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California Department of Food and Agriculture

Agricultural Commissioners' Crop Reports

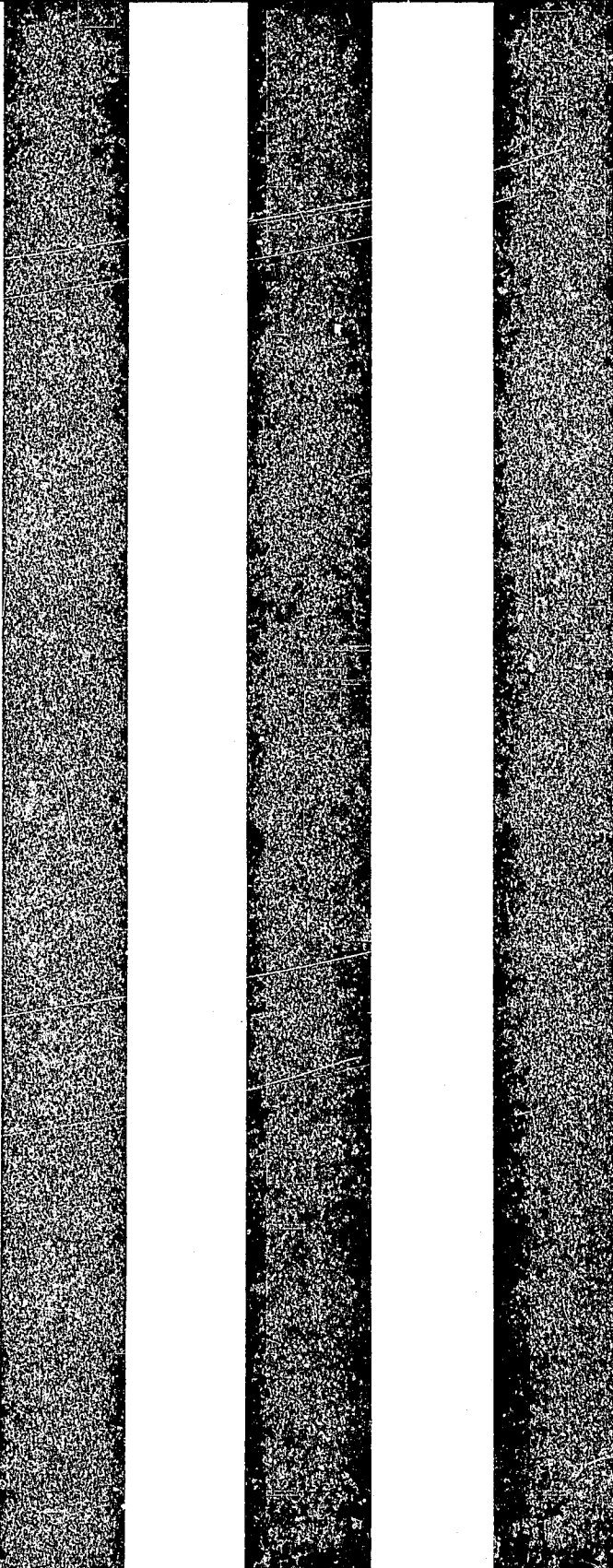
Monterey County

1976-1979

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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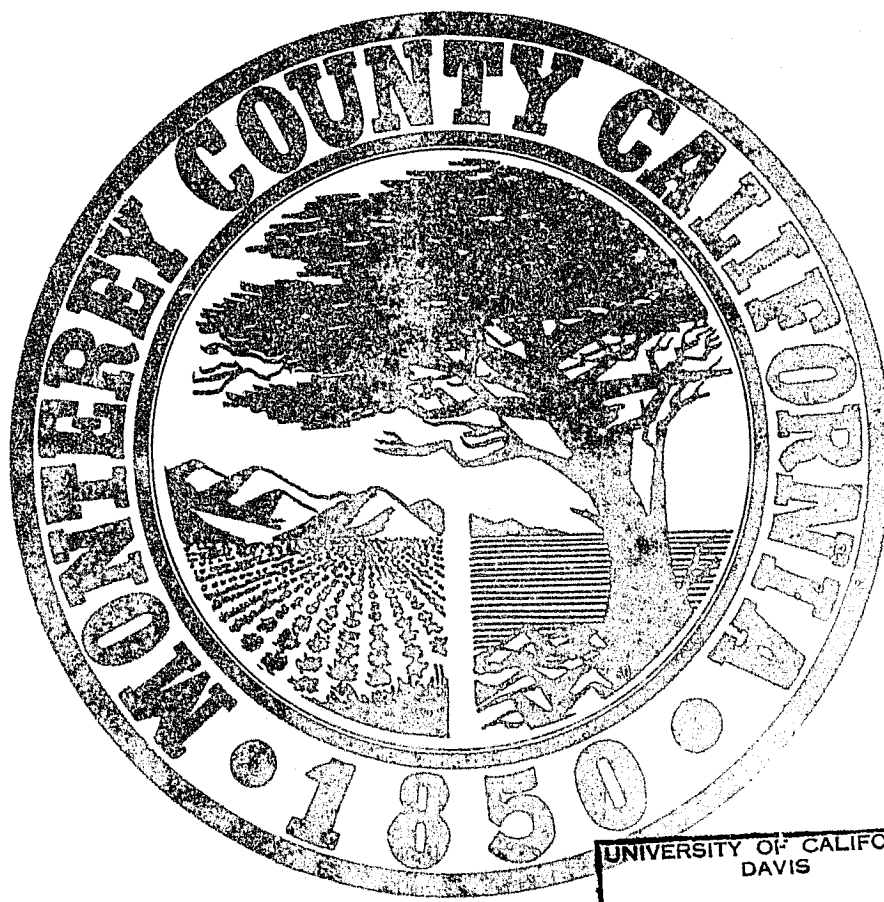
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1976

Annual Crop Report

1976



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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



Richard E. Rominger, 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 1976.

Monterey County's gross value for 1976 agricultural crops totalled \$453,545,421. This is an increase of more than \$45.5 million over the 1975 figure.

Although some segments of agriculture did well financially, others suffered severe losses. The crops that sustained losses from heavy rains were grapes, beans, garlic, tomatoes, and strawberries; while the lack of rain had a disastrous affect on grain crops and pasture lands.

Inflation continues to drive growers' cost upward, resulting in diminishing returns.

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

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RICHARD W. NUTTER

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William D. Taylor	Deputy Agricultural Commissioner
William Nutley	Senior Agricultural Inspector
Don Rochester	Senior Agricultural Inspector
Elmo Brock	Agricultural Inspector
Marvin E. Garner	Agricultural Inspector
Dow O. Williams	Agricultural Inspector
David Butterfield	Agricultural Inspector
Johnny Bunch, Jr.	Agricultural Inspector
Harry Steer	Agricultural Inspector
Joseph C. Lyons	Agricultural Inspector
Gerry Willey	Agricultural Inspector
Ken Ewing	Agricultural Inspector
M. "Corky" Wycuff	Agricultural Inspector
Suzy McOmber	Agricultural Inspector
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Betty J. Drake	Account Clerk
Frances P. Freel	Typist Clerk

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Harry O. Nelson	Agricultural Inspector
Paul Holzberger	Agricultural Inspector
Wendy Johnsen	Agricultural Inspector

PAJARO OFFICE

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

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	45
ARTICHOKES	Crate	25
ASPARAGUS	Crate	32
BROCCOLI	Crate	21
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Crate	30
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	43
SQUASH	Carton	30
STRAWBERRIES	Slide	11½
TOMATOES	Carton	30

FRUIT & NUT

<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>
APPLES	1976	517	13.05	6,747	Ton	\$101.25	\$ 683,000
	1975	547	17.11	9,360	"	75.50	707,000
APRICOTS	1976	214		175	"	182.00	31,800
	1975	214		178	"	145.00	25,800
STRAWBERRIES - Total	1976	2,440		43,370			29,445,000
	1975	2,725		51,095			30,170,000
Fresh	1976		13.89	33,900	"	743.50	25,205,000
	1975		15.28	41,640	"	636.80	26,516,000
Processing	1976		3.88	9,470	"	447.70	4,240,000
	1975		3.47	9,455	"	386.45	3,654,000
BUSHBERRIES	1976	60	2.90	174	"	479.90	83,500
	1975	60	3.50	210	"	240.00	50,400
GRAPES	1976	17,079.93	(See Supplementary Page 3)				8,839,000
	1975						9,795,000
WALNUTS	1976	200	.665	133	"	700.00	93,100
	1975	252	.746	188	"	460.10	86,500
MISC. FRUIT*	1976						25,000
	1975						72,600
1976 Totals		20,510.93 Acres		50,599 Tons		Value	\$39,200,400
						1975 Value	40,907,300

* Includes almonds, raspberries and others.

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>BEARING ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. PER UNIT</u>	<u>VALUE TOTAL</u>
			<u>PER ACRE</u>	<u>TOTAL</u>			
GRAPES	1976	17,079.93	1.55	26,500	Ton	\$333.55	\$8,839,000
Non-bearing		<u>17,775.37</u>					
TOTAL		34,855.30					
GRAPES	1975	12,362.40	2.55	31,495	"	311.00	9,795,000
Non-bearing		<u>22,976.90</u>					
TOTAL		35,339.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera	201.70
Cabernet Sauvignon	6,044.32
Chardonnay	3,052.93
Chenin Blanc	2,023.72
Emerald Riesling	379.50
French Colombard	496.60
Gamay	1,701.05
Gamay Beaujolais	835.00
Gewurztraminer	845.46
Grey Riesling	613.00
Merlot	1,365.80
Petite Sirah	2,549.49
Pinot Blanc	705.30
Pinot Noir	3,131.73
Royalty	32.00
Ruby Cabernet	542.80
Sauvignon Blanc	1,161.10
Semillon	525.40
Sylvaner	569.50
Tinta Madeira	103.00
White Riesling	1,971.28
Zinfandel	3,044.12
Other Red	1,893.40
Other White	<u>1,067.10</u>
TOTAL	<u>34,855.30</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>
ANISE	1976	125	13.08	1,635	Ton	\$224.45	\$ 367,000
ARTICHOKES-Total	1976	9,510					16,376,000
"	1975	9,700					14,497,000
Fresh	1976		4.11	39,130	"	374.50	14,654,000
	1975		3.86	37,435	"	350.85	13,134,000
Processing	1976		1.01	9,620	"	168.00	1,616,000
(Regular)	1975		.80	7,745	"	176.00	1,363,000
Processing	1976		.42	4,080	"	26.00	106,000
(Culls)							
ASPARAGUS- Total	1976	2,460					5,389,000
"	1975	3,455					3,918,000
Fresh	1976		1.90	4,680	"	736.45	3,447,000
	1975		1.19	4,120	"	723.80	2,982,000
Processing	1976		1.72	4,240	"	458.00	1,942,000
	1975		.56	1,930	"	485.00	936,000
BEANS (Green	1976	700	1.61	1,130	"	269.00	304,000
Lima)	1975	1,380	2.01	2,780	"	320.15	890,000
BROCCOLI - Total	1976	27,430					29,380,000
"	1975	25,695					21,661,000
Fresh	1976	16,075	2.89	46,420	"	409.80	19,023,000
	1975		2.22	40,840	"	381.75	15,591,000
Processing	1976	11,355	3.88	44,100	"	234.85	10,357,000
	1975		3.66	26,680	"	227.50	6,070,000
BRUSSELS							
SPROUTS	1976	1,205	4.80	5,785	"	345.35	1,998,000
	1975	1,345	5.41	7,270	"	280.00	2,036,000

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>
CABBAGE	1976	1,780	14.27	25,400	Ton	\$123.90	\$ 3,147,000
	1975	1,595	16.27	25,955	"	98.15	2,547,000
CARROTS - Total	1976	5,860					9,026,000
	" 1975	6,590					9,346,000
Fresh	1976	3,600	15.70	56,510	"	137.10	7,748,000
	1975		12.82	60,240	"	133.35	8,033,000
Processing	1976	2,260	14.71	33,250	"	38.45	1,278,000
	1975		25.92	48,990	"	26.80	1,313,000
CAULIFLOWER-Tot.	1976	10,780					17,777,000
	" 1975	10,450					16,998,000
Fresh	1976	8,309	5.07	42,165	"	368.85	15,553,000
	1975		5.72	45,340	"	323.85	14,683,000
Processing	1976	2,471	3.40	8,410	"	264.45	2,224,000
	1975		3.48	8,800	"	263.05	2,315,000
CELERY - Total	1976	6,590					26,509,000
	" 1975	5,690					28,188,000
Fresh	1976	6,508	28.55	188,160	"	139.85	26,314,000
	1975		28.48	162,095	"	173.15	28,067,000
Processing	1976	82	28.96	2,375	"	82.10	195,000
	1975		22.29	1,205	"	100.00	121,000
CUCUMBERS	1976	240	16.50	3,960	"	104.05	412,000
	Processing 1975	560	8.18	4,580	"	111.00	508,000
GARLIC - Total	1976	2,286					4,805,000
	" 1975	4,534					11,310,000
Fresh	1976	611	6.10	3,725	"	864.95	3,222,000
	1975	749	7.75	5,800	"	958.00	5,556,000
Processing	1976	1,675	6.10	10,210	"	155.05	1,583,000
	1975	3,785	7.55	28,580	"	201.35	5,754,000

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>
LETTUCE - Head	1976						
Spring		19,930					
Summer		18,315					
Fall		21,800					
Naked Pack				31,125,000	Carton	\$ 3.77	\$117,341,000
Wrapped Pack				5,305,000	"	4.25	22,546,000
Bulk - for Shredding				<u>1,129,000</u>	"	2.00	<u>2,258,000</u>
SEASON TOTAL		60,045	625.51	37,559,000	"	Av 3.78	\$142,145,000
LETTUCE - Head	1975						
Spring		17,315					
Summer		20,550					
Fall		22,945					
SEASON TOTAL*		60,810	612.40	37,240,000	"	Av 2.51	\$ 93,467,000
LETTUCE - Mixed Leaf	1976	2,560		1,754,000	"	3.60	6,314,000
	1975	1,660		1,134,000	"	2.50	2,835,000
ENDIVE	1976	830		553,600	"	3.65	2,021,000
	1975	495		322,700	"	3.50	1,129,000
ROMAINE	1976	1,610		1,376,000	"	3.80	5,232,000
	1975	1,265		1,063,000	"	3.00	3,189,000
LETTUCE CROP TOTALS	1976	65,045 Acres		41,242,600	Cartons	Value	\$155,712,000
	1975	64,230 "		39,759,700	"	"	100,620,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1976	16.11		5,755,000	Lb.	\$.7445	\$ 4,285,000
	1975	6.		3,230,000	"	.6365	2,056,000
ONIONS - Dry	1976	227	21.70	4,926	Ton	99.90	492,000
	1975	200	17.25	3,450	"	95.40	329,000
ONIONS - Green	1976	1,300	9.18	11,930	"	490.00	5,846,000
	1975*	1,230	11.52	14,175	"	405.80	5,752,000
ONIONS - Proc.	1976	1,250	15.73	19,663	"	61.80	1,215,000
	1975	1,350	19.22	25,955	"	58.85	1,527,000
PARSLEY	1976	120	8.00	960	"	322.90	310,000
PEAS - Fresh	1976	270	2.64	713	"	419.35	299,000
	1975***						
PEAS - Proc.	1976***						
	1975	880	2.15	1,890	"	137.00	259,000
PEPPERS- CHILI	Total 1976	3,315					5,664,000
	" 1975	3,554					5,863,000
Dry	1976	2,815	2.41	6,795	"	783.80	5,326,000
	1975	3,055	1.99	6,090	"	799.65	4,870,000
Processing	1976	500	7.50	3,750	"	90.00	338,000
	1975	499	13.98	6,975	"	142.35	993,000
POTATOES	1976	3,845	16.31	62,705	"	78.95	4,951,000
	1975	2,970	16.96	50,365	"	78.40	3,949,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
SPINACH	1976	3,660	11.41	41,750	Ton	45.85	\$ 1,914,000
	1975	2,850	11.40	32,500	"	52.00	1,690,000
SQUASH - Total	1976	321					231,000
	1975	256					349,800
Fresh	1976		5.97	418	"	265.55	111,000
	1975		3.42	294	"	145.60	42,800
Processing	1976		4.08	1,025	"	117.05	120,000
	1975		7.76	1,995	"	153.90	307,000
TOMATOES - Total	1976	6,200					12,435,000
	1975	7,910					23,731,000
Fresh	1976	4,000	10.09	40,355	"	251.80	10,161,000
	1975		21.15	84,135	"	220.75	18,573,000
Processing	1976	2,200	21.81	47,980	"	47.40	2,274,000
	1975		22.78	89,555	"	57.60	5,158,000
MISCELLANEOUS VEGETABLES**							
Total	1976	1,255					2,470,000
	1975						3,281,000
Fresh	1976						2,108,000
	1975						3,102,000
Processing	1976						362,000
	1975						179,000
GREENHOUSE GROWN VEGETABLES							
CUCUMBERS	1976		2.06	62,500	Cartons	4.65	291,000
	1975		6.44	56,700	"	3.40	193,000
TOMATOES	1976***						
	1975		.57	4,000	"	6.30	25,200
TOTAL ACRES - 1976		155,792.17					\$311,605,000
TOTAL VEGETABLE CROPS - 1976							261,305,800
							1975

* Revised

** Includes beets, cherry tomatoes, corn, Bok Choy, parsnips, sugar peas, radishes, turnips, and others.

*** Insufficient to report.

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY	1976	30,000	.60	18,000	Ton	\$100.00	\$ 1,800,000
	1975	47,500	2	95,000	"	120.00	11,400,000
BEANS - DRY							
Large Lima	1976	2,325	.60	1,400	"	740.00	1,036,000
	1975	1,050	1.24	1,300	"	600.00	780,000
Small White	1976	6,970	1.546	10,775	"	345.90	3,727,000
	1975	7,890	1.043	8,230	"	604.00	4,971,000
Misc. Dry	1976	1,840					546,000
	1975						584,000
CORN - Processed	1976	1,470	4.05	5,955	"	180.00	1,072,000
CORN - Silage	1976	900	25	22,500	"	20.00	450,000
	1975	1,100	25	27,500	"	20.00	550,000
HAY - Alfalfa	1976	5,400	7	37,800	"	80.00	3,024,000
	1975	5,400	7	37,800	"	80.00	3,024,000
HAY - Grain	1976	500	2	1,000	"	45.00	45,000
	1975	500	2	1,000	"	35.00	35,000
HAY - Oats	1976	1,900	3	5,700	"	60.00	342,000
	1975	1,980	3	5,940	"	45.00	267,000
OATS - Silage	1976	1,500	14	21,000	"	18.00	378,000
	1975	1,200	14	16,800	"	18.00	302,000
PASTURE -							
Dry Land	1976	1,018,000			Acre	4.00	4,072,000
	1975	1,018,000			"	3.50	3,563,000
PASTURE -							
Irrigated	1976	1,500			"	90.00	135,000
	1975	1,500			"	80.00	120,000
SUGAR BEETS	1976	19,045	36.03	686,220	Ton	19.25	13,210,000
	1975	20,325	33.91	689,220	"	33.95	23,399,000
WHEAT	1976	1,220	.40	488	"	90.00	43,900
	1975	2,200	2.50	5,550	"	105.00	583,000
1976 TOTAL ACRES		1,092,570	VALUE TOTAL-FIELD CROPS		1976	\$29,880,900	
					1975	49,578,000	

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	1976	814	.6486	528	Ton	\$621.20	\$ 328,000
	1975	1,271	.9897	1,258	"	806.00	1,014,000
PEA	1976	840	1.121	942	"	400.20	377,000
	1975	633	1.581	1,001	"	440.00	440,000
MISC. SEED*	1976	143					990,000
	1975						436,000
TOTAL ACRES	1976	<u>1,797</u>					
					TOTAL SEED CROP -		
					1976		\$ 1,695,000
					1975		<u>1,890,000</u>

OTHER PRODUCTION

<u>CROP</u>	<u>YEAR</u>	<u>COLONIES</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>	
					<u>PER UNIT</u>	<u>TOTAL</u>
<u>APIARY</u> - Total	1976					\$ 9,800
	1975					98,200
Honey	1976	2,900	13,100	Lb.	\$.39	5,100
	1975	5,400	167,400	"	.42	70,300
Pollination**	1976	285		Colony	16.50	4,700
	1975	2,120		"	11.80	25,000
<u>AQUACULTURE</u>	1976					\$ 168,000
Misc. Fish and Shell Fish						
<u>WORM CROP</u>	1976		56,400	Cup/50 Ct.	\$.35	\$ 19,700

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

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

NURSERY CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1976	60.74	31,743,000	\$.1441	\$ 4,574,000
	1975	63.67	32,770,000	.1312	4,300,000
Min. Rose	1976	6.11	5,458,000	.0809	442,000
	1975	6.61	6,113,000	.0720	440,000
Carnation	1976	146.19	121,457,000	.0670	8,138,000
	1975	151.33	125,783,000	.0606	7,622,000
Chrysanthemum (Standard)	1976	32.57	12,853,000	.2289	2,942,000
	1975	35.97	11,489,000	.2086	2,397,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Min.)	1976	3.29	258,000	.957	247,000
	1975	1.77	120,000	.866	104,000
Chrysanthemum (Pompon)	1976	4.96	326,000	.825	269,000
	1975	4.68	255,000	.937	239,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1976	55.19	3,013,000	1.54	4,640,000
	1975	11.69	1,330,000	1.55	2,062,000
FOLIAGE	1976	107.73			2,355,000
	1975	89.06			2,278,000
PROPAGATIVE STOCK AND BULBS	1976	109.80			10,245,000
	1975	121.38			3,702,000
BEDDING PLANTS (Vegetable)	1976	9.86			856,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1976	52	9,480	7.45	70,600
	1975	46	9,345	6.75	63,100
TOTAL ACRES	1976	588.44	TOTAL NURSERY CROPS -		\$34,778,600
				1975	23,425,300

LIVESTOCK, POULTRY & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE		
					PER UNIT	TOTAL	
BEEF CATTLE-Tot.	1976	168,070				\$23,019,000	
"	1975	122,400				18,518,000	
Cattle and Calves	1976	52,070	306,000	Cwt.	29.90	9,149,000	
	1975	46,400	267,000	"	32.30	8,624,000	
Feeder	1976	78,000	312,000	"	37.00	11,544,000	
	1975	51,000	204,000	"	41.00	8,364,000	
Stocker	1976	38,000	68,400	"	34.00	2,326,000	
	1975	25,000	45,000	"	34.00	1,530,000	
SHEEP & LAMBS	1976	10,700	10,700	"	45.00	482,000	
	1975	11,000	11,000	"	44.00	484,000	
WOOL	1976		85,507	Lb.	.69	59,000	
	1975		82,500	"	.35	28,900	
HOGS	1976	11,000	2,200,000	"	.49	1,078,000	
	1975	9,000	1,800,000	"	.48	864,000	
RABBITS - Total	1976	1,225				4,521	
Breeders	1976	80		Each	10.00	800	
Fryers	1976	1,145		"	3.25	3,721	
CHICKENS Total	1976	2,050,500				3,166,500	
"	1975	2,652,100				3,168,150	
Fryers	1976	1,927,000	8,672,000	Lb.	.36	3,122,000	
	1975	2,636,000	10,544,000	"	.30	3,163,000	
Meat Hens	1976	123,500	555,800	"	.08	44,500	
	1975	16,100	64,400	"	.08	5,150	
EGGS	1976		4,074,000	Dozen	.538	2,192,000	
	1975		3,452,000	"	.459	1,584,000	
MILK - Total	1976					6,187,000	
"	1975					6,113,000	
Market	1976		634,000	Cwt.	9.39	5,953,000	
	1975		641,000	"	9.22	5,910,000	
Manufactured	1976		27,500	"	8.50	234,000	
	1975		28,200	"	7.21	203,000	
TOTAL LIVESTOCK, POULTRY & DAIRYING -						1976	\$36,188,021
						1975	30,760,050

TREND OF MAJOR CROPS IN MONTEREY COUNTY

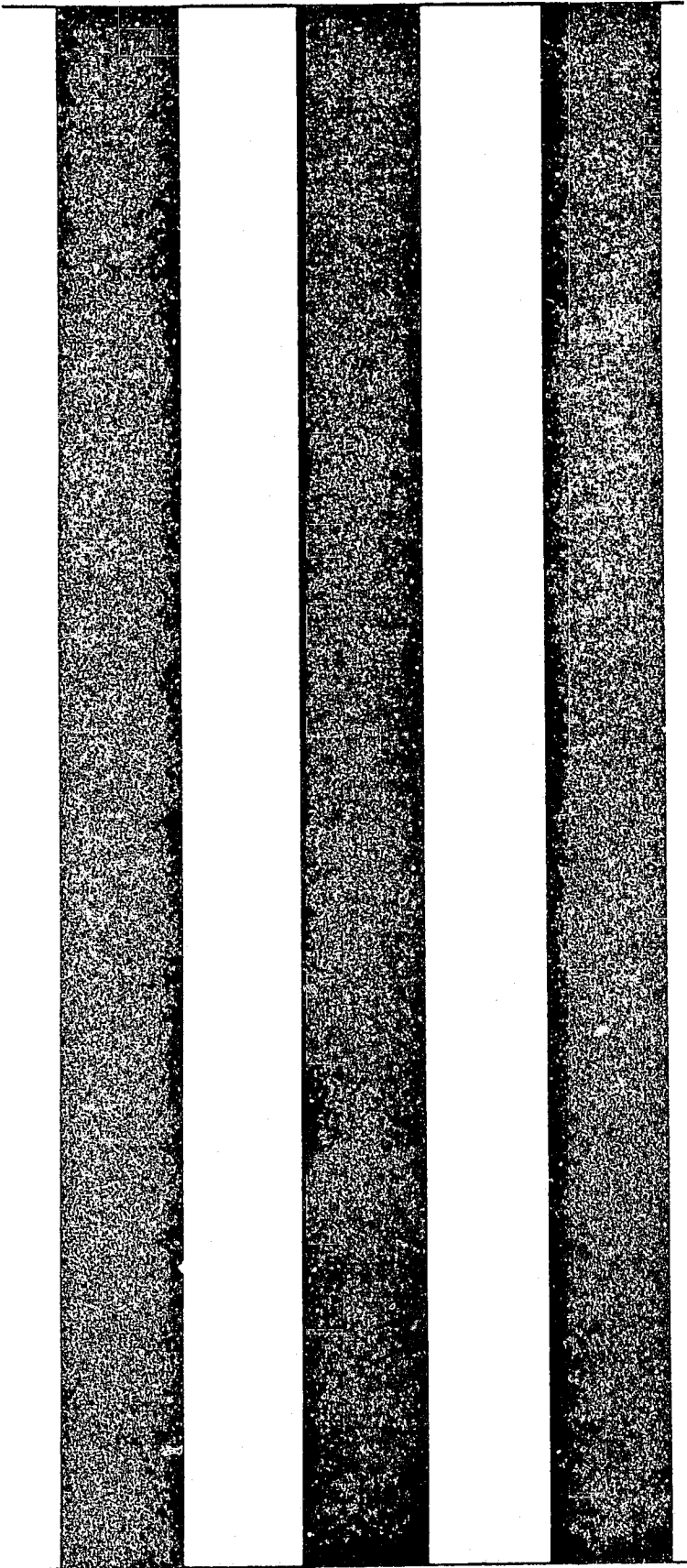
<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1976	9,510	16,376,000
	1971	10,530	8,270,000
	1966	8,817	5,301,000
BROCCOLI (Fresh & Proc.)	1976	27,430	29,380,000
	1971	24,200	13,239,000
	1966	14,721	5,483,000
CARROTS (Fresh & Proc.)	1976	5,860	9,026,000
	1971	6,700	11,483,000
	1966	6,945	7,178,000
CAULIFLOWER (Fresh & Proc.)	1976	10,780	17,777,000
	1971	9,420	10,825,000
	1966	4,285	4,501,000
CELERY (Fresh & Proc.)	1976	6,590	26,509,000
	1971	5,775	19,695,000
	1966	5,265	14,227,000
LETTUCE	1976	65,045	155,712,000
	1971	55,000	65,799,000
	1966	48,990	52,863,000
NURSERY CROPS	1976	588	34,778,600
	1971	384	12,714,000
	1966	141	2,581,000
STRAWBERRIES (Fresh & Proc.)	1976	2,440	29,445,000
	1971	2,457	15,303,000
	1966	2,570	12,352,000
TOMATOES (Fresh & Proc.)	1976	6,200	12,435,000
	1971	4,500	12,157,000
	1966	6,600	11,703,000

MILLION DOLLAR CROPS

1.	LETTUCE	\$155,712,000
2.	NURSERY	34,778,600
3.	STRAWBERRIES	29,445,000
4.	BROCCOLI	29,380,000
5.	CELERY	26,509,000
6.	CATTLE	23,019,000
7.	CAULIFLOWER	17,777,000
8.	ARTICHOKES	16,376,000
9.	SUGAR BEETS	13,210,000
10.	TOMATOES	12,435,000
11.	CARROTS	9,026,000
12.	GRAPES	8,839,000
13.	MILK MARKETED	6,187,000
14.	ONIONS - GREEN	5,846,000
15.	PEPPERS - CHILI	5,664,000
16.	ASPARAGUS	5,389,000
17.	BEANS - DRY	5,309,000
18.	POTATOES	4,951,000
19.	GARLIC	4,805,000
20.	MUSHROOMS	4,285,000
21.	PASTURE LAND - DRY	4,072,000
22.	POULTRY	3,166,500
23.	CABBAGE	3,147,000
24.	HAY - ALFALFA	3,024,000
25.	EGGS	2,192,000
26.	BRUSSELS SPROUTS	1,998,000
27.	SPINACH	1,914,000
28.	BARLEY	1,800,000
29.	SEEDS	1,695,000
30.	ONIONS - PROCESSED	1,215,000
31.	HOGS	1,078,000
32.	CORN - PROCESSED	1,072,000

SUMMARY - YEAR 1976

FRUIT & NUT	1976	\$ 39,200,400	
	1975	40,907,300	
VEGETABLE CROPS	1976	311,605,000	
	1975	261,305,800	
FIELD CROPS	1976	29,880,900	
	1975	49,578,000	
SEED CROPS	1976	1,695,000	
	1975	1,890,000	
OTHER PRODUCTION	1976	197,500	
	1975	98,200	
NURSERY CROPS	1976	34,778,600	
	1975	23,425,300	
LIVESTOCK, POULTRY, AND DAIRYING	1976	36,188,021	
	1975	30,760,050	
TOTAL -			
		1976	\$453,545,421
		1975	407,964,650



1977

Annual Crop Report

1977



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RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 120 WILGART WAY - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Richard E. Rominger, 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 1977.

Monterey County's gross value for 1977 agricultural crops totalled \$498,510,550. This is an increase of more than \$44.9 million over the 1976 figure.

This was the third year in which the rangeland cattle producers and dryland grain growers suffered serious losses due to the continued drought. Cereal grain crops are down over 11 million dollars since 1975. Cattle values dropped in excess of 5 million dollars over the previous year.

Other segments of County agriculture showed large increases in total value, mainly due to increased acreage and production.

1977 turned out to be a surprising crop year, as few anticipated a large gross value increase, particularly because of the poor market price for lettuce.

Inflation continues to drive growers' cost upward, resulting in diminishing returns.

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

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

Very truly yours,

Richard W. Nutter
Agricultural Commissioner

RWN:ms

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

ASSISTANT AGRICULTURAL COMMISSIONER

E. J. "CHICK" LEGAULT

SALINAS OFFICE

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Don Rochester	Deputy Agricultural Commissioner
William D. Taylor	Deputy Agricultural Commissioner
William Nutley	Senior Agricultural Inspector
Brad Oliver	Staff Biologist
Johnny Bunch, Jr.	Agricultural Inspector III
David Butterfield	Agricultural Inspector III
Marvin E. Garner	Agricultural Inspector III
Harry Steer	Agricultural Inspector III
Dow O. Williams	Agricultural Inspector III
Joseph C. Lyons	Agricultural Inspector II
Gerry Willey	Agricultural Inspector II
Suzy Arnesen	Agricultural Inspector I
Alice Birkeneder	Agricultural Inspector I
M. "Corky" Wycuff	Agricultural Inspector I
Margaret L. Stirling	Senior Account Clerk
Betty J. Drake	Account Clerk
Frances P. Free	Typist Clerk

MONTEREY OFFICE

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Charles D. Radford	Agricultural Inspector III

KING CITY OFFICE

Frank A. Scaroni	Senior Agricultural Inspector
Joseph J. Dughi	Agricultural Inspector III
Kenneth Ewing	Agricultural Inspector I
Robert H. Flores	Agricultural Inspector I
Harry O. Nelson	Agricultural Inspector I
Ellen Stephens	Agricultural Inspector I

PAJARO OFFICE

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

PRODUCE INSPECTION STAFF

FIELD INSPECTORS

John Anthony	Produce Inspector II
Alex Camany	Produce Inspector II
Odie Greer	Produce Inspector II
J. Arthur Pemberton	Produce Inspector II
H. John Blythe	Produce Inspector I
Clif Brown	Produce Inspector I
Gail Burch	Produce Inspector I
Mike Casey	Produce Inspector I
Daniel Castillo	Produce Inspector I
Tom Cornwell	Produce Inspector I
James Duncan	Produce Inspector I
Trinidad Hernandez (Dispatcher)	Produce Inspector I
Doug McGinn	Produce Inspector I
Rudolph Martinez	Produce Inspector I
Robert Meese	Produce Inspector I
Ace Mosher	Produce Inspector I
Charles Nunez	Produce Inspector I
Edward Sue	Produce Inspector I
Kenneth Swinehart	Produce Inspector I
Wendy Wycuff	Produce Inspector I

SHED INSPECTORS

Diane Perry	Produce Inspector II
Virginia Appleton	Produce Inspector I
Joyce Butterworth	Produce Inspector I
Danny Garcia	Produce Inspector I
Gordon Rammer	Produce Inspector I

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APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	45
ARTICHOKES	Carton	25
ASPARAGUS	Crate	32
BROCCOLI	Crate	21
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Carton	30
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	43
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	11½
TOMATOES	Carton	30

FRUIT & NUT

<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>
APPLES	1977	517	14.20	7,340	Ton	\$130.00	\$ 954,000
	1976	517	13.05	6,747	"	101.25	683,000
APRICOTS	1977	214		171	"	167.50	28,600
	1976	214		175	"	182.00	31,800
STRAWBERRIES							
	Total - 1977	3,020		62,040			41,806,000
	" 1976	2,440		43,370			29,445,000
Fresh	1977		16.05	48,460	"	736.70	35,700,000
	1976		13.89	33,900	"	743.50	25,205,000
Processing	1977		4.50	13,580	"	449.65	6,106,000
	1976		3.88	9,470	"	447.70	4,240,000
BUSHBERRIES							
	1977*						
	1976	60	2.90	174	"	479.90	83,500
GRAPES							
	1977	25,937.00	(See Supplementary Page 3)				26,810,000
	1976	17,079.93	"	"	" "	8,839,000	
WALNUTS							
	1977	181		183	"	830.60	152,000
	1976	200	.665	133	"	700.00	93,100
MISC. FRUIT*							
	1977						271,000
	1976						25,000
<hr/>							
1977 Totals		29,869.00	Acres	131,774	Tons	Value	\$70,021,600
1976 "		20,510.93	"	50,599	"	"	39,200,400
<hr/>							

* Includes Almonds, Bushberries, Dried Apricots, Raspberries, and others.

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>BEARING 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	1977	25,937.00	2.24	58,100	Ton	\$461.45	\$26,810,000
Non-bearing		7,718.30					
TOTAL		33,655.30					
GRAPES	1976	17,079.93	1.55	26,500	"	333.55	8,839,000
Non-bearing		17,775.37					
TOTAL		34,855.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera	201.70
Cabernet Sauvignon	6,044.32
Chardonnay	1,852.93
Chenin Blanc	2,023.72
Emerald Riesling	379.50
French Colombard	496.60
Gamay	1,701.05
Gamay Beaujolais	835.00
Gewurztraminer	845.46
Grey Riesling	613.00
Merlot	1,365.80
Petite Sirah	2,549.49
Pinot Blanc	705.30
Pinot Noir	3,131.73
Royalty	32.00
Ruby Cabernet	542.80
Sauvignon Blanc	1,161.10
Semillon	525.40
Sylvaner	569.50
Tinta Madeira	103.00
White Riesling	1,971.28
Zinfandel	3,044.12
Other Red	1,893.40
Other White	1,067.10
TOTAL	33,655.30

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>
ANISE	1977	101	8.79	888	Ton	\$234.25	\$ 208,000
	1976	125	13.08	1,635	"	224.45	367,000
ARTICHOKES -Total	1977	9,300					17,623,000
	" 1976	9,510					16,376,000
Fresh	1977		3.69	34,355	"	468.80	16,106,000
	1976		4.11	39,130	"	374.50	14,654,000
Processing (Regular)	1977		.78	7,240	"	192.55	1,394,000
	1976		1.01	9,620	"	168.00	1,616,000
Processing (Culls)	1977		.51	4,730	"	26.00	123,000
	1976		.42	4,080	"	26.00	106,000
ASPARAGUS - Total	1977	2,505					5,217,000
	" 1976	2,460					5,389,000
Fresh	1977		1.95	4,885	"	885.55	4,326,000
	1976		1.90	4,680	"	736.45	3,447,000
Processing	1977		.65	1,620	"	550.00	891,000
	1976		1.72	4,240	"	458.00	1,942,000
BEANS (Green Lima)	1977	1,600	1.40	2,250	"	290.20	653,000
	1976	700	1.61	1,130	"	269.00	304,000
BROCCOLI - Total	1977	41,135					42,690,000
	" 1976	27,430					29,380,000
Fresh	1977	29,035	2.18	63,350	"	439.65	27,852,000
	1976	16,075	2.89	46,420	"	409.80	19,023,000
Processing	1977	12,100	4.60	55,760	"	266.10	14,838,000
	1976	11,355	3.88	44,100	"	234.85	10,357,000
BRUSSELS SPROUTS- Total	1977	1,420					3,163,000
	1976	1,205	4.80	5,785	"	345.35	1,998,000
Fresh	1977		6.50	2,080	"	346.50	721,000
Processing	1977		6.00	6,600	"	370.00	2,442,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1977	1,870	17.24	32,240	Ton	\$129.45	\$ 4,173,000
	1976	1,780	14.27	25,400	"	123.90	3,147,000
CARROTS- Total	1977	5,520					10,646,000
	" 1976	5,860					9,026,000
Fresh	1977	3,990	13.95	55,675	"	167.00	9,298,000
	1976	3,600	15.70	56,510	"	137.10	7,748,000
Processing	1977	1,530	23.47	35,910	"	37.55	1,348,000
	1976	2,260	14.71	33,250	"	38.45	1,278,000
CAULIFLOWER Total	1977	11,350					21,175,000
	" 1976	10,780					17,777,000
Fresh	1977	8,909	4.89	43,625	"	404.20	17,633,000
	1976	8,309	5.07	42,165	"	368.85	15,553,000
Processing	1977	2,445	4.54	11,100	"	319.10	3,542,000
	1976	2,471	3.40	8,410	"	264.45	2,224,000
CELERY - Total	1977	6,735					27,794,000
	" 1976	6,590					26,509,000
Fresh	1977	6,735		205,955	"	134.95	27,794,000
	1976	6,508	28.55	188,160	"	139.85	26,314,000
Processing	1977**						
	1976	82	28.96	2,375	"	82.10	195,000
CUCUMBERS Processing	1977	320	10.47	3,350	"	105.05	352,000
	1976	240	16.50	3,960	"	104.05	412,000
GARLIC - Total	1977	3,725					7,577,000
	" 1976	2,286					4,805,000
Fresh	1977	1,345	3.41	4,580	"	950.65	4,354,000
	1976	611	6.10	3,725	"	864.95	3,222,000
Processing	1977	2,380	8.09	19,260	"	167.35	3,223,000
	1976	1,675	6.10	10,210	"	155.05	1,583,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE - Head	1977						
Spring		20,529					
Summer		19,618					
Fall		23,846					
Naked Pack				32,754,000	Carton	\$ 2.80	\$ 91,711,000
Wrapped Pack				6,719,000	"	3.33	22,374,000
Bulk - for Shredding				1,285,000	"	2.75	3,533,000
SEASON TOTAL		63,993	636.91	40,758,000	"	Av. 2.89	\$117,618,000
LETTUCE - Head	1976						
Spring		19,930					
Summer		18,315					
Fall		21,800					
Naked Pack				31,125,000	"	\$ 3.77	\$117,341,000
Wrapped Pack				5,305,000	"	4.25	22,546,000
Bulk - for Shredding				1,129,000	"	2.00	2,258,000
SEASON TOTAL		60,045	625.51	37,559,000	"	Av. 3.78	\$142,145,000
LETTUCE - Mixed Leaf	1977	3,515		2,337,000	"	3.07	7,173,000
	1976	2,560		1,754,000	"	3.60	6,314,000
ENDIVE	1977	839		527,000	"	3.82	2,013,000
	1976	830		553,600	"	3.65	2,021,000
ROMAINE	1977	1,445		965,400	"	3.18	3,070,000
	1976	1,610		1,376,000	"	3.80	5,232,000
LETTUCE CROP TOTALS	1977	69,792 Acres		44,587,000	Cartons	Value	\$129,874,000
	1976	65,045 "		41,242,600	"	"	155,712,000

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>
MUSHROOMS	1977	37.95		7,627,000	Lb.	\$.80	\$6,102,000
	1976	16.11		5,755,000	"	.7445	4,285,000
ONIONS - Dry	1977	151	19.00	2,870	Ton	89.90	285,000
	1976	227	21.70	4,926	"	99.90	492,000
ONIONS - Green	1977	1,315	9.69	12,745	"	512.04	6,526,000
	1976	1,300	9.18	11,930	"	490.00	5,846,000
ONIONS - Proc.	1977	1,850	15.56	28,785	"	66.10	1,903,000
	1976	1,250	15.73	19,663	"	61.80	1,215,000
PARSLEY	1977	163	14.08	2,295	"	401.75	922,000
	1976	120	8.00	960	"	322.90	310,000
PEAS - Fresh	1977	185	2.69	498	"	427.70	213,000
	1976	270	2.64	713	"	419.35	299,000
PEPPERS - CHILI	1977	4,715					7,236,000
	1976	3,315					5,664,000
Dry	1977	3,860	2.19	8,450	"	795.95	6,726,000
	1976	2,815	2.41	6,795	"	783.80	5,326,000
Processing	1977	855	7.00	6,000	"	85.00	510,000
	1976	500	7.50	3,750	"	90.00	338,000
POTATOES	1977	3,720	16.09	59,860	"	81.25	4,864,000
	1976	3,845	16.31	62,705	"	78.95	4,951,000
SPINACH - Total	1977	4,007					3,289,000
Fresh	1977	487	5.94	2,895	"	322.95	935,000
Proc.	1977	3,520	12.08	42,525	"	55.35	2,354,000
	1976	3,660	11.41	41,750	"	45.85	1,914,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
SQUASH	Total	1977	290			\$	176,800	
	"	1976	321				231,000	
	Fresh	1977		6.31	284	Ton	\$252.80	71,800
		1976		5.97	418	"	265.55	111,000
	Processing	1977		3.55	870	"	120.70	105,000
		1976		4.08	1,025	"	117.05	120,000
TOMATOES	Total	1977	9,055				23,342,000	
	"	1976	6,200				12,435,000	
	Fresh	1977	4,165	13.74	57,235	"	267.95	15,336,000
		1976	4,000	10.09	40,355	"	251.80	10,161,000
	Processing	1977	4,890	28.48	139,245	"	57.50	8,006,000
		1976	2,200	21.81	47,980	"	47.40	2,274,000
MISCELLANEOUS VEGETABLES**								
Total	1977	1,250					3,499,000	
	1976	1,255					2,470,000	
Fresh	1977						3,072,000	
	1976						2,108,000	
Processing	1977						427,000	
	1976						362,000	
GREENHOUSE GROWN								
CUCUMBERS	1977	1.61		17,500	Carton	5.72	100,000	
	1976	2.06		62,500	"	4.65	291,000	
TOTAL ACRES -		1977	182,113.56	TOTAL VEGETABLE CROPS -		1977	\$329,575,800	
		1976	155,792.17			1976	311,605,000	

** Includes Beets, Celery, Cherry Tomatoes, Corn, Bok Choy, Parsnips, Sugar Peas, Radishes, Turnips, and others.

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY	1977	30,000	.32	9,750	Ton	\$ 85.00	\$ 828,750
	1976	30,000	.60	18,000	"	100.00	1,800,000
BEANS - DRY Large Lima	1977	3,000	1.00	3,000	"	700.00	2,100,000
	1976	2,325	.60	1,400	"	740.00	1,036,000
Small White	1977	6,410	.994	6,365	"	564.20	3,591,000
	1976	6,970	1.546	10,775	"	345.90	3,727,000
Misc. Dry	1977	1,465					714,000
	1976	1,840					546,000
CORN - Processed	1977	1,500	4.50	6,750	"	190.00	1,282,000
	1976	1,470	4.05	5,955	"	180.00	1,072,000
CORN - Silage	1977	900	25	22,500	"	22.00	495,000
	1976	900	25	22,500	"	20.00	450,000
HAY - Alfalfa	1977	9,175	7.2	66,060	"	62.75	4,145,000
	1976	5,400	7	37,800	"	80.00	3,024,000
HAY - Grain	1977	1,000	1.5	1,500	"	40.00	60,000
	1976	500	2	1,000	"	45.00	45,000
HAY - Oats	1977	1,900	3	5,700	"	45.00	256,000
	1976	1,900	3	5,700	"	60.00	342,000
OATS - Silage	1977	1,500	14	21,000	"	20.00	420,000
	1976	1,500	14	21,000	"	18.00	378,000
PASTURE - Dry Land	1977	1,018,000			Acre	4.00	4,072,000
	1976	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1977	1,500			"	90.00	135,000
	1976	1,500			"	90.00	135,000
SAFFLOWER	1977	300	.50	150	"	260.00	39,000
SUGAR BEETS	1977	12,405	34.80	431,540	Ton	22.30	9,626,000
	1976	19,045	36.03	686,220	"	19.25	13,210,000
WHEAT	1977	1,000	.30	300	"	77.00	23,100
	1976	1,220	.40	488	"	90.00	43,900
1977 TOTAL ACRES		1,090,055	VALUE TOTAL - FIELD CROPS		1977	\$27,786,850	
1976 " "		1,092,570			1976	29,880,900	

SEED CROP

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1977	1,212	.8391	1,017	Ton	\$593.40	\$ 603,000
	1976	814	.6486	528	"	621.20	328,000
PEA	1977***						
	1976	840	1.121	942	"	400.20	377,000
MISC. SEED*	1977	293					506,000
	1976	143					990,000
TOTAL ACRES	1977	1,505		TOTAL SEED CROP - 1977			\$1,109,000
	1976	1,797		1976			1,695,000

OTHER PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
APIARY - Total	1977					\$ 44,400
	1976					9,800
Honey	1977	2,500	40,000	Lb.	\$.39	15,600
	1976	2,900	13,100	"	.39	5,100
Pollination**	1977	1,800		Colony	16.00	28,800
	1976	285		"	16.50	4,700
AQUACULTURE Misc. Fish & Shell Fish	1977					113,000
	1976					168,000
WORM CROP	1977		45,400	Cup/50 Ct.	.38	17,300
	1976		56,400	"	.35	19,700

* Misc. Seed includes Broccoli, Cauliflower, Cabbage, Cucumber, Squash, Celery, and others.

** Crops Pollinated: Apples, Cucumbers, and Misc. Vegetable Seed.

*** Insufficient to Report

NURSERY CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1977	59.70	31,191,000	\$.1598	\$ 4,984,000
	1976	60.74	31,743,000	.1441	4,574,000
Min. Rose	1977	7.27	7,483,000	.1053	788,000
	1976	6.11	5,458,000	.0809	442,000
Carnation	1977	158.07	120,865,000	.0630	7,614,000
	1976	146.19	121,457,000	.0670	8,138,000
Chrysanthemum (Standard)	1977	36.72	14,567,000	.2338	3,406,000
	1976	32.57	12,853,000	.2289	2,942,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1977	2.04	93,600	1.45	136,000
	1976	3.29	258,000	.957	247,000
Chrysanthemum (Pompon)	1977	2.50	194,000	.850	165,000
	1976	4.96	326,000	.825	269,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1977	64.59	3,434,000	1.32	4,533,000
	1976	55.19	3,013,000	1.54	4,640,000
FOLIAGE	1977	115.14			2,544,000
	1976	107.73			2,355,000
PROPAGATIVE STOCK AND BULBS	1977	155.45			9,588,000
	1976	109.80			10,245,000
BEDDING PLANTS (Vegetable)	1977	7.56			889,000
	1976	9.86			856,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1977	75	14,025	7.50	105,000
	1976	52	9,480	7.45	70,600
TOTAL ACRES	1977	648.04	TOTAL NURSERY CROPS - 1977		\$34,752,000
	1976	588.44	1976		34,778,600

LIVESTOCK, POULTRY & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE-Total	1977	170,000				\$23,800,000
"	1976	168,070				23,019,000
Cattle and Calves	1977	20,500	107,000	Cwt.	36.60	3,916,000
	1976	52,070	306,000	"	29.90	9,149,000
Feeder	1977	113,000	412,000	"	41.70	17,180,000
	1976	78,000	312,000	"	37.00	11,544,000
Stocker	1977	36,500	67,600	"	40.00	2,704,000
	1976	38,000	68,400	"	34.00	2,326,000
SHEEP & LAMBS	1977	11,300	11,300	"	53.85	608,000
	1976	10,700	10,700	"	45.00	482,000
WOOL	1977		113,000	Lb.	.67	76,000
	1976		85,507	"	.69	59,000
HOGS	1977	5,000	650,000	"	.42	273,000
	1976	11,000	2,200,000	"	.49	1,078,000
RABBITS - Total	1977***					4,521
	1976	1,225				
Breeders	1976	80		Each	10.00	800
Fryers	1976	1,145		"	3.25	3,721
CHICKENS - Total	1977	2,314,200				2,803,200
	1976	2,050,500				3,166,500
Fryers	1977	2,305,000	10,372,500	Lb.	.27	2,801,000
	1976	1,927,000	8,672,000	"	.36	3,122,000
Meat Hens	1977	9,200	35,900	"	.06	2,200
	1976	123,500	555,800	"	.08	44,500
EGGS	1977		4,441,000	Dozen	.477	2,118,000
	1976		4,074,000	"	.538	2,192,000
MILK	Total 1977					5,368,000
"	1976					6,187,000
Market	1977		524,000	Cwt.	9.96	5,220,000
	1976		634,000	"	9.39	5,953,000
Manufactured	1977		18,600	"	7.96	148,000
	1976		27,500	"	8.50	234,000
TOTAL LIVESTOCK, POULTRY & DAIRYING					1977	\$35,046,200
					1976	36,188,021

*** Insufficient to Report

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1977	9,300	\$ 17,623,000
	1972	10,720	8,865,000
	1967	8,575	5,972,000
BROCCOLI (Fresh & Proc.)	1977	41,135	42,690,000
	1972	22,080	15,872,000
	1967	18,180	8,479,000
CARROTS (Fresh & Proc.)	1977	5,520	10,646,000
	1972	6,800	10,405,000
	1967	5,750	7,184,000
CAULIFLOWER (Fresh & Proc.)	1977	11,350	21,175,000
	1972	10,515	10,987,000
	1967	6,985	5,360,000
CELERY (Fresh & Proc.)	1977	6,735	27,794,000
	1972	5,600	19,193,000
	1967	5,260	12,679,000
LETTUCE	1977	69,792	129,874,000
	1972	54,580	64,222,000
	1967	50,340	60,826,000
NURSERY CROPS	1977	648	34,752,000
	1972	380	14,542,000
	1967	207	3,969,000
STRAWBERRIES (Fresh & Proc.)	1977	3,020	41,806,000
	1972	1,680	14,293,000
	1967	2,200	9,190,000
TOMATOES (Fresh & Proc.)	1977	9,055	23,342,000
	1972	4,800	19,262,000
	1967	7,500	16,453,000

MILLION DOLLAR CROPS

1.	LETTUCE	\$129,874,000
2.	BROCCOLI	,690,000
3.	STRAWBERRIES	41,806,000
4.	NURSERY	34,752,000
5.	CELERY	27,794,000
6.	GRAPES	26,810,000
7.	CATTLE	23,800,000
8.	TOMATOES	23,342,000
9.	CAULIFLOWER	21,175,000
10.	ARTICHOKES	17,623,000
11.	CARROTS	10,646,000
12.	SUGAR BEETS	9,626,000
13.	GARLIC	7,577,000
14.	PEPPERS - CHILI	7,236,000
15.	ONIONS - GREEN	6,526,000
16.	BEANS - DRY	6,405,000
17.	MUSHROOMS	6,102,000
18.	MILK MARKETED	5,368,000
19.	ASPARAGUS	5,217,000
20.	POTATOES	4,864,000
21.	CABBAGE	4,173,000
22.	HAY - ALFALFA	4,145,000
23.	PASTURE LAND - DRY	4,072,000
24.	SPINACH	3,289,000
25.	BRUSSELS SPROUTS	3,163,000
26.	POULTRY	2,803,000
27.	EGGS	2,118,000
28.	ONIONS - PROCESSED	1,903,000
29.	CORN - PROCESSED	1,282,000
30.	SEEDS	1,109,000

S U M M A R Y - Y E A R 1 9 7 7

FRUIT & NUT	1977	\$ 70,021,600
	1976	39,200,400
VEGETABLE CROPS	1977	329,575,800
	1976	311,605,000
FIELD CROPS	1977	27,786,850
	1976	29,880,900
SEED CROPS	1977	1,109,000
	1976	1,695,000
OTHER PRODUCTION	1977	219,100
	1976	197,500
NURSERY CROPS	1977	34,752,000
	1976	34,778,600
LIVESTOCK, POULTRY, AND DAIRYING	1977	35,046,200
	1976	36,188,021
		<hr/>
	TOTAL - 1977	\$498,510,550
	" 1976	453,545,421
		<hr/> <hr/>

C R O P H I G H L I G H T S - 1 9 7 7

The total gross value of the Monterey County Agricultural Industry for 1977 was \$498,510,550. This was an increase of \$44,965,000 over the 1976 total.

Lettuce value was down \$24,527,000 from 1976. This was caused by higher acreages and yields, at lower per carton returns.

This loss was offset by substantial increases in production and value in several crops.

Increased producing acreage in both strawberries and grapes, plus favorable markets, raised the overall Fruit and Nut value almost 31 million dollars.

In vegetable crops, production, acreage, and value increased in several crops, notably broccoli, tomatoes, and garlic. Total value of these crops increased \$26,989,000.

Field crops were severely affected by drought conditions in 1977.

Sugar Beets were down 6,640 acres, and \$3,584,000 in value.

Barley production and value has continued to decline, primarily due to weather conditions. Also affected were the beef cattle producers. Total head for 1977 was down by 31,570, while value dropped \$5,233,000.

Nursery crops showed little change over the previous year, as production and prices remained fairly constant.

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1978

Annual Crop Report

1978



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Richard W. Nutter
RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 · 120 WILGART WAY · SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Richard E. Rominger, 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 1978.

Monterey County's gross value for 1978 agricultural crops totalled \$658,494,300. This is an increase of \$159,983,750. over the 1977 crop production year. This value places Monterey County fourth in California's production and sale of agricultural products.

Heavy rains and flooding plagued County growers through most of the period that is normally used for the planting of Spring crops. This, in turn, limited the supply of fresh vegetables through the Spring and early Summer harvest periods. Vegetable crop prices soared to an all time high during this time frame.

Wine grapes showed another dramatic increase, as more bearing acreage came into production. This crop jumped from the number six position in our crop ranking to number two, following lettuce.

The cattle industry has started to recover from the disastrous years of the drought as producers continue to increase their livestock inventories.

Other commodity groups, such as tomatoes and sugar beets, were affected adversely by the wet periods.

As in past years, inflation continues to plague growers with production, transportation, fuel, marketing, and other related costs increasing.

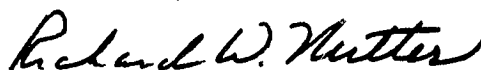
A review of past annual crop reports reflects a dramatic picture of agriculture's capability to respond to not only conditions caused by Mother Nature, but those caused by economic and political decisions.

Agricultural research has been responsible for the high productivity of the crops in this County. Continued technological advancements throughout agriculture have made it possible for many growers to increase yields, and improve quality beyond expectations. Were it not for these developments, many of the crops shown in this report would no longer be grown here.

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

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff members, under the direction of Deputy Agricultural Commissioner Don Rochester and Senior Agricultural Inspector Bill Nutley, 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:m1s

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

ASSISTANT AGRICULTURAL COMMISSIONER

E. J. "CHICK" LEGAULT

SALINAS OFFICE

Stanley E. Clayton	Deputy Agricultural Commissioner
Don Rochester	Deputy Agricultural Commissioner
William D. Taylor	Deputy Agricultural Commissioner
William Nutley	Senior Agricultural Inspector
Brad Oliver	Staff Biologist
Johnny Bunch, Jr.	Agricultural Inspector III
David Butterfield	Agricultural Inspector III
Marvin E. Garner	Agricultural Inspector III
Expedito Ibarbia	Agricultural Inspector III
Harry Steer	Agricultural Inspector III
Dow O. Williams	Agricultural Inspector III
Joseph C. Lyons	Agricultural Inspector II
Gerry Willey	Agricultural Inspector II
Suzy Arnesen	Agricultural Inspector I
Alice Birkeneder	Agricultural Inspector I
M. "Corky" Wycuff	Agricultural Inspector I
Margaret Stirling	Senior Account Clerk
Betty Drake	Account Clerk
Frances Free1	Typist Clerk

MONTEREY OFFICE

Wallace Marvin	Deputy Agricultural Commissioner
Charles D. Radford	Agricultural Inspector III

KING CITY OFFICE

Frank A. Scaroni	Senior Agricultural Inspector
Joseph J. Dughi	Agricultural Inspector III
Kenneth Ewing	Agricultural Inspector I
Robert H. Flores	Agricultural Inspector I
Harry O. Nelson	Agricultural Inspector I
Ellen Stephens	Agricultural Inspector I

PAJARO OFFICE

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

PRODUCE INSPECTION STAFF

FIELD INSPECTORS

John Anthony	Produce Inspector II
Alex Camany	Produce Inspector II
Ace Mosher	Produce Inspector II
J. Arthur Pemberton	Produce Inspector II
H. John Blythe	Produce Inspector I
Clif Brown	Produce Inspector I
Gail Burch	Produce Inspector I
Mike Casey	Produce Inspector I
Daniel Castillo	Produce Inspector I
Tom Cornwell	Produce Inspector I
James Duncan	Produce Inspector I
Odie Greer	Produce Inspector I
Trinidad Hernandez	Produce Inspector I
Doug McGinn	Produce Inspector I
Rudolph Martinez	Produce Inspector I
Robert Meese	Produce Inspector I
Charles Nunez	Produce Inspector I
Edward Sue	Produce Inspector I
Kenneth Swinehart	Produce Inspector I
Wendy Wycuff	Produce Inspector I

SHED INSPECTORS

Diane Perry	Produce Inspector II
Virginia Appleton	Produce Inspector I
Joyce Butterworth	Produce Inspector I
Danny Garcia	Produce Inspector I
Gordon Rammer	Produce Inspector I

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APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	45
ARTICHOKES	Carton	25
ASPARAGUS	Crate	32
BROCCOLI	Crate	21
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Carton	30
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	43
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	11½
TOMATOES	Carton	30

F R U I T S & N U T S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
APPLES	1978	517	16.10	8,325	Ton	\$165.00	\$ 1,374,000
	1977	517	14.20	7,340	"	130.00	954,000
APRICOTS	1978*						
	1977	214		171	"	167.50	28,600
STRAWBERRIES	Total -1978	3,685		66,040	"		38,969,000
	" 1977	3,020		62,040	"		41,806,000
Fresh	1978		14.65	53,995	"	627.50	33,882,000
	1977		16.05	48,460	"	736.70	35,700,000
Processing	1978		3.27	12,045	"	422.35	5,087,000
	1977		4.50	13,580	"	449.65	6,106,000
GRAPES	1978	30,335.30	(See Supplementary Page 3)				48,647,000
	1977	25,937.00	"	"	" "		26,810,000
WALNUTS	1978	195		239	"	1,390.00	332,000
	1977	181		183	"	830.60	152,000
MISC. FRUIT*	1978						539,000
	1977						271,000
1978 Totals		34,732.30	Acres	140,644	Tons	Value	\$89,861,000
1977 "		29,869.00	"	131,774	"	"	70,021,600

* Includes Almonds, Bushberries, Apricots, Raspberries, and others.

G R A P E S U P P L E M E N T A R Y

<u>CROP</u>	<u>YEAR</u>	<u>BEARING 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	1978	30,335.00	3.06	92,820	Ton	\$524.10	\$48,647,000
Non-bearing	"	<u>3,320.30</u>					
TOTAL		33,655.30					
 GRAPES	 1977	 25,937.00	 2.24	 58,100	 "	 461.45	 26,810,000
Non-bearing	"	<u>7,718.30</u>					
TOTAL		33,655.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera201.70
Cabernet Sauvignon.6,029.32
Chardonnay.1,852.93
Chenin Blanc.2,023.72
Emerald Riesling.379.50
French Colombard.496.60
Gamay1,701.05
Gamay Beaujolais.835.00
Gewurztraminer.845.46
Grey Riesling613.00
Merlot.1,350.80
Petite Sirah.2,549.49
Pinot Blanc705.30
Pinot Noir.3,161.73
Royalty32.00
Ruby Cabernet542.80
Sauvignon Blanc1,161.10
Semillon.525.40
Sylvaner.569.50
Tinta Madeira103.00
White Riesling.1,971.28
Zinfandel3,044.12
Other Red1,893.40
Other White	<u>.1,067.10</u>
TOTAL	33,655.30

V E G E T A B L E C R O P S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1978	140	16.21	2,270	Ton	\$ 186.80	\$ 424,000
	1977	101	8.79	888	"	234.25	208,000
ARTICHOKES - Total	1978	9,200					16,727,000
	1977	9,300					17,623,000
Fresh	1978		2.66	24,430	"	647.30	15,814,000
	1977		3.69	34,355	"	468.80	16,106,000
Processing (Regular)	1978		.40	3,710	"	210.80	782,000
	1977		.78	7,240	"	192.55	1,394,000
Processing (Culls)	1978		.55	5,040	"	26.00	131,000
	1977		.51	4,730	"	26.00	123,000
ASPARAGUS - Total	1978	2,425					4,686,000
	1977	2,505					5,217,000
Fresh	1978		1.45	3,510	"	1,235.90	4,338,000
	1977		1.95	4,885	"	885.55	4,326,000
Processing	1978		.22	535	"	650.45	348,000
	1977		.65	1,620	"	550.00	891,000
BEANS (Green Lima)	1978	640	1.75	1,120	"	340.20	381,000
	1977	1,600	1.40	2,250	"	290.20	653,000
BROCCOLI - Total	1978	40,870					47,401,000
	1977	41,135					42,690,000
Fresh	1978	27,470	2.37	65,104	"	488.20	31,784,000
	1977	29,035	2.18	63,350	"	439.65	27,852,000
Processing	1978	13,400	4.03	54,002	"	289.20	15,617,000
	1977	12,100	4.60	55,760	"	266.10	14,838,000
BRUSSELS SPROUTS Total	1978	1,730					4,635,000
	1977	1,420					3,163,000
Fresh	1978		6.24	2,435	"	427.95	1,042,000
	1977		6.50	2,080	"	346.50	721,000
Processing	1978		7.66	10,265	"	350.00	3,593,000
	1977		6.00	6,600	"	370.00	2,442,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1978	1,680	18.76	31,510	Ton	\$151.15	\$ 4,763,000
	1977	1,870	17.24	32,240	"	129.45	4,173,000
CARROTS - Total	1978	6,080					16,047,000
	1977	5,520					10,646,000
Fresh	1978	4,340	13.38	58,084	"	243.90	14,167,000
	1977	3,990	13.95	55,675	"	167.00	9,298,000
Processing	1978	1,740	22.03	38,332	"	49.05	1,880,000
	1977	1,530	23.47	35,910	"	37.55	1,348,000
CAULIFLOWER -							
Total	1978	14,420					27,897,000
	1977	11,350					21,175,000
Fresh	1978	10,860	4.89	53,100	"	437.00	23,205,000
	1977	8,909	4.89	43,625	"	404.20	17,633,000
Processing	1978	3,560	3.76	13,381	"	350.65	4,692,000
	1977	2,445	4.54	11,100	"	319.10	3,542,000
CELERY - Total							
"	1978	6,324					39,786,000
	1977	6,735					27,794,000
Fresh	1978	5,747	29.54	169,766	"	226.95	38,528,000
	1977	6,735	30.58	205,955	"	134.95	27,794,000
Processing	1978	577	25.41	14,660	"	85.80	1,258,000
	1977 **						
CUCUMBERS -							
Processing	1978	270	18.89	5,100	"	120.00	612,000
	1977	320	10.47	3,350	"	105.05	352,000
GARLIC - Total							
"	1978	3,786					8,007,000
	1977	3,725					7,577,000
Fresh	1978	976	6.05	5,905	"	855.70	5,053,000
	1977	1,345	3.41	4,580	"	950.65	4,354,000
Processing	1978	2,810	6.00	16,860	"	175.20	2,954,000
	1977	2,380	8.09	19,260	"	167.35	3,223,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE - Head	1978						
Spring		18,224					
Summer		19,127					
Fall		24,349					
Naked Pack				32,317,000	Carton	\$4.88	\$157,707,000
Wrapped Pack				7,473,000	"	5.87	43,867,000
Bulk - for Shredding				1,183,000	"	3.12	3,691,000
SEASON TOTAL		61,700	664.07	40,973,000	"	Av. 5.01	\$205,265,000
LETTUCE - Head	1977						
Spring		20,529					
Summer		19,618					
Fall		23,846					
Naked Pack				32,754,000	"	\$2.80	\$ 91,711,000
Wrapped Pack				6,719,000	"	3.33	22,374,000
Bulk - for Shredding				1,285,000	"	2.75	3,533,000
SEASON TOTAL		63,993	636.91	40,758,000	"	Av. 2.89	\$117,618,000
LETTUCE - Mixed Leaf	1978	2,745		2,112,000	"	4.40	\$ 9,293,000
	1977	3,515		2,337,000	"	3.07	7,173,000
ENDIVE	1978	745		581,300	"	5.50	3,197,000
	1977	839		527,000	"	3.82	2,013,000
ROMAINE	1978	1,780		1,408,100	"	4.30	6,055,000
	1977	1,445		965,400	"	3.18	3,070,000
LETTUCE CROP TOTALS	1978	66,970 Acres		45,074,400 Cartons		Value	\$223,810,000
	1977	69,792 "		44,587,000 "		"	129,874,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1978	*		15,664,000	Lb.	\$.831	\$13,017,000
	1977	37.95		7,627,000	"	.80	6,102,000
ONIONS - Total	1978	1,709					1,856,000
	1977	2,001					2,188,000
Dry	1978	249	19.20	4,780	Ton	138.50	662,000
	1977	151	19.00	2,870	"	89.90	285,000
Processed	1978	1,460	11.86	17,320	"	68.95	1,194,000
	1977	1,850	15.56	28,785	"	66.10	1,903,000
ONIONS - Green	1978	1,325	12.31	16,310	"	541.75	8,836,000
	1977	1,315	9.69	12,745	"	512.04	6,526,000
PARSLEY	1978	148	17.23	2,550	"	447.85	1,142,000
	1977	163	14.08	2,295	"	401.75	922,000
PEAS - Fresh	1978	125	2.22	277	"	534.30	148,000
	1977	185	2.69	498	"	427.70	213,000
PEPPERS - Total	1978	4,300					6,592,000
	1977	4,715					7,236,000
CHILI	1978	3,800	1.78	6,765	"	813.65	5,504,000
	1977	3,860	2.19	8,450	"	795.95	6,726,000
Processing	1978	500	15.00	7,500	"	145.00	1,088,000
	1977	855	7.00	6,000	"	85.00	510,000
POTATOES	1978	3,375	16.41	55,370	"	79.40	4,396,000
	1977	3,720	16.09	59,860	"	81.25	4,864,000
SPINACH - Total	1978	4,092					4,554,000
	1977	4,007					3,289,000
Fresh	1978	692	5.33	3,685	"	468.10	1,725,000
	1977	487	5.94	2,895	"	322.95	935,000
Processing	1978	3,400	12.88	43,790	"	64.60	2,829,000
	1977	3,520	12.08	42,525	"	55.35	2,354,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
SQUASH - Total	1978	340					\$ 661,000	
	1977	290					176,800	
	Fresh	1978		5.49	1,865	Ton	\$230.00	429,000
		1977		6.31	284	"	252.80	71,800
	Processing	1978		5.68	1,930	"	120.20	232,000
		1977		3.55	870	"	120.70	105,000
TOMATOES - Total	1978	7,585					16,915,000	
	1977	9,055					23,342,000	
	Fresh	1978	4,395	12.86	56,500	"	215.05	12,150,000
		1977	4,165	13.74	57,235	"	267.95	15,336,000
	Processing	1978	3,190	27.59	88,000	"	54.15	4,765,000
		1977	4,890	28.48	139,245	"	57.50	8,006,000
MISCELLANEOUS VEGETABLES **								
Total	1978	904					4,277,000	
	1977	1,250					3,499,000	
Fresh	1978						4,097,000	
	1977						3,072,000	
Processing	1978						180,000	
	1977						427,000	
GREENHOUSE GROWN								
CUCUMBERS	1978	1.38		19,000	Carton	6.75	128,000	
	1977	1.61		17,500	"	5.72	100,000	
TOTAL ACRES - 1978		178,439.38	TOTAL VEGETABLE CROPS - 1978				\$457,698,000	
" " 1977		182,113.56	" " " 1977				329,575,800	

* Multiple Harvested Square Footage.

** Includes Beets, Cherry Tomatoes, Corn, Bok Choy, Parsnips, Sugar Peas, Radishes, Turnips, and others.

F I E L D C R O P S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY	1978	30,000	1.00	30,000	Ton	\$100.00	\$3,000,000
	1977	30,000	.32	9,750	"	85.00	828,750
BEANS - DRY							
Large Lima	1978	2,630	.637	1,675	"	719.40	1,205,000
	1977	3,000	1.00	3,000	"	700.00	2,100,000
Small White	1978	5,370	1.01	5,450	"	405.30	2,209,000
	1977	6,410	.994	6,365	"	564.20	3,591,000
Misc. Dry	1978	888					272,000
	1977	1,465					714,000
CORN - Processed	1978	1,750	4.06	7,105	"	190.00	1,350,000
	1977	1,500	4.50	6,750	"	190.00	1,282,000
CORN - Silage	1978	600	22.00	13,200	"	23.00	304,000
	1977	900	25.00	22,500	"	22.00	495,000
HAY - Alfalfa	1978	9,175	7.00	64,225	"	65.00	4,175,000
	1977	9,175	7.20	66,060	"	62.75	4,145,000
HAY - Grain	1978	750	1.50	1,125	"	40.00	45,000
	1977	1,000	1.50	1,500	"	40.00	60,000
HAY - Oats	1978	1,900	2.70	5,130	"	42.00	215,000
	1977	1,900	3.00	5,700	"	45.00	256,000
OATS - Silage	1978	1,000	14.00	14,000	"	18.00	252,000
	1977	1,500	14.00	21,000	"	20.00	420,000
PASTURE - Dry Land	1978	1,018,000			Acre	4.00	4,072,000
	1977	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1978	1,500			"	100.00	150,000
	1977	1,500			"	90.00	135,000
SAFFLOWER	1978	1,250	.75	938	"	220.00	206,000
	1977	300	.50	150	"	260.00	39,000
SUGAR BEETS	1978	7,265	30.08	218,500	Ton	24.65	5,386,000
	1977	12,405	34.80	431,640	"	22.30	9,626,000
WHEAT	1978	900	.90	810	"	100.00	81,000
	1977	1,000	.30	300	"	77.00	23,100
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TOTAL ACRES -	1978	1,082,978			VALUE TOTAL - FIELD CROPS	1978	\$22,922,000
" "	1977	1,090,055			" " " "	1977	27,786,850

S E E D C R O P

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1978	1,519	.8966	1,362	Ton	\$745.25	\$1,015,000
	1977	1,212	.8391	1,017	"	593.40	603,000
BROCCOLI	1978	32	.2188	7	"	24,855.00	174,000
CAULIFLOWER	1978	117	.2906	34	"	13,735	467,000
MISC. SEED *	1978	1,996					425,000
	1977	293					506,000
TOTAL ACRES	1978	3,664		TOTAL SEED CROP	-	1978	\$2,081,000
" "	1977	1,505		" " "		1977	1,109,000

O T H E R P R O D U C T I O N

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
APIARY - Total	1978					\$449,400
	1977					44,400
Honey	1978	15,000	900,000	Lb.	\$.45	405,000
	1977	2,500	40,000	"	.39	15,600
Pollination **	1978	1,800		Colony	16.00	28,800
	1977	1,800		"	16.00	28,800
Wax	1978		9,750	Lb.	1.60	15,600
AQUACULTURE	1978					287,000
Misc. Fish & Shell Fish	1977					113,000
WORM CROP	1978		168,000	Cup/50 Ct.	.35	58,800
	1977		45,400	"	.38	17,300

* Misc. Seed includes: Onion, Pepper, Cabbage, Pea, Cucumber, Squash, Celery, Barley, Oats, Wheat, and others.

** Crops Pollinated: Apples, Cucumbers, and Misc. Vegetable Seed.

N U R S E R Y C R O P S

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE PER BLOOM</u>	<u>TOTAL</u>
<u>CUT FLOWERS</u>					
Rose	1978	72.09	40,501,000	\$.1744	\$ 7,063,000
	1977	59.70	31,191,000	.1598	4,984,000
Miniature Rose	1978	7.60	5,126,000	.1123	576,000
	1977	7.27	7,483,000	.1053	788,000
Carnation	1978	153.30	145,306,000	.07	10,171,000
	1977	158.07	120,865,000	.0630	7,614,000
Chrysanthemum (Standard)	1978	39.60	15,854,000	.2167	3,436,000
	1977	36.72	14,567,000	.2338	3,406,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1978	4.70	242,000	1.06	257,000
	1977	2.04	93,600	1.45	136,000
Chrysanthemum (Pompon)	1978	5.12	438,000	.883	387,000
	1977	2.50	194,000	.850	165,000
Iris	1978	35.00	885,000	1.20	1,062,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1978	53.81	2,181,000	2.00	4,362,000
	1977	64.59	3,434,000	1.32	4,533,000
FOLIAGE	1978	147.58			2,046,000
	1977	115.14			2,544,000
PROPAGATIVE STOCK AND BULBS	1978	135.77			9,702,000
	1977	155.45			9,588,000
BEDDING PLANTS (Vegetable)	1978	7.56			1,127,000
	1977	7.56			889,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1978	75.00	15,930	10.75	171,000
	1977	75.00	14,025	7.50	105,000
TOTAL ACRES	1978	737.13	TOTAL NURSERY CROPS - 1978		\$40,360,000
" "	1977	648.04	" " " 1977		34,752,000

L I V E S T O C K , P O U L T R Y , & D A I R Y I N G

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE - Total	1978	179,000				\$33,933,000
"	1977	170,000				23,800,000
Cattle and Calves	1978	40,000	225,000	Cwt.	\$50.15	11,284,000
	1977	20,500	107,000	"	36.60	3,916,000
Feeder	1978	95,000	347,000	"	51.50	17,871,000
	1977	113,000	412,000	"	41.70	17,180,000
Stocker	1978	44,000	88,000	"	54.30	4,778,000
	1977	36,500	67,600	"	40.00	2,704,000
SHEEP & LAMBS	1978	12,500	10,000	"	60.00	600,000
	1977	11,300	11,300	"	53.85	608,000
WOOL	1978		112,000	Lb.	.76	85,000
	1977		113,000	"	.67	76,000
HOGS	1978	3,500	455,000	"	.485	221,000
	1977	5,000	650,000	"	.42	273,000
CHICKENS - Total	1978	2,338,180				2,121,100
"	1977	2,314,200				2,803,200
Fryers	1978	2,329,000	8,150,800	"	.26	2,119,000
	1977	2,305,000	10,372,500	"	.27	2,801,000
Meat Hens	1978	9,180	35,200	"	.06	2,100
	1977	9,200	35,900	"	.06	2,200
EGGS	1978		3,791,000	Dozen	.506	1,918,000
	1977		4,441,000	"	.477	2,118,000
MILK - Total	1978					5,899,000
"	1977					5,368,000
Market	1978		559,000	Cwt.	10.24	5,724,000
	1977		524,000	"	9.96	5,220,000
Manufactured	1978		21,400	"	8.19	175,000
	1977		18,600	"	7.96	148,000
TOTAL LIVESTOCK, POULTRY, & DAIRYING - 1978						\$44,777,100
1977						35,046,200

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1978	9,200	\$ 16,727,000
	1973	10,480	10,624,000
	1968	9,323	5,698,000
BROCCOLI (Fresh & Proc.)	1978	40,870	47,401,000
	1973	25,440	19,411,000
	1968	19,481	9,557,000
CARROTS (Fresh & Proc.)	1978	6,080	16,047,000
	1973	6,600	9,532,000
	1968	6,910	8,798,600
CAULIFLOWER (Fresh & Proc.)	1978	14,420	27,897,000
	1973	9,775	11,255,000
	1968	7,921	6,548,000
CELERY (Fresh & Proc.)	1978	6,324	39,786,000
	1973	5,910	16,305,000
	1968	6,209	12,607,900
GRAPES	1978	30,335	48,647,000
	1973	4,650	5,928,000
	1968	1,170	535,000
LETTUCE	1978	66,970	223,810,000
	1973	52,263	118,765,000
	1968	51,875	52,770,000
NURSERY CROPS	1978	737.13	40,360,000
	1973	274	17,255,200
	1968	223	6,894,000
STRAWBERRIES (Fresh & Proc.)	1978	3,685	38,969,000
	1973	1,885	19,119,000
	1968	1,973	13,951,000
TOMATOES (Fresh & Proc.)	1978	7,585	16,915,000
	1973	3,900	9,474,000
	1968	7,000	16,209,000

M I L L I O N D O L L A R C R O P S

1.	LETTUCE	\$223,810,000
2.	GR.	48,647,000
3.	BROCCOLI	47,401,000
4.	NURSERY	40,360,000
5.	CELERY	39,786,000
6.	STRAWBERRIES.	38,969,000
7.	CATTLE.	33,933,000
8.	CAULIFLOWER	27,897,000
9.	TOMATOES.	16,915,000
10.	ARTICHOKES.	16,727,000
11.	CARROTS	16,047,000
12.	MUSHROOMS	13,017,000
13.	ONIONS, GREEN	8,836,000
14.	GARLIC.	8,007,000
15.	PEPPERS, CHILI.	6,592,000
16.	MILK MARKETED	5,724,000
17.	SUGAR BEETS	5,386,000
18.	CABBAGE	4,763,000
19.	ASPARAGUS	4,686,000
20.	BRUSSELS SPROUTS.	4,635,000
21.	SPINACH	4,554,000
22.	POTATOES.	4,396,000
23.	HAY, ALFALFA.	4,175,000
24.	PASTURE LAND, DRY	4,072,000
25.	BEANS, DRY.	3,686,000
26.	BARLEY.	3,000,000
27.	POULTRY	2,121,100
28.	SEEDS	2,081,000
29.	EGGS.	1,918,000
30.	ONIONS, DRY AND PROCESSED	1,856,000
31.	APPLES.	1,374,000
32.	CORN, PROCESSED	1,350,000
33.	PARSLEY	1,147,000

S U M M A R Y

FRUIT & NUT	1978	\$ 89,861,000
	1977	70,021,600
VEGETABLE CROPS	1978	457,698,000
	1977	329,575,800
FIELD CROPS	1978	22,922,000
	1977	27,786,850
SEED CROPS	1978	2,081,000
	1977	1,109,000
OTHER PRODUCTION	1978	795,200
	1977	219,100
NURSERY CROPS	1978	40,360,000
	1977	34,752,000
LIVESTOCK, POULTRY, AND DAIRYING	1978	44,777,100
	1977	35,046,200
		<hr/>
TOTAL - 1978		\$658,494,300
" - 1977		498,510,550
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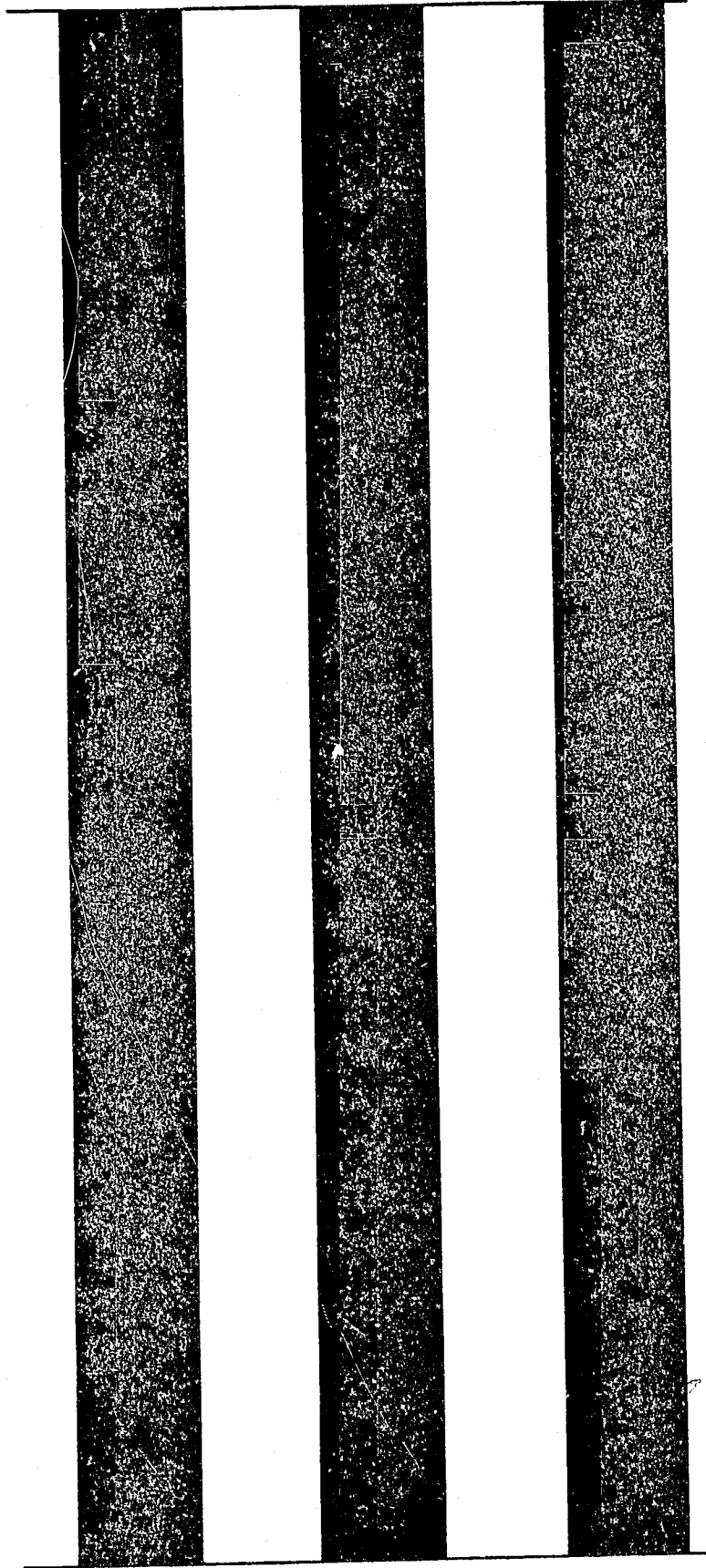
The total gross value of the Monterey County Agricultural Industry for 1978 was \$658,494,300. This was an increase of \$159,983,750 over the 1977 crop year. An increase of \$19,839,400 in the Fruit and Nut category was due mainly to an increase in bearing Grape acreage, plus an increase in price per ton.

Total vegetable crops showed a gain of \$128,122,200. The leading crops responsible for this increase were: Lettuce, up \$93,936,000, Carrots, \$5,401,000, Cauliflower, \$6,722,000, Celery, \$11,992,000, Mushrooms, \$6,915,000, and Green Onions, \$2,310,000. Tomatoes showed a loss of \$6,427,000 from the 1977 figures.

Field Crops dropped in value from the previous year by a total of \$4,864,850. Sugar Beet acreage, production, and value accounted for most of this loss.

Nursery Crops increased \$5,608,000 in value, primarily due to increased production, and value of cut flowers.

Livestock, Poultry, and Dairying rose \$9,730,800. The main increase in this area came from Cattle and Calves, which were up \$7,368,000 from 1977.



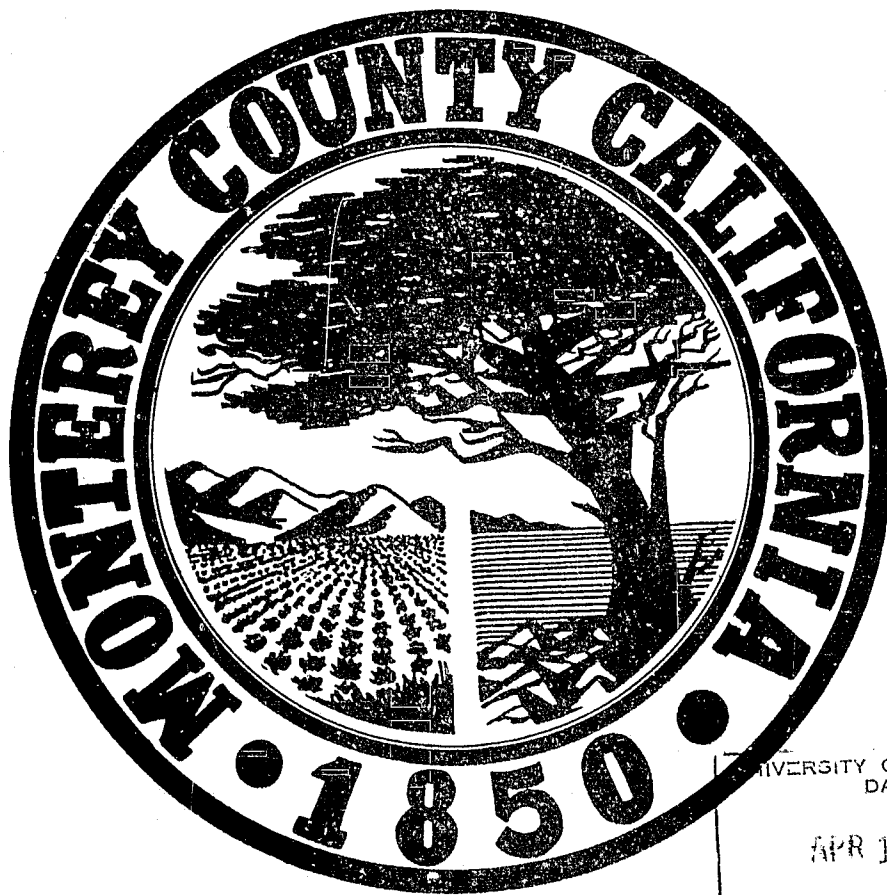
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Annual Crop Report

1979



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RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 - 120 WILGART WAY - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Richard E. Rominger, Director
Department of Food and Agriculture

and

The Honorable Board of Supervisors
County of Monterey

In compliance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year 1979.

Monterey County's gross value for 1979 agricultural crops totaled \$669,205,900. This is an increase of \$10,711,600 over the 1978 crop production year.

The 1979 crop year demonstrated the remarkable versatility of Monterey County agriculture. Even though head lettuce, our number one crop, dropped in value dramatically, various other crops increased in their value to offset these losses. The vegetable crop industry, which has been a mainstay for many years, was down considerably under the 1978 figure.

A review of the 1979 agricultural season shows a troubled agricultural industry, with the farm worker strike heading the list, followed by a truckers' strike, sharp increases in the cost of fuel and transportation, inflation, plus depressed markets for many of the commodities.

The wine grape industry has established itself as a major production area with a sharp increase in value, with some growers making varietal changes to meet consumer demand.

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

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

Very truly yours,

Richard W. Nutter

Richard W. Nutter
Agricultural Commissioner

RWN:m1s

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

ASSISTANT AGRICULTURAL COMMISSIONER

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Ace Mosher	Produce Inspector II
J. Arthur Pemberton	Produce Inspector II
Lupe Aldape	Produce Inspector I
H. John Blythe	Produce Inspector I
Clif Brown	Produce Inspector I
Gail Burch	Produce Inspector I
Mike Casey	Produce Inspector I
Daniel Castillo	Produce Inspector I
Jesse De Leon	Produce Inspector I
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Odie Greer	Produce Inspector I
Doug McGinn	Produce Inspector I
Rudolph Martinez	Produce Inspector I
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SHED INSPECTORS

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Marcile Angelucci	Produce Inspector I
Joyce Butterworth	Produce Inspector I
Danny Garcia	Produce Inspector I
Maria Torres	Produce Inspector I

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APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	45
ARTICHOKES	Carton	25
ASPARAGUS	Crate	32
BROCCOLI	Crate	22
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Carton	35
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	37
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	11½
TOMATOES	Carton	30

F R U I T S & N U T S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
APPLES	1979	517	16.85	8,710	Ton	\$167.50	\$ 1,459,000
	1978	517	16.10	8,325	"	165.00	1,374,000
APRICOTS	1979*						
	1978*						
STRAWBERRIES							
Total	1979	2,985		64,370	"		50,109,000
	1978	3,685		66,040	"		38,969,000
Fresh	1979		17.66	52,725	"	826.20	43,561,000
	1978		14.65	53,995	"	627.50	33,882,000
Processing	1979		3.90	11,645	"	562.30	6,548,000
	1978		3.27	12,045	"	422.35	5,087,000
GRAPES	1979	30,236.70	See Supplementary Page 3)				58,344,000
	1978	30,335.30	"	"	" "	" "	48,647,000
WALNUTS	1979	195		250	"	900.00	225,000
	1978	195		239	"	1,390.00	332,000
MISC. FRUIT*	1979						558,000
	1978						539,000
1979 Totals		33,933.70	Acres	73,330	Tons	Value	\$110,695,000
1978 "		34,732.30	"	74,604	" **	"	89,851,000

* Includes Almonds, Bushberries, Apricots, Raspberries, and others.

** Corrected Figure

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>BEARING 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	1979	30,236.70	3.85	116,525	Ton	\$500.70	\$58,344,000
Non-bearing	"	<u>3,279.80</u>					
TOTAL		33,516.50					
GRAPES	1978	30,335.00	3.06	92,820	"	524.10	48,647,000
Non-bearing	"	<u>3,320.30</u>					
TOTAL		33,655.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera.....	201.70
Cabernet Sauvignon.....	5,782.22
Chardonnay.....	1,947.93
Chenin Blanc.....	2,124.72
Emerald Riesling.....	379.50
French Colombard.....	496.60
Gamay.....	1,579.05
Gamay Beaujolais.....	835.00
Gewurztraminer.....	921.46
Grey Riesling.....	699.00
Merlot.....	978.10
Petite Sirah.....	2,549.49
Pinot Blanc.....	840.30
Pinot Noir.....	3,161.73
Royalty.....	32.00
Ruby Cabernet.....	542.80
Sauvignon Blanc.....	1,221.10
Semillon.....	525.40
Sylvaner.....	642.50
Tinta Madeira.....	103.00
White Riesling.....	2,094.28
Zinfandel.....	2,923.12
Other Red.....	1,868.40
Other White.....	<u>1,067.10</u>
TOTAL	33,516.50

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1979	196	10.46	2,050	Ton	\$ 216.10	\$ 443,000
	1978	140	16.21	2,270	"	186.80	424,000
ARTICHOKES							
Total -	1979	9,085					20,801,600
"	1978	9,200					16,727,000
Fresh	1979		3.77	34,240	"	556.80	19,065,000
	1978		2.66	24,430	"	647.30	15,814,000
Processing (Regular)	1979		.74	6,725	"	245.95	1,654,000
	1978		.40	3,710	"	210.80	782,000
Processing (Culls)	1979		.35	3,175	"	26.00	82,600
	1978		.55	5,040	"	26.00	131,000
ASPARAGUS							
Total -	1979	2,365					6,806,000
"	1978	2,425					4,686,000
Fresh	1979		1.59	3,765	"	1,379.00	5,192,000
	1978		1.45	3,510	"	1,235.90	4,338,000
Processing	1979		.85	2,015	"	801.00	1,614,000
	1978		.22	535	"	650.45	348,000
BEANS (Green Lima)	1979	1,690	1.95	3,300	"	322.10	1,063,000
	1978	640	1.75	1,120	"	340.20	381,000
BROCCOLI-Total							
"	1979	36,260					55,661,000
"	1978	40,870					47,401,000
Fresh	1979	21,075	3.70	78,015	"	491.05	38,309,000
	1978	27,470	2.37	65,104	"	488.20	31,784,000
Processing	1979	15,185	3.46	52,535	"	330.30	17,352,000
	1978	13,400	4.03	54,002	"	289.20	15,617,000
BRUSSELS SPROUTS							
Total -	1979	1,625					4,123,000
"	1978	1,730					4,635,000
Fresh	1979		6.60	2,575	"	430.00	1,107,000
	1978		6.24	2,435	"	427.95	1,042,000
Processing	1979		6.66	8,150	"	370.00	3,016,000
	1978		7.66	10,265	"	350.00	3,593,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1979	2,005	15.40	30,885	Ton	\$129.40	\$ 3,996,000
	1978	1,680	18.76	31,510	"	151.15	4,763,000
CARROTS - Total	1979	5,415					10,784,000
	1978	6,080					16,047,000
Fresh	1979	3,915	16.29	63,765	"	148.10	9,444,000
	1978	4,340	13.38	58,084	"	243.90	14,167,000
Processing	1979	1,500	24.99	37,480	"	35.75	1,340,000
	1978	1,740	22.03	38,332	"	49.05	1,880,000
CAULIFLOWER -							
Total	1979	16,270					32,573,000
	1978	14,420					27,897,000
Fresh	1979	12,200	5.02	61,270	"	447.70	27,431,000
	1978	10,860	4.89	53,100	"	437.00	23,205,000
Processing	1979	4,070	3.57	14,525	"	354.00	5,142,000
	1978	3,560	3.76	13,381	"	350.65	4,692,000
CELERY - Total							
"	1979	6,580					28,010,000
	1978	6,324					39,786,000
Fresh	1979	5,970	29.82	178,000	"	148.45	26,424,000
	1978	5,747	29.54	169,766	"	226.95	38,528,000
Processing	1979	610	33.01	20,135	"	78.75	1,586,000
	1978	577	25.41	14,660	"	85.80	1,258,000
CUCUMBERS -							
Processing	1979	320	14.38	4,600	"	129.15	594,000
	1978	270	18.89	5,100	"	120.00	612,000
GARLIC - Total							
"	1979	2,985					5,794,000
	1978	3,786					8,007,000
Fresh	1979	1,185	5.38	6,375	"	626.20	3,992,000
	1978	976	6.05	5,905	"	855.70	5,053,000
Processing	1979	1,800	5.75	10,350	"	174.10	1,802,000
	1978	2,810	6.00	16,860	"	175.20	2,954,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE - Head 1979							
	Spring	19,727					
	Summer	19,301					
	Fall	22,807					
	Naked Pack			29,283,000	Carton	\$3.91	\$114,497,000
	Wrapped Pack			7,356,000	"	5.17	38,031,000
	Bulk-for Shredding			1,228,000	"	3.75	4,605,000
	SEASON TOTAL	61,835	612.39	37,867,000	"	Av. \$4.15	\$157,133,000
LETTUCE - Head 1978							
	Spring	18,224					
	Summer	19,127					
	Fall	24,349					
	Naked Pack			32,317,000	"	\$4.88	\$157,707,000
	Wrapped Pack			7,473,000	"	5.87	43,867,000
	Bulk-for Shredding			1,183,000	"	3.12	3,691,000
	SEASON TOTAL	61,700	664.07	40,973,000	"	Av. \$5.01	\$205,265,000
LETTUCE -	1979	2,135		1,536,000	"	4.10	6,298,000
Mixed Leaf	1978	2,745		2,112,000	"	4.40	9,293,000
ENDIVE	1979	750		531,000	"	5.00	2,655,000
	1978	745		581,300	"	5.50	3,197,000
ROMAINE	1979	1,850		1,339,000	"	4.10	5,490,000
	1978	1,780		1,408,100	"	4.30	6,055,000
<hr/>							
LETTUCE CROP	1979	66,570 Acres		41,273,000	Cartons	Value	\$171,576,000
TOTALS	1978	66,970 "		45,074,400	"	"	223,810,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1979	*		23,162,000	Lb.	\$ 1.00	\$23,162,000
	1978	*		15,664,000	"	.831	13,017,000
ONIONS - Total	1979	1,727					2,486,000
	1978	1,709					1,856,000
Dry	1979	372	15.00	5,580	Ton	90.00	502,000
	1978	249	19.20	4,780	"	138.50	662,000
Processed	1979	1,355	16.96	22,975	"	86.35	1,984,000
	1978	1,460	11.86	17,320	"	68.95	1,194,000
ONIONS - Green	1979	1,275	12.09	15,410	"	518.05	7,983,000
	1978	1,325	12.31	16,310	"	541.75	8,836,000
PARSLEY	1979	171	10.20	1,745	"	445.25	777,000
	1978	148	17.23	2,550	"	447.85	1,142,000
PEAS - Fresh	1979	136	5.00	680	"	534.25	363,000
	1978	125	2.22	277	"	534.30	148,000
PEPPERS - Total	1979	3,555					8,585,000
	1978	4,300					6,592,000
CHILI	1979	2,985	2.35	7,025	"	1,045.00	7,341,000
	1978	3,800	1.78	6,765	"	813.65	5,504,000
Processing	1979	570	10.70	6,100	"	203.95	1,244,000
	1978	500	15.00	7,500	"	145.00	1,088,000
POTATOES	1979	3,425	16.12	55,200	"	83.55	4,612,000
	1978	3,375	16.41	55,370	"	79.40	4,396,000
SPINACH - Total	1979	4,624					4,613,000
	1978	4,092					4,554,000
Fresh	1979	764	5.23	3,995	"	419.80	1,677,000
	1978	692	5.33	3,685	"	468.10	1,725,000
Processing	1979	3,860	11.37	43,885	"	66.90	2,936,000
	1978	3,400	12.88	43,790	"	64.60	2,829,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
SQUASH - Total	1979	210				\$	524,000	
"	1978	340					661,000	
Fresh	1979		6.21	1,305	Ton	\$267.45	349,000	
	1978		5.49	1,865	"	230.00	429,000	
Processing	1979		5.73	1,205	"	145.00	175,000	
	1978		5.68	1,930	"	120.20	232,000	
TOMATOES- Total	1979	7,420					23,477,000	
"	1978	7,585					16,915,000	
Fresh	1979	4,920	13.12	64,555	"	294.15	18,989,000	
	1978	4,395	12.86	56,500	"	215.05	12,150,000	
Processing	1979	2,500	31.35	78,385	"	57.25	4,488,000	
	1978	3,190	27.59	88,000	"	54.15	3,765,000	
MISCELLANEOUS VEGETABLES **								
Total	1979	1,085					3,634,200	
"	1978	904					4,277,000	
Fresh	1979						3,584,000	
	1978						4,097,000	
Processing	1979						50,200	
	1978						180,000	
GREENHOUSE GROWN								
CUCUMBERS	1979	3.12		42,000	Carton	5 50	231,000	
	1978	1.38		19,000	"	6.75	128,000	
TOTAL ACRES-	1979	174,997.12	TOTAL VEGETABLE CROPS -				1979	\$422,671,800
"	1978	178,439.38	" " " "				1978	457,698,000

* Multiple Harvested Square Footage.

** Includes Beets, Cherry Tomatoes, Corn, Bok Choy, Rapini, Parsnips, Sugar Peas, Radishes, Turnips, and others.

F I E L D C R O P S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY	1979	49,000	1.10	53,900	Ton	\$110.00	\$ 5,929,000
	1978	30,000	1.00	30,000	"	100.00	3,000,000
BEANS - DRY							
Pinto	1979	817		613	"	560.00	343,000
Large Lima	1979	1,715	1.07	1,840	"	800.00	1,472,000
	1978	2,630	.637	1,675	"	719.40	1,205,000
Small White	1979	2,110	1.10	2,330	"	497.35	1,159,000
	1978	5,370	1.01	5,450	"	405.30	2,209,000
Garbanzo	1979	1,220	.30	366	"	660.00	242,000
Misc. Dry	1979	249					139,000
	1978	888					272,000
CORN - Processed	1979	1,800	4.16	7,490	"	210.00	1,573,000
	1978	1,750	4.06	7,105	"	190.00	1,350,000
CORN - Silage	1979	600	22.00	13,200	"	24.00	317,000
	1978	600	22.00	13,200	"	23.00	304,000
HAY - Alfalfa	1979	9,175	7.00	64,225	"	86.00	5,523,000
	1978	9,175	7.00	64,225	"	65.00	4,175,000
HAY - Grain	1979	500	1.70	850	"	40.00	34,000
	1978	750	1.50	1,125	"	40.00	45,000
HAY - Oats	1979	2,000	2.70	5,400	"	45.00	243,000
	1978	1,900	2.70	5,130	"	42.00	215,000
OATS - Silage	1979	1,000	14.00	14,000	"	19.00	266,000
	1978	1,000	14.00	14,000	"	18.00	252,000
PASTURE - Dry Land	1979	1,018,000			Acre	4.00	4,072,000
	1978	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1979	1,500			"	100.00	150,000
	1978	1,500			"	100.00	150,000
SAFFLOWER	1979	700	.70	490	"	235.00	115,000
	1978	1,250	.75	938	"	220.00	206,000
SUGAR BEETS	1979	8,380	33.48	280,600	Ton	26.15	7,338,000
	1978	7,265	30.08	218,500	"	24.65	5,386,000
WHEAT	1979	1,000	.90	900	"	136.00	122,000
	1978	900	.90	810	"	100.00	81,000
TOTAL ACRES -		1979	1,099,766	VALUE TOTAL - FIELD CROPS		1979	\$29,037,000
" "		1978	1,082,978	" " " "		1978	22,922,000

S E E D C R O P

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1979	2,127	1.07	2,277	Ton	\$ 820.00	\$1,867,000
	1978	1,519	.8966	1,362	"	745.25	1,015,000
BROCCOLI	1979	82	.1341	11	"	19,454.55	214,000
	1978	32	.2188	7	"	24,855.00	174,000
CAULIFLOWER	1979	132	.1970	26	"	9,126.00	237,000
	1978	117	.2906	34	"	13,735.00	467,000
MISC. SEED*	1979	1,040					2,755,000
	1978	1,996					425,000
TOTAL ACRES	1979	3,381			TOTAL SEED CROP	- 1979	\$5,073,000
" "	1978	3,664			" " "	1978	2,081,000

O T H E R P R O D U C T I O N

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
APIARY - Total	1979					\$ 58,700
	1978					449,400
Honey	1979	4,000	40,000	Lb.	\$.45	18,000
	1978	15,000	900,000	"	.45	405,000
Pollination**	1979	2,500		Colony	15.00	37,500
	1978	1,800		"	16.00	28,800
Wax	1979		2,000	Lb.	1.60	3,200
	1978		9,750	"	1.60	15,600
AQUACULTURE	1979					321,000
Misc. Fish & Shell Fish	1978					287,000
WORM CROP	1979		28,000	Cup/50 Ct.	.40	11,200
	1978		168,000	"	.35	58,800

* Misc. Seed includes: Onion, Pepper, Cabbage, Pea, Cucumber, Squash, Parsley, Barley, Oats, Wheat, and Flowers.

** Crops Pollinated: Apples, Cucumbers, and Misc. Vegetable Seed.

N U R S E R Y C R O P S

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1979	88.46	44,101,000	\$.2072	\$ 9,138,000
	1978	72.09	40,501,000	.1744	7,063,000
Miniature Rose	1979	11.76	6,535,000	.1179	771,000
	1978	7.60	5,126,000	.1123	576,000
Carnation	1979	157.60	136,775,000	.082	11,216,000
	1978	153.30	145,306,000	.07	10,171,000
Chrysanthemum (Standard)	1979	38.08	14,614,000	.2533	3,702,000
	1978	39.60	15,854,000	.2167	3,436,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1979	6.16	253,000	1.25	317,000
	1978	4.70	242,000	1.06	257,000
Chrysanthemum (Pompon)	1979	6.20	435,000	.91	396,000
	1978	5.12	438,000	.883	387,000
Iris	1979	42.00	835,000	1.04	868,000
	1978	35.00	885,000	1.20	1,062,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1979	67.20	5,085,000	1.35	6,865,000
	1978	53.81	2,181,000	2.00	4,362,000
FOLIAGE	1979	166.08			3,610,000
	1978	147.58			2,046,000
PROPAGATIVE STOCK, SUCCULENTS, & BULBS	1979	137.52			9,331,000
	1978	135.77			9,702,000
BEDDING PLANTS (Vegetable)	1979	7.56			1,728,000
	1978	7.56			1,127,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1979	80.50	12,090	11.60	140,000
	1978	75.00	15,930	10.75	171,000
TOTAL ACRES	1979	809.12	TOTAL NURSERY CROPS - 1979		\$48,082,000
" "	1978	737.13	" " " 1978		40,360,000

L I V E S T O C K , P O U L T R Y , & D A I R Y I N G

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE		
					PER UNIT	TOTAL	
BEEF CATTLE - Total	1979	172,200				\$41,807,000	
"	1978	179,000				33,933,000	
Cattle and Calves	1979	35,200	200,000	Cwt.	\$68.20	13,640,000	
	1978	40,000	225,000	"	50.15	11,284,000	
Feeder	1979	96,000	355,000	"	65.00	23,075,000	
	1978	95,000	347,000	"	51.50	17,871,000	
Stocker	1979	41,000	73,800	"	69.00	5,092,000	
	1978	44,000	88,000	"	54.30	4,778,000	
SHEEP & LAMBS	1979	11,400	9,120	"	68.00	620,000	
	1978	12,500	10,000	"	60.00	600,000	
WOOL	1979		91,200	Lb.	.77	70,200	
	1978		112,000	"	.76	85,000	
HOGS	1979	4,950	644,000	"	.435	280,000	
	1978	3,500	455,000	"	.485	221,000	
CHICKENS - Total	1979	2,333,000				2,119,000	
"	1978	2,338,180				2,121,100	
Fryers	1979	2,328,000	8,148,000	"	.26	2,118,000	
	1978	2,329,000	8,150,800	"	.26	2,119,000	
Meat Hens	1979	5,000	20,000	"	.05	1,000	
	1978	9,180	35,200	"	.06	2,100	
EGGS	1979		3,481,000	Dozen	.524	1,824,000	
	1978		3,791,000	"	.506	1,918,000	
MILK - Total	1979					6,536,000	
"	1978					5,899,000	
Market	1979		546,000	Cwt.	11.46	6,257,000	
	1978		559,000	"	10.24	5,724,000	
Manufactured	1979		26,300	"	10.60	279,000	
	1978		21,400	"	8.19	175,000	
TOTAL LIVESTOCK, POULTRY, & DAIRYING						- 1979	\$53,256,200
" " " " "						1978	44,777,100

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1979	9,085	\$ 20,801,600
	1974	10,300	13,247,000
	1969	9,900	5,670,000
BROCCOLI (Fresh & Proc.)	1979	36,260	55,661,000
	1974	21,300	18,594,000
	1969	19,480	10,561,000
CARROTS (Fresh & Proc.)	1979	5,415	10,784,000
	1974	5,200	9,830,000
	1969	4,300	6,654,000
CAULIFLOWER (Fresh & Proc.)	1979	16,270	32,573,000
	1974	9,265	14,852,000
	1969	8,600	8,407,000
CELERY (Fresh & Proc.)	1979	6,580	28,010,000
	1974	5,275	20,135,000
	1969	5,685	18,233,000
GRAPES	1979	33,516	58,344,000
	1974	34,746	5,076,000
	1969	2,000	650,000
LETTUCE	1979	66,570	171,576,000
	1974	57,780	114,894,000
	1969	51,820	49,040,000
NURSERY CROPS	1979	809.12	48,082,000
	1974	318	21,716,000
	1969	265	9,117,000
STRAWBERRIES (Fresh & Proc.)	1979	2,985	50,109,000
	1974	2,060	21,976,000
	1969	2,194	11,551,000
TOMATOES (Fresh & Proc.)	1979	7,420	23,477,000
	1974	6,140	18,651,000
	1969	5,500	17,212,000

M I L L I O N D O L L A R C R O P S

1.	LETTUCE.....	\$171,576,000
2.	GRAPES.....	58,344,000
3.	BROCCOLI.....	55,661,000
4.	STRAWBERRIES.....	50,109,000
5.	NURSERY.....	48,082,000
6.	CATTLE.....	41,087,000
7.	CAULIFLOWER.....	32,573,000
8.	CELERY.....	28,010,000
9.	TOMATOES.....	23,477,000
10.	MUSHROOMS.....	23,162,000
11.	ARTICHOKES.....	20,801,600
12.	CARROTS.....	10,784,000
13.	PEPPERS - CHILI.....	8,585,000
14.	ONIONS - GREEN.....	7,983,000
15.	SUGAR BEETS.....	7,338,000
16.	ASPARAGUS.....	6,806,000
17.	MILK - MARKETED.....	6,257,000
18.	BARLEY.....	5,929,000
19.	GARLIC.....	5,794,000
20.	HAY - ALFALFA.....	5,523,000
21.	SEEDS.....	5,073,000
22.	SPINACH.....	4,613,000
23.	POTATOES.....	4,612,000
24.	BRUSSELS SPROUTS.....	4,123,000
25.	PASTURE LAND - DRY.....	4,072,000
26.	CABBAGE.....	3,996,000
27.	BEANS - DRY.....	3,355,000
28.	ONIONS - DRY & PROCESSED.....	2,486,000
29.	POULTRY.....	2,119,000
30.	EGGS.....	1,824,000
31.	CORN - PROCESSED.....	1,573,000
32.	APPLES.....	1,459,000
33.	BEANS - GREEN LIMA.....	1,063,000

S U M M A R Y

FRUIT & NUT	1979	\$110,695,000
	1978	89,861,000
VEGETABLE CROPS	1979	422,671,800
	1978	457,698,000
FIELD CROPS	1979	29,037,000
	1978	22,922,000
SEED CROPS	1979	5,073,000
	1978	2,081,000
OTHER PRODUCTION	1979	390,900
	1978	795,200
NURSERY CROPS	1979	48,082,000
	1978	40,360,000
LIVESTOCK, POULTRY, AND DAIRYING	1979	53,256,200
	1978	44,777,100
TOTAL -		
	1979	\$669,205,900
	1978	658,494,300

C R O P H I G H L I G H T S - 1 9 7 9

1979 was a puzzling year for Monterey County Agriculture. There were substantial losses in some crops in relation to the 1978 crop year, but there were sizable gains in others. The gross value of the Monterey County Agricultural Industry was \$669,205,900. This is an increase of \$10,711,600 over the 1978 total.

Fruit and Nut crops gained \$20,834,000 due mainly to an increase in price per ton for Strawberries, and higher production in the Wine Grape category.

Vegetable Crops had an overall loss of \$35,026,200 from the previous year. The largest single category loss here was Head Lettuce, down \$48,132,000 from 1978. Some substantial gains in the Vegetable Crops area were made in Broccoli, Cauliflower, Mushrooms, and Tomatoes. These crops showed a total increase of \$29,643,000.

Field Crops rose in value by \$6,115,000. Barley, Alfalfa Hay, and Sugar Beets contributed to this increase.

Nursery Crops rose in total value by \$7,722,000. Higher bloom prices for Cut Flowers, and an increase in Potted Plants accounted for this rise in value.

Livestock, Poultry and Dairying were up \$8,479,100. Beef Cattle showed most of this gain with a value up \$7,874,000 from the previous year.
