

Marketing California
CAULIFLOWER

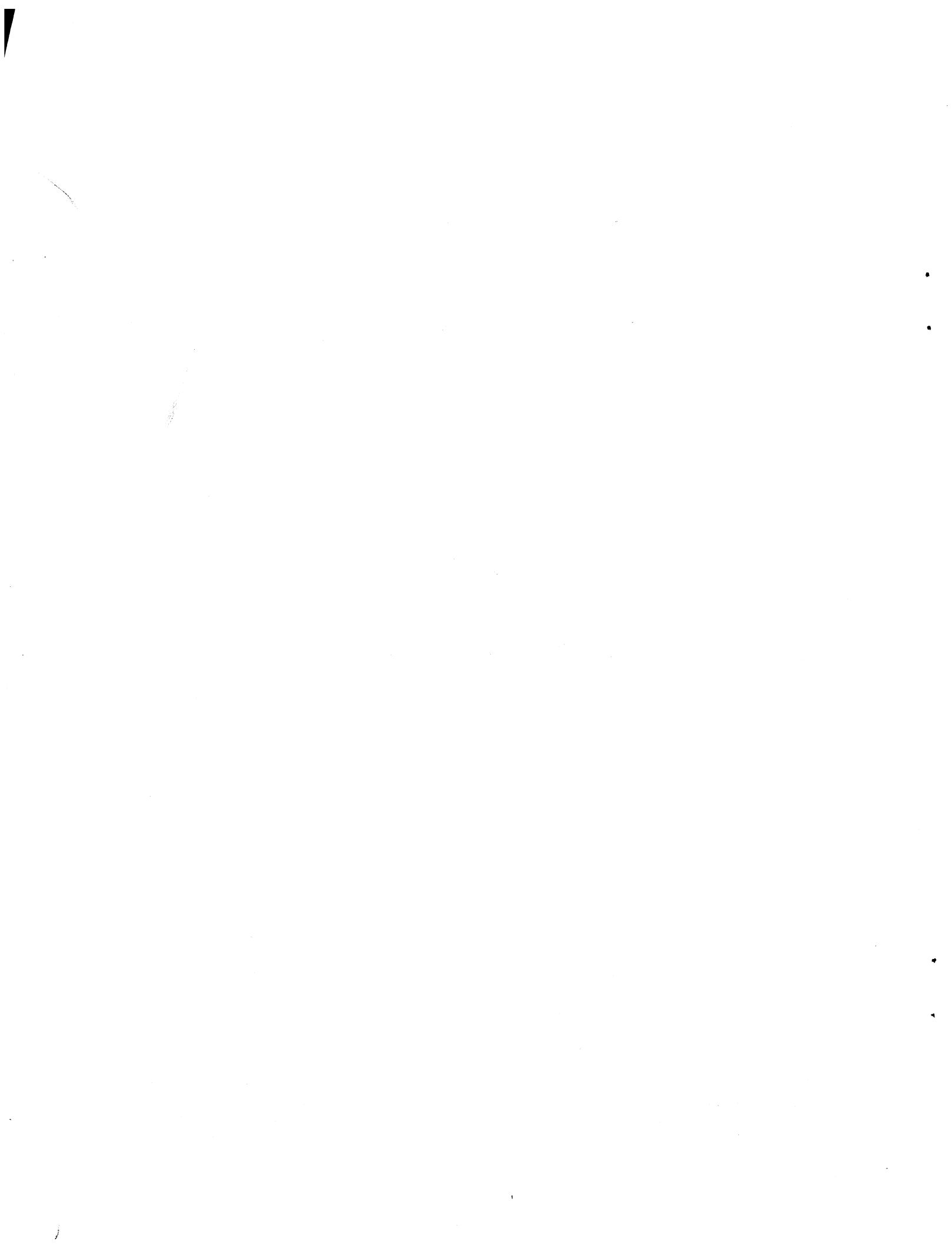
1976

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 1976 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. Contributors included, Warren D. Young for Santa Maria, Arthur Verissimo at Salinas, and Hugh Myers at Sacramento.

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. F.o.b. coverage includes the period from Feb. 23-Mar. 22 for the Santa Maria-Guadalupe-Oceano District; March. 22-Dec. 20 for the Salinas-Watsonville District; Jan. 1-Apr. 14 for the Irvington-Alvarado-Centerville District; and Jan. 2-May. 12 for the Oxnard and Orange County-San Luis Rey District.

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

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

Carlot Conversion Factors: During 1976 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

TABLE OF CONTENTS

<u>Table No.</u>	<u>Page</u>
<u>PREFACE</u>	3
<u>SUMMARY OF THE 1976 SEASON</u>	5
<u>DISTRICT REVIEWS</u>	
Salinas-Watsonville District	5-6
Irvington-Alvarado-Centerville District	6
Santa Maria-Guadalupe-Oceano District	6
<u>CHART: Weekly Simple Average F.O.B. Shipping Point Prices for California Cauliflower</u>	7
<u>I. MOVEMENT</u>	
1. Total Rail and Recorded Truck Movement of Cauliflower in the United States, by Origin, 1972 to 1976	8
2. Total Rail and Truck Shipments of Cauliflower, United States, by Origin, January-December 1976	9
3. Rail and Truck Shipments of Cauliflower, California by District, by Month, 1976	10
<u>II. PRICES</u>	
4. F.O.B. Shipping Point Prices of Cauliflower in the Santa Maria-Guadalupe-Oceano District, by Days, 1976	10
5. F.O.B. Shipping Point Prices of Cauliflower in the Salinas-Watsonville District, by Days, 1976	11-12
6. F.O.B. Shipping Point Prices of Cauliflower in the Irvington-Alvarado-Centerville District, by Days, 1976	13
7. F.O.B. Shipping Point Prices of Cauliflower in the Orange County-San Luis Rey and Oxnard Districts, by Days, 1976	14
8. Wholesale Market Prices for California Cauliflower at Los Angeles, San Francisco, and Denver, Midweek Quotations, 1976	15
9. Wholesale Market Prices for California Cauliflower at New York, Chicago, Boston, Detroit, and Toronto, Canada, Midweek Quotations, 1976	16
<u>III. DISTRIBUTION</u>	
10. Rail and Truck Unloads of Cauliflower in 41 U.S. and 5 Canadian Cities, by Months, 1976	17-18
11. U.S. Imports of Fresh and Frozen Cauliflower Under Quarantine, by Origin, Fiscal Years 1971-72 through 1975-76	19
12. Unloads of Cauliflower in Honolulu from the U.S. Mainland, by Carrier, by Month, 1976	19
<u>IV. ACREAGE, PRODUCTION, VALUE, FROZEN PACK AND COLD STORAGE DATA</u>	
13. Acreage, Yield, Production, Price and Value of Cauliflower, United States, by Quarterly Harvest Period, 1975-1976	20
14. Harvested Acreage of Cauliflower, California by Counties and Seasonal Groups, 1975-1976	20
15. Frozen Pack of Cauliflower, California, by Container Size, by Calendar Year, 1974-1976	21
16. Frozen Pack of Cauliflower, California, by Season, 1972-1976	21
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 1972-1976	21
18. Per Capita Consumption of Cauliflower, United States, 1967-1976	21
19. United States Cold Storage Holdings of Cauliflower, End-Of-Month, by Months, 1972 to 1976	22
20. United States Cold Storage Holdings of Cauliflower, End-Of-Month, by Months, by Regions, 1976 Season	22

MARKETING CALIFORNIA CAULIFLOWER

Summary of the 1976 Season

HIGHLIGHTS: Cauliflower is a \$40 million crop in California, and ranks 35th in value among the state's principal crops. Nearly 80 percent of the cauliflower produced in the U.S. comes from California. In the calendar year 1976, more than 60 percent of the California crop moved to fresh market, and the remainder went to processors. California cauliflower acreage was the largest of record, 26,500 acres. Yields averaged slightly above a year earlier except during the fall season. Production was the second largest of record, with the 1974 crop being larger. Prices and value were the highest of record. Fresh market shipments were of record size. Los Angeles was the leading fresh market outlet for California cauliflower with 894 cars, up 6 percent from a year earlier. San Francisco-Oakland unloads were second in the nation with 389 cars. These three California markets received nearly 30 percent of the 4,349 cars of California cauliflower unloaded in 41 major U.S. cities during 1976. Per capita consumption nationally was 1.64 pounds per person, up 11 percent from 1975.

1976 FACTS AT A GLANCE COMPARED WITH 1975:

Acreage - 26,500 acres vs 25,000, up 6%.
 Yield - 90 cwt. vs 91, down 1%.
 Production - 2,397,000 cwt. vs 2,286,000, up 5%.
 Price - \$16.85 per cwt. vs \$15.22, up 11%.
 Value - \$40,400,000 vs \$34,802,000, up 16%.
 Crop Utilization:
 Fresh - 152,200,000 pounds vs 128,300,000, up 19%.
 Processing - 87,500,000 pounds vs 100,300,000, down 13%.
 Percent Fresh of Total Production - 63% vs 56%.
 Frozen Pack - 51,929,000 pounds vs 58,448,000, down 11%.
 Shipments, California Origin - 5,960 cars vs 5,768, up 3%.
 Unloads of California Origin at 41 U.S. and 5 Canadian Cities - 5,381 cars vs 4,846, up 22%.

SALINAS-WATSONVILLE DISTRICT

HIGHLIGHTS: Rail shipments were down 67%, but the average load per rail car increased 60%. Truck shipments were up 16%. Total shipments increased 2%. F.o.b. prices were up appreciably compared with the last two years.

SHIPMENTS: The Salinas-Watsonville district shipped a total of 3,189 cars and carlot equivalents of cauliflower in 1976, 77 more than the 3,112 shipped in 1975.

Rail shipments totaled 163 cars, 330 less than last year's 493. However in February of 1976, the railroads placed into effect new freight rates based on weight instead of the previous per car basis. With the new rates, it became uneconomical to load small cars. Consequently, the average load per rail car increased to 1,600 cartons, up significantly from the approximately 1,000 carton average of the last few years.

Truck shipments totaled 3,026 carlot equivalents, up 407 from the previous year's 2,619. Truck shipments were based on a carlot equivalent conversion factor of 1,000 cartons, unchanged from last year.

Movement was heaviest during May - 431 cars and carlot equivalents, June - 410, and November - 383. The peak shipping week occurred May 16-22 when 120 cars and carlot equivalents were shipped from the district.

F.O.B. PRICES: Sales at shipping point were reported from March 22 through December 20, 1976. The opening price per carton of 12 film wrapped heads was \$5.50. Demand was very good and prices held steady through March 31. Demand slackened the beginning of April, and prices moved lower. By mid-April, the price level was at \$4.00. During the latter part of April, prices generally ranged \$4.00-4.50. Supplies were heavy in May. Demand was light the first week. Prices eased lower. A price level of \$3.50-4.50, mostly \$4.00 was reached on May 7. Demand improved the second week and the market firmed up. A price range of \$4.00-4.75, mostly \$4.50-4.75 was quoted on May 14. Demand was light the third week and prices dropped lower. A seasonal low of \$3.00-4.25, mostly \$3.50-4.00 was quoted on May 21. The price level firmed up to \$4.00 on May 24 and held steady the remainder of the month. Demand was very active the first half of June. Prices advanced steadily, reaching \$6.00 on June 11-14. As supplies increased sharply, prices dropped. A range of \$4.00-4.50 was quoted on June 22. Supplies were lighter the last week of June and the price level moved up to \$5.00-5.50, mostly \$5.00 as the month closed.

Following the Fourth of July holiday, prices slumped to \$4.00-5.00, mostly \$4.50. At mid-month demand turned active, and the market strengthened. By July 30, demand exceeded supply and prices ranged \$6.00-6.50. Demand remained very active for light supplies during

the first half of August. Prices ranged from \$6.00 to as high as \$6.50-7.00 during this period. Supplies were heavier the second half and prices retreated. A quote of \$4.50 was issued on August 31. Supplies for September were much lighter compared with last year. A price level of \$5.00-5.50 prevailed during mid-month. By the end of September, the level firmed to \$5.50-6.00, mostly \$5.50. October supplies remained light. On October 1, the price of 12s was \$5.00-6.00, mostly \$5.50. Prices gradually eased lower, reaching \$4.50-5.00 at mid-month. Demand turned active and prices gradually moved upward, reaching \$5.00-6.00 on October 29. Prices remained in the \$5.00-6.00 range for the first half of November. As supplies increased sharply, prices dropped lower. A \$4.50-5.00 range prevailed from November 18 through 30. In December, supplies were down substantially from last year. Demand remained active throughout the month. On December 9, the price of a carton of 12 heads reached \$7.00, the season's high. This price prevailed through December 20 when the last report of the season was issued.

The 1976 season's simple average f.o.b. price at shipping point was \$5.15 per carton of 12 film wrapped heads, up from both last year's \$4.54 and 1974's \$4.17. Prices averaged highest in August - \$6.02, and November - \$5.25. In addition, prices the first three weeks of December averaged \$6.38. Prices averaged lowest in May - \$4.10, and April - \$4.44. All averages were determined by using the midpoint of the quoted range or "mostly" price, whichever was lower.

IRVINGTON-ALVARADO-CENTERVILLE DISTRICT

HIGHLIGHTS: Rail shipments decreased 52%. Truck shipments increased 27%. Total shipments increased 6%. F.o.b. prices averaged slightly below last year.

SHIPMENTS: The Irvington-Alvarado-Centerville district shipped a total of 713 cars and carlot equivalents in 1976, 38 more than last year's 675. Rail shipments totaled 88 cars, 96 less than the 184 billed last season. Truck shipments totaled 625 carlot equivalents, up 134 from the 491 shipped in 1975.

Shipments were heaviest in January - 182 cars and carlot equivalents, followed by March - 170, and February - 151. Fifty-six cars and carlot equivalents were shipped during the peak week of March 14-20.

F.O.B. PRICES: Shipping point sales were reported from January 2 through April 14. Opening prices for cartons of 12 film wrapped heads ranged \$5.00-6.00. Demand was very good. Prices eased upward. A price range of \$6.50-7.00 was quoted during the period January 12-14. At mid-month demand turned light, and prices dropped. A price range of \$4.50-5.50 prevailed from January 19 through 28. As January closed, demand became active. Prices advanced slowly but steadily. The price level ranged \$6.50-7.00 from February 9 through 18. Trading slowed during the latter part of February and first part of March. Prices gradually declined. A range of \$5.00-6.00 prevailed from March 2 through 5. Demand again became active and prices moved steadily upward. The price level ranged \$6.00-6.50 from March 15 through 26. On March 29-30, prices edged up to \$6.50-7.00. From March 21 to April 9, the price range broadened to \$6.00-7.00. As the season came to a close, the market weakened. The final quote was issued on April 14 with 12s ranging \$5.00-6.00.

The simple average f.o.b. price per carton of 12 film wrapped heads was \$6.00. Last year's average was \$6.13, and in 1974 it was \$5.59. Monthly averages were: January - \$5.62, February - \$6.24, March - \$6.00, and the two weeks of April - \$6.33. All averages were determined by using the midpoint of the quoted range or "mostly" price, whichever was lower.

SANTA MARIA-GUADALUPE-OCEANO DISTRICT

HIGHLIGHTS: Cauliflower was shipped the year around from the Santa Maria-Guadalupe-Oceano district. The volume movement months were February and March in the early spring period, and August and September during the late summer period. The 1976 season f.o.b. report started on February 23 and closed on March 22, considerably earlier than previous seasons.

SHIPMENTS: Movement to fresh market continued to move mostly in mixed loads by rail cars and trucks. There was an increased use of trucks as a means of transportation primarily due to the drastic change in calculating freight rate costs that became effective around the first of the year. The previous rail rate was based upon a per car basis while the new schedule was based upon per cwt. with incentive rates for heavier loaded cars.

Preliminary rail car movement from the district for the year of 1976 totaled 26 rail cars of cauliflower and 426 rail cars of mixed vegetables. This compared to the 1975 year total of 59 rail cars of cauliflower and 483 rail cars of mixed vegetables. Recorded truck movement for 1976 totaled 596 carlot equivalents compared to 524 carlot equivalents for 1975, based on 1,000 flat crates and cartons per carlot.

F.O.B. PRICES: The overall simple arithmetic f.o.b. average for the 1976 reporting period was \$4.94 per 12 film wrapped heads compared to \$4.93 the previous season. The more abundant supply of 16 film wrapped heads had a simple average of \$4.73 compared to \$4.65 the previous season. All averages were determined by using the midpoint of the quoted range or mostly price whichever was lower, excluding the few, some and occasional prices.

Overall reported f.o.b. prices ranged from \$4.50-5.00 per 12 film wrapped heads during the 1976 season. More than half of the reported prices were \$5.00 or more. The opening demand on February 23 was fairly good with prices of 12 film wrapped heads at \$5.50. Warmer weather brought on heavier production and demand failed to utilize the sharply increased volume. Prices declined daily to reach the \$4.50 level for 12 film wrapped heads by March 3. The demand improved to range good to very good when the flush harvest was past. Prices moved upward and by March 8 reached the \$5.00 level. Prices held in a range of \$5.00-5.50 mostly \$5.00 from March 11 to the closing report on March 22. The bulk of 16 film wrapped heads sold in a range of \$5.00-5.50 during February. The volume of 16s increased as cold weather slowed growth. Prices for the more abundant supply of 16s gradually declined to the \$4.00 level by March 9. Following the lighter overall supply, prices for 16s moved slightly higher to the \$4.50-5.00 level by March 11. The prices held at this level until the end of the reporting period on March 22.

WEEKLY SIMPLE AVERAGE F.O.B. SHIPPING POINT PRICES FOR CALIFORNIA
CAULIFLOWER - CARTONS OF 12 FILM-WRAPPED HEADS

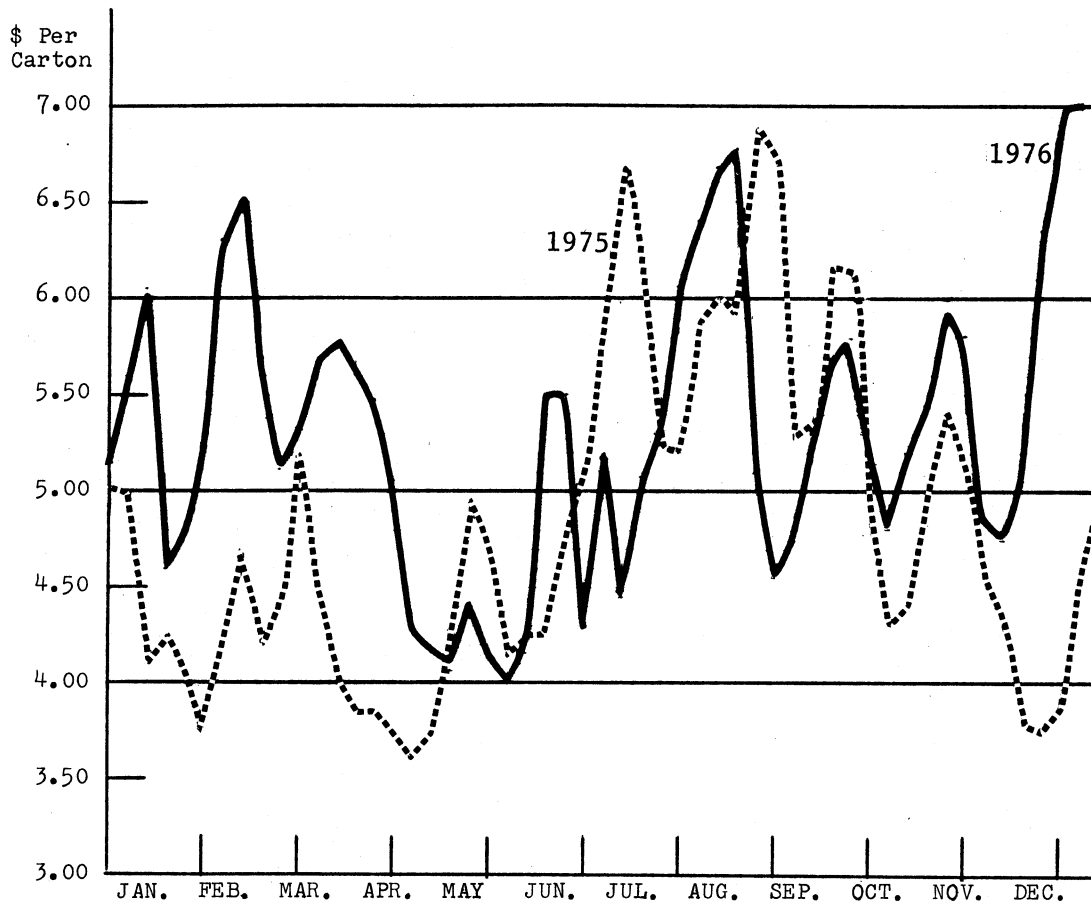


TABLE 1. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CAULIFLOWER IN THE UNITED STATES, BY ORIGIN, 1972 TO 1976 a/

Origin	1972	1973	1974	1975	1976
<u>Cars and carlot equivalents</u>					
California					
Central California					
Rail Shipments	943	651	783	736	278
Truck Shipments	<u>2,919</u>	<u>2,365</u>	<u>2,729</u>	<u>3,637</u>	<u>4,258</u>
Total Shipments	3,862	3,016	3,512	4,373	4,536
Southern California					
Rail Shipments	156 <u>b/</u>	202	234	85	65
Truck Shipments	<u>618 <u>b/</u></u>	<u>804 <u>c/</u></u>	<u>1,259</u>	<u>1,228</u>	<u>1,319</u>
Total Shipments	774	1,006	1,493	1,313	1,384
Imperial Valley					
Rail Shipments	-	-	-	-	3
Truck Shipments	-	-	-	-	34
Total Shipments	-	-	-	-	37
Total California					
Rail Shipments	1,099	853	1,017	821	346
Truck Shipments	3,537	3,169	3,988	4,865	5,611
Air Shipments	9	76	124	82	3
Total Shipments	<u>4,645</u>	<u>4,098</u>	<u>5,129</u>	<u>5,768</u>	<u>5,960</u>
Arizona					
Rail Shipments	41	36	39	31	24
Truck Shipments	<u>131</u>	<u>205</u>	<u>177</u>	<u>251</u>	<u>253</u>
Total Shipments	172	241	216	282	277
Colorado - Truck Unloads	13	20	12	13	19
Connecticut - Truck Unloads	-	-	-	-	-
Delaware - Truck Unloads	3	2	1	1	-
Florida - Truck Unloads	48	52	42	77	69
Illinois - Truck Unloads	-	-	2	2	1
Indiana - Truck Unloads	-	8	2	1	3
Louisiana - Truck Unloads	14	21	21	6	9
Maine - Truck Unloads	2	1	1	1	5
Massachusetts - Truck Unloads	5	3	2	13	18
Michigan - Truck Unloads	59	53	67	27	45
Minnesota - Truck Unloads	1	1	-	1	-
Missouri - Truck Unloads	1	-	-	2	6
New Jersey - Truck Unloads	13	35	18	35	11
New York - Truck Shipments	839	704	612	755	687
Ohio - Truck Unloads	16	27	30	29	37
Oregon - Truck Unloads	146	200	100	116	108
Pennsylvania - Truck Unloads	10	8	8	3	8
Rhode Island - Truck Unloads	7	-	-	1	1
Texas					
Rail Shipments	-	10	6	-	-
Truck Shipments	<u>39</u>	<u>85</u>	<u>32</u>	<u>22</u>	<u>41</u>
Total Shipments	39	95	38	22	41
Utah - Truck Unloads	6	2	6	3	5
Vermont - Truck Unloads	-	-	-	2	1
Virginia - Truck Unloads	1	-	-	-	-
Washington - Truck Unloads	85	63	39	59	74
West Virginia - Truck Unloads	-	-	1	1	-
Wisconsin - Truck Unloads	6	6	6	4	1
TOTAL U.S.					
Rail Shipments	1,140	899	1,062	852	370
Truck Shipments	4,546	4,163	4,809	5,893	6,592
Truck Unloads	436	502	359	397	421
Air Shipments	9	76	124	82	3
Total Movement	<u>6,131</u>	<u>5,640</u>	<u>6,354</u>	<u>7,224</u>	<u>7,386</u>
IMPORTS					
Canada	6	9	3	11	30
Other	1	1	-	-	4

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/ Shipping point truck data reported for California, New York and Texas. Interstate truck shipment data reported for Arizona; and 41 U.S. city truck unload data reported for all other origins. All figures are final. b/ Includes a small quantity from Imperial Valley.

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

TABLE 2. TOTAL RAIL AND TRUCK SHIPMENTS OF CAULIFLOWER, UNITED STATES, BY ORIGIN, JANUARY-DECEMBER 1976 a/

Origin and Carrier	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<u>Cars and carlot equivalents</u>													
California													
Central California													
Rail	47	39	32	22	33	33	27	9	10	6	18	2	278
Truck b/	198	252	460	418	400	416	379	330	349	386	464	206	4258
Total	245	291	492	440	433	449	406	339	359	392	482	208	4536
Southern California													
Rail	26	5	5	16	7	3	-	1	2	-	-	-	65
Truck b/	369	133	157	258	118	25	-	-	-	4	125	130	1319
Total	395	138	162	274	125	28	-	1	2	4	125	130	1384
Imperial Valley													
Rail	3	-	-	-	-	-	-	-	-	-	-	-	3
Truck	21	13	-	-	-	-	-	-	-	-	-	-	34
Total	24	13	-	-	-	-	-	-	-	-	-	-	37
Total California													
Rail	76	44	37	38	40	36	27	10	12	6	18	2	346
Truck b/	588	398	617	676	518	441	379	330	349	390	589	336	5611
Air	1	-	-	-	1	-	-	-	-	1	-	-	3
Total	665	442	654	714	559	477	406	340	361	397	607	338	5960
Arizona													
Rail	18	5	1	-	-	-	-	-	-	-	-	-	24
Truck b/	92	61	29	-	-	-	-	-	-	-	10	61	253
Total	110	66	30	-	-	-	-	-	-	-	10	61	277
New York													
Truck b/	-	-	-	-	-	-	-	-	188	311	179	9	687
Texas													
Rail	-	-	-	-	-	-	-	-	-	-	-	-	-
Truck b/	15	10	-	-	-	-	-	-	-	-	-	16	41
Total	15	10	-	-	-	-	-	-	-	-	-	16	41
The following Truck Unloads are shown for states not reporting truck shipments. Data are from unloads in 41 U.S. cities.													
Unloads													
Colorado	-	-	-	-	-	-	-	6	13	-	-	-	19
Connecticut	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	12	14	17	6	-	-	-	-	-	-	1	19	69
Illinois	-	-	-	-	-	-	-	-	-	1	-	-	1
Indiana	-	-	-	-	-	-	-	-	1	2	-	-	3
Louisiana	2	-	-	-	-	-	-	-	-	-	-	7	9
Maine	-	-	-	-	-	-	-	-	2	2	1	-	5
Massachusetts	-	-	-	-	-	-	-	1	10	5	2	-	18
Michigan	-	-	-	-	-	-	-	1	9	33	2	-	45
Minnesota	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	-	-	-	-	-	2	-	-	1	1	2	-	6
New Jersey	-	-	-	-	-	1	-	-	1	8	1	-	11
Ohio	-	-	-	-	-	-	-	-	8	27	2	-	37
Oregon	-	-	-	6	6	3	6	10	27	44	6	-	108
Pennsylvania	-	-	-	-	-	-	-	3	4	1	-	-	8
Rhode Island	-	-	-	-	-	-	-	-	-	1	-	-	1
Utah	-	-	-	-	-	-	-	-	3	2	-	-	5
Vermont	-	-	-	-	-	-	-	-	1	-	-	-	1
Washington	-	-	-	-	-	-	4	22	27	20	1	-	74
West Virginia	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	-	-	-	-	-	-	-	-	-	1	-	-	1
Total U.S.													
Rail	94	49	38	38	40	36	27	10	12	6	18	2	370
Truck Shipments	695	469	646	676	518	441	379	330	537	701	778	422	6592
Truck Unloads	14	14	17	12	6	6	10	38	99	161	18	26	421
Air	1	-	-	-	1	-	-	-	-	1	-	-	3
Total	804	532	701	726	565	483	416	378	648	869	814	450	7386
Imports													
Canada	-	-	-	-	-	-	-	16	12	2	-	-	30
	-	2	-	-	-	-	-	-	-	-	2	-	4

Compiled from Fresh Fruit & Vegetable Shipments, Fresh Fruit & 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, 1976

Origin	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<u>Cars and Carlot Equivalents</u>													
<u>Salinas-Watsonville</u>													
Rail	-	6	14	15	33	33	23	7	7	6	17	2	163
Truck	13	43	187	295	398	377	330	272	285	324	366	136	3,026
<u>Santa Maria</u>													
Rail	5	10	4	-	-	-	3	2	2	-	1	-	27
Truck	41	81	117	48	2	39	49	55	60	42	33	36	603
<u>Bay Area</u>													
Rail	42	23	14	7	-	-	1	-	1	-	-	-	88
Truck	140	128	156	75	-	-	-	3	4	20	65	34	625
<u>Southern San Joaquin Valley</u>													
Rail	-	-	-	-	-	-	-	-	-	-	-	-	-
Truck	4	-	-	-	-	-	-	-	-	-	-	-	4
<u>Southern California</u>													
Rail	26	5	5	16	7	3	-	1	2	-	-	-	65
Truck	369	133	157	258	118	25	-	-	-	4	125	130	1,319
<u>Imperial Valley</u>													
Rail	3	-	-	-	-	-	-	-	-	-	-	-	3
Truck	21	13	-	-	-	-	-	-	-	-	-	-	34
<u>TOTAL CALIFORNIA</u>													
Rail	77*	44	37	38	41*	36	27	10	12	7*	18	2	349*
Truck	588	398	617	676	518	441	379	330	349	390	589	336	5,611

Compiled from Fresh Fruit & Vegetable Shipments, 1976, and various records of the U.S. Department of Agriculture, AMS, Market News Branch, Washington, D.C. and the Federal-State Market News Service, Sacramento, California. Figures are final.

*Three cars rail, origin unknown, included in total rail figures.

II. PRICES

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

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>			
Feb. 23	5.50	-	5.25-5.50	-	Mar. 8	4.50-5.00	-	4.25	-
24	5.50	-	5.25-5.50	-	9	4.50-5.00	-	4.00	-
25	5.50	-	5.25-5.50	-	10	4.50-5.00	-	4.00	-
26	5.00-5.25	5.00	5.00-5.25	5.00	11	5.00	-	4.50-4.75	-
27	5.00	-	4.75-5.00	-	12	5.00	-	4.50-4.75	-
Mar. 1	4.75-5.00	-	4.75	-	15	5.00-5.25	5.00	4.50-5.00	-
2	4.75	-	4.50	-	16	5.00-5.25	5.00	4.50-5.00	-
3	4.50	-	4.25-4.50	-	17	5.00	-	4.50-4.75	-
4	4.50	-	4.25-4.50	4.25	18	5.00	-	4.50-4.75	-
5	4.50	-	4.25	-	19	5.00-5.50	5.00	4.50-5.25	4.50-4.75
					22	5.50	-	5.00	-
								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, 1976

Cartons - Film Wrapped									
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Mar. 22	5.50	-	5.00-5.50	-	June 7	5.00	-	4.50-5.00	4.50-4.75
23	5.50	-	5.00	-	8	5.00-5.50	-	5.00	-
24	5.50	-	5.00	-	9	5.50	-	5.00-5.50	-
25	5.50	-	5.00	-	10	5.50-6.00	-	5.00-6.00	5.50
26	5.50	-	5.00	-	11	6.00	-	5.50-6.00	-
29	5.50	-	5.00	-	14	6.00	-	6.00	-
30	5.50	-	5.00	-	15	5.50-6.00	6.00	5.50-6.00	6.00
31	5.50	-	5.00	-	16	5.50-6.00	5.50	5.50-6.00	5.50
April 1	5.00-5.50	-	5.00	-	17	5.00-5.50	-	5.00-5.50	-
2	5.00-5.50	5.00	4.50	-	18	4.50-5.00	4.50	4.50-5.00	4.50
5	5.00	-	4.00-4.50	-	21	4.00-4.50	4.50	4.00-4.50	4.50
6	5.00	-	4.00-4.50	-	22	4.00-4.50	-	4.00-4.50	-
7	5.00	-	4.00-4.50	-	23	4.00-4.50	4.50	4.00-4.50	4.50
8	5.00	-	4.00-4.50	-	24	4.50	-	4.50	-
9	5.00	-	4.00-4.50	-	25	4.50	-	4.50	-
12	4.00-5.00	4.25	4.00-4.50	-	28	5.00	-	4.50-5.00	-
13	4.00-4.50	4.25	4.00	-	29	5.00	-	5.00	-
14	4.00	-	4.00	-	30	5.00-5.50	5.00	4.50-5.00	5.00
15	4.00	-	4.00	-	July 1	5.00-5.50	-	4.50-5.00	5.00
16	4.00	-	4.00	-	2	5.00-5.50	-	4.50-5.00	5.00
19	4.00-4.50	-	4.00	-	5	HOLIDAY	-	-	-
20	4.00-4.50	4.00	4.00	-	6	4.00-5.00	4.50	4.00-5.00	4.50
21	4.00-4.50	4.00	3.75-4.00	4.00	7	4.00-4.50	4.50	4.00-4.50	-
22	4.00-4.50	4.00	3.75-4.00	4.00	8	4.00-5.00	4.50	4.00-4.50	-
23	4.00-4.50	4.00	3.50-4.00	-	9	4.00-5.00	4.50	4.00-4.50	-
26	4.00-4.50	4.00	3.50-4.00	3.75-4.00	12	4.25-5.00	4.50	4.00-5.00	4.50
27	4.00-4.50	-	4.00	-	13	4.50-5.50	4.75-5.00	4.50-5.00	-
28	4.50	-	4.00	-	14	5.00-5.50	5.00	4.75-5.00	-
29	4.50	-	4.00	-	15	5.00-5.50	-	5.00	-
30	4.50	-	4.00	-	16	5.00-5.50	-	5.00	-
May 3	4.50	-	4.00	-	19	5.00-5.50	-	5.00	-
4	4.00-4.50	-	3.50-4.00	-	20	4.50-5.50	-	5.00	-
5	4.00-4.50	4.00	3.50-3.75	-	21	5.00-5.50	-	5.00	-
6	3.50-4.50	4.00	3.50-3.75	-	22	5.00-5.50	5.50	5.00	-
7	3.50-4.50	4.00	3.50-4.00	-	23	5.50-6.00	-	5.00-5.50	5.00-5.25
10	3.50-4.50	4.50	3.50-4.25	4.00-4.25	26	5.50-6.00	-	5.50	-
11	4.00-4.50	4.50	4.00-4.50	4.25	27	5.50-6.00	6.00	5.50-6.00	-
12	4.00-4.50	4.50	4.00-4.50	4.25	28	6.00-6.50	6.00	5.50-6.00	-
13	4.00-4.50	4.50	4.25-4.50	-	29	6.00-6.50	-	6.00-6.50	6.00
14	4.00-4.75	4.50-4.75	4.25-4.75	-	30	6.00-6.50	-	6.00-6.50	-
17	4.00-4.75	4.50-4.75	4.00-4.50	4.25-4.50	Aug. 2	6.00-6.50	6.50	6.00-6.50	-
18	4.00-4.75	4.50	4.00-4.50	4.25	3	6.00-6.50	6.50	6.00-6.50	-
19	4.00-4.50	4.00	3.50-4.00	-	4	6.50	-	6.00-6.50	-
20	3.50-4.50	3.50-4.00	3.50-4.00	3.50	5	6.50	-	6.00-6.50	-
21	3.00-4.25	3.50-4.00	3.00-4.00	3.50	6	6.50	-	6.00-6.50	-
24	4.00	-	3.50-4.00	-	9	6.50-6.75	-	6.00-6.75	-
25	4.00	-	3.00-4.00	-	10	6.50-6.75	-	6.25-6.75	-
26	4.00	-	3.00-4.00	3.50-3.75	11	a/	-	-	-
27	4.00	-	3.00-4.00	3.50-3.75	12	6.50-7.00	-	6.25-7.00	-
28	4.00	-	3.00-4.00	3.50-3.75	13	6.50-7.00	-	6.25-7.00	-
31	HOLIDAY	-	-	-	16	6.75-7.00	6.75	6.50-7.00	6.50-6.75
June 1	4.00-4.50	-	3.50-4.50	4.00	17	6.75-7.00	6.75	6.50-7.00	6.50-6.75
2	4.00-4.50	-	3.50-4.50	3.75-4.00	18	6.75-7.00	6.75	6.50-7.00	6.50-6.75
3	4.00-4.50	4.50	3.50-4.50	4.00-4.25	19	6.50-6.75	-	6.50-6.75	-
4	4.00-4.50	4.50	4.00-4.50	4.50	20	6.50-6.75	6.50	6.50-6.75	6.50

(Continued)

TABLE 5. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SALINAS-WATSONVILLE DISTRICT, BY DAYS, 1976 (Continued)

Date	Cartons - Film Wrapped								
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
<u>Dollars per carton</u>									
Aug. 23	5.00-5.50	5.50	5.00-5.50	-	Oct. 25	HOLIDAY			
24	5.00-5.50	5.00	5.00-5.50	5.00	26	5.50	-	4.50-5.00	-
25	4.50-5.50	5.00	4.50-5.00	-	27	5.50	-	4.50-5.00	-
26	4.50-5.50	5.00	4.50-5.00	-	28	4.50-6.00	-	4.00-5.50	-
27	4.50-5.50	5.00	4.50-5.00	4.50	29	5.00-6.00	-	4.50-5.50	-
30	4.50-5.00	4.50	4.50	-	Nov. 1	5.50-6.00	-	5.00-5.50	-
Sep. 31	4.50	-	4.50	-	2	5.50-6.00	-	5.00-5.50	-
1	4.50	-	4.00-4.50	-	3	5.50-6.00	6.00	5.00-5.50	5.50
2	4.50	-	4.00-4.50	-	4	6.00	-	5.50	-
3	4.50	-	4.00-4.50	-	5	6.00-6.50	6.00	5.50-6.00	5.50
6	HOLIDAY				8	6.00-6.50	6.00	5.50-6.00	5.50
7	4.50	-	4.00	-	9	6.00-6.50	6.00	5.50-6.00	5.50
8	4.50-5.00	-	4.00-4.50	4.00	10	5.50-6.00	-	5.00-5.50	-
9	4.50-5.00	-	4.25-4.50	-	11	5.00-6.00	5.50	4.50-5.50	-
10	5.00	-	4.50	-	12	5.00-5.50	-	4.50-5.00	-
13	5.00-5.50	-	4.50-4.75	-	15	5.00-5.50	5.00	4.50-5.00	4.50
14	5.00-5.50	-	4.50-4.75	-	16	4.50-5.00	5.00	4.50	-
15	5.00-5.50	5.50	4.50-5.00	4.75-5.00	17	4.50-5.00	-	4.00-4.50	-
16	5.00-5.50	5.50	4.75-5.00	-	18	4.50-5.00	-	4.00-4.50	-
17	5.00-5.50	5.50	4.75-5.00	-	19	4.50-5.00	-	4.00-4.50	-
20	5.00-6.00	5.50-6.00	5.00-5.50	-	22	4.50-5.00	-	4.00-4.50	-
21	5.00-6.00	5.50-6.00	5.00-5.50	-	23	4.50-5.00	-	4.00-4.50	-
22	5.00-6.00	5.50-6.00	5.00-5.50	-	24	4.50-5.00	-	4.00-4.50	-
23	5.50-6.00	-	5.00-5.50	-	25	HOLIDAY			
24	5.50-6.00	-	5.00-5.50	-	26	4.50-5.00	-	4.00-4.50	-
27	5.50-6.00	-	5.00-5.50	-	29	4.50-5.00	-	4.00-4.50	-
28	5.50-6.00	5.50	5.00-5.50	5.00	30	4.50-5.00	-	4.00-4.50	-
29	5.50-6.00	5.50	5.00	-	Dec. 1	4.75-5.00	-	4.50	-
30	5.50-6.00	5.50	5.00	-	2	5.00-5.50	-	4.50-5.00	-
Oct. 1	5.00-6.00	5.50	4.50-5.00	5.00	3	5.00-6.00	5.50	4.50-5.50	-
4	5.00-5.50	5.00	4.50-5.00	4.50	6	5.00-6.00	5.50-6.00	4.50-5.50	-
5	5.00-5.50	5.00	4.50-5.00	4.50	7	5.50-6.00	6.00	5.50-6.00	-
6	5.00-5.50	5.00	4.50-5.00	4.50	8	6.00-7.00	7.00	5.50-7.00	7.00
7	4.50-5.50	4.50-5.00	4.50-5.00	4.50	9	7.00	-	6.50-7.00	7.00
8	4.50-5.50	4.50-5.00	4.00-5.00	-	10	7.00	-	7.00	-
11	HOLIDAY				13	7.00	-	7.00	-
12	4.50-5.00	-	4.00-5.00	-	14	7.00	-	7.00	-
13	4.50-5.00	-	4.00-5.00	-	15	7.00	-	7.00	-
14	4.50-5.00	-	4.00-5.00	-	16	7.00	-	7.00	-
15	4.50-5.50	5.00	4.00-5.00	-	17	7.00	-	7.00	-
18	4.50-5.50	5.00	4.50-5.00	-	20	7.00	-	7.00	-
19	4.50-5.50	-	4.50-5.00	-	Last Report				
20	5.00-5.50	-	4.50-5.00	-					
21	5.00-5.50	5.50	4.50-5.00	-					
22	5.50	-	4.50-5.00	-					

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

a/ Supplies insufficient to quote.

TABLE 6. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE IRVINGTON-ALVARADO-CENTERVILLE BY DAYS, 1976

		Cartons - Film Wrapped							
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Jan. 1	HOLIDAY				Feb. 24			5.50	
2	5.00-6.00	-	4.75-5.50	-	25	5.25-6.50	-	5.00	-
5	5.00-6.00	-	4.75-5.50	-	26	5.25-6.50	-	5.00	-
6	5.50-6.00	-	5.25-6.00	-	27	5.25-6.50	-	5.00-6.00	-
7	6.00	-	5.75-6.00	-	Mar. 1	5.25-6.50	-	5.00-6.00	-
8	6.00	-	5.75-6.00	-	2	5.00-6.00	-	4.75-6.00	-
9	6.00	-	5.75-6.00	-	3	5.00-6.00	-	4.75-6.00	-
12	6.50-7.00	-	6.25-7.00	-	4	5.00-6.00	-	4.75-6.00	-
13	6.50-7.00	-	6.25-7.00	-	5	5.00-6.00	-	4.75-6.00	-
14	6.50-7.00	-	6.25-7.00	-	8	5.25-6.00	-	5.00-6.00	-
15	6.00-7.00	-	5.75-7.00	-	9	5.25-6.00	-	5.00-6.00	-
16	5.00-6.00	-	4.75-6.00	-	10	5.25-6.00	-	5.00-6.00	-
19	4.50-5.50	-	4.50-5.50	-	11	6.00	-	5.00-6.00	-
20	4.50-5.50	-	4.50-5.50	-	12	6.00	-	5.75-6.00	-
21	4.50-5.50	-	4.50-5.50	-	15	6.00-6.50	6.00	5.75-6.00	-
22	4.50-5.50	-	4.50-5.50	-	16	6.00-6.50	6.00	5.75-6.00	-
23	4.50-5.50	-	4.50-5.50	-	17	6.00-6.50	6.00	5.75-6.00	-
26	4.50-5.50	-	4.50-5.50	-	18	6.00-6.50	-	5.75-6.00	-
27	4.50-5.50	-	4.50-5.50	-	19	6.00-6.50	-	5.75-6.00	-
28	4.50-5.50	-	4.50-5.50	-	22	6.00-6.50	-	5.75-6.00	-
29	5.00-6.00	-	4.75-5.00	-	23	6.00-6.50	-	5.75-6.00	-
30	5.00-6.00	-	4.75-5.00	-	24	6.00-6.50	-	5.75-6.00	-
Feb. 2	5.00-6.00	-	4.75-5.00	-	25	6.00-6.50	-	6.00-6.50	-
3	5.50-6.00	-	4.75-5.00	-	26	6.00-6.50	-	6.00-6.50	-
4	5.50-6.00	-	4.75-5.00	-	29	6.50-7.00	6.50	6.00-6.26	-
5	6.00-6.50	6.00	5.00	-	30	6.50-7.00	6.50	6.00-6.25	-
6	6.00-6.50	-	5.00	-	31	6.00-7.00	-	5.75-6.00	-
9	6.50-7.00	-	6.00	-	Apr. 1	6.00-7.00	-	5.75-6.00	-
10	6.50-7.00	-	6.00	-	2	6.00-7.00	-	5.75-6.00	-
11	6.50-7.00	-	6.00	-	5	6.00-7.00	-	5.75-6.00	-
12	6.50-7.00	-	6.00	-	6	6.00-7.00	-	5.75-6.00	-
13	6.50-7.00	-	6.00-6.25	-	7	6.00-7.00	-	5.75-6.00	-
16	HOLIDAY				8	6.00-7.00	-	5.75-6.00	-
17	6.50-7.00	-	6.25	-	9	6.00-7.00	-	5.75-6.00	-
18	6.50-7.00	6.50	6.00-6.25	-	12	5.50-7.00	-	5.00-6.00	-
19	6.00-6.50	-	6.00	-	13	5.50-6.50	-	5.00-6.00	-
20	6.00-6.50	-	6.00	-	14	5.00-6.00	-	4.50-6.00	-
23	6.00-6.50	-	6.00	-	Last Report				

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

TABLE 7. F.O.B SHIPPING POINT PRICES FOR CAULIFLOWER IN THE OXNARD AND ORANGE COUNTY-SAN LUIS REY DISTRICTS, BY DAYS, 1976

Cartons - Film Wrapped					Cartons - Film Wrapped				
Date	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton					Dollars per carton				
Jan. 2	4.50-5.00	4.50	4.50-5.00	4.50	Mar. 29	4.50-5.00	5.00	4.50	-
5	4.50-5.00	-	4.50-5.00	-	30	4.50-5.00	-	4.00-4.50	-
6	5.00-5.50	5.00	5.00-5.50	5.00	31	4.50-5.00	-	4.00-4.50	-
7	5.00-6.00	5.00	5.00-6.00	5.00	Apr. 1	4.50-5.00	5.00	4.00-4.50	4.50
8	5.50	-	5.50	-	2	5.00	-	4.00	-
9	5.50-6.00	6.00	5.50-6.00	6.00	5	5.00	-	4.00-4.50	-
12	6.00-6.50	6.00	5.50-6.50	6.00	6	4.50-5.00	5.00	4.00	-
13	6.00-6.50	6.00	5.50-6.50	6.00	7	5.00	-	4.00-4.50	-
14	5.50-6.00	-	5.50-6.00	-	8	4.50-5.00	5.00	4.00-4.50	4.50
15	5.00-5.50	-	5.00-5.50	-	9	5.00-5.50	-	4.50-5.00	-
16	4.50-5.00	5.00	4.50-5.00	5.00	12	5.50	-	5.00	-
19	4.00	-	4.00	-	13	5.00-5.50	5.00	4.50-5.00	5.00
20	4.00-4.50	4.00	3.50-4.00	4.00	14	5.00	-	4.50-5.00	-
21	4.00-4.50	4.00	3.50-4.00	4.00	15	4.50-5.00	4.50	4.50	-
22	4.00-4.50	4.00	3.50-4.50	4.00	16	4.50-5.00	4.50	4.50	-
23	4.00-4.50	-	4.00-4.50	-	19	4.50	-	4.00	-
26	4.00-4.50	4.50	4.00-4.50	4.50	20	4.50	-	4.00	-
27	4.00-4.50	4.50	4.00-4.50	4.50	21	4.00-4.50	-	3.75-4.00	-
28	4.50	-	4.00-4.50	-	22	4.00-4.50	-	4.00	-
29	4.00-4.50	4.50	4.00	-	23	4.00	-	3.50-3.75	-
30	4.50	-	4.00	-	26	4.00	-	3.50	-
Feb. 2	4.50-5.00	4.50	4.00	-	27	3.50-4.00	-	3.50-3.75	-
3	4.50	-	4.00	-	28	3.50-4.00	-	3.25-3.75	-
4	4.50	-	4.00	-	29	4.00-4.25	-	3.50-4.00	-
5	4.50	-	3.75-4.00	4.00	30	4.00-4.50	-	3.50-4.00	-
6	4.50-5.00	4.50	4.00-4.50	4.00	May 3	4.50-5.00	-	4.25-4.50	-
9	5.00-5.50	-	5.00	-	4	4.50-4.75	-	4.00-4.25	-
10	5.00-5.50	-	5.00	-	5	4.50	-	4.00	-
11	5.50-6.50	5.50-6.00	5.00-6.50	5.00-5.50	6	4.00-4.50	-	3.75-4.00	-
12	6.00-6.50	-	6.00-6.50	-	7	4.00-4.50	-	3.75-4.00	-
13	6.00-7.00	6.50	6.00-7.00	6.25-6.50	10	4.50	-	4.25-4.50	-
16	HOLIDAY				11	4.50-4.75	-	4.25-4.50	-
17	6.50	-	6.50	-	12	4.50-4.75	-	4.25-4.50	-
18	6.50	-	6.50	-					
19	Insufficient to quote. Last report until volume harvest resumed.								

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

TABLE 8. WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT LOS ANGELES, SAN FRANCISCO, AND DENVER, MIDWEEK QUOTATIONS, 1976

Date	Los Angeles			San Francisco	Denver
	Film Wrapped Cartons 12-16s	Bikini Pack Flat Crates and Cartons 12s	Jacket Pack Various Containers 12s	Film Wrapped Cartons 12-16s	Film Wrapped Cartons 16s
<u>Dollars per package</u>					
Jan. 7	5.00-6.00	-	3.00-3.50	5.75-6.25	7.50
14	6.50-8.25	-	3.50-4.00	7.25-7.50	8.50
21	4.50-6.25	-	3.25-3.50	6.00-6.50	8.50
28	4.50-5.50	-	2.50-3.00	6.00-6.50	7.00-7.50
Feb. 4	4.75-5.50	-	3.00-4.00	6.00-6.50	6.50-7.25
11	4.75-5.50	-	3.50-4.00	6.00-6.50	6.50-7.00
18	5.00-6.00	-	3.00-3.50	5.00-6.00	8.00
25	5.00-6.50	-	3.00-4.00	5.00-5.50	8.50
Mar. 3	5.00-6.00 a/	-	3.00-3.50	5.00-5.50	8.00-8.50
10	4.50-5.50 a/	-	3.50-4.25	5.00-5.50	7.00-7.50
17	5.50-6.00 a/	-	3.75-4.00	6.00-6.50	7.00-7.50
24	5.50-6.50 a/	-	3.00-3.50	6.00-6.50	7.50-7.75
31	5.50-6.50	-	3.00-3.75	6.50-7.00	7.50-8.00
April 6	5.50-6.00	-	3.50-4.00	6.50-7.00	7.00-8.00
14	5.50-6.25	-	3.00-3.50	6.50-7.00	7.50-8.00
21	5.50-6.00	-	3.00-3.75	5.50-6.00	7.00-8.00
28	5.00-5.25	-	2.50-3.00	5.00-6.00	7.00-7.75
May 5	4.50-5.00	-	2.75-3.00	5.50-5.75	6.50-7.00
12	5.00-5.50	-	2.75-3.25	5.00-5.50	6.50-7.00
19	5.00-5.50	-	-	5.50-6.00	6.50-6.75
26	5.00-5.50	-	-	5.00-5.50	7.00-7.50
June 2	5.25-6.00	-	3.50	5.00-5.50	7.00-7.50
9	6.00-6.50	-	-	6.25-6.50	7.00-7.50
16	7.25-7.50	-	-	7.50 b/	7.25-8.00
23	4.50-6.00	4.50-5.00	-	5.50-6.50 b/	8.00-9.00
30	5.50-6.25	5.00-5.50	-	6.00-6.50	7.50-8.50
July 7	5.50-6.50 a/	5.50	-	6.00-6.50	7.50-8.50
14	5.75-6.00 a/	5.00-5.25	-	6.00-6.25	7.50
21	6.00-6.50 a/	4.75-5.00	-	6.00-6.25	7.50
28	6.50	5.50	-	7.25-7.50	8.00-8.50
Aug. 4	6.50-7.50 a/	5.75	-	7.00-7.75	8.75-10.00
11	6.25-8.00 a/	6.00-6.50	-	7.75-8.00	9.00-9.75
18	7.50-8.00 a/	6.75	-	8.50	9.75-10.00
25	5.50-7.00 a/	5.25-5.50	-	7.25-7.50	9.50-10.00
Sept. 1	5.00-6.00	5.00	-	6.00-6.50	9.75-10.00
8	5.00-6.50	5.00	-	5.50-6.50	c/
15	6.00-7.00 b/	5.00	-	6.00-6.50	7.25 b/
22	6.00-7.25 b/	5.00	-	7.25-7.50	d/
29	5.00-7.25 b/	5.00	-	6.50-7.50	8.50 b/
Oct. 6	5.00-7.00 b/	5.00	-	6.25-7.25	8.75 b/
13	5.00-6.50 b/	4.50	-	5.75-6.25	7.50
20	4.00-6.50	4.50-4.75	-	6.25-6.50	7.50-8.25
27	5.00-7.00	-	-	6.50-7.25	8.00-8.50
Nov. 3	7.25-7.50 b/	-	-	6.00-7.00	8.50-9.25
10	7.25-7.50 b/	-	-	7.50-8.00	8.50-9.25
17	6.50-7.00 a/	5.50	-	6.50-7.50	8.50-9.25
24	5.00-6.50	5.00	-	6.00-6.50	8.50-9.25
Dec. 1	6.00-6.50	4.00-4.50	-	6.50	8.00-9.00
8	7.50-8.00 a/	-	-	7.00-7.25	8.00-8.75
15	8.50-9.00	6.50-7.00	-	8.75-9.00	9.00-9.50
22	8.50-9.00	-	5.50-6.00	8.50-9.00	10.00-11.00
29	9.00-9.50 b/	7.00-8.00	5.50-6.00	10.00	9.75-10.00

Compiled from daily Wholesale Market Reports issued by the U.S. Department of Agriculture, AMS, Fruit and Vegetable Division, Market News Branch at Los Angeles, San Francisco, and Denver.

a/ Central California District only. b/ 12s only. c/ No California offerings. Colorado quotations: Wirebound crates jacket pack 12s per lb. 30 cents. d/ Not available.

TABLE 9. WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT NEW YORK, CHICAGO, BOSTON, DETROIT, AND TORONTO, CANADA, MIDWEEK QUOTATIONS, 1976

Date	New York	Chicago	Boston	Detroit	Toronto, Canada
	Heads, film wrapped 12s - U.S. dollars per carton				Canadian dollars
Jan. 7	8.50-9.00	7.50-8.00	7.00-8.00	7.50-7.75	-
14	8.50-9.00	9.00	8.00-8.50	8.75	-
21	7.50-8.00	6.50	7.00-8.00	8.00-8.25	-
28	5.50-6.00	6.00-6.50	5.50-6.50	6.00	-
Feb. 4	6.00-6.50	6.00-6.50	6.50	7.00-7.50	7.50-7.75
11	6.50-7.00	9.50	7.50-8.00	9.00	7.50-7.75
18	9.00	9.00-9.50	9.00	9.00	9.00-9.50
25	8.00	8.00-8.50	8.50-9.50	7.50-8.00	9.75-10.00
Mar. 3	7.00-7.50	7.00-7.50	7.00-7.50	8.00-8.50	8.75-9.00
10	6.50-7.00	7.00-7.50	8.00-8.25	7.00-8.00	9.00-9.25
17	7.00-8.00 <u>c/</u>	7.50-8.00 <u>c/</u>	8.50-9.50	7.50	9.25-9.50
24	7.50-8.00	9.00-9.50	8.00-9.00	7.50	8.50-9.00
31	7.50-8.00	8.50-9.00	7.00-7.50	8.00	9.25-9.50
Apr. 7	8.00-8.50 <u>d/</u>	8.50-9.00	8.00-9.00	8.00-8.75	-
14	7.50-8.00 <u>c/</u>	8.00	7.50-8.50 <u>c/</u>	7.50-8.50	-
21	6.00-7.00	7.00-7.50	7.00-8.00	7.00-7.50	-
28	6.00-7.00	6.50-7.00	6.50-7.00	6.00-6.50	-
May 5	6.50-7.00	6.50-7.00	6.50-7.00	7.00-7.25	-
12	8.00-8.50	8.00	7.00	7.75-8.00	-
19	7.50-8.00	7.50-8.00	7.50-8.00	8.25	-
26	8.00-8.50	7.50-8.00	7.50-8.00	7.50-8.00	-
June 2	7.50-8.00	7.00-7.50	7.00-9.00	8.00	-
9	7.00-8.00	7.00	9.00	8.00	-
16	9.00	9.50	8.50-9.00	<u>a/</u>	-
23	9.50	7.50-8.00	8.50-9.00	<u>a/</u>	-
30	6.50-7.00	7.00-7.50	7.00-8.00	8.00 <u>c/</u>	-
July 7	7.00-7.50	8.00	8.50	8.50	-
14	7.00-8.00	7.00-7.50	7.00	8.50-9.00	-
21	8.00-8.50 <u>c/</u>	7.50-8.00	8.50-9.00	8.50	-
28	9.00-9.50	9.00 <u>d/</u>	8.50-9.00	9.00 <u>c/</u>	-
Aug. 4	9.00-10.00 <u>d/</u>	9.00	9.00-10.00	9.50	-
11	11.50 <u>d/</u>	10.00	9.50-10.00	9.50 <u>e/</u>	-
18	9.00-10.00	10.00	10.00	9.75 <u>e/</u>	-
25	9.50-10.50	10.00	9.00-9.50	8.25-9.00 <u>e/</u>	-
Sept. 1	5.50-6.00	7.00-8.00	6.50-7.50	8.25	-
8	7.00 <u>d/</u>	8.00	6.25 <u>d/</u>	7.00-7.25	-
15	8.00-8.50	8.00	8.50	7.75	-
22	8.50	7.50-8.00	6.00-7.00	8.00	-
29	7.50-8.00	7.50-8.00	6.50-7.00	<u>a/</u>	-
Oct. 6	6.50-7.50 <u>d/</u>	7.50-8.00	<u>a/</u>	<u>a/</u>	-
13	7.50	8.00	<u>a/</u>	6.50 <u>f/</u>	-
20	9.50 <u>c/</u>	8.00 <u>c/</u>	<u>a/</u>	6.50	-
27	10.00 <u>c/</u>	9.50	8.50-9.00	8.50 <u>c/</u>	-
Nov. 3	8.50-9.50	<u>a/</u>	8.50	8.50-9.00	10.00-10.25
10	9.00-9.50	9.00	8.50-9.50	9.00-9.50 <u>c/</u>	9.50-9.75
17	8.00-8.50	9.00-9.50	8.00-9.00	8.25-9.00	10.25-10.50
24	6.50-7.50	6.50-7.00	7.50-8.50	6.00-7.00	9.75-10.00
Dec. 1	6.50-7.00	7.50-8.00	6.50-8.00	7.00-7.50	-
8	10.00	6.00-6.50 <u>b/</u>	8.50	8.50-9.00	-
15	12.00 <u>d/</u>	11.00	12.00	10.00 <u>c/</u>	-
21	13.00	<u>a/</u>	12.00	12.00	-
29	13.00-14.00	13.00 <u>c/</u>	12.00	12.00-12.50	-

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, Detroit, and Salinas; Toronto, Canada information is from reports received from the USDA, AMS, F&V Div., Market News Branch, Wash. D.C.

a/ No California available or supply insufficient to quote. b/ Fair quality. c/ Tuesday prices. d/ Thursday prices. e/ Friday prices. f/ Thursday prices, one label.

III. DISTRIBUTION

TABLE 10.

RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY MONTHS, 1976

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, NY	-	4	-	-	-	5	-	-	-	4	-	-	-	3	-	-	-	3	-	-	-	3	-	-	-	2	-	1
Balt., MD-Washn., DC	-	9	-	3	-	3	-	5	-	5	-	8	1	7	-	3	-	9	-	-	2	9	-	-	1	4	-	-
Boston, MA	10	10	-	-	7	12	-	-	3	17	-	3	4	18	-	-	2	16	-	-	1	16	-	-	3	6	-	1
Buffalo, NY	1	5	1	1	2	2	-	-	-	3	-	-	-	3	-	-	1	3	-	-	1	1	-	-	-	3	-	5
N.Y., NY-Newark, NJ	16*	11	1	4	9	5	3	2	14	8	-	6	12	16	-	2	9*	19	-	-	11	12	-	1	13	4	-	1
Philadelphia, PA	6	23	-	-	6	8	-	1	3	15	-	3	5	20	-	-	22	-	-	3	9	-	-	6	3	-	-	
Pittsburgh, PA	2	9	-	1	1	2	-	2	-	10	-	-	1	11	-	-	8	-	-	-	9	-	-	-	5	-	1	
Providence, RI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Eastern	35	71	2	9	25	37	3	10	20	62	-	20	23	78	-	5	12	80	-	-	18	59	-	1	23	27	-	9
MIDWESTERN																												
Chicago, IL	4	20	2	2	1	15	-	1	-	22	1	-	2	21	-	-	-	24	-	-	1	18	-	1	1	12	-	-
Cincinnati, OH	2	15	-	-	1	6	-	-	-	14	-	2	-	11	-	-	-	10	-	-	1	11	-	-	1	8	-	-
Cleveland, OH	-	9	-	-	-	16	-	-	1	16	-	-	-	16	-	-	-	13	-	-	-	12	-	-	-	12	-	-
Detroit, MI	1	15	-	-	3	13	-	-	1	16	-	-	1	17	-	-	-	13	-	-	1	13	-	-	1	9	-	-
Indianapolis, IN	-	7	-	-	-	7	-	-	-	7	-	-	-	8	-	-	-	8	-	-	-	7	-	-	-	5	-	-
Kansas City, MO	-	7	-	-	-	10	-	-	-	6	-	-	-	6	-	-	-	7	-	-	-	4	-	-	-	3	-	-
Louisville, KY	-	3	-	-	-	3	-	-	-	4	-	-	-	4	-	-	-	4	-	-	-	3	-	-	-	4	-	-
Milwaukee, WI	1	3	-	-	-	3	-	-	-	4	-	-	-	4	-	-	-	3	-	-	-	1	-	-	1	2	-	-
Mpls.-St. Paul, MN	-	13	-	1	-	11	-	-	2	20	-	-	1	19	-	-	2	20	-	-	-	13	-	-	2	7	-	-
St. Louis, MO	-	17	-	2	-	11	-	4	-	15	-	-	-	13	-	-	-	13	-	-	-	11	-	1	-	8	-	-
Total Midwestern	8	109	2	5	5	95	-	5	4	124	1	2	4	119	-	-	2	115	-	-	3	93	-	2	6	70	-	-
SOUTHERN																												
Atlanta, GA	-	7	-	1	-	4	-	1	-	7	-	1	-	7	-	-	-	6	-	-	-	6	-	-	-	5	-	-
Birmingham, AL	-	2	-	-	-	1	-	1	-	2	-	-	-	2	-	-	-	1	-	-	-	2	-	-	-	2	-	-
Columbia, SC	-	1	-	1	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	-	-	2	-	-	-	1	-	-
Dallas, TX	-	5	-	15	-	4	-	11	-	9	-	3	-	12	-	-	-	8	-	-	-	9	-	-	-	8	-	-
Ft. Worth, TX	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	-
Houston, TX	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Memphis, TN	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-
Miami, FL	-	10	-	5	-	3	1	7	1	9	-	2	-	8	-	-	3	8	-	-	1	5	-	-	1	8	-	-
Nashville, TN	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Orleans, LA	-	4	-	4	-	7	-	-	-	4	-	2	-	7	-	-	1	4	-	-	1	7	-	-	1	3	-	-
Oklahoma City, OK	-	6	-	2	-	5	-	-	-	6	-	-	-	5	-	-	-	4	-	-	-	6	-	-	-	5	-	-
San Antonio, TX	-	9	-	3	-	11	-	5	-	16	-	-	-	10	-	-	-	4	-	-	-	5	-	-	-	3	-	-
Total Southern	-	48	-	32	-	39	1	26	1	57	-	10	-	54	-	1	4	39	-	-	2	45	-	-	2	37	-	-
WESTERN																												
Denver, CO	-	10	-	-	-	7	-	-	-	8	-	-	-	10	-	-	-	11	-	-	-	11	-	-	-	10	-	-
Los Angeles, CA	-	93	-	-	-	85	-	1	-	108	-	1	-	97	-	-	-	66	-	-	-	52	-	-	-	60	-	-
Portland, OR	-	13	1	-	1	9	-	-	-	14	-	-	-	12	-	5	-	10	-	5	-	11	-	3	-	6	-	5
Salt Lake City, UT	-	13	-	1	-	10	-	-	-	9	-	-	-	11	-	-	-	9	-	-	-	6	-	-	-	9	-	-
S.F.-Oak., CA	-	49	-	-	-	56	-	-	-	55	-	-	-	35	-	-	-	23	-	-	-	24	-	-	-	21	-	-
Seattle-Tacoma, WA	-	23	-	-	-	15	-	-	-	19	-	-	-	28	-	1	-	16	-	-	-	18	-	-	-	12	-	5
Total Western	-	201	1	1	1	182	-	1	-	213	-	1	-	193	-	6	-	135	-	6	-	122	-	3	-	118	-	10
Total 41 U.S. Cities	43	429	5	47	31	353	4	42	25	455	1	33	27	444	-	12	18	369	-	6	23	319	-	6	31	252	-	19
CANADA UNLOADS																												
Montreal, Que.	7	10	3	6	14	18	-	2	8	14	5	5	11	17	-	5	16	21	-	-	15	15	-	7	-	4	-	14
Ottawa, Ont.	-	6	-	-	-	7	-	-	-	9	-	-	-	7	-	-	1	9	-	-	-	6	-	1	-	1	-	4
Toronto, Ont.	10	70	-	-	15	42	-	-	14	44	-	-	14	75	-	-	18	36	-	-	8	20	-	1	3	8	-	39
Vancouver, B.C.	-	31	2	-	3	24	1	-	-	32	-	-	-	26	-	-	-	22	-	-	2	27	-	4	-	13	-	7
Winnipeg, Man.	-	5	-	8	-	4	-	3	-	6	-	2	-	9	-	-	-	6	-	-	-	7	-	-	-	9	-	3
Total Canada	17	122	5	14	32	95	1	5	22	105	5	7	25	134	-	5	35	94	-	-	25	75	-	13	3	35	-	67
Total U.S. & Canada	60	551	10	61	63	448	5	47	47	561	6	40	52	578	-	17	53	463	-	6	48	394	-	19	34	287	-	86

(Continued)

TABLE 10.

RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY MONTHS, 1976 (Cont'd)

Page 18

Area and City	August				September				October				November				December				Total			GRAND TOTAL			
	Calif.		Other		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	Rl	Tr	Total	Rl	Tr		Total		
Cars and carlot equivalents																											
EASTERN																											
Albany, NY	-	1	-	9	-	1	-	19	-	1	-	16	-	3	-	2	-	2	-	-	-	32	32	-	47	47	79
Balt., MD-Wash., DC	-	6	-	-	-	9	-	10	-	2	-	27	-	7	-	17	-	6	-	4	-	4	76	80	-	77	157
Boston, MA	-	8	-	2	2	5	-	42	-	3	-	29	-	15	-	22	-	6	-	4	-	32	132	164	-	103	267
Buffalo, NY	-	1	-	5	-	-	-	15	-	-	-	29	-	6	-	5	2	1	-	1	-	7	28	35	1	61	97
N.Y., NY-Newark, NJ	1	6	-	16	3	4	-	28	3	3	-	39	6	17	-	24	2	7	-	13	99*	112	211	4	136	140	351
Philadelphia, PA	1	3	-	12	2	8	-	28	-	16	-	25	2	17	-	14	2	9	-	5	36	153	189	-	88	88	277
Pittsburgh, PA	-	5	-	4	-	6	-	10	-	2	-	10	-	8	-	1	-	6	-	1	4	81	85	-	30	30	115
Providence, RI	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	-	-	4	4
Total Eastern	2	30	-	48	7	33	-	152	3	27	-	177	8	73	-	86	6	37	-	29	182	614	796	5	546	551	1347
MIDWESTERN																											
Chicago, IL	1	11	-	1	1	13	-	4	1*	8	-	4	3	22	-	-	1	12	-	4	16*	198	214	3	17	20	234
Cincinnati, OH	-	8	-	-	-	10	-	-	-	11	-	4	2	13	-	-	-	11	-	-	7	128	135	-	6	6	141
Cleveland, OH	-	11	-	-	-	11	-	11	-	5	-	35	-	12	-	5	-	12	-	-	1	145	146	-	51	51	197
Detroit, MI	-	8	-	-	1	6	-	2	-	3	-	20	1	16	-	2	2	12	-	-	12	141	153	-	24	24	177
Indianapolis, IN	-	4	-	-	-	9	-	-	-	8	-	2	-	8	-	-	-	6	-	-	-	84	84	-	2	2	86
Kansas City, MO	-	3	-	-	-	6	-	-	-	8	-	-	-	6	-	-	-	5	-	-	-	71	71	-	-	-	71
Louisville, KY	-	2	-	-	-	3	-	-	-	2	-	1	-	4	-	-	-	2	-	-	-	38	38	-	1	1	39
Milwaukee, WI	-	2	-	-	-	1	-	-	-	-	-	-	-	3	-	-	-	2	-	-	2	28	30	-	-	-	30
Mpls.-St. Paul, MN	-	8	-	-	1	11	-	-	-	8	-	1	-	14	-	-	-	13	-	-	8	157	165	-	2	2	167
St. Louis, MO	-	8	-	-	-	14	-	3	-	10	-	6	-	15	-	2	-	9	-	1	-	144	144	-	19	19	163
Total Midwestern	1	65	-	1	3	84	-	20	1	63	-	73	6	115	-	9	3	84	-	5	46	1134	1180	3	122	125	1305
SOUTHERN																											
Atlanta, GA	-	4	-	-	-	5	-	-	-	5	-	-	-	7	-	-	-	5	-	1	-	68	68	-	4	4	72
Birmingham, AL	-	1	-	-	-	1	-	-	-	1	-	-	-	2	-	-	-	1	-	1	-	18	18	-	2	2	20
Columbia, SC	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	15	15	-	5	5	20
Dallas, TX	-	10	-	-	-	10	-	1	-	10	-	1	-	11	-	-	-	7	-	3	-	103	103	-	34	34	137
Ft. Worth, TX	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	13	13	-	1	1	14
Houston, TX	-	-	-	-	-	1	-	-	-	1	-	-	-	20	-	-	-	27	-	2	-	50	50	-	3	3	53
Memphis, TN	-	1	-	-	-	1	-	-	-	2	-	-	-	-	-	-	-	1	-	-	-	14	14	-	-	-	14
Miami, FL	-	6	-	-	1	6	-	-	3	6	-	1	2	6	-	-	-	8	-	2	12	83	95	1	17	18	113
Nashville, TN	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	1	2
New Orleans, LA	-	4	-	-	-	4	-	-	-	5	-	-	-	9	-	-	-	5	-	18	3	63	66	-	24	24	90
Oklahoma City, OK	-	5	-	-	-	4	-	-	-	4	-	2	-	4	-	-	-	4	-	-	-	58	58	-	4	4	62
San Antonio, Tx	-	5	-	-	-	6	-	-	-	6	-	-	-	10	-	-	-	9	-	8	-	94	94	-	16	16	110
Total Southern	-	38	-	-	1	41	-	1	3	42	-	5	2	71	-	-	69	-	36	15	580	595	1	111	112	707	
WESTERN																											
Denver, CO	-	8	-	-	-	10	-	5	-	3	-	10	-	10	-	-	-	13	-	-	-	111	111	-	15	15	126
Los Angeles, CA	-	49	-	-	-	60	-	-	-	53	-	-	-	91	-	1	-	80	-	1	-	894	894	-	4	4	898
Portland, OR	-	4	-	9	-	1	-	27	-	1	-	39	-	10	-	4	-	11	-	-	1	102	103	1	97	98	201
Salt Lake City, UT	-	9	-	-	-	3	-	3	-	3	-	2	-	9	-	-	-	10	-	-	-	101	101	-	6	6	107
S.F.-Oak., CA	-	19	-	-	-	18	-	-	-	21	-	1	-	33	-	-	-	35	-	-	-	389	389	-	1	1	390
Seattle-Tacoma, WA	-	10	-	23	-	3	-	27	-	6	-	24	-	14	-	3	-	16	-	-	-	180	180	-	84	84	264
Total Western	-	99	-	32	-	95	-	62	-	87	-	76	-	167	-	8	-	165	-	1	1	1777	1778	1	207	208	1986
Total 41 U.S. Cities	3	232	-	81	11	253	-	235	7	219	-	331	16	424	-	103	9	355	-	71	244	4105	4349	10	986	996	5345
CANADA UNLOADS																											
Montreal, Que.	-	-	-	58	-	-	-	95	2	-	-	22	5	32	-	1	-	25	-	1	78	156	234	8	216	224	458
Ottawa, Ont.	-	-	-	13	-	-	-	16	-	-	-	7	-	4	-	-	-	4	-	-	1	53	54	-	41	41	95
Toronto, Ont.	-	-	-	101	-	-	-	167	-	2	-	77	2	49	-	5	-	22	-	-	84	368	452	-	390	390	842
Vancouver, B.C.	-	5	-	26	-	3	-	37	-	2	-	40	-	8	-	14	-	26	-	-	5	219	224	3	128	131	355
Winnipeg, Man.	-	3	-	7	-	4	-	18	-	3	-	7	-	6	-	-	-	6	-	1	-	68	68	-	49	49	117
Total Canada	-	8	-	205	-	7	-	333	2	7	-	153	7	99	-	20	-	83	-	2	168	864	1032	11	824	835	1867
Total U.S. & Canada	3	240	-	286	11	260	-	568	9	226	-	484	23	523	-	123	9	438	-	73	412	4969	5381	21	1810	1831	7212

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.

* Includes 1 Air.

TABLE 11. U.S. IMPORTS OF FRESH AND FROZEN CAULIFLOWER UNDER QUARANTINE a/,
BY ORIGIN, FISCAL YEARS 1971-72 THROUGH 1975-76

Origin	1971-72	1972-73	1973-74	1974-75	1975-76
<u>Thousands of pounds</u>					
<u>FRESH</u>					
Mexico	2,219	1,440	1,249	1,275	140
Costa Rica	-	-	-	-	10
Great Britain	34	-	-	62	-
Guatemala	-	-	6	-	<u>b/</u>
<u>FROZEN</u>					
Mexico	2,111	2,513	3,156	4,334	4,220
Costa Rica	-	-	10	89	5
Greece	29	-	-	-	-
Great Britain	69	32	93	157	65
Guatemala	-	-	-	-	237
Hong Kong	-	2	-	-	-
Spain	24	-	-	-	-

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. b/ Less than 500 lbs.

TABLE 12. UNLOADS OF CAULIFLOWER IN HONOLULU FROM THE U.S. MAINLAND,
BY CARRIER, BY MONTH 1976

Carrier	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<u>Thousands of pounds</u>													
Air	10	10	9	15	13	7	8	10	9	8	7	11	117
Boat	35	39	42	54	26	31	32	38	35	46	50	41	469
Total	45	49	51	69	39	38	40	48	44	54	57	52	586
Total in Carlot equivalents <u>a/</u>	2.0	2.1	2.2	3.0	1.7	1.7	1.7	2.1	1.9	2.3	2.5	2.3	25.5

Compiled from annual summary of Honolulu Unloads, 1976, issued by the Hawaii State Department of Agriculture, Federal-State Market News Service, in cooperation with the 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, 1975-1976

Harvested Quarter and State	Harvested		Yield		Production		Price		Value	
	1975	1976	1975	1976	1975	1976	1975	1976	1975	1976
	<u>Acres</u>		<u>Cwt.</u>		<u>1,000 Cwt.</u>		<u>Dollars</u>		<u>1,000 Dollars</u>	
<u>Winter (Jan.-Feb.-Mar.)</u>										
Arizona	900	750	65	60	59	45	24.60	21.40	1,451	963
California	4,200	6,000	80	85	336	510	21.50	20.40	7,234	10,390
Texas	130	150	115	100	15	15	26.00	20.90	390	314
Total or Avg. Winter	5,230	6,900	78	83	410	570	22.10	20.50	9,075	11,667
<u>Spring (Apr.-May-June)</u>										
California Total or Avg.	4,600	5,200	90	90	414	468	18.30	18.90	7,573	8,838
<u>Summer (July-Aug.-Sept.)</u>										
California	5,600	5,900	85	105	476	620	14.00	15.10	6,657	9,347
New York	950	1,400	88	76	84	106	21.90	22.10	1,840	2,343
Total or Avg. Summer	6,550	7,300	85	99	560	726	15.20	16.10	8,497	11,690
<u>Fall (Oct.-Nov.-Dec.)</u>										
Arizona	250	250	65	60	16	15	23.70	33.90	379	509
California	10,600	9,400	100	85	1,060	799	12.60	14.80	13,338	11,825
Michigan	750	550	65	55	49	30	14.50	21.60	709	649
New York	2,200	1,700	110	115	242	196	13.10	16.70	3,176	3,277
Oregon	1,700	1,900	140	135	238	257	10.80	10.70	2,567	2,760
Texas	100	350	90	57	9	20	21.10	29.70	190	594
Total or Avg. Fall	15,600	14,150	103	93	1,614	1,317	12.60	14.90	20,359	19,614
Total United States	31,980	33,550	94	92	2,998	3,081	15.20	16.80	45,504	51,809

Compiled from Vegetables - Fresh Market, 1976 annual 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, 1975-1976

Seasonal Group and County	1975		1976		Seasonal Group and County	1975		1976	
	<u>Acres</u>		<u>Acres</u>			<u>Acres</u>		<u>Acres</u>	
<u>Winter (Jan.-Feb.-Mar.)</u>					<u>Summer (July-Aug.-Sept.)</u>				
Alameda	1,050	1,230			Monterey	3,200	3,150		
Monterey	500	990			San Luis Obispo	250	120		
San Luis Obispo	360	360			Santa Barbara	1,270	1,710		
Santa Barbara	1,200	900			Other Counties	880	920		
Ventura	620	800			Total	5,600	5,900		
Other Counties	470	1,720							
Total	4,200	6,000			<u>Fall (Oct.-Nov.-Dec.)</u>				
<u>Spring (Apr.-May-June)</u>					Alameda	720	580		
Alameda	200	340			Monterey	4,170	4,150		
Monterey	2,240	2,400			San Diego	160	60		
San Luis Obispo	100	270			Orange	620	260		
Orange	320	170			Santa Barbara	1,360	840		
San Diego	180	320			Other Counties	3,570	3,510		
Santa Barbara	560	530			Total	10,600	9,400		
Ventura	850	670							
Other Counties	150	500							
Total	4,600	5,200							

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

TABLE 15. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY CONTAINER SIZE, BY CALENDAR YEAR, 1974-1976

Container Size	1974		1975		1976	
	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total
8 Ounce Carton	5,897	7.0	a/	a/	22,018	42.4
10 Ounce Carton b/	35,775	42.5	22,765	38.9	1,061	2.0
2-2-1/2 Pound Carton	23,480	27.9	18,178	31.1	15,514	29.9
Bulk c/	19,040	22.6	17,505	30.0	13,336	25.7
Total	84,192	100.0	58,448	100.0	51,929	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, 1972-1976

Season	1972	1973	1974	1975	1976
	Thousand Pounds				
Spring (January-June)	15,627	3,532	8,870	4,345	4,256
Fall (July-December)	63,419	73,736	75,322	54,103	47,673
Total	79,046	77,268	84,192	58,448	51,929

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 1972-1976

Year	California	Northwest	East and South	Total Frozen	Equivalent Fresh a/		Calif. as % of U.S. Frozen Pack
					U.S.	California	
	1,000 pounds				1,000 cartons (23#)		
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
1976	51,929	15,878 b/	b/	67,807	4,835	3,703	76.6

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 and South are included in total Northwest to avoid disclosure of individual operations.

TABLE 18. PER CAPITA CONSUMPTION OF CAULIFLOWER, UNITED STATES, 1967-76

YEAR	FRESH	FROZEN	TOTAL	YEAR	FRESH	FROZEN	TOTAL
	Pounds, Close Trim Basis						
			(Equiv. Fresh a/)				(Equiv. Fresh a/)
			(Fresh Basis)				(Fresh Basis)
1967	1.00	.25	(.41) 1.41	1972	0.80	.35	(.57) 1.37
1968	1.00	.26	(.43) 1.43	1973	0.80	.37	(.61) 1.41
1969	0.90	.30	(.49) 1.39	1974	0.80	.41	(.67) 1.47
1970	0.80	.30	(.49) 1.29	1975	0.90	.35	(.57) 1.47
1971	0.80	.35	(.57) 1.37	1976	1.00	.39	(.64) 1.64

Compiled from Per Capita Consumption tables shown in the Vegetable Situation, USDA, Economic Research Service, Washington, D.C., August 1977. a/ Equivalent fresh is derived from frozen weight times 1.64 (which equals fresh weight closely trimmed).

TABLE 19. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY MONTHS, 1972 TO 1976

End of Month	1972	1973	1974	1975	1976
<u>Thousands of pounds</u>					
January	34,505	40,230	54,884	61,657	56,858
February	27,048	31,224	45,111	58,766	51,276
March	20,605	24,333	40,681	51,033	43,863
April	16,740	17,894	33,619	43,789	35,057
May	11,953	12,044	27,488	39,091	29,898
June	10,807	9,960	25,128	33,335	24,046
July	17,173	10,584	26,743	33,856	26,861
August	20,684	17,709	36,888	41,645	32,303
September	21,613	30,019	42,311	46,993	36,924
October	36,248	48,010	55,437	59,837	46,433
November	52,390	63,740	67,011	66,953	51,972
December	49,381	65,116	69,218	66,345	47,038

Compiled from Summaries of Regional Cold Storage Holdings Annual, 1972-1976, issued by U.S.D.A., Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 20. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY REGIONS, 1976 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>										
January	618	3,090	1,527	6,187	953	95	2,751	4,458	37,179	56,858
February	531	3,343	1,385	6,006	889	68	2,439	4,204	32,411	51,276
March	546	2,425	1,376	6,473	842	78	2,170	3,491	26,462	43,863
April	807	2,304	977	5,500	799	121	1,817	2,847	19,885	35,057
May	740	1,995	1,162	4,822	738	642	1,464	2,187	16,148	29,898
June	653	1,780	1,094	4,100	616	565	1,385	1,770	12,083	24,046
July	620	1,766	996	4,462	651	569	1,179	1,670	14,948	26,861
August	637	1,693	1,205	4,972	798	705	1,173	1,876	19,244	32,303
September	494	1,748	1,380	6,500	1,178	527	1,247	1,769	22,081	36,924
October	476	1,759	1,056	6,676	1,290	466	1,033	2,451	31,226	46,433
November	391	2,104	1,448	6,595	1,445	488	722	3,108	35,671	51,972
December	528	2,471	1,431	6,767	1,430	469	680	2,497	30,765	47,038

Compiled from Summary of Regional Cold Storage Holdings, 1976, issued by U.S.D.A., Statistical Reporting Service, Crop Reporting Board, Washington, D.C.