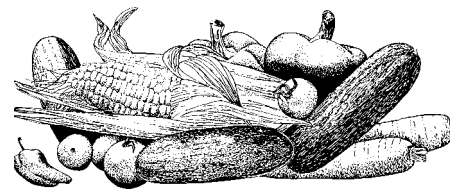


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FALL FRESH MARKET VEGETABLE AND MELON ACREAGE

Broccoli: California's area for fall harvest is forecast at 31,500 acres, 9 percent above last year and 17 percent more than 2002. Cool weather has been favorable for the crop. Conditions were good during planting and no major pest or disease problems have been reported. Growers have stepped up production in response to increased broccoli consumption stemming from the popularity of the latest low-carbohydrate and low-fat diets.

Cantaloupes: California producers expect to harvest 3,300 acres, 3 percent below last year. The crop is progressing well under favorable conditions. Quality is good and no major insect or disease problems have been reported. However, supply gluts and low prices have plagued California cantaloupe growers this season. Nationally, fall cantaloupe acreage for harvest is forecast at 11,600 acres, up 38 percent from 2003 and 41 percent above two years ago.

Carrots: California growers intend to harvest 14,000 acres, down 3 percent from 2003. Growing conditions for the California crop have been favorable. Baby carrots continue to be in high demand and packaging options are expanding to follow the trend. Nationally, acreage for fresh market harvest is forecast at 14,300 acres, down 3 percent from last year and 9 percent below 2002.

Cauliflower: Area for fall harvest in California is forecast at 10,000 acres, unchanged from both last year and 2002. California's fall crop development is normal with no pest or disease problems reported. Weather conditions have been favorable for cauliflower development.

Celery: California's fall area for harvest is forecast at 6,600 acres, down 4 percent from 2003 and 1 percent below 2002. Fall season celery is in good condition with no pest or disease problems reported.

Corn, Sweet: California growers expect to harvest 4,900 acres for the October-December quarter, down 2 percent from last year. The crop is in good condition with no insect or disease problems reported. Nationally, fresh market acreage for harvest is forecast at 9,400 acres, down 4 percent from last year, but 1 percent above 2002. In Florida, beginning in late August, until the present time, windy, stormy weather caused by tropical systems crossing the State prevented growers from planting all intended acres and damaged earlier planted fields. Many producers delayed planting as more tropical storms hit the State.

Honeydews: California producers intend to harvest 3,100 acres during the October-December quarter, down 9 percent from last year. The crop is progressing well under favorable growing conditions. Good quality is reported. Nationally, fresh market acreage for fall harvest is forecast at 4,800 acres, up 9 percent from last year, and 14 percent above 2002.

Lettuce, Head: Lettuce producers in California intend to harvest 32,000 acres, unchanged from 2003. Planting in California is ongoing in many areas. Good crop development is reported in the San Joaquin Valley. Along the Central Coast, warm late summer weather accelerated growth. Nationally, acreage for fall harvest is forecast at 32,600 acres, up less than 1 percent from last year and 5 percent above 2002.

Tomatoes: Fresh market tomato growers in California expect to harvest 9,600 acres through the October-December period, unchanged from a year ago. California growers planted fresh market tomatoes as the summer harvest was winding down. Fields have received insecticide treatment as needed. A recent cold snap in the San Joaquin Valley slowed crop development, but no significant problems have been noted. The market for California's fresh market tomatoes has improved dramatically following the hurricanes in Florida which have curtailed production in the East. Nationally, fresh market acreage for fall harvest is estimated at 21,600 acres, 9 percent below last year, and down 6 percent from 2002.

FALL SEASON FRESH MARKET VEGETABLE AND MELON ACREAGE

Crop and State	Usual Harvest Period	Harvested		For Harvest 2004	2004 2003
		2002	2003		
		Acres		Percent	
BROCCOLI ^{1/}					
California	Oct-Dec	27,000	29,000	31,500	109
CANTALOUPE					
Arizona	Oct-Dec	4,600	5,000	8,300	166
California	Oct-Dec	3,600	3,400	3,300	97
TOTAL		8,200	8,400	11,600	138
CARROTS					
California	Oct-Dec	15,500	14,500	14,000	97
Texas	Sep-Nov	200	200	300	150
TOTAL		15,700	14,700	14,300	97
CAULIFLOWER ^{1/}					
California	Oct-Dec	10,000	10,000	10,000	100
CELERY ^{1/}					
California	Oct-Dec	6,700	6,900	6,600	96
CORN, SWEET					
California	Oct-Dec	4,400	5,000	4,900	98
Florida	Oct-Dec	4,900	4,800	4,500	94
TOTAL		9,300	9,800	9,400	96
HONEYDEWS					
Arizona	Oct-Dec	800	1,000	1,700	170
California	Oct-Dec	3,400	3,400	3,100	91
TOTAL		4,200	4,400	4,800	109
LETTUCE, HEAD					
Arizona-Other	Oct-Dec	300	200	2/	
California	Oct-Dec	30,500	32,000	32,000	100
New Jersey	Sep-Nov	300	300	2/	
TOTAL		31,100	32,500	32,600	100
TOMATOES					
California	Oct-Dec	9,500	9,600	9,600	100
Florida	Oct-Dec	13,500	14,200	12,000	85
TOTAL		23,000	23,800	21,600	91

^{1/} Includes fresh market and processing.

^{2/} Not published to avoid disclosure of individual operations.

SUMMER ONIONS

California's 2004 summer storage onion production is estimated at 11.8 million cwt., 5 percent below 2003. Harvested area is expected to be 27,500 acres, down 11 percent from last year. The yield is estimated at 430 cwt. per acre, up 25 cwt. from the previous year. The California crop was planted with no major problems reported. Ideal growing conditions persisted throughout the season with light insect and disease pressure.

Nationally, summer storage onion production is forecast at 54.9 million cwt., up 11 percent from last year. Storage onion harvested area is forecast at 109,250 acres, up 2 percent from 2003. The yield is up 42 cwt. from last year at 503 cwt. per acre.

SUMMER ONION ACREAGE, YIELD, AND PRODUCTION

Commodity	Harvested		For Harvest 2004	Yield Per Acre			Production		
	2002	2003		2002	2003	2004	2002	2003	2004
	Acres			Cwt. Per Acre			1,000 Cwt.		
Non-Storage Total	21,800	21,700	22,400	495	512	448	10,792	11,113	10,036
Storage Total	107,220	107,190	109,250	462	461	503	49,491	49,416	54,903
California Storage ^{1/}	28,200	30,800	27,500	410	405	430	11,562	12,474	11,825
U.S. TOTAL ONIONS ^{2/}	162,720	160,090	166,950	429	437	457	69,844	70,025	76,326

^{1/} Primarily for dehydrated and other processing.

^{2/} Includes spring and summer onions.

CASH INCOME BY COMMODITY GROUPS, CALIFORNIA, 2001-03

Source of Income	2001	2002	2003
	\$1,000		
VEGETABLE CROPS			
Artichokes	58,559	66,764	73,987
Asparagus	163,800	116,280	136,152
Beans, Green Lima	13,214	13,760	11,846
Beans, Snap, All	30,656	44,927	38,249
Broccoli, All	439,387	486,192	603,481
Brussels Sprouts	14,471	N/A	N/A
Cabbage	57,160	64,960	64,865
Carrots, All	370,931	412,712	429,505
Cauliflower	158,545	156,649	205,533
Celery	255,841	225,405	239,697
Corn, Sweet	83,402	88,270	118,047
Cucumbers, All	48,252	36,250	43,490
Garlic	160,420	140,056	144,816
Lettuce	1,326,494	1,318,281	1,734,120
Melons, Cantaloupe	252,372	217,100	184,877
Melons, Honeydew	72,890	63,403	62,779
Melons, Watermelon	68,169	74,486	72,019
Mushrooms	175,284	179,533	177,786
Onions	181,065	163,391	202,687
Peppers, Chili	36,403	41,463	36,999
Peppers, Green	182,343	200,618	221,122
Pumpkins	16,397	17,710	15,327
Spinach, All	84,020	121,484	175,102
Squash	28,060	31,384	29,179
Tomatoes, Fresh	282,366	318,780	371,924
Tomatoes, Processing	496,808	627,981	529,214
Other Vegetable Crops	968,713	1,352,670	1,043,675
TOTAL	6,026,022	6,580,509	6,966,478

Source of Income	2001	2002	2003
	\$1,000		
FIELD CROPS	2,588,807	2,657,466	2,690,604
FRUIT & NUT CROPS	7,110,665	7,786,768	7,841,777
NURSERY, GREENHOUSE & FLORICULTURE	3,169,213	3,310,099	3,302,577
CHRISTMAS TREES	10,345	9,662	10,400
LIVESTOCK, POULTRY & PRODUCTS	7,356,831	6,261,266	6,992,960
TOTAL CASH INCOME FROM MARKETINGS	26,261,883	26,605,770	27,804,797
FARM RELATED INCOME	1,781,132	1,700,862	1,572,689
GROSS CASH INCOME FROM FARMING <u>1/</u>	28,043,015	28,306,632	29,377,486

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

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