

Spring 6-11-2016

## 1992, Monterey County Crop Report

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1992

**MONTEREY COUNTY ANNUAL CROP REPORT**



# MONTEREY COUNTY

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## AGRICULTURAL COMMISSIONER

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### RICHARD W. NUTTER

AGRICULTURAL COMMISSIONER  
ADMINISTRATOR OF WEIGHTS & MEASURES

Henry J. Voss, Director  
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Monterey County:

- Judy L. E. Pennycook, Chair, First District
- Barbara Shipnuck, Second District
- Tom Perkins, 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 1992.

Another record year was recorded by Monterey County Agriculture for 1992, as the total value increased to an all time high of \$1,755,919,010. This is a remarkable 23.8% increase over the previous year. Early spring markets were generally depressed for most commodities but an unexpected increase in gross sales was primarily responsible for the overall year's substantial gains. At one point Head Lettuce prices exceeded \$10.00 per carton for twelve continuous weeks. Acreage increase and per carton value were responsible for a 15% over all increase for Head Lettuce, which retains its #1 crop status.

Broccoli moved up into the #2 position with over a 20% acreage increase and increased demand by the Food Service market.

Strawberries' value increased over \$40,000,000, primarily due to a 10% acreage increase and a slight increase in fresh market value.

Artichokes', the official County vegetable, increased in total value by nearly \$500,000, while total acreage dropped by over 600.

The total value for the Wine Grapes increased slightly due to an increase in price per ton for premium quality. Several thousand acres are nonbearing and will be phased into full production over the next couple of years. The industry is coping with Grape Phylloxera, with many growers planning on replanting with resistant root stock.

Greenhouse grown Cut Flower values increased primarily due to an increase in acreage, while the field grown stock has recovered from the serious freeze. Foreign imports continue to threaten the existence of many of these crops.

The Livestock Industry value dropped \$9,000,000, its lowest point in many years as the drought continued to be felt throughout this industry.

The drought continued to be the main area of concern during the past year, with growers developing water management plans, implementing water saving practices, and in some cases, coping with sea water intrusion. This however has not impacted on total acreage, nor gross value of products received by growers. The exception being the Livestock Industry and the Dryland farmers who depend on rainfall. Many growers were forced to develop new wells or go to a deeper aquifer.

Prices for Vegetable Crops, while depressed during portions of the season, rebounded enough to allow for a profitable year for many vegetable commodities. Food Service and Salad Product items demand continued to show a dramatic increase.

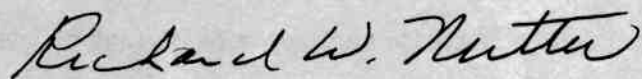
Exports continued to be a bright point in Pacific rim and European common market member countries.

Although overproduction of many commodities kept prices near the break-even point, 1992 was a profitable year for most County growers.

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 who coordinated and compiled this report.

Very truly yours,



Richard W. Nutter  
Agricultural Commissioner

RWN/slh

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We wish to acknowledge the following people for their art contributions to our 1992 Annual Crop Report:

George Cominos  
Nye Marnach  
Tommy Spradling

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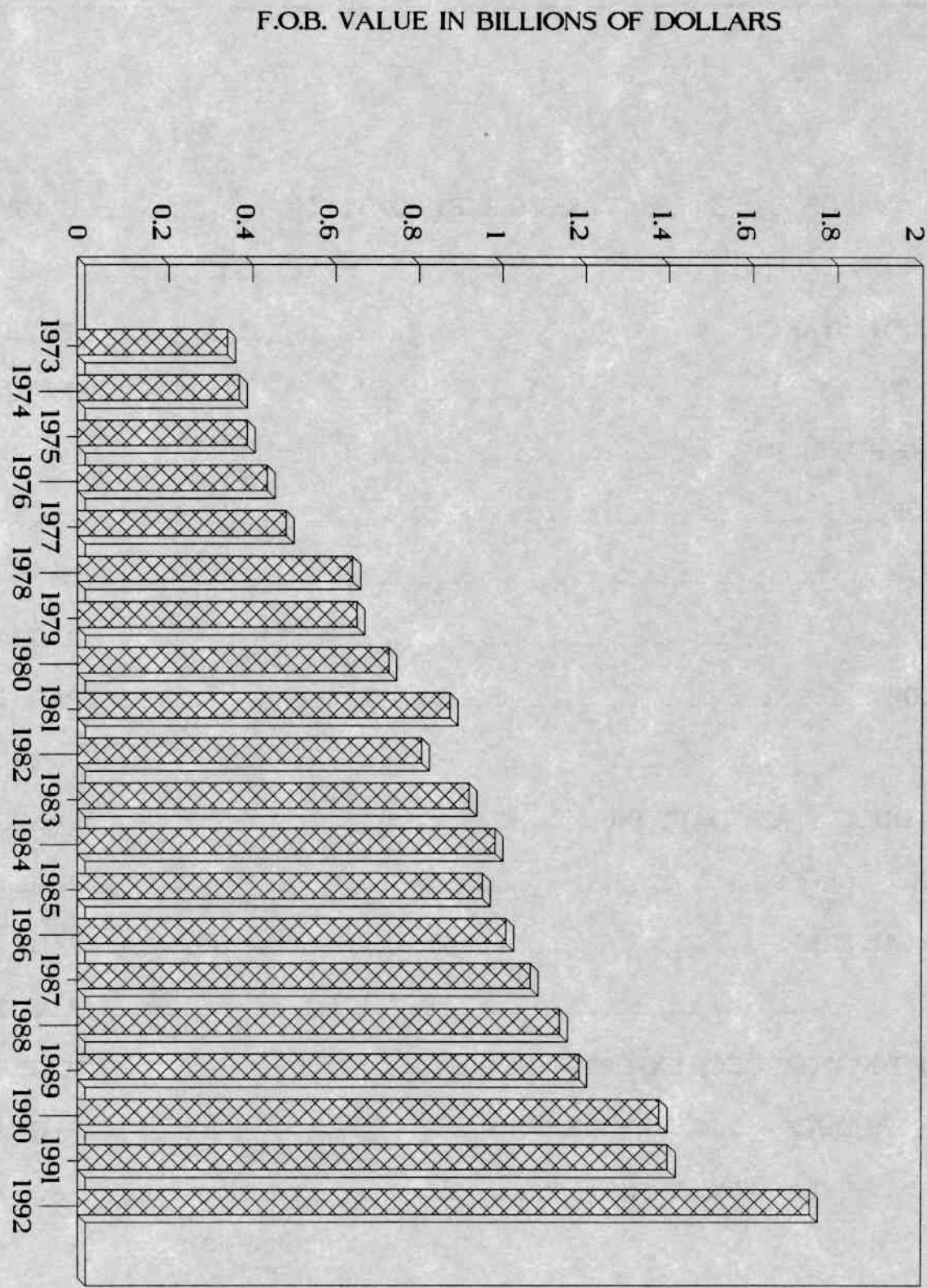
Robert Keadle  
Joseph L. Goodrick, Jr. (Retired)

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# MONTEREY COUNTY AGRICULTURE

## 20 YEAR SUMMARY



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# APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

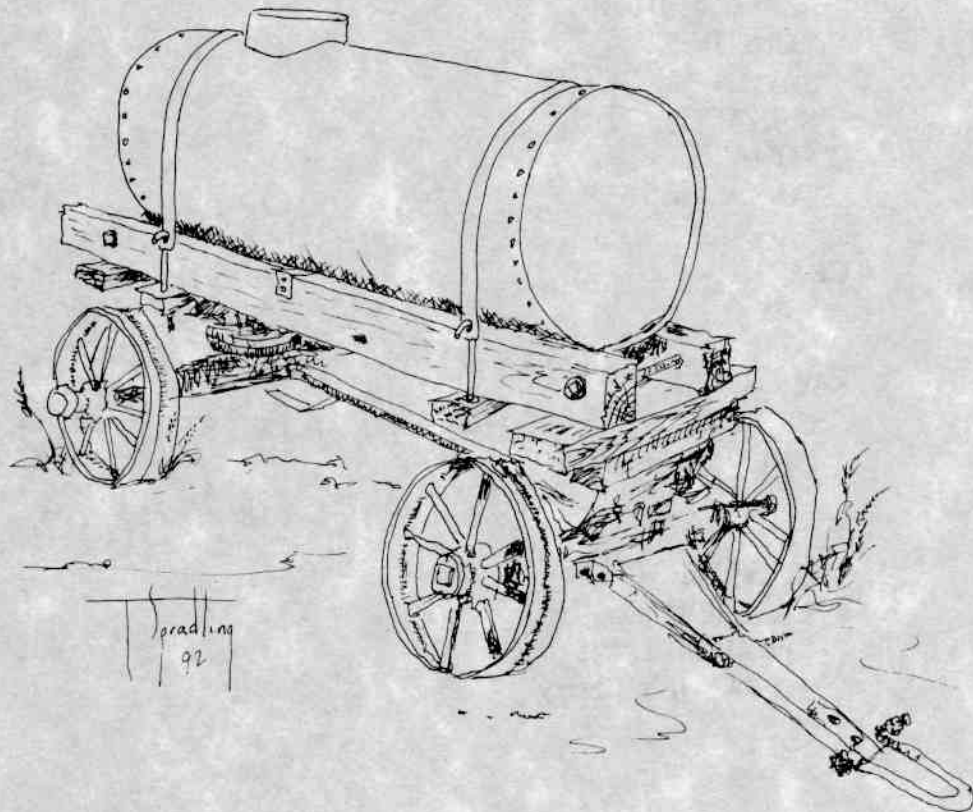
| UNIT/CROP        | POUNDS |
|------------------|--------|
| CARTON           |        |
| APPLES           | 38     |
| ARTICHOKES       | 23     |
| ASPARAGUS        | 32     |
| AVOCADOS         | 26     |
| BOK CHOY         | 50     |
| BROCCOLI         | 23     |
| BRUSSELS SPROUTS | 25     |
| CABBAGE, All     | 50     |
| CARROTS          | 50     |
| CAULIFLOWER      | 23     |
| CELERY           | 60     |
| ENDIVE           | 25     |
| ESCAROLE         | 25     |
| KALE             | 20     |
| KIWI FRUIT       | 7      |
| LETTUCE, Head    | 50     |
| LETTUCE, Leaf    | 25     |
| NAPA             | 50     |
| ONIONS, Green    | 13     |
| PARSLEY          | 21     |
| PEPPERS, Bell    | 30     |
| ROMAINE          | 37     |
| SALAD PRODUCTS   | 37     |
| SPINACH          | 20     |
| SQUASH           | 30     |
| TOMATOES         | 25     |
| CRATE            | 37     |
| ANISE            |        |
| SACK             |        |
| CARROTS          | 50     |
| ONIONS, Dry      | 50     |
| SLIDE            |        |
| BUSHBERRIES      | 9      |
| RASPBERRIES      | 6      |
| STRAWBERRIES     | 12     |
| TOMATOES, Cherry | 12     |

## FRUITS AND NUTS

**T**he strawberry is indigenous to California and many other parts of the world. The first European explorers found wild strawberries growing in the coastal hills of Monterey County. The indigenous peoples and the first colonists harvested the wild berries. After the gold rush, demand increased and commercial production began.

By the 1860's Monterey County was producing strawberries. Plant breeders developed new and better varieties over the years. Solutions were found for many cultural difficulties such as diseases and the requirements of the plant. Yields increased greatly, from less than 5 tons to over 20 tons per acre. The number of acres of strawberries in the county has been climbing higher than ever. Today it is the third largest crop in terms of gross income and an important export crop.

Monterey County growers are at the cutting edge of new production techniques. Biological and non-chemical pest control methods are widely used. Growers will face a new challenge when the soil fumigant methyl bromide is phased out by the end of the century. The industry is rising to meet this latest challenge as it has the others before it. The search for alternatives is already underway.

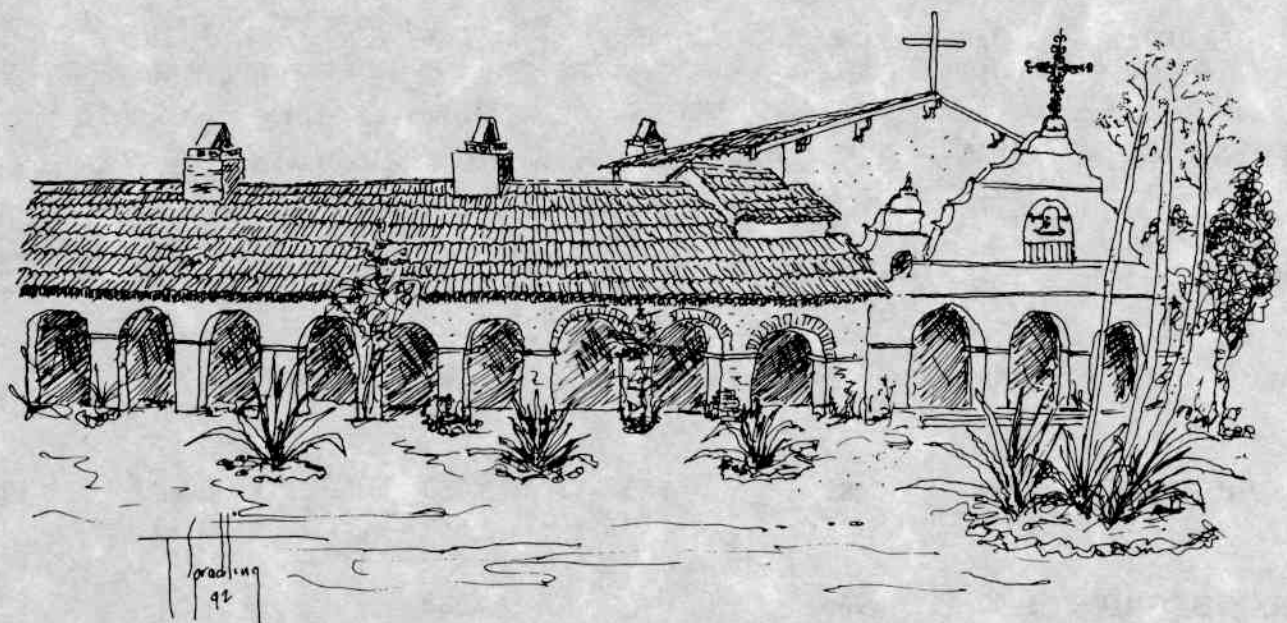


# FRUITS AND NUTS

| CROP         | YEAR  | ACREAGE   | PRODUCTION                     |         | UNIT | F. O .B. VALUE |             |
|--------------|-------|-----------|--------------------------------|---------|------|----------------|-------------|
|              |       |           | PER ACRE                       | TOTAL   |      | PER UNIT       | TOTAL       |
| APPLES       | 1992  | 316       |                                | 3,620   | TON  |                | \$ 606,000  |
| TOTAL        | 1991  | 318       |                                | 4,087   | "    |                | 834,000     |
| Fresh        | 1992  | 156       | 10.71                          | 1,670   | "    | \$192.00       | 321,000     |
|              | 1991  | 113       | 10.41                          | 1,176   | "    | 234.00         | 275,000     |
| Processing   | 1992  | 160       | 12.19                          | 1,950   | "    | 146.00         | 285,000     |
|              | 1991  | 205       | 14.20                          | 2,911   | "    | 192.00         | 559,000     |
| AVOCADOS     | 1992* | 41        |                                |         |      |                |             |
|              | 1991* | 40        |                                |         |      |                |             |
| BUSHBERRIES  | 1992  | 82        | 8.90                           | 730     | "    | 1,831.20       | 1,337,000   |
|              | 1991  | 66        | 5.96                           | 393     | "    | 2,854.10       | 1,122,000   |
| CITRUS FRUIT | 1992* | 591       |                                |         |      |                |             |
|              | 1991* | 569       |                                |         |      |                |             |
| GRAPES       | 1992  | 32,404.12 |                                |         |      |                | 75,036,000  |
|              | 1991  | 33,411.72 |                                |         |      |                | 73,800,000  |
| KIWI FRUIT   | 1992  | 12        | 3.79                           | 45.5    | "    | 2,800.00       | 127,000     |
|              | 1991  | 12        | 3.58                           | 43      | "    | 3,000.00       | 129,000     |
| RASPBERRIES  | 1992  | 489       | 6.85                           | 3,350   | "    | 3,793.10       | 12,707,000  |
|              | 1991  | 737       | 4.94                           | 3,640   | "    | 3,027.30       | 11,019,000  |
| STRAWBERRIES | 1992  | 6,960     |                                | 189,230 | "    |                | 199,089,000 |
| TOTAL        | 1991  | 6,320     |                                | 170,500 | "    |                | 158,149,000 |
| Fresh        | 1992  |           | 25.86                          | 180,000 | "    | 1,050.90       | 189,162,000 |
|              | 1991  |           | 23.26                          | 147,000 | "    | 1,001.80       | 147,265,000 |
| Processing   | 1992  |           | 2.97                           | 20,700  | "    | 479.55         | 9,927,000   |
|              | 1991  |           | 3.72                           | 23,500  | "    | 463.55         | 10,893,000  |
| WALNUTS      | 1992  | 334       | 1.17                           | 392     | "    | 1,303.60       | 511,000     |
|              | 1991  | 334       | 1.29                           | 432     | "    | 1,016.30       | 439,000     |
| <hr/>        |       |           |                                |         |      |                |             |
| TOTAL ACRES  | 1992  | 41,206.12 | TOTAL VALUE OF FRUITS AND NUTS |         |      | \$ 289,413,000 |             |
|              | 1991  | 41,807.72 |                                |         |      | 245,492,000    |             |

\*Insufficient to report due to severe winter freeze, 1991

# GRAPE SUPPLEMENTARY



# GRAPE SUPPLEMENTARY

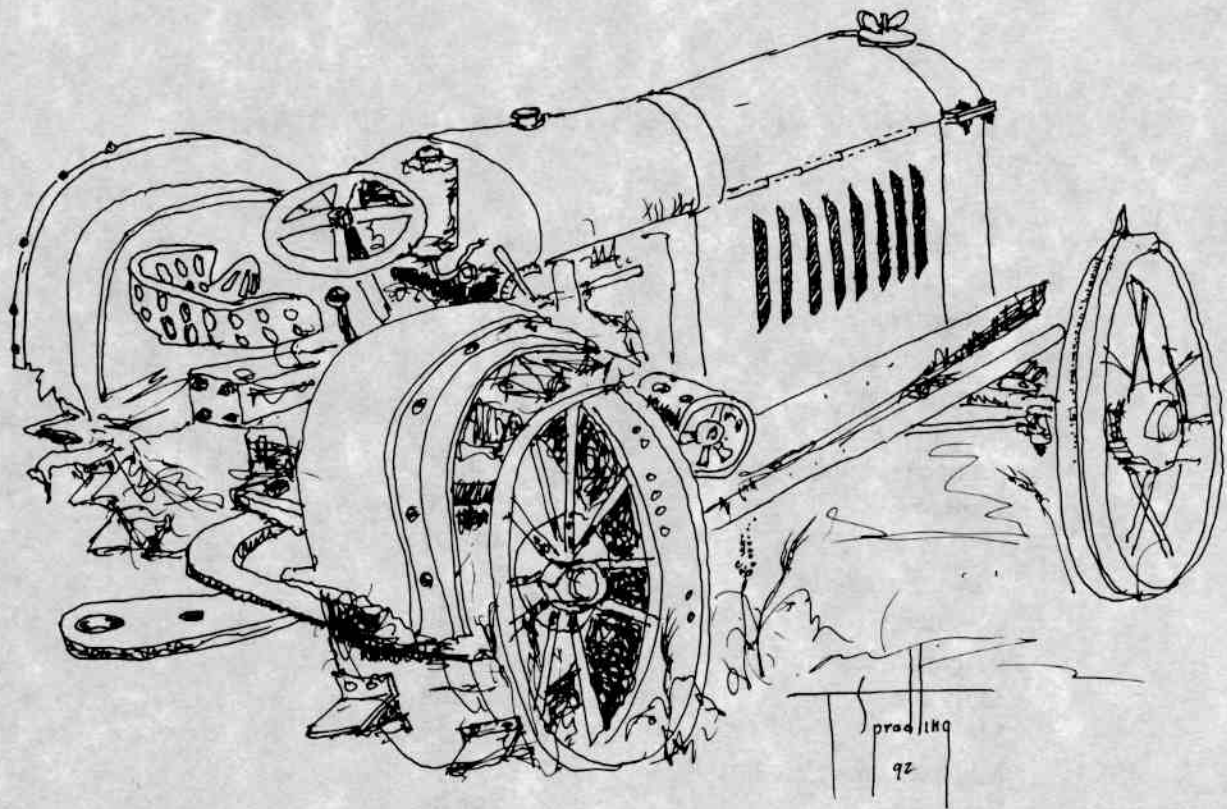
| CROP                           | YEAR | ACREAGE   | PRODUCTION |            | UNIT | F. O .B. VALUE |               |
|--------------------------------|------|-----------|------------|------------|------|----------------|---------------|
|                                |      |           | PER ACRE   | TOTAL      |      | PER UNIT       | TOTAL         |
| GRAPES                         | 1992 | 24,240.90 | 4.18       | 101,407.46 | TON  | \$ 739.95      | \$ 75,036,000 |
| Nonbearing or not<br>Harvested |      | 8,163.22  |            |            |      |                |               |
| TOTAL                          |      | 32,404.12 |            |            |      |                |               |
| GRAPES                         | 1991 | 24,150.32 | 4.23       | 102,074.23 | TON  | 723.00         | 73,800,000    |
| Nonbearing or not<br>Harvested |      | 9,261.40  |            |            |      |                |               |
| TOTAL                          |      | 33,411.72 |            |            |      |                |               |

## TOTAL ACREAGE OF WINE GRAPES BY VARIETY

| VARIETY              | ACRES            | AVERAGE PRICE<br>PER TON |
|----------------------|------------------|--------------------------|
| Cabernet Franc       | 170.28           | \$ 923.70*               |
| Cabernet Sauvignon   | 3,354.74         | 857.79*                  |
| Chardonnay           | 9,328.10         | 1,187.80*                |
| Chenin blanc         | 2,968.00         | 394.50*                  |
| French Colombard     | 196.70           | 288.67*                  |
| Gamay                | 373.00           | 472.55                   |
| Gamay Beaujolais     | 491.91           | 530.08*                  |
| Gewurztraminer       | 910.20           | 564.70                   |
| Grenache             | 189.60           | 712.82*                  |
| Gray Riesling        | 125.00           | 280.15*                  |
| Malvasia             | 227.54           | 438.28*                  |
| Merlot               | 805.40           | 1,149.34*                |
| Muscat blanc/Canelli | 191.10           | 526.31                   |
| Petite Sirah         | 751.04           | 540.85                   |
| Pinot blanc          | 1,230.10         | 614.26                   |
| Pinot noir           | 1,490.37         | 667.00                   |
| Sauvignon Blanc      | 1,663.15         | 623.32*                  |
| Semillon             | 766.90           | 408.18*                  |
| Sylvaner             | 719.60           | 337.44                   |
| White Riesling       | 3,643.87         | 474.68*                  |
| Zinfandel            | 1,704.61         | 470.92*                  |
| Other Red            | 884.66           | 443.28                   |
| Other White          | 218.25           | 939.25                   |
| <b>TOTAL ACRES</b>   | <b>32,404.12</b> |                          |

\*CDFA weighted average price per ton

# VEGETABLE CROPS



# VEGETABLE CROPS

| CROP                      | YEAR  | ACREAGE | PRODUCTION |         | UNIT | F. O .B. VALUE |              |
|---------------------------|-------|---------|------------|---------|------|----------------|--------------|
|                           |       |         | PER ACRE   | TOTAL   |      | PER UNIT       | TOTAL        |
| ANISE                     | 1992  | 474     | 12.71      | 6,026   | TON  | \$ 416.00      | \$ 2,507,000 |
|                           | 1991  | 450     | 13.76      | 6,190   | "    | 489.10         | 3,028,000    |
| ARTICHOKES<br>TOTAL       | 1992  | 6,910   |            |         |      |                | 29,560,000   |
|                           | 1991  | 7,545   |            |         |      |                | 29,136,000   |
| Fresh                     | 1992  |         | 4.89       | 33,800  | "    | 791.00         | 26,736,000   |
|                           | 1991  |         | 4.62       | 34,900  | "    | 721.10         | 25,166,000   |
| Processing<br>(Regular)   | 1992  |         | 1.08       | 7,425   | "    | 371.00         | 2,755,000    |
|                           | 1991  |         | 1.57       | 11,800  | "    | 328.30         | 3,874,000    |
| Processing<br>(Culls)     | 1992  |         | 0.38       | 2,650   | "    | 26.00          | 69,000       |
|                           | 1991  |         | 0.49       | 3,700   | "    | 26.00          | 96,000       |
| ASPARAGUS                 | 1992  | 4,820   | 2.53       | 12,200  | "    | 1,396.00       | 17,031,000   |
|                           | 1991  | 4,535   | 2.89       | 13,100  | "    | 1,464.00       | 19,178,000   |
| BOK CHOY                  | 1992  | 628     | 12.28      | 7,710   | "    | 311.30         | 2,400,000    |
|                           | 1991  | 454     | 12.86      | 5,840   | "    | 284.40         | 1,661,000    |
| BROCCOLI<br>TOTAL         | 1992* | 60,840  |            |         |      |                | 243,195,000  |
|                           | 1991  | 50,160  |            |         |      |                | 139,343,000  |
| Fresh                     | 1992  | 49,000  | 7.59       | 372,000 | "    | 512.50         | 190,650,000  |
|                           | 1991  | 40,600  | 6.38       | 259,000 | "    | 467.75         | 121,147,000  |
| Food Service              | 1992  |         |            | 17,800  | "    | 1,596.23       | 28,413,000   |
|                           | 1991  |         |            | 13,240  | "    | 1,213.14       | 16,062,000   |
| Processing                | 1992  | 11,840  | 5.18       | 61,350  | "    | 393.35         | 24,132,000   |
|                           | 1991  | 9,560   | 4.95       | 47,300  | "    | 384.70         | 18,196,000   |
| BRUSSELS SPROUTS<br>TOTAL | 1992  | 880     |            |         |      |                | 3,413,000    |
|                           | 1991  | 942     |            |         |      |                | 4,076,000    |
| Fresh                     | 1992  | 229     | 7.42       | 1,700   | "    | 604.70         | 1,028,000    |
|                           | 1991  | 270     | 7.74       | 2,090   | "    | 689.00         | 1,440,000    |
| Processing                | 1992  | 651     | 7.99       | 5,200   | "    | 458.65         | 2,385,000    |
|                           | 1991  | 672     | 8.53       | 5,730   | "    | 460.00         | 2,636,000    |

\*Commodity total includes Food Service category for 1992

# VEGETABLE CROPS - Continued

| CROP                         | YEAR         | ACREAGE       | PRODUCTION   |                | UNIT       | F. O. B. VALUE   |                     |
|------------------------------|--------------|---------------|--------------|----------------|------------|------------------|---------------------|
|                              |              |               | PER ACRE     | TOTAL          |            | PER UNIT         | TOTAL               |
| <b>CABBAGE, All</b>          | <b>1992</b>  | <b>842</b>    | <b>17.65</b> | <b>14,860</b>  | <b>TON</b> | <b>\$ 182.91</b> | <b>\$ 2,718,000</b> |
|                              | 1991         | 862           | 14.20        | 12,240         | "          | 263.90           | 3,230,000           |
| <b>CARROTS<br/>TOTAL</b>     | <b>1992*</b> | <b>3,750</b>  |              |                |            |                  | <b>19,421,000</b>   |
|                              | 1991         | 3,100         |              |                |            |                  | 11,572,000          |
| <b>Fresh</b>                 | <b>1992</b>  | <b>1,540</b>  | <b>24.31</b> | <b>37,430</b>  | <b>"</b>   | <b>308.20</b>    | <b>11,536,000</b>   |
|                              | 1991         | 1,590         | 21.26        | 33,800         | "          | 210.20           | 7,105,000           |
| <b>Food Service</b>          | <b>1992</b>  |               |              | <b>1,430</b>   | <b>"</b>   | <b>1,180.40</b>  | <b>1,688,000</b>    |
|                              | 1991         |               |              | 1,700          | "          | 1,328.24         | 2,258,000           |
| <b>Processing</b>            | <b>1992</b>  | <b>2,210</b>  | <b>32.81</b> | <b>72,520</b>  | <b>"</b>   | <b>85.45</b>     | <b>6,197,000</b>    |
|                              | 1991         | 1,510         | 33.58        | 50,700         | "          | 88.10            | 4,467,000           |
| <b>CAULIFLOWER<br/>TOTAL</b> | <b>1992*</b> | <b>24,640</b> |              |                |            |                  | <b>111,893,000</b>  |
|                              | 1991         | 23,790        |              |                |            |                  | 89,661,000          |
| <b>White</b>                 | <b>1992</b>  | <b>20,800</b> | <b>7.03</b>  | <b>146,200</b> | <b>"</b>   | <b>613.61</b>    | <b>89,710,000</b>   |
|                              | 1991         | 19,390        | 7.47         | 144,900        | "          | 558.00           | 80,854,000          |
| <b>Green</b>                 | <b>1992</b>  | <b>1,470</b>  | <b>5.92</b>  | <b>8,700</b>   | <b>"</b>   | <b>599.80</b>    | <b>5,218,000</b>    |
|                              | 1991         | 1,280         | 5.53         | 7,080          | "          | 670.30           | 4,746,000           |
| <b>Food Service</b>          | <b>1992</b>  |               |              | <b>4,140</b>   | <b>"</b>   | <b>2,503.10</b>  | <b>10,363,000</b>   |
|                              | 1991         |               |              | 3,240          | "          | 2,096.30         | 6,792,000           |
| <b>Processing</b>            | <b>1992</b>  | <b>2,370</b>  | <b>5.02</b>  | <b>11,890</b>  | <b>"</b>   | <b>555.25</b>    | <b>6,602,000</b>    |
|                              | 1991         | 3,120         | 4.58         | 14,300         | "          | 284.00           | 4,061,000           |
| <b>CELERY<br/>TOTAL</b>      | <b>1992*</b> | <b>7,789</b>  |              |                |            |                  | <b>65,674,000</b>   |
|                              | 1991         | 6,929         |              |                |            |                  | 40,103,000          |
| <b>Fresh</b>                 | <b>1992</b>  | <b>7,510</b>  | <b>36.49</b> | <b>274,000</b> | <b>"</b>   | <b>231.80</b>    | <b>63,513,000</b>   |
|                              | 1991         | 6,710         | 32.79        | 220,000        | "          | 178.30           | 39,226,000          |
| <b>Food Service</b>          | <b>1992</b>  |               |              | <b>966</b>     | <b>"</b>   | <b>1,162.50</b>  | <b>1,123,000</b>    |
|                              | 1991         |               |              | 3,920          | "          | 1,300.00         | 5,096,000           |
| <b>Processing</b>            | <b>1992</b>  | <b>279</b>    | <b>31.61</b> | <b>8,820</b>   | <b>"</b>   | <b>117.65</b>    | <b>1,038,000</b>    |
|                              | 1991         | 219           | 33.01        | 7,230          | "          | 121.30           | 877,000             |

\*Commodity totals includes Food Service categories for 1992

# VEGETABLE CROPS - Continued

| CROP                                | YEAR      | ACREAGE | PRODUCTION |            | UNIT  | F. O. B. VALUE |              |
|-------------------------------------|-----------|---------|------------|------------|-------|----------------|--------------|
|                                     |           |         | PER ACRE   | TOTAL      |       | PER UNIT       | TOTAL        |
| CILANTRO                            | 1992      | 315     | 11.87      | 3,740      | TON   | \$ 444.40      | \$ 1,662,000 |
|                                     | 1991      | 246     | 12.11      | 2,980      | "     | 414.50         | 1,235,000    |
| CUCUMBERS<br>Processing             | 1992      | 260     | 24.62      | 6,400      | "     | 195.78         | 1,253,000    |
|                                     | 1991      | 260     | 24.23      | 6,300      | "     | 198.00         | 1,247,000    |
| GARLIC                              | 1992      | 333     | 9.67       | 3,220      | "     | 1,530.70       | 4,929,000    |
|                                     | 1991      | 482     | 9.52       | 4,590      | "     | 1,400.00       | 6,426,000    |
| HERBS                               | 1992*     | 161     | 3,332      | 536,500    | BUNCH | 1.38           | 740,000      |
|                                     | 1991      | 159     | 2,890      | 459,500    | "     | 1.33           | 611,000      |
| KALE<br>TOTAL                       | 1992      | 795     | 7.40       | 5,879      | TON   | 578.80         | 3,403,000    |
|                                     | 1991      | 538     | 7.55       | 4,060      | "     | 464.70         | 1,887,000    |
| Fresh                               | 1992      | 795     | 7.11       | 5,650      | "     | 526.70         | 2,976,000    |
|                                     | 1991      | 538     | 7.55       | 4,060      | "     | 464.70         | 1,887,000    |
| Food Service                        | 1992**    |         |            | 229        | "     | 1,864.60       | 427,000      |
| LEES                                | 1992      | 190     | 14.63      | 2,780      | "     | 557.20         | 1,549,000    |
|                                     | 1991      | 168     | 14.29      | 2,400      | "     | 594.00         | 1,426,000    |
| MISCELLANEOUS<br>VEGETABLE<br>TOTAL | 1992      | 2,535   |            |            |       |                | 14,371,000   |
|                                     | 1991      | 1,824   |            |            |       |                | 8,880,000    |
| Fresh                               | 1992***   | 2,236   |            |            |       |                | 7,423,000    |
|                                     | 1991      | 1,540   |            |            |       |                | 8,112,000    |
| Food Service                        | 1992****  |         |            | 4,350      | TON   | 1,128.30       | 4,908,000    |
|                                     | 1991      |         |            | 4,730      | "     | 1,081.40       | 5,115,000    |
| Processing                          | 1992***** | 299     |            |            |       |                | 2,040,000    |
|                                     | 1991      | 284     |            |            |       |                | 768,000      |
| MUSHROOMS                           | 1992      |         |            | 42,532,000 | LBS   | 1.03           | 43,808,000   |
|                                     | 1991      |         |            | 38,466,000 | "     | 0.96           | 36,927,000   |

\*Includes: Chervil, Dill, Oregano, Rosemary, Sage, Thyme, etc.

\*\*First year reporting

\*\*\*Includes Beans, Beets, Cactus Pears, Cardone, Chives, Corn, Cucumbers, Daikon, Edible Flowers, Fava Beans, Fresh Peas, Gourds, Green Peppers, Kohlrabi, Rappini, Parsnips, Pimentos, Pumpkins, Turnips, etc.

\*\*\*\*Includes Onions, Radish, Mixed Vegetables, etc.

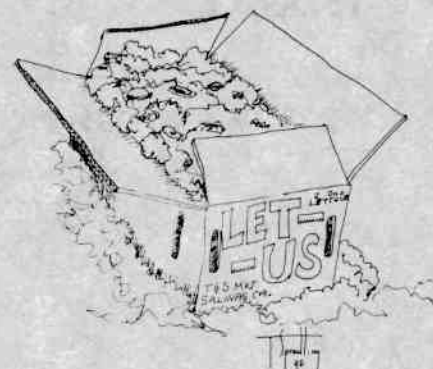
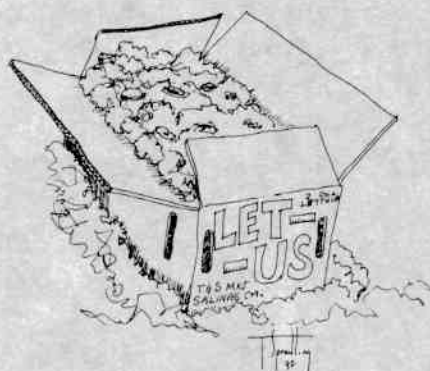
\*\*\*\*\*Includes Asparagus, Bell Peppers, Bushberries, Cilantro, Peppers, Pimentos, Raspberries, Squash

# VEGETABLE CROPS - Continued

| CROP                         | YEAR | ACREAGE | PRODUCTION |            | UNIT | F. O. B. VALUE |                |
|------------------------------|------|---------|------------|------------|------|----------------|----------------|
|                              |      |         | PER ACRE   | TOTAL      |      | PER UNIT       | TOTAL          |
| LETTUCE, Head                | 1992 |         |            |            |      |                |                |
| Spring                       |      | 21,550  |            |            |      |                |                |
| Summer                       |      | 21,100  |            |            |      |                |                |
| Fall                         |      | 26,690  |            |            |      |                |                |
| Naked Pack                   |      |         |            | 22,269,000 | CTN  | \$ 6.29        | \$ 140,072,000 |
| Wrapped Pack                 |      |         |            | 20,009,000 | "    | 7.79           | 155,870,000    |
| Bulk for Shredding           |      |         |            | 9,779,000  | "    | 4.02           | 39,312,000     |
| Bulk for Whole Cored Lettuce |      |         |            | 406,000    | "    | 7.90           | 3,207,000      |
| SEASON TOTAL                 |      | 69,340  | 756.61     | 52,463,000 | "    | 6.4516         | 338,470,000    |
| LETTUCE, Head                | 1991 |         |            |            |      |                |                |
| Spring                       |      | 17,300  |            |            |      |                |                |
| Summer                       |      | 20,900  |            |            |      |                |                |
| Fall                         |      | 24,800  |            |            |      |                |                |
| Naked Pack                   |      |         |            | 25,061,000 | CTN  | \$ 5.77        | \$ 144,602,000 |
| Wrapped Pack                 |      |         |            | 16,828,000 | "    | 7.27           | 122,340,000    |
| Bulk for Shredding           |      |         |            | 6,123,000  | "    | 3.86           | 23,635,000     |
| Bulk for Whole Cored Lettuce |      |         |            | 344,000    | "    | 7.90           | 2,718,000      |
| SEASON TOTAL                 |      | 63,000  | 768.00     | 48,356,000 | "    | 6.0700         | 293,295,000    |
| HEAD LETTUCE                 | 1992 | 69,340  | 756.61     | 52,463,000 | CTN  | \$ 6.4516      | \$ 338,470,000 |
| TOTALS                       | 1991 | 63,000  | 768.00     | 48,356,000 | "    | 6.0700         | 293,295,000    |

# VEGETABLE CROPS - Continued

| CROP           | YEAR | ACREAGE | PRODUCTION |            | UNIT | F. O. B. VALUE |                |
|----------------|------|---------|------------|------------|------|----------------|----------------|
|                |      |         | PER ACRE   | TOTAL      |      | PER UNIT       | TOTAL          |
| BUTTER LETTUCE | 1992 | 2,990   | 832.11     | 2,488,000  | CTN  | \$ 5.28        | \$ 13,137,000  |
|                | 1991 | 3,000   | 797.67     | 2,393,000  | "    | 4.20           | 10,051,000     |
| GREEN LEAF     | 1992 | 9,300   | 825.70     | 7,679,000  | "    | 5.86           | 44,999,000     |
|                | 1991 | 8,580   | 804.31     | 6,901,000  | "    | 4.50           | 31,054,000     |
| ENDIVE         | 1992 | 561     | 689.84     | 387,000    | "    | 6.26           | 2,423,000      |
|                | 1991 | 698     | 719.20     | 502,000    | "    | 6.48           | 3,253,000      |
| ESCAROLE       | 1992 | 378     | 767.20     | 290,000    | "    | 6.49           | 1,882,000      |
|                | 1991 | 443     | 720.09     | 319,000    | "    | 6.24           | 1,991,000      |
| RED LETTUCE    | 1992 | 4,020   | 842.79     | 3,388,000  | "    | 5.39           | 18,261,000     |
|                | 1991 | 3,690   | 797.02     | 2,941,000  | "    | 4.43           | 13,029,000     |
| ROMAINE        | 1992 | 10,900  | 776.42     | 8,463,000  | "    | 6.58           | 55,687,000     |
|                | 1991 | 9,790   | 757.92     | 7,420,000  | "    | 5.44           | 40,365,000     |
| <hr/>          |      |         |            |            |      |                |                |
| LEAF LETTUCE   | 1992 | 28,149  | 806.25     | 22,695,000 | CTN  |                | \$ 136,389,000 |
| TOTALS         | 1991 | 26,201  | 781.50     | 20,476,000 | "    |                | 99,743,000     |



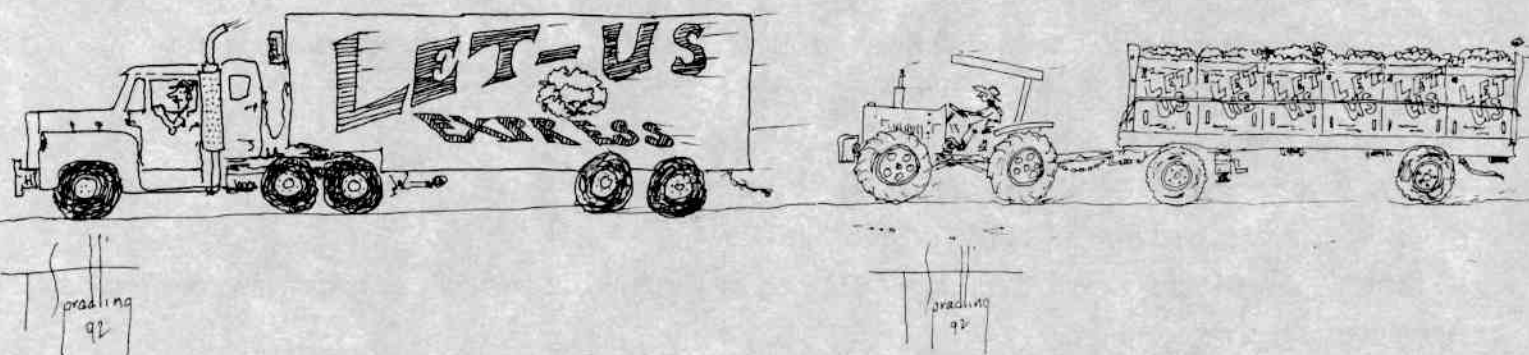
|              |      |        |                     |                |
|--------------|------|--------|---------------------|----------------|
| LETTUCE CROP | 1992 | 97,489 | HEAD & LEAF LETTUCE | \$ 474,859,000 |
| TOTALS       | 1991 | 89,201 | TOTAL VALUE         | 393,038,000    |

# VEGETABLE CROPS - Continued

| CROP                       | YEAR | ACREAGE | PRODUCTION |            | UNIT | F. O. B. VALUE |              |
|----------------------------|------|---------|------------|------------|------|----------------|--------------|
|                            |      |         | PER ACRE   | TOTAL      |      | PER UNIT       | TOTAL        |
| NAPA                       | 1992 | 655     | 17.94      | 11,750     | TON  | \$ 297.00      | \$ 3,490,000 |
|                            | 1991 | 528     | 13.75      | 7,260      | "    | 292.90         | 2,126,000    |
| ONIONS, Dry                | 1992 | 445     | 25.30      | 11,260     | "    | 321.22         | 3,617,000    |
|                            | 1991 | 408     | 24.22      | 9,880      | "    | 246.60         | 2,436,000    |
| ONIONS, Green              | 1992 | 1,300   | 10.31      | 13,400     | "    | 1,052.40       | 14,102,000   |
|                            | 1991 | 1,290   | 7.66       | 9,880      | "    | 765.50         | 7,563,000    |
| PARSLEY<br>TOTAL           | 1992 | 1,390   |            |            |      |                | 5,129,000    |
|                            | 1991 | 1,794   |            |            |      |                | 4,143,000    |
| Fresh                      | 1992 | 673     | 9.03       | 6,075      | "    | 504.03         | 3,062,000    |
|                            | 1991 | 579     | 8.74       | 5,060      | "    | 480.90         | 2,433,000    |
| Dry                        | 1992 | 717     | 2.47       | 1,770      | "    | 1,167.80       | 2,067,000    |
|                            | 1991 | 1,215   | 1.25       | 1,520      | "    | 1,125.00       | 1,710,000    |
| PEPPERS, Bell<br>TOTAL     | 1992 | 773     |            |            |      |                | 2,275,000    |
|                            | 1991 | 1,002   |            |            |      |                | 3,111,000    |
| Fresh                      | 1992 | 540     | 9.63       | 5,200      | "    | 301.70         | 1,569,000    |
|                            | 1991 | 630     | 7.73       | 4,870      | "    | 324.00         | 1,578,000    |
| Processing                 | 1992 | 233     | 14.10      | 3,285      | "    | 214.90         | 706,000      |
|                            | 1991 | 372     | 20.63      | 7,675      | "    | 199.80         | 1,533,000    |
| PEPPERS, Chili<br>Dry      | 1992 | 4,605   | 3.37       | 15,525     | "    | 1,181.65       | 18,345,000   |
|                            | 1991 | 4,090   | 2.98       | 12,200     | "    | 1,141.60       | 13,928,000   |
| POTATOES                   | 1992 | 897     | 17.80      | 15,970     | "    | 182.00         | 2,907,000    |
|                            | 1991 | 937     | 17.72      | 16,600     | "    | 180.00         | 2,988,000    |
| RADICCHIO                  | 1992 | 139     | 8.92       | 1,240      | "    | 710.50         | 881,000      |
|                            | 1991 | 229     | 9.00       | 2,060      | "    | 466.50         | 961,000      |
| RADISH                     | 1992 | 875     | 6.35       | 5,560      | "    | 698.70         | 3,885,000    |
|                            | 1991 | 997     | 5.82       | 5,800      | "    | 784.90         | 4,552,000    |
| SALAD PRODUCTS<br>Shredded | 1992 |         |            | 10,720,000 | CTN  | 7.53           | 80,722,000   |
|                            | 1991 |         |            | 6,372,000  | "    | 7.35           | 46,834,000   |

# VEGETABLE CROPS - Continued

| CROP                 | YEAR         | ACREAGE      | PRODUCTION   |  | TOTAL UNIT        | F. O. B. VALUE   |                      |
|----------------------|--------------|--------------|--------------|--|-------------------|------------------|----------------------|
|                      |              |              | PER ACRE     |  |                   | PER UNIT         | TOTAL                |
| <b>SPINACH</b>       | <b>1992*</b> | <b>5,825</b> |              |  |                   |                  | <b>\$ 40,501,000</b> |
| <b>TOTAL</b>         | <b>1991</b>  | <b>7,410</b> |              |  |                   |                  | <b>16,555,000</b>    |
| <b>Fresh</b>         | <b>1992</b>  | <b>2,845</b> | <b>9.63</b>  |  | <b>27,400 TON</b> | <b>\$ 611.20</b> | <b>16,747,000</b>    |
|                      | <b>1991</b>  | <b>2,620</b> | <b>9.16</b>  |  | <b>24,000 "</b>   | <b>494.30</b>    | <b>11,863,000</b>    |
| <b>Food Service</b>  | <b>1992</b>  |              |              |  | <b>8,110 "</b>    | <b>2,376.30</b>  | <b>19,272,000</b>    |
|                      | <b>1991</b>  |              |              |  | <b>4,820 "</b>    | <b>2,337.56</b>  | <b>10,785,000</b>    |
| <b>Processing</b>    | <b>1992</b>  | <b>2,980</b> | <b>11.02</b> |  | <b>32,850 "</b>   | <b>136.45</b>    | <b>4,482,000</b>     |
|                      | <b>1991</b>  | <b>4,790</b> | <b>10.02</b> |  | <b>48,000 "</b>   | <b>97.75</b>     | <b>4,692,000</b>     |
| <b>SQUASH, Fresh</b> | <b>1992</b>  | <b>620</b>   | <b>12.76</b> |  | <b>7,910 "</b>    | <b>351.33</b>    | <b>2,779,000</b>     |
|                      | <b>1991</b>  | <b>623</b>   | <b>11.61</b> |  | <b>7,230 "</b>    | <b>363.30</b>    | <b>2,627,000</b>     |
| <b>TOMATOES</b>      | <b>1992</b>  | <b>4,357</b> |              |  |                   |                  | <b>17,916,000</b>    |
| <b>TOTAL</b>         | <b>1991</b>  | <b>6,455</b> |              |  |                   |                  | <b>17,258,000</b>    |
| <b>Fresh</b>         | <b>1992</b>  | <b>3,700</b> | <b>13.64</b> |  | <b>50,480 TON</b> | <b>332.10</b>    | <b>16,764,000</b>    |
|                      | <b>1991</b>  | <b>4,755</b> | <b>12.07</b> |  | <b>57,400 "</b>   | <b>252.30</b>    | <b>14,482,000</b>    |
| <b>Processing</b>    | <b>1992</b>  | <b>657</b>   | <b>31.08</b> |  | <b>20,420 "</b>   | <b>56.40</b>     | <b>1,152,000</b>     |
|                      | <b>1991</b>  | <b>1,700</b> | <b>30.24</b> |  | <b>51,400 "</b>   | <b>54.00</b>     | <b>2,776,000</b>     |
| <b>TOMATOES</b>      | <b>1992</b>  | <b>207</b>   | <b>6.62</b>  |  | <b>1,370 "</b>    | <b>748.90</b>    | <b>1,026,000</b>     |
| <b>Cherry</b>        | <b>1991</b>  | <b>132</b>   | <b>7.73</b>  |  | <b>1,020 "</b>    | <b>541.40</b>    | <b>552,000</b>       |



|                    |             |                |                        |             |                         |
|--------------------|-------------|----------------|------------------------|-------------|-------------------------|
| <b>TOTAL ACRES</b> | <b>1992</b> | <b>235,739</b> | <b>TOTAL VALUE</b>     | <b>1992</b> | <b>\$ 1,241,961,000</b> |
|                    | <b>1991</b> | <b>217,340</b> | <b>VEGETABLE CROPS</b> | <b>1991</b> | <b>964,410,000</b>      |

\*Commodity total includes Food Service category for 1992

## MONTEREY COUNTY AGRICULTURAL COMMISSIONER'S OFFICE THE FIRST ONE HUNDRED YEARS

**T**oday, the Monterey County Agricultural Commissioner's office fills the roles of an enforcement agency, a service organization and an advisor. The goal of the department is to protect the agricultural industry, the environment and the public health, safety and welfare. This role has changed much since the inception of the office.

In March 1881, the State Legislature passed an Act to protect and promote the horticultural interests of the State. This Act provided for three Commissioners appointed by the County Board of Supervisors, known as the County Board of Horticultural Commissioners. The California Legislature realized that fruit growers needed local support to deal with infestations of noxious insects and other problems.

On January 12, 1893, The Monterey County Board of Supervisors "appointed commissioners to inspect orchards and fruit trees in Monterey County." The Supervisors appointed three men, D.G. McLean, W.F. Gilkey and Ed Berwick, to inspect fruit trees and orchards " at a salary of \$5.00 per day when so employed but in no case to exceed \$100.00 each per annum." The commissioners had the authority to appoint inspectors to assist them, with wages set at \$3.00 per day.

By 1901, it was recognized that the work of the Board of Horticultural Commissioners had become sufficiently complex and technical in nature to require a full-time administrator trained in the Biological Sciences, so the legislature changed the three-man board to a single position of County Horticultural Commissioner. Finally, in 1929 the title was changed to County Agricultural Commissioner.

Since the creation of this position, five Agricultural Commissioners have served Monterey County.

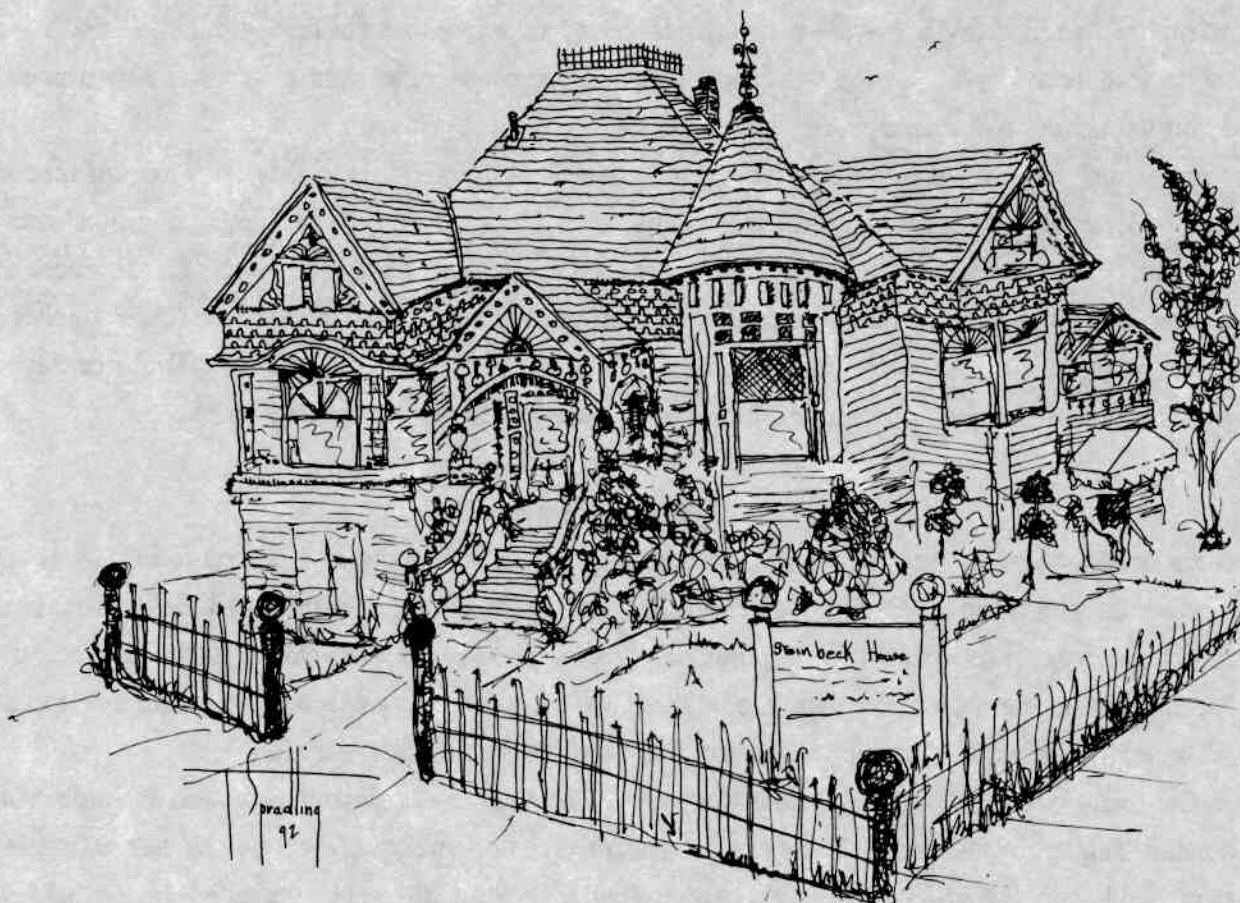
- John B. Hickman served from May 1910 to August 1927
- Harry A. Hunt served from September 1927 to January 1935
- Peter A. Kantor served from January 1935 to March 1963
- Albert W. Culver served from March 1963 to July 1971
- Richard W. Nutter has served from July 1971 and is currently serving in his twenty second year as Agricultural Commissioner

One hundred years after the establishment of the Board of Horticultural Commissioners, Fruit trees and orchards are only a small portion of agricultural in Monterey County. Today the Monterey County Agricultural Commissioner's office is involved in fruit, vegetable, seed, livestock, apiary, egg, grain, nuts, nursery and dairy production.

The Agricultural Commissioner has jurisdiction over all pesticide use, and the exclusion and detection of harmful insects, pests and diseases. The Commissioner and his staff of over 80 full time and part-time employees are licensed and qualified to enforce the California Food and Agricultural Code. A Staff Biologist knowledgeable in multiple fields of biology is available to the public and the agricultural industry to provide information, technical advice and education.

The Monterey County Agricultural Commissioner's office provides services to the agricultural industry and the public. Vertebrate pest control, weed control and phytosanitary certification are a few of the services provided. Staff participates in the many agricultural events found in Monterey County.

One hundred years in the making, the scope of the Monterey County Agricultural Commissioner's office is broader than it was in 1883. Today the Monterey County Agricultural Commissioner is concerned with all aspects of the agricultural industry and with the protection of the public and the environment. Awareness and participation in vital issues are critical to the short and long term goals of local agriculture. The Monterey County Agricultural Commissioner's office and staff are proud to have served the people of Monterey County for the past one hundred years and look forward to the next one hundred years to come.



## **THE CALIFORNIA ARTICHOKE OFFICIAL VEGETABLE OF MONTEREY COUNTY**

**O**ne hundred percent of all artichokes grown commercially in the United States are grown in California. During the 1991-1992 crop year, artichoke acreage settled in at 9,360 acres. Average yield per acre was 425 cartons, the highest in 10 years. Approximately 74 percent of the state's total acreage lies within Monterey County. And while artichokes were ranked only 11th in crop value for 1992 in this agriculturally-rich area, worth about \$30 million to Monterey County, growers proudly point to the fact that the artichoke is this County's official vegetable.

About 63 percent of the state's artichoke acreage is centered around Castroville, a town with a population of a little more than 5,000. Two major artichoke packing sheds are located here, along with the nation's only artichoke processing plant. Is it any wonder that the townspeople have proclaimed Castroville "The Artichoke Center of World," and that they will celebrate with the 34th annual Artichoke Festival in September?

### **WHAT IS AN ARTICHOKE?**

A native of the Mediterranean, the artichoke is a perennial in the thistle group of the sunflower (Compositae) family. In full growth, the plant spreads to cover an area about six feet in diameter and reaches a height of three to four feet. Its long, arching, deeply serrated leaves give the plant a fern-like appearance. The Green Globe cultivar accounts for essentially all the artichokes grown in this area.

The "vegetable" that we eat is actually the plant's flower bud. If allowed to flower, blossoms measure up to seven inches in diameter and are a beautiful violet-blue color. The size of the bud depends upon where it is located on the plant. The largest are "terminal" buds produced at the end of the long center stem. These are the ones you are most likely to see from the car during a springtime drive through the area. Buds are smaller lower on the stem. The largest and most of the smallest artichokes are sold to the fresh market. About one-fourth of the crop is used for canned artichoke hearts and bottoms (crowns) or frozen, quartered artichokes.

### **LABOR-INTENSIVE CROP**

The main propagation method for planting artichokes is with root sections attached to basal stem pieces. These cuttings which are often referred to as "stumps," are obtained from established fields scheduled for replanting. Artichoke fields are maintained in perennial culture for five to ten years. Each cropping cycle is initiated by "cutting back" the tops of the plants several inches below the soil surface to stimulate development of new shoots. The operation, called "stumping," is timed to regulate the new harvest season.

While California artichokes are available throughout the year, peak season is March through May and again to a smaller degree in October. They are an extremely labor-intensive crop as the harvesting is done entirely by hand; and, because artichokes on the same plant mature at different times, the same field will be harvested every seven days during peak season. Labor represents 40 to 50 percent of the growing costs.

## **GROWING CONDITIONS**

As one writer put it, the artichoke "thrives best under maximally boring conditions." In other words, it is a plant which prefers temperate climates--never too hot or cold. Monterey County, where winters are relatively frost-free and summers are cool and moist with fog, is an ideal growing area. Here, too, are deep, fertile, well-drained soils which promote maximum root development.

## **GETTING TO THE HEART OF THE MATTER**

It's been said that "the artichoke makes no concessions to those who want a quick meal." So, in this age of "fast-food" and "quick fixes," what keeps this commodity growing? Some might say, as one wag put it, "It's the only vegetable that you have more left of on your plate after you finish eating than before you start." Serious artichoke eaters will tell you that the reason for eating an artichoke is its unique flavor. Nutritionally speaking, one 12-ounce artichoke is a source of vitamin C, folic acid and magnesium. It contains only 25 calories, is low in sodium and virtually fat-free.

Most consumers cook the whole artichoke, and slip each leaf petal, one by one, through their teeth until they reach the delectable heart. Artichokes make excellent additions to stir-fry and pasta dishes. Restaurateurs have discovered the versatile California artichoke can be featured as a special appetizer, elegantly stuffed with seafood, or served at banquets. If you visit the Castroville Artichoke Festival, you just might find artichokes baked into cakes, pies and muffins.

## **SPREADING THE WORD**

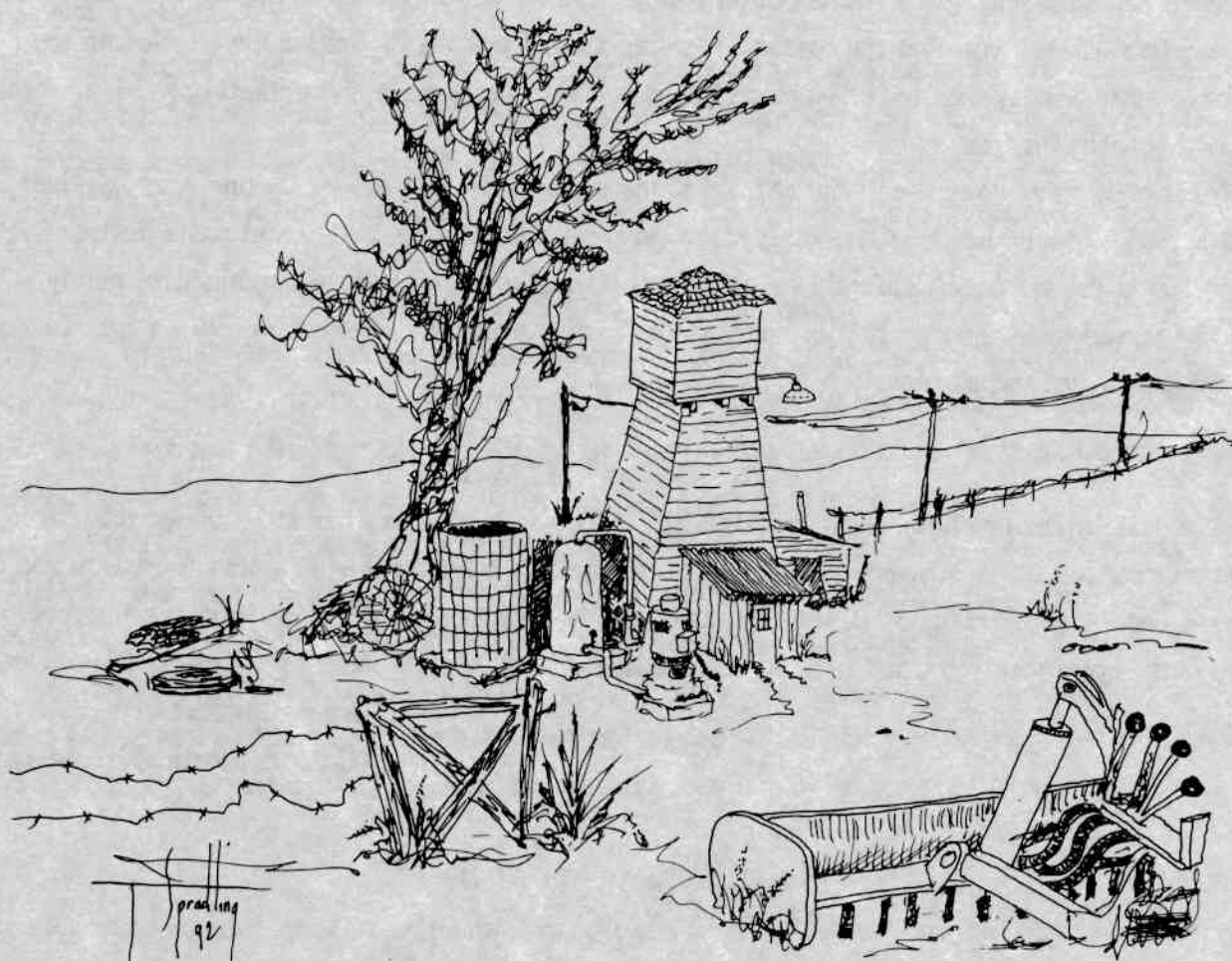
The California Artichoke Advisory Board (CAAB) was organized in 1960 under the California State Marketing Order Act, after growers voted to assess themselves a fee for the program's formation and operation. The board, now representing 34 California artichoke growers, supports educational programs, promotion activities in the consumer, retail and food service areas, and market development for fresh California artichokes.

Mary Comfort

California Artichoke Advisory Board



# FIELD CROPS



# FIELD CROPS

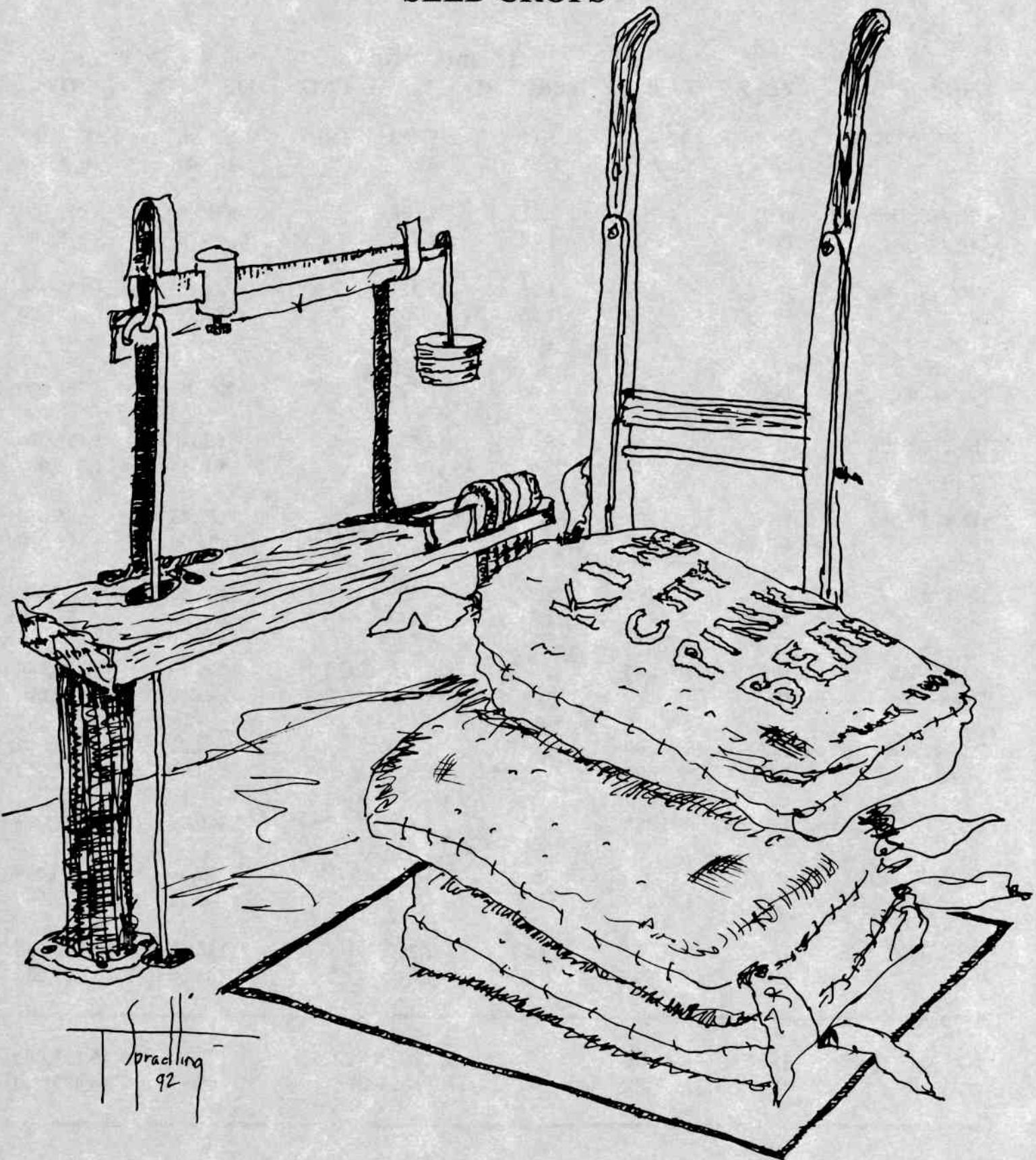
| CROP                     | YEAR    | ACREAGE   | PRODUCTION |             | UNIT | F. O. B. VALUE |               |
|--------------------------|---------|-----------|------------|-------------|------|----------------|---------------|
|                          |         |           | PER ACRE   | TOTAL       |      | PER UNIT       | TOTAL         |
| BARLEY, Grain            | 1992    | 13,700    | 1.12       | 15,400      | TON  | \$ 105.00      | \$ 1,617,000  |
|                          | 1991    | 12,600    | 0.65       | 8,200       | "    | 102.00         | 836,000       |
| BEANS, Dry<br>Large Lima | 1992    | 2,100     | 1.11       | 2,330       | "    | 899.00         | 2,095,000     |
|                          | 1991    | 2,200     | 1.24       | 2,735       | "    | 1,140.00       | 3,118,000     |
| BEANS, MISC.<br>Dry      | 1992    | 234       | 1.16       | 271         | "    | 734.00         | 199,000       |
|                          | 1991    | 210       | 1.26       | 265         | "    | 480.00         | 127,000       |
| CORN<br>Processing       | 1992*   |           |            |             |      |                |               |
|                          | 1991    | 650       | 5.00       | 3,250       | "    | 235.00         | 764,000       |
| HAY, Alfalfa             | 1992    | 2,436     | 5.62       | 13,700      | "    | 85.80          | 1,175,000     |
|                          | 1991    | 2,650     | 6.45       | 17,100      | "    | 91.90          | 1,571,000     |
| HAY, Barley              | 1992    | 593       | 2.34       | 1,390       | "    | 105.00         | 146,000       |
|                          | 1991    | 535       | 2.32       | 1,240       | "    | 95.00          | 118,000       |
| HAY, Oat                 | 1992    | 240       | 1.34       | 321         | "    | 190.00         | 61,000        |
|                          | 1991    | 215       | 1.34       | 287         | "    | 180.00         | 51,700        |
| PASTURE<br>Dry Land      | 1992    | 1,107,500 |            |             | ACRE | 6.50           | 7,199,000     |
|                          | 1991    | 1,107,500 |            |             | "    | 6.50           | 7,199,000     |
| PASTURE<br>Irrigated     | 1992    | 500       | 1AU**      | 500         | "    | 144.00         | 72,000        |
|                          | 1991    | 500       | 1AU**      | 500         | "    | 144.00         | 72,000        |
| SAFFLOWER                | 1992*** | 3,288     | 0.27       | 894         | "    | 300.00         | 268,000       |
| SUGAR BEETS              | 1992    | 1,800     | 35.56      | 64,000      | TON  | 34.30          | 2,195,000     |
|                          | 1991    | 1,680     | 37.38      | 62,800      | "    | 40.11          | 2,519,000     |
| WHEAT, Grain             | 1992    | 792       | 1.52       | 1,200       | "    | 110.00         | 132,000       |
|                          | 1991    | 595       | 1.75       | 1,040       | "    | 103.00         | 107,000       |
| <hr/>                    |         |           |            |             |      |                |               |
| TOTAL ACRES              | 1992    | 1,133,183 |            | TOTAL VALUE |      | 1992           | \$ 15,159,000 |
|                          | 1991    | 1,129,335 |            | FIELD CROPS |      | 1991           | 16,483,000    |

\*Insufficient to Report

\*\*AU = 1000 LB animal unit: Formula 1AU/Acre/Year @ \$12.00/month x \$12/month = \$144/year x 500 AU = \$72,000

\*\*\*1st Year reporting

# SEED CROPS



# SEED CROPS

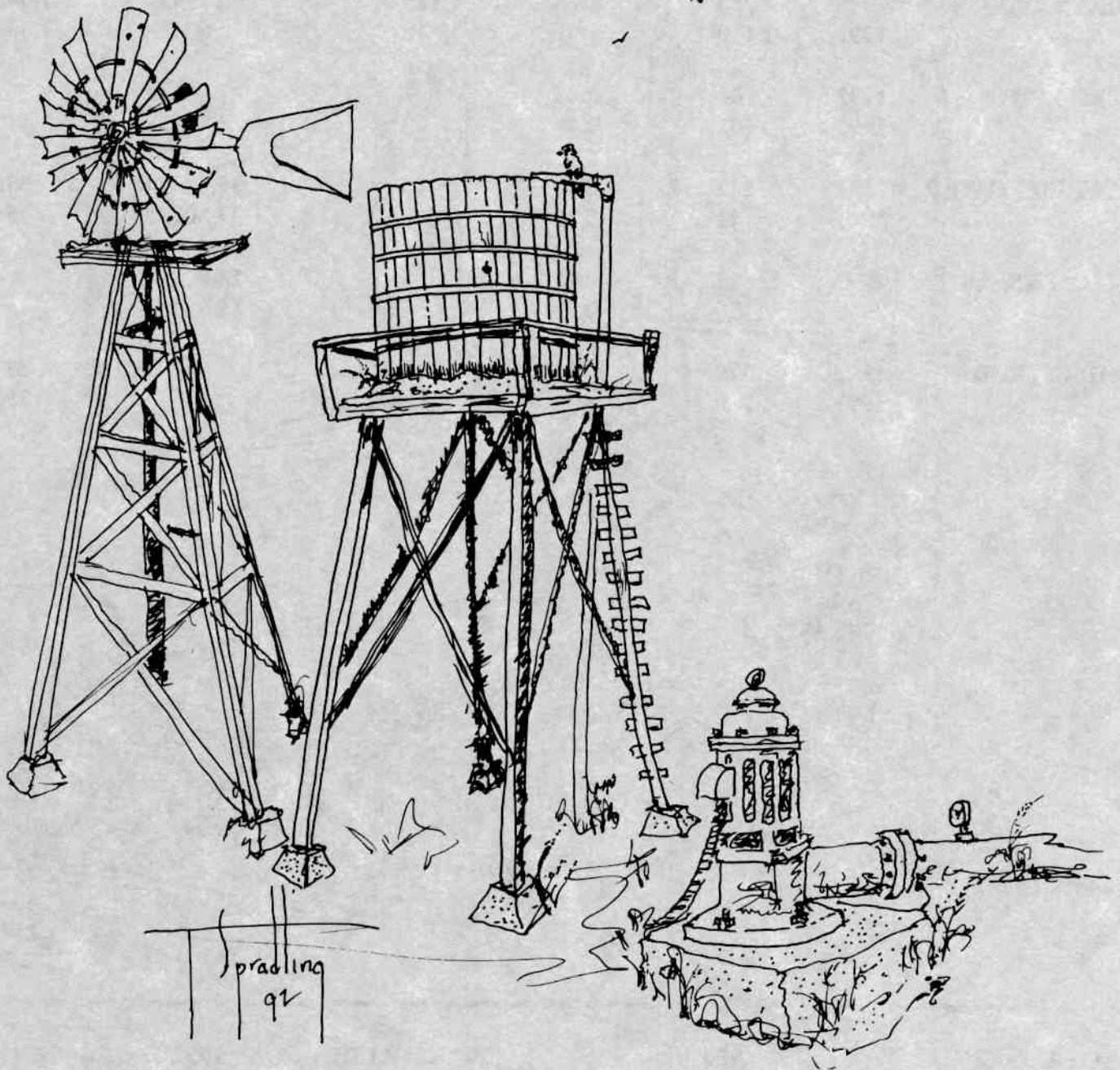
| CROP         | YEAR | ACREAGE | PRODUCTION |          | UNIT | F. O. B. VALUE |           |
|--------------|------|---------|------------|----------|------|----------------|-----------|
|              |      |         | PER ACRE   | TOTAL    |      | PER UNIT       | TOTAL     |
| ASPARAGUS    | 1992 | 100     | 0.07       | 6.70     | TON  | \$ 3,300.00    | \$ 22,100 |
|              | 1991 | 328     | 0.02       | 8.00     | "    | 3,300.00       | 26,400    |
| BEANS, All   | 1992 | 4,350   | 1.25       | 5,420.00 | "    | 1300.00        | 7,046,000 |
|              | 1991 | 3,470   | 1.61       | 5,570.00 | "    | 608.00         | 3,387,000 |
| BROCCOLI     | 1992 | 100     | 0.08       | 7.65     | "    | 47,642.00      | 364,000   |
|              | 1991 | 101     | 0.09       | 9.00     | "    | 34,951.00      | 315,000   |
| CAULIFLOWER  | 1992 | 122     | 0.12       | 15.00    | "    | 39,749.00      | 596,000   |
|              | 1991 | 41      | 0.30       | 12.00    | "    | 37,809.00      | 454,000   |
| PEPPERS, All | 1992 | 12      | 0.41       | 4.90     | "    | 13,069.00      | 64,000    |
|              | 1991 | 26      | 0.12       | 3.00     | "    | 11,333.00      | 34,500    |
| MISC. SEED*  | 1992 | 1,270   |            |          |      |                | 324,000   |
|              | 1991 | 1,280   |            |          |      |                | 395,000   |



|             |      |       |                          |      |              |
|-------------|------|-------|--------------------------|------|--------------|
| TOTAL ACRES | 1992 | 5,954 | TOTAL VALUE<br>SEED CROP | 1992 | \$ 8,416,100 |
|             | 1991 | 5,246 |                          |      | 4,611,000    |

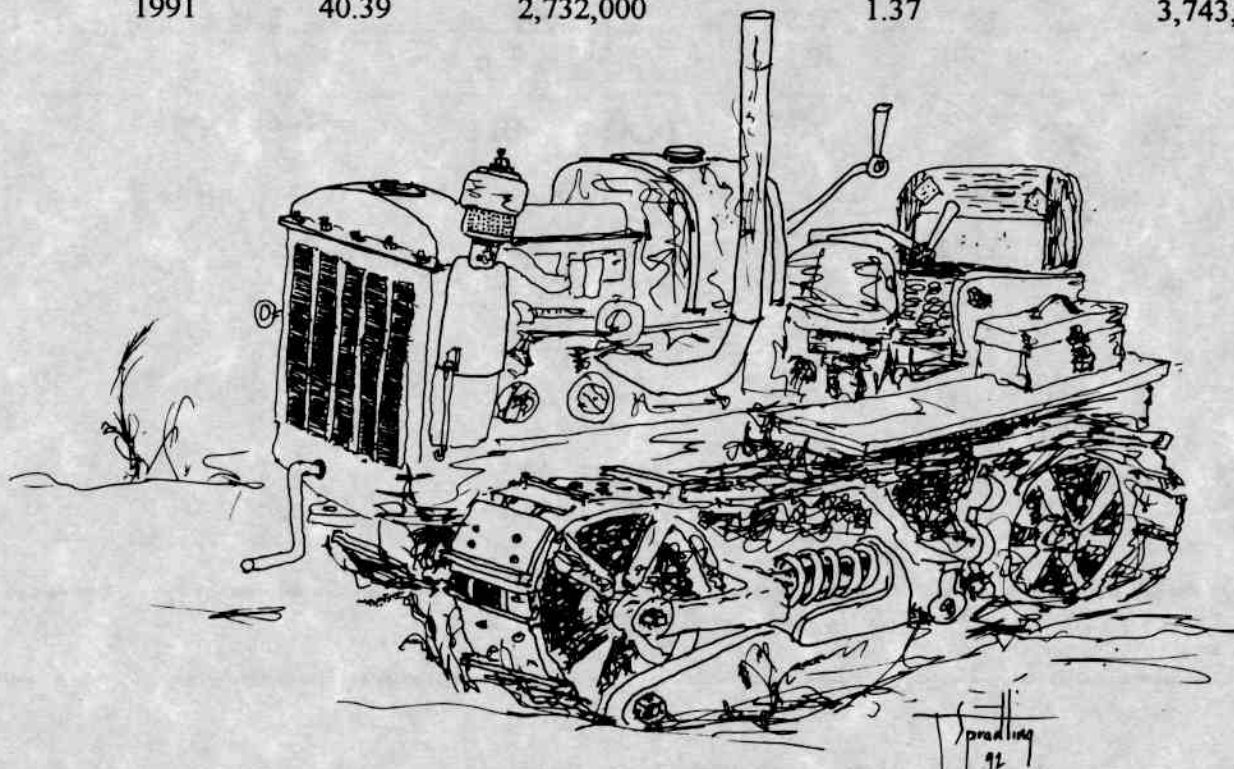
\*Misc Seed includes Barley, Carrots, Celery, Corn, Cucumber, Flower, Oats, Onion, Squash, and Wheat.

# NURSERY CROPS



# NURSERY CROPS

| CROP                        | YEAR | ACREAGE | AMOUNT SOLD  | AVERAGE PRICE | TOTAL         |
|-----------------------------|------|---------|--------------|---------------|---------------|
| GREENHOUSE CUT FLOWERS      |      |         | BLOOMS SOLD  | PER BLOOM     |               |
| ROSE                        | 1992 | 184.87  | 94,938,000   | \$ 0.2526     | \$ 23,981,000 |
|                             | 1991 | 167.44  | 95,543,000   | 0.2576        | 24,612,000    |
| MINIATURE ROSE              | 1992 | 12.72   | 12,927,000   | 0.1903        | 2,460,000     |
|                             | 1991 | 13.06   | 13,300,000   | 0.1671        | 2,222,000     |
| CARNATION                   | 1992 | 199.73  | 159,116,000  | 0.1270        | 20,208,000    |
|                             | 1991 | 214.77  | 126,209,000  | 0.1447        | 18,262,000    |
| CHRYSANTHEMUM<br>(Standard) | 1992 | 17.48   | 4,509,000    | 0.4318        | 1,947,000     |
|                             | 1991 | 17.62   | 5,197,000    | 0.4540        | 2,359,000     |
| GARDENIA                    | 1992 |         | 261,000      | 1.30          | 339,000       |
|                             | 1991 |         | 234,000      | 1.20          | 281,000       |
| ORCHID                      | 1992 |         | 110,000      | 2.01          | 221,000       |
|                             | 1991 |         | 75,000       | 2.50          | 188,000       |
|                             |      |         | BUNCHES SOLD | PER BUNCH     |               |
| CARNATION<br>(Miniature)    | 1992 | 44.30   | 3,631,000    | 1.23          | 4,466,000     |
|                             | 1991 | 40.39   | 2,732,000    | 1.37          | 3,743,000     |



|                     |             |               |                           |                      |
|---------------------|-------------|---------------|---------------------------|----------------------|
| <b>TOTAL INDOOR</b> | <b>1992</b> | <b>459.10</b> | <b>TOTAL VALUE INDOOR</b> | <b>\$ 53,622,000</b> |
| <b>CUT FLOWERS</b>  | <b>1991</b> | <b>453.28</b> | <b>CUT FLOWERS</b>        | <b>51,667,000</b>    |

## NURSERY CROPS - Continued

| CROP                           | YEAR         | ACREAGE       | AMOUNT SOLD         | AVERAGE PRICE    | TOTAL               |
|--------------------------------|--------------|---------------|---------------------|------------------|---------------------|
| <b>FIELD GROWN CUT FLOWERS</b> |              |               | <b>BUNCHES SOLD</b> | <b>PER BUNCH</b> |                     |
| <b>ALSTROEMERIA</b>            | <b>1992</b>  | <b>26.50</b>  | <b>1,265,000</b>    | <b>\$ 1.38</b>   | <b>\$ 1,746,000</b> |
|                                | 1991         | 24.00         | 793,000             | 1.75             | 1,388,000           |
| <b>CALLAS</b>                  | <b>1992</b>  | <b>150.00</b> | <b>3,572,000</b>    | <b>0.54</b>      | <b>1,929,000</b>    |
|                                | 1991         | 66.00         | 92,000              | 2.66             | 245,000             |
| <b>EUCALYPTUS</b>              | <b>1992</b>  | <b>373.40</b> | <b>1,914,000</b>    | <b>2.52</b>      | <b>4,823,000</b>    |
|                                | 1991         | 380.50        | 1,906,000           | 1.64             | 3,126,000           |
| <b>GYPSOPHILIA</b>             | <b>1992</b>  | <b>12.80</b>  | <b>81,600</b>       | <b>1.88</b>      | <b>153,000</b>      |
|                                | 1991         | 14.00         | 37,000              | 1.83             | 68,000              |
| <b>IRIS</b>                    | <b>1992</b>  | <b>246.00</b> | <b>9,707,000</b>    | <b>2.00</b>      | <b>19,414,000</b>   |
|                                | 1991         | 69.20         | 1,143,000           | 1.75             | 2,000,000           |
| <b>SEAFOAM</b>                 | <b>1992</b>  | <b>13.30</b>  | <b>85,000</b>       | <b>1.50</b>      | <b>128,000</b>      |
|                                | 1991         | 15.40         | 88,000              | 1.35             | 119,000             |
| <b>SNAPDRAGON</b>              | <b>1992</b>  | <b>10.20</b>  | <b>594,000</b>      | <b>1.02</b>      | <b>606,000</b>      |
|                                | 1991         | 8.80          | 308,000             | 1.75             | 539,000             |
| <b>STATICE</b>                 | <b>1992</b>  | <b>32.90</b>  | <b>201,000</b>      | <b>1.35</b>      | <b>271,000</b>      |
|                                | 1991         | 39.50         | 495,000             | 1.20             | 594,000             |
| <b>POTTED PLANTS</b>           |              |               | <b>PLANTS SOLD</b>  | <b>PER PLANT</b> |                     |
| <b>BEDDING PLANTS</b>          |              |               |                     |                  |                     |
| <b>Commercial</b>              | <b>1992</b>  | <b>51.30</b>  | <b>716,609,000</b>  |                  | <b>17,844,000</b>   |
| <b>Vegetable</b>               | <b>1991</b>  | <b>53.25</b>  | <b>769,198,000</b>  |                  | <b>18,311,000</b>   |
| <b>ORCHIDS</b>                 | <b>1992</b>  | <b>8.55</b>   | <b>170,000</b>      | <b>13.37</b>     | <b>2,273,000</b>    |
|                                | 1991         | 9.00          | 134,000             | 14.40            | 1,930,000           |
| <b>POINSETTIA</b>              | <b>1992</b>  | <b>14.90</b>  | <b>2,422,000</b>    | <b>3.93</b>      | <b>9,518,000</b>    |
|                                | 1991         | 10.90         | 2,347,000           | 3.47             | 8,144,000           |
| <b>PROPAGATIVE STOCK</b>       | <b>1992*</b> | <b>64.70</b>  | <b>17,385,000</b>   |                  | <b>7,454,000</b>    |
|                                | 1991         | 22.60         | 41,736,000          |                  | 10,434,000          |

\*Includes: Bedding plants, Carnations, Grape cuttings, Mums, Roses

## NURSERY CROPS - Continued

| CROP              | YEAR   | ACREAGE  | AMOUNT SOLD   | AVERAGE PRICE | TOTAL          |
|-------------------|--------|----------|---------------|---------------|----------------|
|                   |        |          | PLANTS SOLD   | PER PLANT     |                |
| MISCELLANEOUS     | 1992*  | 44.70    | 8,603,000     | \$ 1.57       | \$ 13,507,000  |
| Indoor Decorative | 1991   | 36.34    | 7,550,000     | 2.20          | 16,610,000     |
| OUTDOOR           | 1992   | 66.40    | 2,111,000     | 3.05          | 6,439,000      |
| Woody Ornamentals | 1991   | 42.10    | 1,175,000     | 3.70          | 4,348,000      |
| MISC FIELD CROPS  | 1992** | 471.40   |               |               | 7,614,000      |
| Succulents, Bulbs | 1991   | 421.80   |               |               | 5,506,000      |
|                   |        |          | TREES SOLD    | PER TREE      |                |
| CHRISTMAS TREES   | 1992   | 105.00   | 9,500         | 19.68         | 187,000        |
|                   | 1991   | 106.00   | 15,000        | 15.00         | 225,000        |
| TOTAL ACRES       | 1992   | 2,151.15 | TOTAL VALUE   |               | \$ 147,528,000 |
|                   | 1991   | 1,772.67 | NURSERY CROPS |               | 125,254,000    |

\*Includes: African Violet, Cyclamen, Dieffenbachia, Ficus sp., Gloxinia, Kalanchoe, Potted Mums, Seasonal potted plants (Easter Lily, etc), Spathiphyllum, Spring bulbs.

\*\*Includes: Agapanthus, Bulbs, Cactus, Cornflower, Colum Stock, Curly willow, Dianthus, Foliage, Foxglove, Freesia, Godetia, Heather, Larkspur, Leptospermum, Lilies, Myrtle, Stock, Succulents, Strawflower, Sunflower, Thistles, Tillandsia, Turf, Yarrow, etc.

## APIARY

| CROP               | YEAR    | COLONIES | PRODUCTION | UNIT   | F.O.B. VALUE |           |
|--------------------|---------|----------|------------|--------|--------------|-----------|
|                    |         |          |            |        | PER UNIT     | TOTAL     |
| HONEY              | 1992    |          | 36,000     | LBS    | \$ 0.50      | \$ 18,000 |
|                    | 1991    |          | 30,000     | "      | 0.50         | 15,000    |
| POLLINATION        | 1992*** | 2,500    |            | COLONY | 24.00        | 60,000    |
|                    | 1991    | 2,400    |            | "      | 24.00        | 57,600    |
| WAX                | 1992    |          | 1,200      | LBS    | 1.00         | 1,200     |
|                    | 1991    |          | 1,000      | "      | 0.80         | 800       |
| TOTAL VALUE APIARY |         |          |            |        | 1992         | \$ 79,200 |
|                    |         |          |            |        | 1991         | 73,400    |

\*\*\*Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Melon, Onion, Parsley, Pepper, Spinach, and Squash

# LIVESTOCK, POULTRY, & DAIRYING



|    |    |   |     |   |
|----|----|---|-----|---|
| AW | ^  | B | SIS | O |
| E  | └  | E | J   | O |
| X  | CC | Δ | 2   | ⌒ |

# LIVESTOCK, POULTRY, & DAIRYING

| CROP                       | YEAR         | HEAD          | PRODUCTION     | UNIT        | F.O.B. VALUE    |                      |
|----------------------------|--------------|---------------|----------------|-------------|-----------------|----------------------|
|                            |              |               |                |             | PER UNIT        | TOTAL                |
| <b>BEEF CATTLE</b>         | <b>1992</b>  | <b>68,000</b> |                | <b>CWT</b>  |                 | <b>\$ 27,000,000</b> |
| <b>TOTAL</b>               | 1991         | 96,000        |                | "           |                 | 35,425,000           |
| <b>Cattle &amp; Calves</b> | <b>1992</b>  | <b>45,000</b> | <b>297,000</b> | <b>"</b>    | <b>\$ 75.00</b> | <b>22,275,000</b>    |
|                            | 1991         | 50,000        | 330,000        | "           | 77.00           | 25,410,000           |
| <b>Feeder</b>              | <b>1992*</b> |               |                |             |                 |                      |
|                            | 1991         | 21,000        | 59,000         | "           | 85.00           | 5,015,000            |
| <b>Stocker</b>             | <b>1992</b>  | <b>23,000</b> | <b>58,000</b>  | <b>"</b>    | <b>80.00</b>    | <b>4,640,000</b>     |
|                            | 1991         | 25,000        | 62,500         | "           | 80.00           | 5,000,000            |
| <b>SHEEP &amp; LAMB</b>    | <b>1992</b>  | <b>2,500</b>  | <b>3,500</b>   | <b>"</b>    | <b>43.00</b>    | <b>150,500</b>       |
|                            | 1991         | 2,400         | 3,360          | "           | 40.00           | 134,000              |
| <b>WOOL</b>                | <b>1992</b>  |               | <b>15,000</b>  | <b>LBS</b>  | <b>0.22</b>     | <b>3,300</b>         |
|                            | 1991         |               | 15,000         | "           | 0.20            | 3,000                |
| <b>HOGS</b>                | <b>1992</b>  | <b>1,200</b>  | <b>228,000</b> | <b>"</b>    | <b>0.47</b>     | <b>107,160</b>       |
|                            | 1991         | 1,000         | 190,000        | "           | 0.50            | 95,000               |
| <b>DAIRY</b>               | <b>1992</b>  | <b>6,000</b>  |                |             |                 | <b>13,631,000</b>    |
| <b>TOTAL</b>               | 1991         | 5,877         |                |             |                 | 13,705,400           |
| <b>Dairying Cows</b>       | <b>1992</b>  | <b>4,200</b>  |                | <b>HEAD</b> | <b>1,200.00</b> | <b>5,040,000</b>     |
| <b>Breeding Stock</b>      | 1991         | 4,000         |                | "           | 1,200.00        | 4,800,000            |
| <b>Cull Cows</b>           | <b>1992</b>  | <b>950</b>    |                | <b>"</b>    | <b>850.00</b>   | <b>807,500</b>       |
|                            | 1991         | 1,050         |                | "           | 700.00          | 735,000              |
| <b>Calves</b>              | <b>1992</b>  | <b>850</b>    |                | <b>"</b>    | <b>90.00</b>    | <b>76,500</b>        |
|                            | 1991         | 827           |                | "           | 95.00           | 78,600               |
| <b>Fertilizer</b>          | <b>1992</b>  |               | <b>16,000</b>  | <b>TON</b>  | <b>6.00</b>     | <b>96,000</b>        |
|                            | 1991         |               | 14,000         | "           | 6.00            | 84,000               |
| <b>Milk, Market</b>        | <b>1992</b>  |               | <b>655,527</b> | <b>CWT</b>  | <b>11.61</b>    | <b>7,611,000</b>     |
| <b>Marketing</b>           | 1991         |               | 716,282        | "           | 11.13           | 7,972,000            |
| <b>Manufactured</b>        | <b>1992*</b> |               |                |             |                 |                      |
|                            | 1991         |               | 3,091          | "           | 11.57           | 35,800               |

*\*Insufficient to Report*

# LIVESTOCK, POULTRY, & DAIRYING - Continued

| CROP                              | YEAR          | HEAD           | PRODUCTION       | UNIT        | F.O.B. VALUE     |                  |
|-----------------------------------|---------------|----------------|------------------|-------------|------------------|------------------|
|                                   |               |                |                  |             | PER UNIT         | TOTAL            |
| <b>GOATS</b>                      | <b>1992</b>   | <b>350</b>     |                  | <b>HEAD</b> | <b>\$ 250.00</b> | <b>\$ 87,500</b> |
| Breeding Stock                    | 1991          | 375            |                  | "           | 260.00           | 97,500           |
| <b>Cull Goats</b>                 | <b>1992</b>   | <b>450</b>     |                  | <b>"</b>    | <b>35.00</b>     | <b>15,750</b>    |
|                                   | 1991          | 520            |                  | "           | 35.00            | 18,200           |
| <b>Kids</b>                       | <b>1992</b>   | <b>1,300</b>   |                  | <b>"</b>    | <b>25.00</b>     | <b>32,500</b>    |
|                                   | 1991          | 1,200          |                  | "           | 25.00            | 30,000           |
| <b>CHICKENS</b>                   | <b>1992</b>   | <b>464,500</b> |                  |             |                  | <b>2,685,000</b> |
| <b>TOTAL</b>                      | <b>1991*</b>  | <b>432,700</b> |                  |             |                  | <b>2,769,000</b> |
| <b>Broilers, Fryers, Roasters</b> | <b>1992</b>   | <b>429,000</b> | <b>3,380,000</b> | <b>LBS</b>  | <b>0.40</b>      | <b>1,352,000</b> |
|                                   | 1991          | 401,000        | 3,008,000        | "           | 0.41             | 1,233,000        |
| <b>Meat Hens</b>                  | <b>1992</b>   | <b>35,500</b>  | <b>158,000</b>   | <b>"</b>    | <b>0.52</b>      | <b>82,200</b>    |
|                                   | 1991          | 31,700         | 129,000          | "           | 0.58             | 75,000           |
| <b>Misc. Poultry</b>              | <b>1992**</b> |                |                  |             |                  | <b>470,000</b>   |
|                                   | 1991          |                |                  |             |                  | 441,000          |
| <b>Eggs</b>                       | <b>1992</b>   |                | <b>1,041,000</b> | <b>DOZ</b>  | <b>0.75</b>      | <b>781,000</b>   |
|                                   | 1991*         |                | 1,146,000        | "           | 0.89             | 1,020,000        |



**G7**

Artist: George N. Cominos

**TOTAL VALUE LIVESTOCK,  
POULTRY, & DAIRYING**

|             |                      |
|-------------|----------------------|
| <b>1992</b> | <b>\$ 43,712,710</b> |
| <b>1991</b> | <b>52,699,000</b>    |

\*Corrected Figure

\*\*Includes Duck Eggs, Ducklings, Fryers, Goslings, Pullets, Quail eggs, etc.

# TREND OF MAJOR CROPS IN MONTEREY COUNTY

| CROP                 | YEAR        | ACRES             | VALUE                 |
|----------------------|-------------|-------------------|-----------------------|
| <b>ARTICHOKES</b>    | <b>1992</b> | <b>6,910</b>      | <b>\$ 29,560,000</b>  |
| Fresh & Processing   | 1982        | 8,475             | 30,930,700            |
|                      | 1972        | 10,720            | 8,865,000             |
| <b>BROCCOLI</b>      | <b>1992</b> | <b>60,840</b>     | <b>243,195,000</b>    |
| Fresh & Processing   | 1982        | 44,710            | 98,054,000            |
|                      | 1972        | 22,080            | 15,872,000            |
| <b>CAULIFLOWER</b>   | <b>1992</b> | <b>24,640</b>     | <b>111,893,000</b>    |
| Fresh & Processing   | 1982        | 24,060            | 64,731,000            |
|                      | 1972        | 10,515            | 10,987,000            |
| <b>CELERY</b>        | <b>1992</b> | <b>7,789</b>      | <b>65,674,000</b>     |
| Fresh & Processing   | 1982        | 6,240             | 26,866,000            |
|                      | 1972        | 5,600             | 19,193,000            |
| <b>GRAPES</b>        | <b>1992</b> | <b>32,404.12</b>  | <b>75,036,000</b>     |
|                      | 1982        | 33,730.67         | 41,458,000            |
|                      | 1972        | 2,620.00          | 2,703,000             |
| <b>LETTUCE, Head</b> | <b>1992</b> | <b>69,340</b>     | <b>338,470,000</b>    |
|                      | 1982        | 61,370            | 189,477,000           |
|                      | 1972        | 54,850            | 64,222,000            |
| <b>LETTUCE, Leaf</b> | <b>1992</b> | <b>28,149</b>     | <b>136,389,000</b>    |
|                      | 1982        | 3,055             | 9,922,000             |
|                      | 1972 *      |                   |                       |
| <b>MUSHROOMS</b>     | <b>1992</b> | <b>42,532,000</b> | <b>LBS 43,808,000</b> |
|                      | 1982        | 30,703,000        | " 32,852,000          |
|                      | 1972 **     |                   |                       |
| <b>NURSERY CROPS</b> | <b>1992</b> | <b>2,151.15</b>   | <b>147,527,000</b>    |
|                      | 1982        | 855.66            | 64,218,000            |
|                      | 1972        | 437.79            | 14,582,000            |
| <b>SPINACH</b>       | <b>1992</b> | <b>5,825</b>      | <b>40,501,000</b>     |
| Fresh & Processing   | 1982        | 3,850             | 5,117,000             |
|                      | 1972        | 5,100             | 2,115,000             |
| <b>STRAWBERRIES</b>  | <b>1992</b> | <b>6,960</b>      | <b>199,089,000</b>    |
| Fresh & Processing   | 1982        | 2,650             | 63,831,000            |
|                      | 1972        | 1,680             | 14,293,000            |

\* Not itemized in 1972

\*\* Insufficient to report

# MILLION DOLLAR CROPS 1992

|     |                          |                |
|-----|--------------------------|----------------|
| 1.  | LETTUCE, Head            | \$ 338,470,000 |
| 2.  | BROCCOLI                 | 243,195,000    |
| 3.  | STRAWBERRIES             | 199,089,000    |
| 4.  | NURSERY, All             | 147,528,000    |
| 5.  | LETTUCE, Leaf            | 136,389,000    |
| 6.  | CAULIFLOWER              | 111,893,000    |
| 7.  | GRAPES                   | 75,036,000     |
| 8.  | CELERY                   | 65,674,000     |
| 9.  | MUSHROOMS                | 43,808,000     |
| 10. | SPINACH                  | 40,501,000     |
| 11. | ARTICHOKES               | 29,560,000     |
| 12. | CATTLE                   | 27,000,000     |
| 13. | CARROTS                  | 19,421,000     |
| 14. | PEPPERS, Chili           | 18,345,000     |
| 15. | TOMATOES                 | 17,916,000     |
| 16. | ASPARAGUS                | 17,031,000     |
| 17. | MISCELLANEOUS VEGETABLES | 14,371,000     |
| 18. | ONIONS, Green            | 14,102,000     |
| 19. | RASPBERRIES              | 12,707,000     |
| 20. | ORGANIC                  | 9,650,000      |
| 21. | SEEDS, All               | 8,416,000      |
| 22. | MILK, MARKET             | 7,611,000      |
| 23. | PASTURE, Dry Land        | 7,199,000      |
| 24. | PARSLEY                  | 5,129,000      |
| 25. | DAIRYING COWS            | 5,040,000      |
| 26. | GARLIC                   | 4,929,000      |
| 27. | RADISH                   | 3,885,000      |
| 28. | ONIONS, Dry              | 3,617,000      |
| 29. | NAPA                     | 3,490,000      |
| 30. | BRUSSELS SPROUTS         | 3,413,000      |
| 31. | KALE                     | 3,403,000      |
| 32. | POTATOES                 | 2,907,000      |
| 33. | SQUASH                   | 2,779,000      |
| 34. | CABBAGE, All             | 2,718,000      |
| 35. | CHICKENS                 | 2,685,000      |
| 36. | ANISE                    | 2,507,000      |
| 37. | BOK CHOY                 | 2,400,000      |
| 38. | PEPPERS, Bell            | 2,275,000      |
| 39. | SUGAR BEETS              | 2,195,000      |
| 40. | BEANS, Dry               | 2,095,000      |
| 41. | CILANTRO                 | 1,662,000      |
| 42. | BARLEY, Grain            | 1,617,000      |
| 43. | LEEKs                    | 1,549,000      |
| 44. | BUSHBERRIES              | 1,337,000      |
| 45. | CUCUMBERS                | 1,253,000      |
| 46. | HAY, Alfalfa             | 1,175,000      |
| 47. | TOMATOES, Cherry         | 1,026,000      |

# SUMMARY

|                                     |      |                |
|-------------------------------------|------|----------------|
| FRUITS & NUTS                       | 1992 | \$ 289,413,000 |
|                                     | 1991 | 245,492,000    |
| VEGETABLE CROPS                     | 1992 | 1,241,961,000  |
|                                     | 1991 | 964,410,000    |
| FIELD CROPS                         | 1992 | 15,159,000     |
|                                     | 1991 | 16,483,000     |
| SEED CROPS                          | 1992 | 8,416,100      |
|                                     | 1991 | 4,611,000      |
| NURSERY CROPS                       | 1992 | 147,528,000    |
|                                     | 1991 | 125,254,000    |
| APIARY                              | 1992 | 79,200         |
|                                     | 1991 | 73,400         |
| LIVESTOCK, POULTRY,<br>AND DAIRYING | 1992 | 43,712,710     |
|                                     | 1991 | 52,699,100     |
| ORGANIC                             | 1992 | 9,650,000      |
|                                     | 1991 | 9,115,000      |

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|      |         |                  |
|------|---------|------------------|
| 1992 | SUMMARY | \$ 1,755,919,010 |
| 1991 | TOTAL   | 1,418,137,500    |

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# MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY 1992

| PRODUCE                                            | 1990*<br>POUNDS | 1991<br>POUNDS | 1992<br>POUNDS     |
|----------------------------------------------------|-----------------|----------------|--------------------|
| 1. LETTUCE, Head                                   | 12,034,000      | 190,146,000    | 164,308,000        |
| 2. BROCCOLI                                        | 25,813,000      | 86,062,000     | 122,909,000        |
| 3. CELERY                                          | 15,528,000      | 89,496,000     | 98,590,000         |
| 4. LETTUCE, Leaf                                   | 102,000         | 26,596,000     | 35,567,000         |
| 5. STRAWBERRIES                                    | 4,329,000       | 28,066,000     | 33,899,000         |
| 6. CAULIFLOWER                                     | 2,203,000       | 32,289,000     | 28,195,000         |
| 7. CARROTS                                         | 3,019,000       | 16,482,000     | 26,829,000         |
| 8. TOMATOES                                        | 6,998,000       | 11,067,000     | 25,236,000         |
| 9. SALAD MIX                                       | 0               | 0              | 9,316,000          |
| 10. ONIONS, Dry                                    | 4,126,000       | 4,908,000      | 7,814,000          |
| 11. ARTICHOKEs                                     | 0               | 3,591,000      | 4,490,000          |
| 12. ASPARAGUS                                      | 2,338,000       | 2,919,000      | 3,099,000          |
| 13. CABBAGE                                        | 2,271,000       | 1,192,000      | 2,621,000          |
| 14. ONIONS, Green                                  | 30,000          | 4,346,000      | 2,575,000          |
| 15. ANISE                                          | 0               | 0              | 2,568,000          |
| 16. GARLIC                                         | 0               | 0              | 1,320,000          |
| 17. PEPPERS, All                                   | 0               | 1,482,000      | 1,267,000          |
| 18. SPINACH                                        | 66,000          | 0              | 1,161,000          |
| 19. RADICCHIO                                      | 0               | 0              | 1,137,000          |
| 20. RASPBERRIES                                    | 187,000         | 0              | 1,122,000          |
| <b>TOTAL FOR ALL PRODUCE EXPORTED</b>              |                 |                | <b>587,777,000</b> |
| ALL SEED                                           | 7,213,000       | 9,332,000      | 7,958,000          |
| NURSERY STOCK                                      |                 |                |                    |
| CUT FLOWER (Number of Stems)                       | 2,983,000       | 4,683,000      | 2,804,000          |
| OTHER NURSERY PLANTS<br>(Ornamental & Transplants) | 10,574,000      | 8,652,000      | 30,213,000         |

NOTE: "0" indicates that commodity did not meet production amount for top 20 summary

\*Freeport export figures not available for 1990

## SUMMARY OF PRODUCE EXPORTS BY COUNTRY 1992

|                                 | POUNDS      |
|---------------------------------|-------------|
| 1. CANADA                       | 349,722,000 |
| 2. JAPAN                        | 77,202,000  |
| 3. HONG KONG                    | 51,282,000  |
| 4. MEXICO                       | 41,436,000  |
| 5. TAIWAN                       | 37,183,000  |
| 6. UNITED KINGDOM               | 14,684,000  |
| 7. SINGAPORE                    | 5,300,000   |
| 8. UNITED ARAB EMIRATES         | 1,877,000   |
| 9. SWEDEN                       | 1,436,000   |
| 10. ITALY                       | 1,388,000   |
| 11. NORWAY                      | 905,000     |
| 12. NETHERLANDS                 | 898,000     |
| 13. SAIPAN                      | 498,000     |
| 14. DENMARK                     | 466,000     |
| 15. FRENCH POLYNESIA            | 410,000     |
| 16. FEDERAL REPUBLIC OF GERMANY | 340,000     |
| 17. SAUDI ARABIA                | 337,000     |
| 18. SPAIN                       | 314,000     |
| 19. KUWAIT                      | 266,000     |
| 20. FRANCE                      | 201,000     |

# SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

| PEST                                                                       | AGENT/MECHANISM                                                                       | SCOPE OF PROGRAM*         |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------|
| <b>COUNTY BIOLOGICAL CONTROL</b>                                           |                                                                                       |                           |
| Yellow Starthistle<br><i>Centaurea solstitialis</i>                        | Seedhead Weevil & Fly<br><i>Bangasternus orientalis</i><br><i>Urophora sirunaseva</i> | 2 sites                   |
| Italian thistle<br><i>Carduus</i> spp.                                     | Seedhead weevil<br><i>Rhinocyllus conicus</i>                                         | 3 sites                   |
| Russian thistle<br><i>Salsola australis</i>                                | Leaf & stem mining moths<br><i>Coleophora</i> spp.                                    | 7 sites                   |
| Puncture vine<br><i>Tribulus terrestris</i>                                | Stem & Seed weevils<br><i>Microlarinus</i> spp.                                       | General distribution      |
| Aphid species                                                              | Seven-spotted lady beetle<br><i>Coccinella septempunctata</i>                         | 1 site                    |
| Lettuce root aphid<br><i>Pemphigus bursarius</i>                           | Alternate host destruction                                                            | 1134 poplar trees removed |
| Ash whitefly<br><i>Siphoninus phillyreae</i>                               | Parasitic wasp<br><i>Encarsia partenopia</i>                                          | General distribution      |
| <b>PEST ERADICATION</b>                                                    |                                                                                       |                           |
| Taurian thistle<br><i>Onopordum tauricum</i>                               | Mechanical/chemical                                                                   | 60 plants removed         |
| Scotch thistle<br><i>Onopordum acanthium</i>                               | Mechanical/chemical                                                                   | 141 plants removed        |
| Dalmatian toadflax<br><i>Linaria genistifolia</i><br>ssp. <i>dalmatica</i> | Mechanical/chemical                                                                   | 4 plants removed          |
| Diffuse knapweed<br><i>Centaurea diffusa</i>                               | Mechanical                                                                            | 12 plants removed         |
| Skeletonweed<br><i>Chondrilla juncea</i>                                   | Mechanical/chemical                                                                   | 66 plants removed         |

\*Represents total number of individual sites, plants, etc. incorporated in program effort (surveys, collection, releases, etc.)

| PEST EXCLUSION                                           | AGENT/MECHANISM                      | SCOPE OF PROGRAM*                  |
|----------------------------------------------------------|--------------------------------------|------------------------------------|
| Stinkbugs<br><i>Pentatomidae spp.</i>                    | Truck shipment<br>Tractor from Italy | 1 rejected/treated                 |
| Varroa mite<br><i>Varroa jacobsoni</i>                   | Apiary                               | 1 destroyed                        |
| Gypsy moth<br><i>Lymantria dispar</i>                    | Truck shipment<br>Household goods    | 3 rejected/destroyed               |
| Eastern tent caterpillar<br><i>Malacosoma americanum</i> | Truck shipment                       | 2 rejected/destroyed               |
| White-marked tussock moth<br><i>Orgyia leucostigmata</i> | Truck shipment<br>Household goods    | 1 rejected/destroyed               |
| <b>PEST MANAGEMENT</b>                                   |                                      |                                    |
| Roadside weeds (virus host)                              | Chemical                             | 100 miles,<br>County right-of-ways |

#### PEST DETECTION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect the insects before they become established over an area so large that eradication is no longer biologically or economically feasible. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

| TARGET PEST             | INSECT HOSTS      | NO. OF SITES |
|-------------------------|-------------------|--------------|
| Medfly                  | Fruit Trees       | 325          |
| Melon Fruit Fly         | Vegetable Gardens | 82           |
| Mexican Fruit Fly       | Fruit Trees       | 134          |
| Oriental Fruit Fly      | Fruit Trees       | 82           |
| Gypsy Moth              | Shade Trees       | 349          |
| Japanese Beetle         | Turf, Roses       | 167          |
| Africanized Honey Bee   | High Risk Area    | 4            |
| European Corn Borer     | Corn              | 6            |
| Nantucket Pine Tip Moth | Monterey Pine     | 11           |
| Trogoderma Beetle       | Grain             | 32           |

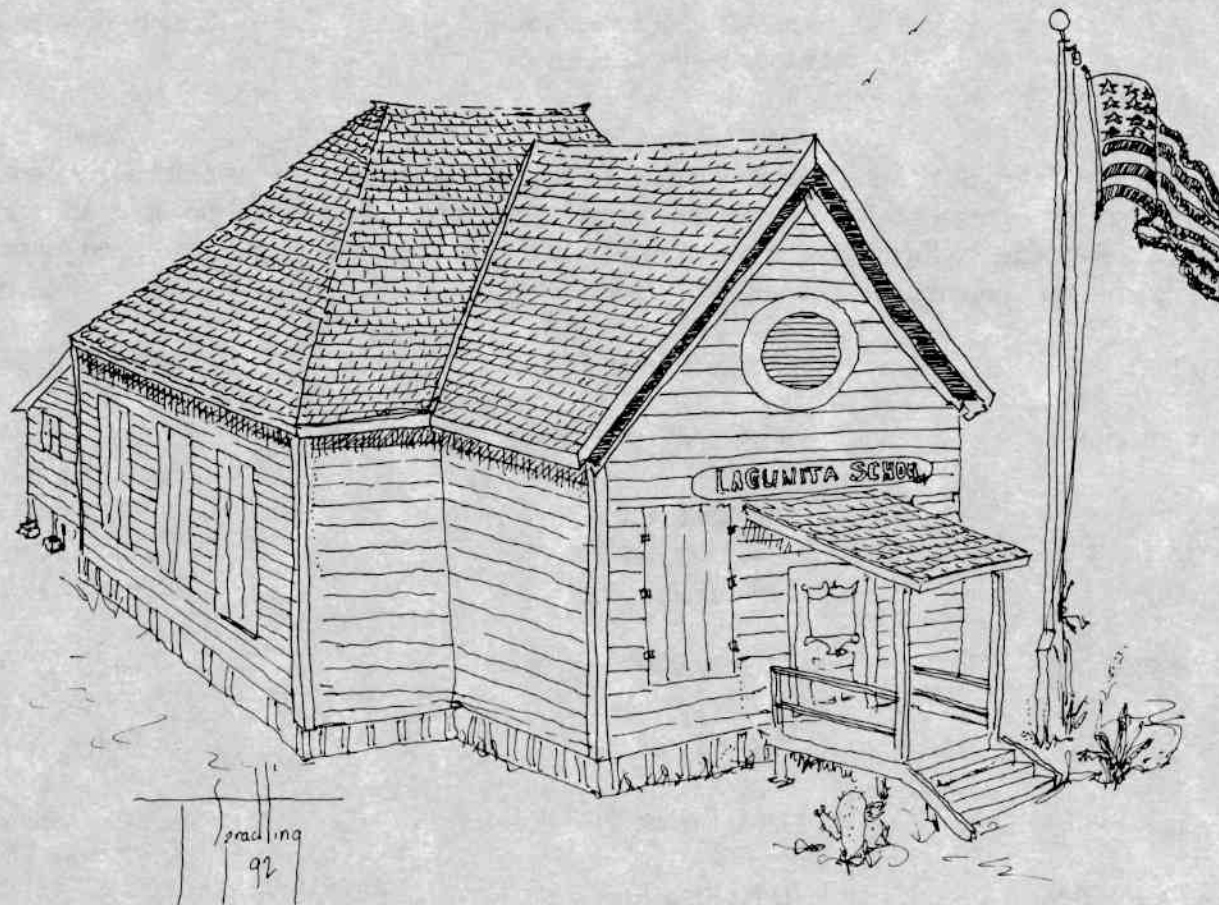
\*Represents total number of individual sites, plants, etc. incorporated in program effort (surveys, collection, releases, etc.)

## ORGANIC PRODUCTION IN MONTEREY COUNTY

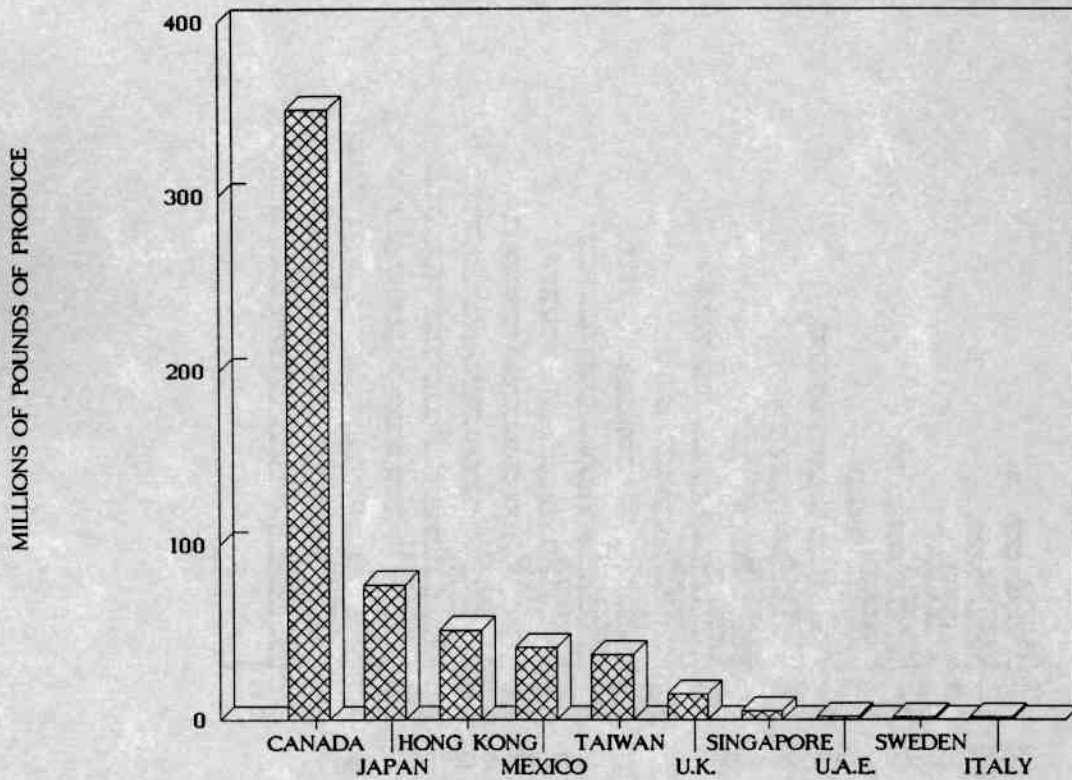
The Organic Foods Act of 1990 now requires organic producers to register in their principal county of operation. The purpose of the legislation and registration is to provide protection for producers, handlers, processors, retailers, and consumers of organic foods marketed in California.

The range of organic products produced in Monterey County is very diverse. These commodities include: Apples, Beans, Bok Choy, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Chard, Collards, Corn, Cucumbers, Figs, Garlic, Herbs, Iceberg Lettuce, Kale, Kiwi Fruit, Leaf Lettuce, Leeks, Lemons, Melons, Mixed Salad Greens, Mushrooms, Onions, Oranges, Pears, Peas, Peppers, Parsley, Plums, Potatoes, Radicchio, Radishes, Raspberries, Rhubarb, Salad Greens, Spinach, Squash, Strawberries, Tomatoes, and Walnuts.

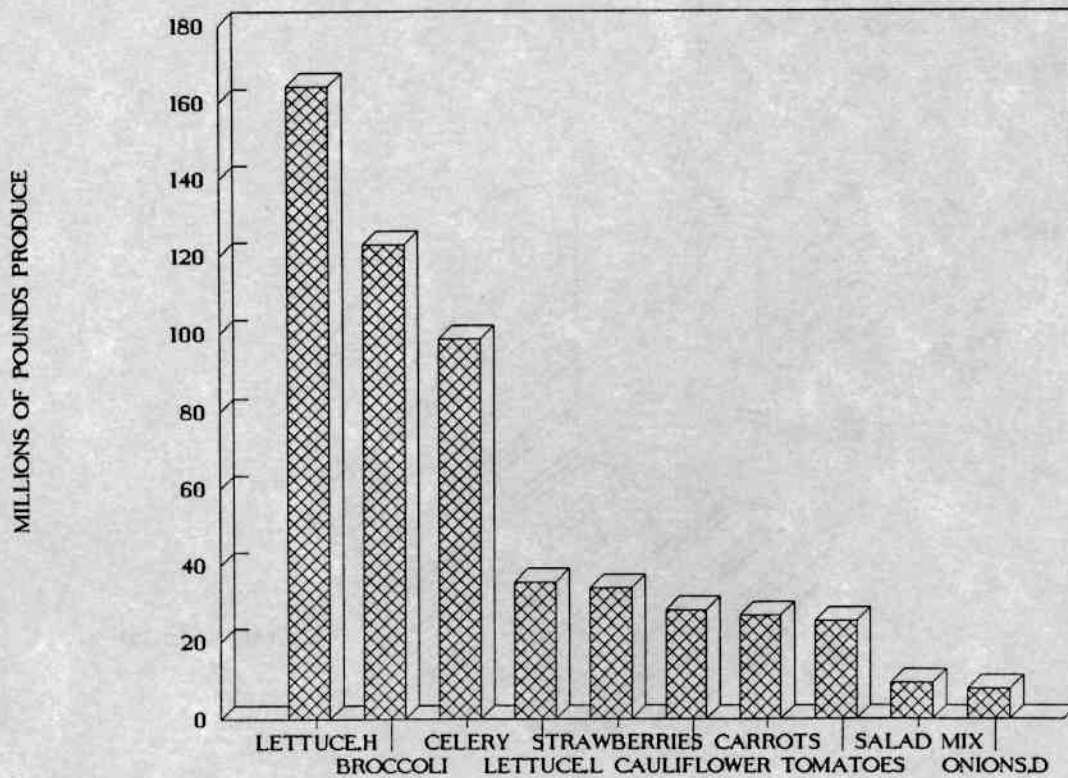
There are 23 registered producers in Monterey County who declare a total acreage of 658 acres and a total gross value of \$9,650,000.



## TOP 10 IMPORTING COUNTRIES FOR 1992

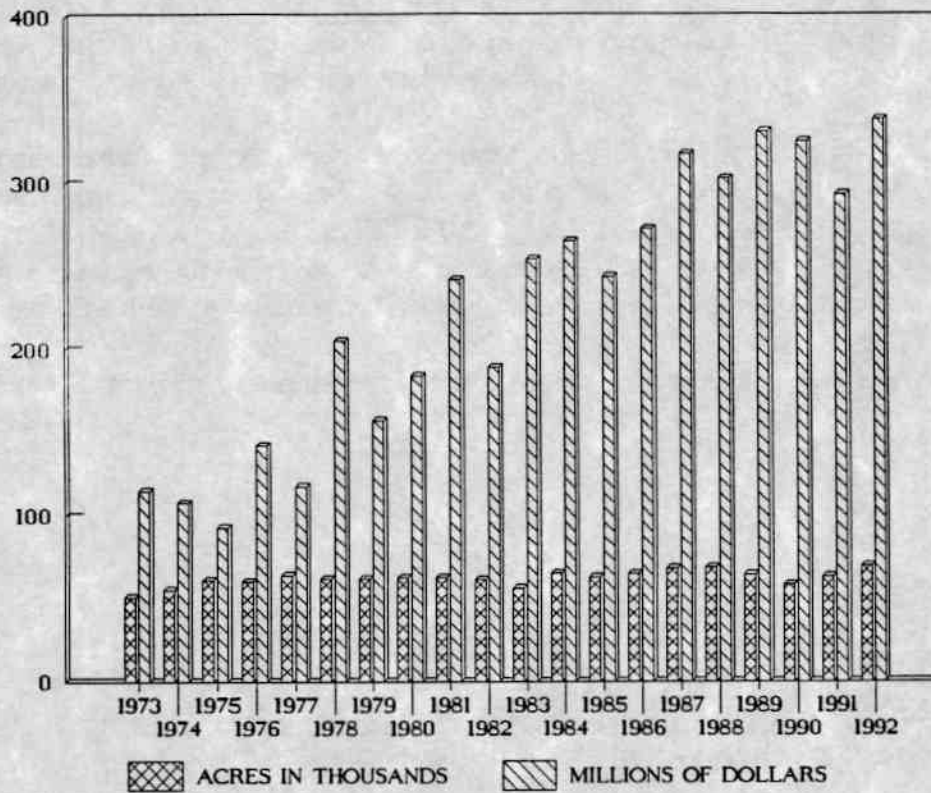


## TOP 10 PRODUCE EXPORTS FOR 1992



# HEAD LETTUCE ACREAGE/VALUE

20 YEAR SUMMARY



## MONTEREY COUNTY AGRICULTURE 1992

TOTAL VALUE \$1,755,919,010

