



1989

**MONTEREY COUNTY ANNUAL CROP REPORT**

# MONTEREY COUNTY

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AGRICULTURAL COMMISSIONER

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RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER  
ADMINISTRATOR OF WEIGHTS & MEASURES

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

and

The Honorable Board of Supervisors of Monterey County:

Dusan Petrovic, Chairman, Third District  
Marc Del Piero, First District  
Barbara Shipnuck, Second District  
Sam Karas, Fourth District  
Karin Strasser Kauffman, Fifth District

In compliance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year 1989.

For the fourth time in the 1980's Monterey County's agriculture exceeded the one billion dollar mark and set another all time high gross value at \$1,205,894,880. This 1989 total exceeds the 1988 figure by over \$46,000,000, or 4%.

Head Lettuce, as expected, continued to be the leading crop, rebounding from last year's low to \$330,000,000, a \$28,000,000 increase.

Broccoli moved back into the #2 position, surpassing Strawberries. The increase was primarily due to increased acreage.

A depressed Strawberry market for most of the season was responsible for over a \$31,000,000 drop in value.

Increased value was realized in the production of Asparagus, Broccoli, Brussels Sprouts, Carrots, Celery, Lettuce, Garlic, Grapes, Bell Peppers, Wheat, Dry Beans, Livestock, and Milk. Those commodities suffering losses were Apples, Avocados, Kiwi, Raspberries, Strawberries, Artichokes, Cauliflower, Mushrooms, Potatoes, and Tomatoes. A total of forty crops now have a gross value of one million dollars or more.

The Wine Grape Industry in the County has stabilized, with increased prices for premium varietal grapes nearly matching those of the older established production areas. This year's total of \$60,139,000 was the highest in the County's history.

Many factors impacted on agriculture during the 1989 season, some of short term duration, with others being a continuing problem for the agricultural community.

This was the third year of the drought which has continued to affect the livestock producers and dryland farmers. Vegetable Crop producers and others are addressing this through water conservation and other management practices.

Farm labor was a difference between profit and loss for a number of growers who were affected by a union strike.

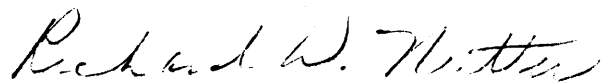
Food Safety became an issue for all of agriculture. Growers and shippers are taking different approaches on meeting the increased concerns of the consumer.

Exports continue to be a valuable outlet for County products, with Japan the primary importer, and Broccoli and Lettuce the main commodities exported.

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 Gerry Willey and Agricultural Inspector Katherine Smith, who coordinated and compiled this report.

Very truly yours,



Richard W. Nutter  
Agricultural Commissioner

RWN:mls

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

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Gloria Oliver	Senior Typist Clerk
Julia Duran	Clerk Typist II

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**APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION**

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



## FRUITS AND NUTS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
APPLES							
Total	1989	346.00		5,010	Ton		\$709,000
	1988	351.00		4,829	"		819,000
Fresh	1989	138.00	7.75	1,070	"	161.40	173,000
	1988	119.00	6.34	754	"	251.05	189,000
Processing	1989	208.00	18.94	3,940	"	136.10	536,000
	1988	232.00	17.56	4,075	"	154.65	630,000
AVOCADOS	1989	30.50	2.52	77	"	690.40	53,200
	1988	55.00	3.44	189	"	935.45	177,000
GRAPES	1989	32,645.71	(See Supplementary, Page 3)				60,139,000
	1988	26,843.71	"	"	"	"	44,247,000
KIWI FRUIT	1989	15.00	3.87	58	Ton	2,666.70	155,000
	1988	15.00	4.60	69	Ton	4,571.45	315,000
MISC. FRUIT*	1989	240.00					714,000
	1988	158.00					713,000
BUSHBERRIES	1989	72.00	2.75	198	"	2,470.00	489,000
	1988	74.00		338	"	2,192.50	741,000
RASPBERRIES	1989	640.00	4.28	2,740	"	3,576.70	9,800,000
	1988	706.00	4.22	2,980	"	3,830.20	11,414,000
STRAWBERRIES							
Total	1989	5,050.00		116,800	"		102,474,000
	1988	5,105.00		240,395	"		134,039,000
Fresh	1989		20.20	102,000	"	935.00	95,370,000
	1988		23.15	118,200	"	1,098.35	129,825,000
Processing	1989		2.93	14,800	"	480.00	7,104,000
	1988		1.79	9,160	"	460.00	4,214,000
WALNUTS	1989	313.00		375	"	1,000.00	375,000
	1988	287.00		351	"	1,000.00	351,000
TOTAL ACRES	1989	39,352.21	TOTAL VALUE FRUITS & NUTS				\$174,908,200
	1988	33,594.71					\$192,816,000

\*Includes almonds, apricots, lemons, oranges and others

## GRAPE SUPPLEMENTARY

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
GRAPES	1989	26,720.31	3.34	89,400	Ton	\$672.70	\$60,139,000
Nonbearing or Not Harvested		5,925.40					
TOTAL		32,645.71					
GRAPES	1988	26,843.71	3.10	83,210	Ton	\$531.75	\$44,247,000
Nonbearing or Not Harvested		4,566.57					
TOTAL		31,410.28					

### TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	ACRES	*AVERAGE PRICE/TON
Cabernet Sauvignon	3,080.87	\$1,070.00
Chardonnay	5,970.06	1,192.00
Chenin Blanc	4,700.91	351.00
Early Burgundy	126.50	253.84
Emerald Riesling	173.90	250.00
Folle Blanche	41.30	275.00
French Colombard	1,407.60	265.57
Gamay	378.00	600.00
Gamay Beaujolais	560.61	566.72
Gewurztraminer	925.00	525.00
Grenache	189.60	509.03
Gray Riesling	893.79	300.00
Malvasia	547.60	550.00
Marlot	234.20	937.50
Muscat Blanc/Canelli	191.10	454.01
Petite Sirah	765.04	550.00
Pinot Blanc	1,287.10	564.60
Pinot Noir	1,544.51	672.50
Pinot St. George	42.60	270.00
Ruby Cabernet	76.45	250.00
Sauvignon	1,673.35	649.64
Semillon	768.40	700.00
Sylvaner	719.60	375.00
Tinta Madera	45.90	350.00
White Riesling	3,978.35	478.50
Zinfandel	1,869.31	650.00
Other Red	277.71	300.00
Other White	176.35	500.00

TOTAL ACRES 32,645.71

\*CDFA weighted average price per ton

# VEGETABLE CROPS

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION		F.O.B. VALUE	
				TOTAL	UNIT	PER UNIT	TOTAL
ANISE	1989	271	11.77	3,190	Ton	\$422.60	\$1,348,000
	1988	274	11.76	3,221	"	346.25	1,115,000
<b>ARTICHOKES</b>							
Total	1989	8,360					25,686,000
	1988	7,720					28,580,400
Fresh	1989		4.13	34,530	"	622.80	21,505,000
	1988		4.43	34,200	"	730.15	24,971,000
Processing (Regular)	1989		1.44	12,070	"	338.00	4,080,000
	1988		1.42	10,970	"	320.00	3,510,000
Processing (Culls)	1989		0.46	3,880	"	26.00	101,000
	1988		0.50	3,825	"	26.00	99,400
ASPARAGUS	1989	4,990	3.10	15,450	"	995.00	15,373,000
	1988	3,880	3.28	12,740	"	1,140.95	14,536,000
BOK CHOY	1989	360	10.90	3,925	"	303.30	1,190,000
	1988	368	10.90	4,010	"	238.80	958,000
<b>BROCCOLI</b>							
Total	1989	50,960					122,098,000
	1988	49,075					114,684,000
Fresh	1989	30,900	6.47	200,000	"	403.20	80,640,000
	1988	28,875	6.17	178,250	"	460.80	82,138,000
Processing	1989	20,060	5.57	111,656	"	371.30	41,458,000
	1988	20,200	4.22	85,200	"	382.00	32,546,000
<b>BRUSSELS SPROUTS</b>							
Total	1989	1,322					5,653,000
	1988	1,401					5,386,000
Fresh	1989	182	9.56	1,740	"	606.60	1,055,000
	1988	221	8.55	1,890	"	393.10	743,000
Processing	1989	1,140	9.17	10,450	"	440.00	4,598,000
	1988	1,180	9.07	10,700	"	433.95	4,643,000

## VEGETABLE CROPS - CONTINUED

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION		F.O.B. VALUE	
				TOTAL	UNIT	PER UNIT	TOTAL
CABBAGE, Green	1989	640	20.97	13,420	"	\$222.50	\$2,986,000
	1988	658	17.07	11,230	"	165.10	1,854,000
CABBAGE, Red	1989	143	17.83	2,550	"	234.90	599,000
	1988	155	15.42	2,390	"	291.65	697,000
<b>CARROTS</b>							
Total	1989	5,351					18,110,000
	1988	5,750					16,955,000
Fresh	1989	2,601	20.45	53,180	"	224.00	11,912,000
	1988	3,215	19.80	63,650	"	196.55	12,510,000
Processing	1989	2,750	29.95	91,550	"	67.70	6,198,000
	1988	2,535	28.10	71,240	"	62.40	4,445,000
<b>CAULIFLOWER</b>							
Total	1989	21,391					64,411,000
	1988	20,160					69,520,000
Fresh	1989	14,911	7.48	111,550	"	455.30	50,789,000
	1988	13,200	7.90	104,300	"	525.75	54,836,000
Processing	1989	6,480	4.29	27,800	"	490.00	13,622,000
	1988	6,960	4.25	29,580	"	496.40	14,684,000
CILANTRO	1989	87	12.00	1,044	"	495.30	517,000
	1988	70	12.33	329	"	933.15	307,000
<b>CELERY</b>							
Total	1989	5,085					34,456,000
	1988	4,449					33,674,000
Fresh	1989	4,765	33.46	159,450	"	207.70	33,118,000
	1988	4,125	34.44	142,065	"	229.60	32,618,000
Processing	1989	320	28.34	9,070	"	147.50	1,338,000
	1988	324	28.46	9,220	"	114.50	1,056,000
GARLIC	1989	380	7.74	2,942	"	693.30	2,040,000
	1988	500	8.00	4,000	"	403.75	1,615,000
HERBS*	1989	50					365,000
	1988	31					312,000
KALE	1989	118	7.66	904	"	557.50	504,000
	1988	196	5.48	1,075	"	448.35	482,000

\*Includes oregano, sage, thyme, rosemary and others

## VEGETABLE CROPS - CONTINUED

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION TOTAL	UNIT	F.O.B. VALUE PER UNIT	VALUE TOTAL
LETTUCE, Head	1989						
Spring		20,105					
Summer		20,705					
Fall		23,225					
				30,477,000	Ctn	\$6.25	\$190,481,000
				13,804,000	"	7.75	106,981,000
				7,250,000	"	3.59	26,028,000
				1,207,000	"	6.14	7,411,000
SEASON TOTAL	1989	64,035	823.58	52,738,000	"	\$6.2744	\$330,901,000
LETTUCE, Head	1988						
Spring		21,620					
Summer		20,690					
Fall		26,225					
				35,345,000	Ctn	\$5.03	\$177,785,000
				11,995,000	"	6.53	78,330,000
				8,460,000	"	4.44	37,562,000
				1,187,000	"	7.75	9,200,000
SEASON TOTAL	1988	68,535	831.50	56,987,000	"	\$5.3148	\$302,877,000

## VEGETABLE CROPS - CONTINUED

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION TOTAL	UNIT	PER UNIT	F.O.B. VALUE TOTAL
BUTTER LETTUCE	1989	1,195	898.74	1,074,000	Ctn	\$4.60	\$4,940,000
	1988	1,345	825.28	1,110,000	"	4.15	4,606,000
GREEN LEAF	1989	4,419	848.83	3,751,000	"	5.36	20,105,000
	1988	3,610	742.38	2,680,000	"	4.05	10,854,000
ENDIVE	1989	429	682.98	293,000	"	4.76	1,395,000
	1988	613	740.62	454,000	"	5.60	2,542,000
ESCAROLE	1989	410	504.88	207,000	"	5.40	1,118,000
	1988	438	789.95	346,000	"	6.00	2,076,000
RED LETTUCE	1989	1,720	867.44	1,492,000	"	5.25	7,833,000
	1988	1,745	749.57	1,308,000	"	4.25	5,559,000
ROMAINE	1989	4,690	768.02	3,602,000	"	6.08	21,900,000
	1988	3,985	680.55	2,712,000	"	5.15	13,967,000
LEAF LETTUCE TOTALS	1989	12,863	810.00	10,419,000	Ctn		\$57,291,000
	1988	11,736	733.64	8,610,000	"		\$39,604,000
TOTAL LETTUCE CROP ACRES	1989	76,898		HEAD & LEAF LETTUCE		1989	\$388,192,000
	1988	80,271		TOTAL VALUE		1988	\$342,481,000

## VEGETABLE CROPS - CONTINUED

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION		F.O.B. VALUE	
				TOTAL	UNIT	PER UNIT	TOTAL
MUSHROOMS	1989	*		48,290,000	Pound	\$0.92	\$44,427,000
	1988	*		46,890,000	"	0.99	46,421,000
NAPA	1989	305	10.66	3,250	Ton	276.30	898,000
	1988	242	14.11	3,415	"	265.00	905,000
ONIONS, Dry	1989	522	23.59	12,315	"	184.00	2,266,000
	1988	600	23.66	14,200	"	220.00	3,124,000
ONIONS, Green	1989	1,348	8.31	11,200	"	729.20	8,167,000
	1988	1,295	7.13	9,235	"	962.85	8,892,000
PARSLEY Total	1989	1,139					3,490,000
	1988	613					1,693,000
Fresh	1989	235	9.23	2,170	"	460.10	998,000
	1988	181	9.78	1,770	"	388.70	688,000
Dry	1989	904	2.56	2,310	"	1,078.70	2,492,000
	1988	432	2.19	946	"	1,062.35	1,005,000
PEPPERS, Bell Total	1989	719					2,902,000
	1988	121					416,000
Fresh	1989	276	13.73	3,790	"	471.00	1,785,000
	1988	121	12.85	1,555	"	267.50	416,000
Processed	1989	443	15.30	6,623	"	168.70	1,117,000
PEPPERS, Chili Dry	1989	2,990	3.58	10,700	"	991.20	10,606,000
	1988	2,720	3.19	8,690	"	1,107.25	9,622,000
POTATOES	1989	1,000	20.00	20,000	"	130.00	2,600,000
	1988	1,200	20.00	24,000	"	130.00	3,120,000
SALAD PRODUCTS Total	1989						40,542,000
	1988						37,538,000
Shredded	1989			3,659,000	Ctn	6.30	23,052,000
	1988			2,984,000	Ctn	6.62	19,754,000
Food Service Products**	1989						17,490,000
	1988						17,784,000

\*Multiple harvested square footage  
 \*\*Broccoli and cauliflower florets, celery, spinach, and carrots

## VEGETABLE CROPS - CONTINUED

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION TOTAL	UNIT	F.O.B. VALUE PER UNIT	VALUE TOTAL
<b>SPINACH</b>							
Total	1989	4,410					\$11,476,000
	1988	4,355					7,516,000
Fresh	1989	1,070	10.09	10,800	Ton	\$570.90	6,166,000
	1988	910	8.14	7,405	"	454.00	3,362,000
Processing	1989	3,340	13.22	44,142	"	120.30	5,310,000
	1988	3,445	10.56	36,390	"	114.15	4,154,000
<b>SQUASH, Fresh</b>							
	1989	630	11.56	7,280	"	381.20	2,775,000
	1988	318	12.03	3,825	"	358.45	1,371,000
<b>TOMATOES</b>							
Total	1989	7,440					29,895,000
	1988	5,940					33,094,000
Fresh	1989	4,440	16.02	71,125	"	353.30	25,128,000
	1988	4,400	16.31	71,745	"	428.90	30,771,000
Processing	1989	3,000	30.50	91,500	"	52.10	4,767,000
	1988	1,540	31.30	48,200	"	48.20	2,323,000
<b>TOMATOES, Cherry</b>							
	1989	198	11.06	2,190	"	646.60	1,416,000
	1988	230	7.02	1,615	"	802.45	1,296,000
<b>MISCELLANEOUS VEGETABLES*</b>							
Total	1989	2,894					17,645,000
	1988	2,160					8,054,000
Fresh	1989	2,459					15,313,000
	1988	1,810					7,389,000
Processing	1989	435					2,332,000
	1988	250					665,000
<hr/>							
TOTAL ACRES	1989	194,650		TOTAL VALUE VEGETABLE CROPS		1989	\$844,523,000
	1988	194,753				1988	\$796,218,400

\*Includes beets, cactus, pears, chives, corn, green peppers, rappini, leeks, fresh peas, parsnips, fava beans, radishes, turnips and others



# FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY, Grain	1989	21,300	0.90	19,200	Ton	\$112.00	\$2,150,000
	1988	27,300	0.93	25,400	"	127.55	3,240,000
BEANS, Dry Large Lima	1989	2,585	1.02	2,630	"	960.00	2,525,000
	1988	1,885	1.16	2,180	"	1,045.00	2,278,000
Small White	1989	413	1.23	507	"	640.00	324,000
	1988	520	1.29	665	"	827.30	550,000
Misc. Dry	1989	55	1.44	79	"	780.00	61,600
	1988	356					273,000
CORN, Processing	1989	621	5.51	3,420	"	235.00	804,000
	1988	450	5.40	2,430	"	220.00	535,000
CORN, Silage	1989	100	35.00	3,500	"	35.00	122,000
	1988	200	36.00	7,200	"	32.00	230,000
HAY, Alfalfa	1989	2,970	7.37	21,900	"	105.00	2,300,000
	1988	3,050	6.95	21,200	"	105.55	2,238,000
HAY, Barley	1989	3,800	0.85	3,230	"	80.00	258,000
	1988	2,975	1.60	4,760	"	83.85	399,000
HAY, Oats	1989	1,130	1.00	1,130	"	95.00	107,000
	1988	625	1.98	1,235	"	72.90	90,000
PASTURE, Dry Land	1989	1,107,500			Acre	6.50	7,199,000
	1988	1,107,500				7.00	7,752,000
PASTURE, Irrigated	1989	300	1.00	300	Ton	80.00	24,000
	1988	500	1.00	500	"	80.00	40,000
SUGAR BEETS	1989	2,830	40.11	113,500	"	39.60	4,495,000
	1988	3,200	40.22	129,500	"	37.70	4,882,000
WHEAT, Grain	1989	1,670	0.80	1,335	"	124.00	166,000
	1988	1,285	0.75	965	"	144.20	139,000
TOTAL ACRES	1989	1,145,274	TOTAL VALUE FIELD CROPS			1989	\$20,535,600
	1988	1,060,111				1988	\$22,646,000

## SEED CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ASPARAGUS	1989	24	0.13	3	Ton	\$2,700.00	\$8,100
	1988	420	0.15	63	"	2,700.00	170,000
BARLEY	1989	850	0.89	758	"	126.00	95,500
	1988	1,140	1.07	1,215	"	140.00	170,000
BEANS (A11)	1989	2,630	1.13	2,965	"	1,012.00	3,001,000
	1988	2,465	1.11	2,725	"	900.00	2,452,000
BROCCOLI	1989	92	0.16	15	"	19,196.00	288,000
	1988	79	0.11	9	"	25,000.00	225,000
CAULIFLOWER	1989	62	0.19	12	"	15,272.00	183,000
	1988	56	0.18	10	"	22,340.00	223,000
CORN	1989	80	0.70	56	"	1,949.00	109,000
	1988	144	0.80	115	"	1,600.00	184,000
OAT	1989	390	0.63	247	"	310.00	76,600
	1988	420	0.74	313	"	360.00	113,000
PEA	1989	18	0.17	3	"	5,621.00	16,900
	1988	40	0.42	17	"	540.00	9,200
PEPPER	1989	30	0.20	6	"	50,000.00	300,000
	1988	30	0.10	3	"	28,666.65	86,000
WHEAT	1989	145	2.68	389	"	134.00	52,000
	1988	130	2.18	284	"	140.00	39,800
MISC. SEED*	1989	55					96,400
	1988	21					25,400
TOTAL ACRES	1989	4,376	TOTAL VALUE SEED CROPS			1989	\$4,226,500
	1988	4,945				1988	\$3,697,400

\*Misc. Seed includes cucumber, squash, onion, parsley & other

## OTHER PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B VALUE	
					PER UNIT	TOTAL
APIARY						
Total	1989					\$69,980
	1988					63,700
Honey	1989		45,000	Pound	\$0.50	22,500
	1988		56,200	"	0.50	28,100
Pollination*	1989	2,100		Colony	22.00	46,200
	1988	1,580		"	21.50	34,000
Wax	1989		1,600	Pound	0.80	1,280
	1988		2,015	"	0.80	1,600
TOTAL VALUE OTHER PRODUCTION					1989	69,980
					1988	63,700

\*Crops Pollinated: apple, cucumber, cauliflower, broccoli, onion, squash, carrot, spinach, pepper, fava bean, parsley and melon

## NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<b>CUT FLOWERS</b>					
			BLOOMS SOLD	PER BLOOM	
Rose	1989	146.89	70,900,000	\$0.2700	\$19,143,000
	1988	152.15	89,176,000	0.2460	21,937,000
Miniature Rose	1989	12.48	8,360,000	0.1637	1,369,000
	1988	11.40	8,905,000	0.1654	1,473,000
Carnation	1989	206.19	132,718,000	0.1331	17,665,000
	1988	194.12	127,932,000	0.1407	18,000,000
Chrysanthemum (Standard)	1989	25.34	6,956,000	0.4073	2,833,000
	1988	24.29	7,370,000	0.4435	3,269,000
			BUNCHES SOLD	PER BUNCH	
Carnation (Miniature)	1989	39.95	2,385,000	1.312	3,129,000
	1988	31.28	1,889,000	1.530	2,890,000
Cut Flowers (Misc.)	1989	23.00	61,000	1.50	91,500
	1988	23.25	462,300	0.75	347,000
<hr/>					
TOTAL INDOOR CUT FLOWERS	1989	453.85			\$44,230,500
	1988	436.49			\$47,916,000
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Gypsophilia	1989	22.50	131,000	1.60	210,000
	1988	26.25	64,800	1.30	84,000
Iris	1989	65.29	1,003,000	1.96	1,966,000
	1988	61.14	804,000	1.90	1,528,000
Statice	1989	34.50	357,000	1.09	389,000
	1988	29.18	362,000	1.25	452,000

## NURSERY CROPS - CONTINUED

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
POTTED PLANTS (Indoor Decorative)	1989	54.72	6,467,000	2.60	16,814,000
	1988	37.48	6,005,000	2.75	16,514,000
POTTED PLANTS (Ornamental)	1989		296,000	7.10	2,102,000
	1988		170,000	7.00	1,190,000
FOLIAGE (All)	1989	188.80			2,698,000
	1988	178.00			2,153,000
PROPAGATIVE STOCK, SUCCULENTS, BULBS, MISC. FIELD CROPS*	1989	484.25			23,963,000
	1988	295.00			17,000,000
BEDDING PLANTS (Vegetable)	1989	80.16			8,629,000
	1988	22.90			5,851,000
			TREES SOLD	PER TREE	
CHRISTMAS TREES	1989	96.00	8,745	20.50	179,000
	1988	91.00	10,000	20.20	202,000
TOTAL ACRES		1989 1,480.07	TOTAL VALUE	1989	\$101,180,500
		1988 1,177.44	NURSERY CROPS	1988	\$92,890,000

\*Includes carnations, chrysanthemums, heather, turf, seafoam, alstermaria gardinia, orchid, stock, larkspur, and others

# LIVESTOCK, POULTRY, AND DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. PER UNIT	VALUE TOTAL
<b>BEEF CATTLE</b>						
Total	1989	140,250				\$43,040,000
	1988	113,300				39,213,000
Cattle & Calves	1989	60,600	400,000	Cwt	\$66.00	26,400,000
	1988	63,800	421,000	"	67.00	28,207,000
Feeder	1989	35,000	98,000	"	73.00	7,154,000
	1988	2,500	6,250	"	69.00	431,000
Stocker	1989	44,650	111,600	"	85.00	9,486,000
	1988	47,000	117,500	"	90.00	10,575,000
<b>SHEEP &amp; LAMBS</b>						
	1989	2,800	4,000	"	60.00	240,000
	1988	3,880	5,435	"	64.00	348,000
<b>WOOL</b>						
	1989		25,200	Pound	0.70	17,600
	1988		34,930	"	0.69	24,000
<b>HOGS</b>						
	1989	1,600	304,000	"	0.40	122,000
	1988	1,800	342,000	"	0.46	157,000
<b>CHICKENS</b>						
Total	1989	392,815				1,271,600
	1988	362,320				963,200
Roasters	1989	390,000	3,088,800	"	0.41	1,266,000
	1988	360,000	2,520,000	"	0.38	958,000
Meat Hens	1989	2,815	14,080	"	0.40	5,600
	1988	2,320	10,440	"	0.50	5,200
<b>MISC. POULTRY*</b>						
	1989					430,000
	1988					427,000
<b>EGGS</b>						
	1989		255,900	Dozen	0.88	225,000
	1988		272,100	"	0.81	220,000

\*Includes pullets, fryers, ducklings, goslings, duck eggs, quail eggs and others

# LIVESTOCK, POULTRY, AND DAIRYING - CONTINUED

CROP	YEAR	HEAD	PRODUCTION	UNIT	F.O.B. VALUE PER UNIT	VALUE TOTAL
<b>DAIRYING COWS</b>						
Breeding Stock	1989	5,500		Head	1,000.00	5,500,000
Cull Cows	1989	718		"	575.00	413,000
	1988	1,025		"	590.00	605,000
Calves	1989	1,800		"	75.00	135,000
	1988	2,000		"	75.00	150,000
Fertilizer	1989		17,760	Ton	6.00	107,000
	1988		17,560	"	6.00	105,000
<b>MILK, Market</b>						
Marketed	1989		806,225	Cwt	10.88	8,772,000
	1988		806,200	"	10.88	8,771,000
Manufactured	1989		600	"	9.89	5,900
	1988		668	"	9.89	6,600
<b>GOATS</b>						
Breeding Stock	1989	500		Head	250.00	125,000
	1988	500		"	250.00	125,000
Cull Goats	1989	300		"	40.00	12,000
	1988	100		"	60.00	6,000
Kids	1989	1,000		"	35.00	35,000
	1988	1,325		"	56.00	74,200
TOTAL VALUE LIVESTOCK, POULTRY, AND DAIRYING					1989	60,451,100
					1988	51,195,000

## TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES	VALUE
ARTICHOKES Fresh & Processing	1989	8,360	\$25,686,000
	1984	9,475	27,291,000
	1979	9,085	20,801,600
BROCCOLI Fresh & Processing	1989	50,960	122,098,000
	1984	57,495	126,502,000
	1979	36,260	55,661,000
CARROTS Fresh & Processing	1989	5,351	18,110,000
	1984	5,810	19,969,000
	1979	5,412	10,784,000
CAULIFLOWER Fresh & Processing	1989	21,391	64,411,000
	1984	26,550	79,653,000
	1979	16,270	32,573,000
CELERY Fresh & Processing	1989	5,085	34,456,000
	1984	5,510	26,807,000
	1979	6,580	28,010,000
GRAPES	1989	32,645.71	60,139,000
	1984	32,889.70	42,022,000
	1979	33,516.50	58,344,000
LETTUCE	1989	56,898	388,192,000
	1984	71,207	285,175,000
	1979	66,570	171,576,000
MUSHROOMS	1989	48,290,000	1bs. 44,427,000
	1984	37,390,000	" 35,147,000
	1979	23,162,000	" 23,162,000
NURSERY CROPS	1989	1,480.07	101,180,500
	1984	959.80	76,761,000
	1979	809.12	48,082,000
STRAWBERRIES Fresh & Processing	1989	5,050	102,474,000
	1984	3,245	88,515,000
	1979	2,985	50,109,000
TOMATOES Fresh & Processing	1989	7,440	29,895,000
	1984	5,320	23,901,000
	1979	7,420	23,477,000



## MILLION DOLLAR CROPS

1.	LETTUCE, HEAD	\$330,901,000
2.	BROCCOLI	122,098,000
3.	STRAWBERRIES	102,474,000
4.	NURSERY	101,180,500
5.	CAULIFLOWER	64,411,000
6.	GRAPES	60,139,000
7.	LEAF LETTUCE	57,291,000
8.	MUSHROOMS	44,427,000
9.	CATTLE	43,040,000
10.	SALAD PRODUCTS	40,542,000
11.	CELERY	34,456,000
12.	TOMATOES	29,895,000
13.	ARTICHOKES	25,686,000
14.	CARROTS	18,110,000
15.	MISC. VEGETABLES	17,645,000
16.	FOOD SERVICE PRODUCTS	17,490,000
17.	ASPARAGUS	15,373,000
18.	SPINACH	11,476,000
19.	PEPPERS, CHILI	10,606,000
20.	RASPBERRIES	9,800,000
21.	MILK, MARKETED	8,772,000
22.	ONIONS, GREEN	8,167,000
23.	PASTURE LAND, DRY	7,199,000
24.	BRUSSELS SPROUTS	5,653,000
25.	SUGAR BEETS	4,495,000
26.	SEEDS	4,226,500
27.	PARSLEY	3,490,000
28.	CABBAGE, GREEN	2,986,000
29.	PEPPERS, BELL	2,902,000
30.	SQUASH	2,775,000
31.	POTATOES	2,600,000
32.	BEANS, DRY	2,525,000
33.	HAY, ALFALFA	2,300,000
34.	ONIONS, DRY	2,266,000
35.	BARLEY	2,150,000
36.	GARLIC	2,040,000
37.	TOMATOES, CHERRY	1,416,000
38.	ANISE	1,348,000
39.	POULTRY	1,271,600
40.	BOK CHOY	1,190,000

## SUMMARY

FRUITS & NUTS	1989	\$174,908,200
	1988	192,816,000
VEGETABLE CROPS	1989	844,523,000
	1988	796,218,400
FIELD CROPS	1989	20,535,600
	1988	22,044,200
SEED CROPS	1989	4,226,500
	1988	3,697,400
OTHER PRODUCTION	1989	69,980
	1988	163,700
NURSERY CROPS	1989	101,180,500
	1988	92,890,000
LIVESTOCK, POULTRY, AND DAIRYING	1989	60,451,100
	1988	51,194,800
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TOTAL	1989	\$1,205,894,880
	1988	\$1,159,024,500
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## SUMMARY OF TOP 20 PRODUCE EXPORTS FOR 1989

	1988 POUNDS	1989 POUNDS
1. BROCCOLI .....	2,433,094	7,676,189
2. LETTUCE .....	4,721,375	7,178,641
3. CELERY .....	7,397,072	6,130,232
4. ONION .....	3,469,020	4,516,231
5. STRAWBERRY .....	5,537,822	4,377,158
6. CARROT .....	592,221	1,916,005
7. CABBAGE .....	701,463	1,840,057
8. ASPARAGUS .....	2,413,765	1,544,646
9. TOMATO .....	62,900	943,477
10. GARLIC .....	83,170	625,755
11. RASPBERRY .....	287,130	214,235
12. CAULIFLOWER .....	128,934	205,905
13. RADISH* .....	1,692	84,003
14. BEAN .....	78,390	46,550
15. SNOW PEA .....	23,147	33,397
16. SPINACH .....	20,256	31,565
17. ROMAINE .....	29,086	29,702
18. GREEN ONION .....	22,049	19,178
19. PARSLEY* .....	1,599	17,681
20. NAPA CABBAGE* .....	0	14,204
ALL SEED .....	6,429,660	28,585,242
NURSERY	1988	1989
Cut Flowers (# of stems) .....	1,908,379	2,313,331
Other Nursery Plants .....	1,881,596	10,573,707

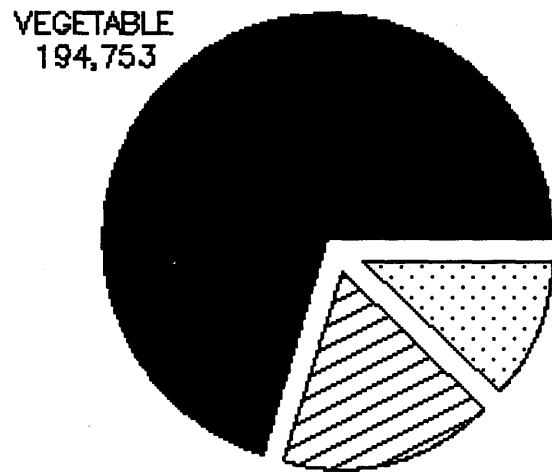
\*Commodity was not listed in Top 20 Produce Exports for 1988.

## SUMMARY OF PRODUCE EXPORTS BY COUNTRY

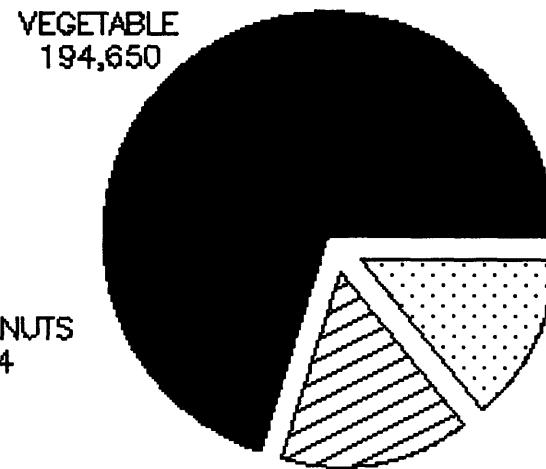
	1988 POUNDS	1989 POUNDS
	<hr style="width: 100%;"/>	<hr style="width: 100%;"/>
1. JAPAN	11,286,915	12,979,539
2. TAIWAN	6,462,844	10,328,347
3. MEXICO	1,005,682	3,911,961
4. GUAM	1,712,785	2,876,703
5. GREAT BRITAIN	2,903,557	2,079,421
6. KUWAIT	502,913	1,567,128
7. PANAMA	382,500	1,450,000
8. AUSTRALIA	492,465	634,636
9. FEDERAL REPUBLIC OF GERMANY	757,555	577,974
10. HONG KONG	200,815	488,504
11. SAIPAN	214,198	424,540
12. TAHITI*	45,000	402,843
13. SAUDI ARABIA	306,229	274,455
14. UNITED ARAB EMIRATES	352,880	235,251
15. BAHRAIN*	118,022	215,253
16. ITALY	429,208	168,115
17. NETHERLANDS	803,712	120,660
18. PHILIPPINES*	0	112,946
19. PEOPLE'S REPUBLIC OF CHINA*	0	81,500
20. DENMARK*	0	64,806
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	27,977,280	38,994,582

\*Country was not listed in Top 20 exports by country for 1988

# TOTAL ACRES FARMED 1988 - 1989



1988 - 277,080 AC

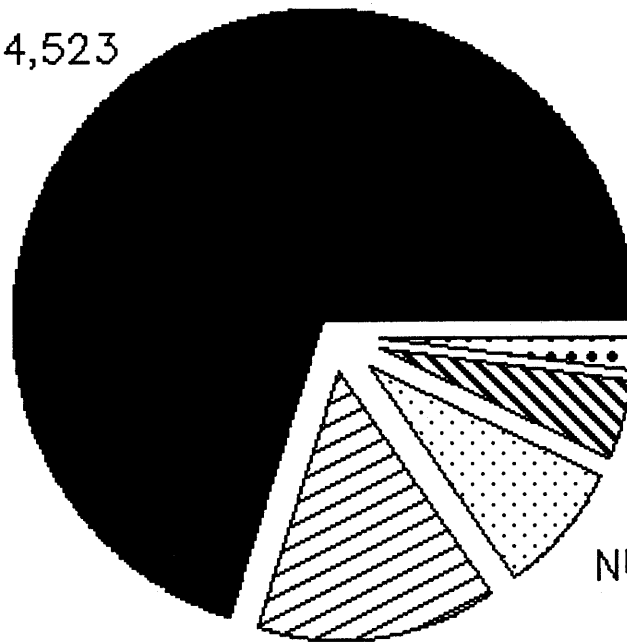


1989 - 277,632 AC

# MONTEREY COUNTY

TOTAL VALUE \$1,205,894,880

VEGETABLES \$844,523



FIELD, OTHER \$24,832

LIVESTOCK \$60,451

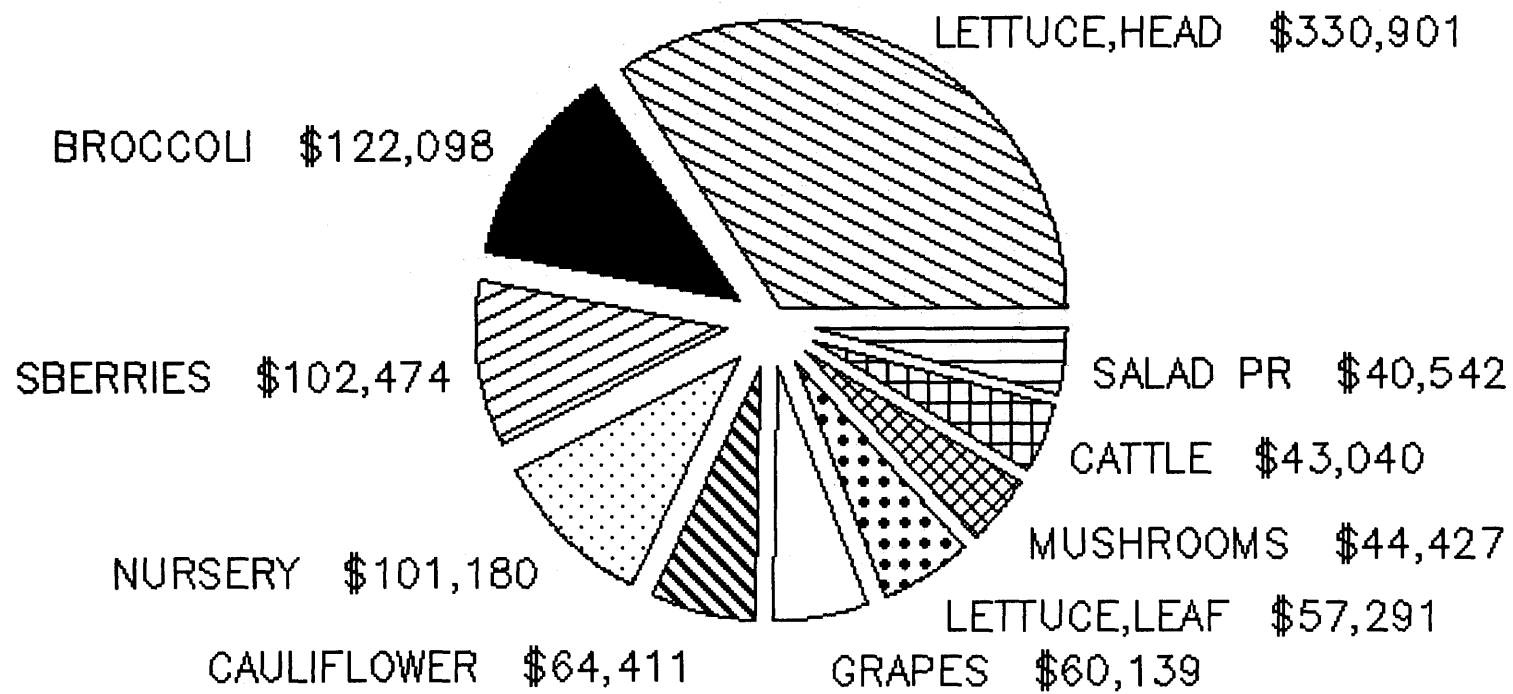
NURSERY \$101,180

FRUIT & NUTS \$174,908

1989

(000)

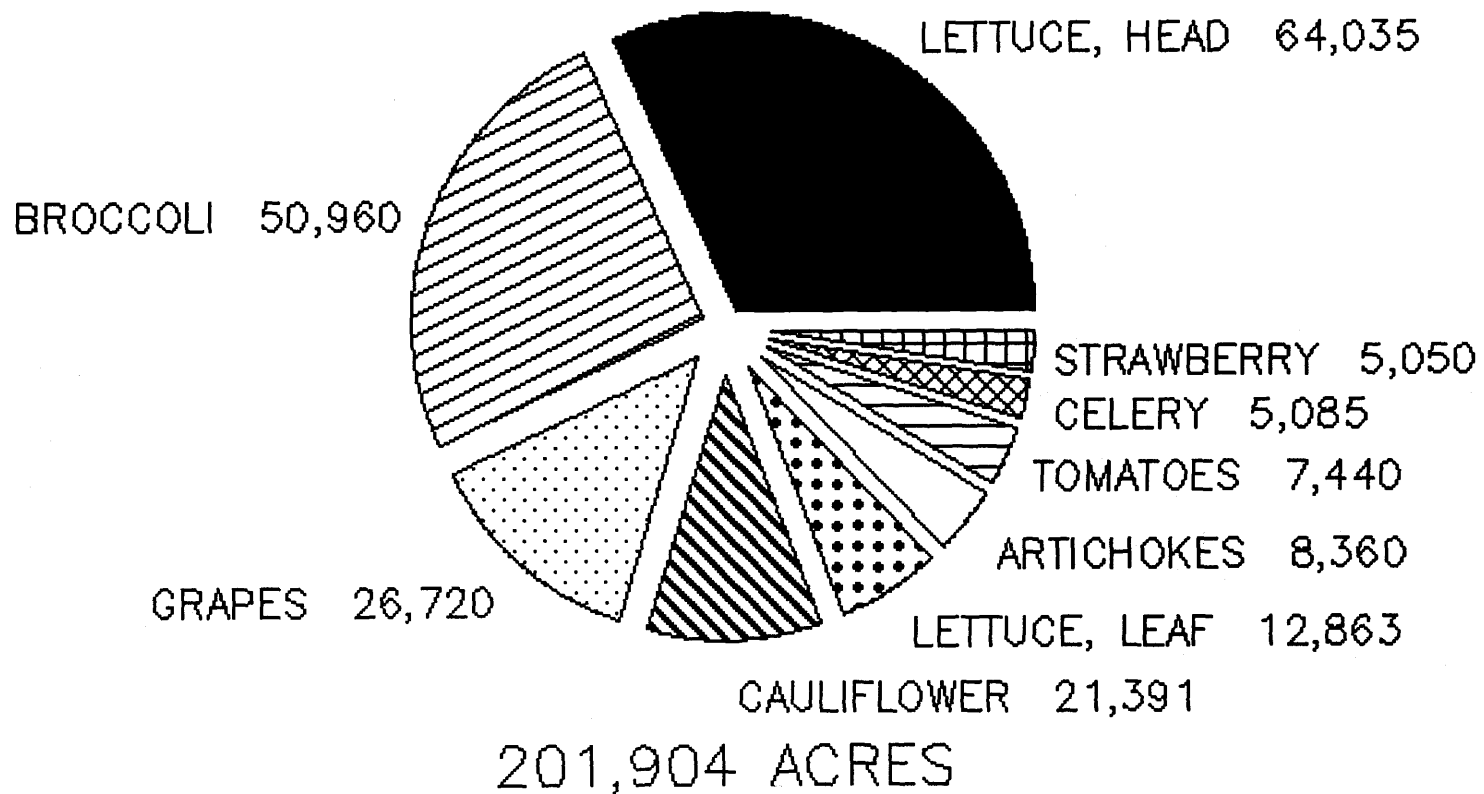
# MONTEREY COUNTY THE TOP 10 CROPS



1989

(000)

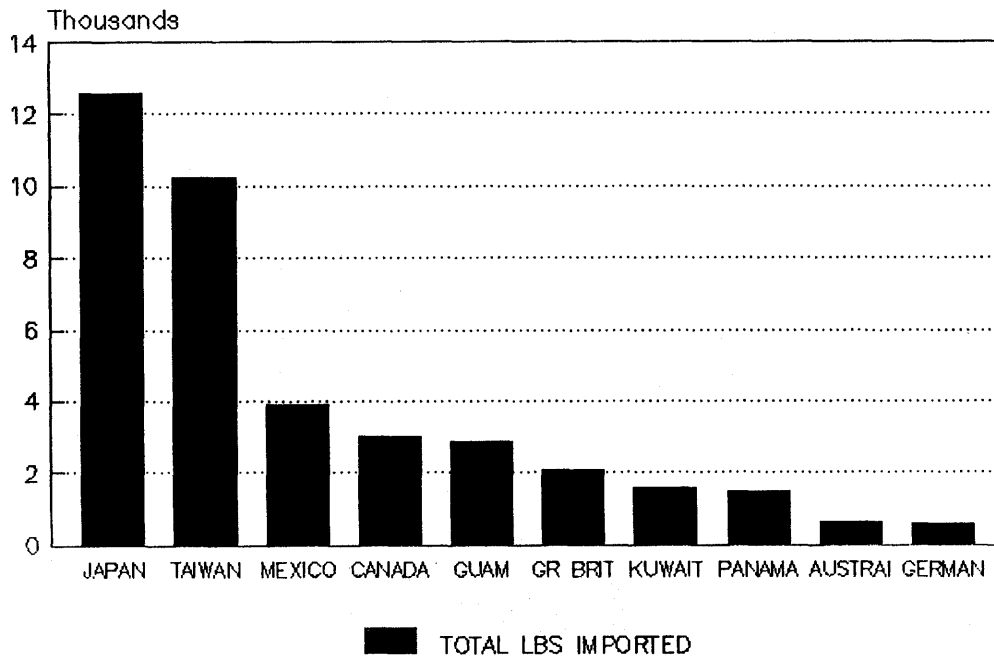
# LEADING CROP ACREAGES 1989





# IMPORTING COUNTRIES

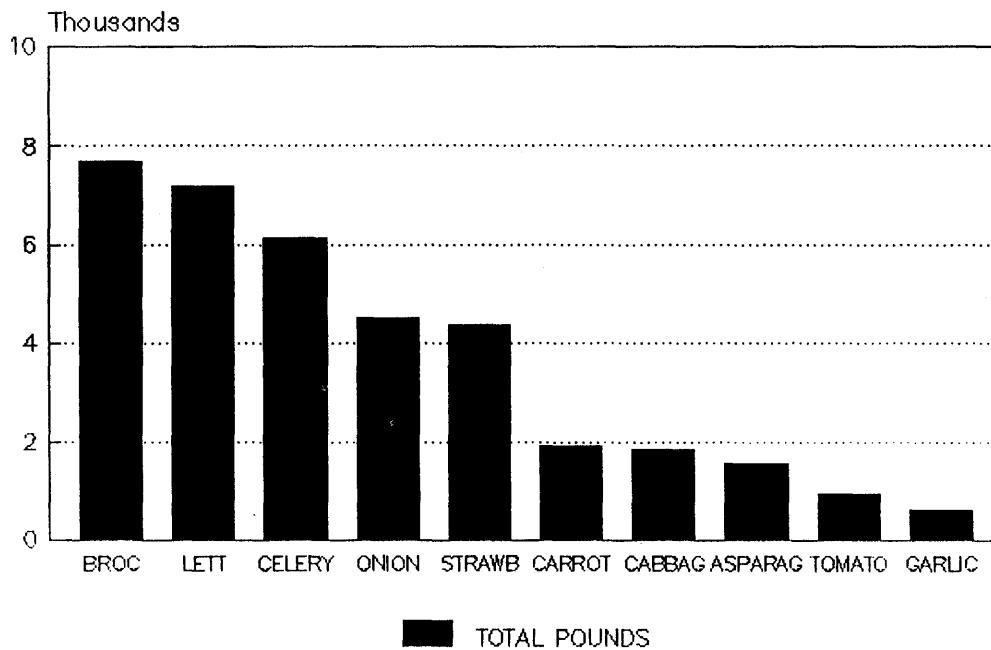
1989



POUNDS + (000)

# EXPORTED COMMODITIES

1989



POUNDS + (000)