

*Marketing California*

# CAULIFLOWER

1972-73

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 for the 1972-73 season are summarized in this publication. Statistical tables are essentially similar to those in these summaries the past several years.

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

In addition to the data compiled by the Federal-State Market News Service, data from other agencies have been utilized to supplement the marketing picture. Acknowledgement is hereby made to the other agencies for the information used.

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

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

Federal-State Market News Service  
21 West Laurel Drive, Suite 49  
Salinas, California 93901

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

Carlot Conversion Factors: During 1972 and 1973 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 crates	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</u>	<u>PAGE</u>
<u>PREFACE</u> . . . . .	3
<u>SUMMARY OF THE 1972-73 SEASON</u> . . . . .	5-6
<u>DISTRICT REVIEWS</u>	
Salinas-Watsonville and Irvington-Alvarado-Centerville Districts. . .	6-7
Santa Maria-Guadalupe-Oceano Districts. . . . .	7
I. <u>MOVEMENT</u>	
1. Total Rail and Recorded Truck Movement of Cauliflower in the United States, by Origin, July-June 1968-69 to 1972-73. . . . .	8
2. Total Rail and Recorded Truck Movement of Cauliflower in the United States, by Origin, July 1972-June 1973. . . . .	9
II. <u>PRICES</u>	
3. F.O.B. Shipping Point Prices of Cauliflower in the Salinas-Watsonville District by Days, November 1972-March 1973. . . . .	10
4. F.O.B. Shipping Point Prices of Cauliflower in the Irvington-Alvarado-Centerville District by Days, November 1972-March 1973. . . . .	10
5. F.O.B. Shipping Point Prices of Cauliflower in the Santa Maria-Guadalupe-Oceano Districts by Days, February-March 1973 . . . . .	10
6. Wholesale Market Prices for California Cauliflower at Los Angeles, San Francisco, and Denver, Midweek Quotations, July 1972-June 1973. . . . .	11
7. Wholesale Market Prices for California Cauliflower at New York, Chicago, Boston, and St. Louis, Midweek Quotations, July 1972-June 1973. . . . .	12
III. <u>DISTRIBUTION</u>	
8. Total Rail and Truck Unloads of Cauliflower in 41 U.S. and 5 Canadian Cities, by Area and Market, by Origin, by Month, July 1972-June 1973. . . . .	13-15
IV. <u>ACREAGE, PRODUCTION, VALUE, FROZEN PACK AND COLD STORAGE DATA</u>	
9. Harvested Acreage, Yield, Production, Price and Value of Cauliflower for Fresh Market and Processing, United States, by Season and State, by Years, 1971-1972. . . . .	16
10. Acreage, Yield, Production, Price and Value of Cauliflower, United States, by Quarterly Harvest Periods, 1972 and Indicated 1973 . . . . .	16
11. Harvested Acreage of Cauliflower, California by Counties and Seasonal Groups, 1971-1972 . . . . .	16
12. Frozen Pack of Cauliflower, California, by Container Size, by Calendar Year, 1970-1972 . . . . .	17
13. Frozen Pack of Cauliflower, California, by Season, 1969-70 to 1972-73 . . . . .	17
14. 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 1968-1972 . . . . .	17
15. United States Cold Storage Holdings of Cauliflower, End-of-Month, by Months, 1968-69 to 1972-73. . . . .	18
16. United States Cold Storage Holdings of Cauliflower, End-of-Month, by Months, by Regions, 1972-73 Season. . . . .	18

## MARKETING CALIFORNIA CAULIFLOWER

## SUMMARY OF 1972-73 SEASON

**HIGHLIGHTS:** Fresh markets and processors took about equal shares of the July 1972-June 1973 cauliflower production. Fresh market movement was down 8% from the previous season, but amounts to processors were the largest of record. Los Angeles was the leading fresh market outlet for California cauliflower. Harvested acreage was a little larger than in 1971-72 but production dropped 15%, largely as a result of adverse weather during the winter and spring months. Prices averaged record high, and the crop value totaled nearly \$21.5 million dollars. Per capita consumption was unchanged at 1.30 pounds per person.

**FRESH MARKETING:** Fresh markets took roughly half of the July 1972-June 1973 California cauliflower production. Processors took the other half. Recorded movement of California cauliflower to fresh market outlets totaled 3,920 cars and carlot equivalents in the 1972-73 season, 8% below the 4,247 cars recorded in 1971-72. Movement of California cauliflower was 71% of the national recorded movement of 5,514 cars.

Movement of cauliflower is mostly by truck. Of the total recorded amount for California, 79% was by truck and 21% was by rail. Nationally, recorded truck movement was 84% of the total movement, with rail shipments, mostly from California, accounting for 16% of the total.

Los Angeles is by far the leading fresh market outlet nationwide for California cauliflower. During 1972-73, unloads of California cauliflower in Los Angeles totaled 767 cars and carlot equivalents. This was up nearly 19% from the previous season. San Francisco is the second largest market for California cauliflower, and took 321 cars in 1972-73. This was a dip of 17% from the previous year. The Los Angeles and San Francisco-Oakland markets combined received nearly 35% of the 3,118 cars of California cauliflower unloaded in 41 U.S. cities during July 1972-June 1973. Other leading markets for California cauliflower, taking 90 cars or more during the season, are New York 243, Chicago 194,

Miami 128, Philadelphia 104, Boston 97, Cincinnati 96, and Denver 95 cars and carlot equivalents. Additionally, 562 cars of California cauliflower were recorded as being unloaded in 5 principal Canadian cities in 1972-73.

Shipping point prices for California cauliflower during the 1972-73 season generally were above the previous season. Adverse weather, including a December freeze and the heavy winter rains, hampered sizes and quality.

**PROCESSING:** The frozen pack of California cauliflower during July 1972-June 1973 was the largest of record at 66,951,000 pounds, 6% above the previous record pack of 62,923,000 pounds obtained in the 1971-72 season. Nearly 95% of the 1972-73 pack was put up in the July-December period. The spring 1973 pack of 3.5 million pounds was the smallest spring pack in the past ten years of record. National frozen pack data are only available on a calendar year basis. California's pack on a calendar year basis was 79,046,000 pounds in 1972, or 84% of the U.S. total of 94,070,000 pounds.

**ACREAGE:** California acreage of cauliflower for harvest during July 1972-June 1973 was approximately 21,000 acres, about 500 acres above the previous season. A change in seasonal classifications from Early Spring and Late Fall to a quarterly period (i.e., Jan.-Feb.-Mar.) period on January 1, 1973 makes comparisons not directly comparable. On the old basis, late fall acreage was 13,600 acres, nearly 9% above the 12,500 acres harvested in the fall of 1971. This was the largest fall acreage of record. Beginning in 1973, data was on a quarterly basis. The winter (Jan.-Feb.-Mar.) period acreage was 4,300 compared with 4,700 acres in the comparable 1972 period. The spring (Apr.-May-June) period acreage was 3,900 compared with 4,200 acres in the comparable 1972 period.

**YIELDS:** Fall 1972 yields were 105 cwt. or 5.25 tons per acre, up from 100 cwt., or

5.0 tons per acre for the fall of 1971. Yields for the winter (Jan.-Feb.-Mar. 1973) crop were 60 cwt. or 3.0 tons per acre compared with 112 cwt. or 5.6 tons per acre in 1972. Yields for the spring (Apr.-May-June 1973) crop were 70 cwt. or 3.5 tons per acre compared with 120 cwt. or 6.0 tons per acre in the comparable 1972 period.

PRODUCTION: California produced approximately 1,870,000 cwt. or 93,500 tons of cauliflower in the 1972-73 season, 17,000 tons or 15% below the 1971-72 season. Late fall 1972 production was 1,428,000 cwt. or 71,400 tons, up 14% from the previous fall season. On the new basis, production July-December 1972 would approximate 1,339,000 cwt. or 66,950 tons. Winter (Jan.-Feb.-Mar.) production totaled 258,000 cwt. and Spring (Apr.-May-June 1973) production totaled 273,000 cwt. or a total of 26,550 tons during the January-June 1973 period.

PRICES: Cauliflower prices for fresh market and processing averaged approximately \$11.45 per cwt. for the production marketed during July 1972-June 1973. This was \$1.30 per cwt. above the July 1971-June 1972 season. The fall 1972 crop prices averaged \$9.35 per cwt., the highest of record. Winter (Jan.-Feb.-Mar. 1973) crop prices averaged \$17.10, up from \$12.41 the previous winter, and spring (Apr.-May-June 1973) crop prices averaged \$16.50, up from \$10.45 the previous year. Winter and spring prices were record high.

VALUE: Total value of the July 1972-June 1973 production was approximately \$21,437,000, down about 4% from the \$22,423,000 value of the 1971-72 season. The late fall crop was valued at \$13,354,000 on the old basis and approximately \$12,520,000 on the new basis. The winter 1973 crop value was \$4,412,000 and the spring 1973 crop value was \$4,505,000.

PER CAPITA CONSUMPTION: Per capita consumption of fresh cauliflower in the United States during 1972 was .80 pounds per person, the same since 1969, and the smallest of record back to 1929. Per capita consumption of frozen cauliflower in 1972 was .35 pounds per person, the same as in 1971, and the highest level of

records back to 1947. The equivalent fresh consumption of frozen cauliflower was .50 pounds, making the total consumption of cauliflower on a fresh basis 1.30 pounds per person in the calendar year 1972.

Reviews of the marketing season by districts are shown below.

SALINAS-WATSONVILLE AND IRVINGTON-ALVARADO-CENTERVILLE DISTRICTS:

The highlights of the Salinas-Watsonville and Irvington-Alvarado-Centerville 1972-73 season were adverse weather conditions, light shipments, and high f.o.b. prices.

Shipments: The Salinas-Watsonville district shipped a preliminary total of 2,007 carlot equivalents during the period July 1, 1972 to June 30, 1973 compared with 2,448 carlot equivalents for the 1971-72 season. This was an 18% decrease from the previous season. The peak week of shipments was October 15 through October 21 when 93 carlot equivalents were shipped. The Irvington-Alvarado-Centerville district shipments totaled a preliminary 410 carlot equivalents compared with 519 carlot equivalents shipped the previous season. This reflected a 21% decrease for the 1972-73 season. Peak week was February 25 to March 3 with 34 carlot equivalents shipped.

Harvesting: The Fall harvest was in good volume during October and November in the Salinas-Watsonville district. The Irvington-Alvarado-Centerville district increased volume in November. A heavy freeze in December curtailed harvesting in both districts. Continued heavy rain impaired quality and some fields were lost to flooding in both districts. An early windup of the winter and spring deal was attributed to the adverse weather conditions.

F.O.B. Prices: F.o.b. prices in the Salinas-Watsonville district were first reported on November 2. Quotes on cartons 12s and 16s ranged \$3.50-4.00 at the opening and then declined to \$3.00 on December 21 when supplies were insuffic-

ient to quote. F.o.b. prices were not quoted again until March 1 at mostly \$4.00 and continued at this level until the last report on March 7. F.o.b. prices in the Irvington-Alvarado-Centerville district were reported intermittently during the season due to adverse weather limiting supplies. First f.o.b. prices were quoted November 9 at \$4.00-4.50 for 12s and 16s. The market declined to \$3.75-4.25 and remained at this level for the balance of the month. On December 1 the f.o.b. market strengthened to \$4.00-4.50 until December 7 when supplies were insufficient to quote until February 26. On February 27, f.o.b. prices were quoted at \$5.00-5.50 and trended lower to \$4.50-4.75 in March. Closing quotations on March 12 were \$5.00-5.50.

SANTA MARIA-GUADALUPE-OCEANO DISTRICTS:

The cauliflower f.o.b. shipping point reporting was resumed for the Santa Maria-Guadalupe-Oceano district during the 1973

season. Weather and growing conditions were far from normal. Continuous days of rainfall with amounts way above normal was the prime factor for a very short season.

The overall returns to growers were poor, although price levels were high, ranging \$4.00-4.50 per carton during the short season. The overall demand ranged good to very good. Yields per acre were below normal. Culling was fairly heavy and the packout was heavy to smaller sizes. Some late acreage was lost due to the poor growing conditions.

Overall movement continued mostly in mixed loads by rail and truck. Rail movement from the district, January-June, totaled 48 cars of cauliflower and 242 cars of mixed vegetables compared to 65 cars of cauliflower and 487 cars of mixed vegetables a year ago. Recorded truck movement for the same period totaled 309 carlot equivalents compared to 367 last year, based on 1,000 flat cartons and crates per car.

## I. MOVEMENT

TABLE 1. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CAULIFLOWER  
IN THE UNITED STATES, BY ORIGIN, JULY-JUNE 1968-69 TO 1972-73

Origin	Period July through June				
	1968-69	1969-70	1970-71	1971-72	1972-73 a/
<u>Cars and carlot equivalents</u>					
California					
Rail	1,115	1,339	916	1,011	826
Truck b/	2,582	2,990	2,547	3,236	3,094
Air	3	1	9	14	13
Total	3,700	4,330	3,472	4,261	3,933
Arizona					
Rail	68	59	27	47	32
Truck b/	96	142	129	136	164
Total	164	201	156	183	196
Colorado - truck	73	49	67	24	13
Connecticut - truck	1	-	2	-	-
Delaware - truck	7	6	5	3	3
Florida					
Rail	4	-	-	-	-
Truck	144	112	112	50	56
Total	148	112	112	50	56
Illinois - truck	8	-	3	1	-
Indiana - truck	25	21	38	5	-
Louisiana - truck	21	26	18	17	20
Maine - truck	-	-	-	2	2
Massachusetts - truck	60	44	43	14	5
Michigan - truck	190	105	152	123	59
Minnesota - truck	2	1	-	1	1
Missouri - truck	5	-	-	-	1
New Jersey - truck	80	49	60	28	25
New York b/	1,384	840	911	628	839
North Carolina - truck	-	1	-	-	-
Ohio - truck	75	29	36	40	16
Oregon - truck	129	174	226	208	152
Pennsylvania - truck	35	22	24	26	10
Rhode Island - truck	21	3	10	3	7
Texas					
Rail	104	17	15	-	10
Truck b/	151	51	71	68	82
Total	255	68	86	68	92
Utah - truck	4	2	3	5	6
Virginia - truck	-	-	-	-	1
Washington					
Rail	2	2	-	4	-
Truck	82	69	96	51	84
Total	84	71	96	55	84
Wisconsin - truck	21	13	28	25	6
Total U.S.					
Rail	1,293	1,417	958	1,062	868
Truck	5,196	4,749	4,581	4,694	4,646
Air	3	1	9	14	13
Total	6,492	6,167	5,548	5,770	5,527

IMPORTS

Canada	-	-	2	16	7
Other	15	-	2	36	1

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

a/ Preliminary.

b/ Shipping point truck data reported for California, New York beginning in July 1972, and Texas beginning in July 1970; interstate truck shipment data for Arizona; and 41 U.S. city truck unload data reported for all other origins.

Factor for California cauliflower truck has been 1,000 cartons per carlot equivalent since January 1, 1971, up from 900 earlier. Data for California July 1968-December 1970 have been adjusted to reflect the new factor for comparison on the same basis. Factors for all other origins have not changed since 1966.



TABLE 2. TOTAL RAIL AND RECORDED TRUCK MOVEMENT OF CAULIFLOWER IN THE UNITED STATES, BY ORIGIN, JULY 1972 - JUNE 1973 a/

Area, Origin and Carrier	1972						1973						Total
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	
<u>Cars and carlot equivalents</u>													
<b>WESTERN AREA</b>													
<b>California</b>													
<b>Central California</b>													
Rail	52	32	45	112	106	23	9	43	60	34	47	63	626
Truck b/	285	236	269	281	261	121	92	151	187	160	168	193	2404
Total	337	268	314	393	367	144	101	194	247	194	215	256	3030
<b>Southern California</b>													
Rail	-	-	-	-	15	24	35	-	-	75	34	17	200
Truck b/	-	-	-	-	105	97	102	31	39	146	121	46	687
Total	-	-	-	-	120	121	137	31	39	221	155	63	887
<b>Imperial Valley</b>													
Rail	-	-	-	-	-	-	-	-	-	-	-	-	-
Truck b/	-	-	-	-	-	-	-	3	-	-	-	-	3
Total	-	-	-	-	-	-	-	3	-	-	-	-	3
<b>TOTAL CALIFORNIA</b>													
Rail	52	32	45	112	121	47	44	43	60	109	81	80	826
Truck b/	285	236	269	281	366	218	194	185	226	306	289	239	3094
Total	337	268	314	393	487	265	238	228	286	415	370	319	3920
<b>Arizona</b>													
Rail	-	-	-	-	-	3	19	8	2	-	-	-	32
Truck - Interstate b/	-	-	-	-	-	11	83	48	22	-	-	-	164
Total	-	-	-	-	-	14	102	56	24	-	-	-	196
Colorado Truck	-	1	6	6	-	-	-	-	-	-	-	-	13
Oregon "	6	5	18	48	52	5	-	-	-	-	1	17	152
Utah "	-	2	3	1	-	-	-	-	-	-	-	-	6
Washington "	10	21	27	15	10	-	-	-	-	-	-	1	84
<b>MIDWESTERN AREA</b>													
Michigan Truck	2	2	33	21	1	-	-	-	-	-	-	-	59
Ohio "	-	-	3	6	7	-	-	-	-	-	-	-	16
Wisconsin "	-	1	3	2	-	-	-	-	-	-	-	-	6
Other "	-	-	1	-	1	-	-	-	-	-	-	-	2
<b>SOUTHERN AREA</b>													
Florida Truck	-	-	-	-	-	4	18	11	15	6	2	-	56
Louisiana "	-	-	-	-	-	9	11	-	-	-	-	-	20
Texas	-	-	-	-	-	-	8	2	-	-	-	-	10
Rail	-	-	-	-	-	-	55	27	-	-	-	-	82
Truck b/	-	-	-	-	-	-	63	29	-	-	-	-	92
Total	-	-	-	-	-	-	63	29	-	-	-	-	92
<b>EASTERN AREA</b>													
New Jersey Truck	-	1	1	1	5	4	-	-	-	-	-	13	25
New York b/	-	-	118	339	343	39	-	-	-	-	-	-	839
Pennsylvania "	-	3	5	2	-	-	-	-	-	-	-	-	10
Other "	-	1	2	8	5	2	-	-	-	-	-	-	18
<b>TOTAL UNITED STATES</b>													
Rail	52	32	45	112	121	50	71	53	62	109	81	80	868
Truck	303	273	489	730	790	292	361	271	263	312	292	270	4646
<b>GRAND TOTAL</b>													
	355	305	534	842	911	342	432	324	325	421	373	350	5514
<b>IMPORTS</b>													
Canada	-	-	-	4	2	-	-	-	-	-	1	-	7
Other	-	-	-	-	-	-	-	-	1	-	-	-	1

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

a/ Rail data are final through March 1973. Truck data reportedly 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.

II. PRICES

TABLE 3. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE SALINAS-WATSONVILLE DISTRICT BY DAYS - NOVEMBER 1972 - MARCH 1973

Date	Flat and Two Layer Cartons				Film Wrapped				
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Nov. 2	3.50-4.00	3.75-4.00	3.50-4.00	3.75-4.00	Nov. 20	3.00-3.25	3.00	3.00-3.25	3.00
3	3.50-4.00	-	3.50-4.00	-	21	3.00-3.25	3.00	3.00-3.25	3.00
6	3.50-4.00	3.75-4.00	3.50-4.00	3.75-4.00	Last report until volume resumes				
7	3.50-4.00	3.75-4.00	3.50-4.00	3.75-4.00	Mar. 1	4.00-4.25	4.00	4.00-4.25	4.00
8	3.50-4.00	3.50-3.75	3.50-4.00	3.50-3.75	2	4.00-4.25	-	4.00-4.25	-
9	3.00-3.75	3.25-3.50	3.00-3.75	3.25-3.50	5	3.50-4.00	4.00	3.50-4.00	4.00
10	3.00-3.50	3.00-3.25	3.00-3.50	3.00-3.25	6	3.50-4.00	4.00	3.50-4.00	4.00
13	3.00-3.50	3.00-3.25	3.00-3.50	3.00-3.25	7	Supplies insufficient to quote			
14	3.00-3.50	3.00-3.25	3.00-3.50	3.00-3.25	Last Report				
15	3.00-3.25	-	3.00-3.25	-					
16	3.00-3.25	3.00	3.00-3.25	3.00					
17	3.00-3.25	3.00	3.00-3.25	3.00					

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

TABLE 4. F.O.B. SHIPPING POINT PRICES OF CAULIFLOWER IN THE IRVINGTON-ALVARADO-CENTERVILLE DISTRICT BY DAYS - NOVEMBER 1972 - MARCH 1973

Date	Flat Cartons				Film Wrapped				
	12s	Mostly	16s	Mostly	Date	12s	Mostly	16s	Mostly
Dollars per carton									
Nov. 9	4.00-4.50	-	4.00-4.50	-	Dec. 11	Supplies insufficient to quote			
10	4.00-4.50	-	4.00-4.50	-	12	"	"	"	"
13	4.00-4.50	-	4.00-4.50	-	13	"	"	"	"
14	3.75-4.25	-	3.75-4.25	-	14	"	"	"	"
15	3.75-4.25	-	3.75-4.25	-	15	"	"	"	"
16	3.75-4.25	-	3.75-4.25	-	18	Supplies insufficient to quote			
17	3.75-4.25	-	3.75-4.25	-	Last report until volume increases				
20	3.75-4.25	-	3.75-4.25	-	Feb. 26	5.00-5.50	-	5.00-5.50	-
21	3.75-4.25	-	3.75-4.25	-	27	5.00-5.50	-	5.00-5.50	-
22	3.75-4.25	-	3.75-4.25	-	28	5.00-5.25	-	5.00-5.25	-
23	Holiday	-	-	-	Mar. 1	5.00-5.25	-	5.00-5.25	-
24	3.75-4.25	-	3.75-4.25	-	2	4.75-5.00	5.00	4.75-5.00	5.00
27	3.75-4.25	-	3.75-4.25	-	5	4.50-5.00	-	4.50-5.00	-
28	3.75-4.25	-	3.75-4.25	-	6	4.50-4.75	-	4.50-4.75	-
29	3.75-4.25	-	3.75-4.25	-	7	4.50-4.75	-	4.50-4.75	-
30	3.75-4.25	-	3.75-4.25	-	8	4.50-4.75	-	4.50-4.75	-
Dec. 1	4.00-4.50	-	4.00-4.50	-	9	4.50-4.75	-	4.50-4.75	-
4	4.00-4.50	-	4.00-4.50	-	12	5.00-5.50	-	5.00-5.50	-
5	4.25-4.50	-	4.25-4.50	-	Last Report				
6	4.25-4.50	-	4.25-4.50	-					
7	4.50-5.00	-	4.50-5.00	-					
8	Supplies insufficient to quote								

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 SANTA MARIA-GUADALUPE-OCEANO DISTRICTS BY DAYS - FEBRUARY-MARCH 1973

Date	Flat Cartons and Grates - Film Wrapped				
	12s	16s	Date	12s	16s
Dollars per carton					
1973					
Feb. 26	\$4.50	\$4.25	Mar. 8	4.00	4.00
27	4.50	4.25	9	4.00	4.00
28	4.50	4.25	12	4.25-4.50	4.25-4.50
Mar. 1	4.50	4.25	13	4.50	4.50
2	4.50	4.25	14	4.50	4.50
5	4.00-4.25	4.00-4.25	15	4.50	4.50
6	4.00	4.00	16	4.50	4.50
7	4.00	4.00	-Last Report-		

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

TABLE 6.

WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT LOS ANGELES, SAN FRANCISCO, AND DENVER, MIDWEEK QUOTATIONS, JULY 1972-JUNE 1973

Date	Los Angeles			San Francisco	Denver
	Film Wrapped Cartons 12-16s	Bikini Pack Flat Crate 12s	WGA Crates Untrimmed 12s	Film Wrapped Cartons 12-16s	Film Wrapped Cartons 12-16s
Dollars per package					
1972					
July					
5	4.00-4.50	3.25-3.50	-	3.75-4.00	5.25-5.50
12	4.50-4.75	3.25-3.50	2.50	4.25-4.50	5.25-5.50
19	4.75-5.00 a/	3.25-3.50	-	4.25-4.50	5.75-6.00
26	4.50-4.75	3.50	-	4.25-4.50	5.75-6.00
Aug.					
2	4.75-5.00	3.50	1.75-2.00 b/	4.25-4.50	6.00
9	4.75-5.00	3.50	-	4.50-4.75	5.75-6.00
16	4.75-5.00	3.50	1.75-2.00 b/	4.50-4.75	6.00
23	4.75 a/	3.50	-	4.50-4.75	6.00
30	4.50-5.00	3.50	1.75-2.00 b/	4.50-4.75	5.75-6.00
Sept.					
6	4.75-5.00	3.50	1.75-2.00 b/	4.50-4.75	5.75-6.00
13	4.50-4.75	3.50	-	4.50-4.75	5.75-6.00
20	4.50-4.75	3.50	-	4.25-4.50	-
27	4.50-4.75	3.50-3.75	-	4.25-4.50	-
Oct.					
4	3.50-4.50 a/	3.50	-	4.25-4.50	-
11	4.25-4.50 a/	3.50	-	4.25-4.50	5.50
18	3.50-4.00	3.50	-	4.25-4.50	6.00
25	4.00-4.50	3.50	-	4.25-4.50 a/	5.50
Nov.					
1	4.00-4.75	3.50	2.00-2.50 b/	4.25-4.50 a/	5.50
8	4.00-5.00	2.50 c/	2.00-2.50	4.25-4.50 a/	5.50
15	4.00-5.00	2.50-2.75 c/	2.00-2.50	4.25-4.50 a/	6.50 a/
22	4.25-4.75	2.50-2.75 c/	2.00-2.25	4.25-4.50 a/	6.50 a/
29	2.50-4.50	1.75-2.00 c/	1.50-1.75	4.25-4.50	6.25-6.50 a/
Dec.					
6	3.75-5.25	2.00-2.50 c/	1.75-2.00	4.50-5.00	6.25-6.50 a/
13	6.00	3.00-3.50	3.50	5.00-5.25 a/	6.25-6.50 a/
20	6.00-6.50	3.25-4.00	4.50-5.00	6.00 a/	6.50
27	6.00-6.50	2.50-2.75 d/	2.00-2.50	6.50-6.75 a/	8.00 a/
1973					
Jan.					
3	5.00-5.50	3.00-3.25 e/	2.00-2.50 d/	6.00	7.00-7.50
10	5.75-6.25	2.75-3.25 e/	3.00-3.25	6.00-6.50	7.00 a/
17	6.00-6.25	2.25-2.50	2.00-2.50	6.00-6.50 a/	7.00-7.50 a/
24	5.75-6.00	-	2.00-2.50	5.75-6.00 a/	7.00
31	5.75-6.00	-	2.50-2.75	5.25-5.50 f/	7.00 a/
Feb.					
7	5.50-6.00	-	2.75-3.25	5.50-5.75 a/	7.00 a/
14	4.75-5.75	-	1.75-2.25	5.50-5.75 a/	6.75 a/
21	5.00-6.00	-	2.50-3.00	5.50-5.75 a/	6.50 a/
28	4.75-5.75	3.75-4.00	3.25-3.50	5.50-5.75 a/	7.50 a/
Mar.					
7	4.50-5.25	3.75-4.25	2.75-3.00	5.25-5.50 a/	7.00-7.25
14	4.75-5.25	-	2.75-3.00	5.25-5.50 a/	6.00
21	6.00-7.00	-	-	6.75-7.00	6.00
28	6.00-7.00	-	-	7.00-7.50 a/	-
Apr.					
4	6.00-7.00	-	-	6.25-6.50 a/	9.00 a/
11	5.00-6.00	3.25-3.50	-	5.50-5.75	8.50
18	4.00-4.75	-	2.50-3.00 e/	5.25-5.50 a/	7.50
25	4.00-5.00	-	-	5.25-5.50	7.50-8.50 a/
May					
2	5.00-5.50	-	-	5.50-5.75	6.50-7.00
9	5.00-5.50	-	-	4.50-4.75 a/	6.00-6.50
16	5.00-5.50	-	-	4.50-5.00 a/	6.00
23	5.75-6.25	-	3.00-3.25	5.50-5.75	6.00
30	6.50-7.00	-	3.50-4.00	7.00-7.25	8.00 a/
June					
6	5.50-6.50	-	3.25-3.50	5.50-5.75	7.50-8.00 a/
13	5.00-5.50	-	3.25-3.50	4.75-5.00 a/	7.50 a/
20	4.75-5.00	-	3.25-3.50	5.25-5.50	7.50
27	5.25-5.50	-	-	4.75-5.00	7.50

Compiled from Daily Wholesale Market Reports issued by the Federal-State Market News Service at Los Angeles, San Francisco, and Denver.

a/ Only 12s.      b/ Melon crates.      c/ Orange County, carton.      d/ Fair quality.  
e/ Cartons.      f/ Only 16s.

TABLE 7. WHOLESALE MARKET PRICES FOR CALIFORNIA CAULIFLOWER AT NEW YORK, CHICAGO, BOSTON, AND ST. LOUIS, MIDWEEK QUOTATIONS, JULY 1972 THROUGH JUNE 1973

Date	New York	Chicago	Boston	St. Louis
<u>Film wrapped 12s - dollars per package</u>				
<u>1972</u>				
July				
5	5.00-6.00	5.25	3.00-4.00 a/	4.75-5.00
12	a/	5.50 d/	6.50	5.00-5.25
19	5.50-6.00	5.25-5.50	6.50	5.50-5.75
26	5.00-5.50	4.75-5.25	6.00	5.50-5.75
Aug.				
2	5.50	4.50-4.75	6.00-6.50	5.75
9	6.00	-	6.00	5.50-6.00
16	-	6.00-6.50	6.00	5.50-5.75
23	6.00-6.50	5.00-5.50	5.50-6.00	5.50-5.75
30	5.00-5.50	6.00	6.00	4.00-4.50 d/
Sept.				
6	5.50-6.00	6.00	5.00-6.00	5.50
13	-	5.50	5.50-6.00	5.00-5.50
20	6.00	5.50	5.00-5.50	5.50-5.75
27	4.00-4.50	4.75-5.00	4.00-4.50	5.35-5.75
Oct.				
4	-	4.75-5.00	4.00-4.50	5.50-5.75
11	6.00-6.50	4.75-5.25	5.00-5.50	5.25-5.75
18	5.50-6.00	4.50-5.00	5.00-5.50	5.50-5.65
25	5.00-5.50	4.50-5.25	6.50	5.00-5.25
Nov.				
1	5.00-5.50	4.50-5.00	5.00-5.50	5.25-5.50
8	5.50	4.50-5.00	4.50-5.50	5.00-5.25
15	5.00-5.50	4.50-5.00	4.50-5.00	5.00-5.25
22	5.00-5.50	4.50-5.00	4.00-4.50	4.75-5.25
29	4.00-5.00	4.75	5.50-6.00	4.75-5.00
Dec.				
6	7.00	5.00-5.50	5.50	5.00
13	-	7.50-8.00	7.50	7.00
20	9.50-10.00 b/	12.00 c/	8.50	7.25
27	-	8.25-8.50	7.00-8.00	a/
<u>1973</u>				
Jan.				
3	7.00-7.50	6.50-7.00	5.50-6.00	a/
10	7.50	6.00-6.50	7.25	6.15
17	8.00-8.50	7.00	8.00 c/	5.50-5.75
24	6.50-7.00	6.00	6.50-7.50	a/
31	6.00	5.50-6.00	5.50-6.00	-
Feb.				
7	-	a/	8.00 c/	6.50
14	8.00	7.50-8.00	7.50	5.00-5.25 d/
21	8.00	7.50-8.00	7.50-8.00	6.00-6.50
28	-	7.50	7.00-7.50	6.50
Mar.				
7	7.00-7.50 d/	5.50-6.00	8.00	6.50-6.75
14	6.00-6.50	5.50-6.00	6.00-6.50	5.75-6.00
21	6.50	6.00-6.50	7.50-8.00	a/
28	-	8.50	a/	8.50
Apr.				
4	8.50-9.00	8.50	a/	-
11	8.00-8.50	7.00-7.50	8.00	7.50-8.00
18	7.00-8.00	7.00-7.50	7.00-7.50	7.00-7.25
25	6.00-6.50	6.50-7.00	7.00-7.50	7.00-7.25
May				
2	5.50-6.00	6.00-6.50	5.50-6.50	6.50-6.75
9	5.50-6.00	5.00	5.00-6.00	6.00
16	7.00	5.00-6.00	5.50-6.00	4.75-5.00 e/
23	7.00-7.50	7.00	6.00-6.50	6.25-6.50
30	7.75-8.00	7.00	7.50	6.50
June				
6	8.00	7.00	8.00	7.50-7.75
13	7.00	5.00-5.50	7.00-7.50	7.25-7.50
20	6.50	5.00-5.50	7.00	-
27	-	6.50	7.00-7.50 d/	-

Compiled from Daily Wholesale Market Reports issued by the Federal-State Market News Service at New York, Chicago, Boston and St. Louis.

a/ No sales reported or insufficient to quote.

b/ Via other markets.

c/ Air freight.

d/ Fair quality.

e/ 16s.

## III. DISTRIBUTION

TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1972-JUNE 1973

Area, Market and Origin	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents</u>													
<b>EASTERN AREA</b>													
Albany, N.Y.													
California	1	1	1	2	3	1	3	1	2	1	2	1	19
Other	-	1	5	6	1	-	-	-	-	-	-	-	13
Total	1	2	6	8	4	1	3	1	2	1	2	1	32
Baltimore, Md.													
California	1	3	1	1	4	-	2	4	1	1	3	-	21
Other	-	-	2	6	13	1	-	2	2	-	-	-	26
Total	1	3	3	7	17	1	2	6	3	1	3	-	47
Boston Mass.													
California	4	7	4	4	8	7	16	5	13	7	15	7	97
Other	-	-	14	26	17	4	1	5	1	-	-	-	68
Total	4	7	18	30	25	11	17	10	14	7	15	7	165
Buffalo, N.Y.													
California	1	1	-	1	2	1	3	1	4	2	3	1	20
Other	7	4	12	28	9	3	2	2	-	-	-	-	67
Total	8	5	12	29	11	4	5	3	4	2	3	1	87
N.Y.-Newark, N.J.													
California	25	12	15	26	35	17	35	12	15	21	22	8	243
Other	1	9	41	104	98	28	7	9	4	1	-	14	316
Total	26	21	56	130	133	45	42	21	19	22	22	22	559
Philadelphia, Pa.													
California	6	6	4	13	13	5	8	4	11	11	14	9	104
Other	-	2	9	45	30	17	4	4	-	-	-	-	111
Total	6	8	13	58	43	22	12	8	11	11	14	9	215
Pittsburgh, Pa.													
California	-	-	2	2	4	1	3	4	3	7	4	3	33
Other	2	3	12	23	17	-	2	1	-	-	-	-	60
Total	2	3	14	25	21	1	5	5	3	7	4	3	93
Providence, R.I.													
California	1	-	-	-	-	-	-	-	-	-	1	-	2
Other	-	2	1	6	3	1	-	1	-	-	-	-	14
Total	1	2	1	6	3	1	-	1	-	-	1	-	16
Washington, D.C.													
California	4	2	2	3	-	1	3	2	1	2	2	2	24
Other	-	-	2	13	15	7	2	1	1	1	-	-	42
Total	4	2	4	16	15	8	5	3	2	3	2	2	66
<b>Eastern Area Total</b>	<b>53</b>	<b>53</b>	<b>127</b>	<b>309</b>	<b>272</b>	<b>94</b>	<b>91</b>	<b>58</b>	<b>58</b>	<b>54</b>	<b>66</b>	<b>45</b>	<b>1280</b>
<b>MIDWESTERN AREA</b>													
Chicago, Ill.													
California	11	9	18	21	25	13	17	14	13	22	15	16	194
Other	-	1	18	11	15	-	10	4	5	-	-	-	64
Total	11	10	36	32	40	13	27	18	18	22	15	16	258
Cincinnati, Ohio													
California	5	9	7	12	10	5	10	6	9	8	9	6	96
Other	-	-	3	1	1	-	3	1	1	-	-	-	10
Total	5	9	10	13	11	5	13	7	10	8	9	6	106
Cleveland, Ohio													
California	4	9	6	6	12	7	10	5	7	6	5	8	85
Other	-	-	6	29	11	-	2	3	1	-	-	-	52
Total	4	9	12	35	23	7	12	8	8	6	5	8	137
Detroit, Mich.													
California	2	5	5	4	14	5	8	1	13	8	11	8	84
Other	4	1	10	12	5	-	4	3	1	-	-	-	40
Total	6	6	15	16	19	5	12	4	14	8	11	8	124
Indianapolis, Ind.													
California	3	3	6	10	10	7	5	7	5	5	9	7	77
Other	-	-	2	2	1	-	1	-	-	-	-	-	6
Total	3	3	8	12	11	7	6	7	5	5	9	7	83
Kansas City, Mo.													
California	4	5	4	6	6	3	4	4	5	5	5	4	55
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	4	5	4	6	6	3	4	4	5	5	5	4	55

(Continued)

TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES,  
BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1972-JUNE 1973 (Cont'd)

Area, Market and Origin	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents</u>													
<b>MIDWESTERN AREA (Cont'd)</b>													
Louisville, Ky.													
California	2	2	2	3	5	3	2	1	2	3	2	2	29
Other	-	-	1	3	-	-	2	2	1	-	-	-	9
Total	2	2	3	6	5	3	4	3	3	3	2	2	38
Milwaukee, Wis.													
California	-	-	1	8	14	2	6	1	4	4	4	6	50
Other	-	1	1	-	-	-	2	2	-	-	-	-	6
Total	-	1	2	8	14	2	8	3	4	4	4	6	56
Mpls-St. Paul, Minn.													
California	4	2	2	5	4	3	6	4	3	6	5	4	48
Other	-	-	1	-	-	-	1	2	-	-	-	-	4
Total	4	2	3	5	4	3	7	6	3	6	5	4	52
St. Louis, Mo.													
California	5	6	7	11	13	5	7	6	6	8	7	5	86
Other	-	-	-	3	4	-	4	3	-	-	-	-	14
Total	5	6	7	14	17	5	11	9	6	8	7	5	100
<b>Midwestern Area Total</b>	<b>44</b>	<b>53</b>	<b>100</b>	<b>147</b>	<b>150</b>	<b>53</b>	<b>104</b>	<b>69</b>	<b>76</b>	<b>75</b>	<b>72</b>	<b>66</b>	<b>1009</b>
<b>SOUTHERN AREA</b>													
Atlanta, Ga.													
California	2	3	2	4	5	2	2	1	2	3	4	2	32
Other	-	-	-	6	4	-	2	1	1	-	-	-	14
Total	2	3	2	10	9	2	4	2	3	3	4	2	46
Birmingham, Ala.													
California	1	2	2	2	2	2	2	1	2	2	2	2	22
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1	2	2	2	2	2	2	1	2	2	2	2	22
Columbia, S.C.													
California	-	3	2	2	5	1	2	1	1	1	2	2	22
Other	-	-	-	-	-	-	3	2	2	3	1	-	11
Total	-	3	2	2	5	1	5	3	3	4	3	2	33
Dallas, Texas													
California	4	6	4	5	5	2	3	3	3	4	4	4	47
Other	-	-	-	-	-	-	12	6	1	-	-	-	19
Total	4	6	4	5	5	2	15	9	4	4	4	4	66
Fort Worth, Texas													
California	-	1	1	1	1	1	1	-	-	-	1	-	7
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	1	1	1	1	1	1	-	-	-	1	-	7
Houston, Texas													
California	1	1	2	2	2	1	1	-	1	1	3	2	17
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	2	2	2	1	1	-	1	1	3	2	17
Memphis, Tenn.													
California	1	1	1	1	1	-	1	-	-	1	-	-	7
Other	-	-	-	-	-	-	-	1	-	-	-	-	1
Total	1	1	1	1	1	-	1	1	-	1	-	-	8
Miami, Fla.													
California	7	10	8	8	13	17	9	8	12	11	14	11	128
Other	-	-	-	-	-	1	9	8	3	1	1	-	23
Total	7	10	8	8	13	18	18	16	15	12	15	11	151
Nashville, Tenn.													
California	-	1	-	-	-	-	-	-	-	-	-	-	1
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	-	1	-	-	-	-	-	-	-	-	-	-	1
New Orleans, La.													
California	5	4	7	6	8	6	2	3	3	4	6	3	57
Other	-	-	-	-	2	9	16	2	2	-	-	-	31
Total	5	4	7	6	10	15	18	5	5	4	6	3	88
Oklahoma City, Okla.													
California	4	3	3	4	5	4	3	2	2	2	3	4	39
Other	-	-	-	1	-	-	2	1	1	-	-	-	5
Total	4	3	3	5	5	4	5	3	3	2	3	4	44

(Continued)

TABLE 8. TOTAL RAIL AND TRUCK UNLOADS OF CAULIFLOWER IN 41 U.S. AND 5 CANADIAN CITIES, BY AREA AND MARKET, BY ORIGIN, BY MONTH, JULY 1972-JUNE 1973 (Cont'd)

Area, Market and Origin	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
<u>Cars and carlot equivalents</u>													
<b>SOUTHERN AREA (Cont'd)</b>													
San Antonio, Texas													
California	3	2	2	2	2	1	-	2	2	-	4	3	23
Other	-	-	-	-	-	-	4	3	-	-	-	-	7
Total	3	2	2	2	2	1	4	5	2	-	4	3	30
<b>Southern Area Total</b>	<b>28</b>	<b>37</b>	<b>34</b>	<b>44</b>	<b>55</b>	<b>47</b>	<b>74</b>	<b>45</b>	<b>38</b>	<b>33</b>	<b>45</b>	<b>33</b>	<b>513</b>
<b>WESTERN AREA</b>													
Denver, Colo.													
California	11	7	7	12	9	7	9	2	3	9	11	8	95
Other	-	1	6	5	-	-	3	6	4	-	-	-	25
Total	11	8	13	17	9	7	12	8	7	9	11	8	120
Los Angeles, Calif.													
California	44	43	50	55	90	71	95	66	70	75	63	45	767
Other	-	-	-	-	-	-	1	2	-	1	-	-	4
Total	44	43	50	55	90	71	96	68	70	76	63	45	771
Portland, Ore.													
California	3	3	-	1	1	4	6	7	6	7	7	1	46
Other	6	5	17	43	43	3	-	-	-	-	1	16	134
Total	9	8	17	44	44	7	6	7	6	7	8	17	180
Salt Lake City, Ut.													
California	4	4	2	2	5	4	3	2	3	4	5	3	41
Other	-	2	3	1	-	-	-	-	-	-	-	-	6
Total	4	6	5	3	5	4	3	2	3	4	5	3	47
San Fran-Oakland, Calif.													
California	21	21	22	30	40	23	32	36	38	23	19	16	321
Other	-	-	-	-	-	-	-	1	-	-	-	-	1
Total	21	21	22	30	40	23	32	37	38	23	19	16	322
Seattle-Tacoma, Wash.													
California	11	3	2	4	5	8	9	7	8	7	9	6	79
Other	10	21	28	20	19	2	-	-	-	-	-	2	102
Total	21	24	30	24	24	10	9	7	8	7	9	8	181
<b>Western Area Total</b>	<b>110</b>	<b>110</b>	<b>137</b>	<b>173</b>	<b>212</b>	<b>122</b>	<b>158</b>	<b>129</b>	<b>132</b>	<b>126</b>	<b>115</b>	<b>97</b>	<b>1621</b>
<b>UNITED STATES TOTAL</b>	<b>235</b>	<b>253</b>	<b>398</b>	<b>673</b>	<b>689</b>	<b>316</b>	<b>427</b>	<b>301</b>	<b>304</b>	<b>288</b>	<b>298</b>	<b>241</b>	<b>4423</b>
<b>CANADA</b>													
Montreal, Que.													
California	8	1	-	10	24	6	10	1	4	16	18	14	112
Other	43	93	136	110	1	-	8	6	18	-	-	4	419
Total	51	94	136	120	25	6	18	7	22	16	18	18	531
Ottawa, Ont.													
California	1	-	-	1	4	2	3	2	3	2	3	2	23
Other	4	6	7	5	1	-	-	-	-	-	-	1	24
Total	5	6	7	6	5	2	3	2	3	2	3	3	47
Toronto, Ont.													
California	5	-	-	7	44	12	39	19	38	23	38	19	244
Other	61	81	115	129	14	3	17	9	3	4	-	6	442
Total	66	81	115	136	58	15	56	28	41	27	38	25	686
Vancouver, B.C.													
California	5	2	5	8	7	13	20	20	17	15	13	5	130
Other	15	30	34	31	34	-	-	-	-	-	1	23	168
Total	20	32	39	39	41	13	20	20	17	15	14	28	298
Winnipeg, Man.													
California	3	-	1	3	10	4	6	4	6	6	5	5	53
Other	3	17	12	1	-	-	-	-	-	-	-	-	33
Total	6	17	13	4	10	4	6	4	6	6	5	5	86
<b>CANADA TOTAL</b>	<b>148</b>	<b>230</b>	<b>310</b>	<b>305</b>	<b>139</b>	<b>40</b>	<b>103</b>	<b>61</b>	<b>89</b>	<b>66</b>	<b>78</b>	<b>79</b>	<b>1648</b>

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

TABLE 9. IV. ACREAGE, PRODUCTION, VALUE, FROZEN PACK AND COLD STORAGE DATA

## HARVESTED ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF CAULIFLOWER FOR FRESH MARKET AND PROCESSING, UNITED STATES, BY SEASON AND STATE, BY YEARS, 1971-1972

Season and State	Harvested Acreage		Yield Per Acre		Production		Price		Value	
	1971	1972	1971	1972	1971	1972	1971	1972	1971	1972
	<u>Acres</u>		<u>Cwt.</u>		<u>1,000 cwt.</u>		<u>Dollars</u>		<u>1,000 Dollars</u>	
<u>Winter</u>										
Texas	500	600	78	65	39	39	14.00	18.60	545	725
Arizona	810	1,100	65	55	53	61	18.00	17.90	954	1,092
Total or average	1,310	1,700	70	59	92	100	16.30	18.20	1,499	1,817
<u>Early Spring</u>										
California	7,000	8,000	100	120	700	960	11.30	11.50	7,902	11,016
<u>Summer</u>										
New York	1,400	1,200	90	80	126	96	11.40	13.40	1,440	1,291
<u>Early Fall</u>										
New York-Long Is.	1,100	1,200	120	140	132	168	14.00	14.30	1,846	2,395
Michigan	800	800	61	55	49	44	13.00	11.80	635	518
Oregon	1,600	1,800	115	125	184	225	6.76	6.99	1,243	1,572
Total or average	3,500	3,800	104	115	365	437	10.20	10.30	3,724	4,485
<u>Late Fall</u>										
California	12,500	13,600	100	105	1,250	1,428	9.13	9.35	11,407	13,354
U.S. Total or average	25,710	28,300	99	107	2,533	3,021	10.25	10.58	25,972	31,963

Compiled from Vegetables - Fresh Market, annual 1972 and monthly June 1973, issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 10. ACREAGE, YIELD, PRODUCTION, PRICE AND VALUE OF CAULIFLOWER, UNITED STATES, BY QUARTERLY HARVEST PERIODS, 1972 AND INDICATED 1973

Harvest Quarter and State	Harvested 1972	For Harvest 1973	Yield		Production		Price		Value	
			1972	Ind. 1973	1972	Ind. 1973	1972	1973	1972	Ind. 1973
	<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>										
Texas	330	600	64	75	21	45	17.67	17.60	371	792
Arizona	1,000	850	54	55	54	47	18.17	21.70	981	1,020
California	4,700	4,300	112	60	526	258	12.41	17.10	6,530	4,412
Group Total	6,030	5,750	100	61	601	350	13.11	17.78	7,882	6,224
<u>Spring (Apr.-May-June)</u>										
California	4,200	3,900	120	70	509	273	10.45	16.50	5,321	4,505
<u>Summer (July-Aug.-Sep.)</u>										
New York-Long Is.	200	200								
New York - Upstate	420	660								
Michigan	500	400	(Not available by states at time of this release)							
Oregon	500	600								
California	5,100	7,600								
Group Total	6,720	9,460	102	98	687	927	9.31	Nov. 9	6,399	Nov. 9
<u>Fall (Oct.-Nov.-Dec.)</u>	(Not available at time of this release)									

Compiled from Vegetables - Fresh Market, monthly reports issued by the USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 11. HARVESTED ACREAGE OF CAULIFLOWER, CALIFORNIA BY COUNTIES AND SEASONAL GROUPS, 1971-1972

Seasonal Group and County	1971		1972	
	Acres		Acres	
<u>EARLY SPRING</u>				
Alameda	1,300		700	
Monterey	3,000		3,900	
San Luis Obispo	520		440	
Santa Cruz	150		150	
Fresno	90		-	
Stanislaus	370		300	
Orange	300		300	
San Diego	160		170	
Santa Barbara	500		1,300	
Ventura	400		450	
Other Counties	210		290	
<u>LATE FALL</u>				
Alameda			800	1,400
Monterey			5,400	5,900
San Luis Obispo			270	120
Santa Cruz			600	570
Stanislaus			1,200	1,200
Orange			450	450
San Diego			160	
Santa Barbara			1,300	1,800 <sup>a/</sup>
Ventura			300	300
Other Counties			2,020	1,860
Total	7,000		8,000	
Total			12,500	13,600

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

a/ If any, included in other counties.



TABLE 12. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY CONTAINER SIZE,  
BY CALENDAR YEAR, 1970-1972

Container Size	1970		1971		1972	
	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total	Thousands of Pounds	Percent of Total
8 ounce carton	2,848	5.8	2,464	4.5	4,429	5.6
10 ounce carton <u>a/</u>	30,504	61.8	30,099	55.2	49,439	62.5
2-2½ pound carton	10,430	21.1	15,191	27.8	13,507	17.1
Bulk <u>b/</u>	5,566	11.3	6,834	12.5	11,677	14.8
Total	49,348	100.0	54,588	100.0	79,046	100.0

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

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

b/ Includes 10 pound and over.

TABLE 13. FROZEN PACK OF CAULIFLOWER, CALIFORNIA, BY SEASON, 1969-70 TO 1972-73

Season	1969-70	1970-71	1971-72	1972-73
	<u>Pounds</u>			
Fall (July-December)	48,611,514	43,602,000	47,296,000	63,419,000
Spring (January-June)	5,746,481	7,292,000	15,627,000	3,531,846

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

TABLE 14. 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 1968-1972

Year	California	Northwest	East and South	Total Frozen	Equivalent Fresh a/		Calif. as % of U.S. Frozen Pack
					U. S.	Calif.	
		<u>1,000 pounds</u>			<u>1,000 ctns. (23#)</u>		
1968	52,146	13,512	1,908	67,566	4,817	3,718	77.2
1969	55,554	12,862	1,328	69,744	4,973	3,961	79.7
1970	49,348	9,333	1,101	59,782	4,263	3,519	82.5
1971	54,588	11,657	1,414	67,659	4,824	3,892	80.7
1972	79,046	14,234	790	94,070	6,708	5,636	84.0

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

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

TABLE 15. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY MONTHS, 1968-69 TO 1972-73

End of Month	1968-69	1969-70	1970-71	1971-72	1972-73
<u>Thousands of pounds</u>					
July	13,277	18,107	20,612	14,817	17,173
August	15,648	25,503	23,003	16,904	20,684
September	17,433	32,134	24,732	16,011	21,613
October	24,235	36,006	30,832	23,531	36,248
November	32,750	42,775	38,458	28,014	52,390
December	39,380	45,498	39,871	32,387	49,381
January	36,551	40,033	33,798	34,505	40,142
February	30,124	33,341	26,972	27,048	31,027
March	25,828	28,644	20,577	20,605	24,323
April	21,721	23,573	15,988	16,740	17,894
May	17,355	18,220	10,754	11,953	12,013
June	15,874	16,297	9,714	10,807	9,931

Compiled from Summaries of Regional Cold Storage Holdings, 1972, and Monthly Cold Storage reports showing January-June 1973 data, issued by USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.

TABLE 16. UNITED STATES COLD STORAGE HOLDINGS OF CAULIFLOWER, END-OF-MONTH, BY MONTHS, BY REGIONS, 1972-73 SEASON

End of Month	New England	Middle Atlantic	East No. Central	West No. Central	South Atlantic	East So. Central	West So. Central	Mountain	Pacific	Total
<u>Thousands of pounds</u>										
<u>1972</u>										
July	436	1,089	810	2,802	363	94	336	226	11,017	17,173
Aug.	616	1,370	710	3,159	359	85	284	325	13,776	20,684
Sept.	657	1,317	777	3,613	308	94	378	331	14,138	21,613
Oct.	685	1,757	1,095	3,871	388	115	301	862	27,174	36,248
Nov.	991	1,612	877	5,063	494	190	291	669	42,203	52,390
Dec.	944	2,649	1,076	5,728	616	192	381	881	36,914	49,381
<u>1973</u>										
Jan.	859	2,904	942	5,069	622	164	423	750	28,409	40,142
Feb.	746	2,498	1,031	4,314	546	135	573	412	20,772	31,027
Mar.	617	2,573	801	3,369	539	117	456	174	15,677	24,323
Apr.	438	2,038	792	2,581	486	137	366	169	10,887	17,894
May	544	1,409	706	1,784	470	86	535	84	6,395	12,013
June	462	1,276	576	1,537	418	107	212	49	5,294	9,931

Compiled from Summary of Regional Cold Storage Holdings, 1972, and Monthly Cold Storage Reports showing January-June 1973 data, issued by USDA, Statistical Reporting Service, Crop Reporting Board, Washington, D.C.