

Marketing California

BROCCOLI

1972-73

MARKETING SEASON

FEDERAL-STATE MARKET NEWS SERVICE

United States
Department of Agriculture
Agricultural Marketing Service
Market News Branch

State of California
Department of Food & Agriculture
Division of Marketing Services
Bureau of Market News

P R E F A C E

Information on the marketing of California broccoli is summarized herein for the season July 1972 - June 1973, 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 and Arthur Verissimo of the Federal-State Market News Service at Salinas, California, and Wendell 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.

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MARKETING CALIFORNIA BROCCOLI

Summary of the 1972-73 Season

HIGHLIGHTS: Movement of California broccoli to fresh market was record high during the July 1972-June 1973 season, at 5,760 cars and carlot equivalents. Despite this, again over half the California production of 134,800 tons of broccoli went to processors during the July 1972-June 1973 season. Broccoli unloaded in 41 U.S. cities from all origins totaled 3,766 cars, with 94% of the supply from California. The five leading unload cities took nearly 60% of the California volume unloaded in the 41 cities.

The frozen pack dropped from a record high level in 1971-72 to the lowest amount since the 1968-69 season at 142 million pounds. Cold storage holdings climbed to a record high of 93 million pounds in November 1972. California has seven-eighths of the U.S. acreage of broccoli, and 40% of the California acreage is in Monterey County. Fall 1972 yields were the same as in 1971 but winter and spring 1973 yields were below the previous season. Although the acreage for the 1972-73 season was up 5%, with yields down 18%, production was off 13% from the previous season. Prices for the over-all season averaged the highest of record at \$12.12 per cwt., up 11% from 1971-72. The crop was valued at \$32.7 million, down about 4%.

FRESH MARKETING: Recorded movement of California broccoli to fresh markets during the July 1972-June 1973 season totaled 5,760 cars and carlot equivalents, up nearly 8% from the 1971-72 season when 5,351 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 6,090 cars and carlot equivalents, 5% above 1971-72. California shipments were the smallest during August and February, and the largest during October for the fall deal and during January, March, and May for the spring deal.

UNLOADS: Combined rail and truck unloads of broccoli in 41 U.S. cities from all origins during July 1972-June 1973 totaled 3,766 cars and carlot equivalents, 6% above the previous season. Unloads in 5 Canadian markets from all origins totaled 980 cars,

29% above the previous season. California supplied 3,554 cars or 94% of the 41 city total. The 5 Canadian cities had 871 cars or 89% of their total from California. Leading unload cities for California broccoli were New York which received 688 cars and carlot equivalents, followed by Los Angeles with 668, Boston 355, San Francisco 341, and Chicago 181 cars and carlot equivalents. These five leading cities took 3,233 cars or 59% of the broccoli of California origin unloaded in 41 U.S. cities during July 1972-June 1973. Toronto, which took 363 cars of California origin and Montreal with 239 cars, were the leading Canadian unload cities. Vancouver ranked next with 174 cars from California.

SHIPPING POINT MARKETS: F.o.b. shipping point markets were reported for the Salinas-Watsonville district continuously from July 1972 through June 1973. For the Santa Maria-Guadalupe district shipping point prices were reported for July 1972, and then continuously from September 18, 1972 to June of 1973. Shipping point prices in the Salinas-Watsonville district ranged from a low of \$2.50-2.75 on July 20-21 and 25, 1972 to a high of \$4.50 per carton on January 15-16, 1973. In the Santa Maria-Guadalupe district prices ranged from a low of \$2.50-2.75 on July 10-28, 1972 to a high of \$4.50 per carton on December 14-22, 1972. The simple average of the f.o.b. shipping point prices for the entire period was \$3.49 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 \$3.48 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 market as low as \$3.00-3.25 per carton in late July and the first half of August 1972 to as high as \$5.50 the third week of December 1972. Salinas district supplies at Los Angeles ranged from a low of \$3.25-3.75 per carton the last half of July and the first week of August 1972 to a high of \$5.25-5.50 the last half of December 1972. California supplies on the San Francisco

wholesale market ranged from a low of \$3.00-3.75 per carton the second week of August to a high of \$5.00-5.25 the second and fourth weeks of February 1973. At Chicago, California broccoli prices ranged from a low of \$3.50-4.00 per carton in late July and early August 1972 to a high of \$6.50-7.00 the third week of December 1972. Prices at Philadelphia ranged from a low of \$3.50-3.75 in late July and again the second week of October 1972 to a high of \$7.50 the third week of December 1972. California broccoli in New York ranged from a low of \$3.25-3.50 in late July to a high of \$7.50 per carton the last half of December 1972.

PROCESSING: The frozen pack of California broccoli dropped 23% from the record high reached last season, to total 142,389,000 pounds. This was the smallest pack since the 1968-69 season. About 46% of the season's pack was put up during the July-December period, and 54% was put up 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 1972 was 234,344,000 pounds, up 24% from the 1971 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 1972-73 season ranged from a low of 53,435,000 pounds in April 1973 to a high of 93,183,000 pounds in November 1972. This figure represents the largest holdings of record, surpassing the previous record established in June 1972 which was 91,256,000 pounds.

ACREAGE, PRODUCTION AND VALUE:

Acreege - Broccoli acreage harvested in California during the 1972-73 season totaled 40,700 acres, up 5% from the 38,700 acres harvested the previous season. A change of seasonal classifications on January 1, 1973 from early spring and fall to four quarterly periods makes comparisons not directly comparable. On the old basis, fall 1972 acreage was 22,500 acres, 17% above the 19,200 acres harvested in the fall of 1971. This was the largest fall acreage of record. Beginning in 1973, data was on a quarterly basis. The winter (January-February-March) period acreage was 10,000 compared with 10,900 in the comparable 1972 period. The spring (April-May-June) period acreage was 12,300 compared with 11,500 acres in the 1972 period. California accounted for about 88% of the 46,500 acres of broccoli in the U.S. during the 1972-73 season. Monterey County had approximately 40% of the broccoli acreage in California during the 1972-73 season.

Yields - Fall 1972 yields in California were 65 cwt. or 3.25 tons per acre, the same as in the previous season. Yields for the winter (January-February-March 1973) crop were 70 cwt. or 3.5 tons per acre compared with 85 cwt. or 4.25 tons per acre in 1972. Yields for the spring (April-May-June 1973) crop were 65 cwt. or 3.25 tons per acre compared with 95 cwt. or 4.75 tons in the comparable 1972 period.

Production - Broccoli production in California during 1972-73 totaled approximately 2,696,000 cwt. or 134,800 tons compared with 155,000 tons the previous season. Production from the fall crop on the old basis was 1,463,000 cwt. or 73,100 tons, up 17% from the previous fall season. On the new basis, production July-December 1972 was approximately 1,196,000 cwt. or 59,800 tons. Winter (January-February-March) production totaled 700,000 cwt. and spring (April-May-June) production totaled 800,000 cwt. or a total of 75,000 tons during the January-June 1973 period. Slightly over half the California production went for processing during the 1972-73 season.

Prices - Prices received by California growers from fresh market and processing outlets for the 1972-73 broccoli crops averaged approximately \$12.12 per cwt., 11% above the 1971-72 average of \$10.94 per cwt. The 1972-73 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 1972 season averaged \$11.70 per cwt., down 1% from the \$11.80 per cwt. in 1971. Winter (January-February-March 1973) crop prices averaged \$12.50 per cwt., up from \$10.68 per cwt. the previous winter, and spring (April-May-June 1973) crop prices averaged \$12.40, up from \$10.23 per cwt. the previous year.

Value - Total value of the July 1972-June 1973 production was approximately \$32,663,000, down about 4% from the \$33,930,000 value of the 1971-72 season. The fall crop value was \$17,099,000 on the old basis, and approximately \$13,993,000 on the new basis. The winter 1973 crop value was \$8,750,000, and the spring 1973 crop value was \$9,920,000.

PER CAPITA CONSUMPTION: Per capita consumption of fresh broccoli in the United States during 1972 was .30 pounds per person, down from .40 pounds per person the previous two years. Per capita consumption of frozen broccoli in 1972 was .99 pounds per person, the highest in recent years. The equivalent fresh consumption of frozen broccoli was 1.32 pounds, making the total consumption of broccoli on a fresh basis 1.62 pounds per person in calendar year 1972.

TABLE 1. TOTAL RAIL SHIPMENTS AND RECORDED TRUCK MOVEMENT OF BROCCOLI, BY ORIGIN,
SEASON JULY-JUNE 1968-69 TO 1972-73

Origin	Season July-June				
	1968-69	1969-70	1970-71	1971-72	1972-73
	<u>Cars and carlot equivalents a/</u>				
California					
Rail	1,743	1,642	1,586	1,995	2,003
Truck	1,563	1,794	2,582	3,356	3,757
Total	3,306	3,436	4,168	5,351	5,760
Arizona	52	88	174	227	178
Colorado	14	23	12	10	3
Florida	25	28	16	7	1
Louisiana	10	4	5	1	-
Massachusetts	15	16	15	11	-
Michigan	-	1	-	-	-
New Jersey	52	12	18	10	15
New York	8	4	2	2	2
Ohio	3	1	-	1	-
Oregon	26	43	37	36	37
Pennsylvania	3	1	1	-	-
Rhode Island	4	2	4	-	-
South Carolina	1	-	-	-	-
Texas	97	96	134	146	93
Wisconsin	-	1	-	-	-
Mexico	-	-	4	4	1
Total					
Rail	1,808	1,705	1,713	2,165	2,094
Truck	1,808	2,051	2,877	3,641	3,996
Grand Total	3,616	3,756	4,590	5,806	6,090

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 were 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 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 1972-JUNE 1973

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													
Salinas-Watsonville													
Rail	60	57	68	54	31	43	61	21	55	66	156	81	753
Truck	215	206	278	302	243	192	122	91	206	196	261	227	2,539
Total	<u>275</u>	<u>263</u>	<u>346</u>	<u>356</u>	<u>274</u>	<u>235</u>	<u>183</u>	<u>112</u>	<u>261</u>	<u>262</u>	<u>417</u>	<u>308</u>	<u>3,292</u>
Santa Maria-Guadalupe													
Rail	57	45	102	117	104	125	191	70	150	117	67	59	1,204
Truck	47	48	56	63	74	103	132	132	166	138	80	74	1,113
Total	<u>104</u>	<u>93</u>	<u>158</u>	<u>180</u>	<u>178</u>	<u>228</u>	<u>323</u>	<u>202</u>	<u>316</u>	<u>255</u>	<u>147</u>	<u>133</u>	<u>2,317</u>
Other Central California													
Rail	-	-	1	3	-	-	-	-	-	-	-	-	4
Southern California													
Rail	-	-	-	-	-	4	2	-	-	2	1	-	9
Imperial Valley													
Rail	-	-	-	-	-	11	17	5	-	-	-	-	33
Truck	-	-	-	-	-	26	70	9	-	-	-	-	105
Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>37</u>	<u>87</u>	<u>14</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>138</u>
Total California													
Rail	117	102	171	174	135	183	271	96	205	185	224	140	2,003
Truck	262	254	334	365	317	321	324	232	372	334	341	301	3,757
Total	<u>379</u>	<u>356</u>	<u>505</u>	<u>539</u>	<u>452</u>	<u>504</u>	<u>595</u>	<u>328</u>	<u>577</u>	<u>519</u>	<u>565</u>	<u>441</u>	<u>5,760</u>
Arizona													
Rail	-	-	-	13	15	4	18	6	7	-	-	-	63
Truck-Interstate	-	-	-	-	14	25	36	30	10	-	-	-	115
Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>13</u>	<u>29</u>	<u>29</u>	<u>54</u>	<u>36</u>	<u>17</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>178</u>
Colorado													
Truck	1	1	1	-	-	-	-	-	-	-	-	-	3
Florida													
Truck	-	-	-	-	-	-	-	-	-	1	-	-	1
New Jersey													
Truck	-	-	2	5	6	-	-	-	-	-	2	-	15
New York													
Truck	-	2	-	-	-	-	-	-	-	-	-	-	2
Oregon													
Truck	2	5	6	7	10	3	-	-	-	-	-	4	37
Texas													
Rail	-	-	-	-	-	3	14	10	1	-	-	-	28
Truck	-	-	-	-	-	5	29	28	3	-	-	-	65
Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>8</u>	<u>43</u>	<u>38</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>93</u>
Mexico													
Truck	1	-	-	-	-	-	-	-	-	-	-	-	1
Total													
Rail	117	102	171	187	150	190	303	112	213	185	224	140	2,094
Truck	<u>266</u>	<u>262</u>	<u>343</u>	<u>377</u>	<u>347</u>	<u>354</u>	<u>389</u>	<u>290</u>	<u>385</u>	<u>335</u>	<u>343</u>	<u>305</u>	<u>3,996</u>
Total Recorded Movement	383	364	514	564	497	544	692	402	598	520	567	445	6,090

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. cities.

TABLE 3. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1972-73 SEASON

Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville
<u>Dollars per carton (14 bunches)</u>							
1972		Sep. 18	3.25	Dec. 4	3.50	Feb. 19	Holiday
July 3	3.00	19	3.25	5	3.50	20	4.00
4	Holiday	20	3.25	6	3.75	21	4.00
5	3.00	21	3.25	7	3.75	22	4.00
6	3.00	22	3.25	8	3.75	23	4.00
7	3.00						
10	2.75	25	3.25	11	4.00	26	3.50
11	2.75	26	3.25	12	4.00	27	3.50
12	2.75	27	3.25	13	4.00	28	3.50
13	2.75	28	3.25	14	4.00	Mar. 1	3.50
14	a/	29	3.25	15	4.00	2	3.50
		Oct. 2	3.25	18	4.00	5	3.50
17	2.75	3	3.25	19	4.00-4.25	6	3.50
18	2.75	4	3.00-3.25	20	4.00-4.50	7	3.50
19	2.75	5	3.00-3.25	21	4.00-4.50	8	3.50
20	2.50-2.75	6	3.00-3.25	22	4.00-4.50	9	3.50
21	2.50-2.75						
24	2.75	9	Holiday	25	Holiday	12	3.50
25	2.50-2.75	10	3.00	26	3.75-4.00	13	3.50
26	2.75	11	3.00	27	3.50-4.00	14	3.75-4.00
27	2.75	12	3.00	28	Holiday	15	4.00
28	2.75	13	3.00	29	3.50	16	4.00
		16	3.00	1973		19	3.75-4.00
Aug. 31	2.75	17	3.00	Jan. 1	Holiday	20	3.75-4.00
1	2.75	18	3.00	2	3.00-3.25	21	3.75-4.00
2	3.00	19	3.00	3	3.00	22	3.75-4.00
3	3.00	20	3.00	4	3.00	23	3.75-4.00
4	3.00			5	3.00		
		23	Holiday	8	3.00	26	3.75-4.00
7	3.00	24	3.00	9	3.00-3.50	27	3.75-4.00
8	3.00	25	3.00	10	3.00-3.50	28	3.75
9	3.00	26	3.25	11	3.00-3.50	29	3.75
10	3.00	27	3.25	12	3.00-3.50	30	3.75
11	3.00						
14	3.00	30	3.25	15	4.50	Apr. 2	4.00
15	3.00	31	3.25	16	4.50	3	4.00
16	3.00	Nov. 1	3.25	17	4.25-4.50	4	4.00
17	3.00	2	3.25	18	4.00-4.50	5	4.00
18	3.00	3	3.25-3.50	19	4.00-4.25	6	4.00
		6	3.50			9	4.00
21	3.00	7	3.50	22	4.00	10	4.00
22	3.00	8	3.50	23	3.75-4.00	11	4.00
23	3.00	9	3.50	24	3.75	12	4.00
24	3.00	10	3.50	25	Holiday	13	4.00
25	3.00			26	3.50-3.75		
		13	3.50			16	4.00
28	3.00	14	3.50	29	3.50-3.75	17	4.00
29	3.00	15	3.50	30	3.50-3.75	18	4.00
30	3.00	16	3.50	31	3.50-3.75	19	4.00
Sep. 31	3.00	17	3.50	Feb. 1	3.50-3.75	20	4.00
1	3.00			2	3.50-3.75		
4	Holiday	20	3.50			23	4.00
5	3.00	21	3.50	5	3.75	24	4.00
6	3.00	22	3.50	6	3.75	25	4.00
7	3.00	23	Holiday	7	3.75	26	4.00
8	3.00	24	3.50	8	3.75	27	4.00
				9	3.75		
11	3.00-3.25	27	3.50			30	3.75
12	3.25	28	3.50	12	3.75	May 1	3.50
13	3.25	29	3.50	13	b/	2	3.50
14	3.25	30	3.50	14	b/	3	3.25-3.50
15	3.25	Dec. 1	3.50	15	b/	4	3.25
				16	b/		

(Continued)

TABLE 3. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1972-73 SEASON (Continued)

Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville
Dollars per carton (14 bunches)							
May 7	3.25	May 21	3.25-3.50	June 4	3.50	June 18	3.50
8	3.25	22	3.25-3.50	5	3.50	19	3.50
9	3.25	23	3.25-3.50	6	3.50	20	3.50
10	3.25	24	3.25-3.50	7	3.50-3.75	21	3.50
11	3.25	25	3.25-3.50	8	3.75	22	3.50
14	3.25-3.50	28	Holiday	11	3.75	25	3.50
15	3.25-3.50	29	3.25-3.50	12	3.50-3.75	26	3.50
16	3.25-3.50	30	3.25-3.50	13	3.50	27	3.50
17	3.25-3.50	31	3.25-3.50	14	3.50	28	3.50
18	3.25-3.50	June 1	3.25-3.50	15	3.50	29	3.50

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

a/ No f.o.b. reported.

b/ Supplies insufficient to quote.

TABLE 4. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SANTA MARIA-GUADALUPE DISTRICT, BY DAYS, 1972-73 SEASON

Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe
Dollars per carton (14 bunches)							
1972							
July 3	2.75-3.00	Oct. 2	2.75-3.00	Nov. 13	3.50	Dec. 25	Holiday
4	Holiday	3	2.75-3.00	14	3.50	26	4.25-4.50
5	2.75-3.00	4	2.75-3.00	15	3.50	27	4.00-4.25
6	2.75-3.00	5	2.75-3.00	16	3.50	28	Holiday
7	2.75-3.00	6	2.75-3.00	17	3.50	29	3.00-3.25
10	2.50-2.75	9	Holiday	20	3.50	1973	
11	2.50-2.75	10	2.75-3.00	21	3.50	Jan. 1	Holiday
12	2.50-2.75	11	2.75-3.00	22	3.50	2	3.00-3.25
13	2.50-2.75	12	2.75-3.00	23	Holiday	3	3.00
14	2.50-2.75	13	2.75-3.00	24	3.50	4	3.00
17	2.50-2.75	16	2.75-3.00	27	3.50	5	3.00
18	2.50-2.75	17	2.75-3.00	28	3.50	8	3.00-3.25
19	2.50-2.75	18	2.75-3.00	29	3.50	9	3.25
20	2.50-2.75	19	2.75-3.00	30	3.25-3.50	10	3.25
21	2.50-2.75	20	2.75-3.00	Dec. 1	3.25-3.50	11	3.25-3.50
24	2.50-2.75	23	Holiday	4	3.50	12	3.50
25	2.50-2.75	24	2.75-3.00	5	3.50	15	4.00
26	2.50-2.75	25	2.75-3.00	6	3.50	16	4.00
27	2.50-2.75	26	2.75-3.00	7	3.75	17	3.75-4.00
28	a/ 2.50-2.75	27	3.00	8	3.75	18	3.75-4.00
Sep. 18	b/ 3.00-3.25	30	3.00	11	4.00	19	3.75-4.00
19	3.00-3.25	31	3.00	12	4.00-4.50	22	3.75
20	3.00-3.25	Nov. 1	3.25	13	4.25-4.50	23	3.50
21	3.00-3.25	2	3.25	14	4.50	24	3.25-3.50
22	3.00-3.25	3	3.25	15	4.50	25	Holiday
25	3.00	6	3.25-3.50	18	4.50	26	3.25-3.50
26	3.00	7	3.50	19	4.50	29	3.50
27	2.75-3.00	8	3.50	20	4.50	30	3.50
28	2.75-3.00	9	3.50	21	4.50	31	3.50
29	2.75-3.00	10	3.50	22	4.50	Feb. 1	3.50
						2	3.50

(Continued)

TABLE 4. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SANTA MARIA-GUADALUPE DISTRICT,
BY DAYS, 1972-73 SEASON (Continued)

Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe	Date	Santa Maria-Guadalupe
Dollars per carton (14 bunches)							
Feb. 5	3.50	Mar. 14	3.75-4.00	Apr. 19	4.00	May 28	Holiday
6	3.50	15	4.00	20	4.00	29	3.50
7	3.50	16	3.75-4.00			30	3.50
8	3.50			23	4.00	31	3.50
9	3.50	19	3.75-4.00	24	4.00	June 1	3.50
		20	3.75-4.00	25	4.00		
12	3.50	21	3.75-4.00	26	4.00	4	3.50
13	3.50	22	3.75-4.00	27	3.75-4.00	5	3.50
14	3.50	23	3.75-4.00			6	3.50
15	3.50			30	3.75-4.00	7	3.50
16	3.50-3.75	26	3.75-4.00	May 1	3.75	8	3.50
		27	3.75-4.00	2	3.50-3.75		
19	Holiday	28	3.75	3	3.50	11	3.50-3.75
20	3.50-3.75	29	3.75	4	3.50	12	3.50-3.75
21	3.75	30	3.75			13	3.50-3.75
22	3.75-4.00			7	3.50	14	3.50-3.75
23	4.00	Apr. 2	3.75-4.00	8	3.50	15	3.50
		3	4.00	9	3.50		
26	3.75-4.00	4	4.00	10	3.50	18	3.50
27	3.50-4.00	5	4.00	11	3.50	19	3.50
28	3.50-3.75	6	4.00			20	3.50
Mar. 1	3.50-3.75			14	3.50	21	3.50
2	3.50-3.75	9	4.00	15	3.50	22	3.50
		10	4.00	16	3.50		
5	3.50	11	4.00	17	3.50	25	3.50
6	3.50	12	4.00	18	3.50	26	3.50
7	3.50	13	4.00			27	3.50
8	3.50			21	3.50	28	3.50
9	3.50	16	4.00	22	3.50	29	3.50
		17	4.00	23	3.50		
12	3.50-4.00	18	4.00	24	3.50		
13	3.50-3.75			25	3.50		

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

- a/ Last report until Fall harvest starts.
 b/ First report Fall Season.

TABLE 5. WHOLESALE MARKET PRICES FOR CALIFORNIA BROCCOLI AT LOS ANGELES, SAN FRANCISCO, CHICAGO, PHILADELPHIA AND NEW YORK, EACH WEDNESDAY, 1972-73 SEASON

Date	Los Angeles		San Francisco	Chicago	Philadelphia	New York
	Santa Maria	Salinas		California		
Dollars per carton (14 bunches)						
1972						
July						
1st Wed.	3.75	4.00-4.25	4.00	4.50-4.75	4.50-5.00	5.50
2nd "	3.50-3.75	3.75-4.25	3.65-3.75	4.25-4.50	-	4.50
3rd "	3.25-3.50	3.25-3.75	3.65-3.75	3.75-4.00	4.00	3.50
4th "	3.00-3.25	3.25-3.75	3.50-3.75	3.50-4.00	3.50-3.75	3.25-3.50
Aug.						
1st Wed.	3.00-3.25	3.25-3.75	3.50-3.75	3.50-4.00	-	3.50
2nd "	3.00-3.25	4.00-4.25	3.00-3.75	4.00-4.50	-	3.75-4.00
3rd "	3.25-3.50	3.50-3.75	3.50-3.75	4.50-4.75	-	4.50
4th "	3.25-3.50	4.00-4.25	3.50-3.75	4.50-4.75	4.50	5.00-5.50
5th "	-	4.00-4.25	3.75	4.50-4.75	4.50-4.75	4.50-5.00
Sept.						
1st Wed.	3.75-4.00	4.00-4.25	3.75	4.50-4.75	5.00	4.25-4.50
2nd "	3.75	4.00-4.25	3.75	4.50-4.75	6.00	4.25-4.50
3rd "	3.50-4.00	3.50-4.25	3.75	4.25-4.75	4.00-4.25	4.00-4.50
4th "	3.75-4.00	3.50-4.25	3.75-4.00	4.50-4.75	4.50	4.00-4.50
Oct.						
1st Wed.	3.50-3.75	3.50-4.25	3.75-4.00	4.25-4.75	4.00-4.25	3.75-4.00
2nd "	3.50	3.50-4.25	3.50-3.75	4.00-4.50	3.50-3.75	3.50-4.00
3rd "	3.00-3.50	3.50-4.25	3.75-4.00	4.25-4.50	-	4.00-4.50
4th "	3.00-3.50	3.75-4.25	3.75-4.00	4.00-4.50	3.75-4.25	4.00-4.50
Nov.						
1st Wed.	3.50-3.75	3.50-4.25	3.75-4.00	4.25-4.50	4.75	4.50-5.00
2nd "	4.25-4.50	4.25-4.75	4.25-4.35	5.00-5.50	5.25	6.00-7.00
3rd "	4.50	4.50	4.25-4.35	5.50-6.00	5.50	5.50-6.00
4th "	4.50-4.75	4.50-4.75	4.25-4.50	5.00-5.50	4.50	5.00-5.50
5th "	4.50-4.75	4.50	4.25-4.50	5.25	-	4.50-5.00
Dec.						
1st Wed.	4.25-4.50	4.25-4.50	4.25-4.50	5.00-5.50	-	6.50
2nd "	5.00	4.75-5.25	4.50-5.00	6.00	-	6.50-7.00
3rd "	5.50	5.25-5.50	4.75-5.00	6.50-7.00	7.50	7.50
4th "	5.00-5.50	5.25-5.50	4.75-5.00	6.25-6.50	6.50	7.50
1973						
Jan.						
1st Wed.	4.25-4.50	4.50-5.00	4.00-4.25	4.50-5.00	4.50-5.00	4.50-5.00
2nd "	4.25-4.50	-	4.25-4.50	4.50-5.00	4.25	4.50-5.00
3rd "	5.00-5.50	5.00-5.50	4.50-4.75	4.50-4.75	6.00	7.00
4th "	4.00-4.50	4.50-4.75	4.50-4.75	4.50	-	6.00
5th "	4.00-4.25	-	4.25-4.50	5.00	5.00	4.50-5.00
Feb.						
1st Wed.	4.00-4.50	-	4.25-4.50	4.75	4.25-4.50	5.00-5.50
2nd "	3.75-4.00	4.50	5.00-5.25	5.50	-	5.00-5.50
3rd "	4.75-5.25	4.75-5.25	4.50-5.00	5.50	-	-
4th "	4.00-4.75	4.00-4.75	5.00-5.25	-	-	7.50-8.00
Mar.						
1st Wed.	3.50-4.25	4.25-4.50	4.50-4.75	5.00-5.50	6.00	6.00-6.50
2nd "	4.00-4.50	4.25-4.50	4.25-4.50	4.50-5.00	4.50	4.50-5.00
3rd "	4.25-5.00 a/		5.00	4.50-5.00	5.00	4.50-5.00
4th "	4.00-4.50 "		4.75-5.00	5.25-5.50	4.50-4.75	5.00-5.50
Apr.						
1st Wed.	4.25-4.75 "		4.50-4.75	5.50-6.00	5.50-6.00	6.00
2nd "	4.50-5.00 "		4.75-5.00	6.00-6.50	-	7.00
3rd "	4.50-5.00 "		4.50-4.75	5.50-6.00	6.00	6.00-6.50
4th "	4.50-5.00 "		4.50-4.75	5.50-6.00	5.00-5.25	5.00-5.50
May						
1st Wed.	4.50-5.00 "		4.50-4.75	5.00-5.50	4.75-5.00	4.50-5.00
2nd "	4.00-4.50 "		4.50-4.75	4.25-4.50	5.00	4.50-5.50
3rd "	4.00-4.50 "		4.00-4.25	4.00-5.00	-	6.00
4th "	4.00-4.50 "		4.00-4.25	4.00-5.00	-	5.50-6.00
5th "	4.00-4.50 "		4.00-4.25	5.00-5.50	-	5.00-5.50
June						
1st Wed.	4.00-4.50 "		4.00-4.25	5.25-5.50	-	5.00-5.50
2nd "	4.50-4.75 "		4.50-4.75	5.00-5.50	-	5.00-5.50
3rd "	4.50-5.00 "		4.50-4.75	5.00-5.50	-	5.50-6.00
4th "	4.25-4.50 "		4.00-4.25	5.00-5.50	-	5.00-5.50

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

a/ Central California prices - breakdown unavailable.

TABLE 6. ARRIVALS, UNLOADS, AND/OR DIVERSIONS, AND TRACK HOLDINGS OF BROCCOLI IN 16 CITIES, BY DAYS, JULY 1972 - JUNE 1973

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

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

(Continued)

TABLE 6. ARRIVALS, UNLOADS, AND/OR DIVERSIONS, AND TRACK HOLDINGS OF BROCCOLI IN 16 CITIES, BY DAYS, JULY 1972 - JUNE 1973 (Continued)

Date	JANUARY			Date	FEBRUARY			Date	MARCH		
	Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track		Arrivals	Unloads & Div.	On Track
<u>Cars</u>											
2	12	7	16	1	7	10	30	1	2	4	3
3	12	7	21	2	11	8	33	2	4	2	5
4	7	5	23								
5	16	10	29	5	20	14	39	5	4	4	5
8	13	9	33	6	15	17	37	6	8	4	9
9	16	18	31	7	6	10	33	7	9	2	16
10	6	10	27	8	4	a/	27	8	4	1	19
11	5	16	16	9	2	a/	22	9	4	8	15
12	7	12	11	12	7	a/	15	12	13	8	20
15	9	8	12	13	9	a/	27	13	9	4	25
16	13	13	12	14	4	7	25	14	8	7	26
17	2	5	9	15	2	5	22	15	4	4	26
18	4	6	7	16	3	9	16	16	5	8	23
19	Holiday			19	Holiday			19	9	6	26
22	5	a/	7	20	4	6	14	20	4	8	22
23	6	5	8	21	1	8	7	21	8	9	21
24	11	2	17	22	1	2	6	22	5	3	23
25	Holiday			23	3	2	7	23	5	7	21
26	14	7	24	26	4	6	5	26	6	4	23
29	10	5	29	27	2	3	4	27	8	6	25
30	13	6	36	28	2	1	5	28	-	8	17
31	7	10	33					29	3	2	18
								30	2	7	13

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

Compiled from daily Central Coast Vegetable Reports issued by the Federal-State Market News Service at 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 AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1972-JUNE 1973

Area, Market and Origin	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents a/</u>													
WESTERN AREA													
Denver, Colo.													
California	6	3	5	6	4	3	4	2	4	7	7	5	56
Other	1	1	1	-	2	2	2	5	2	1	-	-	17
Total	7	4	6	6	6	5	6	7	6	8	7	5	73
Los Angeles, Calif.													
California	41	39	48	57	54	57	67	64	73	60	60	48	668
Other	1	-	-	-	1	2	3	1	-	-	-	-	8
Total	42	39	48	57	55	59	70	65	73	60	60	48	676
Portland, Ore.													
California	2	1	-	1	1	5	8	8	9	7	7	3	52
Other	2	2	4	6	6	2	-	-	-	-	-	4	26
Total	4	3	4	7	7	7	8	8	9	7	7	7	78
Salt Lake City, Utah													
California	3	3	3	4	4	3	4	3	3	3	4	2	39
San Francisco, Calif.													
California	21	22	24	31	32	29	35	28	28	29	32	30	341
Seattle, Wash.													
California	6	4	4	6	6	7	10	9	9	9	10	8	88
Other	-	3	2	1	4	1	-	-	-	-	-	-	11
Total	6	7	6	7	10	8	10	9	9	9	10	8	99
Western Area Total	83	78	91	112	114	111	133	120	128	116	120	100	1306
MIDWESTERN AREA													
Chicago, Ill.													
California	12	10	9	20	12	11	25	13	18	17	13	21	181
Other	-	-	-	-	6	-	6	4	2	-	-	-	18
Total	12	10	9	20	18	11	31	17	20	17	13	21	199
Cincinnati, Ohio													
California	4	6	7	7	8	6	7	7	10	9	16	7	94
Other	-	-	-	-	-	-	4	-	-	-	-	-	4
Total	4	6	7	7	8	6	11	7	10	9	16	7	98
Cleveland, Ohio													
California	4	5	2	8	8	5	14	4	12	9	16	7	94
Other	-	-	-	-	2	-	-	1	-	-	-	-	3
Total	4	5	2	8	10	5	14	5	12	9	16	7	97
Detroit, Mich.													
California	7	4	4	11	9	6	12	5	11	12	8	12	101
Other	-	-	-	-	-	1	4	2	1	-	-	-	8
Total	7	4	4	11	9	7	16	7	12	12	8	12	109
Indianapolis, Ind.													
California	3	3	3	4	7	4	5	6	4	3	6	3	51
Kansas City, Mo.													
California	3	3	3	4	3	3	2	2	3	4	3	3	36
Louisville, Ky.													
California	1	1	1	2	2	2	1	1	1	2	2	2	18
Other	-	-	-	-	-	-	2	3	1	-	-	-	6
Total	1	1	1	2	2	2	3	4	2	2	2	2	24
Milwaukee, Wis.													
California	4	-	-	1	3	2	4	5	3	2	3	2	29
Other	-	-	-	-	-	-	-	-	1	-	-	-	1
Total	4	-	-	1	3	2	4	5	4	2	3	2	30
Mpls.-St. Paul, Minn.													
California	2	2	2	4	3	2	3	2	3	4	3	2	32
Other	-	-	-	-	-	-	-	1	-	-	-	-	1
Total	2	2	2	4	3	2	3	3	3	4	3	2	33
St. Louis, Mo.													
California	2	3	5	5	7	5	7	6	6	8	6	5	65
Other	-	-	-	-	-	1	-	1	-	-	-	-	2
Total	2	3	5	5	7	6	7	7	6	8	6	5	67
Midwestern Area Total	42	37	36	66	70	48	96	63	76	70	76	64	744
SOUTHERN AREA													
Atlanta, Ga.													
California	1	2	2	3	3	2	2	2	2	3	3	2	27
Other	-	-	-	-	-	-	1	-	-	-	-	-	1
Total	1	2	2	3	3	2	3	2	2	3	3	2	28
Birmingham, Ala.													
California	1	1	1	1	1	1	1	2	1	1	1	1	13
Columbia, S.C.													
California	-	-	1	1	-	-	-	-	-	1	1	1	5
Other	-	-	-	-	-	-	-	1	-	1	-	-	2
Total	-	-	1	1	-	-	-	1	-	2	1	1	7
Dallas, Tex.													
California	3	5	4	4	4	1	2	1	4	4	4	4	40
Other	-	-	-	-	-	3	4	3	-	-	-	-	10
Total	3	5	4	4	4	4	6	4	4	4	4	4	50
Fort Worth, Tex.													
California	-	1	-	-	-	-	-	-	-	-	1	-	2
Houston, Tex.													
California	1	1	1	1	1	1	-	-	-	1	2	1	10
Other	-	-	-	-	1	-	-	-	-	-	-	-	1
Total	1	1	1	1	2	1	-	-	-	1	2	1	11

(Continued)

TABLE 7. TOTAL RAIL AND TRUCK UNLOADS OF BROCCOLI IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1972-JUNE 1973 (Cont'd)

Area, Market and Origin	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents a/</u>													
SOUTHERN AREA (Cont'd)													
Memphis, Tenn.													
California	-	-	-	-	1	-	-	-	-	1	-	-	2
Miami, Fla.													
California	3	5	3	3	6	7	7	7	10	7	6	5	69
Other	-	-	-	-	-	1	1	-	-	-	-	-	2
Total	3	5	3	3	6	8	8	7	10	7	6	5	71
New Orleans, La.													
California	2	3	4	4	3	3	2	1	2	3	4	3	34
Other	-	-	-	-	-	1	3	1	-	-	-	-	5
Total	2	3	4	4	3	4	5	2	2	3	4	3	39
Oklahoma City, Okla.													
California	1	1	1	-	1	1	1	-	-	1	1	1	9
Other	-	-	-	-	-	-	1	1	-	-	-	-	2
Total	1	1	1	-	1	1	2	1	-	1	1	1	11
San Antonio, Tex.													
California	2	1	2	1	-	1	-	-	-	1	2	2	12
Other	-	-	-	-	-	-	4	4	4	1	-	-	13
Total	2	1	2	1	-	1	4	4	4	2	2	2	25
Southern Area Total	14	20	19	18	21	22	29	23	23	25	25	20	259
EASTERN AREA													
Albany, N.Y.													
California	2	2	1	4	3	2	6	5	3	3	3	2	36
Baltimore, Md.													
California	4	3	3	3	4	2	7	3	5	3	3	1	41
Other	-	-	-	-	-	-	-	-	1	-	-	-	1
Total	4	3	3	3	4	2	7	3	6	3	3	1	42
Boston, Mass.													
California	21	13	23	36	31	25	36	36	36	31	34	28	355
Other	-	-	1	-	-	-	-	5	-	-	-	-	6
Total	21	13	24	36	31	25	36	41	36	31	34	28	361
Ruffalo, N.Y.													
California	6	2	5	8	7	2	13	1	5	6	5	6	66
Other	-	-	-	-	1	-	2	-	-	-	1	-	4
Total	6	2	5	8	8	2	15	1	5	6	6	6	70
New York, N.Y.													
California	42	43	51	55	49	55	95	72	62	44	71	49	683
Other	-	2	-	-	9	-	9	3	3	-	-	-	26
Total	42	45	51	55	58	55	104	75	65	44	71	49	714
Philadelphia, Pa.													
California	6	3	6	19	13	10	22	8	14	10	12	5	128
Other	-	-	1	5	6	-	1	6	1	-	1	-	21
Total	6	3	7	24	19	10	23	14	15	10	13	5	149
Pittsburgh, Pa.													
California	1	-	-	1	2	1	2	5	1	4	1	-	18
Other	-	-	-	-	2	2	1	1	1	-	-	-	7
Total	1	-	-	1	4	3	3	6	2	4	1	-	25
Providence, R.I.													
California	-	-	-	4	2	-	6	-	5	2	2	-	21
Other	-	-	-	-	-	-	-	1	-	-	-	-	1
Total	-	-	-	4	2	-	6	1	5	2	2	-	22
Washington, D.C.													
California	2	2	3	3	3	1	4	2	4	3	3	3	33
Other	-	-	-	-	1	1	2	1	-	-	-	-	5
Total	2	2	3	3	4	2	6	3	4	3	3	3	38
Eastern Area Total	84	75	94	138	133	101	206	149	141	106	136	94	1457
UNITED STATES TOTAL	223	210	240	334	338	282	464	355	368	317	357	278	3766
CANADA													
Montreal, Que.													
California	15	10	14	28	16	14	26	15	27	29	31	14	239
Other	6	13	5	2	6	-	-	6	-	-	-	2	40
Total	21	23	19	30	22	14	26	21	27	29	31	16	279
Ottawa, Ont.													
California	2	3	2	3	6	3	6	4	4	5	5	4	47
Toronto, Ont.													
California	9	6	1	23	33	26	54	34	52	42	53	30	363
Other	-	3	6	2	5	1	4	2	-	-	3	-	26
Total	9	9	7	25	38	27	58	36	52	42	56	30	389
Vancouver, B.C.													
California	8	5	2	7	13	18	27	18	19	20	22	15	174
Other	-	6	14	14	8	-	-	-	-	-	-	-	42
Total	8	11	16	21	21	18	27	18	19	20	22	15	216
Winnipeg, Man.													
California	1	2	3	4	8	5	4	3	5	5	4	4	48
Other	-	-	-	1	-	-	-	-	-	-	-	-	1
Total	1	2	3	5	8	5	4	3	5	5	4	4	49
CANADA TOTAL	41	48	47	84	95	67	121	82	107	101	118	69	980

Compiled from Fresh Fruit and Vegetable Unloads 1972 and records of the USDA, Agricultural Marketing Service, Fruit and Vegetable Division, Market News Branch, Washington, D.C.

a/ Basis 900 packages per car.

TABLE 8. TOTAL UNLOADS OF BROCCOLI IN 41 U.S. AND 5 CANADIAN CITIES, BY ORIGIN, BY CARRIER, BY MONTH, JULY 1972-JUNE 1973

Origin and Carrier	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
	<u>Cars and carlot equivalents</u>												
<u>Rail</u>													
Arizona	-	-	-	-	28	2	19	10	8	-	-	-	67
California	124	96	101	204	158	127	277	170	213	179	236	164	2049
Texas	-	-	-	-	-	-	4	16	-	-	-	-	20
Total	124	96	101	204	186	129	300	196	221	179	236	164	2136
<u>Truck</u>													
Arizona	-	-	-	-	5	9	16	8	3	1	-	-	42
California	130	132	152	183	215	204	254	214	245	236	234	179	2378
Colorado	1	1	1	-	-	-	-	-	-	-	-	-	3
Florida	-	-	-	-	-	-	-	-	-	1	-	-	1
New Jersey	-	-	2	5	9	-	-	-	-	-	5	-	21
New York	-	2	-	-	-	-	-	-	-	-	-	-	2
Oregon	2	5	6	7	10	3	-	-	-	-	-	4	37
Texas	-	-	-	-	-	4	15	19	6	1	-	-	45
Canada	6	22	25	19	8	-	-	-	-	-	-	-	80
Mexico	1	-	-	-	-	-	-	-	-	-	-	-	1
Total	140	162	186	214	247	220	285	241	254	239	239	183	2610
Grand Total	264	258	287	418	433	349	585	437	475	418	475	347	4746

Compiled from Fresh Fruit and Vegetable Unload Totals from 41 Cities, 1972, and various records for 1973 including data for 5 Canadian Cities, issued by the 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, 1968-69 - 1972-73

End-of-Month	1968-69	1969-70	1970-71	1971-72	1972-73		
					Spears	Chopped and Cuts	Total
	<u>Thousands of pounds</u>						
July	78,195	41,656	50,009	71,344	51,321	36,214	87,535
August	69,896	35,837	48,020	65,804	49,061	35,932	84,993
September	71,916	36,396	49,995	66,601	49,283	37,222	86,505
October	73,385	40,951	56,853	67,950	53,629	38,122	91,751
November	78,315	50,044	62,282	62,162	55,258	37,925	93,183
December	72,595	51,531	63,428	63,806	49,047	37,767	86,814
January	66,033	42,528	54,365	57,970	39,694	32,425	72,119
February	52,461	37,171	45,190	49,051	33,607	28,906	62,513
March	59,419	47,382	52,503	59,213	33,341	28,257	61,598
April	57,032	45,880	51,331	62,295	28,851	24,584	53,435
May	51,233	52,084	57,270	83,579	33,745	26,694	60,439
June	48,722	55,694	68,734	91,256	30,657	28,249	58,906

Compiled from Summaries of Regional Cold Storage Holdings, 1968-72 and Monthly Cold Storage Reports, 1973, issued by USDA Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 10.

FROZEN PACK OF BROCCOLI, UNITED STATES, BY REGION,
CALENDAR YEARS 1968-1972

Year	California a/		Total	Northwest	East and South	Total
	January-June	July-December				
1,000 pounds						
1968	88,802	47,902	136,704	28,979	7,276	172,959
1969	60,285	63,176	123,461	30,323 b/	-	153,784
1970	86,598	64,763	151,361	33,796 b/	-	185,157
1971	100,676	56,668	157,344	32,256 b/	-	189,600
1972	128,770	64,817	193,587	40,757 b/	-	234,344
1973	77,572					

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

a/ 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.

b/ Includes some production in the south.

TABLE 11.

U.S. IMPORTS OF BROCCOLI UNDER QUARANTINE BY COUNTRY OF ORIGIN,
FISCAL YEARS 1968-69 TO 1972-73

Origin	1968-69	1969-70	1970-71	1971-72	1972-73
Fresh - Pounds					
Azores	-	-	-	4,083	-
Guatemala	-	-	-	-	1,730
Mexico	1,192,305	846,018	1,533,300	1,565,559	3,590,756
Total Fresh	1,192,305	846,018	1,533,300	1,569,642	3,592,536
Frozen - Pounds					
Mexico	1,655,483	5,744,078	6,608,118	7,705,431	9,683,421
Belgium-Luxembourg	-	43,581	-	-	-
Italy	-	-	34,808	-	-
Greece	-	-	93,030	28,253	-
Total Frozen	1,655,483	5,787,659	6,735,956	7,733,684	9,683,421

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, 1967-1972

Year	Fresh Market	Frozen		Total Fresh Equiv.	Year	Fresh Market	Frozen		Total Fresh Equiv.
		Actual	Equiv. Fresh a/				Actual	Equiv. Fresh a/	
Pounds									
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
1969	.30	.84	1.11	1.41	1972	.30	.99	1.32	1.62

Compiled from the Vegetable Situation, July 1973, issued by the Economic Research Service, USDA, Washington, D.C.

a/ 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, YIELD, PRODUCTION, SEASON AVERAGE PRICE, AND VALUE OF BROCCOLI, UNITED STATES BY SEASON AND STATE, 1971 AND 1972

Season and State	Harvested Acreage		Average Yield Per Acre		Production		Price a/		Total Value	
	1971	1972	1971	1972	1971	1972	1971	1972	1971	1972
	Acres		Cwt.		1,000 cwt.		Dollars per cwt.		1,000 dollars	
Winter										
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
Early Spring										
California	17,200	19,500	90	95	1,548	1,853	10.70	10.40	16,497	19,198
Fall										
New York & New Jersey	250	b/	48	b/	12	b/	13.30	b/	160	b/
Oregon	3,400	3,300	62	74	211	244	9.63	9.61	2,031	2,344
California	19,200	22,500	65	65	1,248	1,463	11.80	11.70	14,732	17,099
Total or average	22,850	25,800	64	66	1,471	1,707	11.50	11.40	16,923	19,443
United States	43,150	48,800	73	77	3,157	3,747	11.20	10.90	35,390	40,963

Compiled from Vegetables-Fresh Market, annual 1972 and June 1973, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

a/ 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.

b/ Estimates discontinued.

TABLE 14. ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF BROCCOLI, UNITED STATES, BY QUARTERLY HARVEST PERIODS, 1972 AND INDICATED 1973

Harvest Quarter and State	Harvested	For Harvest	Yield		Production		Price		Value	
			1972	Ind. 1973	1972	Ind. 1973	1972	Ind. 1973	1972	Ind. 1973
	Acres		Cwt.		1,000 cwt.		Dollars		1,000 dollars	
Winter (Jan.-Feb.-Mar.)										
Texas	1,900	1,300	50	39	95	51	9.86	17.29	937	882
Arizona	640	540	60	50	38	27	15.92	18.89	605	510
California	10,900	10,000	85	70	949	700	10.68	12.50	10,137	8,750
Group total	13,440	11,840	81	66	1,082	778	10.79	13.04	11,679	10,142
Spring (Apr.-May-June)										
California	11,500	12,300	95	65	1,093	800	10.23	12.40	11,186	9,920
Summer (July-Aug.-Sept.)										
Oregon	2,400	2,000	74	75	178	150	9.63	10.50	1,714	1,575
California	8,300	11,300	65	55	541	622	10.43	11.90	5,643	7,402
Group total	10,700	13,300	67	58	719	772	10.23	11.63	7,357	8,977
Fall (Oct.-Nov.-Dec.)										
Texas	300	200								
Arizona	360	450								
Oregon	900	800								
California	10,100	14,800								
Group total	11,660	16,250	64	Jan. 8	752	1,089	12.27	Jan. 8	9,229	Jan. 8

Compiled from Vegetables-Fresh Market, monthly reports issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 15. ACREAGE OF BROCCOLI, CALIFORNIA BY COUNTY, BY SEASONAL CLASSIFICATION, 1971-72 AND 1972-73

County	1971-72			1972-73			
	Falla/	Early Springa/	Total	Falla/	Wintera/	Springa/	Totala/
	July-Jan.	Dec.-June	July-June	July-Jan.	Jan.-Mar.	Apr.-June	July-June
	Acres						
Monterey	8,600	8,300	16,900	9,000	2,900	6,200	
San Benito	b/	b/	b/	b/	70	c/	
San Luis Obispo	1,350	1,750	3,100	2,200	600	1,400	
Santa Clara	b/	100	100	b/	70	60	
Santa Cruz	230	200	430	150	b/	b/	
Fresno	220	c/	220	70	b/	b/	
Stanislaus	-	460	460	-	c/	c/	
Santa Barbara	6,000	7,200	13,200	8,000	3,000	3,100	
Ventura	2,300	700	3,000	2,700	2,000	750	
Other Counties	500	790	1,290	380	1,360	790	
Total	19,200	19,500	38,700	22,500	10,000	12,300	40,700

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

a/ Through 1972 there were two seasonal categories - Early Spring, covering the period December 20-June 30, and Fall, covering the period July 1-January 31. Beginning with January 1973 data are in quarterly segments. Data for January 1973 unavoidably are included in both Fall 1972 and Winter 1973 figures, so totals by counties are not shown for the full 1972-73 period but State totals are available. During July-December 1972 acreage for harvest was estimated at 18,400 acres.

b/ Counties with 50 or less acres are included in "Other Counties."

c/ Not shown separately to avoid disclosing individual operations, but included in "Other Counties."