | 35,105,810     |
|  | 1970 | 35,033,780     |
| TOTAL  | 1971 | \$ 258,656,210 |
|  | 1970 | 227,624,370    |

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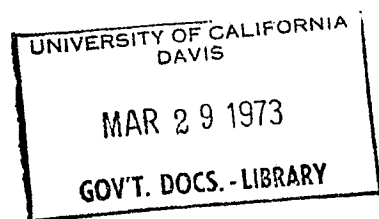
1972

# Annual Crop Report

1972

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA



# MONTEREY COUNTY

## DEPARTMENT OF AGRICULTURE

(408) 424-8611, EXT. 372 - 120 WILGART WAY - P.O. BOX 1370 - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



C. B. Christensen, Director  
Department of Food and Agriculture

and

The Honorable Board of Supervisors  
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year of 1972.

Monterey County agriculture reached a record high of \$277,211,870 in 1972, which is an increase of 18 million over the previous year.

Growers were faced with severe drought and freezing conditions in the spring, record breaking freeze and prolonged rain toward the end of the year. These losses were off-set by demand and increased prices.

The values represented here are gross receipts received by the producers and do not take into account the costs of production, transportation or marketing. No attempt is made to reflect net income to the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Agricultural Inspector Don Rochester who coordinated and compiled this report.

Very truly yours,

Richard W. Nutter  
Agricultural Commissioner

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER

MARVIN E. GARNER - ASSISTANT AGRICULTURAL COMMISSIONER

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Glenn R. Sutton  
William D. Taylor  
Eugene (Chick) Legault  
Elmo Brock  
Jack Cartier  
Don Rochester  
Dow O. Williams  
David Butterfield  
William Nutley  
Johnny Bunch, Jr.  
James Gambetta  
Thomas N. O'Brien  
Malcolm Lane  
Expedito Ibarbia

Plant Pathologist  
Deputy Agricultural Commissioner  
Deputy Agricultural Commissioner  
Deputy Agricultural Commissioner  
Senior Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector

MONTEREY OFFICE

Wallace Marvin  
Charles D. Radford

Deputy Agricultural Commissioner  
Agricultural Inspector

KING CITY OFFICE

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John W. Moore  
Joseph J. Dughi  
Robert H. Flores  
Harry O. Nelson  
Robert Stewart

Senior Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector

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Thelbert E. (Gene) Hester  
Kenneth Young  
Lucille Semenza

Senior Agricultural Inspector  
Agricultural Inspector  
Typist-Clerk

CLERICAL

Maudie A. Phillips  
Dorothy M. Leach  
Betty J. Drake

Senior Account Clerk  
Senior Typist  
Account Clerk



TREND OF MAJOR CROPS IN MONTEREY COUNTY

| <u>CROP</u>                           | <u>YEAR</u> | <u>ACRES</u> | <u>VALUE</u>  |
|---------------------------------------|-------------|--------------|---------------|
| Strawberries<br>(Fresh & Proc.)       | 1961        | 3,660        | \$ 12,358,000 |
|                                       | 1966        | 2,570        | 12,352,000    |
|                                       | 1972        | 1,680        | 14,293,000    |
| Artichokes<br>(Fresh & Proc.)         | 1961        | 5,480        | 3,207,000     |
|                                       | 1966        | 8,817        | 5,301,000     |
|                                       | 1972        | 10,720       | 8,865,000     |
| Broccoli                              | 1961        | 10,300       | 4,489,000     |
|                                       | 1966        | 14,721       | 5,483,000     |
|                                       | 1972        | 22,080       | 15,872,000    |
| Carrots<br>(Fresh & Proc.)            | 1961        | 7,000        | 9,876,000     |
|                                       | 1966        | 6,945        | 7,178,000     |
|                                       | 1972        | 6,800        | 10,405,000    |
| Cauliflower<br>(Fresh & Proc.)        | 1961        | 3,735        | 3,406,000     |
|                                       | 1966        | 4,285        | 4,541,000     |
|                                       | 1972        | 10,515       | 10,987,000    |
| Celery<br>(Fresh & Proc.)             | 1961        | 5,040        | 11,697,000    |
|                                       | 1966        | 5,265        | 14,228,000    |
|                                       | 1972        | 5,600        | 19,193,000    |
| Lettuce                               | 1961        | 47,200       | 29,356,000    |
|                                       | 1966        | 48,900       | 52,863,000    |
|                                       | 1972        | 54,580       | 64,222,000    |
| Brussels sprouts                      | 1961        | 147          | 147,000       |
|                                       | 1966        | 840          | 1,279,000     |
|                                       | 1972        | 1,700        | 2,530,000     |
| Tomatoes                              | 1961        | 8,530        | 15,104,000    |
|                                       | 1966        | 6,600        | 11,703,000    |
|                                       | 1972        | 4,800        | 19,262,000    |
| Nursery stock, Bulbs<br>& Cut flowers | 1964        | 63           | 1,642,000     |
|                                       | 1968        | 223          | 6,894,000     |
|                                       | 1972        | 380          | 14,542,000    |

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>  | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX.)</u> |
|--------------|-------------|------------------------------|
| Artichokes   | Crate       | 20 lbs.                      |
| Broccoli     | Crate       | 21 lbs.                      |
| Bushberries  | Slide       | 9 lbs.                       |
| Cabbage      | Carton      | 50 lbs.                      |
| Carrots      | Carton      | 57 lbs.                      |
| Carrots      | Bulk        | 50 lbs.                      |
| Cauliflower  | Carton      | 25 lbs.                      |
| Celery       | Crate       | 60 lbs.                      |
| Endive       | Crate       | 30 lbs.                      |
| Romaine      | Crate       | 43 lbs.                      |
| Strawberries | Slide       | 11½ lbs.                     |
| Squash       | Crate       | 32 lbs.                      |
| Tomatoes*    | Carton      | 40 lbs.                      |

\* 40 lbs. used as an average for this Crop Report.

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY - YEAR 1972

|  |      |                    |
|--|------|--------------------|
| FRUITS & NUTS  | 1972 | \$ 18,810,000      |
|  | 1971 | 18,632,500         |
| VEGETABLE CROPS  | 1972 | 180,807,400        |
|  | 1971 | 169,471,000        |
| FIELD CROPS  | 1972 | 23,818,700         |
|  | 1971 | 22,102,000         |
| SEED CROPS   | 1972 | 376,600            |
|  | 1971 | 610,000            |
| NURSERY STOCK, BULBS, CUT<br>FLOWERS & CHRISTMAS TREES | 1972 | 14,581,600         |
|  | 1971 | 12,714,200         |
| APIARY   | 1972 | 42,070             |
|  | 1971 | 20,700             |
| DAIRYING, LIVESTOCK &<br>POULTRY                       | 1972 | 38,775,500         |
|  | 1971 | <u>35,105,810</u>  |
| TOTAL  | 1972 | \$ 277,211,870     |
|  | 1971 | <u>258,656,210</u> |

FRUITS & NUTS

| <u>CROP</u>        | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|--------------------|-------------|----------------------------|-------------------|--------------|-------------|---------------------|--------------|
|                    |             |                            | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Apples             | 1972        | 650                        | 15.50             | 10,075       | Ton         | \$ 110.00           | \$ 1,108,000 |
|                    | 1971        | 663                        |                   | 7,956        | "           | 77.00               | 613,000      |
| Apricots           | 1972        | 526                        | 4.31              | 2,270        | "           | 125.00              | 284,000      |
|                    | 1971        | 648                        |                   | 2,980        | "           | 82.30               | 245,000      |
| Strawberries       | 1972        | 1,680                      |                   |              |             |                     |              |
|                    | 1971        | 2,457                      |                   |              |             |                     |              |
| Fresh              | 1972        |                            | 16.13             | 27,100       | "           | 430.55              | 11,668,000   |
|                    | 1971        |                            |                   | 24,945       | "           | 484.55              | 12,087,000   |
| Processing         | 1972        |                            | 4.62              | 7,775        | "           | 337.60              | 2,625,000    |
|                    | 1971        |                            |                   | 11,495       | "           | 279.75              | 3,216,000    |
| Bushberries        | 1972        | 77                         | 3.49              | 269          | "           | 440.00              | 118,000      |
|                    | 1971        | 77                         |                   | 270          | "           | 250.00              | 67,500       |
| Grapes             | 1972        | 2,620                      | 2.33              | 6,105        | "           | 442.75              | 2,703,000    |
|                    | 1971        | 1,555                      |                   | 5,500        | "           | 362.80              | 1,995,000    |
| Walnuts            | 1972        | 610                        | .223              | 136          | "           | 551.50              | 75,000       |
|                    | 1971        | 1,042                      |                   | 519          | "           | 383.45              | 199,000      |
| Misc. Fruit *      | 1972        |                            |                   |              |             |                     | 229,000      |
|                    | 1971        |                            |                   |              |             |                     | 210,000      |
| TOTAL FRUIT & NUTS |             |                            |                   |              |             | 1972                | \$18,810,000 |
|                    |             |                            |                   |              |             | 1971                | 18,632,500   |

\* Includes almonds, dried apricots, cherries and raspberries.

VEGETABLE CROPS

| <u>CROP</u>        | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|--------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|
|                    |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Artichokes         | 1972        | 10,720         |                   |              |             |                     |              |
|                    | 1971        | 10,530         |                   |              |             |                     |              |
| Fresh              | 1972        |                | 2.15              | 23,035       | Ton         | \$ 320.10           | \$ 7,374,000 |
|                    | 1971        |                |                   | 26,335       | "           | 234.55              | 6,177,000    |
| Processing         | 1972        |                | 1.02              | 10,915       | "           | 136.60              | 1,491,000    |
|                    | 1971        |                |                   | 12,310       | "           | 170.00              | 2,093,000    |
| Asparagus          | 1972        | 2,380          |                   |              |             |                     |              |
|                    |             |                |                   |              |             |                     |              |
| Fresh              | 1972        |                | 1.69              | 4,020        | "           | 531.60              | 2,137,000    |
|                    | 1971        |                | .67               | 1,600        | "           | 513.75              | 822,000      |
| Processing         | 1972        |                |                   |              |             |                     |              |
|                    | 1971 *      | 2,385          |                   | 4,155        | "           | 508.50              | 2,113,000    |
| Beans (Green Lima) | 1972        | 4,160          | 2.085             | 8,670        | "           | 216.00              | 1,873,000    |
|                    | 1971        | 3,200          |                   | 5,440        | "           | 177.00              | 963,000      |
| Broccoli           | 1972        | 22,080         |                   |              |             |                     |              |
|                    | 1971        | 24,200         |                   |              |             |                     |              |
| Fresh              | 1972        |                | 2.12              | 25,120       | "           | 293.20              | 7,365,000    |
|                    | 1971        |                |                   | 30,565       | "           | 309.25              | 9,452,000    |
| Processing         | 1972        |                | 4.89              | 49,940       | "           | 170.35              | 8,507,000    |
|                    | 1971        |                |                   | 22,700       | "           | 166.85              | 3,787,000    |
| Brussels sprouts   | 1972        | 1,700          | 5.51              | 9,370        | "           | 270.00              | 2,530,000    |
|                    | 1971        | 1,300          |                   | 6,825        | "           | 250.00              | 1,706,000    |
| Cabbage            | 1972        | 1,525          | 14.84             | 22,630       | "           | 67.05               | 1,517,000    |
|                    | 1971        | 910            |                   | 15,200       | "           | 74.15               | 1,127,000    |
| Carrots            | 1972        | 6,800          |                   |              |             |                     |              |
|                    | 1971        | 6,700          |                   |              |             |                     |              |
| Fresh              | 1972        |                | 13.94             | 69,685       | "           | 124.50              | 8,676,000    |
|                    | 1971        |                |                   | 61,500       | "           | 170.00              | 10,455,000   |
| Processing         | 1972        |                | 18.00             | 32,400       | "           | 53.35               | 1,729,000    |
|                    | 1971        |                |                   | 39,000       | "           | 26.35               | 1,028,000    |
| Cauliflower        | 1972        | 10,515         |                   |              |             |                     |              |
|                    | 1971        | 9,420          |                   |              |             |                     |              |
| Fresh              | 1972        |                | 4.76              | 33,780       | "           | 255.80              | 8,641,000    |
|                    | 1971        |                |                   | 32,040       | "           | 265.05              | 8,492,000    |
| Processing         | 1972        |                | 3.92              | 13,380       | "           | 175.35              | 2,346,000    |
|                    | 1971        |                |                   | 12,230       | "           | 190.75              | 2,333,000    |

VEGETABLE CROPS - Continued

| CROP                 | YEAR    | ACREAGE | PRODUCTION          |                  | UNIT   | F.O.B.    | VALUE         |
|----------------------|---------|---------|---------------------|------------------|--------|-----------|---------------|
|                      |         |         | PER ACRE            | TOTAL            |        | PER UNIT  | TOTAL         |
| Celery               | 1972    | 5,600   | 28.91               | 161,900          | Ton    | \$ 118.55 | \$ 19,193,000 |
|                      | 1971    | 5,775   |                     | 156,000          | "      | 126.25    | 19,695,000    |
| Cucumbers -<br>Proc. | 1972    | 930     | 4.45                | 4,140            | "      | 114.70    | 475,000       |
|                      | 1971    | 660     |                     | 2,230            | "      | 99.50     | 222,000       |
| Endive               | 1972    | 289     | 9.01                | 2,605            | "      | 176.20    | 459,000       |
|                      | 1971    | 250     |                     | 1,625            | "      | 183.35    | 298,000       |
| Garlic               | 1972    | 2,355   | 7.71                | 18,160           | "      | 154.05    | 2,798,000     |
|                      | 1971    | 1,715   |                     | 13,065           | "      | 150.00    | 1,960,000     |
| Lettuce              | 1972    |         | Cartons<br>Per Acre | Total<br>Cartons |        |           |               |
| Spring               |         | 17,670  |                     |                  |        |           |               |
| Summer               |         | 18,170  |                     |                  |        |           |               |
| Fall                 |         | 19,010  |                     |                  |        |           |               |
| Season Total         |         | 54,850  | 594.95              | 32,633,000       | Carton | 1.968     | 64,222,000    |
| Spring               | 1971    | 15,230  |                     | 201,050          | Ton    | 93.82     | 18,863,000    |
| Summer               |         | 18,970  |                     | 228,792          | "      | 93.49     | 21,390,000    |
| Fall                 |         | 20,800  |                     | 253,968          | "      | 100.59    | 25,547,000    |
| Onions - Dry         | 1972    | 250     | 17                  | 4,250            | "      | 49.00     | 208,000       |
|                      | 1971    | 250     |                     | 4,250            | "      | 47.20     | 201,000       |
| Onions -<br>Green    | 1972    | 575     | 11.70               | 6,725            | "      | 364.90    | 2,454,000     |
|                      | 1971*** |         |                     |                  |        |           |               |
| Onions -<br>Proc.    | 1972    | 1,950   | 16                  | 31,200           | "      | 36.20     | 1,129,000     |
|                      | 1971    | 2,830   |                     | 46,480           | "      | 31.80     | 1,478,000     |
| Peas - Fresh         | 1972    | 60      | 2.83                | 170              | "      | 296.45    | 50,400        |
|                      | 1971    | 800     |                     | 2,280            | "      | 240.00    | 547,000       |
| Peas - Proc.         | 1972    | 1,000   | 1.80                | 1,800            | "      | 100.00    | 180,000       |
|                      | 1971    | 1,010   |                     | 2,070            | "      | 109.20    | 226,000       |
| Peppers -<br>Chili   | 1972    | 3,090   | 2.09                | 6,458            | "      | 475.00    | 3,068,000     |
|                      | 1971    | 2,570   |                     | 3,355            | "      | 571.00    | 1,916,000     |
| Potatoes             | 1972    | 5,855   | 16.80               | 98,420           | "      | 56.80     | 5,590,000     |
|                      | 1971    | 6,580   |                     | 105,525          | "      | 62.70     | 6,616,000     |
| Romaine              | 1972*** |         |                     |                  |        |           |               |
|                      | 1971    | 350     |                     | 4,130            | "      | 132.75    | 548,000       |
| Spinach              | 1972    | 5,100   | 10.84               | 55,300           | "      | 38.25     | 2,115,000     |
|                      | 1971    | 4,360   |                     | 48,860           | "      | 30.50     | 1,490,000     |
| Squash               | 1972    | 262     | 5.97                | 1,565            | "      | 173.80    | 272,000       |
|                      | 1971    | 336     |                     | 1,780            | "      | 159.90    | 285,000       |

VEGETABLE CROPS - Continued

| <u>CROP</u>           | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |               |
|-----------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|---------------|
|                       |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u>  |
| Tomatoes              | 1972        | 4,800          |                   |              |             |                     |               |
|                       | 1971        | 4,500          |                   |              |             |                     |               |
| Fresh                 | 1972        |                | 19                | 62,700       | Ton         | \$ 291.80           | \$ 18,296,000 |
|                       | 1971        |                |                   | 40,800       | "           | 276.00              | 11,261,000    |
| Processing            | 1972        |                | 23                | 34,500       | "           | 28.00               | 966,000       |
|                       | 1971        |                |                   | 32,000       | "           | 28.00               | 896,000       |
| Misc Vegetables ***   |             |                |                   |              |             |                     |               |
| Fresh                 | 1972        |                |                   |              |             |                     | 4,198,000     |
|                       | 1971        |                |                   |              |             |                     | 6,250,000     |
| Processed             | 1972        |                |                   |              |             |                     | 126,000       |
|                       | 1971        |                |                   |              |             |                     | 56,000        |
| TOTAL VEGETABLE CROPS |             |                |                   |              |             | 1972                | 180,807,400   |
|                       |             |                |                   |              |             | 1971                | 169,471,000   |

\* Asparagus 1971 - Fresh and Processing not reported separately.

\*\* Green Onions included in Misc Vegetables in 1971.

\*\*\* Includes anise, cherry tomatoes, corn, escarole, shredded lettuce, leaf lettuce, parsnips, parsley, radishes and others.

FIELD CROPS

| <u>CROP</u>            | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|------------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|
|                        |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Barley                 | 1972        | 55,000         | 1                 | 55,000       | Ton         | \$ 58.00            | \$ 3,190,000 |
|                        | 1971        | 55,000         |                   | 55,000       | "           | 52.00               | 2,860,000    |
| Beans - Dry            |             |                |                   |              |             |                     |              |
| Large Lima             | 1972        | 1,950          | 1.12              | 2,180        | "           | 519.25              | 1,132,000    |
|                        | 1971        | 1,780          |                   | 1,415        | "           | 344.15              | 487,000      |
| Small White            | 1972        | 11,185         | 1.07              | 12,000       | "           | 300.60              | 3,607,000    |
|                        | 1971        | 14,630         |                   | 11,700       | "           | 301.60              | 3,529,000    |
| Misc. Dry              | 1972        |                |                   |              |             |                     | 72,700       |
|                        | 1971        |                |                   |              |             |                     | 71,000       |
| Corn - Silage          | 1972        | 2,000          | 27                | 54,000       | "           | 12.00               | 648,000      |
|                        | 1971        | 2,500          |                   | 67,500       | "           | 12.00               | 810,000      |
| Hay - Alfalfa          | 1972        | 10,000         | 8                 | 80,000       | "           | 35.50               | 2,840,000    |
|                        | 1971        | 10,000         |                   | 80,000       | "           | 35.00               | 2,800,000    |
| Hay - Grain            | 1972        | 6,000          | 2                 | 12,000       | "           | 25.00               | 300,000      |
|                        | 1971        | 5,800          |                   | 14,500       | "           | 25.00               | 362,000      |
| Hay - Oats             | 1972        | 1,900          | 2                 | 3,800        | "           | 30.00               | 114,000      |
|                        | 1971        | 1,900          |                   | 4,750        | "           | 30.00               | 142,000      |
| Oats - Silage          | 1972        | 600            | 10                | 6,000        | "           | 10.00               | 60,000       |
|                        | 1971 *      |                |                   |              |             |                     |              |
| Pasture -<br>Dry Land  | 1972        | 1,019,000      |                   |              | Acre        | 2.50                | 2,548,000    |
|                        | 1971        | 1,022,000      |                   |              | "           | 2.00                | 2,044,000    |
| Pasture -<br>Irrigated | 1972        | 2,000          |                   |              | "           | 40.00               | 80,000       |
|                        | 1971        | 2,000          |                   |              | "           | 40.00               | 80,000       |
| Sugar Beets            | 1972        | 17,000         | 35.87             | 609,800      | Ton         | 14.70               | 8,964,000    |
|                        | 1971        | 20,100         |                   | 572,900      | "           | 15.02               | 8,605,000    |
| Wheat                  | 1972        | 6,500          | 1500 Lbs.         | 4,875        | "           | 54.00               | 263,000      |
|                        | 1971        | 6,500          |                   | 5,200        | "           | 60.00               | 312,000      |
| TOTAL FIELD CROPS      |             |                |                   |              | 1972        |                     | \$23,818,700 |
|                        |             |                |                   |              | 1971        |                     | 22,102,000   |

\* Not reported separately in 1971



SEED CROP

| <u>CROP</u>             | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |                |
|-------------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|----------------|
|                         |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u>   |
| Bean                    | 1972        | 453            | .80               | 365          | Ton         | \$ 346.85           | \$ 127,000     |
|                         | 1971        | 802            |                   | 457          | "           | 337.85              | 154,000        |
| Pea                     | 1972        | 402            | .69               | 278          | "           | 203.60              | 56,600         |
|                         | 1971        | 1,203          |                   | 1,545        | "           | 148.20              | 229,000        |
| Misc. Seed              | 1972        |                |                   |              |             |                     | 193,000        |
|                         | 1971        |                |                   |              |             |                     | 227,000        |
| <b>TOTAL SEED CROPS</b> |             |                |                   |              | 1972        |                     | \$ 376,600     |
|                         |             |                |                   |              | 1971        |                     | <u>610,000</u> |

APIARY

| <u>ITEM</u>         | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL VALUE</u> |
|---------------------|-------------|-----------------|-------------------|-------------|-----------------|--------------------|
| Colonies            | 1972        | 7,700           |                   |             |                 |                    |
|                     | 1971        | 7,400           |                   |             |                 |                    |
| Honey               | 1972        |                 | 161,700           | Lbs.        | .25             | \$ 40,400          |
|                     | 1971        |                 | 103,600           | "           | .19             | 19,700             |
| Wax                 | 1972        |                 | 2,695             | "           | .62             | 1,670              |
|                     | 1971        |                 | 1,727             | "           | .60             | 1,040              |
| <b>TOTAL APIARY</b> |             |                 |                   |             | 1972            | \$ 42,070          |
|                     |             |                 |                   |             | 1971            | <u>20,740</u>      |

NURSERY STOCK, BULBS, CUT FLOWER & CHRISTMAS TREES

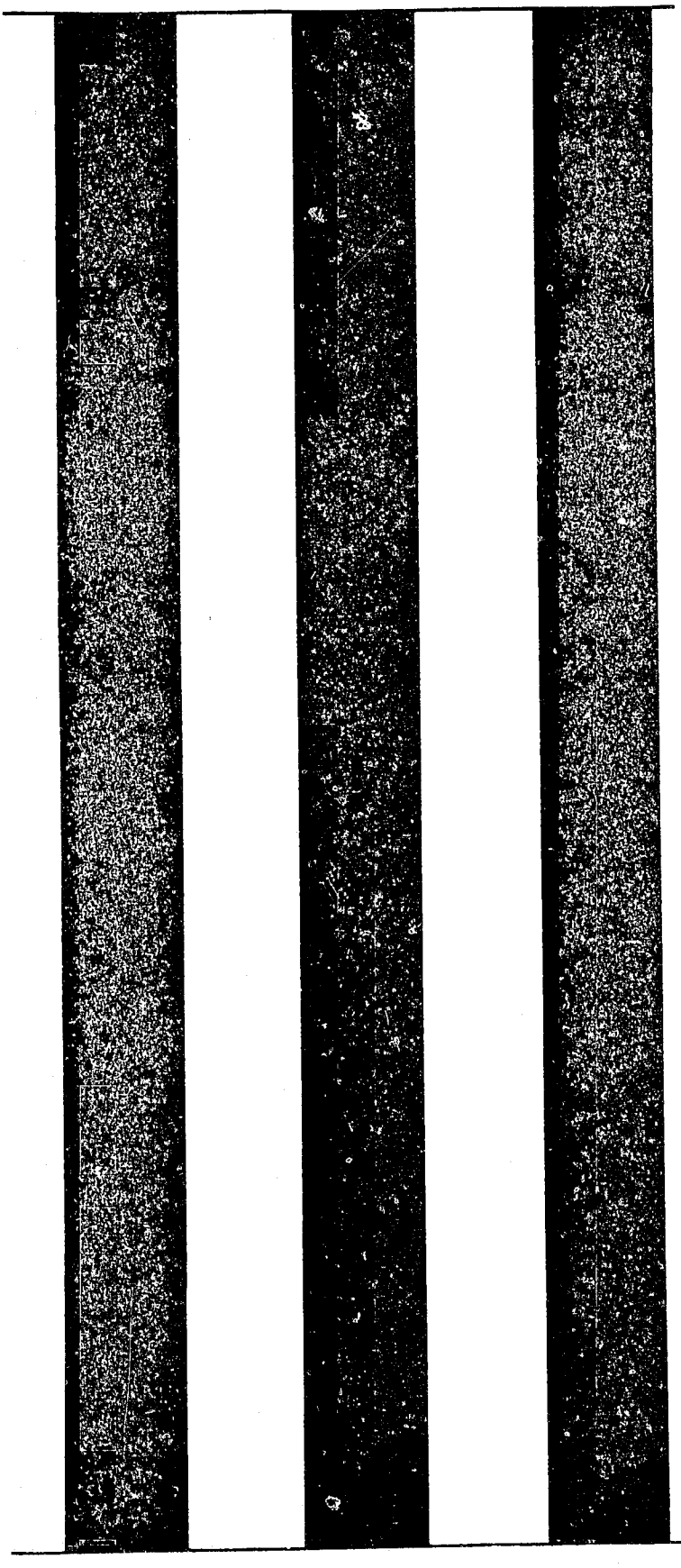
| <u>CROP</u>                              | <u>YEAR</u> | <u>ACREAGE</u> | <u>BLOOMS SOLD</u> | <u>AV. PR PER BLOOM</u> | <u>TOTAL</u> |                   |
|--|-------------|----------------|--------------------|-------------------------|--------------|-------------------|
| Cut Flowers                              | 1972        |                |                    |                         |              |                   |
| Rose                                     |             | 52.80          | 31,558,000         | .0963                   | \$ 3,039,000 |                   |
| Carnation                                |             | 110.87         | 89,103,000         | .0636                   | 5,667,000    |                   |
| Chrysanthemum                            |             | 25.03          | 4,552,000          | .1926                   | 877,000      |                   |
| Cut Flowers                              | 1971*       | 152            |                    |                         | 7,434,000    |                   |
| Nursery Stock & Bulbs                    | 1972        | 191.09         |                    |                         | 4,959,000    |                   |
|  | 1971        | 177            |                    |                         | 5,250,000    |                   |
|  |             |                | <b>TREES SOLD</b>  | <b>PER TREE</b>         |              |                   |
| Christmas Trees                          | 1972        | 58             | 9,420              | 4.20                    | 39,600       |                   |
|  | 1971        | 55             | 8,750              | 3.45                    | 30,200       |                   |
| <b>TOTAL NURSERY STOCK, BULBS</b>        |             |                |                    |                         | 1972         | \$14,581,600      |
| <b>CUT FLOWERS &amp; CHRISTMAS TREES</b> |             |                |                    |                         | 1971         | <u>12,714,200</u> |

\* Includes carnations, roses & mums.

DAIRYING, LIVESTOCK & POULTRY

| <u>CROP</u>                         | <u>YEAR</u> | <u>HEAD</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>F.O.B. VALUE</u> |               |
|-------------------------------------|-------------|-------------|-------------------|-------------|---------------------|---------------|
|                                     |             |             |                   |             | <u>PER UNIT</u>     | <u>TOTAL</u>  |
| Cattle & Calves                     | 1972        | 77,000      | 231,000           | Cwt.        | \$ 35.10            | \$ 8,108,000  |
|                                     | 1971        | 85,500      | 342,000           | "           | 31.90               | 10,910,000    |
| Feeder                              | 1972        | 202,100     | 606,300           | "           | 37.90               | 22,979,000    |
|                                     | 1971        | 169,000     | 507,000           | "           | 32.30               | 16,376,000    |
| Milk Market                         | 1972        |             | 831,000           | "           | 5.82                | 4,836,000     |
|                                     | 1971        |             | 884,000           | "           | 5.76                | 5,092,000     |
| Manufactured                        | 1972        |             | 28,200            | "           | 4.84                | 136,000       |
|                                     | 1971        |             | 7,560             | "           | 4.31                | 32,600        |
| Sheep & Lambs                       | 1972        | 13,300      | 13,300            | "           | 29.70               | 395,000       |
|                                     | 1971        | 15,380      | 15,380            | "           | 26.70               | 411,000       |
| Wool                                | 1972        |             | 106,400           | Lb.         | .19                 | 20,200        |
|                                     | 1971        |             | 123,000           | "           | .38                 | 46,700        |
| Hogs                                | 1972        | 8,100       | 1,620,000         | "           | .26                 | 421,000       |
|                                     | 1971        | 5,400       | 1,080,000         | "           | .18                 | 194,000       |
| Chickens Fryers                     | 1972        | 674,890     | 2,779,700         | "           | .175                | 486,000       |
|                                     | 1971        | 906,856     | 3,627,000         | "           | .16                 | 580,000       |
| Meat Hens                           | 1972        | 88,700      | 346,000           | "           | .047                | 16,300        |
|                                     | 1971        | 115,942     | 463,700           | "           | .10                 | 46,400        |
| Eggs                                | 1972        |             | 5,159,485         | Doz         | .267                | 1,378,000     |
|                                     | 1971        |             | 5,778,800         | "           | .245                | 1,416,000     |
| Rabbits                             | 1972 *      |             |                   |             |                     |               |
|                                     | 1971        | 935         | 3,850             | Lb.         | .288                | 1,110         |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |             |             |                   |             | 1972                | \$ 38,775,500 |
|                                     |             |             |                   |             | 1971                | 35,105,810    |

\* Insufficient amount to report.

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and appear to have a slightly grainy or textured appearance.

1973

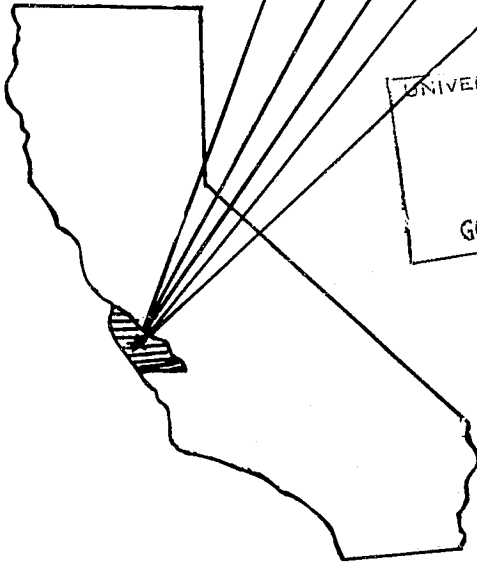
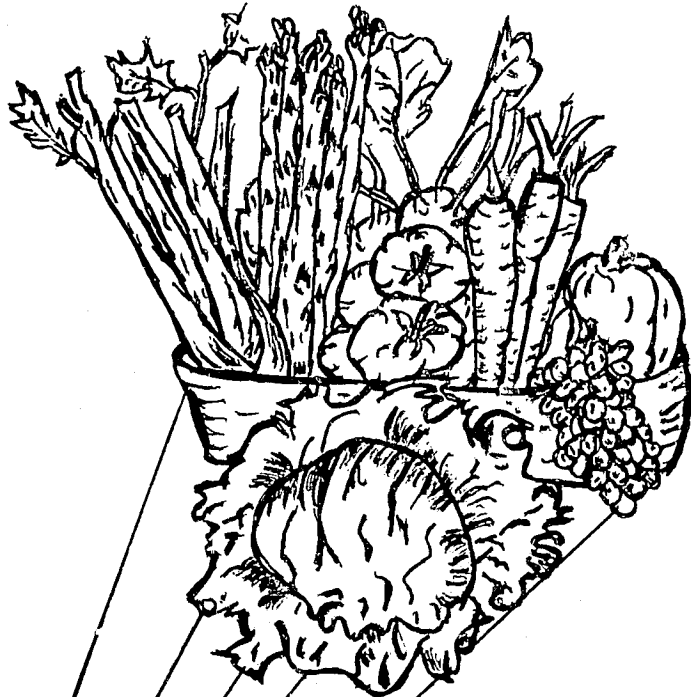
ARTS  
SERIES

1973

# Monterey County

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RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA

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It is necessary for us to periodically review/revise our mailing list.

Please check your name, address and ZIP Code for accuracy. To remain on our mailing list for our "Annual Crop Report" return this notice NOT LATER THAN APRIL 15, 1974, or your name will be deleted from our mailing list.

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# MONTEREY COUNTY

## DEPARTMENT OF AGRICULTURE

(408) 758-3876 - 120 WILGART WAY - P.O. BOX 1370 - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



C. B. Chirstensen, Director  
Department of Food and Agriculture

and

The Honorable Board of Supervisors  
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year of 1973.

Monterey County agriculture recorded an all time high in excess of \$358 million in 1973, this is an increase of more than \$81 million over the 1972 figure.

Despite the favorable outlook, growers were faced with many adversities including late spring rains, a prolonged strike, transportation difficulties plus fuel and fertilizer shortages. All of these factors affected the dollar return to the grower.

The values represented here are gross receipts received by the producers and do not take into account the costs of production, transportation or marketing. No attempt is made to reflect net income to the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Agricultural Inspector Don Rochester who coordinated and compiled this report.

Very truly yours,

A handwritten signature in cursive script that reads "Richard W. Nutter".

Richard W. Nutter  
Agricultural Commissioner

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER  
MARVIN E. GARNER - ASSISTANT AGRICULTURAL COMMISSIONER

SALINAS OFFICE

|                        |                                  |
|------------------------|----------------------------------|
| Roy E. Bardin          | Plant Pathologist                |
| Stanley E. Clayton     | Deputy Agricultural Commissioner |
| Glenn R. Sutton        | Deputy Agricultural Commissioner |
| William D. Taylor      | Deputy Agricultural Commissioner |
| Eugene (Chick) Legault | Senior Agricultural Inspector    |
| Elmo Brock             | Agricultural Inspector           |
| Jack Cartier           | Agricultural Inspector           |
| Don Rochester          | Agricultural Inspector           |
| Dow O. Williams        | Agricultural Inspector           |
| David Butterfield      | Agricultural Inspector           |
| William Nutley         | Agricultural Inspector           |
| Johnny Bunch, Jr.      | Agricultural Inspector           |
| James Gambetta         | Agricultural Inspector           |
| Thomas N. O'Brien      | Agricultural Inspector           |
| Malcolm Lane           | Agricultural Inspector           |
| Expedito Ibarbia       | Agricultural Inspector           |

MONTEREY OFFICE

|                    |                                  |
|--------------------|----------------------------------|
| Wallace Marvin     | Deputy Agricultural Commissioner |
| Charles D. Radford | Agricultural Inspector           |

KING CITY OFFICE

|                  |                               |
|------------------|-------------------------------|
| Frank A. Scaroni | Senior Agricultural Inspector |
| John W. Moore    | Agricultural Inspector        |
| Joseph J. Dughi  | Agricultural Inspector        |
| Robert H. Flores | Agricultural Inspector        |
| Harry O. Nelson  | Agricultural Inspector        |
| Robert Stewart   | Agricultural Inspector        |

PAJARO OFFICE

|                           |                               |
|---------------------------|-------------------------------|
| Theibert E. (Gene) Hester | Senior Agricultural Inspector |
| Kenneth Young             | Agricultural Inspector        |
| Lucille Semenza           | Typist-Clerk                  |

CLERICAL

|                    |                      |
|--------------------|----------------------|
| Maudie A. Phillips | Senior Account Clerk |
| Dorothy M. Leach   | Senior Typist        |
| Betty J. Drake     | Account Clerk        |

COVER THEME

|                                |   |                                 |
|--------------------------------|---|---------------------------------|
| Kathi Firth and Rosemary Tharp | - | Students at Sacred Heart School |
|--------------------------------|---|---------------------------------|

TREND OF MAJOR CROPS IN MONTEREY COUNTY

| <u>CROP</u>                           | <u>YEAR</u> | <u>ACRES</u> | <u>VALUE</u> |
|---------------------------------------|-------------|--------------|--------------|
| Strawberries<br>(Fresh & Proc.)       | 1963        | 3,674        | \$16,089,000 |
|                                       | 1968        | 1,973        | 13,951,000   |
|                                       | 1973        | 1,885        | 19,119,000   |
| Artichokes<br>(Fresh & Proc.)         | 1963        | 6,260        | 4,137,000    |
|                                       | 1968        | 9,323        | 5,698,000    |
|                                       | 1973        | 10,480       | 10,624,000   |
| Broccoli                              | 1963        | 13,000       | 5,638,000    |
|                                       | 1968        | 19,481       | 9,557,000    |
|                                       | 1973        | 25,440       | 19,411,000   |
| Carrots<br>(Fresh & Proc.)            | 1963        | 7,665        | 7,972,000    |
|                                       | 1968        | 6,910        | 8,798,000    |
|                                       | 1973        | 6,600        | 9,532,000    |
| Cauliflower<br>(Fresh & Proc.)        | 1963        | 5,030        | 3,597,000    |
|                                       | 1968        | 7,921        | 6,548,000    |
|                                       | 1973        | 9,775        | 11,255,000   |
| Celery<br>(Fresh & Proc.)             | 1963        | 5,600        | 10,104,000   |
|                                       | 1968        | 6,209        | 12,608,000   |
|                                       | 1973        | 5,910        | 16,305,000   |
| Lettuce                               | 1963        | 50,620       | 35,547,000   |
|                                       | 1968        | 51,875       | 52,770,000   |
|                                       | 1973        | 52,260       | 118,765,000  |
| Brussels sprouts                      | 1963        | 673          | 591,000      |
|                                       | 1968        | 890          | 1,357,000    |
|                                       | 1973        | 1,475        | 1,993,000    |
| Tomatoes                              | 1963        | 8,500        | 14,413,000   |
|                                       | 1968        | 7,000        | 16,209,000   |
|                                       | 1973        | 3,900        | 9,474,000    |
| Nursery stock, Bulbs<br>& Cut Flowers | 1963        | 63           | 1,642,000    |
|                                       | 1968        | 223          | 6,894,000    |
|                                       | 1973        | 423          | 17,255,200   |



APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>  | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX)</u> |      |
|--------------|-------------|-----------------------------|------|
| Artichokes   | Crate       | 20                          | lbs. |
| Broccoli     | Crate       | 21                          | lbs. |
| Bushberries  | slide       | 9                           | lbs. |
| Cabbage      | Carton      | 50                          | lbs. |
| Carrots      | Carton      | 57                          | lbs. |
| Carrots      | Bulk        | 50                          | lbs. |
| Cauliflower  | Carton      | 25                          | lbs. |
| Celery       | Crate       | 60                          | lbs. |
| Endive       | Crate       | 30                          | lbs. |
| Romaine      | Crate       | 43                          | lbs. |
| Strawberries | Slide       | 11½                         | lbs. |
| Squash       | Crate       | 32                          | lbs. |
| Tomatoes *   | Carton      | 40                          | lbs. |

\* 40lbs. used as an average for this Crop Report.

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY - YEAR 1973

|  |      |               |
|--|------|---------------|
| FRUIT & NUT  | 1973 | \$ 26,923,000 |
|  | 1972 | 18,810,000    |
| VEGETABLE CROPS  | 1973 | 223,415,400   |
|  | 1972 | 180,807,400   |
| FIELD CROPS  | 1973 | 27,093,000    |
|  | 1972 | 23,818,700    |
| SEED CROPS   | 1973 | 723,100       |
|  | 1972 | 376,600       |
| APIARY   | 1973 | 475,200       |
|  | 1972 | 42,070        |
| NURSERY STOCK, BULBS, CUT<br>FLOWERS & CHRISTMAS TREES | 1973 | 17,255,200    |
|  | 1972 | 14,581,600    |
| DAIRYING, LIVESTOCK &<br>POULTRY                       | 1973 | 62,949,900    |
|  | 1972 | 38,775,500    |
|  |      | <hr/>         |
| TOTAL  | 1973 | \$358,834,800 |
|  | 1972 | 277,211,870   |
|  |      | <hr/> <hr/>   |

## MILLION DOLLAR CROPS

|                       |               |
|-----------------------|---------------|
| LETTUCE               | \$118,765,000 |
| CATTLE                | 52,140,000    |
| BROCCOLI              | 19,411,000    |
| STRAWBERRIES          | 19,119,000    |
| CELERY                | 16,305,000    |
| CAULIFLOWER           | 11,255,000    |
| FLOWERS               | 11,032,000    |
| ARTICHOKES            | 10,624,000    |
| CARROTS               | 9,532,000     |
| TOMATOES              | 9,474,000     |
| BEANS - SMALL WHITE   | 9,275,000     |
| NURSERY STOCK & BULBS | 6,170,000     |
| GRAPES                | 5,928,000     |
| MILK MARKETED         | 5,160,000     |
| BARLEY                | 4,258,000     |
| POTATOES              | 4,035,000     |
| PASTURE LAND - DRY    | 3,563,000     |
| PEPPERS               | 3,528,000     |
| SUGAR BEETS           | 3,468,000     |
| ASPARAGUS             | 3,303,000     |
| GARLIC                | 3,174,000     |
| HAY - ALFALFA         | 3,018,000     |
| EGGS                  | 2,681,000     |
| CABBAGE               | 2,075,000     |
| BEANS, LARGE LIMA-DRY | 2,018,000     |
| BRUSSELS SPROUTS      | 1,993,000     |
| BEANS - GREEN LIMA    | 1,504,000     |
| ONIONS - GREEN        | 1,966,000     |
| SPINACH               | 1,411,000     |
| HOGS                  | 1,455,000     |
| APPLES                | 1,200,000     |

FRUIT & NUT

| CROP                    | YEAR | BEARING<br>ACREAGE | PRODUCTION |                           | UNIT | F.O.B. VALUE |                   |
|-------------------------|------|--------------------|------------|---------------------------|------|--------------|-------------------|
|                         |      |                    | PER ACRE   | TOTAL                     |      | PER UNIT     | TOTAL             |
| Apples                  | 1973 | 577                | 13.64      | 7,870                     | Ton  | \$152.50     | \$ 1,200,000      |
|                         | 1972 | 650                | 15.50      | 10,075                    | "    | 110.00       | 1,108,000         |
| Apricots                | 1973 | 320                | 5.00       | 1,600                     | "    | 137.00       | 219,000           |
|                         | 1972 | 526                | 4.31       | 2,270                     | "    | 125.00       | 284,000           |
| Strawberries            | 1973 | 1,885              |            |                           |      |              |                   |
|                         | 1972 | 1,680              |            |                           |      |              |                   |
| Fresh                   | 1973 |                    | 15.64      | 29,485                    | "    | 551.95       | 16,274,000        |
|                         | 1972 |                    | 16.13      | 27,100                    | "    | 430.55       | 11,668,000        |
| Processing              | 1973 |                    | 3.59       | 6,770                     | "    | 420.25       | 2,845,000         |
|                         | 1972 |                    | 4.62       | 7,775                     | "    | 337.60       | 2,625,000         |
| TOTAL STRAWBERRIES 1973 |      |                    |            | 36,255                    |      |              | \$19,119,000      |
|                         |      |                    |            | <u>34,875</u>             |      |              | <u>14,293,000</u> |
| Bushberries             | 1973 | 65                 | 3.75       | 244                       | "    | 700.00       | 171,000           |
|                         | 1972 | 77                 | 3.49       | 269                       | "    | 440.00       | 118,000           |
| Grapes                  | 1973 | -                  | -          | See Supplementary Page 1A |      |              | 5,928,000         |
|                         | 1972 | -                  | -          | See Supplementary Page 1A |      |              | 2,703,000         |
| Walnuts                 | 1973 | 560                | .501       | 281                       | "    | 640.55       | 180,000           |
|                         | 1972 | 610                | .223       | 136                       | "    | 551.50       | 75,000            |
| Misc. Fruit *           | 1973 |                    |            |                           |      |              | 106,000           |
|                         | 1972 |                    |            |                           |      |              | 229,000           |
|                         |      |                    |            |                           |      |              |                   |
| TOTAL FRUIT & NUTS      |      |                    |            |                           | 1973 |              | 26,923,000        |
|                         |      |                    |            |                           | 1972 |              | <u>18,810,000</u> |

\* Includes almonds, dried apricots, cherries and raspberries.

GRAPE SUPPLEMENTARY

| <u>CROP</u> | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-------------|-------------|----------------------------|-------------------|--------------|-------------|---------------------|--------------|
|             |             |                            | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Grapes      | 1973        | 4,650                      | 2.63              | 12,225       | Ton         | 484.90              | \$5,928,000  |
|             | Non-bearing | <u>22,792</u>              |                   |              |             |                     |              |
|             | TOTAL       | 27,442                     |                   |              |             |                     |              |
|             | 1972        | 2,620                      | 2.33              | 6,105        | "           | 442.73              | 2,703,000    |

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

| <u>VARIETY</u>     | <u>ACRES</u>         |
|--------------------|----------------------|
| Barbera            | 166                  |
| Cabernet Sauvignon | 4,775                |
| Chardonnay         | 2,398                |
| Chenin Blanc       | 1,853                |
| Emerald Riesling   | 373                  |
| French Colombard   | 378                  |
| Gamay              | 1,233                |
| Gamay Beaujolais   | 835                  |
| Gewurztraminer     | 845                  |
| Gray Riesling      | 503                  |
| Merlot             | 1,035                |
| Petite Sirah       | 1,762                |
| Pinot Blanc        | 643                  |
| Pinot Noir         | 2,354                |
| Royalty            | 32                   |
| Ruby Cabernet      | 418                  |
| Sauvignon Blanc    | 763                  |
| Semillon           | 482                  |
| Sylvaner           | 516                  |
| Tinta Madeira      | 103                  |
| White Riesling     | 1,873                |
| Zinfandel          | 2,391                |
| Other Red          | 1,105                |
| Other White        | 606                  |
| <b>TOTAL</b>       | <b><u>27,442</u></b> |

VEGETABLE CROPS

| CROP                  | YEAR | ACREAGE | PRODUCTION |        | UNIT | F.O.B. VALUE |              |
|-----------------------|------|---------|------------|--------|------|--------------|--------------|
|                       |      |         | PER ACRE   | TOTAL  |      | PER UNIT     | TOTAL        |
| Artichokes            | 1973 | 10,480  |            |        |      |              |              |
|                       | 1972 | 10,720  |            |        |      |              |              |
| Fresh                 | 1973 |         | 2.18       | 22,905 | Ton  | \$ 421.45    | \$ 9,653,000 |
|                       | 1972 |         | 2.15       | 23,035 | "    | 320.10       | 7,374,000    |
| Processing            | 1973 |         | .86        | 9,037  | "    | 107.44       | 971,000      |
|                       | 1972 |         | 1.02       | 10,915 | "    | 136.60       | 1,491,000    |
| Asparagus             | 1973 | 3,480   |            |        |      |              |              |
|                       | 1972 | 2,380   |            |        |      |              |              |
| Fresh                 | 1973 |         | 1.17       | 4,065  | "    | 589.65       | 2,397,000    |
|                       | 1972 |         | 1.69       | 4,020  | "    | 531.60       | 2,137,000    |
| Processing            | 1973 |         | .49        | 1,690  | "    | 536.15       | 906,000      |
|                       | 1972 |         | .67        | 1,600  | "    | 513.75       | 822,000      |
| Beans (Green<br>Lima) | 1973 | 3,700   | 1.89       | 6,995  | "    | 215.00       | 1,504,000    |
|                       | 1972 | 4,160   | 2.085      | 8,670  | "    | 216.00       | 1,873,000    |
| Broccoli              | 1973 | 25,440  |            |        |      |              |              |
|                       | 1972 | 22,080  |            |        |      |              |              |
| Fresh                 | 1973 |         | 1.25       | 31,830 | "    | 326.40       | 10,389,000   |
|                       | 1972 |         | 2.12       | 25,120 | "    | 293.20       | 7,365,000    |
| Processing            | 1973 |         | 5.07       | 49,045 | "    | 183.95       | 9,022,000    |
|                       | 1972 |         | 4.89       | 49,940 | "    | 170.35       | 8,507,000    |
| Brussels<br>sprouts   | 1973 | 1,475   | 5.00       | 7,380  | "    | 270.00       | 1,993,000    |
|                       | 1972 | 1,700   | 5.51       | 9,370  | "    | 270.00       | 2,530,000    |
| Cabbage               | 1973 | 1,430   | 14.25      | 20,380 | "    | 101.80       | 2,075,000    |
|                       | 1972 | 1,525   | 14.84      | 22,630 | "    | 67.05        | 1,517,000    |
| Carrots               | 1973 | 6,600   |            |        |      |              |              |
|                       | 1972 | 6,800   |            |        |      |              |              |
| Fresh                 | 1973 |         | 12.36      | 50,680 | "    | 147.55       | 7,478,000    |
|                       | 1972 |         | 13.94      | 69,685 | "    | 124.50       | 8,676,000    |
| Processing            | 1973 |         | 34.60      | 86,500 | "    | 23.75        | 2,054,000    |
|                       | 1972 |         | 18.00      | 32,400 | "    | 53.35        | 1,729,000    |

VEGETABLE CROPS - Continued

| CROP                 | YEAR       | ACREAGE | PRODUCTION                  |           | UNIT | F.O.B. VALUE |              |
|----------------------|------------|---------|-----------------------------|-----------|------|--------------|--------------|
|                      |            |         | PER ACRE                    | TOTAL     |      | PER UNIT     | TOTAL        |
| Cauliflower          | 1973       | 9,775   |                             |           |      |              |              |
|                      | 1972       | 10,515  |                             |           |      |              |              |
| Fresh                | 1973       |         | 2.89                        | 28,310    | Ton  | 291.15       | \$ 8,242,000 |
|                      | 1972       |         | 4.76                        | 33,780    | "    | 255.80       | 8,641,000    |
| Processing           | 1972       |         | 3.55                        | 14,075    | "    | 214.05       | 3,013,000    |
|                      | 1973       |         | 3.92                        | 13,380    | "    | 175.35       | 2,346,000    |
| Celery               | 1973       | 5,910   |                             |           |      |              |              |
| Fresh                |            |         | 27.39                       | 152,300   | "    | 103.60       | 15,778,000   |
|                      | Processing |         | 26.31                       | 9,210     | "    | 57.20        | 527,000      |
|                      | 1972 *     | 5,600   | 28.91                       | 161,900   | "    | 118.55       | 19,193,000   |
| Cucumbers -<br>Proc. | 1973       | 380     | 11.37                       | 4,320     | "    | 75.60        | 326,000      |
|                      | 1972       | 930     | 4.45                        | 4,140     | "    | 114.70       | 475,000      |
| Endive               | 1973       | --      | See Supplementary Page -4A- |           |      |              | 573,000      |
|                      | 1972       | --      | See Supplementary Page -4A- |           |      |              | 459,000      |
| Garlic               | 1973       | 2,845   | 7.67                        | 21,820    | "    | 145.45       | 3,174,000    |
|                      | 1972       | 2,355   | 7.71                        | 18,160    | "    | 154.05       | 2,798,000    |
| Lettuce-<br>Head     | 1973       | --      | See Supplementary Page -4A- |           |      |              | 114,746,000  |
|                      | 1972       | --      | See Supplementary Page -4A- |           |      |              | 64,222,000   |
| Lettuce-<br>Bulk     | 1973       | --      | See Supplementary Page -4A- |           |      |              | 973,000      |
|                      | 1972 **    |         |                             |           |      |              |              |
| Lettuce-<br>Misc.    | 1973       | --      | See Supplementary Page -4A- |           |      |              | 1,815,000    |
|                      | 1972 **    |         |                             |           |      |              |              |
| Mushrooms            | 1973       | 8       | 207,750                     | 1,662,000 | Lbs. | .5054        | 840,000      |
| Onions - Dry         | 1973       | 300     | 20                          | 6,000     | Ton  | 120.00       | 720,000      |
|                      | 1972       | 250     | 17                          | 4,250     | "    | 49.00        | 208,000      |
| Onions-<br>Green     | 1973       | 497     | 10                          | 4,970     | "    | 395.55       | 1,966,000    |
|                      | 1972       | 575     | 11.70                       | 6,725     | "    | 364.90       | 2,454,000    |
| Onions-<br>Proc.     | 1973       | 1,200   | 12.28                       | 14,740    | "    | 47.15        | 695,000      |
|                      | 1972       | 1,950   | 16                          | 31,200    | "    | 36.20        | 1,129,000    |
| Peas - Fresh         | 1973       | 52      | 2.71                        | 141       | "    | 619.85       | 87,400       |
|                      | 1972       | 60      | 2.83                        | 170       | "    | 296.45       | 50,400       |
| Peas.- Proc.         | 1973 **    |         |                             |           |      |              |              |
|                      | 1972       | 1,000   | 1.80                        | 1,800     | "    | 100.00       | 180,000      |

VEGETABLE CROPS - Continued

| CROP                     | YEAR   | ACREAGE | PRODUCTION |        | UNIT | F.O.B. VALUE |               |
|--------------------------|--|---------|------------|--------|------|--------------|---------------|
|                          |  |         | PER ACRE   | TOTAL  |      | PER UNIT     | TOTAL         |
| Peppers-Chili<br>(Dry)   | 1973   | 2,035   | 2.10       | 4,274  | Ton  | 482.40       | \$ 2,062,000  |
| Peppers-Chili<br>(Proc.) | 1973   | 920     | 10.95      | 10,100 | "    | 145.15       | 1,466,000     |
| Peppers-Chili<br>(Dry)   | 1972   | 3,090   | 2.09       | 6,458  | "    | 475.00       | 3,068,000     |
| Potatoes                 | 1973   | 4,230   | 16.21      | 68,570 | "    | 58.85        | 4,035,000     |
|                          | 1972   | 5,855   | 16.80      | 98,420 | "    | 56.80        | 5,590,000     |
| Romaine                  | 1973 - See Supplementary Page -4A-<br>1972** |         |            |        |      |              | 694,000       |
| Spinach                  | 1973   | 3,705   | 10.18      | 37,720 | "    | 37.40        | 1,411,000     |
|                          | 1972   | 5,100   | 10.84      | 55,300 | "    | 38.25        | 2,115,000     |
| Squash                   | 1973   | 340     | 4.90       | 1,665  | "    | 208.40       | 347,000       |
|                          | 1972   | 262     | 5.97       | 1,565  | "    | 173.80       | 272,000       |
| Tomatoes                 | 1973   | 3,900   |            |        |      |              |               |
|                          | 1972   | 4,800   |            |        |      |              |               |
| Fresh                    | 1973   |         | 10.25      | 33,825 | "    | 262.00       | 8,862,000     |
|                          | 1972   |         | 19         | 62,700 | "    | 291.80       | 18,296,000    |
| Processing               | 1973   |         | 27.43      | 16,460 | "    | 37.20        | 612,000       |
|                          | 1972   |         | 23         | 34,500 | "    | 28.00        | 966,000       |
| Misc. Vegetables         |  |         |            |        |      |              |               |
| Fresh                    | 1973   |         |            |        |      |              | 1,752,000     |
|                          | 1972   |         |            |        |      |              | 4,198,000     |
| Processing               | 1973   |         |            |        |      |              | 257,000       |
|                          | 1972   |         |            |        |      |              | 126,000       |
| TOTAL VEGETABLE CROPS    |  |         |            |        |      | 1973         | \$223,415,400 |
|                          |  |         |            |        |      | 1972         | 180,807,400   |

\* Celery - Fresh and Processing combined 1972

\*\* Includes anise, cherry tomatoes, corn, parsley, parsnips, peas, radishes, turnips and others.



SUPPLEMENTARY - LETTUCE

| <u>CROP</u>                  | <u>YEAR</u>  | <u>ACREAGE</u>                 | <u>PRODUCTION</u> |                     | <u>UNIT</u> | <u>F.O.B. VALUE</u> |               |               |
|------------------------------|--------------|--------------------------------|-------------------|---------------------|-------------|---------------------|---------------|---------------|
|                              |              |                                | <u>PER ACRE</u>   | <u>TOTAL</u>        |             | <u>PER UNIT</u>     | <u>TOTAL</u>  |               |
| Lettuce-Head                 | 1973         |                                |                   |                     |             |                     |               |               |
|                              | Spring       | 15,560                         |                   |                     |             |                     |               |               |
|                              | Summer       | 16,065                         |                   |                     |             |                     |               |               |
|                              | Fall         | 19,065                         |                   |                     |             |                     |               |               |
|                              | Season Total | 50,690                         | 576.35            | 29,215,000          | Carton      | 3.93                | \$114,746,000 |               |
|                              | 1972         |                                |                   |                     |             |                     |               |               |
|                              | Spring       | 17,670                         |                   |                     |             |                     |               |               |
|                              | Summer       | 18,170                         |                   |                     |             |                     |               |               |
|                              | Fall         | 19,010                         |                   |                     |             |                     |               |               |
|                              | Season Total | 54,850                         | 594.95            | 32,633,000          | Carton      | 1.968               | 64,222,000    |               |
| Lettuce (Bulk For shredding) | 1973         |                                |                   | 346,900 Ctn. Equiv. | 2.70        |                     | 937,000       |               |
|                              | 1972         | - Included in Misc. Vegetables |                   |                     |             |                     |               |               |
| Endive                       | 1973         | 277                            |                   | 163,700             | Carton      | 3.50                | 573,000       |               |
|                              | 1972         | 289                            | 9.01              | 2,605               | Ton         | 176.20              | 459,000       |               |
| Romaine                      | 1973         | 386                            |                   | 248,000             | Carton      | 2.80                | 594,000       |               |
|                              | 1972         | - Included in Misc. Vegetables |                   |                     |             |                     |               |               |
| Lettuce - Misc. *            | 1973         | 910                            |                   |                     |             |                     | 1,815,000     |               |
|                              | 1972         | - Included in Misc. Vegetables |                   |                     |             |                     |               |               |
| <b>TOTAL LETTUCE CROPS</b>   |              |                                |                   |                     |             |                     |               |               |
|                              |              |                                |                   |                     |             |                     | 1973          | \$118,765,000 |
|                              |              |                                |                   |                     |             |                     | 1972          | 64,681,000    |

\* Includes Escarole, Red Lettuce, Butter Lettuce, Green Leaf Lettuce and Others.

FIELD CROPS

| CROP                   | YEAR | ACREAGE   | PRODUCTION |         | UNIT | F.O.B. VALUE |              |
|------------------------|------|-----------|------------|---------|------|--------------|--------------|
|                        |      |           | PER ACRE   | TOTAL   |      | PER UNIT     | TOTAL        |
| Barley                 | 1973 | 50,100    | 1          | 50,100  | Ton  | 85.00        | \$ 4,258,000 |
|                        | 1972 | 55,000    | 1          | 55,000  | "    | 58.00        | 3,190,000    |
| Beans - Dry            |      |           |            |         |      |              |              |
| Large Lima             | 1973 | 2,390     | 1.12       | 2,680   | "    | 753.00       | 2,018,000    |
|                        | 1972 | 1,950     | 1.12       | 2,180   | "    | 519.25       | 1,132,000    |
| Small White            | 1973 | 11,680    | 1.086      | 12,685  | "    | 731.15       | 9,275,000    |
|                        | 1972 | 11,185    | 1.07       | 12,000  | "    | 300.60       | 3,607,000    |
| Misc. Dry              | 1973 |           |            |         |      |              | 31,000       |
|                        | 1972 |           |            |         |      |              | 72,000       |
| Corn - Silage          | 1973 | 1,300     | 22         | 28,600  | "    | 16.00        | 458,000      |
|                        | 1972 | 2,000     | 27         | 54,000  | "    | 12.00        | 648,000      |
| Hay - Alfalfa          | 1973 | 7,700     | 8          | 61,600  | "    | 49.00        | 3,018,000    |
|                        | 1972 | 10,000    | 8          | 80,000  | "    | 35.50        | 2,840,000    |
| Hay - Grain            | 1973 | 2,500     | 2          | 5,000   | "    | 32.00        | 160,000      |
|                        | 1972 | 6,000     | 2          | 12,000  | "    | 25.00        | 300,000      |
| Hay - Oats             | 1973 | 3,100     | 1.80       | 5,580   | "    | 48.00        | 268,000      |
|                        | 1972 | 1,900     | 2          | 3,800   | "    | 30.00        | 114,000      |
| Oats - Silage          | 1973 | 1,200     | 10         | 12,000  | "    | 15.00        | 180,000      |
|                        | 1972 | 600       | 10         | 6,000   | "    | 10.00        | 60,000       |
| Pasture -<br>Dry Land  | 1973 | 1,018,000 |            |         | Acre | 3.50         | 3,563,000    |
|                        | 1972 | 1,019,000 |            |         | "    | 2.50         | 2,548,000    |
| Pasture -<br>Irrigated | 1973 | 1,800     |            |         | "    | 80.00        | 144,000      |
|                        | 1972 | 2,000     |            |         | "    | 40.00        | 80,000       |
| Sugar Beets            | 1973 | 6,950     | 27.65      | 192,140 | Ton  | 18.05        | 3,468,000    |
|                        | 1972 | 17,000    | 35.87      | 609,800 | "    | 14.70        | 8,964,000    |
| Wheat                  | 1973 | 1,200     | 1 Ton      | 2,100   | "    | 120.00       | 252,000      |
|                        | 1972 | 6,500     | 1500 Lbs.  | 4,875   | "    | 54.00        | 263,000      |
| TOTAL FIELD CROPS      |      |           |            |         | 1973 |              | \$27,093,000 |
|                        |      |           |            |         | 1972 |              | 23,818,000   |

SEED CROP

| <u>CROP</u>     | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-----------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|
|                 |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Bean            | 1973        | 1,372          |                   | 1,374        | Ton         | 408.70              | \$ 562,000   |
|                 | 1972        | 453            | .80               | 365          | "           | 346.85              | 127,000      |
| Pea             | 1973        | 142            |                   | 137          | "           | 168.75              | 23,100       |
|                 | 1972        | 402            | .69               | 278          | "           | 203.60              | 56,600       |
| Misc. Seed*     | 1973        |                |                   |              |             |                     | 138,000      |
|                 | 1972        |                |                   |              |             |                     | 193,000      |
| TOTAL SEED CROP |             |                |                   |              | 1973        |                     | \$ 723,100   |
|                 |             |                |                   |              | 1972        |                     | 376,600      |

\* Misc. Seed includes alfalfa, asparagus, broccoli, cauliflower, cabbage cantaloupe, cucumber, squash, celery and others.

APIARY

| <u>ITEM</u>  | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>TOTAL</u> |
|--------------|-------------|-----------------|-------------------|-------------|-----------------|--------------|
| Colonies *   | 1973        | 9,400           |                   |             |                 |              |
|              | 1972        | 7,700           |                   |             |                 |              |
| Honey        | 1973        |                 | 1,075,000         | Lbs.        | .43             | \$462,000    |
|              | 1972        |                 | 161,700           |             | .25             | 40,400       |
| Wax          | 1973        |                 | 17,900            | "           | .74             | 13,200       |
|              | 1972        |                 | 2,695             | "           | .62             | 1,670        |
| TOTAL APIARY |             |                 |                   | 1973        |                 | \$475,200    |
|              |             |                 |                   | 1972        |                 | 42,070       |

\* Average honey production for 1973 per colony was 85 lbs.

NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES

| <u>CROP</u>              | <u>YEAR</u> | <u>ACREAGE</u> | <u>BLOOMS SOLD</u>            | <u>AV.PR. PER BLOOM</u> | <u>TOTAL</u> |
|--------------------------|-------------|----------------|-------------------------------|-------------------------|--------------|
| Cut Flowers              | 1973        |                |                               |                         |              |
| Rose                     |             | 49.28          | 26,667,000                    | .1127                   | \$ 3,005,000 |
| Min. Rose                |             | 4.28           | 5,603,000                     | .0671                   | 376,000      |
| Carnation                |             | 132.86         | 113,573,000                   | .0581                   | 6,599,000    |
| Chrysanthemum            |             | 29.69          | 5,608,000                     | .1875                   | 1,052,000    |
|                          | 1972        |                |                               |                         |              |
| Rose                     |             | 52.80          | 31,558,000                    | .0963                   | 3,039,000    |
| Carnation                |             | 110.87         | 89,103,000                    | .0636                   | 5,667,000    |
| Chrysanthemum            |             | 25.03          | 4,552,000                     | .1926                   | 877,000      |
| Nursery Stock<br>& Bulbs | 1973        |                |                               |                         | 6,170,000    |
|                          | 1972        |                |                               |                         | 4,959,000    |
|                          |             |                | <u>TREES SOLD</u>             | <u>PER TREE</u>         |              |
| Christmas                | 1973        | 58             | 10,140                        | 5.25                    | 53,200       |
| Trees                    | 1972        | 58             | 9,420                         | 4.20                    | 39,600       |
|                          |             |                |                               |                         | <hr/>        |
|                          |             |                | TOTAL NURSERY STOCK, BULBS    | 1973                    | \$17,255,200 |
|                          |             |                | CUT FLOWERS & CHRISTMAS TREES | 1972                    | 14,581,600   |
|                          |             |                |                               |                         | <hr/> <hr/>  |

DAIRYING, LIVESTOCK & POULTRY

| <u>CROP</u>                         | <u>YEAR</u> | <u>HEAD</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-------------------------------------|-------------|-------------|-------------------|-------------|---------------------|--------------|
|                                     |             |             |                   |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Cattle & Calves                     | 1973        | 89,000      | 489,500           | Cwt.        | 40.00               | \$19,580,000 |
|                                     | 1972        | 77,000      | 231,000           | "           | 35.10               | 8,108,000    |
| Feeder                              | 1973        | 148,000     | 740,000           | "           | 44.00               | 32,560,000   |
|                                     | 1972        | 202,100     | 606,300           | "           | 37.90               | 22,979,000   |
| Milk - Market                       | 1973        |             | 761,000           | "           | 6.78                | 5,160,000    |
|                                     | 1972        |             | 831,000           | "           | 5.82                | 4,836,000    |
| Manufactured                        | 1973        |             | 23,500            | "           | 5.32                | 125,000      |
|                                     | 1972        |             | 28,200            | "           | 4.84                | 136,000      |
| Sheep & Lambs                       | 1973        | 15,000      | 15,000            | "           | 36.00               | 540,000      |
|                                     | 1972        | 13,300      | 13,300            | "           | 29.70               | 395,000      |
| Wool                                | 1973        |             | 120,000           | Lb.         | .63                 | 75,600       |
|                                     | 1972        |             | 106,400           | "           | .19                 | 20,200       |
| Hogs                                | 1973        | 14,700      | 3,234,000         | "           | .45                 | 1,455,000    |
|                                     | 1972        | 8,100       | 1,620,000         | "           | .26                 | 421,000      |
| Chickens - Fryers                   | 1973        | 608,490     | 2,481,000         | "           | .304                | 754,000      |
|                                     | 1972        | 674,890     | 2,779,700         | "           | .175                | 486,000      |
| Meat Hens                           | 1973        | 40,720      | 165,120           | "           | .117                | 19,300       |
|                                     | 1972        | 88,700      | 346,000           | "           | .047                | 16,300       |
| Eggs                                | 1973        |             | 5,077,000         | Doz.        | .528                | 2,681,000    |
|                                     | 1972        |             | 5,159,485         | "           | .267                | 1,378,000    |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |             |             |                   |             | 1973                | \$62,949,900 |
|                                     |             |             |                   |             | 1972                | 38,775,500   |

## SUMMARY - 1973

In 1973 a unique set of circumstances combined to affect nearly every phase of Monterey County agriculture.

Initially the foreign wheat export served as a stimulus to increase demand of domestic users of feed grain to switch to corn, barley and oats. This in turn caused prices for small grains to increase, coupled with bad weather during late harvest of midwestern grain further contributing to the shortage. Under the influence of a heavy demand prices for meats and protien products increased.

Low carry-over supplies and poor growing conditions in other producing areas caused a strong demand and better prices for dry beans and onions.

Heavy late winter (1972) and early spring (1973) rains prevented normal plantings of fresh vegetables. Competing areas suffered the same fate and prices for lettuce reached an all time high during May and June. In July a two week transportation strike was responsible for substantial losses of harvested vegetables. Settlement resulted in a sudden jump in an already inflationary situation and resulted in higher costs to growers, shippers and ultimately the consumer.

These events were followed by the price freeze which created some shortages of non-perishable products, some surpluses of other products and general confusion throughout the industry.

Toward the end of the year the fuel and fertilizer shortage and the Arab Oil Embargo came on the scene adding to the problems already facing growers.

Imports of cut flowers reduced prices of locally produced flowers. The energy shortage will certainly influence the continued expansion of this industry.

While walnut and apricot acreage in Monterey County has been steadily decreasing, wine grapes have become the County's most rapidly increasing crop. The acreage of wine grapes has doubled in each of the last three years, to a total of 27,000 acres. Currently about 20% is now bearing, however 1973 production was valued at approximately six million dollars. As the new plantings come into production this value should show continued growth, so that wine grapes promise to become one of Monterey County's major crops.

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and of similar width to each other.

1974

# Annual Crop Report

1974



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RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA



# MONTEREY COUNTY

## DEPARTMENT OF AGRICULTURE

(408) 758-3876 - 120 WILGART WAY - P. O. BOX 1370 - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



L. T. Wallace, Director  
Department of Food and Agriculture

and

The Honorable Board of Supervisors  
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop report for the calendar year of 1974.

Monterey County agriculture recorded an all time high in excess of \$387 million in 1974, this is an increase of more than \$28 million over the 1973 figure.

Despite the favorable outlook, growers were faced with much higher costs of operation, which included fuel, fertilizer, containers, etc. All of these factors affected the dollar return to the grower.

The values represented here are gross receipts received by the producers and do not take into account the costs of production, transportation or marketing. No attempt is made to reflect net income to the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Senior Agricultural Inspector Don Rochester who coordinated and compiled this report.

Very truly yours,

Richard W. Nutter  
Agricultural Commissioner

RWN:ms

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER

SALINAS OFFICE

Roy E. Bardin  
Eugene (Chick) Legault  
Stanley E. Clayton  
William D. Taylor  
Don Rochester  
Elmo Brock  
Jack Cartier  
Marvin E. Garner  
Dow O. Williams  
Davis Butterfield  
William Nutley  
Johnny Bunch, Jr.  
Thomas N. O'Brien  
Expedito Ibarbia  
Brad R. Oliver  
Joseph C. Lyons

Plant Pathologist  
Deputy Agricultural Commissioner  
Deputy Agricultural Commissioner  
Deputy Agricultural Commissioner  
Senior Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector

MONTEREY OFFICE

Wallace Marvin  
Charles D. Radford

Deputy Agricultural Commissioner  
Agricultural Inspector

KING CITY OFFICE

Frank A. Scaroni  
John W. Moore  
Joseph J. Dughi  
Robert H. Flores  
Harry O. Nelson  
Robert Stewart

Senior Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector

PAJARO OFFICE

Glenn R. Sutton  
Kenneth Young  
Lucille Semenza

Deputy Agricultural Commissioner  
Agricultural Inspector  
Typist Clerk

CLERICAL

Margaret L. Stirling  
Betty J. Drake  
Frances P. Free!

Senior Account Clerk  
Account Clerk  
Typist Clerk

TREND OF MAJOR CROPS IN MONTEREY COUNTY

| <u>CROP</u>                           | <u>YEAR</u> | <u>ACRES</u> | <u>VALUE</u> |
|---------------------------------------|-------------|--------------|--------------|
| Strawberries<br>(Fresh & Proc.)       | 1964        | 3,420        | \$15,005,000 |
|                                       | 1969        | 2,194        | 11,551,000   |
|                                       | 1974        | 2,060        | 21,976,000   |
| Artichokes<br>(Fresh & Proc.)         | 1964        | 7,410        | 4,183,000    |
|                                       | 1969        | 9,900        | 5,670,000    |
|                                       | 1974        | 10,300       | 13,247,000   |
| Broccoli                              | 1964        | 13,400       | 4,878,000    |
|                                       | 1969        | 14,730       | 10,561,000   |
|                                       | 1974        | 21,300       | 18,594,000   |
| Carrots<br>(Fresh & Proc.)            | 1964        | 6,730        | 8,327,000    |
|                                       | 1969        | 4,300        | 6,654,000    |
|                                       | 1974        | 5,200        | 9,830,000    |
| Cauliflower<br>(Fresh & Proc.)        | 1964        | 5,780        | 4,203,000    |
|                                       | 1969        | 8,600        | 8,407,000    |
|                                       | 1974        | 9,265        | 14,852,000   |
| Celery<br>(Fresh & Proc.)             | 1964        | 5,040        | 11,918,000   |
|                                       | 1969        | 5,685        | 18,233,000   |
|                                       | 1974        | 5,275        | 20,135,000   |
| Lettuce                               | 1964        | 47,400       | 33,366,000   |
|                                       | 1969        | 51,820       | 49,040,000   |
|                                       | 1974        | 54,845       | 114,894,000  |
| Tomatoes                              | 1964        | 9,620        | 13,353,000   |
|                                       | 1969        | 5,500        | 17,212,000   |
|                                       | 1974        | 6,140        | 18,651,000   |
| Nursery stock, Bulbs<br>& Cut Flowers | 1964        | 63           | 1,642,000    |
|                                       | 1969        | 265          | 9,117,000    |
|                                       | 1974        | 450          | 21,669,000   |

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>  | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX)</u> |      |
|--------------|-------------|-----------------------------|------|
| Artichokes   | Crate       | 25                          | lbs. |
| Broccoli     | Crate       | 21                          | lbs. |
| Bushberries  | Slide       | 9                           | lbs. |
| Cabbage      | Carton      | 50                          | lbs. |
| Carrots      | Carton      | 57                          | lbs. |
| Carrots      | Bulk        | 50                          | lbs. |
| Cauliflower  | Carton      | 25                          | lbs. |
| Celery       | Crate       | 60                          | lbs. |
| Endive       | Crate       | 30                          | lbs. |
| Romaine      | Crate       | 43                          | lbs. |
| Strawberries | Slide       | 11½                         | lbs. |
| Squash       | Crate       | 32                          | lbs. |
| Tomatoes *   | Carton      | 40                          | lbs. |

\* 40 lbs. used as an average for this Crop Report.

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY - YEAR 1974

|  |      |                      |
|--|------|----------------------|
| FRUIT & NUT  | 1974 | \$ 28,352,000        |
|  | 1973 | 26,923,000           |
| VEGETABLE CROPS  | 1974 | 247,708,800          |
|  | 1973 | 223,415,400          |
| FIELD CROPS  | 1974 | 41,142,000           |
|  | 1973 | 27,093,000           |
| SEED CROPS   | 1974 | 2,344,000            |
|  | 1973 | 723,100              |
| APIARY   | 1974 | 86,900               |
|  | 1973 | 475,200              |
| NURSERY STOCK, BULBS, CUT<br>FLOWERS & CHRISTMAS TREES | 1974 | 21,716,400           |
|  | 1973 | 17,255,200           |
| DAIRYING, LIVESTOCK &<br>POULTRY                       | 1974 | 45,686,600           |
|  | 1973 | 62,949,900           |
| TOTAL  | 1974 | <u>\$387,036,700</u> |
|  | 1973 | <u>358,834,800</u>   |

MILLION DOLLAR CROPS

|                       |               |
|-----------------------|---------------|
| LETTUCE               | \$114,894,000 |
| CATTLE                | 34,905,000    |
| STRAWBERRIES          | 21,976,000    |
| CELERY                | 20,135,000    |
| TOMATOES              | 18,651,000    |
| BROCCOLI              | 18,594,000    |
| SUGAR BEETS           | 17,244,000    |
| CAULIFLOWER           | 14,852,000    |
| ARTICHOKES            | 13,247,000    |
| FLOWERS               | 12,426,000    |
| CARROTS               | 9,830,000     |
| BEANS - SMALL WHITE   | 9,648,000     |
| NURSERY STOCK & BULBS | 9,243,000     |
| PEPPERS               | 6,742,000     |
| MILK MARKETED         | 6,391,000     |
| BARLEY                | 5,599,000     |
| GRAPES                | 5,076,000     |
| POTATOES              | 3,952,000     |
| PASTURE LAND - DRY    | 3,563,000     |
| ONIONS - PROCESSED    | 3,238,000     |
| ASPARAGUS             | 3,221,000     |
| GARLIC                | 3,214,000     |
| ONIONS - GREEN        | 3,127,000     |
| CABBAGE               | 3,034,000     |
| HAY - ALFALFA         | 2,786,000     |
| BRUSSELS SPROUTS      | 2,139,000     |
| SPINACH               | 2,138,000     |
| ROMAINE               | 2,078,000     |
| EGGS                  | 1,932,000     |
| BEANS - GREEN LIMA    | 1,649,000     |
| MUSHROOMS             | 1,312,000     |

FRUIT & NUT

| CROP               | YEAR | BEARING<br>ACREAGE | PRODUCTION |        | UNIT | F.O.B. VALUE |              |
|--------------------|------|--------------------|------------|--------|------|--------------|--------------|
|                    |      |                    | PER ACRE   | TOTAL  |      | PER UNIT     | TOTAL        |
| Apples             | 1974 | 547                | 15.19      | 8,310  | Ton  | \$109.50     | \$ 910,000   |
|                    | 1973 | 577                | 13.64      | 7,870  | "    | 152.50       | 1,200,000    |
| Apricots           | 1974 | 214                | 3.22       | 689    | "    | 215.00       | 148,000      |
|                    | 1973 | 320                | 5.00       | 1,600  | "    | 137.00       | 219,000      |
| Strawberries       | 1974 | 2,060              |            |        |      |              |              |
|                    | 1973 | 1,885              |            |        |      |              |              |
| Fresh              | 1974 |                    | 15.83      | 32,615 | "    | 564.10       | 18,398,000   |
|                    | 1973 |                    | 15.64      | 29,485 | "    | 551.95       | 16,274,000   |
| Processing         | 1974 |                    | 4.35       | 8,965  | "    | 399.10       | 3,578,000    |
|                    | 1973 |                    | 3.59       | 6,770  | "    | 420.25       | 2,845,000    |
| TOTAL STRAWBERRIES |      |                    | 1974       | 41,580 |      |              | \$21,976,000 |
|                    |      |                    | 1973       | 36,255 |      |              | 19,119,000   |
| Bushberries        | 1974 | 60                 | 3.50       | 210    | "    | 500.00       | 105,000      |
|                    | 1973 | 65                 | 3.75       | 244    | "    | 700.00       | 171,000      |
| Grapes             | 1974 |                    |            |        |      |              | 5,076,000    |
|                    | 1973 |                    |            |        |      |              | 5,928,000    |
| Walnuts            | 1974 | 490                | .461       | 226    | "    | 473.45       | 107,000      |
|                    | 1973 | 560                | .501       | 281    | "    | 640.55       | 180,000      |
| Misc. Fruit *      | 1974 |                    |            |        |      |              | 30,000       |
|                    | 1973 |                    |            |        |      |              | 106,000      |
| TOTAL FRUIT & NUTS |      |                    | 1974       |        |      |              | \$28,352,000 |
|                    |      |                    | 1973       |        |      |              | 26,923,000   |

\* Includes almonds, cherries and raspberries.

GRAPE SUPPLEMENTARY

| <u>CROP</u> | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-------------|-------------|----------------------------|-------------------|--------------|-------------|---------------------|--------------|
|             |             |                            | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Grapes      | 1974        | 6,691.30                   | 2.50              | 16,700       | Ton         | \$303.95            | \$5,076,000  |
|             | Non-bearing | <u>28,055.00</u>           |                   |              |             |                     |              |
|             | TOTAL       | 34,746.30                  |                   |              |             |                     |              |
|             | 1973        | 4,650                      | 2.63              | 12,225       | Ton         | 484.90              | 5,928,000    |
|             | Non-bearing | <u>22,792</u>              |                   |              |             |                     |              |
|             | TOTAL       | 27,442                     |                   |              |             |                     |              |

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

| <u>VARIETY</u>     | <u>ACRES</u>            |
|--------------------|-------------------------|
| Barbera            | 201.70                  |
| Cabernet Sauvignon | 6,153.32                |
| Chardonnay         | 3,098.93                |
| Chenin Blanc       | 2,057.82                |
| Emerald Riesling   | 379.50                  |
| French Colombard   | 496.60                  |
| Gamay              | 1,645.55                |
| Gamay Beaujolais   | 835.00                  |
| Gewurztraminer     | 867.96                  |
| Gray Riesling      | 613.00                  |
| Merlot             | 1,365.80                |
| Petite Sirah       | 2,327.99                |
| Pinot Blanc        | 705.30                  |
| Pinot Noir         | 3,165.43                |
| Royalty            | 32.00                   |
| Ruby Cabernet      | 542.80                  |
| Sauvignon Blanc    | 1,086.10                |
| Semillon           | 525.40                  |
| Sylvaner           | 569.50                  |
| Tinta Madeira      | 103.00                  |
| White Riesling     | 2,013.28                |
| Zinfandel          | 3,072.82                |
| Other Red          | 1,893.40                |
| Other White        | 994.10                  |
| TOTAL              | <u><u>34,746.30</u></u> |



VEGETABLE CROPS

| <u>CROP</u>        | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE</u> |
|--------------------|-------------|----------------|-------------------|--------------|-------------|-----------------|---------------------|
|                    |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             |                 | <u>TOTAL</u>        |
| Artichokes         | 1974        | 10,300         |                   |              |             |                 |                     |
|                    | 1973        | 10,480         |                   |              |             |                 |                     |
| Fresh              | 1974        |                | 3.19              | 32,825       | Ton         | \$374.75        | \$12,301,000        |
|                    | 1973        |                | 2.18              | 22,905       | "           | 421.45          | 9,653,000           |
| Processing         | 1974        |                | .61               | 5,910        | "           | 160.05          | 946,000             |
|                    | 1973        |                | .86               | 9,037        | "           | 107.44          | 971,000             |
| Asparagus          | 1974        | 3,620          |                   |              |             |                 |                     |
|                    | 1973        | 3,480          |                   |              |             |                 |                     |
| Fresh              | 1974        |                | 1.03              | 3,720        | "           | 654.30          | 2,434,000           |
|                    | 1973        |                | 1.17              | 4,065        | "           | 589.65          | 2,397,000           |
| Processing         | 1974        |                | .42               | 1,540        | "           | 511.05          | 787,000             |
|                    | 1973        |                | .49               | 1,690        | "           | 536.15          | 906,000             |
| Beans (Green Lima) | 1974        | 2,260          | 2.35              | 5,320        | "           | 310.00          | 1,649,000           |
|                    | 1973        | 3,700          | 1.89              | 6,995        | "           | 215.00          | 1,504,000           |
| Broccoli           | 1974        | 21,300         |                   |              |             |                 |                     |
|                    | 1973        | 25,440         |                   |              |             |                 |                     |
| Fresh              | 1974        |                | 2.80              | 28,215       | "           | 369.10          | 10,414,000          |
|                    | 1973        |                | 1.25              | 31,830       | "           | 326.40          | 10,389,000          |
| Processing         | 1974        |                | 3.26              | 36,535       | "           | 223.90          | 8,180,000           |
|                    | 1973        |                | 5.07              | 49,045       | "           | 183.95          | 9,022,000           |
| Brussels Sprouts   | 1974        | 1,425          | 6.00              | 8,555        | "           | 250.00          | 2,139,000           |
|                    | 1973        | 1,475          | 5.00              | 7,380        | "           | 270.00          | 1,993,000           |
| Cabbage            | 1974        | 1,500          | 20.38             | 30,570       | "           | 99.25           | 3,034,000           |
|                    | 1973        | 1,430          | 14.25             | 20,380       | "           | 101.80          | 2,075,000           |
| Carrots            | 1974        | 5,200          |                   |              |             |                 |                     |
|                    | 1973        | 6,600          |                   |              |             |                 |                     |
| Fresh              | 1974        |                | 18.35             | 53,260       | "           | 156.45          | 8,332,000           |
|                    | 1973        |                | 12.36             | 50,680       | "           | 147.55          | 7,478,000           |
| Processing         | 1974        |                | 21.02             | 48,310       | "           | 31.00           | 1,498,000           |
|                    | 1973        |                | 34.60             | 86,500       | "           | 23.75           | 2,054,000           |

VEGETABLE CROPS - Continued

| CROP                 | YEAR            | ACREAGE | PRODUCTION |           | UNIT | PER UNIT  | F.O.B. VALUE |
|----------------------|-----------------|---------|------------|-----------|------|-----------|--------------|
|                      |                 |         | PER ACRE   | TOTAL     |      |           | TOTAL        |
| Cauliflower          | 1974            | 9,265   |            |           |      |           |              |
|                      | 1973            | 9,775   |            |           |      |           |              |
| Fresh                | 1974            |         | 5.19       | 31,520    | Ton  | \$ 297.45 | \$ 9,376,000 |
|                      | 1973            |         | 2.89       | 28,310    | "    | 291.15    | 8,242,000    |
| Processing           | 1974            |         | 3.30       | 20,525    | "    | 266.80    | 5,476,000    |
|                      | 1973            |         | 3.55       | 14,075    | "    | 214.05    | 3,013,000    |
| Celery               | 1974            | 5,275   |            |           |      |           |              |
|                      | 1973            | 5,910   |            |           |      |           |              |
| Fresh                | 1974            |         | 30.45      | 160,640   | "    | 123.55    | 19,847,000   |
|                      | 1973            |         | 27.39      | 152,300   | "    | 103.60    | 15,778,000   |
| Processing           | 1974            |         | 38.95      | 3,895     | "    | 73.95     | 288,000      |
|                      | 1973            |         | 26.31      | 9,210     | "    | 57.20     | 527,000      |
| Cucumbers -<br>Proc. | 1974            | 210     | 9.95       | 2,090     | "    | 83.00     | 174,000      |
|                      | 1973            | 380     | 11.37      | 4,320     | "    | 75.60     | 326,000      |
| Endive               | 1974            | -       | -          | -         | -    | -         | 874,000      |
|                      | 1973            | -       | -          | -         | -    | -         | 573,000      |
| Garlic               | 1974            | 3,225   | 7.99       | 25,760    | "    | 124.75    | 3,214,000    |
|                      | 1973            | 2,845   | 7.67       | 21,820    | "    | 145.45    | 3,174,000    |
| Lettuce -<br>Head    | 1974            | -       | -          | -         | -    | -         | 107,705,000  |
|                      | 1973            | -       | -          | -         | -    | -         | 114,746,000  |
| Lettuce -<br>Bulk    | 1974            | -       | -          | -         | -    | -         | 934,000      |
|                      | 1973            | -       | -          | -         | -    | -         | 973,000      |
| Lettuce -<br>Misc.   | 1974            | -       | -          | -         | -    | -         | 3,303,000    |
|                      | 1973            | -       | -          | -         | -    | -         | 1,815,000    |
| Mushrooms            | 1974            | 6       | 379,665    | 2,278,000 | Lbs. | .5759     | 1,312,000    |
|                      | 1973            | 8       | 207,750    | 1,662,000 | "    | .5054     | 840,000      |
| Onions - Dry         | 1974            | 300     | 16.75      | 5,025     | Ton  | 80.00     | 402,000      |
|                      | 1973            | 300     | 20         | 6,000     | "    | 120.00    | 720,000      |
| Onions-Green         | 1974            | 716     | 14.88      | 10,655    | "    | 293.45    | 3,127,000    |
|                      | 1973            | 497     | 10         | 4,970     | "    | 395.55    | 1,966,000    |
| Onions-Proc.         | 1974            | 2,660   | 18.54      | 49,330    | "    | 65.65     | 3,238,000    |
|                      | 1973            | 1,200   | 12.28      | 14,740    | "    | 47.15     | 695,000      |
| Peas - Fresh         | 1974            | 79      | 2.92       | 231       | "    | 375.75    | 86,800       |
|                      | 1973            | 52      | 2.71       | 141       | "    | 619.85    | 87,400       |
| Peas - Proc.         | 1974<br>1973 ** | 1,240   | 3.24       | 4,020     | "    | 140.00    | 563,000      |

VEGETABLE CROPS - Continued

| CROP                  | YEAR | ACREAGE                       | PRODUCTION |        | UNIT | PER UNIT  | F.O.B. VALUE  |  |
|-----------------------|------|-------------------------------|------------|--------|------|-----------|---------------|--|
|                       |      |                               | PER ACRE   | TOTAL  |      |           | TOTAL         |  |
| Peppers-Chili (Dry)   | 1974 | 2,945                         | 2.42       | 7,145  | Ton  | \$ 777.60 | \$ 5,556,000  |  |
| Peppers-Chili (Proc.) | 1974 | 305                           | 17.00      | 5,185  | "    | 228.80    | 1,186,000     |  |
| Peppers-Chili (Dry)   | 1973 | 2,035                         | 2.10       | 4,274  | "    | 482.40    | 2,062,000     |  |
| Peppers-Chili (Proc.) | 1973 | 920                           | 10.95      | 10,100 | "    | 145.15    | 1,466,000     |  |
| Potatoes              | 1974 | 3,665                         | 16.59      | 60,800 | "    | 65.00     | 3,952,000     |  |
|                       | 1973 | 4,230                         | 16.21      | 68,570 | "    | 58.85     | 4,035,000     |  |
| Romaine               | 1974 |                               |            |        |      |           | 2,078,000     |  |
|                       | 1973 |                               |            |        |      |           | 694,000       |  |
|                       |      | - See Supplementary Page -4A- |            |        |      |           |               |  |
| Spinach               | 1974 | 5,040                         | 10.54      | 53,120 | "    | 40.25     | 2,138,000     |  |
|                       | 1973 | 3,705                         | 10.18      | 37,720 | "    | 37.40     | 1,411,000     |  |
| Squash                | 1974 | 524                           |            |        |      |           |               |  |
| Fresh                 |      |                               | 4.68       | 192    | "    | 214.90    | 41,000        |  |
| Processing            |      |                               | 5.13       | 2,480  | "    | 111.70    | 277,000       |  |
|                       | 1973 | 340                           | 4.90       | 1,665  | "    | 208.40    | 347,000       |  |
| Tomatoes              | 1974 | 6,140                         |            |        |      |           |               |  |
|                       | 1973 | 3,900                         |            |        |      |           |               |  |
| Fresh                 | 1974 |                               | 19.00      | 66,500 | "    | 225.00    | 14,962,000    |  |
|                       | 1973 |                               | 10.25      | 33,825 | "    | 262.00    | 8,862,000     |  |
| Processing            | 1974 |                               | 24.60      | 64,950 | "    | 56.80     | 3,689,000     |  |
|                       | 1973 |                               | 27.43      | 16,460 | "    | 37.20     | 612,000       |  |
| Misc. Vegetables      |      |                               |            |        |      |           |               |  |
| Fresh                 | 1974 |                               |            |        |      |           | 1,743,000     |  |
|                       | 1973 |                               |            |        |      |           | 1,752,000     |  |
| Processing            | 1974 |                               |            |        |      |           | 453,000       |  |
|                       | 1973 |                               |            |        |      |           | 257,000       |  |
| TOTAL VEGETABLE CROPS |      |                               |            |        |      |           |               |  |
|                       |      |                               |            |        |      |           | 1974          |  |
|                       |      |                               |            |        |      |           | 1973          |  |
|                       |      |                               |            |        |      |           | \$247,708,800 |  |
|                       |      |                               |            |        |      |           | 223,415,400   |  |

\*\* Includes anise, cherry tomatoes, corn, parsley, parsnips, peas, radishes, turnips and others.

SUPPLEMENTARY - LETTUCE

| <u>CROP</u>                  | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE</u> |               |
|------------------------------|-------------|----------------|-------------------|--------------|-------------|-----------------|---------------------|---------------|
|                              |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             |                 |                     |               |
| Lettuce - Head 1974          |             |                |                   |              |             |                 |                     |               |
| Spring                       |             | 17,660         |                   |              |             |                 |                     |               |
| Summer                       |             | 17,490         |                   |              |             |                 |                     |               |
| Fall                         |             | 19,695         |                   |              |             |                 |                     |               |
| Season Total                 |             | 54,845         | 621.46            | 34,084,000   | Carton      | \$3.16          | \$107,705,000       |               |
| Lettuce - Head 1973          |             |                |                   |              |             |                 |                     |               |
| Spring                       |             | 15,560         |                   |              |             |                 |                     |               |
| Summer                       |             | 16,065         |                   |              |             |                 |                     |               |
| Fall                         |             | 19,065         |                   |              |             |                 |                     |               |
| Season Total                 |             | 50,690         | 576.35            | 29,215,000   | Carton      | 3.93            | 114,746,000         |               |
| Lettuce (Bulk For shredding) |             |                |                   | 491,500      | "           | 1.90            | 934,000             |               |
|                              | 1973        |                |                   | 346,900      | Ctn.Equiv.  | 2.70            | 937,000             |               |
| Endive                       | 1974        | 438            |                   | 264,800      | Carton      | 3.30            | 874,000             |               |
|                              | 1973        | 277            |                   | 163,700      | "           | 3.50            | 573,000             |               |
| Romaine                      | 1974        | 1,040          |                   | 692,600      | "           | 3.00            | 2,078,000           |               |
|                              | 1973        | 386            |                   | 248,000      | "           | 2.80            | 694,000             |               |
| Lettuce - Misc. *            | 1974        | 1,455          |                   |              |             |                 | 3,303,000           |               |
|                              | 1973        | 910            |                   |              |             |                 | 1,815,000           |               |
| <b>TOTAL LETTUCE CROPS</b>   |             |                |                   |              |             |                 |                     |               |
|                              |             |                |                   |              |             |                 | 1974                | \$114,894,000 |
|                              |             |                |                   |              |             |                 | 1973                | 118,765,000   |

\* Includes Escarole, Red Lettuce, Butter Lettuce, Green Leaf Lettuce and Others.

FIELD CROPS

| CROP                   | YEAR   | ACREAGE   | PRODUCTION |         | UNIT | F.O.B. VALUE |              |
|------------------------|--------|-----------|------------|---------|------|--------------|--------------|
|                        |        |           | PER ACRE   | TOTAL   |      | PER UNIT     | TOTAL        |
| Barley                 | 1974   | 50,900    | 1          | 50,900  | Ton  | \$ 110.00    | \$ 5,599,000 |
|                        | 1973   | 50,100    | 1          | 50,100  | "    | 85.00        | 4,258,000    |
| Beans - Dry            |        |           |            |         |      |              |              |
| Large Lima             | 1974   | 2,345     | .985       | 2,310   | "    | 310.00       | 716,000      |
|                        | 1973   | 2,390     | 1.12       | 2,680   | "    | 753.00       | 2,018,000    |
| Small White            | 1974   | 20,370    | 1.058      | 21,570  | "    | 447.30       | 9,648,000    |
|                        | 1973   | 11,680    | 1.086      | 12,685  | "    | 731.15       | 9,275,000    |
| Misc. Dry              | 1974   |           |            |         |      |              | 106,000      |
|                        | 1973   |           |            |         |      |              | 31,000       |
| Corn - Silage          | 1974   | 1,100     | 25         | 27,500  | "    | 20.00        | 550,000      |
|                        | 1973   | 1,300     | 22         | 28,600  | "    | 16.00        | 458,000      |
| Hay - Alfalfa          | 1974   | 5,685     | 7          | 39,800  | "    | 70.00        | 2,786,000    |
|                        | 1973   | 7,700     | 8          | 61,600  | "    | 49.00        | 3,018,000    |
| Hay - Grain            | 1974 * |           |            |         |      |              |              |
|                        | 1973   | 2,500     | 2          | 5,000   | "    | 32.00        | 160,000      |
| Hay - Oats             | 1974   | 1,975     | 3          | 5,925   | "    | 47.50        | 281,000      |
|                        | 1973   | 3,100     | 1.80       | 5,580   | "    | 48.00        | 268,000      |
| Oats - Silage          | 1974   | 1,000     | 14         | 14,000  | "    | 15.00        | 210,000      |
|                        | 1973   | 1,200     | 10         | 12,000  | "    | 15.00        | 180,000      |
| Pasture -<br>Dry Land  | 1974   | 1,018,000 |            |         | Acre | 3.50         | 3,563,000    |
|                        | 1973   | 1,018,000 |            |         | "    | 3.50         | 3,563,000    |
| Pasture -<br>Irrigated | 1974   | 1,500     |            |         | "    | 80.00        | 120,000      |
|                        | 1973   | 1,800     |            |         | "    | 80.00        | 144,000      |
| Sugar Beets            | 1974   | 9,625     | 32.05      | 308,480 | Ton  | 55.90        | 17,244,000   |
|                        | 1973   | 6,950     | 27.65      | 192,140 | "    | 18.05        | 3,468,000    |
| Wheat                  | 1974   | 3,545     | .75        | 2,660   | "    | 120.00       | 319,000      |
|                        | 1973   | 1,200     | 1          | 2,100   | "    | 120.00       | 252,000      |
| TOTAL FIELD CROPS      |        |           |            |         |      | 1974         | \$41,142,000 |
|                        |        |           |            |         |      | 1973         | 27,093,000   |

\* Not sufficient to report.

SEED CROP

| <u>CROP</u>     | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE</u> |
|-----------------|-------------|----------------|-------------------|--------------|-------------|-----------------|---------------------|
|                 |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             |                 | <u>TOTAL</u>        |
| Bean            | 1974        | 1,513          | .9526             | 1,441        | Ton         | \$800.10        | \$ 1,153,000        |
|                 | 1973        | 1,372          |                   | 1,374        | "           | 408.70          | 562,000             |
| Pea             | 1974        | 391            | .9846             | 385          | "           | 400.00          | 154,000             |
|                 | 1973        | 142            |                   | 137          | "           | 168.75          | 23,100              |
| Misc. Seed *    | 1974        |                |                   |              |             |                 | 1,037,000           |
|                 | 1973        |                |                   |              |             |                 | 138,000             |
| TOTAL SEED CROP |             |                |                   |              |             | 1974            | \$ 2,344,000        |
|                 |             |                |                   |              |             | 1973            | 723,100             |

\* Misc. Seed includes alfalfa, asparagus, broccoli, cauliflower, cabbage cantaloupe, cucumber, squash, celery and others.

APIARY

| <u>ITEM</u>   | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u>          | <u>UNIT</u> | <u>PER UNIT</u>   | <u>TOTAL</u> |
|---------------|-------------|-----------------|----------------------------|-------------|-------------------|--------------|
| Colonies *    | 1974        | 6,300           |                            |             |                   |              |
|               | 1973        | 9,400           |                            |             |                   |              |
| Honey         | 1974        |                 | 151,200                    | Lbs.        | \$ .42            | \$ 63,500    |
|               | 1973        |                 | 1,075,000                  | "           | .43               | 462,000      |
| Wax           | 1974        |                 | 2,520                      | "           | 1.15              | 2,900        |
|               | 1973        |                 | 17,900                     | "           | .74               | 13,200       |
| <u>ITEM</u>   | <u>YEAR</u> | <u>ACREAGE</u>  | <u>COLONIES CONTRACTED</u> |             | <u>UNIT PRICE</u> | <u>TOTAL</u> |
| Pollination** | 1974        | 929             | 2,295                      |             | \$ 8.93           | \$ 20,500    |
| TOTAL APIARY  |             |                 |                            |             | 1974              | \$ 86,900    |
|               |             |                 |                            |             | 1973              | 475,200      |

\* Average honey production for 1973 per colony was 85 lbs.

\*\* Crops Pollinated: Apples, cucumbers, misc. vegetable seed, cherries and seed alfalfa.

NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES

| <u>CROP</u>  | <u>YEAR</u> | <u>ACREAGE</u> | <u>BLOOMS SOLD</u> | <u>AV. PR. PER BLOOM</u> | <u>TOTAL</u> |
|--|-------------|----------------|--------------------|--------------------------|--------------|
| Cut Flowers  | 1974        |                |                    |                          |              |
| Rose   |             | 53.59          | 29,666,000         | \$ .1131                 | \$3,355,000  |
| Min. Rose  |             | 6.39           | 6,244,000          | .0640                    | 400,000      |
| Carnation  |             | 152.00         | 139,924,000        | .0501                    | 7,010,000    |
| Chrysanthemum  |             | 36.10          | 8,672,000          | .1915                    | 1,661,000    |
|  | 1973        |                |                    |                          |              |
| Rose   |             | 49.28          | 26,667,000         | .1127                    | 3,005,000    |
| Min. Rose  |             | 4.28           | 5,603,000          | .0671                    | 376,000      |
| Carnation  |             | 132.86         | 113,573,000        | .0581                    | 6,599,000    |
| Chrysanthemum  |             | 29.69          | 5,608,000          | .1875                    | 1,052,000    |
| Nursery Stock<br>& Bulbs                                     | 1974        |                |                    |                          | 9,243,000    |
|  | 1973        |                |                    |                          | 6,170,000    |
|  |             |                | <u>TREES SOLD</u>  | <u>PER TREE</u>          |              |
| Christmas<br>Trees   | 1974        | 70             | 8,025              | 5.90                     | 47,400       |
|  | 1973        | 58             | 10,140             | 5.25                     | 53,200       |
| TOTAL NURSERY STOCK, BULBS,<br>CUT FLOWERS & CHRISTMAS TREES |             |                |                    |                          |              |
|  |             |                |                    |                          | 1974         |
|  |             |                |                    |                          | 1973         |
|  |             |                |                    |                          | \$21,716,400 |
|  |             |                |                    |                          | 17,255,200   |

DAIRYING, LIVESTOCK & POULTRY

| <u>CROP</u>                         | <u>YEAR</u> | <u>HEAD</u> | <u>PRODUCTION</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE TOTAL</u> |
|-------------------------------------|-------------|-------------|-------------------|-------------|-----------------|---------------------------|
| Cattle & Calves                     | 1974        | 51,000      | 306,000           | Cwt.        | \$ 30.00        | \$ 9,180,000              |
|                                     | 1973        | 89,000      | 489,500           | "           | 40.00           | 19,580,000                |
| Feeder                              | 1974        | 147,000     | 735,000           | "           | 35.00           | 25,725,000                |
|                                     | 1973        | 148,000     | 740,000           | "           | 44.00           | 32,560,000                |
| Milk -                              |             |             |                   |             |                 |                           |
| Market                              | 1974        |             | 759,000           | "           | 8.42            | 6,391,000                 |
|                                     | 1973        |             | 761,000           | "           | 6.78            | 5,160,000                 |
| Manufactured                        | 1974        |             | 12,400            | "           | 6.81            | 84,400                    |
|                                     | 1973        |             | 23,500            | "           | 5.32            | 125,000                   |
| Sheep & Lambs                       | 1974        | 12,700      | 12,700            | "           | 40.00           | 508,000                   |
|                                     | 1973        | 15,000      | 15,000            | "           | 36.00           | 540,000                   |
| Wool                                | 1974        |             | 89,600            | Lb.         | .42             | 37,600                    |
|                                     | 1973        |             | 120,000           | "           | .63             | 75,600                    |
| Hogs                                | 1974        | 10,750      | 2,150,000         | "           | .42             | 903,000                   |
|                                     | 1973        | 14,700      | 3,234,000         | "           | .45             | 1,455,000                 |
| Chickens -                          |             |             |                   |             |                 |                           |
| Fryers                              | 1974        | 762,000     | 2,953,000         | "           | .300            | 886,000                   |
|                                     | 1973        | 608,490     | 2,481,000         | "           | .304            | 754,000                   |
| Meat Hens                           | 1974        | 196,740     | 688,600           | "           | .575            | 39,600                    |
|                                     | 1973        | 40,720      | 165,120           | "           | .117            | 19,300                    |
| Eggs                                | 1974        |             | 3,432,000         | Doz.        | .563            | 1,932,000                 |
|                                     | 1973        |             | 5,077,000         | "           | .528            | 2,681,000                 |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |             |             |                   |             | 1974            | \$ 45,686,600             |
|                                     |             |             |                   |             | 1973            | 62,949,900                |



## SUMMARY - 1974

Monterey County Agriculture continued its upward trend in productivity as it recorded another bumper year in 1974 with gross receipts in excess of \$387 million, \$28 million more than its total earnings in 1973.

Thirty-one different crop and livestock commodities were in the million dollar bracket. As usual, vegetable crops were the dominant commodities with the largest earnings. Total receipts were in excess of \$247 million, \$24 million more than 1973. In this group, lettuce led in productivity valued at over \$114 million, followed by five other vegetable crops at over \$10 million each.

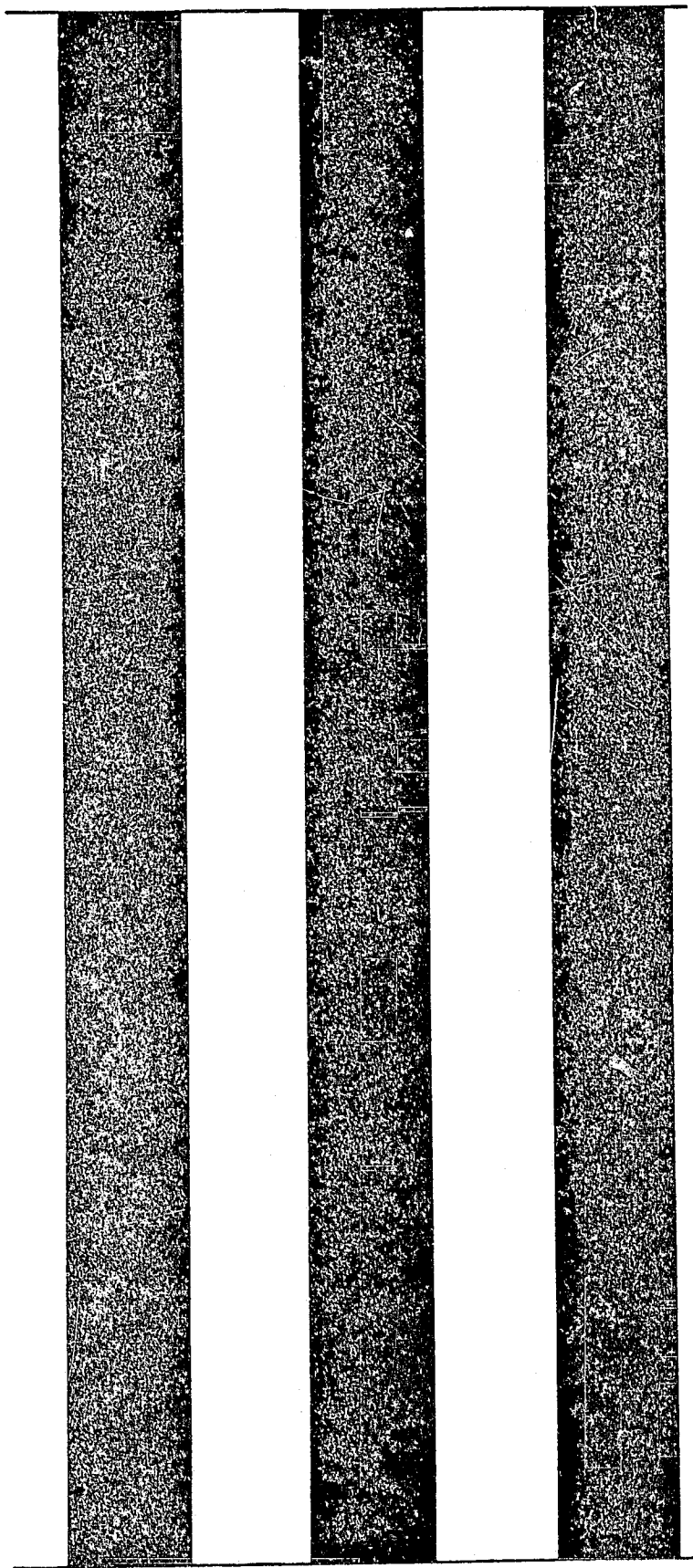
Total value for dairying, livestock and poultry combined was placed at nearly \$46 million, which was \$17 million short of 1973 earnings. The animal industry, particularly cattle, was experiencing unfavorable affects from lower meat prices and increased feed costs and may explain the lower gross earnings compared to 1973.

Fruit and nut crops showed significant gains, as did field, seed, and nursery crops. Particularly outstanding were the increased acreages and earnings of strawberries. Despite considerable increases in acreage, grape earnings reflected the effects of lower prices per ton.

Seed crop values tripled over 1973 as a result of favorable prices for peas and beans.

Higher field crop values for the year reflected premium prices enjoyed by the sugar beet industry. Small white beans did not command favorable prices because of oversupply but the crop's value managed to exceed 1973 earnings and acreage.

Cut flowers boosted the nursery business to an unprecedented year, however, the industry was feeling the pinch of the energy crisis and higher production costs.



1975

# Annual Crop Report

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RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA

# MONTEREY COUNTY

## DEPARTMENT OF AGRICULTURE

(408) 758-3876 - 120 WILGART WAY - P. O. BOX 1370 - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



L. T. Wallace, Director  
Department of Food and Agriculture

and

The Honorable Board of Supervisors  
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year of 1975.

Monterey County agriculture recorded an all time high in excess of \$406 million in 1975. This is an increase of more than \$19 million over the 1974 figure.

Despite this overall increase, growers were faced with higher costs of operation which included fuel, fertilizer, containers, etc. All of these factors affected the dollar return to the grower.

The values represented here are gross receipts received by the producers and do not take into account the costs of production, transportation or marketing. No attempt is made to reflect net income to the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Senior Agricultural Inspector Don Rochester who coordinated and compiled this report.

Very truly yours,

A handwritten signature in cursive script that reads "Richard W. Nutter".

Richard W. Nutter  
Agricultural Commissioner

RWN:ms

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER

SALINAS OFFICE

|                        |                                  |
|------------------------|----------------------------------|
| Roy E. Bardin          | Plant Pathologist                |
| Eugene (Chick) Legault | Asst. Agricultural Commissioner  |
| Stanley E. Clayton     | Deputy Agricultural Commissioner |
| William D. Taylor      | Deputy Agricultural Commissioner |
| William Nutley         | Senior Agricultural Inspector    |
| Don Rochester          | Senior Agricultural Inspector    |
| Elmo Brock             | Agricultural Inspector           |
| Jack Cartier           | Agricultural Inspector           |
| Marvin E. Garner       | Agricultural Inspector           |
| Dow O. Williams        | Agricultural Inspector           |
| David Butterfield      | Agricultural Inspector           |
| Johnny Bunch, Jr.      | Agricultural Inspector           |
| Thomas N. O'Brien      | Agricultural Inspector           |
| Expedito Ibarbia       | Agricultural Inspector           |
| Brad R. Oliver         | Agricultural Inspector           |
| Joseph C. Lyons        | Agricultural Inspector           |
| Gerry Willey           | Agricultural Inspector           |
| Ken Ewing              | Agricultural Inspector           |

MONTEREY OFFICE

|                    |                                  |
|--------------------|----------------------------------|
| Wallace Marvin     | Deputy Agricultural Commissioner |
| Charles D. Radford | Agricultural Inspector           |

KING CITY OFFICE

|                  |                               |
|------------------|-------------------------------|
| Frank A. Scaroni | Senior Agricultural Inspector |
| John W. Moore    | Agricultural Inspector        |
| Joseph J. Dughi  | Agricultural Inspector        |
| Robert H. Flores | Agricultural Inspector        |
| Harry O. Nelson  | Agricultural Inspector        |
| Robert Stewart   | Agricultural Inspector        |

PAJARO OFFICE

|                 |                                  |
|-----------------|----------------------------------|
| Glenn R. Sutton | Deputy Agricultural Commissioner |
| Kenneth Young   | Agricultural Inspector           |
| Lucille Semenza | Typist Clerk                     |

CLERICAL

|                      |                      |
|----------------------|----------------------|
| Margaret L. Stirling | Senior Account Clerk |
| Betty J. Drake       | Account Clerk        |
| Frances P. Freel     | Typist Clerk         |

TREND OF MAJOR CROPS IN MONTEREY COUNTY

| <u>CROP</u>  | <u>YEAR</u> | <u>ACRES</u> | <u>VALUE</u>  |
|--|-------------|--------------|---------------|
| Strawberries<br>(Fresh & Proc.)                        | 1965        | 2,969        | \$ 12,990,000 |
|  | 1970        | 2,600        | 14,152,000    |
|  | 1975        | 2,725        | 30,170,000    |
| Artichokes<br>(Fresh & Proc.)                          | 1965        | 7,440        | 4,810,000     |
|  | 1970        | 10,240       | 6,936,000     |
|  | 1975        | 9,700        | 14,497,000    |
| Broccoli<br>(Fresh & Proc.)                            | 1965        | 11,820       | 6,120,000     |
|  | 1970        | 23,700       | 13,474,000    |
|  | 1975        | 25,695       | 21,661,000    |
| Carrots<br>(Fresh & Proc.)                             | 1965        | 6,500        | 7,457,000     |
|  | 1970        | 5,860        | 6,278,000     |
|  | 1975        | 6,590        | 9,346,000     |
| Cauliflower<br>(Fresh & Proc.)                         | 1965        | 5,850        | 4,467,000     |
|  | 1970        | 8,745        | 8,199,000     |
|  | 1975        | 10,450       | 16,998,000    |
| Celery<br>(Fresh & Proc.)                              | 1965        | 5,070        | 13,391,000    |
|  | 1970        | 6,240        | 11,774,000    |
|  | 1975        | 5,690        | 28,188,000    |
| Lettuce  | 1965        | 44,000       | 48,091,000    |
|  | 1970        | 54,865       | 62,620,000    |
|  | 1975        | 54,845       | 100,620,000   |
| Tomatoes   | 1965        | 5,500        | 5,870,000     |
|  | 1970        | 5,050        | 10,205,000    |
|  | 1975        | 7,910        | 23,731,000    |
| Nursery, Bulbs, Cut<br>Flowers, and<br>Christmas Trees | 1965        | 96           | 2,101,000     |
|  | 1970        | 275          | 10,569,000    |
|  | 1975        | 486          | 23,144,000    |

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

| <u>CROP</u>  | <u>UNIT</u> | <u>UNIT WEIGHT (APPROX)</u> |
|--------------|-------------|-----------------------------|
| Artichokes   | Crate       | 25 lbs.                     |
| Broccoli     | Crate       | 21 lbs.                     |
| Bushberries  | Slide       | 9 lbs.                      |
| Cabbage      | Carton      | 50 lbs.                     |
| Carrots      | Carton      | 57 lbs.                     |
| Carrots      | Bulk        | 50 lbs.                     |
| Cauliflower  | Carton      | 25 lbs.                     |
| Celery       | Crate       | 60 lbs.                     |
| Endive       | Crate       | 30 lbs.                     |
| Romaine      | Crate       | 43 lbs.                     |
| Strawberries | Slide       | 11½ lbs.                    |
| Squash       | Crate       | 32 lbs.                     |
| Tomatoes *   | Carton      | 40 lbs.                     |

\* 40 lbs. used as an average for this Crop Report.

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY - YEAR 1975

|   |      |               |
|---|------|---------------|
| FRUIT & NUT   | 1975 | \$ 40,907,300 |
|   | 1974 | 28,352,000    |
| VEGETABLE CROPS                                       | 1975 | 259,417,800   |
|   | 1974 | 247,708,800   |
| FIELD CROPS   | 1975 | 49,578,000    |
|   | 1974 | 41,142,000    |
| SEED CROPS  | 1975 | 1,890,000     |
|   | 1974 | 2,344,000     |
| APIARY  | 1975 | 98,200        |
|   | 1974 | 86,900        |
| NURSERY, BULBS, CUT<br>FLOWERS AND<br>CHRISTMAS TREES | 1975 | 23,425,300    |
|   | 1974 | 21,716,400    |
| DAIRYING, LIVESTOCK<br>AND POULTRY                    | 1975 | 30,760,050    |
|   | 1974 | 45,686,600    |
| TOTAL   | 1975 | \$406,076,650 |
|   | 1974 | 387,036,700   |



MILLION DOLLAR CROPS

|                     |               |
|---------------------|---------------|
| LETTUCE             | \$100,620,000 |
| STRAWBERRIES        | 30,170,000    |
| CELERY              | 28,188,000    |
| TOMATOES            | 23,731,000    |
| SUGAR BEETS         | 23,399,000    |
| BROCCOLI            | 21,661,000    |
| CATTLE              | 18,518,000    |
| CAULIFLOWER         | 16,998,000    |
| CUT FLOWERS         | 15,102,000    |
| ARTICHOKES          | 14,497,000    |
| BARLEY              | 11,400,000    |
| GARLIC (Fresh)      | 11,310,000    |
| GRAPES              | 9,795,000     |
| CARROTS             | 9,346,000     |
| NURSERY AND BULBS   | 8,042,000     |
| MILK MARKETED       | 5,910,000     |
| ONIONS - GREEN      | 5,752,000     |
| BEANS - SMALL WHITE | 4,971,000     |
| PEPPERS             | 3,975,000     |
| POTATOES            | 3,949,000     |
| ASPARAGUS           | 3,918,000     |
| PASTURE LAND - DRY  | 3,563,000     |
| ROMAINE             | 3,189,000     |
| HAY - ALFALFA       | 3,024,000     |
| CABBAGE             | 2,547,000     |
| MUSHROOMS           | 2,056,000     |
| BRUSSELS SPROUTS    | 2,036,000     |
| SPINACH             | 1,690,000     |
| EGGS                | 1,584,000     |
| ONIONS - PROCESSED  | 1,527,000     |

FRUIT & NUT

| <u>CROP</u>        | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|--------------------|-------------|----------------------------|-------------------|--------------|-------------|---------------------|--------------|
|                    |             |                            | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Apples             | 1975        | 547                        | 17.11             | 9,360        | Ton         | \$ 75.50            | \$ 707,000   |
|                    | 1974        | 547                        | 15.19             | 8,310        | "           | 109.50              | 910,000      |
| Apricots           | 1975        | 214                        |                   | 178          | "           | 145.00              | 25,800       |
|                    | 1974        | 214                        | 3.22              | 689          | "           | 215.00              | 148,000      |
| Strawberries       | 1975        | 2,725                      |                   |              |             |                     |              |
|                    | 1974        | 2,060                      |                   |              |             |                     |              |
| Fresh              | 1975        |                            | 15.28             | 41,640       | "           | 636.80              | 26,516,000   |
|                    | 1974        |                            | 15.83             | 32,615       | "           | 564.10              | 18,398,000   |
| Processing         | 1975        |                            | 3.47              | 9,455        | "           | 386.45              | 3,654,000    |
|                    | 1974        |                            | 4.35              | 8,965        | "           | 399.10              | 3,578,000    |
| TOTAL STRAWBERRIES |             |                            |                   |              |             |                     |              |
|                    |             |                            | 1975              | 51,095       |             |                     | \$30,170,000 |
|                    |             |                            | 1974              | 41,580       |             |                     | 21,976,000   |
| Bushberries        | 1975        | 60                         | 3.50              | 210          | "           | 240.00              | 50,400       |
|                    | 1974        | 60                         | 3.50              | 210          | "           | 500.00              | 105,000      |
| Grapes             | 1975        |                            |                   |              |             |                     | 9,795,000    |
|                    | 1974        |                            |                   |              |             |                     | 5,076,000    |
| Walnuts            | 1975        | 252                        | .746              | 188          | "           | 460.10              | 86,500       |
|                    | 1974        | 490                        | .461              | 226          | "           | 473.45              | 107,000      |
| Misc. Fruit        | **1975      |                            |                   |              |             |                     | 72,600       |
|                    | *1974       |                            |                   |              |             |                     | 30,000       |
| TOTAL FRUIT & NUTS |             |                            |                   |              |             |                     |              |
|                    |             |                            | 1975              |              |             |                     | 40,907,300   |
|                    |             |                            | 1974              |              |             |                     | 28,352,000   |

\*\* Includes almonds, raspberries and dried apricots.

\* Includes almonds, cherries and raspberries.

GRAPE SUPPLEMENTARY

| <u>CROP</u> | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u> | <u>PER ACRE</u> | <u>PRODUCTION<br/>TOTAL</u> | <u>UNIT</u> | <u>F.O.B. VALUE<br/>PER UNIT</u> | <u>TOTAL</u> |
|-------------|-------------|----------------------------|-----------------|-----------------------------|-------------|----------------------------------|--------------|
| Grapes      | 1975        | 12,362.40                  | 2.55            | 31,495                      | Ton         | \$ 311.00                        | \$9,795,000  |
|             | Non-bearing | 22,976.90                  |                 |                             |             |                                  |              |
|             | TOTAL       | 35,339.30                  |                 |                             |             |                                  |              |
|             | 1974        | 6,691.30                   | 2.50            | 16,700                      | "           | 303.95                           | 5,076,000    |
|             | Non-bearing | 28,055.00                  |                 |                             |             |                                  |              |
|             | TOTAL       | 34,746.30                  |                 |                             |             |                                  |              |

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

| <u>VARIETY</u>     | <u>ACRES</u>     |
|--------------------|------------------|
| Barbera            | 201.70           |
| Cabernet Sauvignon | 6,153.32         |
| Chardonnay         | 3,132.43         |
| Chenin Blanc       | 2,070.82         |
| Emerald Riesling   | 379.50           |
| French Colombard   | 496.60           |
| Gamay              | 1,721.55         |
| Gamay Beaujolais   | 835.00           |
| Gewurztraminer     | 867.96           |
| Grey Riesling      | 613.00           |
| Merlot             | 1,365.80         |
| Petite Sirah       | 2,572.99         |
| Pinot Blanc        | 705.30           |
| Pinot Noir         | 3,198.93         |
| Royalty            | 32.00            |
| Ruby Cabernet      | 542.80           |
| Sauvignon Blanc    | 1,161.10         |
| Semillon           | 525.40           |
| Sylvaner           | 569.50           |
| Tinta Madeira      | 103.00           |
| White Riesling     | 2,037.28         |
| Zinfandel          | 3,092.82         |
| Other Red          | 1,893.40         |
| Other White        | 1,067.10         |
| TOTAL              | <u>35,339.30</u> |

VEGETABLE CROPS

| <u>CROP</u>           | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-----------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|
|                       |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Artichokes            | 1975        | 9,700          |                   |              |             |                     |              |
|                       | 1974        | 10,300         |                   |              |             |                     |              |
| Fresh                 | 1975        |                | 3.86              | 37,435       | Ton         | \$ 350.85           | \$13,134,000 |
|                       | 1974        |                | 3.19              | 32,825       | "           | 374.75              | 12,301,000   |
| Processing            | 1975        |                | .80               | 7,745        | "           | 176.00              | 1,363,000    |
|                       | 1974        |                | .61               | 5,910        | "           | 160.05              | 946,000      |
| Asparagus             | 1975        | 3,455          |                   |              |             |                     |              |
|                       | 1974        | 3,620          |                   |              |             |                     |              |
| Fresh                 | 1975        |                | 1.19              | 4,120        | "           | 723.80              | 2,982,000    |
|                       | 1974        |                | 1.03              | 3,720        | "           | 654.30              | 2,434,000    |
| Processing            | 1975        |                | .56               | 1,930        | "           | 485.00              | 936,000      |
|                       | 1974        |                | .42               | 1,540        | "           | 511.05              | 787,000      |
| Beans (Green<br>Lima) | 1975        | 1,380          | 2.01              | 2,780        | "           | 320.15              | 890,000      |
|                       | 1974        | 2,260          | 2.35              | 5,320        | "           | 310.00              | 1,649,000    |
| Broccoli              | 1975        | 25,695         |                   |              |             |                     |              |
|                       | 1974        | 21,300         |                   |              |             |                     |              |
| Fresh                 | 1975        |                | 2.22              | 40,840       | "           | 381.75              | 15,591,000   |
|                       | 1974        |                | 2.80              | 28,215       | "           | 369.10              | 10,414,000   |
| Processing            | 1975        |                | 3.66              | 26,680       | "           | 227.50              | 6,070,000    |
|                       | 1974        |                | 3.26              | 36,535       | "           | 223.90              | 8,180,000    |
| Brussels<br>Sprouts   | 1975        | 1,345          | 5.41              | 7,270        | "           | 280.00              | 2,036,000    |
|                       | 1974        | 1,425          | 6.00              | 8,555        | "           | 250.00              | 2,139,000    |
| Cabbage               | 1975        | 1,595          | 16.27             | 25,955       | "           | 98.15               | 2,547,000    |
|                       | 1974        | 1,500          | 20.38             | 30,570       | "           | 99.25               | 3,034,000    |
| Carrots               | 1975        | 6,590          |                   |              |             |                     |              |
|                       | 1974        | 5,200          |                   |              |             |                     |              |
| Fresh                 | 1975        |                | 12.82             | 60,240       | "           | 133.35              | 8,033,000    |
|                       | 1974        |                | 18.35             | 53,260       | "           | 156.45              | 8,332,000    |
| Processing            | 1975        |                | 25.92             | 48,990       | "           | 26.80               | 1,313,000    |
|                       | 1974        |                | 21.02             | 48,310       | "           | 31.00               | 1,498,000    |

VEGETABLE CROPS - Continued

| CROP                     | YEAR   | ACREAGE | PRODUCTION |                           | UNIT | F.O.B. VALUE |               |
|--------------------------|--------|---------|------------|---------------------------|------|--------------|---------------|
|                          |        |         | PER ACRE   | TOTAL                     |      | PER UNIT     | TOTAL         |
| Cauliflower              | 1975   | 10,450  |            |                           |      |              |               |
|                          | 1974   | 9,265   |            |                           |      |              |               |
| Fresh                    | 1975   |         | 5.72       | 45,340                    | Ton  | \$323.85     | \$ 14,683,000 |
|                          | 1974   |         | 5.19       | 31,520                    | "    | 297.45       | 9,376,000     |
| Processing               | 1975   |         | 3.48       | 8,800                     | "    | 263.05       | 2,315,000     |
|                          | 1974   |         | 3.30       | 20,525                    | "    | 266.80       | 5,476,000     |
| Celery                   | 1975   | 5,690   |            |                           |      |              |               |
|                          | 1974   | 5,275   |            |                           |      |              |               |
| Fresh                    | 1975   |         | 28.48      | 162,095                   | "    | 173.15       | 28,067,000    |
|                          | 1974   |         | 30.45      | 160,640                   | "    | 123.55       | 19,847,000    |
| Processing               | 1975   |         | 22.29      | 1,205                     | "    | 100.00       | 121,000       |
|                          | 1974   |         | 38.95      | 3,895                     | "    | 73.95        | 288,000       |
| Cucumbers -<br>Processed | 1975   | 560     | 8.18       | 4,580                     | "    | 111.00       | 508,000       |
|                          | 1974   | 210     | 9.95       | 2,090                     | "    | 83.00        | 174,000       |
| Endive                   | 1975   | -       | -          | See Supplementary Page 4A |      |              | 1,129,000     |
|                          | 1974   | -       | -          | See Supplementary Page 4A |      |              | 874,000       |
| Garlic - Fresh<br>Proc.  | 1975   | 749     | 7.75       | 5,800                     | "    | 958.00       | 5,556,000     |
|                          | 1975   | 3,785   | 7.55       | 28,580                    | "    | 201.35       | 5,754,000     |
|                          | 1974   | 3,225   | 7.99       | 25,760                    | "    | 124.75       | 3,214,000     |
| Lettuce -<br>Head        | 1975   | -       | -          | See Supplementary Page 4A |      |              | 93,031,000    |
|                          | 1974   | -       | -          | See Supplementary Page 4A |      |              | 107,705,000   |
| Lettuce -<br>Bulk        | 1975   | -       | -          | See Supplementary Page 4A |      |              | 436,000       |
|                          | 1974   | -       | -          | See Supplementary Page 4A |      |              | 934,000       |
| Lettuce -<br>Mixed Leaf  | 1975   | -       | -          | See Supplementary Page 4A |      |              | 2,835,000     |
|                          | 1974   | -       | -          | See Supplementary Page 4A |      |              | 3,303,000     |
| Mushrooms                | 1975   | 6       | 538,335    | 3,230,000                 | Lbs. | .6365        | 2,056,000     |
|                          | 1974   | 6       | 379,665    | 2,278,000                 | "    | .5759        | 1,312,000     |
| Onions - Dry             | 1975   | 200     | 17.25      | 3,450                     | Ton  | 95.40        | 329,000       |
|                          | 1974   | 300     | 16.75      | 5,025                     | "    | 80.00        | 402,000       |
| Onions - Green           | 1975   | 1,230   | 22.41      | 27,560                    | "    | 208.70       | 5,752,000     |
|                          | 1974   | 716     | 14.88      | 10,655                    | "    | 293.45       | 3,127,000     |
| Onions - Proc.           | 1975   | 1,350   | 19.22      | 25,955                    | "    | 58.85        | 1,527,000     |
|                          | 1974   | 2,660   | 18.54      | 49,330                    | "    | 65.65        | 3,238,000     |
| Peas - Fresh             | **1975 |         |            |                           |      |              |               |
|                          | 1974   | 79      | 2.92       | 231                       | "    | 375.75       | 86,800        |
| Peas - Proc.             | 1975   | 880     | 2.15       | 1,890                     | "    | 137.00       | 259,000       |
|                          | 1974   | 1,240   | 3.24       | 4,020                     | "    | 140.00       | 563,000       |

VEGETABLE CROPS - Continued

| <u>CROP</u>             | <u>YEAR</u> | <u>ACREAGE</u> | <u>PER ACRE</u>           | <u>TOTAL</u> | <u>UNIT</u> | <u>F.O.B. VALUE</u> |               |           |
|-------------------------|-------------|----------------|---------------------------|--------------|-------------|---------------------|---------------|-----------|
|                         |             |                |                           |              |             | <u>PER UNIT</u>     | <u>TOTAL</u>  |           |
| Peppers-Chili (Dry)     | 1975        | 3,055          | 1.35                      | 4,120        | Ton         | \$ 723.80           | \$ 2,982,000  |           |
| Peppers-Chili (Proc.)   | 1975        | 499            | 13.98                     | 6,975        | "           | 142.35              | 993,000       |           |
| Peppers-Chili (Dry)     | 1974        | 2,945          | 2.42                      | 7,145        | "           | 777.60              | 5,556,000     |           |
| Peppers-Chili (Proc.)   | 1974        | 305            | 17.00                     | 5,185        | "           | 228.80              | 1,186,000     |           |
| Potatoes                | 1975        | 2,970          | 16.96                     | 50,365       | "           | 78.40               | 3,949,000     |           |
|                         | 1974        | 3,665          | 16.59                     | 60,800       | "           | 65.00               | 3,952,000     |           |
| Romaine                 | 1975        |                | See Supplementary Page 4A |              |             |                     |               | 3,189,000 |
|                         | 1974        |                | See Supplementary Page 4A |              |             |                     |               | 2,078,000 |
| Spinach                 | 1975        | 2,850          | 11.40                     | 32,500       | "           | 52.00               | 1,690,000     |           |
|                         | 1974        | 5,040          | 10.54                     | 53,120       | "           | 40.25               | 2,138,000     |           |
| Squash                  |             |                |                           |              |             |                     |               |           |
| Fresh                   | 1975        | 256            | 3.42                      | 294          | "           | 145.60              | 42,800        |           |
| Processing              |             |                | 7.76                      | 1,995        | "           | 153.90              | 307,000       |           |
| Fresh                   | 1974        | 524            | 4.68                      | 192          | "           | 214.90              | 41,000        |           |
| Processing              |             |                | 5.13                      | 2,480        | "           | 111.70              | 277,000       |           |
| Tomatoes                | 1975        | 7,910          |                           |              |             |                     |               |           |
|                         | 1974        | 6,140          |                           |              |             |                     |               |           |
| Fresh                   | 1975        |                | 21.15                     | 84,135       | "           | 220.75              | 18,573,000    |           |
|                         | 1974        |                | 19.00                     | 66,500       | "           | 225.00              | 14,962,000    |           |
| Processing              | 1975        |                |                           | 89,555       | "           | 57.60               | 5,158,000     |           |
|                         | 1974        |                | 24.60                     | 64,950       | "           | 56.80               | 3,689,000     |           |
| **Misc. Vegetables      |             |                |                           |              |             |                     |               |           |
| Fresh                   | 1975        |                |                           |              |             |                     | 3,102,000     |           |
|                         | 1974        |                |                           |              |             |                     | 1,743,000     |           |
| Processing              | 1975        |                |                           |              |             |                     | 179,000       |           |
|                         | 1974        |                |                           |              |             |                     | 453,000       |           |
| TOTAL VEGETABLE CROPS - |             |                |                           |              |             | 1975                | \$259,417,800 |           |
|                         |             |                |                           |              |             | 1974                | 247,708,800   |           |

\*\* Includes anise, cherry tomatoes, corn, parsley, parsnips, peas, radishes, turnips and others.

FIELD CROPS

| <u>CROP</u>              | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |              |
|--------------------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|--------------|
|                          |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |              |
| Barley                   | 1975        | 47,500         | 2                 | 95,000       | Ton         | \$ 120.00           | \$11,400,000 |              |
|                          | 1974        | 50,900         | 1                 | 50,900       | "           | 110.00              | 5,599,000    |              |
| Beans - Dry              |             |                |                   |              |             |                     |              |              |
| Large Lima               | 1975        | 1,050          | 1.24              | 1,300        | "           | 600.00              | 780,000      |              |
|                          | 1974        | 2,345          | .985              | 2,310        | "           | 310.00              | 716,000      |              |
| Small White              | 1975        | 7,890          | 1.043             | 8,230        | "           | 604.00              | 4,971,000    |              |
|                          | 1974        | 20,370         | 1.058             | 21,570       | "           | 447.30              | 9,648,000    |              |
| Misc. Dry                | 1975        |                |                   |              |             |                     | 584,000      |              |
|                          | 1974        |                |                   |              |             |                     | 106,000      |              |
| Corn - Silage            | 1975        | 1,100          | 25                | 27,500       | "           | 20.00               | 550,000      |              |
|                          | 1974        | 1,100          | 25                | 27,500       | "           | 20.00               | 550,000      |              |
| Hay - Alfalfa            | 1975        | 5,400          | 7                 | 37,800       | "           | 80.00               | 3,024,000    |              |
|                          | 1974        | 5,685          | 7                 | 39,800       | "           | 70.00               | 2,786,000    |              |
| Hay - Grain              | 1975        | 500            | 2                 | 1,000        | "           | 35.00               | 35,000       |              |
|                          | *1974       |                |                   |              |             |                     |              |              |
| Hay - Oats               | 1975        | 1,980          | 3                 | 5,940        | "           | 45.00               | 267,000      |              |
|                          | 1974        | 1,975          | 3                 | 5,925        | "           | 47.50               | 281,000      |              |
| Oats - Silage            | 1975        | 1,200          | 14                | 16,800       | "           | 18.00               | 302,000      |              |
|                          | 1974        | 1,000          | 14                | 14,000       | "           | 15.00               | 210,000      |              |
| Pasture -<br>(Dry Land)  | 1975        | 1,018,000      |                   |              | Acre        | 3.50                | 3,563,000    |              |
|                          | 1974        | 1,018,000      |                   |              | "           | 3.50                | 3,563,000    |              |
| Pasture -<br>(Irrigated) | 1975        | 1,500          |                   |              | "           | 80.00               | 120,000      |              |
|                          | 1974        | 1,500          |                   |              | "           | 80.00               | 120,000      |              |
| Sugar Beets              | 1975        | 20,325         | 33.91             | 689,220      | Ton         | 33.95               | 23,399,000   |              |
|                          | 1974        | 9,625          | 32.05             | 308,480      | "           | 55.90               | 17,244,000   |              |
| Wheat                    | 1975        | 2,200          | 2.50              | 5,550        | "           | 105.00              | 583,000      |              |
|                          | 1974        | 3,545          | .75               | 2,660        | "           | 120.00              | 319,000      |              |
| TOTAL FIELD CROPS -      |             |                |                   |              |             |                     | 1975         | \$40,578,000 |
|                          |             |                |                   |              |             |                     | 1974         | 41,142,000   |

\* Not sufficient to report.

SEED CROP

| <u>CROP</u>     | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|-----------------|-------------|----------------|-------------------|--------------|-------------|---------------------|--------------|
|                 |             |                | <u>PER ACRE</u>   | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| Bean            | 1975        | 1,271          | .9897             | 1,258        | Ton         | \$806.00            | \$1,014,000  |
|                 | 1974        | 1,513          | .9526             | 1,441        | "           | 800.10              | 1,153,000    |
| Pea             | 1975        | 633            | 1.581             | 1,001        | "           | 440.00              | 440,000      |
|                 | 1974        | 391            | .9846             | 385          | "           | 400.00              | 154,000      |
| Misc. Seed *    | 1975        |                |                   |              |             |                     | 436,000      |
|                 | 1974        |                |                   |              |             |                     | 1,037,000    |
| TOTAL SEED CROP |             |                |                   |              |             | 1975                | \$1,890,000  |
|                 |             |                |                   |              |             | 1974                | 2,344,000    |

\* Misc. Seed includes broccoli, cauliflower, cabbage, cucumber, squash, celery and others.

APIARY

| <u>ITEM</u>    | <u>YEAR</u> | <u>COLONIES</u> | <u>PRODUCTION</u>          | <u>UNIT</u> | <u>PER UNIT</u>   | <u>TOTAL</u> |
|----------------|-------------|-----------------|----------------------------|-------------|-------------------|--------------|
| Colonies *     | 1975        | 5,400           |                            |             |                   |              |
|                | 1974        | 6,300           |                            |             |                   |              |
| Honey          | 1975        |                 | 167,400                    | Lbs.        | \$ .42            | 70,300       |
|                | 1974        |                 | 151,200                    | "           | .42               | 63,500       |
| Wax            | 1975        |                 | 2,790                      | "           | 1.04              | 2,900        |
|                | 1974        |                 | 2,520                      | "           | 1.15              | 2,900        |
| <u>ITEM</u>    | <u>YEAR</u> | <u>ACREAGE</u>  | <u>COLONIES CONTRACTED</u> |             | <u>UNIT PRICE</u> | <u>TOTAL</u> |
| Pollination ** | 1975        | 1,009           | 2,120                      |             | \$11.80           | \$25,000     |
|                | 1974        | 929             | 2,295                      |             | 8.93              | 20,500       |
| TOTAL APIARY   |             |                 |                            |             | 1975              | \$98,200     |
|                |             |                 |                            |             | 1974              | 86,900       |

\* Average honey production for 1975 per colony was 31 lbs.

\*\* Crops Pollinated: Apples, cucumbers, misc. vegetable seed, and cherries.



NURSERY, PROPAGATION, BULBS, CUT FLOWERS,  
GREENHOUSE GROWN VEGETABLES, & CHRISTMAS TREES

| <u>CROP</u>   | <u>YEAR</u> | <u>ACREAGE</u> | <u>BLOOMS SOLD</u>  | <u>AV. PR. PER BLOOM</u>  | <u>TOTAL</u> |
|---|-------------|----------------|---------------------|---------------------------|--------------|
| Cut Flowers   | 1975        |                |                     |                           |              |
| Rose  |             | 63.67          | 32,770,000          | .1312                     | \$4,300,000  |
| Min. Rose   |             | 6.61           | 6,113,000           | .0720                     | 440,000      |
| Carnation   |             | 151.33         | 125,783,000         | .0606                     | 7,622,000    |
| Chrysanthemum<br>(Standard)   |             | 35.97          | 11,489,000          | .2086                     | 2,397,000    |
|   | 1974        |                |                     |                           |              |
| Rose  |             | 49.28          | 26,667,000          | .1127                     | 3,005,000    |
| Min. Rose   |             | 4.28           | 5,603,000           | .0671                     | 376,000      |
| Carnation   |             | 132.86         | 113,573,000         | .0581                     | 6,599,000    |
| Chrysanthemum   |             | 29.69          | 5,608,000           | .1875                     | 1,052,000    |
|   |             |                | <u>BUNCHES SOLD</u> | <u>AV. PR. PER BUNCH</u>  | <u>TOTAL</u> |
| Min. Carnations   | 1975        | 1.77           | 120,000             | .866                      | 104,000      |
| Chrysanthemum<br>(Pompon)   |             | 4.68           | 255,000             | .937                      | 239,000      |
|   |             |                | <u>POTS SOLD</u>    | <u>AV. PR. PER POT</u>    | <u>TOTAL</u> |
| Potted Plants<br>(Indoor Dec.)  | 1975        | 11.69          | 1,330,000           | 1.55                      | 2,062,000    |
| Foliage   | 1975        | 89.06          |                     |                           | 2,278,000    |
| Nursery, Propagation<br>and Bulbs   | 1975        | 121.38         |                     |                           | 3,702,000    |
| Nursery, Propagation<br>and Bulbs   | 1974        |                |                     |                           | 9,243,000    |
|   |             |                | <u>CARTONS</u>      | <u>AV. PR. PER CARTON</u> | <u>TOTAL</u> |
| Greenhouse Grown<br>Vegetables  | 1975        |                |                     |                           |              |
| Tomatoes  |             | .57            | 4,000               | 6.30                      | 25,200       |
| Cucumbers   |             | 6.44           | 56,700              | 3.40                      | 193,000      |
|   |             |                | <u>TREES SOLD</u>   | <u>PER TREE</u>           | <u>TOTAL</u> |
| Christmas Trees   | 1975        | 46             | 9,345               | 6.75                      | 63,100       |
|   | 1974        | 70             | 8,025               | 5.90                      | 47,400       |
| TOTAL NURSERY, PROPAGATION, BULBS,<br>CUT FLOWERS, GREENHOUSE GROWN<br>VEGETABLES & CHRISTMAS TREES |             |                |                     |                           |              |
|   |             |                |                     |                           | 1975         |
|   |             |                |                     |                           | 23,425,300   |
|   |             |                |                     |                           | 1974         |
|   |             |                |                     |                           | 21,716,400   |

DAIRYING, LIVESTOCK & POULTRY

| CROP                                | YEAR | HEAD      | PRODUCTION | UNIT | F.O.B. VALUE |              |
|-------------------------------------|------|-----------|------------|------|--------------|--------------|
|                                     |      |           |            |      | PER UNIT     | TOTAL        |
| Cattle & Calves                     | 1975 | 46,400    | 267,000    | Cwt. | \$ 32.30     | \$ 8,624,000 |
|                                     | 1974 | 51,000    | 306,000    | "    | 30.00        | 9,180,000    |
| Feeder                              | 1975 | 51,000    | 204,000    | "    | 41.00        | 8,364,000    |
|                                     | 1974 | 147,000   | 735,000    | "    | 35.00        | 25,725,000   |
| Stocker Cattle                      | 1975 | 25,000    | 45,000     | "    | 34.00        | 1,530,000    |
| Milk -                              |      |           |            |      |              |              |
| Market                              | 1975 |           | 641,000    | "    | 9.22         | 5,910,000    |
|                                     | 1974 |           | 759,000    | "    | 8.42         | 6,391,000    |
| Manufactured                        | 1975 |           | 28,200     | "    | 7.21         | 203,000      |
|                                     | 1974 |           | 12,400     | "    | 6.81         | 84,400       |
| Sheep & Lambs                       | 1975 | 11,000    | 11,000     | "    | 44.00        | 484,000      |
|                                     | 1974 | 12,700    | 12,700     | "    | 40.00        | 508,000      |
| Wool                                | 1975 |           | 82,500     | Lb.  | .35          | 28,900       |
|                                     | 1974 |           | 89,600     | "    | .42          | 37,600       |
| Hogs                                | 1975 | 9,000     | 1,800,000  | "    | .48          | 864,000      |
|                                     | 1974 | 10,750    | 2,150,000  | "    | .42          | 903,000      |
| Chickens -                          |      |           |            |      |              |              |
| Fryers                              | 1975 | 2,636,000 | 10,544,000 | "    | .300         | 3,163,000    |
|                                     | 1974 | 762,000   | 2,953,000  | "    | .300         | 886,000      |
| Meat Hens                           | 1975 | 16,100    | 64,400     | "    | .08          | 5,150        |
|                                     | 1974 | 196,740   | 688,600    | "    | .575         | 39,600       |
| Eggs                                | 1975 |           | 3,452,000  | Doz. | .459         | 1,584,000    |
|                                     | 1974 |           | 3,432,000  | "    | .563         | 1,932,000    |
| TOTAL DAIRYING, LIVESTOCK & POULTRY |      |           |            |      | 1975         | \$30,760,050 |
|                                     |      |           |            |      | 1974         | 45,686,600   |

## SUMMARY - 1975

Monterey County Agriculture received gross receipts in excess of \$406 million, \$19 million more than was reported in 1974.

The category of fruits and nuts accounted for a large percentage of this increase with strawberry production up over \$8 million and grapes up almost \$5 million. Bearing grape acreage almost doubled over 1974 acreage as new vines continue to come into production.

Vegetable crops totaled over \$259 million, an increase of almost \$12 million over the previous year. Total lettuce value was down over \$14 million from the preceding year but increases in production and value of broccoli, celery, cauliflower, tomatoes, and garlic accounted for the overall increase.

Field crops rose nearly \$8.5 million, primarily due to increases in production and value of barley and sugar beets.

Seed crops in Monterey County remained about the same with only a slight change downward in total value. Cut flower prices accounted for the nearly \$2 million increase in the nursery category.

The dairying, livestock and poultry sustained nearly a \$15 million loss in total value in 1975. The main factor that contributed to this loss was the sharp reduction in fed cattle in Monterey County during the year.