



FLORIDA: The avocado crop continues to set records for both production and value. Total production from the latest crop was 1,160,000 bushels, up 32 percent from the 876,000 bushels harvested during 1974-75. Value of production, at \$11,600,000, rose 62 percent from the previous season. Early maturity, good quality and large fruit sizes contributed to a favorable marketing situation.

Increased acreage in Florida in recent years accounts for much of the increased production.

CALIFORNIA: The 1974-75 production was a record 4,080,000 bushels and nearly double the previous season. The sharp gains in new acreage have increased prospects for continued large crops.

Table 1 - Florida avocados: Bearing acreage, production, utilization, season average price and value of production at packinghouse door for crop years 1968-69 through 1975-76

Season	Bearing acres	Total production	Certified shipments	Local fresh use	Processing	Price per bushel	Value of production
	Acres	Bushels	Bushels	Bushels	Bushels	Dollars	Dollars
1968-69	5,300	504,000	475,000	19,400	9,600	5.95	2,986,000
1969-70	5,300	560,000	525,000	7,000	28,000	7.20	4,032,000
1970-71	5,300	752,000	680,000	14,000	58,000	7.25	5,452,000
1971-72	5,400	772,000	729,000	8,000	35,000	8.40	6,466,000
1972-73	5,600	752,000	705,000	10,000	37,000	8.00	6,003,000
1973-74	5,800	812,000	755,000	11,000	46,000	8.90	7,207,000
1974-75	6,200	876,000	816,000	12,000	48,000	8.20	7,171,000
1975-76	6,400	1,160,000	1,098,000	10,000	52,000	10.00	11,600,000

Table 2 - California avocados: Bearing acreage, production, season average price and value of production at packinghouse door for crop years 1968-69 through 1975-76

Season	Bearing acres	Total production 1/	Price per bushel	Value of production
	Acres	Bushels	Dollars	Dollars
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	18,380	2,584,000	7.25	18,734,000
1971-72	17,040	1,040,000	23.80	24,752,000
1972-73	19,610	2,816,000	13.60	38,368,000
1973-74	20,715	2,120,000	19.90	42,135,000
1974-75	23,000	4,080,000	12.00	48,960,000
1975-76	25,705	NA	NA	NA

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

This public document was promulgated at a cost of 12-1/2 cents per copy to the State of Florida. It is published to inform growers and others of trends in Florida avocado production.

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