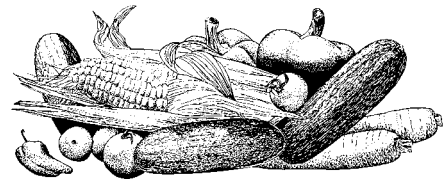


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FALL FRESH MARKET VEGETABLE AND MELON ACREAGE

BROCCOLI: California's acreage for fall harvest is estimated at 27,500 acres, unchanged from last year, but 4 percent less than in 1995. Producers welcomed recent cooler temperatures after a very hot summer. Broccoli head size appears about normal, with good quality. Recent rains from Hurricane Nora over the Imperial Valley damaged some fields and may cause some producers to replant. Producers reported very few harvesting problems in the earliest-planted fields.

CANTALOUPE: California producers expect to harvest 3,700 acres, 19 percent more than last year. Fall cantaloupe acreage for harvest is estimated at 12,600 acres, up 12 percent from last year and up 27 percent from 1995. In Arizona, the harvest continued, with light volumes reported.

CARROTS: California growers intend to harvest 18,300 acres during the October-December quarter, 6 percent above the same quarter a year ago. Hot weather in August hindered early crop development. However, more favorable conditions later allowed most carrots to size well, with good quality. Producers reported very few problems with the crop, except in the Imperial Valley, where recent rains from Hurricane Nora caused damage to some fields. National acreage for fresh market harvest is forecast at 18,700 acres, a 5 percent increase from last year and 21 percent greater than 1995. Baby carrot demand remains high.

CAULIFLOWER: Acreage for fall harvest in California is estimated at 10,100 acres, off 2 percent from last year and 8 percent below two years ago. Recent rains from Hurricane Nora caused damage to some fields in the Imperial Valley. Producers are concerned that some fields might need replanting. Elsewhere, growers reported that the crop showed no unusual problems with normal development.

CELERY: California's fall acreage for harvest is forecast at 6,700 acres, down 3 percent from 1996 and 11 percent less than two years ago. Harvest was active, and producers reported no unusual problems with the crop.

SWEET CORN: California growers expect to harvest 2,100 acres for the October-December quarter, 36 percent less than last year. Nationally, fresh market acreage for harvest is estimated at 8,500 acres, down 23 percent from last year and 13 percent less than in 1995. In Florida, mild weather kept field work and plantings in the Zellwood and northern areas on schedule. Growers delayed some fieldwork during early September due to the threat of adverse weather caused by Hurricanes Fran and Hortense, and due to heavy rains around Lake Okeechobee. The crop is in mostly good condition with some Zellwood fields knee-to-waist high by mid-September. East coast growers started limited planting during the last half of September. Southwestern, Everglades, and Dade County producers scheduled planting of larger acreage for late September and early October.

HONEYDEWS: California producers intend to harvest 3,300 acres during the October-December quarter, 13 percent below the comparable quarter a year ago. Cool weather in early September caused mildew problems in some fields. National fresh market acreage for fall harvest is forecast at 5,000 acres, up 4 percent from last year and 16 percent greater than 1995.

HEAD LETTUCE: Lettuce producers in California intend to harvest 35,000 acres, the same amount as a year earlier. The quality of the crop looked good, with average sized heads, but weight was slightly below average. However, recent rains from Hurricane Nora damaged some fields in California's Imperial Valley and in Arizona. Some replanting may be necessary. National acreage for fall harvest is estimated at 37,400 acres, down 1 percent from last year and 4 percent smaller than in 1995. California growers welcomed the recent cooler weather. In New Jersey, the crop supply appeared short, but the crop quality rated good.

TOMATOES: Fresh market tomato growers in California expect to harvest 9,900 acres through the September-December period, 7 percent less than last year. Ideal weather conditions allowed the crop to progress normally. U.S. fresh market acreage for fall harvest is estimated at 24,100 acres, unchanged from last year, but 17 percent less than 1995. Drier than normal fall weather allowed planting and spraying for disease control to proceed on schedule in Florida. Recent storms in the Palmetto-Ruskin area knocked off blooms and young fruit, reduced the effectiveness of pesticides, and prevented some producers from spraying their fields.

FALL SEASON FRESH MARKET VEGETABLE AND MELON ACREAGE

Crop And State	Usual Harvest Period	Harvested		For Harvest 1997	1997 1996
		1995	1996		
--- Acres ---					
BROCCOLI ^{1/}					Percent
California	Oct-Dec	28,500	27,500	27,500	100
CANTALOUPE					
Arizona	Sep-Dec	7,100	8,200	8,900	109
California	Oct-Dec	2,800	3,100	3,700	119
TOTAL		9,900	11,300	12,600	112
CARROTS					
California	Oct-Dec	15,000	17,300	18,300	106
Texas	Sep-Nov	400	500	400	80
TOTAL		15,400	17,800	18,700	105
CAULIFLOWER ^{1/}					
California	Oct-Dec	11,000	10,300	10,100	98
CELERY ^{1/}					
California	Oct-Dec	7,500	6,900	6,700	97
SWEET CORN					
California	Oct-Dec	3,500	3,300	2,100	64
Florida	Sep-Dec	6,300	7,700	6,400	83
TOTAL		9,800	11,000	8,500	77
HONEYDEWS					
Arizona	Oct-Dec	1,300	1,000	1,700	170
California	Oct-Dec	3,000	3,800	3,300	87
TOTAL		4,300	4,800	5,000	104
HEAD LETTUCE					
Arizona-Other	Oct-Dec	1,200	1,300	900	69
California	Oct-Dec	36,000	35,000	35,000	100
New Jersey	Sep-Nov	600	500	500	100
New Mexico	Oct-Nov	1,100	1,000	1,000	100
TOTAL		38,900	37,800	37,400	99
TOMATOES					
California ^{2/}	Sep-Dec	10,900	10,700	9,900	93
Florida ^{2/}	Sep-Dec	18,100	13,400	14,200	106
TOTAL		29,000	24,100	24,100	100

^{1/} Includes fresh market and processing.

^{2/} Revised 1996 figures.

SUMMER ONIONS

California growers expect to harvest 29,000 acres, down 6 percent from last year and 5 percent less than 1995. Production, at 12.8 million cwt., is 4 percent less than last year, but 1 percent more than 1995. Onion size and yield are better than last year and definitely better than the spring crop. Harvest is proceeding on schedule, with very few problems. Nationally, summer storage onion production for 1997 is forecast at 35.5 million cwt., up 7 percent from last year and 1 percent more than 1995. The storage onion crop should be harvested from 79,310 acres, up 2 percent from last year.

SUMMER ONION ACRES HARVESTED, YIELD, AND PRODUCTION BY SEASON, 1995-96

State	Harvested		For Harvest 1997	Yield Per Acre			Production		
	1995	1996		1995	1996	1997	1995	1996	1997
	--- Acres ---			--- Cwt. Per Acre ---			--- 1,000 Cwt. ---		
Non-Storage States	15,700	13,900	11,200	397	400	366	6,239	5,558	4,100
Storage States	82,200	77,610	79,310	428	428	448	35,175	33,191	35,495
California ^{1/}	30,500	31,000	29,000	415	430	440	12,658	13,330	12,760
U.S. TOTAL	128,400	122,510	119,510	421	425	438	54,072	52,079	52,355

^{1/} Primarily for processing.

CALIFORNIA CASH INCOME BY COMMODITIES AND COMMODITY GROUPS, 1994-96

Source of Income	1994	1995	1996	Source of Income	1994	1995	1996
	\$1,000				\$1,000		
VEGETABLE CROPS				FIELD CROPS	3,289,090	3,147,543	3,187,673
Artichokes	61,557	61,965	58,729	FRUIT & NUT CROPS	5,716,612	5,962,591	6,369,767
Asparagus	101,694	92,028	65,069	NURSERY & GREENHOUSE PRODUCTS	1,986,450	2,140,928	2,223,707
Beans, Green Lima	11,359	15,340	13,030	CHRISTMAS TREES	18,807	14,928	15,000
Beans, Snap	32,934	38,520	34,228	LIVESTOCK, POULTRY & PRODUCTS	5,488,710	5,549,294	6,213,336
Broccoli	341,638	365,772	368,990	TOTAL CASH INCOME FROM MARKETINGS	21,559,141	22,522,620	23,309,526
Brussels Sprouts	15,471	14,390	16,131	FARM RELATED INCOME	1,158,780	849,580	1,479,129
Cabbage	51,590	57,350	50,400	GROSS CASH INCOME FROM FARMING ^{1/}	22,717,921	23,372,200	24,788,655
Carrots	219,947	274,024	268,078				
Cauliflower	154,594	171,045	182,894				
Celery	194,181	283,894	179,433				
Corn, Sweet	56,260	62,916	65,754				
Cucumbers	31,213	42,608	57,128				
Garlic	183,852	140,700	145,592				
Lettuce	1,033,085	1,453,601	1,084,331				
Mushrooms	140,412	147,152	148,741				
Onions	180,482	219,641	225,929				
Peppers, Green	152,287	188,523	172,826				
Spinach	42,933	48,997	49,022				
Tomatoes, Fresh	272,800	191,862	244,087				
Tomatoes, Proc.	655,638	660,805	664,167				
Cantaloupe	179,145	205,178	232,342				
Honeydew	45,177	54,155	67,802				
Watermelon	71,164	91,005	79,002				
Other Veg. Crops	830,059	825,865	826,338				
TOTAL	5,059,472	5,707,336	5,300,043				

^{1/} Includes value of home consumption, value of inventory adjustments, machine hire and custom work, forest products sold, rental value of farm dwelling, government payments, and other miscellaneous farm income.

SOURCE: USDA Economic Research Service