

**1995 MONTEREY COUNTY CROP REPORT  
THE YEAR OF THE FLOOD**

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**COVER PHOTOGRAPHS: COURTESY OF BRUCE CHURCH INC. TAKEN MARCH 12, 1995**

**FRONT COVER: VIEW OF THE BLANCO AREA FROM THE SALINAS / CASTROVILLE HIGHWAY AND  
TEMLADERO SLOUGH**

**BACK COVER: VIEW OF THE BLANCO AREA FROM THE SALINAS RIVER AND HIGHWAY 1**

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

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



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# MONTEREY COUNTY



## AGRICULTURAL COMMISSIONER

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### 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**

<b>Simon Salinas</b>	<b>1st District</b>
<b>Judy Pennycook</b>	<b>2nd District</b>
<b>Tom Perkins</b>	<b>3rd District</b>
<b>Edith Johnsen</b>	<b>4th District</b>
<b>Sam Karas</b>	<b>5th District</b>

For the first time, Monterey County's revenue from agriculture grossed over **TWO BILLION DOLLARS**. Despite the most devastating rain and floods of modern agricultural times and its impact on the County during 1995, the County registered a gross record value of \$2,028,492,250, or 4.9% above 1994. Dramatic vegetable crop prices were recorded as a result of the floods during the spring and early summer crops.

- Vegetable crops increased by 10.4%. However, decreases in dollar value were noted for fruit and nuts, field crops, seed crops and livestock. 1995 saw a decline of over 2,500 acres planted because of the floods.
- Head lettuce continued as the leading commodity, with a 30+% increase in total value even though total production decreased.
- Lower market prices failed to increase the value of broccoli in spite of an acreage expansion.
- Strawberries recorded a 16.8% decline in total value and production, primarily a result of weather and market conditions. In addition, berry exports dropped slightly.
- Other crops showing major increases were leaf lettuce, mushrooms, green onions, garlic, bell peppers, anise, radicchio, bok choy, cilantro and parsley. Commodities that decreased sharply were carrots, chili peppers, tomatoes, asparagus, brussels sprouts and squash.
- Food service and salad products persist in influencing traditional markets. This can be seen in the supermarket produce displays. Even with the expanding market for these products, only 5% growth occurred.
- Wine grapes yield per acre fell 37,000 tons as a consequence of rain during the bloom period. Price per ton reached an all time high as County premium varieties rise in demand and receive recognition. New plantings are continuing and the future is bright for the wine grape industry.
- Nursery crops increased slightly, mainly because of the popularity of field grown flowers. Greenhouse grown carnations and roses continue to decline in value -- suffering principally from foreign imports.
- Livestock industry has experienced depressed marked prices for some time. The total value dropped to its lowest point since 1969.
- Exports to Canada, Japan, Taiwan and Mexico were off significantly. Lack of products and devaluation of the peso were contributing factors.

I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year 1995. This report is the result of information gathered from many sources. As always, it must be emphasized that the figures represent gross returns to the producer and do not indicate actual net profit.

Very truly yours,

Richard W. Nutter, Agricultural Commissioner

*Produced in accordance with the provisions of Sections 2279 of the California Food and Agricultural Code*

# 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			F. O. B. VALUE		
		ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
<b>APPLES</b>	<b>1995</b>	<b>267</b>	<b>14.98</b>	<b>4,000</b>	<b>TON</b>	<b>\$ 196.00</b>	<b>\$ 784,000</b>
<b>TOTAL</b>	1994	320	17.78	5,690	"	153.25	872,000
<b>Fresh</b>	<b>1995</b>			<b>759</b>	"	<b>192.00</b>	<b>146,000</b>
	1994			1,270	"	147.24	187,000
<b>Processing</b>	<b>1995</b>			<b>3,240</b>	"	<b>197.00</b>	<b>638,000</b>
	1994			4,420	"	154.98	685,000
<b>AVOCADOS*</b>	<b>1995</b>	<b>95</b>	<b>2.95</b>	<b>280</b>	"	<b>960.00</b>	<b>269,000</b>
	1994	95	3.48	331	"	1,202.40	398,000
<b>BUSHBERRIES</b>	<b>1995</b>	<b>14</b>	<b>8.93</b>	<b>125</b>	"	<b>2,544.00</b>	<b>318,000</b>
	1994	11	4.73	52	"	1,749.00	90,900
<b>CITRUS FRUIT*</b>	<b>1995</b>	<b>1,038</b>	<b>2.70</b>	<b>2,800</b>	"	<b>398.00</b>	<b>1,114,000</b>
	1994	1,038	2.78	2,890	"	378.20	1,093,000
<b>GRAPES</b>	<b>1995</b>	<b>30,483</b>					<b>79,309,000</b>
	1994	31,247					89,335,000
<b>KIWI FRUIT</b>	<b>1995</b>	<b>14.5</b>	<b>1.90</b>	<b>27.5</b>	"	<b>1,670.00</b>	<b>45,900</b>
	1994	14.5	1.75	25.4	"	2,000.00	50,800
<b>RASPBERRIES</b>	<b>1995</b>	<b>209</b>	<b>5.93</b>	<b>1,240</b>	"	<b>3,065.32</b>	<b>3,801,000</b>
	1994	266	4.14	1,100	"	3,465.00	3,812,000
<b>STRAWBERRIES</b>	<b>1995</b>	<b>7,022</b>	<b>29.43</b>	<b>206,639</b>	"	<b>932.61</b>	<b>192,714,000</b>
<b>TOTAL</b>	1994	6,995	32.91	230,210	"	1,006.62	231,735,000
<b>Fresh</b>	<b>1995</b>			<b>170,396</b>	"	<b>1,007.07</b>	<b>171,601,000</b>
	1994			202,498	"	1,029.00	208,370,000
<b>Processing</b>	<b>1995</b>			<b>36,243</b>	"	<b>582.54</b>	<b>21,113,000</b>
	1994			27,684	"	844.00	23,365,000
<b>WALNUTS</b>	<b>1995</b>	<b>343</b>	<b>1.15</b>	<b>393</b>	"	<b>1,364.89</b>	<b>536,000</b>
	1994	362	1.00	362	"	1,210.54	438,000
<b>MISCELLANEOUS</b>							
<b>PROCESSING</b>	<b>1995</b>			<b>84</b>	"	<b>830.95</b>	<b>69,800</b>
<b>TOTAL</b>	1994**			15	"	1,213.33	18,200
<b>TOTAL ACRES</b>	<b>1995</b>	<b>39,485.5</b>					<b>\$ 278,960,700</b>
	1994	40,348.5					327,824,700
			<b>FRUITS AND NUTS</b>				
			<b>TOTAL VALUE</b>				

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

\*\*Corrected 1994 figure

# GRAPE SUPPLEMENTARY

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
GRAPES	1995	28,029.76	2.94	82,320.62	TON	\$ 963.41	\$ 79,309,000
Nonbearing or not Harvested		2,453.31					
<b>TOTAL</b>		<b>30,483.07</b>					
GRAPES	1994	28,167.21	4.24	119,384.32	TON	\$ 748.30	\$ 89,335,000
Nonbearing or not Harvested		3,079.86					
<b>TOTAL</b>		<b>31,247.07</b>					

## TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	ACRES	AVERAGE PRICE PER TON
Cabernet Franc	129.08	\$ 1,054.51
Cabernet Sauvignon	3,611.04	971.49
Chardonnay	13,175.60	1,214.77
Chenin blanc	1,599.60	543.98
French Colombard	142.72	300.00
Gamay	209.57	441.00
Gamay Beaujolais	162.39	450.00
Gewurztraminer	629.58	644.70
Grenache	185.69	1,000.00
Merlot	2,276.62	1,260.67
Muscat blanc/Canelli	187.74	609.02
Petite Sirah	530.59	761.05
Pinot blanc	679.84	710.51
Pinot gris	74.07	1,162.20
Pinot noir	1,642.02	987.02
Sauvignon blanc	1,360.09	688.01
Semillon	134.70	650.00
Syrah	93.73	959.59
Viognier	25.81	1,500.00
White Riesling	1,708.02	610.37
Zinfandel	1,496.19	702.98
Other Red*	158.10	981.92
Other White**	270.28	837.50

\*Barbera, Cinsault, Dolcetto, Early Burgundy, Freisa, Malbec, Mouvedre, Nebbiolo, Petite Verdot, Refosco, Sangiovese, Souzao

\*\*Gray Riesling, Malvasia Bianca, Marsanne, Muscat Orange, Rousanne, Sylvaner

# VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION			F. O. B. VALUE	
			PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
ANISE	1995	466	13.73	6,400	TON	\$ 455.47	\$ 2,915,000
	1994	479	9.54	4,570	"	435.23	1,989,000
ARTICHOKES TOTAL	1995	6,344	5.43	34,465	"	1,092.56	37,655,000
	1994	6,680	6.47	43,230	"	828.87	35,832,000
Fresh	1995			24,990	"	1,372.55	34,300,000
	1994			31,000	"	1,018.23	31,565,000
Processing (Regular)	1995			8,430	"	395.02	3,330,000
	1994			10,880	"	389.00	4,232,000
Processing (Culls)	1995			1,045	"	23.92	25,000
	1994			1,350	"	25.90	35,000
ASPARAGUS	1995	3,005	2.69	8,085	"	1,533.70	12,400,000
	1994	3,940	2.47	9,730	"	1,543.88	15,022,000
BOK CHOY	1995	653	18.99	12,400	"	343.79	4,263,000
	1994	720	17.50	12,600	"	279.60	3,523,000
BROCCOLI TOTAL	1995	61,447	7.17	440,800	"	599.81	264,396,000
	1994	57,210	7.26	415,199	"	654.74	271,847,000
Fresh	1995			368,000	"	558.14	205,396,000
	1994			356,000	"	603.74	214,931,000
Food Service	1995			24,000	"	1,675.92	40,222,000
	1994			25,199	"	1,772.62	44,668,000
Processing	1995			48,800	"	384.80	18,778,000
	1994			34,000	"	360.24	12,248,000
BRUSSELS SPROUTS TOTAL	1995	593	8.45	5,010	"	482.44	2,417,000
	1994	730	8.66	6,320	"	481.65	3,044,000
Fresh	1995			1,160	"	502.58	583,000
	1994			1,010	"	506.93	512,000
Processing	1995			3,850	"	476.36	1,834,000
	1994			5,310	"	476.84	2,532,000

## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<b>CABBAGE, All</b>	1995	1,690	16.21	27,400	TON	\$ 223.65	\$ 6,128,000
	1994	1,710	18.60	31,800	"	205.94	6,549,000
<b>CARROTS TOTAL</b>	1995	3,232	24.78	80,091	"	163.58	13,101,000
	1994	3,307	31.25	103,350	"	248.31	25,663,000
<b>Fresh</b>	1995			19,500	"	250.46	4,884,000
	1994			23,900	"	220.79	5,277,000
<b>Food Service</b>	1995			1,021	"	1,835.46	1,874,000
	1994			9,600	"	1,361.66	13,072,000
<b>Processing</b>	1995			59,570	"	106.48	6,343,000
	1994			69,850	"	104.71	7,314,000
<b>CAULIFLOWER TOTAL</b>	1995	23,569	7.49	176,580	"	707.89	125,000,000
	1994	23,174	8.03	186,120	"	615.10	114,482,000
<b>White</b>	1995			155,000	"	662.50	102,688,000
	1994			165,000	"	558.55	92,161,000
<b>Green</b>	1995			6,330	"	640.92	4,057,000
	1994			5,250	"	572.14	3,004,000
<b>Food Service</b>	1995			6,700	"	2,064.03	13,829,000
	1994			6,600	"	2,276.82	15,027,000
<b>Processing</b>	1995			8,550	"	517.66	4,426,000
	1994			9,270	"	462.78	4,290,000
<b>CELERY TOTAL</b>	1995	7,445	35.56	264,781	"	237.38	62,854,000
	1994	7,857	36.96	290,429	"	238.86	69,371,000
<b>Fresh</b>	1995			256,000	"	238.63	61,089,000
	1994			279,000	"	233.93	65,266,000
<b>Food Service</b>	1995			501	"	1,526.95	765,000
	1994			2,179	"	1,407.10	3,066,000
<b>Processing</b>	1995			8,280	"	120.77	1,000,000
	1994			9,250	"	112.32	1,039,000



## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION			F. O. B. VALUE	
			PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
<b>CILANTRO</b>	<b>1995</b>	<b>420</b>	<b>11.19</b>	<b>4,700</b>	<b>TON</b>	<b>\$ 477.02</b>	<b>\$ 2,242,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>298</b>	<b>10.38</b>	<b>3,094</b>	<b>"</b>	<b>554.62</b>	<b>1,716,000</b>
<b>Fresh</b>	<b>1995</b>			<b>4,700</b>	<b>"</b>	<b>477.02</b>	<b>2,242,000</b>
	<b>1994</b>			<b>2,940</b>	<b>"</b>	<b>517.00</b>	<b>1,520,000</b>
<b>Food Service</b>	<b>1995*</b>						
	<b>1994</b>			<b>154</b>	<b>"</b>	<b>1,272.72</b>	<b>196,000</b>
<b>GARLIC</b>	<b>1995</b>	<b>1,190</b>	<b>8.33</b>	<b>9,913</b>	<b>"</b>	<b>980.00</b>	<b>9,715,000</b>
	<b>1994</b>	<b>580</b>	<b>9.78</b>	<b>5,670</b>	<b>"</b>	<b>1,374.43</b>	<b>7,793,000</b>
<b>HERBS**</b>	<b>1995</b>	<b>46</b>	<b>7,108.70</b>	<b>327,000</b>	<b>BUNCH</b>	<b>4.02</b>	<b>1,315,000</b>
	<b>1994</b>	<b>45</b>	<b>5,289.00</b>	<b>238,000</b>	<b>"</b>	<b>4.23</b>	<b>1,007,000</b>
<b>KALE</b>	<b>1995</b>	<b>1,090</b>	<b>8.45</b>	<b>9,206</b>	<b>TON</b>	<b>743.21</b>	<b>6,842,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>1,020</b>	<b>8.70</b>	<b>8,865</b>	<b>"</b>	<b>742.13</b>	<b>6,579,000</b>
<b>Fresh (All)</b>	<b>1995</b>			<b>9,130</b>	<b>"</b>	<b>731.44</b>	<b>6,678,000</b>
	<b>1994</b>			<b>8,480</b>	<b>"</b>	<b>680.19</b>	<b>5,768,000</b>
<b>Food Service</b>	<b>1995</b>			<b>76</b>	<b>"</b>	<b>2,157.90</b>	<b>164,000</b>
	<b>1994</b>			<b>385</b>	<b>"</b>	<b>2,106.49</b>	<b>811,000</b>
<b>LEEKS</b>	<b>1995</b>	<b>280</b>	<b>9.64</b>	<b>2,700</b>	<b>"</b>	<b>687.78</b>	<b>1,857,000</b>
	<b>1994</b>	<b>347</b>	<b>13.60</b>	<b>4,720</b>	<b>"</b>	<b>530.72</b>	<b>2,505,000</b>
<b>MISC. VEGETABLES</b>	<b>1995</b>	<b>4,223</b>	<b>8.19</b>	<b>34,586</b>	<b>"</b>	<b>916.96</b>	<b>31,714,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>3,083</b>	<b>12.12</b>	<b>37,372</b>	<b>"</b>	<b>863.05</b>	<b>32,254,000</b>
<b>Fresh***</b>	<b>1995</b>			<b>24,329</b>	<b>"</b>	<b>653.42</b>	<b>15,897,000</b>
	<b>1994</b>			<b>17,460</b>	<b>"</b>	<b>817.18</b>	<b>14,268,000</b>
<b>Food Service****</b>	<b>1995</b>			<b>2,600</b>	<b>"</b>	<b>5,751.15</b>	<b>14,953,000</b>
	<b>1994</b>			<b>3,570</b>	<b>"</b>	<b>4,217.64</b>	<b>15,057,000</b>
<b>Processing*****</b>	<b>1995</b>			<b>7,657</b>	<b>"</b>	<b>112.84</b>	<b>864,000</b>
	<b>1994*****</b>			<b>16,327</b>	<b>"</b>	<b>178.29</b>	<b>2,911,000</b>
<b>MUSHROOMS</b>	<b>1995</b>			<b>48,624,000</b>	<b>LBS</b>	<b>1.06</b>	<b>51,541,000</b>
	<b>1994</b>			<b>39,509,000</b>	<b>"</b>	<b>1.01</b>	<b>39,904,000</b>

\*No production in 1995

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

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

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

\*\*\*\*\*Includes: Asparagus, Cabbage, Cilantro, Jalapeno, Dry Onions, Pimentos, Squash

\*\*\*\*\*Corrected figure

## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		F. O. B. VALUE		
			PER ACRE	TOTAL UNIT	PER UNIT	TOTAL	
LETTUCE, Head	1995						
Spring		20,100					
Summer		25,830					
Fall		25,840					
Naked Pack				11,782,000	CTN	\$ 11.63	\$ 137,025,000
Wrapped Pack				21,121,000	"	12.13	256,198,000
Bulk for Shredding				16,310,000	"	5.40	88,074,000
Bulk for Whole-Cored Lettuce				21,700	"	13.63	296,000
SEASON TOTAL		71,770	686.00	49,235,000	"	9.7815	481,593,000
LETTUCE, Head	1994						
Spring		23,903					
Summer		22,706					
Fall		26,738					
Naked Pack				18,738,000	CTN	\$ 6.50	\$ 121,797,000
Wrapped Pack				21,505,000	"	8.00	172,040,000
Bulk for Shredding				15,195,000	"	5.02	76,279,000
Bulk for Whole-Cored Lettuce				20,500	"	7.80	160,000
SEASON TOTAL		73,347	756.12	55,459,000	"	6.6766	370,276,000
HEAD LETTUCE	1995	71,770	686.00	49,235,000	CTN	9.7815	\$ 481,593,000
TOTALS	1994	73,347	756.12	55,459,000	"	6.6766	370,276,000

## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BUTTER LETTUCE	1995	2,200	856.36	1,884,000	CTN	\$ 6.24	\$ 11,756,000
	1994	2,380	836.55	1,991,000	"	5.60	11,150,000
GREEN LEAF	1995	8,600	804.65	6,920,000	"	6.87	47,540,000
	1994	7,700	829.09	6,384,000	"	5.54	35,367,000
ENDIVE	1995	616	732.14	451,000	"	6.24	2,814,000
	1994	456	831.14	379,000	"	5.41	2,050,000
ESCAROLE	1995	356	724.72	258,000	"	6.40	1,651,000
	1994	384	833.33	320,000	"	5.78	1,850,000
RED LETTUCE	1995	3,750	837.87	3,142,000	"	6.58	20,674,000
	1994	3,390	850.15	2,882,000	"	5.63	16,226,000
ROMAINE TOTAL	1995	18,300	767.16	14,039,000	"	7.12	99,958,000
	1994	20,810	820.18	17,068,000	"	4.24	72,368,000
Fresh	1995			13,116,000	"	6.99	91,681,000
	1994			17,068,000	"	4.24	72,368,000
Food Service	1995			923,000	"	9.06	8,362,000
	1994 *						
LEAF LETTUCE	1995	33,822	789.25	26,694,000	CTN		\$ 184,393,000
TOTALS	1994	35,120	826.42	29,024,000	"		139,011,000

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LETTUCE CROP	1995	105,592	HEAD & LEAF LETTUCE		\$ 665,986,000
TOTALS	1994	108,467	TOTAL VALUE		509,287,000

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\*No production in 1994

## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
NAPA	1995	836	19.14	16,000	TON	\$ 350.69	\$ 5,611,000
	1994	770	19.74	15,200	"	373.20	5,673,000
ONIONS, Dry	1995	1,029	19.52	20,087	"	312.34	6,274,000
	1994	685	29.05	19,900	"	218.90	4,356,000
ONIONS, Green	1995	1,200	10.50	12,600	"	1,005.64	12,671,000
	1994	1,050	9.93	10,430	"	982.65	10,249,000
PARSLEY	1995	1,716	6.53	11,200	"	717.50	8,036,000
	1994	1,830	4.97	9,086	"	784.28	7,126,000
Fresh	1995			8,900	"	612.70	5,453,000
	1994			5,960	"	580.00	3,457,000
Food Service	1995*						
	1994			226	"	1,398.23	316,000
Dry (Processing)	1995			2,300	"	1,123.04	2,583,000
	1994			2,900	"	1,156.13	3,353,000
PEPPERS, Bell	1995	1,041	17.39	18,103	"	278.41	5,040,000
	1994	893	14.30	12,770	"	306.27	3,911,000
Fresh	1995			9,553	"	339.53	3,244,000
	1994			4,070	"	472.33	1,922,000
Processing	1995			8,550	"	210.06	1,796,000
	1994			8,700	"	228.62	1,989,000
PEPPERS, Chili	1995	2,447	5.45	13,345	"	749.12	9,997,000
	1994	4,781	2.89	13,840	"	1,235.55	17,100,000
Fresh	1995			7,002	"	296.77	2,078,000
	1994 **						
Processing	1995			6,343	"	1,248.46	7,919,000
	1994			13,840	"	1,235.55	17,100,000
POTATOES	1995	1,170	18.03	21,095	"	151.98	3,206,000
	1994	1,000	20.00	20,000	"	150.00	3,000,000

\*No Production in 1995

\*\*No Fresh Production in 1994

## VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F. O. B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
RADICCHIO	1995	951	10.30	9,800	TON	\$ 627.35	\$ 6,148,000
	1994	910	8.53	7,760	"	675.52	5,242,000
RADISH	1995	947	7.00	6,620	"	650.60	4,307,000
	1994	952	5.50	5,240	"	711.26	3,727,000
SALAD PRODUCTS	1995			17,948,000	CTN	8.40	150,763,000
	1994			17,737,000	"	8.15	144,557,000
SPINACH TOTAL	1995	8,700	8.60	74,800	TON	584.51	43,721,000
	1994	5,640	12.57	70,900	"	714.63	50,667,000
Fresh	1995			28,300	"	585.80	16,578,000
	1994			34,900	"	621.32	21,684,000
Food Service	1995			8,000	"	2,809.00	22,472,000
	1994			11,000	"	2,324.82	25,573,000
Processing	1995			38,500	"	121.33	4,671,000
	1994			24,974	"	136.54	3,410,000
SQUASH, Fresh	1995	408	14.34	5,850	"	232.31	1,359,000
	1994	420	12.62	5,300	"	362.40	1,921,000
TOMATOES TOTAL	1995	3,110	16.54	51,450	"	237.92	12,241,000
	1994	3,440	19.27	66,300	"	268.14	17,778,000
Fresh	1995			39,950	"	290.86	11,620,000
	1994			46,300	"	357.62	16,558,000
Processing	1995			11,500	"	54.00	621,000
	1994			20,000	"	61.00	1,220,000
TOMATOES Cherry	1995	209	6.70	1,400	"	758.57	1,062,000
	1994	210	6.67	1,400	"	682.86	956,000
<hr/>							
TOTAL ACRES*	1995	245,049	VEGETABLE CROPS				\$ 1,572,777,000
	1994	242,228	TOTAL VALUE				1,424,630,000

\*Total acreage represents multiple plantings.

# FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION			F. O. B. VALUE	
			PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
BARLEY, Grain	1995	16,362	1.01	16,472	TON	\$ 118.32	\$ 1,949,000
	1994	15,800	0.91	14,400	"	104.00	1,498,000
BEANS, Dry Large Lima	1995	698	0.38	264	"	1,196.97	316,000
	1994	1,915	1.23	2,350	"	1,090.00	2,562,000
BEANS, MISC. Dry	1995	105	1.04	109	"	669.72	73,000
	1994	245	1.27	311	"	739.60	230,000
HAY, Alfalfa	1995	1,633	6.68	10,915	"	124.24	1,356,000
	1994	1,984	6.70	13,300	"	126.00	1,676,000
HAY, Barley	1995*						
	1994	3,400	2.80	9,520	"	85.00	809,000
HAY, Oat	1995	1,000	4.00	4,000	"	70.00	280,000
	1994	670	1.66	1,110	"	90.00	100,000
PASTURE Dry Land	1995	1,107,500			ACRE	6.50	7,199,000
	1994	1,107,500			"	6.50	7,199,000
PASTURE Irrigated	1995	200	1AU**	200	"	145.00	29,000
	1994	230	1AU	230	"	144.00	33,100
SAFFLOWER	1995	1,390	0.31	424	"	306.60	130,000
	1994	400	0.34	136	"	263.40	35,800
SUGAR BEETS ***	1995	1,230	34.21	42,078	TON	36.69	1,544,000
	1994	1,400	32.86	46,000	"	34.80	1,601,000
WHEAT, Grain	1995	5,230	1.48	7,740	"	143.93	1,114,000
	1994	3,500	1.36	4,760	"	119.00	566,000
MISC****	1995	185					51,200
	1994	376					58,700
<hr/>							
TOTAL ACRES	1995	1,135,533			FIELD CROPS		\$ 14,041,200
	1994	1,137,420			TOTAL VALUE		16,368,600

\*Insufficient production to report.

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

\*\*\*Total acreage represents multiple plantings

\*\*\*\*Includes: Oat, Grain, and Wheat hay.

## SEED CROPS

CROP	YEAR	ACREAGE	PRODUCTION		F. O. B. VALUE	
			PER ACRE	TOTAL	UNIT	PER UNIT
MISC. SEED*	1995	3237		2904.63	TON	\$ 4,561,000
	1994**	5535		3714.25	"	7,469,000
<hr/>						
TOTAL ACRES	1995	3237		SEED CROPS		\$ 4,561,000
	1994**	5535		TOTAL VALUE		7,469,000

\*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

\*\*Revised 1994 figures

## NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL	
<b>GREENHOUSE CUT FLOWERS</b>			<b>BLOOMS SOLD</b>	<b>PER BLOOM</b>		
ROSE	1995	145.10	64,923,000	\$ 0.259	\$ 16,815,000	
	1994	139.60	71,581,000	0.24	17,179,000	
MINIATURE ROSE	1995	9.90	10,247,000	0.163	1,670,000	
	1994	13.30	17,573,000	0.175	3,075,000	
CARNATION	1995	155.00	72,038,000	0.131	9,437,000	
	1994	164.90	91,229,000	0.135	12,316,000	
CHRYSANTHEMUM (Standard)	1995	18.70	4,792,000	0.508	2,434,000	
	1994	18.60	4,596,000	0.46	2,114,000	
GARDENIA	1995		107,200	0.896	96,000	
	1994		108,000	0.93	100,000	
ORCHID	1995		76,000	1.895	144,000	
	1994		95,000	2.10	200,000	
			<b>BUNCHES SOLD</b>	<b>PER BUNCH</b>		
CARNATION (Miniature)	1995	32.60	2,125,000	1.277	2,714,000	
	1994	39.60	2,646,000	1.31	3,466,000	
<hr/>						
TOTAL INDOOR CUT FLOWERS	1995	361.30	INDOOR CUT FLOWERS		\$ 33,310,000	
	1994	376.00	TOTAL VALUE		38,450,000	

## NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<b>FIELD GROWN CUT FLOWERS</b>			<b>BUNCHES SOLD</b>	<b>PER BUNCH</b>	
<b>ALSTROEMERIA</b>	<b>1995</b>	<b>32.30</b>	<b>2,798,000</b>	<b>\$ 1.645</b>	<b>\$ 4,603,000</b>
	1994	27.60	1,317,000	1.61	2,120,000
<b>EUCALYPTUS</b>	<b>1995</b>	<b>453.00</b>	<b>3,210,000</b>	<b>1.992</b>	<b>6,394,000</b>
	1994	449.90	2,883,000	2.30	6,631,000
<b>GYPSOPHILIA</b>	<b>1995</b>	<b>4.80</b>	<b>60,300</b>	<b>1.360</b>	<b>82,000</b>
	1994	4.20	52,500	1.94	102,000
<b>IRIS</b>	<b>1995</b>	<b>31.30</b>	<b>1,587,000</b>	<b>0.992</b>	<b>1,574,000</b>
	1994	45.70	1,022,000	1.68	1,717,000
<b>SEAFOAM</b>	<b>1995*</b>				
	1994	5.60	18,000	2.00	36,000
<b>SNAPDRAGON **</b>	<b>1995</b>	<b>32.40</b>	<b>755,000</b>	<b>1.318</b>	<b>995,000</b>
	1994	11.30	858,000	1.00	858,000
<b>STATICE</b>	<b>1995</b>	<b>51.10</b>	<b>711,000</b>	<b>0.993</b>	<b>706,000</b>
	1994	59.60	637,000	1.27	809,000
<b>POTTED PLANTS</b>			<b>PLANTS SOLD</b>	<b>PER PLANT</b>	
<b>BEDDING PLANTS</b>					
<b>Commercial***</b>	<b>1995</b>	<b>44.80</b>	<b>945,980,000</b>		<b>17,745,000</b>
<b>Vegetable</b>	1994	47.10	756,960,000		16,562,000
<b>ORCHIDS</b>	<b>1995</b>	<b>10.70</b>	<b>319,000</b>	<b>15.80</b>	<b>5,040,000</b>
	1994	8.96	289,000	15.63	4,517,000
<b>POINSETTIA</b>	<b>1995</b>	<b>7.80</b>	<b>894,000</b>	<b>3.51</b>	<b>3,138,000</b>
	1994	5.60	1,002,000	4.20	4,208,000
<b>PROPAGATIVE STOCK****</b>	<b>1995</b>	<b>31.80</b>	<b>15,236,000</b>		<b>5,753,000</b>
	1994	35.10	7,030,000		3,600,000

\*Included in Miscellaneous 1995

\*\*Includes multiple harvested acreages

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

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



## NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD		TOTAL
			PLANTS SOLD	AVERAGE PRICE PER PLANT	
<b>MISCELLANEOUS</b>	<b>1995</b>	<b>22.70</b>	<b>7,338,000</b>	<b>\$ 1.83</b>	<b>\$ 13,429,000</b>
Indoor Decorative*	1994	19.30	6,138,000	1.75	10,742,000
<b>OUTDOOR</b>	<b>1995</b>	<b>46.60</b>	<b>1,255,000</b>	<b>4.17</b>	<b>5,233,000</b>
Woody Ornamentals	1994	45.90	1,323,000	4.05	5,358,000
<b>MISC FIELD CROPS</b>	<b>1995</b>	<b>373.70</b>			<b>13,109,000</b>
Succulents, Bulbs**	1994	578.00			9,704,000
			TREES SOLD	PER TREE	
<b>CHRISTMAS TREES</b>	<b>1995</b>	<b>70.50</b>	<b>4,681</b>	<b>18.80</b>	<b>88,000</b>
	1994	83.00	5,620	17.80	100,000
<b>TOTAL ACRES***</b>	<b>1995</b>	<b>1,574.80</b>	<b>NURSERY CROPS</b>		<b>\$ 111,199,000</b>
	1994	1,802.86	<b>TOTAL VALUE</b>		<b>105,514,000</b>

\*Includes: African Violet, Cyclamen, Dieffenbachia, Ficus sp., Gloxinia, Kalanchoe, Potted Mums, Seasonal potted plants (Easter Lily, 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, etc.

\*\*\*Total acreage represents multiple plantings.

## APIARY

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
<b>HONEY</b>	<b>1995</b>		<b>42,000</b>	<b>LBS</b>	<b>\$ 0.60</b>	<b>\$ 25,200</b>
	1994		42,900	"	0.50	21,450
<b>POLLINATION*</b>	<b>1995</b>	<b>2,200</b>		<b>COLONY</b>	<b>24.00</b>	<b>52,800</b>
	1994	1,950		"	21.50	41,900
<b>WAX</b>	<b>1995</b>	<b>1,540</b>		<b>LBS</b>	<b>1.20</b>	<b>1,850</b>
	1994	1,540		"	1.00	1,540
	<b>1995</b>		<b>APIARY</b>			<b>\$ 79,850</b>
	1994		<b>TOTAL VALUE</b>			<b>64,890</b>

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

# LIVESTOCK, POULTRY, & DAIRYING

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
<b>BEEF CATTLE</b>	<b>1995</b>	<b>71,000</b>				<b>\$ 20,379,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>68,500</b>				<b>24,779,000</b>
<b>Cattle &amp; Calves</b>	<b>1995</b>	<b>45,500</b>	<b>300,300</b>	<b>CWT</b>	<b>\$ 53.00</b>	<b>15,916,000</b>
	<b>1994</b>	<b>45,000</b>	<b>297,000</b>	<b>"</b>	<b>68.00</b>	<b>20,196,000</b>
<b>Stocker</b>	<b>1995</b>	<b>25,500</b>	<b>63,750</b>	<b>"</b>	<b>70.00</b>	<b>4,463,000</b>
	<b>1994</b>	<b>23,500</b>	<b>58,750</b>	<b>"</b>	<b>78.00</b>	<b>4,583,000</b>
<b>SHEEP &amp; LAMB</b>	<b>1995</b>	<b>3,000</b>	<b>4,200</b>	<b>"</b>	<b>53.00</b>	<b>223,000</b>
	<b>1994</b>	<b>2,500</b>	<b>3,500</b>	<b>"</b>	<b>48.00</b>	<b>168,000</b>
<b>WOOL</b>	<b>1995</b>		<b>18,000</b>	<b>LBS</b>	<b>0.75</b>	<b>13,500</b>
	<b>1994</b>		<b>15,000</b>	<b>"</b>	<b>0.44</b>	<b>6,600</b>
<b>HOGS</b>	<b>1995</b>	<b>1,700</b>	<b>323,000</b>	<b>"</b>	<b>0.40</b>	<b>129,000</b>
	<b>1994</b>	<b>1,500</b>	<b>285,000</b>	<b>"</b>	<b>0.47</b>	<b>134,000</b>
<b>DAIRY</b>	<b>1995</b>	<b>5,700</b>				<b>12,030,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>6,250</b>				<b>14,005,600</b>
<b>Dairying Cows</b>	<b>1995</b>	<b>4,200</b>		<b>HEAD</b>	<b>1,000.00</b>	<b>4,200,000</b>
<b>Breeding Stock</b>	<b>1994</b>	<b>4,500</b>		<b>"</b>	<b>1,200.00</b>	<b>5,400,000</b>
<b>Cull Cows</b>	<b>1995</b>	<b>800</b>		<b>"</b>	<b>400.00</b>	<b>320,000</b>
	<b>1994</b>	<b>900</b>		<b>"</b>	<b>650.00</b>	<b>585,000</b>
<b>Calves</b>	<b>1995</b>	<b>700</b>		<b>"</b>	<b>40.00</b>	<b>28,000</b>
	<b>1994</b>	<b>850</b>		<b>"</b>	<b>60.00</b>	<b>51,000</b>
<b>Fertilizer</b>	<b>1995</b>		<b>15,000</b>	<b>TON</b>	<b>6.00</b>	<b>90,000</b>
	<b>1994</b>		<b>20,000</b>	<b>"</b>	<b>6.00</b>	<b>120,000</b>
<b>Milk, Market</b>	<b>1995</b>		<b>609,056</b>	<b>CWT</b>	<b>11.59</b>	<b>7,059,000</b>
<b>Marketing</b>	<b>1994</b>		<b>679,241</b>	<b>"</b>	<b>11.46</b>	<b>7,784,000</b>
<b>Manufactured</b>	<b>1995</b>		<b>26,440</b>	<b>"</b>	<b>12.59</b>	<b>333,000</b>
	<b>1994</b>		<b>7,273</b>	<b>"</b>	<b>9.02</b>	<b>65,600</b>

# LIVESTOCK, POULTRY, & DAIRYING - Continued

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
<b>GOATS</b>	<b>1995</b>	<b>920</b>		<b>HEAD</b>		<b>\$ 120,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>1,000</b>		"		<b>195,000</b>
<b>Breeding Stock</b>	<b>1995</b>	<b>400</b>		"	<b>\$ 250.00</b>	<b>100,000</b>
	<b>1994</b>	<b>500</b>		"	<b>350.00</b>	<b>175,000</b>
<b>Cull Goats</b>	<b>1995</b>	<b>120</b>		"	<b>70.00</b>	<b>8,000</b>
	<b>1994</b>	<b>100</b>		"	<b>60.00</b>	<b>6,000</b>
<b>Kids</b>	<b>1995</b>	<b>400</b>		"	<b>30.00</b>	<b>12,000</b>
	<b>1994</b>	<b>400</b>		"	<b>35.00</b>	<b>14,000</b>
<b>CHICKENS</b>	<b>1995</b>	<b>467,200</b>		"		<b>2,304,000</b>
<b>TOTAL</b>	<b>1994</b>	<b>452,000</b>		"		<b>2,028,000</b>
<b>Broilers, Fryers, Roasters</b>	<b>1995</b>	<b>465,000</b>	<b>3,185,000</b>	<b>LBS</b>	<b>0.41</b>	<b>1,306,000</b>
	<b>1994</b>	<b>450,000</b>	<b>2,880,000</b>	"	<b>0.43</b>	<b>1,238,000</b>
<b>Meat Hens</b>	<b>1995</b>	<b>2,200</b>	<b>11,000</b>	"	<b>0.50</b>	<b>5,500</b>
	<b>1994</b>	<b>2,000</b>	<b>8,760</b>	"	<b>0.56</b>	<b>4,910</b>
<b>Misc. Poultry*</b>	<b>1995</b>					<b>950,000</b>
	<b>1994</b>					<b>724,000</b>
<b>Eggs</b>	<b>1995</b>		<b>38,500</b>	<b>DOZ</b>	<b>1.10</b>	<b>42,000</b>
	<b>1994</b>		<b>80,000</b>	"	<b>0.76</b>	<b>60,800</b>

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	<b>1995</b>	<b>LIVESTOCK, POULTRY &amp; DAIRYING</b>	<b>\$ 35,198,500</b>
	1994	TOTAL VALUE	41,316,200

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

# TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES	VALUE
ARTICHOKES	1995	6,344	\$ 37,655,000
	1985	9,187	30,555,000
	1975	9,700	14,497,000
BROCCOLI	1995	61,447	264,396,000
	1985	54,805	129,332,000
	1975	25,695	21,661,000
CAULIFLOWER	1995	23,569	125,000,000
	1985	22,415	62,239,000
	1975	10,450	16,998,000
CELERY	1995	7,445	62,854,000
	1985	5,410	39,380,000
	1975	5,690	28,188,000
GRAPES	1995	30,483	79,309,000
	1985	31,518	38,321,000
	1975	35,339	9,795,000
LETTUCE, Head	1995	71,700	481,593,000
	1985	62,640	243,357,000
	1975	60,810	93,031,000
LETTUCE, Leaf	1995	33,822	184,393,000
	1985	7,737	28,494,000
	1975	3,420	7,153,000
MUSHROOMS	1995		51,541,000
	1985		38,432,000
	1975		2,056,000
NURSERY CROPS	1995	1,575	111,199,000
	1985	967	77,687,000
	1975	539	23,425,300
SPINACH	1995	8,700	43,721,000
	1985	3,046	5,278,000
	1975	2,850	1,690,000
STRAWBERRIES	1995	7,022	192,714,000
	1985	3,500	93,619,000
	1975	2,725	30,170,000

# MILLION DOLLAR CROPS 1995

1. LETTUCE, Head.....	\$ 481,593,000
2. BROCCOLI.....	264,396,000
3. STRAWBERRIES.....	192,714,000
4. LETTUCE, Leaf.....	184,393,000
5. CAULIFLOWER.....	125,000,000
6. NURSERY, All.....	111,199,000
7. GRAPES.....	79,309,000
8. CELERY.....	62,854,000
9. MUSHROOMS.....	51,541,000
10. SPINACH.....	43,721,000
11. ARTICHOKE.....	37,655,000
12. MISCELLANEOUS VEGETABLES.....	31,714,000
13. CATTLE.....	20,379,000
14. CARROTS.....	13,101,000
15. ONIONS, Green.....	12,671,000
16. ASPARAGUS.....	12,400,000
17. TOMATOES.....	12,241,000
18. ORGANIC.....	11,675,000
19. PEPPERS, Chili.....	9,997,000
20. GARLIC.....	9,715,000
21. PARSLEY.....	8,036,000
22. PASTURE, Dry Land.....	7,199,000
23. MILK, Market.....	7,059,000
24. KALE.....	6,842,000
25. ONIONS, Dry.....	6,274,000
26. RADICCHIO.....	6,148,000
27. CABBAGE.....	6,128,000
28. NAPA.....	5,611,000
29. PEPPERS, Bell.....	5,040,000
30. SEEDS, All.....	4,561,000
31. RADISH.....	4,307,000
32. BOK CHOY.....	4,263,000
33. DAIRYING COWS.....	4,200,000
34. RASPBERRIES.....	3,801,000
35. POTATOES.....	3,206,000
36. ANISE.....	2,915,000
37. BRUSSELS SPROUTS.....	2,417,000
38. CHICKENS.....	2,304,000
39. CILANTRO.....	2,242,000
40. BARLEY, Grain.....	1,949,000
41. LEEKS.....	1,857,000
42. SUGAR BEETS.....	1,544,000
43. SQUASH.....	1,359,000
44. HAY, Alfalfa.....	1,356,000
45. HERBS.....	1,315,000
46. CITRUS FRUIT.....	1,114,000
47. WHEAT, Grain.....	1,114,000
48. TOMATOES, Cherry.....	1,062,000

# SUMMARY

<b>FRUITS &amp; NUTS</b>	<b>1995</b>	<b>\$ 278,960,700</b>
	<b>1994</b>	<b>327,824,700</b>
<b>VEGETABLE CROPS</b>	<b>1995</b>	<b>1,572,777,000</b>
	<b>1994</b>	<b>1,424,630,000</b>
<b>FIELD CROPS</b>	<b>1995</b>	<b>14,041,200</b>
	<b>1994</b>	<b>16,368,600</b>
<b>SEED CROPS</b>	<b>1995</b>	<b>4,561,000</b>
	<b>1994</b>	<b>7,469,000</b>
<b>NURSERY CROPS</b>	<b>1995</b>	<b>111,199,000</b>
	<b>1994</b>	<b>105,514,000</b>
<b>APIARY</b>	<b>1995</b>	<b>79,850</b>
	<b>1994</b>	<b>64,890</b>
<b>LIVESTOCK, POULTRY, AND DAIRYING</b>	<b>1995</b>	<b>35,198,500</b>
	<b>1994</b>	<b>41,316,200</b>
<b>ORGANIC</b>	<b>1995</b>	<b>11,675,000</b>
	<b>1994</b>	<b>11,515,000</b>

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	<b>1995</b>	<b>SUMMARY</b>	<b>\$ 2,028,492,250</b>
	<b>1994</b>	<b>TOTAL</b>	<b>1,934,702,390</b>

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**MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY**

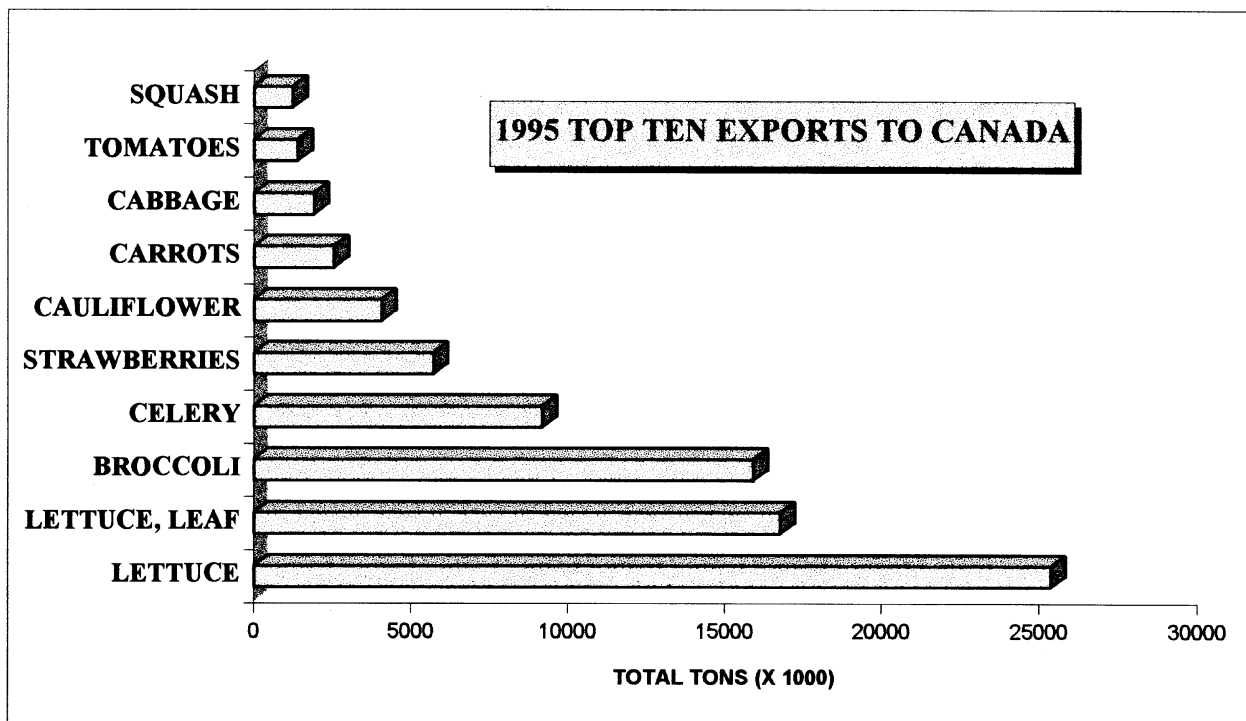
	1995 POUNDS	1994 POUNDS	1993 POUNDS
<b>BROCCOLI</b>	139,810,000	150,681,000	127,849,000
<b>LETTUCE, Head</b>	113,021,000	134,389,000	181,759,000
<b>CELERY</b>	61,382,000	67,910,000	71,913,000
<b>LETTUCE, Leaf</b>	33,991,000	38,219,000	54,622,000
<b>ONIONS, Dry</b>	26,933,000	65,124,000	18,754,000
<b>STRAWBERRIES</b>	21,008,000	21,329,000	26,927,000
<b>CAULIFLOWER</b>	10,579,000	20,627,000	31,994,000
<b>CARROTS</b>	7,633,000	19,142,000	17,420,000
<b>TOMATOES</b>	6,113,000	24,368,000	22,663,000
<b>SALAD MIX</b>	5,076,000	2,858,000	11,645,000
<b>CABBAGE, All</b>	4,442,000	3,255,000	2,618,000
<b>RADICCHIO</b>	3,473,000	3,316,000	1,728,000
<b>ASPARAGUS</b>	2,629,000	2,232,000	2,787,000
<b>SQUASH</b>	2,438,000	80,000	2,787,000
<b>ANISE</b>	2,085,000	3,131,000	3,312,000
<b>RAPPINI</b>	1,874,000	1,821,000	1,332,000
<b>SPINACH</b>	1,561,000	2,047,000	2,547,000
<b>ONIONS, Green</b>	1,516,000	967,000	3,563,000
<b>GARLIC</b>	823,000	1,205,000	1,359,902
<b>BEANS</b>	671,000	40,000	11,000

**TOTAL FOR ALL**

**PRODUCE EXPORTED**

<b>680,567,000</b>	<b>570,457,000</b>	<b>592,397,000</b>
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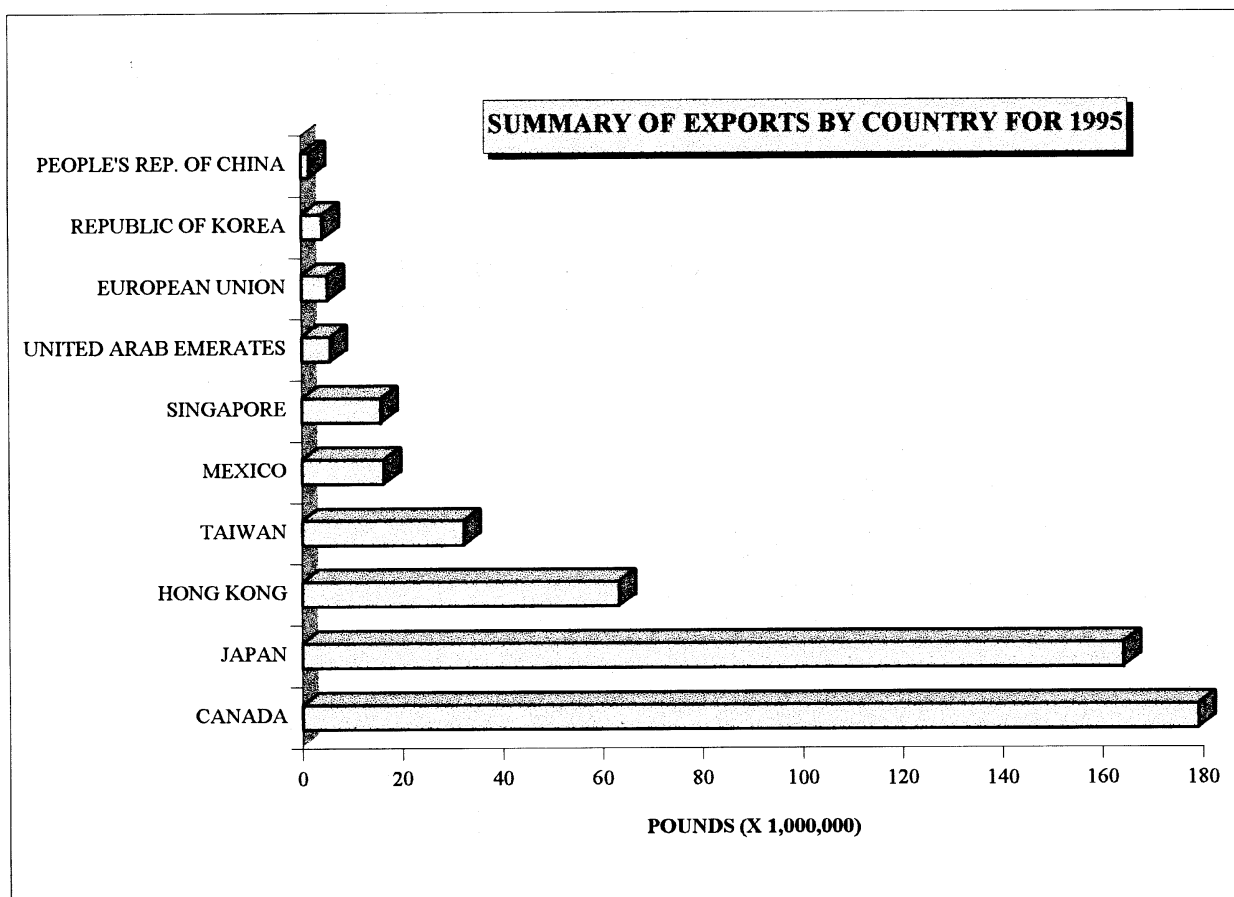
<b>ALL SEED</b>	7,515,000	8,859,000	7,958,000
<b>CUT FLOWERS (STEMS)</b>	3,682,000	1,442,000	2,804,000
<b>OTHER NURSERY PLANTS</b>	24,770,000	37,748,000	30,213,000



**SUMMARY OF PRODUCE EXPORTS BY COUNTRY**

	1995 POUNDS	1994 POUNDS	1993 POUNDS
<b>CANADA</b>	<b>179,026,000</b>	215,482,000	309,471,000
<b>JAPAN</b>	<b>164,102,000</b>	189,832,000	115,574,000
<b>HONG KONG</b>	<b>63,173,000</b>	53,353,000	59,230,000
<b>TAIWAN</b>	<b>32,149,000</b>	40,595,000	27,182,000
<b>MEXICO</b>	<b>16,287,000</b>	51,619,000	36,988,000
<b>SINGAPORE</b>	<b>15,651,000</b>	10,791,000	6,409,000
<b>UNITED ARAB EMERATES</b>	<b>5,617,000</b>	3,513,000	1,364,000
<b>EUROPEAN UNION *</b>	<b>5,135,000</b>	6,332,000	10,372,000
<b>REPUBLIC OF KOREA</b>	<b>4,177,000</b>	22,354,000	17,000
<b>PEOPLE'S REP. OF CHINA</b>	<b>1,563,000</b>	0	0
<b>MALAYSIA</b>	<b>1,154,000</b>	525,000	42,150
<b>PHILIPPINES</b>	<b>1,029,000</b>	518,000	0
<b>INDONESIA</b>	<b>942,000</b>	2,092,000	419,000
<b>PANAMA</b>	<b>701,000</b>	0	0
<b>SWITZERLAND</b>	<b>440,000</b>	425,000	0
<b>AUSTRALIA</b>	<b>392,000</b>	216,000	155,000
<b>KUWAIT</b>	<b>367,000</b>	179,000	87,000
<b>NORWAY</b>	<b>274,000</b>	319,000	723,000
<b>BAHRAIN</b>	<b>254,000</b>	223,000	295,000
<b>FIJI</b>	<b>220,000</b>	0	2,370,000
<b>SAUDI ARABIA</b>	<b>211,000</b>	390,000	1,184,000

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





# SUMMARY OF MONTEREY COUNTY SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT/MECHANISM	SCOPE OF PROGRAM*
<b>COUNTY BIOLOGICAL CONTROL</b>		
Yellow starthistle, <i>Centaurea solstitialis</i>	Seedhead weevils/fly, <i>Bangasternus orientalis</i> <i>Eustenopus villosus</i> <i>Urophora sirunaseva</i>	7 sites
Italian thistle, <i>Carduus spp.</i>	Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution
Russian thistle, <i>Salsola tragus</i>	Leaf & stem mining moths, <i>Coleophora spp.</i>	7 sites
Puncture vine, <i>Tribulus terrestris</i>	Stem & seed weevils, <i>Microlarinus spp</i>	General & local distribution,
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1 site
Lettuce root aphid, <i>Pemphigus bursarius</i>	Alternate host destruction	1,134 poplar trees removed
Ash whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General distribution
<b>PEST ERADICATION</b>		
Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	112 plants removed
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	1,303 plants removed
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/chemical	191 plants removed
Puna grass, <i>Achnatherum brachychaetum</i>		Three infestations treated
Spotted knapweed ( <i>Centaurea maculosa</i> ), Hydrilla ( <i>Hydrilla verticillata</i> ), and biddy-biddy ( <i>Acaena novae-zelandiae</i> ) have been eradicated.		
<b>PEST EXCLUSION</b>		
Burrowing nematode, <i>Radopholus similis</i>	Pothos	150 rejected/destroyed
Woolly whitefly, <i>Aleurothrixus floccosus</i>	Kaffir lime leaves	1 rejected/destroyed
<b>PEST MANAGEMENT</b>		
Roadside (virus host) weeds	Chemical	100 miles, County right-of-ways
Lettuce Mosaic Virus	Seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-free period	No lettuce above ground 12/7-12/21
Celery Mosaic Virus	Host-free period	No celery above ground in January

## PEST DETECTION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect the insects before they become established over an area so large that eradication is no longer biologically or economically feasible. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PEST	INSECT HOSTS	NO. OF TRAPS
Medfly	Fruit trees	251
Melon fruit fly	Vegetable gardens	67
Mexican fruit fly	Fruit trees	106
Oriental fruit fly	Fruit trees	65
Gypsy moth	Shade trees	240
Japanese beetle	Turf, roses	111
Africanized honey bee	High risk areas	4
European corn borer	Corn	4
Nantucket pine tip moth	Monterey pine	11
Trogoderma beetle	High hazard commodities	36

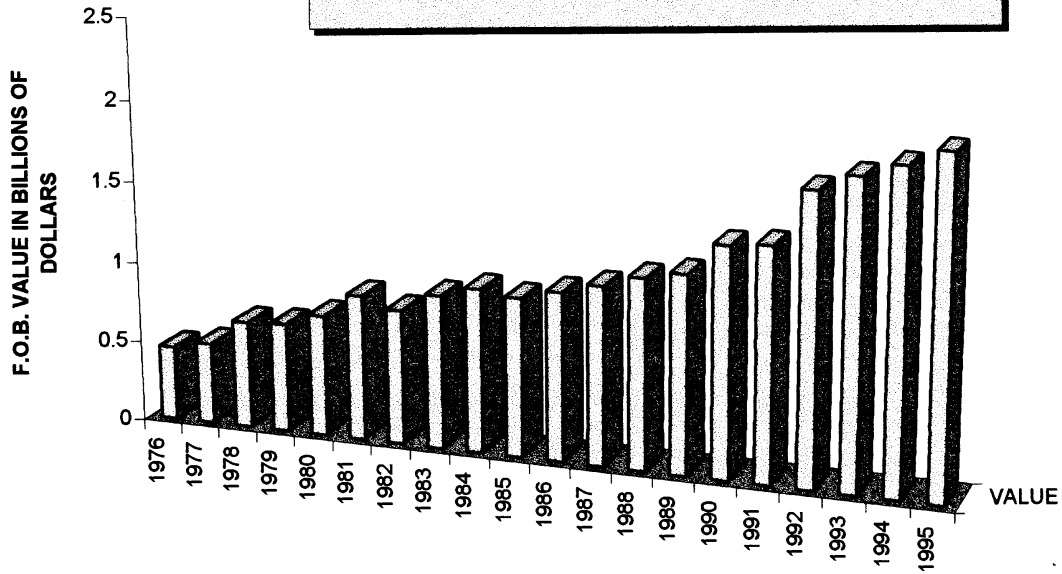
Pest exclusion terminal inspections and pest detection trapping activities accounted for 1,762 hours and 2,784 hours respectively. 505,192 incoming units were inspected, with 56 rejections being written. A total of 10,287 servicings of 895 traps were made. 64.5 hours were applied to inspecting 154 commercial crop sites of 54.5 net acres/2,300 gross acres. 26 calls to residences were made for investigation of suspect reports and 52 hours were utilized on inspection/identification of public-reported pests. 24 high hazard locations were inspected and 935 miles of entryways surveyed, accounting for 41 and 145 hours respectively.

## ORGANIC PRODUCTION

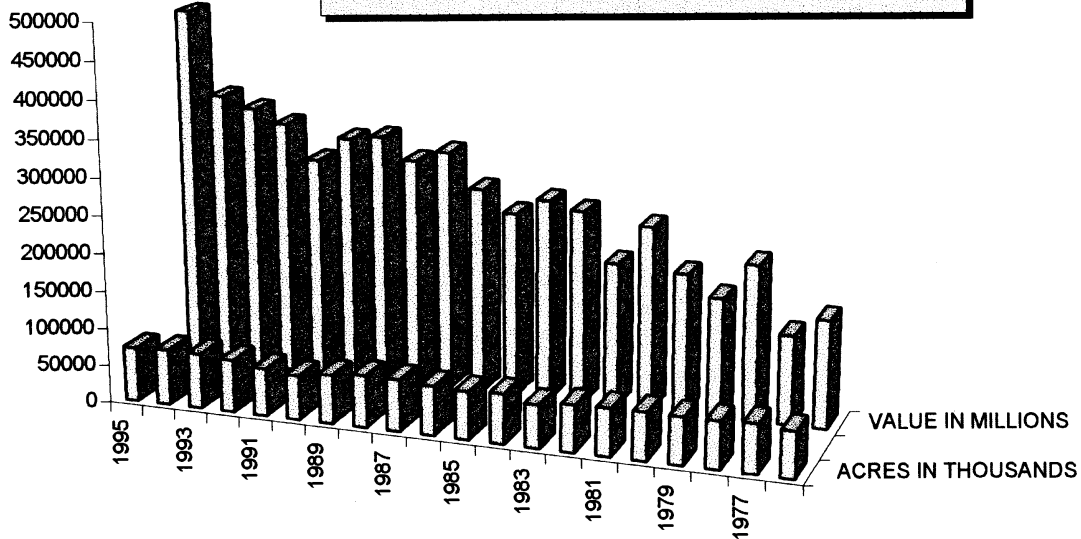
Organic production in Monterey County continues to expand. By state law as of January 1996 land utilized for the production of organic commodities must exhibit freedom from the use of prohibited materials for three years prior to harvest. The range of organic commodities produced is in excess of 50 separate commodities. There are 34 registered producers in Monterey County, who declare a gross value of \$11,675,000 on 1,233 acres of land

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

### MONTEREY COUNTY AGRICULTURE 20 YEAR SUMMARY



### HEAD LETTUCE ACREAGE/VALUE 20 YEAR SUMMARY



**AGRICULTURAL COMMISSIONER'S OFFICE**  
**AGRICULTURAL COMMISSIONER**

**Richard W. Nutter**

**ASSISTANT AGRICULTURAL COMMISSIONER**

Don Rochester

**SEALER OF WEIGHTS & MEASURES**

Robert Keadle

**CHIEF DEPUTY AGRICULTURAL COMMISSIONER**

Frances Pabrua

**ADMINISTRATIVE SECRETARY**

Jenny Neuber

**DEPUTY AGRICULTURAL COMMISSIONERS**

Sharon Clark Robert Roach Gerry Willey

**STAFF BIOLOGIST**

Brad Oliver

**AGRICULTURAL INSPECTOR/BIOLOGISTS**

Johnny Bunch, Jr. Michael Casey Henry Gonzales Estrella Guzman Expedito Ibarbia Paul Josselyn  
David Murphy Brent Nicolas Richard Ordonez Victor Pongo Katherine Smith Maria Vidauri

**SENIOR AGRICULTURAL AIDE**

Tom Cotenias

**AGRICULTURAL AIDE/AIDE IV'S**

Alex Cunanan Patrick Headley Matthew Jones Nye Manarch  
Willie Pantoja Leslie Sutton Fernando Torres Joe Torres

**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 Elizabeth Pamintuan Data Entry Operator II

**KING CITY BRANCH OFFICE**

**DEPUTY AGRICULTURAL COMMISSIONER**

Frank Scaroni

**ADMINISTRATIVE SUPPORT**

Esther Wells Typist Clerk II

**AGRICULTURAL INSPECTOR/BIOLOGISTS**

Lawrence Mora William Taylor Brenda Wolgamott

**PAJARO BRANCH OFFICE**

**DEPUTY AGRICULTURAL COMMISSIONER**

Kenneth Young

**ADMINISTRATIVE SUPPORT**

Pat Bissett Typist Clerk II

**AGRICULTURAL INSPECTOR/BIOLOGISTS**

Patricia Murray Charles Nunez

**MONTEREY BRANCH OFFICE**

**AGRICULTURAL INSPECTOR/BIOLOGIST**

Robert Bohn

**PRODUCE INSPECTORS**

Juanita Adame Marcile Angelucci Carl Armento Tina Arroyo Robert Baughn Ima Brannan Luz Cadena  
Joyce Camany Celia Cervantes Paul Chiguina Manuel Duran Anna Fernandez Linda Finch Richard Fleming Danny Garcia  
Glenn Goshorn Jane Grubb Donald Hacker Janet Jackson Wendy Johnsen Doug McGinn Danny Mallobox Brenda Peterson  
Maria Cadena-Rice Lori Silvas Lou Splawn Thomas Spradling Ray Stewart Juli Sumter  
Ron Thomas Micheal Thorns Sonny Torres Rex Tucker Parker Watwood Gail Young

**WEIGHTS AND MEASURES DIVISION**

**WEIGHTS & MEASURES INSPECTORS**

James Abercrombie Addison Church Robert Hunter Carol Montgomery