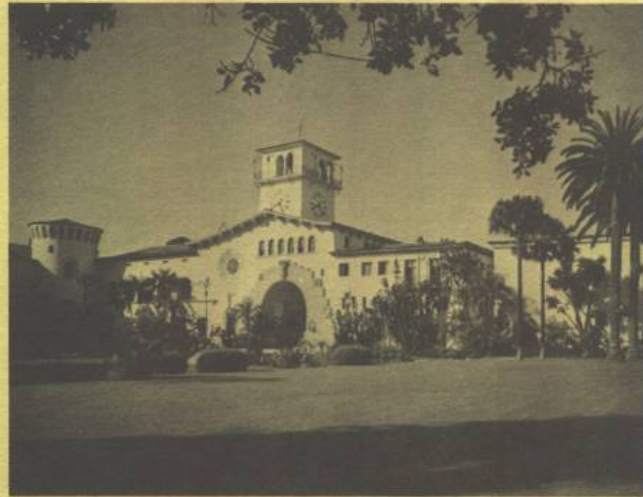


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1974 AGRICULTURAL CROP REPORT



Office of Agricultural
Commissioner

County of Santa Barbara
California

Dr. L. T. Wallace, 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
Robert E. Kallman, 2nd District Harrell Fletcher, 5th District

Gentlemen:

I am pleased to submit the 1974 Annual Crop Report for the County of Santa Barbara in accordance with Section 2279 of the California Agricultural Code.

Agriculture continues to be the leading industry in Santa Barbara County with a 1974 gross value production of \$151,426,247. This is a decrease of over one million dollars from the record set in 1973. While 1974 did not see a record high in gross values received by producers it did see a record high in costs for producing agricultural commodities.

It must be emphasized that the figures in this report are gross values returned to the economy of Santa Barbara County and in no way reflect net returns to the grower. Costs of production, transportation and marketing have to be subtracted in order to determine net income.

I would like to thank the many individuals, organizations and companies for their cooperation in providing the information in this report and the staff of this office for compiling it.

Sincerely yours,



Graydon B. Hall
Agricultural Commissioner

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VEGETABLE CROPS: Acreage, Production, Value 1973-74

Crop	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Artichokes	1974	360	3.90	1,404	Ton	\$368.00	\$ 516,672
	1973	360	4.10	1,476	Ton	375.36	554,031
Beans, Lima, Frozen	1974	860	1.90	1,634	Ton	310.00	506,540
	1973	900	1.70	1,530	Ton	210.00	321,300
Broccoli, Total	1974	13,590	4.06	55,220	Ton	246.85	13,631,200
	1973	12,892	4.20	54,129	Ton	203.72	11,027,320
Market	1974			9,460	Ton	280.00	2,648,800
	1973			12,805	Ton	280.00	3,585,400
Frozen	1974			45,760	Ton	240.00	10,982,400
	1973			41,324	Ton	180.09	7,441,920
Cabbage	1974	841	23.00	19,343	Ton	75.00	1,450,725
	1973	994	21.00	20,874	Ton	100.39	2,095,541
Carrots	1974	922	18.50	17,057	Ton	82.50	1,407,203
	1973	2,210	23.30	51,493	Ton	74.85	3,854,251
Cauliflower, Total	1974	5,840	4.85	28,330	Ton	286.48	8,116,080
	1973	2,540	6.00	15,342	Ton	270.45	4,149,276
Market	1974			5,740	Ton	312.00	1,790,880
	1973			6,960	Ton	320.00	2,227,200
Frozen	1974			22,590	Ton	280.00	6,325,200
	1973			8,382	Ton	229.31	1,922,076
Celery	1974	1,632	26.50	43,248	Ton	115.00	4,973,520
	1973	1,736	27.90	48,434	Ton	113.43	5,493,869
Corn, Sweet	1974	506	7.00	3,542	Ton	134.00	474,628
	1973	478	8.50	4,063	Ton	130.84	531,603
Lettuce, Leaf	1974	417	16.00	6,672	Ton	134.00	894,048
	1973	548	16.00	8,768	Ton	157.50	1,380,960
Lettuce, Head	1974	7,832	17.00	133,144	Ton	102.00	13,580,688
	1973	8,110	16.50	133,815	Ton	148.19	19,830,045
Peppers, Dry	1974	625	1.80	1,125	Ton	700.00	787,500
	1973	660	1.50	990	Ton	500.00	495,000
Potatoes	1974	2,265	16.00	36,240	Ton	92.00	3,334,080
	1973	2,080	17.50	36,400	Ton	60.40	2,198,560

VEGETABLE CROPS Continued

Crop	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Pumpkins & Squash	1974	200	8.00	1,600	Ton	\$ 65.00	\$ 104,000
	1973	260	7.00	1,820	Ton	60.00	109,200
Spinach, Total	1974	380	9.40	3,572	Ton	108.98	389,288
	1973	521	9.66	5,031	Ton	72.62	365,368
Market	1974			1,924	Ton	167.00	321,308
	1973			1,368	Ton	166.67	228,005
Frozen	1974			1,648	Ton	41.25	67,980
	1973			3,663	Ton	37.50	137,363
Tomatoes	1974	705	30.00	21,150	Ton	75.36	1,593,864
	1973	440	34.22	15,057	Ton	42.65	642,181
Miscellaneous	1974	1,084					698,958
	1973	1,072					619,311
Total	1974	38,059					\$52,428,994
	1973	35,801					53,667,816

FIELD CROPS: Acreage, Production, Value 1973-1974

Crop	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Barley	1974	5,340	.90	4,806	Ton	\$116.00	\$ 557,496
	1973	3,579	.80	2,863	Ton	85.00	243,355
Beans, Total	1974	12,553					5,040,838
	1973	10,568					5,687,060
Small Whites	1974	1,312	1.00	1,312	Ton	339.50	445,424
	1973	567	.75	425	Ton	923.42	392,454
Limas	1974	7,540	.90	6,786	Ton	530.70	3,601,330
	1973	5,339	1.00	5,339	Ton	717.72	3,831,908
Garbanzos	1974	3,145	.44	1,384	Ton	545.85	755,456
	1973	4,020	.50	2,010	Ton	530.00	1,065,300
Miscellaneous	1974	556	.75	417	Ton	572.25	238,628
	1973	642	1.00	642	Ton	619.00	397,398
Hay, Alfalfa	1974	7,410	8.80	65,208	Ton	70.00	4,564,560
	1973	7,853	7.90	62,039	Ton	54.42	3,376,162
Hay, Grain	1974	9,867	2.00	19,734	Ton	60.00	1,184,040
	1973	10,272	1.90	19,517	Ton	49.00	956,333

FIELD CROPS Continued

Crop	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Oats	1974	943	.70	660	Ton	\$127.00	\$ 83,820
	1973	245	1.10	270	Ton	95.00	25,650
Pasture, Irrigated	1974	10,580				48.65	514,717
	1973	9,602				46.74	448,797
Pasture, Nonirrigated	1974	790,678				3.85	3,044,110
	1973	790,698				3.67	2,901,862
Silage, Corn	1974	1,220	31.50	38,430	Ton	16.00	614,880
	1973	1,249	30.00	37,470	Ton	15.00	562,050
Sugar Beets	+1974	1,640	25.75	42,230	Ton	57.43	2,425,269
	*1973	1,995	21.00	41,895	Ton	26.63	1,115,664
Wheat	1974	6,793	.48	3,261	Ton	134.00	436,974
	1973	4,827	.54	2,607	Ton	95.00	247,665
Miscellaneous	1974	3,311					258,856
	1973	3,172					193,780
Total	+1974	850,335					\$ 18,725,560
	*1973	844,020					15,758,378

FRUIT AND NUT CROPS: Acreage, Production, Value 1973-1974

Crop	Year	Planted	Bearing	Production		Unit	Value	
				Per Acre	Total		Per Unit	Total
Avocados	1974	4,297	3,300	3.09	10,200	Ton	\$910.00	\$ 9,282,000
	1973	3,397	3,000	4.40	13,200	Ton	660.00	8,712,000
Lemons, Total	1974	4,200	3,820	10.47	40,000	Ton	175.63	7,025,000
	1973	3,950	3,924	14.52	57,000	Ton	176.58	10,065,000
Market	1974				25,000	Ton	245.00	6,125,000
	1973				35,000	Ton	242.86	8,500,000
Processing	1974				15,000	Ton	60.00	900,000
	1973				22,000	Ton	71.13	1,565,000
Oranges	1974	38	38	3.58	136	Ton	122.00	16,592
	1973	38	38	5.00	190	Ton	118.00	22,420
Strawberries, Total	1974	555	555	22.00	12,210	Ton	535.77	6,541,800
	1973	526	526	21.50	11,524	Ton	550.16	6,340,000

+Preliminary
* Revised

FRUIT AND NUT CROPS Continued

Crop	Year	Planted	Bearing	Production		Unit	Value	
				Per Acre	Total		Per Unit	Total
Strawberries	Market	1974			9,210	Ton	\$580.00	\$ 5,341,800
		1973			9,624	Ton	577.82	5,561,000
	Processing	1974			3,000	Ton	400.00	1,200,000
		1973			1,900	Ton	410.00	779,000
Walnuts	1974	1,615	1,585	.65	1,030	Ton	465.00	478,950
	1973	1,742	1,742	.70	1,219	Ton	577.00	703,363
Grapes, Wine	+1974	6,557	1,700	2.10	3,570	Ton	388.00	1,385,160
	1973	5,555	200	3.70	740	Ton	755.00	558,700
Miscellaneous	1974	110	110					76,705
	1973	116	116					92,100
Total	+1974	17,372	11,108					\$24,806,207
	1973	15,334	9,556					26,493,583

+ Preliminary

NURSERY PRODUCTS 1973 - 1974

Item	Year	Production Area		Value
		* House Sq. Ft.	Field Acres	Total
Fruit Trees and Grape Vines	1974	48,000	6	\$ 628,000
	1973	38,000	3	540,900
Orchid Plants	1974	252,000		461,500
	1973	202,000		403,300
‡ Indoor Decorative Potted Plants	1974	2,963,600		3,818,700
	1973	2,292,000		2,119,400
Ground Covers, Bedding and Vegetable Plants	1974	1,180,000	49	1,427,100
	1973	1,140,000	23	1,132,800
Ornamental Trees and Shrubs	1974	645,200	123	1,950,000
	1973	457,200	96	1,345,000
Total	1974	5,088,800	178	\$8,285,300
	1973	4,129,200	123	5,541,400

* Net production area per crop, ie 1,000 sq. ft. cropped 3 times per year = 3,000 sq. ft.

‡ Includes potted chrysanthemums

CUT FLOWERS AND FOLIAGE, 1973 - 1974

Item	Year	Production Area		Value
		*House Sq. Ft.	Field Acres	Total
Orchids	1974	1,182,000		\$2,422,300
	1973	1,012,500		2,114,200
Carnations	1974	663,000		724,000
	1973	698,000		719,000
Chrysanthemums	1974	4,296,000		3,057,300
	1973	3,939,080		2,503,000
Gypsophila	1974		123	901,000
	1973		100	658,500
Greenhouse Grown Flowers & Foliage	1974	362,000		802,000
	1973	428,000		939,000
Field Grown Flowers & Foliage	1974		386	701,100
	1973		447	869,200
Total	1974	6,503,000	509	\$8,607,700
	1973	6,077,580	548	7,802,900

LIVESTOCK AND POULTRY: Production and Value 1973 - 1974

Item	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	1974	75,055	609,380	Cwt	\$ 33.80	\$20,597,044
	1973	76,537	634,084	Cwt	45.94	29,129,819
Sheep and Lambs	1974	6,331	7,272	Cwt	35.16	255,684
	1973	6,749	7,142	Cwt	35.11	250,756
Hogs and Pigs	1974	1,963	3,778	Cwt	29.36	110,922
	1973	1,933	3,471	Cwt	45.09	156,507
Chickens	1974	232,000	812,000	Lbs.	.28	227,360
	1973	236,000	826,000	Lbs.	.16	132,160
Miscellaneous	1974					296,985
	1973					809,874
Total	1974					\$21,487,995
	1973					30,479,116

* Net production area per crop, ie 1,000 sq. ft. cropped 3 times per year = 3,000 sq. ft.

LIVESTOCK, POULTRY AND APIARY PRODUCTS: Production, Value 1973 - 1974

Item	Year	Production	Unit	Value	
				Per Unit	Total
Milk, Total	+1974	550,080	Cwt	\$8.38	\$4,609,540
	*1973	675,410	Cwt	7.07	4,774,350
Market	+1974	550,000	Cwt	8.38	4,609,000
	*1973	675,000	Cwt	7.07	4,772,250
Mfg.	+1974	80	Cwt	6.70	540
	*1973	410	Cwt	5.11	2,100
Wool	1974	59,533	Lbs.	.65	38,696
	1973	76,488	Lbs.	.60	45,893
Eggs, Chicken	1974	7,173,700	Doz.	.52	3,730,324
	1973	6,350,166	Doz.	.57	3,619,595
Apiary Products	1974				241,000
	1973				262,008
Total	+1974				\$8,619,560
	*1973				8,701,846

+ Preliminary
* Revised

SEED CROPS: Acreage, Production, Value 1973 - 1974

Crop	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Bean Seed	1974	3,808	1.15	4,379	Ton	\$903.85	\$3,957,959
	1973	3,809	.90	3,428	Ton	430.00	1,474,040
Flower Seed	1974	2,866					3,734,232
	1973	1,628					1,947,225
Vegetable Seed	1974	313					310,121
	1973	182					136,827
Miscellaneous	1974	721					462,619
	1973	1,834					488,945
Total	1974	7,708					\$8,464,931
	1973	7,453					4,047,037

SUMMARY

	<u>Year</u>	<u>Acreage</u>	<u>F.O.B. Value</u>
Fruit and Nut Crops	+1974	17,372	\$ 24,806,207
	1973	15,334	26,493,583
Vegetable	1974	38,059	52,428,994
	1973	35,801	53,667,816
Field Crops	+1974	850,335	18,725,560
	*1973	844,020	15,758,378
Nursery Products	1974	290	8,285,300
	1973	218	5,541,400
Cut Flowers	1974	658	8,607,700
	1973	688	7,802,900
Seed Crops	1974	7,708	8,464,931
	1973	7,453	4,047,037
Livestock and Poultry	1974		21,487,995
	1973		30,479,116
Livestock, Poultry, and Apiary Products	+1974		8,619,560
	*1973		8,701,846
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Total	+1974	914,422	\$151,426,247
	*1973	903,514	152,492,076

+ Preliminary

* Revised

1974 MILLION DOLLAR PRODUCTS

1. Cattle & Calves	\$20,597,044	15. Eggs	\$3,730,324
2. Broccoli	13,631,200	16. Potatoes	3,334,080
3. Lettuce, Head	13,580,688	17. Chrysanthemums, cut	3,057,300
4. Avocados	9,282,000	18. Pasture, Nonirrigated	3,044,110
5. Cauliflower	8,116,080	19. Sugar Beets	2,425,269
6. Lemons	7,025,000	20. Orchids	2,422,300
7. Strawberries	6,541,800	21. Ornamental Trees & Shrubs	1,950,000
8. Dry Beans	5,040,838	22. Tomatoes	1,593,864
9. Celery	4,973,520	23. Cabbage	1,450,725
10. Milk	4,609,540	24. Ground Covers, Bedding & Vegetable Plants	1,427,100
11. Alfalfa Hay	4,564,560	25. Carrots	1,407,203
12. Bean Seed	3,957,959	26. Grapes, Wine	1,385,160
13. Indoor Decorative Potted Plants	3,818,700	27. Grain Hay	1,184,040
14. Flower Seed	3,734,232		

COMPARATIVE AGRICULTURAL VALUES

+1974	\$151,426,247
*1973	152,492,076
1972	115,140,543
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

+ Preliminary
* Revised