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# Annual Crop Report

1974



**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

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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

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Deputy Agricultural Commissioner  
Agricultural Inspector

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Robert Stewart

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Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector  
Agricultural Inspector

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Kenneth Young  
Lucille Semenza

Deputy Agricultural Commissioner  
Agricultural Inspector  
Typist Clerk

CLERICAL

Margaret L. Stirling  
Betty J. Drake  
Frances P. Free1

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 | 1974 | 21,716,400           |
| FLOWERS & CHRISTMAS TREES | 1973 | 17,255,200           |
| DAIRYING, LIVESTOCK &     | 1974 | 45,686,600           |
| POULTRY                   | 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 MARKETING        | 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

| <u>CROP</u>        | <u>YEAR</u> | <u>BEARING<br/>ACREAGE</u>  | <u>PRODUCTION<br/>PER ACRE</u> | <u>TOTAL</u> | <u>UNIT</u> | <u>F.O.B. VALUE<br/>PER UNIT</u> | <u>VALUE<br/>TOTAL</u> |
|--------------------|-------------|-----------------------------|--------------------------------|--------------|-------------|----------------------------------|------------------------|
| 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         |             |                                  | \$21,976,000           |
|                    |             |                             |                                | 1973         |             |                                  | 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        | - See Supplementary Page 1A |                                |              |             |                                  | 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>PER ACRE</u> | <u>PRODUCTION<br/>TOTAL</u> | <u>UNIT</u> | <u>F.O.B. VALUE<br/>PER UNIT</u> | <u>VALUE<br/>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>PER ACRE</u> | <u>PRODUCTION<br/>TOTAL</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE<br/>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<br>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<br>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

| <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>        |
| 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        | - See Supplementary Page -4A- |                   |              |             |                 | 874,000             |
|                      | 1973        | - See Supplementary Page -4A- |                   |              |             |                 | 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        | - See Supplementary Page -4A- |                   |              |             |                 | 107,705,000         |
|                      | 1973        | - See Supplementary Page -4A- |                   |              |             |                 | 114,746,000         |
| Lettuce -<br>Bulk    | 1974        | - See Supplementary Page -4A- |                   |              |             |                 | 934,000             |
|                      | 1973        | - See Supplementary Page -4A- |                   |              |             |                 | 973,000             |
| Lettuce -<br>Misc.   | 1974        | - See Supplementary Page -4A- |                   |              |             |                 | 3,303,000           |
|                      | 1973        | - See Supplementary Page -4A- |                   |              |             |                 | 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        | 1,240                         | 3.24              | 4,020        | "           | 140.00          | 563,000             |
|                      | 1973        | **                            |                   |              |             |                 |                     |

VEGETABLE CROPS - Continued

| <u>CROP</u>             | <u>YEAR</u> | <u>ACREAGE</u>                | <u>PER ACRE</u> | <u>PRODUCTION<br/>TOTAL</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE<br/>TOTAL</u> |
|-------------------------|-------------|-------------------------------|-----------------|-----------------------------|-------------|-----------------|-------------------------------|
| 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        | - See Supplementary Page -4A- |                 |                             |             |                 | 694,000                       |
| 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        |                               |                 |                             |             |                 | \$247,708,800                 |
|                         | 1973        |                               |                 |                             |             |                 | 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>PER ACRE</u> | <u>PRODUCTION<br/>TOTAL</u> | <u>UNIT</u> | <u>PER UNIT</u> | <u>F.O.B. VALUE<br/>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 1974<br>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                     |
| TOTAL LETTUCE CROPS                  |             |                |                 |                             |             |                 |                               |
|                                      |             |                |                 |                             |             |                 | 1974                          |
|                                      |             |                |                 |                             |             |                 | 1973                          |
|                                      |             |                |                 |                             |             |                 | \$114,894,000                 |
|                                      |             |                |                 |                             |             |                 | 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 - Dry Land  | 1974   | 1,018,000 |            |         | Acre | 3.50         | 3,563,000    |
|                     | 1973   | 1,018,000 |            |         | "    | 3.50         | 3,563,000    |
| Pasture - 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        |                |                    |                          | \$21,716,400 |
|                                                              | 1973        |                |                    |                          | 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</u><br><u>TOTAL</u> |
|----------------------------------------|-------------|-------------|-------------------|-------------|-----------------|-------------------------------------|
| Cattle &<br>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 &<br>POULTRY |             |             |                   |             | 1974<br>1973    | \$ 45,686,600<br>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.