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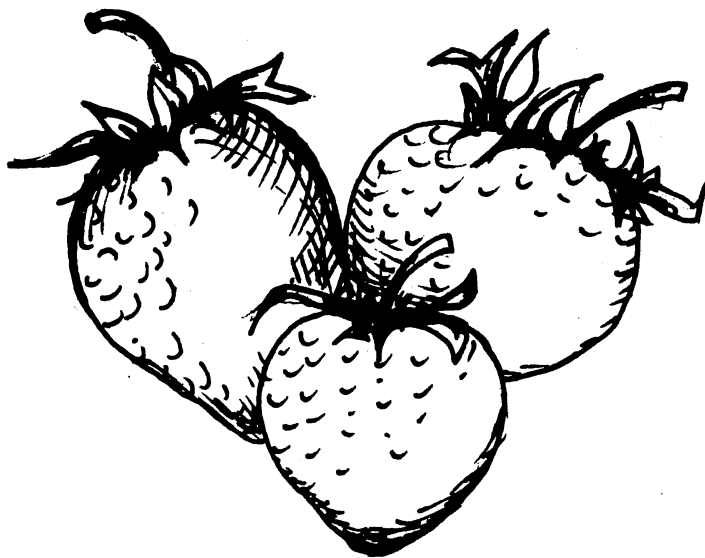
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PROGRAM ANALYSIS
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MARKETING

CALIFORNIA STRAWBERRIES

includes bushberries

1979



FEDERAL-STATE MARKET NEWS SERVICE

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FOREWORD

This summary covers the 1979 marketing season for strawberries and bushberries in the States of California, Oregon and Washington. Some information is included for Michigan, New Jersey, Maine and North Carolina.

We have included statistics from the Economics, Statistics and Cooperative Service, U. S. D. A. and the Crop and Livestock Reporting Service of the California Department of Food and Agriculture. Reports covering weekly deliveries to processors in Washington, Oregon and Michigan were compiled by the Yakima, Washington and Benton Harbor, Michigan Federal-State Market News offices. Deliveries of strawberries to California processors were provided by the California Processing Strawberry Advisory Board.

We express our thanks to all those who have helped to provide the information contained in the summary, especially the California Processing Strawberry Advisory Board.

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MARKETING CALIFORNIA STRAWBERRIES 1979Fresh Market StrawberriesSouthern California

Shipments in 1979 totaled about 13,326,000 trays. This was about 15 percent below the 1978 total of 15,650,000 trays.

Acreage for harvest in Southern California was 5,650 acres in 1979 compared with 7,490 acres in 1978. The Oxnard district led with 2,600 acres followed by Los Angeles/Orange County with 2,180 acres, then San Diego County with 790 acres and other southern counties with 80 acres.

The season began in early February and continued into late June. Orange County had shipments from early February to early June; San Diego County, from early February to late May, and the Oxnard district shipped from early March through late June. The heaviest volume was shipped by Oxnard, followed by Orange County, then San Diego County. Oxnard would normally have fresh shipments into July, but a truck shortage brought an earlier than usual halt to fresh market movement.

Shipping point f. o. b. prices were reported from March 15 to June 11 (February 21 to June 13 in 1978). Weekly price ranges averaged above those of 1978. The first f. o. b. price report in Southern California showed good demand at \$8.00-9.00. The lowest price of the season occurred May 3 and 4 during the peak volume week when the market ranged from \$3.00-3.50, with light demand. Aside from that, the market during the season did not range below \$3.50. In 1978, the low price of \$2.50 occurred in late April and early and late May.

Central California

Shipments totaled 13.5 million twelve-pint trays in 1979, down 15 percent from the 15.8 million trays shipped in 1978. Several factors contributed to this decrease: Acreage declined and colder than normal winter temperatures and heavy rains during the early growing season delayed the normal start of harvest by about two weeks; a strike by independent truckers in June caused a truck shortage which curtailed trading and harvest for several weeks; and, because of a strong processor market, a larger percentage of the 1979 crop was diverted to processors than in the previous year.

Shipments from the Salinas-Watsonville District totaled to 10,843,000 trays, down 17 percent from 1978. The Santa Maria District shipped 2,327,000 trays, about the same as 1978. Shipments from the central San Joaquin Valley continued to decline with 305,000 trays. Central California shipments peaked three weeks earlier than the previous year during the week ending May 26 with 1,203,000 trays shipped.

Acreage for Northern and Central California totaled 5,850 acres, down almost 6 percent from the 6,210 acres harvested in 1978. Monterey and Santa Cruz Counties had the largest decrease with 4,310 acres compared with 4,750 acres for 1978. Tioga continued to be the leading variety in most areas followed by Tufts, Driscoll and Aiko

varieties.

Shipping point f. o. b. prices were reported from April 30 through October 22. Weekly price ranges averaged slightly higher during the peak shipping months of May and June compared with last year. Prices ranged from a low of \$3.50 at the beginning of the season in May to a high of \$8.00 in October.

Processing StrawberriesCalifornia

Deliveries to processors began during the week ending April 21, 1979. This was about four weeks later than in 1978 and the latest start since 1975 when rain and record lower temperatures delayed the harvest until May 1.

In 1979, deliveries totaled 145 million pounds. This was 12 percent or 15.2 million pounds more than in 1978. Virtually all of this increase was in No. 1 grade. The heaviest delivery period was May 12 - June 9. These four weeks accounted for 43 percent of the year's total.

Processing deliveries continued through the last week of October. This was three weeks earlier than in 1978, but a normal completion date in most previous years.

Prices paid for processing strawberries in 1979 ranged from 25-31¢ per pound for No. 1 grade. The bulk of the crop after mid-June brought 29-31¢ per pound or 10-11¢ more than the previous season. Juice stock ranged from 12-15¢ per pound versus 3-6¢ in 1978.

Oregon

Light deliveries to processors began the first week in June and the harvest was well underway by the second week. This was a week to ten days sooner than in 1978. The weather was generally good throughout the harvest. There were some spider mite problems in late April but pest damage was minimal. After mid-June, high temperatures produced rapid berry development and there was some crop loss due to a shortage of pickers during the last two weeks of the month. The harvest was completed by July 14 and deliveries to processors totaled 9.4 million pounds more than in 1978.

Although acreage was up slightly at 5,200 acres, production increases were largely due to higher yields. At 8,200 pounds per acre, yields were 21 percent higher than the rain-damaged 1978 crop. The average price for processing was 33¢ per pound versus 26.3¢ per pound the previous year.

Washington

Strawberry harvesting began in early June, about a week sooner than in 1978. Excellent growing conditions during the spring brought the crop on rapidly. There was some winter damage, but generally it was limited to Skagit and Kitsap counties. Yields were the same as 1978, but still 800 pounds lower than 1977. As in previous seasons, pickers were

scarce in some areas. Berries were ready for harvest before schools recessed for summer. The harvest progressed normally and the last berries were harvested in Skaget and Whatcom counties by mid-July. Total deliveries to processors were up by about 750,000 pounds and peaked the week ending July 23, the same as in 1978. Approximately 80 percent of the crop was processed. Average crop value was placed at 34.7¢ per pound versus 25.4¢ the previous year.

Blackberries

California

Light harvesting of Olallieberries began in early June and continued through late July. This was about the same as in 1978 and normal in most seasons. Deliveries to processors peaked the week ending June 16, the same as in 1978. Total deliveries were only slightly larger than in 1978 - 2.9 versus 2.8 million pounds. According to the Crop and Livestock Reporting Service, estimated unit value for all purposes increased slightly from 55¢ per pound to 57¢ per pound in 1979. The price to growers for processing stock was mostly 55¢ per pound.

Oregon

Harvesting of the crop began in late June. Deliveries to processors started two weeks sooner than in 1978 due to the high temperatures in late May and early June. Processing was completed by the end of September, a week sooner than the previous year. Acreage and yields were down primarily due to the severe winter freeze and insect damage. However, the Crop and Livestock Reporting Service estimated the average value at 58¢ per pound, 7.3¢ more than the preceding year. Deliveries to processors were down about 6.5 million pounds.

Washington

Winter freeze damage and very dry growing conditions through late July and August combined to produce record low yields in 1979. At 2,540 pounds per acre for cultivated berries, yields were more than 50 percent lower than in 1978. Deliveries to processors totaled 864,000 pounds. This was 30 percent less than the previous season.

Black Raspberries

Oregon

Harvesting started during the last week of June and processing deliveries peaked the first week of July. By the end of July, picking was complete. The crop was one week earlier than in 1978 and finished two weeks sooner than in the previous season. However, total deliveries to processors were almost 400,000 pounds heavier in 1979. At 1,850 pounds per acre, yields were 270 pounds heavier than the rain-damaged 1978 crop. But, this was still 70 pounds lighter than the 1977 crop. According to the Crop and Livestock Reporting Service, the value of the crop for all uses was 85¢ per pound versus 75¢ in 1978. In general, winter damage was minimal and quality was good.

Washington

Unlike the other caneberry crops, yields increased

in 1979. At 2,200 pounds per acre, yields were 840 pounds higher than in 1978. Harvesting began in late June. Deliveries to processors were generally complete by August 4. Total deliveries were 63 percent greater than in the previous season. The average price paid for processing fruit was 86.7¢ per pound or about 12¢ more than in 1978 according to the Crop and Livestock Reporting Service. Fresh market use continued to decline and only about 2,000 pounds were sold fresh.

Red Raspberries

California

Picking began about May 20, a little later than in the previous season. Acreage was unchanged from the previous year's 110 acres. Yields and production were down slightly. However, crop value was estimated by the Crop and Livestock Reporting Service at \$2,798 per ton, \$238 more than in 1978. Processing deliveries were completed by the first week of August, about the same as 1978. Approximately 30,000 pounds were processed, or about half of the previous year's utilization. The bulk of the crop was sold fresh.

Oregon

In 1979 acreage and production were up, yields and unit value were down. Spider mites, leafrollers and spittle bug infestations lowered overall crop quality and yields. There was some winter damage to the canes, but less than in some other bushberry crops. The crop was harvested from late June through mid-August, the same as 1978. Processing deliveries peaked the first week of July. The estimated unit value for all purposes was 67.7¢ per pound. In 1978 it was 74.8¢ per pound according to the Crop and Livestock Reporting Service.

Washington

Harvesting started the second week of June in Kitsap County, about two weeks early. However, there was no appreciable volume until the first week of July. There was some light winter damage to the crop and dry conditions late in July and August which resulted in lower yields. Most damage was in Pierce, King and Whatcom counties. Processing deliveries continued through the week ending August 18. Total deliveries were about 1,000,000 pounds lower than in the previous year.

Boysenberries

California

Harvesting began the first week in June and continued through July 28 in the Watsonville area. Processing deliveries peaked during the week ending June 16, the same as in 1978. Total deliveries were only slightly smaller than in the previous season - 2.4 versus 2.5 million pounds in 1978. High temperatures in early June greatly reduced yields, but, in general, the quality was good. Unit value was estimated by the Crop and Livestock Reporting Service at 66.1¢ per pound versus 63.1¢ per pound in 1978.

Oregon

The crop was harvested from the first week of July through the first week of September. Deliveries to processors peaked the week ending July 21, the same week as in 1978. Total deliveries were

2.2 million pounds, 500,000 pounds more than the previous year. Despite some winter damage, yields increased by about 80 pounds per acre. Unit value was placed at 79.2¢ per pound by the Crop and Livestock Reporting Service. This was 2.3¢ less than in 1978.

Blueberries

Oregon

Harvesting began the last week of June and was completed the last week of September, a week earlier than in 1978. Generally, the crop was in good condition and yields were 800 pounds per acre heavier than in the previous season. Due to the good quality and high fresh market prices, deliveries to the fresh market increased 25 percent over 1978. Processing deliveries also increased by 250,000 pounds compared with the

preceeding year. According to the Crop and Livestock Reporting Service, fresh market prices averaged 66.5¢ or 2.5¢ higher than in 1978. Processing prices averaged 46.6¢ per pound. 20.4¢ less than a year earlier.

Washington

Light harvesting of the crop began in King, Pierce and Whatcom counties during the week ending July 6. However, there were no heavy deliveries until late July. There was very little winter damage and yields were up slightly. Processing prices were substantially lower than in 1978, 46¢ per pound versus 63¢ in 1978. Fresh market prices were slightly lower at 67.3¢ per pound but fresh sales increased by 484,000 pounds in 1979. Processing deliveries were down by about 500,000 pounds in 1979. Harvesting was finished by late September, about the same as in 1978.

Table 1. -- STRAWBERRIES: SHIPMENTS BY CARRIER, MONTH, AND ORIGIN IN UNITS OF 1,000 FLATS, 1979.

ORIGIN	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL 1979	TOTAL 1978
CALIFORNIA														
San Diego Cty														
Truck	-	6	122	822	237	-	-	-	-	-	-	-	1187	1152
Air	-	-	13	2	-	-	-	-	-	-	-	-	15	10
Orange-L. A. Cty														
Truck	-	8	434	2828	1942	1	-	-	-	-	-	-	5213	6168
Air	-	-	93	190	114	-	-	-	-	-	-	-	397	723
Oxnard District														
Truck	-	-	111	3063	3373	293	-	-	-	-	-	-	6840	7425
Air	-	-	22	48	49	21	-	-	-	-	-	-	140	172
San Joaquin Valley														
Truck	-	-	-	156	149	-	-	-	-	-	-	-	305	405
Air	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Maria District														
Truck	-	-	11	236	822	518	211	287	88	13	-	-	2186	2113
Air	-	-	-	2	12	22	46	38	18	3	-	-	141	207
Salinas-Watsonville-														
Santa Clara Valley														
Truck	-	-	-	153	3329	2805	1169	1059	570	291	30	9	9415	11669
Air	-	-	-	20	83	315	279	288	206	184	32	21	1428	1369
Total Truck	-	14	678	7258	9852	3617	1380	1346	658	304	30	9	25146	28932
Total Air	-	-	128	262	258	358	325	326	224	187	32	21	2121	2481
California Total	-	14	806	7520	10110	3975	1705	1672	882	491	62	30	27267	31413
Florida														
Truck	212	72	551	793	-	-	-	-	-	-	-	6	1634	1290
Air	90	57	91	27	-	-	-	-	-	-	-	7	272	195
Total	302	129	642	820	-	-	-	-	-	-	-	13	1906	1485
Louisiana														
Truck	-	-	8	152	2	-	-	-	-	-	-	-	162	299
Michigan														
Truck	-	-	-	-	-	347	40	-	-	-	-	-	387	647
Canada														
Truck	-	-	-	-	-	27	13	57	-	-	-	-	97	67
Mexico														
Truck	660	660	641	11	-	-	-	-	-	2	112	364	2450	3143
New Zealand														
Air	1	-	-	-	-	-	-	-	-	-	4	18	23	17
Grand Total 1979	963	803	2097	8503	10112	4349	1758	1729	882	493	178	425	32292	
Grand Total 1978	562	1847	3527	7948	10849	6403	2342	1658	775	438	371	351		37071

Table 2. --STRAWBERRIES: Southern and Central California shipping point prices, by weeks, 1977-1979 ^{1/}

Week ending	1977		1978		1979		
	Southern Calif.	Central Calif.	Southern Calif.	Central Calif.	Southern Calif.	Central Calif.	
<u>Dollars per 12-pint tray ^{2/}</u>							
February	17	7.50-8.00					
	24	7.00	6.50-7.50				
March	3	7.00		6.50			
	10	7.00		6.50			
	17	6.00-6.50	6.50-7.00		8.00-9.00		
	24	6.50	6.00-7.00		7.00-8.00		
	31	6.00	4.50-5.50		7.00		
April	7	5.50-6.00	4.50-5.00			7.50	
	14	4.00-5.00	4.00-5.00			5.50-7.00	
	21	3.50-4.00	3.50-4.50			4.00-4.50	
	28	3.50-4.00	2.50-3.50	3.00-4.00		4.00-4.50	
May	5	3.00-3.75	3.50-4.00	2.50-3.50	3.00-3.50	3.00-4.50	3.50-4.50
	12	3.50-4.00	3.75-4.00	3.50-4.00	4.00	3.50-4.00	3.50-4.00
	19	3.75-4.50	4.00-4.50	3.00-4.00	3.50-4.50	3.75-4.50	4.00-5.00
	26	3.50-4.50	4.50-4.75	2.50-3.50	3.50-4.75	4.00-4.50	4.50-5.00
June	2	3.25-3.75	3.50-4.50	3.00-3.50	4.00-5.00	3.50-4.00	4.00-5.00
	9		3.50-4.00	3.00-3.75	4.00-5.00	3.50-4.50	4.50-5.00
	16		3.50-5.00	3.00-3.50	3.00-4.50	4.00-4.50	4.50-5.00
	23		4.50-5.00		3.00-4.00		4.00-5.00
	30		4.00-5.00		3.00-3.50		3.50-5.00
July	7		3.50-4.00		3.50-4.00		4.50-6.00
	14		3.50-4.00		4.50-5.50		5.50-6.50
	21		4.00-4.50		6.00		6.00-7.00
	28		4.00-5.00		4.50-6.00		6.00-7.00
August	4		4.50-5.00		4.50-6.00		6.00-7.00
	11		4.50-5.00		4.50-6.00		6.00-7.00
	18		4.50-5.25		4.50-6.00		4.00-7.00
	25		4.50-5.25		4.50-6.00		4.00-5.00
September	1		4.00-5.25		4.00-5.25		4.00-5.00
	8		4.00-5.25		4.00-4.50		4.00-5.00
	15		4.00-5.25		4.00-5.00		4.00-6.00
	22		4.50-5.25		5.00-6.50		4.50-7.00
	29		4.50-5.25		6.00-7.00		5.00-8.00
October	6		4.50-5.25		7.00-7.50		5.00-8.00
	13		4.50-5.25		7.00-8.00		5.00-8.00
	20		4.50-5.00		7.00-10.00		5.00-9.00
	27		5.00-6.00		9.00-12.00		
November	3		5.50-6.50		9.00-12.00		
	10		6.00-8.00		10.00-12.00		
	17		8.00		10.00-12.00		

^{1/} Southern California includes San Diego, Orange, Los Angeles and Ventura Counties. Central California includes Monterey, San Luis Obispo, San Cruz and Santa Barbara Counties.

^{2/} Precooling, palletizing and other extra services extra.

Table 3. --Wholesale market prices of California strawberries - 1979

Prices during the week be- ginning Monday		New York City ^{1/}	San Francisco ^{2/}	Phila- delphia ^{3/}	Los Angeles ^{2/}	Chicago ^{3/}	Boston ^{3/}
		Per pint lge & med-lge	12-pint flats	12 pint flats-lge & med-lge	12 pint flats	12 pint flats--lge & med-lge	Per pint med-lge
January	1	-	-	-	-	-	-
	8	-	-	-	-	-	-
	15	-	-	-	-	-	-
	22	-	-	-	-	-	-
February	29	-	-	-	-	-	-
	5	-	-	-	-	-	-
	12	-	-	-	18.00-20.00	-	-
	19	-	20.00	-	14.00-17.00	24.00	-
March	26	1.75-2.00	12.00-12.50	-	12.00-14.00	-	-
	5	-	13.00-13.50	-	10.00-13.00	-	-
	12	1.50-1.75	11.00-13.00	17.00-18.00	10.00-12.00	18.00	-
	19	1.00-1.25	8.00- 9.00	9.00-10.80	6.50- 7.50	12.00	95¢
April	26	70-80¢	9.00- 9.50	9.60-10.20	8.50- 9.50	10.00-11.00	80-85¢
	2	80-90¢	8.50- 9.00	10.80-12.00	7.50- 8.50	11.00-11.50	90-95¢
	9	80-90¢	7.25- 7.50	10.80-12.00	6.00- 7.00	11.00-12.00	80-85¢
	16	80-90¢	5.00- 5.50	6.00- 7.20	4.00- 4.50	6.50- 7.00	65-68¢
May	23	50-60¢	5.50- 6.00	6.00- 7.20	4.00- 5.00	6.50- 7.00	55¢
	30	65¢-1.00	3.25- 4.50	7.20- 7.80	3.00- 4.00	6.00- 6.50	55-60¢
	7	50-75¢	4.50- 5.25	4.20- 5.40	3.00- 4.00	4.50- 5.00	45¢
	14	55-85¢	5.00- 5.50	6.00- 6.60	4.00- 5.50	6.00- 6.50	50¢
June	21	65¢-1.00	5.50- 6.00	7.80- 9.00	4.00- 6.00	7.50	75¢
	28	75¢-1.25	5.00- 5.50	6.00- 7.20	4.50- 6.00	7.50- 7.75	60-65¢
	4	60¢-1.00	5.00- 5.50	4.20- 6.00	4.00- 5.75	7.50	70-75¢
	11	65¢-1.25	5.50- 5.75	8.50- 9.00	4.50- 5.50	9.00	70-75¢
July	18	75¢-1.25	5.50- 6.00	9.60-10.20	4.75- 5.50	8.00	85-90¢
	25	65¢-1.00	5.00- 5.50	8.40- 9.60	4.00- 5.50	6.00- 6.50	70-75¢
	2	65¢-1.25	5.50- 5.75	12.00	5.50- 6.50	7.50	60-65¢
	9	75¢-1.25	6.00- 6.50	9.00-10.20	5.50- 6.75	12.00	75-80¢
August	16	85¢-1.25	8.00- 8.50	9.00-10.20	7.00- 8.00	9.00-10.00	75-80¢
	23	85¢-1.25	8.25- 8.50	9.00	7.00- 8.00	10.00	80¢
	30	75¢-1.25	8.25- 8.50	10.20-12.00	7.50- 8.50	10.00	90¢-1.00
	6	85¢-1.50	8.25- 8.50	12.00	7.50- 8.50	12.00	1.15
September	13	75¢-1.25	7.25- 7.50	9.00- 9.60	6.00- 7.00	9.00	1.00-1.10
	20	65¢-1.00	6.00- 6.50	7.20- 9.00	4.00- 7.00	8.00	50-55¢
	27	55¢-1.00	5.50- 6.00	7.80- 9.00	4.00- 7.00	6.00	65¢
	3	75¢-1.25	5.50- 6.00	7.80- 9.00	5.00- 7.00	6.00	75¢
October	10	65¢-1.25	5.50- 6.00	12.00	5.75- 7.00	5.00	65-70¢
	17	65¢-1.25	8.00- 8.50	15.00	6.50- 8.50	8.00	50¢
	24	75¢-1.25	9.25- 9.50	12.00-15.00	7.50- 8.50	8.00- 8.50	1.00-1.10
	1	65¢-1.50	9.00- 9.50	12.00-15.00	7.50- 9.50	6.00	-
November	8	65¢-1.50	9.00- 9.50	15.00-18.00	7.50- 9.50	7.50- 8.00	-
	15	75¢-1.50	10.00-10.25	15.00-18.00	7.00-11.50	7.00- 7.50	1.10
	22	75¢-1.50	8.00-10.00	-	14.00-15.00	-	-
	29	1.00-3.00	12.00-14.00	-	15.00-19.00	18.00	1.25-1.40
December	5	1.50-3.50	13.00-16.00	12.00-15.00	13.00-18.00	20.00	-
	12	1.50-3.00	13.00-16.00	-	15.00-17.00	20.00	2.00
	19	2.00-2.50	13.00-16.00	-	15.00-19.00	20.00	2.00
	26	-	8.00-10.00	12.00-15.00	12.00-15.00	-	-
December	3	1.00-1.50	8.00-10.00	7.80- 9.00	8.00-11.00	12.00	-
	10	1.00-1.50	6.50- 8.50	9.00-12.00	8.00-15.00	10.00-12.00	2.00
	17	2.50	8.00- 8.50	-	13.00-14.00	-	-
	24	-	-	-	14.00-15.00	-	-

^{1/} Thursday prices.
^{2/} Wednesday prices.
^{3/} Monday prices.

Table 4. --Strawberries: California total unloads in 41 U.S. and 5 Canadian cities 1979
in units of 1,000 trays.

City	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total 1979	Total 1978
Albany, NY	-	-	-	14	32	15	7	7	2	-	1	-	78	102
Atlanta, GA	-	-	1	98	212	103	67	58	21	15	3	-	578	604
Balt-Wash, DC	-	-	3	74	210	112	30	14	7	5	-	-	455	556
Birmingham, AL	-	-	-	6	28	16	6	5	3	3	1	-	68	92
Boston, MA	-	-	16	137	300	111	52	81	43	27	5	2	774	974
Buffalo, NY	-	-	1	13	66	23	3	4	2	2	-	-	114	158
Chicago, IL	-	-	14	182	347	135	67	88	68	46	8	2	957	1214
Cincinnati, OH	-	-	7	93	197	107	67	48	22	14	2	-	557	609
Cleveland, OH	-	-	8	94	225	107	47	32	18	10	1	3	545	737
Columbia, SC	-	-	-	2	7	3	-	-	-	-	-	-	12	16
Dallas, TX	-	-	12	128	187	85	32	32	22	16	3	-	517	520
Denver, CO	-	1	10	112	188	84	36	19	17	13	-	-	480	504
Detroit, MI	-	-	10	97	252	103	48	41	32	22	3	-	608	699
Fort Worth, TX	-	-	-	16	25	6	6	-	1	-	-	-	54	78
Houston, TX	-	-	10	68	99	65	32	26	13	2	-	-	315	479
Indianapolis, IN	2	3	15	83	157	81	25	16	8	3	1	-	394	358
Kansas City, MO	-	-	16	91	113	51	10	10	3	1	-	-	295	363
Los Angeles, CA	-	13	104	357	480	253	161	132	87	52	18	13	1670	1922
Louisville, KY	-	-	2	15	71	17	9	6	3	3	1	-	127	159
Memphis, TN	-	-	-	11	40	8	6	4	2	1	-	-	72	36
Miami, FL	-	-	-	4	81	46	29	21	10	3	-	1	195	230
Milwaukee, WI	-	-	-	8	17	8	3	-	-	-	-	-	36	67
Mpls-St Paul, MN	-	1	4	64	165	69	38	23	12	8	1	-	385	711
Nashville, TN	-	-	-	25	78	19	6	3	2	-	-	1	134	210
New Orleans, LA	-	-	2	3	72	39	19	14	8	4	-	-	161	142
New York-Newark	-	1	69	293	621	355	186	199	174	122	29	17	2066	1917
Oklahoma City, OK	-	-	1	45	55	22	7	3	1	-	-	-	134	207
Philadelphia, PA	-	-	15	135	340	87	34	50	26	19	2	2	710	999
Pittsburgh, PA	-	-	15	117	160	40	16	17	11	8	2	1	387	475
Portland, OR	-	-	6	61	121	62	31	7	2	1	-	-	291	264
Providence, RI	-	-	-	2	9	3	-	-	1	1	-	-	16	21
St. Louis, MO	-	-	10	87	231	92	37	24	12	9	2	-	504	616
Salt Lake City, UT	4	-	14	221	592	59	24	11	6	6	-	-	937	890
San Antonio, TX	-	-	-	33	46	26	12	12	4	3	-	-	136	288
San Fran-Oakland, CA	1	2	40	241	533	277	113	69	48	37	10	3	1374	1388
Seattle-Tacoma, WA	-	-	21	88	184	98	52	26	7	4	1	-	481	586
TOTAL U. S.	7	21	426	3118	6541	2787	1318	1102	698	460	94	45	16617	19191
Canada:														
Montreal, Quebec	-	-	3	22	290	57	3	34	24	10	1	-	444	562
Ottawa, Ontario	-	-	6	20	55	18	3	5	4	3	-	-	114	131
Toronto, Ontario	-	-	17	97	282	47	23	27	20	12	2	-	527	752
Vancouver, BC	-	-	7	37	100	52	17	10	3	7	3	-	236	211
Winnipeg, Man.	-	-	6	23	48	22	12	6	2	1	-	-	120	139
TOTAL CANADA	-	-	39	199	775	196	58	82	53	33	6	-	1441	1795
GRAND TOTAL 1979	7	21	465	3317	7316	2983	1376	1184	751	493	100	45	18058	
1978	14	162	1128	3363	7260	4415	1740	1448	722	504	212	18		20986

Table 5.-- Strawberries: Processing prices and deliveries to California processors, by grades and weeks

		No. 1 Grade		Juice Stock		Total	
		Cents per pound		Deliveries		Deliveries	
Week ending		1979	1978	1979	1978	1979	1978
						1,000 Pounds	
March	17	-	-	-	-	-	-
	24	-	-	-	-	-	-
	31	-	-	-	-	62	62
April	7	-	-	-	272	-	2,272
	14	-	-	-	46	1,115	1,161
	21	-	-	2	35	1,230	1,265
	28	-	-	103	537	2,181 ^{3/}	1,303
							2,284
							1,840
May	5	25-26	-	2,608	1,907	2,074	1,580
	12	25-26	16	8,541	2,552	1,387	1,554
	19	26	16	14,478	7,250	1,167	1,228
	26	26	16	15,885	16,424	938	406
							4,682
							3,487
							9,928
							4,106
							15,645
							8,478
							16,823
							16,830
June	2	26	16	16,205	15,452	457	281
	9	26-29	16	13,284	14,155	312	199
	16	29	16-17	7,429	14,207	445	174
	23	29	18	8,123	12,990	623	336
	30	29-31	18	7,528	8,851	440	274
							16,662
							15,733
							13,596
							14,354
							14,381
							7,874
							8,746
							13,326
							9,126
July	7	29-31	19	5,967	4,400	509	243
	14	29-31	19	5,006	2,073	533	141
	21	29-31	19	4,163	1,154	411	226
	28	29-31	20	2,137	1,535	527	174
							6,476
							4,643
							5,539
							2,214
							4,574
							1,381
							2,664
							1,709
August	4	29-31	20	1,067	2,178	417	215
	11	31	20	711	2,118	351	263
	18	31	20	752	1,728	211	173
	25	31	20	1,692	1,296	236	164
							1,484
							2,393
							1,062
							963
							1,928
							1,460
September	1	31	20	2,261	1,215	255	182
	8	31	20	2,905	737	200	225
	15	31	20	2,984	605	201	156
	22	31	20	2,670	425	200	90
	29	31	20	1,729	366	196	109
							2,516
							1,397
							3,105
							3,185
							2,870
							515
							1,925
							475
October	6	31	20	944	267	206	131
	13	31	20	693	139	147	154
	20	31	20	206	114	131	128
	27	31	20	102	44	90	66
							1,150
							398
							840
							337
							192
							293
							242
							109
November	3	-	20	31	23	27	85
	10	-	20	-	19	-	42
	17	-	20	-	4	-	24
	24	-	-	-	-	-	-
							58
							108
							61
							28
							-
Total		-	-	130,206	115,120	14,872	14,733
							145,078
							129,853

^{1/} Stemmed, delivered processing plant or receiving station, containers furnished.

^{2/} Sum of weeks may not add to total due to rounding

^{3/} Total to date through April 28, weekly breakdown unavailable.

Source: Processing Strawberry Advisory Board of California

Table 6. -- Strawberries: Deliveries to Oregon, Washington and Michigan Processors, by weeks.

Week ending		1977	1978	1979
Pounds				
<u>OREGON</u>				
June	9	-	-	7,814,520
	16	9,029,411	12,132,287	13,495,286
	23	9,508,625	10,713,695	12,310,370
	30	6,250,225	6,104,898	5,234,036
July	7	2,010,889	1,425,484	419,019
	14	1,095,493	299,360	135,557
	21	472,611	37,945	-
	28	412,833	-	-
Total		28,780,087	30,713,669	39,408,788
<u>WASHINGTON</u>				
June	9	-	-	347,086
	16	1,465,158	2,313,139	1,785,308
	23	3,511,857	4,428,755	4,122,359
	30	4,325,182	3,334,130	3,181,878
July	7	2,636,191	1,506,768	2,356,775
	14	1,048,382	476,814	1,017,620
	21	147,690	5,706	-
	28	69,894	-	-
Total		13,204,354	12,065,312	12,811,026
<u>MICHIGAN</u>				
June	9	429,227	-	-
	16	1,711,379	-	-
	23	2,184,536	1,963,464*	935,486
	30	806,836	3,147,026	1,833,523
July	7	32,723	1,572,217	1,937,811
	14	-	266,618	722,254
	21	-	-	121,278
Total		5,164,701	6,969,325	5,550,352

*From start of season through June 24, 1978

Source: Reports prepared by the Yakima and Benton Harbor Market News Offices.

Table 7. --Strawberries for Processing

State	Production 100,000 lbs		Average Price Cents per lb		Value \$1,000,000	
	1978	1979	1978	1979	1978	1979
California	1299	1449	15.9	26.5	20.7	38.4
Michigan	70	53	29.9	38.1	2.1	2.0
Oregon	304	387	26.3	33.0	8.0	12.7
Washington	140	134	24.0	34.0	3.4	4.6
U. S. Total	1813	2023	18.8	28.5	34.1	57.7

Source: USDA-ESCS Annual Vegetables, December, 1979.

Table 8. -- Strawberries for Fresh Market and Processing

State	Production 100,000 lbs		Yield per acre cwt		Acreage Harvested 1,000 Acres		Average Price Cents per lb		Value \$1,000,000	
	1978	1979	1978	1979	1978	1979	1978	1979	1978	1979
Arkansas	42	18	47	44	.9	.4	30.0	42.8	1.3	.8
California	5160	4888	400	425	12.9	11.5	28.8	36.1	148.8	176.6
Florida	290	384	145	160	2.0	2.4	57.4	57.7	16.6	22.2
Louisiana	53	46	66	65	.8	.7	38.3	44.5	2.0	2.0
Michigan	154	135	57	54	2.7	2.5	36.5	49.0	5.6	6.6
New Jersey	35	25	50	38	.7	.65	43.2	40.0	1.5	1.0
New York	64	84	49	60	1.3	1.4	53.2	55.7	3.4	4.7
North Carolina	32	53	15	25	2.1	2.1	35.0	43.0	1.1	2.3
Ohio	87	83	58	55	1.5	1.5	44.0	44.0	3.8	3.7
Oregon	340	426	68	82	5.0	5.2	27.0	33.7	9.2	14.4
Pennsylvania	28	33	31	33	.9	1.0	65.7	67.6	1.8	2.2
Washington	175	164	53	53	3.3	3.1	25.4	34.7	4.5	5.7
Wisconsin	38	38	27	25	1.4	1.5	48.0	48.0	1.8	1.8
Total	6498	6377	183	188	35.5	34.0	31.0	38.3	201.6	244.0

Source: USDA-ESCS Annual Vegetables, December, 1979.

Table 9. --Strawberries for Fresh Market

State	Production 100,000 lbs		Average Price Cents per lb		Value \$1,000,000	
	1978	1979	1978	1979	1978	1979
Arkansas	42	18	30.0	42.8	1.3	.8
California	3861	3439	33.2	40.2	128.2	138.2
Florida	290	384	57.4	57.7	16.6	22.2
Louisiana	53	46	38.3	44.5	2.0	2.0
Michigan	84	82	42.0	56.1	3.5	4.6
New Jersey	35	25	43.2	40.0	1.5	1.0
New York	64	84	53.2	55.7	3.4	4.7
North Carolina	32	53	35.0	43.0	1.1	2.3
Ohio	87	83	44.0	44.0	3.8	3.7
Oregon	36	39	33.0	41.0	1.2	1.6
Pennsylvania	28	33	65.7	67.6	1.8	2.2
Washington	35	30	31.2	38.0	1.1	1.1
Wisconsin	38	38	48.0	48.0	1.8	1.8

Total	4685	4354	35.7	42.8	167.5	186.2

Source: USDA-ESCS Annual Vegetables, December, 1979.

Table 10. --Strawberries, Mexico: Frozen imports into the United States, by months.

Month	1977	1978	1979
<u>Thousand pounds</u>			
January	3,683	2,836	6,505
February	5,302	4,251	10,596
March	18,353	3,817	17,790
April	25,763	21,819	25,651
May	10,681	13,952	15,252
June	15,443	11,647	12,730
July	10,430	9,501	19,162
August	3,102	2,078	5,314
September	1,843	2,280	2,520
October	1,324	1,858	1,346
November	982	626	1,928
December	1,583	4,037	1,641

Total	98,489	78,702	120,435

Source: U. S. Department of Commerce.

Table 11. --Strawberries: California acreage by counties.

County	1978	1979	1980 ^{1/}
<u>Acres</u>			
<u>Northern and Central California</u>			
Santa Clara-Alameda-San Benito	270	320	290
Monterey-Santa Cruz	4750	4310	3950
Santa Barbara-San Luis Obispo	910	910	1100
Fresno	140	160	110
San Joaquin-Stanislaus	100	110	70
Other	40	40	30
Total	6210	5850	5550
<u>Southern California</u>			
Los Angeles-Orange	2550	2180	2060
Ventura	3290	2600	2500
San Diego	760	790	800
Other	90	80	90
Total	7490	5650	5450
State total	12900	11500	11000

^{1/} Preliminary

Table 12. --Strawberries: California acreage by variety.

1978: Tioga 6,930; Tufts 2,620; Other 4,150.

1979: Tioga 4,600; Tufts 3,450; Other 3,450.

1980: Tioga 2,820; Tufts 3,080; Other 5,100.

("Other" includes Aiko, Driscoll, Fresno, Douglas, Pajaro, Sequoia, Shasta, Torrey, Vista and other varieties.)

Source: California Crop and Livestock Reporting Service, Sacramento, California.

Table 13. --Strawberries: 1980 acreage and estimated production by State. ^{1/}

State	Acreage			Yield per acre			Production		
	Harvested 1978	For Harvest 1979	For Harvest 1980	1978	1979	1980	1978	1979	1980
	<u>Acres</u>			<u>Cwt.</u>			<u>1,000 Cwt.</u>		
Winter: Florida	2000	2400	2400	145	160	175	290	384	420
Spring: Calif.	12900	11500	11000	400	425	425	5160	4888	4675

^{1/} Includes fresh market and processing

Source: California Crop and Livestock Reporting Service, Sacramento, California.

Table 14. --Berries, Frozen Pack

1,000 lbs

	1978				1979			
	Calif.	Ore.	Wash.	Total U. S.	Calif.	Ore.	Wash.	Total U. S.
Blackberries ^{1/}	-	18,000 ^{2/}	-	18,000	^{3/}	12,700	^{3/}	^{3/}
Blueberries	-	922 ^{2/}	-	27,992	-	1,023	^{3/}	^{3/}
Boysenberries	1,555	1,493	-	3,048	-	2,371	^{3/}	^{3/}
Loganberries	-	2,088	-	2,088	^{3/}	1,276	-	1,276
Olallieberries	2,886	-	-	2,886	3,082	-	-	3,082
Raspberries-Black	-	1,287	-	1,453	-	2,267	1	^{3/}
Raspberries-Red	-	10,084	8,824	19,742	-	10,313	7,645	^{3/}
Strawberries	110,375	31,865	10,650	159,834	131,733	40,871	11,270	^{3/}

^{1/} Excluding olallieberries.^{2/} Includes production in Washington.^{3/} Unavailable at time of publication.

Source: Reports of the American Frozen Food Institute.

Table 15. --Boysenberries: Deliveries to California and Oregon processors, by weeks.

Week ending	1977	1978	1979
	<u>Pounds</u>		
	<u>CALIFORNIA</u>		
June 2	1,540	95,053	-
9	66,000	918,374	248,214
16	1,405,650	781,942	1,063,386
23	1,085,970	506,312	758,920
30	448,330	158,067	235,850
July 7	110,800	16,128	35,690
14	5,980	7,161	10,481
21	7,659	1,426	3,508
28	6,672	1,323	704
Aug. 4	3,364	-	-
11	1,665	-	-
15	2,489	-	-
Total	3,146,119	2,485,786	2,356,753
	<u>OREGON</u>		
July 7	305	252,317*	125,408*
14	114,398	460,708	606,233
21	911,476	550,269	844,964
28	950,708	248,607	431,074
Aug. 4	634,203	113,825	154,450
11	235,371	60,005	19,516
18	72,433	44,419	4,629
25	32,690	11,241	558
Sep. 1	7,439	1,223	47
8	609	-	-
Total	2,959,632	1,742,614	2,206,879
GRAND TOTAL	6,105,751	4,228,400	4,563,632

*Cumulative total to date

Source: Weekly reports compiled by the San Francisco and Yakima Fruit & Veg. Market News Offices

Table 16.--Blackberries: Deliveries to California, Oregon, Washington and Michigan processors by weeks, includes wild.

Week ending		1977	1978	1979
<u>Pounds</u>				
<u>CALIFORNIA 1/</u>				
June	2	-	215,893	238
	9	191	794,558	242,902
	16	84,686	798,028	853,922
	23	322,547	459,844	836,675
	30	569,976	302,597	529,366
July	7	739,558	216,783	266,828
	14	670,654	27,022	156,850
	21	399,347	1,366	17,382
	28	213,471	1,870	759
August	4	101,464	-	-
	11	20,503	-	-
	18	1,311	-	-
Total		3,123,708	2,817,961	2,356,753
<u>OREGON</u>				
July	7	27,176	-	140,392
	14	384,814	-	667,686
	21	1,547,788	4,738,315 ^{3/}	733,544
	28	2,124,331	1,306,397	569,411
August	4	1,358,116	1,054,429	330,724
	11	853,416	1,311,155	901,040
	18	1,188,058	3,117,436	2,751,072
	25	2,419,680	3,697,017	3,358,423
Sept.	1	2,850,008	2,592,177	2,468,628
	8	2,258,198	1,603,934	1,137,566
	15	1,282,195	238,337	246,165
	22	735,180	75,362	7,261
	29	131,855	31,764	2,662
October	6	23,822	5,516	-
Total		17,184,637	19,771,839	13,314,574
<u>WASHINGTON 2/</u>				
July	21	-	-	101
	28	-	4,157 ^{3/}	591
August	4	6,921	14,731	6,429
	11	27,939	70,521	48,113
	18	133,229	190,941	183,982
	25	395,193	345,842	207,306
Sept.	1	236,105	196,350	191,640
	8	244,633	250,858	115,350
	15	202,842	166,128	95,437
	22	86,872	7,669	14,662
	29	55,788	-	427
October	6	28,873	-	-
Total		1,418,395	1,247,197	864,038
Grand Total		21,726,740	23,836,997	16,535,365

1/ Almost entirely olallieberries.

2/ Includes few wild blackberries.

3/ Cumulative total to date.

Source: Weekly reports compiled by the San Francisco and Yakima Fruit and Vegetable Market News Offices

Table 17.--Bushberries: Deliveries of blueberries, raspberries and loganberries to Oregon, Washington, Michigan, New Jersey, Maine, North Carolina and California processors, 1977-79.

State	1977	1978	1979
<u>Pounds</u>			
<u>BLUEBERRIES</u>			
Oregon	912,714	1,125,443	1,379,143
Washington	3,513,245	3,806,828	3,328,987
Michigan	7,101,245	14,361,437	25,113,304
New Jersey	11,990,000	10,890,000	6,000,000
Maine	14,360,018	18,052,878	17,000,000
North Carolina	1/	4,025,000	2,570,000
Total	37,886,222	52,261,586	55,391,434
<u>BLACK RASPBERRIES</u>			
Oregon	2,122,077	1,824,757	2,192,925
Washington	205,387	173,738	284,130
Michigan	108,351	210,494	290,919
Total	2,435,815	2,208,989	2,767,974
<u>LOGANBERRIES</u>			
Oregon	3,536,395	2,445,405	1,083,502
<u>RED RASPBERRIES</u>			
California	34,002	55,694	32,143
Oregon	9,749,504	8,766,937	8,565,877
Washington	12,371,338	11,670,107	10,478,917
Michigan	7,929	40,541	58,098
Total	22,128,771	20,477,585	19,135,035
Grand Total 2/	98,219,035	105,458,962	100,232,165

1/ Unavailable.

2/ Includes boysenberries and blackberries

Source: Federal-State Market News Service Offices in San Francisco, California, Yakima, Washington and Benton Harbor, Michigan and New Jersey and Maine Departments of Agriculture.

Table 18. --Berries, frozen: United States cold storage holdings, by months

Years	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<u>Thousands of pounds</u>												
<u>STRAWBERRIES</u>												
1978	126208	113251	111076	111705	115311	187998	192132	172946	162524	144545	127163	108690
1979 <u>2/</u>	94324	88143	82494	91309	117725	182425	193455	184877	179629	166585	146761	132335

<u>RASPBERRIES (Total Red and Black)</u>												
1978	11847	8764	6710	5291	3707	5849	26405	21936	19218	17592	16384	13917
1979 <u>2/</u>	11866	10414	8598	7018	6519	8023	18636	19240	18551	19770	18482	17105

<u>BOYSENBERRIES</u>												
1978	2200	1922	1575	1221	1086	2767	3713	3452	3112	2771	2480	2059
1979 <u>2/</u>	1742	1424	1300	1187	1052	1939	3178	2849	3069	2479	2432	2236

<u>BLACKBERRIES</u>												
1978	7585	7272	5168	4635	3792	4004	7229	11552	12515	11481	9831	8537
1979 <u>2/</u>	7666	6831	5930	4399	4123	5044	5678	11843	12153	10236	8484	8114

<u>BLUEBERRIES</u>												
1978	21802	19506	15144	11263	9329	8316	15488	32441	41112	41427	38705	35651
1979 <u>2/</u>	32297	28604	25507	21487	18471	17153	18760	38240	44996	40967	38384	35584

1/ On last day of month. 2/ Preliminary.

Source: Crop Reporting Board; Economics, Statistics and Cooperatives Service; U.S. Department of Agriculture, Washington, D.C.

Table 19. -- BUSHBERRIES: California commercial bearing acreage, by county or area, and indicated 1980.

Type and Area	A c r e s h a r v e s t e d		
	1978	1979	Indicated 1980
<u>Boysenberries</u>			
North and Central Coast <u>1/</u>	15	20	10
Fresno-Tulare	230	290	305
San Joaquin-Stanislaus	165	170	155
Other	-	-	-
Total	<u>410</u>	<u>480</u>	<u>470</u>
<u>Olallieberries</u> <u>2/</u>	350	360	350
<u>Raspberries</u>	110	110	120

1/ Principally Santa Cruz, also includes acreage in Sonoma, Santa Clara and Monterey.

2/ Includes blackberries.

Source: California Vegetable Review, February 1980, California Crop and Livestock Reporting Service, Sacramento, CA.

Table 20. -- BUSHBERRIES: California, Oregon and Washington acreage, yield, production and value of boysenberries, blackberries and raspberries, 1978-1979.

State and Year	Acreage Harvested	Yield per acre ^{1/}	U T I L I Z A T I O N		Unit Value ^{5/}	Total Value	
			Processed	Fresh Market			
	<u>Acres</u>	<u>Pounds</u>	<u>Thousand Pounds</u>		<u>Cents per lb</u>	<u>Thousand Dollars</u>	
<u>BOYSENBERRIES</u>							
Oregon ^{2/}	1978	750	2,670	1,900	100	81.4	1,628
	1979	800	2,750	2,100	100	79.4	1,742
California	1978	410	9,100	2,484 ^{3/}	1,248	63.1	2,355
	1979	480	5,820	2,356 ^{3/}	454	66.1	1,810
<u>BLACKBERRIES</u>							
Oregon	1978	3,000	6,700	19,700	400	50.8	10,211
	1979	2,500	5,600	13,450	550	58.3	8,162
Washington	1978	200	5,300	1,015	45	49.1	520
	1979	200	2,540	487	21	53.4	271
California ^{6/}	1978	350	8,620	2,816 ^{3/}	204	54.6	1,649
	1979	360	8,600	2,906 ^{3/}	204	57.2	1,779
<u>RED RASPBERRIES</u>							
Oregon	1978	1,900	5,050	9,200	400	74.6	7,162
	1979	2,000	5,000	9,300	700	67.2	6,720
Washington	1978	2,600	5,100	12,243	1,017	70.4	9,335
	1979	2,600	4,900	10,896	1,844	69.0	8,791
California ^{7/}	1978	110	9,420	-	1,036 ^{4/}	128.0	1,326
	1979	110	8,740	-	994 ^{4/}	140.0	1,391
<u>BLACK RASPBERRIES</u>							
Oregon	1978	1,200	1,580	1,860	40	75.0	1,425
	1979	1,300	1,850	2,370	30	85.1	2,042
Washington	1978	130	1,360	174	3	75.0	133
	1979	130	2,200	284	2	86.7	248

^{1/} Basis quantities harvested and utilized.

^{2/} Includes youngberries.

^{3/} Source: Federal-State Market News Service, San Francisco, CA.

^{4/} Total only to avoid disclosing individual operations. Raspberries are primarily fresh market.

^{5/} Preliminary 1979.

^{6/} Includes olallieberries.

^{7/} All Raspberries, including black.

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