

Spring 6-11-2016

1997, Monterey County Crop Report.

Follow this and additional works at: https://digitalcommons.csumb.edu/hornbeck_usa_3_b



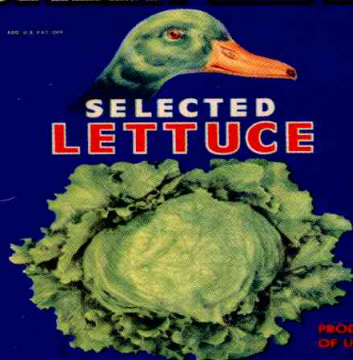
Part of the [Arts and Humanities Commons](#), [Education Commons](#), [Law Commons](#), [Life Sciences Commons](#), and the [Social and Behavioral Sciences Commons](#)

Recommended Citation

"1997, Monterey County Crop Report." (2016). *Monterey County Crop Reports*. 32.
https://digitalcommons.csumb.edu/hornbeck_usa_3_b/32

This Article is brought to you for free and open access by the Salinas River and Carmel River Groundwater Basins at Digital Commons @ CSUMB. It has been accepted for inclusion in Monterey County Crop Reports by an authorized administrator of Digital Commons @ CSUMB. For more information, please contact digitalcommons@csumb.edu.

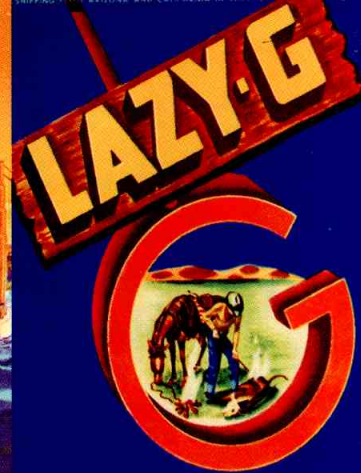
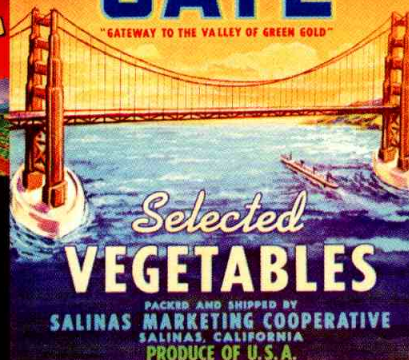
GREEN HEAD



Iceberg LETTUCE

PACKED AND SHIPPED
by
WATSONVILLE EXCHANGE, INC.
PRODUCE MAIN OFFICE
WATSONVILLE, CALIFORNIA OF U.S.A.

GARDEN GATE



BLACK JACK



PRODUCE OF U.S.A.
"A Natural" LETTUCE

PACKED BY
ARROW Lettuce Co.
MAIN OFFICE
SALINAS, CALIFORNIA



Monterey County Agricultural Commissioner

**1997
Crop
Report**





*A packing shed in the Salinas Valley
c. 1940's*

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 Agriculture increased by 17.16% to establish another all time high of 2.24 billion dollars. Vegetable crops recovered from a year of depressed market prices by 14.5% to a record gross value of more than 2 billion dollars.

- Head lettuce had an 18.8% increase because of increased unit prices.
- Demand for leaf lettuce moved this product into the number 3 slot replacing strawberries.
- Strawberries increased 16% in value due to market demand.
- Wine grapes per ton value increased more than 50% to establish another county record. Non-bearing acreage accounts for 7,800 of the 36,000 acres.
- Broccoli, cauliflower, artichokes, asparagus and carrots were among others reporting decreased values.
- On the plus side were head & leaf lettuce, celery, spinach, tomatoes, green onions, rappini, parsley, garlic, radicchio and bok choy.
- Additions to the million dollar crops this year; avocados, spring mix, rappini, lemons, chard and peas.
- Livestock producers received welcome price increases after several years on the down side.
- Greenhouse cut flower producers continued their downward cycle as inexpensive foreign imports take over. A large majority of the nurseries have converted to field grown flowers increasing the total nursery value by 18%.
- Production of organic products, account for 1% of the counties total value.
- Exports increased by 20%, with Canada, Japan and Hong Kong leading the way. Shipment increases to Mexico, United Arab Emirates, Kuwait, French Polynesia and Vietnam was noted.

Very truly yours,

Richard W. Nutter
Agricultural Commissioner

OUR MISSION STATEMENT

***Promote and protect agriculture, the environment,
and the public welfare; and to assure consumer and
business confidence in the marketplace.***

OUR VISION STATEMENT

***The Agricultural Commissioner's Office is the voice of
Monterey County Agriculture and a role model for agriculture.***

***It is leading agriculture into the next century through
innovation, communication, education, service and partnership,
while honoring the requirements of the government, traditions of
industry, and the needs of the public.***



TABLE OF CONTENTS

STAFF LIST.....	PAGE 1
APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION.....	PAGE 2
FRUITS AND NUTS.....	PAGE 3
GRAPE SUPPLEMENTARY.....	PAGE 4
VEGETABLE CROPS	PAGE 5-11
FIELD CROPS	PAGE 12
NURSERY	PAGE 13-14
SEED AND APIARY	PAGE 15
LIVESTOCK AND DAIRYING.....	PAGE 16
POULTRY.....	PAGE 17
TREND OF MAJOR CROPS.....	PAGE 18
MILLION DOLLAR CROPS	PAGE 19
SUMMARY.....	PAGE 20
EXPORT SUMMARIES.....	PAGE 21-22
SUSTAINABLE AGRICULTURAL ACTIVITIES.....	PAGE 23

COVER DESIGN: BRENDA PETERSEN-COSTA

LAYOUT: COOPERATIVE EFFORT OF THE AGRICULTURAL COMMISSIONERS STAFF

THANK YOU TO ALL WHO REPORT STATISTICS

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



Printed on recycled paper

AGRICULTURAL COMMISSIONER'S OFFICE

AGRICULTURAL COMMISSIONER

Richard W. Nutter

ASSISTANT AGRICULTURAL COMMISSIONER

Katherine Smith

SEALER OF WEIGHTS & MEASURES

Robert Keadle

DEPUTY AGRICULTURAL COMMISSIONER

Robert Roach William Waddle Gerry Willey

ADMINISTRATIVE SECRETARY

Jenny Neuber

STAFF BIOLOGIST

Brad Oliver

AGRICULTURAL INSPECTOR/BIOLOGISTS

Robert Bohn Michael Casey Ken Corbishley Estrella Guzman Expedito Ibarbia Paul Josselyn Patty Murray
Brent Nicolas Richard Ordenez Victor Pongo Daniel Prakash Steve Olmsted Maria Vidauri

AGRICULTURAL AIDE/AIDE IV'S

Alex Cunnan Michael Cunnan Matt Deen Bennie Espiritu Patrick Headley
Scott Moser Wille Pantoja Leslie Sutton Fernando Torres Joe Torres Matthew Vosti

ADMINISTRATIVE SUPPORT

Andrea Polanco	Senior Account Clerk	Eric Miller	Typist Clerk II
Stacey Hendrix	Senior Typist Clerk	Patricia Nevarez	Data Entry Operator II
Syble Kinzer	Senior Typist Clerk	Brenda Chow	Data Entry Operator II
Jane Grubb	Typist Clerk II	Ruby Sease	Data Entry Operator I

PRODUCE INSPECTORS

Juanita Adame Marcile Angelucci Tina Arroyo Robert Baughn Maryanne Blevins Ima Jean Brannan Luz Cadena
Toni Cadena-Rice Joyce Camany Celia Cervantes Manuel Duran Anna Fernandez Linda Finch Richard Fleming
Danny Garcia Glenn Goshorn Joel Hill Janet Jackson Wendy Johnsen Danny Mallobox, Jr. Danny Mallobox, III
Doug McGinn Joe Pacheco Brenda Petersen-Costa Lori Silvas Thomas Spradling Juli Sumter
Ron Thomas Daniel Torres Sonny Torres Rex Tucker Parker Watwood Tara Worthy

KING CITY BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER

Frank Scaroni

ADMINISTRATIVE SUPPORT

Esther Wells Senior Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS

Lawrence Mora

William Taylor

PAJARO BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER

Charles Nunez

ADMINISTRATIVE SUPPORT

Pat Bissett Senior Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS

Johnny Bunch, Jr.

David Murphy

MONTEREY BRANCH OFFICE

AGRICULTURAL INSPECTOR/BIOLOGIST

Henry Gonzales

WEIGHTS AND MEASURES DIVISION

WEIGHTS & MEASURES INSPECTORS

James Abercrombie

Addison Church

Carol Montgomery

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	1997	219.00	12.42	2,721	TON	\$207.64	\$565,000
TOTAL	1996	223.00	13.43	2,995	"	226.71	679,000
Fresh	1997			125	"	216.00	27,000
	1996			1,208	"	222.00	268,000
Processing	1997			2,596	"	207.24	538,000
	1996			1,787	"	230.00	411,000
AVOCADOS*	1997	92.00	7.16	659	"	2,262.52	1,491,000
	1996	95.00	2.88	274	"	1,299.27	356,000
BUSHBERRIES	1997	18.00	6.17	111	"	2,514.00	279,000
	1996***	21.00	5.48	115	"	4,217.39	485,000
LEMONS	1997	1,030.40	11.07	11,402	"	244.70	2,790,000
	1996	1,200.00	6.42	7,700	"	230.78	1,777,000
GRAPES	1997	36,114.00	4.64	167,488	"	1214.49	203,412,000
	1996	33,319.50	3.57	118,923	"	1,090.31	129,663,000
KIWI FRUIT	1997	8.10	2.10	17	"	1,647.05	28,000
	1996	14.50	2.07	30	"	1,200.00	36,000
RASPBERRIES	1997	70.00	4.41	309	"	5,184.47	1,602,000
	1996	195.00	5.67	1,106	"	3,528.93	3,903,000
STRAWBERRIES	1997	6,996.00	29.60	207,082	"	1,012.96	209,766,000
TOTAL	1996***	6,360.00	31.89	202,867	"	929.78	180,664,000
Fresh	1997			181,391	"	1,067.00	193,544,000
	1996			176,854	"	1,000.00	169,845,000
Processing	1997			39,455	"	411.15	16,222,000
	1996			26,013	"	415.91	10,819,000
WALNUTS	1997	402.60	0.88	355	"	1,301.00	462,000
	1996	283.60	0.93	263	"	1,620.00	426,000
MISCELLANEOUS	1997			68	"	758.00	51,300
TOTAL**	1996			86	"	836.00	71,900

FRUITS AND NUTS	1997	44,200.10	FRUITS AND NUTS	\$420,446,300
TOTAL ACRES	1996	41,711.60	TOTAL VALUE	\$318,060,900

*These totals include producing & non-producing new plantings. **Includes Processed Raspberries & Bushberries, Oranges, Grapefruit. ***Revised acreage & per acre yield-some processing acreage added by mistake.

GRAPE SUPPLEMENTARY

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
GRAPES	1997	28,294	5.91	167,488.04	TON	\$1,214.49	\$203,412,356
Nonbearing or not harvested		7,820					
TOTAL		36,114					

GRAPES	1996	27,873	4.27	118,922.78	TON	\$1,090.31	\$129,663,000
Nonbearing or not harvested		5,446					
TOTAL		33,319					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY			
VARIETY	ACRES	AVERAGE PRICE PER TON	TOTAL TONS
<i>Cabernet Franc</i>	196	\$1,023.28	1,058.93
<i>Cabernet Sauvignon</i>	4,547	1,155.05	20,343.94
<i>Chardonnay</i>	16,465	1,439.23	78,135.24
<i>Chenin blanc</i>	1,145	614.84	7,668.58
<i>French Colombard</i>	117	842.69	829.00
<i>Gamay (Napa)</i>	221	724.20	1,179.89
<i>Gamay Beaujolais</i>	292	1,066.99	1,429.31
<i>Gewurztraminer</i>	760	823.03	3,748.47
<i>Grenache</i>	149	963.93	453.63
<i>Malbec</i>	18	1,169.89	52.01
<i>Merlot</i>	4,103	1,370.53	12,604.01
<i>Muscat blanc/M. Cannelli</i>	165	726.96	967.34
<i>Petit Sirah</i>	393	1,283.23	1,393.14
<i>Pinot blanc</i>	584	1,004.18	2,974.27
<i>Pinot gris</i>	175	1,345.71	395.96
<i>Pinot noir</i>	1,840	1,392.30	7,886.83
<i>Sangiovese</i>	200	1,106.30	275.60
<i>Sauvignon blanc</i>	1,082	876.73	7,572.95
<i>Semillon</i>	127	603.25	875.49
<i>Syrah</i>	241	1,195.51	676.06
<i>Viognier</i>	55	1,463.97	115.42
<i>White Riesling</i>	1,424	748.67	8,642.99
<i>Zinfandel</i>	1,469	665.49	6,623.38
<i>Other Red*</i>	90	1,217.31	292.80
<i>Other White**</i>	256	811.78	1,292.83
*Barbera, Cinsault, Dolcetto, LaGrein, Malbec, Mourvedre, Nebbiolo, Petit Verdot, Refosco, Souzao			
**Gray Riesling, Inzolia, Malvasia bianca, Marsanne, Muscat Orange, Rousanne, Sylvaner			

VEGETABLE CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
ANISE	1997	170	12.47	2,120	TON	\$426.42	\$ 904,000
	1996	659	9.24	6,090	"	419.05	2,552,000
ARTICHOKES TOTAL	1997	6,426	6.27	40,300	"	927.24	37,368,000
	1996	6,626	5.78	38,300	"	1,043.94	39,983,000
Fresh	1997			24,950	"	1,276.35	31,845,000
	1996			28,150	"	1,285.26	36,180,000
Processing (Regular)	1997			12,300	"	442.85	5,447,000
	1996			9,030	"	418.05	3,775,000
Processing (Culls)	1997			3,030	"	25.08	76,000
	1996			1,120	"	25.27	28,300
ASPARAGUS	1997	3,399	2.10	7,130	"	1,664.65	11,869,000
	1996	3,560	2.65	9,420	"	1,504.99	14,177,000
BOK CHOY	1997	1,318	16.31	21,500	"	278.51	5,988,000
	1996	482	19.54	9,420	"	279.30	2,631,000
BROCCOLI TOTAL	1997	56,067	6.77	379,500	"	593.52	225,241,000
	1996	60,059	6.70	402,300	"	570.40	229,472,000
Fresh	1997			329,500	"	558.43	184,005,000
	1996			350,000	"	527.77	184,720,000
Food Service	1997			36,000	"	991.53	35,695,000
	1996			41,000	"	971.95	39,850,000
Processing	1997			14,000	"	395.79	5,541,000
	1996			11,300	"	433.81	4,902,000
CARROTS TOTAL	1997	1,320	18.26	24,100	"	260.12	6,269,000
	1996	2,229	24.78	55,236	"	189.97	10,493,000
Fresh	1997			14,000	"	286.71	4,014,000
	1996			18,810	"	263.11	4,949,000
Food Service	1997			700	"	1,980.00	1,386,000
	1996			966	"	2,068.32	1,998,000
Processing	1997			9,400	"	92.44	869,000
	1996			35,460	"	100.00	3,546,000

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
CABBAGE, All	1997	1,324	18.20	24,100	TON	\$224.31	\$5,406,000
	1996	1,230	16.85	20,730	"	223.35	4,630,000
CAULIFLOWER TOTAL	1997	19,475	9.40	183,000	"	637.63	116,686,000
	1996	21,913	7.76	170,000	"	699.12	118,850,000
White & Green	1997			173,200	"	579.89	100,437,000
	1996*			150,830	"	630.03	95,027,000
Food Service	1997			6,800	"	2,200.00	14,960,000
	1996			7,290	"	2,334.71	17,020,000
Processing	1997			2,600	"	495.80	1,289,000
	1996			12,039	"	527.87	6,355,000
CELERY TOTAL	1997	8,478	41.32	350,300	"	237.16	83,100,000
	1996	8,194	37.59	308,005	"	235.31	72,477,000
Fresh	1997			342,800	"	225.27	77,224,000
	1996			301,400	"	230.81	69,566,000
Food Service	1997			5,100	"	1,073.14	5,473,000
	1996			2,189	"	1,054.82	2,309,000
Processing	1997			2,400	"	167.92	403,000
	1996			4,416	"	136.32	602,000
CHARD	1997	615	6.57	4,040	"	489.36	1,977,000
	1996	21	5.61	220	"	508.65	112,200
CILANTRO	1997	913	11.39	10,400	"	453.46	4,716,000
	1996	656	9.60	6,300	"	483.49	3,046,000
GARLIC TOTAL	1997	1,395	20.82	29,050	"	286.37	8,319,000
	1996	1,218	11.59	14,114	"	442.33	6,243,000
Fresh	1997			4,750	"	524.42	2,491,000
	1996			10,500	"	515.43	5,412,000
Processing	1997			24,300	"	239.84	5,828,000
	1996			3,614	"	229.94	831,000
HERBS**	1997	84	6,654.76	559,000	BUNCH	4.65	2,600,000
	1996	44	6,720.46	295,700	"	3.40	1,005,000

*Figures combined white & green cauliflower

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

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
KALE	1997	1,346	9.73	13,100	TON	\$638.47	\$8,364,000
TOTAL	1996	1,260	9.34	11,768	"	646.84	7,612,000
Fresh (All)	1997			12,600	"	612.62	7,719,000
	1996			11,000	"	615.27	6,768,000
Food Service	1997			500	"	1,290.00	645,000
	1996			768	"	1,098.96	844,000
LEEEKS	1997	194	11.86	2,300	"	614.78	1,414,000
	1996	300	11.00	3,300	"	656.67	2,167,000
LETTUCE (All)	1997	98,416			CTN		636,833,000
(see page 10 & 11)	1996	105,284			"		514,688,000
MISC. VEGETABLES	1997	5,776	8.67	79,967	TON	660.72	33,014,000
TOTAL	1996	3,942	7.06	27,841	"	727.74	20,261,000
Fresh*	1997			25,528	"	483.47	12,342,000
	1996	3,942		22,273	"	657.25	14,639,000
Food Service**	1997			21,922	"	836.78	18,344,000
	1996			3,034	"	1,010.55	3,066,000
Processing***	1997			2,517	"	924.91	2,328,000
	1996			2,534	"	1,008.68	2,556,000
MUSHROOMS	1997			42,652,000	LBS	1.22	52,183,000
	1996			48,624,000	"	1.06	51,687,000
PEAS	1997	168	13.23	2,223	TONS	825.01	1,834,000
	1996****						
NAPA	1997	806	19.85	16,000	"	372.88	5,966,000
	1996	655	18.93	12,400	"	332.90	4,128,000
ONIONS, Green	1997	1,805	12.74	23,000	"	920.39	21,169,000
	1996	1,670	9.88	16,500	"	966.91	15,954,000

*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: Onions, Dry (Dehydration)

****Insignificant to report

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
ONIONS, Dry	1997	769	24.32	18,700	TON	\$175.24	\$3,277,000
TOTAL	1996	1,733	23.30	40,376	"	126.61	5,112,000
Fresh	1997			3,910	"	512.53	2,004,000
	1996			7,545	"	307.75	2,322,000
Processing	1997			14,790	"	86.07	1,273,000
	1996			32,831	"	84.98	2,790,000
PARSLEY	1997	1,712	8.66	14,820	"	646.01	9,574,000
TOTAL	1996	1,543	6.98	10,762	"	717.34	7,720,000
Fresh	1997			12,700	"	564.41	7,168,00
	1996			7,900	"	550.76	4,351,000
Food Service	1997			120	"	1,441.67	173,000
	1996			231	"	1,432.90	331,000
Dry (Processing)	1997			2,000	"	1,116.50	2,233,000
	1996			2,631	"	1,154.69	3,038,000
PEPPERS, BELL	1997	1026	23.10	23,700	"	194.76	4,616,000
TOTAL	1996	952	22.94	21,842	"	252.63	5,518,000
Fresh	1997			18,560	"	225.75	4,190,000
	1996			19,870	"	269.75	5,360,000
Processing	1997			5,140	"	82.88	426,000
	1996			1,972	"	80.12	158,000
PEPPERS, Chili	1997	4,680	4.13	19,314	"	834.63	16,120,000
TOTAL	1996	4,608	3.90	17,966	"	1,002.84	18,017,000
Fresh	1997			5,318	"	301.43	1,603,000
	1996			4,920	"	322.15	1,585,000
Processing	1997			13,996	"	1,037.22	14,517,000
	1996			13,046	"	1,259.54	16,432,000
RADICCHIO	1997	1,253	9.52	11,932	"	637.27	7,604,000
	1996	1,000	9.76	9,760	"	\$649.49	6,339,000
RADISH	1997	767	5.12	3,927	"	768.01	3,016,000
	1996	1,030	6.56	6,761	"	663.07	4,483,000

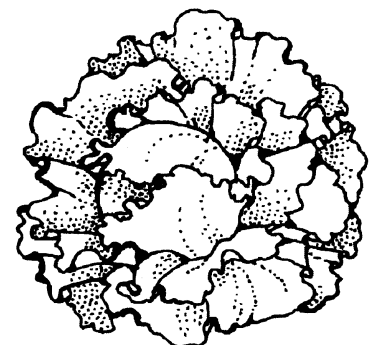
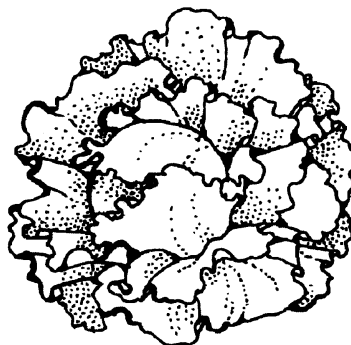
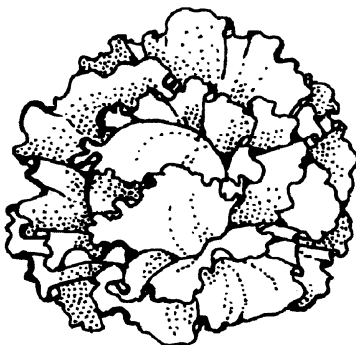
VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
RAPPINI	1997	2,634	4.15	10,922	TON	\$976.65	\$10,667,000
	1996	2,072	3.10	6,435	"	924.63	5,949,994
SALAD PRODUCTS	1997			23,287,000	CTN	8.59	200,035,000
	1996			22,122,000	"	8.70	192,461,000
SPRING MIX*	1997	3,693	11.61	42,885	TON	782.11	33,541,000
	1996	620	8.24	5,110	"	643.76	3,289,598
SPINACH TOTAL	1997	10,436	7.44	77,645	TON	632.40	49,103,000
	1996	8,005	8.03	64,284	"	678.46	43,614,000
Fresh	1997			33,475	"	565.97	18,946,000
	1996			27,300	"	562.93	15,368,000
Food Service	1997			11,332	"	2,250.35	25,501,000
	1996			9,491	"	2,586.03	24,544,000
Processing	1997			32,838	"	141.79	4,656,000
	1996			27,493	"	134.65	3,702,000
SQUASH TOTAL	1997	426	13.06	5,562	"	264.83	1,473,000
	1996	495	11.90	5,890	"	266.21	1,568,000
Fresh	1997			4,062	"	355.74	1,445,000
	1996			4,550	"	340.88	1,551,000
Processing	1997			1,500	"	18.67	28,000
	1996			1,340	"	12.69	17,000
TOMATOES TOTAL	1997	4,347	19.41	84,376	"	292.99	24,722,000
	1996	2,980	19.38	57,750	"	267.38	15,441,000
Fresh	1997			69,727	"	342.92	23,911,000
	1996			46,800	"	317.54	14,861,000
Processing	1997			14,649	"	55.36	811,000
	1996			10,950	"	52.97	580,000
TOMATOES Cherry	1997	85	6.11	519	"	576.11	299,000
	1996	175	5.97	1,045	"	750.24	784,000

*May contain: Tango, Magenta Orach, Red Perella, Red Nagoya, Little Gem, Mizuna, Red Feathering Kale, Green Perella, New Red Fire, Arugula, Beet Tops, Royal Red Oak Leaf, Baby Spinach, Mache, Green Mustard, Dinosaur Kale, Green Kale, Baby Red Romaine, Belgian Endive, Red Butter Lettuce, Tat-Soi, Frisee, Sierra, Cocard, Green Chard, Red Chard, Baby Green Romaine, Red Russian Kale, Red Mustard, Lollo Rosa.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE, Head							
Spring	1997	19,713					
	1996	20,340					
Summer	1997	20,734					
	1996	21,930					
Fall	1997	20,400					
	1996	30,010					
Naked Pack	1997			12,205,000	CTN	\$8.74	\$106,672,000
	1996			14,778,000	"	\$6.29	\$92,954,000
Wrapped Pack	1997			22,085,000	"	\$10.24	\$226,150,000
	1996			24,792,000	"	\$6.79	\$168,338,000
Bulk for Shredding	1997			18,728,000	"	\$4.85	\$90,831,000
	1996			17,822,000	"	\$5.35	\$95,348,000
SEASON TOTAL	1997	60,847	871.33	53,018,000	"	\$7.9908	\$423,653,000
	1996	65,683	873.77	57,392,000	"	\$6.2141	\$356,640,000

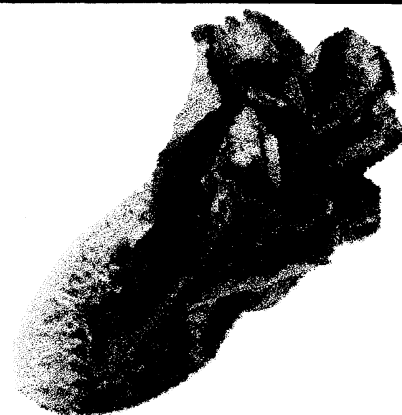
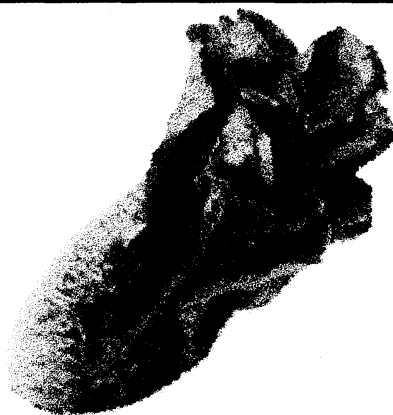


HEAD LETTUCE	1997	60,847	871.33	53,018,000	CTN	\$7.9908	\$423,653,000
TOTALS	1996	65,683	873.77	57,392,000	CTN	\$6.2141	\$356,640,000

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
<u>LEAF LETTUCE</u>							
BUTTER LETTUCE	1997	2,268	884.32	2,324,000	CTN	\$6.24	\$14,498,000
	1996	1,622	893.96	1,450,000	"	6.04	8,758,000
GREEN LEAF	1997	8,014	806.34	6,462,000	"	5.92	38,266,000
	1996	6,930	804.26	5,823,000	"	5.28	30,745,000
ENDIVE	1997	937	677.69	635,000	"	4.67	2,966,000
	1996	569	732.87	417,000	"	5.64	2,352,000
ESCAROLE	1997	334	775.45	259,000	"	5.46	1,415,000
	1996	430	744.19	320,000	"	5.51	1,763,000
RED LETTUCE	1997	4,507	836.25	3,769,000	"	5.80	21,845,000
	1996	3,400	826.47	2,810,000	"	5.37	15,090,000
ROMAINE	1997	21,149	922.41	19,508,000	"	6.88	134,190,000
	1996	20,053	748.32	15,006,000	"	6.62	99,340,000
Fresh	1997			14,724,000	"	6.47	95,326,000
	1996			14,370,000	"	6.47	92,974,000
Food Service	1997			4,784,000	"	8.12	38,864,000
	1996			636,000	"	10.01	6,366,000
<i>98</i>							
LEAF LETTUCE	1997	37,569	877.23	32,957,000	CTN	\$6.47	\$213,180,000
TOTALS	1996	33,004	742.97	24,521,000	CTN	<i>7.25</i>	\$158,048,000

LETTUCE CROP	1997	98,416	HEAD & LEAF LETTUCE			\$636,833,000
TOTALS	1996	98,687	TOTAL VALUE			\$514,688,000

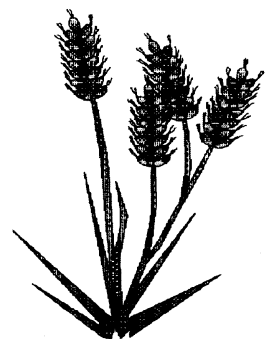
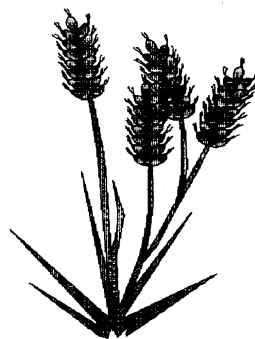
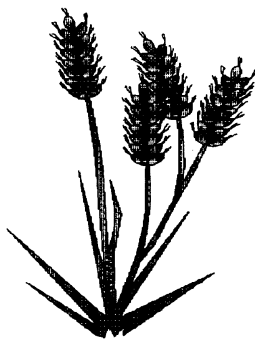
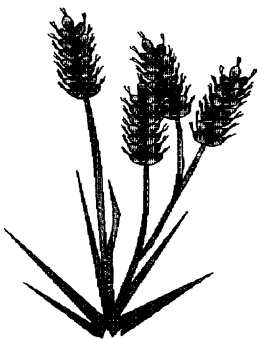
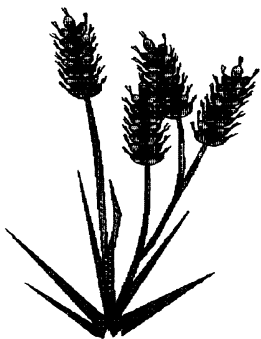


VEGETABLE CROPS	1997	241,323	VEGETABLE CROPS	\$1,635,267,000
TOTAL ACRES*	1996	236,844	TOTAL VALUE	\$1,427,903,000

*Total acreage represents multiple plantings.

FIELD CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
BARLEY, Grain	1997	11,244	0.83	9,360	TON	\$120.36	\$1,127,000
	1996	13,417	0.90	12,020	"	157.24	1,890,000
BEANS, Dry Large Lima	1997	1170	1.32	1542	"	1160.18	1,789,000
	1996	910	0.98	887	"	1,160.10	1,029,000
BEANS, MISC. Dry	1997	105	1.69	177	"	800.26	142,000
	1996	97	1.23	119	"	710.08	84,500
HAY, Alfalfa	1997	1,120	6.91	8,290	"	134.14	1,112,000
	1996	1,525	7.69	11,730	"	124.04	1,455,000
HAY, Oat	1997	400	3.00	1200	"	110.00	132,000
	1996	80	2.50	200	"	70.00	14,000
PASTURE Dry Land	1997	1,107,500			ACRE	6.50	7,199,000
	1996	1,107,500			"	6.50	7,199,000
PASTURE Irrigated	1997	100	1AU*	100	"	150.00	15,000
	1996	200	1AU*	200	"	145.00	29,000
SAFFLOWER	1997	510	0.40	204	"	269.61	55,000
	1996	430	0.49	210	"	349.76	73,450
MISC.	1997	4	33.50	134	TON	37.31	5,000
	1996	900	33.33	30,000	"	37.87	1,136,000
WHEAT, Grain	1997	10,270	0.95	9,793	"	119.27	1,168,000
	1996	5,708	1.00	5,705	"	164.42	938,000



FIELD CROPS	1997	1,132,423	FIELD CROPS	\$12,744,000
TOTAL ACRES	1996	1,130,767	TOTAL VALUE	\$13,847,950

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

NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>GREENHOUSE CUT FLOWERS</u>			BLOOMS SOLD	PER BLOOM	
ROSE	1997	116.28	52,872,500	\$0.26	\$14,000,000
	1996	139.20	74,557,000	0.23	17,148,000
MINIATURE ROSE	1997	6.56	2,774,700	0.16	443,000
	1996	14.70	12,736,000	0.19	2,420,000
CARNATION	1997	93.14	41,997,300	0.14	5,770,000
	1996	136.00	62,903,000	0.14	8,806,000
CHRYSANTHEMUM (Standard)	1997	15.73	4,066,800	0.55	2,247,000
	1996	16.85	4,254,000	0.51	2,170,000
GARDENIA	1997		852,200	1.31	1,112,000
	1996		70,000	0.75	52,500
			BUNCHES SOLD	PER BUNCH	
ORCHID	1997		90,100	\$1.81	\$163,000
	1996		88,000	1.75	154,000
CARNATION (Miniature)	1997	25.73	1,464,200	1.45	2,121,000
	1996	34.40	2,323,000	1.29	2,997,000
INDOOR CUT FLOWERS	1997	260.09	INDOOR CUT FLOWERS		\$25,856,000
TOTAL ACRES	1996	341.15	TOTAL VALUE		\$33,747,500

<u>FIELD GROWN FLOWERS</u>			BUNCHES SOLD	PER BUNCH	
ALSTROEMERIA	1997	23.47	747,000	\$1.73	\$1,292,000
	1996	31.10	1,026,000	1.26	1,293,000
EUCALYPTUS	1997	456.71	4,221,400	2.01	8,465,000
	1996	384.70	2,069,000	1.90	3,931,000
GYPSOPHILA	1997	3.04	27,000	2.10	57,000
	1996	1.51	18,100	1.68	30,400
IRIS	1997	12.54	281,600	2.79	786,000
	1996	14.88	330,000	2.23	736,000
SNAPDRAGON*	1997	102.06	997,800	1.92	1,918,000
	1996	68.90	768,000	2.19	1,682,000
STATICE	1997	78.47	941,400	1.84	1,736,000
	1996	26.80	302,000	1.25	378,000

*Includes multiple harvested acres

NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>POTTED PLANTS</u>			PLANTS SOLD	PER PLANT	
BEDDING PLANTS					
Commercial*	1997	93.02	1,308,276,800	\$0.02	\$29,544,000
Vegetable	1996	47.05	1,003,161,000	0.02	20,761,000
ORCHIDS					
	1997	12.08	464,900	12.40	5,763,000
	1996	11.20	354,000	13.60	4,814,000
POINSETTIA					
	1997	17.84	568,100	3.92	2,226,000
	1996	5.21	599,000	3.70	2,216,000
PROPAGATIVE STOCK**					
	1997	254.67	15,777,800	0.78	12,341,000
	1996	20.90	14,134,000	0.38	5,371,000
<u>OTHER PLANTS</u>			PLANTS SOLD	PER PLANT	
MISCELLANEOUS					
Indoor Decorative***	1997	32.39	2,636,200	\$4.66	\$12,286,000
	1996	41.70	6,381,000	3.16	20,164,000
OUTDOOR					
Woody Ornamentals	1997	11.16	182,607	5.28	964,000
	1996	29.29	1,268,000	1.52	1,927,000
MISC FIELD CROPS****					
	1997	1,389.39	34,074,600	0.92	31,549,000
	1996	1,064.00			17,073,000
			TREES SOLD	PER TREE	
CHRISTMAS TREES					
	1997	41.60	1,200	\$17.50	\$21,000
	1996	53.00	2,690	19.21	51,700



NURSERY CROPS	1997	2,788.53	NURSERY CROPS	\$134,804,000
TOTAL ACRES*****	1996	2,140.39	TOTAL VALUE	\$114,175,600

*Includes: All vegetable transplants

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

***Includes: African Violet, Azallas, 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	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
BROCCOLI	1997	61.5	0.27	16.60	TON	\$36,071.39	\$598,785
	1996	183.2	0.17	30.94	"	31,671.00	980,000
CAULIFLOWER	1997	80.0	0.16	12.73	"	17,648.33	224,575
	1996	47.0	0.33	15.70	"	9,873.00	155,000
PEAS	1997	56.0	1.55	86.60	"	697.90	60,438
	1996	73.3	0.91	66.30	"	1,280.00	84,900
PEPPER	1997	90.0	0.10	8.65	"	16,040.46	138,750
	1996	64.0	0.08	5.01	"	23,153.00	116,000
BEANS, ALL	1997	3,603.0	1.09	3,921.90	"	1426.45	5,594,406
	1996	4,019.0	0.98	3,944.80	"	1,413.08	5,574,000
MISC. SEED*	1997	1,339.0	1.13	1,508.50	"	343.42	521,070
	1996	2,558.0	1.05	2,680.00	"	282.50	757,000
SEED CROPS		1997	5,229.5	SEED CROPS			\$7,138,024
TOTAL ACRES		1996	6,944.5	TOTAL VALUE			\$7,666,900

*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	1997		35,350	LBS	\$0.70	\$24,745
	1996		36,450	"	0.85	30,983
POLLINATION*	1997	1,550		COLONY	24.00	37,200
	1996	1,450		"	24.00	34,800
WAX	1997	1,260		LBS	2.25	2,835
	1996	1,300		"	2.25	2,925

APIARY	1997	\$64,780
TOTAL VALUE	1996	\$68,708

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

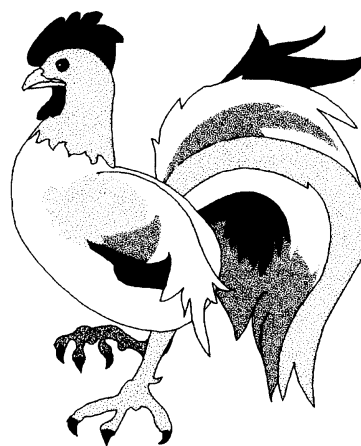
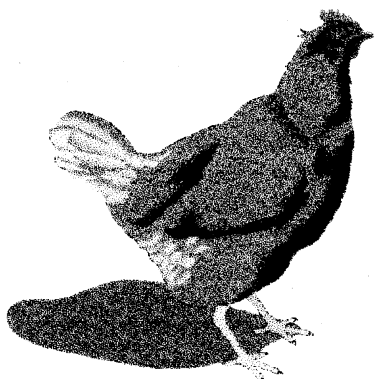
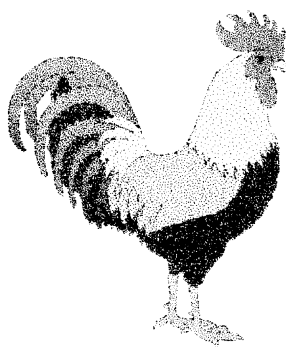
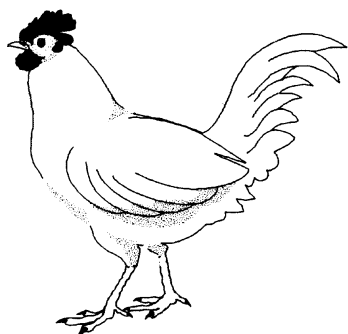
LIVESTOCK & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE	1997	76,000		CWT		\$19,287,000
TOTAL	1996	71,600		"		16,410,000
Cattle & Calves	1997	46,000	303,600	"	\$49.00	14,877,000
	1996	45,750	301,950	"	43.00	12,984,000
Stocker	1997	30,000	70,000	"	63.00	4,410,000
	1996	25,850	64,650	"	53.00	3,426,000
SHEEP & LAMB	1997	2,500	3,500	"	63.14	221,000
	1996	2,500	3,500	"	58.00	203,000
WOOL	1997		18,000	LBS	0.67	12,000
	1996		18,000	"	0.48	8,600
HOGS	1997	1,500	285,000	"	0.55	157,000
	1996	1,600	304,000	"	0.52	158,000
DAIRY	1997	5,100		HEAD		13,103,000
TOTAL	1996	5,320		"		11,470,100
Dairying cows	1997	3,500		"	1,100.00	3,850,000
Breeding Stock	1996	3,675		"	1,150.00	4,226,000
Cull Cows	1997	800		"	350.00	280,000
	1996	680		"	400.00	272,000
Calves	1997	800		"	20.00	16,000
	1996	965		"	59.00	56,900
Fertilizer	1997		13,000	TON	7.00	91,000
	1996		13,300	"	7.60	101,000
Milk, Market	1997		659,145	CWT	13.00	8,569,000
Marketing	1996		471,769	"	14.01	6,609,000
Manufactured	1997		24,698	"	11.98	297,000
	1996*		15,738	"	13.07	205,200
LIVESTOCK & DAIRYING			1997			\$32,780,000
TOTAL VALUE			1996			\$28,249,700

* Revised production & total.

POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
CHICKENS	1997	468,200		HEAD	\$5.05	\$2,365,000
TOTAL	1996	468,000		"	5.05	2,366,000
Broilers, Fryers	1997	465,000	3,185,000	LBS	0.42	1,338,000
Roasters	1996	465,000	3,185,000	"	0.41	1,306,000
Meat Hens	1997	3,200	16,000	"	0.50	8,000
	1996	3,600	18,000	"	0.50	9,000
Misc. Poultry*	1997					980,000
	1996					980,000
Eggs	1997		30,000	DOZ	1.30	39,000
	1996		59,000	"	1.20	70,800



POULTRY	1997	\$2,365,000
TOTAL VALUE	1996	\$2,366,000

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

TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES	VALUE
ARTICHOKES	1997	6,426	\$37,368,000
	1987	7,660	27,880,500
	1977	9,300	17,623,000
BROCCOLI	1997	56,067	\$225,241,000
	1987	54,810	115,951,000
	1977	41,135	42,690,000
CAULIFLOWER	1997	19,475	\$116,686,000
	1987	23,400	74,382,000
	1977	11,350	21,175,000
CELERY	1997	8,478	\$83,100,000
	1987	6,205	38,196,000
	1977	6,735	27,794,000
GRAPES	1997	36,114	\$203,412,000
	1987	24,814	40,276,000
	1977	25,937	26,810,000
LETTUCE, Head	1997	60,847	\$423,653,000
	1987	68,200	317,359,000
	1977	63,993	117,618,000
LETTUCE, Leaf	1997	37,569	\$213,180,000
	1987	11,594	49,370,000
	1977	5,799	12,256,000
MUSHROOMS	1997	42,652,000 LBS	\$52,183,000
	1987	40,458,000 LBS	39,244,000
	1977	7,627,000 LBS	6,102,000
NURSERY CROPS	1997	2,788.53	\$134,804,000
	1987	1,130.89	86,750,000
	1977	648.04	34,752,000
SPINACH	1997	10,436	\$49,103,000
	1987	2,225	4,575,000
	1977	4,007	3,289,000
STRAWBERRIES	1997	6,996	\$209,766,000
	1987	4,065	110,462,000
	1977	3,020	41,806,000

MILLION DOLLAR CROPS 1997

1.	LETTUCE, Head	\$423,653,000
2.	BROCCOLI	225,241,000
3.	LETTUCE, Leaf	213,180,000
4.	STRAWBERRIES	209,766,000
5.	GRAPES	203,412,000
6.	NURSERY, All	134,804,000
7.	CAULIFLOWER	116,686,000
8.	CELERY	83,100,000
9.	MUSHROOMS	52,183,000
10.	SPINACH	49,103,000
11.	ARTICHOKES	37,368,000
12.	SPRING MIX	33,541,000
13.	TOMATOES	24,722,000
14.	ONIONS, Green	21,169,000
15.	BEEF CATTLE, All	19,287,000
16.	PEPPERS, Chili	16,120,000
17.	DAIRY, All	13,103,000
18.	ASPARAGUS	11,869,000
19.	RAPPINI	10,667,000
20.	PARSLEY	9,574,000
21.	KALE	8,364,000
22.	GARLIC	8,319,000
23.	RADICCHIO	7,604,000
24.	PASTURE, Dry Land	7,199,000
25.	SEEDS, All	7,138,024
26.	CARROTS	6,269,000
27.	BOK CHOY	5,988,000
28.	NAPA	5,966,000
29.	CABBAGE	5,406,000
30.	CILANTRO	4,716,000
31.	PEPPERS, Bell	4,616,000
32.	ONIONS, Dry	3,277,000
33.	RADISH	3,016,000
34.	LEMONS	2,790,000
35.	HERBS	2,600,000
36.	CHICKENS, All	2,365,000
37.	CHARD	1,977,000
38.	PEAS	1,834,000
39.	BEANS, Dry	1,789,000
40.	RASPBERRIES	1,602,000
41.	AVOCADOS	1,491,000
42.	SQUASH	1,473,000
43.	LEEKs	1,414,000
44.	WHEAT	1,168,000
45.	BARLEY, Grain	1,127,000
46.	HAY, Alfalfa	1,112,000

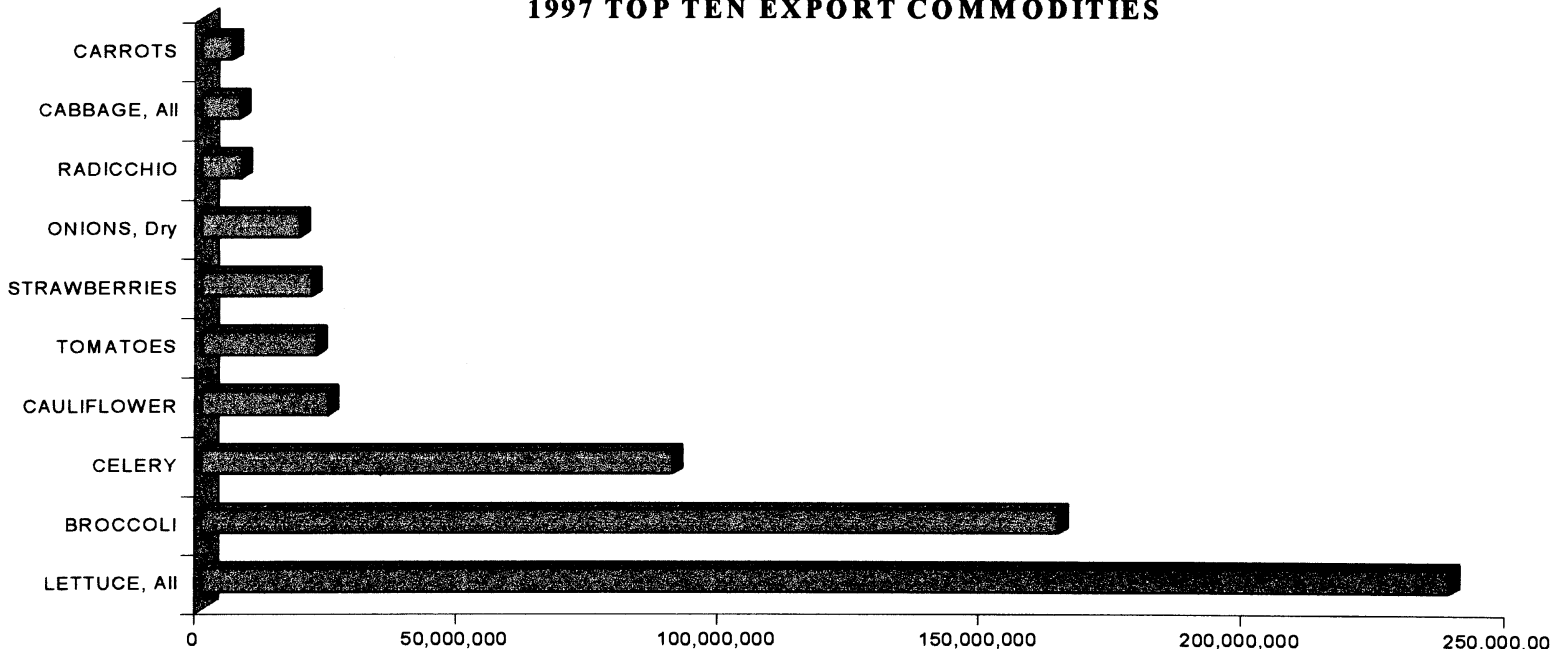
SUMMARY

	YEAR	TOTAL VALUE
FRUITS & NUTS	1997	\$420,446,300
	1996	\$318,060,900
VEGETABLE CROPS	1997	\$1,635,267,000
	1996	\$1,427,903,000
FIELD CROPS	1997	\$12,744,000
	1996	\$13,847,950
NURSERY CROPS	1997	\$134,804,000
	1996	\$114,175,600
SEED CROPS	1997	\$7,138,024
	1996	\$7,666,900
APIARY	1997	\$64,780
	1996	\$68,708
LIVESTOCK, POULTRY, AND DAIRYING	1997	\$32,780,000
	1996	\$28,249,700
ORGANIC	1997	\$23,609,384
	1996	\$20,722,000
SUMMARY	1997	\$2,266,853,488
TOTAL VALUE	1996	\$1,933,060,758

MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY

	1997 - LBS	1996 - LBS	1995 - LBS	1994 - LBS
LETTUCE, All	238,140,469	217,465,530	147,012,550	172,608,000
BROCCOLI	163,852,454	146,890,694	139,810,302	150,681,000
CELERY	90,061,531	77,230,648	61,381,696	67,910,000
CAULIFLOWER	24,120,687	15,641,147	10,578,865	20,627,000
TOMATOES	21,942,986	9,952,990	6,112,647	24,368,000
STRAWBERRIES	20,902,272	18,599,424	21,008,409	21,329,000
ONIONS, Dry	18,705,624	13,094,008	26,932,646	65,124,000
RADICCHIO	7,598,946	6,371,481	3,473,185	3,316,000
CABBAGE, All	7,224,858	6,716,805	4,441,672	3,255,000
CARROTS	5,810,790	7,718,010	7,632,676	19,142,000
SPINACH	5,128,886	2,118,825	1,560,969	2,046,747
ANISE	3,583,752	3,099,406	2,085,059	3,131,000
ASPARAGUS	2,951,756	4,016,687	2,629,458	2,232,000
ARTICHOKES	2,529,890	610,307	266,893	2,939,328
GARLIC	2,327,319	1,495,840	823,264	1,204,715
RAPPINI	2,176,661	1,529,515	1,874,367	1,821,000
ZUCCHINI	1,415,194	3120	1014	26
CACTUS PEARS	1,032,562	437,828	525,251	329,578
ONIONS, Green	1,027,703	1,817,907	1,515,567	967,258
RASPBERRIES	904,716	758,946	497,943	508,068
TOTAL FOR ALL PRODUCE EXPORTED	928,319,699	778,199,265	680,567,420	570,457,000
ALL SEED	7,364,998	4,781,155	7,515,380	8,859,000
CUT FLOWERS (STEMS)	5,502,984	3,165,981	3,681,774	1,442,000
OTHER NURSERY PLANTS	10,302,093	15,257,473	24,770,048	37,748,000

1997 TOP TEN EXPORT COMMODITIES

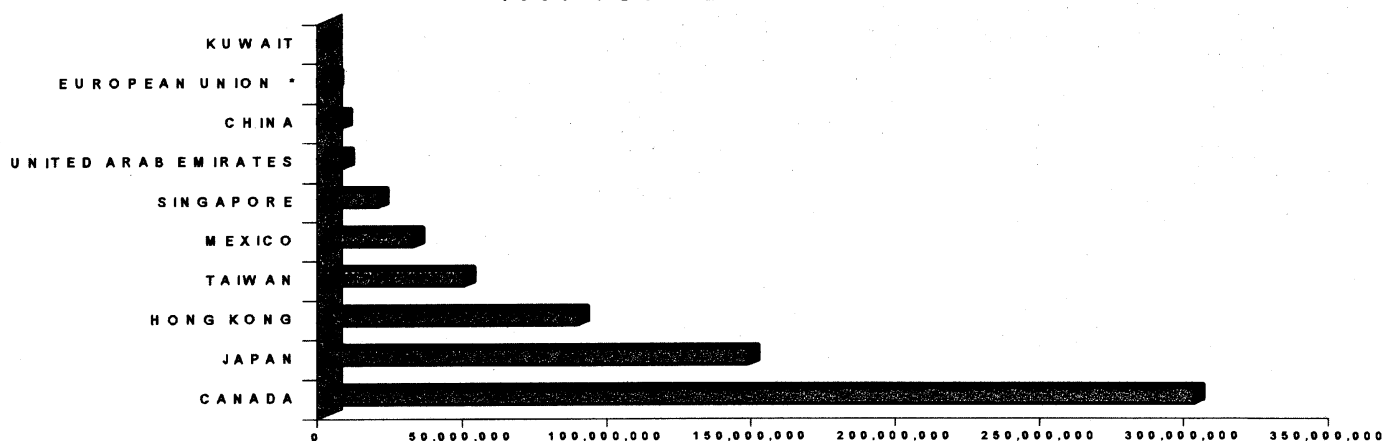


SUMMARY OF PRODUCE EXPORTS BY COUNTRY

	1997 POUNDS	1996 POUNDS	1995 POUNDS	1994 POUNDS
CANADA	300,810,959	241,197,640	179,026,281	215,482,000
JAPAN	146,507,247	127,676,318	164,101,789	189,832,000
HONG KONG	87,575,229	83,077,219	63,172,685	53,353,000
TAIWAN	48,175,615	39,185,450	32,148,882	40,595,000
MEXICO	30,577,604	13,840,443	16,286,271	51,619,000
SINGAPORE	18,246,240	20,552,757	15,650,730	10,791,000
EUROPEAN UNION *	10,205,619	10,478,836	5,134,660	6,332,000
UNITED ARAB EMIRATES	6,401,520	3,512,860	5,617,020	3,513,000
CHINA	5,717,880	2,022,420	1,562,584	0
KUWAIT	1,596,298	458,360	367,210	178,516
PANAMA	931,785	508,846	700,897	0
REPUBLIC OF KOREA	878,205	5,555,530	4,177,438	22,354,000
PHILIPPINES	832,330	559,169	1,029,026	518,000
FRENCH POLYNESIA	727,232	42,052	47,398	248,760
SWITZERLAND	485,758	2,023,805	440,437	425,000
RUSSIA	321,538	336,492	140,380	145,226
VIETNAM	280,360	145,820	155	414,920
COLOMBIA	279,087	227,581	35,755	0
AUSTRALIA	227,830	265,600	392,064	216,000
DOMINICAN REPUBLIC	132,200	358,294	275	0

**Includes: Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden, United Kingdom.*

1997 TOP TEN EXPORT COUNTRIES



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
Ash whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General distribution
PEST ERADICATION		
Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	66 plants removed
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	273 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 novae- (<i>Acaena zelandiae</i>) have been eradicated.		
PEST MANAGEMENT		
Roadside (virus host) weeds	Chemical	800 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 12/7-12/21
Celery Mosaic Virus	Host-free period	No celery above ground in January

PEST EXCLUSION

Pest exclusion terminal inspections involved 2,270 hours, during which 33,566 incoming shipments were inspected. Ninety six shipments were rejected in violation of quarantine regulations.

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	270
Melon fruit fly	Vegetable gardens	66
Mexican fruit fly	Fruit trees	112
Oriental fruit fly	Fruit trees	66
Gypsy moth	Shade trees	258
Japanese beetle	Turf, roses	122
Africanized honey bee	High risk areas	4
European corn borer	Corn	6
Nantucket pine tip moth	Monterey pine	6
Trogoderma beetle	High hazard commodities	15

Pest detection trapping activities accounted for 3,685 hours, with a total of 7,811 servicings of 925 traps being made. 119 hours were applied to inspecting 192 commercial crop sites of 50 net acres /2,507 gross acres. 53 calls to residences were made for investigation of suspect reports and 121 hours were utilized on inspection/identification of public-reported pests. 31 high hazard locations were inspected and 679 miles of entryways surveyed, accounting for 100.5 and 92 hours respectively.

ORGANIC PRODUCTION

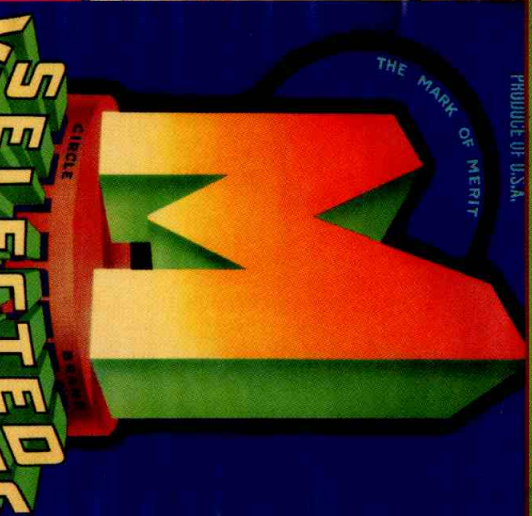
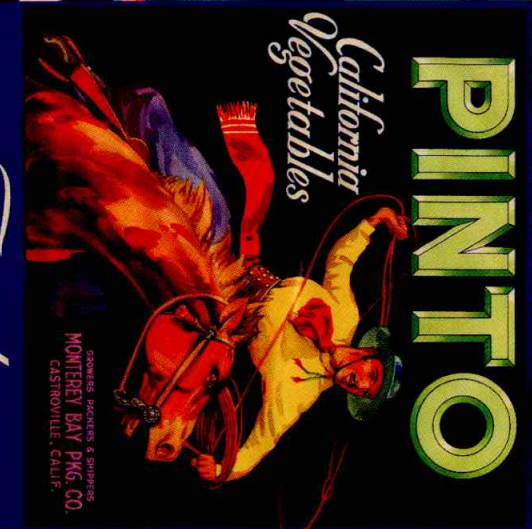
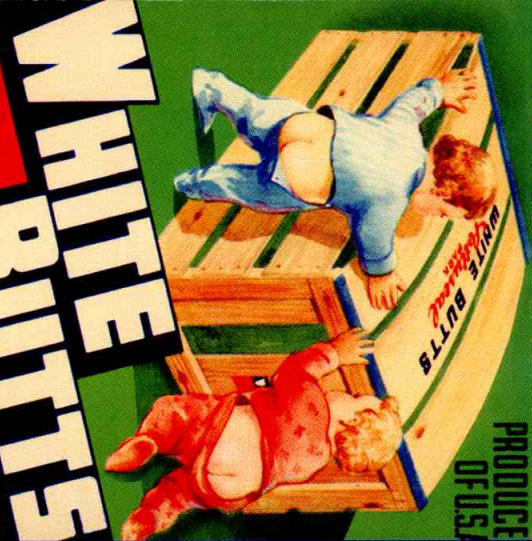
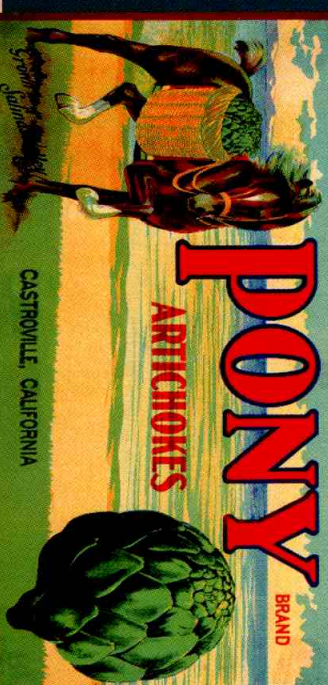
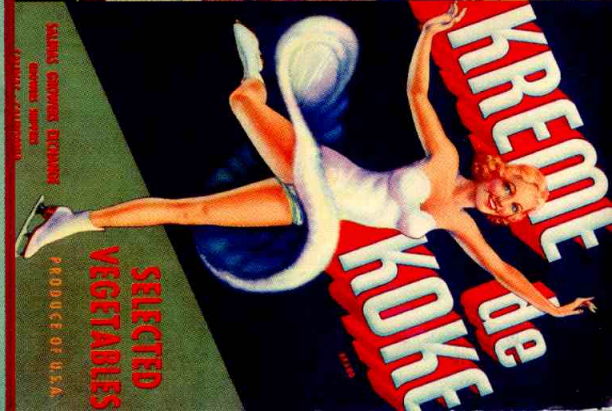
Organic production in Monterey County continues to expand. By state law, as of January 1996 land used for the production of organic commodities must exhibit freedom from the use of prohibited materials for three years prior to harvest. The range of organic commodities produced is in excess of 50 separate commodities. There are 48 registered producers in Monterey County, who declare a gross value of \$23,609,384 on 3,076.55 acres of land.

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



*Early harvesting equipment
in the Salinas Valley*

Richard W. Sutter
 Agricultural Commissioner
 Monterey County
 1428 Abbott Street
 Salinas, California 93901



PHILLIPS, INC.
 Salinas, California
 ICEBERG
 Lettuce
 Finest
 QUALITY
 PRODUCT OF U.S.A.
 WESTERN
 VEGETABLES
 PACKED AND SHIPPED BY
 Salinas Claims
 MAIN OFFICE
 WATSONVILLE, CALIF.
 SELECTED
 VEGETABLES
 PACKED BY MERRILL PACKING COMPANY, SALINAS, CALIF.