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1972  
AGRICULTURAL CROP  
REPORT



Office of AGRICULTURAL  
Commissioner

County of Santa BARBARA  
California

Mr. C. B. Christensen, Director  
California Department of Food and Agriculture  
and  
The Honorable Board of Supervisors of Santa Barbara County

Francis H. Beattie, Chairman, 4th District  
Frank J. Frost, 1st District      James M. Slater, 3rd District  
Charles F. Catterlin, 2nd District      Curtis Tunnell, 5th District

Gentlemen:

I am pleased to submit the 1972 Annual Crop and Livestock Report for Santa Barbara County in accordance with Section 2279 of the California Agricultural Code. This report represents the gross income to producers and does not consider the cost of production and packaging.

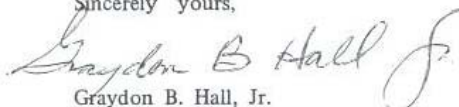
Some of the figures from the 1971 crop report have been revised and are indicated by an \*. This report does NOT indicate the returns or profits to the producer or farmer. Farm production expenses have continued to climb, resulting in lower net farm income.

Although 1972 was classified as a "drought" year, the lack of rainfall allowed for uninterrupted crop planting and harvesting.

The total gross value of all agricultural production in Santa Barbara County for 1972 was \$115,216,413, resulting in an increase of \$6,490,843 over the 1971 value. Agriculture continues to be one of the basic factors in the economy of Santa Barbara County.

I wish to extend my appreciation to the many individuals, organizations, companies and the State Department of Food and Agriculture for their cooperation in making available the necessary data from which this crop report is compiled.

Sincerely yours,



Graydon B. Hall, Jr.  
Agricultural Commissioner

VEGETABLE CROPS: Acreage, Production, Value 1971-1972

| Crop                | Year | Harvested<br>Acreage | Production  |        | Unit | Value       |            |
|---------------------|------|----------------------|-------------|--------|------|-------------|------------|
|                     |      |                      | Per<br>Acre | Total  |      | Per<br>Unit | Total      |
| Artichokes          | 1972 | 350                  | 4.44        | 1,554  | Ton  | \$ 259.18   | \$ 402,766 |
|                     | 1971 | 340                  | 5.4         | 1,830  | Ton  | \$ 306.00   | \$ 560,000 |
| Beans, Lima, Frozen | 1972 | 950                  | 2.0         | 1,900  | Ton  | 200.00      | 380,000    |
|                     | 1971 | 1,190                | 1.6         | 1,960  | Ton  | 180.00      | 353,000    |
| Broccoli Total      | 1972 | 15,800               | 4.19        | 66,200 | Ton  | 176.77      | 11,702,400 |
|                     | 1971 | 10,600               | 4.0         | 42,560 | Ton  | 178.69      | 7,605,000  |
| Market              | 1972 |                      |             | 9,400  | Ton  | 260.00      | 2,444,000  |
|                     | 1971 |                      |             | 8,460  | Ton  | 250.00      | 2,115,000  |
| Frozen              | 1972 |                      |             | 56,800 | Ton  | 163.00      | 9,258,400  |
|                     | 1971 |                      |             | 34,100 | Ton  | 161.00      | 5,490,000  |
| Cabbage             | 1972 | 996                  | 18.5        | 18,426 | Ton  | 74.50       | 1,372,737  |
|                     | 1971 | 830                  | 18.4        | 15,300 | Ton  | 84.00       | 1,284,000  |
| Carrots             | 1972 | 2,942                | 22.8        | 67,077 | Ton  | 67.00       | 4,494,159  |
|                     | 1971 | 2,940                | 18.2        | 53,700 | Ton  | 90.00       | 4,815,000  |
| Cauliflower         | 1972 | 3,185                | 5.32        | 16,948 | Ton  | 212.97      | 3,609,430  |
|                     | 1971 | 1,890                | 5.6         | 10,660 | Ton  | 216.51      | 2,308,000  |
| Market              | 1972 |                      |             | 6,774  | Ton  | 270.00      | 1,828,980  |
|                     | 1971 |                      |             | 5,290  | Ton  | 261.60      | 1,384,000  |
| Frozen              | 1972 |                      |             | 10,174 | Ton  | 175.00      | 1,780,450  |
|                     | 1971 |                      |             | 5,370  | Ton  | 172.00      | 924,000    |
| Celery              | 1972 | 1,500                | 29.5        | 44,250 | Ton  | 132.00      | 5,841,000  |
|                     | 1971 | 1,220                | 29.5        | 36,000 | Ton  | 141.75      | 5,103,000  |
| Corn, sweet         | 1972 | 369                  | 10.2        | 3,764  | Ton  | 141.72      | 533,434    |
|                     | 1971 | 250                  | 10.4        | 2,600  | Ton  | 133.45      | 347,000    |
| Endive              | 1972 | 80                   | 15.2        | 1,216  | Ton  | 125.20      | 152,243    |
|                     | 1971 | 42                   | 10.5        | 440    | Ton  | 217.25      | 95,600     |
| Lettuce             | 1972 | 6,348                | 14.8        | 93,950 | Ton  | 92.18       | 8,660,311  |
|                     | 1971 | 5,970                | 12.8        | 76,400 | Ton  | 104.30      | 7,969,000  |
| Peppers, Dry        | 1972 | 720                  | 1.2         | 864    | Ton  | 500.00      | 432,000    |
|                     | 1971 | 650                  | 1.1         | 715    | Ton  | 580.00      | 415,000    |
| Potatoes            | 1972 | 1,895                | 16.25       | 30,794 | Ton  | 54.89       | 1,690,283  |
|                     | 1971 | 2,370                | 17.6        | 41,700 | Ton  | 50.30       | 2,098,000  |
| Romaine             | 1972 | 400                  | 22.0        | 8,800  | Ton  | 55.88       | 491,744    |
|                     | 1971 | 390                  | 21.0        | 8,190  | Ton  | 65.00       | 532,000    |

VEGETABLE CROPS Continued

| Crop                           | Year | Harvested<br>Acreage | Production  |       | Unit | Value       |              |
|--------------------------------|------|----------------------|-------------|-------|------|-------------|--------------|
|                                |      |                      | Per<br>Acre | Total |      | Per<br>Unit | Total        |
| Tomatoes, Fresh<br>and canning | 1972 | 318                  | 27.0        | 8,586 | Ton  | \$ 37.88    | \$ 325,238   |
|                                | 1971 | 380                  | 20.3        | 7,710 | Ton  | \$ 40.00    | \$ 308,000   |
| Miscellaneous                  | 1972 | 1,706                |             |       |      |             | 789,457      |
|                                | 1971 | 1,720                |             |       |      |             | 990,000      |
| TOTAL                          | 1972 | 37,559               |             |       |      |             | \$40,877,202 |
|                                | 1971 | 30,782               |             |       |      |             | \$34,782,600 |

FIELD CROPS: Acreage, Production, Value 1971-1972

| Crop               | Year | Harvested<br>Acreage | Production  |        | Unit | Value       |            |
|--------------------|------|----------------------|-------------|--------|------|-------------|------------|
|                    |      |                      | Per<br>Acre | Total  |      | Per<br>Unit | Total      |
| Barley             | 1972 | 3,630                | 0.4         | 1,452  | Ton  | \$ 60.41    | \$ 87,715  |
|                    | 1971 | 6,560                | 0.8         | 5,250  | Ton  | \$ 57.00    | \$ 299,000 |
| Beans, Total       | 1972 | 8,457                | 0.7         | 5,736  | Ton  | 411.34      | 2,359,449  |
|                    | 1971 | 11,900               | 0.6         | 6,650  | Ton  | 357.89      | 2,380,000  |
| Small Whites       | 1972 | 456                  | 1.1         | 502    | Ton  | 302.01      | 151,609    |
|                    | 1971 | 1,170                | 0.8         | 920    | Ton  | 305.00      | 280,000    |
| Limas              | 1972 | 4,110                | 0.8         | 3,288  | Ton  | 581.46      | 1,911,840  |
|                    | 1971 | 5,960                | 0.6         | 3,580  | Ton  | 360.00      | 1,289,000  |
| Garbanzos          | 1972 | 3,241                | 0.4         | 1,296  | Ton  | 556.18      | 720,809    |
|                    | 1971 | 3,970                | 0.4         | 1,590  | Ton  | 400.00      | 636,000    |
| Miscellaneous      | 1972 | 650                  | 1.0         | 650    | Ton  | 343.37      | 223,191    |
|                    | 1971 | 800                  | 0.7         | 560    | Ton  | 312.50      | 175,000    |
| Hay, Alfalfa       | 1972 | 9,386                | 7.6         | 71,334 | Ton  | 38.16       | 2,722,105  |
|                    | 1971 | 10,400               | 7.8         | 78,000 | Ton  | 35.00       | 2,730,000  |
| Hay, Grain         | 1972 | 7,892                | 1.2         | 9,470  | Ton  | 35.88       | 339,784    |
|                    | 1971 | 15,000               | 1.6         | 24,000 | Ton  | 34.00       | 816,000    |
| Oats               | 1972 | 341                  | 0.7         | 239    | Ton  | 91.88       | 21,959     |
|                    | 1971 | 260                  | 0.8         | 210    | Ton  | 58.00       | 12,200     |
| Pasture, Irrigated | 1972 | 9,634                |             |        |      | 45.21       | 435,553    |
|                    | 1971 | 9,290                |             |        |      | 60.00       | 557,000    |
| Pasture, Other     | 1972 | 639,295              |             |        |      | 3.85        | 2,461,286  |
|                    | 1971 | 575,000              |             |        |      | 3.75        | 2,160,000  |
| Silage, Corn       | 1972 | 1,221                | 32.0        | 39,072 | Ton  | 10.50       | 410,256    |
|                    | 1971 | 1,140                | 30.0        | 34,200 | Ton  | 10.50       | 359,000    |

FIELD CROPS Continued

| Crop          | Year | Harvested<br>Acreage | Production  |         | Unit | Value       |              |
|---------------|------|----------------------|-------------|---------|------|-------------|--------------|
|               |      |                      | Per<br>Acre | Total   |      | Per<br>Unit | Total        |
| Sugar Beets   | 1972 | 3,204                | 27.2        | 87,149  | Ton  | \$ 14.76    | \$ 1,286,319 |
|               | 1971 | 4,730                | 23.0        | 109,000 | Ton  | \$ 14.45    | \$ 1,576,000 |
| Wheat         | 1972 | 1,233                | 0.5         | 616     | Ton  | 57.42       | 35,371       |
|               | 1971 | 5,280                | 0.3         | 1,580   | Ton  | 57.00       | 90,100       |
| Miscellaneous | 1972 | 3,612                |             |         |      |             | 237,360      |
|               | 1971 | 3,550                |             |         |      |             | 209,000      |
| TOTAL         | 1972 | 687,905              |             |         |      |             | \$10,397,157 |
|               | 1971 | 643,110              |             |         |      |             | \$10,453,900 |

FRUIT AND NUT CROPS: Acreage, Production, Value 1971-1972

| Crop                | Year | Planted | Bearing | Production  |        | Unit   | Value       |              |
|---------------------|------|---------|---------|-------------|--------|--------|-------------|--------------|
|                     |      |         |         | Per<br>Acre | Total  |        | Per<br>Unit | Total        |
| Avocados            | 1972 | 3,197   | 2,722   | 1.7         | 4,627  | Ton \$ | 1,080.00    | \$ 4,997,160 |
|                     | 1971 | 2,800   | 2,255   | 6.8         | 15,400 | Ton \$ | 450.00      | \$ 6,930,000 |
| Lemons, Total       | 1972 | 4,161   | 3,796   | 11.9        | 45,300 | Ton    | 180.22      | 8,163,900    |
|                     | 1971 | 4,151   | 3,758   | 13.3        | 49,000 | Ton    | 178.04      | 8,724,000    |
| Market              | 1972 |         |         |             | 30,000 | Ton    | 240.00      | 7,200,000    |
|                     | 1971 |         |         |             | 33,100 | Ton    | 232.00      | 7,679,000    |
| Processing          | 1972 |         |         |             | 15,300 | Ton    | 63.00       | 963,900      |
|                     | 1971 |         |         |             | 15,900 | Ton    | 65.75       | 1,045,000    |
| Oranges             | 1972 | 44      | 44      | 5.0         | 220    | Ton    | 120.00      | 26,400       |
|                     | 1971 | 98      | 87      | 4.7         | 410    | Ton    | 100.00      | 41,000       |
| Strawberries, Total | 1972 | 526     | 526     | 27.0        | 14,202 | Ton    | 490.36      | 6,964,030    |
|                     | 1971 | 540     | 540     | 17.7        | 9,580  | Ton    | 420.15      | 4,025,000    |
| Market              | 1972 |         |         |             | 12,202 | Ton    | 515.00      | 6,284,030    |
|                     | 1971 |         |         |             | 7,900  | Ton    | 450.00      | 3,555,000    |
| Processing          | 1972 |         |         |             | 2,000  | Ton    | 340.00      | 680,000      |
|                     | 1971 |         |         |             | 1,680  | Ton    | 280.00      | 470,000      |
| Walnuts             | 1972 | 1,787   | 1,767   | 0.32        | 565    | Ton    | 533.00      | 301,145      |
|                     | 1971 | 1,849   | 1,836   | 0.7         | 1,300  | Ton    | 395.00      | 514,000      |
| Miscellaneous       | 1972 | 2,500   | 150     |             |        |        |             | 160,950      |
|                     | 1971 | 995     | 260     |             |        |        |             | 256,000      |
| TOTAL               | 1972 | 12,215  | 9,005   |             |        |        |             | \$20,613,585 |
|                     | 1971 | 10,433  | 8,736   |             |        |        |             | \$20,490,000 |

LIVESTOCK AND POULTRY: Production and Value 1971-1972

| Item              | Year | Production  |                  | Unit | Value    |              |
|-------------------|------|-------------|------------------|------|----------|--------------|
|                   |      | No. of Head | Total Liveweight |      | Per Unit | Total        |
| Cattle and Calves | 1972 | 79,580      | 537,700          | Cwt  | \$ 37.27 | \$19,502,379 |
|                   | 1971 | 97,300      | 740,000          | Cwt  | \$ 30.00 | \$22,200,000 |
| Sheep and Lambs   | 1972 | 6,761       | 7,634            | Cwt  | 22.38    | 170,849      |
|                   | 1971 | 8,680       | 9,860            | Cwt  | 20.40    | 201,000      |
| Hogs and Pigs     | 1972 | 1,974       | 3,592            | Cwt  | 26.86    | 96,481       |
|                   | 1971 | 1,810       | 2,390            | Cwt  | 23.30    | 55,700       |
| Other Chickens    | 1972 | 210,000     | 892,500          | Lbs  | 0.07     | 62,475       |
|                   | 1971 | 188,000     | 846,000          | Lbs  | 0.07     | 59,200       |
| Turkeys           | 1972 | 56,000      | 1,302,000        | Lbs  | 0.25     | 325,500      |
|                   | 1971 | 70,000      | 1,568,000        | Lbs  | 0.22     | 345,000      |
| Miscellaneous     | 1972 |             |                  |      |          | 142,648      |
|                   | 1971 |             |                  |      |          | 35,000       |
| TOTAL             | 1972 |             |                  |      |          | \$20,300,332 |
|                   | 1971 |             |                  |      |          | \$22,895,900 |

LIVESTOCK AND POULTRY PRODUCTS: Production, Value 1971-1972

| Item            | Year  | Production | Unit | Value    |              |
|-----------------|-------|------------|------|----------|--------------|
|                 |       |            |      | Per Unit | Total        |
| Milk, Total     | +1972 | 775,460    | Cwt  | \$ 6.05  | \$ 4,693,100 |
|                 | *1971 | 748,360    | Cwt  | \$ 6.08  | \$ 4,549,770 |
| Market          | +1972 | 773,000    | Cwt  | 6.06     | 4,682,000    |
|                 | *1971 | 748,000    | Cwt  | 6.08     | 4,548,000    |
| Mfg.            | +1972 | 2,460      | Cwt  | 4.50     | 11,100       |
|                 | *1971 | 360        | Cwt  | 4.93     | 1,770        |
| Wool            | 1972  | 70,700     | Lbs  | 0.36     | 25,452       |
|                 | 1971  | 76,900     | Lbs  | 0.36     | 28,000       |
| Eggs, Chicken   | 1972  | 6,762,355  | Doz  | 0.33     | 2,231,577    |
|                 | 1971  | 6,768,000  | Doz  | 0.33     | 2,233,000    |
| Apiary Products | 1972  |            |      |          | 267,234      |
|                 | 1971  |            |      |          | 45,000       |
| TOTAL           | 1972  |            |      |          | \$ 7,217,363 |
|                 | 1971  |            |      |          | \$ 6,855,770 |

+ Preliminary  
\* Revised

NURSERY PRODUCTS, 1972

| Item                                       | Year | Production Area |             | Quantity Sold by Producers | Unit | Value    |              |
|--|------|-----------------|-------------|----------------------------|------|----------|--------------|
|  |      | House Sq. Ft.   | Field Acres |                            |      | Per Unit | Total        |
| Citrus and Avocado Trees                   | 1972 | 11,900          | 1           | 44,000                     | Tree | \$ 3.51  | \$ 154,625   |
| Potted Chrysanthemums                      | 1972 | 1,935,000       |             |                            |      |          | 1,074,467    |
| Orchid spp. plants                         | 1972 | 200,800         |             |                            |      |          | 506,500      |
| Indoor Decorative Potted Plants            | 1972 | 561,000         |             |                            |      |          | 536,000      |
| Ground Covers Bedding and Vegetable Plants | 1972 | 1,068,000       | 20          |                            |      |          | 905,610      |
| Ornamental Trees and Shrubs                | 1972 | 498,200         | 89          |                            |      |          | 1,262,000    |
| TOTAL                                      | 1972 | 4,274,900       | 110         |                            |      |          | \$ 4,439,202 |
|  | 1971 | 3,448,300       | 92          |                            |      |          | \$*3,196,600 |

CUT FLOWERS AND FOLIAGE, 1972

|                                    |      |           |     |  |  |  |              |
|------------------------------------|------|-----------|-----|--|--|--|--------------|
| Orchid spp.                        | 1972 | 1,022,500 |     |  |  |  | \$ 1,784,200 |
| Carnations                         | 1972 | 698,000   |     |  |  |  | 736,000      |
| Chrysanthemums                     | 1972 | 3,033,500 |     |  |  |  | 2,123,026    |
| Gypsophila                         | 1972 |           | 68  |  |  |  | 579,900      |
| Greenhouse Grown Flowers & Foliage | 1972 | 422,200   |     |  |  |  | 671,000      |
| Field Grown Flowers and Foliage    | 1972 |           | 425 |  |  |  | 1,335,300    |
| TOTAL                              | 1972 | 5,176,200 | 493 |  |  |  | \$ 7,229,426 |
|                                    | 1971 | 4,822,000 | 395 |  |  |  | \$*5,742,000 |

\*Revised

SEED CROPS: Acreage, Production, Value 1971-1972

| Crop           | Year | Harvested<br>Acreage | Production  |       | Unit | Value       |              |
|----------------|------|----------------------|-------------|-------|------|-------------|--------------|
|                |      |                      | Per<br>Acre | Total |      | Per<br>Unit | Total        |
| Bean, Seed     | 1972 | 3,623                | 1.08        | 3,913 | Ton  | \$ 357.00   | \$ 1,396,941 |
|                | 1971 | 5,750                | 0.8         | 4,600 | Ton  | \$ 355.00   | \$ 1,633,000 |
| Flower Seed    | 1972 | 1,602                |             |       |      |             | 2,376,140    |
|                | 1971 | 1,590                |             |       |      |             | 2,209,000    |
| Vegetable Seed | 1972 | 294                  |             |       |      |             | 107,234      |
|                | 1971 | 440                  |             |       |      |             | 278,000      |
| Miscellaneous  | 1972 | 1,680                |             |       |      |             | 261,831      |
|                | 1971 | 1,780                |             |       |      |             | 189,000      |
| TOTAL          | 1972 | 7,199                |             |       |      |             | \$ 4,142,146 |
|                | 1971 | 9,556                |             |       |      |             | \$ 4,308,800 |

SUMMARY

|                                | Year  | Acreage | F.O.B. Value   |
|--------------------------------|-------|---------|----------------|
| Fruit and Nut Crops            | 1972  | 12,215  | \$ 20,613,585  |
|                                | 1971  | 10,433  | \$ 20,490,000  |
| Vegetable Crops                | 1972  | 37,559  | 40,877,202     |
|                                | 1971  | 30,782  | 34,782,600     |
| Field Crops                    | 1972  | 687,905 | 10,397,157     |
|                                | 1971  | 643,110 | 10,453,900     |
| Nursery Products               | 1972  | 110     | 4,439,202      |
|                                | *1971 | 92      | 3,196,600      |
| Cut Flowers                    | 1972  | 493     | 7,229,426      |
|                                | 1971  | 395     | 5,742,000      |
| Seed Crops                     | 1972  | 7,199   | 4,142,146      |
|                                | 1971  | 9,556   | 4,308,800      |
| Livestock and Poultry          | 1972  |         | 20,300,332     |
|                                | 1971  |         | 22,895,900     |
| Livestock and Poultry Products | +1972 |         | 7,217,363      |
|                                | *1971 |         | 6,855,770      |
| TOTAL                          | 1972  | 745,481 | \$ 115,216,413 |
|                                | 1971  | 694,476 | \$ 108,725,570 |

+ Preliminary  
\* Revised



1972

Leading Million Dollar Products

|                       |              |                  |             |
|-----------------------|--------------|------------------|-------------|
| Cattle and Calves     | \$19,502,379 | Nursery Products | \$4,439,202 |
| Broccoli              | 11,702,400   | Cauliflower      | 3,609,430   |
| Lettuce               | 8,660,311    | Hay, Alfalfa     | 2,722,105   |
| Lemons                | 8,163,900    | Flower Seed      | 2,376,140   |
| Cut Flowers & Foliage | 7,229,426    | Beans, Dry       | 2,359,449   |
| Strawberries          | 6,964,030    | Eggs             | 2,231,577   |
| Celery                | 5,841,000    | Potatoes         | 1,690,283   |
| Avocados              | 4,997,160    | Beans, Seed      | 1,396,941   |
| Milk                  | 4,693,100    | Cabbage          | 1,372,737   |
| Carrots               | 4,494,159    | Sugar Beets      | 1,286,319   |

Comparative Agricultural Values

|      |               |
|------|---------------|
| 1972 | \$115,216,413 |
| 1971 | 108,725,570   |
| 1970 | 97,533,460    |
| 1969 | 92,773,860    |
| 1968 | 90,363,720    |
| 1967 | 88,016,920    |
| 1966 | 85,737,590    |
| 1965 | 78,753,540    |
| 1964 | 71,390,560    |
| 1963 | 67,161,640    |
| 1962 | 69,334,200    |