

*Marketing California*

**BROCCOLI**

**CALENDAR YEAR**

**1976**

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P R E F A C E

Information on the marketing of California broccoli is summarized herein for the calendar year 1976, 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 Arthur Verissimo and staff 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.

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

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## MARKETING CALIFORNIA BROCCOLI

## Summary of Calendar Year 1976

HIGHLIGHTS: Fresh market shipments were record high at 8,584 cars. Slightly over half the California total production was marketed fresh. Processors took the second largest quantity in the past five years, exceeded only by 1974. Total acreage for 1976, yield, production, average price, and value all were above 1975 and each established new record highs. Broccoli ranked 31st in value among California's principal crops in 1976, between prunes and avocados. Monterey County had 57 percent of the total broccoli acreage in California in 1976.

Processing-48% of total California production vs 47%, up 1%.  
U.S. Per Capita Consumption - 2.48 pounds per person, farm weight basis, vs 2.17, up 14%.

FRESH MARKETING: Shipments of California broccoli to fresh market totaled 8,584 cars and carlot equivalents during calendar year 1976, 1 percent above the 8,521 cars recorded the previous year. This volume was the highest of record. Total recorded movement of broccoli from all U.S. and Mexican points was 8,934 cars and carlot equivalents, 2 percent above 1975. California shipments were the smallest in August and the largest in March.

1976 FACTS AT A GLANCE COMPARED WITH 1975:

## Acreage -

Winter-13,000 acres vs 10,800, up 20%.  
Spring-14,800 acres vs 13,000, up 14%.  
Summer-6,700 acres vs 8,800, down 24%.  
Fall -15,900 acres vs 13,800, up 15%.  
Total -50,400 acres vs 46,400, up 9%.

## Yield -

82 cwt. vs 81, up 1%.

## Production -

Fresh - 2,129,000 cwt. vs 1,966,000, up 8%.  
Processing - 2,004,000 cwt. vs 1,757,000, up 14%.  
Total - 4,133,000 cwt. vs 3,723,000, up 11%.

## Price -

Fresh-\$18.90 per cwt. vs \$17.30, up 10%.  
Processing-\$12.60 per cwt. vs \$12.60, unchanged.  
Average-\$15.90 per cwt. vs \$15.10, up 5%.

Value - \$65,574,000 vs \$56,156,000, up 17%.

Shipments - California origin, 8,584 cars vs 8,521, up 1%.

Unloads - California origin in 41 U.S. and 5 Canadian Cities - 5,906 cars vs 5,898, per cent unchanged.

Largest Market for California Broccoli - Los Angeles, 1,121 cars unloaded vs 930, up 21%.

## Utilization -

Fresh-52% of total California production vs 53%, down 1%.

UNLOADS: Combined rail and truck unloads of broccoli in 41 U.S. cities from all origins totaled 4,950 cars and carlot equivalents during 1976, down from 5,179 cars the previous year. California supplied 97 percent of the total. Unloads in 5 Canadian cities from all origins totaled 1,117 cars and carlot equivalents, up 22 percent from the 914 cars recorded for 1975. California supplied 86 percent of the total. Leading unload cities for California broccoli were Los Angeles 1,121 cars, New York 543 cars, San Francisco 498 cars, and Boston 283 cars. These 4 U.S. cities took 49 percent of the California broccoli unloaded in 41 U.S. cities. Leading Canadian unload cities for California broccoli were Vancouver 288 cars, Toronto 282 cars, and Montreal 226 cars. These 3 cities took 83 percent of the California broccoli unloaded in the 5 Canadian cities.

PROCESSING: The frozen pack of California broccoli totaled 194,554,000 pounds for 1976, 14 percent above the previous year and the second largest pack in recent years. About 60 percent of the pack was put up during the spring and 40 percent during the fall. Nationally, the pack totaled 201,513,000 pounds, with nearly 97 percent from California. A large part of the pack was in 10 ounce containers.

**COLD STORAGE HOLDINGS:** Cold storage holdings of broccoli in the U.S. ranged from a low of 51,713,000 pounds in December 1976 to a high of 84,046,000 pounds in June. Holdings generally were below the previous year.

**U.S. PER CAPITA CONSUMPTION:** Per capita consumption of fresh broccoli in the U.S. during 1976 was 1.10 pounds per person, and consumption of frozen broccoli was 1.38 pounds per person on a fresh weight basis. Total consumption of 2.48 pounds per person, fresh weight, was 14 percent above 1975 and the highest of record.

Narrative reviews from producing districts follow:

### SHIPPING POINT MARKETS - 1976

#### SALINAS-WATSONVILLE DISTRICT

**HIGHLIGHTS:** The number of rail cars shipped decreased 55%, but the average loading per car increased 78%. Truck shipments increased 38%. Overall movement was up 22%. F.o.b. prices at shipping point averaged higher compared with last year.

**SHIPMENTS:** The Salinas-Watsonville district shipped a total of 5,511 cars and carlot equivalents in 1976, 645 more than the previous year's 4,866. However due to an increase in the average rail car loading (noted below), total movement increased by almost one million cartons - 5,414,000 versus 4,429,000.

Rail shipments totaled 577 cars, down sharply from the 1,282 billed in 1975. However in February of 1976, the railroads placed into effect new freight rates based on weight rather than the previous per car basis. With the new rates, it became uneconomical to load less than 40,000 pounds per car. As a result, the average car loading increased to approximately 1,600 cartons, up significantly from the 900 carton average of the past few years.

Truck shipments totaled 4,934 carlot equivalents, 1,350 more than 1975's 3,584. Truck movement was based on a carlot equivalent conversion factor of 900 cartons, unchanged from previous years.

Movement was heaviest during May and April when 670 and 619 cars and carlot equivalents, respectively, were shipped. The peak shipping week occurred May 2-8 when 188 cars and carlot equivalents were moved.

**F.O.B. PRICES:** F.o.b. shipping point prices were reported from January 2 through 21, then continuously from February 20 through December 30, 1976. Supplies were insufficient to quote during the period January 22-February 19.

In January, prices of 14 bunches in cartons ranged from \$3.75 the first part of the month to \$5.00 the latter part. During February,

prices ranged \$4.25-4.75. Supplies in March, April and May were up substantially compared with last year. The price level in March fluctuated between \$3.75 and \$4.25 with \$4.00 being the most prevalent price. For April, prices firmed slightly at mid-month then dropped steadily, reaching \$3.00-3.25, mostly \$3.25 by month's end. Market weakness continued into May. From May 4 through 10, a price of \$3.00 was quoted, the season's low. For the remainder of the month, prices generally ranged \$3.25-3.75. In June, supplies lightened somewhat, and prices ranged \$3.50-4.25 per carton of 14 bunches.

On July 1, the price level was \$3.50-3.75. Demand turned active. Prices increased steadily. By July 30, the price level had risen to \$4.75. Demand remained active in August. The price level firmed to \$5.00 and remained there the entire month. In September, the price level started at \$5.00, dropped to \$4.50 at mid-month, then returned to \$5.00 at month's end. October prices started at \$5.00, sagged to \$4.50 the third week, and rebounded to \$5.00 as the month closed. For November, the price level started at \$5.00, rose to \$5.00-5.50 at mid-month, then dropped to \$4.75 at the close of the month. December prices started at \$4.50-4.75. Under the influence of very active demand, prices rose steadily. From December 17 to the end of the year, a seasonal high of \$6.00 was quoted.

The 1976 season's simple average f.o.b. price per carton of 14 bunches was \$4.49, up from last year's \$4.04. Prices averaged highest in December - \$5.41, November - \$5.12, and August - \$5.00. Prices averaged lowest in May - \$3.38, June - \$4.01, and April - \$4.03. All averages were determined by using the midpoint of the quoted range or "mostly" price, whichever was lower.

#### SANTA MARIA-GUADALUPE-OCEANO DISTRICT

Broccoli f.o.b. prices for the Santa Maria-Guadalupe-Oceano district were reported from January 2 through December 30, 1976. Prices ranged from a low of \$3.00 to as high as \$6.00 per carton of 14 bunches. The 1976 simple overall f.o.b. average was \$4.33 per carton of 14 bunches compared to \$3.98 for 1975.

The month of December had the highest monthly simple average of \$5.30 per carton. Shipments for the month of December totaled 211 carlot equivalents; including 37 rail cars and 174 carlot equivalents by truck. The month of May had the lowest simple monthly average of \$3.21 per carton. The season's low level of \$3.00-3.25 heavy to \$3.00 was reported the first half of May. During the last half of May, prices ranged \$3.25-3.50 heavy to the \$3.25 level. Shipments during May totaled 177 carlot equivalents; including 17 rail cars and 160 equivalents by truck. The peak shipping volume month this year was March with a total of 364 carlot equivalents, including 80 rail cars and 284 carlot equivalents by truck. Prices ranged during the month of March from a low of \$3.75 to a high of \$4.25 per carton. The simple monthly average price for March was \$3.95 per carton. January was the second month with the most volume shipping a total of 334 carlot equivalents; including 162 rail cars and 172 carlot equivalents by truck. Prices ranged from a low of \$3.50 to a high of \$5.00 per carton with a monthly simple average

price of \$4.29 per carton. The lowest volume shipping month were the two summer months, July with 75 carlot equivalents and August with 61 carlot equivalents. The summer months normally are light shipping months for broccoli.

Labor problems were more than usual as two labor union contracts expired this year. There was a field labor strike from July 20 to 25 before a new contract was approved. The shed workers contract expired in November. Workers continued to work until a new contract was negotiated and approved.

Total movement for the Santa Maria-Guadalupe-Oceano district during 1976 was 2,396 carlot equivalents; including a total of 587 rail cars and 1,809 carlot equivalents by truck. This compared to last year's total of 2,424 carlot equivalents; including 1,222 rail cars and 1,202 carlot equivalents by truck. Rail movement, with a final total of 587 rail cars, showed a sharp drop of 51.6% compared to the 1975 total of 1,222 rail cars. The sharp drop in the usage of rail cars as a means of transportation was due primarily to the drastic change in computing freight rail costs around the early part of the year. Previous rail rates were on a per car basis for the old standard refrigerated cars still available. The new schedule was on a per cwt. weight basis per car with incentive rates for larger loaded cars. Loadings of rail cars ranged from 900 cartons for the SR rail cars to a range of 1,150 to 1,980 cartons for the 350 and 450 series rail cars. Most of these cars were loaded around 1,340 cartons to 1,740 cartons per rail car. Many of the heavier loaded cars had arrival problems. The natural gases produced by broccoli, while in transit, could not be dissipated properly. There would be a surplus of accumulated gases in the car when the car arrived at destination which discouraged the use of the larger rail cars. Shippers were experimenting with different loading patterns and top icing methods to improve the arrival of larger loaded rail cars the latter part of 1976.

Truck movement was based on 900 flat crates and cartons per carlot equivalent. The simple arithmetic f.o.b. average price was computed by using the "mostly" price or midpoint of the price range, excluding the few, some or occasional prices.

## TERMINAL MARKETS - 1976

LOS ANGELES: Prices for Salinas-Watsonville district broccoli, 14 bunches, ranged from a low of \$3.75-4.25 per carton the week of May 2-8 to a high of \$7.00-7.25 the week of December 19-25. A simple average for the year appeared to be around \$5.60 per carton. Santa Maria district prices ranged from a low of \$3.75 per carton in mid-May to a high of \$6.50-7.00 the last half of December. A simple average of the quotations for the year was \$5.25 per carton.

SAN FRANCISCO: California broccoli prices ranged from a low of \$3.50-4.25 per carton of 14 bunches in mid-May 1976 to a high of \$7.00-7.50 at the end of the year. Quotations averaged about \$5.75 per carton for the year.

CHICAGO: Broccoli from California reached a low of \$5.00 per carton of 14 bunches in mid-May, and a high of \$8.50-9.00 at the end of the year.

NEW YORK: California broccoli prices were as low as \$5.00-5.50 per carton the first half of May 1976. Highest prices were in mid-October when \$10.00 per carton was reached.

TABLE 1. TOTAL RAIL SHIPMENTS AND RECORDED TRUCK MOVEMENT OF BROCCOLI,  
BY ORIGIN, BY YEARS, 1972-1976

Origin	1972	1973	1974	1975	1976
	<u>Cars and carlot equivalents a/</u>				
California					
Central California					
Rail	2,066	2,102	2,159	2,482	1,166
Truck	3,533	3,762	4,376	5,418	6,833
Total	<u>5,599</u>	<u>5,864</u>	<u>6,535</u>	<u>7,900</u>	<u>7,999</u>
Southern California					
Rail	7	8	11	55	56
Truck	-	1	20	237	114
Total	<u>7</u>	<u>9</u>	<u>31</u>	<u>292</u>	<u>170</u>
Imperial Valley					
Rail	64	72	97	143	84
Truck	80	117	119	185	330
Total	<u>144</u>	<u>189</u>	<u>216</u>	<u>328</u>	<u>414</u>
Total California					
Rail	2,137	2,182	2,267	2,680	1,306
Truck	3,613	3,880	4,515	5,840	7,277
Air	-	1	-	1	1
Total	<u>5,750</u>	<u>6,063</u>	<u>6,782</u>	<u>8,521</u>	<u>8,584</u>
Arizona	187	149	107	145	153
Colorado	3	-	2	2	4
Florida	10	6	5	2	5
Louisiana	-	1	2	-	-
New Jersey	23	20	16	10	19
New York	2	-	-	-	4
Oregon	33	31	21	6	21
Pennsylvania	-	2	1	1	1
Texas	140	92	74	52	121
Utah	-	-	-	1	-
Washington	-	1	1	-	7
Wisconsin	-	-	-	-	1
Mexico b/	5	2	5	24	14
Total					
Rail	2,260	2,243	2,295	2,699	1,327
Truck	3,893	4,123	4,721	6,064	7,606
Air	-	1	-	1	1
Grand Total	<u>6,153</u>	<u>6,367</u>	<u>7,016</u>	<u>8,764</u>	<u>8,934</u>

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. Truck data for California and Texas were recorded at shipping point, and for Arizona represents interstate movement. Truck data for all other states represents unloads at 41 U.S. and 5 Canadian cities.

b/ Mexico data are unloads in 41 U.S. cities for 1972-1974 and shipments reported by Market News offices for 1975-1976.



TABLE 2. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF BROCCOLI, UNITED STATES,  
BY STATE OF ORIGIN, BY MONTH, 1976

Origin and Carrier	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<u>Cars and carlot equivalents a/</u>													
California													
Central California													
Salinas-Watsonville													
Rail	67	26	75	72	82	67	35	22	34	40	42	15	577
Truck Shipments	153	128	460	547	588	450	405	371	459	503	497	373	4934
Total	220	154	535	619	670	517	440	393	493	543	539	388	5511
Santa Maria-Guadalupe													
Rail	156	99	79	34	17	27	7	15	24	41	52	36	587
Truck Shipments	181	182	284	215	160	125	68	45	75	132	169	173	1809
Total	337	281	363	249	177	152	75	60	99	173	221	209	2396
Other Central California													
Rail	-	1	-	-	-	-	-	-	-	1	-	-	2
Truck Shipments	-	2	19	9	21	5	-	-	-	18	14	2	90
Total	-	3	19	9	21	5	-	-	-	19	14	2	92
Southern California													
Rail	20	8	5	8	2	2	-	-	1	4	4	2	56
Truck Shipments	47	33	-	-	-	-	-	-	-	-	2	32	114
Total	67	41	5	8	2	2	-	-	1	4	6	34	170
Imperial Valley													
Rail	59	12	-	-	-	-	-	-	-	-	8	5	84
Truck Shipments	136	74	5	-	-	-	-	-	-	-	23	92	330
Total	195	86	5	-	-	-	-	-	-	-	31	97	414
Total California													
Rail	302	146	159	114	101	96	42	37	59	86	106	58	1306
Truck Shipments	517	419	768	771	769	580	473	416	534	653	705	672	7277
Air	-	-	1	-	-	-	-	-	-	-	-	-	1
Total	819	565	928	885	870	676	515	453	593	739	811	730	8584
Arizona													
Rail	5	8	-	-	-	-	-	-	-	-	1	-	14
Truck-interstate	27	27	6	-	-	-	-	-	-	7	36	36	139
Total	32	35	6	-	-	-	-	-	-	7	37	36	153
Colorado													
Truck-unloads	-	-	-	-	-	-	-	1	2	1	-	-	4
Florida													
Truck-unloads	2	1	1	1	-	-	-	-	-	-	-	-	5
New Jersey													
Truck-unloads	-	-	-	-	-	-	-	1	6	8	4	-	19
New York													
Truck-unloads	-	-	-	-	-	-	-	-	2	2	-	-	4
Oregon													
Truck-unloads	-	-	-	-	-	-	1	-	2	9	7	2	21
Pennsylvania													
Truck-unloads	-	-	-	-	-	-	-	-	-	1	-	-	1
Texas													
Rail	6	1	-	-	-	-	-	-	-	-	-	-	7
Truck Shipments	35	56	4	-	-	-	-	-	-	-	-	19	114
Total	41	57	4	-	-	-	-	-	-	-	-	19	121
Washington													
Truck-unloads	-	-	-	-	-	-	-	3	3	1	-	-	7
Wisconsin													
Truck-unloads	-	-	-	-	-	-	-	-	-	1	-	-	1
Mexico													
Truck Shipments b/	1	3	-	3	2	4	-	-	1	-	-	-	14
Total													
Rail	313	155	159	114	101	96	42	37	59	86	107	58	1327
Truck	582	506	779	775	771	584	474	421	550	683	752	729	7606
Air	-	-	1	-	-	-	-	-	-	-	-	-	1
Grand Total	895	661	939	889	872	680	516	458	609	769	859	787	8934

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 of 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.

b/ Reported by Market News offices as shipments from Mexico into the U.S. Data available from the records maintained by the Washington D.C. office.

TABLE 3.

F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT,  
BY DAYS, 1976

Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville	Date	Salinas- Watsonville
Dollars per carton (14 bunches)							
Jan. 2	3.75-4.00	Apr. 15	4.50	June 30	4.75	Sep. 14	4.50
		16	4.25-4.50	1	3.50-3.75	15	4.50
5	3.75			2	3.75	16	4.50
6	3.75	19	4.25			17	4.50
7	3.75	20	4.00	5	Holiday		
8	3.75	21	3.75-4.00	6	4.00	20	4.50
9	4.00	22	3.75	7	4.25	21	4.75
		23	3.50-3.75	8	4.25-4.50	22	4.75
12	4.25			9	4.50	23	4.75
13	4.50-4.75	26	3.25			24	4.75
14	4.75	27	3.25	12	4.50		
15	4.75	28	3.00-3.25	13	4.50	27	5.00
16	5.00	29	3.00-3.25	14	4.50	28	5.00
		30	3.00-3.25	15	4.50	29	5.00
19	5.00	May 3	3.00-3.25	16	4.50	30	5.00
20	5.00	4	3.00			1	5.00
21	5.00 <u>a/</u>	5	3.00	19	4.50	Oct. 4	5.00
Feb. 20	4.75	6	3.00	20	4.50	5	5.00
		7	3.00	21	4.50	6	5.00
23	4.75			22	4.50	7	5.00
24	4.50-4.75	10	3.00	23	4.50	8	5.00
25	4.50-4.75	11	3.25-3.50				
26	4.25-4.75	12	3.50-3.75	26	4.75		
27	4.25-4.50	13	3.50-3.75	27	4.75	11	Holiday
Mar. 1	4.25	14	3.50-3.75	28	4.75	12	5.00
2	4.00-4.25			29	4.75	13	5.00
3	4.00	17	3.50-3.75	30	4.75	14	4.75-5.00
4	4.00	18	3.50-3.75	Aug. 2	5.00	15	4.75-5.00
5	4.00	19	3.50-3.75	3	5.00	18	4.75
		20	3.50	4	5.00	19	4.50-4.75
8	4.00	21	3.25-3.50	5	5.00	20	4.50
9	4.00			6	5.00	21	4.50
10	4.00	24	3.25-3.50			22	4.50
11	4.00	25	3.25-3.50	9	5.00		
12	4.00-4.25	26	3.25-3.75	10	5.00	25	Holiday
		27	3.25-3.75	11	5.00	26	4.50-4.75
15	4.25	28	3.50-4.00	12	5.00	27	4.50-4.75
16	4.25			13	5.00	28	4.50-5.00
17	4.25	31	Holiday			29	4.75-5.00
18	4.25	June 1	4.00	16	5.00		
19	4.25	2	4.00	17	5.00	Nov. 1	5.00
		3	3.75-4.00	18	5.00	2	5.25
22	4.25	4	3.75-4.00	19	5.00	3	5.25
23	3.75-4.25			20	5.00	4	5.25-5.50
24	3.75-4.00	7	3.75-4.00			5	5.50
25	3.75-4.00	8	3.75-4.00	23	5.00		
26	3.75-4.00	9	4.00	24	5.00	8	5.50
		10	4.00	25	5.00	9	5.50
29	3.75-4.00	11	4.00	26	5.00	10	5.25-5.50
30	3.75-4.00			27	5.00	11	5.25-5.50
31	3.75-4.00	14	4.25			12	5.00-5.50
Apr. 1	3.75-4.00	15	4.25	30	5.00		
2	4.00	16	4.25	31	5.00	15	5.00-5.25
		17	4.25	Sep. 1	5.00	16	5.00-5.25
5	4.25	18	4.25	2	5.00	17	5.00
6	4.25-4.50			3	5.00	18	5.00
7	4.50	21	4.25			19	5.50
8	4.50-4.75	22	4.25	6	Holiday		
9	4.75	23	4.25	7	4.75-5.00	22	4.75-5.00
		24	4.00	8	4.50-5.00	23	4.75-5.00
12	4.75	25	3.50-4.00	9	4.50-4.75	24	4.75-5.00
13	4.75			10	4.50	25	Holiday
14	4.50-4.75	28	3.50-3.75			26	4.75
		29	3.50-3.75	13	4.50		

(Continued)

TABLE 3. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1976 (Continued)

Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville	Date	Salinas-Watsonville
Dollars per carton (14 bunches)							
Nov. 29	4.75	Dec. 8	4.50-4.75	Dec. 16	5.50-6.00	Dec. 24	Holiday
30	4.75	9	4.75-5.00	17	6.00		
Dec. 1	4.50-4.75	10	5.00				
2	4.50-4.75					27	6.00
3	4.50-4.75			20	6.00	28	6.00
		13	5.25	21	6.00	29	6.00
6	4.50-4.75	14	5.25-5.50	22	6.00	30	6.00
7	4.50-4.75	15	5.50	23	6.00	31	Holiday

Compiled from reports issued daily by the Federal-State Market News Service at Salinas, California.

a/ Last report until sufficient volume resumes.

TABLE 4. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SANTA MARIA-GUADALUPE-OCEANO DISTRICT, BY DAYS, 1976

Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano
Dollars per carton (14 bunches)							
Jan. 2	3.50-3.75	Feb. 19	4.75-5.00	Apr. 7	4.25-4.50	May 25	3.25
5	3.50-3.75	20	4.50-4.75	8	4.50	26	3.25
6	3.50-3.75			9	4.50	27	3.25
7	3.50-3.75	23	4.50-4.75			28	3.25
8	3.50-3.75	24	4.50	12	4.50-4.75		
9	3.75-4.00	25	4.50	13	4.50-4.75	31	Holiday
		26	4.25	14	4.50-4.75	1	3.25-3.50
12	4.25	27	4.25	15	4.25-4.50	2	3.25-3.50
13	4.50			16	4.25-4.50	3	3.25-3.50
14	4.50-4.75	Mar. 1	4.00-4.25			4	3.50
15	4.75-5.00	2	4.00-4.25	19	4.25		
16	4.75-5.00	3	4.00	20	4.00-4.25	7	3.25-3.50
		4	3.75-4.00	21	3.75-4.00	8	3.25-3.75
19	5.00	5	3.75-4.00	22	3.75-4.00	9	3.50-3.75
20	5.00	8	3.75-4.00	23	3.75	10	3.50-4.00
21	5.00	9	3.75-4.00			11	3.50-4.00
22	5.00	10	3.75-4.00	26	3.25-3.50		
23	5.00	11	3.75-4.00	27	3.25-3.50	14	4.00
		12	3.75-4.00	28	3.25	15	4.00
26	4.50-4.75			29	3.25	16	4.00
27	4.50-4.75	15	4.25	30	3.00-3.25	17	4.00
28	4.50	16	4.00-4.25			18	4.00
29	4.50	17	4.00-4.25	May 3	3.00-3.25		
30	4.50	18	4.00-4.25	4	3.00-3.25	21	3.75-4.00
		19	4.00-4.25	5	3.00-3.25	22	3.75-4.00
Feb. 2	4.50-4.75			6	3.00-3.25	23	3.75-4.00
3	4.75			7	3.00-3.25	24	3.75-4.00
4	4.75	22	4.00-4.25			25	3.50-3.75
5	4.75	23	4.00	10	3.00-3.25		
6	4.75	24	3.75-4.00	11	3.00	28	3.50-3.75
		25	3.75-4.00	12	3.00-3.25	29	3.50-3.75
9	5.00	26	3.75-4.00	13	3.25	30	3.50-3.75
10	5.00			14	3.25	1	3.50-3.75
11	5.00	29	3.75-4.00			2	3.50-3.75
12	5.00	30	3.75-4.00	17	3.25-3.50		
13	5.00	31	3.75-4.00	18	3.25-3.50	5	Holiday
		Apr. 1	3.75-4.00	19	3.25-3.50	6	3.50-3.75
16	Holiday	2	3.75-4.00	20	3.25-3.50	7	3.75
17	5.00			21	3.25-3.50	8	3.75
18	5.00	5	4.00			9	4.00
		6	4.25	24	3.25		

(Continued)

TABLE 4. F.O.B. SHIPPING POINT PRICES OF BROCCOLI IN THE SANTA MARIA-GUADAJUPE-OCEANO DISTRICT, BY DAYS, 1976 (Continued)

Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano	Date	Santa Maria-Guad.-Oceano
Dollars per carton (14 bunches)							
July 12	4.00	Aug. 25	5.00	Oct. 7	5.00	Nov. 19	5.00
13	4.00	26	5.00	8	5.00	22	4.75-5.00
14	4.00	27	5.00			23	4.75-5.00
15	4.00			11	Holiday	24	4.75
16	4.00	30	5.00	12	5.00	25	Holiday
		31	5.00	13	4.75-5.00	26	c/
19	4.00	Sep. 1	5.00	14	4.75-5.00	29	4.50-4.75
20	4.00	2	5.00	15	4.75	30	4.50
21	a/	3	5.00	18	4.75	Dec. 1	4.25-4.50
22	a/			19	4.50-4.75	2	4.25-4.50
23	a/	6	Holiday	20	4.50	3	4.25-4.50
		7	5.00	21	4.50-4.75	6	4.50-4.75
26	4.00	8	5.00	22	4.50-4.75	7	4.50-4.75
27	4.50	9	5.00			8	4.75
28	4.50	10	4.50-5.00	25	Holiday	9	5.00-5.25
29	4.50			26	4.50-4.75	10	5.00
30	4.50-5.00	13	4.50-4.75	27	4.50-4.75	13	5.25-5.50
Aug. 2	4.75-5.00	14	4.50-4.75	28	4.50-4.75	14	5.50
3	4.75-5.00	15	4.50	29	4.50-4.75	15	5.50-5.75
4	4.75-5.00	16	4.50			16	5.50-5.75
5	4.75-5.00	17	b/	Nov. 1	4.50-4.75	17	5.75-6.00
6	b/	20	4.75-5.00	2	4.75	20	5.75-6.00
		21	4.75-5.00	3	5.00	21	5.75-6.00
9	5.00	22	4.75-5.00	4	5.00	22	5.75-6.00
10	5.00	23	5.00	5	5.00	23	5.75-6.00
11	5.00	24	4.75-5.00			24	Holiday
12	5.00-5.25			8	5.00	27	6.00
13	5.00-5.25	27	4.75-5.00	9	5.00	28	6.00
		28	4.75-5.00	10	5.00	29	6.00
16	5.00-5.25	29	4.75-5.00	11	5.00	30	6.00
17	5.00-5.25	30	5.00	12	5.00	31	Holiday
18	5.00-5.25	Oct. 1	5.00				
19	5.00-5.25			15	5.00		
20	5.00-5.25	4	4.75-5.00	16	5.00		
		5	5.00	17	5.00		
23	5.00	6	5.00	18	5.00		
24	5.00						

Compiled from reports issued daily by the Federal-State Market News Service at Los Angeles and Salinas, California.

a/ Supplies insufficient to quote - field labor strike.

b/ Supplies insufficient to quote.

c/ No f.o.b. issued - reporter absent.

TABLE 5. WHOLESALE MARKET PRICES FOR CALIFORNIA BROCCOLI AT LOS ANGELES, SAN FRANCISCO, CHICAGO AND NEW YORK CITY, FOR REPRESENTATIVE DAYS, 1976 <sup>a/</sup>

Week Ending	Los Angeles		San Francisco	Chicago	New York City	
	Santa Maria	Salinas		California		
Dollars per carton (14 bunches)						
Jan.	3	4.50-4.75	5.00-5.25	5.00-5.25	6.00-6.50	Holiday
	10	4.25-4.50	5.00-5.25	5.00-5.25	6.00-6.50	5.50-6.50
	17	5.25-6.00	5.75-6.50	5.50	6.00	6.50
	24	5.50-6.00	6.00-6.25	6.25-6.50	6.50	6.50-7.00
	31	5.00-5.50	5.75-6.00	6.25-6.75	7.00	7.00
Feb.	7	5.00-5.50	5.50-6.00	6.00	6.00-6.50	5.50-6.00
	14	5.50-6.00	6.50	6.50	6.00	7.50
	21	5.50-6.00	6.00-6.50	6.00-6.50	6.00-6.50 <sup>b/</sup>	8.00-8.50
	28	5.00-5.25	5.75-6.00	5.50-6.00	6.00-6.50	7.50-8.00
Mar.	6	4.75-5.00	5.50	5.50-6.00	6.00-6.50	5.50-6.50
	13	4.50-5.00	5.00-5.50	4.75-5.25	6.00	5.50-6.00
	20	4.50-5.25	5.25-5.50	4.75-5.25	6.00	5.50-6.00
	27	4.50-5.25	5.00-5.25	4.75-5.25	6.00	6.00-6.50
Apr.	3	4.50-4.75	4.50-5.25	4.50-5.00	6.50	6.00-6.50
	10	4.50-5.25	5.25-5.50	5.00-5.50	6.00	6.25-6.50
	17	5.25-5.75	5.25-6.00	5.75-6.25	6.00-6.50	6.50-7.00
	24	5.00-5.50	4.75-5.50	5.25-6.00	6.75	6.50-7.00
May	1	4.00-4.25	4.00-5.00	5.00-5.25	6.00-6.25	5.50-6.00
	8	3.75-4.00	3.75-4.25	4.25-4.50	5.50	5.00-5.50
	15	3.75	4.00-4.50	3.50-4.25	5.00	5.00-5.50
	22	4.00-4.25	4.50-4.75	4.50-4.75	5.25	5.50-6.00
	29	4.00-4.25	4.25-4.50	4.00-4.25	5.50	5.50-6.00
June	5	4.00-4.25	4.50-4.75	4.75-5.00	5.50 <sup>b/</sup>	5.50-6.00
	12	4.00-4.25	4.50-4.75	4.75-5.00	5.25-5.50	5.50-6.00
	19	5.00-5.25	5.00-5.25	4.75-5.00	6.00	5.00-6.00
	26	4.50-4.75	4.50-5.25	5.00-5.50	6.00-6.50	<sup>c/</sup>
July	3	4.25-4.75	4.50-4.75	4.75-5.00	6.25-6.50	6.00-7.00
	10	4.75-5.00	4.75-5.25	4.25-4.50	6.00 <sup>b/</sup>	5.50-6.00
	17	5.00-5.25	5.25-5.50	5.25-5.50	6.00	5.50-6.00
	24	5.00-5.25	5.25-5.50	5.50-5.75	6.00	7.00-7.50
	31	-	5.50-5.75	5.50-5.75	7.00-7.50	7.50
Aug.	7	-	6.00-6.50	6.00-7.00	7.50	7.00-7.50
	14	6.00-6.50 <sup>d/</sup>		6.50-7.00	7.50	6.50-7.00
	21	6.00-6.50 <sup>d/</sup>		6.25-6.50	7.50	7.50-8.00
	28	6.00-6.50 <sup>d/</sup>		6.25-6.50	7.50-8.00	7.50-8.00
Sep.	4	6.00-6.25 <sup>d/</sup>		5.75-6.25	7.50	7.00-8.00
	11	6.00-6.25 <sup>d/</sup>		6.00-6.50	7.00-7.50 <sup>b/</sup>	7.00-8.00
	18	5.50-6.00 <sup>d/</sup>		5.50-5.75	7.00	7.50-8.00
	25	5.50-5.75	5.50-6.25 <sup>d/</sup>	5.50-6.00	7.00-7.50	6.50-7.00
Oct.	2	5.50	6.00 <sup>d/</sup>	6.00-7.00	7.00	8.00
	9	5.75-6.00	6.00-6.50 <sup>d/</sup>	6.25-6.75	7.00	8.50-9.00
	16	5.75	5.75-6.25	6.00-6.50	7.00-7.50 <sup>b/</sup>	10.00
	23	5.25-5.50	5.00-5.25	6.25-6.50	7.00-7.50	7.50-8.00
	30	5.00-5.50	5.50-6.00	6.00-6.25	7.00 <sup>b/</sup>	5.50-6.50
Nov.	6	5.25-5.50	5.75-6.25	6.50	6.50-7.00	8.00-8.50
	13	6.00	6.25-6.50	6.75-7.50	8.00	8.00-8.50
	20	5.50-6.00	6.00-6.50	6.75-7.50	8.00	7.50-8.00
	27	4.00-4.50	5.75-6.25	6.50-7.50	7.00-7.50	6.00-7.00 <sup>e/</sup>
Dec.	4	5.00-5.25	5.00-5.50	6.75-7.25	7.00	6.00-6.50
	11	5.50-6.00	5.75-6.00	5.50-5.75	6.50	7.00-7.50
	18	6.50-7.00 <sup>d/</sup>	6.50-7.00 <sup>d/</sup>	6.25-6.50	7.00-7.50	9.00-10.00
	25	6.50-7.00	7.00-7.50	7.00-7.50	8.50-9.00	9.50-10.00

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

<sup>a/</sup> Los Angeles and San Francisco quotations are for Wednesday, Chicago for Monday and New York City for Thursday.

<sup>b/</sup> Tuesday.

<sup>c/</sup> No good offerings reported.

<sup>d/</sup> Central district.

<sup>e/</sup> Friday's prices.

TABLE 6.

RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK ARRIVALS OF BROCCOLI IN 16 CITIES, BY DAYS, 1976 a/

J A N U A R Y				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	Holiday			
2	10	b/	13	2
5	17	b/	24	4
6	18	b/	33	5
7	16	9	40	3
8	7	8	39	2
9	9	16	32	3
12	15	12	35	7
13	9	15	29	5
14	14	8	35	8
15	8	11	32	3
16	10	10	32	3
19	4	9	27	6
20	10	13	24	5
21	5	9	20	4
22	7	4	23	2
23	1	11	13	2
26	8	7	14	6
27	5	6	13	10
28	7	1	19	3
29	4	8	15	1
30	9	4	20	4

F E B R U A R Y				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
2	10	b/	16	5
3	14	b/	27	8
4	6	10	23	5
5	10	11	22	2
6	8	10	20	1
9	6	6	20	6
10	6	11	15	6
11	7	4	18	6
12	2	7	13	2
13	1	b/	9	2
16	Holiday			
17	5	b/	8	12
18	7	7	8	5
19	7	4	11	5
20	3	6	8	1
23	5	5	8	4
24	8	6	10	6
25	6	5	11	7
26	7	4	14	4
27	9	2	21	2

M A R C H				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	10	7	24	7
2	10	12	22	8
3	3	1	24	4
4	2	3	23	5
5	6	10	19	4
8	9	4	24	10
9	3	4	23	7
10	5	6	22	8
11	6	4	24	5
12	3	2	25	5
15	5	8	22	9
16	5	5	22	9
17	1	5	18	8
18	2	4	16	8
19	5	6	15	4
22	4	10	9	8
23	3	2	10	10
24	3	1	12	9
25	-	1	11	5
26	2	2	11	10
29	4	9	6	11
30	9	-	15	6
31	8	4	19	6

A P R I L				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
<u>Cars and carlot equivalents</u>				
1	Unavailable <u>c/</u>			
2	Unavailable <u>c/</u>			
5	6	b/	17	10
6	5	5	17	8
7	2	2	17	8
8	3	4	16	7
9	3	6	13	8
12	2	4	11	13
13	1	4	8	8
14	1	-	9	9
15	-	4	5	4
16	2	b/	7	6
19	3	b/	6	7
20	2	b/	7	7
21	1	1	7	11
22	3	-	10	11
23	5	1	14	5
26	2	b/	15	6
27	5	b/	17	13
28	4	3	18	5
29	3	5	16	4
30	2	4	14	8

(Continued)

TABLE 6. RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK ARRIVALS OF BROCCOLI IN 16 CITIES, BY DAYS, 1976 a/  
(Continued)

M A Y				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
3	5	3	16	8
4	2	5	13	7
5	3	-	16	10
6	3	3	16	6
7	4	6	14	9
10	5	6	13	9
11	4	5	12	9
12	7	7	12	5
13	4	6	10	6
14	2	5	7	6
17	3	1	9	11
18	5	2	12	13
19	-	1	11	10
20	1	4	8	4
21	1	5	4	5
24	1	4	1	11
25	6	2	5	6
26	5	-	10	6
27	1	2	9	-
28	5	3	11	4
31	Holiday			

J U N E				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	3	4	10	12
2	2	1	11	3
3	2	4	9	6
4	3	5	7	2
7	2	4	5	9
8	3	3	5	6
9	5	3	7	4
10	1	1	7	3
11	3	1	9	3
14	3	1	11	5
15	3	4	10	7
16	2	-	12	6
17	-	-	12	8
18	-	3	9	2
21	1	7	3	6
22	2	-	5	3
23	3	1	7	3
24	2	-	9	3
25	-	1	8	3
28	1	2	7	5
29	1	2	6	4
30	3	2	7	3

J U L Y				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	2	1	8	6
2	-	4	4	4
5	Holiday			
6	12	2	14	6
7	6	1	19	6
8	-	1	18	3
9	1	7	12	-
12	1	3	10	8
13	1	3	8	3
14	-	4	4	6
15	2	-	6	2
16	-	2	4	4
19	2	2	4	5
20	2	1	5	4
21	-	1	4	1
22	2	2	4	2
23	1	-	5	-
26	-	-	5	1
27	2	1	6	3
28	3	-	9	2
29	-	1	8	1
30	-	3	5	3

A U G U S T				
Date	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
2	2	1	6	3
3	-	2	4	3
4	1	-	5	4
5	3	1	7	1
6	-	1	6	-
9	2	-	8	4
10	-	3	5	3
11	1	2	4	2
12	1	-	5	1
13	-	1	4	1
16	-	2	2	6
17	1	1	2	5
18	2	-	4	2
19	-	-	4	1
20	2	1	5	3
23	1	3	3	7
24	3	-	6	4
25	-	2	4	-
26	3	-	7	2
27	2	-	9	1
30	1	2	8	10
31	2	2	8	7

(Continued)

TABLE 6.

RAIL ARRIVALS, UNLOADS AND/OR DIVERSIONS, TRACK HOLDINGS AND TRUCK  
ARRIVALS OF BROCCOLI IN 16 CITIES, BY DAYS, 1976 a/  
(Continued)

Date	S E P T E M B E R			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	1	1	8	2
2	-	-	8	2
3	1	2	6	2
6	Holiday			
7	2	2	6	5
8	3	1	8	6
9	1	1	8	4
10	1	2	7	1
13	2	4	5	9
14	2	2	5	3
15	2	2	5	2
16	2	3	4	4
17	-	1	3	3
20	7	2	8	9
21	-	1	7	8
22	2	3	6	2
23	1	-	7	2
24	4	5	6	3
27	Unavailable <u>c/</u>			
28	Unavailable <u>c/</u>			
29	1	<u>b/</u>	3	5
30	-	1	3	5

Date	O C T O B E R			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	1	2	2	3
4	2	<u>b/</u>	1	4
5	2	<u>b/</u>	3	4
6	-	<u>2</u>	1	5
7	2	1	2	3
8	1	3	-	4
11	Holiday			
12	3	1	2	11
13	2	-	4	4
14	-	1	3	3
15	2	2	3	7
18	1	1	3	6
19	3	1	5	8
20	4	3	6	1
21	4	1	9	2
22	4	1	12	7
25	Holiday			
26	12	6	18	12
27	2	4	16	5
28	4	4	16	2
29	-	5	11	8

Date	N O V E M B E R			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	3	2	12	8
2	1	<u>b/</u>	7	8
3	2	<u>b/</u>	13	7
4	1	<u>4</u>	10	<u>4d/</u>
5	1	3	8	10
8	1	4	5	11
9	5	2	8	9
10	2	3	7	9
11	4	<u>b/</u>	6	3
12	3	<u>b/</u>	9	8
15	9	6	12	5
16	3	2	13	10
17	3	6	10	4
18	Unavailable <u>c/</u>			
19	7	<u>b/</u>	19	6
22	6	3	22	12
23	6	8	20	14
24	1	8	13	7
25	Holiday			
26	3	<u>b/</u>	12	5
29	4	<u>b/</u>	15	9
30	5	<u>b/</u>	15	9

Date	D E C E M B E R			
	Rail Arrivals	Unloads & Diversions	On Track	Truck Arrivals
	<u>Cars and carlot equivalents</u>			
1	4	<u>b/</u>	17	3
2	2	<u>b/</u>	14	3
3	2	<u>3</u>	13	6
6	3	9	7	11
7	4	2	9	7
8	2	2	9	10
9	1	1	9	4
10	1	2	8	4
13	4	6	6	9
14	7	8	5	6
15	2	2	5	6
16	1	2	4	8
17	-	-	4	7
20	5	4	5	14
21	2	1	6	12
22	-	-	6	14
23	2	3	5	8
24	Holiday			
27	-	1	4	17
28	-	1	3	10
29	1	1	3	11
30	-	1	2	2
31	Holiday			

Compiled from the daily reports issued by the Federal-State Market News Service at Salinas, California.  
a/ Included in 16 Cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, St. Paul, and Washington.

b/ Not computed - 16 Cities information incomplete.

c/ Computer breakdown.

d/ New York City truck unavailable.



TABLE 7. RAIL AND TRUCK UNLOADS OF BROCCOLI IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, CALIFORNIA AND TOTAL OTHER ORIGINS, BY MONTH, 1976

Areas and Cities	January				February				March				April				May				June				July							
	California		Other		California		Other		California		Other		California		Other		California		Other		California		Other		California		Other					
	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr				
<u>Cars and carlot equivalents a/</u>																																
<b>EASTERN</b>																																
Albany, NY	-	5	-	-	-	5	-	-	-	6	-	-	-	4	-	-	-	5	-	-	-	4	-	-	-	4	-	-	-	2	-	-
Baltimore, MD-Washington, DC	3	10	-	2	2	10	-	2	2	13	-	1	-	9	-	1	1	10	-	-	-	8	-	-	-	1	-	-	1	5	-	-
Boston, MA	40	4	-	1	34	6	-	-	26	9	-	-	15	9	-	-	13	3	-	-	10	1	-	-	13	1	-	-	13	1	-	-
Buffalo, NY	11	2	-	-	1	-	1	-	2	4	-	-	-	4	-	-	3	2	-	-	-	3	-	-	-	3	-	-	-	3	-	-
New York, NY-Newark, NJ	97	2	2	1	50	4	4	3	54	14	-	-	31	15	-	-	38	15	-	-	28	4	-	-	16	3	-	-	16	3	-	-
Philadelphia, PA	21	6	-	1	10	6	1	1	13	12	-	-	10	8	-	-	9	5	-	-	7	3	-	-	3	1	-	-	3	1	-	-
Pittsburgh, PA	-	4	-	-	3	4	-	-	-	14	-	-	1	14	-	-	-	11	-	-	-	7	-	-	-	5	-	-	-	5	-	-
Providence, RI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Eastern	172	33	2	5	100	35	6	6	97	72	-	1	57	63	-	1	64	51	-	-	45	30	-	-	33	20	-	-	33	20	-	-
<b>MIDWESTERN</b>																																
Chicago, IL	8	9	1	-	4	8	-	2	4	11	-	2	4	14	-	-	-	10	-	-	1	10	-	-	2	8	-	-	2	8	-	-
Cincinnati, OH	1	9	-	-	2	7	-	1	-	12	-	-	-	14	-	-	-	12	-	-	-	13	-	-	-	7	-	-	-	7	-	-
Cleveland, OH	8	8	-	-	3	8	-	-	1	23	-	-	1	19	-	-	2	14	-	-	2	8	-	-	2	12	-	-	2	12	-	-
Detroit, MI	10	8	-	-	8	6	1	4	9	15	-	-	5	15	-	-	3	12	-	-	1	12	-	-	3	8	-	-	3	8	-	-
Indianapolis, IN	-	4	-	-	-	5	-	4	-	5	-	-	-	4	-	-	-	6	-	-	-	4	-	-	-	4	-	-	-	4	-	-
Kansas City, MO	-	4	-	-	-	6	-	-	-	5	-	-	-	4	-	-	-	5	-	-	-	3	-	-	-	3	-	-	-	3	-	-
Louisville, KY	-	2	-	-	-	1	-	2	-	4	-	-	-	3	-	-	-	3	-	-	-	2	-	-	-	2	-	-	-	2	-	-
Milwaukee, WI	-	1	-	-	1	1	-	-	2	1	-	-	-	2	-	-	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-
Mpls-St. Paul, MN	-	9	-	1	-	8	-	2	-	12	-	-	-	17	-	-	-	15	-	-	-	11	-	-	-	6	-	-	-	6	-	-
St. Louis, MO	-	11	-	2	-	6	-	3	-	12	-	1	-	12	-	-	-	12	-	-	-	11	-	-	-	7	-	-	-	7	-	-
Total Midwestern	27	65	1	3	18	56	1	18	16	100	-	3	10	104	-	-	5	90	-	-	4	76	-	-	7	58	-	-	7	58	-	-
<b>SOUTHERN</b>																																
Atlanta, GA	-	8	-	1	-	5	-	1	-	8	-	1	-	8	-	-	-	8	-	-	-	6	-	-	-	6	-	-	-	6	-	-
Birmingham, AL	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	2	-	-	-	2	-	-
Columbia, SC	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dallas, TX	-	6	-	4	-	3	-	6	-	9	-	1	-	8	-	-	-	8	-	-	-	8	-	-	-	7	-	-	-	7	-	-
Ft. Worth, TX	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-
Houston, TX	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Memphis, TN	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	4	-	-	-	1	-	-	-	1	-	-
Miami, FL	-	9	-	-	-	6	-	-	-	13	-	-	-	10	-	-	-	13	-	-	2	7	-	-	3	7	-	-	3	7	-	-
Nashville, TN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Orleans, LA	-	3	-	2	-	2	-	2	-	4	-	1	-	4	-	-	-	4	-	-	-	5	-	-	-	3	-	-	-	3	-	-
Oklahoma City, OK	-	1	-	-	-	1	-	1	-	1	-	1	-	2	-	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-
San Antonio, TX	-	9	-	3	-	11	-	1	-	13	-	-	-	12	-	1	-	6	-	-	-	5	-	-	-	4	-	-	-	4	-	-
Total Southern	-	40	-	11	-	31	-	10	-	53	-	4	-	48	-	1	-	43	-	-	2	38	-	-	3	32	-	-	3	32	-	-
<b>WESTERN</b>																																
Denver, CO	-	9	-	-	-	3	-	3	-	7	-	-	-	7	-	-	-	8	-	-	-	7	-	-	-	7	-	-	-	7	-	-
Los Angeles, CA	2	112	-	-	-	89	-	1	-	126	-	1	-	99	-	-	-	88	-	-	-	68	-	1	-	69	-	-	-	69	-	-
Portland, OR	-	13	-	-	-	9	-	-	-	14	-	-	-	15	-	-	-	11	-	-	-	12	-	-	-	7	-	1	-	7	-	-
Salt Lake City, UT	-	8	-	-	-	8	-	-	-	7	-	-	-	8	-	-	-	7	-	-	-	4	-	-	-	4	-	-	-	4	-	-
San Francisco-Oakland, CA	-	44	-	-	-	37	-	-	-	51	-	-	-	42	-	-	-	57	-	-	-	39	-	-	-	35	-	-	-	35	-	-
Seattle-Tacoma, WA	-	18	-	-	-	16	-	-	-	18	-	-	-	24	-	-	-	19	-	-	1	15	-	-	-	16	-	-	-	16	-	-
Total Western	2	204	-	-	-	162	-	4	-	223	-	1	-	195	-	-	-	190	-	-	1	145	-	1	-	138	-	1	-	138	-	1
TOTAL U.S.	201	342	3	19	118	284	7	38	113	448	-	9	67	410	-	2	69	374	-	-	52	289	-	1	43	248	-	1	43	248	-	1
<b>CANADA UNLOADS</b>																																
Montreal, Que.	17	4	-	2	4	1	15	2	61	3	-	-	19	5	-	-	25	1	-	-	14	-	-	-	-	9	-	9	-	9	-	9
Ottawa, Ont.	-	7	-	-	-	6	-	-	-	10	-	-	1	7	-	-	-	8	-	-	-	7	-	-	-	4	-	1	-	4	-	1
Toronto, Ont.	26	2	-	-	22	-	-	-	33	4	-	-	23	4	-	-	37	2	-	-	17	4	-	-	18	-	-	-	18	-	-	-
Vancouver, B. C.	6	27	-	-	6	17	-	-	3	29	-	-	5	21	-	-	5	16	-	-	-	31	-	-	-	21	-	2	-	21	-	2
Winnipeg, Man.	-	8	-	1	-	3	-	3	-	11	-	-	-	9	-	-	-	8	-	-	-	8	-	-	-	-	-	-	-	-	-	-
Total Canada	49	48	-	3	32	27	15	5	97	57	-	-	48	46	-	-	67	35	-	-	31	50	-	-	18	34	-	12	18	34	-	12
TOTAL U.S. & CANADA	250	390	3	22	150	311	22	43	210	505	-	9	115	456	-	2	136	409	-	-	83	339	-	1	61	282	-	13	61	282	-	13

(Continued)

TABLE 7. RAIL AND TRUCK UNLOADS OF BROCCOLI IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, CALIFORNIA AND TOTAL OTHER ORIGINS, BY MONTH, 1976 (Cont'd)

Areas and Cities	August		September				October				November				December				1976 SEASON						GRAND TOTAL		
	California		Other		California		Other		California		Other		California		Other		CALIFORNIA			OTHER STATES							
	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Tt1	Rl	Tr	Tt1					
<u>Cars and carlot equivalents a/</u>																											
<b>EASTERN</b>																											
Albany, NY	-	3	-	-	-	3	-	1	-	4	-	1	-	6	-	-	-	5	-	-	-	52	52	-	2	2	54
Baltimore,MD-Washington,DC	-	5	-	-	-	10	-	-	-	7	-	-	-	12	-	-	1	14	-	-	11	113	124	-	6	6	130
Boston, MA	8	2	-	-	12	4	-	-	20	-	-	1	21	2	-	1	20	10	-	1	232	51	283	-	4	4	287
Buffalo, NY	-	3	-	-	-	3	-	1	-	5	-	1	-	5	-	-	1	4	-	2	18	38	56	1	4	5	61
New York, NY-Newark, NJ	14	6	-	-	20	6	-	-	13	10	-	-	36	21	1	2	24	22	1	-	421	122	543	8	6	14	557
Philadelphia, PA	-	2	-	1	5	2	-	4	1	8	-	6	4	11	-	4	4	14	-	-	87	78	165	1	17	18	183
Pittsburgh, PA	-	5	-	-	-	5	-	1	-	3	-	1	-	7	-	-	-	11	-	1	4	90	94	-	3	3	97
Providence, RI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Eastern	22	26	-	1	37	33	-	7	35	37	-	10	61	64	1	7	50	80	1	4	773	544	1,317	10	42	52	1,369
<b>MIDWESTERN</b>																											
Chicago, IL	-	7	-	-	-	8	-	-	1	8	-	-	4	11	-	-	1	10	-	1	29	114	143	1	5	6	149
Cincinnati, OH	-	8	-	-	-	12	-	-	-	11	-	-	1	9	-	-	-	15	-	-	4	129	133	-	1	1	134
Cleveland, OH	-	6	-	-	-	8	-	-	2	9	-	-	-	14	-	-	2	17	-	2	23	146	169	-	2	2	171
Detroit, MI	2	7	-	-	2	10	-	-	3	11	-	-	4	20	-	1	3	15	-	2	53	139	192	1	7	8	200
Indianapolis, IN	-	3	-	-	-	5	-	-	-	4	-	-	-	6	-	-	-	5	-	4	-	55	55	-	4	4	59
Kansas City, MO	-	4	-	-	-	3	-	-	-	5	-	-	-	5	-	-	-	6	-	-	-	53	53	-	-	-	53
Louisville, KY	-	2	-	-	-	2	-	-	-	1	-	-	-	3	-	-	-	2	-	-	-	27	27	-	2	2	29
Milwaukee, WI	-	1	-	-	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	-	3	15	18	-	-	-	18
Mpls-St. Paul, MN	-	8	-	-	-	7	-	-	-	7	-	-	-	12	-	-	-	9	-	-	-	121	121	-	3	3	124
St. Louis, MO	-	8	-	-	-	9	-	-	-	10	-	-	-	13	-	-	-	12	-	-	-	123	123	-	6	6	129
Total Midwestern	2	54	-	-	2	65	-	-	6	67	-	-	9	95	-	1	6	92	-	5	112	922	1,034	2	30	32	1,066
<b>SOUTHERN</b>																											
Atlanta, GA	-	5	-	-	-	7	-	-	-	6	-	-	-	8	-	-	-	8	-	-	-	83	83	-	3	3	86
Birmingham, AL	-	1	-	-	-	1	-	-	-	1	-	2	-	1	-	-	-	1	-	-	-	14	14	-	2	2	16
Columbia, SC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	-	1	1	5
Dallas, TX	-	8	-	-	-	7	-	-	-	10	-	-	-	7	-	3	-	7	-	4	-	88	88	-	18	18	106
Ft. Worth, TX	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	10	10	-	1	1	11
Houston, TX	-	-	-	-	-	-	-	-	-	1	-	-	-	12	-	-	-	26	-	1	-	40	40	-	1	1	41
Memphis, TN	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	13	13	-	-	-	13
Miami, FL	-	7	-	-	-	6	-	-	-	4	-	-	-	10	-	-	-	12	-	4	5	104	109	-	-	-	109
Nashville, TN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Orleans, LA	-	4	-	-	-	4	-	-	-	4	-	-	-	5	-	-	-	4	-	2	-	46	46	-	7	7	53
Oklahoma City, OK	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-	1	-	1	-	-	-	17	17	-	2	2	19
San Antonio, TX	-	7	-	-	-	6	-	1	-	9	-	-	-	11	-	1	-	10	-	3	-	103	103	-	10	10	113
Total Southern	-	36	-	-	-	34	-	1	-	39	-	2	-	57	-	5	-	71	-	11	5	522	527	-	45	45	572
<b>WESTERN</b>																											
Denver, CO	-	5	-	1	-	3	-	1	-	6	-	1	-	7	-	-	-	6	-	-	-	75	75	-	6	6	81
Los Angeles, CA	-	64	-	-	-	88	-	-	-	88	-	-	-	109	-	1	-	119	-	2	2	1,119	2,240	-	6	6	2,246
Portland, OR	-	8	-	-	-	5	-	2	-	1	-	8	-	5	-	7	-	11	-	2	-	111	111	-	20	20	131
Salt Lake City, UT	-	4	-	-	-	5	-	-	-	4	-	-	-	6	-	-	-	9	-	-	-	74	74	-	-	-	74
San Francisco-Oakland, CA	-	36	-	-	-	30	-	-	-	34	-	-	-	44	-	-	-	49	-	-	-	498	498	-	-	-	498
Seattle-Tacoma, WA	-	7	-	3	-	9	-	3	-	13	-	2	-	16	-	-	-	21	-	-	1	192	193	-	8	8	201
Total Western	-	124	-	4	-	140	-	6	-	146	-	11	-	187	-	8	-	215	-	4	3	2,069	2,072	-	40	40	2,112
<b>TOTAL U.S.</b>	24	240	-	5	39	272	-	14	41	289	-	23	70	403	1	21	56	458	1	24	893	4,057	4,950	12	157	169	5,119
<b>CANADA UNLOADS</b>																											
Montreal, Que.	3	-	-	34	5	1	-	46	19	3	-	-	15	2	-	2	12	3	-	-	194	32	226	15	95	110	336
Ottawa, Ont.	-	1	-	1	-	3	-	3	-	5	-	-	-	3	-	-	-	7	-	-	1	73	74	-	5	5	79
Toronto, Ont.	11	-	-	-	7	1	-	2	14	1	-	3	30	3	-	1	20	3	-	-	258	24	282	-	6	6	288
Vancouver, B.C.	-	7	-	12	-	6	-	16	-	18	-	4	1	25	-	1	1	43	-	-	27	261	288	-	35	35	323
Winnipeg, Man.	-	4	-	-	-	7	-	-	-	8	-	-	-	9	-	-	-	11	-	1	-	86	86	-	5	5	91
Total Canada Unloads	14	12	-	47	12	18	-	67	33	35	-	7	46	47	-	4	33	67	-	1	48	476	956	15	146	161	1,117
<b>TOTAL U.S. &amp; CANADA</b>	38	252	-	52	51	290	-	81	74	324	-	30	116	450	1	25	89	525	1	25	1,373	4,533	5,906	27	303	330	6,236

Compiled from Fresh Fruit and Vegetable Unloads 1976 issued by 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, 1976

Origin and Carrier	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<u>Cars and carlot equivalents</u>													
<u>Rail</u>													
Arizona	3	16	-	-	-	-	-	-	-	-	1	1	21
California	250	150	210	115	136	83	61	38	51	74	116	89	1373
Texas	-	6	-	-	-	-	-	-	-	-	-	-	6
Total	253	172	210	115	136	83	61	38	51	74	117	90	1400
<u>Truck</u>													
Arizona	2	5	3	-	-	-	-	-	-	-	10	16	36
California	390	311	505	456	409	339	282	252	290	324	450	525	4533
Colorado	-	-	-	-	-	-	-	1	2	1	-	-	4
Florida	2	1	1	1	-	-	-	-	-	-	-	-	5
New Jersey	-	-	-	-	-	-	-	1	6	8	4	-	19
New York	-	-	-	-	-	-	-	-	2	2	-	-	4
Oregon	-	-	-	-	-	-	1	-	2	9	7	2	21
Pennsylvania	-	-	-	-	-	-	-	-	-	1	-	-	1
Texas	18	37	5	1	-	-	-	-	-	-	2	7	70
Washington	-	-	-	-	-	-	-	3	3	1	-	-	7
Wisconsin	-	-	-	-	-	-	-	-	-	1	-	-	1
Canada	-	-	-	-	-	-	11	47	66	7	2	-	133
Mexico	-	-	-	-	-	1	1	-	-	-	-	-	2
Total	412	354	514	458	409	340	295	304	371	354	475	550	4836
Grand Total	665	526	724	573	545	423	356	342	422	428	592	640	6236

Compiled from Fresh Fruit and Vegetable Unload publications issued by the USDA, AMS, Fruit and Vegetable Division, Market News Branch, Washington, D.C.

TABLE 9. UNLOADS OF BROCCOLI IN HONOLULU FROM THE U.S. MAINLAND, BY CARRIER, BY MONTHS, 1976

Carrier	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<u>Thousands of pounds</u>													
Air	27	20	23	8	10	26	30	26	28	33	13	17	261
Boat	136	147	218	138	170	122	137	139	137	148	201	193	1886
Total	163	167	241	146	180	148	167	165	165	181	214	200	2137
Total-carlot equiv. <sup>a/</sup>	8.1	8.4	12.1	7.3	9.0	7.4	8.4	8.2	8.2	9.1	10.7	10.0	106.9

Compiled from annual summary of Honolulu unloads, 1976, issued by the Hawaii State Department of Agriculture, Federal-State Market News Service, in cooperation with the U.S. Department of Agriculture, Agricultural Marketing Service.

<sup>a/</sup> Converted to carlot equivalents based on 20,000 pounds per car.

TABLE 10. UNITED STATES COLD STORAGE HOLDINGS OF BROCCOLI, BY MONTHS, 1972-1976 <sup>a/</sup>

End-of-Month	1972	1973	1974	1975	1976	1976	
						Utilization	Breakdown
						Spears	Chopped/Cuts
<u>Thousands of pounds</u>							
January	57,970	72,874	68,730	90,252	65,081	36,929	28,152
February	49,051	62,456	60,372	76,361	54,120	30,098	24,022
March	59,213	61,101	73,676	90,104	64,111	36,049	28,062
April	62,295	53,435	73,137	87,000	65,267	35,119	30,148
May	83,579	60,424	101,269	94,665	80,645	44,109	36,536
June	91,256	58,911	100,276	97,483	84,046	47,252	36,794
July	87,535	58,408	92,727	98,526	78,592	43,459	35,133
August	84,993	60,596	92,268	91,575	70,351	38,027	32,324
September	86,505	65,767	87,033	87,732	58,263	31,607	26,656
October	91,751	74,698	96,239	86,235	56,663	30,794	25,869
November	93,183	77,050	95,362	86,063	66,981	39,330	27,651
December	86,814	74,484	95,905	80,041	51,713	27,906	23,807

Compiled from Summaries of Regional Cold Storage Holdings, 1972-76 issued by USDA, Statistical Reporting Service, Corp Reporting Board, Washington, D.C.

<sup>a/</sup> Excluding Cold Storage holdings in Alaska and Hawaii.

TABLE 11. FROZEN PACK OF BROCCOLI, UNITED STATES, BY REGION,  
CALENDAR YEARS 1972-1976

Year	California a/			East, South and Northwest	Total
	January-June	July-December	Total		
<u>1,000 pounds</u>					
1972	128,770	64,817	193,587	40,757	234,344
1973	77,572	105,750	183,322	29,843	213,165
1974	129,696	87,851	217,547	27,738	245,285
1975	105,172	64,788	169,960	21,678	191,638
1976	117,556	76,998	194,554	6,959	201,513

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.

TABLE 12. U.S. IMPORTS OF BROCCOLI UNDER QUARANTINE BY COUNTRY OF ORIGIN,  
FISCAL YEARS 1971-72 TO 1975-76

Origin	1971-72	1972-73	1973-74	1974-75	1975-76
<u>Fresh - 1,000 pounds</u>					
Azores	4	-	-	-	-
Guatemala	-	2	-	-	-
Mexico	1,566	3,591	2,137	1,079	328
Nicaragua	-	-	-	-	25
Total Fresh	1,570	3,593	2,137	1,079	353
<u>Frozen - 1,000 pounds</u>					
Mexico	7,706	9,683	9,046	11,867	11,375
Guatemala	-	-	-	-	125
El Salvador	-	-	-	-	82
Nicaragua	-	-	-	-	55
Costa Rica	-	-	-	-	38
Greece	28	-	-	-	-
Total Frozen	7,734	9,683	9,046	11,867	11,675

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 13. PER CAPITA CONSUMPTION OF FRESH MARKET AND FROZEN BROCCOLI IN THE UNITED STATES,  
BY YEARS, 1971-76

Year	Fresh Market	Frozen		Total Fresh Equiv.	Year	Fresh Market	Frozen		Total Fresh Equiv.
		Actual	Equiv. Fresh a/				Actual	Equiv. Fresh a/	
		<u>Pounds</u>					<u>Pounds</u>		
1971	.40	.90	1.19	1.59	1974	.60	1.04	1.38	1.98
1972	.40	.99	1.32	1.72	1975	.90	.95	1.27	2.17
1973	.50	1.06	1.41	1.91	1976	1.10	1.04	1.38	2.48

Compiled from the Vegetable Situation, August 1977, 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 14. ACREAGE OF BROCCOLI, CALIFORNIA BY COUNTY, ANNUAL 1972-1976  
AND BY QUARTERS, 1976

County	Calendar Year Total					1976				
	1972	1973	1974	1975	1976	Winter Jan.-Mar.	Spring Apr.-Jun.	Summer Jul.-Sep.	Fall Oct.-Dec.	
	Acres									
Monterey	17,300	25,500	21,300	24,930	28,830	3,500	11,000	5,150	9,230	
San Benito	-	470	-	-	a/	-	-	-	-	
San Luis Obispo	3,950	3,600	4,420	4,210	4,020	1,900	820	750	550	
Santa Clara	100	70	-	-	a/	-	-	-	-	
Santa Cruz	350	-	-	-	a/	-	-	-	-	
Fresno	70	-	-	-	a/	-	-	-	-	
Stanislaus	460	-	-	-	a/	-	-	-	-	
Riverside	-	-	120	140	150	-	-	-	150	
Santa Barbara	15,200	12,950	13,600	10,960	11,320	3,100	2,700	750	4,770	
Ventura	3,400	4,050	4,020	3,910	3,200	2,150	-	-	1,050	
Other Counties	1,170	2,360	2,140	2,250	2,830	2,350	280	50	150	
State Total	42,000	49,000	45,600	46,400	50,400	13,000	14,800	6,700	15,900	

Compiled from records of the California Crop and Livestock Reporting Service, Sacramento, CA. a/ If any, included in other counties.

TABLE 15. ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF BROCCOLI, UNITED STATES,  
BY QUARTERLY HARVEST PERIODS, 1975-1976

Harvest Quarter and State	Harvested Acreage		Yield		Production		Price		Value	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	Acres		Cwt.		1,000 Cwt.		Dollars		1,000 Dollars	
<u>Winter (Jan.-Mar.)</u>										
Arizona	350	350	55	50	19	18	17.50	21.00	333	378
California	10,800	13,000	100	85	1,080	1,105	15.10	15.80	16,300	17,514
Texas	650	450	26	67	17	30	17.40	18.60	296	558
Total or average	11,800	13,800	95	84	1,116	1,153	15.20	16.00	16,929	18,450
<u>Spring (Apr.-Jun.)</u>										
California	13,000	14,800	85	90	1,105	1,332	14.70	13.80	16,196	18,400
<u>Summer (Jul.-Sep.)</u>										
California	8,800	6,700	65	75	572	503	15.30	17.80	8,751	8,931
Oregon	1,900	900	84	81	160	73	14.20	12.10	2,266	881
Total or average	10,700	7,600	68	76	732	576	15.10	17.00	11,017	9,812
<u>Fall (Oct.-Dec.)</u>										
Arizona	250	300	70	50	18	15	18.70	24.30	337	365
California	13,800	15,900	70	75	966	1,193	15.40	17.40	14,909	20,729
Texas	100	400	30	50	3	20	18.70	22.40	56	448
Total or average	14,150	16,600	70	74	987	1,228	15.50	17.50	15,302	21,542
Grand Total or average	49,650	52,800	79	81	3,940	4,289	15.10	15.90	59,444	68,204

Compiled from Vegetables - Fresh Market annual summary and June 1977 revisions issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 16. UTILIZATION AND AVERAGE PRICES OF BROCCOLI FOR FRESH MARKET AND PROCESSING,  
CALIFORNIA AND OTHER STATES, 1974-1976

State and Utilization	Quantity			Average Price		
	1974	1975	1976	1974	1975	1976
	1,000 cwt.			Dollars per cwt.		
California - Fresh	1,522	1,966	2,129	1,710	1,730	1,890
- Processing	2,171	1,757	2,004	1,210	1,260	1,260
- Total or average	3,693	3,723	4,133	1,410	1,510	1,590
Other States - Fresh a/	68	69	105	1,890	1,970	2,070
- Processing b/	172	148	51	1,385	1,305	900
- Total or average	240	217	156	1,530	1,520	1,690
Total - Fresh	1,590	2,035	2,234	1,710	1,740	1,900
- Processing	2,343	1,905	2,055	1,225	1,265	1,250
- Total or average	3,933	3,940	4,289	1,420	1,510	1,590

Compiled from Vegetables - Fresh Market annual summary and June 1977 revisions issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C. a/ Arizona, Oregon and Texas. b/ Oregon and Texas.