

# VEGETABLES—FRESH MARKET

Release:  
November 9, 1970  
3:00 P.M. EST



## ACREAGE AND ESTIMATED PRODUCTION OF PRINCIPAL CROPS November 1, 1970

Total Fall Vegetables: Estimated production of fall vegetables (excluding melons), at 45.8 million cwt., is 2 percent more than 1969.

Broccoli: Fall broccoli supplies are placed at 1.5 million cwt., 4 percent less than 1969. Good movement from California is expected during November.

Cabbage: Production of early fall cabbage is estimated at 10.5 million cwt., 20 percent more than 1969. Late fall cabbage production is 10 percent below 1969. Abundant supplies are expected during November.

Carrots: California's late fall carrot crop is estimated at 2.3 million cwt., 19 percent less than last year.

Cauliflower: Production of fall cauliflower, placed at 1.5 million cwt., is 7 percent below last year. Good volume expected through November from Long Island, New York.

Celery: California's late fall celery production of 3.2 million cwt., is down 4 percent from 1969. Good supplies are expected during November.

Lettuce: Early fall lettuce production, estimated at 7.9 million cwt., is 4 percent less than 1969. November marketings from California expected in good volume. Arizona's late fall crop, at 2.2 million cwt., is 10 percent below 1969. Shipments are expected to continue through December.

Green Peppers: Supplies of fall peppers are estimated at 0.9 million cwt., up sharply from 0.6 million cwt. in 1969. Florida and Texas supplies are expected through December.

Tomatoes: Late fall tomato production of 1.4 million cwt. is 17 percent above 1969. Volume movement from Florida is expected by late November.

Summary of acreage and estimated production reported to date, 1970  
with comparisons

Seasonal group and crop	Acreage			Production		
	Harvested		For	1968	1969	Ind. 1970
	1968	1969	harvest 1970			
	Acres			1,000 cwt.		
WINTER	213,400	245,950	235,650	36,368	38,629	36,295
TOTAL ALL SPRING	510,670	517,880	500,060	50,876	50,623	49,985
TOTAL ALL SUMMER	700,290	705,180	709,060	96,133	93,854	96,861
EARLY FALL:						
Snap beans	10,450	10,500	11,050	430	433	447
Cabbage	29,120	30,700	32,920	8,980	8,745	10,526
Cantaloups	3,200	4,100	4,500	362	386	531
Carrots	24,450	24,730	23,830	7,066	6,788	6,665
Cauliflower	4,550	4,000	3,550	494	339	382
Cucumbers	8,000	8,100	9,900	754	818	975
Lettuce	41,800	43,000	41,700	8,032	8,176	7,872
Spinach	800	800	800	48	44	44
Tomatoes	15,000	16,400	17,500	3,150	3,608	3,325
Total Early Fall	137,370	142,330	145,750	29,316	29,337	30,767
LATE FALL:						
Snap beans	9,500	9,500	9,500	332	304	333
Cabbage	2,050	2,100	2,250	268	334	301
Carrots	7,700	8,300	7,400	2,734	2,822	2,294
Cauliflower	9,900	11,300	10,300	1,089	1,243	1,082
Celery	6,400	5,900	5,900	3,520	3,393	3,245
Cucumbers	8,000	7,400	7,200	376	407	720
Lettuce	13,600	13,100	12,800	2,312	2,489	2,240
Spinach	1,300	1,450	1,000	63	77	35
Tomatoes	11,200	12,500	11,500	1,386	1,184	1,385
Total Late Fall	69,650	71,550	67,850	12,080	12,253	11,635
FALL:						
Broccoli	22,850	22,310	20,800	1,370	1,527	1,462
Brussels sprouts	6,800	6,500	6,050	638	579	567
Sweet corn	11,300	13,800	14,800	609	725	928
Eggplant	700	850	850	84	85	128
Green peppers	8,800	8,200	10,300	714	601	877
Total Fall	50,450	51,660	52,800	3,415	3,517	3,962
TOTAL ALL FALL	257,470	265,540	266,400	44,811	45,107	46,364
ANNUAL TOTAL	1,681,830	1,734,550	1,711,170	228,188	228,213	229,505

See footnotes on page 8.

1968 seasonal groups and crop totals exclude States  
where estimates were discontinued in 1969.

Acreage and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested		For			Ind.			Ind.
	1968	1969	harvest 1970	1968	1969	1970	1968	1969	1970
	Acres			Cwt.			1,000 cwt.		
ARTICHOKEs 1/									
Winter	9,600	10,100	11,000	60	65	60	576	656	660
ASPARAGUS 1/									
All States	125,400	123,830	119,980	26	24	23	3,235	2,917	2,736
SNAP BEANS									
Winter	14,900	15,300	12,500	33	37	22	492	566	275
Spring, All	34,700	32,450	32,600	35	34	34	1,226	1,110	1,104
Summer	21,950	21,950	21,910	43	42	42	954	913	919
Early Fall	10,450	10,500	11,050	41	41	40	430	433	447
Late Fall:									
Florida	9,500	9,500	9,500	35	32	35	332	304	333
BROCCOLI 1/									
Winter	1,950	2,950	3,300	44	33	32	85	97	107
Early Spring	17,300	11,800	16,300	90	75	90	1,557	885	1,467
Fall:									
New York &									
New Jersey	1,450	310	300	54	50	50	79	16	15
Oregon	3,600	3,200	2,900	62	61	74	223	195	215
California	17,800	18,800	17,600	60	70	70	1,068	1,316	1,232
Group Total	22,850	22,310	20,800	60	68	70	1,370	1,527	1,462
BRUSSELS SPROUTS 1/									
Fall:									
New York	1,200	1,100	950	65	70	60	78	77	57
California	5,600	5,400	5,100	100	93	100	560	502	510
Group Total	6,800	6,500	6,050	94	89	94	638	579	567

See footnotes on page 8.

Acreage and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested		For	1968	1969	Ind. 1970	1968	1969	Ind. 1970
	1968	1969	harvest 1970						
	Acres			Cwt.			1,000 cwt.		
CABBAGE 1/ Winter	37,600	44,500	41,600	202	171	171	7,611	7,608	7,126
Spring, All	16,250	15,930	14,410	135	138	157	2,200	2,195	2,267
Summer, All	19,000	18,150	18,390	210	217	213	3,997	3,940	3,924
Early Fall:									
Massachusetts	600	1,100	1,100	205	200	200	123	220	220
Connecticut	500	850	900	190	180	190	95	153	171
New York, L. I.	1,100	1,100	1,100	220	205	220	242	226	242
New York, Upst.	10,200	10,100	10,900	405	340	440	4,131	3,434	4,796
New Jersey	2,000	1,700	1,800	190	210	210	380	357	378
Pennsylvania	1,100	1,100	1,200	230	230	230	253	253	276
Ohio	2,000	2,000	2,100	305	310	340	610	620	714
Michigan	3,600	4,500	5,200	195	205	205	702	923	1,066
Wisconsin	5,700	5,800	6,100	320	315	320	1,824	1,827	1,952
Minnesota	850	700	700	200	200	160	170	140	112
Oregon & Idaho	1,470	1,750	1,820	306	338	329	450	592	599
Group Total	29,120	30,700	32,920	308	285	320	8,980	8,745	10,526
Late Fall:									
Virginia	250	300	350	140	100	100	35	30	35
North Carolina	1,700	1,700	1,800	130	170	140	221	289	252
South Carolina	100	100	100	120	150	140	12	15	14
Group Total	2,050	2,100	2,250	131	159	134	268	334	301
CANTALOUPS									
Spring	38,200	48,100	38,200	101	101	97	3,841	4,848	3,706
Summer, All	65,800	74,000	71,200	133	115	122	8,720	8,525	8,655
Early Fall:									
Arizona	400	1,000	900	100	60	110	40	60	99
California	2,800	3,100	3,600	115	105	120	322	326	432
Group Total	3,200	4,100	4,500	113	94	118	362	386	531
CARROTS 1/ Winter	26,200	36,600	34,300	201	165	161	5,263	6,048	5,512
Spring	3,700	2,800	2,700	165	180	180	610	504	486
Summer, All	9,900	8,000	9,850	354	321	304	3,509	2,570	2,991
Early Fall	24,450	24,730	23,830	289	274	280	7,066	6,788	6,665
Late Fall:									
California	7,700	8,300	7,400	355	340	310	2,734	2,822	2,294

See footnotes on page 8.

Acreage and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested		For	Ind.			Ind.		
	1968	1969	harvest 1970	1968	1969	1970	1968	1969	1970
	Acres			Cwt.			1,000 cwt.		
<b>CAULIFLOWER 1/</b>									
Winter	1,450	2,100	1,400	52	61	69	76	128	96
Early Spring	8,600	6,600	7,500	90	90	90	774	594	675
Summer	1,800	1,600	1,600	100	85	100	180	136	160
Early Fall:									
New York, L. I.	1,800	1,400	1,400	125	105	120	225	147	168
Michigan	850	800	750	70	60	70	60	48	53
Oregon	1,900	1,800	1,400	110	80	115	209	144	161
Group Total	4,550	4,000	3,550	109	85	108	494	339	382
Late Fall:									
California	9,900	11,300	10,300	110	110	105	1,089	1,243	1,082
<b>CELERY 1/</b>									
Winter	10,600	11,500	10,900	475	478	498	5,036	5,492	5,423
Spring	7,500	8,300	8,200	429	424	413	3,218	3,520	3,384
Summer, All	7,540	7,030	6,710	449	441	450	3,385	3,103	3,019
Late Fall:									
California	6,400	5,900	5,900	550	575	550	3,520	3,393	3,245
<b>SWEET CORN</b>									
Winter	9,000	9,000	8,000	70	75	38	630	675	304
Spring, All	43,000	50,900	47,600	78	75	81	3,345	3,793	3,857
Summer, All	110,300	111,700	111,500	67	66	68	7,419	7,368	7,618
Fall:									
Florida	8,800	11,500	12,500	55	52	65	484	598	813
California	2,500	2,300	2,300	50	55	50	125	127	115
Group Total	11,300	13,800	14,800	54	53	63	609	725	928

See footnotes on page 8.

Acres and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested	For	harvest	1968	1969	Ind.	1968	1969	Ind.
	1968	1969	1970	1968	1969	1970	1968	1969	1970
	Acres			Cwt.			1,000 cwt.		
<b>CUCUMBERS</b>									
Spring, All	25,300	24,100	23,400	81	91	87	2,040	2,187	2,028
Summer, All	10,200	9,900	10,400	95	99	99	973	980	1,026
Early Fall	8,000	8,100	9,900	94	101	98	754	818	975
Late Fall:									
Florida	8,000	7,400	7,200	47	55	100	376	407	720
<b>EGGPLANT</b>									
Winter	500	500	350	185	195	140	92	98	49
Spring	700	1,000	750	155	135	150	108	135	113
Summer	1,300	1,400	1,400	130	140	130	169	196	182
Fall:									
Florida	700	850	850	120	100	150	84	85	128
<b>ESCAROLE</b>									
All States	7,800	9,500	8,800	137	116	123	1,066	1,102	1,080
<b>GARLIC 1/</b>									
Summer	6,400	7,300	5,600	125	120	115	800	876	644
<b>HONEYDEW MELONS:</b>									
All States	10,150	13,800	13,100	134	143	140	1,358	1,968	1,831
<b>LETTUCE</b>									
Winter	70,200	77,700	81,700	174	170	171	12,240	13,221	13,989
Spring, All	49,020	46,220	51,020	195	190	185	9,558	8,790	9,461
Summer	45,450	47,400	45,550	261	249	258	11,873	11,823	11,764
Early Fall:									
New Jersey	1,400	1,200	1,300	180	185	180	252	222	234
Texas	3,000	1,500	1,400	150	130	130	450	195	182
New Mexico	6,400	5,100	4,600	225	210	200	1,440	1,071	920
California	31,000	35,200	34,400	190	190	190	5,890	6,688	6,536
Group Total	41,800	43,000	41,700	192	190	189	8,032	8,176	7,872
Late Fall:									
Arizona	13,600	13,100	12,800	170	190	175	2,312	2,489	2,240

See footnotes on page 8.

Acreage and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested		For harvest 1970	1968	1969	Ind. 1970	1968	1969	Ind. 1970
	1968	1969							
	Acres			Cwt.			1,000 cwt.		
ONIONS 1/									
All Groups	105,650	100,750	101,500	272	281	292	28,693	28,317	29,618
GREEN PEPPER 1/									
Winter	6,900	6,500	5,100	120	95	45	828	618	230
Spring	8,000	9,600	8,200	100	94	65	801	906	536
Summer, All	28,250	28,750	28,850	90	78	82	2,532	2,243	2,354
Fall:									
Virginia	1,600	1,100	1,000	41	35	40	66	39	40
Florida	2,400	2,900	3,100	80	75	110	192	218	341
Texas	4,800	4,200	6,200	95	82	80	456	344	496
Group Total	8,800	8,200	10,300	81	73	85	714	601	877
SPINACH									
Winter	5,900	7,400	7,200	58	50	50	343	371	361
Spring	2,200	2,450	2,300	55	55	55	121	135	126
Summer	1,100	1,100	900	70	70	65	77	77	59
Early Fall:									
New Jersey	800	800	800	60	55	55	48	44	44
Late Fall:									
Md. & Va.	1,300	1,450	1,000	48	53	35	63	77	35
TOMATOES									
Winter	13,000	14,500	11,600	180	155	120	2,340	2,248	1,392
Spring, All	36,300	42,300	44,200	124	105	91	4,509	4,432	4,042
Summer, All	68,600	64,750	66,700	117	122	122	8,032	7,884	8,106
Early Fall	15,000	16,400	17,500	210	220	190	3,150	3,608	3,325
Late Fall:									
Florida	9,400	10,400	9,000	135	105	140	1,269	1,092	1,260
Texas	1,800	2,100	2,500	65	44	50	117	92	125
Group Total	11,200	12,500	11,500	124	95	120	1,386	1,184	1,385

See footnotes on page 8.

Acreage and estimated production reported to date, 1970 with comparisons

Crop and State	Acreage			Yield per acre			Production		
	Harvested		For	1968	1969	Ind. 1970	1968	1969	Ind. 1970
	1968	1969	harvest 1970						
	Acres			Cwt.			1,000 cwt.		
WATERMELONS									
All Groups	279,200	276,900	274,500	96	95	101	26,885	26,308	27,679
STRAWBERRIES <sup>1/</sup>									
All States	61,400	57,080	53,130	85	85	92	5,205	4,857	4,878
MINT FOR OIL									
				lbs.			1,000 lbs.		
Peppermint	73,800	77,600	75,500	56	59	62	4,103	4,602	4,711
Spearmint	23,000	27,300	25,900	60	63	64	1,383	1,728	1,659

<sup>1/</sup> Fresh market and processing.



COMMENTS CONCERNING CONDITION  
AND MOVEMENT OF VEGETABLES

BROCCOLI: Fall broccoli production is placed at 1,462,000 cwt., 4 percent less than 1969. In New Jersey, light but steady supplies are expected to continue through mid-November. In California, supplies should be available from the Salinas Valley, Santa Maria and south coast areas during November. The Santa Maria and south coast harvest is expected to peak during December and the first half of January.

BRUSSELS SPROUTS: Production of fall brussels sprouts in New York and California is estimated at 567,000 cwt., 2 percent below last year. In Upstate New York, harvest had reached the mid-point by November 1, with wet weather limiting progress. Supplies in good volume are expected from both Upstate and Long Island until mid-November. In California, deliveries to freezers are expected to continue in good volume through November, then decline rapidly during December. Fresh market supplies are expected to be available in ample volume through December, tapering off during January.

CABBAGE (For fresh market and kraut): The early fall cabbage crop is forecast at 10,526,000 cwt., 20 percent more than 1969. Harvest of the New England crop is near the end but supplies should be available through November from temporary storage. On Long Island, New York, peak harvest is expected the first week in November and good movement should continue until December. In Upstate New York, harvest of storage varieties should peak this month. Kraut processors are completing their packs and moderate fresh supplies continue to be marketed. In New Jersey, harvest is expected to end about mid-November. Harvest is virtually over in both Ohio and Michigan.

The late fall cabbage crop, estimated at 301,000 cwt., is 10 percent below 1969. In Virginia, light cutting began after mid-October. Volume movement is expected around mid-November. Harvest is active in North Carolina on a good crop. Growing conditions have been mostly favorable in South Carolina.

CANTALOUPS: The early fall crop of cantaloups is estimated at 531,000 cwt., up 38 percent from last year. In Arizona, peak movement was reached near mid-October. Harvest is expected to be completed by mid-November. In California's Imperial Valley, supplies are expected to decline rapidly after mid-November with harvest completed by late November.

CARROTS: Forecast at 2,294,000 cwt., California's late fall carrot production is 19 percent less than the 1969 level. Digging is moderately active. Most of the November supplies are expected from the Salinas and Santa Maria-Oceano districts with light supplies moving from south coast counties and the San Joaquin Valley.

CAULIFLOWER: Early fall production of cauliflower is estimated at 382,000 cwt., up 13 percent from the 1969 crop. The New York, Long Island harvest is at peak level. About half the crop is expected to be cut during November. The Michigan harvest was nearing completion by November 1. Operations were hampered by excess moisture during October.

California's late fall cauliflower production is estimated at 1,082,000 cwt., 13 percent below 1969. Harvest is active in the Salinas Valley, San Joaquin Valley and southern California areas. The Santa Maria-Oceano area is expected to increase to volume harvest by early December.

CELERY: The late fall celery crop in California is estimated at 3,245,000 cwt., 4 percent less than last year. Cutting in California's central coast areas is active. Supplies in good volume also are expected from the Salinas-Watsonville district until mid-December with additional movement from the Santa Maria-Oceano district.

SWEET CORN: Fall production of sweet corn in Florida and California is placed at 928,000 cwt., up 28 percent from 1969. A heavy volume is expected from the Everglades of Florida during November. In California, picking in the southern San Joaquin Valley and south coastal counties is expected to continue in moderate volume until mid-November, and to end in early December.

CUCUMBERS: Production of late fall cucumbers in Florida is forecast at 720,000 cwt., up sharply from the 1969 production of 407,000 cwt. Supplies from central areas are expected in good volume in early November with increased volume from southern areas during the month.

EGGPLANT: The fall eggplant crop in Florida is estimated at 128,000 cwt., compared with 85,000 cwt. last year. Volume supplies are expected during most of November. Plants are generally in good condition.

LETTUCE: Production of early fall lettuce, at 7,872,000 cwt., is 4 percent less than last year. In New Jersey harvest from the late planted acreage is expected to be finished by mid-November. On the High Plains of Texas a hard freeze in early October severely damaged the crop. Only light supplies of mature lettuce were salvaged. Immature lettuce was not damaged and light supplies are still available. Harvest is nearing completion in New Mexico. In California, supplies are moving in good volume from the westside district of Fresno County. Southern San Joaquin shipments should increase in early November and light supplies are expected from the Santa Maria area. Harvest is declining in Salinas, Santa Maria and northern San Joaquin Valley.

LETTUCE, Cont.: Arizona's late fall lettuce crop is estimated at 2,240,000 cwt., down 10 percent from the 1969 crop. Harvest is starting in the Salt River Valley, Marana, Red Rock, Eloy and Maricopa areas of Arizona. Harvest is expected to reach volume proportions in the Salt River Valley around the first week in December. Volume supplies are expected in other central areas by the second week in November. Harvest in the Willcox area is beginning to taper off.

GREEN PEPPERS: The fall crop of green peppers is estimated at 877,000 cwt., up 46 percent from 1969. The Virginia harvest is expected to be over in early November. A moderate volume is expected by mid-November from Florida, with peak supplies during December. Plants are mostly in good condition. In the San Antonio-Winter Garden area of Texas, light supplies are expected to be available throughout November. Harvest was ended on the High Plains by a hard freeze on October 8 and 9. In the Lower Rio Grande Valley, peak supplies are expected after mid-November with movement continuing into December.

SPINACH: New Jersey's production of the early fall spinach crop is placed at 44,000 cwt., which equals the 1969 crop. Light but steady marketings are expected to continue through mid-November.

The first forecast of late fall spinach production, at 35,000 cwt., is down sharply from the 1969 crop of 77,000 cwt. Maryland supplies are expected to increase during November. Dry weather reduced October marketings. Harvest has started in Virginia with volume movement expected in late November.

TOMATOES: Late fall tomato production is estimated at 1,385,000 cwt., 17 percent more than last year's crop. Florida shipments began in early November with volume supplies expected from most areas by late November. Harvest is expected to start in the San Antonio, Winter Garden and Laredo areas of Texas during the second week of November, with picking of early fields beginning in the Lower Rio Grande Valley about mid-November. Peak supplies are expected in late November with shipments continuing into December.

Acreeage and estimated production reported to date, 1971 with comparisons

Crop and State	Acreage			Yield per acre:			Production		
	Harvested		For			Ind.			Ind.
	1969	1970	1971	1969	1970	1971	1969	1970	1971
	Acres			Cwt.			1,000 cwt.		
ARTICHOKES <u>1/</u>									
Winter	10,100	11,000	11,000	65	60		656	660	Dec. 8
ASPARAGUS <u>1/ 2/</u>									
All States	123,830	119,980	120,140	24	23		2,917	2,736	April
CABBAGE <u>1/ 2/</u>									
Winter	44,500	41,600	44,300	171	171		7,608	7,126	Jan.
ONIONS <u>1/ 2/</u>									
Early Spring	21,000	20,000	19,000	145	165		3,045	3,300	Mar.
STRAWBERRIES <u>1/ 2/</u>									
All States	57,080	53,130	50,580	85	92		4,857	4,878	May

1/ Fresh market and processing.

2/ 1971 acreage for harvest is prospective acreage.

INFORMATION ON 1971 CROP

NOVEMBER 1, 1970

ARTICHOKES: California's harvest is expected to continue active in early November. Supplies are expected to decline seasonally during the late fall and winter months, then increase to reach a spring peak.