

# Annual Crop Report

1974



**RICHARD W. NUTTER**  
**AGRICULTURAL COMMISSIONER**

**120 WILGART WAY**  
**SALINAS, CALIFORNIA**

# MONTEREY COUNTY

## DEPARTMENT OF AGRICULTURE

(408) 758-3876 - 120 WILGART WAY - P. O. BOX 1370 - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



L. T. Wallace, 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 of 1974.

Monterey County agriculture recorded an all time high in excess of \$387 million in 1974, this is an increase of more than \$28 million over the 1973 figure.

Despite the favorable outlook, growers were faced with much higher costs of operation, which included fuel, fertilizer, containers, etc. All of these factors affected the dollar return to the grower.

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

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff, under the direction of Senior Agricultural Inspector Don Rochester 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:ms

RICHARD W. NUTTER - AGRICULTURAL COMMISSIONER

SALINAS OFFICE

Roy E. Bardin	Plant Pathologist
Eugene (Chick) Legault	Deputy Agricultural Commissioner
Stanley E. Clayton	Deputy Agricultural Commissioner
William D. Taylor	Deputy Agricultural Commissioner
Don Rochester	Senior Agricultural Inspector
Elmo Brock	Agricultural Inspector
Jack Cartier	Agricultural Inspector
Marvin E. Garner	Agricultural Inspector
Dow O. Williams	Agricultural Inspector
Davis Butterfield	Agricultural Inspector
William Nutley	Agricultural Inspector
Johnny Bunch, Jr.	Agricultural Inspector
Thomas N. O'Brien	Agricultural Inspector
Expedito Ibarbia	Agricultural Inspector
Brad R. Oliver	Agricultural Inspector
Joseph C. Lyons	Agricultural Inspector

MONTEREY OFFICE

Wallace Marvin	Deputy Agricultural Commissioner
Charles D. Radford	Agricultural Inspector

KING CITY OFFICE

Frank A. Scaroni	Senior Agricultural Inspector
John W. Moore	Agricultural Inspector
Joseph J. Dughi	Agricultural Inspector
Robert H. Flores	Agricultural Inspector
Harry O. Nelson	Agricultural Inspector
Robert Stewart	Agricultural Inspector

PAJARO OFFICE

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

CLERICAL

Margaret L. Stirling	Senior Account Clerk
Betty J. Drake	Account Clerk
Frances P. Freel	Typist Clerk

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
Strawberries (Fresh & Proc.)	1964	3,420	\$15,005,000
	1969	2,194	11,551,000
	1974	2,060	21,976,000
Artichokes (Fresh & Proc.)	1964	7,410	4,183,000
	1969	9,900	5,670,000
	1974	10,300	13,247,000
Broccoli	1964	13,400	4,878,000
	1969	14,730	10,561,000
	1974	21,300	18,594,000
Carrots (Fresh & Proc.)	1964	6,730	8,327,000
	1969	4,300	6,654,000
	1974	5,200	9,830,000
Cauliflower (Fresh & Proc.)	1964	5,780	4,203,000
	1969	8,600	8,407,000
	1974	9,265	14,852,000
Celery (Fresh & Proc.)	1964	5,040	11,918,000
	1969	5,685	18,233,000
	1974	5,275	20,135,000
Lettuce	1964	47,400	33,366,000
	1969	51,820	49,040,000
	1974	54,845	114,894,000
Tomatoes	1964	9,620	13,353,000
	1969	5,500	17,212,000
	1974	6,140	18,651,000
Nursery stock, Bulbs & Cut Flowers	1964	63	1,642,000
	1969	265	9,117,000
	1974	450	21,669,000

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>UNIT WEIGHT (APPROX)</u>
Artichokes	Crate	25 lbs.
Broccoli	Crate	21 lbs.
Bushberries	Slide	9 lbs.
Cabbage	Carton	50 lbs.
Carrots	Carton	57 lbs.
Carrots	Bulk	50 lbs.
Cauliflower	Carton	25 lbs.
Celery	Crate	60 lbs.
Endive	Crate	30 lbs.
Romaine	Crate	43 lbs.
Strawberries	Slide	11½ lbs.
Squash	Crate	32 lbs.
Tomatoes *	Carton	40 lbs.

\* 40 lbs. used as an average for this Crop Report.

MONTEREY COUNTY DEPARTMENT OF AGRICULTURE

SALINAS, CALIFORNIA

SUMMARY - YEAR 1974

FRUIT & NUT	1974	\$ 28,352,000
	1973	26,923,000
VEGETABLE CROPS	1974	247,708,800
	1973	223,415,400
FIELD CROPS	1974	41,142,000
	1973	27,093,000
SEED CROPS	1974	2,344,000
	1973	723,100
APIARY	1974	86,900
	1973	475,200
NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES	1974	21,716,400
	1973	17,255,200
DAIRYING, LIVESTOCK & POULTRY	1974	45,686,600
	1973	62,949,900
	TOTAL	
	1974	\$387,036,700
	1973	358,834,800

MILLION DOLLAR CROPS

LETTUCE	\$114,894,000
CATTLE	34,905,000
STRAWBERRIES	21,976,000
CELERY	20,135,000
TOMATOES	18,651,000
BROCCOLI	18,594,000
SUGAR BEETS	17,244,000
CAULIFLOWER	14,852,000
ARTICHOKES	13,247,000
FLOWERS	12,426,000
CARROTS	9,830,000
BEANS - SMALL WHITE	9,648,000
NURSERY STOCK & BULBS	9,243,000
PEPPERS	6,742,000
MILK MARKETED	6,391,000
BARLEY	5,599,000
GRAPES	5,076,000
POTATOES	3,952,000
PASTURE LAND - DRY	3,563,000
ONIONS - PROCESSED	3,238,000
ASPARAGUS	3,221,000
GARLIC	3,214,000
ONIONS - GREEN	3,127,000
CABBAGE	3,034,000
HAY - ALFALFA	2,786,000
BRUSSELS SPROUTS	2,139,000
SPINACH	2,138,000
ROMAINE	2,078,000
EGGS	1,932,000
BEANS - GREEN LIMA	1,649,000
MUSHROOMS	1,312,000

FRUIT & NUT

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Apples	1974	547	15.19	8,310	Ton	\$109.50	\$ 910,000
	1973	577	13.64	7,870	"	152.50	1,200,000
Apricots	1974	214	3.22	689	"	215.00	148,000
	1973	320	5.00	1,600	"	137.00	219,000
Strawberries	1974	2,060					
	1973	1,885					
Fresh	1974		15.83	32,615	"	564.10	18,398,000
	1973		15.64	29,485	"	551.95	16,274,000
Processing	1974		4.35	8,965	"	399.10	3,578,000
	1973		3.59	6,770	"	420.25	2,845,000
TOTAL STRAWBERRIES				1974			\$21,976,000
				1973			19,119,000
Bushberries	1974	60	3.50	210	"	500.00	105,000
	1973	65	3.75	244	"	700.00	171,000
Grapes	1974						5,076,000
	1973						5,928,000
Walnuts	1974	490	.461	226	"	473.45	107,000
	1973	560	.501	281	"	640.55	180,000
Misc. Fruit *	1974						30,000
	1973						106,000
TOTAL FRUIT & NUTS						1974	\$28,352,000
						1973	26,923,000

\* Includes almonds, cherries and raspberries.



GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>BEARING ACREAGE</u>	<u>PRODUCTION PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>F.O.B. VALUE PER UNIT</u>	<u>VALUE TOTAL</u>
Grapes	1974	6,691.30	2.50	16,700	Ton	\$303.95	\$5,076,000
	Non-bearing	<u>28,055.00</u>					
	TOTAL	34,746.30					
	1973	4,650	2.63	12,225	Ton	484.90	5,928,000
	Non-bearing	<u>22,792</u>					
	TOTAL	27,442					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera	201.70
Cabernet Sauvignon	6,153.32
Chardonnay	3,098.93
Chenin Blanc	2,057.82
Emerald Riesling	379.50
French Colombard	496.60
Gamay	1,645.55
Gamay Beaujolais	835.00
Gewurztraminer	867.96
Gray Riesling	613.00
Merlot	1,365.80
Petite Sirah	2,327.99
Pinot Blanc	705.30
Pinot Noir	3,165.43
Royalty	32.00
Ruby Cabernet	542.80
Sauvignon Blanc	1,086.10
Semillon	525.40
Sylvaner	569.50
Tinta Madeira	103.00
White Riesling	2,013.28
Zinfandel	3,072.82
Other Red	1,893.40
Other White	994.10
TOTAL	<u><u>34,746.30</u></u>

VEGETABLE CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>PER UNIT</u>	<u>F.O.B. VALUE</u>
			<u>PER ACRE</u>	<u>TOTAL</u>			<u>TOTAL</u>
Artichokes	1974	10,300					
	1973	10,480					
Fresh	1974		3.19	32,825	Ton	\$374.75	\$12,301,000
	1973		2.18	22,905	"	421.45	9,653,000
Processing	1974		.61	5,910	"	160.05	946,000
	1973		.86	9,037	"	107.44	971,000
Asparagus	1974	3,620					
	1973	3,480					
Fresh	1974		1.03	3,720	"	654.30	2,434,000
	1973		1.17	4,065	"	589.65	2,397,000
Processing	1974		.42	1,540	"	511.05	787,000
	1973		.49	1,690	"	536.15	906,000
Beans (Green Lima)	1974	2,260	2.35	5,320	"	310.00	1,649,000
	1973	3,700	1.89	6,995	"	215.00	1,504,000
Broccoli	1974	21,300					
	1973	25,440					
Fresh	1974		2.80	28,215	"	369.10	10,414,000
	1973		1.25	31,830	"	326.40	10,389,000
Processing	1974		3.26	36,535	"	223.90	8,180,000
	1973		5.07	49,045	"	183.95	9,022,000
Brussels Sprouts	1974	1,425	6.00	8,555	"	250.00	2,139,000
	1973	1,475	5.00	7,380	"	270.00	1,993,000
Cabbage	1974	1,500	20.38	30,570	"	99.25	3,034,000
	1973	1,430	14.25	20,380	"	101.80	2,075,000
Carrots	1974	5,200					
	1973	6,600					
Fresh	1974		18.35	53,260	"	156.45	8,332,000
	1973		12.36	50,680	"	147.55	7,478,000
Processing	1974		21.02	48,310	"	31.00	1,498,000
	1973		34.60	86,500	"	23.75	2,054,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	PER UNIT	F.O.B. VALUE
			PER ACRE	TOTAL			TOTAL
Cauliflower	1974	9,265					
	1973	9,775					
Fresh	1974		5.19	31,520	Ton	\$ 297.45	\$ 9,376,000
	1973		2.89	28,310	"	291.15	8,242,000
Processing	1974		3.30	20,525	"	266.80	5,476,000
	1973		3.55	14,075	"	214.05	3,013,000
Celery	1974	5,275					
	1973	5,910					
Fresh	1974		30.45	160,640	"	123.55	19,847,000
	1973		27.39	152,300	"	103.60	15,778,000
Processing	1974		38.95	3,895	"	73.95	288,000
	1973		26.31	9,210	"	57.20	527,000
Cucumbers - Proc.	1974	210	9.95	2,090	"	83.00	174,000
	1973	380	11.37	4,320	"	75.60	326,000
Endive	1974	-	-	See Supplementary Page -4A-			874,000
	1973	-	-	See Supplementary Page -4A-			573,000
Garlic	1974	3,225	7.99	25,760	"	124.75	3,214,000
	1973	2,845	7.67	21,820	"	145.45	3,174,000
Lettuce - Head	1974	-	-	See Supplementary Page -4A-			107,705,000
	1973	-	-	See Supplementary Page -4A-			114,746,000
Lettuce - Bulk	1974	-	-	See Supplementary Page -4A-			934,000
	1973	-	-	See Supplementary Page -4A-			973,000
Lettuce - Misc.	1974	-	-	See Supplementary Page -4A-			3,303,000
	1973	-	-	See Supplementary Page -4A-			1,815,000
Mushrooms	1974	6	379,665	2,278,000	Lbs.	.5759	1,312,000
	1973	8	207,750	1,662,000	"	.5054	840,000
Onions - Dry	1974	300	16.75	5,025	Ton	80.00	402,000
	1973	300	20	6,000	"	120.00	720,000
Onions-Green	1974	716	14.88	10,655	"	293.45	3,127,000
	1973	497	10	4,970	"	395.55	1,966,000
Onions-Proc.	1974	2,660	18.54	49,330	"	65.65	3,238,000
	1973	1,200	12.28	14,740	"	47.15	695,000
Peas - Fresh	1974	79	2.92	231	"	375.75	86,800
	1973	52	2.71	141	"	619.85	87,400
Peas - Proc.	1974	1,240	3.24	4,020	"	140.00	563,000
	1973	**					

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	PER UNIT	F.O.B. VALUE TOTAL	
			PER ACRE	TOTAL				
Peppers-Chili (Dry)	1974	2,945	2.42	7,145	Ton	\$ 777.60	\$ 5,556,000	
Peppers-Chili (Proc.)	1974	305	17.00	5,185	"	228.80	1,186,000	
Peppers-Chili (Dry)	1973	2,035	2.10	4,274	"	482.40	2,062,000	
Peppers-Chili (Proc.)	1973	920	10.95	10,100	"	145.15	1,466,000	
Potatoes	1974	3,665	16.59	60,800	"	65.00	3,952,000	
	1973	4,230	16.21	68,570	"	58.85	4,035,000	
Romaine	1974						2,078,000	
	1973	-	See Supplementary Page -4A-					694,000
Spinach	1974	5,040	10.54	53,120	"	40.25	2,138,000	
	1973	3,705	10.18	37,720	"	37.40	1,411,000	
Squash	1974	524						
Fresh			4.68	192	"	214.90	41,000	
Processing			5.13	2,480	"	111.70	277,000	
	1973	340	4.90	1,665	"	208.40	347,000	
Tomatoes	1974	6,140						
	1973	3,900						
Fresh	1974		19.00	66,500	"	225.00	14,962,000	
	1973		10.25	33,825	"	262.00	8,862,000	
Processing	1974		24.60	64,950	"	56.80	3,689,000	
	1973		27.43	16,460	"	37.20	612,000	
Misc. Vegetables								
Fresh	1974						1,743,000	
	1973						1,752,000	
Processing	1974						453,000	
	1973						257,000	
TOTAL VEGETABLE CROPS -							1974	\$247,708,800
							1973	223,415,400

\*\* Includes anise, cherry tomatoes, corn, parsley, parsnips, peas, radishes, turnips and others.

SUPPLEMENTARY - LETTUCE

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>PER UNIT</u>	<u>F.O.B. VALUE</u> <u>TOTAL</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>				
Lettuce - Head 1974								
Spring		17,660						
Summer		17,490						
Fall		19,695						
Season Total		54,845	621.46	34,084,000	Carton	\$3.16	\$107,705,000	
Lettuce - Head 1973								
Spring		15,560						
Summer		16,065						
Fall		19,065						
Season Total		50,690	576.35	29,215,000	Carton	3.93	114,746,000	
Lettuce (Bulk 1974 For shredding)				491,500	"	1.90	934,000	
	1973			346,900	Ctn.Equiv.	2.70	937,000	
Endive	1974	438		264,800	Carton	3.30	874,000	
	1973	277		163,700	"	3.50	573,000	
Romaine	1974	1,040		692,600	"	3.00	2,078,000	
	1973	386		248,000	"	2.80	694,000	
Lettuce - Misc. *	1974	1,455					3,303,000	
	1973	910					1,815,000	
TOTAL LETTUCE CROPS								
							1974	\$114,894,000
							1973	118,765,000

\* Includes Escarole, Red Lettuce, Butter Lettuce, Green Leaf Lettuce and Others.

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Barley	1974	50,900	1	50,900	Ton	\$ 110.00	\$ 5,599,000
	1973	50,100	1	50,100	"	85.00	4,258,000
Beans - Dry							
Large Lima	1974	2,345	.985	2,310	"	310.00	716,000
	1973	2,390	1.12	2,680	"	753.00	2,018,000
Small White	1974	20,370	1.058	21,570	"	447.30	9,648,000
	1973	11,680	1.086	12,685	"	731.15	9,275,000
Misc. Dry	1974						106,000
	1973						31,000
Corn - Silage	1974	1,100	25	27,500	"	20.00	550,000
	1973	1,300	22	28,600	"	16.00	458,000
Hay - Alfalfa	1974	5,685	7	39,800	"	70.00	2,786,000
	1973	7,700	8	61,600	"	49.00	3,018,000
Hay - Grain	1974 *						
	1973	2,500	2	5,000	"	32.00	160,000
Hay - Oats	1974	1,975	3	5,925	"	47.50	281,000
	1973	3,100	1.80	5,580	"	48.00	268,000
Oats - Silage	1974	1,000	14	14,000	"	15.00	210,000
	1973	1,200	10	12,000	"	15.00	180,000
Pasture - Dry Land	1974	1,018,000			Acre	3.50	3,563,000
	1973	1,018,000			"	3.50	3,563,000
Pasture - Irrigated	1974	1,500			"	80.00	120,000
	1973	1,800			"	80.00	144,000
Sugar Beets	1974	9,625	32.05	308,480	Ton	55.90	17,244,000
	1973	6,950	27.65	192,140	"	18.05	3,468,000
Wheat	1974	3,545	.75	2,660	"	120.00	319,000
	1973	1,200	1	2,100	"	120.00	252,000
TOTAL FIELD CROPS						1974	\$41,142,000
						1973	27,093,000

\* Not sufficient to report.

SEED CROP

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>PER UNIT</u>	<u>F.O.B. VALUE</u>
			<u>PER ACRE</u>	<u>TOTAL</u>			<u>TOTAL</u>
Bean	1974	1,513	.9526	1,441	Ton	\$800.10	\$ 1,153,000
	1973	1,372		1,374	"	408.70	562,000
Pea	1974	391	.9846	385	"	400.00	154,000
	1973	142		137	"	168.75	23,100
Misc. Seed *	1974						1,037,000
	1973						138,000
TOTAL SEED CROP						1974	\$ 2,344,000
						1973	723,100

\* Misc. Seed includes alfalfa, asparagus, broccoli, cauliflower, cabbage cantaloupe, cucumber, squash, celery and others.

APIARY

<u>ITEM</u>	<u>YEAR</u>	<u>COLONIES</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
Colonies *	1974	6,300				
	1973	9,400				
Honey	1974		151,200	Lbs.	\$ .42	\$ 63,500
	1973		1,075,000	"	.43	462,000
Wax	1974		2,520	"	1.15	2,900
	1973		17,900	"	.74	13,200
<u>ITEM</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>COLONIES CONTRACTED</u>		<u>UNIT PRICE</u>	<u>TOTAL</u>
Pollination**	1974	929	2,295		\$ 8.93	\$ 20,500
TOTAL APIARY					1974	\$ 86,900
					1973	475,200

\* Average honey production for 1973 per colony was 85 lbs.

\*\* Crops Pollinated: Apples, cucumbers, misc. vegetable seed, cherries and seed alfalfa.

NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AV. PR. PER BLOOM</u>	<u>TOTAL</u>
Cut Flowers	1974				
Rose		53.59	29,666,000	\$ .1131	\$3,355,000
Min. Rose		6.39	6,244,000	.0640	400,000
Carnation		152.00	139,924,000	.0501	7,010,000
Chrysanthemum		36.10	8,672,000	.1915	1,661,000
	1973				
Rose		49.28	26,667,000	.1127	3,005,000
Min. Rose		4.28	5,603,000	.0671	376,000
Carnation		132.86	113,573,000	.0581	6,599,000
Chrysanthemum		29.69	5,608,000	.1875	1,052,000
Nursery Stock & Bulbs	1974				9,243,000
	1973				6,170,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
Christmas Trees	1974	70	8,025	5.90	47,400
	1973	58	10,140	5.25	53,200
TOTAL NURSERY STOCK, BULBS, CUT FLOWERS & CHRISTMAS TREES					
					1974
					1973
					\$21,716,400
					17,255,200



DAIRYING, LIVESTOCK & POULTRY

<u>CROP</u>	<u>YEAR</u>	<u>HEAD</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>F.O.B. VALUE TOTAL</u>
Cattle & Calves	1974	51,000	306,000	Cwt.	\$ 30.00	\$ 9,180,000
	1973	89,000	489,500	"	40.00	19,580,000
Feeder	1974	147,000	735,000	"	35.00	25,725,000
	1973	148,000	740,000	"	44.00	32,560,000
Milk -						
Market	1974		759,000	"	8.42	6,391,000
	1973		761,000	"	6.78	5,160,000
Manufactured	1974		12,400	"	6.81	84,400
	1973		23,500	"	5.32	125,000
Sheep & Lambs	1974	12,700	12,700	"	40.00	508,000
	1973	15,000	15,000	"	36.00	540,000
Wool	1974		89,600	Lb.	.42	37,600
	1973		120,000	"	.63	75,600
Hogs	1974	10,750	2,150,000	"	.42	903,000
	1973	14,700	3,234,000	"	.45	1,455,000
Chickens -						
Fryers	1974	762,000	2,953,000	"	.300	886,000
	1973	608,490	2,481,000	"	.304	754,000
Meat Hens	1974	196,740	688,600	"	.575	39,600
	1973	40,720	165,120	"	.117	19,300
Eggs	1974		3,432,000	Doz.	.563	1,932,000
	1973		5,077,000	"	.528	2,681,000
TOTAL DAIRYING, LIVESTOCK & POULTRY						
						1974
						1973
						\$ 45,686,600
						62,949,900

## SUMMARY - 1974

Monterey County Agriculture continued its upward trend in productivity as it recorded another bumper year in 1974 with gross receipts in excess of \$387 million, \$28 million more than its total earnings in 1973.

Thirty-one different crop and livestock commodities were in the million dollar bracket. As usual, vegetable crops were the dominant commodities with the largest earnings. Total receipts were in excess of \$247 million, \$24 million more than 1973. In this group, lettuce led in productivity valued at over \$114 million, followed by five other vegetable crops at over \$10 million each.

Total value for dairying, livestock and poultry combined was placed at nearly \$46 million, which was \$17 million short of 1973 earnings. The animal industry, particularly cattle, was experiencing unfavorable affects from lower meat prices and increased feed costs and may explain the lower gross earnings compared to 1973.

Fruit and nut crops showed significant gains, as did field, seed, and nursery crops. Particularly outstanding were the increased acreages and earnings of strawberries. Despite considerable increases in acreage, grape earnings reflected the effects of lower prices per ton.

Seed crop values tripled over 1973 as a result of favorable prices for peas and beans.

Higher field crop values for the year reflected premium prices enjoyed by the sugar beet industry. Small white beans did not command favorable prices because of oversupply but the crop's value managed to exceed 1973 earnings and acreage.

Cut flowers boosted the nursery business to an unprecedented year, however, the industry was feeling the pinch of the energy crisis and higher production costs.