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1996
MONTEREY COUNTY
CROP REPORT

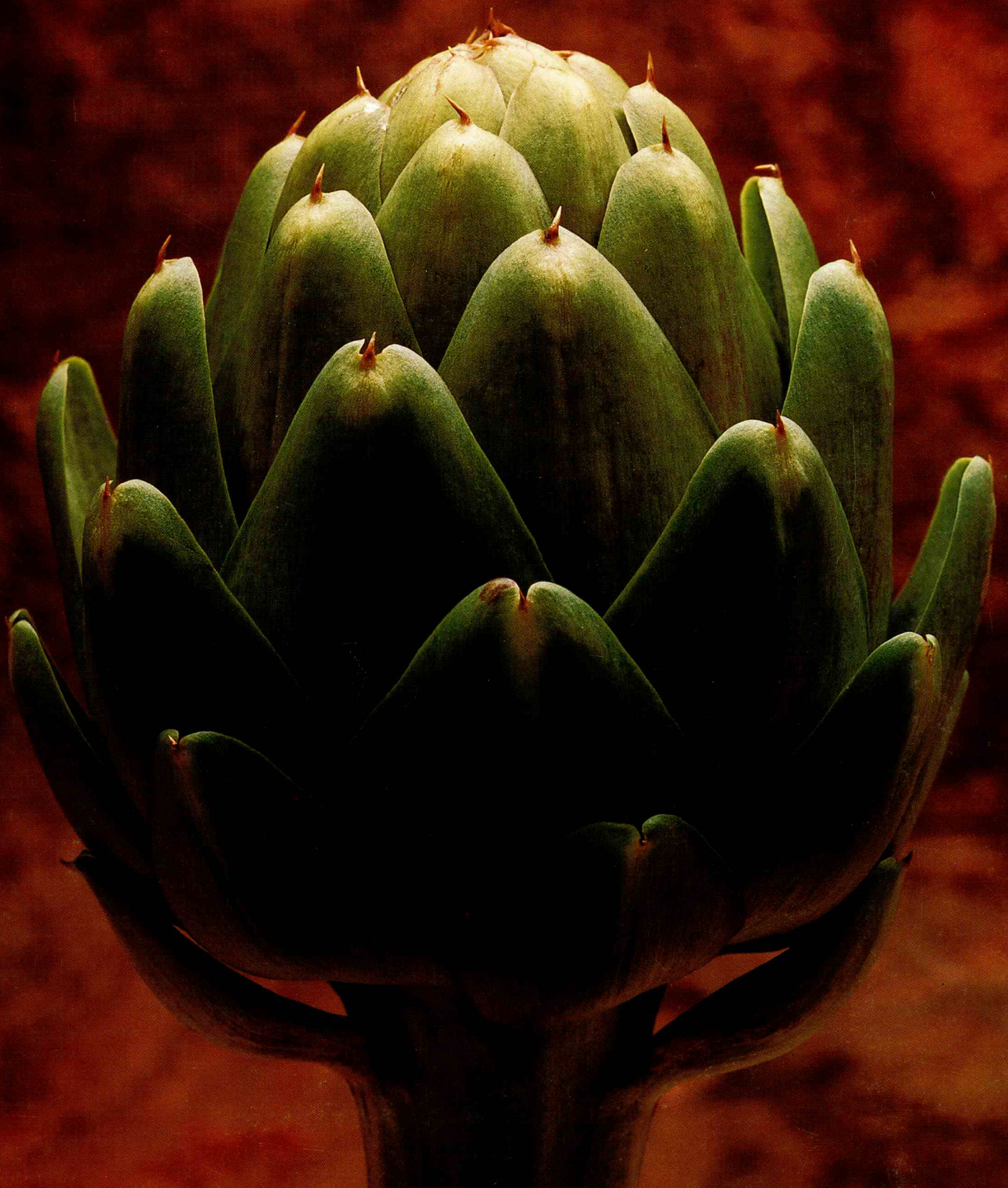


TABLE OF CONTENTS

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION	PAGE 2
FRUITS AND NUTS	PAGE 3
GRAPE SUPPLEMENTARY	PAGE 4
VEGETABLE CROPS	PAGE 5
FIELD CROPS.....	PAGE 12
NURSERY	PAGE 13
SEED AND APIARY	PAGE 15
LIVESTOCK, POULTRY, AND DAIRYING.....	PAGE 16
TREND OF MAJOR CROPS	PAGE 18
MILLION DOLLAR CROPS	PAGE 19
SUMMARY	PAGE 20
EXPORT SUMMARIES	PAGE 21
SUSTAINABLE AGRICULTURAL ACTIVITIES	PAGE 23

COVER PHOTOGRAPH: COURTESY OF CALIFORNIA ARTICHOKE ADVISORY BOARD

REPORT STATISTICS AND LAYOUT: COOPERATIVE EFFORT OF THE AGRICULTURAL COMMISSIONER'S STAFF

(F.O.B. values in this report include packing, harvesting, cooling, icing, pallets, and any local charges)



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MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 759-7325 - 1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901
FAX: (408) 422-5003

RICHARD W. NUTTER

AGRICULTURAL COMMISSIONER
ADMINISTRATOR OF WEIGHTS & MEASURES

Ann M. Veneman, Secretary California Department of Food and Agriculture
and

The Honorable Board of Supervisors of Monterey County

1st District

Simon Salinas

2nd District

Judy Pennycook

3rd District

Tom Perkins

4th District

Edith Johnsen

5th District

Dave Potter

Monterey County gross agricultural revenue decreased for only the second time since 1985. The total value for 1996 is \$1,934,907,558, a \$93,584,652 (4.6%) reduction from 1995. Vegetable crops, which benefited from the 1995 floods, recorded a 9.2% loss and, as a result, were responsible for the major portion of the decrease.

1. Although there was a major increase in production, head lettuce values dropped by nearly 26%.
2. Broccoli continues as the second leading crop, despite increased export and lower prices.
3. Strawberry production and demand were impacted by adverse publicity.
4. Products reporting increases are celery, chili peppers, green onions, tomatoes, brussels sprouts, asparagus, and cilantro.
5. Salad products and food service items continue in demand.
6. Leaf lettuce, carrots, bok choy, cabbage, among others, reported lower prices than 1995.
7. Wine grape growers noted increased acreage and an above average price per ton -- the highest total value in the County's history. Several premium varieties reported average prices higher than some northern regions.
8. Livestock producers continue to report lower prices and reduced inventory.
9. Greenhouse producers of cut flowers are still feeling the effects of imports.
10. Organic growers have expanded their market and increased their volume so that they now represent 1% of the total agriculture value.
11. Exports to Canada, Hong Kong, Taiwan, China, Russia and Vietnam increased, while those to Japan, Mexico, United Arab Emirate and the Philippines were less than in 1995.

Very truly yours,

Richard W. Nutter
Agricultural Commissioner

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

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

FRUITS AND NUTS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
APPLES	1996	223.00	13.43	2,995	TON	\$226.71	\$679,000
TOTAL	1995	267.00	14.98	4,000	"	196.00	784,000
Fresh	1996			1,208	"	222.00	268,000
	1995			759	"	192.00	146,000
Processing	1996			1,787	"	230.00	411,000
	1995			3,240	"	197.00	638,000
AVOCADOS*	1996	95.00	2.88	274	"	1,300.00	356,000
	1995	95.00	2.95	280	"	960.00	269,000
BUSHBERRIES	1996	26.00	4.42	115	"	4,220.00	485,000
	1995	14.00	8.93	125	"	2,544.00	318,000
CITRUS FRUIT*	1996	1,200.00	6.42	7,700	"	230.78	1,777,000
	1995	1,038.00	2.70	2,800	"	398.00	1,114,000
GRAPES	1996	33,319.50	3.57	118,923	"	1,090.31	129,663,000
	1995	30,483.07			"		79,309,000
KIWI FRUIT	1996	14.50	2.07	30	"	1,200.00	36,000
	1995	14.50	1.90	28	"	1,670.00	45,900
RASPBERRIES	1996	195.00	5.67	1,106	"	3,529.00	3,903,000
	1995	209.00	5.93	1,240	"	3,065.32	3,801,000
STRAWBERRIES	1996	7,222.00	27.00	195,000	"	926.48	180,664,000
TOTAL	1995	7,022.00	29.43	206,639	"	932.61	192,714,000
Fresh	1996			169,000	"	1,005.00	169,845,000
	1995			170,396	"	1,007.07	171,601,000
Processing	1996			26,013	"	415.91	10,819,000
	1995			36,243	"	582.54	21,113,000
WALNUTS	1996	283.60	0.93	263	"	1,620.00	426,000
	1995	343.00	1.15	393	"	1,364.89	536,000
MISCELLANEOUS							
PROCESSING**	1996			86	"	836.00	71,900
TOTAL	1995			84	"	830.95	69,800
TOTAL ACRES	1996	42,578.60			FRUITS AND NUTS		\$318,060,900
	1995	39,485.50			TOTAL VALUE		278,960,700

*These totals include producing & non-producing new plantings.

**Includes Raspberries & Bushberries

GRAPE SUPPLEMENTARY

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
GRAPES	1996	27,872.92	4.27	118,922.78	TON	\$1,090.31	\$129,663,000
Nonbearing or not Harvested		5,446.53					
TOTAL		33,319.45					
GRAPES	1995	28,029.76	2.94	82,320.62	TON	963.41	79,309,000
Nonbearing or not Harvested		2,453.31					
TOTAL		30,483.07					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	ACRES	AVERAGE PRICE PER TON	TOTAL TONS
Cabernet Franc	192.53	\$1,047.80	859.60
Cabernet Sauvignon	3,901.17	1,095.28	13,887.00
Chardonnay	15,175.31	1,331.99	50,402.15
Chenin blanc	1,365.83	555.53	7,077.47
French Colombard	125.35	500.00	807.65
Gamay (Napa)	233.26	598.13	1,211.30
Gamay Beaujolais	200.90	800.00	964.45
Gewurztraminer	587.10	755.51	3,200.47
Grenache	178.37	700.00	668.75
Merlot	3,392.94	1,262.52	6,764.46
Muscat blanc/M. Canelli	167.61	694.74	812.70
Petite Sirah	422.11	879.80	1,521.56
Pinot blanc	598.58	1,029.09	2,834.03
Pinot gris	132.70	1,193.13	141.74
Pinot noir	1,518.57	1,318.00	5,854.80
Sangiovese	207.71	1,166.42	170.00
Sauvignon blanc	1,154.32	736.54	4,269.23
Semillon	134.67	523.00	515.66
Syrah	158.85	1,188.47	321.91
Viognier	54.05	1,422.16	119.49
White Riesling	1,507.25	730.33	8,967.81
Zinfandel	1,544.18	747.63	6,359.07
Other Red*	84.04	1,201.53	200.15
Other White**	282.05	750.91	991.33

* Barbera, Malbec, Mouvedre, Nebbiolo, Petit Verdot, Refosco, Souzao

** Gray Riesling, Malvasia bianca, Marsanne, Orange Muscat, Sylvaner

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1996	659	9.24	6,090	TON	\$419.05	\$2,552,000
	1995	466	13.73	6,400	"	455.47	2,915,000
ARTICHOKES TOTAL	1996	6,626	5.78	38,300	"	1,043.94	39,983,000
	1995	6,344	5.43	34,465	"	1,092.56	37,655,000
Fresh	1996			28,150	"	1,285.26	36,180,000
	1995			24,990	"	1,372.55	34,300,000
Processing (Regular)	1996			9,030	"	418.05	3,775,000
	1995			8,430	"	395.02	3,330,000
Processing (Culls)	1996			1,120	"	25.27	28,300
	1995			1,045	"	23.92	25,000
ASPARAGUS	1996	3,560	2.65	9,420	"	1,504.99	14,177,000
	1995	3,005	2.69	8,085	"	1,533.70	12,400,000
BOK CHOY	1996	482	19.54	9,420	"	279.30	2,631,000
	1995	653	18.99	12,400	"	343.79	4,263,000
BROCCOLI TOTAL	1996	60,059	6.70	402,300	"	570.40	229,472,000
	1996	61,447	7.17	440,800	"	599.81	264,396,000
Fresh	1996			350,000	"	527.77	184,720,000
	1995			368,000	"	558.14	205,396,000
Food Service	1996			41,000	"	971.95	39,850,000
	1995			24,000	"	1,675.92	40,222,000
Processing	1996			11,300	"	433.81	4,902,000
	1995			48,800	"	384.80	18,778,000
BRUSSEL SPROUTS TOTAL	1996	939	9.30	8,735	"	548.37	4,790,000
	1995	593	8.45	5,010	"	482.44	2,417,000
Fresh	1996			5,340	"	625.09	3,338,000
	1995			1,160	"	502.58	583,000
Processing	1996			3,395	"	427.69	1,452,000
	1995			3,850	"	476.36	1,834,000
CABBAGE, All	1996	1,230	16.85	20,730	TON	223.35	4,630,000
	1995	1,690	16.21	27,400	"	223.65	6,128,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CARROTS	1996	2,229	24.78	55,236	TON	189.97	10,493,000
TOTAL	1995	3,232	24.78	80,091	"	163.58	13,101,000
Fresh	1996			18,810	"	263.11	4,949,000
	1995			19,500	"	250.46	4,884,000
Food Service	1996			966	"	2,068.32	1,998,000
	1995			1,021	"	1,835.46	1,874,000
Processing	1996			35,460	"	100.00	3,546,000
	1995			59,570	"	106.48	6,343,000
CAULIFLOWER	1996	21,913	7.76	170,000	"	699.12	118,850,000
TOTAL	1995	23,569	7.49	176,580	"	707.89	125,000,000
White	1996			144,500	"	629.55	90,970,000
	1995			155,000	"	662.50	102,688,000
Green	1996			6,170	"	730.15	4,505,000
	1995			6,330	"	640.92	4,057,000
Food Service	1996			7,290	"	2,334.71	17,020,000
	1995			6,700	"	2,064.03	13,829,000
Processing	1996			12,039	"	527.87	6,355,000
	1995			8,550	"	517.66	4,426,000
CELERY	1996	8,194	37.59	308,005	"	235.31	72,477,000
TOTAL	1995	7,445	35.56	264,781	"	237.38	62,854,000
Fresh	1996			301,400	"	230.81	69,566,000
	1995			256,000	"	238.63	61,089,000
Food Service	1996			2,189	"	1,054.82	2,309,000
	1995			501	"	1,526.95	765,000
Processing	1996			4,416	"	136.32	602,000
	1995			8,280	"	120.77	1,000,000
CILANTRO	1996	656	9.60	6,300	TON	483.49	3,046,000
	1995	420	11.19	4,700	"	477.02	2,242,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
GARLIC	1996	1,218	11.59	14,114	TON	\$442.33	\$6,243,000
TOTAL	1995	1,190	8.33	9,913	"	980.00	9,715,000
Fresh	1996			10,500	"	515.43	5,412,000
	1995			9,913	"	980.00	9,715,000
Processing	1996			3,614	"	229.94	831,000
	1995*						
HERBS**	1996	44	6,720.46	295,700	BUNCH	3.40	1,005,000
	1995	46	7,108.70	327,000	"	4.02	1,315,000
KALE	1996	1,260	9.34	11,768	TON	646.84	7,612,000
TOTAL	1995	1,090	8.45	9,206	"	743.21	6,842,000
Fresh (All)	1996			11,000	"	615.27	6,768,000
	1995			9,130	"	731.44	6,678,000
Food Service	1996			768	"	1,098.96	844,000
	1995			76	"	2,157.90	164,000
LEEKs	1996	300	11.00	3,300	"	656.67	2,167,000
	1995	280	9.64	2,700	"	687.78	1,857,000
LETTUCE (All)	1996	105,284			CTN		514,688,000
(see page 10 & 11)	1995	105,592			"		665,986,000
MISC. VEGETABLES	1996	3,942	7.06	27,841	TON	727.74	20,261,000
TOTAL	1995	4,223	8.19	34,586	"	916.96	31,714,000
Fresh***	1996	3,942		22,273	"	657.25	14,639,000
	1995			24,329	"	653.42	15,897,000
Food Service****	1996			3,034	"	1,010.55	3,066,000
	1995			2,600	"	5,751.15	14,953,000
Processing*****	1996			2,534	"	1,008.68	2,556,000
	1995			7,657	"	112.84	864,000
MUSHROOMS	1996			48,624,000	LBS	1.063	51,687,000
	1995			48,624,000	"	1.059	51,541,000

*No production in 1995

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

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

****Includes: Onions, Radish, Mixed Vegetables

*****Includes: Squash, Onions, Dry (Dehydration)

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
NAPA	1996	655	18.93	12,400	TON	\$332.90	\$4,128,000
	1995	836	19.14	16,000	"	350.69	5,611,000
ONIONS, Dry TOTAL	1996	1,733	23.30	40,376	"	126.61	5,112,000
	1995	1,029	19.52	20,087	"	312.34	6,274,000
Fresh	1996			7,545	"	307.75	2,322,000
	1995			20,087	"	312.34	6,274,000
Processing	1996			32,831	"	84.98	2,790,000
	1995						
ONIONS, Green	1996	1,670	9.88	16,500	"	966.91	15,954,000
	1995	1,200	10.50	12,600	"	1,005.64	12,671,000
PARSLEY TOTAL	1996	1,543	6.98	10,762	"	717.34	7,720,000
	1995	1,716	6.53	11,200	"	717.50	8,036,000
Fresh	1996			7,900	"	550.76	4,351,000
	1995			8,900	"	612.70	5,453,000
Food Service	1996			231	"	1,432.90	331,000
	1995*						
Dry (Processing)	1996			2,631	"	1,154.69	3,038,000
	1995			2,300	"	1,123.04	2,583,000
PEPPERS, BELL TOTAL	1996	952	22.94	21,842	"	252.63	5,518,000
	1995	1,041	17.39	18,103	"	278.41	5,040,000
Fresh	1996			19,870	"	269.75	5,360,000
	1995			9,553	"	339.53	3,244,000
Processing	1996			1,972	"	80.12	158,000
	1995			8,550	"	210.06	1,796,000
PEPPERS, Chili TOTAL	1996	4,608	3.90	17,966	"	1,002.84	18,017,000
	1995	2,447	5.45	13,345	"	749.12	9,997,000
Fresh	1996			4,920	"	322.15	1,585,000
	1995			7,002	"	296.77	2,078,000
Processing	1996			13,046	"	1,259.54	16,432,000
	1995			6,343	"	1,248.46	7,919,000
POTATOES	1996**						
	1995	1,170	18.03	21,095	"	151.98	3,206,000

* Included in Misc. Processing in 1995

**No Production in 1995

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
RADICCHIO	1996	1,000	9.76	9,760	TON	\$649.49	\$6,339,000
	1995	951	10.30	9,800	"	627.35	6,148,000
RADISH	1996	1,030	6.56	6,761	"	663.07	4,483,000
	1995	947	7.00	6,620	"	650.60	4,307,000
SALAD PRODUCTS	1996			22,122,000	CTN	8.70	192,461,000
	1995			17,948,000	"	8.40	150,763,000
SPINACH TOTAL	1996	8,005	8.03	64,284	TON	678.46	43,614,000
	1995	8,700	8.60	74,800	"	584.51	43,721,000
Fresh	1996			27,300	"	562.93	15,368,000
	1995			28,300	"	585.80	16,578,000
Food Service	1996			9,491	"	2,586.03	24,544,000
	1995			8,000	"	2,809.00	22,472,000
Processing	1996			27,493	"	134.65	3,702,000
	1995			38,500	"	121.33	4,671,000
SQUASH TOTAL	1996	495	11.90	5,890	"	266.21	1,568,000
	1995	408	14.34	5,850	"	232.31	1,359,000
Fresh	1996			4,550	"	340.88	1,551,000
	1995			5,850	"	232.31	1,359,000
Processing	1996			1,340	"	12.69	17,000
	1995						
TOMATOES TOTAL	1996	2,980	19.38	57,750	"	267.38	15,441,000
	1995	3,110	16.54	51,450	"	237.92	12,241,000
Fresh	1996			46,800	"	317.54	14,861,000
	1995			39,950	"	290.86	11,620,000
Processing	1996			10,950	"	52.97	580,000
	1995			11,500	"	54.00	621,000
TOMATOES Cherry	1996	175	5.97	1,045	"	750.24	784,000
	1995	209	6.70	1,400	"	758.57	1,062,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE, Head	1996						
	1995						
Spring	1996	20,340					
	1995	20,100					
Summer	1996	21,930					
	1995	25,830					
Fall	1996	30,010					
	1995	25,840					
Naked Pack	1996			14,778,000	CTN	\$6.29	\$92,954,000
	1995			11,782,000	"	11.63	137,025,000
Wrapped Pack	1996			24,792,000	"	6.79	168,338,000
	1995			21,121,000	"	12.13	256,198,000
Bulk for Shredding	1996			17,822,000	"	5.35	95,348,000
	1995			16,310,000	"	5.40	88,074,000
Bulk for Whole-Cored	1996*						
	1995			21,700	"	13.63	296,000
SEASON TOTAL	1996	72,280	794.02	57,392,000	"	6.2141	\$356,640,000
	1995	71,770	686.00	49,235,000	"	9.7815	481,593,000
HEAD LETTUCE	1996	72,280	794.02	57,392,000	"	6.2141	\$356,640,000
	1995	71,770	686.00	49,235,000	"	9.7815	\$481,593,000

HEAD LETTUCE	1996	72,280	794.02	57,392,000	CTN	6.2141	\$356,640,000
TOTAL	1995	71,770	686.00	49,235,000	"	9.7815	481,593,000

*None reported in 1996

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LEAF LETTUCE							
BUTTER LETTUCE	1996	1,622	893.96	1,450,000	CTN	\$6.04	\$8,758,000
	1995	2,200	856.36	1,884,000	“	6.24	11,756,000
GREEN LEAF	1996	6,930	804.26	5,823,000	“	5.28	30,745,000
	1995	8,600	804.65	6,920,000	“	6.87	47,540,000
ENDIVE	1996	569	732.87	417,000	“	5.64	2,352,000
	1995	616	732.14	451,000	“	6.24	2,814,000
ESCAROLE	1996	430	744.19	320,000	“	5.51	1,763,000
	1995	356	724.72	258,000	“	6.40	1,651,000
RED LETTUCE	1996	3,400	826.47	2,810,000	“	5.37	15,090,000
	1995	3,750	837.87	3,142,000	“	6.58	20,674,000
ROMAINE	1996	20,053	748.32	15,006,000	“	6.62	99,340,000
	TOTAL	1995	18,300	767.16	14,039,000	“	7.12
Fresh	1996			14,370,000	“	6.47	92,974,000
	1995			13,116,000	“	6.99	91,681,000
Food Service	1996			636,000	“	10.01	6,366,00
	1995			923,000	“	9.06	8,362,000
LEAF LETTUCE	1996	33,004	742.97	24,521,000	CTN		\$158,048,000
TOTALS	1995	33,822	789.25	26,694,000	“		184,393,000
LETTUCE CROP	1996	105,284	HEAD & LEAF LETTUCE				\$514,688,000
TOTALS	1995	105,592	TOTAL VALUES				665,986,000

TOTAL ACRES*	1996	243,441	VEGETABLE CROPS		\$1,427,903,000
	1995	245,049	TOTAL VALUE		1,572,777,000

*Total acreage represents multiple plantings.

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY , Grain	1996	13,417	0.90	12,020	TON	\$157.24	\$1,890,000
	1995	16,362	1.01	16,472	"	118.32	1,949,000
BEANS, Dry Large Lima	1996	910	0.98	887	"	1,160.10	1,029,000
	1995	698	0.38	264	"	1,196.97	316,000
BEANS, MISC. Dry	1996	97	1.23	119	"	710.08	84,500
	1995	105	1.04	109	"	669.72	73,000
HAY, Alfalfa	1996	1,525	7.69	11,730	"	124.04	1,455,000
	1995	1,633	6.68	10,915	"	124.24	1,356,000
HAY, Oat	1996	80	2.50	200	"	70.00	14,000
	1995	1,000	4.00	4,000	"	70.00	280,000
PASTURE Dry Land	1996	1,107,500			ACRE	6.50	7,199,000
	1995	1,107,500			"	6.50	7,199,000
PASTURE Irrigated	1996	200	1AU*	200	"	145.00	29,000
	1995	200	" *	200	"	145.00	29,000
SAFFLOWER	1996	430	0.49	210	"	349.76	73,450
	1995	1,390	0.31	424	"	306.60	130,000
SUGAR BEETS**	1996	900	33.33	30,000	TON	37.87	1,136,000
	1995	1,230	34.21	42,078	"	36.69	1,544,000
WHEAT, Grain	1996	5,708	1.00	5,705	"	164.42	938,000
	1995	5,230	1.48	7,740	"	143.93	1,114,000
MISC.***	1996						
	1995	185					51,200

TOTAL ACRE	1996	1,130,767	FIELD CROPS		\$13,847,950
	1995	1,135,533	TOTAL VALUE		14,041,200

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

**Total acreage represents multiple plantings

***Insufficient production to report.

NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
GREENHOUSE CUT FLOWERS			BLOOMS SOLD	PER BLOOM	
ROSE	1996	139.20	74,557,000	\$0.230	\$17,148,000
	1995	145.10	64,923,000	0.259	16,815,000
MINIATURE ROSE	1996	14.70	12,736,000	0.190	2,420,000
	1995	9.90	10,247,000	0.163	1,670,000
CARNATION	1996	136.00	62,903,000	0.140	8,806,000
	1995	155.00	72,038,000	0.131	9,437,000
CHRYSANTHEMUM (Standard)	1996	16.85	4,254,000	0.510	2,170,000
	1995	18.70	4,792,000	0.508	2,434,000
GARDENIA	1996		70,000	0.750	52,500
	1995		107,200	0.896	96,000
			BUNCHES SOLD	PER BUNCH	
ORCHID	1996		88,000	1.75	154,000
	1995		76,000	1.895	144,000
CARNATION (Miniature)	1996	34.40	2,323,000	1.29	2,997,000
	1995	32.60	2,125,000	1.277	2,714,000
TOTAL INDOOR CUT FLOWERS	1996	341.15	INDOOR CUT FLOWERS		\$33,747,500
	1995	361.30	TOTAL VALUE		33,310,000

FIELD GROWN FLOWERS			BUNCHES SOLD	PER BUNCH	
ALSTROEMERIA	1996	31.10	1,026,000	\$1.26	\$1,293,000
	1995	32.30	2,798,000	1.65	4,603,000
EUCALYPTUS	1996	384.70	2,069,000	1.90	3,931,000
	1995	453.00	3,210,000	1.99	6,394,000
GYPSOPHILIA	1996	1.51	18,100	1.68	30,400
	1995	4.80	60,300	1.36	82,000
IRIS	1996	14.88	330,000	2.23	736,000
	1995	31.30	1,587,000	0.99	1,574,000
SNAPDRAGON*	1996	68.90	768,000	2.19	1,682,000
	1995	32.40	755,000	1.32	995,000
STATICE	1996	26.80	302,000	1.25	378,000
	1995	51.10	711,000	0.99	706,000

*Includes multiple harvested acres

NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
POTTED PLANTS			PLANTS SOLD	PER PLANT	
BEDDING PLANTS					
Commercial*	1996	47.05	1,003,161,000		20,761,000
Vegetable	1995	44.80	945,980,000		17,745,000
ORCHIDS					
	1996	11.20	354,000	\$13.60	4,814,000
	1995	10.70	319,000	15.80	5,040,000
POINSETTIA					
	1996	5.21	599,000	3.70	2,216,000
	1995	7.80	894,000	3.51	3,138,000
PROPAGATIVE STOCK**					
	1996	20.90	14,134,000	0.38	5,371,000
	1995	31.80	15,236,000		5,753,000
MISCELLANEOUS					
	1996	41.70	6,381,000	\$3.16	\$20,164,000
Indoor Decorative***	1995	22.70	7,338,000	1.83	13,429,000
OUTDOOR					
	1996	29.29	1,268,000	1.52	1,927,000
Woody Ornamentals	1995	46.60	1,255,000	4.17	5,233,000
MISC FIELD CROPS					
	1996	1,064.00			17,073,000
Succulents Bulbs****	1995	373.70			13,109,000
CHRISTMAS TREES					
	1996	53.00	2,690	19.21	51,700
	1995	70.50	4,681	18.80	88,000

TOTAL ACRES*****	1996	2,140.39	NURSERY CROPS	\$114,175,600
	1995	1,574.80	TOTAL VALUE	\$111,199,000

*Includes: Broccoli, Celery, Cauliflower, Leeks, Lettuce

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

***Includes: African Violet, Cyclamen, Dieffenbachia, Ficus sp., Gloxinia, Kalanchoe, Potted Mums, Seasonal potted plants (EasterLily, 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.

****Total acreage represents multiple plantings.

SEED CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BROCCOLI	1996	183.2	0.17	30.94	TON	31,671.00	\$980,000
	1995*						
CAULIFLOWER	1996	47.0	0.33	15.70	"	9,873.00	155,000
	1995*						
PEAS	1996	73.3	0.91	66.30	"	1,280.00	84,900
	1995*						
PEPPER	1996	64.0	0.08	5.01	"	23,153.00	116,000
	1995*						
SMALL WHITE BEANS	1996	4,019.0	0.98	3,944.80	"	1,413.08	5,574,000
	1995*						
MISC. SEED**	1996	2,558.0	1.05	2,680.00	"	282.50	757,000
	1995*	3,237.0		2,904.63	"		4,561,000
TOTAL ACRES	1996	6,944.5			SEED CROPS		\$7,666,900
	1995	3,237.0			TOTAL VALUE		4,561,000

* Included in Misc. Seed in 1995

**Misc. Seed includes: Asparagus, Barley, Dry Beans, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Corn, Cucumber, Flower, Garden Beans, Kale, Native grasses, Oats, Parsley, Peas, Peppers, Pumpkin, Radish, Squash, Tomato, Wheat

APIARY

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
HONEY	1996		36,450	LBS	\$0.85	\$30,983
	1995		42,000	"	0.60	25,200
POLLINATION*	1996	1,450		COLONY	24.00	34,800
	1995	2,200		"	24.00	52,800
WAX	1996	1,300		LBS	2.25	2,925
	1995	1,540		"	1.20	1,850
1996				APIARY		\$68,708
1995				TOTAL VALUE		79,850

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

LIVESTOCK, POULTRY, & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE	1996	71,600		CWT		\$16,410,000
TOTAL	1995	71,000		"		20,379,000
Cattle & Calves	1996	45,750	301,950	"	43.00	12,984,000
	1995	45,500	300,300	"	53.00	15,916,000
Stocker	1996	25,850	64,650	"	53.00	3,426,000
	1995	25,500	63,750	"	70.00	4,463,000
SHEEP & LAMB	1996	2,500	3,500	"	58.00	203,000
	1995	3,000	4,200	"	53.00	223,000
WOOL	1996		18,000	LBS	0.48	8,600
	1995		18,000	"	0.75	13,500
HOGS	1996	1,600	304,000	"	0.52	158,000
	1995	1,700	323,000	"	0.40	129,000
DAIRY	1996	5,320		HEAD		13,316,900
TOTAL	1995	5,700		"		12,030,000
Dairying cows	1996	3,675		"	1,150.00	4,226,000
Breeding Stock	1995	4,200		"	1,000.00	4,200,000
Cull Cows	1996	680		"	400.00	272,000
	1995	800		"	400.00	320,000
Calves	1996	965		"	59.00	56,900
	1995	700		"	40.00	28,000
Fertilizer	1996		13,300	TON	7.60	101,000
	1995		15,000	"	6.00	90,000
Milk, Market	1996		471,769	CWT	14.01	6,609,000
Marketing	1995		609,056	"	11.59	7,059,000
Manufactured	1996		156,971	"	13.07	2,052,000
	1995		26,440	"	12.59	333,000

LIVESTOCK, POULTRY, & DAIRYING - Continued

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
GOATS	1996*			HEAD		
TOTAL	1995	920		"		\$120,000
Breeding Stock	1996*					
	1995	400			250.00	100,000
Cull Goats	1996*					
	1995	120		"	70.00	8,000
Kids	1996*					
	1995	400		"	30.00	12,000
CHICKENS	1996	468,000		"	5.05	2,366,000
TOTAL	1995	467,200		"		2,304,000
Broilers, Fryers	1996	465,000	3,185,000	LBS	0.41	1,306,000
Roasters	1995	465,000	3,185,000	LBS	0.41	1,306,000
Meat Hens	1996	3,600	18,000	"	0.50	9,000
	1995	2,200	11,000	"	0.50	5,500
Misc. Poultry**	1996			"		980,000
	1995			"		950,000
Eggs	1996		59,000	DOZ	1.20	70,800
	1995		38,500	"	1.10	42,000

1996

LIVESTOCK, POULTRY & DAIRYING

\$32,462,500

1995

TOTAL VALUE

35,198,500

* Insignificant to report

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

TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES	VALUE
ARTICHOKES	1996	6,626	39,983,000
	1986	10,385	28,748,000
	1976	9,510	16,376,000
BROCCOLI	1996	60,059	229,472,000
	1986	56,140	124,219,000
	1976	27,430	29,380,000
CAULIFLOWER	1996	21,913	118,850,000
	1986	23,730	76,570,000
	1976	10,780	17,777,000
CELERY	1996	8,194	72,477,000
	1986	5,942	46,799,000
	1976	6,590	26,509,000
GRAPES	1996	27,872.92	129,663,000
	1986	27,305	35,706,000
	1976	17,080	8,839,000
LETTUCE, Head	1996	72,280	356,640,000
	1986	64,800	272,248,000
	1976	60,045	142,145,000
LETTUCE, Leaf	1996	33,004	158,048,000
	1986	9,928	35,115,000
	1976	2,560	6,314,000
MUSHROOMS	1996		51,687,000
	1986		44,002,000
	1976		4,285,000
NURSERY CROPS	1996	2,140	114,175,600
	1986	961	78,441,000
	1976	588	37,779,600
SPINACH	1996	8,005	43,614,000
	1986	2,005	3,320,000
	1976	3,660	1,914,000
STRAWBERRIES	1996	7,222	180,664,000
	1986	3,625	107,864,000
	1976	2,440	29,445,000

MILLION DOLLAR CROPS 1996

1. LETTUCE, Head.....	\$356,640,000
2. BROCCOLI	229,472,000
3. STRAWBERRIES	180,664,000
4. LETTUCE, Leaf.....	158,048,000
5. GRAPES	129,663,000
6. CAULIFLOWER	118,850,000
7. NURSERY, All.....	114,175,600
8. CELERY	72,477,000
9. MUSHROOMS	51,687,000
10. SPINACH.....	43,614,000
11. ARTICHOKE	39,983,000
12. MISC. VEGETABLES	20,261,000
13. PEPPERS, Chili	18,017,000
14. BEEF CATTLE, All	16,410,000
15. ONIONS, Green.....	15,954,000
16. TOMATOES	15,441,000
17. ASPARAGUS	14,177,000
18. DAIRY, All	13,316,900
19. CARROTS	10,493,000
20. PARSLEY	7,720,000
21. SEEDS, All	7,666,900
22. KALE	7,612,000
23. PASTURE, Dry Land.....	7,199,000
24. RADICCHIO.....	6,339,000
25. GARLIC.....	6,243,000
26. PEPPERS, Bell.....	5,518,000
27. ONIONS, Dry	5,112,000
28. BRUSSELS SPROUTS	4,790,000
29. CABBAGE.....	4,630,000
30. RADISH.....	4,483,000
31. NAPA.....	4,128,000
32. RASPBERRIES	3,903,000
33. CILANTRO.....	3,046,000
34. BOK CHOY	2,631,000
35. ANISE	2,552,000
36. CHICKENS, All.....	2,366,000
37. LEEKS	2,167,000
38. BARLEY, Grain.....	1,890,000
39. CITRUS FRUIT	1,777,000
40. SQUASH.....	1,568,000
41. HAY, Alfalfa.....	1,455,000
42. SUGAR BEETS.....	1,136,000
43. BEANS, Dry	1,029,000
44. HERBS.....	1,005,000

SUMMARY

FRUITS & NUTS	1996	\$318,060,900
	1995	\$278,960,700

VEGETABLE CROPS	1996	\$1,427,903,000
	1995	\$1,572,777,000

FIELD CROPS	1996	\$13,847,950
	1995	\$14,041,200

SEED CROPS	1996	\$7,666,900
	1995	\$4,561,000

NURSERY CROPS	1996	\$114,175,600
	1995	\$111,199,000

APIARY	1996	\$68,708
	1995	\$79,850

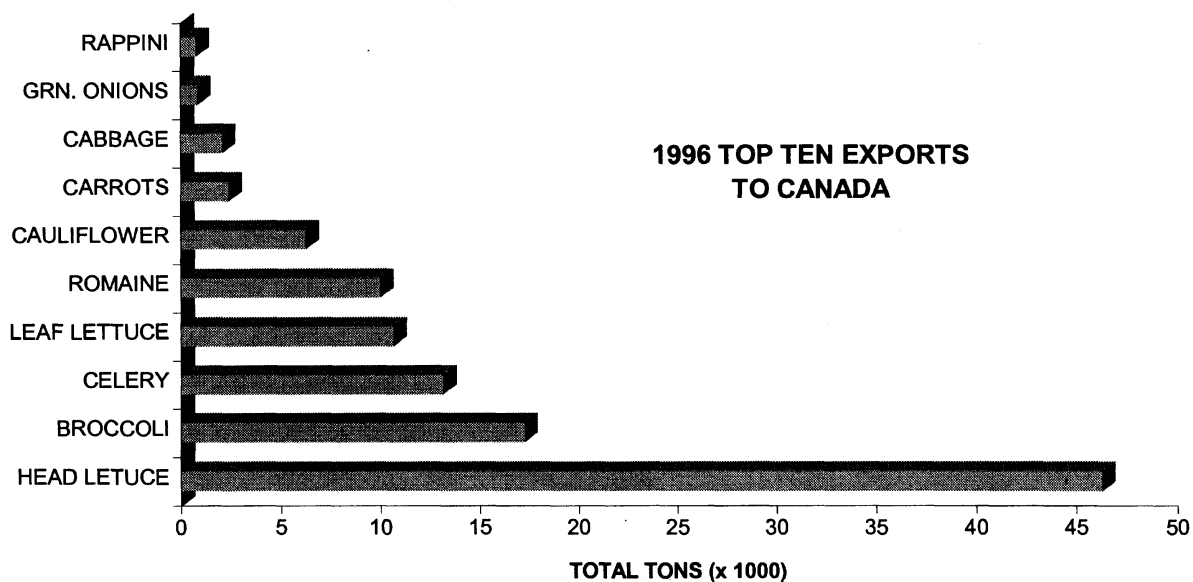
LIVESTOCK, POULTRY, AND DAIRYING	1996	\$32,462,500
	1995	\$35,198,500

ORGANIC	1996	\$20,722,000
	1995	\$11,675,000

	1996	SUMMARY	\$1,934,907,558
	1995	“	\$2,028,492,250

MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY

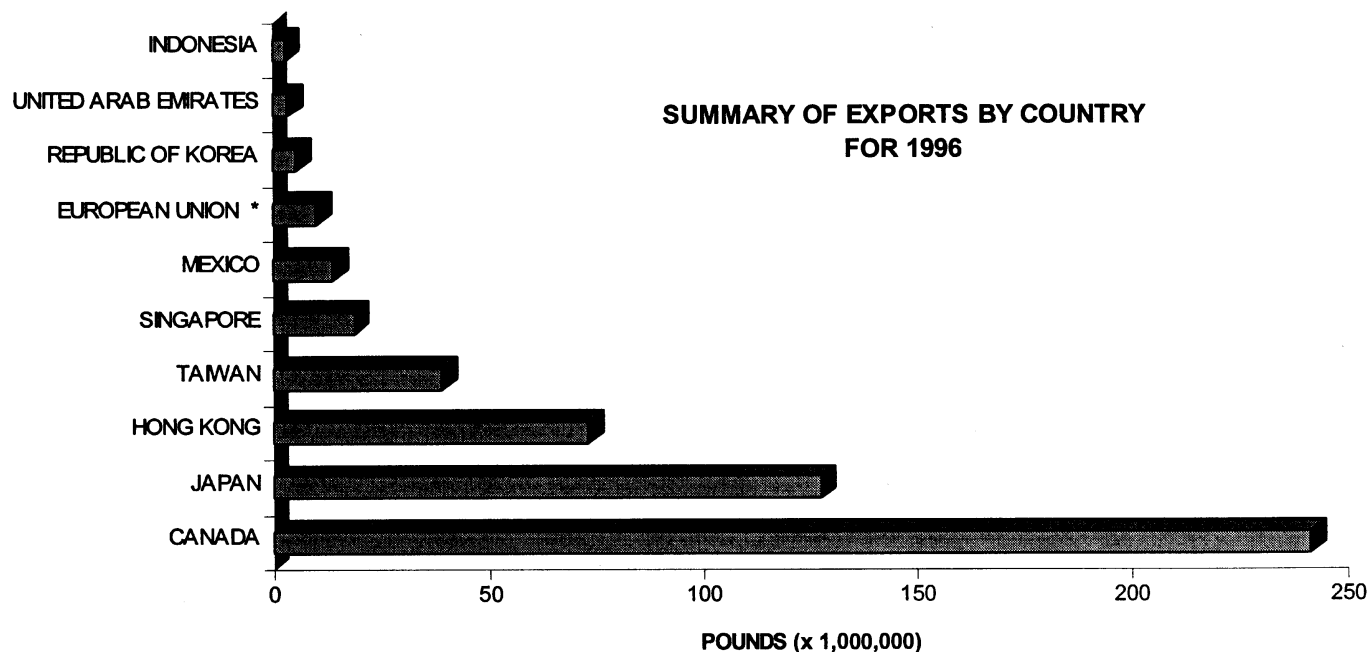
	1996 - LBS	1995 - LBS	1994 - LBS	1993 - LBS
LETTUCE, Head	175,818,566	113,021,200	134,389,000	181,759,000
BROCCOLI	146,890,694	139,810,302	150,681,000	127,849,000
CELERY	77,230,648	61,381,696	67,910,000	71,913,000
LETTUCE, Leaf	41,646,964	33,991,350	38,219,000	54,622,000
STRAWBERRIES	18,599,424	21,008,409	21,329,000	26,927,000
CAULIFLOWER	15,641,147	10,578,865	20,627,000	31,994,000
ONIONS, Dry	13,094,008	26,932,646	65,124,000	18,754,000
TOMATOES	9,952,990	6,112,647	24,368,000	22,663,000
CARROTS	7,718,010	7,632,676	19,142,000	17,420,000
CABBAGE, All	6,716,805	4,441,672	3,255,000	2,618,000
RADICCHIO	6,371,481	3,473,185	3,316,000	1,728,000
ASPARAGUS	4,016,687	2,629,458	2,232,000	2,787,000
ANISE	3,099,406	2,085,059	3,131,000	3,312,000
SPINACH	2,118,825	1,560,969	2,046,747	2,547,167
ONIONS, Green	1,817,907	1,515,567	967,258	3,562,755
RAPPINI	1,529,515	1,874,367	1,821,000	1,332,000
GARLIC	1,495,840	823,264	1,204,715	1,359,902
RASPBERRIES	758,946	497,943	508,068	NA
ARTICHOKES	610,307	266,893	2,939,328	NA
CACTUS PEARS	437,828	525,251	329,578	NA
SALAD MIX	214,110	5,076,460	2,858,000	11,645,000
SQUASH	84,500	2,438,064	80,000	2,787,000
BEANS	45,527	671,449	40,000	10,810
TOTAL FOR ALL PRODUCE EXPORTED	778,199,265	680,567,420	570,457,000	592,397,000
ALL SEED	4,781,155	7,515,380	8,859,000	7,958,000
CUT FLOWERS (STEMS)	3,165,981	3,681,774	1,442,000	2,804,000
OTHER NURSERY PLANTS	15,257,473	24,770,048	37,748,000	30,213,000



SUMMARY OF PRODUCE EXPORTS BY COUNTRY

	1996 POUNDS	1995 POUNDS	1994 POUNDS	1993 POUNDS
CANADA	241,197,640	179,026,281	215,482,000	309,471,000
JAPAN	127,676,318	164,101,789	189,832,000	115,574,000
HONG KONG	83,077,219	63,172,685	53,353,000	59,230,000
TAIWAN	39,185,450	32,148,882	40,595,000	27,182,000
SINGAPORE	20,552,757	15,650,730	10,791,000	6,409,000
MEXICO	13,840,443	16,286,271	51,619,000	36,988,000
EUROPEAN UNION *	10,478,836	5,134,660	6,332,000	10,372,000
REPUBLIC OF KOREA	5,555,530	4,177,438	22,354,000	16,801
UNITED ARAB EMIRATES	3,512,860	5,617,020	3,513,000	1,364,000
INDONESIA	2,939,988	942,452	2,092,000	419,000
PEOPLE'S REPUBLIC OF CHINA	2,022,420	1,562,584	0	0
SWITZERLAND	2,023,805	440,437	425,000	0
PHILIPPINES	559,169	1,029,026	518,000	0
PANAMA	508,846	700,897	0	0
KUWAIT	458,360	367,210	178,516	87,000
DOMINICAN REPUBLIC	358,294	275	0	NA
RUSSIA	336,492	140,380	145,226	NA
AUSTRALIA	265,600	392,064	216,000	155,000
COLOMBIA	227,581	35,755	0	NA
VIETNAM	145,820	155	414,920	NA

* INCLUDES BELGIUM, DENMARK, FRANCE, GERMANY, GREECE, IRELAND, ITALY, LUXEMBOURG, NETHERLANDS, PORTUGAL, SPAIN, SWEDEN, UNITED KINGDOM.



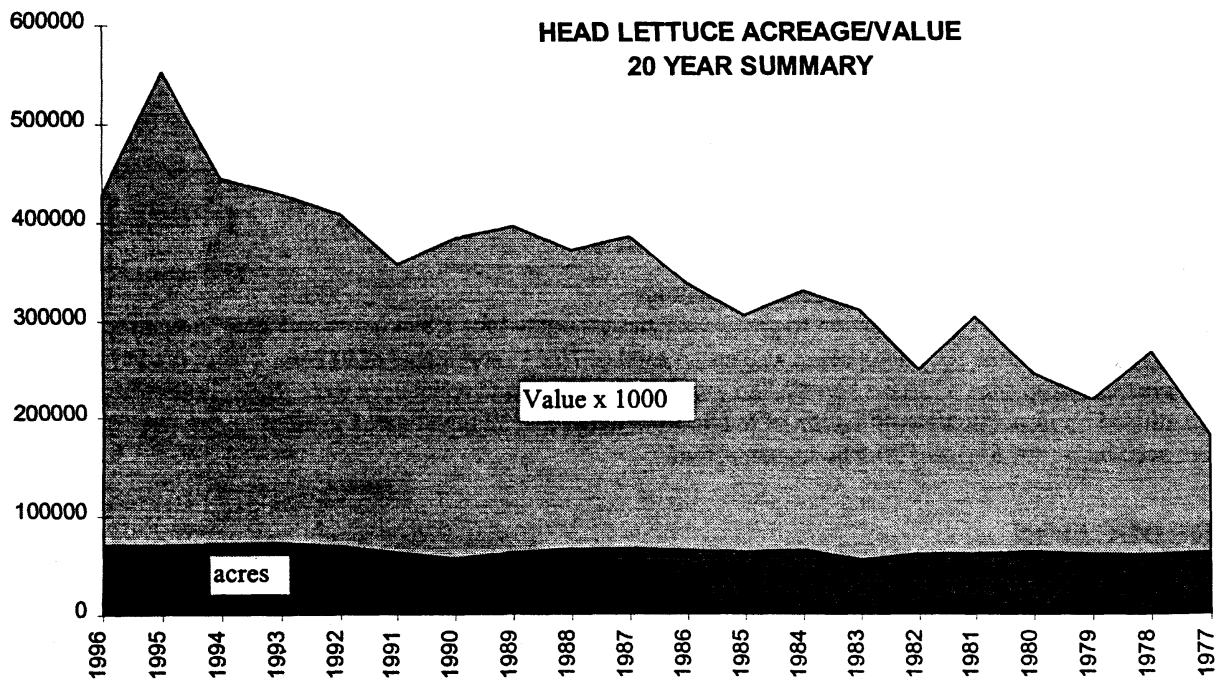
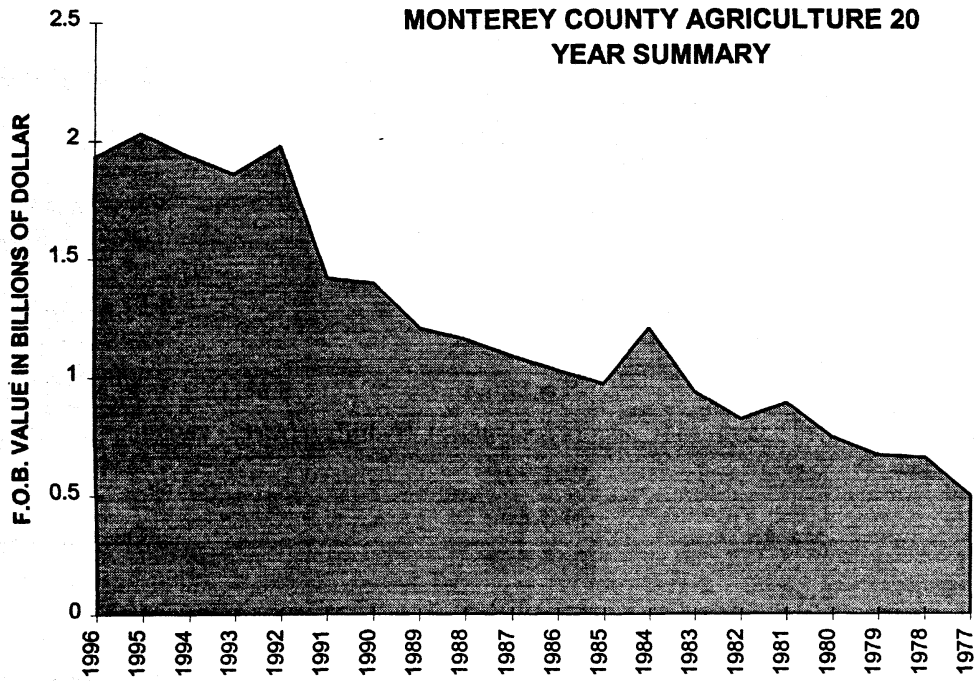
SUMMARY OF MONTEREY COUNTY SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT/MECHANISM	SCOPE OF PROGRAM*
COUNTY BIOLOGICAL CONTROL		
Yellow starthistle, <i>Centaurea solstitialis</i>	Seedhead weevils/fly, <i>Bangasternus orientalis</i> <i>Eustenopus villosus</i> <i>Urophora sirunaseva</i>	15 sites
Italian thistle, <i>Carduus spp.</i>	Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution
Russian thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora spp.</i>	7 sites
Puncture vine, <i>Tribulus terrestris</i>	Stem & seed weevils, <i>Microtharus spp</i>	General & local distribution,
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1 site
Lettuce root aphid, <i>Pemphigus bursarius</i>	Alternate host destruction	1,134 poplar trees removed
Ash whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General distribution
PEST ERADICATION		
Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	63 plants removed
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	201 plants removed
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/chemical	1 infestation
Puna grass, <i>Achnatherum brachychaetum</i>		9 infestations
Diffuse Knapweed (<i>Centaurea diffusa</i>), Spotted knapweed (<i>Centaurea maculosa</i>), Hydrilla (<i>Hydrilla verticillata</i>), and biddy-biddy (<i>Acaena novae-zelandiae</i>) have been eradicated.		
PEST EXCLUSION		
Magnolia White Scale, <i>Pseudaulacaspis cockerelli</i>	Mangrove	One shipment rejected, Treated
PEST MANAGEMENT		
Roadside (virus host) weeds	Chemical	100 miles, County right-of-ways
Lettuce Mosaic Virus	Seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-free period	No lettuce above ground 12/7-12/2
Celery Mosaic Virus	Host-free period	No celery above ground in January
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 TRAPS
Medfly	Fruit trees	251
Melon fruit fly	Vegetable gardens	60
Mexican fruit fly	Fruit trees	109
Oriental fruit fly	Fruit trees	65
Gypsy moth	Shade trees	345
Japanese beetle	Turf, roses	112
Africanized honey bee	High risk areas	4
European corn borer	Corn	6
Nantucket pine tip moth	Monterey pine	11
Trogoderma beetle	High hazard commodities	15
Pest exclusion terminal inspections and pest detection trapping activities accounted for 1,894 hours and 2,974 hours respectively. 58,322 incoming units were inspected, with 28 rejections being written. A total of 10,645 servicings of 981 traps were made. 114 hours were applied to inspecting 183 commercial crop sites of 50 net acres/2,886 gross acres. 15 calls to residences were made for investigation of suspect reports and 125 hours were utilized on inspection/identification of public-reported pests. 32 high hazard locations were inspected and 553 miles of entryways surveyed, accounting for 61.5 and 90.5 hours respectively.		

ORGANIC PRODUCTION

Organic production in Monterey County continues to expand. By state law as of January 1996 land utilized for the production of organic commodities must exhibit freedom from the use of prohibited materials for three years prior to harvest. The range of organic commodities produced is in excess of 50 separate commodities. There are 43 registered producers in Monterey County, who declare a gross value of \$20,722,000 on 1,653 acres of land.

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



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