vegetables - fresh market

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INTENTIONS AND PROSPECTIVE ACREAGE

FOR HARVEST - WINTER QUARTER

January 1, 1974

Winter Vegetables

Fresh market vegetable prospective acreage for harvest during the winter quarter of 1974 (January, February and March) for the 13 crops, snap beans, broccoli, cabbage, carrots, cauliflower, celery, sweet corn, eggplant, escarole, lettuce, green peppers, tomatoes and spinach, is placed at 193,470 acres, 11 percent more than the 174,230 acres harvested during the winter quarter of 1973.

Potential production of these 13 fresh market vegetable crops during the winter quarter of 1974 (January, February and March) is expected to total 32.4 million cwt., 4 percent more than the 31.1 million cwt. harvested during the winter quarter of 1973. The 1974 potential production estimate is based on average yields per acre.

UNITED STATES DEPARTMENT OF AGRICULTURE
STATISTICAL REPORTING SERVICE CROP REPORTING BOARD
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Prospective Acreage for Harvest and Indicated Production, by Crops, Winter Quarter 1/, United States 1974 with comparisons

Crop	Winter Acreage 1/			Winter Production		
	Harvested		For harvest			
	1972	1973	1974	1972	1973	Indicated 1974 2/
	Acres			1,000 cwt.		
Snap Beans	15,100	14,000	14,100	483	434	423
Broccoli 3/	13,440	11,840	15,650	1,080	778	1,174
Cabbage 3/	25,120	25,590	24,920	4,751	5,416	4,859
Carrots 3/	21,400	20,200	22,100	3,848	3,820	4,133
Cauliflower 3/	6,030	5,750	5,700	601	354	485
Celery 3/	8,400	8,000	9,000	3,987	4,189	4,536
Sweet Corn	13,400	9,800	13,500	898	931	945
Eggplant	450	350	400	95	74	79
Escarole	4,100	2,900	3,400	434	450	442
Lettuce	60,200	54,900	67,700	11,832	12,180	13,337
Green Peppers 3/	4,600	4,300	3,900	529	473	398
Spinach	4,400	4,400	2,900	207	208	133
Tomatoes	17,500	12,200	10,200	2,349	1,769	1,459
Total Winter	194,140	174,230	193,470	31,094	31,076	32,403

1/ January, February, and March.

2/ Based on average yield per acre.

3/ Includes fresh market and processing.

Acreage intentions for Specified planting periods and Prospective acreage for Harvest Winter Quarter 1/ by States 1974 with comparisons

Crop and State	Planting period	Acreage planted and to be planted for specified planting periods: Year of planting: 1972	1973	Intended 1974	Winter acreage 1/: Harvested: 1972	1973	For harvest 1974
		Acres					
Cabbage 2/							
Arizona	Aug.-Dec.	1,200	1,000	1,100	320	290	320
California	Sept.-Oct.	3,300	3,200	4,100	3,300	3,200	4,100
Florida	Sept.-Mar.	19,100	18,300	19,900	9,900	9,200	10,200
Louisiana	Aug.-Feb.	2,300	1,900	1,700	1,100	1,100	800
Texas	Apr.-Jan.	19,500	21,500	20,000	10,500	11,800	9,500
Group Total		45,400	45,900	46,800	25,120	25,590	24,920
Celery 2/							
Calif.-S. Coast	Aug.-Apr.	8,300	9,300	9,900	3,100	3,300	3,900
Florida	Aug.-Dec.	12,600	12,700	12,600	5,300	4,700	5,100
Group Total		20,900	22,000	22,500	8,400	8,000	9,000
Escarole							
Florida	Aug.-Mar.	9,200	8,100	8,500	4,100	2,900	3,400
Tomatoes							
Florida	Sept.-Nov.	44,400	46,700	35,900	17,500	12,200	10,200

See footnotes on page 4.

Prospective Acreage for Harvest, Winter Quarter 1, by States 1974 with comparisons

Crop and State	Winter Acreage 1/			1974 acres for harvest as percent of 1973
	Harvested		For harvest	
	1972	1973	1974	
	Acres			Percent
Snap Beans 3/				
Florida	15,100	14,000	14,100	101
Broccoli 2/ 3/				
Arizona	640	540	750	139
California	10,900	10,000	13,800	138
Texas	1,900	1,300	1,100	85
Group Total	13,440	11,840	15,650	132
Carrots 2/ 3/				
Arizona	1,200	1,500	1,000	67
California - Desert	3,700	4,800	5,500	115
- Other	2,900	3,400	5,000	147
Texas	13,600	10,500	10,600	101
Group Total	21,400	20,200	22,100	109
Cauliflower 2/ 3/				
Arizona	1,000	850	600	71
California	4,700	4,300	4,600	107
Texas	330	600	500	83
Group Total	6,030	5,750	5,700	99
Sweet Corn 3/				
Florida	13,400	9,800	13,500	138
Eggplant 3/				
Florida	450	350	400	114
Lettuce 3/				
Arizona - Yuma	11,000	9,400	13,500	114
- Other	5,000	1,600	2,400	150
Calif - Desert	37,300	37,500	44,200	118
Florida	2,500	2,800	3,700	132
Texas-Winter Garden	4,400	3,600	3,900	108
Group Total	60,200	54,900	67,700	123
Green Peppers 2/ 3/				
Florida	4,600	4,300	3,900	91
Spinach 3/				
California	500	500	600	120
Texas	3,900	3,900	2,300	59
Group Total	4,400	4,400	2,900	66

1/ January, February, and March.
2/ Includes fresh market and processing.
3/ Acreage intentions for specified planting periods are not estimated nationally.

SNAP BEANS: The 1974 winter quarter prospective acreage for harvest is estimated at 14,100 acres, 1 percent more than the 14,000 acres harvested during the winter quarter of 1973. Based on historic average yields, this acreage is expected to produce 423,000 cwt., which would be 3 percent less than the 1973 winter crop. In Florida, the cold, windy weather during December reduced crop condition, slowed maturity, and caused some loss of blooms, especially in the Dade County area. The Pompano crops fared much better. All crops are recovering well, but January volume is expected to be reduced. Planting of both pole and bush beans continues active.

BROCCOLI: The 1974 prospective acreage for harvest during the winter quarter is placed at 15,650 acres, 32 percent more than the winter quarter of last year. Based on historic average yields, production is expected to total 1,174,000 cwt., which would be 51 percent more than the same period in 1973. In Arizona harvesting is running behind the same period last year. Cutting has been slow but relatively steady. Supplies are expected to be available through the winter quarter. In California, light supplies of broccoli are moving from the Salinas Valley. Good supplies are moving from the South Coast and Santa Maria districts. Both these areas should peak during January. The Salinas Valley should reach peak volume in February. In Texas, a hard freeze on December 20 in the Lower Rio Grande Valley has done some damage to the winter broccoli crop. Full extent of the damage is still unknown. Light harvest got underway in December but volume will be light until January.

CABBAGE: Prospective acreage for harvest during the 1974 winter quarter is forecast at 24,920 acres, 3 percent less than the winter quarter of 1973. This acreage, using historic average yields, is expected to provide 4,859,000 cwt., a decrease of 10 percent from 1973. Cabbage harvest in Arizona is moving steadily, but substantially behind last year. Supplies are expected to be available until next May or June. Planting for later harvest is not expected to be complete until late March. Planting of cabbage for winter harvest is complete in California. The South Coast and Desert area are currently in production. Steady supplies are expected from these districts during the winter quarter. In Florida, cold December weather slowed crop progress and harvesting, resulting in a shift of acreage into the winter quarter. Most of the acreage increase from last year is expected to be cut in the winter quarter. Plantings are up in all areas, particularly in the West Central and Everglades. If growers' intentions are realized, the acreage for spring harvest should also be above 1973. Supplies should increase rapidly in early January, with good quality and size in prospect. Recent rains in Louisiana have lowered crop conditions and reduced yield prospects. A hard freeze on December 20 damaged the South Texas cabbage crop. Many young fields and some mature fields were lost completely as a result of the freeze. Some acreage is still in doubt as to whether or not it will be harvested. Harvest will be active throughout the winter quarter with most of the supplies coming from the Lower Rio Grande Valley.

CARROTS: The 1974 prospective acreage for harvest in the winter quarter is estimated at 22,100 acres, 9 percent more than the acreage harvested in 1973. Production is projected on the basis of historic average yields at 4,133,000 cwt., which would be 8 percent more than the 1973 winter crop. In Arizona, harvest began on a very limited scale during the third week in December. Operations are not expected to reach maximum volume until later in the spring. Supplies are expected to be available until June. In California, digging in Kern County is at peak level and will remain at this level during January. Harvest should decline sharply after January. In Texas, harvest of winter carrots is underway in the lower Rio Grande Valley, Winter Garden, and Laredo areas. Some fields were damaged by a hard freeze on December 20. Many tops were killed and have prevented some carrots from being mechanically harvested. Full extent of the damage is still unknown but some young fields were lost completely.

CAULIFLOWER: Prospective acreage for harvest in the winter quarter is estimated at 5,700 acres, 1 percent below the same period in 1973. Based on historic average yields, winter crop production is expected to be 485,000 cwt., 37 percent more than the winter 1973 output. Arizona cauliflower harvest began on the 4th of December. Harvest is expected to peak in January and continue into March. Harvest so far in December is running ahead of prior years in cars shipped to date. Movement from the Salinas Valley and San Franciso Bay areas of California is light in volume and is expected to continue light in supply until March. Movement is currently strong from the South Coast district, and is expected to be very active during January in the Santa Maria-Oceano district and in the San Joaquin Valley. In Texas, harvest was nearing completion in the Winter Garden area. Most of the acreage left for harvest in the winter quarter is in the Lower Rio Grande Valley of Texas. Damage to the crop from a freeze on December 20 has been light.

CELERY: Winter quarter 1974 acreage for harvest is placed at 9,000 acres, 13 percent more than the 1973 crop of 8,000 acres. Production from the winter crop is projected at 4,536,000 cwt. based on average yields in recent years. This would be 8 percent more than last year's crop and 14 percent more than the 1972 crop. In California, harvest is active in all producing areas. Size and quality is good, and good volume is expected throughout the winter season. Florida's winter crop escaped damage during the December 12-22 period of cold, windy weather and is growing well. Yields were improving as harvest progressed into January, with quality good to very good, and all sizes available.

SWEET CORN: Prospective acreage for harvest during the 1974 winter quarter is estimated at 13,500 acres, an increase of 38 percent over the 9,800 acres harvested during the 1973 winter quarter. Production of 945,000 cwt. is anticipated on the basis of yields in recent years. This would be 2 percent more production than for the same period in 1973. In Florida, the Pompano and Dade areas should reach good volume in January.

Heavy rains in late November caused some replanting around Pompano. The cold and wind during December 12-22 was not seriously damaging, but slowed plantings for harvest in late March.

EGGPLANT: The 1974 prospective acreage for harvest in Florida during the winter quarter is placed at 400 acres compared with 350 acres harvested last year. Projected production for the winter quarter is 79,000 cwt., 7 percent more than the 1973 winter crop. Florida's Pompano area will supply the bulk of the winter production. New acreages are coming into production as oldest plantings finish the fall harvest. Movement should continue steady throughout the period. The cold weather during the latter part of December caused no significant damage or production loss.

ESCAROLE: Prospective acreage for harvest during the 1974 winter quarter is estimated at 3,400 acres, 17 percent more than in the same period of 1973. Production of 442,000 cwt. is anticipated on the basis of yields in recent years. This compares to 450,000 cwt. during the same period in 1973. Florida's escarole and endive (chicory) came through the December cold in generally good condition, although some young seedings will be replanted for March harvest. Supplies should continue available in good volume throughout the quarter. Both quality and size were improving on January 1 with the cooler weather.

LETTUCE: The 1974 winter quarter lettuce acreage for harvest is estimated at 67,700 acres, 23 percent above the 1973 crop of 54,900 acres. Projected production based on average yields in recent years is 13,337,000 cwt., 10 percent more than the 1973 winter crop. In Arizona, lettuce harvest began in early November in the Yuma area. Harvest is expected to continue into late March or April. Planting is still underway for later winter harvest. Harvest of early fall plantings will peak in December. Harvest of later plantings is expected to peak in March. Lettuce harvest began in the Willcox area of Cochise County in September and was completed in November. Harvest in the central areas began during the third week of October and is expected to be completed in late December. Harvest of later plantings for winter and spring is expected to get underway in late January or early February with supplies available until June. In California, harvest in the Imperial Valley is increasing and will be at a very active level during most of the winter season. Cutting will begin about the first of March in the south coastal area followed by the San Joaquin Valley and the Santa Maria-Guadalupe district about mid-March. In Florida, plantings of iceberg are up substantially from last year, and now make up over one-half of the total winter acreage. Romaine registered a small increase. Seedings of Boston, Bibb and leaf lettuce are down from 1973, making up about 16 percent of the total acreage. Crop condition is still good following the adverse weather of December and supplies should continue in increasing volume during January. In Texas, some acreage in the Lower Rio Grande Valley of Texas has already been lost as a result of a severe freeze on December 20. Some acreage is still doubtful as to whether or or not it will recover from the freeze.

GREEN PEPPERS: Winter quarter acreage for harvest is estimated at 3,900 acres, 9 percent less than the 4,300 acres harvested during the same quarter in 1973. Based on historic average yields, this acreage is expected to provide production of 398,000 cwt., which is 16 percent less than the year earlier output. In Florida, the cold snaps during the latter part of December caused only light damage to the crop overall. Oldest plantings were hardest hit by the frost and wind, but top foliage burn and other damage was spotty. Prospects on the younger acreages are very good. Supplies should continue at a good volume level but reduced acreage is expected to hold production below a year ago.

SPINACH: The winter quarter estimate of 2,900 acres for harvest is 34 percent less than the 4,400 acres harvested in 1973. Production is projected at 133,000 cwt., which is 36 percent less than the winter crop last year. In California, the weather during November and December was mainly favorable for the winter spinach crop. Steady supplies are expected during the winter quarter, with most of the volume coming from the South Coast area. A hard freeze on December 20 damaged the winter spinach crop in Texas. Full extent of the damage is still unknown. Some acreage has been lost completely with other acreage still doubtful as to whether or not it will recover from the freeze. Harvest was active in the Winter Garden area in December.

TOMATOES: The 1974 prospective acreage for harvest during the winter quarter is placed at 10,200 acres as compared to 12,200 acres harvested in the winter quarter last year. Based on historic average yields, production is expected to total 1,459,000 cwt., 18 percent less than the 1973 crop. In Florida, the cold and frosts of December caused light to moderate damage to some mature fruit, delayed plant development and harvest. The winter production is not expected to be significantly affected. Plantings for winter harvest are down sharply from last year. Peak volume is expected around mid-January, with Dade County providing a bulk of the movement, and supplies continuing from the Southwest and Ft. Pierce-Pompano staked crops. A low level of volume is expected from mid-February to mid-March.

STRAWBERRIES: The Florida crop is in excellent condition following the cold snaps of December. Early picking has started in Hillsborough and Dade counties, with commercial volume expected by late January. Peak production is usually reached about mid-March.

Texas Spring Onions: Acreage harvested by areas, 1970-1974

AREA	1970	1971	1972	1973	1974 1/
Lower Rio Grande Vally	15,500	14,500	14,300	14,900	16,000
Laredo	1,200	700	500	600	500
Winter Garden 2/	3,300	2,800	2,700	4,000	3,000
TOTAL	20,000	18,000	17,500	19,500	19,000

1/ Preliminary
2/ Includes San Antonio and Eagle Pass, and Coastal Bend areas.

ONIONS: The Texas spring onion crop is estimated at 19,500 acres for harvest in 1974, the same as last year's crop. Seeding got underway in late September and should continue through January. Heavy rains at planting time prevented many growers from seeding early onions this year. As a result, very few early onions are expected from the Lower Rio Grande Valley. Later plantings will result in a larger acreage for harvest in May and June. A freeze on December 20 hit all of the spring onion areas of Texas. The full extent of the damage is still unknown but most large growers and shippers believe a minimal loss will result.

Acreage Intentions and prospective acreage for harvest, by States, 1974 with comparisons

Crop, Season and State	Planted acreage			Harvested acreage		
	1972	1973	Intended 1974	1972	1973	For harvest 1974
Onions 1/						
Spring:						
Arizona	1,500	1,600	1,400	1,500	1,600	March 8
California	5,700	5,400	5,400	5,700	5,400	
Texas	18,500	20,500	2/ 20,000	17,500	19,500	19,500
Group Total	25,700	27,500	26,800	24,700	26,500	
Strawberries 1/						
Winter:						
Florida				1,600	1,400	1,300

1/ Includes Fresh Market and Processing.
2/ Acreage planted.

Planting intentions for California and Arizona indicate a spring onion crop of 6,800 acres planted in 1974, compared with 7,000 acres planted during 1973. In California, prospects in the Imperial Valley point to a larger spring acreage than a year ago, with first supplies expected in April. In the San Joaquin Valley, transplants have a good stand and crop prospects are also good. Harvest should begin about May 25. Mid-season varieties are all seeded. Late season varieties should be seeded by the end of January.

NEW YORK CABBAGE STOCKS
January 1, 1974

Stocks of cabbage in Upstate New York are estimated at 495,000 cwt., compared with 350,000 cwt. on hand January 1, 1973 and 520,000 cwt. on January 1, 1972.

Stocks on January 1 of this year are 15 percent of all Upstate New York cabbage production compared with 12 percent for 1973 and 14 percent for January 1, 1972. The estimated production of 3,240,000 cwt. for the 1973 crop was 13 percent more than the 1972 crop.

Upstate New York cabbage (for fresh market and kraut)

Crop year	Acreage	Yield	Production	December 1 Stocks 1/		January 1 Stocks 1/	
				Amount on hand	Percent of production harvested	Amount on hand	Percent of production harvested
	Acres	Cwt.	1,000 cwt.	1,000 cwt.	Percent	1,000 cwt.	Percent
1971	8,900	415	3,694	950	26	520	14
1972	9,000	320	2,880	620	22	350	12
1973	9,700	334	3,240	750	23	495	15

1/ December 1 of crop year and January 1 of following year.