

*Marketing California*

**BROCCOLI**

**1971-72**

**MARKETING SEASON**

**FEDERAL—STATE MARKET NEWS SERVICE**

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Department of Agriculture  
Division of Marketing Services  
Bureau of Market News



PREFACE

Information on the marketing of California broccoli is summarized herein for the season July 1971 - June 1972, along with comparative data.

Shipment, unload, price, frozen pack statistics, acreage, production, consumption, and other data are brought together to present as complete a summary as possible. In addition to the data compiled by the Federal-State Market News Service, data from other agencies have been utilized to supplement the marketing picture. Acknowledgement is hereby made to the other agencies for the information used.

Preparation of this summary was by Louis Larsen of the Federal-State Market News Service at Salinas, California and Wendell W. Stoker at Sacramento, California.

Current price and movement information on broccoli is available the year around from the daily Central Coast Vegetable report, published at Salinas, California.

Additional copies of this summary are available upon request to the following offices:

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## MARKETING CALIFORNIA BROCCOLI

## Summary of the 1971-72 Season

**HIGHLIGHTS:** Again, over half of the California production of 155,000 tons of broccoli went to processors during the July 1971-June 1972 season. Despite this, movement to fresh market was the highest of record at 5,354 cars and carlot equivalents. Over 3,500 cars of broccoli from all origins were unloaded in 41 U.S. cities during July 1971-June 1972, with over 90% of the supply from California. On a calendar year basis the five leading unload cities took 60% of the California volume unloaded in the 41 cities.

The frozen pack was record high at over 185 million pounds. Cold storage holdings on June 30, 1972 were over 91 million pounds, the largest of record. California has nearly 85% of the U.S. acreage of broccoli, and over 40% of the California acreage is in Monterey County. California yields during the fall 1971 were below those for the fall of 1970 but the Early Spring 1972 yields exceeded those of the spring 1971. Both California acreage and production exceeded the previous season's totals. Prices averaged the highest of record at \$10.94 per cwt. for the July 1971-June 1972 season. The crop was valued at nearly \$34 million.

**FRESH MARKETING:** Recorded movement of California broccoli to fresh markets during the July 1971-June 1972 season totaled 5,354 cars and carlot equivalents, up 28% from the 1970-71 season when 4,168 cars and carlot equivalents were recorded. The fresh market volume is the highest of record for recent years. Total recorded movement of broccoli from all U.S. and Canadian markets was 5,809 cars and carlot equivalents, 27% above 1970-71. California shipments were the smallest during July and August, and the largest during October for the fall deal and during May for the spring deal.

**UNLOADS:** Combined rail and truck unloads of broccoli in 41 U.S. cities from all origins during the calendar year 1971 totaled 3,302 cars and carlot equivalents, 3% above the 1970 calendar year total. Unloads in 5 Canadian markets from all origins totaled 484 cars, the same as the

previous calendar year. California supplied 3,078 cars or 93% of the 41 city total. The 5 Canadian cities had 388 cars or 80% of their total from California, 73 cars or 15% from Canada, 16 cars or 3% from Arizona, 2 cars from Texas, 2 cars from Florida, and 3 cars from New Jersey. Leading unload cities for California broccoli were New York which received 734 cars and carlot equivalents, followed by Los Angeles with 516, San Francisco 306, Boston 303, and Chicago 137 cars and carlot equivalents. These five leading cities took 1,996 cars or 60% of the broccoli of California origin unloaded in the 41 U.S. cities during calendar year 1971. Vancouver, which took 135 cars of California origin and Toronto with 112 cars, were the leading Canadian unload cities. Montreal ranked next with 111 cars.

**SHIPPING POINT MARKETS:** F.o.b. shipping point markets were reported for the Salinas-Watsonville district from July 1971 through June 1972, except that much of February 1972 was not reported. For the Santa Maria-Guadalupe district, shipping point prices were reported from October 12 through November 15, 1971 and from April 17, 1972 through June 30, 1972. Shipping point prices in the Salinas-Watsonville district ranged from a low of \$2.50 per carton of 14 bunches during May 23-26 to a high of \$4.00-5.00 per carton on December 22. In the Santa Maria-Guadalupe district prices ranged from a low of \$2.25-2.50 June 1-3 to a high of \$3.75-4.00 per carton on November 15. The simple average of the f.o.b. shipping point prices for the entire period was \$3.25 per carton in the Salinas-Watsonville district. In the Santa Maria-Guadalupe district, the simple average price for the entire period that shipping point prices were reported was \$2.98 per carton. The Federal-State Market News Service does not collect or publish information on prices paid by processors.

**TERMINAL MARKET PRICES:** Santa Maria district broccoli sold on the Los Angeles wholesale market as low as \$3.00-3.25 in early June 1972 to as high as \$5.00-5.50 in late December 1971. Salinas district supplies at Los Angeles ranged from a low

of \$3.50-3.75 per carton in late May 1972 to a high of \$5.00-5.50 in late December 1971. California supplies on the San Francisco wholesale market ranged from a low of \$3.25-3.50 in early June 1972 to a high of \$5.25-5.50 in late December 1971. At Chicago, California broccoli prices ranged from a low of \$3.25-3.50 in late May 1972 to a high of \$6.00 per carton during Thanksgiving week 1971. Prices at Philadelphia ranged from a low of \$3.25-3.50 in late May and during June to a high of \$6.00 per carton the first week of December 1971. California broccoli in New York ranged from \$3.50 in May to as high as \$6.50 in December.

PROCESSING: The frozen pack of California broccoli was record high during the July 1971-June 1972 season, and totaled 185,438,000 pounds. This was 12% above the 1970-71 pack of 165,439,000 pounds, the previous record high. About 31% of the season's pack was put up during the July-December period and 69% during the January-June period.

U.S. pack statistics are not available on a seasonal basis. On a calendar year basis, however, the national total for 1971 was 189,600,000 pounds, up 2% from the 1970 calendar year and the highest of record for recent years. A large part of the frozen pack, both in California and nationally, is put up in 10 ounce containers.

COLD STORAGE HOLDINGS: Cold storage holdings of broccoli in the United States during the 1971-72 season ranged from a low of 49,138,000 pounds in February 1972 to a high of 91,306,000 pounds in June 1972. This figure represents the largest holdings of record, surpassing the previous record established in June 1968 which was 83,197,000 pounds.

ACREAGE, PRODUCTION, AND VALUE:

Acreage - Broccoli acreage harvested in California during the 1971-72 season totaled 38,700 acres, up 11% from the 34,800 acres harvested the previous season.

The fall 1971 acreage was 19,200 acres, up 9% compared with the fall 1970 acreage. The spring 1972 acreage totaled 19,500 acres, up 13% from the 17,200 acres harvested in the spring of 1971. California accounted for about 85% of the total U.S. acreage of broccoli in the 1971-72 season. Monterey County had about 44% of the broccoli acreage in California, with 17,000 acres in the 1971-72 season.

Yields - Yields in California during the 1971-72 season averaged 80 cwt. or 4 tons per acre compared with 4.10 tons the previous season. Fall crop yields were 3.25 tons per acre while spring crop yields were 4.75 tons per acre.

Production - Broccoli production in California during 1971-72 totaled 3,101,000 cwt. or 155,000 tons compared with 143,400 tons the previous season. Production from the fall crop was 1,248,000 cwt. or 62,400 tons compared with 66,000 tons in 1970. Spring production totaled 1,853,000 cwt. or 92,650 tons compared with 77,400 tons in the spring of 1971. Over half of the total California production went for processing in 1971-72.

Prices - Prices received by California growers from fresh market and processing outlets for the 1971-72 broccoli crop averaged \$10.94 per cwt., 5% above the 1970-71 average of \$10.41 per cwt. The 1971-72 season average was the highest of record. The average price included processing prices on a delivered to plant basis, and fresh market prices on a packed and loaded basis at an f.o.b. position. Prices for the fall 1971 season averaged \$11.80 per cwt., up 17% from the \$10.10 per cwt. in 1970. Prices for the spring 1972 season averaged \$10.40, down 3% from the \$10.70 per cwt. received in the spring of 1971.

Value - Value of the California 1971-72 crop was \$33,930,000, up 14% from the \$29,856,000 value in the 1970-71 season. The fall crop was valued at \$14,732,000 while the spring crop value totaled \$19,198,000.

TABLE 1. TOTAL RAIL SHIPMENTS AND RECORDED TRUCK MOVEMENT OF BROCCOLI, BY ORIGIN, SEASON JULY-JUNE 1967-68 TO 1971-72

Origin	Season July-June				
	1967-68	1968-69	1969-70	1970-71	1971-72
	<u>Cars and carlot equivalents a/</u>				
California					
Rail	2,010	1,743	1,642	1,586	1,998
Truck	1,083	1,563	1,794	2,582	3,356
Total	3,093	3,306	3,436	4,168	5,354
Arizona	46	52	88	174	227
Colorado	9	14	23	12	10
Florida	34	25	28	16	7
Louisiana	7	10	4	5	1
Massachusetts	13	15	16	15	11
Michigan	1	-	1	-	-
New Jersey	37	52	12	18	10
New York	4	8	4	2	2
Ohio	4	3	1	-	1
Oregon	40	26	43	37	36
Pennsylvania	4	3	1	1	-
Rhode Island	4	4	2	4	-
South Carolina	-	1	-	-	-
Texas	46	97	96	134	146
Washington	2	-	-	-	-
Wisconsin	2	-	1	-	-
Mexico	-	-	-	4	4
Total					
Rail	2,058	1,808	1,705	1,713	2,168
Truck	1,288	1,808	2,051	2,877	3,641
Grand Total	3,346	3,616	3,756	4,590	5,809

Compiled from Fresh Fruit and Vegetable Shipments, and Fresh Fruit and Vegetable Unloads, USDA, AMS, Fruit and Vegetable Division, Market News Branch, Washington, D.C. and various records of the Federal-State Market News Service, Sacramento, California.

a/ Based upon conversion factor of 900 crates or cartons of 14 bunches each, (20-23 lb., average 22 lb. carton) effective January 1, 1971. Data prior to 1971 was adjusted to the new factor of 900 cartons per car from 800 cartons per car for comparison on the same basis. Truck data shown above for 1968-69 and forward for California and Texas were recorded at shipping point, and for Arizona represents interstate movement. Truck data for California, Texas, and Arizona prior to 1968-69, and for all other origins represents unloads at 41 U.S. and 5 Canadian cities.

TABLE 2. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF BROCCOLI, UNITED STATES,  
BY STATE OF ORIGIN, JULY 1971-JUNE 1972

Origin and Carrier	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents a/</u>													
California													
Central California													
Rail	62	58	135	177	139	152	211	178	202	198	263	150	1,925
Truck	202	207	267	316	338	236	219	222	328	309	351	299	3,294
Total	264	265	402	493	477	388	430	400	530	507	614	449	5,219
Southern California													
Rail	-	-	-	-	-	-	1	1	1	-	-	-	3
Imperial Valley													
Rail	-	-	-	-	-	17	50	3	-	-	-	-	70
Truck	-	-	-	-	-	8	36	18	-	-	-	-	62
Total	-	-	-	-	-	25	86	21	-	-	-	-	132
Total California													
Rail	62	58	135	177	139	169	262	182	203	198	263	150	1,998
Truck	202	207	267	316	338	244	255	240	328	309	351	299	3,356
Total	264	265	402	493	477	413	517	422	531	507	614	449	5,354
Arizona													
Rail	-	-	-	-	24	52	23	12	1	-	-	-	112
Truck - Interstate	-	-	-	1	7	27	46	30	4	-	-	-	115
Total	-	-	-	1	31	79	69	42	5	-	-	-	227
Colorado													
Truck	1	5	4	-	-	-	-	-	-	-	-	-	10
Florida													
Truck	-	-	-	-	-	-	-	-	5	2	-	-	7
Louisiana													
Truck	-	-	-	-	-	1	-	-	-	-	-	-	1
Massachusetts													
Truck	-	-	4	7	-	-	-	-	-	-	-	-	11
New Jersey													
Truck	-	1	1	5	1	-	-	-	-	-	2	-	10
New York													
Truck	-	-	1	1	-	-	-	-	-	-	-	-	2
Ohio													
Truck	-	-	-	1	-	-	-	-	-	-	-	-	1
Oregon													
Truck	2	2	5	11	14	2	-	-	-	-	-	-	36
Texas													
Rail	-	-	-	-	-	6	12	15	25	-	-	-	58
Truck	-	-	-	-	-	8	26	31	21	2	-	-	88
Total	-	-	-	-	-	14	38	46	46	2	-	-	146
Mexico													
Truck	-	-	-	-	-	-	-	-	-	-	-	4	4
Total													
Rail	62	58	135	177	163	227	297	209	229	198	263	150	2,168
Truck	205	215	282	342	360	282	327	301	358	313	353	303	3,641
Total Recorded Movement	267	273	417	519	523	509	624	510	587	511	616	453	5,809

Compiled from Fresh Fruit and Vegetable Shipments, and Fresh Fruit and Vegetable Unloads, USDA, AMS, Fruit and Vegetable Division, Market News Branch, Washington, D.C., and various records of the Federal-State Market News Service, Sacramento, California.

a/ Based upon conversion factor of 900 crates or cartons of 14 bunches each (20-23 lb., average 22 lb. carton). Truck data for California and Texas represent shipments recorded at shipping point; for Arizona it represents interstate shipments; and for all other states data represent truck unloads at 41 U.S. and 5 Canadian cities.



TABLE 3. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT,  
BY DAYS, 1971-72 SEASON

Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville
Dollars per carton (14 bunches)							
<u>1971</u>		Sept. 16	3.00-3.10	Dec. 3	3.25-3.50	Mar. 13	2.75
July	1	17	3.00-3.10			14	2.75-3.00
	2			6	3.25-3.50	15	2.75-3.00
		20	3.00-3.10	7	3.25-3.50	16	2.75-3.00
	5	21	3.00-3.10	8	3.50	17	3.00
	6	22	3.00-3.10	9	3.50		
	7	23	3.00-3.10	10	3.50	20	3.00
	8	24	3.00-3.10			21	3.00-3.25
	9			13	3.50	22	3.25
		27	3.00-3.10	14	3.50	23	3.25
	12	28	3.00-3.10	15	3.50	24	3.25
	13	29	3.00-3.10	16	3.50-3.75		
	14	30	3.00-3.10	17	a/	27	3.25
	15	Oct. 1	3.00-3.10			28	3.25
	16			20	3.50-4.50	29	3.25
		4	3.25-3.35	21	3.50-5.00	30	3.25
	19	5	3.25-3.50	22	4.00-5.00	31	3.25
	20	6	3.25-3.50	23	4.00-4.50		
	21	7	3.25-3.50	24	Holiday	Apr. 3	3.25
	22	8	3.25-3.50			4	3.25
	23			27	4.00	5	3.25
		11	Holiday	28	4.00	6	3.25
	26	12	3.50-3.60	29	3.50-4.00	7	3.25
	27	13	3.50-3.60	30	3.50		
	28	14	3.50-3.60	31	Holiday	10	3.25
	29	15	3.50-3.60			11	3.25
	30			<u>1972</u>		12	3.25
		18	3.25-3.60	Jan. 3	3.50	13	3.25
Aug.	2	19	3.25-3.60	4	3.00-3.50	14	3.25
	3	20	3.25-3.50	5	3.00-3.50		
	4	21	3.25-3.35	6	3.00-3.25	17	3.25
	5	22	3.25-3.35	7	3.00-3.25	18	3.25
	6					19	3.25
		25	Holiday	10	3.00-3.25	20	3.25
	9	26	3.25-3.35	11	3.00-3.25	21	3.25
	10	27	3.25-3.35	12	3.00-3.25		
	11	28	3.25-3.35	13	3.00-3.25	24	3.25
	12	29	3.25-3.35	14	3.25	25	3.25
	13					26	3.25
		Nov. 1	3.25-3.35	17	3.50	27	3.25
	16	2	3.25-3.35	18	3.50	28	3.25
	17	3	3.25-3.35	19	3.50		
	18	4	3.25-3.35	20	3.50	May 1	3.25
	19	5	3.25-3.35	21	3.25-3.50	2	3.00
	20					3	3.00
		8	3.50-3.60	24	3.25	4	3.00
	23	9	3.50-4.00	25	3.00-3.25	5	3.00
	24	10	3.50-4.00	26	3.00-3.25		
	25	11	3.50-4.00	27	3.00-3.25	8	3.00
	26	12	3.50-4.00	28	3.00-3.25	9	2.75-3.00
	27					10	2.75
		15	3.50-4.00	31	3.00-3.25	11	2.75
	30	16	3.50-4.00	Last report until		12	2.75
	31	17	3.50-4.00	volume resumes			
Sept.	1	18	4.50			15	2.75
	2	19	3.50-4.50	Feb. 28	3.50	16	2.50-2.75
	3			29	3.50	17	2.50-2.75
		22	3.50-4.50	Mar. 1	3.00-3.25	18	2.50-2.75
	6	23	3.50-4.50	2	3.00-3.25	19	2.50-2.75
	7	24	3.50-4.50	3	b/		
	8	25	Holiday			22	2.50-2.75
	9	26	3.50-4.50	6	3.00	23	2.50
	10			7	3.00	24	2.50
		29	3.50-4.00	8	2.75-3.00	25	2.50
	13	30	3.50-4.00	9	2.75-3.00	26	2.50
	14	Dec. 1	3.50	10	2.75		
	15	2	3.50			29	Holiday

(Continued)

TABLE 3. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT,  
BY DAYS, 1971-72 SEASON (Continued)

Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville
Dollars per carton (14 bunches)							
May 30	2.50	June 7	2.75-3.00	June 15	3.00	June 23	3.25
31	2.00-2.50	8	3.00	16	3.00		
June 1	2.00-2.50	9	3.00			26	3.25
2	2.50			19	3.25	27	3.25
		12	3.00	20	3.25	28	3.25
5	2.50-2.75	13	3.00	21	3.25	29	3.00
6	2.75	14	3.00	22	3.25	30	3.00

Compiled from daily "Central Coast Vegetable Reports" issued by the Federal-State Market News Service at Salinas, California.

a/ Supplies insufficient to quote.

b/ No f.o.b. reported.

TABLE 4. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SANTA MARIA-GUADALUPE DISTRICT,  
BY DAYS, 1971-72 SEASON

Date	Santa Maria- Guadalupe	Date	Santa Maria- Guadalupe	Date	Santa Maria- Guadalupe	Date	Santa Maria- Guadalupe
Dollars per carton (14 bunches)							
1971		Nov. 9	3.50	May 5	2.50-2.75	June 5	2.25-2.50
Oct. 12	a/ 3.25	10	3.50			6	2.50
13	3.25	11	3.50	8	2.50-2.75	7	2.50-2.75
14	3.25	12	3.75	9	2.50-2.75	8	2.50-2.75
15	3.25			10	2.50-2.75	9	2.75
		15	3.75-4.00	11	2.50-2.75		
18	3.00-3.25	Last Report		12	2.50-2.75	12	3.00
19	3.00-3.25					13	3.00
20	3.00-3.25	1972		15	2.50-2.75	14	3.00
21	3.00-3.25	Apr. 17	3.25	16	2.50-2.75	15	3.00
22	3.00-3.25	18	3.25	17	2.50-2.75	16	3.00
		19	3.25	18	2.50		
25	Holiday	20	3.25	19	2.50	19	3.00
26	3.00-3.25	21	3.25			20	3.00
27	3.25			22	2.50	21	3.00
28	3.25	24	3.25	23	2.50	22	3.00
29	3.25	25	3.25	24	2.50	23	3.00
		26	3.25	25	2.50		
Nov. 1	3.50	27	3.25	26	2.50	26	3.00
2	3.50	28	3.25			27	3.00
3	3.50			29	Holiday	28	3.00
4	3.25-3.50	May 1	3.00	30	2.50	29	2.75-3.00
5	3.25-3.50	2	2.75-3.00	31	2.50	30	2.75-3.00
		3	2.50-2.75	June 1	2.25-2.50		
8	3.50	4	2.50-2.75	2	2.25-2.50		

Compiled from daily "Central Coast Vegetable Reports" issued by the Federal-State Market News Service at Salinas, California.

a/ First report of the 1971-72 season. No f.o.b. coverage during November 16, 1971 - April 15, 1972

TABLE 5. WHOLESALE MARKET PRICES FOR CALIFORNIA BROCCOLI AT LOS ANGELES, SAN FRANCISCO, CHICAGO, PHILADELPHIA AND NEW YORK, EACH WEDNESDAY, 1971-72 SEASON

Date	Los Angeles		San Francisco	Chicago	Philadelphia	New York
	Santa Maria	Salinas				
Dollars per carton (14 bunches)						
<u>1971</u>						
July						
1st Wed.	3.50	3.50-3.75	3.50-3.75	-	-	4.50-4.75
2nd "	3.50-3.75	3.75-4.00	3.50-3.75	-	-	-
3rd "	3.50-3.75	3.75-4.00	3.50-3.75	-	-	5.50-6.00
4th "	3.50-3.75	3.75-4.00	3.75-4.00	4.50-5.00	-	5.00-5.50
Aug.						
1st Wed.	3.50	3.75-4.00	3.75-4.00	4.50-5.00	-	4.50-5.50
2nd "	3.50-3.75	3.75-4.00	3.50-3.75	4.50-4.75	-	4.25-5.00
3rd "	3.50-3.75	3.75-4.00	3.75-4.00	4.50-4.75	-	5.50
4th "	3.25-3.75	3.85-4.00	3.75-4.00	4.75-5.00	-	5.00
Sept.						
1st Wed.	3.50-3.75	3.85-4.00	3.75-4.00	4.75-5.00	5.00	4.00-4.50
2nd "	3.50-3.75	3.75-4.00	3.75-4.00	4.75-5.00	5.00	4.50
3rd "	3.50-3.75	3.75-4.00	3.75-4.00	4.50-5.00	4.50-4.75	5.00-5.50
4th "	3.50-3.75	3.75-4.00	3.75-4.00	4.75-5.00	4.50	4.50-5.00
5th "	3.50-3.75	3.75-4.00	3.75-4.00	4.25-4.75	5.00	-
Oct.						
1st Wed.	4.25-4.50	4.25-4.50	4.00-4.25	5.00-5.50	5.00-5.50	4.75-5.00
2nd "	4.25	4.25-4.50	4.00-4.25	5.00-5.25	5.50	5.00-5.50
3rd "	4.25	4.25	4.00-4.25	4.00-4.50	-	4.50-5.00
4th "	4.00-4.25	4.00-4.25	4.00-4.25	4.00-4.50	3.50-4.00	4.00-4.50
Nov.						
1st Wed.	4.00-4.25	4.00-4.25	3.75-4.00	4.00-5.00	3.75-4.00	3.25-4.00
2nd "	4.25-4.50	4.50-4.75	4.00-4.50	5.00-6.00	4.50-4.75	3.50-4.50
3rd "	5.00	4.75-5.00	4.50-4.75	6.00	5.25	5.00-5.50
4th "	5.00-5.25	5.00-5.50	4.75-5.00	5.75-6.00	-	5.00-5.50
Dec.						
1st Wed.	4.75-5.00	4.75-5.00	4.75-5.00	5.50	6.00	4.50-5.50
2nd "	4.00	4.00-4.50	4.00-4.25	4.00	4.25	4.00-5.00
3rd "	4.25	4.25-4.75	4.25-4.50	4.00-5.00	-	4.50-5.00
4th "	5.00-5.50	5.00-5.50	5.25-5.50	-	5.50	5.50-6.00
5th "	5.00-5.25	5.25	5.00-5.25	5.00-5.50	-	6.00-6.50
<u>1972</u>						
Jan.						
1st Wed.	3.75-4.25	4.50-4.75	4.75-5.00	4.75-5.00	-	5.25-5.50
2nd "	3.75-4.25	4.00-4.25	4.25-4.50	4.50-4.75	5.00	4.50-5.00
3rd "	3.75-4.00	3.50-4.00	4.00-4.50	-	4.75	4.25-4.75
4th "	3.50-4.00	3.50-4.00	4.00-4.50	5.00	4.50	4.50-5.00
Feb.						
1st Wed.	3.50-4.00	3.50-4.00	3.75-4.25	-	4.00-4.25	4.00-4.50
2nd "	3.75-4.25	3.75-4.25	4.00-4.25	4.25-4.50	4.25-4.50	4.25-4.50
3rd "	3.75-4.50	4.00-4.50	4.00-4.25	5.00	-	4.50-5.00
4th "	4.00-4.50	4.00-4.50	4.25-4.50	5.00	-	5.00-5.50
Mar.						
1st Wed.	3.75-4.25	3.75-4.25	4.25	4.50-4.75	5.00	5.00-5.50
2nd "	3.25-3.75	3.75-4.00	3.75	4.00-4.25	4.50	4.25-4.75
3rd "	3.25-3.50	3.50-4.00	3.25-3.50	3.50-4.00	3.75	3.75-4.25
4th "	3.25-4.00	3.75-4.25	3.50-3.75	3.75-4.25	3.50-3.75	3.50-4.00
5th "	3.50-4.00	4.00-4.25	4.35-4.50	4.25-4.50	4.50	4.00-4.50
Apr.						
1st Wed.	4.00-4.25	4.00-4.50	4.00-4.25	4.50	4.50-4.75	4.50-5.00
2nd "	4.00-4.25	4.00-4.50	4.00-4.25	4.50-4.75	-	5.50-6.00
3rd "	4.00-4.25	4.00-4.50	4.00-4.25	4.00-4.25	4.75	4.50-5.00
4th "	4.00-4.25	4.00-4.50	4.00-4.25	4.75	4.75	4.50
May						
1st Wed.	3.50-4.00	3.75-4.25	4.00-4.25	4.50	5.00	4.00-4.50
2nd "	3.25-3.50	3.50-4.00	4.00-4.25	4.00-4.25	4.00-4.50	3.75-4.25
3rd "	3.25-3.50	3.25-4.00	4.00-4.25	3.50-3.75	4.00	3.25-4.00
4th "	3.00-3.25	3.25-4.00	3.50-3.75	3.25-3.50	4.00	3.50
5th "	3.00-3.25	3.50-3.75	3.75-4.00	3.25-3.50	3.25-3.50	3.50-3.75
June						
1st Wed.	3.00-3.25	3.50-4.25	3.25-3.50	4.50-5.00	3.25-3.50	3.50
2nd "	-	4.00-4.25	3.75-4.00	4.75	-	5.50-6.00
3rd "	4.00	4.00-4.25	3.75-4.00	4.50-4.75	-	6.00
4th "	3.75	4.00-4.25	3.75-4.00	4.25-4.50	-	6.00

Compiled from daily wholesale market reports issued by the Federal-State Market News Service at Los Angeles, San Francisco, Chicago, Philadelphia and New York.

TABLE 6. ARRIVALS, UNLOADS, AND/OR DIVERSIONS, AND TRACK HOLDINGS OF BROCCOLI IN 16 CITIES, BY DAYS, JULY 1971 - JUNE 1972

JULY			Date	AUGUST			Date	SEPTEMBER			
Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track	
<u>Cars</u>											
1	3	5	7	2	8	6	11	1	2	5	12
2	1	1	7	3	3	1	13	2	3	6	9
				4	-	2	11	3	1	2	8
5	Holiday			5	-	2	9				
6	2	5	4	6	1	2	8	6	Holiday		
7	3	4	3					7	4	6	6
8	1	2	2	9	4	6	6	8	6	1	11
9	1	1	2	10	2	3	5	9	9	2	4
				11	1	2	4	10	1	-	5
12	2	1	3	12	1	-	5				
13	1	2	2	13	3	-	8	13	4	-	9
14	3	1	4					14	5	5	9
15	1	1	4	16	1	3	6	15	2	3	8
16	1	3	2	17	3	-	9	16	1	1	8
				18	3	-	11	17	7	2	13
19	4	-	6	19	1	3	9				
20	5	3	8	20	1	4	6	20	5	8	10
21	1	4	5					21	7	4	13
22	1	2	4	23	3	1	8	22	5	7	11
23	3	a/	4	24	3	2	9	23	3	2	12
				25	5	2	12	24	5	8	9
26	5	a/	6	26	2	3	11				
27	6	2	10	27	3	4	10	27	7	8	8
28	3	4	9					28	4	1	11
29	2	3	8	30	1	3	8	29	2	5	8
30	3	2	9	31	7	-	15	30	6	3	11

OCTOBER			Date	NOVEMBER			Date	DECEMBER			
Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track	
<u>Cars</u>											
1	5	6	10	1	3	6	10	1	3	4	22
				2	6	a/	12	2	2	7	17
4	3	5	8	3	4	a/	12	3	1	1	17
5	5	4	9	4	8	7	13				
6	1	5	5	5	5	7	11	6	12	13	16
7	3	2	6					7	10	3	23
8	-	3	3	8	12	10	13	8	10	10	23
				9	3	1	15	9	4	7	20
11	Holiday			10	4	9	10	10	8	3	25
12	7	2	8	11	2	5	7				
13	5	2	11	12	5	5	7	13	11	13	23
14	3	4	10					14	4	2	25
15	4	3	11	15	5	6	6	15	8	7	26
				16	5	1	10	16	4	6	24
18	3	2	12	17	3	2	11	17	-	3	21
19	8	6	14	18	11	4	18				
20	5	4	15	19	3	4	17	20	8	12	17
21	5	6	14					21	4	6	15
22	6	6	14	22	6	7	16	22	2	3	14
				23	5	3	18	23	4	8	10
25	Holiday			24	6	8	16	24	Holiday		
26	9	9	14	25	Holiday						
27	9	8	15	26	5	a/	19	27	4	5	9
28	5	7	13					28	4	4	9
29	5	5	13	29	7	a/	18	29	1	4	6
				30	7	2	23	30	1	2	5
								31	Holiday		

(Continued)

TABLE 6. ARRIVALS, UNLOADS, AND/OR DIVERSIONS, AND TRACK HOLDINGS OF BROCCOLI IN 16 CITIES, BY DAYS, JULY 1971 - JUNE 1972 (Continued)

JANUARY				FEBRUARY				MARCH				
Date	Arrivals	Unloads & Div.	On Track	Date	Arrivals	Unloads & Div.	On Track	Date	Arrivals	Unloads & Div.	On Track	
<u>Cars</u>												
3	9	4	10	1	10	6	27	1	9	10	20	
4	4	4	10	2	5	4	28	2	11	3	28	
5	6	-	16	3	10	2	36	3	7	7	28	
6	4	9	11	4	6	14	28					
7	9	7	13					6	15	16	27	
				7	10	12	26	7	9	6	30	
10	16	9	20	8	9	10	25	8	8	7	31	
11	12	12	20	9	5	7	23	9	6	8	29	
12	4	5	19	10	1	6	18	10	4	9	24	
13	5	2	22	11	6	8	16					
14	3	10	15					13	13	a/	26	
				14	8	12	12	14	12	a/	28	
17	15	11	19	15	9	5	16	15	6	7	27	
18	3	6	16	16	4	2	18	16	2	5	24	
19	4	6	14	17	4	7	15	17	11	3	32	
20	9	11	12	18	8	6	17					
21	5	-	17					20	12	13	31	
				21	Holiday				21	7	5	33
24	12	7	22	22	8	7	18	22	11	9	35	
25	6	5	23	23	10	5	23	23	4	12	27	
26	4	7	20	24	4	11	16	24	4	12	19	
27	11	5	26	25	8	7	17					
28	6	7	25					27	9	12	16	
				28	12	9	20	28	9	5	20	
31	12	14	23	29	6	5	21	29	6	5	21	
								30	1	5	17	
								31	3	a/	14	

  

APRIL				MAY				JUNE				
Date	Arrivals	Unloads & Div.	On Track	Date	Arrivals	Unloads & Div.	On Track	Date	Arrivals	Unloads & Div.	On Track	
<u>Cars</u>												
3	6	a/	12	1	10	14	14	1	6	10	27	
4	8	4/	16	2	12	5	21	2	6	16	17	
5	5	8	13	3	8	2	27					
6	5	3	15	4	12	12	27	5	7	9	15	
7	6	5	16	5	5	4	28	6	5	6	14	
								7	2	3	13	
10	3	9	10	8	6	9	25	8	5	8	10	
11	5	3	12	9	9	6	28	9	4	7	7	
12	6	7	11	10	8	12	24					
13	12	1	22	11	11	3	32	12	6	7	6	
14	4	6	20	12	11	15	28	13	9	6	9	
								14	3	2	10	
17	9	7	22	15	16	16	28	15	1	4	7	
18	6	6	22	16	7	5	30	16	3	3	7	
19	6	6	22	17	5	7	28					
20	7	8	21	18	6	7	27	19	8	5	10	
21	7	7	21	19	5	8	24	20	7	5	12	
								21	1	4	9	
24	7	9	19	22	11	15	20	22	4	5	8	
25	5	3	21	23	9	7	22	23	6	5	9	
26	5	5	21	24	8	5	25					
27	7	8	20	25	8	7	26	26	4	5	8	
28	6	8	18	26	3	7	22	27	4	2	10	
								28	4	5	9	
				29	Holiday				29	6	5	10
				30	12	9	25	30	4	5	9	
				31	10	4	31					

Compiled from daily Central Coast Vegetable Reports issued by the Federal-State Market News Service Salinas, California.

a/ Not computed because 16 cities information was incomplete.

TABLE 7. TOTAL RAIL AND TRUCK UNLOADS OF BROCCOLI IN 41 U.S. AND 5 CANADIAN CITIES, BY CITY, BY ORIGIN AND CARRIER, CALENDAR YEAR 1971

City	RAIL					TRUCK				
	Ariz	Calif	Tex	Oth	Total	Ariz	Calif	Tex	Oth	Total
	<u>Cars and carlot equivalents</u>									
Albany, N.Y.	-	13	1	-	14	-	21	1	-	22
Atlanta, Ga.	-	-	-	-	-	-	21	1	1	23
Baltimore, Md.	1	39	-	-	40	-	12	-	-	12
Birmingham, Ala.	-	-	-	-	-	-	6	3	-	9
Boston, Mass.	1	302	7	-	310	-	1	-	11	12
Buffalo, N.Y.	2	42	1	-	45	-	2	-	1	3
Chicago, Ill.	1	112	-	-	113	-	25	5	-	30
Cincinnati, Ohio	1	6	-	-	7	-	47	4	-	51
Cleveland, Ohio	-	32	-	2	34	-	17	-	1	18
Columbia, S.C.	-	1	-	-	1	-	-	-	-	-
Dallas, Texas	-	-	-	-	-	1	35	4	-	40
Denver, Colo.	-	-	-	-	-	3	62	5	10	80
Detroit, Mich.	3	82	4	-	89	-	18	-	-	18
Fort Worth, Texas	-	-	-	-	-	-	3	-	-	3
Houston, Texas	-	-	-	-	-	-	16	4	-	20
Indianapolis, Ind.	-	-	-	-	-	-	58	2	1	61
Kansas City, Mo.	-	1	-	-	1	-	35	-	-	35
Los Angeles, Calif.	-	8	-	-	8	23	508	-	1	532
Louisville, Ky	-	1	-	-	1	-	22	1	-	23
Memphis, Tenn.	-	-	-	-	-	-	1	1	-	2
Miami, Fla.	-	-	-	-	-	-	51	-	8	59
Milwaukee, Wis.	-	6	-	-	6	-	9	2	1	12
Minneapolis, Minn.	-	1	-	-	1	-	18	-	-	18
Nashville, Tenn.	-	-	-	-	-	-	4	-	-	4
New Orleans, La.	-	-	-	-	-	-	29	3	2	34
New York, N.Y.	10	617	6	-	633	-	117	1	2	120
Oklahoma City, Okla.	-	-	-	-	-	-	6	-	-	6
Philadelphia, Pa.	5	71	4	-	80	1	16	1	8	26
Pittsburgh, Pa.	-	4	-	-	4	1	2	-	-	3
Portland, Oreg.	-	-	-	-	-	-	52	-	26	78
Providence, R.I.	-	10	-	-	10	-	1	-	-	1
St. Louis, Mo.	-	1	-	-	1	-	49	6	-	55
Salt Lake City, Utah	-	-	-	-	-	-	38	-	-	38
San Antonio, Texas	-	-	-	-	-	-	22	13	-	35
San Francisco, Calif.	-	-	-	-	-	-	306	-	-	306
Seattle, Wash.	-	-	-	-	-	-	76	-	10	86
Washington, D.C.	-	2	-	-	2	-	21	3	3	27
<b>TOTAL</b>	<b>24</b>	<b>1351</b>	<b>23</b>	<b>2</b>	<b>1400</b>	<b>29</b>	<b>1727</b>	<b>60</b>	<b>86</b>	<b>1902</b>
Montreal, Que	1	104	1	-	106	-	7	-	23	30
Ottawa, Ont.	-	4	-	-	4	-	14	-	-	14
Toronto, Ont.	10	112	1	-	123	-	-	-	23	23
Vancouver, B.C.	3	3	-	-	6	2	132	-	32	166
Winnipeg, Man.	-	-	-	-	-	-	12	-	-	12
<b>TOTAL</b>	<b>14</b>	<b>223</b>	<b>2</b>	<b>-</b>	<b>239</b>	<b>2</b>	<b>165</b>	<b>-</b>	<b>78</b>	<b>245</b>

Compiled from Fresh Fruit and Vegetable Unload Totals for 41 Cities, Calendar Year 1971, issued by the USDA, AMS, Fruit and Vegetable Division, Market News Branch, Washington, D.C.

TABLE 8. TOTAL UNLOADS OF BROCCOLI IN 41 U.S. CITIES BY ORIGIN, BY CARRIER, BY MONTH, 1971 AND COMPARATIVE 1970

Origin and Carrier	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total		
													1971	1970	
<u>Cars and carlot equivalents</u>															
<u>Rail</u>															
Arizona	7	9	1	-	-	-	-	-	-	-	-	7	24	26	
California	125	133	207	142	118	95	57	52	85	98	109	130	1,351	1,291	
Texas	-	4	18	1	-	-	-	-	-	-	-	-	23	23	
Mexico	-	-	-	2	-	-	-	-	-	-	-	-	2	-	
Total	132	146	226	145	118	95	57	52	85	98	109	137	1,400	1,340	
<u>Truck</u>															
Arizona	14	9	1	-	-	-	-	-	-	-	-	5	29	47	
California	149	141	185	172	161	138	102	108	113	131	164	163	1,727	1,586	
Colorado	-	-	-	-	-	-	1	5	4	-	-	-	10	15	
Florida	6	4	2	2	-	-	-	-	-	-	-	-	14	34	
Louisiana	1	-	-	-	-	-	-	-	-	-	-	1	2	6	
Massachusetts	-	-	-	-	-	-	-	-	4	7	-	-	11	17	
New Jersey	-	-	-	-	-	-	-	1	1	5	1	-	8	22	
New York	-	-	-	-	-	-	-	-	1	1	-	-	2	2	
Ohio	-	-	-	-	-	-	-	-	-	1	-	-	1	-	
Oregon	-	-	-	-	-	-	2	2	5	11	14	2	36	47	
Pennsylvania	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
Rhode Island	-	-	-	-	-	-	-	-	-	-	-	-	-	4	
Texas	13	20	23	2	-	-	-	-	-	-	-	2	60	70	
Mexico	-	1	-	1	-	-	-	-	-	-	-	-	2	-	
Total	183	175	211	177	161	138	105	116	128	156	179	173	1,902	1,851	
Grand Total	315	321	437	322	279	233	162	168	213	254	288	310	3,302	3,191	

Compiled from Fresh Fruit and Vegetable Unload Totals for 41 Cities, USDA, AMS, Fruit and Vegetable Division, Market News Branch, Washington, D.C.

TABLE 9. UNITED STATES COLD STORAGE HOLDINGS OF BROCCOLI, BY MONTHS, BY SEASONS, 1967-68 - 1971-72

End-of-Month	1967-68	1968-69	1969-70	1970-71	1971-72
<u>Thousands of pounds</u>					
July	56,262	78,195	41,656	50,009	71,344
August	50,068	69,896	35,837	48,020	65,804
September	55,169	71,916	36,396	49,995	66,601
October	63,113	73,385	40,951	56,853	67,950
November	66,933	78,315	50,044	62,282	62,162
December	63,624	72,595	51,531	63,428	63,806
January	61,885	66,033	42,528	54,365	54,509
February	60,567	52,461	37,171	45,190	49,138
March	68,680	59,419	47,382	52,503	58,804
April	72,114	57,032	45,880	51,331	62,398
May	81,871	51,233	52,084	57,270	85,301
June	83,197	48,722	55,694	68,734	91,306

Compiled from Summaries of Regional Cold Storage Holdings, 1967-71 and Monthly Cold Storage Reports, 1972, issued by USDA Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 10.

FROZEN PACK OF BROCCOLI, UNITED STATES, BY REGION,  
CALENDAR YEARS 1967-1971

Year	California <sup>a/</sup>		Total	Northwest	East and South	Total
	January-June	July-December				
<u>1,000 pounds</u>						
1967	81,054	35,623	129,370	26,671	10,689	166,730
1968	88,802	47,902	136,704	28,979	7,276	172,959
1969	60,285	63,176	123,461	30,323 <sup>b/</sup>	-	153,784
1970	86,598	64,763	151,361	33,796 <sup>b/</sup>	-	185,157
1971	100,676	56,668	157,344	32,256 <sup>b/</sup>	-	189,600
1972	128,770					

Compiled from reports of the American Frozen Food Institute, Washington, D.C.

<sup>a/</sup> Total pack data for California are correct. January-June and July-December data were from the latest available reports, and in most years the figures add to the annual total.

<sup>b/</sup> Includes some production in the south.

TABLE 11.

U.S. IMPORTS OF BROCCOLI UNDER QUARANTINE BY COUNTRY OF ORIGIN,  
FISCAL YEARS 1967-68 TO 1971-72

Origin	1967-68	1968-69	1969-70	1970-71	1971-72
<u>Fresh - Pounds</u>					
Azores	-	-	-	-	4,083
Mexico	1,303,936	1,192,305	846,018	1,533,300	1,565,559
Total Fresh	1,303,936	1,192,305	846,018	1,533,300	1,569,642
<u>Frozen - Pounds</u>					
Mexico	1,038,213	1,655,483	5,744,078	6,608,118	7,705,431
Belgium-Luxembourg	-	-	43,581	-	-
Italy	-	-	-	34,808	-
Greece	-	-	-	93,030	28,253
Total Frozen	1,038,213	1,655,483	5,787,659	6,735,956	7,733,684

Compiled from Foreign Agricultural Trade of the United States, Imports of Fruits and Vegetables under Quarantine, and records of the USDA, Economic Research Service, Washington, D.C.

TABLE 12.

PER CAPITA CONSUMPTION OF FRESH MARKET AND FROZEN BROCCOLI IN THE UNITED STATES,  
BY YEARS, 1966-71

Year	Fresh Market	Frozen		Total Fresh Equiv.	Year	Fresh Market	Frozen		Total Fresh Equiv.
		Actual	Equiv. Fresh <sup>a/</sup>				Actual	Equiv. Fresh <sup>a/</sup>	
<u>Pounds</u>									
1966	.30	.71	.95	1.25	1969	.30	.84	1.11	1.41
1967	.30	.77	1.02	1.32	1970	.40	.83	1.10	1.50
1968	.40	.79	1.05	1.45	1971	.40	.90	1.19	1.59

Compiled from the Vegetable Situation, October 1972, issued by the Economic Research Service, USDA, Washington, D.C.

<sup>a/</sup> Derived from frozen by multiplying by 1.33 as shown in Conversion Factors and Weights and Measures for Agricultural Commodities and Their Products, Economic Research Service, USDA, Washington, D.C.



TABLE 13.

ACREAGE OF BROCCOLI, CALIFORNIA, BY COUNTY, BY SEASON,  
1969-70 TO 1971-72

County	1969-70			1970-71			1971-72 <sup>a/</sup>		
	Fall	Early Spring	Total	Fall	Early Spring	Total	Fall	Early Spring	Total
	<u>Acres</u>								
Monterey	9,500	8,900	18,400	9,100	9,300	18,400	8,600	8,400	17,000
San Luis Obispo	1,750	1,250	3,250	1,450	1,600	3,050	1,350	1,300	2,650
Santa Clara	100	120	220	70	70	140	b/	100	100
Santa Cruz	320	150	470	c/	160	160	230	250	480
Fresno	400	b/	400	440	c/	440	220	100	320
San Joaquin	-	70	70	-	-	-	-	-	-
Stanislaus	280	300	580	c/	350	350	-	500	500
Imperial	-	430	430	-	400	400	-	c/	c/
Santa Barbara	4,000	4,300	8,000	4,200	4,300	8,500	6,000	6,900	12,900
Ventura	2,100	350	2,450	1,550	600	2,150	2,300	1,200	3,500
Other Counties	350	430	830	790	420	1,210	500	750	1,250
<b>TOTAL</b>	<b>18,800</b>	<b>16,300</b>	<b>35,100</b>	<b>17,600</b>	<b>17,200</b>	<b>34,800</b>	<b>19,200</b>	<b>19,500</b>	<b>38,700</b>

Compiled from records of the California Crop and Livestock Reporting Service, Sacramento, California.

<sup>a/</sup> Preliminary.<sup>b/</sup> Counties with 50 or less acres are included in "Other Counties."<sup>c/</sup> Not shown to avoid disclosing individual farms, but included in "Other Counties."

NOTE: Fall Season - July 1-January 31; Early Spring Season - December 20-June 30.

TABLE 14.

ACREAGE, YIELD, PRODUCTION, SEASON AVERAGE PRICE, AND VALUE OF BROCCOLI,  
UNITED STATES BY SEASON AND STATE, 1970-71 AND 1971-72

Season and State	Harvested Acreage		Average Yield Per Acre		Production		Price <sup>a/</sup>		Total Value	
	1970-71	1971-72	1970-71	1971-72	1970-71	1971-72	1970-71	1971-72	1970-71	1971-72
	<u>Acres</u>		<u>Cwt.</u>		<u>1,000 Cwt.</u>		<u>Dollars per cwt.</u>		<u>1,000 Dollars</u>	
<b>FALL - 1970 and 1971</b>										
New York and New Jersey	300	250	53	48	16	12	12.30	13.30	197	160
Oregon	2,800	3,400	71	62	199	211	9.20	9.63	1,831	2,031
California	17,600	19,200	75	65	1,320 <sup>b/</sup>	1,248	10.10	11.80	13,359	14,732
Total or Average	20,700	22,850	74	64	1,535	1,471	10.00	11.50	15,387	16,923
<b>WINTER - 1971 and 1972</b>										
Texas	2,100	2,300	37	50	78	115	13.30	10.10	1,040	1,156
Arizona	1,000	1,200	60	60	60	72	15.50	16.20	930	1,166
Total or Average	3,100	3,500	45	53	138	187	14.30	12.40	1,970	2,322
<b>EARLY SPRING - 1971 and 1972</b>										
California	17,200	19,500	90	95	1,548	1,853	10.70	10.40	16,497	19,198
United States	41,000	45,850	79	77	3,221	3,511	10.51	10.95	33,854	38,443

Compiled from Vegetables - Fresh Market, monthly and annual, 1972, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

<sup>a/</sup> Average price is from fresh marketing and processing. Fresh market prices are on a packed and loaded basis at an f.o.b. position. Processing prices are on a delivered to processing plant basis.<sup>b/</sup> Does not include 46,000 cwt. not harvested or not marketed because of economic conditions.