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# Annual Crop Report

## 1985



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



Director, California 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 1985.

Monterey County agriculture decreased for only the second time in the past 27 years. The 1985 value dropped 3%, from \$1,002,777,600 to \$971,817,686. This represents a total decrease of \$30,959,914 from the previous record breaking year.

Although Head Lettuce continued its #1 ranking, the gross value for this commodity dropped more than \$21,000,000. This was primarily due to decreased acreage and poor demand, which led to lower market prices.

The vegetable crop industry experienced considerable turmoil during this past season. A number of long-time well established grower-shippers have discontinued their operations. The majority of their acreage will be assumed by other farming entities but there is a likelihood that several thousand acres will not be in production during the coming crop year.

Wine Grape growers remain in a transition period as demands from wineries continue low, and prices paid per ton are declining. Several vineyards were removed or abandoned during this crop year. Others continue to receive maintenance care. Total value decreased more than \$4,000,000 from 1984.

The Livestock industry, and Cattle in particular, suffered heavy total losses as price per hundred-weight dropped, and total value decreased by more than \$16,000,000.

Broccoli continued to increase in gross value with an all time high of \$129,332,000. This figure was achieved in spite of a reduction in acreage of 2,600. This is accounted for in the increased tonnage which sold on the fresh market even though price per ton averaged less than the previous year. The strike against the food processing plants impacted on this commodity as 16% less was used for this purpose. This amount in turn was redirected for fresh market sales.

Strawberries increased by more than \$5,000,000 due to additional acreage and a slight increase in fresh market prices.

The commodities showing significant increases were Raspberries, Artichokes, Carrots, Celery, Mushrooms, Nursery Stock, and Seed Crops.

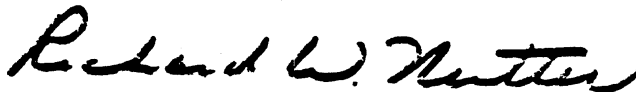
Those with decreased total values were Cauliflower, Garlic, Chili Peppers, Tomatoes, and Sugar Beets.

Major concern continues to be expressed by observers on the future of agriculture in this county, and will it follow the trend taking place in other agricultural areas throughout the nation. Concern centers on the development of new growing areas that could compete more favorably because of closer proximity to terminal markets, lower labor and land costs, and decreased transportation charges.

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 Marvin Garner, who coordinated and compiled this report.

Very truly yours,



Richard W. Nutter  
Agricultural Commissioner

RWN:mls

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

ASSISTANT AGRICULTURAL COMMISSIONER

WALLACE L. MARVIN

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Stanley E. Clayton	Deputy Agricultural Commissioner
Marvin E. Garner	Deputy Agricultural Commissioner
William Nutley	Deputy Agricultural Commissioner
William D. Taylor	Deputy Agricultural Commissioner
Brad Oliver	Staff Biologist
Johnny Bunch, Jr.	Agricultural Inspector III
David Butterfield	Agricultural Inspector III
Expedito Ibarbia	Agricultural Inspector III
Joseph C. Lyons	Agricultural Inspector III
Gerry Willey	Agricultural Inspector III
Dow Williams	Agricultural Inspector III
Frances Pabrua	Agricultural Inspector II
Gordon D. Rammer	Agricultural Inspector II
Laurel Thomassin	Agricultural Inspector II
Robert Bohn	Agricultural Inspector I
Michael Casey	Agricultural Inspector I
Henry Gonzales	Agricultural Inspector I
Trinidad Gonzales	Agricultural Inspector I
Lisa Leondis	Agricultural Inspector I
Katherine Smith	Agricultural Inspector I
Joel Trumbo	Agricultural Inspector I
Kathleen Boyle	Agricultural Aide
Barbara Pierce	Agricultural Aide
Victor Pongo	Agricultural Aide

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Betty Drake	Senior Account Clerk
Frances Freel	Senior Typist Clerk
Gloria Oliver	Typist Clerk II
Syble Silva	Typist Clerk II

MONTEREY OFFICE

Charles D. Radford	Agricultural Inspector III
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KING CITY OFFICE

Frank A. Scaroni	Deputy Agricultural Commissioner
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Robert H. Flores	Agricultural Inspector III
Harry O. Nelson	Agricultural Inspector I
Brenda Wolgamott	Agricultural Inspector I

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Jane Yoshida	Typist Clerk I

PRODUCE INSPECTION STAFF

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Charles Nunez	Produce Inspector	II
J. Arthur Pemberton	Produce Inspector	II
Lou Splawn	Produce Inspector	II
Maria Torres	Produce Inspector	II
Gail Young	Produce Inspector	II

Marcile Angelucci	Produce Inspector	I
Carl Armento	Produce Inspector	I
David Balestrieri	Produce Inspector	I
Luz Cadena	Produce Inspector	I
Joyce Camany	Produce Inspector	I
Celia Cervantes	Produce Inspector	I
Thomas Cotenias	Produce Inspector	I
Jesse DeLeon	Produce Inspector	I
James Drake	Produce Inspector	I
Richard Fleming	Produce Inspector	I
Danny Garcia	Produce Inspector	I
Glenn Goshorn	Produce Inspector	I
Jane Grubb	Produce Inspector	I
Donald Hacker	Produce Inspector	I
Maureen Harris	Produce Inspector	I
William Hartney	Produce Inspector	I
Kaye Johnson	Produce Inspector	I
Gordon Legault	Produce Inspector	I
LaDonna Lynn	Produce Inspector	I
Danny Mallobox	Produce Inspector	I
Doug McGinn	Produce Inspector	I
A. Kojo Mends	Produce Inspector	I
Mary Mutz	Produce Inspector	I
Sylvia Rodriquez	Produce Inspector	I
John Rover	Produce Inspector	I
Raymond Stewart	Produce Inspector	I
Laurie Tavernetti	Produce Inspector	I
Linda Tavernetti	Produce Inspector	I
Quintino Torres	Produce Inspector	I
Wendy Wycuff	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	37
ARTICHOKES	Carton	23
ASPARAGUS	Carton	32
BOK CHOY	Carton	50
BROCCOLI	Carton	23
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	50
CARROTS	Sack	50
CAULIFLOWER	Carton	23
CELERY	Crate	60
ENDIVE	Carton	25
ESCAROLE	Carton	25
GARLIC	Carton	30
KALE	Carton	20
KIWI FRUIT	Carton	7
LETTUCE, Head	Carton	50
LETTUCE, Leaf	Carton	25
ONIONS, Green	Carton	13
PARSLEY	Carton	21
RASPBERRIES	Slide	6
ROMAINE	Carton	37
SNOW PEAS	Carton	20
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	12
TOMATOES	Carton	25
TOMATOES, Cherry	Slide	12



FRUITS & NUTS

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>	
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
APPLES	1985	426	18.29	7,790	Ton	\$ 125.00	\$ 974,000
	1984	432	15.33	6,625	"	139.50	924,000
GRAPES	1985	28,646.91	(See Supplementary Page 3)				38,321,000
	1984	29,792.27	"	"	"	"	42,022,000
KIWI FRUIT	1985	12	2.00	24	Ton	1,100.00	26,400
	1984	16	2.50	40	"	1,500.00	60,000
*MISC. FRUIT	1985	180					410,000
	1984						120,000
BUSHBERRIES	1985	25	4.50	112	"	1,890.00	212,000
	1984	50	2.04	102	"	2,000.00	204,000
RASPBERRIES	1985	80	3.60	288	"	4,800.00	1,382,000
	1984	33	2.15	71	"	5,253.50	373,000
<b>STRAWBERRIES</b>							
Total	1985	3,500		101,058	"		93,619,000
	1984	3,245		95,400	"		88,515,000
Fresh	1985		24.00	84,000	"	988.00	82,992,000
	1984		24.89	80,800	"	972.50	78,578,000
Processing	1985		4.87	17,058	"	623.00	10,627,000
	1984		4.50	14,600	"	680.60	9,937,000
WALNUTS	1985	200		367	"	771.00	283,000
	1984	195		224	"	781.25	175,000
TOTAL	1985	33,069.91		231,331		VALUE	\$135,227,400
	1984	33,763.27		**219,482			132,393,000

\* Includes Almonds, Apricots, Avocados, Lemons, Oranges, and others.

\*\* Revised figure (Grape production included)

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
GRAPES	1985	28,646.91	4.25	121,692	Ton	\$314.90	\$38,321,000
Nonbearing or not Harvested		<u>2,870.69</u>					
<b>TOTAL</b>		<b>31,517.60</b>					
GRAPES	1984	29,792.27	3.93	117,020	Ton	\$359.10	\$42,022,000
Nonbearing or not Harvested		<u>3,097.44</u>					
<b>TOTAL</b>		<b>32,889.71</b>					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>	<u>VARIETY</u>	<u>ACRES</u>
Cabernet Sauvignon . . .	2,877.84	Muscat Blanc/Canelli . . .	191.10
Chardonnay . . . . .	3,958.45	Petite Sirah . . . . .	764.87
Chenin Blanc . . . . .	4,915.14	Pinot Blanc . . . . .	1,295.69
Early Burgundy . . . . .	126.50	Pinot Noir . . . . .	1,538.19
Emerald Riesling . . . . .	400.90	Pinot St. George . . . . .	42.60
Folle Blanche . . . . .	41.30	Ruby Cabernet . . . . .	74.60
French Colombard . . . . .	1,465.50	Sauvignon . . . . .	1,775.11
Gamay . . . . .	401.00	Semillon . . . . .	700.60
Gamay Beaujolais . . . . .	560.61	Sylvaner . . . . .	800.60
Gewurztraminer . . . . .	975.40	Tinta Madera . . . . .	45.90
Grenache . . . . .	189.60	White Riesling . . . . .	4,210.55
Grey Riesling . . . . .	1,009.10	Zinfandel . . . . .	1,869.31
Malvasia . . . . .	549.60	Other Red . . . . .	134.35
Merlot . . . . .	217.49	Other White . . . . .	385.70
<b>TOTAL ACRES</b>	<b>31,517.60</b>		

VEGETABLE CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
ANISE	1985	144	12.69	1,828	Ton	\$450.00	\$ 823,000
	1984	90	16.67	1,500	"	504.65	757,000
<b>ARTICHOKES</b>							
Total	1985	9,187			"		30,555,000
	1984	9,475			"		27,291,000
Fresh	1985		4.20	38,653	"	676.00	26,129,000
	1984		3.24	30,740	"	776.05	23,856,000
Processing (Regular)	1985		1.00	13,305	"	324.00	4,311,000
	1984		1.09	10,375	"	320.00	3,320,000
Processing (Culls)	1985		.20	4,423	"	26.00	115,000
	1984		.46	4,405	"	26.10	115,000
<b>ASPARAGUS</b>							
Total	1985	3,256					9,792,000
	1984	3,150					8,087,000
Fresh	1985		2.20	7,163	"	1,367.00	9,792,000
	1984		1.72	5,445	"	1,485.20	8,087,000
BOK CHOY	1985	1,012	13.46	13,624	"	310.00	4,223,000
<b>BROCCOLI</b>							
Total	1985	54,805					129,332,000
	1984	57,495					126,502,000
Fresh	1985	38,465	5.98	230,020	"	430.00	98,909,000
	1984	32,420	5.11	165,545	"	490.20	81,150,000
Processing	1985	16,340	4.62	75,491	"	403.00	30,423,000
	1984	25,075	4.61	115,665	"	392.10	45,352,000
<b>BRUSSELS SPROUTS</b>							
Total	1985	2,232					6,801,000
	1984	1,800					5,591,000
Fresh	1985	1,507	7.86	11,840	"	465.00	5,506,000
	1984	1,435	6.90	9,915	"	457.70	4,538,000
Processing	1985	725	4.20	3,046	"	425.00	1,295,000
	1984	365	6.80	2,485	"	423.75	1,053,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>		
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
CABBAGE	1985	1,300	16.75	21,775	Ton	\$172.60	\$ 3,758,000	
	1984	1,465	15.63	22,895	"	170.80	3,911,000	
CARROTS								
	Total							
	1985	6,956					22,103,000	
	1984	5,810					19,969,000	
Fresh	1985	5,506	17.03	93,770	"	217.25	20,372,000	
	1984	3,840	18.10	69,510	"	240.00	16,682,000	
Processing	1985	1,450	29.81	43,220	"	40.05	1,731,000	
	1984	1,970	30.56	60,205	"	54.60	3,287,000	
CAULIFLOWER								
	Total							
	1985	22,415					62,239,000	
	1984	26,550					79,653,000	
Fresh	1985	17,930	5.90	105,790	"	525.00	55,540,000	
	1984	19,575	5.92	115,970	"	573.15	66,468,000	
Processing	1985	4,485	3.51	15,726	"	426.00	6,699,000	
	1984	6,975	4.21	29,385	"	448.70	13,185,000	
CELERY								
	Total							
	1985	5,410					39,380,000	
	1984	5,510					26,807,000	
Fresh	1985	5,085	32.61	165,840	"	227.71	37,763,000	
	1984	4,970	29.88	148,505	"	173.75	25,803,000	
Processing	1985	325	25.22	8,195	"	197.35	1,617,000	
	1984	540	18.83	10,170	"	98.75	1,004,000	
CUCUMBERS								
	Processing							
	1985	310	25.00	7,750	"	160.00	1,240,000	
	1984	360	25.00	9,000	"	170.00	1,530,000	
GARLIC								
	Total							
	1985	365					578,000	
	1984	1,020					3,976,000	
Fresh	1985	365	7.20	2,625	"	220.00	578,000	
	1984	420	6.13	2,575	"	778.25	2,004,000	
Processing	1985	****						
	1984	600	7.50	4,495	"	438.70	1,972,000	
KALE	1985	116	11.20	1,300	"	297.00	386,000	

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>
	<u>1985</u>						
LETTUCE - Head							
Spring		18,759					
Summer		19,089					
Fall		24,792					
Naked Pack				31,879,000	Ctn	\$5.51	\$175,653,000
Wrapped Pack				6,954,000	"	7.04	48,956,000
Bulk for Shredding				1,396,000	"	6.32	8,823,000
Bulk for Whole Cored Lettuce				<u>1,354,000</u>	"	7.33	<u>9,925,000</u>
SEASON TOTAL		62,640	663.84	41,583,000	"	\$5.8523	\$243,357,000
	<u>1984</u>						
LETTUCE - Head							
Spring		19,881					
Summer		19,436					
Fall		25,845					
Naked Pack				33,340,000	Ctn	\$5.76	\$192,038,000
Wrapped Pack				7,139,000	"	7.24	51,686,000
Bulk for Shredding				1,782,000	"	5.93	10,567,000
Bulk for Whole Cored Lettuce				<u>1,305,000</u>	"	8.07	<u>10,531,000</u>
SEASON TOTAL		65,162	668.58	43,566,000	"	\$6.0786	\$264,822,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>F.O.B. VALUE</u>	
			<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BUTTER LETTUCE	1985	1,125	846,000	Ctn	\$4.50	\$ 3,807,000
	1984	625	471,000	"	4.30	2,025,000
GREEN LEAF	1985	2,389	1,851,000	"	4.42	8,181,000
	1984	1,370	1,033,000	"	5.15	5,320,000
ENDIVE	1985	336	218,000	"	5.82	1,269,000
	1984	730	453,000	"	5.00	2,266,000
ESCAROLE	1985	135	81,000	"	6.00	486,000
	1984	320	242,000	"	4.35	1,053,000
RED LETTUCE	1985	1,300	1,040,000	"	4.80	4,992,000
	1984	695	509,000	"	4.90	2,494,000
ROMAINE	1985	2,452	1,895,000	"	5.15	9,759,000
	1984	2,305	1,499,000	"	4.80	7,195,000
<hr/>						
LETTUCE CROP						
TOTALS	1985	70,377	48,866,000	Ctn	VALUE	\$271,851,000
	1984	71,207	47,773,000	"		285,175,000
<hr/>						

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
MUSHROOMS	1985	**		41,774,000	Lb.	\$ .92	\$38,432,000
	1984	**		37,390,000	"	.94	35,147,000
NAPA	1985	300	12.90	3,870	Ton	290.00	1,122,000
ONIONS - Total	1985	584					969,000
	1984	575					1,505,000
Dry	1985	204	19.41	3,960	"	119.58	474,000
	1984	300	18.00	5,400	"	160.00	864,000
Processing	1985	380	18.00	6,648	"	74.40	495,000
	1984	275	21.93	6,030	"	106.30	641,000
ONIONS, Green	1985	885	10.94	9,680	"	968.00	9,370,000
	1984	1,225	9.51	11,650	"	724.80	8,444,000
PARSLEY Total	1985	450					1,847,000
	1984	495					1,902,000
Fresh	1985	220	12.54	2,759	"	480.00	1,324,000
	1984	255	11.25	2,870	"	470.40	1,350,000
Dry	1985	230	2.50	575	"	910.00	523,000
	1984	240	2.50	600	"	920.00	552,000
PEPPERS, Chili Total	1985	1,798					6,011,000
	1984	1,995					7,239,000
Dry	1985	1,798	2.95	5,300	"	1,134.15	6,011,000
	1984	1,995	3.11	6,195	"	1,168.50	7,239,000
POTATOES	1985	1,600	19.25	30,800	"	120.00	3,696,000
	1984	1,440	20.19	29,080	"	118.65	3,450,000
SALAD PRODUCTS	1985			2,750,000	Ctn	5.84	16,060,000
	1984			2,815,000	"	5.95	16,749,000
SNOW PEAS	1985	38	1.31	50	Ton	2,123.00	106,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>		
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
<b>SPINACH</b>								
Total	1985	3,046						\$ 5,278,000
	1984	2,985						5,872,000
Fresh	1985	936	5.73	\$ 5,363	Ton	\$514.45		2,759,000
	1984	1,110	7.41	8,230	"	421.75		3,471,000
Processing	1985	2,110	12.09	25,518	"	98.71		2,519,000
	1984	1,875	12.02	22,540	"	106.50		2,401,000
<b>SQUASH, Fresh</b>								
	1985	250	8.52	\$ 2,130	"	400.00		852,000
	1984	220	10.09	2,220	"	486.95		1,081,000
<b>TOMATOES</b>								
Total	1985	4,565						16,377,000
	1984	5,320						23,901,000
Fresh	1985	3,235	16.36	52,953	"	274.33		14,527,000
	1984	3,220	16.34	52,630	"	389.35		20,492,000
Processing	1985	1,330	27.10	36,000	"	51.40		1,850,000
	1984	2,100	30.71	64,500	"	52.85		3,409,000
<b>TOMATOES, Cherry</b>								
	1985	22	13.63	300	"	647.00		194,000
<b>MISCELLANEOUS VEGETABLES ***</b>								
Total	1985	1,812						5,380,000
	1984	3,065						10,798,000
Fresh	1985	1,747						5,286,000
	1984	1,955						9,586,000
Processing	1985	65						94,000
	1984	<u>1,110</u>						<u>1,212,000</u>
<b>TOTAL ACRES</b>	1985	193,177	<b>TOTAL VEGETABLE CROPS</b>			1985	\$688,755,000	
	1984	201,252			1984	705,337,000		

\* Revised figures

\*\* Multiple Harvested Square Footage

\*\*\* Includes Beets, Chives, Corn, Rapini, Leeks, Fresh Peas, Parsnips, Fava Beans, Radishes, Turnips, and others.

\*\*\*\* None to report



FIELD CROPSPRODUCTIONF.O.B. VALUE

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BARLEY	1985	45,000	.85	38,250	Ton	\$101.00	\$ 3,863,000
	1984	48,000	.75	36,000	"	120.00	4,320,000
BEANS, Dry Large Lima	1985	3,315	1.10	3,646	"	603.00	2,199,000
	1984	2,340	1.10	2,568	"	975.80	2,506,000
Small White	1985	450	.88	396	"	440.00	174,000
	1984	1,610	.96	1,550	"	506.50	785,000
Garbanzo	1985	135	1.00	135	"	700.00	94,500
	1984	155	1.01	157	"	700.50	110,000
Misc. Dry	1985	165					148,000
	1984	315					217,000
CORN Processing	1985	600	4.33	2,600	"	240.00	624,000
	1984	450	4.50	2,025	"	240.00	486,000
CORN, Silage	1985	250	28.00	7,000	"	26.50	185,500
	1984	300	28.00	8,400	"	25.50	214,000
HAY, Alfalfa	1985	8,350	7.75	64,700	"	85.00	5,500,000
	1984	8,350	7.63	63,700	"	88.00	5,606,000
HAY, Grain	1985	500	1.50	750	"	50.00	37,500
	1984	500	1.50	750	"	45.30	34,000
HAY, Oats	1985	2,400	2.50	6,000	"	65.00	390,000
	1984	2,400	2.50	6,000	"	55.00	330,000
PASTURE Dry Land	1985	1,018,000			Acre	4.75	4,836,000
	1984	1,018,000			"	3.75	3,818,000
PASTURE Irrigated	1985	500	1.00	500	Ton	80.00	40,000
	1984	500	1.00	500	"	80.00	40,000
SUGAR BEETS	1985	3,517	36.34	127,825	"	34.77	4,444,000
	1984	4,495	38.87	174,710	"	33.85	5,914,000
WHEAT	1985	2,345	1.50	3,517	"	100.00	352,000
	1984	<u>2,345</u>	.75	1,760	"	120.00	<u>211,000</u>
TOTAL ACRES	1985	1,085,527			VALUE TOTAL	1985	\$22,887,500
	1984	1,089,760				1984	24,591,000

SEED CROP

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
BEAN	1985	1,601	.93	1,488	Ton	\$ 1,334.00	\$1,985,000	
	1984	486	.88	428	"	892.50	382,000	
BEAN Large Lima	1985	136	1.40	191	"	1,140.00	218,000	
BROCCOLI	1985	62	.13	8	"	24,000.00	192,000	
	1984	50	.38	19	"	21,000.00	399,000	
CAULIFLOWER	1985	30	.475	14	"	14,500.00	203,000	
	1984	82	.59	48	"	8,187.50	393,000	
*MISC. SEED	1985	1,712					470,000	
	1984	<u>1,800</u>					<u>618,000</u>	
TOTAL ACRES	1985	3,541			TOTAL SEED CROP	1985	\$3,068,000	
	1984	2,418				1984	1,792,000	

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>
APIARY						
Total	1985					\$ 64,086
	1984					63,000
Honey	1985		54,000	Lb.	\$ .55	29,700
	1984		56,000	"	.54	30,200
**Pollination	1985	1,510		Colony	22.00	33,220
	1984	1,580		"	20.00	31,600
Wax	1985		1,060	Lb.	1.10	1,166
	1984		1,100	"	1.09	1,200

\* Misc. Seeds includes: Asparagus, Celery, Barley, Carrots, Peas, Oats, Flowers and misc.

\*\* Crops Pollinated: Apples, Cucumbers, Cauliflower, Broccoli, Onions, Squash, Carrots, Spinach, Peppers, Fava Beans, Parsley and Melons.

NURSERY CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE</u>	
				<u>PER BLOOM</u>	<u>TOTAL</u>
<b>CUT FLOWERS</b>					
Rose	1985	112.37	76,552,000	\$ .2951	\$22,592,000
	1984	108.29	67,296,000	.28	18,843,000
Miniature Rose	1985	13.54	13,969,903	.1788	2,498,000
	1984	10.15	14,517,000	.18	2,613,000
Carnation	1985	178.59	131,561,000	.1146	15,078,000
	1984	159.18	126,318,000	.11	13,895,000
Chrysanthemum (Standard)	1985	27.17	8,124,808	.3684	2,993,000
	1984	32.05	10,506,000	.34	3,572,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1985	14.97	860,000	1.592	1,369,000
	1984	19.55	930,000	1.45	1,348,000
Chrysanthemum (Pompon)	1985	3.21	152,000	.89	135,000
	1984	3.21	181,000	.86	156,000
Cut Flowers (Misc.)	1985	25.34	58,000	2.79	162,000
	1984	86.16	216,000	1.81	391,000
Gypsophila	1985	36.00	103,000	1.18	122,000
	1984	38.00	113,000	1.48	167,000
Iris	1985	54.73	906,000	1.26	1,142,000
	1984	54.40	820,000	1.61	1,320,000
Statice	1985	16.00	170,000	.86	146,000
	1984	19.00	132,000	1.08	143,000

NURSERY CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>POTS SOLD</u>	<u>PER POT</u>	<u>TOTAL</u>
POTTED PLANTS (Indoor Dec.)	1985	110.00	3,706,000	3.12	\$11,563,000
	1984	46.68	3,833,000	2.59	9,927,000
FOLIAGE	1985	93.84			1,735,000
	1984	145.81			1,422,000
PROPAGATIVE STOCK, SUCCULENTS & BULBS	1985	156.14			10,322,000
	1984	110.84			11,884,000
BEDDING PLANTS (Vegetable)	1985	17.64			7,658,000
	1984	26.46			10,819,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1985	107.70	3,358	19.46	172,000
	1984	100.00	12,655	20.62	261,000
<hr/>					
TOTAL ACRES	1985	967.24	TOTAL NURSERY CROPS	1985	\$77,687,000
	1984	959.80		1984	76,761,000

LIVESTOCK, POULTRY, & DAIRYING

<u>CROP</u>	<u>YEAR</u>	<u>HEAD</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>		
					<u>PER UNIT</u>	<u>TOTAL</u>	
<b>BEEF CATTLE</b>							
Total	1985	175,000				\$33,104,000	
	1984	204,600				49,716,000	
Cattle & Calves	1985	80,000	338,000	Cwt	\$49.00	16,562,000	
	1984	91,000	455,000	"	54.00	24,570,000	
Feeder	1985	45,000	207,000	"	56.00	11,592,000	
	1984	78,600	354,000	"	60.00	21,240,000	
Stocker	1985	50,000	90,000	"	55.00	4,950,000	
	1984	35,000	63,000	"	62.00	3,906,000	
<b>SHEEP &amp; LAMBS</b>							
	1985	1,600	2,610	"	68.00	177,500	
	1984	3,900	3,510	"	58.00	204,000	
<b>WOOL</b>							
	1985		20,300	Lb.	.80	16,200	
	1984		27,300	"	.90	24,600	
<b>HOGS</b>							
	1985	1,600	304,000	"	.47	143,000	
	1984	3,000	570,000	"	.50	285,000	
<b>CHICKENS</b>							
Total	1985	514,000				1,202,000	
	1984	1,266,300				1,756,000	
Fryers	1985	400,000	3,332,000	"	.35	1,166,000	
	1984	1,193,000	4,198,000	"	.40	1,679,000	
Meat Hens	1985	31,360	131,700	"	.27	35,600	
	1984	73,300	286,000	"	.27	77,000	
<b>EGGS</b>							
	1985		1,454,500	Dozen	.74	1,076,000	
	1984		1,818,000	"	.71	1,291,000	
<b>MILK, Market</b>							
	1985		654,960	Cwt	12.84	8,410,000	
	1984		667,000	"	12.84	8,564,000	
<b>TOTAL LIVESTOCK, POULTRY, &amp; DAIRYING</b>						1985	\$44,128,700
						1984	61,840,600

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
<b>ARTICHOKES</b>			
Fresh & Processing	1985	9,187	\$ 30,555,000
	1980	7,890	26,652,000
	1975	9,700	14,497,000
<b>BROCCOLI</b>			
Fresh & Processing	1985	54,805	129,332,000
	1980	43,395	74,147,000
	1975	25,695	21,661,000
<b>CARROTS</b>			
Fresh & Processing	1985	6,956	22,103,000
	1980	5,330	15,775,000
	1975	6,590	9,346,000
<b>CAULIFLOWER</b>			
Fresh & Processing	1985	21,815	62,239,000
	1980	18,180	40,514,000
	1975	10,450	16,998,000
<b>CELERY</b>			
Fresh & Processing	1985	5,409	39,380,000
	1980	6,430	33,005,000
	1975	5,690	28,188,000
<b>GRAPES</b>			
	1985	28,646.91	38,321,000
	1980	30,061.70	36,885,000
	1975	12,362.40	9,795,000
<b>LETTUCE</b>			
	1985	62,640	243,357,000
	1980	67,684	202,513,000
	1975	64,230	100,620,000
<b>MUSHROOMS</b>			
	1985	41,774,000 Lbs	38,432,000
	1980	20,876,000 "	18,079,000
	1975	3,230,000 "	2,056,000
<b>NURSERY CROPS</b>			
	1985	890.32	77,687,000
	1980	832.25	53,215,000
	1975	539.17	23,425,000
<b>STRAWBERRIES</b>			
Fresh & Processing	1985	3,500	93,619,000
	1980	2,785	45,279,000
	1975	2,725	30,170,000
<b>TOMATOES</b>			
Fresh & Processing	1985	4,565	16,377,000
	1980	6,720	27,254,000
	1975	7,910	23,731,000

MILLION DOLLAR CROPS

1985

1.	LETTUCE, HEAD . . . . .	\$243,357,000
2.	BROCCOLI. . . . .	129,332,000
3.	STRAWBERRIES . . . . .	93,169,000
4.	NURSERY . . . . .	77,687,000
5.	CAULIFLOWER . . . . .	62,239,000
6.	CELERY. . . . .	39,380,000
7.	MUSHROOMS . . . . .	38,432,000
8.	GRAPES. . . . .	38,321,000
9.	CATTLE. . . . .	33,104,000
10.	ARTICHOKES. . . . .	30,555,000
11.	LETTUCE, LEAF . . . . .	28,008,000
12.	CARROTS . . . . .	22,103,000
13.	TOMATOES. . . . .	16,377,000
14.	SALAD PRODUCTS. . . . .	16,060,000
15.	ASPARAGUS . . . . .	9,792,000
16.	ONIONS, GREEN . . . . .	9,370,000
17.	MILK, MARKETED. . . . .	8,410,000
18.	BRUSSELS SPROUTS. . . . .	6,801,000
19.	PEPPERS, CHILI. . . . .	6,011,000
20.	HAY, ALFALFA. . . . .	5,500,000
21.	SPINACH . . . . .	5,278,000
22.	PASTURE LAND, DRY . . . . .	4,836,000
23.	SUGAR BEETS . . . . .	4,444,000
24.	BOK CHOY. . . . .	4,223,000
25.	BARLEY. . . . .	3,863,000
26.	CABBAGE . . . . .	3,758,000
27.	POTATOES. . . . .	3,696,000
28.	SEEDS . . . . .	3,068,000
29.	BEANS, DRY. . . . .	2,199,000
30.	PARSLEY . . . . .	1,847,000
31.	RASPBERRIES . . . . .	1,382,000
32.	CUCUMBERS . . . . .	1,240,000
33.	POULTRY . . . . .	1,202,000
34.	NAPA. . . . .	1,122,000
35.	EGGS. . . . .	1,076,000

SUMMARY

FRUITS & NUTS	1985	\$ 135,227,400
	1984	132,393,000
VEGETABLE CROPS	1985	688,755,000
	1984	705,337,000
FIELD CROPS	1985	22,887,500
	1984	24,591,000
SEED CROPS	1985	3,068,000
	1984	1,792,000
OTHER PRODUCTION	1985	64,086
	1984	63,000
NURSERY CROPS	1985	77,687,000
	1984	76,761,000
LIVESTOCK, POULTRY, AND DAIRYING	1985	44,128,700
	1984	<u>61,840,600</u>
	TOTAL - 1985	\$ 971,817,686
	1984	1,002,777,600



## CROP HIGHLIGHTS - 1985

The total gross agricultural value for Monterey County was \$971,817,686. This represents a decrease of \$30,959,914 from the previous record breaking year.

A large percentage of this decrease was caused by depressed prices during the head lettuce-season. This reduction in value of head lettuce totalled \$21,465,000. In addition, a drop in acreage of 2,500 acres, combined with the unfavorable market conditions, led to the total overall reduction.

Fruit and nut crops reached \$135,227,400. This figure shows an increase of \$2,834,400, due mainly to the strawberry crop. Grapes were losing \$3,701,000 during this same period.

Vegetable crops declined in value \$16,582,000. Substantial losses in value of head lettuce, cauliflower, and tomatoes were the culprits here.

The field crops category had a comparatively modest decrease of \$1,703,500. Barley and sugar beets were down in value in this category.

Nursery crops showed a slight increase in value of \$926,000. Higher production of both roses and carnations boosted this total value figure.

Livestock, poultry, and dairying did not fare as well. This area of Monterey County agriculture dropped in value \$17,711,900. Feeder cattle were down \$9,648,000, and the cattle and calves category dropped \$8,008,000.