



Vegetables

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Fresh Vegetable Harvested Area Down 1 Percent From Last Year Spring Onion Planted Acreage Up 14 Percent Strawberry Planted Acreage Up 1 Percent

The prospective area for harvest of 11 selected fresh market vegetables during the winter quarter is forecast at 155,200 acres, down 1 percent from last year. Acreage declined for snap beans, broccoli, sweet corn, and bell peppers. Acreage increased for cabbage, carrots, cauliflower, celery, and head lettuce. Area harvested for spinach and tomatoes remains unchanged.

Area planted for spring onions, at 32,400 acres, is up 14 percent from 2010. California, Georgia, and Texas increased planted acreage from 2010.

Strawberry area planted for the major States (California, Florida, and Oregon) in 2011 is forecast at 50,000 acres, up 1 percent from 2010.

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Selected Fresh Market Vegetables Area Harvested by Crop – United States: Winter Season 2009, 2010, and Forecasted 2011 (Domestic Units)

Crop	Harvested		
	2009	2010	2011
	(acres)	(acres)	(acres)
Snap beans	12,000	11,300	9,000
Broccoli ¹	26,000	25,500	24,500
Cabbage	11,720	11,840	12,400
Carrots	16,200	16,600	18,100
Cauliflower ¹	9,000	8,500	9,200
Celery ¹	7,200	7,100	7,300
Sweet corn	8,800	8,400	6,700
Head lettuce	47,000	51,000	52,500
Bell pepper ¹	6,800	6,500	6,000
Spinach	600	1,000	1,000
Tomatoes	9,300	8,500	8,500
Total winter crop	154,620	156,240	155,200

¹ Includes fresh market and processing.

Selected Fresh Market Vegetables Area Harvested by Crop – United States: Winter Season 2009, 2010, and Forecasted 2011 (Metric Units)

Crop	Harvested		
	2009	2010	2011
	(hectares)	(hectares)	(hectares)
Snap beans	4,860	4,570	3,640
Broccoli ¹	10,520	10,320	9,910
Cabbage	4,740	4,790	5,020
Carrots	6,560	6,720	7,320
Cauliflower ¹	3,640	3,440	3,720
Celery ¹	2,910	2,870	2,950
Sweet corn	3,560	3,400	2,710
Head lettuce	19,020	20,640	21,250
Bell pepper ¹	2,750	2,630	2,430
Spinach	240	400	400
Tomatoes	3,760	3,440	3,440
Total winter crop ²	62,570	63,230	62,810

¹ Includes fresh market and processing.

² Total may not add due to rounding.

Selected Fresh Market Vegetables Area Harvested by Crop – States and United States: Winter Season 2009, 2010, and Forecasted 2011

Crop and State	Usual harvest period	Harvested		
		2009 (acres)	2010 (acres)	2011 (acres)
Snap beans				
Florida	January-March	12,000	11,300	9,000
Broccoli ¹				
California	January-March	26,000	25,500	24,500
Cabbage				
Florida	January-March	4,900	4,800	5,000
Texas	December-March	6,820	7,040	7,400
United States		11,720	11,840	12,400
Carrots				
California	January-March	15,500	16,000	17,500
Texas	December-March	700	600	600
United States		16,200	16,600	18,100
Cauliflower ¹				
California	January-March	9,000	8,500	9,200
Celery ¹				
California	January-March	7,200	7,100	7,300
Sweet corn				
Florida	January-March	8,800	8,400	6,700
Head lettuce				
Arizona - western	November-April	32,000	34,000	35,000
California	January-March	15,000	17,000	17,500
United States		47,000	51,000	52,500
Bell pepper ¹				
Florida	January-March	6,800	6,500	6,000
Spinach				
Texas	December-March	600	1,000	1,000
Tomatoes				
Florida	January-March	9,300	8,500	8,500

¹ Includes fresh market and processing.

Spring Onions and Strawberries for Fresh Market Area Planted and Harvested by Crop – States and United States: 2009, 2010, and Forecasted 2011

[Blank data cells indicate estimation period has not yet begun.]

Crop, season, and State	Area planted			Area harvested		
	2009	2010	2011	2009	2010	2011
	(acres)	(acres)	(acres)	(acres)	(acres)	(acres)
Spring onions ¹						
Arizona ²	1,600	(NA)	(NA)	1,600	(NA)	(NA)
California	6,200	6,400	6,900	6,000	6,200	
Georgia	11,800	12,000	12,500	10,800	11,100	11,500
Texas	10,300	10,000	13,000	9,100	8,600	11,200
United States	29,900	28,400	32,400	27,500	25,900	
Strawberries ³						
California	39,800	38,600	38,000	39,800	38,600	38,000
Florida	8,800	8,800	9,900	8,800	8,800	9,900
Oregon	2,200	2,100	2,100	1,700	1,900	1,900
United States	50,800	49,500	50,000	50,300	49,300	49,800

(NA) Not available.

¹ Primarily fresh market.

² Estimates discontinued in 2010.

³ Includes fresh market and processing.

Fresh Market Crop Comments

Snap beans: Florida area for harvest is forecast at 9,000 acres, down 20 percent from last year. Unseasonably cold temperatures delayed crop development. In south Florida, some growers reported 80 percent damage to their crop.

Broccoli: California harvested area is forecast at 24,500 acres, down 4 percent from 2010. Unseasonably cold weather limited broccoli production. However, quality and size of the winter broccoli crop is reported to be good.

Cabbage: Winter area for harvest is forecast at 12,400 acres, 5 percent above 2010. In Florida, planting for the winter crop began in the Hastings area during the first week of November. In Texas, crop development and quality are reported to be excellent due to a mild and cool spring.

Carrots: Winter harvested area is forecast at 18,100 acres, up 9 percent from last year. In California, planting of winter carrots is underway. In Texas, the carrot crop is progressing well.

Cauliflower: California harvested area is forecast at 9,200 acres, up 8 percent from last year. Quality and size of the cauliflower crop is reported to be good.

Celery: The winter celery crop for harvest in California is forecast at 7,300 acres, up 3 percent from last year. Quality of the winter celery crop is reported to be good.

Sweet corn: Florida harvested area is forecast at 6,700 acres, 20 percent below last year. Planting of the winter sweet corn crop was underway by early November. The State experienced unseasonably cold and freezing temperatures during December. Crop loss was reported at nearly 80 percent in western Palm Beach County due to the cold snap.

Head lettuce: Area for harvest is forecast at 52,500 acres, up 3 percent from last year. Harvest in Arizona began in mid-November. Harvest of California's iceberg lettuce crop began around the third week of November.

Onions: Growers intend to plant 32,400 acres of spring onions for 2011, up 14 percent from 2010. California onion growers began planting in October and continued through mid-December. Planting conditions have been favorable for the spring onion crop. In Georgia, the crop is progressing well. No disease problems have been reported. In Texas, spring onion plantings were on schedule. Market prices are reported to be excellent.

Bell peppers: Winter area for harvest in Florida is forecast at 6,000 acres, down 8 percent from last year. Unseasonably cold and freezing temperatures delayed crop growth, while some growers reported leaf burn damage to their crop.

Spinach: Harvested area of winter spinach in Texas is forecast at 1,000 acres, unchanged from 2010. Development of the Baby leaf spinach is well underway.

Strawberries: Planted area for the major States (California, Florida, and Oregon) is forecast at 50,000 acres, up 1 percent from 2010. In Florida, producers in Hillsborough County began planting by October. California's strawberry harvest started slowly this year due to wet and cool weather.

Tomatoes: Florida winter tomato harvested area is forecast at 8,500 acres, unchanged from 2010. Tomato growers in Ruskin were able to harvest about 90 percent of their crop before the cold snap.

Statistical Methodology

Survey Procedures: Acreage and production information included in this report are collected six times during the year. Acreage forecasts are obtained on a quarterly basis for fresh market and processing vegetables. For fresh market vegetables, growers are surveyed seasonally for estimates of crops such as onions and strawberries. Producers growing multiple fresh market crops are surveyed at seasonal intervals in major producing States for the remaining vegetable crops in the program. Data are collected by telephone interviews, mail out, faxed questionnaires, and personal interviews. Data accuracy and reducing respondent burden are taken into account in conducting the surveys. The most desirable survey method is to do a complete enumeration of growers. When this is not possible, a mail inquiry, sent to a sample of growers, is conducted. Due to the variable nature of the vegetable industry, mail lists are frequently updated to ensure complete coverage.

Summary and Estimation Procedures: The vegetable surveys collect data in the major producing States for each respective commodity. States with a small number of growers survey all known commercial producers of vegetable commodities. States with a large number of producers contact a sample of growers to get production data. Sampling may still result in a census for some vegetables.

Revision Policy: Quarterly vegetables reports are released by season (winter in January, spring in April, summer in July, and fall in October) and they are not subject to revisions. At the end of the calendar year, all producers have the opportunity to update or provide any additional data corresponding to any of the weeks for the current and previous year. After these data are incorporated with previously reported data, final seasonal estimates are published in the Vegetables Annual Summary.

Reliability: The vegetable survey is subject to non-sampling errors such as omission, duplication, imputation for missing data, and mistakes in reporting, recording, and processing the data. These errors cannot be measured directly, but are minimized through rigid quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Information Contacts

Listed below are the commodity statisticians in the Crops Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

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Fred Granja – Apples, Apricots, Cherries, Plums, Prunes, Tobacco	(202) 720-4288
Dawn Keen – Floriculture, Maple Syrup, Nursery, Tree Nuts	(202) 720-4215
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Tierra Mobley – Berries, Cranberries, Potatoes, Sweet Potatoes	(202) 720-4285
Dan Norris – Austrian Winter Peas, Dry Edible Peas, Lentils, Mints, Mushrooms, Peaches, Pears, Wrinkled Seed Peas, Dry Beans	(202) 720-3250
Kim Ritchie – Hops.....	(360) 709-2400

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