

Annual Crop Report

1987



RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

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RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Mr. Jack C. Parnell, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Monterey County

Marc Del Piero, Chairman, 1st District
Barbara Shipnuck, Second District
Dusan Petrovic, Third 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 1987.

For the third time in history Monterey County's Agriculture exceeded the one billion dollar mark. This is the second consecutive year that agricultural production has exceeded this amount. 1987's gross crop value reached the highest ever recorded, \$1,088,690,300. This represents an increase of approximately 6%, or \$59,283,425 in excess of the previous year's report.

After a sluggish start for the Vegetable Crop Industry, prices increased sharply, primarily for Lettuce Producers, during the last half of the growing season. Both Head and Leaf Lettuce showed increased acreages and record yields.

Head Lettuce continues to be the County's leading crop, as it has since 1938, with total production of \$317,359,000, an increase of \$45,112,000 over last year.

Broccoli, our second leading crop for a number of years, dropped 1,300 acres and declined in value by \$9,732,000. This is a decrease of nearly 7%. Broccoli used for processing purposes decreased almost \$13,000,000 due to a sharp price decline. Much of this could be attributed to the competition from foreign imports.

Other commodities which showed decreases include Carrots, Cauliflower, Celery, Brussels Sprouts, and Mushrooms. All decreases were associated with lower market prices.

Strawberries continued to increase in both value and acreage, as was the case with Bushberries and Raspberries. Apples dropped out of the million dollar crops list due to the depressed market.

Wine Grapes showed a good gain after several seasons of reduced value. Prices per ton increased by over fifty dollars even though bearing acreage was reduced by nearly 3,000 acres.

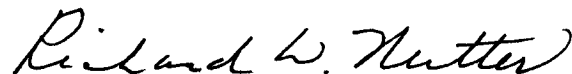
The Livestock Industry had a strong year, with Cattle prices increasing substantially over previous years. This was accomplished even though rangeland feed was short due to poor rainfall.

The Nursery Industry showed increased value for greenhouse grown Roses and Carnations, along with increased value for Field Grown Cut Flowers and Indoor Decoratives.

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 Senior Deputy Agricultural Commissioner Don Rochester 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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Don Rochester	Senior Deputy Agricultural Commissioner
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Marvin Garner	Deputy Agricultural Commissioner
William Taylor	Deputy Agricultural Commissioner
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Expedito Ibarbia	Agricultural Inspector III
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Frances Freel	Senior Typist Clerk
Syble Kinzer	Typist Clerk II
Gloria Oliver	Typist Clerk II

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Agricultural Inspector III

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Deputy Agricultural Commissioner
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Agricultural Inspector I
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Russell Persson
Robert Keadle

Weights and Measures Inspector III
Weights and Measures Inspector III
Weights and Measures Inspector II

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Luz Cadena	Produce Inspector I
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Quintino Torres	Produce Inspector I
Wendy Wycuff	Produce Inspector I

TABLE OF CONTENTS

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION	Page	1
FRUITS AND NUTS	Page	2
GRAPE SUPPLEMENTARY	Page	3
VEGETABLE CROPS	Page	4-9
FIELD CROPS	Page	10
SEED CROPS	Page	11
OTHER PRODUCTION	Page	12
NURSERY CROPS	Page	13-14
LIVESTOCK, POULTRY, AND DAIRYING	Page	15
TREND OF MAJOR CROPS	Page	16
MILLION DOLLAR CROPS	Page	17
SUMMARY	Page	18
CROP HIGHLIGHTS - 1986	Page	19

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
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	Carton	50
CARROTS	Carton	50
CARROTS	Sack	50
CAULIFLOWER	Carton	23
CELERY	Crate	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 & NUTS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
APPLES	1987	442	16.63	7,350	Ton	\$ 128.55	\$ 945,000
	1986	442	14.00	6,190	"	209.05	1,294,000
AVOCADOS	1987	55	1.40	77	"	428.55	33,000
GRAPES	1987	24,814.71	(See Supplementary Page 3)				40,276,000
	1986	27,304.93	"	"	"		35,706,000
KIWI FRUIT	1987	15	4.80	72	Ton	2,027.75	146,000
	1986	15	3.85	58	"	2,741.40	159,000
MISC. FRUIT*	1987	84					77,000
	1986	178					446,000
BUSHBERRIES	1987	43	6.09	262	"	2,034.35	533,000
	1986	20	2.10	42	"	4,071.40	171,000
RASPBERRIES	1987	477	3.06	1,460	"	4,263.70	6,225,000
	1986	288	2.80	805	"	5,171.40	4,163,000
STRAWBERRIES							
Total	1987	4,065		116,120	"		110,462,000
	1986	3,625		101,050	"		107,864,000
Fresh	1987		23.98	97,500	"	1,018.35	99,289,000
	1986		25.65	93,000	"	1,109.60	103,193,000
Processing	1987		4.58	18,620	"	600.05	11,173,000
	1986		2.22	8,050	"	580.25	4,671,000
WALNUTS	1987	287		386	"	1,000.00	386,000
	1986	<u>200</u>		<u>345</u>	"	1,133.35	<u>391,000</u>
TOTAL	1987	30,282.71				VALUE	\$159,083,000
	1986	32,072.93					150,194,000

* Includes Almonds, Apricots, Lemons, Oranges, and others.

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>F.O.B. VALUE</u>		
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
GRAPES	1987	24,814.71	4.00	99,325	Ton	\$405.50	\$40,276,000
Nonbearing or not Harvested		<u>6,335.88</u>					
TOTAL		31,150.59					
GRAPES	1986	27,304.93	3.76	102,706	Ton	\$347.65	\$35,706,000
Nonbearing or not Harvested		<u>4,038.67</u>					
TOTAL		31,343.60					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>	<u>VARIETY</u>	<u>ACRES</u>
Cabernet Sauvignon . . .	<u>2,877.84</u>	Muscat Blanc/Canelli . . .	<u>191.10</u>
Chardonnay	<u>4,107.45</u>	Petite Sirah	<u>746.87</u>
Chenin Blanc	<u>4,897.14</u>	Pinot Blanc	<u>1,295.60</u>
Early Burgundy	<u>126.50</u>	Pinot Noir	<u>1,528.19</u>
Emerald Riesling	<u>400.90</u>	Pinot St. George	<u>42.60</u>
Folle Blanche	<u>41.30</u>	Ruby Cabernet	<u>74.60</u>
French Colombard	<u>1,465.50</u>	Sauvignon	<u>1,765.11</u>
Gamay	<u>391.00</u>	Semillon	<u>629.60</u>
Gamay Beaujolais	<u>560.61</u>	Sylvaner	<u>719.60</u>
Gewurztraminer	<u>945.70</u>	Tinta Madera	<u>45.90</u>
Grenache	<u>189.60</u>	White Riesling	<u>3,985.55</u>
Grey Riesling	<u>978.29</u>	Zinfandel	<u>1,869.31</u>
Malvasia	<u>549.60</u>	Other Red	<u>121.85</u>
Merlot	<u>217.49</u>	Other White	<u>385.70</u>
TOTAL ACRES	<u>31,150.59</u>		

VEGETABLE CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
ANISE	1987	215	11.91	2,560	Ton	\$410.95	\$ 1,052,000
	1986	161	14.81	2,385	"	430.60	1,027,000
ARTICHOKES							
Total	1987	7,660			"		27,880,500
	1986	*8,385			"		28,748,000
Fresh	1987		4.33	33,200	"	736.85	24,463,000
	1986		3.77	31,640	"	830.80	26,287,000
Processing (Regular)	1987		1.38	10,545	"	316.00	3,332,000
	1986		.88	7,415	"	317.00	2,351,000
Processing (Culls)	1987		.43	3,290	"	26.00	85,500
	1986		.51	4,245	"	26.00	110,000
ASPARAGUS	1987	4,140	3.17	13,135	"	1,105.15	14,516,000
	1986	3,330	2.64	8,805	"	1,381.70	12,166,000
BOK CHOY	1987	410	15.67	6,425	"	206.70	1,328,000
	1986	355	18.93	6,720	"	217.25	1,460,000
BROCCOLI							
Total	1987	54,810					115,951,000
	1986	56,140					124,219,000
Fresh	1987	30,510	6.31	192,535	"	443.05	85,303,000
	1986	29,140	6.45	188,065	"	430.15	80,896,000
Processing	1987	24,300	4.53	110,164	"	278.20	30,648,000
	1986	27,000	4.61	124,600	"	347.70	43,323,000
BRUSSELS SPROUTS							
Total	1987	1,033					3,845,000
	1986	1,665					5,658,000
Fresh	1987	137	7.24	992	"	624.00	619,000
	1986	595	10.35	6,160	"	468.00	2,883,000
Processing	1987	896	8.33	7,465	"	432.15	3,226,000
	1986	1,070	6.48	6,940	"	399.85	2,775,000

*Revised

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
CABBAGE	1987	575	15.04	8,650	Ton	\$186.95	\$ 1,617,000
	1986	600	18.33	11,000	"	209.10	2,300,000
CARROTS	Total	1987	5,095				12,769,000
		1986	5,290				16,456,000
Fresh	1987	3,450	14.57	50,280	"	190.40	9,573,000
	1986	3,235	18.66	60,360	"	217.85	13,149,000
Processing	1987	1,645	30.43	50,055	"	63.85	3,196,000
	1986	2,055	25.08	51,550	"	64.15	3,307,000
CAULIFLOWER	Total	1987	23,400				74,382,000
		1986	23,730				76,570,000
Fresh	1987	16,150	8.58	138,510	"	472.25	65,411,000
	1986	17,900	6.50	116,320	"	547.30	63,662,000
Processing	1987	7,250	4.50	32,620	"	275.00	8,971,000
	1986	5,830	4.59	26,780	"	482.00	12,908,000
CELERY	Total	1987	6,205				38,196,000
		1986	5,942				46,799,000
Fresh	1987	5,855	32.82	192,145	"	192.95	37,074,000
	1986	5,635	35.17	198,170	"	228.55	45,292,000
Processing	1987	350	28.14	9,850	"	113.90	1,122,000
	1986	307	29.84	9,160	"	164.50	1,507,000
KALE	1987	200	5.48	1,097	"	506.85	556,000
	1986	88	6.65	585	"	453.00	265,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>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>
<u>1987</u>							
LETTUCE - Head							
Spring		21,800					
Summer		20,200					
Fall		26,200					
Naked Pack				32,873,000	Ctn	\$6.40	\$210,387,000
Wrapped Pack				9,544,000	"	7.43	70,912,000
Bulk for Shredding				7,118,000	"	4.28	30,465,000
Bulk for Whole Cored Lettuce				<u>754,000</u>	"	<u>7.42</u>	<u>5,595,000</u>
SEASON TOTAL		68,200	737.38	50,289,000	"	\$6.3107	\$317,359,000
<u>1986</u>							
LETTUCE - Head							
Spring		18,900					
Summer		20,400					
Fall		25,500					
Naked Pack				34,573,000	Ctn	\$5.45	\$188,423,000
Wrapped Pack				8,149,000	"	6.86	55,902,000
Bulk for Shredding				2,176,000	"	6.17	13,426,000
Bulk for Whole Cored Lettuce				<u>1,900,000</u>	"	7.63	<u>14,497,000</u>
SEASON TOTAL		64,800	722.19	46,798,000	"	\$5.8175	\$272,247,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>F.O.B. VALUE</u>	
			<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BUTTER LETTUCE	1987	1,700	1,262,000	Ctn	\$5.10	\$ 6,436,000
	1986	1,165	866,000	"	4.32	3,741,000
GREEN LEAF	1987	3,630	2,650,000	"	6.30	16,695,000
	1986	3,350	2,652,000	"	4.60	12,199,000
ENDIVE	1987	561	460,000	"	6.26	2,880,000
	1986	457	297,000	"	5.31	1,577,000
ESCAROLE	1987	318	282,000	"	6.80	1,918,000
	1986	251	176,000	"	5.03	885,000
RED LETTUCE	1987	1,590	1,176,000	"	5.40	6,350,000
	1986	1,230	961,000	"	4.38	4,209,000
ROMAINE	1987	3,795	2,434,000	"	6.20	15,091,000
	1986	3,475	2,476,000	"	5.05	12,504,000
<hr/>						
LEAF LETTUCE TOTALS	1987	11,594	8,264,000	Ctn		\$49,370,000
	1986	9,928		"		35,115,000
<hr/>						
LETTUCE CROP TOTALS	1987	79,794	58,553,000	Ctn	VALUE	\$366,729,000
	1986	74,728	52,266,000	"		307,362,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>		
	<u>YEAR</u>	<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
MUSHROOMS	1987	*		40,458,000	Lb.	\$.97	\$39,244,000
	1986	*		44,446,000	"	.99	44,002,000
NAPA	1987	196	18.95	3,715	Ton	315.75	1,173,000
	1986	258	19.30	4,980	"	249.60	1,243,000
ONIONS, Dry	1987	275	18.25	5,020	"	170.00	853,000
	1986	256	20.58	5,270	"	204.00	1,075,000
ONIONS, Green	1987	907	9.49	8,605	"	781.75	6,727,000
	1986	1,125	9.14	10,280	"	805.15	8,277,000
PARSLEY Total	1987	365					1,386,000
	1986	298					1,567,000
Fresh	1987	227	10.29	2,335	"	458.65	1,071,000
	1986	180	14.83	2,670	"	486.50	1,299,000
Dry	1987	138	2.43	336	"	937.50	315,000
	1986	118	2.42	285	"	940.35	268,000
PEPPERS, Bell	1987	300	9.13	2,740	"	445.25	1,220,000
PEPPERS, Chili Dry	1987	1,310	3.03	3,975	"	1,111.20	4,417,000
	1986	1,070	3.12	3,340	"	1,074.55	3,589,000
POTATOES	1987	1,000	19.00	19,000	"	120.00	2,280,000
	1986	1,400	18.75	26,250	"	120.00	3,150,000
SALAD PRODUCTS	1987			2,289,000	Ctn	5.81	13,299,000
	1986			1,965,000	"	6.23	12,242,000
SNOW PEAS	1987	**			Ton		
	1986	***			"		

VEGETABLE CROPS - Continued

CROP	YEAR	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>	
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
SPINACH							
Total	1987	2,225					\$ 4,575,000
	1986	2,005					3,320,000
Fresh	1987	725	6.65	\$ 4,825	Ton	\$600.40	2,897,000
	1986	445	6.34	2,820	"	474.45	1,338,000
Processing	1987	1,500	13.41	20,120	"	83.40	1,678,000
	1986	1,560	13.10	20,440	"	96.95	1,982,000
SQUASH, Fresh	1987	202	10.50	2,120	"	409.10	867,000
	1986	158	9.43	1,490	"	409.40	610,000
TOMATOES							
Total	1987	4,920					28,251,000
	1986	4,870					20,732,000
Fresh	1987	3,570	20.24	72,250	"	363.40	26,256,000
	1986	3,390	15.23	51,645	"	356.00	18,386,000
Processing	1987	1,350	31.85	43,000	"	46.40	1,995,000
	1986	1,480	31.08	46,000	"	51.00	2,346,000
TOMATOES, Cherry	1987	122	8.05	982	"	573.30	563,000
	1986	126	11.66	1,470	"	730.60	1,074,000
MISCELLANEOUS VEGETABLES **							
Total	1987	2,535					7,299,000
	1986	1,091					5,884,000
Fresh	1987	2,090					5,794,000
	1986	870					5,003,000
Processing	1987	445					1,505,000
	1986	221					881,000
TOTAL ACRES	1987	197,894	TOTAL VEGETABLE CROPS		1987	\$770,975,500	
	1986	195,071			1986	731,095,000	

* Multiple Harvested Square Footage

** Includes Beets, Cactus Pears, Chives, Corn, Green Peppers, Garlic, Rapini, Leeks, Fresh Peas, Parsnips, Fava Beans, Radishes, Turnips, and others.

*** None to report

FIELD CROPS

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BARLEY	1987	23,200	.93	21,580	Ton	\$ 87.00	\$ 1,877,000
	1986	42,500	.80	34,000	"	84.00	2,856,000
BEANS, Dry							
Large Lima	1987	1,330	1.09	1,455	"	940.00	1,368,000
	1986	1,620	1.32	2,148	"	560.00	1,203,000
Small White	1987	1,480	1.18	1,745	"	436.10	761,000
	1986	435	1.21	526	"	1,081.75	569,000
Garbanzo	1987	424	.72	305	"	377.05	115,000
	1986	592	1.06	630	"	674.00	425,000
Misc. Dry	1987	49					30,000
	1986	53					39,000
CORN							
Processing	1987	400	5.50	2,200	"	220.00	484,000
	1986	650	4.40	2,860	"	240.00	686,000
CORN, Silage	1987	225	29.50	6,635	"	28.50	189,000
	1986	440	28.41	12,500	"	27.00	338,000
HAY, Alfalfa	1987	5,300	7.70	40,800	"	90.00	3,672,000
	1986	5,500	7.67	42,200	"	90.00	3,798,000
HAY, Grain	1987	500	1.70	850	"	45.00	38,200
	1986	400	1.50	600	"	60.00	36,000
HAY, Oats	1987	2,500	2.30	5,750	"	60.00	345,000
	1986	2,600	2.50	6,500	"	70.00	455,000
PASTURE							
Dry Land	1987	1,017,500			Acre	6.00	6,105,000
	1986	1,017,500			"	6.00	6,105,000
PASTURE							
Irrigated	1987	500	1.00	500	Ton	80.00	40,000
	1986	500	1.00	500	"	80.00	40,000
SUGAR BEETS	1987	4,340	31.77	168,000	"	31.75	5,334,000
	1986	5,810	37.44	217,520	"	34.80	7,570,000
WHEAT	1987	1,100	1.10	1,210	"	97.00	117,000
	1986	2,125	1.36	2,895	"	93.00	269,000
TOTAL ACRES	1987	1,058,848			VALUE TOTAL	1987	\$20,475,200
	1986	1,080,725				1986	24,389,000

SEED CROPS

<u>CROP</u>	<u>YEAR</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
		<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BARLEY	1987	800	1.25	1,000	Ton	\$ 95.00	\$ 95,000
	1986	350	1.50	525	"	*93.00	*48,800
BEANS (All)	1987	2,770	.93	2,575	"	783.70	2,018,000
	1986	1,945	1.25	2,425	"	1,331.13	3,228,000
BEAN							
Garbanzo	1987**						
	1986	259	1.10	284	"	661.95	188,000
BEAN							
Large Lima	1987**						
	1986	214	.35	76	"	671.05	51,000
BROCCOLI	1987	91	.09	8	"	20,601.00	175,000
	1986	74	.11	8	"	19,375.00	155,000
CAULIFLOWER	1987	33	.26	9	"	346,207.00	3,012,000
	1986	88	.159	14	"	14,714.00	206,000
OAT	1987	120	.92	111	"	200.00	22,200
	1986	700	.86	600	"	*211.00	*127,000
PEA	1987	95	.91	86	"	624.55	53,700
	1986	224	.52	118	"	711.85	84,000
PARSLEY	1987	10	1.10	11	"	2,883.70	31,700
PEPPER	1987	90	.12	11	"	6,475.70	71,200
	1986	75	.08	6	"	14,166.65	85,000
WHEAT	1987	165	2.10	346	"	93.00	32,200
	1986	150	2.10	315	"	*94.00	*29,600
MISC. SEED***	1987	21					54,800
	1986	102					70,200
TOTAL ACRES	1987	4,195			TOTAL SEED CROP	1987	\$5,565,800
	1986	4,181				1986	*\$4,272,600

* Revised

** Included in BEANS (All)

***Misc. Seeds include: Cucumber, Squash, Onion and Other

OTHER PRODUCTION

<u>CROP</u>	<u>YEAR</u>	<u>COLONIES</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>	
					<u>PER UNIT</u>	<u>TOTAL</u>
APIARY						
Total	1987					\$ 74,800
	1986					67,075
Honey	1987		71,300	Lb.	\$.59	42,100
	1986		59,000	"	.55	32,400
Pollination*	1987	1,480		Colony	21.00	31,100
	1986	1,660		"	20.00	33,200
Wax	1987		1,785	Lb.	.90	1,600
	1986		1,475	"	1.00	1,475
OTHER**	1987					675,000
	1986					<u>300,000</u>
TOTAL OTHER PRODUCTION						\$749,800 367,075

* Crops Pollinated: Apples, Cucumbers, Cauliflower, Broccoli, Onions, Squash, Carrots, Spinach, Peppers, Fava Beans, Parsley and Melons.

** Includes Game Farming, Aquaculture and others.

NURSERY CROPS

AVERAGE PRICE

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1987	143.08	84,783,000	\$.2795	\$23,697,000
	1986	129.44	82,395,000	.2785	22,947,000
Miniature Rose	1987	18.41	11,566,000	.1785	2,065,000
	1986	18.43	12,141,000	.1750	2,125,000
Carnation	1987	189.20	132,240,000	.1335	17,654,000
	1986	181.46	132,468,000	.1218	16,135,000
Chrysanthemum (Standard)	1987	27.65	6,723,000	.3781	2,542,000
	1986	23.79	11,072,000	.3535	3,914,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1987	24.32	1,746,000	1.609	2,809,000
	1986	21.07	1,509,000	1.443	2,177,000
Chrysanthemum (Pompon)	1987	.18	40,000	.65	26,000
	1986	.28	60,000	.65	39,000
Cut Flowers (Misc.)	1987	45.36	902,000	.70	631,000
	1986	47.53	643,000	1.09	701,000
Gypsophila	1987	32.25	71,000	1.25	89,000
	1986	40.25	64,000	1.38	88,000
Iris	1987	82.23	1,104,000	1.85	2,042,000
	1986	64.23	1,026,000	1.51	1,549,000
Statice	1987	30.99	366,000	1.00	366,000
	1986	27.95	362,000	1.35	489,000

NURSERY CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>POTS SOLD</u>	<u>PER POT</u>	<u>TOTAL</u>
POTTED PLANTS (Indoor Dec.)	1987	51.76	4,464,000	\$3.30	\$14,731,000
	1986	42.89	3,330,000	2.58	\$ 8,591,000
FOLIAGE (All)	1987	175.96			1,997,000
	1986	176.88			1,878,000
PROPAGATIVE STOCK, SUCCULENTS, BULBS, MISC. FIELD CROPS*	1987	194.00			13,614,000
	1986	157.11			11,627,000
BEDDING PLANTS (Vegetable)	1987	18.50			4,192,000
	1986	18.72			5,941,000
			<u>TREES SOLD</u>	<u>PER TREE</u>	
CHRISTMAS TREES	1987	97.00	16,100	18.30	295,000
	1986	100.50	13,325	18.00	240,000

TOTAL ACRES	1987	1,130.89	TOTAL NURSERY CROPS	1987	\$86,750,000
	1986	960.53		1986	78,441,000

*Includes Carnations, Chrysanthemums, Heather, Turf, Seafoam, Alstermaria and others

LIVESTOCK, POULTRY, & DAIRYING

<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	1987	114,400				\$33,079,000
	1986	109,500				26,839,000
Cattle & Calves	1987	69,300	464,000	Cwt	\$55.00	25,520,000
	1986	64,500	437,000	"	47.00	20,539,000
Feeder	1987	1,000	2,500	"	62.00	155,000
	1986	4,000	10,000	"	56.00	560,000
Stocker	1987	44,200	110,500	"	67.00	7,404,000
	1986	41,000	102,500	"	56.00	5,740,000
SHEEP & LAMBS						
	1987	1,625	2,275	"	65.00	148,000
	1986	1,500	1,350	"	60.00	81,000
WOOL						
	1987		23,900	Lb.	.50	12,000
	1986		23,600	"	.50	11,800
HOGS						
	1987	1,000	190,000	"	.58	110,000
	1986	2,700	513,000	"	.55	282,000
CHICKENS						
Total	1987	394,300				1,204,600
	1986	493,600				1,136,800
Roasters	1987	378,000	2,826,000	"	.42	1,187,000
	1986	390,000	3,062,000	"	.36	1,102,000
Meat Hens	1987	16,300	65,000	"	.27	17,600
	1986	19,300	79,000	"	.44	34,800
EGGS						
	1987		444,200	Dozen	.69	306,000
	1986		1,684,000	"	.79	1,330,000
MILK, Market						
	1987	Marketed	770,500	Cwt	11.41	8,791,000
	1987	Manufactured	6,625	"	10.47	69,400
	1986	Marketed	772,335	"	11.72	9,052,000
	1986	Manufactured	6,383	"	10.80	69,000
TOTAL LIVESTOCK, POULTRY, & DAIRYING					1987	\$43,720,000
					1986	38,801,600

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES			
Fresh & Processing	1987	7,660	\$ 27,880,500
	1982	8,475	30,930,700
	1977	9,300	17,623,000
BROCCOLI			
Fresh & Processing	1987	54,810	115,951,000
	1982	44,710	98,054,000
	1977	41,135	42,690,000
CARROTS			
Fresh & Processing	1987	5,095	12,769,000
	1982	4,470	11,336,000
	1977	5,520	10,646,000
CAULIFLOWER			
Fresh & Processing	1987	23,400	74,382,000
	1982	24,060	64,731,000
	1977	11,350	21,175,000
CELERY			
Fresh & Processing	1987	6,205	38,196,000
	1982	6,240	26,866,000
	1977	6,735	27,794,000
GRAPES			
	1987	24,814.71	40,276,000
	1982	24,673.00	41,458,000
	1977	25,937.00	26,810,000
LETTUCE			
	1987	79,794	366,729,000
	1982	67,160	207,861,000
	1977	69,792	129,874,000
MUSHROOMS			
	1987	40,458,000 Lbs	39,244,000
	1982	30,703,000 "	32,852,000
	1977	7,627,000 "	6,102,000
NURSERY CROPS			
	1987	1,130.89	86,750,000
	1982	855.66	64,218,000
	1977	648.04	34,752,000
STRAWBERRIES			
Fresh & Processing	1987	4,065	110,462,000
	1982	2,650	63,831,000
	1977	3,020	41,806,000
TOMATOES			
Fresh & Processing	1987	4,920	28,251,000
	1982	6,365	23,114,000
	1977	9,055	23,342,000

MILLION DOLLAR CROPS

1987

1.	LETTUCE, HEAD	\$317,359,000
2.	BROCCOLI	115,951,000
3.	STRAWBERRIES	110,462,000
4.	NURSERY	86,749,000
5.	CAULIFLOWER	76,466,000
6.	LETTUCE, LEAF	49,370,000
7.	GRAPES	40,276,000
8.	MUSHROOMS	39,244,000
9.	CELERY	38,196,000
10.	CATTLE	33,079,000
11.	TOMATOES	28,251,000
12.	ARTICHOKES	27,880,500
13.	ASPARAGUS	14,516,000
14.	SALAD PRODUCTS	13,299,000
15.	CARROTS	12,769,000
16.	MILK, MARKETED	8,791,000
17.	ONIONS, GREEN	6,727,000
18.	RASPBERRIES	6,225,000
19.	PASTURE LAND, DRY	6,105,000
20.	SEEDS	5,565,800
21.	SUGAR BEETS	5,334,000
22.	SPINACH	4,575,000
23.	PEPPERS, CHILI	4,417,000
24.	BRUSSELS SPROUTS	3,845,000
25.	HAY, ALFALFA	3,672,000
26.	POTATOES	2,280,000
27.	BEANS, DRY	2,274,000
28.	BARLEY	1,877,000
29.	CABBAGE	1,617,000
30.	PARSLEY	1,386,000
31.	BOKCHOY	1,328,000
32.	PEPPERS, BELL	1,220,000
33.	POULTRY	1,204,600
34.	NAPA	1,173,000
35.	ANISE	1,052,000

SUMMARY

FRUITS & NUTS	1987	\$ 159,083,000
	1986	150,194,000
VEGETABLE CROPS	1987	770,975,500
	1986	731,095,000
FIELD CROPS	1987	20,475,200
	1986	24,389,000
SEED CROPS	1987	5,565,800
	1986	6,119,200
OTHER PRODUCTION	1987	749,800
	1986	367,075
NURSERY CROPS	1987	86,750,000
	1986	78,441,000
LIVESTOCK, POULTRY, AND DAIRYING	1987	43,720,000
	1986	38,801,600
		<hr/>
	TOTAL - 1987	\$1,088,690,300
	1986	1,029,406,875

CROP HIGHLIGHTS - 1987

Monterey County reached a higher agricultural gross value than it has in any prior year, a record breaking \$1,088,690,300. This is an increase of almost \$60,000,000 over the previous crop year.

Again, as in previous years, Lettuce crops led the way with an increase in value of \$59,367,000. Increased acreage and higher returns for each carton helped boost these crops. Tomatoes showed a healthy increase of \$7,519,000 due to higher production in the fresh market area. Other vegetable crops showed modest up or down movement in value, with the exception of Celery, which lost \$8,603,000. This downturn came due to a lower price received per unit. These lower prices held throughout the Celery harvesting season.

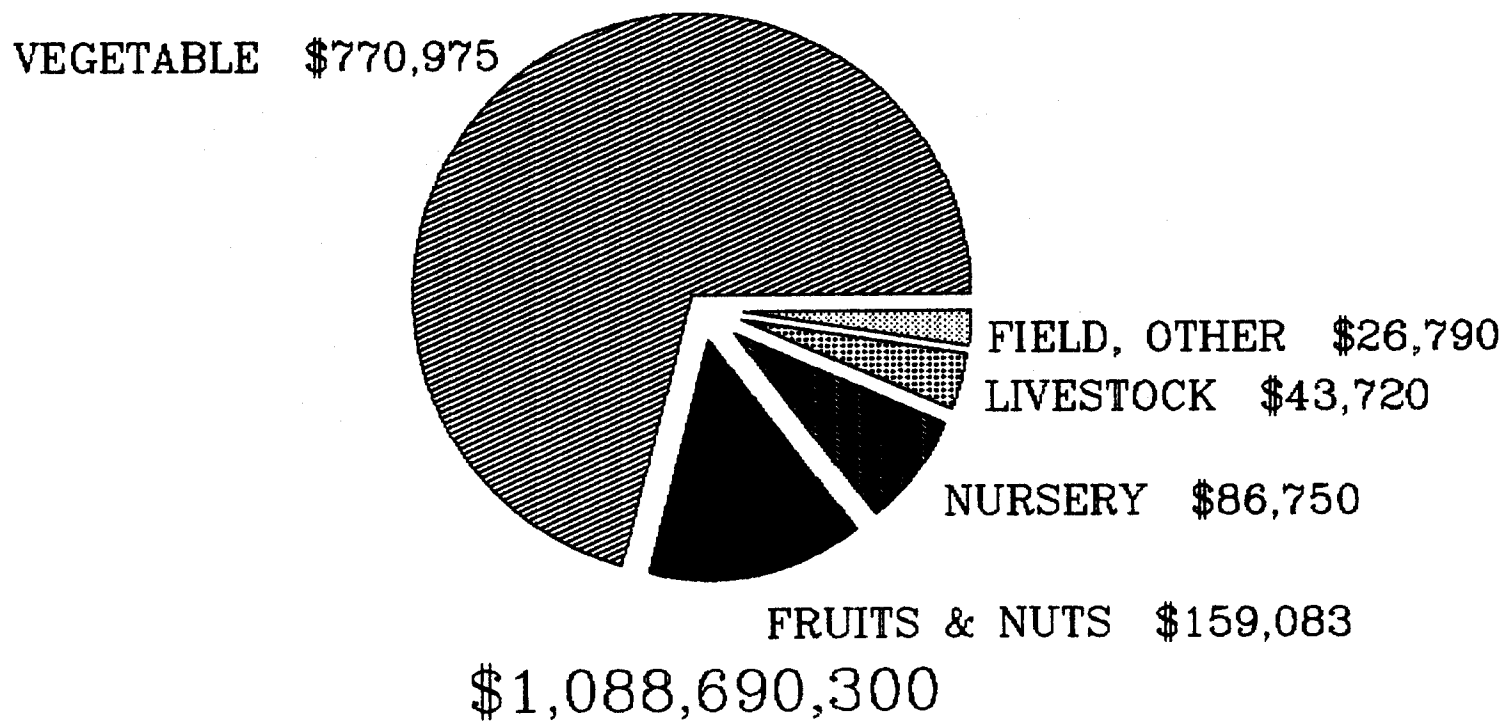
Fruit and Nut crops rose in value \$8,889,000. Strawberries and Grapes led the way here with higher gross profits reported.

Field Crops dropped in value by \$3,913,800. This decrease came mainly from lower Sugar Beet value, and much less acreage in the Barley crop this year.

The Nursery Industry enjoyed an increase of \$8,309,000. Potted plants jumped in both production and value, and were the leader in this gain.

Livestock, Poultry, and Dairying rose \$4,918,400 from the previous year. Beef Cattle accounted for most of this increase, while Egg production decreased in Monterey County.

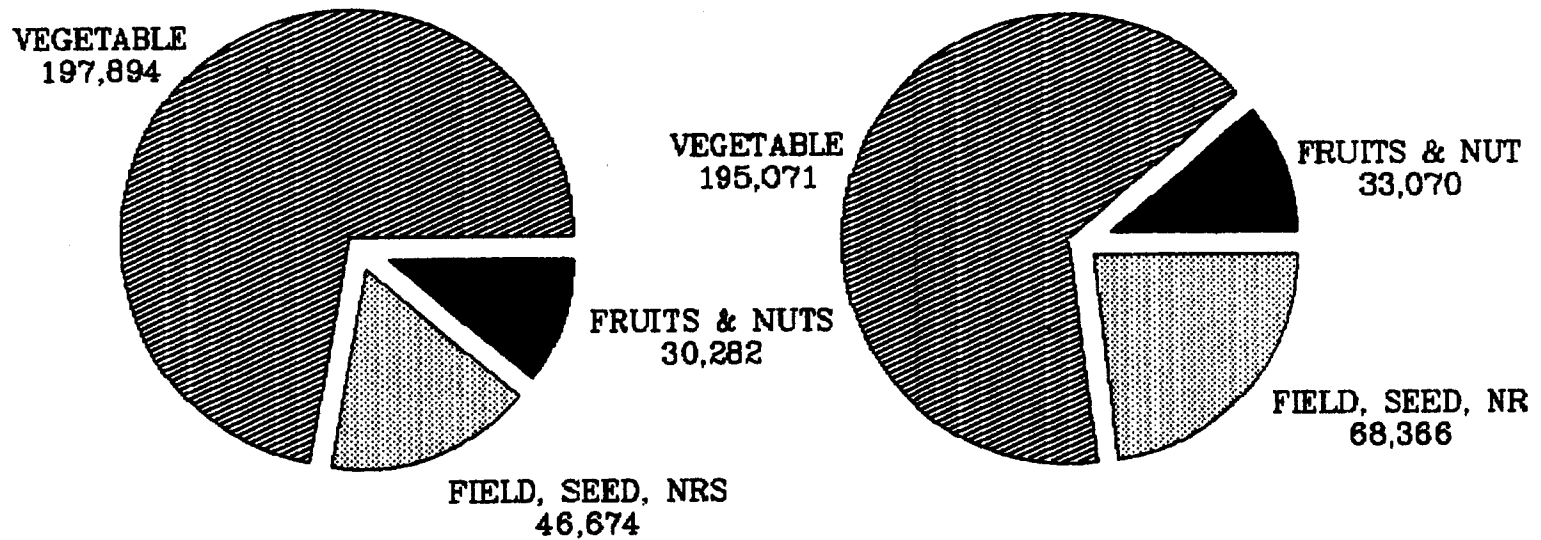
MONTEREY COUNTY 1987 TOTAL VALUE



(000)

TOTAL ACRES FARMED

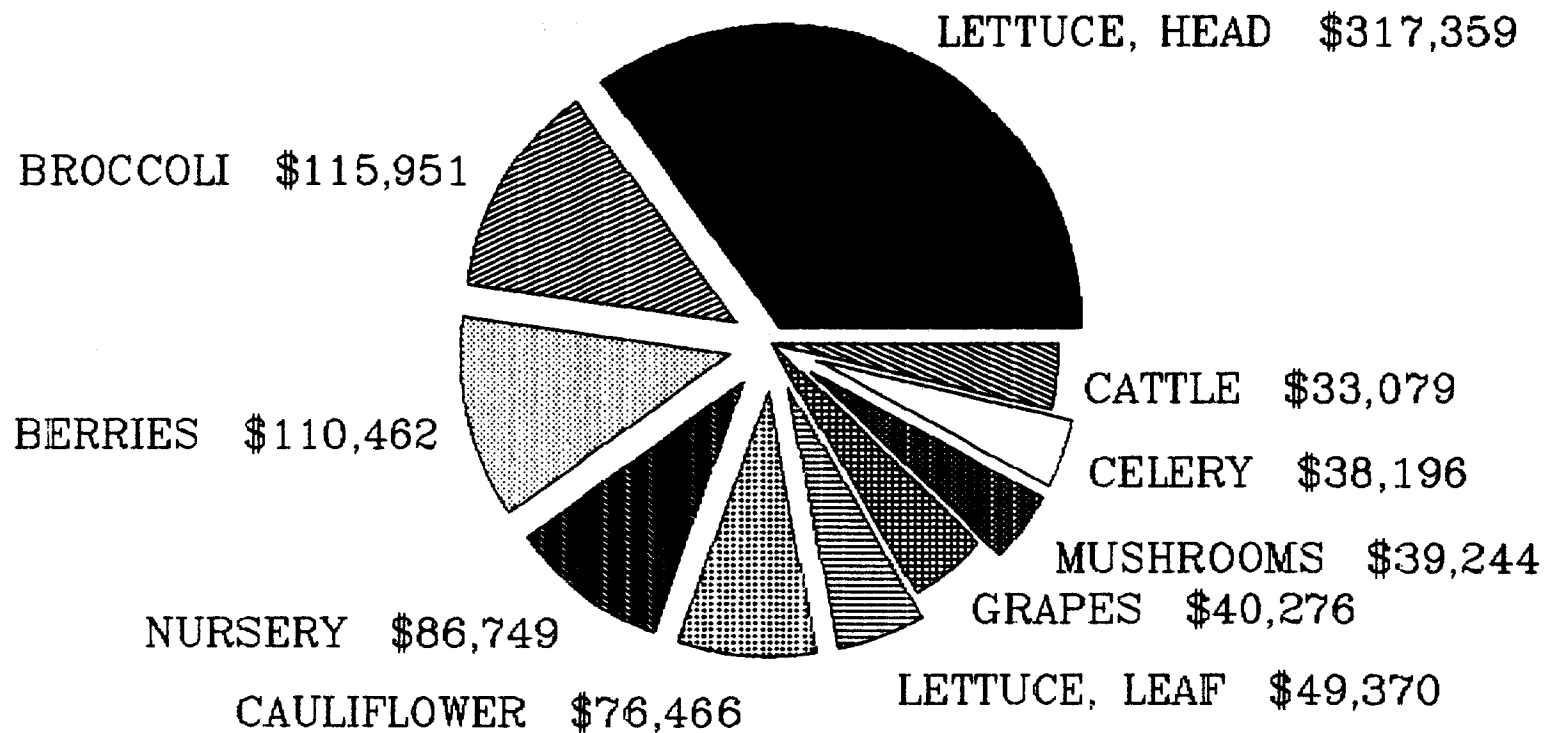
1987 - 1986



1987-274,850 ACRES 1986-296,507 ACRES

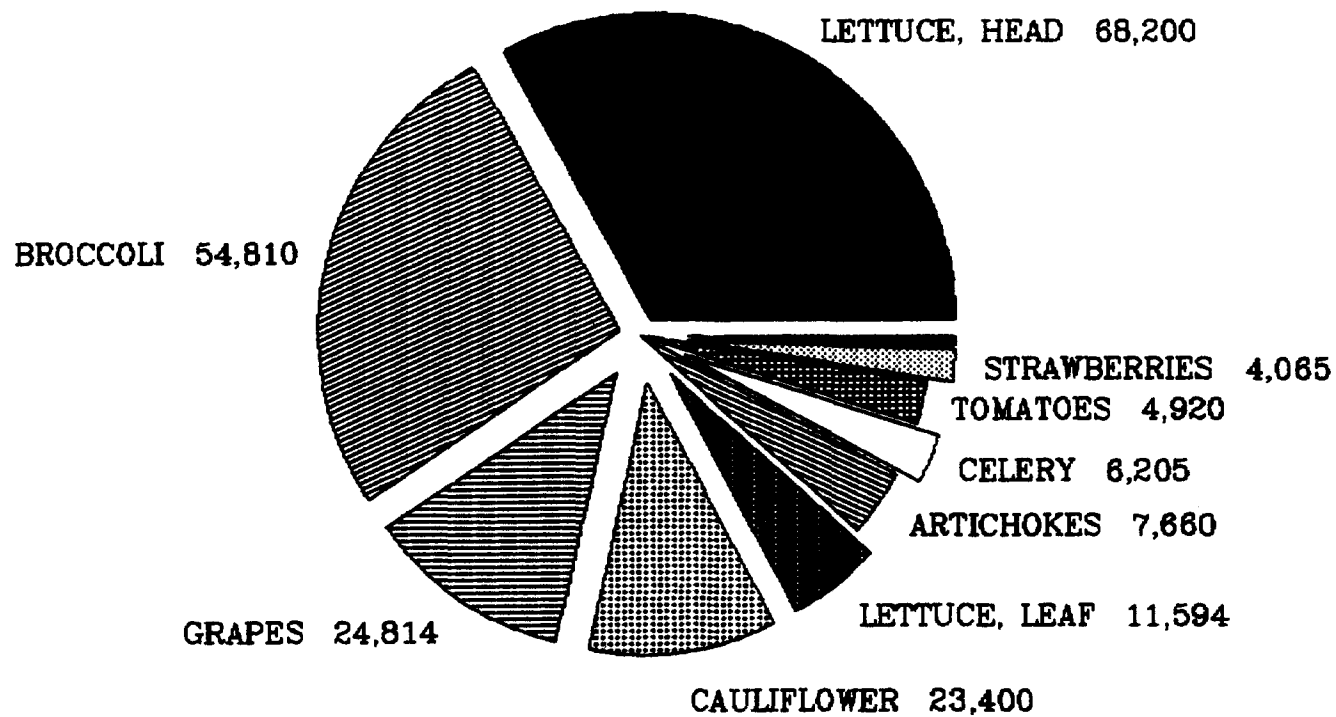
MONTEREY COUNTY 1987

THE TOP 10 CROPS



(000)

LEADING CROP ACREAGES 1987



205,668 ACRES