

FLORIDA CROPS

AVOCADO
May 11, 1971

FLORIDA: The 1970-71 avocado crop at 752,000 bushels was the largest ever harvested. It was 34 percent greater than the 1969-70 season when 560,000 bushels were harvested. Expanded bearing surface and increased productivity of young acreage accounts for much of this increase. The consequence of several years without a severe storm or freeze in the Homestead producing area has left groves with excellent bearing capacity. A sharp increase in fruit for processing to 58,000 bushels in 1970-71 has helped to utilize part of the increased volume.

Value of total sales have increased sharply during

the last few years. The \$5,445,000 value for the 1970-71 crop is a 35 percent increase from the \$4,025,000 for the previous crop.

CALIFORNIA: The 1970-71 crop estimated at 2,360,080 bushels is 79 percent greater than the previous crop size, but still smaller than both the 1966-67 and 1968-69 crops. Mid-winter freezes during the last four years has had a considerable influence on California's following crop size. For the latest record of harvest to date for the 1970-71 season see table 3 on reverse side.

Table 1 -- Florida Avocados: Bearing Acreage, Production, Utilization, Season Average Price and Value of Sales at Packinghouse Door for Crop Years 1966-67 through 1970-71

Season	Bearing Acres	Total Crop	Certified Shipments	Local Sales	Processing	Home Use	Total Having Value	Price per Bushels	Value of Sales
	<u>Acres</u>	<u>Bushels</u>	<u>Bushels</u>	<u>Bushels</u>	<u>Bushels</u>	<u>Bushels</u>	<u>Bushels</u>	<u>Dollars</u>	<u>Dollars</u>
1966-67	5,100	232,000	218,000	12,600	-	1,400	230,600	5.60	1,291,000
1967-68	5,200	588,000	567,000	17,100	1,500	2,400	585,600	4.70	2,752,000
1968-69	5,300	504,000	475,000	17,800	9,600	1,600	502,400	5.93	2,979,000
1969-70	5,100	560,000	525,000	6,000	28,000	1,000	559,000	7.20	4,025,000
1970-71 1/	5,100	752,000	680,000	13,000	58,000	1,000	751,000	7.25	5,445,000

1/ Preliminary.

Table 2 -- California Avocados: Bearing Acreage, Production, Season Average Price and Value of Sales at Packinghouse Door for Crop Years 1966-67 through 1970-71

Season	Bearing Acres	Total Crop 1/	Price per Bushels	Value of Sales
	<u>Acres</u>	<u>Bushels</u>	<u>Dollars</u>	<u>Dollars</u>
1966-67	18,620	2,980,000	5.05	15,049,000
1967-68	18,730	1,496,000	11.50	17,204,000
1968-69	19,220	2,444,000	7.50	18,330,000
1969-70	18,040	1,320,000	16.50	21,780,000
1970-71 2/	18,200	2,360,080	-	-

1/ Pounds converted to bushels at 50 pounds per bushel, rounded to nearest thousands. 2/ Preliminary.

FLORIDA CROP AND LIVESTOCK REPORTING SERVICE

1222 Woodward Street, Orlando, Florida 32803

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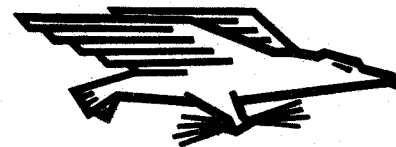
Table 3 -- CALIFORNIA: Estimated Receipts 1970-71 Season,
With Comparisons - Season: October 1 through September 30

Variety	1970-71 Season			1969-70 Season	
	Received October 1 thru April 30	Expected to be Received	Total Production Expected to be Handled	Received October 1 thru April 30	Total Production Handled
	<u>Bushels 1/</u>	<u>Bushels 1/</u>	<u>Bushels 1/</u>	<u>Bushels 1/</u>	<u>Bushels 1/</u>
Fuerte	957,540	64,720	1,022,260	417,160	425,740
Other Fall and Winter	298,060	-	298,060	150,560	153,640
Hass	58,060	760,100	818,160	203,120	595,640
Other Summer	36,800	184,800	221,600	30,380	136,380
Total	1,350,460	1,009,620	2,360,080	801,220	1,311,400

1/ Pounds converted to bushels at 50 pounds per bushel.

After five days return to
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 1222 Woodward Street, Orlando, Florida 32803

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