

FLORIDA CROPS

AVOCADOS
July 16, 1973

FLORIDA: The 1972-73 Avocado production was down slightly from the record volume produced in the 1971-72 season, but was very close to the quantity in 1970-71. Value of production from the latest crop was down 7 percent from the 1971-72 season's record value. Less boxes accounted for part of this reduction but average box price was down as well. A bumper crop in California this last season had a competitive effect on Florida's market.

CALIFORNIA: The 1972-73 Avocado crop was California's third largest crop, exceeded only slightly by the 1959-60 and 1966-67 crops. The crop was two and one half times last season's which had been reduced by severe freeze damage. Value of production was at an all time high, 25 percent greater than last season's record sales. However, the per bushel price at packinghouse door was only half the price received for the 1971-72 crop.

Table 1 -- Florida Avocados: Bearing Acreage, Production, Utilization, Season Average Price and Value of Production at Packinghouse Door for Crop Years 1966-67 through 1972-73

Season	Bearing Acres	Total Production	Certified Shipments	Local Fresh Use	Processing	Price per Bushel	Value of Production
	Acres	Bushels	Bushels	Bushels	Bushels	Dollars	Dollars
1966-67	5,100	232,000	218,000	14,000	- -	5.60	1,299,200
1967-68	5,200	588,000	567,000	19,500	1,500	4.70	2,763,600
1968-69	5,300	504,000	475,000	19,400	9,600	5.93	2,988,720
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 <u>1/</u>	5,400	748,000	705,000	10,000	33,000	8.05	6,003,000

1/ Preliminary.

Table 2 -- California Avocados: Bearing Acreage, Production, Season Average Price and Value of Production at Packinghouse Door for Crop Years 1966-67 through 1972-73

Season	Bearing Acres	Total Production <u>1/</u>	Price per Bushel	Value of Production
	Acres	Bushels	Dollars	Dollars
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	18,380	2,584,000	7.25	18,734,000
1971-72	19,039	1,040,000	23.80	24,752,000
1972-73 <u>2/</u>	20,190	2,700,000	11.50	30,983,000

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

2/ Preliminary.

FLORIDA CROP AND LIVESTOCK REPORTING SERVICE

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