

Annual Crop Report

1977



RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 - 120 WILGART WAY - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Richard E. Rominger, Director
Department of Food and Agriculture

and

The Honorable Board of Supervisors
County of Monterey

Gentlemen:

In compliance with the provisions of Section 2279 of the California Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year 1977.

Monterey County's gross value for 1977 agricultural crops totalled \$498,510,550. This is an increase of more than \$44.9 million over the 1976 figure.

This was the third year in which the rangeland cattle producers and dryland grain growers suffered serious losses due to the continued drought. Cereal grain crops are down over 11 million dollars since 1975. Cattle values dropped in excess of 5 million dollars over the previous year.

Other segments of County agriculture showed large increases in total value, mainly due to increased acreage and production.

1977 turned out to be a surprising crop year, as few anticipated a large gross value increase, particularly because of the poor market price for lettuce.

Inflation continues to drive growers' cost upward, resulting in diminishing returns.

The values represented here are gross receipts of the producers and do not take into account the costs of production, transportation, or marketing. 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, under the direction of Deputy Agricultural Commissioner Don Rochester and Senior Agricultural Inspector Bill Nutley, who coordinated and compiled this report.

Very truly yours,

Richard W. Nutter
Agricultural Commissioner

RWN:ms

PRODUCE INSPECTION STAFF

FIELD INSPECTORS

John Anthony	Produce Inspector II
Alex Camany	Produce Inspector II
Odie Greer	Produce Inspector II
J. Arthur Pemberton	Produce Inspector II
H. John Blythe	Produce Inspector I
Clif Brown	Produce Inspector I
Gail Burch	Produce Inspector I
Mike Casey	Produce Inspector I
Daniel Castillo	Produce Inspector I
Tom Cornwell	Produce Inspector I
James Duncan	Produce Inspector I
Trinidad Hernandez (Dispatcher)	Produce Inspector I
Doug McGinn	Produce Inspector I
Rudolph Martinez	Produce Inspector I
Robert Meese	Produce Inspector I
Ace Mosher	Produce Inspector I
Charles Nunez	Produce Inspector I
Edward Sue	Produce Inspector I
Kenneth Swinehart	Produce Inspector I
Wendy Wycuff	Produce Inspector I

SHED INSPECTORS

Diane Perry	Produce Inspector II
Virginia Appleton	Produce Inspector I
Joyce Butterworth	Produce Inspector I
Danny Garcia	Produce Inspector I
Gordon Rammer	Produce Inspector I

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

ASSISTANT AGRICULTURAL COMMISSIONER

E. J. "CHICK" LEGAULT

SALINAS OFFICE

Stanley E. Clayton	Deputy Agricultural Commissioner
Don Rochester	Deputy Agricultural Commissioner
William D. Taylor	Deputy Agricultural Commissioner
William Nutley	Senior Agricultural Inspector
Brad Oliver	Staff Biologist
Johnny Bunch, Jr.	Agricultural Inspector III
David Butterfield	Agricultural Inspector III
Marvin E. Garner	Agricultural Inspector III
Harry Steer	Agricultural Inspector III
Dow O. Williams	Agricultural Inspector III
Joseph C. Lyons	Agricultural Inspector II
Gerry Willey	Agricultural Inspector II
Suzy Arnesen	Agricultural Inspector I
Alice Birkeneder	Agricultural Inspector I
M. "Corky" Wycuff	Agricultural Inspector I
Margaret L. Stirling	Senior Account Clerk
Betty J. Drake	Account Clerk
Frances P. Freel	Typist Clerk

MONTEREY OFFICE

Wallace Marvin	Deputy Agricultural Commissioner
Charles D. Radford	Agricultural Inspector III

KING CITY OFFICE

Frank A. Scaroni	Senior Agricultural Inspector
Joseph J. Dughi	Agricultural Inspector III
Kenneth Ewing	Agricultural Inspector I
Robert H. Flores	Agricultural Inspector I
Harry O. Nelson	Agricultural Inspector I
Ellen Stephens	Agricultural Inspector I

PAJARO OFFICE

Glenn R. Sutton	Deputy Agricultural Commissioner
Kenneth Young	Agricultural Inspector III
Lucille Semenza	Typist Clerk

TABLE OF CONTENTS

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION	Page 1
FRUIT AND NUT.	Page 2
GRAPE SUPPLEMENTARY.	Page 3
VEGETABLE CROPS.	Page 4-8
FIELD CROPS.	Page 9
SEED CROPS, OTHER PRODUCTION	Page 10
NURSERY CROPS.	Page 11
LIVESTOCK, POULTRY, AND DAIRYING	Page 12
TREND OF MAJOR CROPS	Page 13
MILLION DOLLAR CROPS	Page 14
SUMMARY.	Page 15
CROP HIGHLIGHTS - 1977	Page 16

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	45
ARTICHOKES	Carton	25
ASPARAGUS	Crate	32
BROCCOLI	Crate	21
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Carton	30
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	43
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	11½
TOMATOES	Carton	30

FRUIT & NUT

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
APPLES	1977	517	14.20	7,340	Ton	\$130.00	\$ 954,000
	1976	517	13.05	6,747	"	101.25	683,000
APRICOTS	1977	214		171	"	167.50	28,600
	1976	214		175	"	182.00	31,800
STRAWBERRIES							
	Total - 1977	3,020		62,040			41,806,000
	" 1976	2,440		43,370			29,445,000
Fresh	1977		16.05	48,460	"	736.70	35,700,000
	1976		13.89	33,900	"	743.50	25,205,000
Processing	1977		4.50	13,580	"	449.65	6,106,000
	1976		3.88	9,470	"	447.70	4,240,000
BUSHBERRIES							
	1977*						
	1976	60	2.90	174	"	479.90	83,500
GRAPES							
	1977	25,937.00	(See Supplementary Page 3)				26,810,000
	1976	17,079.93	"	"	" "	8,839,000	
WALNUTS							
	1977	181		183	"	830.60	152,000
	1976	200	.665	133	"	700.00	93,100
MISC. FRUIT*							
	1977						271,000
	1976						25,000
<hr/>							
1977 Totals		29,869.00	Acres	131,774	Tons	Value	\$70,021,600
1976 "		20,510.93	"	50,599	"	"	39,200,400
<hr/> <hr/>							

* Includes Almonds, Bushberries, Dried Apricots, Raspberries, and others.

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>BEARING ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
GRAPES	1977	25,937.00	2.24	58,100	Ton	\$461.45	\$26,810,000
Non-bearing		7,718.30					
TOTAL		33,655.30					
GRAPES	1976	17,079.93	1.55	26,500	"	333.55	8,839,000
Non-bearing		17,775.37					
TOTAL		34,855.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera	201.70
Cabernet Sauvignon	6,044.32
Chardonnay	1,852.93
Chenin Blanc	2,023.72
Emerald Riesling	379.50
French Colombard	496.60
Gamay	1,701.05
Gamay Beaujolais	835.00
Gewurztraminer	845.46
Grey Riesling	613.00
Merlot	1,365.80
Petite Sirah	2,549.49
Pinot Blanc	705.30
Pinot Noir	3,131.73
Royalty	32.00
Ruby Cabernet	542.80
Sauvignon Blanc	1,161.10
Semillon	525.40
Sylvaner	569.50
Tinta Madeira	103.00
White Riesling	1,971.28
Zinfandel	3,044.12
Other Red	1,893.40
Other White	1,067.10
TOTAL	33,655.30

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1977	101	8.79	888	Ton	\$234.25	\$ 208,000
	1976	125	13.08	1,635	"	224.45	367,000
ARTICHOKES - Total	1977	9,300					17,623,000
	" 1976	9,510					16,376,000
Fresh	1977		3.69	34,355	"	468.80	16,106,000
	1976		4.11	39,130	"	374.50	14,654,000
Processing (Regular)	1977		.78	7,240	"	192.55	1,394,000
	1976		1.01	9,620	"	168.00	1,616,000
Processing (Culls)	1977		.51	4,730	"	26.00	123,000
	1976		.42	4,080	"	26.00	106,000
ASPARAGUS - Total	1977	2,505					5,217,000
	" 1976	2,460					5,389,000
Fresh	1977		1.95	4,885	"	885.55	4,326,000
	1976		1.90	4,680	"	736.45	3,447,000
Processing	1977		.65	1,620	"	550.00	891,000
	1976		1.72	4,240	"	458.00	1,942,000
BEANS (Green Lima)	1977	1,600	1.40	2,250	"	290.20	653,000
	1976	700	1.61	1,130	"	269.00	304,000
BROCCOLI - Total	1977	41,135					42,690,000
	" 1976	27,430					29,380,000
Fresh	1977	29,035	2.18	63,350	"	439.65	27,852,000
	1976	16,075	2.89	46,420	"	409.80	19,023,000
Processing	1977	12,100	4.60	55,760	"	266.10	14,838,000
	1976	11,355	3.88	44,100	"	234.85	10,357,000
BRUSSELS SPROUTS- Total	1977	1,420					3,163,000
	1976	1,205	4.80	5,785	"	345.35	1,998,000
Fresh	1977		6.50	2,080	"	346.50	721,000
Processing	1977		6.00	6,600	"	370.00	2,442,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1977	1,870	17.24	32,240	Ton	\$129.45	\$ 4,173,000
	1976	1,780	14.27	25,400	"	123.90	3,147,000
CARROTS- Total	1977	5,520					10,646,000
	" 1976	5,860					9,026,000
Fresh	1977	3,990	13.95	55,675	"	167.00	9,298,000
	1976	3,600	15.70	56,510	"	137.10	7,748,000
Processing	1977	1,530	23.47	35,910	"	37.55	1,348,000
	1976	2,260	14.71	33,250	"	38.45	1,278,000
CAULIFLOWER Total	1977	11,350					21,175,000
	" 1976	10,780					17,777,000
Fresh	1977	8,909	4.89	43,625	"	404.20	17,633,000
	1976	8,309	5.07	42,165	"	368.85	15,553,000
Processing	1977	2,445	4.54	11,100	"	319.10	3,542,000
	1976	2,471	3.40	8,410	"	264.45	2,224,000
CELERY - Total	1977	6,735					27,794,000
	" 1976	6,590					26,509,000
Fresh	1977	6,735		205,955	"	134.95	27,794,000
	1976	6,508	28.55	188,160	"	139.85	26,314,000
Processing	1977**						
	1976	82	28.96	2,375	"	82.10	195,000
CUCUMBERS	1977	320	10.47	3,350	"	105.05	352,000
	Processing 1976	240	16.50	3,960	"	104.05	412,000
GARLIC - Total	1977	3,725					7,577,000
	" 1976	2,286					4,805,000
Fresh	1977	1,345	3.41	4,580	"	950.65	4,354,000
	1976	611	6.10	3,725	"	864.95	3,222,000
Processing	1977	2,380	8.09	19,260	"	167.35	3,223,000
	1976	1,675	6.10	10,210	"	155.05	1,583,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
LETTUCE - Head	1977						
Spring		20,529					
Summer		19,618					
Fall		23,846					
Naked Pack				32,754,000	Carton	\$ 2.80	\$ 91,711,000
Wrapped Pack				6,719,000	"	3.33	22,374,000
Bulk - for Shredding				1,285,000	"	2.75	3,533,000
SEASON TOTAL		63,993	636.91	40,758,000	"	Av. 2.89	\$117,618,000
LETTUCE - Head	1976						
Spring		19,930					
Summer		18,315					
Fall		21,800					
Naked Pack				31,125,000	"	\$ 3.77	\$117,341,000
Wrapped Pack				5,305,000	"	4.25	22,546,000
Bulk - for Shredding				1,129,000	"	2.00	2,258,000
SEASON TOTAL		60,045	625.51	37,559,000	"	Av. 3.78	\$142,145,000
LETTUCE - Mixed Leaf	1977	3,515		2,337,000	"	3.07	7,173,000
	1976	2,560		1,754,000	"	3.60	6,314,000
ENDIVE	1977	839		527,000	"	3.82	2,013,000
	1976	830		553,600	"	3.65	2,021,000
ROMAINE	1977	1,445		965,400	"	3.18	3,070,000
	1976	1,610		1,376,000	"	3.80	5,232,000
LETTUCE CROP TOTALS	1977	69,792 Acres		44,587,000	Cartons	Value	\$129,874,000
	1976	65,045 "		41,242,600	"	"	155,712,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1977	37.95		7,627,000	Lb.	\$.80	\$6,102,000
	1976	16.11		5,755,000	"	.7445	4,285,000
ONIONS - Dry	1977	151	19.00	2,870	Ton	89.90	285,000
	1976	227	21.70	4,926	"	99.90	492,000
ONIONS - Green	1977	1,315	9.69	12,745	"	512.04	6,526,000
	1976	1,300	9.18	11,930	"	490.00	5,846,000
ONIONS - Proc.	1977	1,850	15.56	28,785	"	66.10	1,903,000
	1976	1,250	15.73	19,663	"	61.80	1,215,000
PARSLEY	1977	163	14.08	2,295	"	401.75	922,000
	1976	120	8.00	960	"	322.90	310,000
PEAS - Fresh	1977	185	2.69	498	"	427.70	213,000
	1976	270	2.64	713	"	419.35	299,000
PEPPERS - CHILI	1977	4,715					7,236,000
	1976	3,315					5,664,000
Dry	1977	3,860	2.19	8,450	"	795.95	6,726,000
	1976	2,815	2.41	6,795	"	783.80	5,326,000
Processing	1977	855	7.00	6,000	"	85.00	510,000
	1976	500	7.50	3,750	"	90.00	338,000
POTATOES	1977	3,720	16.09	59,860	"	81.25	4,864,000
	1976	3,845	16.31	62,705	"	78.95	4,951,000
SPINACH - Total	1977	4,007					3,289,000
Fresh	1977	487	5.94	2,895	"	322.95	935,000
Proc.	1977	3,520	12.08	42,525	"	55.35	2,354,000
	1976	3,660	11.41	41,750	"	45.85	1,914,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
SQUASH - Total	1977	290				\$	176,800
	1976	321					231,000
Fresh	1977		6.31	284	Ton	\$252.80	71,800
	1976		5.97	418	"	265.55	111,000
Processing	1977		3.55	870	"	120.70	105,000
	1976		4.08	1,025	"	117.05	120,000
TOMATOES - Total	1977	9,055					23,342,000
	1976	6,200					12,435,000
Fresh	1977	4,165	13.74	57,235	"	267.95	15,336,000
	1976	4,000	10.09	40,355	"	251.80	10,161,000
Processing	1977	4,890	28.48	139,245	"	57.50	8,006,000
	1976	2,200	21.81	47,980	"	47.40	2,274,000
MISCELLANEOUS VEGETABLES**							
Total	1977	1,250					3,499,000
	1976	1,255					2,470,000
Fresh	1977						3,072,000
	1976						2,108,000
Processing	1977						427,000
	1976						362,000
GREENHOUSE GROWN							
CUCUMBERS	1977	1.61		17,500	Carton	5.72	100,000
	1976	2.06		62,500	"	4.65	291,000
TOTAL ACRES -		1977	182,113.56	TOTAL VEGETABLE CROPS -		1977	\$329,575,800
		1976	155,792.17			1976	311,605,000

** Includes Beets, Celery, Cherry Tomatoes, Corn, Bok Choy, Parsnips, Sugar Peas, Radishes, Turnips, and others.

FIELD CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
BARLEY	1977	30,000	.32	9,750	Ton	\$ 85.00	\$ 828,750
	1976	30,000	.60	18,000	"	100.00	1,800,000
BEANS - DRY Large Lima	1977	3,000	1.00	3,000	"	700.00	2,100,000
	1976	2,325	.60	1,400	"	740.00	1,036,000
Small White	1977	6,410	.994	6,365	"	564.20	3,591,000
	1976	6,970	1.546	10,775	"	345.90	3,727,000
Misc. Dry	1977	1,465					714,000
	1976	1,840					546,000
CORN - Processed	1977	1,500	4.50	6,750	"	190.00	1,282,000
	1976	1,470	4.05	5,955	"	180.00	1,072,000
CORN - Silage	1977	900	25	22,500	"	22.00	495,000
	1976	900	25	22,500	"	20.00	450,000
HAY - Alfalfa	1977	9,175	7.2	66,060	"	62.75	4,145,000
	1976	5,400	7	37,800	"	80.00	3,024,000
HAY - Grain	1977	1,000	1.5	1,500	"	40.00	60,000
	1976	500	2	1,000	"	45.00	45,000
HAY - Oats	1977	1,900	3	5,700	"	45.00	256,000
	1976	1,900	3	5,700	"	60.00	342,000
OATS - Silage	1977	1,500	14	21,000	"	20.00	420,000
	1976	1,500	14	21,000	"	18.00	378,000
PASTURE - Dry Land	1977	1,018,000			Acre	4.00	4,072,000
	1976	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1977	1,500			"	90.00	135,000
	1976	1,500			"	90.00	135,000
SAFFLOWER	1977	300	.50	150	"	260.00	39,000
SUGAR BEETS	1977	12,405	34.80	431,640	Ton	22.30	9,626,000
	1976	19,045	36.03	686,220	"	19.25	13,210,000
WHEAT	1977	1,000	.30	300	"	77.00	23,100
	1976	1,220	.40	488	"	90.00	43,900
1977 TOTAL ACRES		1,090,055					
1976 " "		1,092,570					
VALUE TOTAL - FIELD CROPS						1977	\$27,786,850
						1976	29,880,900

SEED CROP

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1977	1,212	.8391	1,017	Ton	\$593.40	\$ 603,000
	1976	814	.6486	528	"	621.20	328,000
PEA	1977***						
	1976	840	1.121	942	"	400.20	377,000
MISC. SEED*	1977	293					506,000
	1976	143					990,000
TOTAL ACRES	1977	1,505		TOTAL SEED CROP - 1977			\$1,109,000
	1976	1,797			1976		1,695,000

OTHER PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
APIARY - Total	1977					\$ 44,400
	1976					9,800
Honey	1977	2,500	40,000	Lb.	\$.39	15,600
	1976	2,900	13,100	"	.39	5,100
Pollination**	1977	1,800		Colony	16.00	28,800
	1976	285		"	16.50	4,700
AQUACULTURE Misc. Fish & Shell Fish	1977					113,000
	1976					168,000
WORM CROP	1977		45,400	Cup/50 Ct.	.38	17,300
	1976		56,400	"	.35	19,700

* Misc. Seed includes Broccoli, Cauliflower, Cabbage, Cucumber, Squash, Celery, and others.

** Crops Pollinated: Apples, Cucumbers, and Misc. Vegetable Seed.

*** Insufficient to Report

NURSERY CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1977	59.70	31,191,000	\$.1598	\$ 4,984,000
	1976	60.74	31,743,000	.1441	4,574,000
Min. Rose	1977	7.27	7,483,000	.1053	788,000
	1976	6.11	5,458,000	.0809	442,000
Carnation	1977	158.07	120,865,000	.0630	7,614,000
	1976	146.19	121,457,000	.0670	8,138,000
Chrysanthemum (Standard)	1977	36.72	14,567,000	.2338	3,406,000
	1976	32.57	12,853,000	.2289	2,942,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1977	2.04	93,600	1.45	136,000
	1976	3.29	258,000	.957	247,000
Chrysanthemum (Pompon)	1977	2.50	194,000	.850	165,000
	1976	4.96	326,000	.825	269,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1977	64.59	3,434,000	1.32	4,533,000
	1976	55.19	3,013,000	1.54	4,640,000
FOLIAGE	1977	115.14			2,544,000
	1976	107.73			2,355,000
PROPAGATIVE STOCK AND BULBS	1977	155.45			9,588,000
	1976	109.80			10,245,000
BEDDING PLANTS (Vegetable)	1977	7.56			889,000
	1976	9.86			856,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1977	75	14,025	7.50	105,000
	1976	52	9,480	7.45	70,600
TOTAL ACRES	1977	648.04	TOTAL NURSERY CROPS - 1977		\$34,752,000
	1976	588.44	1976		34,778,600

LIVESTOCK, POULTRY & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE-Total	1977	170,000				\$23,800,000
"	1976	168,070				23,019,000
Cattle and Calves	1977	20,500	107,000	Cwt.	36.60	3,916,000
	1976	52,070	306,000	"	29.90	9,149,000
Feeder	1977	113,000	412,000	"	41.70	17,180,000
	1976	78,000	312,000	"	37.00	11,544,000
Stocker	1977	36,500	67,600	"	40.00	2,704,000
	1976	38,000	68,400	"	34.00	2,326,000
SHEEP & LAMBS	1977	11,300	11,300	"	53.85	608,000
	1976	10,700	10,700	"	45.00	482,000
WOOL	1977		113,000	Lb.	.67	76,000
	1976		85,507	"	.69	59,000
HOGS	1977	5,000	650,000	"	.42	273,000
	1976	11,000	2,200,000	"	.49	1,078,000
RABBITS - Total	1977***					
	1976	1,225				4,521
Breeders	1976	80		Each	10.00	800
Fryers	1976	1,145		"	3.25	3,721
CHICKENS - Total	1977	2,314,200				2,803,200
	1976	2,050,500				3,166,500
Fryers	1977	2,305,000	10,372,500	Lb.	.27	2,801,000
	1976	1,927,000	8,672,000	"	.36	3,122,000
Meat Hens	1977	9,200	35,900	"	.06	2,200
	1976	123,500	555,800	"	.08	44,500
EGGS	1977		4,441,000	Dozen	.477	2,118,000
	1976		4,074,000	"	.538	2,192,000
MILK Total	1977					5,368,000
"	1976					6,187,000
Market	1977		524,000	Cwt.	9.96	5,220,000
	1976		634,000	"	9.39	5,953,000
Manufactured	1977		18,600	"	7.96	148,000
	1976		27,500	"	8.50	234,000
TOTAL LIVESTOCK, POULTRY & DAIRYING					1977	\$35,046,200
					1976	36,188,021

*** Insufficient to Report

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1977	9,300	\$ 17,623,000
	1972	10,720	8,865,000
	1967	8,575	5,972,000
BROCCOLI (Fresh & Proc.)	1977	41,135	42,690,000
	1972	22,080	15,872,000
	1967	18,180	8,479,000
CARROTS (Fresh & Proc.)	1977	5,520	10,646,000
	1972	6,800	10,405,000
	1967	5,750	7,184,000
CAULIFLOWER (Fresh & Proc.)	1977	11,350	21,175,000
	1972	10,515	10,987,000
	1967	6,985	5,360,000
CELERY (Fresh & Proc.)	1977	6,735	27,794,000
	1972	5,600	19,193,000
	1967	5,260	12,679,000
LETTUCE	1977	69,792	129,874,000
	1972	54,580	64,222,000
	1967	50,340	60,826,000
NURSERY CROPS	1977	648	34,752,000
	1972	380	14,542,000
	1967	207	3,969,000
STRAWBERRIES (Fresh & Proc.)	1977	3,020	41,806,000
	1972	1,680	14,293,000
	1967	2,200	9,190,000
TOMATOES (Fresh & Proc.)	1977	9,055	23,342,000
	1972	4,800	19,262,000
	1967	7,500	16,453,000

MILLION DOLLAR CROPS

1.	LETTUCE	\$129,874,000
2.	BROCCOLI	42,690,000
3.	STRAWBERRIES	41,806,000
4.	NURSERY	34,752,000
5.	CELERY	27,794,000
6.	GRAPES	26,810,000
7.	CATTLE	23,800,000
8.	TOMATOES	23,342,000
9.	CAULIFLOWER	21,175,000
10.	ARTICHOKES	17,623,000
11.	CARROTS	10,646,000
12.	SUGAR BEETS	9,626,000
13.	GARLIC	7,577,000
14.	PEPPERS - CHILI	7,236,000
15.	ONIONS - GREEN	6,526,000
16.	BEANS - DRY	6,405,000
17.	MUSHROOMS	6,102,000
18.	MILK MARKETED	5,368,000
19.	ASPARAGUS	5,217,000
20.	POTATOES	4,864,000
21.	CABBAGE	4,173,000
22.	HAY - ALFALFA	4,145,000
23.	PASTURE LAND - DRY	4,072,000
24.	SPINACH	3,289,000
25.	BRUSSELS SPROUTS	3,163,000
26.	POULTRY	2,803,000
27.	EGGS	2,118,000
28.	ONIONS - PROCESSED	1,903,000
29.	CORN - PROCESSED	1,282,000
30.	SEEDS	1,109,000

S U M M A R Y - Y E A R 1 9 7 7

FRUIT & NUT	1977	\$ 70,021,600
	1976	39,200,400
VEGETABLE CROPS	1977	329,575,800
	1976	311,605,000
FIELD CROPS	1977	27,786,850
	1976	29,880,900
SEED CROPS	1977	1,109,000
	1976	1,695,000
OTHER PRODUCTION	1977	219,100
	1976	197,500
NURSERY CROPS	1977	34,752,000
	1976	34,778,600
LIVESTOCK, POULTRY, AND DAIRYING	1977	35,046,200
	1976	36,188,021
		<hr/>
	TOTAL - 1977	\$498,510,550
	" 1976	453,545,421
		<hr/> <hr/>

C R O P H I G H L I G H T S - 1 9 7 7

The total gross value of the Monterey County Agricultural Industry for 1977 was \$498,510,550. This was an increase of \$44,965,000 over the 1976 total.

Lettuce value was down \$24,527,000 from 1976. This was caused by higher acreages and yields, at lower per carton returns.

This loss was offset by substantial increases in production and value in several crops.

Increased producing acreage in both strawberries and grapes, plus favorable markets, raised the overall Fruit and Nut value almost 31 million dollars.

In vegetable crops, production, acreage, and value increased in several crops, notably broccoli, tomatoes, and garlic. Total value of these crops increased \$26,989,000.

Field crops were severely affected by drought conditions in 1977.

Sugar Beets were down 6,640 acres, and \$3,584,000 in value.

Barley production and value has continued to decline, primarily due to weather conditions. Also affected were the beef cattle producers. Total head for 1977 was down by 31,570, while value dropped \$5,233,000.

Nursery crops showed little change over the previous year, as production and prices remained fairly constant.
