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Annual Crop Report

1988



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
ADMINISTRATOR OF WEIGHTS & MEASURES



Mr. Jack C. Parnell, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Monterey County

Barbara Shipnuck, Chairwoman, Second District
Marc Del Piero, 1st District
Dusan Petrovic, Third District
Sam Karas, Fourth District
Karin Strasser Kauffman, Fifth District

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 1988.

County Agriculture again reached an all time high. 1988 gross value totaled \$1,159,024,500, an increase 6.5% or \$70,334,200 over the previous crop year. Lettuce, Broccoli, Cauliflower, and Celery, normally the pace setters of our crops, showed significant decreases in value primarily due to depressed markets and acreage reduction. However, this was offset because of strong showing by Strawberries, Grapes, Mushrooms, Livestock, Salad Products, Tomatoes, and Nursery Stock.

Head Lettuce total acreage remains about the same. This crop reached an all time high in terms of production but the price dropped \$1.00 per carton causing overall value to be down \$14,400,000.

Strawberry acreage continued to increase which is responsible for establishing this commodity as the number two County crop.

Broccoli had a reduction in acreage of 5,700 and a \$1,700,000 drop in value.

Salad Products and Food Service items which are supplied to fast food businesses and for institutional uses continue to show dramatic increases. Products for export to Pacific Rim Countries were found to be profitable for many shippers. While overall exports have increased, growers were faced with the second consecutive dry year which caused increased growing costs. In addition, there were concerns about food safety, foreign imports, and adjustments in labor uses.

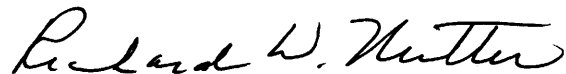
The value and acreage devoted to Nurseries and Cutflowers continued to increase, with some export markets being developed.

Livestock producers again faced a dry year and poor feed supply which was partially offset by increased prices and strong 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 Senior Deputy Agricultural Commissioner Don Rochester, Deputy Agricultural Commissioner Gerry Willey, and Agricultural Inspector Katherine Smith, who coordinated and compiled this report.

Very truly yours,



Richard W. Nutter
Agricultural Commissioner

RWN:mls

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

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Tom Cotenass	Agricultural Aide
Rafael Gonzales	Agricultural Aide
Lisa Welch	Agricultural Aide

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Kathy Boyle

Agricultural Inspector III

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Joseph Dughi
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Lawrence Mora
Harry Nelson

Deputy Agricultural Commissioner
Agricultural Inspector III
Agricultural Inspector III
Agricultural Inspector I
Agricultural Inspector I

PAJARO OFFICE

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Robert Bohn
Charles Nunez
Susan Booth

Deputy Agricultural Commissioner
Agricultural Inspector II
Agricultural Inspector I
Typist Clerk II

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Robert Hunter
Russell Persson

Weights and Measures Inspector III
Weights and Measures Inspector III

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Maria Torres	Produce Inspector	II
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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>
APPLES	Carton	38
ANISE	Crate	37
ARTICHOKES	Carton	23
ASPARAGUS	Carton	32
AVOCADOS	Carton	26
BOK CHOY	Carton	50
BROCCOLI	Carton	23
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE - All	Carton	50
CARROTS	Carton	50
CARROTS	Sack	50
CAULIFLOWER	Carton	23
CELERY	Carton	60
ENDIVE	Carton	25
ESCAROLE	Carton	25
NAPA	Carton	50
KALE	Carton	20
KIWI FRUIT	Carton	7
LETTUCE - Head	Carton	50
LETTUCE - Leaf	Carton	25
ONIONS - Dry	Sack	50
ONIONS - Green	Carton	13
PARSLEY	Carton	21
PEPPER - Bell	Carton	30
RASPBERRIES	Slide	6
ROMAINE	Carton	37
SALAD PRODUCTS	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>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>
APPLES							
Total	1988	351		4,829	Ton	\$	\$ 819,000
	1987	442	16.63	7,350	"	128.55	945,000
Fresh	1988	119	6.34	754	"	251.05	189,000
Processing	1988	232	17.56	4,075	"	154.65	630,000
AVOCADOS							
	1988	55	3.44	189	"	935.45	177,000
	1987	55	1.40	77	"	428.55	33,000
GRAPES							
	1988	26,843.71	(See Supplementary Page 3)				44,247,000
	1987	24,814.71	"	"	"	"	40,276,000
KIWI FRUIT							
	1988	15	4.60	69	Ton	4,571.45	315,000
	1987	15	4.80	72	"	2,027.75	146,000
MISC. FRUIT*							
	1988	158					713,000
	1987	84					77,000
BUSHBERRIES							
	1988	74		338	"	2,192.50	741,000
	1987	43	6.09	262	"	2,034.35	533,000
RASPBERRIES							
	1988	706	4.22	2,980	"	3,830.20	11,414,000
	1987	477	3.06	1,460	"	4,263.70	6,225,000
STRAWBERRIES							
Total	1988	5,105		240,395	"		134,039,000
	**1987	4,065		109,500	"		106,589,000
Fresh	1988		23.15	118,200	"	1,098.35	129,825,000
	1987		23.98	97,500	"	1,018.35	99,289,000
Processing	1988		1.79	9,160	"	460.00	4,214,000
	**1987		2.95	12,000	"	600.05	7,300,000
WALNUTS							
	1988	287		351	"	1,000.00	351,000
	1987	287		386	"	1,000.00	386,000
<hr/>							
TOTAL	1988	33,594.71				VALUE	\$192,816,000
	**1987	30,282.71					155,210,000

* Includes Almonds, Apricots, Lemons, Oranges and others

** Revised figures

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	1988	26,843.71	3.10	83,210	Ton	\$531.75	\$44,247,000
Nonbearing or not Harvested		<u>4,566.57</u>					
TOTAL		31,410.28					
GRAPES	1987	24,814.71	4.00	99,325	Ton	\$405.50	\$40,276,000
Nonbearing or not Harvested		<u>6,335.88</u>					
TOTAL		31,150.59					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>	<u>*AVERAGE PRICE/TON</u>
Cabernet Sauvignon	2,912.86	\$1,023.83
Chardonnay	5,585.06	1,140.82
Chenin Blanc	4,456.91	343.75
Early Burgundy	126.50	350.00
Emerald Riesling	173.90	169.94
Folle Blanche.....	41.30	
French Colombard	1,276.50	273.25
Gamay	378.00	341.06
Gamay Beaujolais	560.61	314.23
Gewurztraminer	925.00	428.12
Grenache	189.60	360.59
Gray Riesling	893.79	285.03
Malvasia	547.60	
Merlot	228.45	793.20
Muscat Blanc/Canelli	191.10	
Petite Sirah	765.04	399.95
Pinot Blanc	1,287.10	662.23
Pinot Noir	1,543.87	496.03
Pinot St. George	42.60	
Ruby Cabernet	76.45	
Sauvignon	1,738.35	449.26
Semillon	568.40	280.47
Sylvaner	719.60	247.98
Tinta Madera	45.90	
White Riesling	3,968.60	408.53
Zinfandel	1,869.31	675.30
Other Red	121.53	750.00
Other White	176.35	
TOTAL ACRES	<u>31,410.28</u>	

* CDFA weighted average price per ton



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	1988				Ton	\$346.25	\$ 1,115,000
	1987	215	11.91	2,560	"	410.95	1,052,000
ARTICHOKES Total	1988	7,720			"		28,580,400
	1987	7,660			"		27,880,500
Fresh	1988		4.43	34,200	"	730.15	24,971,000
	1987		4.33	33,200	"	736.85	24,463,000
Processing (Regular)	1988		1.42	10,970	"	320.00	3,510,000
	1987		1.38	10,545	"	316.00	3,332,000
Processing (Culls)	1988		.50	3,825	"	26.00	99,400
	1987		.43	3,290	"	26.00	85,500
ASPARAGUS	1988	3,880	3.28	12,740	"	1,140.95	14,536,000
	1987	4,140	3.17	13,135	"	1,105.15	14,516,000
BOK CHOY	1988	368	10.90	4,010	"	238.80	958,000
	1987	410	15.67	6,425	"	206.70	1,328,000
BROCCOLI Total	1988	49,075					114,684,000
	1987	54,810					115,951,000
Fresh	1988	28,875	6.17	178,250	"	460.80	82,138,000
	1987	30,510	6.31	192,535	"	443.05	85,303,000
Processing	1988	20,200	4.22	85,200	"	382.00	32,546,000
	1987	24,300	4.53	110,164	"	278.20	30,648,000
BRUSSELS SPROUTS Total	1988	1,401					5,386,000
	1987	1,033					3,845,000
Fresh	1988	221	8.55	1,890	"	393.10	743,000
	1987	137	7.24	992	"	624.00	619,000
Processing	1988	1,180	9.07	10,700	"	433.95	4,643,000
	1987	896	8.33	7,465	"	432.15	3,226,000

VEGETABLE CROPS - Continued

<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>
CABBAGE, Green	1988	658	17.07	11,230	Ton	\$165.10	\$ 1,854,000
	1987	575	15.04	8,650	"	186.95	1,617,000
CABBAGE, Red	1988	155	15.42	2,390	"	291.65	697,000
CARROTS							
Total	1988	5,750					16,955,000
	1987	5,095					12,769,000
Fresh	1988	3,215	19.80	63,650	"	196.55	12,510,000
	1987	3,450	14.57	50,280	"	190.40	9,573,000
Processing	1988	2,535	28.10	71,240	"	62.40	4,445,000
	1987	1,645	30.43	50,055	"	63.85	3,196,000
CAULIFLOWER							
Total	1988	20,160					69,520,000
	1987	23,400					74,382,000
Fresh	1988	13,200	7.90	104,300	"	525.75	54,836,000
	1987	16,150	8.58	138,510	"	472.25	65,411,000
Processing	1988	6,960	4.25	29,580	"	496.40	14,684,000
	1987	7,250	4.50	32,620	"	275.00	8,971,000
CILANTRO	1988	70	12.33	329	"	933.15	307,000
CELERY							
Total	1988	4,449					33,674,000
	1987	6,205					38,196,000
Fresh	1988	4,125	34.44	142,065	"	229.60	32,618,000
	1987	5,855	32.82	192,145	"	192.95	37,074,000
Processing	1988	324	28.46	9,220	"	114.50	1,056,000
	1987	350	28.14	9,850	"	113.90	1,122,000
GARLIC	1988	500	8.00	4,000	"	403.75	1,615,000
HERBS*	1988	31					312,000
KALE	1988	196	5.48	1,075	"	448.35	482,000
	1987	200	5.48	1,097	"	506.85	556,000

* Includes Oregano, Sage, Thyme, Rosemary and others

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>1988</u>							
LETTUCE - Head							
	Spring	21,620					
	Summer	20,690					
	Fall	26,225					
	Naked Pack			35,345,000	Ctn	\$5.03	\$177,785,000
	Wrapped Pack			11,995,000	"	6.53	78,330,000
	Bulk for Shredding			8,460,000	"	4.44	37,562,000
	Bulk for Whole Cored Lettuce			<u>1,187,000</u>	"	<u>7.75</u>	<u>9,200,000</u>
SEASON TOTAL		68,535	831.50	56,987,000	"	\$5.3148	\$302,877,000

<u>1987</u>							
LETTUCE - Head							
	Spring	21,800					
	Summer	20,200					
	Fall	26,200					
	Naked Pack			32,873,000	Ctn	\$6.40	\$210,387,000
	Wrapped Pack			9,544,000	"	7.43	70,912,000
	Bulk for Shredding			7,118,000	"	4.28	30,465,000
	Bulk for Whole Cored Lettuce			<u>754,000</u>	"	<u>7.42</u>	<u>5,595,000</u>
SEASON TOTAL		68,200	737.38	50,289,000	"	\$6.3107	\$317,359,000

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	1988	1,345	1,110,000	Ctn	\$4.15	\$ 4,606,000
	1987	1,700	1,262,000	"	5.10	6,436,000
GREEN LEAF	1988	3,610	2,680,000	"	4.05	10,854,000
	1987	3,630	2,650,000	"	6.30	16,695,000
ENDIVE	1988	613	454,000	"	5.60	2,542,000
	1987	561	460,000	"	6.26	2,880,000
ESCAROLE	1988	438	346,000	"	6.00	2,076,000
	1987	318	282,000	"	6.80	1,918,000
RED LETTUCE	1988	1,745	1,308,000	"	4.25	5,559,000
	1987	1,590	1,176,000	"	5.40	6,350,000
ROMAINE	1988	3,985	2,712,000	"	5.15	13,967,000
	1987	3,795	2,434,000	"	6.20	15,091,000
LEAF LETTUCE TOTALS	1988	11,736	8,610,000	Ctn		\$39,604,000
	1987	11,594	8,264,000	"		49,370,000
LETTUCE CROP TOTALS	1988	80,271	65,597,000	Ctn	VALUE	\$342,481,000
	1987	79,794	58,553,000	"		366,729,000

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>
MUSHROOMS	1988	*		46,890,000	Lb.	\$.99	\$46,421,000
	1987	*		40,458,000	"	.97	39,244,000
NAPA	1988	242	14.11	3,415	Ton	265.00	905,000
	1987	196	18.95	3,715	"	315.75	1,173,000
ONIONS, Dry	1988	600	23.66	14,200	"	220.00	3,124,000
	1987	275	18.25	5,020	"	170.00	853,000
ONIONS, Green	1988	1,295	7.13	9,235	"	962.85	8,892,000
	1987	907	9.49	8,605	"	781.75	6,727,000
PARSLEY Total	1988	613					1,693,000
	1987	365					1,386,000
Fresh	1988	181	9.78	1,770	"	388.70	688,000
	1987	227	10.29	2,335	"	458.65	1,071,000
Dry	1988	432	2.19	946	"	1,062.35	1,005,000
	1987	138	2.43	336	"	937.50	315,000
PEPPERS, Bell	1988	121	12.85	1,555	"	267.50	416,000
	1987	300	9.13	2,740	"	445.25	1,220,000
PEPPERS, Chili Dry	1988	2,720	3.19	8,690	"	1,107.25	9,622,000
	1987	1,310	3.03	3,975	"	1,111.20	4,417,000
POTATOES	1988	1,200	20.00	24,000	"	130.00	3,120,000
	1987	1,000	19.00	19,000	"	120.00	2,280,000
SALAD PRODUCTS Total	1988						37,538,000
Shredded	1988			2,984,000	Ctn	6.62	19,754,000
	1987			2,289,000	"	5.81	13,299,000
Food Service Products**	1988					480.65	17,784,000

* Multiple harvested square footage

** Broccoli and Cauliflower Florets

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>	
SPINACH								
Total	1988	4,355					\$ 7,516,000	
	1987	2,225					4,575,000	
Fresh	1988	910	8.14	\$ 7,405	Ton	\$454.00	3,362,000	
	1987	725	6.65	4,825	"	600.40	2,897,000	
Processing	1988	3,445	10.56	36,390	"	114.15	4,154,000	
	1987	1,500	13.41	20,120	"	83.40	1,678,000	
SQUASH, Fresh								
	1988	318	12.03	3,825	"	358.45	1,371,000	
	1987	202	10.50	2,120	"	409.10	867,000	
TOMATOES								
Total	1988	5,940					33,094,000	
	1987	4,920					28,251,000	
Fresh	1988	4,400	16.31	71,745	"	428.90	30,771,000	
	1987	3,570	20.24	72,250	"	363.40	26,256,000	
Processing	1988	1,540	31.30	48,200	"	48.20	2,323,000	
	1987	1,350	31.85	43,000	"	46.40	1,995,000	
TOMATOES, Cherry								
	1988	230	7.02	1,615	"	802.45	1,296,000	
	1987	122	8.05	982	"	573.30	563,000	
MISCELLANEOUS VEGETABLES *								
Total	1988	2,160					8,054,000	
	1987	2,535					7,299,000	
Fresh	1988	1,810					7,389,000	
	1987	2,090					5,794,000	
Processing	1988	250					665,000	
	1987	445					1,505,000	
<hr/>								
TOTAL ACRES	1988	194,753	TOTAL VEGETABLE CROPS			1988	\$796,218,400	
	1987	197,894			1987	770,975,500		
<hr/>								

* Includes Beets, Cactus Pears, Chives, Corn, Green Peppers, Rappini, Leeks, Fresh Peas, Parsnips, Fava Beans, Radishes, Turnips and others



FIELD CROPS

<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>
BARLEY, Grain	1988	27,300	.93	25,400	Ton	\$127.55	\$ 3,240,000
	1987	23,200	.93	21,580	"	87.00	1,877,000
BEANS, Dry Large Lima	1988	1,885	1.16	2,180	"	1,045.00	2,278,000
	1987	1,330	1.09	1,455	"	940.00	1,368,000
Small White	1988	520	1.29	665	"	827.30	550,000
	1987	1,480	1.18	1,745	"	436.10	761,000
Garbanzo	1988*						
	1987	424	.72	305	"	377.05	115,000
Misc. Dry	1988	356					273,000
	1987	49					30,000
CORN, Processing	1988	450	5.40	2,430	"	220.00	535,000
	1987	400	5.50	2,200	"	220.00	484,000
CORN, Silage	1988	200	36.00	7,200	"	32.00	230,000
	1987	225	29.50	6,635	"	28.50	189,000
HAY, Alfalfa	1988	3,050	6.95	21,200	"	105.55	2,238,000
	1987	5,300	7.70	40,800	"	90.00	3,672,000
HAY, Grain	1988	2,975	1.60	4,760	"	83.85	399,000
	1987	500	1.70	850	"	45.00	38,200
HAY, Oats	1988	625	1.98	1,235	"	72.90	90,000
	1987	2,500	2.30	5,750	"	60.00	345,000
PASTURE, Dry Land	1988	1,017,500			Acre	7.00	7,122,000
	1987	1,017,500			"	6.00	6,105,000
PASTURE, Irrigated	1988	500	1.00	500	Ton	80.00	40,000
	1987	500	1.00	500	"	80.00	40,000
SAFFLOWER, Grain	1988	245	.45	110	"	256.55	28,200
SUGAR BEETS	1988	3,220	40.22	129,500	"	37.70	4,882,000
	1987	4,340	31.77	168,000	"	31.75	5,334,000
WHEAT	1988	1,285	.75	965	"	144.20	139,000
	1987	1,100	1.10	1,210	"	97.00	117,000
TOTAL ACRES	1988	1,060,111			VALUE TOTAL	1988	\$22,044,200
	1987	1,058,848				1987	20,475,200

* Insufficient to report

SEED CROPS



PRODUCTION

F.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>
ASPARAGUS	1988	420		63	Ton	2,700.00	170,000
BARLEY	1988	1,140	1.07	1,215	"	\$ 140.00	\$ 170,000
	1987	800	1.25	1,000	"	95.00	95,000
BEANS (All)	1988	2,465	1.11	2,725	"	900.00	2,452,000
	1987	2,770	.93	2,575	"	783.70	2,018,000
BROCCOLI	1988	79	.11	9	"	25,000.00	225,000
	1987	91	.09	8	"	20,601.00	175,000
CAULIFLOWER	1988	56	.18	10	"	22,340.00	223,000
	**1987		.26	9	"	20,000.00	660,000
CORN	1988	144	.80	115	"	1,600.00	184,000
OAT	1988	420	.74	313	"	360.00	113,000
	1987	120	.92	111	"	200.00	22,200
PEA	1988	40	.42	17	"	540.00	9,200
	1987	95	.91	86	"	624.55	53,700
PARSLEY	*1988						
	1987	10	1.10	11	"	2,883.70	31,700
PEPPER	1988	30	.10	3	"	28,666.65	86,000
	1987	90	.12	11	"	6,475.70	71,200
WHEAT	1988	130	2.18	284	"	140.00	39,800
	1987	165	2.10	346	"	93.00	32,200
MISC. SEED*	1988	21					25,400
	1987	21					54,800
<hr/>							
TOTAL ACRES	1988	4,945		TOTAL SEED CROP	1988	\$3,697,400	
	**1987	4,195			1987	3,213,800	

* Misc. Seeds include; Cucumber, Squash, Onion and other

** Revised figures



OTHER PRODUCTION

F.O.B. VALUE

<u>CROP</u>	<u>YEAR</u>	<u>COLONIES</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
APIARY						
Total	1988					\$ 63,700
	1987					74,800
Honey	1988		56,200	Lb.	\$.50	28,100
	1987		71,300	"	.59	42,100
Pollination*	1988	1,580		Colony	21.50	34,000
	1987	1,480		"	21.00	31,100
Wax	1988		2,015	Lb.	.80	1,600
	1987		1,785	"	.90	1,600
OTHER**	1988					100,000
	1987					675,000
TOTAL OTHER PRODUCTION						
						1988
						1987
						\$163,700
						749,800

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

** Includes Game Farming, Aquiculture and others

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>
CUT FLOWERS					
Rose	1988	152.15	89,176,000	\$.2460	\$21,937,000
	1987	143.08	84,783,000	.2795	23,697,000
Miniature Rose	1988	11.40	8,905,000	.1654	1,473,000
	1987	18.41	11,566,000	.1785	2,065,000
Carnation	1988	194.12	127,932,000	.1407	18,000,000
	1987	189.20	132,240,000	.1335	17,654,000
Chrysanthemum (Standard)	1988	24.29	7,370,000	.4435	3,269,000
	1987	27.65	6,723,000	.3781	2,542,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1988	31.28	1,889,000	1.530	2,890,000
	1987	24.32	1,746,000	1.609	2,809,000
Chrysanthemum (Pompon)	*1988				
	1987	.18	40,000	.65	26,000
Cut Flowers (Misc.)	1988	23.25	462,300	.75	347,000
	1987	<u>45.36</u>	902,000	.70	<u>631,000</u>
TOTAL INDOOR CUT FLOWERS	1988	436.39			\$47,916,000
Gypsophilia	1988	26.25	64,800	1.30	84,000
	1987	32.25	71,000	1.25	89,000
Iris	1988	61.14	804,000	1.90	1,528,000
	1987	82.23	1,104,000	1.85	2,042,000
Statice	1988	29.18	362,000	1.25	452,000
	1987	30.99	366,000	1.00	366,000

*To Misc. Cut Flowers

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 Decorative)	1988	37.48	6,005,000	\$2.75	\$16,514,000
	1987	51.76	4,464,000	3.30	14,731,000
POTTED PLANTS (Ornamental)	1988		170,000	7.00	1,190,000
FOLIAGE (All)	1988	178.00			2,153,000
	1987	175.96			1,997,000
PROPAGATIVE STOCK, SUCCULENTS, BULBS, MISC. FIELD CROPS*	1988	295.00			17,000,000
	1987	194.00			13,614,000
BEDDING PLANTS (Vegetable)	1988	22.90			5,851,000
	1987	18.50			4,192,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1988	91.00	10,000	20.20	202,000
	1987	97.00	16,100	18.30	295,000
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TOTAL ACRES	1988	1,177.44	TOTAL NURSERY CROPS	1988	\$92,890,000
	1987	1,130.89		1987	86,750,000
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* Includes Carnations, Chrysanthemums, Heather, Turf, Seafoam, Alstermaria and others

LIVESTOCK, POULTRY, & DAIRYING



CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE						
Total	1988	113,300				\$39,213,000
	1987	114,400				33,079,000
Cattle & Calves	1988	63,800	421,000	Cwt	\$67.00	28,207,000
	1987	69,300	464,000	"	55.00	25,520,000
Feeder	1988	2,500	6,250	"	69.00	431,000
	1987	1,000	2,500	"	62.00	155,000
Stocker	1988	47,000	117,500	"	90.00	10,575,000
	1987	44,200	110,500	"	67.00	7,404,000
SHEEP & LAMBS	1988	3,880	5,435	"	64.00	348,000
	1987	1,625	2,275	"	65.00	148,000
WOOL	1988		34,930	Lb.	.69	24,000
	1987		23,900	"	.50	12,000
HOGS	1988	1,800	342,000	"	.46	157,000
	1987	1,000	190,000	"	.58	110,000
CHICKENS						
Total	1988	362,320				1,390,200
	1987	394,300				1,204,600
Roasters	1988	360,000	2,520,000	"	.38	958,000
	1987	378,000	2,826,000	"	.42	1,187,000
Meat Hens	1988	2,320	10,440	"	.50	5,200
	1987	16,300	65,000	"	.27	17,600
MISC. POULTRY*	1988					427,000
EGGS	1988		272,100	Dozen	.81	220,000
	1987		444,200	"	.69	306,000
DAIRYING COWS						
Cull Cows	1988	1,025		Head	590.00	605,000
Calves	1988	2,000		"	75.00	150,000
Fertilizer	1988		17,560	Ton	6.00	105,000
GOATS						
Breeding Stk	1988	500		Head	250.00	125,000
Cull Goats	1988	100		"	60.00	6,000
Kids	1988	1,325		"	56.00	74,200
MILK, Market	1988	Marketed	806,200	Cwt	10.88	8,771,000
	1988	Manufactured	668	"	9.89	6,600
	1987	Marketed	770,500	"	11.41	8,791,000
	1987	Manufactured	6,625	"	10.47	69,400
TOTAL LIVESTOCK, POULTRY, & DAIRYING					1988	\$51,194,800
					1987	43,720,000

* Includes Pullets, Fryers, Ducklings, Goslings, Duck Eggs, Quail Eggs and others

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES Fresh & Processing	1988	7,720	\$ 28,580,400
	1983	9,135	26,788,000
	1978	9,200	16,727,000
BROCCOLI Fresh & Processing	1988	49,075	114,684,000
	1983	43,900	112,383,000
	1978	40,870	47,401,000
CARROTS Fresh & Processing	1988	5,750	16,955,000
	1983	5,190	16,267,000
	1978	6,080	16,047,000
CAULIFLOWER Fresh & Processing	1988	20,160	69,520,000
	1983	22,780	64,194,000
	1978	14,420	27,897,000
CELERY Fresh & Processing	1988	4,449	33,674,000
	1983	5,590	45,200,000
	1978	6,324	39,786,000
GRAPES	1988	26,843.71	44,247,000
	1983	28,111.56	35,730,000
	1978	30,335.00	48,647,000
LETTUCE	1988	80,271	342,481,000
	1983	61,936	276,291,000
	1978	66,970	223,810,000
MUSHROOMS	1988	46,890,000 Lbs	46,421,000
	1983	32,216,000 "	35,438,000
	1978	15,664,000 "	13,017,000
NURSERY CROPS	1988	1,177.44	92,890,000
	1983	858.21	73,137,000
	1978	737.13	40,360,000
STRAWBERRIES Fresh & Processing	1988	5,105	134,039,000
	1983	2,945	70,942,000
	1978	3,685	38,969,000
TOMATOES Fresh & Processing	1988	5,940	33,094,000
	1983	6,080	15,739,000
	1978	7,585	16,915,000

MILLION DOLLAR CROPS

1988

1.	LETTUCE, HEAD	\$302,877,000
2.	STRAWBERRIES	134,039,000
3.	BROCCOLI	114,684,000
4.	NURSERY	92,890,000
5.	CAULIFLOWER	69,520,000
6.	MUSHROOMS	46,421,000
7.	GRAPES	44,247,000
8.	LETTUCE, LEAF	39,604,000
9.	CATTLE	39,213,000
10.	SALAD PRODUCTS	37,538,000
11.	CELERY	33,674,000
12.	TOMATOES	33,094,000
13.	ARTICHOKES	28,580,400
14.	CARROTS	16,955,000
15.	ASPARAGUS	14,536,000
16.	RASPBERRIES	11,414,000
17.	PEPPERS, CHILI	9,622,000
18.	ONIONS, GREEN	8,892,000
19.	MILK, MARKETED	8,771,000
20.	SPINACH	7,516,000
21.	PASTURE LAND, DRY	7,122,000
22.	BRUSSELS SPROUTS	5,386,000
23.	SUGAR BEETS	4,882,000
24.	SEEDS	3,697,400
25.	BARLEY	3,240,000
26.	ONIONS, DRY	3,124,000
27.	POTATOES	3,120,000
28.	BEANS, DRY	3,101,000
29.	HAY, ALFALFA	2,238,000
30.	CABBAGE, GREEN	1,854,000
31.	PARSLEY	1,693,000
32.	POULTRY	1,390,200
33.	SQUASH	1,371,000
34.	TOMATOE, CHERRY	1,296,000
35.	ANISE	1,115,000

S U M M A R Y

FRUITS & NUTS	1988	\$ 192,816,000
	1987	159,083,000
VEGETABLE CROPS	1988	796,218,400
	1987	770,975,000
FIELD CROPS	1988	22,044,200
	1987	20,475,200
SEED CROPS	1988	3,697,400
	1987	5,565,800
OTHER PRODUCTION	1988	163,700
	1987	749,800
NURSERY CROPS	1988	92,890,000
	1987	86,750,000
LIVESTOCK, POULTRY, AND DAIRYING	1988	51,194,800
	1987	43,720,000
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TOTAL - 1988		\$1,159,024,500
	1987	1,088,690,300
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SUMMARY OF TOP 20 PRODUCE EXPORTS FOR 1988

	<u>1987</u> <u>POUNDS</u>	<u>1988</u> <u>POUNDS</u>
1. CELERY	3,843,560	7,397,072
2. STRAWBERRY	5,143,092	5,537,822
3. LETTUCE	4,531,913	4,721,375
4. ONION	1,338,625	3,469,020
5. BROCCOLI	119,332	2,433,094
6. ASPARAGUS	1,087,998	2,413,765
7. CABBAGE	593,282	701,463
8. CARROT	751,102	592,221
9. RASPBERRY	241,968	287,130
10. CAULIFLOWER	64,290	128,934
11. BEAN	78,000	117,000
12. GARLIC	25,942	83,170
13. LIMA BEAN	0	78,390
14. TOMATO	0	62,900
15. ROMAINE	16,910	29,086
16. SNOW PEA	12	23,147
17. GREEN ONION	100,595	22,049
18. PEPPER	480	21,500
19. SPINACH	0	20,256
20. CORN	0	10,000
<u>ALL SEED</u>	4,680,329	6,429,660

NURSERY

	<u>1987</u>	<u>1988</u>
Cut Flowers (# of stems)	1,242,085	1,908,379
Other Nursery Plants	3,134,828	1,881,596

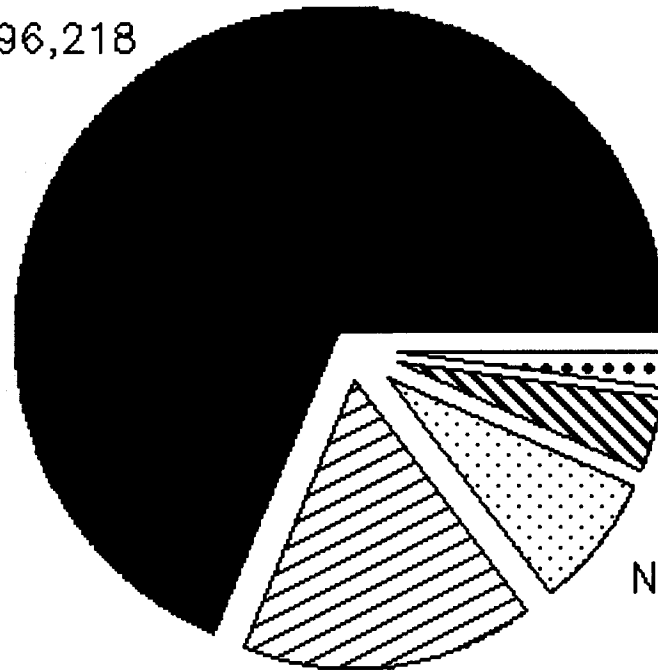
SUMMARY OF PRODUCE EXPORTS BY COUNTRY

	<u>1987</u> <u>POUNDS</u>	<u>1988</u> <u>POUNDS</u>
1. JAPAN	7,323,938	11,286,915
2. TAIWAN	5,738,453	6,462,844
3. GREAT BRITAIN	2,742,380	2,903,557
4. GUAM	875,802	1,712,785
5. MEXICO	87,500	1,005,682
6. NETHERLANDS	198,478	803,712
7. FEDERAL REPUBLIC OF GERMANY	481,382	757,555
8. KUWAIT	460,958	502,913
9. AUSTRALIA	1,450,088	492,465
10. ITALY	324,397	429,208
11. PANAMA	1,275,000	382,500
12. UNITED ARAB EMIRATES	264,686	352,880
13. FIJI	0	317,500
14. SAUDI ARABIA	170,342	306,229
15. FRENCH POLYNESIA	0	229,140
16. SAIPAN	78,205	214,198
17. HONG KONG	1,743,245	200,815
18. SWEDEN	1,085,966	195,936
19. KOREA	41,200	186,700
20. FRANCE	43,794	130,248

MONTEREY COUNTY 1988

TOTAL VALUE (000)

VEGETABLE \$796,218



FIELD, OTHER \$25,904

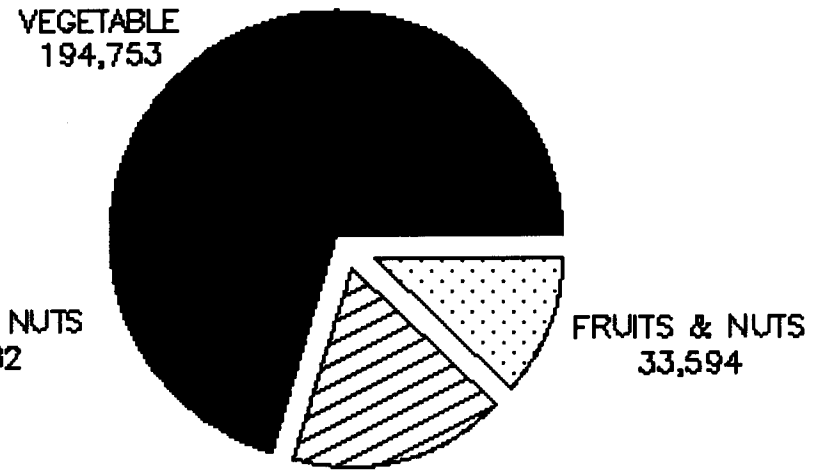
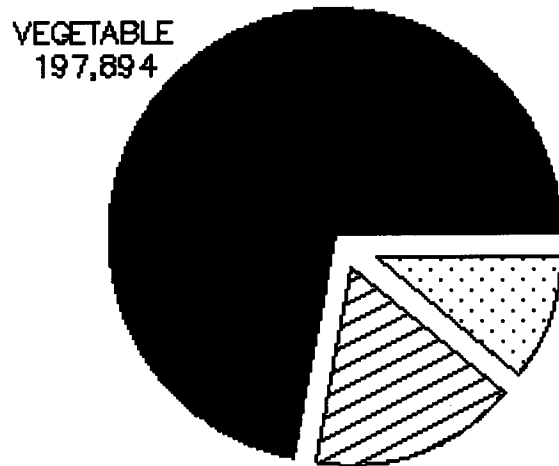
LIVESTOCK \$51,194

NURSERY \$92,890

FRUIT & NUTS \$192,816

\$1,159,024,500

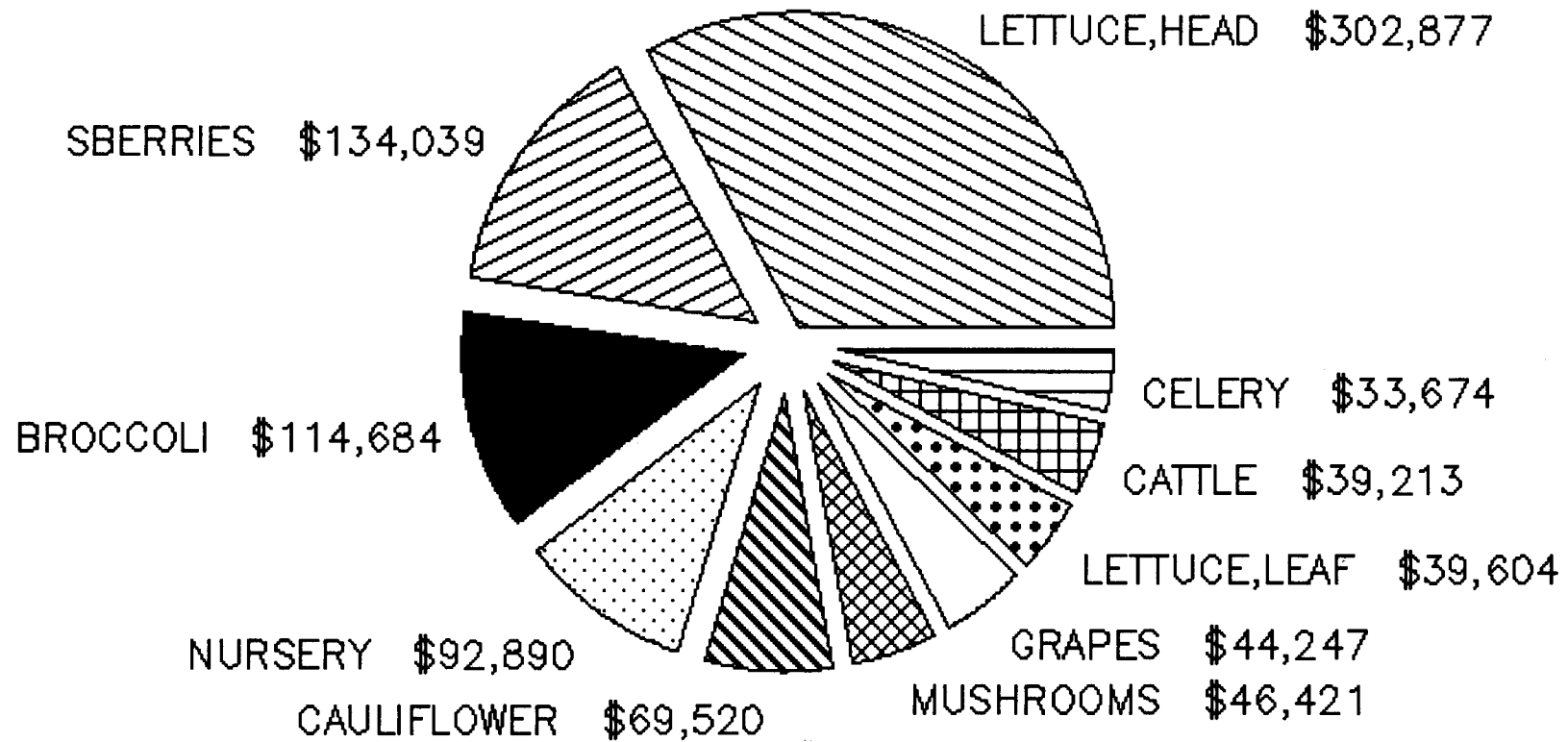
TOTAL ACRES FARMED 1987 - 1988



1987 - 274,850 ACRES 1988 - 277,080 ACRES

MONTEREY COUNTY 1988

THE TOP 10 CROPS (000)



LEADING CROP ACREAGES 1988

