

Annual Crop Report

1979



RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

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RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Richard E. Rominger, Director
Department of Food and Agriculture

and

The Honorable Board of Supervisors
County of Monterey

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 1979.

Monterey County's gross value for 1979 agricultural crops totaled \$669,205,900. This is an increase of \$10,711,600 over the 1978 crop production year.

The 1979 crop year demonstrated the remarkable versatility of Monterey County agriculture. Even though head lettuce, our number one crop, dropped in value dramatically, various other crops increased in their value to offset these losses. The vegetable crop industry, which has been a mainstay for many years, was down considerably under the 1978 figure.

A review of the 1979 agricultural season shows a troubled agricultural industry, with the farm worker strike heading the list, followed by a truckers' strike, sharp increases in the cost of fuel and transportation, inflation, plus depressed markets for many of the commodities.

The wine grape industry has established itself as a major production area with a sharp increase in value, with some growers making varietal changes to meet consumer demand.

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,

Richard W. Nutter
Agricultural Commissioner

RWN:mls

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

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Frances Freel	Senior Typist Clerk
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PRODUCE INSPECTION STAFF

FIELD INSPECTORS

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Alex Camany	Produce Inspector II
Ace Mosher	Produce Inspector II
J. Arthur Pemberton	Produce Inspector II
Lupe Aldape	Produce Inspector I
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
Jesse De Leon	Produce Inspector I
Mark Fano	Produce Inspector I
Odie Greer	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
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Wendy Wycuff	Produce Inspector I

SHED INSPECTORS

Virginia Appleton	Produce Inspector II
Marcile Angelucci	Produce Inspector I
Joyce Butterworth	Produce Inspector I
Danny Garcia	Produce Inspector I
Maria Torres	Produce Inspector I

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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	22
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	57
CARROTS	Bulk	50
CAULIFLOWER	Carton	25
CELERY	Crate	60
ENDIVE	Carton	35
GARLIC	Carton	30
LETTUCE - Head	Carton	47
ONIONS - Green	Carton	18
PARSLEY	Carton	21
PEAS	Crate	30
ROMAINE	Crate	37
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	1979	517	16.85	8,710	Ton	\$167.50	\$ 1,459,000
	1978	517	16.10	8,325	"	165.00	1,374,000
APRICOTS	1979*						
	1978*						
STRAWBERRIES							
Total -	1979	2,985		64,370	"		50,109,000
	1978	3,685		66,040	"		38,969,000
Fresh	1979		17.66	52,725	"	826.20	43,561,000
	1978		14.65	53,995	"	627.50	33,882,000
Processing	1979		3.90	11,645	"	562.30	6,548,000
	1978		3.27	12,045	"	422.35	5,087,000
GRAPES	1979	30,236.70	(See Supplementary Page 3)				58,344,000
	1978	30,335.30	"	"	" "	" "	48,647,000
WALNUTS	1979	195		250	"	900.00	225,000
	1978	195		239	"	1,390.00	332,000
MISC. FRUIT*	1979						558,000
	1978						539,000
1979 Totals		33,933.70	Acres	73,330	Tons	Value	\$110,695,000
1978 "		34,732.30	"	74,604	" **	"	89,861,000

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

** Corrected Figure

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	1979	30,236.70	3.85	116,525	Ton	\$500.70	\$58,344,000
Non-bearing	"	<u>3,279.80</u>					
TOTAL		33,516.50					
GRAPES	1978	30,335.00	3.06	92,820	"	524.10	48,647,000
Non-bearing	"	<u>3,320.30</u>					
TOTAL		33,655.30					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>
Barbera.....	201.70
Cabernet Sauvignon.....	5,782.22
Chardonnay.....	1,947.93
Chenin Blanc.....	2,124.72
Emerald Riesling.....	379.50
French Colombard.....	496.60
Gamay.....	1,579.05
Gamay Beaujolais.....	835.00
Gewurztraminer.....	921.46
Grey Riesling.....	699.00
Merlot.....	978.10
Petite Sirah.....	2,549.49
Pinot Blanc.....	840.30
Pinot Noir.....	3,161.73
Royalty.....	32.00
Ruby Cabernet.....	542.80
Sauvignon Blanc.....	1,221.10
Semillon.....	525.40
Sylvaner.....	642.50
Tinta Madeira.....	103.00
White Riesling.....	2,094.28
Zinfandel.....	2,923.12
Other Red.....	1,868.40
Other White.....	<u>1,067.10</u>
TOTAL	33,516.50

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
ANISE	1979	196	10.46	2,050	Ton	\$ 216.10	\$ 443,000
	1978	140	16.21	2,270	"	186.80	424,000
ARTICHOKES							
Total -	1979	9,085					20,801,600
"	1978	9,200					16,727,000
Fresh	1979		3.77	34,240	"	556.80	19,065,000
	1978		2.66	24,430	"	647.30	15,814,000
Processing (Regular)	1979		.74	6,725	"	245.95	1,654,000
	1978		.40	3,710	"	210.80	782,000
Processing (Culls)	1979		.35	3,175	"	26.00	82,600
	1978		.55	5,040	"	26.00	131,000
ASPARAGUS							
Total -	1979	2,365					6,806,000
"	1978	2,425					4,686,000
Fresh	1979		1.59	3,765	"	1,379.00	5,192,000
	1978		1.45	3,510	"	1,235.90	4,338,000
Processing	1979		.85	2,015	"	801.00	1,614,000
	1978		.22	535	"	650.45	348,000
BEANS (Green Lima)	1979	1,690	1.95	3,300	"	322.10	1,063,000
	1978	640	1.75	1,120	"	340.20	381,000
BROCCOLI-Total							
"	1979	36,260					55,661,000
"	1978	40,870					47,401,000
Fresh	1979	21,075	3.70	78,015	"	491.05	38,309,000
	1978	27,470	2.37	65,104	"	488.20	31,784,000
Processing	1979	15,185	3.46	52,535	"	330.30	17,352,000
	1978	13,400	4.03	54,002	"	289.20	15,617,000
BRUSSELS SPROUTS							
Total -	1979	1,625					4,123,000
"	1978	1,730					4,635,000
Fresh	1979		6.60	2,575	"	430.00	1,107,000
	1978		6.24	2,435	"	427.95	1,042,000
Processing	1979		6.66	8,150	"	370.00	3,016,000
	1978		7.66	10,265	"	350.00	3,593,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CABBAGE	1979	2,005	15.40	30,885	Ton	\$129.40	\$ 3,996,000
	1978	1,680	18.76	31,510	"	151.15	4,763,000
CARROTS - Total	1979	5,415					10,784,000
	1978	6,080					16,047,000
Fresh	1979	3,915	16.29	63,765	"	148.10	9,444,000
	1978	4,340	13.38	58,084	"	243.90	14,167,000
Processing	1979	1,500	24.99	37,480	"	35.75	1,340,000
	1978	1,740	22.03	38,332	"	49.05	1,880,000
CAULIFLOWER -							
Total	1979	16,270					32,573,000
	1978	14,420					27,897,000
Fresh	1979	12,200	5.02	61,270	"	447.70	27,431,000
	1978	10,860	4.89	53,100	"	437.00	23,205,000
Processing	1979	4,070	3.57	14,525	"	354.00	5,142,000
	1978	3,560	3.76	13,381	"	350.65	4,692,000
CELERY -							
Total	1979	6,580					28,010,000
	1978	6,324					39,786,000
Fresh	1979	5,970	29.82	178,000	"	148.45	26,424,000
	1978	5,747	29.54	169,766	"	226.95	38,528,000
Processing	1979	610	33.01	20,135	"	78.75	1,586,000
	1978	577	25.41	14,660	"	85.80	1,258,000
CUCUMBERS -							
Processing	1979	320	14.38	4,600	"	129.15	594,000
	1978	270	18.89	5,100	"	120.00	612,000
GARLIC -							
Total	1979	2,985					5,794,000
	1978	3,786					8,007,000
Fresh	1979	1,185	5.38	6,375	"	626.20	3,992,000
	1978	976	6.05	5,905	"	855.70	5,053,000
Processing	1979	1,800	5.75	10,350	"	174.10	1,802,000
	1978	2,810	6.00	16,860	"	175.20	2,954,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE - Head 1979							
Spring		19,727					
Summer		19,301					
Fall		22,807					
Naked Pack				29,283,000	Carton	\$3.91	\$114,497,000
Wrapped Pack				7,356,000	"	5.17	38,031,000
Bulk-for Shredding				1,228,000	"	3.75	4,605,000
SEASON TOTAL		61,835	612.39	37,867,000	"	Av. \$4.15	\$157,133,000
LETTUCE - Head 1978							
Spring		18,224					
Summer		19,127					
Fall		24,349					
Naked Pack				32,317,000	"	\$4.88	\$157,707,000
Wrapped Pack				7,473,000	"	5.87	43,867,000
Bulk-for Shredding				1,183,000	"	3.12	3,691,000
SEASON TOTAL		61,700	664.07	40,973,000	"	Av. \$5.01	\$205,265,000
LETTUCE - Mixed Leaf	1979	2,135		1,536,000	"	4.10	6,298,000
	1978	2,745		2,112,000	"	4.40	9,293,000
ENDIVE	1979	750		531,000	"	5.00	2,655,000
	1978	745		581,300	"	5.50	3,197,000
ROMAINE	1979	1,850		1,339,000	"	4.10	5,490,000
	1978	1,780		1,408,100	"	4.30	6,055,000
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LETTUCE CROP TOTALS	1979	66,570 Acres		41,273,000	Cartons	Value	\$171,576,000
	1978	66,970 "		45,074,400	"	"	223,810,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
MUSHROOMS	1979	*		23,162,000	Lb.	\$ 1.00	\$23,162,000
	1978	*		15,664,000	"	.831	13,017,000
ONIONS - Total	1979	1,727					2,486,000
	1978	1,709					1,856,000
Dry	1979	372	15.00	5,580	Ton	90.00	502,000
	1978	249	19.20	4,780	"	138.50	662,000
Processed	1979	1,355	16.96	22,975	"	86.35	1,984,000
	1978	1,460	11.86	17,320	"	68.95	1,194,000
ONIONS - Green	1979	1,275	12.09	15,410	"	518.05	7,983,000
	1978	1,325	12.31	16,310	"	541.75	8,836,000
PARSLEY	1979	171	10.20	1,745	"	445.25	777,000
	1978	148	17.23	2,550	"	447.85	1,142,000
PEAS - Fresh	1979	136	5.00	680	"	534.25	363,000
	1978	125	2.22	277	"	534.30	148,000
PEPPERS - Total	1979	3,555					8,585,000
	1978	4,300					6,592,000
CHILI	1979	2,985	2.35	7,025	"	1,045.00	7,341,000
	1978	3,800	1.78	6,765	"	813.65	5,504,000
Processing	1979	570	10.70	6,100	"	203.95	1,244,000
	1978	500	15.00	7,500	"	145.00	1,088,000
POTATOES	1979	3,425	16.12	55,200	"	83.55	4,612,000
	1978	3,375	16.41	55,370	"	79.40	4,396,000
SPINACH - Total	1979	4,624					4,613,000
	1978	4,092					4,554,000
Fresh	1979	764	5.23	3,995	"	419.80	1,677,000
	1978	692	5.33	3,685	"	468.10	1,725,000
Processing	1979	3,860	11.37	43,885	"	66.90	2,936,000
	1978	3,400	12.88	43,790	"	64.60	2,829,000

VEGETABLE CROPS - Continued

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
SQUASH - Total	1979	210					\$ 524,000	
	1978	340					661,000	
	Fresh	1979		6.21	1,305	Ton	\$267.45	349,000
		1978		5.49	1,865	"	230.00	429,000
	Processing	1979		5.73	1,205	"	145.00	175,000
		1978		5.68	1,930	"	120.20	232,000
TOMATOES- Total	1979	7,420					23,477,000	
	1978	7,585					16,915,000	
	Fresh	1979	4,920	13.12	64,555	"	294.15	18,989,000
		1978	4,395	12.86	56,500	"	215.05	12,150,000
	Processing	1979	2,500	31.35	78,385	"	57.25	4,488,000
		1978	3,190	27.59	88,000	"	54.15	3,765,000
MISCELLANEOUS VEGETABLES **								
Total	1979	1,085					3,634,200	
	1978	904					4,277,000	
Fresh	1979						3,584,000	
	1978						4,097,000	
Processing	1979						50,200	
	1978						180,000	
GREENHOUSE GROWN								
CUCUMBERS	1979	3.12		42,000	Carton	5.50	231,000	
	1978	1.38		19,000	"	6.75	128,000	
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TOTAL ACRES-	1979	174,997.12	TOTAL VEGETABLE CROPS -			1979	\$422,671,800	
"	1978	178,439.38	" " "			1978	457,698,000	
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* Multiple Harvested Square Footage.

** Includes Beets, Cherry Tomatoes, Corn, Bok Choy, Rapini, 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	1979	49,000	1.10	53,900	Ton	\$110.00	\$ 5,929,000
	1978	30,000	1.00	30,000	"	100.00	3,000,000
BEANS - DRY							
Pinto	1979	817		613	"	560.00	343,000
Large Lima	1979	1,715	1.07	1,840	"	800.00	1,472,000
	1978	2,630	.637	1,675	"	719.40	1,205,000
Small White	1979	2,110	1.10	2,330	"	497.35	1,159,000
	1978	5,370	1.01	5,450	"	405.30	2,209,000
Garbanzo	1979	1,220	.30	366	"	660.00	242,000
Misc. Dry	1979	249					139,000
	1978	888					272,000
CORN - Processed	1979	1,800	4.16	7,490	"	210.00	1,573,000
	1978	1,750	4.06	7,105	"	190.00	1,350,000
CORN - Silage	1979	600	22.00	13,200	"	24.00	317,000
	1978	600	22.00	13,200	"	23.00	304,000
HAY - Alfalfa	1979	9,175	7.00	64,225	"	86.00	5,523,000
	1978	9,175	7.00	64,225	"	65.00	4,175,000
HAY - Grain	1979	500	1.70	850	"	40.00	34,000
	1978	750	1.50	1,125	"	40.00	45,000
HAY - Oats	1979	2,000	2.70	5,400	"	45.00	243,000
	1978	1,900	2.70	5,130	"	42.00	215,000
OATS - Silage	1979	1,000	14.00	14,000	"	19.00	266,000
	1978	1,000	14.00	14,000	"	18.00	252,000
PASTURE - Dry Land	1979	1,018,000			Acre	4.00	4,072,000
	1978	1,018,000			"	4.00	4,072,000
PASTURE - Irrigated	1979	1,500			"	100.00	150,000
	1978	1,500			"	100.00	150,000
SAFFLOWER	1979	700	.70	490	"	235.00	115,000
	1978	1,250	.75	938	"	220.00	206,000
SUGAR BEETS	1979	8,380	33.48	280,600	Ton	26.15	7,338,000
	1978	7,265	30.08	218,500	"	24.65	5,386,000
WHEAT	1979	1,000	.90	900	"	136.00	122,000
	1978	900	.90	810	"	100.00	81,000
TOTAL ACRES -	1979	1,099,766					VALUE TOTAL - FIELD CROPS 1979
" "	1978	1,082,978					" " " " 1978
							\$29,037,000
							22,922,000

S E E D C R O P

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN	1979	2,127	1.07	2,277	Ton	\$ 820.00	\$1,867,000
	1978	1,519	.8966	1,362	"	745.25	1,015,000
BROCCOLI	1979	82	.1341	11	"	19,454.55	214,000
	1978	32	.2188	7	"	24,855.00	174,000
CAULIFLOWER	1979	132	.1970	26	"	9,126.00	237,000
	1978	117	.2906	34	"	13,735.00	467,000
MISC. SEED*	1979	1,040					2,755,000
	1978	1,996					425,000
TOTAL ACRES	1979	3,381			TOTAL SEED CROP -	1979	\$5,073,000
" "	1978	3,664			" " "	1978	2,081,000

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	1979					\$ 58,700
	1978					449,400
Honey	1979	4,000	40,000	Lb.	\$.45	18,000
	1978	15,000	900,000	"	.45	405,000
Pollination**	1979	2,500		Colony	15.00	37,500
	1978	1,800		"	16.00	28,800
Wax	1979		2,000	Lb.	1.60	3,200
	1978		9,750	"	1.60	15,600
AQUACULTURE	1979					321,000
Misc. Fish & Shell Fish	1978					287,000
WORM CROP	1979		28,000	Cup/50 Ct.	.40	11,200
	1978		168,000	"	.35	58,800

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

** 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	1979	88.46	44,101,000	\$.2072	\$ 9,138,000
	1978	72.09	40,501,000	.1744	7,063,000
Miniature Rose	1979	11.76	6,535,000	.1179	771,000
	1978	7.60	5,126,000	.1123	576,000
Carnation	1979	157.60	136,775,000	.082	11,216,000
	1978	153.30	145,306,000	.07	10,171,000
Chrysanthemum (Standard)	1979	38.08	14,614,000	.2533	3,702,000
	1978	39.60	15,854,000	.2167	3,436,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1979	6.16	253,000	1.25	317,000
	1978	4.70	242,000	1.06	257,000
Chrysanthemum (Pompon)	1979	6.20	435,000	.91	396,000
	1978	5.12	438,000	.883	387,000
Iris	1979	42.00	835,000	1.04	868,000
	1978	35.00	885,000	1.20	1,062,000
			<u>POTS SOLD</u>	<u>PER POT</u>	
POTTED PLANTS (Indoor Dec.)	1979	67.20	5,085,000	1.35	6,865,000
	1978	53.81	2,181,000	2.00	4,362,000
FOLIAGE	1979	166.08			3,610,000
	1978	147.58			2,046,000
PROPAGATIVE STOCK, SUCCULENTS, & BULBS	1979	137.52			9,331,000
	1978	135.77			9,702,000
BEDDING PLANTS (Vegetable)	1979	7.56			1,728,000
	1978	7.56			1,127,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1979	80.50	12,090	11.60	140,000
	1978	75.00	15,930	10.75	171,000
TOTAL ACRES	1979	809.12	TOTAL NURSERY CROPS - 1979		\$48,082,000
" "	1978	737.13	" "	" 1978	40,360,000

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

<u>CROP</u>	<u>YEAR</u>	<u>HEAD</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>		
					<u>PER UNIT</u>	<u>TOTAL</u>	
BEEF CATTLE - Total	1979	172,200				\$41,807,000	
"	1978	179,000				33,933,000	
Cattle and Calves	1979	35,200	200,000	Cwt.	\$68.20	13,640,000	
	1978	40,000	225,000	"	50.15	11,284,000	
Feeder	1979	96,000	355,000	"	65.00	23,075,000	
	1978	95,000	347,000	"	51.50	17,871,000	
Stocker	1979	41,000	73,800	"	69.00	5,092,000	
	1978	44,000	88,000	"	54.30	4,778,000	
SHEEP & LAMBS	1979	11,400	9,120	"	68.00	620,000	
	1978	12,500	10,000	"	60.00	600,000	
WOOL	1979		91,200	Lb.	.77	70,200	
	1978		112,000	"	.76	85,000	
HOGS	1979	4,950	644,000	"	.435	280,000	
	1978	3,500	455,000	"	.485	221,000	
CHICKENS - Total	1979	2,333,000				2,119,000	
"	1978	2,338,180				2,121,100	
Fryers	1979	2,328,000	8,148,000	"	.26	2,118,000	
	1978	2,329,000	8,150,800	"	.26	2,119,000	
Meat Hens	1979	5,000	20,000	"	.05	1,000	
	1978	9,180	35,200	"	.06	2,100	
EGGS	1979		3,481,000	Dozen	.524	1,824,000	
	1978		3,791,000	"	.506	1,918,000	
MILK - Total	1979					6,536,000	
"	1978					5,899,000	
Market	1979		546,000	Cwt.	11.46	6,257,000	
	1978		559,000	"	10.24	5,724,000	
Manufactured	1979		26,300	"	10.60	279,000	
	1978		21,400	"	8.19	175,000	
TOTAL LIVESTOCK, POULTRY, & DAIRYING						1979	\$53,256,200
" " " " "						1978	44,777,100

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES (Fresh & Proc.)	1979	9,085	\$ 20,801,600
	1974	10,300	13,247,000
	1969	9,900	5,670,000
BROCCOLI (Fresh & Proc.)	1979	36,260	55,661,000
	1974	21,300	18,594,000
	1969	19,480	10,561,000
CARROTS (Fresh & Proc.)	1979	5,415	10,784,000
	1974	5,200	9,830,000
	1969	4,300	6,654,000
CAULIFLOWER (Fresh & Proc.)	1979	16,270	32,573,000
	1974	9,265	14,852,000
	1969	8,600	8,407,000
CELERY (Fresh & Proc.)	1979	6,580	28,010,000
	1974	5,275	20,135,000
	1969	5,685	18,233,000
GRAPES	1979	33,516	58,344,000
	1974	34,746	5,076,000
	1969	2,000	650,000
LETTUCE	1979	66,570	171,576,000
	1974	57,780	114,894,000
	1969	51,820	49,040,000
NURSERY CROPS	1979	809.12	48,082,000
	1974	318	21,716,000
	1969	265	9,117,000
STRAWBERRIES (Fresh & Proc.)	1979	2,985	50,109,000
	1974	2,060	21,976,000
	1969	2,194	11,551,000
TOMATOES (Fresh & Proc.)	1979	7,420	23,477,000
	1974	6,140	18,651,000
	1969	5,500	17,212,000

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

1.	LETTUCE.....	\$171,576,000
2.	GRAPES.....	58,344,000
3.	BROCCOLI.....	55,661,000
4.	STRAWBERRIES.....	50,109,000
5.	NURSERY.....	48,082,000
6.	CATTLE.....	41,087,000
7.	CAULIFLOWER.....	32,573,000
8.	CELERY.....	28,010,000
9.	TOMATOES.....	23,477,000
10.	MUSHROOMS.....	23,162,000
11.	ARTICHOKES.....	20,801,600
12.	CARROTS.....	10,784,000
13.	PEPPERS - CHILI.....	8,585,000
14.	ONIONS - GREEN.....	7,983,000
15.	SUGAR BEETS.....	7,338,000
16.	ASPARAGUS.....	6,806,000
17.	MILK - MARKETED.....	6,257,000
18.	BARLEY.....	5,929,000
19.	GARLIC.....	5,794,000
20.	HAY - ALFALFA.....	5,523,000
21.	SEEDS.....	5,073,000
22.	SPINACH.....	4,613,000
23.	POTATOES.....	4,612,000
24.	BRUSSELS SPROUTS.....	4,123,000
25.	PASTURE LAND - DRY.....	4,072,000
26.	CABBAGE.....	3,996,000
27.	BEANS - DRY.....	3,355,000
28.	ONIONS - DRY & PROCESSED.....	2,486,000
29.	POULTRY.....	2,119,000
30.	EGGS.....	1,824,000
31.	CORN - PROCESSED.....	1,573,000
32.	APPLES.....	1,459,000
33.	BEANS - GREEN LIMA.....	1,063,000

S U M M A R Y

FRUIT & NUT	1979	\$110,695,000
	1978	89,861,000
VEGETABLE CROPS	1979	422,671,800
	1978	457,698,000
FIELD CROPS	1979	29,037,000
	1978	22,922,000
SEED CROPS	1979	5,073,000
	1978	2,081,000
OTHER PRODUCTION	1979	390,900
	1978	795,200
NURSERY CROPS	1979	48,082,000
	1978	40,360,000
LIVESTOCK, POULTRY, AND DAIRYING	1979	53,256,200
	1978	44,777,100
		<hr/>
	TOTAL - 1979	\$669,205,900
	1978	658,494,300
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C R O P H I G H L I G H T S - 1 9 7 9

1979 was a puzzling year for Monterey County Agriculture. There were substantial losses in some crops in relation to the 1978 crop year, but there were sizable gains in others. The gross value of the Monterey County Agricultural Industry was \$669,205,900. This is an increase of \$10,711,600 over the 1978 total.

Fruit and Nut crops gained \$20,834,000 due mainly to an increase in price per ton for Strawberries, and higher production in the Wine Grape category.

Vegetable Crops had an overall loss of \$35,026,200 from the previous year. The largest single category loss here was Head Lettuce, down \$48,132,000 from 1978. Some substantial gains in the Vegetable Crops area were made in Broccoli, Cauliflower, Mushrooms, and Tomatoes. These crops showed a total increase of \$29,643,000.

Field Crops rose in value by \$6,115,000. Barley, Alfalfa Hay, and Sugar Beets contributed to this increase.

Nursery Crops rose in total value by \$7,722,000. Higher bloom prices for Cut Flowers, and an increase in Potted Plants accounted for this rise in value.

Livestock, Poultry and Dairying were up \$8,479,100. Beef Cattle showed most of this gain with a value up \$7,874,000 from the previous year.
