

Annual Crop Report

1978



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 1978.

Monterey County's gross value for 1978 agricultural crops totalled \$658,494,300. This is an increase of \$159,983,750. over the 1977 crop production year. This value places Monterey County fourth in California's production and sale of agricultural products.

Heavy rains and flooding plagued County growers through most of the period that is normally used for the planting of Spring crops. This, in turn, limited the supply of fresh vegetables through the Spring and early Summer harvest periods. Vegetable crop prices soared to an all time high during this time frame.

Wine grapes showed another dramatic increase, as more bearing acreage came into production. This crop jumped from the number six position in our crop ranking to number two, following lettuce.

The cattle industry has started to recover from the disastrous years of the drought as producers continue to increase their livestock inventories.

Other commodity groups, such as tomatoes and sugar beets, were affected adversely by the wet periods.

As in past years, inflation continues to plague growers with production, transportation, fuel, marketing, and other related costs increasing.

A review of past annual crop reports reflects a dramatic picture of agriculture's capability to respond to not only conditions caused by Mother Nature, but those caused by economic and political decisions.

Agricultural research has been responsible for the high productivity of the crops in this County. Continued technological advancements throughout agriculture have made it possible for many growers to increase yields, and improve quality beyond expectations. Were it not for these developments, many of the crops shown in this report would no longer be grown here.

The values represented in this report are gross receipts of the producers, and do not take into account the various costs of production, marketing, or transportation. No attempt is made to reflect net income of the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff members, under the direction of Deputy Agricultural Commissioner Don Rochester and Senior Agricultural Inspector Bill Nutley, who coordinated and compiled this report.

Very truly yours,

A handwritten signature in cursive script that reads "Richard W. Nutter".

Richard W. Nutter
Agricultural Commissioner

RWN:mls

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
Expedito Ibarbia	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 Stirling	Senior Account Clerk
Betty Drake	Account Clerk
Frances Free1	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

PRODUCE INSPECTION STAFF

FIELD INSPECTORS

John Anthony	Produce Inspector II
Alex Camany	Produce Inspector II
Ace Mosher	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
Odie Greer	Produce Inspector I
Trinidad Hernandez	Produce Inspector I
Doug McGinn	Produce Inspector I
Rudolph Martinez	Produce Inspector I
Robert Meese	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

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 - 1978	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

F R U I T S & N U T S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
APPLES	1978	517	16.10	8,325	Ton	\$165.00	\$ 1,374,000
	1977	517	14.20	7,340	"	130.00	954,000
APRICOTS	1978*						
	1977	214		171	"	167.50	28,600
STRAWBERRIES	Total -1978	3,685		66,040	"		38,969,000
	" 1977	3,020		62,040	"		41,806,000
Fresh	1978		14.65	53,995	"	627.50	33,882,000
	1977		16.05	48,460	"	736.70	35,700,000
Processing	1978		3.27	12,045	"	422.35	5,087,000
	1977		4.50	13,580	"	449.65	6,106,000
GRAPES	1978	30,335.30	(See Supplementary Page 3)				48,647,000
	1977	25,937.00	"	"	" "	" "	26,810,000
WALNUTS	1978	195		239	"	1,390.00	332,000
	1977	181		183	"	830.60	152,000
MISC. FRUIT*	1978						539,000
	1977						271,000
1978 Totals		34,732.30	Acres	140,644	Tons	Value	\$89,861,000
1977 "		29,869.00	"	131,774	"	"	70,021,600

* Includes Almonds, Bushberries, 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	1978	30,335.00	3.06	92,820	Ton	\$524.10	\$48,647,000
Non-bearing	"	<u>3,320.30</u>					
TOTAL		33,655.30					
GRAPES	1977	25,937.00	2.24	58,100	"	461.45	26,810,000
Non-bearing	"	<u>7,718.30</u>					
TOTAL		33,655.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera201.70
Cabernet Sauvignon.6,029.32
Chardonnay.1,852.93
Chenin Blanc.2,023.72
Emerald Riesling.379.50
French Colombard.496.60
Gamay1,701.05
Gamay Beaujolais.835.00
Gewurztraminer.845.46
Grey Riesling613.00
Merlot.1,350.80
Petite Sirah.2,549.49
Pinot Blanc705.30
Pinot Noir.3,161.73
Royalty32.00
Ruby Cabernet542.80
Sauvignon Blanc1,161.10
Semillon.525.40
Sylvaner.569.50
Tinta Madeira103.00
White Riesling.1,971.28
Zinfandel3,044.12
Other Red1,893.40
Other White	<u>.1,067.10</u>
TOTAL	33,655.30

V E G E T A B L E C R O P S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1978	140	16.21	2,270	Ton	\$ 186.80	\$ 424,000
	1977	101	8.79	888	"	234.25	208,000
ARTICHOKES - Total	1978	9,200					16,727,000
	1977	9,300					17,623,000
Fresh	1978		2.66	24,430	"	647.30	15,814,000
	1977		3.69	34,355	"	468.80	16,106,000
Processing (Regular)	1978		.40	3,710	"	210.80	782,000
	1977		.78	7,240	"	192.55	1,394,000
Processing (Culls)	1978		.55	5,040	"	26.00	131,000
	1977		.51	4,730	"	26.00	123,000
ASPARAGUS - Total	1978	2,425					4,686,000
	1977	2,505					5,217,000
Fresh	1978		1.45	3,510	"	1,235.90	4,338,000
	1977		1.95	4,885	"	885.55	4,326,000
Processing	1978		.22	535	"	650.45	348,000
	1977		.65	1,620	"	550.00	891,000
BEANS (Green Lima)	1978	640	1.75	1,120	"	340.20	381,000
	1977	1,600	1.40	2,250	"	290.20	653,000
BROCCOLI - Total	1978	40,870					47,401,000
	1977	41,135					42,690,000
Fresh	1978	27,470	2.37	65,104	"	488.20	31,784,000
	1977	29,035	2.18	63,350	"	439.65	27,852,000
Processing	1978	13,400	4.03	54,002	"	289.20	15,617,000
	1977	12,100	4.60	55,760	"	266.10	14,838,000
BRUSSELS SPROUTS Total	1978	1,730					4,635,000
	1977	1,420					3,163,000
Fresh	1978		6.24	2,435	"	427.95	1,042,000
	1977		6.50	2,080	"	346.50	721,000
Processing	1978		7.66	10,265	"	350.00	3,593,000
	1977		6.00	6,600	"	370.00	2,442,000

V E G E T A B L E C R O P S - C o n t i n u e d

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1978	1,680	18.76	31,510	Ton	\$151.15	\$ 4,763,000
	1977	1,870	17.24	32,240	"	129.45	4,173,000
CARROTS - Total	1978	6,080					16,047,000
	1977	5,520					10,646,000
Fresh	1978	4,340	13.38	58,084	"	243.90	14,167,000
	1977	3,990	13.95	55,675	"	167.00	9,298,000
Processing	1978	1,740	22.03	38,332	"	49.05	1,880,000
	1977	1,530	23.47	35,910	"	37.55	1,348,000
CAULIFLOWER -							
Total	1978	14,420					27,897,000
	1977	11,350					21,175,000
Fresh	1978	10,860	4.89	53,100	"	437.00	23,205,000
	1977	8,909	4.89	43,625	"	404.20	17,633,000
Processing	1978	3,560	3.76	13,381	"	350.65	4,692,000
	1977	2,445	4.54	11,100	"	319.10	3,542,000
CELERY - Total							
Total	1978	6,324					39,786,000
	1977	6,735					27,794,000
Fresh	1978	5,747	29.54	169,766	"	226.95	38,528,000
	1977	6,735	30.58	205,955	"	134.95	27,794,000
Processing	1978	577	25.41	14,660	"	85.80	1,258,000
	1977 **						
CUCUMBERS -							
Processing	1978	270	18.89	5,100	"	120.00	612,000
	1977	320	10.47	3,350	"	105.05	352,000
GARLIC - Total							
Total	1978	3,786					8,007,000
	1977	3,725					7,577,000
Fresh	1978	976	6.05	5,905	"	855.70	5,053,000
	1977	1,345	3.41	4,580	"	950.65	4,354,000
Processing	1978	2,810	6.00	16,860	"	175.20	2,954,000
	1977	2,380	8.09	19,260	"	167.35	3,223,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE - Head	1978						
Spring		18,224					
Summer		19,127					
Fall		24,349					
Naked Pack				32,317,000	Carton	\$4.88	\$157,707,000
Wrapped Pack				7,473,000	"	5.87	43,867,000
Bulk - for Shredding				<u>1,183,000</u>	"	3.12	<u>3,691,000</u>
SEASON TOTAL		61,700	664.07	40,973,000	" Av.	5.01	\$205,265,000
LETTUCE - Head	1977						
Spring		20,529					
Summer		19,618					
Fall		23,846					
Naked Pack				32,754,000	"	\$2.80	\$ 91,711,000
Wrapped Pack				6,719,000	"	3.33	22,374,000
Bulk - for Shredding				<u>1,285,000</u>	"	2.75	<u>3,533,000</u>
SEASON TOTAL		63,993	636.91	40,758,000	" Av.	2.89	\$117,618,000
LETTUCE - Mixed Leaf	1978	2,745		2,112,000	"	4.40	\$ 9,293,000
	1977	3,515		2,337,000	"	3.07	7,173,000
ENDIVE	1978	745		581,300	"	5.50	3,197,000
	1977	839		527,000	"	3.82	2,013,000
ROMAINE	1978	1,780		1,408,100	"	4.30	6,055,000
	1977	1,445		965,400	"	3.18	3,070,000
LETTUCE CROP TOTALS	1978	66,970	Acres	45,074,400	Cartons		Value \$223,810,000
	1977	69,792	"	44,587,000	"		" 129,874,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1978	*		15,664,000	Lb.	\$.831	\$13,017,000
	1977	37.95		7,627,000	"	.80	6,102,000
ONIONS - Total	1978	1,709					1,856,000
	1977	2,001					2,188,000
Dry	1978	249	19.20	4,780	Ton	138.50	662,000
	1977	151	19.00	2,870	"	89.90	285,000
Processed	1978	1,460	11.86	17,320	"	68.95	1,194,000
	1977	1,850	15.56	28,785	"	66.10	1,903,000
ONIONS - Green	1978	1,325	12.31	16,310	"	541.75	8,836,000
	1977	1,315	9.69	12,745	"	512.04	6,526,000
PARSLEY	1978	148	17.23	2,550	"	447.85	1,142,000
	1977	163	14.08	2,295	"	401.75	922,000
PEAS - Fresh	1978	125	2.22	277	"	534.30	148,000
	1977	185	2.69	498	"	427.70	213,000
PEPPERS - Total	1978	4,300					6,592,000
	1977	4,715					7,236,000
CHILI	1978	3,800	1.78	6,765	"	813.65	5,504,000
	1977	3,860	2.19	8,450	"	795.95	6,726,000
Processing	1978	500	15.00	7,500	"	145.00	1,088,000
	1977	855	7.00	6,000	"	85.00	510,000
POTATOES	1978	3,375	16.41	55,370	"	79.40	4,396,000
	1977	3,720	16.09	59,860	"	81.25	4,864,000
SPINACH - Total	1978	4,092					4,554,000
	1977	4,007					3,289,000
Fresh	1978	692	5.33	3,685	"	468.10	1,725,000
	1977	487	5.94	2,895	"	322.95	935,000
Processing	1978	3,400	12.88	43,790	"	64.60	2,829,000
	1977	3,520	12.08	42,525	"	55.35	2,354,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
SQUASH - Total " Fresh Processing	1978	340					\$ 661,000
	1977	290					176,800
	1978		5.49	1,865	Ton	\$230.00	429,000
	1977		6.31	284	"	252.80	71,800
	1978		5.68	1,930	"	120.20	232,000
	1977		3.55	870	"	120.70	105,000
TOMATOES - Total " Fresh Processing	1978	7,585					16,915,000
	1977	9,055					23,342,000
	1978	4,395	12.86	56,500	"	215.05	12,150,000
	1977	4,165	13.74	57,235	"	267.95	15,336,000
	1978	3,190	27.59	88,000	"	54.15	4,765,000
	1977	4,890	28.48	139,245	"	57.50	8,006,000
MISCELLANEOUS VEGETABLES **							
Total	1978	904					4,277,000
	1977	1,250					3,499,000
Fresh	1978						4,097,000
	1977						3,072,000
Processing	1978						180,000
	1977						427,000
GREENHOUSE GROWN							
CUCUMBERS	1978		1.38	19,000	Carton	6.75	128,000
	1977		1.61	17,500	"	5.72	100,000
TOTAL ACRES -		1978	178,439.38	TOTAL VEGETABLE CROPS -		1978	\$457,698,000
" "		1977	182,113.56	" " "		1977	329,575,800

* Multiple Harvested Square Footage.

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

F I E L D C R O P S

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY	1978	30,000	1.00	30,000	Ton	\$100.00	\$3,000,000
	1977	30,000	.32	9,750	"	85.00	828,750
BEANS - DRY							
Large Lima	1978	2,630	.637	1,675	"	719.40	1,205,000
	1977	3,000	1.00	3,000	"	700.00	2,100,000
Small White	1978	5,370	1.01	5,450	"	405.30	2,209,000
	1977	6,410	.994	6,365	"	564.20	3,591,000
Misc. Dry	1978	888					272,000
	1977	1,465					714,000
CORN - Processed	1978	1,750	4.06	7,105	"	190.00	1,350,000
	1977	1,500	4.50	6,750	"	190.00	1,282,000
CORN - Silage	1978	600	22.00	13,200	"	23.00	304,000
	1977	900	25.00	22,500	"	22.00	495,000
HAY - Alfalfa	1978	9,175	7.00	64,225	"	65.00	4,175,000
	1977	9,175	7.20	66,060	"	62.75	4,145,000
HAY - Grain	1978	750	1.50	1,125	"	40.00	45,000
	1977	1,000	1.50	1,500	"	40.00	60,000
HAY - Oats	1978	1,900	2.70	5,130	"	42.00	215,000
	1977	1,900	3.00	5,700	"	45.00	256,000
OATS - Silage	1978	1,000	14.00	14,000	"	18.00	252,000
	1977	1,500	14.00	21,000	"	20.00	420,000
PASTURE - Dry Land	1978	1,018,000			Acre	4.00	4,072,000
	1977	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1978	1,500			"	100.00	150,000
	1977	1,500			"	90.00	135,000
SAFFLOWER	1978	1,250	.75	938	"	220.00	206,000
	1977	300	.50	150	"	260.00	39,000
SUGAR BEETS	1978	7,265	30.08	218,500	Ton	24.65	5,386,000
	1977	12,405	34.80	431,640	"	22.30	9,626,000
WHEAT	1978	900	.90	810	"	100.00	81,000
	1977	1,000	.30	300	"	77.00	23,100
<hr/>							
TOTAL ACRES -	1978	1,082,978	VALUE TOTAL - FIELD CROPS			1978	\$22,922,000
" "	1977	1,090,055	"	"	"	1977	27,786,850

S E E D C R O P

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1978	1,519	.8966	1,362	Ton	\$745.25	\$1,015,000
	1977	1,212	.8391	1,017	"	593.40	603,000
BROCCOLI	1978	32	.2188	7	"	24,855.00	174,000
CAULIFLOWER	1978	117	.2906	34	"	13,735	467,000
MISC. SEED *	1978	1,996					425,000
	1977	293					506,000
TOTAL ACRES	1978	3,664		TOTAL SEED CROP	-	1978	\$2,081,000
" "	1977	1,505		" "	"	1977	1,109,000

O T H E R P R O D U C T I O N

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
APIARY - Total	1978					\$449,400
	1977					44,400
Honey	1978	15,000	900,000	Lb.	\$.45	405,000
	1977	2,500	40,000	"	.39	15,600
Pollination **	1978	1,800		Colony	16.00	28,800
	1977	1,800		"	16.00	28,800
Wax	1978		9,750	Lb.	1.60	15,600
AQUACULTURE	1978					287,000
Misc. Fish & Shell Fish	1977					113,000
WORM CROP	1978		168,000	Cup/50 Ct.	.35	58,800
	1977		45,400	"	.38	17,300

* Misc. Seed includes: Onion, Pepper, Cabbage, Pea, Cucumber, Squash, Celery, Barley, Oats, Wheat, and others.

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

N U R S E R Y C R O P S

<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	1978	72.09	40,501,000	\$.1744	\$ 7,063,000
	1977	59.70	31,191,000	.1598	4,984,000
Miniature Rose	1978	7.60	5,126,000	.1123	576,000
	1977	7.27	7,483,000	.1053	788,000
Carnation	1978	153.30	145,306,000	.07	10,171,000
	1977	158.07	120,865,000	.0630	7,614,000
Chrysanthemum (Standard)	1978	39.60	15,854,000	.2167	3,436,000
	1977	36.72	14,567,000	.2338	3,406,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1978	4.70	242,000	1.06	257,000
	1977	2.04	93,600	1.45	136,000
Chrysanthemum (Pompon)	1978	5.12	438,000	.883	387,000
	1977	2.50	194,000	.850	165,000
Iris	1978	35.00	885,000	1.20	1,062,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1978	53.81	2,181,000	2.00	4,362,000
	1977	64.59	3,434,000	1.32	4,533,000
FOLIAGE	1978	147.58			2,046,000
	1977	115.14			2,544,000
PROPAGATIVE STOCK AND BULBS	1978	135.77			9,702,000
	1977	155.45			9,588,000
BEDDING PLANTS (Vegetable)	1978	7.56			1,127,000
	1977	7.56			889,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1978	75.00	15,930	10.75	171,000
	1977	75.00	14,025	7.50	105,000
TOTAL ACRES	- 1978	737.13	TOTAL NURSERY CROPS - 1978		\$40,360,000
" "	1977	648.04	" " " 1977		34,752,000

L I V E S T O C K , P O U L T R Y , & D A I R Y I N G

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE		
					PER UNIT	TOTAL	
BEEF CATTLE - Total	1978	179,000				\$33,933,000	
"	1977	170,000				23,800,000	
Cattle and Calves	1978	40,000	225,000	Cwt.	\$50.15	11,284,000	
	1977	20,500	107,000	"	36.60	3,916,000	
Feeder	1978	95,000	347,000	"	51.50	17,871,000	
	1977	113,000	412,000	"	41.70	17,180,000	
Stocker	1978	44,000	88,000	"	54.30	4,778,000	
	1977	36,500	67,600	"	40.00	2,704,000	
SHEEP & LAMBS	1978	12,500	10,000	"	60.00	600,000	
	1977	11,300	11,300	"	53.85	608,000	
WOOL	1978		112,000	Lb.	.76	85,000	
	1977		113,000	"	.67	76,000	
HOGS	1978	3,500	455,000	"	.485	221,000	
	1977	5,000	650,000	"	.42	273,000	
CHICKENS - Total	1978	2,338,180				2,121,100	
"	1977	2,314,200				2,803,200	
Fryers	1978	2,329,000	8,150,800	"	.26	2,119,000	
	1977	2,305,000	10,372,500	"	.27	2,801,000	
Meat Hens	1978	9,180	35,200	"	.06	2,100	
	1977	9,200	35,900	"	.06	2,200	
EGGS	1978		3,791,000	Dozen	.506	1,918,000	
	1977		4,441,000	"	.477	2,118,000	
MILK - Total	1978					5,899,000	
"	1977					5,368,000	
Market	1978		559,000	Cwt.	10.24	5,724,000	
	1977		524,000	"	9.96	5,220,000	
Manufactured	1978		21,400	"	8.19	175,000	
	1977		18,600	"	7.96	148,000	
TOTAL LIVESTOCK, POULTRY, & DAIRYING -						1978	\$44,777,100
						1977	35,046,200

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1978	9,200	\$ 16,727,000
	1973	10,480	10,624,000
	1968	9,323	5,698,000
BROCCOLI (Fresh & Proc.)	1978	40,870	47,401,000
	1973	25,440	19,411,000
	1968	19,481	9,557,000
CARROTS (Fresh & Proc.)	1978	6,080	16,047,000
	1973	6,600	9,532,000
	1968	6,910	8,798,600
CAULIFLOWER (Fresh & Proc.)	1978	14,420	27,897,000
	1973	9,775	11,255,000
	1968	7,921	6,548,000
CELERY (Fresh & Proc.)	1978	6,324	39,786,000
	1973	5,910	16,305,000
	1968	6,209	12,607,900
GRAPES	1978	30,335	48,647,000
	1973	4,650	5,928,000
	1968	1,170	535,000
LETTUCE	1978	66,970	223,810,000
	1973	52,263	118,765,000
	1968	51,875	52,770,000
NURSERY CROPS	1978	737.13	40,360,000
	1973	274	17,255,200
	1968	223	6,894,000
STRAWBERRIES (Fresh & Proc.)	1978	3,685	38,969,000
	1973	1,885	19,119,000
	1968	1,973	13,951,000
TOMATOES (Fresh & Proc.)	1978	7,585	16,915,000
	1973	3,900	9,474,000
	1968	7,000	16,209,000

M I L L I O N D O L L A R C R O P S

1.	LETTUCE	\$223,810,000
2.	GRAPES.	48,647,000
3.	BROCCOLI.	47,401,000
4.	NURSERY	40,360,000
5.	CELERY.	39,786,000
6.	STRAWBERRIES.	38,969,000
7.	CATTLE.	33,933,000
8.	CAULIFLOWER	27,897,000
9.	TOMATOES.	16,915,000
10.	ARTICHOKES.	16,727,000
11.	CARROTS	16,047,000
12.	MUSHROOMS	13,017,000
13.	ONIONS, GREEN	8,836,000
14.	GARLIC.	8,007,000
15.	PEPPERS, CHILI.	6,592,000
16.	MILK MARKETED	5,724,000
17.	SUGAR BEETS	5,386,000
18.	CABBAGE	4,763,000
19.	ASPARAGUS	4,686,000
20.	BRUSSELS SPROUTS.	4,635,000
21.	SPINACH	4,554,000
22.	POTATOES.	4,396,000
23.	HAY, ALFALFA.	4,175,000
24.	PASTURE LAND, DRY	4,072,000
25.	BEANS, DRY.	3,686,000
26.	BARLEY.	3,000,000
27.	POULTRY	2,121,100
28.	SEEDS	2,081,000
29.	EGGS.	1,918,000
30.	ONIONS, DRY AND PROCESSED	1,856,000
31.	APPLES.	1,374,000
32.	CORN, PROCESSED	1,350,000
33.	PARSLEY	1,142,000

S U M M A R Y

FRUIT & NUT	1978	\$ 89,861,000
	1977	70,021,600
VEGETABLE CROPS	1978	457,698,000
	1977	329,575,800
FIELD CROPS	1978	22,922,000
	1977	27,786,850
SEED CROPS	1978	2,081,000
	1977	1,109,000
OTHER PRODUCTION	1978	795,200
	1977	219,100
NURSERY CROPS	1978	40,360,000
	1977	34,752,000
LIVESTOCK, POULTRY, AND DAIRYING	1978	44,777,100
	1977	35,046,200
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	TOTAL - 1978	\$658,494,300
	" 1977	498,510,550
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C R O P H I G H L I G H T S - 1 9 7 8

The total gross value of the Monterey County Agricultural Industry for 1978 was \$658,494,300. This was an increase of \$159,983,750 over the 1977 crop year. An increase of \$19,839,400 in the Fruit and Nut category was due mainly to an increase in bearing Grape acreage, plus an increase in price per ton.

Total vegetable crops showed a gain of \$128,122,200. The leading crops responsible for this increase were: Lettuce, up \$93,936,000, Carrots, \$5,401,000, Cauliflower, \$6,722,000, Celery, \$11,992,000, Mushrooms, \$6,915,000, and Green Onions, \$2,310,000. Tomatoes showed a loss of \$6,427,000 from the 1977 figures.

Field Crops dropped in value from the previous year by a total of \$4,864,850. Sugar Beet acreage, production, and value accounted for most of this loss.

Nursery Crops increased increased \$5,608,000 in value, primarily due to increased production, and value of cut flowers.

Livestock, Poultry, and Dairying rose \$9,730,800. The main increase in this area came from Cattle and Calves, which were up \$7,368,000 from 1977.