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MARKETING WESTERN

AND CENTRAL NEW YORK

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LETTUCE

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1973 CROP

FEDERAL-STATE MARKET NEWS SERVICE

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U.S. Department of Agriculture
Agricultural Marketing Service
Fruit and Vegetable Division

New York State
Department of Agriculture and Markets
Division of Marketing

MARKETING WESTERN AND CENTRAL NEW YORK LETTUCE - 1973 CROP

Responding to Upstate Iceberg lettuce growers' requests for full season Market News coverage, the New York State Department of Agriculture and Markets and the USDA - F&V Market News were pleased to extend the period of service on this crop, so as to include the peak July movement.

Daily market reports (including daily shipments) on Iceberg lettuce were issued from the Rochester Federal-State Market News office from July 2, 1973 through September 18. The information contained in this summary was obtained from these reports and other releases by the Statistical Reporting Service, Washington and the New York Crop Reporting Service, Albany.

We wish to express our appreciation to all growers, shippers, brokers and buyers for their cooperation.

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Planted acreage for the entire state's 1973 Summer lettuce crop totaled 3600 acres of which 3200 acres were harvested. This compares to 4,000 acres planted in 1972 but subsequently reduced to only 2,000 acres as a result of Tropical Storm Agnes, and subsequent flooding in the Oswego section. The 1973 crop yield averaged 200 hundredweight per acre compared with 155 hundredweight for the storm damaged 1972 crop. The 1971 yield was a more normal 210 hundredweight per acre. Acreage, Yield and Production by group and state, with comparisons, are shown on page 6 of this summary.

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OSWEGO-ELBA SECTIONS

WEATHER & CROPS - The first plantings of Iceberg lettuce in the Oswego section were made during the last week of March; planting on the smaller Elba acreage also started at that time. Temperatures were above average during the entire month of March and it became one of the warmest such months on record. Seeding was a month ahead of last year. The crop made good progress during April and blocking had started by mid-May. But the month of May was generally cool and wet; Oswego and Elba mucklands experienced a surplus of moisture that delayed planting schedules.

As a result, the crop was making slow progress going into June. The last Iceberg plantings in Oswego were made late in July.

The first Oswego Iceberg was cut during the third week of June. Heavy volume cutting started the first week of July and continued through August. September cuttings were mostly from late sowed fields and harvest was practically finished by the middle of the month.

Of interest, the Erie County, Eden Valley Iceberg deal finished during the first week of July.

The 1973 crop quality was the best in memory during the entire month of July and favorably cool temperatures continued until late August.

The first sustained period of unfavorable weather to trouble this crop occurred during the last week of August and first week of September. Hot, humid, wet weather pushed maturity on many ripening fields. Demand had slackened during that period and rather than risk customer dissatisfaction, growers disced overripe fields.

MARKETING - The selling season began in late June but on very light volume and for several weeks the early season offerings of vacuum cooled Iceberg carton 24s ranged 3.25-5.75 on an f.o.b. basis, cooling charges included.

Strong price advances started during the third week of July and extended into the second week of August, caused by labor problems in California. During that period, supplies became progressively tighter and prices started to build up. Starting at \$3.50-5.00 during the third week of July, our f.o.b. prices worked up to \$8.00 per carton during the first week of August in a sellers market. By the second week of August, western offerings became liberal and f.o.b. prices dropped abruptly. Weekly shipping point price ranges and important terminal market prices are shown on page 5.

MOVEMENT - The movement was active all season. By July 31, truck shipments totaled 622 carlot equivalent loads. August shipments totaled 713 loads. September shipments totaled 182 loads. The last report on lettuce, issued September 18, 1973 showed full season's truck shipments totaled 1517 carlot equivalents. Weekly shipment totals have been included in the f.o.b. price table on page 5. The USDA Market News, Transportation Section, converts lettuce truck volume movement to carlot equivalent using a factor of 825 cartons per car.

By contrast, total truck shipments for the previous 1972 crop season totaled 738 carlots but allowance must be made for the disastrous effects of Tropical Storm Agnes that hit Upstate New York during June 1972 and a second heavy downpour (3 to 5 inches rain) that drenched all acreage southwest of the City of Oswego on August 27, 1972. By contrast, the weather was mostly ideal for the 1973 crop.

All movement from the Oswego and Elba sections were by truck. Distribution covered all eastern markets but the trading pattern shows most shipments moving directly to chain and retail outlets.

F.O.B. PRICES ICEBERG LETTUCE WESTERN NEW YORK POINTS

1973 CROP

Week ending Friday	Truckload sales, f.o.b. shipping point and/or delivered sales, shipping point basis.		
	U. S. No. 1, vacuum cooled, carton 24s		
	WEEKLY TRUCK SHIPMENTS		
<u>1973</u>			
July	6	136	3.75-5.75
	13	143	3.25-4.50
	20	163	3.50-5.05
	27	180	4.00-5.30
Aug.	3	200	4.00-8.00
	10	196	3.50-7.00
	17	145	3.00-4.00
	24	97	2.50-3.50
	31	75	2.00-2.75
Sept.	7	101	2.25-3.80
	14	50	3.00-3.80
	21	31	3.25-3.50
		<u>TOTAL---</u>	<u>1517</u>

WEEKLY JOBBING PRICES NEW YORK STATE LETTUCE IN IMPORTANT MARKETS

Week ending Friday	NEW YORK CITY			WASHINGTON	BOSTON
	- New York Western Section -			Iceberg	Romaine
	Iceberg :carton :24s	Boston :carton :24s	Romaine :1 1/9 bushel :ctns & crts	cartons 24s	1 1/9 bushel carton
<u>1973</u>					
	US#1				
July	6				
	13	4.00-4.50	4.50-5.00		4.00
	20	4.00-4.50	4.50-5.00	3.50-4.00	
	27	3.50-4.00	3.00	3.00-3.50	5.50-6.00 4.00
Aug.	3	5.50-7.00		3.00-3.50	4.00-4.50
	10	4.50-5.50			
	17			3.00-4.00	2.75-3.00
	24			3.00-3.50	3.00-3.50
	31	3.50-4.00		3.00-3.50	3.50
Sept.	7	3.00-5.00			3.25
	14			2.50-4.00	
	21				
Week ending Friday	BALTIMORE			PHILADELPHIA	
	Iceberg :carton :24s	Romaine :carton :24s	- Romaine - :1 1/9 bushel :carton	Iceberg carton 24s	Romaine :1 1/9 bush. :crt & ctn
<u>1973</u>					
July	6	3.50-4.00		3.00-3.50	
	13				
	20			4.00-5.00	3.50-4.00
	27			4.00-5.00	
Aug	3				
	10	3.00-9.00	3.00-3.50	3.50-6.50	
	17	3.00		3.00-4.00	
	24			2.00	2.00-2.50
	31				2.00
Sept.	7	4.00-4.50		3.50-4.00	2.00-2.50
	14		3.00	3.00-3.50	2.50-3.00
	21	2.00-3.00		2.50-3.00	

LETTUCE FOR FRESH MARKET: ACREAGE, YIELD AND PRODUCTION

1971-1973

Quarter and State	Harvested Acreage			Yield per Acre			Production		
	:1971	:1972	:1973	:1971	:1972	:1973	:1971	:1972	:1973
		Acres			Hundredweight			1,000 cwt.	
WINTER:									
Arizona (Yuma)	9,900	11,000	9,400	195	190	225	1,931	2,086	2,115
Arizona (other)	3,000	5,000	1,600	195	160	145	585	794	232
California	35,300	37,300	37,500	210	210	230	7,446	7,902	8,625
Florida	2,300	2,500	2,800	130	105	200	301	267	560
Texas	6,000	4,400	3,600	125	175	180	747	783	648
Total Winter	56,500	60,200	54,900	195	197	222	11,010	11,832	12,180
SPRING:									
Arizona (Yuma)	2,000	0	2,900	195	0	210	390	0	609
Arizona (other)	12,700	10,500	9,500	195	160	150	2,477	1,686	1,425
California (other)	33,000	35,000	33,900	270	290	280	8,975	10,090	9,492
Florida	1,300	1,500	1,600	110	115	185	143	173	296
New Jersey	1,500	1,700	1,700	170	135	175	225	232	298
New Mexico	1,900	1,300	1,200	180	150	245	342	195	294
New York	300	200	400	215	195	200	64	39	80
Total Spring	52,700	50,200	51,200	240	247	244	12,646	12,415	12,494
SUMMER:									
California (other)	37,900	36,200	34,700	260	275	280	*9,965	9,915	*9,716
Colorado	3,900	4,100	4,700	200	205	250	780	841	1,175
Connecticut	250	250	250	130	125	125	33	31	31
Massachusetts	350	350	350	155	145	145	54	51	51
Michigan	1,600	1,500	1,400	205	170	195	328	255	273
New Jersey	1,000	500	500	155	140	155	157	70	78
New York	3,500	2,000	3,200	210	155	200	734	313	640
Ohio	950	900	1,000	135	130	130	128	117	130
Oregon	580	590	600	180	170	180	104	100	108
Texas (High Plains)	100	500	200	130	170	125	13	85	25
Washington	1,600	1,400	1,300	165	180	155	* 264	* 252	202
Wisconsin	1,600	900	1,100	220	210	250	352	189	275
Total Summer	53,330	49,190	49,300	242	248	258	12,912	12,219	12,704
FALL:									
Arizona (Yuma)	7,300	8,200	8,500	190	230	190	1,391	1,886	1,615
Arizona (other)	10,300	11,400	9,900	200	160	175	2,060	1,824	1,733
California	28,100	32,200	35,500	210	216	200	5,914	*6,960	7,100
Florida	1,500	1,500	1,800	110	125	150	165	188	270
New Jersey	900	1,000	900	135	180	170	122	178	153
New Mexico	3,500	3,300	4,400	220	215	245	770	710	1,078
Texas (Win.Garden)	600	800	800	195	188	150	117	150	120
Texas (High Plains)	1,400	1,300	1,400	150	175	215	212	230	301
Total Fall	53,600	59,700	63,200	201	203	196	10,751	12,126	12,370
All Groups									
United States	216,130	219,290	218,600	219	222	228	47,319	48,592	49,748
Hawaii	420	390	470	119	123	119	50	48	56
United States	216,550	219,680	219,070	219	221	227	47,369	48,640	49,804

*Does not include the following quantities not harvested or not marketed because of economic conditions (000 cwt.): 1971, Summer California 300; Summer Texas 38; 1972, Summer Texas 40, Fall California 42; 1973, Summer California 1316.