

Marketing California

CAULIFLOWER

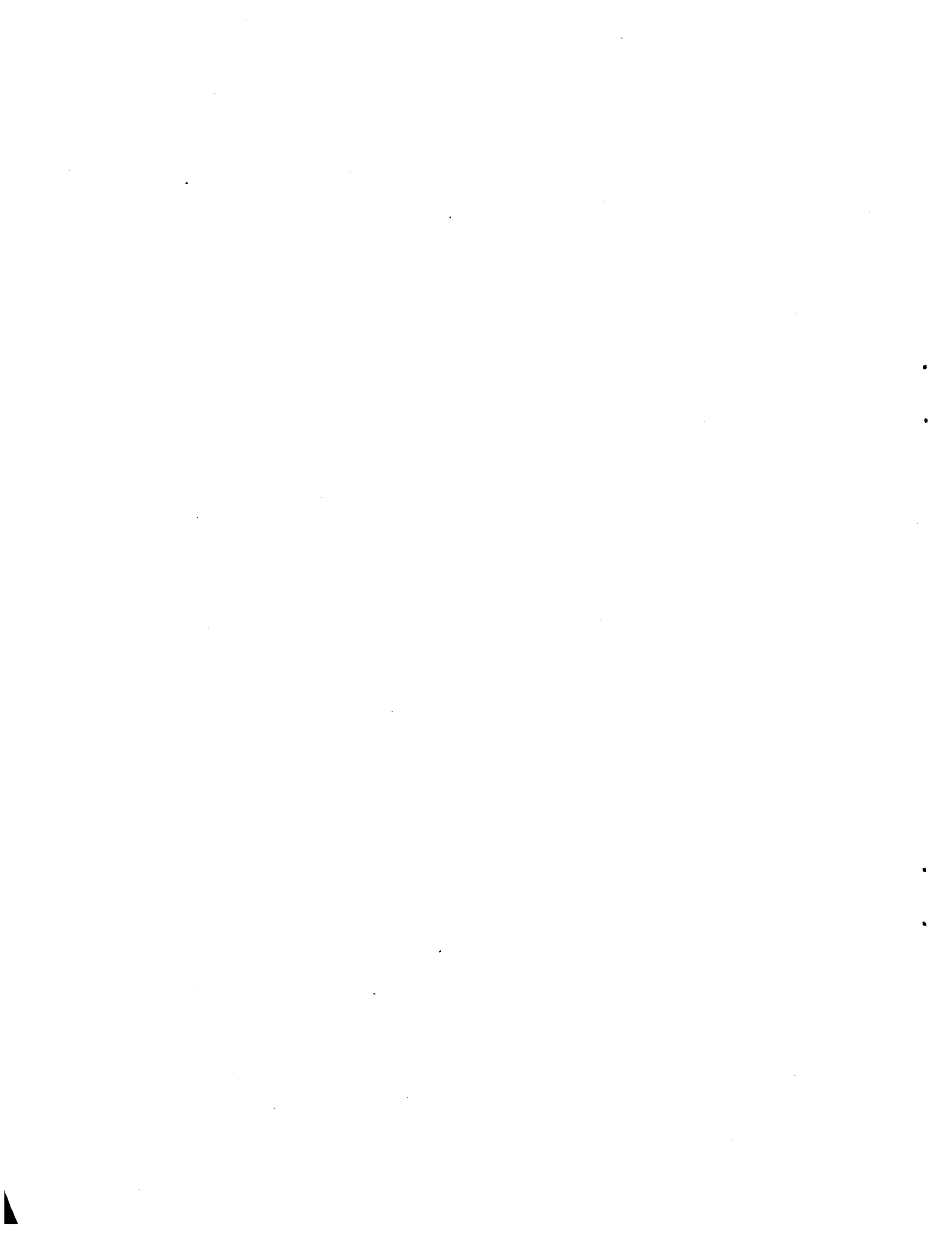
1975

MARKETING SEASON

FEDERAL-STATE MARKET NEWS SERVICE

**United States
Department of Agriculture
Agricultural Marketing Service
Market News Branch**

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



P R E F A C E

Data on the marketing of California cauliflower during 1975 are summarized in this publication. Statistical tables are essentially similar to those in these summaries the past several years.

Preparation of this summary was through the joint efforts of Federal-State Market News Service personnel, including Warren D. Young for Santa Maria, Louis Larsen and Arthur Verissimo at Salinas, and Wendell 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 Service 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 49
Salinas, California 93901

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1220 N Street
Sacramento, California 95814

Carlot Conversion Factors: During 1975 the following carlot conversion factors were used to convert truck shipment and unload package data to carlot equivalents:

Package Type	Weight Range	Mostly	Factor Per Carlot
		<u>Pounds</u>	<u>Packages</u>
Carton, 2 layer, 12-16 trimmed heads, wrapped	18-24	23	1,000
WGA crate	60-63	62	340
Western pony crate	40	40	500
Catskill or Long Island wirebound crate	45-50	50	400

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MARKETING CALIFORNIA CAULIFLOWER

Summary of the 1975 Season

HIGHLIGHTS: Cauliflower is a \$35 million crop in California, and ranks 37th in value among the state's principal crops. More than 75% of the cauliflower produced in the U.S. comes from California. In calendar year 1975, slightly over half the California crop moved to fresh market, and the remainder went to processors. California cauliflower acreage was the second largest of record. Yields averaged below recent years but equaled those in 1973. Production was the third largest, with 1972 and 1974 crops being larger. Prices and value were the highest of record. Fresh market shipments were record large. Amounts frozen were the smallest since 1971. Los Angeles was the leading fresh market outlet for California cauliflower, with 840 cars unloaded there. San Francisco-Oakland unloads were 367 cars. These three California markets received 30% of the 4,062 cars of California cauliflower unloaded in 41 U.S. cities during 1975. Per capita consumption nationally was 1.57 pounds per person, up 7% from 1974.

1975 FACTS AT A GLANCE COMPARED WITH 1974:

Acreage - 25,000 acres vs 25,800, down 3%.
 Yield - 91 cwt. vs 96, down 5%.
 Production - 2,286,000 cwt. vs 2,466,000, down 7%.
 Price - \$15.22 per cwt. vs \$12.75, up 19%.
 Value - \$34,802,000 vs \$31,455,000, up 11%.
 Crop Utilization:
 Fresh - 128,300,000 pounds vs 115,300,000, up 11%.
 Processing - 100,300,000 pounds vs 131,300,000, down 24%.
 Percent Fresh of Total Production - 56% vs 46%.
 Frozen Pack - 58,448,000 pounds vs 84,192,000, down 31%.
 Shipments, California Origin - 5,768 cars vs 5,129, up 12%.
 Unloads of California Origin at 41 U.S. and 5 Canadian Cities - 4,846 cars vs 4,485, up 8%.

PER CAPITA CONSUMPTION: Fresh cauliflower consumption in the United States during 1975 was one pound per person, the same as 1968, and up .20 pounds from 1974. Per

capita consumption of frozen cauliflower in 1975 was .35 pounds per person, down .06 pounds from 1974. The equivalent fresh consumption of frozen cauliflower was .57 pounds, making the total consumption of cauliflower on a fresh basis 1.57 pounds per person during calendar year 1975.

Reviews of the Marketing Season by Districts are shown below.

SALINAS-WATSONVILLE DISTRICT

HIGHLIGHTS: Total shipments and f.o.b. shipping point prices were up compared with the previous year.

SHIPMENTS: The Salinas-Watsonville district shipped a total of 3,111 cars and carlot equivalents, 655 more than the 2,456 shipped in 1974. Rail shipments totaled 493 cars, 23 less than last year's 516. Truck shipments totaled 2,618 carlot equivalents, 678 more than 1974's total of 1,940.

Shipments were heaviest during July, 443 cars and carlot equivalents, and October 411. The peak shipping week occurred June 8-14 when 127 cars and carlot equivalents were shipped.

F.O.B. PRICES: Sales at shipping point were reported from April 7 through December 22, 1975. The opening f.o.b. quote per carton of 12 film wrapped heads ranged \$5.00-5.50. With demand light, prices eased to \$4.00-4.50 by mid-April. Cool weather during the latter part of April caused production to decrease. The market began to strengthen. Carton 12s ranged \$4.75-5.00 from April 22 through May 2 and reached \$6.00 on May 12. As supplies increased sharply, the market weakened. Prices ranged \$4.00-4.50 during the last half of May and \$3.50-4.00 during the first half of June. Demand became active as supplies became lighter. Prices advanced to \$4.50-5.00 on June 23 and \$5.00 on June 30. In July, supplies became more plentiful. Prices eased lower. Carton 12s ranged \$4.50-5.00, mostly \$4.50 during the second week of July and \$4.00-4.50 during the third week. Prices reached a seasonal

low on July 31 when carton 12s ranged \$3.00-4.00, mostly \$3.00-3.50. A period of lighter supplies caused the market to gradually move upward. Prices ranged \$5.00-5.50, mostly \$5.50 from August 18 through 22. Carton 12s eased back to \$5.00 on August 25 but climbed back to \$5.50-6.00, mostly \$6.00 on September 12. Beginning the latter part of September, supplies increased sharply. Prices moved downward. Carton 12s ranged \$3.50-4.00 from October 3 through October 9. With supplies fairly heavy, prices from mid-October to mid-November generally ranged \$4.00-5.00. Shipments dropped sharply during the latter part of November and prices again moved upward. A seasonal high of \$5.50-6.50, mostly \$6.00 prevailed during the period December 3-5. As the season came to a close, prices eased downward, and the final quote for carton 12s ranged \$3.50-4.00.

The 1975 season's simple average per carton of 12 film wrapped heads was \$4.54, up from last year's \$4.17. Prices averaged highest in September, \$5.07, and May, \$4.85. Prices averaged lowest in June, \$4.01, and July, \$4.20. All averages were determined by using the mid-point of the quoted range or "mostly" price, whichever was lower.

IRVINGTON-ALVARADO-CENTERVILLE DISTRICT

HIGHLIGHTS: Shipments and prices were up significantly compared with a year earlier and quality was outstanding.

SHIPMENTS: The Irvington-Alvarado-Centerville district shipped a total of 675 cars and carlot equivalents, 118 more than the 557 shipped in 1974. Rail shipments totaled 184 cars, 28 less than the 212 billed last year. Truck shipments totaled 491 carlot equivalents, 146 more than the 345 reported a year earlier.

Shipments were heaviest in March, 146 cars and carlot equivalents, and February 135. 90 cars and carlot equivalents were shipped during the two week period March 2-15.

F.O.B. PRICES: Sales at shipping point were reported from January 2 through April 4 and again from December 15 through 31, 1975. The first f.o.b. quote for cartons of 12 film wrapped heads was \$6.00. The

price level advanced to \$7.00 during the period January 9-13. Prices eased lower. Carton 12s ranged \$5.00-5.50 on January 23. Prices advanced to \$6.00-6.50 on February 10, and a price level of \$7.00 was maintained during the period February 26-March 4. On March 5, demand turned light and prices eased lower. A range of \$5.50-6.00 was quoted from March 11-19. On March 20, the market began to strengthen. A price level of \$7.00 prevailed during the last week of March. The final quote of the winter season was issued on April 4 with carton 12s ranging \$6.25-7.50.

On December 15, carton 12s ranged \$5.50-6.50. Prices fell immediately and a range of \$5.00-6.00 was maintained during the remainder of the month.

The simple average f.o.b. price per carton of 12 film wrapped heads was \$6.13 compared with \$5.30 in 1974. Monthly averages were: January \$6.13, February \$6.14, March \$6.39, and December \$5.59. All averages were determined by using the mid-point of the quoted range or "mostly" price, whichever was lower.

SANTA MARIA-GUADALUPE-OCEANO DISTRICT

HIGHLIGHTS: Cauliflower is shipped the year around from the Santa Maria-Guadalupe-Oceano districts. Volume movement is generally during the late winter and early spring months. This season's f.o.b. started March 10 and finished on April 21, 1975, compared with last year's very short season of February 25 through April 5, 1974.

SHIPMENTS: Most of the movement to fresh market continued to move in mixed loads by rail cars and trucks. Rail car movement from the district for calendar year 1975 totaled 59 cars of cauliflower and 483 cars of mixed vegetables. This compares with 1974 shipments totaling 50 cars of cauliflower and 475 cars of mixed vegetables. Recorded truck movement was 524 carlot equivalents compared with 440 in 1974, based on 1,000 flat crates and cartons per carlot equivalent.

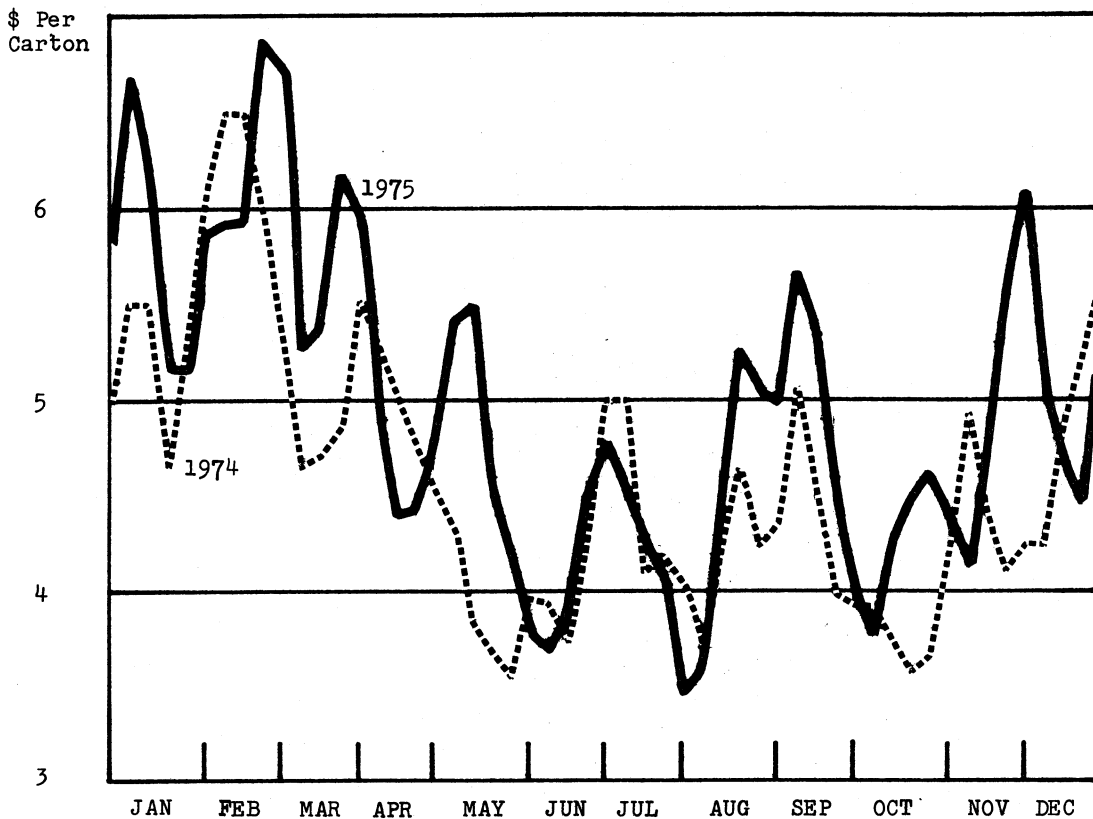
F.O.B. PRICES: The overall f.o.b. price range during the 1975 season was fairly narrow, ranging from a low of \$4.25 at the

close of the season on April 21 to a peak level of \$5.50 per 12 film wrapped heads during March 25-April 2. Over half the prices reported were \$5.00 or more during this season. Thus the overall simple arithmetic average for 12 film wrapped heads was \$4.93 compared to last year's very short season of \$4.92.

The opening demand on March 10 was only fair at \$5.00 for 12s on a declining market. Prices leveled off at \$4.50-4.75 under a good demand then moved up to \$4.50-5.00 on March 17 under a very good

demand. Prices ranged \$5.00-5.50, mostly \$5.50, from March 17-April 2 under a good to very good demand. Prices declined slightly to range \$4.75-5.25, mostly \$5.00, from April 4-11. With demand continuing to range fair to fairly good, prices declined to the \$4.50 level to close out the season on April 21 at \$4.25-4.50, the lowest level for the season. Although this year higher f.o.b. prices were reported, the higher costs of labor and other material reduced the net returns to growers.

WEEKLY SIMPLE AVERAGE F.O.B. SHIPPING POINT PRICES FOR CALIFORNIA CAULIFLOWER



I. MOVEMENT

TABLE 1. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CAULIFLOWER IN THE UNITED STATES, BY ORIGIN, 1971 TO 1975

Origin	1971	1972	1973	1974	1975 a/
<u>Cars and carlot equivalents</u>					
California					
Central California					
Rail	747	943	651	783	736
Truck b/	2,332	2,919	2,365	2,729	3,637
Total	3,079	3,852	3,016	3,512	4,373
Southern California					
Rail	93 c/	156 c/	202	234	85
Truck b/	302	618 c/	804 c/	1,259	1,228
Total	395	774	1,006 c/	1,493	1,313
Total California					
Rail	840	1,099	853	1,017	821
Truck b/	2,634	3,537	3,169	3,988	4,865
Air	12	9	76	124	82
Total	3,486	4,645	4,098	5,129	5,768
Arizona					
Rail	36	41	36	39	31
Truck b/	122	131	205	177	251
Total	158	172	341	216	282
Colorado - Truck	24	13	20	12	13
Connecticut - "	-	-	-	1	-
Delaware - "	3	3	2	1	1
Florida - "	110	48	52	42	77
Illinois - "	1	-	-	2	2
Indiana - "	5	-	8	2	1
Louisiana - "	13	14	21	21	6
Maine - "	2	2	1	1	1
Massachusetts - "	14	5	3	2	13
Michigan - "	123	59	53	67	27
Minnesota - "	1	1	1	-	1
Missouri - "	-	1	-	-	2
New Jersey - "	39	13	35	18	35
New York b/	634	839	704	612	755
Ohio - "	40	16	27	30	29
Oregon - "	216	146	200	100	116
Pennsylvania - "	26	10	8	8	3
Rhode Island - "	3	7	-	-	1
Texas					
Rail	-	-	10	6	-
Truck b/	53	39	85	32	22
Total	53	39	95	38	22
Utah - Truck	5	6	2	6	3
Vermont - "	-	-	-	-	2
Virginia - "	-	1	-	-	-
Washington					
Rail	4	-	-	-	-
Truck	51	85	63	39	59
Total	55	85	63	39	59
West Virginia - Truck	-	-	-	1	1
Wisconsin - "	25	6	6	6	4
Total U.S.					
Rail	880	1,140	899	1,062	852
Truck	4,144	4,982	4,665	5,168	6,290
Air	12	9	76	124	82
Total	5,036	6,131	5,640	6,354	7,224
<u>IMPORTS</u>					
Canada	16	6	9	3	11
Other	38	1	1	-	-

Compiled from Fresh Fruit and Vegetable Shipments, Fresh Fruit and Vegetable Unloads, and various records of the U.S.D.A., A.M.S., Market News Branch, Washington D.C.

a/ Preliminary.

b/ Shipping point truck data reported for California and Texas. Shipping point data are reported for New York beginning in 1972. Interstate truck shipment data reported for Arizona; and 41 U.S. city truck unload data reported for all other origins.

c/ Includes a small quantity from Imperial Valley.

Factor for California cauliflower truck has been 1,000 cartons per carlot equivalent since January 1, 1971.

TABLE 2. TOTAL RAIL AND TRUCK SHIPMENTS OF CAULIFLOWER, UNITED STATES,
BY ORIGIN, JANUARY-DECEMBER 1975 a/

Origin and Carrier	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<u>Cars and carlot equivalents</u>													
California													
Central California													
Rail	14	69	89	81	73	80	76	34	45	84	51	40	736
Truck b/	121	155	327	251	265	343	400	337	344	401	363	330	3637
Total	<u>135</u>	<u>224</u>	<u>416</u>	<u>332</u>	<u>338</u>	<u>423</u>	<u>476</u>	<u>371</u>	<u>389</u>	<u>485</u>	<u>414</u>	<u>370</u>	<u>4373</u>
Southern California													
Rail	3	1	2	38	25	10	-	-	-	-	1	5	85
Truck b/	224	105	77	254	215	42	-	-	-	4	84	223	1228
Total	<u>227</u>	<u>106</u>	<u>79</u>	<u>292</u>	<u>240</u>	<u>52</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>4</u>	<u>85</u>	<u>228</u>	<u>1313</u>
Total California													
Rail	17	70	91	119	98	90	76	34	45	84	52	45	821
Truck b/	345	260	404	505	480	385	400	337	344	405	447	553	4865
Air	6	9	9	13	6	4	7	2	7	10	5	4	82
Total	<u>368</u>	<u>339</u>	<u>504</u>	<u>637</u>	<u>584</u>	<u>479</u>	<u>483</u>	<u>373</u>	<u>396</u>	<u>499</u>	<u>504</u>	<u>602</u>	<u>5768</u>
Arizona													
Rail	11	5	9	-	-	-	-	-	-	-	-	6	31
Truck b/	83	62	47	-	-	-	-	-	-	-	-	59	251
Total	<u>94</u>	<u>67</u>	<u>56</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>65</u>	<u>282</u>
New York													
Truck b/	-	-	-	-	-	-	-	-	31	469	255	-	755
Texas													
Rail	-	-	-	-	-	-	-	-	-	-	-	-	-
Truck b/	9	1	2	-	-	-	-	-	-	-	-	10	22
Total	<u>9</u>	<u>1</u>	<u>2</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>10</u>	<u>22</u>
The following <u>Truck Unloads</u> are shown for states not reporting truck shipments. Data are from unloads in 41 U.S. cities.													
<u>Unloads</u>													
Colorado	-	-	-	-	-	-	-	1	6	6	-	-	13
Connecticut	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	-	-	-	-	-	-	-	-	-	1	-	-	1
Florida	25	15	15	20	-	-	-	-	-	-	1	1	77
Illinois	-	-	-	-	-	-	-	-	-	1	1	-	2
Indiana	-	-	-	-	-	-	-	-	-	-	1	-	1
Louisiana	5	-	-	-	-	-	-	-	-	-	-	1	6
Maine	-	-	-	-	-	-	-	-	-	1	-	-	1
Massachusetts	-	-	-	-	-	-	-	-	1	8	4	-	13
Michigan	-	-	-	-	-	-	-	1	3	13	10	-	27
Minnesota	-	-	-	-	-	-	-	-	-	1	-	-	1
Missouri	-	-	-	-	-	-	-	-	-	1	1	-	2
New Jersey	-	-	-	-	-	4	1	2	2	11	15	-	35
Ohio	-	-	-	-	-	-	-	-	1	17	11	-	29
Oregon	-	-	-	-	-	2	5	15	39	49	5	1	116
Pennsylvania	-	-	-	-	-	-	-	-	2	1	-	-	3
Rhode Island	-	-	-	-	-	-	-	-	-	-	1	-	1
Utah	-	-	-	-	-	-	-	-	2	1	-	-	3
Vermont	-	-	-	-	-	-	-	1	1	-	-	-	2
Washington	-	-	-	-	-	-	4	14	24	15	2	-	59
West Virginia	-	-	-	-	-	-	-	-	-	-	1	-	1
Wisconsin	-	-	-	-	-	-	-	-	-	2	2	-	4
Total U.S.													
Rail	28	75	100	119	98	90	76	34	45	84	52	51	852
Truck Shipments	437	323	453	505	480	385	400	337	375	874	702	622	5893
Truck Unloads	30	15	15	20	-	6	10	34	81	128	55	3	397
Air	6	9	9	13	6	4	7	2	7	10	5	4	82
Total	<u>501</u>	<u>422</u>	<u>577</u>	<u>657</u>	<u>584</u>	<u>485</u>	<u>493</u>	<u>407</u>	<u>508</u>	<u>1096</u>	<u>814</u>	<u>680</u>	<u>7224</u>
Imports													
Canada	-	-	-	-	-	-	1	3	3	1	3	-	11

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

a/ Rail and truck data are final.

b/ Truck shipment data for California, New York, and Texas are from shipping point. Arizona represents interstate truck shipments, and all other truck data are from 41 U.S. city truck unloads.

Factor for California cauliflower truck shipments is 1,000 cartons per carlot equivalent.

TABLE 3.

RAIL AND TRUCK SHIPMENTS OF CAULIFLOWER, CALIFORNIA,
BY DISTRICT, BY MONTH, 1975

Month	Salinas-Watsonville		Santa Maria		Bay		Southern San Joaquin Valley		Southern California		Total	
	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck	Rail	Truck
<u>Cars and carlot equivalents</u>												
January	-	-	-	16	14	102	-	3	3	224	17	345
February	16	9	9	55	44	91	-	-	1	105	70	260
March	23	94	24	129	42	104	-	-	2	77	91	404
April	36	141	6	60	39	50	-	-	38	254	119	505
May	61	229	3	28	9	8	-	-	25	215	98	480
June	80	323	-	17	-	3	-	-	10	42	90	385
July	72	371	4	29	-	-	-	-	-	-	76	400
August	28	298	5	37	1	2	-	-	-	-	34	337
September	40	309	5	35	-	-	-	-	-	-	45	344
October	72	339	1	33	11	29	-	-	-	4	84	405
November	47	287	-	45	4	31	-	-	1	84	52	447
December	18	219	2	40	20	71	-	-	5	223	45	553
Total	493	2,619	59	524	184	491	-	3	85	1,228	821	4,865

Compiled from Fresh Fruit and Vegetable Shipments, 1975, and various records of the U.S. Department of Agriculture, AMS, Market News Branch, Washington, D.C. and Sacramento, California. Rail and truck data are final.

II. PRICES

TABLE 4. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SANTA MARIA-GUADALUPE-OCEANO DISTRICT, BY DAYS, 1975

Date	Film Wrapped Heads				Date	Film Wrapped Heads			
	12s	Mostly	16s	Mostly		12s	Mostly	16s	Mostly
<u>Dollars per carton</u>					<u>Dollars per carton</u>				
Mar. 10	5.00	-	4.75	-	Mar. 31	5.50	-	5.25	-
11	4.50-4.75	-	4.25-4.50	-	Apr. 1	5.50	-	5.25	-
12	4.50-4.75	-	4.25-4.50	-	2	5.50	-	5.25	-
13	4.50-4.75	-	4.25-4.50	-	3	Insufficient to quote			
14	4.50-4.75	-	4.25-4.50	-	4	5.25-5.50	5.50	4.75-5.00	-
17	4.50-5.00	-	4.25-4.75	-	7	5.00-5.50	-	4.75-5.25	-
18	4.50-5.00	-	4.25-4.75	-	8	5.00	-	4.75	-
19	5.00	-	4.75	-	9	5.00	-	4.75	-
20	5.00	-	4.75	-	10	5.00	-	4.50	-
21	5.00	-	4.75	-	11	4.75-5.00	-	4.50	-
24	5.25-5.50	5.50	5.00-5.25	5.25	14	4.50-4.75	-	4.50	-
25	5.50	-	5.25	-	15	4.50	-	4.25-4.50	-
26	5.50	-	5.25	-	16	4.50	-	4.25-4.50	-
27	5.50	-	5.25	-	17	4.50	-	4.25-4.50	-
28	5.50	-	5.25	-	18	4.50 some	4.25	4.25 some	4.00
					21	4.25-4.50	-	4.00-4.25	-
LAST REPORT									

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

TABLE 5. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1975

Flat and Two Layer Cartons - Film Wrapped									
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
April 7	5.00-5.50	-	5.00-5.50	-	June 23	4.00-4.50	4.50	4.00-4.50	4.50
8	5.00-5.50	5.00	5.00-5.50	5.00	24	4.00-4.50	4.50	4.00-4.50	4.50
9	5.00	-	5.00	-	25	4.00-5.00	-	4.00-5.00	-
10	4.50	-	4.50	-	26	4.50-5.00	-	4.50-5.00	-
11	4.50	-	4.50	-	27	4.50-5.00	5.00	4.50-5.00	5.00
14	4.50	-	4.50	-	30	5.00	-	4.75-5.00	5.00
15	4.00-4.50	4.50	4.00-4.50	4.50	July 1	4.50-5.00	-	4.50-5.00	-
16	4.00-4.50	4.50	4.00-4.50	4.50	2	4.50	-	4.50	-
17	4.00-4.50	-	4.00-4.50	-	3	4.50-5.00	-	4.50-5.00	-
18	4.00-4.50	-	4.00-4.50	-	4	HOLIDAY	-	-	-
21	4.00-5.00	4.50-4.75	4.00-5.00	4.50-4.75	7	4.50-5.00	-	4.50-5.00	-
22	4.00-5.00	4.50-5.00	4.00-5.00	4.50-5.00	8	4.50-5.00	4.50	4.50-5.00	4.50
23	4.00-5.00	-	4.00-5.00	-	9	4.50-5.00	4.50	4.50-5.00	4.50
24	4.00-5.00	4.50-5.00	4.00-5.00	4.50-5.00	10	4.50-5.00	4.50	4.50-5.00	4.50
25	4.50-5.00	5.00	4.50-5.00	5.00	11	4.50-5.00	4.50	4.50-5.00	4.50
28	4.75-5.00	5.00	4.25-5.00	4.50-5.00	14	4.00-4.50	-	4.00-4.50	-
29	4.75-5.00	5.00	4.25-5.00	4.50-5.00	15	4.00-4.50	-	4.00-4.50	-
30	4.75-5.00	5.00	4.25-5.00	4.50-5.00	16	4.00-4.50	-	4.00-4.50	-
May 1	4.75-5.00	5.00	4.25-5.00	5.00	17	4.00-4.50	-	4.00-4.50	-
2	4.75-5.00	5.00	4.25-5.00	5.00	18	4.00-4.50	4.50	4.00-4.50	4.50
5	4.75-5.50	5.50	4.50-5.50	5.00-5.50	21	4.00-4.50	4.00	4.00-4.50	4.00
6	5.00-5.50	5.50	5.00-5.50	5.50	22	3.50-4.50	-	3.50-4.50	-
7	5.50	-	5.50	-	23	3.50-4.50	4.00-4.50	3.50-4.50	4.00-4.50
8	5.50-6.00	-	5.50-6.00	-	24	4.00-4.50	-	4.00-4.50	-
9	5.50-6.00	-	5.50-6.00	-	25	4.00-4.50	-	4.00-4.50	-
12	6.00	-	6.00	-	28	3.50-4.00	4.00	3.50-4.00	4.00
13	5.50	-	5.50	-	29	3.50-4.00	3.50	3.50-4.00	3.50
14	5.00-5.50	5.00	5.00-5.50	5.00	30	3.00-4.00	3.50	3.00-4.00	3.50
15	5.00	-	5.00	-	31	3.00-4.00	3.00-3.50	3.00-4.00	3.00-3.50
16	4.50-5.00	-	4.50-5.00	-	Aug. 1	3.00-4.00	3.50	3.00-4.00	3.50
19	4.50-5.00	4.50	4.50-5.00	4.50	4	3.00-4.00	3.50	3.00-4.00	3.50
20	4.00-4.50	-	4.00-4.50	-	5	3.00-3.75	3.50	3.00-3.75	3.50
21	4.00-4.50	-	4.00-4.50	-	6	3.00-3.50	-	3.00-3.50	-
22	4.00-4.50	-	4.00-4.50	-	7	3.50-4.00	-	3.25-3.50	-
23	4.00-4.50	-	4.00-4.50	-	8	3.50-4.00	4.00	3.50-4.00	3.50
26	HOLIDAY	-	-	-	11	4.00	-	3.50-4.00	-
27	4.00-5.00	4.00-4.50	4.00-5.00	4.00-4.50	12	4.00-4.50	-	3.50-4.25	-
28	4.00-4.75	4.00-4.50	3.75-4.50	4.00-4.50	13	4.00-4.50	4.50	3.50-4.50	-
29	4.00-4.50	-	3.75-4.50	4.00	14	4.50	-	4.00-4.50	-
30	4.00-4.50	4.00-4.25	4.00	-	15	4.50-5.00	5.00	4.00-5.00	5.00
June 2	4.00	-	3.50-4.00	-	18	5.00-5.50	-	5.00-5.50	-
3	3.50-4.00	3.75-4.00	3.50-4.00	-	19	5.00-5.50	5.50	5.00-5.50	5.50
4	3.50-4.00	3.75-4.00	3.50-4.00	-	20	5.00-5.50	5.50	5.00-5.50	5.50
5	3.50-4.00	3.75-4.00	3.50-4.00	-	21	5.00-5.50	5.50	5.00-5.50	5.50
6	3.50-4.00	3.75-4.00	3.50-4.00	-	22	5.00-5.50	5.50	5.00-5.50	5.50
9	3.50-4.00	3.75-4.00	3.50-4.00	-	25	5.00-5.50	-	5.00-5.50	-
10	3.50-4.00	3.75-4.00	3.50-4.00	3.50-3.75	26	5.00	-	5.00	-
11	3.50-4.00	3.75-4.00	3.50-4.00	3.50	27	5.00	-	5.00	-
12	3.50-4.00	3.50-3.75	3.25-3.75	3.25-3.50	28	5.00	-	5.00	-
13	3.50-4.00	3.50-3.75	3.25-3.75	3.50	29	5.00	-	5.00	-
16	3.50-4.00	3.75-4.00	3.25-3.75	3.50-3.75	Sep. 1	HOLIDAY	-	-	-
17	3.50-4.00	3.75-4.00	3.25-3.75	3.50-3.75	2	5.00	-	5.00	-
18	3.50-4.00	3.75-4.00	3.25-4.00	3.50-3.75	3	5.00	-	5.00	-
19	4.00	-	3.50-4.00	-	4	5.00	-	5.00	-
20	4.00	-	3.75-4.00	-	5	5.00	-	5.00	-

(Continued)

TABLE 5. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1975 (Cont'd)

Flat and Two Layer Cartons - Film Wrapped									
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Sep. 8	5.00-5.50	5.50	5.00-5.50	5.00	Oct. 31	4.50-5.00	5.00	4.50-5.00	5.00
9	5.50-6.00	-	5.50-6.00	5.50					
10	5.50-6.00	-	5.50-6.00	-	Nov. 3	4.00-5.00	-	4.00-5.00	-
11	5.50-6.00	-	5.50-6.00	-	4	4.00-5.00	-	4.00-5.00	-
12	5.50-6.00	6.00	5.50-6.00	6.00	5	4.00-5.00	-	4.00-5.00	4.00-4.50
					6	4.00-4.50	-	4.00-4.50	-
15	5.50-6.00	6.00	5.50-6.00	6.00	7	4.00-4.50	-	4.00-4.50	-
16	5.00-6.00	-	5.00-6.00	-					
17	5.00-6.00	5.00-5.50	5.00-6.00	5.00-5.50	10	4.00-4.50	4.00	4.00-4.50	4.00
18	5.00-5.50	-	5.00-5.50	-	11	4.00	-	4.00	-
19	5.00-5.50	-	5.00-5.50	-	12	4.00-4.50	4.00	4.00-4.50	4.00
					13	4.00-4.50	4.50	4.00-4.50	-
22	5.00	-	5.00	-	14	4.50	-	4.00-4.50	-
23	4.50-5.00	-	4.50-5.00	-					
24	4.50-5.00	-	4.50	-	17	4.50-5.00	-	4.00-4.50	4.50
25	4.00-4.50	-	4.00	-	18	4.50-5.00	-	4.00-4.50	4.50
26	4.00-4.50	-	3.50-4.00	-	19	4.50-5.00	-	4.00-4.50	4.50
					20	4.50-5.00	5.00	4.25-4.50	4.50
29	4.00-4.50	-	3.50-4.00	-	21	4.50-5.50	-	4.50-5.00	-
30	4.00	-	3.50-4.00	3.50					
Oct. 1	4.00	-	3.50	-	24	5.50	-	5.00-5.50	-
2	4.00	-	3.50	-	25	5.50	-	5.50	-
3	3.50-4.00	-	3.00-3.50	-	26	5.50-6.00	5.50	5.50	-
					27	HOLIDAY			
6	3.50-4.00	-	3.00-3.50	-	28	5.50-6.00	-	5.50-6.00	-
7	3.50-4.00	-	3.00-3.50	-					
8	3.50-4.00	-	3.00-3.50	-	Dec. 1	5.50-6.00	-	5.50-6.00	-
9	3.50-4.00	-	3.00-3.50	-	2	5.50-6.00	-	5.50-6.00	-
10	4.00	-	3.50-4.00	-	3	5.50-6.50	6.00	5.50-6.00	-
					4	5.50-6.50	6.00	5.50-6.00	-
13	HOLIDAY				5	5.50-6.50	6.00	5.50-6.00	-
14	4.00-4.50	4.50	4.00-4.50	4.00					
15	4.00-4.50	4.50	4.00-4.50	4.00	8	5.00-6.00	5.00	5.00-6.00	5.00
16	4.00-4.50	4.50	4.00-4.50	4.50	9	5.00-5.50	5.00	5.00-5.50	5.00
17	4.00-4.50	4.50	4.00-4.50	4.50	10	5.00	-	4.50-5.00	-
					11	4.50-5.00	-	4.50-5.00	4.50
20	4.50-5.00	4.50	4.00-4.50	-	12	4.50-5.00	-	4.50-5.00	4.50
21	4.50-5.00	4.50	4.00-4.50	-					
22	4.00-5.00	4.50	4.00-4.50	-	15	3.50-4.50	-	3.50-4.50	-
23	4.00-4.50	4.50	4.00-4.50	-	16	4.00-4.50	4.00	4.00-4.50	4.00
24	4.00-5.00	4.50	4.00-4.50	-	17	4.00-4.50	4.00	4.00-4.50	4.00
					18	3.50-4.00	4.00	3.50-4.00	-
27	HOLIDAY				19	3.50-4.00	-	3.50-4.00	-
28	4.00-5.00	4.50	4.00-5.00	4.50					
29	4.00-5.00	5.00	4.00-5.00	5.00	22	3.50-4.00	-	3.00-3.25	
30	4.50-5.00	5.00	4.50-5.00	5.00		Last Report			

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

TABLE 6. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE IRVINGTON-ALVARADO-CENTERVILLE DISTRICT, BY DAYS, 1975

Flat Cartons - Film Wrapped									
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
					Dollars per carton				
Jan. 2	6.00	-	6.00	-	Mar. 3	7.00	-	6.75-7.00	-
3	6.00-6.50	6.50	6.00	-	4	7.00	-	6.75-7.00	-
6	6.50-7.00	-	6.25-6.50	-	5	6.50-7.00	-	6.25-7.00	-
7	6.50-7.00	-	6.25-6.50	-	6	6.50	-	6.25-6.50	-
8	6.50-7.00	-	6.25-6.50	-	7	6.50	-	6.25-6.50	-
9	7.00	-	6.50	-	10	6.00-6.50	-	5.75-6.50	-
10	7.00	-	6.50	-	11	5.50-6.00	-	5.50-6.00	-
13	7.00	-	6.50	-	12	5.50-6.00	-	5.50-6.00	-
14	6.50-7.00	-	6.25-6.50	-	13	5.50-6.00	-	5.50-6.00	-
15	6.50	-	6.00-6.50	-	14	5.50-6.00	-	5.50-6.00	-
16	6.50	-	6.00-6.25	-	17	5.50-6.00	-	5.50-6.00	-
17	6.00-6.50	-	6.00-6.50	-	18	5.50-6.00	-	5.50-6.00	-
20	6.00-6.50	-	6.00-6.50	-	19	5.50-6.00	-	5.50-6.00	-
21	5.50-6.00	-	5.50-6.00	-	20	6.00	-	6.00	-
22	5.00-6.00	5.00-5.25	5.00-5.50	-	21	6.00	-	6.00	-
23	5.00-5.50	-	4.75-5.50	-	24	6.50	-	6.50	-
24	5.00-5.50	-	4.75-5.50	-	25	7.00	-	7.00	-
27	5.00-5.50	-	4.75-5.50	5.00	26	7.00	-	7.00	-
28	5.50	-	5.00-5.25	-	27	7.00	-	7.00	-
29	5.50	-	5.00-5.25	-	28	Insufficient to quote			-
30	5.50-6.00	5.50	5.00-5.75	-	31	7.00	-	7.00	-
31	5.50-6.00	-	5.00-5.75	-	Apr. 1	6.50-7.00	-	6.50-7.00	-
Feb. 3	5.50-6.00	6.00	5.50-5.75	-	2	6.25-7.00	6.25	6.00-7.00	6.00
4	6.00	-	5.50-6.00	-	3	6.25-7.50	6.25-6.50	6.00-7.50	6.00
5	6.00	-	5.50-6.00	-	4	6.25-7.50	6.25-6.50	6.00-7.50	6.00
6	6.00	-	5.50-6.00	5.75-6.00	Last report until volume resumes				
7	6.00	-	5.50-6.00	5.75-6.00	Dec. 15	5.50-6.50	-	5.25-6.50	-
10	6.00-6.50	6.00	5.75-6.50	5.75-6.00	16	5.00-6.50	-	4.75-6.00	-
11	6.00-6.50	6.00	5.75-6.50	5.75	17	5.00-6.50	-	4.75-6.00	-
12	6.00-6.50	6.00	5.75-6.00	5.75	18	5.00-6.00	-	4.75-6.00	-
13	6.00	-	5.75-6.00	5.75	19	5.00-6.00	-	4.75-6.00	-
14	6.00	-	5.75-6.00	5.75	22	5.00-6.00	-	4.25-6.00	-
17	HOLIDAY				23	5.00-6.00	-	4.25-6.00	-
18	5.50-6.00	-	5.25-6.00	5.25-5.50	24	5.00-6.00	-	4.25-6.00	-
19	5.50-6.00	-	5.25-6.00	-	25	HOLIDAY			
20	5.50-6.00	-	5.25-6.00	5.25-5.50	26	HOLIDAY			
21	6.00	-	5.75-6.00	-	29	5.00-6.00	-	4.50-5.50	-
24	6.50-7.00	7.00	6.00-7.00	-	30	5.00-6.00	-	4.50-5.50	-
25	6.50-7.00	7.00	6.00-7.00	-	31	5.00-6.00	-	4.75-5.50	-
26	7.00	-	6.75-7.00	-					
27	7.00	-	6.75-7.00	-					
28	No report issued - Conference								

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

TABLE 7. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE ORANGE COUNTY-SAN LUIS REY AND OXNARD DISTRICTS, BY DAYS, 1975

Date	Cartons - Film Wrapped				Date	Cartons - Film Wrapped			
	9s	12s	16s	20s		9s	12s	16s	20s
	<u>Dollars per carton</u>					<u>Dollars per carton</u>			
Dec. 30	4.50	5.00-5.50	5.00-5.50	4.50	May 5	4.50	5.00-5.50	5.00-5.25	4.50
31	4.50	5.25-5.50	5.00-5.50	4.50	6	-	5.00-5.50	4.50-5.00	-
Jan. 1	HOLIDAY				7	-	5.00-5.25	4.75-5.25	-
2	4.50-5.00	5.50-6.00	5.00-5.50	4.50-5.00	8	-	5.25-5.50	5.00-5.25	-
3	5.00	5.50-6.00	5.50-6.00	5.00	9	-	5.50-6.00	5.50	-
6	5.50	6.00-6.50	6.00	5.50	12	-	6.00-6.50	5.50-6.00	-
7	5.75	6.00-6.50	6.00-6.50	5.75	13	-	6.00-6.50	5.50-6.00	-
8	5.75-6.00	6.50-7.00	6.00-6.50	5.75-6.00	14	-	5.50-6.00	5.50-6.00	-
9	5.50-6.00	6.25-7.00	6.00-6.50	5.50-6.00	15	-	5.00-5.50	5.00-5.50	-
10	5.50-5.75	6.50-7.00	6.00-6.50	5.50-5.75	16	4.25-4.50	5.00-5.50	5.00-5.50	3.50-4.25
13	5.00-5.75	5.75-6.75	5.75-6.75	5.50-6.00	19	-	5.00	4.50-5.00	-
14	5.00-5.75	6.00-6.75	6.00-6.75	5.50-6.00	20	-	4.50-5.00	4.50-5.00	-
15	4.00-4.50	5.75-6.50	5.75-6.00	5.00-5.50	21	-	4.50	4.00-4.50	-
16	4.00-5.00	5.00-6.00	5.00-6.00	4.00-5.00	22	-	4.50-5.00	4.00-4.50	-
17	3.50-4.50	5.00-6.00	5.00-6.00	3.50-4.50	23	-	4.50	4.00-4.50	-
20	3.50-4.00	4.50-5.25	5.00-5.25	4.00-4.50	Last Report				
21	3.50-4.00	4.50-5.25	4.50-5.25	4.00-4.25	Nov. 17	3.75	4.50	4.50	3.75-4.00
22	3.75-4.00	4.50-5.00	5.00	3.75-4.00	18	a/	4.50	4.50	4.00
23	3.75-4.00	4.50-5.00	4.50-5.00	3.75-4.00	19	a/	4.50-4.75	4.50-4.75	a/
24	3.50-4.00	4.50-5.00	4.50-5.00	3.50-4.00	20	a/	4.50-5.00	4.50-5.00	a/
27	4.00	4.50-4.75	4.50-4.75	4.00	21	a/	4.50-4.75	4.50-4.75	a/
28	4.00	4.50-5.00	4.50-5.00	4.00	24	a/	5.00-5.50	5.00-5.50	a/
29	3.75-4.00	4.50-5.00	4.50-5.00	4.00	25	-	5.00-6.00	5.00-6.00	-
30	4.00	4.50-5.00	4.50-5.00	4.00	26	-	5.50-6.00	5.50-6.00	-
31	Insufq.	5.00-5.50	4.50-5.00	4.00	27	HOLIDAY			
Feb. 3	Insufq.	5.50-6.00	5.00-5.50	5.00	28	-	5.50-6.00	5.50-6.00	-
4	-	5.50-6.00	5.00-5.50	4.50-4.75	Dec. 1	-	6.00	6.00	-
5	-	5.50-6.00	5.50	4.75	2	-	6.00-6.50	6.00-6.50	-
6	-	5.50-6.00	5.00-5.50	4.50-4.75	3	-	6.00-6.50	6.00-6.50	-
7	-	5.50-6.00	5.00-5.50	4.50-5.00	4	-	6.50	6.50	-
10	5.00	6.00	5.50-6.00	5.00	5	-	6.00-6.50	6.00-6.50	-
11	5.00	6.00	5.50-6.00	5.00	8	-	6.00-6.50	6.00-6.50	-
12	-	5.50-6.00	5.00-5.50	4.50	9	-	5.00-6.00	5.00-6.00	-
13	-	5.50-6.00	5.00-5.50	4.50-5.00	10	-	5.00-5.50	5.00-5.50	-
14	4.50-5.00	5.50-6.00	5.00-5.50	4.50-5.00	11	-	5.00-5.50	5.00-5.50	-
17	HOLIDAY				12	-	5.00-5.50	5.00-5.50	-
18	-	6.00	5.50	-	15	-	4.50-5.00	4.50-5.00	-
19	Insufq.				16	-	4.50-5.00	4.50-5.00	-
Last report until volume increases					17	-	4.00-4.50	4.00-4.50	-
Apr. 21	-	-	-	-	18	-	4.00-4.50	4.00-4.50	-
22	-	4.00-4.50	4.00-4.50	3.50-3.75	19	-	4.00	4.00	-
23	-	4.00-4.50	4.00-4.50	-	22	-	4.00	4.00	-
24	-	4.00-4.50	4.00-4.50	-	23	-	4.00-4.50	3.50-4.00	-
25	-	4.25-4.75	4.25-4.75	-	24	-	4.00-4.50	3.75-4.00	-
28	-	4.75-5.00	4.50-5.00	-	25	HOLIDAY			
29	-	5.00-5.50	4.50-5.00	-	26	HOLIDAY			
30	-	5.00	4.50-5.00	-	29	-	4.50-5.00	4.50-5.00	-
May 1	-	5.00-5.50	4.50-5.00	-	30	-	4.50-5.00	4.50-5.00	-
2	-	5.00-5.25	4.50-5.00	-	31	-	4.50-5.00	4.50-5.00	-

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

a/ Offerings very light and insufficient to quote.
 Insufq. - Insufficient to quote.

TABLE 9. WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT NEW YORK, CHICAGO, BOSTON, ST. LOUIS, AND TORONTO, CANADA, MIDWEEK QUOTATIONS, 1975

Date	New York	Boston	Chicago	St. Louis	Toronto, Canada
	<u>Film wrapped 12s - U.S. dollars per carton</u>				<u>Canadian dollars</u>
Jan. 2	8.00-8.50	8.00-8.50	8.50	7.00 b/	-
8	9.00	10.00	9.50	6.50	-
15	9.00	9.50	9.50-10.00	8.25-8.50	-
22	8.00-8.50	7.00-8.00	7.50-8.00	7.25-7.50	-
29	7.00-7.50	6.00-7.00	7.50-7.75	6.75-7.00	-
Feb. 5	8.50	8.50	7.00-7.50	6.75-7.00	-
12	8.50-9.00	a/	8.50	a/	-
19	7.50-8.00	8.00-8.50	8.00	7.25-7.50	-
26	8.00-9.00	8.50	7.00-7.50	7.50	-
Mar. 5	8.50-9.00	9.75-10.00	9.00	a/	-
12	7.50-8.00	9.00	8.00	8.00-8.25	-
19	8.00-8.50	7.00-8.50	7.50-8.00	7.50	-
26	7.00	8.50	8.00	6.50-7.00	-
Apr. 2	7.50-8.00	8.50-9.00	8.00-8.50	7.50	-
9	7.50-8.00	7.50-8.00	7.00-7.50	7.25	-
16	7.50-8.00	7.00-8.00	7.00-7.50	7.00-7.50	-
23	6.50-7.00	6.50-7.50	6.50-7.00	7.00-7.25	-
30	6.00-6.50	6.50-7.50	5.50	6.50-6.75	-
May 7	7.50	8.00	8.50	7.25-7.50	-
14	9.00	7.50-8.50	8.50-9.00	7.50-7.75	-
21	7.50-8.00	7.50-8.50	7.00-7.50	7.50-8.00	-
28	7.00-7.50	7.50-8.00	7.00-7.50	7.00-7.25	-
June 4	7.50-8.00	7.00-8.00	6.00	6.25-7.00	-
11	6.00-6.50	7.50	6.00	6.00-6.50	-
18	6.50-7.00	7.00-7.50	5.50-6.00	6.00	-
25	7.00	7.00	6.00	6.00	-
July 2	7.50	6.50-7.00	a/	6.50-6.75	-
9	a/	8.00-8.50	8.00	6.75-7.50	-
16	8.00-9.00	8.00-8.50	7.00-7.50	6.75-7.00	-
23	6.50-7.00	6.50-7.00	5.50-6.00	6.75-7.00	-
30	6.00-6.50	6.00-6.50	4.50-5.50	6.50-6.75	-
Aug. 6	6.00-6.50	a/	5.00-5.50	6.00-6.25 b/	-
13	6.00-6.50	7.00	5.00-5.50	5.50-5.75	-
20	8.00	a/	8.50	a/	-
27	9.00	8.00-8.50	7.50-8.00	7.50-8.00	-
Sept. 3	8.50-9.00	8.00-8.50	7.00-7.50	7.00-7.50	-
10	9.00	8.50	8.00-8.50	7.50-7.75	-
17	9.00-9.50	9.00	8.00-8.50	7.00-7.50	-
24	8.00	8.00-8.50	7.50-8.00	7.00-7.50	-
Oct. 1 d/	5.50-6.00	7.00-7.50	6.50-7.00	6.25	-
8 e/	5.50-6.00	6.00	6.00-6.50	6.00-6.25	-
15	6.00	6.00-6.50	5.00-5.50	6.25	-
22	6.00-6.50	6.50	6.50-7.00	6.25-6.50	-
29	5.50-6.00	4.50-6.00	6.50	6.50-6.75	-
Nov. 5 d/	7.00	5.00-6.00	6.00-6.50	6.50-6.75	5.75-6.25 c/
12 d/	6.00-6.50	6.50	5.50	6.00-6.50	5.00-5.50 c/
19	6.00-6.50	5.50-6.00	6.50-7.00	6.25-6.50	8.25-8.50
26 e/	8.00-9.00	6.50-7.50	8.50	6.75-7.25	8.25-8.50
Dec. 3 e/	9.00-9.50	9.00	8.50	8.25	9.00-9.25
10	9.00	9.00-9.50	7.50	8.00-8.25	10.00-10.25
17	7.00-7.50	7.00-8.00	6.50-7.00	7.00-7.25	8.75-9.00
24 e/	7.00-7.50	6.00-6.50	6.00-6.50	6.50-7.00	a/
31 e/	7.00-8.00	6.50	7.50	6.25-6.50	8.75-9.00

Compiled from daily Wholesale Market Reports issued by the U.S. Department of Agriculture, AMS, Fruit and Vegetable Division, Market News Branch at New York, Chicago, Boston, St. Louis, and Salinas.

a/ No offerings or insufficient to quote.

b/ 16s only.

c/ Montreal, Canada.

d/ Thursday quotes.

e/ Tuesday quotes.

III. DISTRIBUTION

TABLE 10.

RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY MONTHS, 1975

Area and City	January				February				March				April				May				June				July				
	Calif.		Other		Calif.		Other		Calif.		Other		Calif.		Other		Calif.		Other		Calif.		Other		Calif.		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</u>																													
EASTERN																													
Albany, N.Y.	-	3	-	-	-	2	-	-	-	4	-	-	-	3	-	-	-	2	-	-	-	3	-	-	-	1	2	-	1
Baltimore, Md.	-	-	-	2	2	1	-	1	2	1	-	1	3	1	-	2	3	1	-	-	2	1	-	-	-	1	1	-	-
Boston, Mass.	4	14	-	-	5	3	1	8	10	2	-	9	11	9	-	-	7	8	-	-	15	3	-	-	-	9	5	-	-
Buffalo, N.Y.	1	5	-	-	2	3	-	-	2	2	-	-	1	2	-	-	1	2	-	-	1	1	-	1	-	1	1	-	5
N.Y.-Newark, N.J.	7	11	-	12	19	10	2	4	18	5	2	7	29	12	-	4	16	10	-	-	17	7	-	5	20	4	-	-	5
Philadelphia, Pa.	3	5	-	1	13	7	1	-	15	3	-	2	17	6	-	-	4	6	-	-	14	2	-	-	5	2	-	1	1
Pittsburgh, Pa.	-	7	-	-	1	6	-	-	3	5	-	-	-	6	-	-	-	7	-	-	-	8	-	-	-	5	-	2	2
Providence, R.I.	-	2	-	2	-	1	-	1	-	2	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
Washington, D.C.	-	2	-	4	-	1	-	1	-	1	-	2	-	5	-	2	-	6	-	-	-	5	-	-	-	4	-	-	-
Total Eastern	15	49	-	21	42	34	4	15	48	25	2	21	61	45	-	8	31	42	-	-	49	31	-	6	35	25	-	14	-
MIDWESTERN																													
Chicago, Ill.	-	14	-	-	5	12	1	1	1	12	-	-	4	14	-	-	3	15	-	-	4	9	-	-	3	8	-	-	-
Cincinnati, Ohio	-	9	-	-	2	5	-	-	2	8	-	-	1	9	-	-	3	7	-	-	3	5	-	-	2	5	-	-	-
Cleveland, Ohio	-	13	-	-	1	10	-	-	1	9	-	-	1	12	-	-	13	8	-	-	-	8	-	-	-	9	-	-	-
Detroit, Mich.	3	8	-	3	5	6	-	-	7	10	-	1	4	11	-	4	7	-	-	4	6	-	-	-	5	3	-	-	-
Indianapolis, Ind.	-	4	-	1	-	5	-	-	-	5	-	-	-	11	-	-	-	6	-	-	-	7	-	-	5	4	-	-	-
Kansas City, Mo.	-	4	-	-	-	2	-	-	-	6	-	-	-	5	-	-	-	5	-	-	-	7	-	-	-	6	-	-	-
Louisville, Ky.	-	2	-	-	-	2	-	1	-	3	-	-	-	4	-	-	-	3	-	-	-	4	-	-	-	2	-	-	-
Milwaukee, Wis.	1	2	-	-	-	2	-	-	2	2	-	-	-	2	-	-	-	2	-	-	-	4	-	-	-	1	2	-	-
Mpls.-St. Paul, Minn.	-	8	-	-	1	7	-	-	2	7	-	-	-	8	-	-	-	1	3	-	-	4	-	-	-	1	2	-	-
St. Louis, Mo.	-	9	-	1	-	9	-	2	-	12	-	-	-	10	-	-	-	14	-	-	5	9	-	-	2	6	-	-	-
Total Midwestern	4	73	-	5	14	63	1	4	13	74	-	1	10	86	-	-	12	81	-	-	16	68	-	-	13	54	-	-	-
SOUTHERN																													
Atlanta, Ga.	-	4	-	2	-	3	-	1	-	7	-	-	-	5	-	-	-	4	-	-	-	4	-	-	-	4	-	-	-
Birmingham, Ala.	-	3	-	-	-	2	-	1	-	3	-	-	3	-	-	-	4	-	-	-	3	-	-	-	-	1	-	-	-
Columbia, S.C.	-	-	-	4	-	1	-	3	-	1	-	3	-	1	-	1	-	2	-	-	-	2	-	-	-	3	-	-	-
Dallas, Tex.	-	3	-	7	-	3	-	5	-	5	-	3	-	7	-	-	-	6	-	-	-	6	-	-	-	6	-	-	-
Ft. Worth, Tex.	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-
Houston, Tex.	-	1	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	2	-	-	-
Memphis, Tenn.	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	2	-	-	-
Miami, Fla.	-	9	-	5	-	5	-	5	-	9	1	7	1	14	-	11	1	16	-	-	-	25	-	-	1	16	-	-	-
Nashville, Tenn.	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Orleans, La.	-	4	-	7	-	2	-	4	-	4	-	1	1	7	-	-	-	5	-	-	-	7	-	-	1	4	-	-	-
Oklahoma City, Okla.	-	4	-	1	-	2	-	2	-	4	-	1	-	4	-	-	-	4	-	-	-	6	-	-	-	4	-	-	-
San Antonio, Tex.	-	8	-	4	-	17	-	5	-	4	-	-	4	-	-	-	-	5	-	-	-	7	-	-	-	10	-	-	-
Total Southern	-	38	-	30	-	39	-	26	-	41	1	15	2	49	-	12	1	49	-	-	-	64	-	-	2	52	-	-	-
WESTERN																													
Denver, Colo.	-	8	-	-	-	5	-	1	-	6	-	-	10	-	-	-	5	-	-	-	9	-	-	-	10	-	-	-	-
Los Angeles, Calif.	-	75	-	1	-	57	-	2	-	80	-	1	-	98	-	-	64	-	-	-	52	-	-	-	59	-	-	-	-
Portland, Ore.	-	8	-	4	-	8	-	2	-	9	-	-	12	-	-	11	-	-	-	11	-	2	-	-	6	-	5	-	-
Salt Lake City, Utah	-	7	-	-	-	8	-	-	-	8	-	-	8	-	-	7	-	-	-	-	7	-	-	-	6	-	-	-	-
S.F.-Oakland, Calif.	-	35	-	-	-	34	-	-	-	45	-	-	35	-	-	29	-	-	-	-	26	-	-	-	19	-	-	-	-
Seattle-Tacoma, Wash.	-	16	-	-	-	11	-	-	-	13	-	-	13	-	-	12	-	-	-	1	15	-	-	-	12	-	4	-	-
Total Western	-	149	-	5	-	123	-	5	-	161	-	1	-	176	-	-	128	-	-	1	120	-	2	-	112	-	9	-	-
Total 41 U.S. Cities	19	309	-	61	56	259	5	50	61	301	3	38	73	356	-	20	44	300	-	-	66	283	-	8	50	243	-	23	-
CANADA UNLOADS																													
Montreal, Que.	3	16	-	7	3	10	3	8	6	4	13	-	15	14	-	-	14	10	-	-	19	2	-	2	1	3	-	41	-
Ottawa, Ont.	-	3	-	-	-	4	-	-	-	4	-	1	1	5	-	-	6	-	-	-	5	-	-	-	2	-	4	-	-
Toronto, Ont.	11	20	2	1	12	39	1	-	14	24	-	-	23	48	-	-	21	7	-	-	16	8	-	3	1	-	38	-	-
Vancouver, B.C.	21	24	-	1	-	20	-	-	-	20	-	-	1	22	-	-	3	17	-	-	1	11	-	9	-	11	-	13	-
Winnipeg, Man.	-	5	-	1	-	6	-	-	-	7	-	-	-	8	-	-	-	12	-	-	7	-	-	-	6	-	4	-	-
Total Canada	35	68	2	10	15	79	4	8	20	59	13	1	40	97	-	-	38	52	-	-	36	33	-	14	2	22	-	100	-
Total U.S. & Canada	54	377	2	71	71	338	9	58	81	360	16	39	113	453	-	20	82	352	-	-	102	316	-	22	52	265	-	123	-

(Continued)

TABLE 10.

RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY MONTHS, 1975 (Cont'd)

Area and City	August		September				October				November				December				Total			GRAND TOTAL					
	Calif.		Other		Calif.		Other		Calif.		Other		Calif.		Other		California			Other							
	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Rl	Tr	Total	Rl	Tr		Total				
Cars and carlot equivalents																											
EASTERN																											
Albany, N.Y.	-	2	-	1	-	1	-	9	-	1	-	28	-	1	-	10	-	3	-	-	27	27	-	49	49	76	
Baltimore, Md.	1	1	-	-	1	2	-	-	3	1	-	7	1	2	-	6	-	2	-	1	19	14	33	-	20	20	53
Boston, Mass.	7	3	-	1	6	6	-	7	10	3	-	67	8	1	-	31	3	11	-	1	95	68	163	1	124	125	288
Buffalo, N.Y.	1	1	-	3	-	2	-	6	-	-	-	47	-	-	-	23	1	3	-	-	8	22	30	-	85	85	115
N.Y.-Newark, N.J.	10	8	-	15	10	5	-	29	21	3	-	123	18	29	-	83	14	14	-	5	199	118	317	4	292	296	613
Philadelphia, Pa.	4	2	-	11	4	3	-	15	15	2	-	37	10	7	-	24	1	20	-	1	105	65	170	1	92	93	263
Pittsburgh, Pa.	-	4	-	1	2	4	-	5	-	8	-	17	-	3	-	18	-	9	-	-	6	72	78	-	43	43	121
Providence, R.I.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	8	8	-	5	5	13
Washington, D.C.	-	3	-	-	-	4	-	-	-	4	-	20	-	2	-	28	-	4	-	1	-	41	41	-	58	58	99
Total Eastern	23	24	-	32	23	27	-	71	49	22	-	346	37	45	-	225	19	66	-	9	432	435	867	6	768	774	1641
MIDWESTERN																											
Chicago, Ill.	2	7	-	-	2	10	-	3	1	13	-	9	-	13	-	10	-	17	-	-	25	144	169	1	23	24	193
Cincinnati, Ohio	-	9	-	1	-	8	-	1	3	6	-	-	1	11	-	-	1	11	-	-	18	93	111	-	2	2	113
Cleveland, Ohio	1	7	-	-	-	9	-	-	1	9	-	26	-	6	-	42	-	16	-	-	5	121	126	-	68	68	194
Detroit, Mich.	3	5	-	-	2	7	-	-	4	8	-	7	3	9	-	-	-	13	-	-	44	93	137	-	11	11	148
Indianapolis, Ind.	-	3	-	-	-	3	-	-	-	11	-	-	-	5	-	1	-	5	-	-	-	69	69	-	2	2	71
Kansas City, Mo.	-	4	-	-	-	4	-	-	-	8	-	-	-	6	-	-	-	6	-	-	-	66	66	-	-	-	66
Louisville, Ky.	-	3	-	-	-	3	-	-	-	4	-	-	-	3	-	-	-	3	-	-	-	36	36	-	1	1	37
Milwaukee, Wis.	1	-	-	-	-	3	-	-	-	1	-	-	-	1	-	-	-	2	-	-	9	20	29	-	-	-	29
Mpls.-St. Paul, Minn.	2	8	-	-	1	7	-	-	2	7	-	1	3	4	-	2	-	8	-	-	19	93	112	-	3	3	115
St. Louis, Mo.	-	8	-	-	-	10	-	-	-	17	-	4	-	14	-	3	-	12	-	1	-	127	127	-	11	11	138
Total Midwestern	9	54	-	1	5	64	-	4	11	84	-	47	7	72	-	58	2	93	-	1	120	862	982	1	121	122	1104
SOUTHERN																											
Atlanta, Ga.	-	3	-	-	-	4	-	-	-	3	-	3	-	5	-	1	-	6	-	-	-	52	52	-	7	7	59
Birmingham, Ala.	-	1	-	-	-	1	-	-	-	2	-	-	-	4	-	-	-	2	-	1	-	29	29	-	2	2	31
Columbia, S.C.	-	1	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-	3	-	-	-	20	20	-	11	11	31
Dallas, Tex.	-	7	-	-	-	7	-	1	-	8	-	1	-	9	-	-	-	8	-	4	-	75	75	-	21	21	96
Ft. Worth, Tex.	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	12	12	-	-	-	12
Houston, Tex.	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1	-	-	-	16	16	-	2	2	18
Memphis, Tenn.	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	13	13	-	-	-	13
Miami, Fla.	2	11	-	-	1	7	-	-	4	8	-	2	1	8	-	1	-	8	1	-	11	136	147	2	31	33	180
Nashville, Tenn.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	1
New Orleans, La.	2	5	-	-	4	4	-	1	2	6	-	2	1	7	-	9	2	16	-	2	9	71	80	-	26	26	106
Oklahoma City, Okla.	-	4	-	-	-	5	-	-	-	4	-	-	-	3	-	-	-	5	-	-	-	49	49	-	4	4	53
San Antonio, Tex.	-	5	-	-	-	9	-	-	-	12	-	-	-	15	-	-	-	15	-	4	-	111	111	-	13	13	124
Total Southern	4	40	-	-	1	42	-	3	6	49	-	9	4	54	-	11	2	66	1	11	20	585	605	2	117	119	724
WESTERN																											
Denver, Colo.	-	9	-	1	-	4	-	3	-	7	-	2	-	5	-	-	-	7	-	-	-	85	85	-	7	7	92
Los Angeles, Calif.	-	48	-	-	-	57	-	-	-	69	-	-	-	86	-	-	-	95	-	-	-	840	840	-	4	4	844
Portland, Ore.	-	3	-	13	-	1	-	37	-	-	-	47	-	10	-	4	-	11	-	1	-	90	90	-	115	115	205
Salt Lake City, Utah	-	6	-	-	-	5	-	2	-	3	-	1	-	5	-	-	-	8	-	1	-	78	78	-	4	4	82
S.F.-Oakland, Calif.	-	18	-	-	-	17	-	-	-	31	-	-	-	36	-	-	-	42	-	-	-	367	367	-	-	-	367
Seattle-Tacoma, Wash.	-	10	-	16	-	3	-	26	-	11	-	17	-	13	-	3	-	18	-	1	147	148	-	66	66	214	
Total Western	-	94	-	30	-	87	-	68	-	121	-	67	-	155	-	7	-	181	-	2	1	1607	1608	-	196	196	1804
Total 41 U.S. Cities	36	214	-	63	29	220	-	148	66	276	-	481	48	326	-	311	23	406	1	23	573	3489	4062	9	1202	1211	5273
CANADA UNLOADS																											
Montreal, Que.	-	11	-	15	1	10	-	47	4	1	-	85	8	-	-	45	6	17	-	-	80	98	178	16	250	266	444
Ottawa, Ont.	-	-	-	5	-	1	-	8	-	-	-	15	-	2	-	7	-	4	-	-	1	36	37	-	38	38	75
Toronto, Ont.	-	-	-	70	-	2	-	75	3	2	-	173	5	6	-	78	11	33	-	-	117	189	306	3	438	441	747
Vancouver, B.C.	-	3	-	15	-	-	-	30	-	1	-	48	-	9	-	13	3	20	-	1	29	158	187	-	130	130	317
Winnipeg, Man.	-	6	-	1	-	4	-	8	-	2	-	24	-	5	-	4	-	1	-	8	-	76	76	-	43	43	119
Total Canada	-	20	-	106	1	17	-	168	7	6	-	343	13	22	-	147	20	75	-	9	227	557	784	19	899	918	1702
Total U.S. & Canada	36	234	-	169	30	237	-	316	73	282	-	824	61	348	-	458	43	481	1	32	800	4046	4846	28	2101	2129	6975

Compiled from Fresh Fruit and Vegetable Unloads issued by the U.S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Market News Branch, Washington D.C.

TABLE 11. U.S. IMPORTS OF FRESH AND FROZEN CAULIFLOWER UNDER QUARANTINE a/,
BY ORIGIN, FISCAL YEARS 1970-71 THROUGH 1974-75

Origin	1970-71	1971-72	1972-73	1973-74	1974-75
<u>Thousands of pounds</u>					
<u>FRESH</u>					
Mexico	2,684	2,219	1,440	1,249	1,275
Great Britain	-	34	-	-	62
Guatemala	-	-	-	6	-
<u>FROZEN</u>					
Mexico	855	2,111	2,513	3,156	4,334
Greece	41	29	-	-	-
Great Britain	-	69	32	93	157
Spain	-	24	-	-	-
Hong Kong	-	-	2	-	-
Costa Rica	-	-	-	10	89

Compiled from reports on Imports of Fruits and Vegetables Under Quarantine, by fiscal years, published in Foreign Agricultural Trade of the United States, USDA, Economic Research Service, Washington, D.C.
a/ Under regulations administered by the Plant Protection and Quarantine Programs of the USDA.

TABLE 12. UNLOADS OF CAULIFLOWER IN HONOLULU FROM THE U.S. MAINLAND,
BY CARRIER, BY MONTH 1975

Carrier	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<u>Thousands of pounds</u>													
Air	11	20	15	12	9	10	9	7	9	9	7	14	132
Boat	47	36	34	46	34	29	40	30	27	40	32	39	434
Total	58	56	49	58	43	39	49	37	36	49	39	53	566
Total - Carlot equivalents <u>a/</u>	2.5	2.5	2.1	2.5	1.9	1.7	2.1	1.6	1.6	2.1	1.7	2.3	24.6

Compiled from annual summary of Honolulu Unloads, 1975, issued by the Hawaii State Department of Agriculture, Federal-State Market News Service, in cooperation with the USDA, Agricultural Marketing Service.

a/ Converted to carlot equivalents based on 23,000 pounds per car.

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

TABLE 13. ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF CAULIFLOWER, UNITED STATES BY QUARTERLY HARVEST PERIOD, 1974-1975

Harvested Quarter and State	Harvested		Yield		Production		Price		Value	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
	Acres		Cwt.		1,000 Cwt.		Dollars		1,000 Dollars	
Winter (Jan.-Feb.-Mar.)										
Arizona	700	900	60	65	42	59	22.50	24.60	945	1,451
California	4,100	4,200	80	80	328	336	18.50	21.50	6,057	7,234
Texas	350	130	69	115	24	15	21.80	26.00	523	390
Total Winter	5,150	5,230	77	78	394	410	19.10	22.10	7,525	9,075
Spring (Apr.-May-June)										
California	4,600	4,600	90	90	414	414	15.10	18.30	6,242	7,573
Summer (July-Aug.-Sept.)										
California	7,200	5,600	95	85	684	476	11.50	14.00	7,853	6,657
Michigan	280	150	54	60	15	9	18.70	24.10	281	217
New York	800	950	95	88	76	84	17.30	21.90	1,311	1,840
Oregon	1,100	700	105	140	116	98	11.40	11.20	1,324	1,101
Total Summer	9,380	7,400	95	90	891	667	12.10	14.70	10,769	9,815
Fall (Oct.-Nov.-Dec.)										
Arizona	100	250	65	65	7	16	20.30	23.70	142	379
California	9,900	10,600	105	100	1,040	1,060	10.90	12.60	11,303	13,338
Michigan	640	600	56	66	36	40	13.00	12.30	469	492
New York	1,800	2,200	104	110	187	242	12.50	13.10	2,341	3,176
Oregon	500	1,000	105	140	58	140	12.30	10.50	712	1,466
Texas	100	100	60	90	6	9	15.10	21.10	91	190
Total Fall	13,040	14,750	102	102	1,334	1,507	11.30	12.60	15,058	19,041
Total United States	32,170	31,980	94	94	3,033	2,998	13.10	15.20	39,594	45,504

Compiled from Vegetables - Fresh Market, 1975 annual and June 1976 monthly issues of the U.S. Dept. of Agriculture, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 14. HARVESTED ACREAGE OF CAULIFLOWER, CALIFORNIA BY COUNTIES AND SEASONAL GROUPS, 1974-1975

Seasonal Group and County	1974		1975		Seasonal Group and County	1974		1975	
	Acres		Acres			Acres		Acres	
Winter (Jan.-Feb.-Mar.)					Summer (July-Aug.-Sept.)				
Alameda	850		1,050		Alameda	200		a/	
Monterey	500		500		Monterey	3,050		3,200	
San Luis Obispo	300		360		San Luis Obispo	260		250	
Santa Clara	60		a/		Santa Barbara	2,500		1,270	
Orange	170		a/		Other Counties	1,190		880	
Riverside	a/		70		Total	7,200		5,600	
Santa Barbara	1,200		1,200		Fall (Oct.-Nov.-Dec.)				
Ventura	700		620		Alameda	670		720	
Other Counties	320		400		Monterey	3,600		4,170	
Total	4,100		4,200		San Luis Obispo	160		a/	
Spring (Apr.-May-June)					Orange	540		620	
Alameda	80		200		Santa Barbara	1,600		1,360	
Monterey	2,650		2,240		Ventura	410		a/	
San Luis Obispo	210		100		Other Counties	2,920		3,370	
Orange	120		320		Total	9,900		10,600	
San Diego	390		180						
Santa Barbara	540		560						
Ventura	480		850						
Other Counties	130		150						
Total	4,600		4,600						

Compiled from reports of the California Crop and Livestock Reporting Service, Sacramento, California.
a/ Included in Other Counties.

TABLE 15. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY CONTAINER SIZE,
BY CALENDAR YEAR, 1973-1975

Container Size	1973		1974		1975	
	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total
8 Ounce Carton	4,243	5.5	5,897	7.0	a/	a/
10 Ounce Carton b/	37,393	48.4	35,775	42.5	22,765	38.9
2-2½ Pound Carton	21,112	27.3	23,480	27.9	18,178	31.1
Bulk c/	14,520	18.8	19,040	22.6	17,505	30.0
Total	77,268	100.0	84,192	100.0	58,448	100.0

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

a/ 8 ounce carton data combined with 10 ounce.

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

c/ Includes 10 pound and over.

TABLE 16. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY SEASON, 1971-1975

Season	1971	1972	1973	1974	1975
	<u>Thousand pounds</u>				
Spring (January-June)	7,292	15,627	3,532	8,870	4,345
Fall (July-December)	47,296	63,419	73,736	75,322	54,103
Total	54,588	79,046	77,268	84,192	58,448

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

TABLE 17. 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 1971-1975

Year	California	Northwest	East and South	Total Frozen	Equivalent Fresh a/		Calif. as % of U.S. Frozen Pack
					U. S.	California	
	<u>1,000 pounds</u>				<u>1,000 cartons (23#)</u>		
1971	54,588	11,657	1,414	67,659	4,824	3,892	80.7
1972	79,046	14,234	790	94,070	6,708	5,636	84.0
1973	77,268	18,539	291	96,098	6,852	5,510	80.4
1974	84,192	9,174	388	93,754	6,685	6,003	89.8
1975	58,448	17,608	-	76,056	5,423	4,168	76.8

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.

TABLE 18. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY MONTHS, 1971 TO 1975

End of Month	1971	1972	1973	1974	1975
<u>Thousands of pounds</u>					
January	33,798	34,505	40,230	54,884	61,657
February	26,972	27,048	31,224	45,111	58,766
March	20,577	20,605	24,333	40,681	51,033
April	15,988	16,740	17,894	33,619	43,789
May	10,754	11,953	12,044	27,488	39,091
June	9,714	10,807	9,960	25,128	33,335
July	14,817	17,173	10,584	26,743	33,856
August	16,904	20,684	17,709	36,888	41,645
September	16,011	21,613	30,019	42,311	46,993
October	23,531	36,248	48,010	55,437	59,837
November	28,014	52,390	63,740	67,011	66,953
December	32,387	49,381	65,116	69,218	66,345

Compiled from Summaries of Regional Cold Storage Holdings Annual, 1971-1975, issued by U.S.D.A., Statistical Reporting Service, Crop Reporting Board, Washington D.C.

TABLE 19. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY REGIONS, 1975 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>										
Jan.	512	3,318	1,411	9,619	1,153	70	2,383	3,460	39,731	61,657
Feb.	562	3,218	1,463	9,572	1,054	62	2,478	4,028	36,329	58,766
Mar.	432	3,013	1,538	8,887	1,080	62	2,133	3,930	29,958	51,033
Apr.	450	3,119	1,177	7,898	977	79	1,998	3,354	24,737	43,789
May	477	3,076	1,189	7,272	775	80	1,858	3,328	21,036	39,091
June	470	2,651	1,118	6,333	725	92	1,998	3,216	16,732	33,335
July	530	2,661	884	5,645	719	101	1,933	2,340	19,043	33,856
Aug.	470	2,561	1,272	5,752	900	90	1,896	2,736	25,968	41,645
Sept.	448	2,761	1,298	6,513	647	90	1,891	2,780	30,565	46,993
Oct.	884	3,019	1,613	6,840	718	73	2,070	4,359	40,261	59,837
Nov.	693	3,275	1,574	7,192	862	63	2,011	5,229	46,054	66,953
Dec.	625	3,103	1,366	7,219	850	84	2,080	5,317	45,701	66,345

Compiled from Summary of Regional Cold Storage Holdings, 1975, issued by U.S.D.A., Statistical Reporting Service, Crop Reporting Board, Washington, D.C.