

# **Marketing California**

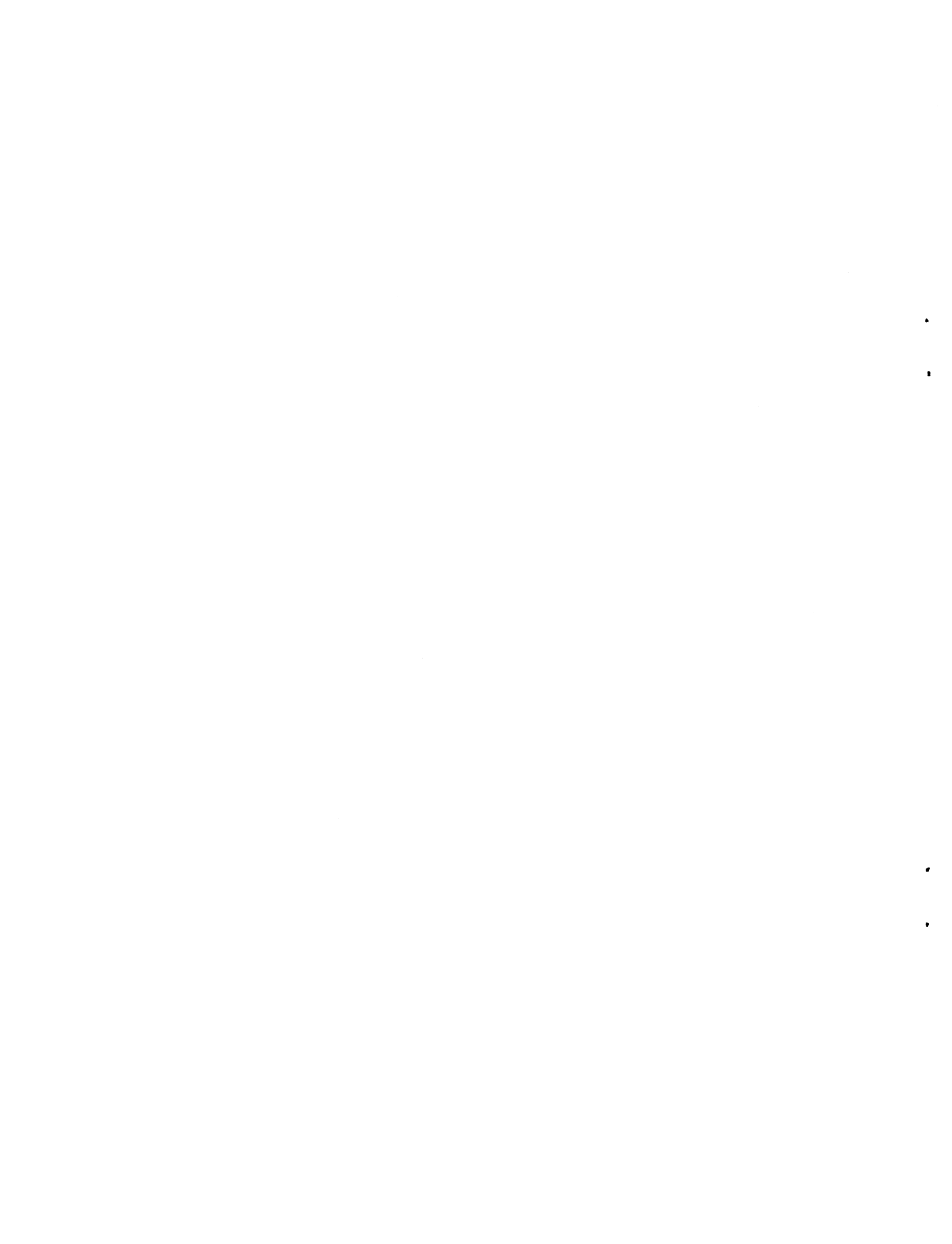
## **CAULIFLOWER**

**1970-71**  
**MARKETING SEASON**

**FEDERAL-STATE MARKET NEWS SERVICE**

**United States**  
**Department of Agriculture**  
**Fruit and Vegetable Division**  
**Market News Branch**

**California**  
**Department of Agriculture**  
**Division of Marketing Services**  
**Bureau of Market News**



P R E F A C E

Data on the marketing of California cauliflower for the 1970-71 season are summarized in this publication. Statistical tables are essentially similar to those in these summaries the past several years. Information on per capita consumption appears at the end of the narrative.

Preparation of this summary was by Warren D. Young, local representative of the Federal-State Market News Service office in Santa Maria, with contributions by Robert Berry and Louis Larsen at Salinas, and W. W. Stoker at Sacramento, California.

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.

Daily shipping point price and movement information for cauliflower in the principal producing areas of California, and terminal marketing areas of the United States, are shown on the daily "Central Coast Vegetable Report" issued from the Federal-State Market News office at Salinas.

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

Federal-State Market News Service  
21 West Laurel Drive, Suite U  
Salinas, California 93901

Federal-State Market News Service  
1220 N  
Sacramento, California 95814

Sacramento, California

Released November 1971

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## MARKETING CALIFORNIA CAULIFLOWER

## SUMMARY OF THE 1970-71 SEASON

HIGHLIGHTS

Over half of the California cauliflower crop went to fresh markets this past season. Fresh shipments of 3,615 cars were only 78% as large as the previous season, partly reflecting reduced acreage, yield per acre, and production. Prices averaged better than in 1969-70 at 9.8¢ per pound. Value of the combined fall 1970 and spring 1971 crops was nearly \$16 million. The frozen pack was the second largest of record, at over 50 million pounds.

FRESH MARKETING

Fresh markets took about 56% of the California production, and processors took 44% of the production during the 1970-71 season. Recorded movement of California cauliflower to fresh market outlets totaled 3,615 cars and carlot equivalents in the 1970-71 season, 22% below the 4,661 cars recorded in 1969-70. Movement of California cauliflower was 64% of the national recorded movement of 5,689 cars.

Movement of cauliflower is mostly by truck. Of the total recorded movement for California, 75% was by truck and 25% was by rail. Nationally, recorded truck movement was 83% of the total movement, with rail shipments, mostly from California, accounting for 17% of the total.

Los Angeles is by far the leading market nationwide for California cauliflower. During 1970-71, unloads of California cauliflower in Los Angeles totaled 685 cars and carlot equivalents. San Francisco ranks as the second largest market for California cauliflower, and took 423 cars in 1970-71. The two markets received about 36% of the 3,076 cars of California cauliflower unloaded in 41 U.S. cities during 1970-71. Other leading markets for California cauliflower, taking 100 cars or more during the season, are New York, Chicago, Philadelphia, and Miami. Additionally, 200 cars of California cauliflower were recorded as being unloaded in five principal Canadian cities in 1970-71.

Shipping point prices for California cauliflower during the 1970-71 season averaged moderately above those for the previous season. For most of the season quality was good and sizes ran medium to large.

PROCESSING

The frozen pack of California cauliflower during July 1970-June 1971 was the second largest of record at 50,894,000 pounds, only 6% below the record pack attained last season. Over 85% of the 1970-71 pack was put up in the July-December period, with the remainder put up in the January-June period. National frozen pack data are only available on a calendar year basis. California's pack on a calendar year basis was 49,348,000 pounds in 1970 or nearly 83% of the U.S. total of 59,782,000 pounds.

ACREAGE

California acreage of cauliflower for harvest during July 1970 through June 1971 was 17,000 acres, 1,800 acres below the previous season. The 10,000 acres for the 1970 late fall harvest was 1,300 acres below 1969 while the 7,000 acres for the early spring harvest was 500 acres below the previous season.

YIELDS

Fall 1970 crop yields were 100 cwt. or 5.0 tons per acre, compared with 110 cwt. or 5.5 tons per acre the previous fall. Yields for the spring 1971 crop were 90 cwt. or 4.5 tons per acre, the same as for the spring 1970 crop.

PRODUCTION

California produced 1,630,000 cwt. or 81,500 tons of cauliflower in the 1970-71 season, 15% below last season. Late fall 1970 production was 1,000,000 cwt. or 50,000 tons, down 20% from the previous fall season. Early spring 1971 production totaled 630,000 cwt. or 31,500 tons, down 7% from the spring 1970 crop, and was one of the smaller spring crops in recent years.

PRICES

Cauliflower prices for fresh market and processing averaged \$9.79 per cwt. for the two crops produced during July 1970-June 1971. This was 66¢ per cwt. above the previous season. Late fall 1970 crop prices averaged \$8.64 and early spring 1971 crop prices averaged \$11.60 per cwt.

VALUE

Total value of the 1970-71 production was \$15,958,000, 9% below 1969-70 but otherwise one of the highest in recent years. The late fall crop was valued at \$8,644,000 and the early spring crop value was \$7,314,000.

Reviews of the marketing season by districts are shown below:

SALINAS-WATSONVILLE AND IRVINGTON-ALVARADO-CENTERVILLE DISTRICTS: F.o.b. prices for the late fall deal were first reported on November 2 for the Salinas-Watsonville and Irvington-Alvarado-Centerville districts.

Opening prices in the Salinas-Watsonville district on film wrapped 12s and 16s in cartons ranged mostly \$3.50-4.00 and in the Irvington-Alvarado-Centerville districts \$4.00-4.50, substantially higher than last year's opening prices. Prices during the month of November declined through the middle period and then, under a very good demand, closed higher in both districts, with prices ranging from \$3.50-4.00.

The month of December saw prices in the Salinas-Watsonville district range lower, from \$3.00-3.50. Near the close, Salinas-Watsonville offerings dwindled and were insufficient to quote, as shippers were between plantings. The Irvington-Alvarado-Centerville district commanded most of the demand during December and prices held generally unchanged at \$3.75-4.25 for film wrapped 12s and 16s.

The months of January and February saw prices fluctuate slightly and finally at the close of February, prices advanced to \$4.25-4.50 under a very good demand for the lighter volume of available supplies. Major competition during the

period came from the Ruskin section in Florida and central Arizona districts.

F.o.b. price reporting resumed in the Salinas-Watsonville districts March 15 with 12s and 16s quoted \$4.00-4.50. Supplies increased substantially during the latter part of the month with both districts again harvesting. The balance of the deal saw prices on 12s and 16s hold mostly \$3.25-3.50 in the Salinas-Watsonville district and except for \$5.50 the second week in March, prices in the Irvington-Alvarado-Centerville district for 12s and 16s ranged mostly \$4.00-4.50. Final f.o.b. prices were issued for the Salinas-Watsonville district April 14 and the Irvington-Alvarado-Centerville district April 8.

SANTA MARIA-GUADALUPE-OCEANO DISTRICTS:

The 1971 early spring cauliflower season opening f.o.b. report for the Santa Maria-Guadalupe-Oceano district was on March 15. F.o.b. reports prior to April 15 were reported by the Salinas Market News office as the local office was closed during this period due to Department economy. The 1971 simple average for the season of \$3.94 per 12 film wrapped heads was considerably higher than the \$3.39 for last season.

Early demand was fair as the over-all supplies became plentiful following mild weather in all California producing areas. Prices declined from the opening \$4.00-4.50 per 12 film wrapped heads to the season's low level of \$2.75-3.00 on March 24. As the supplies declined following the flush harvest, demand turned good with prices reflecting the increased interest. When the season came to a close in the Irvington-Alvarado-Centerville district and offerings became lighter in the Salinas-Watsonville district, demand ranged good to short of daily needs. Again prices reflected the increased interest for the short supply. The peak price level for the season of \$4.50-4.75 per 12 film wrapped heads was reported on April 26. Prices declined slightly starting in May, but held above the \$4.00 level until May 21. Prices declined to \$3.75-4.00 with the closing report on May 25. Some contributing factors for this rather prolonged high price level were the continued broad distribution pattern; lighter over-all supply; and shippers did not press the price, but

attempted to keep supply compatible with the good to very good demand that prevailed.

Over-all movement continued mostly in mixed loads by rail cars and trucks. Rail movement from the district, January through June, totaled 59 cars of cauliflower and 359 cars of mixed vegetables compared with 54 cars of cauliflower and 457 cars of mixed vegetables for the same period a year ago. Recorded truck movement for the same period totaled 469 carlot equivalents for this season compared with 303 carlot equivalents a year ago, based on 900 flat crates and cartons per car.

#### PER CAPITA CONSUMPTION

Per capita consumption of fresh cauliflower for the U.S. during 1970 was .80 pounds per person, the same as in 1969 and the smallest of records back to 1929. The highest per capita consumption level was in 1946 at 3.6 pounds per person. Per capita consumption of frozen cauliflower in 1970 was .30 pounds per person, the same as the revised figure for 1969 and the highest of records back to 1947. The equivalent fresh consumption of frozen cauliflower was .43 pounds, making the total consumption of fresh cauliflower 1.23 pounds per person in both 1969 and 1970. With fresh consumption at low levels, total consumption is one of the lowest in recent years.

## I. MOVEMENT

TABLE 1. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CAULIFLOWER IN THE UNITED STATES, BY ORIGIN, JULY 1970 - JUNE 1971

Area and State of Origin	1 9 7 0						1 9 7 1						Total
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	
<u>Cars and carlot equivalents</u>													
<u>WESTERN AREA</u>													
<u>California</u>													
Salinas-Watsonville													
Rail	58	32	40	79	60	47	3	11	66	38	46	77	557
Truck	124	147	133	161	188	132	14	33	80	71	83	99	1265
Total	132	179	173	240	248	179	17	44	146	109	129	176	1822
San Francisco Bay													
Rail	3	6	4	2	22	25	43	22	47	17	8	2	201
Truck	17	26	24	31	48	65	73	66	68	30	22	1	471
Total	20	32	28	33	70	90	116	88	115	47	30	3	672
San Luis Obispo-Santa Barbara													
Rail	1	-	1	3	-	-	-	1	38	1	14	2	61
Truck	26	27	25	35	19	45	20	41	104	78	80	49	549
Total	27	27	26	38	19	45	20	42	142	79	94	51	610
Ventura													
Rail	-	-	-	-	-	9	11	4	-	16	5	4	49
Truck	-	-	-	13	10	8	11	8	-	12	1	6	69
Total	-	-	-	13	10	17	22	12	-	28	6	10	118
Other South Coast													
Rail	-	-	-	-	2	3	6	1	-	11	16	7	46
Truck	2	-	-	7	32	63	65	22	21	55	48	26	341
Total	2	-	-	7	34	66	71	23	21	66	64	33	387
Imperial Valley													
Rail	-	-	-	-	-	-	1	1	-	-	-	-	2
Truck	-	-	-	-	-	-	3	1	-	-	-	-	4
Total	-	-	-	-	-	-	4	2	-	-	-	-	6
TOTAL CALIFORNIA													
Rail	62	38	45	84	84	84	64	40	151	83	89	92	916
Truck	169	200	182	247	297	313	186	171	273	246	234	131	2699
Total	231	238	227	331	381	397	250	211	424	329	323	273	3615
Arizona													
Rail	-	-	-	-	-	-	20	3	4	-	-	-	27
Truck - Interstate Shipments	-	-	-	1	1	21	41	20	44	1	-	-	129
Total	-	-	-	1	1	21	61	23	48	1	-	-	156
Colorado Truck	2	4	30	25	5	1	-	-	-	-	-	-	67
Oregon "	7	8	50	60	80	1	-	-	-	5	10	5	226
Utah "	-	2	1	-	-	-	-	-	-	-	-	-	3
Washington "	17	17	26	29	7	-	-	-	-	-	-	-	96
TOTAL WESTERN AREA	257	269	334	446	474	420	311	234	472	335	333	278	4163
<u>MIDWESTERN AREA</u>													
Michigan Truck	1	7	61	66	17	-	-	-	-	-	-	-	152
Other "	-	1	29	53	22	-	-	-	-	-	-	-	105
TOTAL MIDWESTERN AREA	1	8	90	119	39	-	-	-	-	-	-	-	257
<u>SOUTHERN AREA</u>													
Florida Truck	-	-	-	-	-	8	53	27	22	2	-	-	112
Louisiana "	-	-	-	-	-	17	-	1	-	-	-	-	18
Texas													
Rail	-	-	-	-	-	15	-	-	-	-	-	-	15
Truck	-	-	-	-	2	37	23	4	3	-	-	-	69
Total	-	-	-	-	2	52	23	4	3	-	-	-	84
TOTAL SOUTHERN AREA	-	-	-	-	2	77	76	32	25	2	-	-	214
<u>EASTERN AREA</u>													
New Jersey Truck	-	3	2	21	21	1	-	-	-	-	-	12	60
New York "	7	67	161	347	271	52	4	-	-	-	-	2	911
Other "	1	10	28	35	8	2	-	-	-	-	-	-	84
TOTAL EASTERN AREA	8	80	191	403	300	55	4	-	-	-	-	14	1055
<u>TOTAL UNITED STATES</u>													
Rail	62	38	45	84	84	99	84	43	155	83	89	92	958
Truck	204	319	570	884	731	453	307	223	342	254	244	200	4731
GRAND TOTAL	266	357	615	968	815	552	391	266	497	337	333	292	5689
<u>IMPORTS</u>													
Canada	-	-	2	1	-	-	-	-	-	-	-	-	3
Mexico	-	-	-	-	-	-	-	1	-	-	-	1	2

Compiled from Fresh Fruit and Vegetable Shipments (C&MS-14) and Fresh Fruit and Vegetable Unloads (C&MS-7) issued by the USDA, C&MS, Market News Branch, Washington, D.C.; and various records of the Federal-State Market News Service at Sacramento, California. Truck data are from 41 U.S. City Unloads, except for California which represents shipping point truck shipments, and Arizona which represents interstate truck shipments. Factor for California cauliflower truck shipments, July-December 1970, 900 crates, and January-June 1971, 1,000 crates per carlot equivalent.



II. PRICES

TABLE 2. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SALINAS-WATSONVILLE DISTRICT BY DAYS - NOVEMBER 1970-APRIL 1971

Date	Flat and Two Layer Cartons, Film Wrapped								
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Nov. 2	3.50-4.00	4.00	3.00-3.75	3.50-3.75	Dec. 16	3.00-3.50	3.50	3.00-3.50	3.50
3	4.00	-	3.75	-	17	3.00-3.50	3.50	3.00-3.50	3.50
4	4.00	-	3.75	-	18	3.00-3.50	3.50	3.00-3.50	3.50
5	4.00	-	3.75	-					
6	4.00	-	3.75	-	21	Last report until sufficient volume resumes			
9	4.00	-	3.75	-					
10	3.75	-	3.75	-	Mar. 15	4.00-4.50	-	4.00-4.50	-
11	Holiday				16	3.50-4.00	4.00	3.50-3.75	-
12	3.00-3.50	3.50	3.00-3.50	3.25	17	3.00-3.75	-	3.00-3.75	-
13	3.00-3.50	-	2.75-3.25	-	18	3.00-3.50	-	3.00-3.50	-
					19	3.00-3.50	3.00-3.25	3.00-3.50	3.00-3.25
16	3.00	-	2.75	-					
17	2.75-3.00	-	2.75	-	22	3.00-3.25	-	3.00-3.25	-
18	2.75-3.00	-	2.75	-	23	3.00-3.25	-	3.00-3.25	-
19	2.75-3.00	-	2.75	-	24	3.00-3.25	-	3.00-3.25	-
20	No report issued				25	3.00-3.25	-	3.00-3.25	-
					26	3.25	-	3.00	-
23	3.00-3.25	-	3.00	-					
24	3.25-3.50	-	3.00-3.25	-	29	3.50	-	3.50	-
25	3.25-3.50	3.50	3.00-3.50	3.25	30	3.50	-	3.50	-
26	Holiday				31	3.50	-	3.50	-
27	3.50	-	3.25	-	Apr. 1	3.50-3.75	3.75	3.50-3.75	3.75
					2	3.75	-	3.50-3.75	3.50
30	3.75	-	3.50	-					
Dec. 1	3.50-3.75	-	3.50	-	5	3.25-3.50	-	3.25-3.50	-
2	3.50	-	3.25-3.50	3.25	6	3.25-3.50	3.25	3.25-3.50	3.25
3	3.00-3.50	3.50	3.00-3.50	3.50	7	3.25-3.50	3.25	3.25-3.50	3.25
4	3.00-3.50	3.50	3.00-3.50	3.50	8	3.25	-	3.25	-
					9	3.25	-	3.25	-
7	3.50	-	3.25-3.50	--					
8	3.50	-	3.25-3.50	-	12	3.00-3.50	3.25	3.00-3.50	3.25
9	3.50	-	3.25-3.50	3.50	13	3.25-3.50	-	3.25-3.50	-
10	3.50	-	3.50	-	14	3.25-3.50	-	3.25-3.50	-
11	3.00-3.50	3.50	3.00-3.50	3.50					
14	3.00-3.50	3.50	3.00-3.50	3.50					
15	3.00-3.50	3.50	3.00-3.50	3.50					

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

TABLE 3. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE IRVINGTON-ALVARADO-CENTERVILLE DISTRICT BY DAYS - NOVEMBER 1970-APRIL 1971

Date	Flat Cartons, Film Wrapped									
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly	
	<u>Dollars per carton</u>									
Nov. 2	4.00-4.50	--	4.00-4.50	--	Dec. 21	Supplies insufficient to quote				
3	4.00-4.50	--	4.00-4.50	--	22	4.00-4.25	--	3.75-4.00	--	
4	4.00-4.50	--	4.00-4.50	--	23	4.00-4.25	--	3.75-4.00	--	
5	4.00-4.50	--	4.00-4.50	--	24	No f.o.b. issued				
6	4.00-4.50	--	4.00-4.50	--	25	Holiday				
9	4.00-4.50	--	4.00-4.50	--	28	4.00-4.25	--	3.75-4.00	--	
10	3.75-4.25	--	3.75-4.25	--	29	4.00-4.25	--	3.75-4.00	--	
11	Holiday				30	4.00-4.25	--	3.75-4.00	--	
12	3.75-4.00	--	3.75-4.00	--	31	4.00-4.25	--	3.75-4.00	--	
13	3.50-3.75	--	3.50-3.75	--	Jan. 1	Holiday				
16	3.25-3.75	--	3.25-3.75	--	4	4.00-4.25	--	3.75-4.00	--	
17	3.25-3.75	--	3.25-3.75	--	5	4.00-4.25	--	3.75-4.00	--	
18	3.25-3.75	--	3.25-3.75	--	6	4.00-4.25	--	3.75-4.00	--	
19	3.25-3.75	--	3.25-3.75	--	7	4.00-4.25	--	3.75-4.00	--	
20	No report issued				8	4.00-4.25	--	3.75-4.00	--	
23	3.50-3.75	--	3.50-3.75	--	11	4.00-4.25	--	3.75-4.00	--	
24	3.50-3.75	--	3.50-3.75	--	12	4.00-4.25	--	3.75-4.00	--	
25	3.75-4.00	--	3.50	3.50	13	4.25-4.50	--	4.00-4.25	--	
26	Holiday				14	4.25-4.50	--	4.00-4.25	--	
27	4.00	--	3.75	--	15	4.25-4.50	--	4.00-4.25	--	
30	4.00	--	3.75	--	18	4.25-4.50	--	4.00-4.25	--	
Dec. 1	4.00	--	3.75	--	19	4.25-4.50	--	4.00-4.25	--	
2	4.00	--	3.75	--	20	4.25-4.50	--	4.00-4.25	--	
3	4.00	--	3.75	--	21	4.25-4.50	--	4.00-4.25	--	
4	4.00	--	3.75	--	22	4.25-4.50	--	4.00-4.25	--	
7	4.00-4.25	--	3.75-4.00	--	25	4.00-4.50	--	3.75-4.25	--	
8	4.00-4.25	--	3.75-4.00	--	26	4.00-4.50	--	3.75-4.25	--	
9	4.00-4.25	--	3.75-4.00	--	27	3.75-4.25	--	3.50-4.00	--	
10	4.00-4.25	--	3.75-4.00	--	28	3.75-4.25	--	3.50-4.00	--	
11	4.00-4.25	--	3.75-4.00	--	29	3.75-4.25	--	3.50-4.00	--	
14	4.00-4.25	--	3.75-4.00	--	Feb. 1	3.75-4.25	--	3.50-4.00	--	
15	4.00-4.25	--	3.75-4.00	--	2	3.75-4.25	--	3.50-4.00	--	
16	4.00-4.25	--	3.75-4.00	--	3	3.75-4.25	--	3.50-4.00	--	
17	4.00-4.25	--	3.75-4.00	--	4	3.75-4.25	--	3.50-4.00	--	
18	4.00-4.25	--	3.75-4.00	--	5	3.75-4.25	--	3.50-4.00	--	

(continued)

TABLE 3. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE IRVINGTON-ALVARADO-CENTERVILLE DISTRICT BY DAYS - NOVEMBER 1970-APRIL 1971 (Continued)

Date	Flat Cartons, Film Wrapped								
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
<u>Dollars per carton</u>									
Feb. 8	3.75-4.25	--	3.50-4.00	--	Mar. 15	4.50-5.00	--	4.50-5.00	--
9	3.75-4.25	--	3.50-4.00	--	16	4.50-5.00	--	4.50-5.00	--
10	3.75-4.25	--	3.50-4.00	--	17	4.00-4.50	--	4.00-4.25	--
11	3.75-4.25	--	3.50-4.00	--	18	4.00-4.25	--	4.00-4.25	--
12	Holiday				19	3.75-4.25	--	3.75-4.25	--
15	Holiday				22	3.75-4.25	--	3.50-4.00	--
16	3.75-4.25	--	3.50-4.00	--	23	3.75-4.25	--	3.50-4.00	--
17	3.75-4.25	--	3.50-4.00	--	24	3.75-4.25	--	3.50-4.00	--
18	3.75-4.25	--	3.50-4.00	--	25	3.75-4.25	--	3.50-4.00	--
19	4.25	--	4.00	--	26	3.75-4.25	--	3.50-4.00	--
22	4.25	--	4.00-4.25	--	29	3.75-4.25	--	3.75-4.00	--
23	4.25	--	4.00	--	30	3.75-4.50	--	3.75-4.25	--
24	4.25	--	4.00	--	31	4.00-4.50	--	3.75-4.25	--
25	4.25	--	4.00	--	Apr. 1	4.00-4.50	--	3.75-4.25	--
26	4.25-4.50	--	4.25-4.50	--	2	4.00-4.50	--	3.75-4.25	--
Mar. 1	4.50-5.00	--	4.50-5.00	--	5	4.00-4.50	--	3.75-4.25	--
2	4.50-5.00	--	4.50-5.00	--	6	4.00-4.25	--	3.75-4.00	--
3	4.50-5.00	--	4.50-5.00	--	7	4.00	--	3.75-4.00	--
4	4.50-5.00	--	4.50-5.00	--	8	4.00	--	4.00	----
5	4.50-5.00	--	4.50-5.00	--	Last Report				
8	5.50	--	5.25	--					
9	5.50	--	5.25	--					
10	5.50	--	5.25	--					
11	5.50	--	5.25	--					
12	5.50	--	5.25	--					

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

TABLE 4.

F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER  
IN THE SANTA MARIA-GUADALUPE-OCEANO DISTRICTS  
BY DAYS - MARCH - MAY 1971

One Layer Wood Flats and Cartons, Film Wrapped							
Date	12s	Mostly	16s	Mostly	Date	12s	16s
Dollars per package							
Mar. 15	4.00-4.50	4.00-4.25	4.00-4.50	4.00-4.25	Apr. 19	3.75-4.00	3.75
16	3.50-4.00	4.00	3.50-4.00	4.00	20	3.75-4.00	3.75
17	3.50	-	3.50	-	21	3.75-4.00	3.75
18	3.25-3.50	-	3.25-3.50	-	22	4.00	3.75-4.00
19	3.00-3.25	-	3.00-3.25	-	23	4.00	4.00
22	3.00-3.25	-	3.00-3.25	-	26	4.50-4.75	4.25-4.50
23	3.00	-	2.75-3.00	-	27	4.50-4.75	4.25-4.50
24	2.75-3.00	3.00	2.75-3.00	3.00	28	4.50-4.75	4.25-4.50
25	2.75-3.00	3.00	2.75-3.00	3.00	29	4.50-4.75	4.25-4.50
26	2.75-3.00	3.00	2.75-3.00	3.00	30	4.50-4.75	4.25-4.50
29	3.25	-	3.00	-	May 3	4.25-4.50	4.25-4.50
30	3.25	-	3.00	-	4	4.25	4.25
31	3.50	-	3.25	-	5	4.00-4.25	3.75-4.00
Apr. 1	3.50	-	3.25-3.50	-	6	4.00-4.25	3.75-4.00
2	3.50	-	3.25-3.50	-	7	4.00-4.25	3.75-4.00
5	3.50-3.75	3.75	3.50	-	10	4.00-4.25	3.75-4.00
6	3.50-3.75	3.75	3.50	-	11	4.00-4.25	3.75-4.00
7	3.50-3.75	3.50	3.50-3.75	3.50	12	4.00-4.25	3.75-4.00
8	3.50	-	3.25	-	13	4.00-4.25	3.75-4.00
9	3.25-3.50	-	3.25-3.50	-	14	4.00-4.25	3.75-4.25
12	3.50	-	3.50	-	17	4.00-4.25	3.75-4.25
13	3.75	-	3.75	-	18	4.00-4.25	3.75-4.25
14	3.75	-	3.75	-	19	4.00-4.25	3.75-4.25
15	3.75	-	3.75	-	20	4.00	3.75-4.00
16	3.75-4.00	-	3.75	-	21	3.75-4.00	3.50-4.00
					24	3.75-4.00	3.50-3.75
					25	3.75-4.00	3.50-3.75

Last Report

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

TABLE 5.

WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT LOS ANGELES AND  
SAN FRANCISCO, MIDWEEK QUOTATIONS, JULY 1970 THROUGH JUNE 1971

Date	LOS ANGELES			SAN FRANCISCO	
	Film Wrapped 12s	Partly Trimmed 12s	WGA Crates 11-12s	Film Wrapped 12s	Film Wrapped 16s
<u>1970</u>					
<u>Dollars per package</u>					
July 1	3.50	3.00	2.50-3.00	3.25-3.50	3.25-3.50
8	3.50-3.75	3.00-3.25	-	3.00-3.25	3.00-3.25
15	3.50-3.75	3.00-3.25	-	3.25-3.50	3.00-3.25
22	3.50	3.00-3.25	-	3.25-3.50	3.00-3.25
29	3.50-3.75	3.00	-	3.25-3.50	3.00-3.25
Aug. 5	3.00-3.25	2.75-3.00	-	3.25-3.50	3.00-3.25
12	3.75	3.00-3.25	-	3.25-3.50	3.00-3.25
19	3.00-3.50	3.00	-	3.25-3.50	3.25
26	3.50-4.00	3.25-3.50	-	3.50-3.75	3.50-3.75
Sept. 2	3.50-4.00	3.00-3.25	-	4.00-4.25	4.00-4.25
9	-	4.00	-	4.00-4.25	4.00-4.25
16	4.25-4.75	4.00	-	4.25-4.50	4.25-4.50
23	4.00-4.25	3.50-3.75	-	3.75-4.00	3.75-4.00
30	3.50-3.75	3.00	-	3.75-4.00	3.75-4.00
Oct. 7	3.25-3.50	2.75-3.00	-	3.25-3.50	3.00
14	3.50	3.00	-	3.25-3.50	3.00
19	3.00-3.50	2.75-3.00	2.00	3.25-3.50	3.00
28	3.25-3.50	2.50-2.75	-	3.25-3.50	3.00
Nov. 4	4.25-4.50	3.50	2.50	4.50-4.75	4.50-4.75
12	3.75-4.00	3.00-3.50	2.50-2.75	4.50	4.25-4.50
18	3.00-3.25	2.50	1.75-2.00	3.00-3.25	3.00-3.25
25	3.50-3.75	2.00-2.25	1.50-2.00	3.75-4.00	3.50-3.75
Dec. 2	4.00	2.25-2.50	2.25-2.50	3.75-4.00	3.75-4.00
9	4.25	3.00	2.75-3.00	3.50-3.75	2.75-3.00
16	4.00-4.25	2.00-2.25	1.50-2.00	3.75-4.00	3.75-4.00
23	3.50-4.50	3.00	1.75-2.00	3.50-4.00	3.50-4.00
30	3.50-4.50	2.75-3.00	1.25-1.75	3.50-4.00	3.50-4.00
<u>1971</u>					
Jan. 6	4.00-4.50	3.00	2.25-2.50	4.50	-
14	5.00-5.50	4.00-4.50	4.00-4.50	4.25	4.75
20	4.25-4.75	3.00-3.25	2.25-2.75	4.00	4.25-4.50
27	4.25-4.75	2.50	2.00-2.25	4.00	4.00-4.25
Feb. 3	4.50-4.75	2.25-2.50	2.25-2.75	4.00	4.00-4.25
10	4.25-4.75	a/	a/	4.00	4.00-4.25
16	4.50-4.75	3.50-3.75	2.75-3.00	3.00-3.50	3.00-3.50
24	5.25-5.35	a/	2.75-3.00	3.00-3.50	3.00-3.50
Mar. 3	5.50-5.75	-	3.50	4.25-4.50	4.25-4.50
10	6.00-6.25	-	3.75-4.00	4.50-5.00	4.50-5.00
17	4.50-5.00	-	3.50-4.00	4.25-4.50	4.25-4.50
24	3.00-3.50	3.00-3.25	a/	3.75-4.00	3.75-4.00
31	3.00-3.50	3.00-3.25	2.25	3.25-3.50	3.25-3.50
Apr. 7	4.00-4.25	3.00-3.25	2.00	3.00-3.25	3.00-3.25
14	4.00-4.75	-	-	3.00-3.25	3.00-3.25
21	4.50-4.75	-	-	3.75-4.00	3.75-4.00
28	4.75-5.00	-	-	5.00	5.00
May 5	4.50-5.00	-	2.75-3.25	5.00	5.00
12	4.50-5.00	-	2.50	4.75-5.00	4.75-5.00
19	4.50-5.00	3.75-4.00	2.25-2.50	4.50-4.75	4.50-4.75
26	4.50-5.00	3.50-4.00	2.50	4.00-4.25	4.00-4.25
June 2	3.75-4.50	3.50-3.75	2.25-2.50	4.00-4.25	4.00-4.25
9	4.00	3.00-3.75	2.00-2.50	3.50-3.75	3.50-3.75
16	3.50-4.00	3.00-3.50	-	3.25-3.50	3.25-3.50
23	3.50-3.75	3.25-3.50	-	3.25	3.25
30	3.50-4.25	3.25	-	3.50-3.75	3.50-3.75

Compiled from "Daily Wholesale Market Report" issued by Federal-State Market News Service, Los Angeles, California and San Francisco, California.

a/ Supply insufficient to quote.

TABLE 6. WHOLESALE MARKET PRICES OF CALIFORNIA CAULIFLOWER AT NEW YORK, CHICAGO, BOSTON, AND PHILADELPHIA, MIDWEEK QUOTATIONS, JULY 1970 THROUGH JUNE 1971

Date	New York	Chicago	Boston	Philadelphia
<u>1970</u>				
<u>Film Wrapped 12s - Dollars per package</u>				
July 1	5.25-5.50	5.00	5.50	5.25
8	3.00-3.50 <sup>a/</sup>	4.00-5.00	5.50	5.50
15	5.00-5.50	4.00-4.50	5.50	<sup>a/</sup>
22	4.50-5.00	4.00-4.50	5.00-5.50	5.25
29	5.00	4.00-4.50	4.50-5.00	5.25
Aug. 5	4.00-4.50	4.00-4.50	5.00-5.50	4.25-4.50
12	3.50	3.75-4.00	4.00-4.50	3.50
19	3.00	4.00	<sup>a/</sup>	<sup>a/</sup>
26	<sup>a/</sup>	5.00	<sup>a/</sup>	<sup>a/</sup>
Sept. 2	5.50-6.00	5.50	6.00	5.25
9	<sup>a/</sup>	5.50	6.00	<sup>a/</sup>
17	5.50	5.50-5.75	6.00-6.50	5.50
23	4.50-4.75	4.50-4.75	5.00	4.50
30	4.00	4.00	3.00-3.50	4.00
Oct. 7	4.00-4.25	3.75-4.00	3.00-3.50	<sup>a/</sup>
14	5.00	3.50	4.50	4.50
21	4.00	3.25-3.50	4.50	4.00
28	3.50-4.00	3.75	3.75-4.00	4.00-4.25
Nov. 5	5.00	5.00	4.50	4.00
12	5.50-6.00	5.50	<sup>a/</sup>	5.25
18	5.00	4.50	5.00	5.00-5.25
25	5.00-5.50	4.00-4.50	4.25-5.00	5.00
Dec. 2	5.00-5.50	5.00-6.00	<sup>a/</sup>	5.50
9	6.00	6.00	<sup>a/</sup>	5.50-5.75
16	4.75-5.50	5.00-5.50	5.50-6.00	5.00
23	5.50-6.00	4.50-5.00	<sup>a/</sup>	5.00
30	4.50-5.00	4.50-5.00	<sup>a/</sup>	<sup>a/</sup>
<u>1971</u>				
Jan. 6	5.00-5.50	<sup>a/</sup>	7.00	4.75-5.00 <sup>b/</sup>
13	5.50 <sup>b/</sup>	6.50-7.00	6.00-6.50	5.50
21	<sup>a/</sup>	6.00-6.50	<sup>a/</sup>	<sup>a/</sup>
27	6.50	5.50-6.00	6.50	<sup>a/</sup>
Feb. 3	5.00-5.50	5.00-5.50	5.25-5.50 <sup>c/</sup>	5.25-5.75
10	4.00-4.75	5.50	5.00-5.50	5.50
17	6.00-6.50	6.00	5.00-5.50	6.00
23	7.00	<sup>a/</sup>	6.50-7.00	<sup>a/</sup>
Mar. 4	7.50	7.00	<sup>a/</sup>	<sup>a/</sup>
11	7.50	7.00-7.50	<sup>a/</sup>	<sup>a/</sup>
18	7.00	6.50-7.00	<sup>a/</sup>	7.00
24	5.50-6.00	4.50-5.50	6.50-7.00	5.00
31	4.50-5.00	4.00-4.50	5.00-5.50	4.50-4.75
Apr. 8	4.50-5.50	4.50-5.00	6.00-6.50	4.50
14	4.50-5.00	4.25-5.00	5.00-5.50	4.50-5.25
22	5.50-6.00	4.25-5.00	5.00-6.00	5.00
27	5.75 <sup>d/</sup>	<sup>a/</sup>	5.50-6.00	<sup>a/</sup>
May 5	7.00-7.50	5.50-6.00	<sup>a/</sup>	<sup>a/</sup>
11	6.00-7.00	6.00-6.50	5.50	6.50
20	6.50 <sup>d/</sup>	7.00-7.50	6.50-7.50	<sup>a/</sup>
26	6.50-7.00	5.00-6.00	6.00	6.00
Jun. 2	6.00-6.50	4.25-5.00	5.00-5.50	5.00
9	5.50-6.00	3.00-3.50	4.50-5.00	5.00
16	4.00-4.50	5.00	3.75-4.50	4.00-4.50
23	4.00-5.00	4.75-5.00	<sup>a/</sup>	5.00
30	5.50-6.00	4.00-5.00	5.50	<sup>a/</sup>

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

<sup>a/</sup> No Calif. supply or insufficient to quote; <sup>b/</sup> Fair condition or quality; <sup>c/</sup> 9s; <sup>d/</sup> 11s.

III. DISTRIBUTION

TABLE 7. ARRIVALS, UNLOADS AND/OR DIVERSIONS AND TRACK HOLDINGS OF CAULIFLOWER IN 16 CITIES, BY DAYS, 1970-71 SEASON

July				August				September			
Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track
1	1	3	2	3	8	3	12	1	-	-	1
2	1	-	3	4	4	2	14	2	1	-	2
3	Holiday			5	1	1	14	3	-	1	1
6	3	1	5	6	7	1	20	4	1	1	1
7	3	1	7	7	3	5	18	7	Holiday		
8	1	1	7	10	8	3	23	8	1	-	2
9	4	3	8	11	1	3	21	9	1	2	1
10	1	3	6	12	4	2	23	10	-	-	1
13	4	3	7	13	1	7	17	11	-	-	1
14	3	0	10	14	1	1	17	14	-	-	1
15	3	2	11	17	5	8	14	15	-	b/	-
16	2	5	8	18	-	-	14	16	-	n/	-
17	5	3	10	19	-	2	12	17	-	-	-
20	6	1	15	20	-	2	10	18	1	1	1
21	3	4	14	21	-	2	8	21	3	-	4
22	-	2	12	24	1	a/	8	22	-	-	4
23	1	3	10	25	3	n/	10	23	2	-	6
24	1	2	9	26	-	2	8	24	1	1	6
27	5	1	13	27	-	-	8	25	2	2	6
28	-	-	13	28	2	2	8	28	6	-	12
29	2	4	11	31	-	7	1	29	2	2	12
30	2	3	10					30	3	1	14
31	-	3	7								

October				November				December			
Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track
1	2	5	11	2	2	4	8	1	2	-	9
2	1	3	9	3	1	d/	5	2	1	4	6
5	3	1	11	4	1	n/	7	3	1	2	5
6	3	5	9	5	1	I	7	4	1	1	5
7	3	2	10	6	-	4	3	7	1	2	4
8	-	3	7	9	1	-	4	8	5	4	5
9	2	5	4	10	-	3	1	9	3	2	6
12	1	c/	3	11	Holiday			10	1	b/	2
13	2	n/	4	12	3	1	3	11	4	n/	11
14	3	2	5	13	-	-	3	14	5	10	6
15	4	-	9	16	8	3	8	15	2	1	7
16	1	1	9	17	6	2	12	16	2	2	7
19	2	1	10	18	3	-	15	17	7	5	9
20	1	2	9	19	4	2	17	18	2	6	5
21	5	5	9	20	2	3	16	21	19	4	20
22	2	d/	8	23	6	10	12	22	3	6	17
23	3	3	8	24	6	7	11	23	4	6	15
26	6	4	10	25	2	3	10	24	-	11	4
27	5	2	13	26	Holiday			25	Holiday		
28	4	7	10	27	-	4	6	28	6	3	7
29	3	2	11	30	4	3	7	29	2	1	8
30	3	4	10					30	-	1	7
								31	1	5	3

(Continued)

TABLE 7. ARRIVALS, UNLOADS AND/OR DIVERSIONS AND TRACK HOLDINGS OF CAULIFLOWER IN 16 CITIES, BY DAYS, 1970-71 SEASON (Cont'd)

January				February				March			
Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track
1	Holiday			1	8	4	12	1	1	1	2
4	4	3	4	2	4	6	10	2	-	2	-
5	1	-	5	3	6	1	15	3	-	-	-
6	1	2	4	4	3	5	13	4	2	1	1
7	2	1	5	5	11	6	18	5	-	-	1
8	2	2	5	8	8	16	10	8	-	1	-
11	2	1	6	9	7	2	15	9	-	-	-
12	3	-	9	10	1	4	12	10	-	-	-
13	1	4	6	11	4	5	11	11	1	-	1
14	1	4	3	12	2	d/	8	12	-	-	1
15	1	1	3	15	Holiday			15	-	-	1
18	1	2	2	16	5	n/	9	16	-	-	1
19	-	2	-	17	1	4/	6	17	1	-	2
20	-	-	-	18	-	1	5	18	4	1	5
21	-	-	-	19	1	4	2	19	1	1	5
22	2	1	1	22	4	1	5	22	11	5	11
25	3	-	4	23	1	1	5	23	7	5	13
26	3	1	6	24	-	3	2	24	8	4	17
27	4	4	6	25	1	2	1	25	3	3	17
28	1	1	6	26	1	-	2	26	11	8	20
29	2	-	8					29	13	8	25
								30	10	4	31
								31	10	12	29

April				May				June			
Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track	Date	Rail Arr.	Unlds & Div.	On Track
1	2	7	24	3	2	0	2	1	4	5	11
2	6	8	22	4	0	1	1	2	5	2	14
5	8	8	22	5	2	1	2	3	-	4	10
6	3	a/	21	6	f/	f/	f/	4	6	7	9
7	3	n/	19	7	1	n/	4	7	7	6	10
8	4	6	17	10	6	2	8	8	5	2	13
9	3	6	14	11	2	2	8	9	-	-	13
12	7	9	12	12	4	4	8	10	4	3	14
13	5	3	14	13	0	2	6	11	3	2	15
14	5	4	15	14	0	2	4	14	11	9	17
15	3	2	16	17	1	b/	4	15	4	2	19
16	3	n/	17	18	0	b/	4	16	1	3	17
19	4	n/	10	19	1	n/	3	17	2	4	15
20	4	2	12	20	3	1	5	18	1	9	7
21	1	e/	10	21	1	3	3	21	1	4	4
22	4	n/	8	24	6	-	9	22	1	1	4
23	0	n/	6	25	5	6	8	23	3	3	4
26	5	3	8	26	2	1	9	24	2	3	3
27	0	3	5	27	3	1	11	25	2	1	4
28	0	1	4	28	4	3	12	28	4	1	7
29	0	2	2	31	Holiday			29	6	1	12
30	0	2	0					30	1	5	8

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

a/ St. Louis unreported. b/ Railroad strike. c/ Boston unreported. d/ New York unreported or incomplete. e/ Atlanta unreported. f/ No release from Washington account cable failure.  
 n/ Not computed.



TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1970-JUNE 1971

Area, Market and Origin	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<u>Cars and carlot equivalents</u>													
<b>EASTERN AREA</b>													
Albany, N.Y.													
California	1	1	-	2	1	3	1	2	1	5	2	5	24
Other	-	1	7	8	3	-	1	-	-	-	-	-	20
Total	1	2	7	10	4	3	2	2	1	5	2	5	44
Baltimore, Md.													
California	1	1	-	-	3	2	-	4	2	3	2	3	21
Other	-	1	5	12	8	2	3	-	1	-	-	-	32
Total	1	2	5	12	11	4	3	4	3	3	2	3	53
Boston, Mass.													
California	6	3	-	5	7	9	7	12	8	15	6	13	91
Other	-	3	15	36	22	1	3	-	2	-	-	-	82
Total	6	6	15	41	29	10	10	12	10	15	6	13	173
Buffalo, N.Y.													
California	-	-	-	-	-	4	4	4	4	2	2	-	20
Other	6	8	17	31	12	-	-	-	-	-	-	-	74
Total	6	8	17	31	12	4	4	4	4	2	2	-	94
N.Y.-Newark, N.J.													
California	14	21	3	21	25	41	17	14	26	31	15	22	250
Other	-	49	77	164	129	45	24	11	10	-	2	14	525
Total	14	70	80	185	154	86	41	25	36	31	17	36	775
Philadelphia, Pa.													
California	9	5	3	14	13	23	9	10	10	21	5	11	133
Other	-	3	18	63	46	14	7	1	1	-	-	-	153
Total	9	8	21	77	59	37	16	11	11	21	5	11	286
Pittsburgh, Pa.													
California	1	1	1	-	2	5	-	4	5	6	2	4	31
Other	1	12	40	40	23	-	1	1	1	-	-	-	119
Total	2	13	41	40	25	5	1	5	6	6	2	4	150
Providence, R.I.													
California	-	-	-	-	-	-	-	-	-	1	-	-	1
Other	1	2	4	9	2	1	2	-	-	-	-	-	21
Total	1	2	4	9	2	1	2	-	-	1	-	-	22
Washington, D.C.													
California	1	2	2	1	1	1	-	-	-	1	3	2	14
Other	-	-	2	18	22	3	2	3	2	-	-	-	52
Total	1	2	4	19	23	4	2	3	2	1	3	2	66
<b>Eastern Area Total</b>	<b>41</b>	<b>113</b>	<b>194</b>	<b>424</b>	<b>319</b>	<b>154</b>	<b>81</b>	<b>66</b>	<b>73</b>	<b>85</b>	<b>39</b>	<b>74</b>	<b>1663</b>
<b>MIDWESTERN AREA</b>													
Chicago, Ill.													
California	13	9	7	14	19	20	11	7	20	18	15	14	167
Other	-	6	42	63	16	2	6	5	3	-	-	-	143
Total	13	15	49	77	35	22	17	12	23	18	15	14	310
Cincinnati, Ohio													
California	2	4	6	9	8	13	6	6	6	6	5	5	76
Other	-	2	8	5	1	2	2	2	1	-	-	-	23
Total	2	6	14	14	9	15	8	8	7	6	5	5	99
Cleveland, Ohio													
California	-	-	1	-	2	6	5	8	8	4	6	2	42
Other	-	-	10	25	37	4	3	-	-	-	-	-	79
Total	-	-	11	25	39	10	8	8	8	4	6	2	121
Detroit, Mich.													
California	6	9	3	2	3	7	5	8	11	15	4	15	88
Other	1	2	23	23	11	1	2	1	1	-	-	-	65
Total	7	11	26	25	14	8	7	9	12	15	4	15	153
Indianapolis, Ind.													
California	8	5	4	5	11	7	6	4	8	8	6	8	80
Other	-	-	5	12	1	-	-	-	-	-	-	-	18
Total	8	5	9	17	12	7	6	4	8	8	6	8	98
Kansas City, Mo.													
California	6	5	5	9	5	6	4	3	4	5	5	4	61
Other	-	-	-	-	-	1	-	-	-	-	-	-	1
Total	6	5	5	9	5	7	4	3	4	5	5	4	62

(Continued)

TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1970-JUNE 1971 (Cont'd)

Area, Market and Origin	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<u>Cars and carlot equivalents</u>													
MIDWESTERN AREA (Cont'd)													
Louisville, Ky.													
California	2	2	2	4	4	4	3	4	4	4	3	3	39
Other	-	-	-	7	1	-	2	-	-	-	-	-	10
Total	2	2	2	11	5	4	5	4	4	4	3	3	49
Milwaukee, Wis.													
California	-	6	-	6	1	7	1	2	5	7	5	3	43
Other	-	-	4	3	1	-	-	-	-	-	-	-	8
Total	-	6	4	9	2	7	1	2	5	7	5	3	51
Mpls.-St. Paul, Minn.													
California	2	4	2	2	2	4	3	5	2	5	2	4	37
Other	-	-	1	1	-	-	1	-	1	-	-	-	4
Total	2	4	3	3	2	4	4	5	3	5	2	4	41
St. Louis, Mo.													
California	5	9	5	7	8	10	8	6	10	8	7	7	90
Other	-	-	9	3	3	3	2	-	-	-	-	-	20
Total	5	9	14	10	11	13	10	6	10	8	7	7	110
Midwestern Area Total	45	63	137	200	134	97	70	61	84	80	58	65	1094
SOUTHERN AREA													
Atlanta, Ga.													
California	1	2	2	2	3	4	1	2	3	4	3	4	31
Other	-	-	-	-	-	4	2	1	2	1	-	-	10
Total	1	2	2	2	3	8	3	3	5	5	3	4	41
Birmingham, Ala.													
California	1	1	2	1	2	2	1	1	1	2	1	1	16
Other	-	-	-	-	-	-	1	-	-	-	-	-	1
Total	1	1	2	1	2	2	2	1	1	2	1	1	17
Columbia, S.C.													
California	1	2	1	-	1	4	1	1	-	3	3	1	18
Other	-	-	-	-	1	-	-	3	1	-	-	-	5
Total	1	2	1	-	2	4	1	4	1	3	3	1	23
Dallas, Texas													
California	3	4	7	4	4	2	2	2	3	3	3	3	40
Other	-	-	3	2	1	6	4	-	1	-	-	-	17
Total	3	4	10	6	5	8	6	2	4	3	3	3	57
Fort Worth, Texas													
California	1	-	1	1	1	-	-	-	-	-	1	1	6
Other	-	-	-	-	-	1	1	-	1	-	-	-	3
Total	1	-	1	1	1	1	1	-	1	-	1	1	9
Houston, Texas													
California	2	1	1	3	2	2	-	1	2	3	1	3	21
Other	-	-	-	-	-	4	-	-	1	-	-	-	5
Total	2	1	1	3	2	6	-	1	3	3	1	3	26
Memphis, Tenn.													
California	-	-	-	-	-	-	-	1	1	1	1	-	4
Other	-	-	-	-	-	-	-	2	-	-	-	-	2
Total	-	-	-	-	-	-	-	3	1	1	1	-	6
Miami, Florida													
California	8	9	10	12	8	14	5	3	8	13	11	8	109
Other	-	-	-	-	-	1	14	11	14	-	-	-	40
Total	8	9	10	12	8	15	19	14	22	13	11	8	149
Nashville, Tenn.													
California	-	-	-	1	1	-	1	-	1	1	1	1	7
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	1	1	-	1	-	1	1	1	1	7
New Orleans, La.													
California	3	6	4	12	10	6	2	2	5	7	4	5	66
Other	-	-	4	2	-	20	4	2	2	-	-	-	34
Total	3	6	8	14	10	26	6	4	7	7	4	5	100
Oklahoma City, Okla.													
California	3	4	3	5	4	3	2	3	3	4	5	5	44
Other	-	-	-	-	-	-	2	-	1	-	-	-	3
Total	3	4	3	5	4	3	4	3	4	4	5	5	47

(Continued)

TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1970-JUNE 1971 (Cont'd)

Area, Market and Origin	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<u>Cars and carlot equivalents</u>													
SOUTHERN AREA (Cont'd)													
San Antonio, Texas													
California	2	3	4	5	4	1	2	4	2	3	2	3	35
Other	-	-	-	-	1	10	4	5	-	-	-	-	20
Total	2	3	4	5	5	11	6	9	2	3	2	3	55
<b>Southern Area Total</b>	<b>25</b>	<b>32</b>	<b>43</b>	<b>50</b>	<b>43</b>	<b>84</b>	<b>49</b>	<b>44</b>	<b>51</b>	<b>45</b>	<b>36</b>	<b>35</b>	<b>537</b>
WESTERN AREA													
Denver, Colo.													
California	10	5	3	4	8	10	9	7	7	10	9	8	90
Other	2	4	18	21	4	-	2	1	1	-	-	-	53
Total	12	9	21	25	12	10	11	8	8	10	9	8	143
Los Angeles, Calif.													
California	50	43	39	52	68	83	69	51	53	71	54	52	685
Other	-	-	-	-	-	-	2	4	1	-	-	1	8
Total	50	43	39	52	68	83	71	55	54	71	54	53	693
Portland, Oregon													
California	1	1	-	-	1	7	5	6	7	5	5	5	43
Other	7	8	47	53	66	-	1	-	-	4	8	4	198
Total	8	9	47	53	67	7	6	6	7	9	13	9	241
Salt Lake City, Utah													
California	4	8	7	5	6	5	4	3	3	4	4	5	58
Other	-	2	1	-	-	-	-	-	-	-	-	-	3
Total	4	10	8	5	6	5	4	3	3	4	4	5	61
San Francisco, Calif.													
California	24	21	25	47	38	44	53	48	41	34	22	26	423
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	24	21	25	47	38	44	53	48	41	34	22	26	423
Seattle-Tacoma, Wash.													
California	3	3	3	1	3	11	8	6	6	8	9	11	72
Other	17	17	29	36	21	1	-	-	-	1	2	1	125
Total	20	20	32	37	24	12	8	6	6	9	11	12	197
<b>Western Area Total</b>	<b>118</b>	<b>112</b>	<b>172</b>	<b>219</b>	<b>215</b>	<b>161</b>	<b>153</b>	<b>126</b>	<b>119</b>	<b>137</b>	<b>113</b>	<b>113</b>	<b>1758</b>
<b>UNITED STATES TOTAL</b>	<b>229</b>	<b>320</b>	<b>546</b>	<b>893</b>	<b>711</b>	<b>496</b>	<b>353</b>	<b>297</b>	<b>327</b>	<b>347</b>	<b>246</b>	<b>287</b>	<b>5052</b>
CANADA													
Montreal, Que.													
California	-	-	-	-	-	3	-	-	3	7	3	2	18
Other	28	60	108	79	23	-	6	3	9	-	-	-	316
Total	28	60	108	79	23	3	6	3	12	7	3	2	334
Ottawa, Ont.													
California	-	-	-	-	1	-	-	-	2	2	-	-	5
Other	6	6	13	9	2	-	-	-	-	-	-	1	37
Total	6	6	13	9	3	-	-	-	2	2	-	1	42
Toronto, Ont.													
California	-	-	-	-	7	16	5	8	11	11	11	10	79
Other	53	44	71	77	47	-	10	3	2	-	-	9	316
Total	53	44	71	77	54	16	15	11	13	11	11	19	395
Vancouver, B.C.													
California	-	3	-	-	2	12	10	13	15	11	8	7	81
Other	24	18	56	26	13	-	-	-	-	-	-	19	156
Total	24	21	56	26	15	12	10	13	15	11	8	26	237
Winnipeg, Man.													
California	1	-	-	1	2	2	-	2	1	6	-	2	17
Other	1	2	5	4	-	-	-	-	-	-	-	-	12
Total	2	2	5	5	2	2	-	2	1	6	-	2	29
<b>CANADA TOTAL</b>	<b>113</b>	<b>133</b>	<b>253</b>	<b>196</b>	<b>97</b>	<b>33</b>	<b>31</b>	<b>29</b>	<b>43</b>	<b>37</b>	<b>22</b>	<b>50</b>	<b>1037</b>

Compiled from "Fresh Fruit and Vegetable Unloads" and records of the USDA, C&MS, Fruit and Vegetable Division, Washington, D.C.

IV. ACREAGE, PRODUCTION, VALUE, FROZEN PACK AND COLD STORAGE DATA

TABLE 9. HARVESTED ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF CAULIFLOWER FOR FRESH MARKET AND PROCESSING, UNITED STATES, BY SEASON AND STATE, BY YEARS, 1970-1971

Season and State	Harvested Acreage		Yield Per Acre		Production		Price		Value	
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971
	Acres		Cwt.		1,000 Cwt.		Dollars		1,000 Dollars	
<u>Winter</u>										
Texas	600	500	55	80	33	40	18.40	14.00	606	560
Arizona	800	810	75	65	60	53	15.60	18.00	936	954
<u>Early Spring</u>										
California	7,500	7,000	90	90	675	630	10.20	11.60	6,882	7,314
<u>Summer</u>										
New York	1,500	1,400	90	105	135	147	11.20	a/	1,517	a/
<u>Early Fall</u>										
New York, L.I.	1,300	1,200	130	120	169	144	11.00	a/	1,861	a/
Michigan	850	800	70	65	60	52	10.90	a/	609	a/
Oregon	1,400	1,500	105	110	147	165	6.69	a/	1,077	a/
<u>Late Fall</u>										
California	10,000	11,600	100	105	1,000	1,218	8.64	a/	8,644	a/
<b>Grand Total or Average</b>	<b>23,950</b>	<b>24,810</b>	<b>95</b>	<b>99</b>	<b>2,279</b>	<b>2,449</b>	<b>9.62</b>	<b>a/</b>	<b>21,932</b>	<b>a/</b>

Compiled from Vegetables - Fresh Market, various monthly issues from the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

a/ Unavailable at time of this release. b/ Estimates discontinued.

TABLE 10. ACREAGE OF CAULIFLOWER, CALIFORNIA BY COUNTY AND SEASON, 1967-1971

County	1967	1968	1969	1970a/	1971b/
	<u>A c r e s</u>				
<u>Early Spring</u> (Feb. 1 to June 30)					
Alameda	1,970	2,150	1,350	1,850	1,400
Monterey	3,450	3,570	2,900	3,200	3,000
San Luis Obispo	550	600	470	500	420
Santa Clara	170	100	100	130	80
Santa Cruz	400	400	330	130	90
Fresno	70	70	80	c/	c/
San Joaquin	c/	c/	c/	c/	c/
Stanislaus	120	c/	c/	230	100
Los Angeles	100	70	c/	c/	20
Orange	330	300	250	250	250
San Diego	150	100	160	200	200
Santa Barbara	700	800	550	500	500
Ventura	200	210	150	150	650
Other Counties	190	230	260	360	290
<b>Total</b>	<b>8,400</b>	<b>8,600</b>	<b>6,600</b>	<b>7,500</b>	<b>7,000</b>
<u>Late Fall</u> (July 1 to Jan. 31)					
Alameda	1,200	1,100	1,150	1,200	800
Monterey	4,100	4,620	5,700	4,300	5,400
San Luis Obispo	180	150	160	180	170
Santa Clara	180	150	120	60	c/
Santa Cruz	250	400	360	270	500
San Joaquin	160	270	250	c/	250
Stanislaus	380	450	670	890	600
Fresno	350	850	700	250	570
Los Angeles	60	c/	c/	c/	c/
Orange	280	350	300	300	300
San Diego	c/	c/	c/	c/	c/
Santa Barbara	800	900	980	770	1,000
Ventura	200	200	170	130	400
Other Counties	360	460	740	1,650	1,610
<b>Total</b>	<b>8,500</b>	<b>9,900</b>	<b>11,300</b>	<b>10,000</b>	<b>11,600</b>
<b>GRAND TOTAL</b>	<b>16,900</b>	<b>18,500</b>	<b>17,900</b>	<b>17,750</b>	<b>18,600</b>

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

a/ Revised. b/ Subject to revision. c/ If any, included in other counties.

TABLE 11. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY CONTAINER SIZE, BY CALENDAR YEAR, 1968-1970

Container Size	1968		1969		1970	
	Thousand Pounds	Percent of Total	Thousand Pounds	Percent of Total	Thousand Pounds	Percent of Total
8 ounce carton	2,899	5.6	3,053	5.5	2,848	5.8
10 ounce carton	26,680	51.2	30,683	55.2	30,504 a/	61.8
2 pound carton	16,431	31.5	13,705	24.7	10,430	21.1
Other (1½-2½ lb.)	1,433	2.7	2,144	3.9	b/	
Bulk and large sizes	4,703	9.0	5,969	10.7	5,566 c/	11.3
Total	52,146	100.0	55,554	100.0	49,348	100.0

Compiled from reports of the American Frozen Food Institute, Burlingame, California.

a/ Includes Boil-in-Bag and Poly Bag.

b/ If any, included with 2 lb. carton.

c/ Includes 10 lb. and over.

TABLE 12. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY SEASON, 1967-68 TO 1970-71

Season	1967-68	1968-69	1969-70	1970-71
Fall (July-December)	28,722,136	41,089,425	<u>Pounds</u> 48,611,514	43,602,000
Spring (January-June)	11,056,575	6,942,486	5,746,481	7,292,000

Compiled from reports of the American Frozen Food Institute, Burlingame, California.

TABLE 13. FROZEN PACK OF CAULIFLOWER, UNITED STATES, BY REGION, EQUIVALENT FRESH AMOUNTS FOR THE U.S. AND CALIFORNIA, AND CALIFORNIA AS PERCENT OF TOTAL U.S. PACK, CALENDAR YEARS 1966-1970

Year	California	Northwest	East, South and Midwest	Total Frozen	Equivalent Fresh a/		Calif. as % of U.S. Frozen Pack
					U. S.	Calif.	
					<u>1,000 pounds</u>		
1966	39,464	11,979	2,542	53,985	3,849	2,814	73.1
1967	35,854	12,787	2,330	50,971	3,634	2,557	70.3
1968	52,146	13,512	1,908	67,566	4,817	3,718	77.2
1969	55,554	14,190 b/	- b/	69,744	4,973	3,961	79.7
1970	49,348	10,434 b/	- b/	59,782	4,263	3,519	82.5

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

a/ Equivalent fresh cartons derived from frozen weights. Frozen weight times 1.64 equals fresh weight (closely trimmed), then divided by 23 pounds (container weight) equals carton equivalent.

b/ East, South, Midwest and Northwest all reported under Northwest.

TABLE 14. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, PY MONTHS, 1966-67 TO 1970-71

End of Month	1966-67	1967-68	1968-69	1969-70	1970-71
	<u>Thousands of pounds</u>				
July	14,969	13,976	13,277	18,107	20,612
August	15,841	13,281	15,648	25,503	23,003
September	16,946	15,139	17,433	32,134	24,732
October	22,512	20,039	24,235	36,006	30,832
November	31,355	28,398	32,750	42,775	38,458
December	32,515	28,241	39,380	45,498	39,871
January	29,363	24,678	36,551	40,033	33,798
February	26,251	20,863	30,124	33,341	26,972
March	25,012	19,044	25,828	28,644	20,577
April	20,729	15,808	21,721	23,573	15,988
May	17,044	12,328	17,355	18,220	10,754
June	14,208	11,749	15,874	16,297	9,714

Compiled from Summaries of Regional Cold Storage Holdings, 1970, and Monthly Cold Storage reports showing January-June 1971 data, issued by USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 15. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY MONTHS, BY REGIONS, 1970-71 SEASON

End of Month	New England	Middle Atlantic	East No. Central	West No. Central	South Atlantic	East So. Central	West So. Central	Mountain	Pacific	Total
	<u>Thousands of pounds</u>									
<u>1970</u>										
July	333	1,162	1,079	2,850	336	123	252	299	14,178	20,612
Aug.	432	1,328	1,091	4,025	509	125	264	330	14,899	23,003
Sept.	519	1,305	1,344	3,874	565	115	299	415	16,296	24,732
Oct.	572	1,487	1,034	4,824	580	161	380	383	21,411	30,832
Nov.	647	2,000	1,207	6,012	503	169	366	459	27,095	38,458
Dec.	480	2,277	1,405	6,477	482	184	405	451	27,710	39,871
<u>1971</u>										
Jan.	385	2,450	1,138	5,417	578	151	463	503	23,009	33,798 a/
Feb.	326	2,196	1,048	4,698	691	145	314	370	16,878	26,972 a/
Mar.	329	1,881	906	3,686	638	115	269	298	12,652	20,577 a/
Apr.	319	1,533	923	3,233	1,214	86	285	220	8,491	15,988 a/
May	256	1,121	943	2,338	908	67	246	127	5,740	10,754 a/
June	240	878	767	2,353	374	101	182	132	5,082	9,714 a/

Compiled from Summary of Regional Cold Storage Holdings, 1970, and Monthly Cold Storage Reports showing January-June 1971 data, issued by USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

a/ Total figures are revised but figures by regions are preliminary and do not add to totals shown.