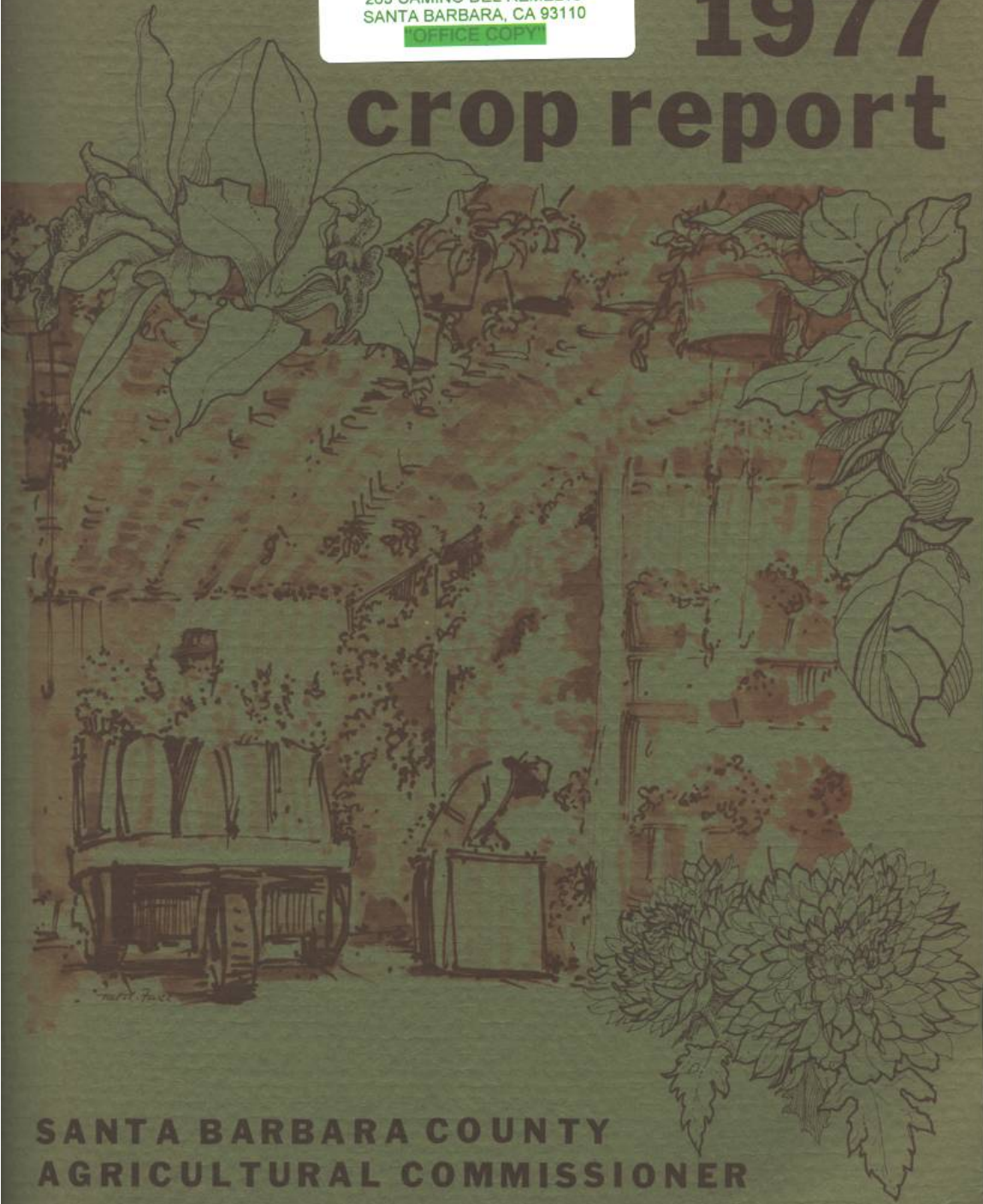


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1977 crop report



SANTA BARBARA COUNTY
AGRICULTURAL COMMISSIONER

The cover

depicts the modern greenhouse facilities of the diverse nursery and floricultural industry that is an integral part of Santa Barbara County's agriculture.

In addition to the cut flowers, for which the area is justly famous, over 4,000 different kinds of plants, flowers, flower seeds, and ornamentals are grown in the county.

The drawing for this 1977 Agricultural Crop Report was done by Nat D. Fast, art professor at Allen Hancock College in Santa Maria.

Director, Richard E. Rominger
California Department of
Food and Agriculture

and

The Honorable Board of Supervisors
of Santa Barbara County

Robert Kallman, Chairman, 2nd District
David Yager, 1st District
William Wallace, 3rd District
Robert Hedlund, 4th District
Harrell Fletcher, 5th District

Gentlemen:

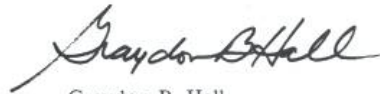
The 1977 Annual Crop Report for the County of Santa Barbara exhibits more changes than have been seen in reports of the past few years.

1977 saw agriculture, the number one industry in Santa Barbara County, set a record gross value production of \$190,807,697. Yet certain commodities suffered severe losses due to drought conditions and depressed prices while other products with outstanding yields and/or high demand registered record gross values. The increase of \$25 million over 1976 reflects the diversification of agriculture in the county. The industry, through its multiplier effect, generated total sales in excess of \$475,000,000 during 1977 in Santa Barbara County, thus providing a solid base for our local economy.

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. Record high costs in 1977 for raising agricultural commodities, such as production, transportation and marketing, have to be subtracted 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

	Year	Harvested Acreage	Production			Value	
			Per Acre	Total	Unit	Per Unit	Total
Artichokes	1977	326	5.50	1,793	TON	\$360.00	\$ 645,480
	1976	410	5.10	2,091	TON	340.00	710,940
Beans, Lima, Frozen	1977	900	1.50	1,350	TON	300.00	405,000
	*1976	0	0.00	0	TON	0.00	0
Broccoli, Total	1977	13,771	4.19	57,751	TON	302.17	17,450,780
	1976	11,302	4.13	46,634	TON	264.22	12,321,552
Market	1977			16,891	TON	380.00	6,418,580
	1976			12,834	TON	328.00	4,209,552
Frozen	1977			40,860	TON	270.00	11,032,200
	1976			33,800	TON	240.00	8,112,000
Cabbage	1977	990	21.50	21,285	TON	147.00	3,128,895
	1976	550	23.50	12,925	TON	118.20	1,527,735
Carrots	1977	1,910	25.90	49,469	TON	65.00	3,215,485
	1976	1,300	18.20	23,660	TON	62.15	1,470,469
Cauliflower, Total	1977	3,450	4.72	16,272	TON	369.93	6,019,424
	1976	3,886	4.76	18,502	TON	303.95	5,623,680
Market	1977			5,768	TON	388.00	2,237,984
	1976			6,902	TON	340.00	2,346,680
Frozen	1977			10,504	TON	360.00	3,781,440
	1976			11,600	TON	282.50	3,277,000
Celery	1977	1,616	27.25	44,036	TON	149.50	6,583,382
	1976	1,567	27.00	42,309	TON	200.00	8,461,800
Corn, Sweet	1977	605	7.60	4,598	TON	211.00	970,178
	1976	354	8.00	2,832	TON	138.00	390,816
Lettuce, Leaf	1977	820	16.50	13,530	TON	174.00	2,354,220
	1976	545	16.00	8,720	TON	177.25	1,545,620
Lettuce, Head	1977	8,140	16.75	136,345	TON	124.00	16,906,780
	1976	6,670	15.00	100,050	TON	164.00	16,408,200
Peppers, Dry	1977	774	1.55	1,200	TON	765.00	918,000
	1976	726	1.50	1,089	TON	700.00	762,300
Potatoes	1977	1,790	16.50	29,535	TON	77.50	2,288,963
	1976	1,750	15.60	27,300	TON	73.60	2,009,280

*No Crop Harvested

VEGETABLE CROPS Continued

	Year	Harvested Acreage	Production			Value	
			Per Acre	Total	Unit	Per Unit	Total
Pumpkins & Squash	1977	260	6.60	1,716	TON	\$ 83.00	\$ 142,428
	1976	290	8.60	2,494	TON	74.00	184,556
Spinach, Total	1977	570	9.00	5,130	TON	253.04	1,298,115
	1976	454	9.00	4,086	TON	229.14	936,270
Market	1977			3,150	TON	368.10	1,159,515
	1976			2,736	TON	320.00	875,520
Frozen	1977			1,980	TON	70.00	138,600
	1976			1,350	TON	45.00	60,750
Tomatoes	1977	1,960	27.00	52,920	TON	60.10	3,180,492
	1976	1,775	17.20	30,530	TON	56.80	1,734,104
Miscellaneous	1977	686					493,420
	1976	1,306					1,339,333
Total	1977	38,568					\$66,001,042
	1976	32,885					55,426,655



FIELD CROPS

	Year	Harvested Acreage	Production			Value	
			Per Acre	Total	Unit	Per Unit	Total
Barley Including seed	1977	5,300	.65	3,445	TON	\$ 87.00	\$ 299,715
	1976	5,150	.92	4,738	TON	113.00	535,394
Beans, Total	1977	9,216					6,115,499
	1976	10,035					6,776,008
Small Whites	1977	520	1.07	556	TON	600.00	333,600
	1976	1,730	.84	1,453	TON	415.00	602,995
Limas	1977	6,480	.93	6,026	TON	744.20	4,484,549
	1976	6,300	1.05	6,615	TON	793.00	5,245,695
Garbanzos	1977	2,112	.50	1,056	TON	1,175.00	1,240,800
	1976	1,800	.44	792	TON	1,014.00	803,088
Miscellaneous	1977	104	.75	78	TON	725.00	56,550
	1976	205	1.00	205	TON	606.00	124,230
Hay, Alfalfa	1977	10,700	7.50	80,250	TON	67.10	5,384,775
	1976	11,005	8.40	92,442	TON	80.50	7,441,581

FIELD CROPS Continued

	Year	Harvested Acreage	Production			Value	
			Per Acre	Total	Unit	Per Unit	Total
Hay, Grain	1977	11,950	1.94	23,183	TON	\$ 60.00	\$1,390,980
	1976	13,300	1.60	21,280	TON	70.00	1,489,600
Oats Including seed	1977	475	.60	285	TON	224.00	63,840
	1976	840	.80	672	TON	132.00	88,704
Pasture, Irrigated	1977	10,340				50.50	522,170
	1976	10,255				49.20	504,546
Pasture, Nonirrigated	1977	785,080				3.90	3,061,812
	1976	790,278				3.88	3,066,279
Silage, Corn	1977	990	28.20	27,918	TON	16.00	446,688
	1976	1,157	29.75	34,421	TON	16.00	550,736
Sugar Beets	+1977	1,387	29.52	40,944	TON	21.94	898,317
	*1976	2,407	28.77	69,249	TON	19.72	1,365,590
Wheat	1977	5,400	.70	3,780	TON	92.50	349,650
	1976	4,288	.72	3,087	TON	110.38	340,743
Miscellaneous	1977	2,466					145,635
	1976	2,926					258,035
Total	+1977	843,304					\$18,679,081
	*1976	851,641					22,417,216



FRUIT AND NUT CROPS

	Year	Planted	Bearing	Production			Value	
				Per Acre	Total	Unit	Per Unit	Total
Avocados	1977	4,954	4,095	5.40	22,113	TON	\$ 820.00	\$18,132,660
	1976	4,579	3,530	1.70	6,001	TON	1,207.00	7,243,207
Lemons, Total	1977	3,052	2,900	14.36	41,650	TON	182.50	7,601,240
	1976	3,489	3,060	10.83	33,155	TON	176.64	5,856,650
Market	1977				24,870	TON	280.00	6,963,600
	1976				22,000	TON	251.00	5,522,000
Processing	1977				16,780	TON	38.00	637,640
	1976				11,155	TON	30.00	334,650

+Preliminary
*Revised

FRUIT AND NUT CROPS Continued

	Year	Planted	Bearing	Production			Value	
				Per Acre	Total	Unit	Per Unit	Total
Oranges	1977	40	32	5.00	160	TON	\$200.00	\$ 32,000
	1976	32	32	5.00	160	TON	120.00	19,200
Strawberries	1977	774	774	25.00	19,350	TON	592.00	11,455,200
	1976	738	738	21.00	15,498	TON	725.00	11,236,050
Market	1977				14,706	TON	640.00	9,411,840
	1976				11,808	TON	800.00	9,446,400
Processing	1977				4,644	TON	440.00	2,043,360
	1976				3,690	TON	485.00	1,789,650
Walnuts	1977	1,273	1,208	1.12	1,353	TON	720.00	974,160
	1976	1,514	1,413	.65	918	TON	540.00	495,720
Grapes, Wine	1977	5,948	5,116	2.85	14,581	TON	502.50	7,326,953
	1976	5,901	4,298	1.55	6,662	TON	397.00	2,644,814
Miscellaneous	1977	83	77					134,932
	1976	99	99					99,908
Total	1977	16,124	14,202					\$45,657,145
	1976	16,319	13,170					27,595,349



SEED CROPS

	Year	Harvested Acreage	Production			Value	
			Per Acre	Total	Unit	Per Unit	Total
Bean Seed	1977	5,286	1.00	5,286	TON	\$648.50	\$ 3,427,971
	1976	4,336	.90	3,902	TON	662.00	2,583,124
Flower Seed	1977	1,845					3,063,848
	1976	2,800					4,315,600
Vegetable Seed	1977	237					270,641
	1976	242					394,914
Miscellaneous	1977	1,097					248,928
	1976	990					372,018
Total	1977	8,465					\$ 7,011,388
	1976	8,368					7,665,656



NURSERY PRODUCTS

	Year	Production Area		Value Total
		*House Sq. Ft.	Field Acres	
Fruit Trees and Grape Vines	1977	48,000	40	\$ 107,724
	1976	48,000	10	131,935
Orchid Plants	1977	613,500		596,352
	1976	575,000		696,209
**Indoor Decorative Potted Plants	1977	2,533,400		8,006,747
	1976	3,433,640		6,277,590
Ground Covers, Bedding and Vegetable Plants	1977	1,140,000	35	2,235,468
	1976	1,120,000	59	1,945,750
Ornamental Trees and Shrubs	1977	630,600	143	3,020,625
	1976	535,825	145	2,046,581
Total	1977	4,965,500	218	\$13,966,916
	1976	5,712,465	214	11,098,065



CUT FLOWERS AND FOLIAGE

	Year	Production Area		Value Total
		*House Sq. Ft.	Field Acres	
Orchids	1977	1,057,000		\$ 2,591,078
	1976	1,037,000		2,792,754
Carnations	1977	550,000		598,500
	1976	543,800		582,600
Chrysanthemums	1977	6,265,000		4,996,777
	1976	4,470,000		3,873,367
Gypsophila	1977		275	1,538,707
	1976		177	1,142,747
Greenhouse Grown Flowers and Foliage	1977	410,000		765,009
	1976	501,000		1,109,620
Field Grown Flowers and Foliage	1977		313	467,074
	1976		225	334,087
Total	1977	8,282,000	588	\$10,957,145
	1976	6,551,800	402	9,835,175

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

**Includes Potted Chrysanthemums.



LIVESTOCK AND POULTRY

	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	1977	53,876	453,856	Cwt.	\$36.00	\$16,338,816
	1976	62,823	545,581	Cwt.	36.42	19,870,060
Sheep and Lambs	1977	6,605	7,568	Cwt.	46.00	348,128
	1976	7,679	9,082	Cwt.	41.36	375,632
Hogs and Pigs	1977	3,758	7,700	Cwt.	42.70	328,790
	1976	2,735	5,518	Cwt.	46.68	257,580
Chickens	1977	159,150	557,000	Lbs.	.10	55,700
	1976	192,000	672,000	Lbs.	.11	73,920
Miscellaneous	1977					244,775
	1976					247,050
Total	1977					\$17,316,209
	1976					20,824,242



LIVESTOCK, POULTRY AND APIARY PRODUCTS

	Year	Production	Unit	Value	
				Per Unit	Total
Milk, Cow Total	+1977	677,000	Cwt.	\$9.90	\$ 6,702,300
	*1976	732,000	Cwt.	9.46	6,924,720
Milk, Goat	1977	3,556	Lbs. B.F.	4.55	16,180
	1976	5,993	Lbs. B.F.	4.66	27,927
Wool	1977	59,800	Lbs.	.68	40,664
	1976	63,800	Lbs.	.58	37,004
Eggs, Chicken	1977	7,787,180	Doz.	.56	4,360,821
	1976	5,958,000	Doz.	.65	3,872,700
Apiary Products	1977				98,806
	1976				142,775
Total	+1977				\$11,218,771
	*1976				11,005,126

+Preliminary
*Revised

SUMMARY

	<u>YEAR</u>	<u>ACREAGE</u>	<u>FOB VALUE</u>
Fruit and Nut Crops	1977	16,124	\$45,657,145
	1976	16,319	27,595,349
Vegetables	1977	38,568	66,001,042
	1976	32,885	55,426,655
Field Crops	+1977	843,304	18,679,081
	*1976	851,641	22,417,216
Nursery Products	1977	332	13,966,916
	1976	345	11,098,065
Cut Flowers	1977	778	10,957,145
	1976	552	9,835,175
Seed Crops	1977	8,465	7,011,388
	1976	8,368	7,665,656
Livestock and Poultry	1977		17,316,209
	1976		20,824,242
Livestock, Poultry and Apiary Products	+1977		11,218,771
	*1976		11,005,126
<hr/>			
TOTAL	+1977	907,571	\$190,807,697
	*1976	910,110	165,867,484

+Preliminary
*Revised

1977 MILLION DOLLAR PRODUCTS

<u>1977 Ranking</u>			<u>1976 Ranking</u>
1	Avocados	\$18,132,660	7
2	Broccoli	17,450,780	3
3	Lettuce, Head	16,906,780	2
4	Cattle and Calves	16,338,816	1
5	Strawberries	11,455,200	4
6	Indoor Decorative Potted Plants	8,006,747	10
7	Lemons	7,601,240	11
8	Grapes, Wine	7,326,953	18
9	Milk, Cow	6,702,300	8
10	Celery	6,583,382	5
11	Dry Beans	6,115,499	9
12	Cauliflower	6,019,424	12
13	Alfalfa Hay	5,384,775	6
14	Chrysanthemums, Cut	4,996,777	14
15	Eggs	4,360,821	15
16	Bean Seed	3,427,971	19
17	Carrots	3,215,485	27
18	Tomatoes	3,180,492	23
19	Cabbage	3,128,895	25
20	Flower Seed	3,063,848	13
21	Pasture, Nonirrigated	3,061,812	16
22	Ornamental Trees and Shrubs	3,020,625	20
23	Orchids	2,591,078	17
24	Lettuce, Leaf	2,354,220	24
25	Potatoes	2,288,963	21
26	Ground Cover, Bedding and Veg. Plants	2,235,468	22
27	Gypsophila	1,538,707	29
28	Grain Hay	1,390,980	26
29	Spinach	1,298,115	—

COMPARATIVE AGRICULTURAL VALUES

+1977	\$190,807,697
*1976	165,867,484
1975	157,762,384
1974	151,245,967
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

+Preliminary
*Revised