2014 SEASON VEGETABLE HIGHLIGHTS

Beginning in 2012 year, NASS began estimating vegetable production on a calendar year basis. Data included in this publication reflects vegetable acreage, yield, production, and value for January 1, 2014 through December 31, 2014.

Value

The 2014 value of production for the published major berries, Irish potatoes, vegetable crops, and watermelons totaled $1.55 billion, down 13 percent from the 2013 value of $1.78 billion. The ranking from the highest to lowest value of the berry, Irish potato, vegetables, and watermelon crops are: (1) tomatoes, (2) strawberries, (3) bell peppers, (4) potatoes, (5) sweet corn, (6) watermelons, (7) snap beans, (8) cucumbers, (9) blueberries, (10) cabbage, and (11) squash. The crops that increased in percentage and value were (+16%) Bell peppers and (+9%) potatoes. Crops that decreased in value and percentage included (-4%) tomatoes, (-8%) strawberries, (-15%) cucumbers, (-15%) sweet corn, (-17%) blueberries, (-20%) cabbage, (-42%) squash, (-44%) snap beans, and (-49%) watermelon.

Acreage

The harvested acreage for 2014 for the published major berries, potatoes, vegetable crops, and watermelons totaled 200,600 acres, down 5 percent from the 211,900 acres harvested the previous year. Crops with increased acreage and percentages included (6%) cabbage, and (3%) strawberries. Crops with less acreage and percentage decreased included (-1%) potatoes, (-2%) watermelons, (-3%) tomatoes, (-3%) Bell peppers, (-8%) snap beans, (-12%) cucumbers, (-13%) squash, and (-14%) sweet corn. Blueberries and sweet potatoes remained the same.

Production

Production in 2014 of the published major berries, potatoes, vegetable crops, and watermelons totaled 39.8 million hundredweight, down 6 percent from the 42.2 million hundredweight the prior calendar year. Crops with increased percentage and production were (41%) sweet potatoes, (9%) cabbage, (3%) tomatoes, and (2%) cucumbers. Bell peppers were up slightly. Commodities with percentage decreases and less production were (-1%) potatoes, (-11%) strawberries, (-17%) sweet corn, (-18%) squash, (-18%) blueberries, (-23%) snap beans and (-23%) watermelon.

Weather for the 2014 growing season

In **January** 2014, frost damage, fungal diseases, and crop losses were evident on strawberries, collards, and turnips in north Florida. Cabbage and potatoes were planted in Flagler, St. Johns, Bradford, and Putnam counties, sweet corn, squash, beans, and peppers in Miami-Dade County, and tomatoes in Manatee County. Cold winds in southwest Florida required replanting of okra, sweet potatoes, green beans, and strawberries. By the end of the month, harvesting of cabbage began in Okeechobee County and harvesting of winter vegetables progressed in Miami-Dade County.

In **February**, varying degrees of losses on vegetables and strawberries were reported throughout the State due to freezing temperatures. Planting of potatoes was behind schedule due to wet conditions. Cabbage and strawberry harvesting began early in the month. Soil preparation for watermelons was underway in Suwannee County. Rain and foggy weather increased disease in vegetables in southwest Florida with late blight reported on tomatoes and potatoes. Miami-Dade County farmers harvested green beans, tomatoes, squash, peppers, eggplant, sweet corn, Chinese vegetables, and boniato (Cuban sweet potatoes) during the month.

In **March**, Dixie, Levy, and Suwannee county farmers started planting watermelons and by the end of the month planting was complete. Flagler and Putnam county farmers finished planting potatoes during the month, harvesting of cabbage continued all month long. Southwest and south Florida farmers were busy all month harvesting green beans, cucumbers, collards, eggplant, herbs, kale, peppers, squash, and tomatoes.

In **April**, field work came to a standstill due to excessive rain. Gulf County farmers had to replant some vegetables and watermelons due to saturated fields. Bradford County farmers picked strawberries. Blueberry and watermelon harvesting was underway in Charlotte, Glades, and Hendry counties. Late in April, potato harvesting began in Flagler, Putnam, and St. Johns counties.

In **May**, Flagler and Putnam county farmers harvested potatoes, cabbage, and leafy greens. Strawberry harvest was completed in Bradford County and blueberry growers in Charlotte and Glades counties were moving to u-pick harvest mode as their season finished. By the end of the month farmers in the Panhandle, north, and central Florida were harvesting watermelons, green beans, sweet corn, and potatoes. Vegetable producers in southwest Florida cleaned up fields as the season neared an end.

In **June**, central and south Florida received large amounts of rain during the month. Flooded fields delayed planting early in the month. Rice planting was almost complete. Farmers harvested potatoes, cantaloupe, tomatoes, sweet corn, and watermelon by the end of the month.

In **July**, rainfall varied greatly across the State. Watermelon harvest in the Panhandle and north Florida was completed in July. Farmers in Gadsden County started planting their fall tomato crop. In Bradford County peppers and lettuce were planted under cover. In the south Florida, Hendry County farmers began land preparation for fall planting.

In **August**, southwest Florida started the month with scattered showers most days. By the end of the month they experienced a very hot, mostly dry week which enabled them to start planting melons, tomatoes, peppers, and squash, and to continue land preparation for fall planting. Polk County farmers prepared fields for strawberry planting. Harvesting of okra, squash, black-eyed peas, pink-eye peas, and purple hull peas started in Bradford County.

In **September**, southwest Florida received significant rainfall which disrupted agricultural activities. Vegetable growers ran pumps to maintain favorable water levels in fields. Flagler and Putnam county growers began planting leafy greens, Bradford County began planting winter vegetables and strawberries, Palm Beach County farmers planted sweet corn, snap beans and lettuce, and Miami-Dade County producers planted green beans, squash, peppers, tomato, bitter melon, boniato, and malanga. Tomato harvest was in full swing in Gadsden County.

In **October**, wet weather had vegetable growers battling disease in some locations throughout the State. Bradford, Flagler, and Putnam county farmers were planting cabbage. Strawberries in Manatee County were established and harvesting of tomatoes, cucumbers, and peppers continued. Vegetable harvest began across southwest Florida with light quantities of eggplant, herbs, and squash going to market.

In **November**, farms across the State ran irritation on their vegetables due to the lack of rain. Tomato harvest in Gadsden County was completed due to low temperatures. Cabbage and collards were planted in Flagler and Putnam counties. Growers in southwest Florida harvested green beans, cucumbers, eggplant, herbs, peppers, squash, tomatoes, and watermelon during the entire month.

In **December**, farmers in Flagler and Putnam counties began planting cabbage and cold weather vegetable crops. Some u-pick strawberry fields opened in Orange County. Cool weather reduced yields on cucumbers, peppers, tomatoes, and squash in southwest Florida. Spring season vegetable crop planting began in southwest Florida.

DEFINITIONS AND EXPLANATIONS

Planted Acreage is the total acreage which has been planted for harvest during the crop year. Acreage lost and replanted to the same crop in time for harvest in the same quarter is counted only once. Acreage harvested and planted again to the same crop is counted twice.

Harvested Acreage is the acreage partially or completely harvested. Acreage lost before or at maturity through natural or economic causes is not included in the acreage for harvest.

Yield is the average production per harvested acre of merchantable quality harvested and sold or utilized for human consumption.

Production is the quantity actually harvested and sold or utilized for human consumption.

Unit Value for fresh market sales is the equivalent price received, f.o.b. shipping point basis and encompasses all grades and sizes marketed or utilized. Included are packing charges, selling charges, precooling, top ice, or other costs which contribute to the value of the product at shipping point. The value per unit for quantities sold to processors is the average value paid for usable quantities, on a "delivered to plant door" basis. This value includes transportation and other normal costs incident to delivery at plant door.

Total Value is the equivalent value of production sold or utilized based on the unit value. Cullage and other quantities not sold or utilized because of natural or economic factors are excluded.

Other Counties include harvested acreage for all counties for which either published data would result in the disclosure of individual operations or acreage totals for specific commodities of minor importance in the State.

Production And Price Unit - The official USDA vegetable crop estimates are published on a weight basis. For this bulletin, the official estimates for most vegetable crops have been converted to hundredweight. If changes in container weights are necessary, all data pertaining to the production of the commodity in question are revised to maintain comparability between years. The table below gives the net weight used per container and the number of containers per hundredweight for Florida produce.

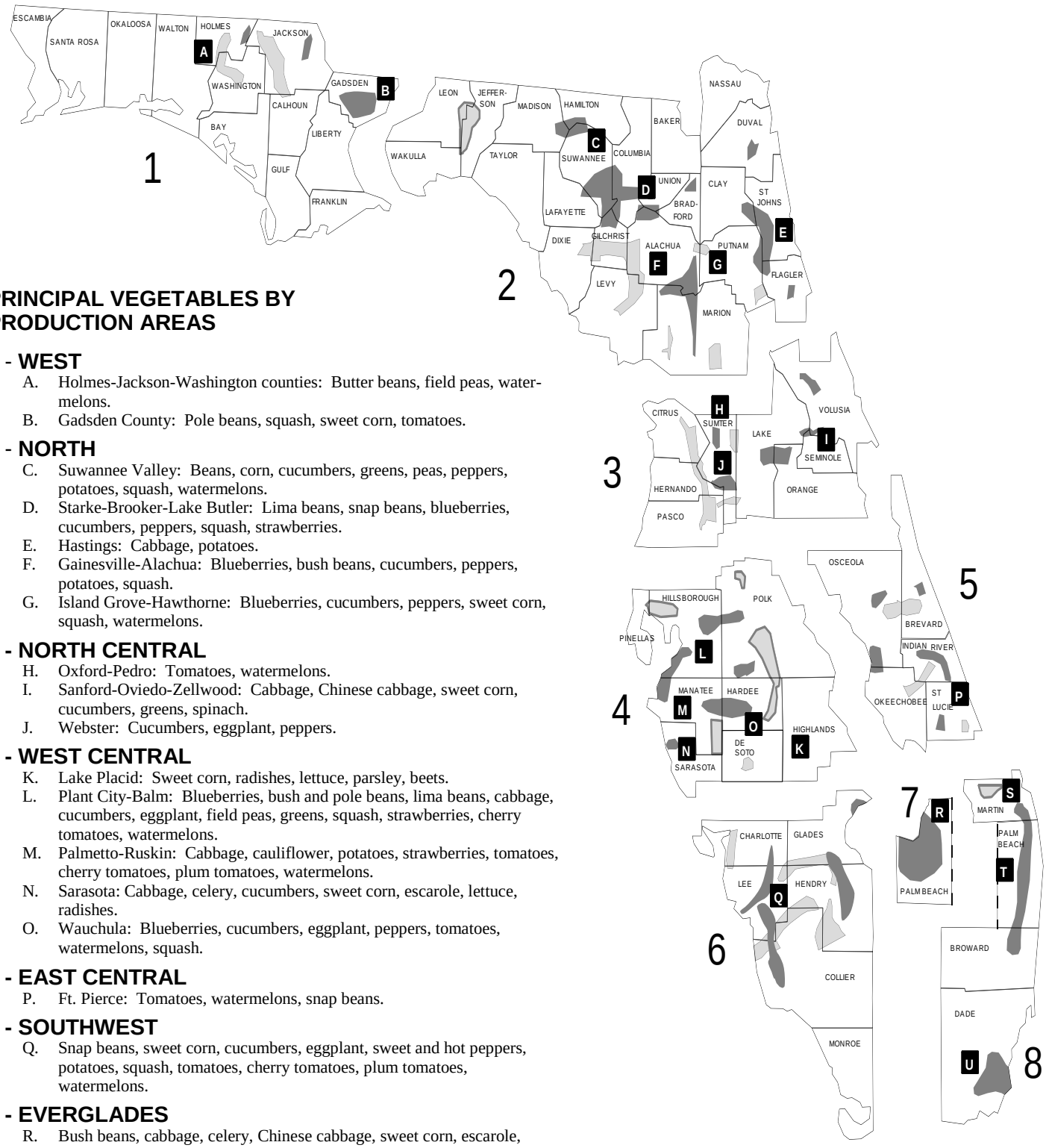
Florida Produce

[Most common unit, estimated net weight, and units per hundredweight, 2014 crop season]

Commodity	Unit	Estimated net weight	Number of units per cwt	Commodity	Unit	Estimated net weight	Number of units per cwt
		(pounds)				(pounds)	
Snap Beans	Bushel	30	3.333	Lettuce, Iceberg	Carton	50	2.000
Blueberries	Flat	11	9.090	Lettuce, Romaine	Carton	40	2.500
Cabbage	Crate	50	2.000	Lettuce, Leaf	Carton	25	4.000
Carrots	Sack	48	2.083	Okra	Bushel	30	3.333
Cauliflower	Carton	25	4.000	Parsley	Crate	21	4.762
Celery	Crate	60	1.667	Bell Pepper	Bushel	28	3.571
Chinese Cabbage	Crate	50	2.000	Potatoes	Sack	100	1.000
Sweet Corn	Crate	42	2.381	Radishes	Carton	15	6.667
Cucumbers	Bushel	55	1.818	Squash	Bushel	42	2.381
Eggplant	Bushel	33	3.030	Strawberries	Flat	12	8.333
Escarole	Crate	25	4.000	Sweet Potatoes	Crate	50	2.000
Lettuce, Bibb	Carton	10	10.000	Tomatoes	Carton	25	4.000
Lettuce, Boston	Carton	20	5.000	Watermelons	Cwt	100	1.000

CONFIDENTIALITY OF COLLECTED DATA

All information collected from individual agricultural producers is held strictly confidential. Data provided by individual producers or other agricultural firms are used only to compile and publish statistics at the county, State, and national levels. Statistics at the county and State level are not published if they will potentially disclose information about an individual or operation. In addition, all names and addresses obtained by this office are held confidential.



PRINCIPAL VEGETABLES BY PRODUCTION AREAS

1 - WEST

A. Holmes-Jackson-Washington counties: Butter beans, field peas, watermelons.
B. Gadsden County: Pole beans, squash, sweet corn, tomatoes.

2 - NORTH

C. Suwannee Valley: Beans, corn, cucumbers, greens, peas, peppers, potatoes, squash, watermelons.
D. Starke-Brooker-Lake Butler: Lima beans, snap beans, blueberries, cucumbers, peppers, squash, strawberries.
E. Hastings: Cabbage, potatoes.
F. Gainesville-Alachua: Blueberries, bush beans, cucumbers, peppers, potatoes, squash.
G. Island Grove-Hawthorne: Blueberries, cucumbers, peppers, sweet corn, squash, watermelons.

3 - NORTH CENTRAL

H. Oxford-Pedro: Tomatoes, watermelons.
I. Sanford-Oviedo-Zellwood: Cabbage, Chinese cabbage, sweet corn, cucumbers, greens, spinach.
J. Webster: Cucumbers, eggplant, peppers.

4 - WEST CENTRAL

K. Lake Placid: Sweet corn, radishes, lettuce, parsley, beets.
L. Plant City-Balm: Blueberries, bush and pole beans, lima beans, cabbage, cucumbers, eggplant, field peas, greens, squash, strawberries, cherry tomatoes, watermelons.
M. Palmetto-Ruskin: Cabbage, cauliflower, potatoes, strawberries, tomatoes, cherry tomatoes, plum tomatoes, watermelons.
N. Sarasota: Cabbage, celery, cucumbers, sweet corn, escarole, lettuce, radishes.
O. Wauchula: Blueberries, cucumbers, eggplant, peppers, tomatoes, watermelons, squash.

5 - EAST CENTRAL

P. Ft. Pierce: Tomatoes, watermelons, snap beans.

6 - SOUTHWEST

Q. Snap beans, sweet corn, cucumbers, eggplant, sweet and hot peppers, potatoes, squash, tomatoes, cherry tomatoes, plum tomatoes, watermelons.

7 - EVERGLADES

R. Bush beans, cabbage, celery, Chinese cabbage, sweet corn, escarole, greens, lettuce, radishes.

8 - SOUTHEAST

S. Martin County: Cabbage, potatoes, tomatoes, watermelons.
T. Pompano: Bush beans, lima beans, sweet corn, cucumbers, eggplant, sweet and hot peppers, squash, tomatoes, cherry tomatoes, plum tomatoes.
U. Homestead: Bush and pole beans, cabbage, sweet corn, eggplant, okra, pickles, potatoes, squash, strawberries, tomatoes, cherry tomatoes, plum tomatoes.

Vegetables, Watermelons, Potatoes, and Berries Acreage, Yield, Production, and Value – Florida: 2013 and 2014

Crop	Planted acreage		Harvested acreage		Yield per acre	
	2013	2014	2013	2014	2013	2014
	(acres)	(acres)	(acres)	(acres)	(cwt)	(cwt)
Vegetables						
Snap beans	31,000	29,200	28,800	26,600	60	50
Cabbage	8,900	9,500	8,300	8,800	330	340
Sweet corn	45,000	40,500	39,500	34,000	140	135
Cucumbers	11,100	9,800	10,700	9,400	225	260
Bell peppers	13,000	12,400	12,300	11,900	250	260
Squash	8,000	7,000	7,800	6,800	125	120
Tomatoes	35,000	35,000	34,000	33,000	265	280
Total	152,000	143,400	141,400	130,500	(X)	(X)
Watermelons	21,000	21,000	20,200	19,700	310	245
Potatoes [1]	30,900	30,500	29,500	29,300	240	240
Sweet potatoes	6,000	6,000	5,900	5,900	142	200
Strawberries	10,700	11,000	10,600	10,900	220	190
Blueberries	(X)	(X)	4,300	4,300	45	44
Total, all crops	220,600	211,900	211,900	200,600	(X)	(X)

Crop	Production		Value per cwt		Total value	
	2013	2014	2013	2014	2013	2014
	(1,000 cwt)	(1,000 cwt)	(dollars per cwt)	(dollars per cwt)	(1,000 dollars)	(1,000 dollars)
Vegetables						
Snap beans	1,728	1,330	80.00	58.20	138,240	77,406
Cabbage	2,739	2,992	22.70	16.70	62,175	49,966
Sweet corn	5,530	4,590	27.50	28.30	152,075	129,897
Cucumbers	2,408	2,444	31.70	26.70	76,334	65,255
Bell peppers	3,075	3,094	46.00	53.10	141,450	164,291
Squash	975	800	72.10	50.80	70,298	40,640
Tomatoes	9,010	9,240	50.60	47.30	455,906	437,052
Total	25,465	24,490	(X)	(X)	1,096,478	964,507
Watermelons	6,262	4,827	25.00	16.60	156,550	80,128
Potatoes [1]	7,080	7,032	17.00	18.70	120,360	131,498
Sweet potatoes	838	1,180	(D)	(D)	(D)	(D)
Strawberries	2,332	2,071	143.00	148.00	333,476	306,508
Blueberries	195	190	392.00	398.00	76,440	75,620
Total, all crops	42,172	39,760	(X)	(X)	1,783,304	1,558,261

D Withheld to avoid disclosing data for individual operations.
X Not applicable.
[1] 2014 data is preliminary.

Snap Beans Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	32,000	29,900	57	1,704	68.60	116,894
2013	31,000	28,800	60	1,728	80.00	138,240
2014	29,200	26,600	50	1,330	58.20	77,406

Cabbage Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	9,900	9,200	340	3,128	16.30	50,986
2013	8,900	8,300	330	2,739	22.70	62,175
2014	9,500	8,800	340	2,992	16.70	49,966

Sweet Corn Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	41,800	35,800	165	5,907	26.00	153,582
2013	45,000	39,500	140	5,530	27.50	152,075
2014	40,500	34,000	135	4,590	28.30	129,897

Cucumbers Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	10,700	10,400	260	2,704	24.00	64,896
2013	11,100	10,700	225	2,408	31.70	76,334
2014	9,800	9,400	260	2,444	26.70	65,255

Florida Bell Peppers: Acreage, Production, and Value, Crop Years 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	($1,000 dollars)
2012	13,000	12,400	250	3,100	46.00	142,600
2013	13,000	12,300	250	3,075	46.00	141,450
2014	12,400	11,900	260	3,094	53.10	164,291

Potatoes Acreage, Production, and Value – Florida: 2012-2014

[Includes processing]

Crop year	Area		Yield per acre	Production	Value per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
Spring (Hastings)						
2012	23,600	23,300	222	5,172	19.20	99,302
2013	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
2014	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Spring (Other)						
2012	13,500	13,300	282	3,745	21.70	81,267
2013	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
2014	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Spring (Total)						
2012	37,100	36,600	244	8,917	20.30	180,569
2013	30,900	29,500	240	7,080	17.00	120,360
2014	30,500	29,300	240	7,032	18.70	131,498

NA Not available

Sweet Potatoes Acreage, Production, and Value – Florida: 2012-2014

[Estimates began in 2009]

Crop year	Area		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(1,000 acres)	(1,000 acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	6.4	6.3	120	756	(D)	(D)
2013	6.0	5.9	142	838	(D)	(D)
2014	6.0	5.9	200	1,180	(D)	(D)

D Withheld to avoid disclosing data for individual operations.

Squash Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	7,200	6,900	130	900	52.90	47,610
2013	8,000	7,800	125	975	72.10	70,298
2014	7,000	6,800	120	800	50.80	40,640

Strawberries Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	10,700	10,600	210	2,226	110.00	244,860
2013	10,700	10,600	220	2,332	143.00	333,476
2014	11,000	10,900	190	2,071	148.00	306,508

Tomatoes Acreage, Fresh Market Production, and Value – Florida: 2012-2014

[Includes round and plum or pear-shaped varieties, and U-Pic]

Crop year	Acreage		Yield per acre	Production [1]	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	($1,000 dollars)
2012	33,000	32,000	300	9,600	28.00	268,800
2013	35,000	34,000	265	9,010	50.60	455,906
2014	35,000	33,000	280	9,240	47.30	437,052

[1] Fresh market only.

Watermelons Acreage, Production, and Value – Florida: 2012-2014

Crop year	Acreage		Yield per acre	Production	Price per cwt	Value of production
	Planted	Harvested				
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars)	(1,000 dollars)
2012	22,000	21,000	295	6,195	18.50	114,608
2013	21,000	20,200	310	6,262	25.00	156,550
2014	21,000	19,700	245	4,827	16.60	80,128

2014 United States Fresh Market Vegetable Production Down 1 Percent from 2013

Fresh market vegetable and melon production for the 24 selected crops estimated in 2014 totaled 413 million hundredweight, down 1 percent from last year. Harvested area covered 1.58 million acres, down 3 percent from 2013. Value of the 2014 crop is estimated at 10.9 billion dollars, down 5 percent from a year ago. The three largest crops, in terms of production, were onions, head lettuce, and watermelons, which combined to account for 36 percent of the total production. Tomatoes, head lettuce, and onions claim the highest values, accounting for 29 percent of the total value when combined.

For the 24 selected vegetables and melons estimated in 2014, California continues to be the leading fresh market State, accounting for 47 percent of the harvested area, 52 percent of production, and 60 percent of the value.

Fresh Market Vegetable – Leading States: 2014

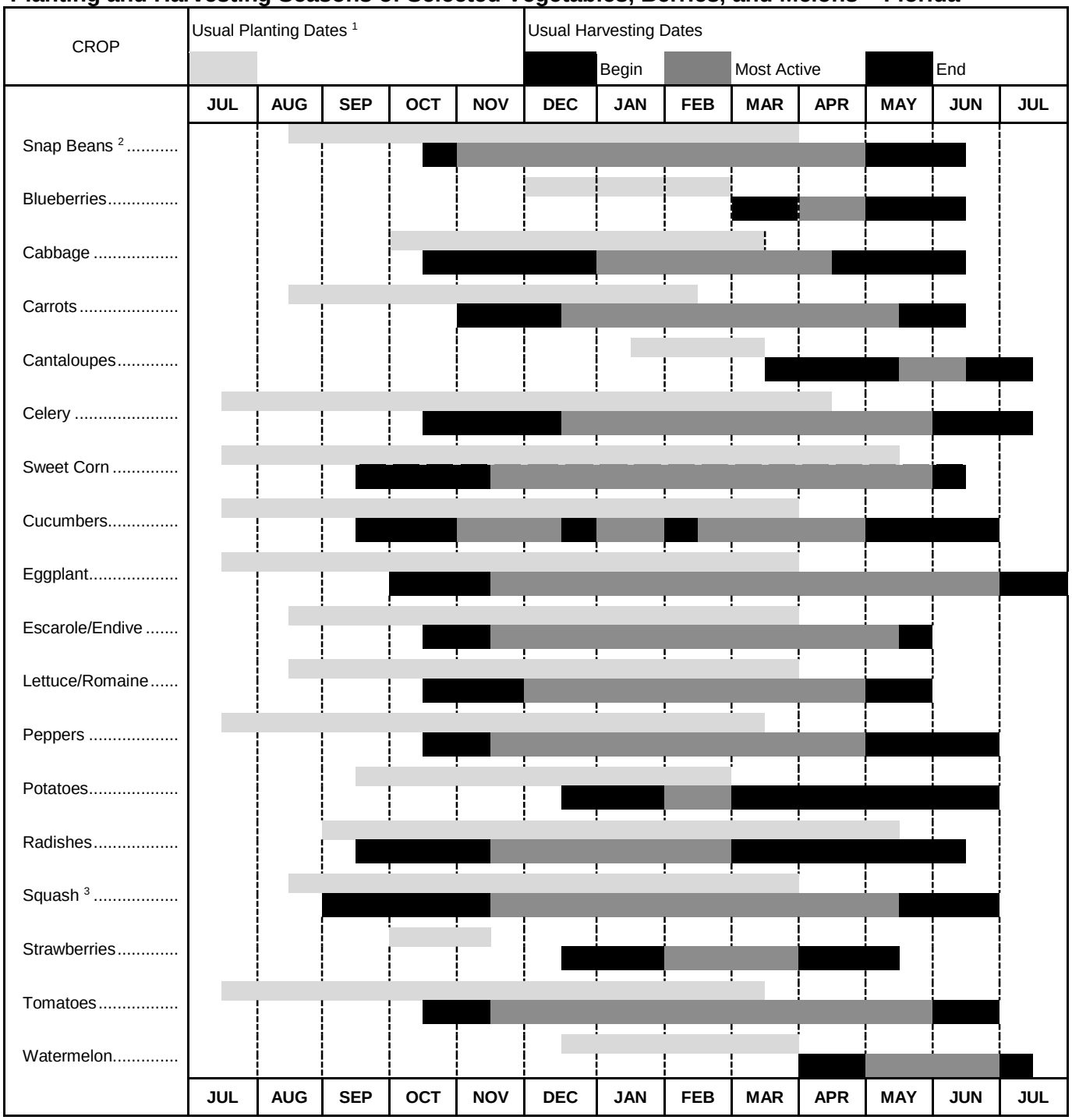
Rank	Area harvested		Production		Value	
	State	Percent of total	State	Percent of total	State	Percent of total
1	California	46.8	California	51.8	California	59.6
2	Florida	9.5	Arizona	7.7	Florida	9.6
3	Arizona	6.9	Florida	7.1	Arizona	6.3
4	Georgia	5.5	Washington	4.2	Georgia	3.7
5	New York	3.7	Georgia	3.9	New York	2.7

Principal Fresh Market Vegetables Planted, Harvested, Production and Value – Florida: 2012-2014

[Only includes estimates for the selected crops in the NASS annual program. These crops are not estimated for all States that might produce them. See the 2007 Census of Agriculture for a comprehensive tally of total vegetable acres by State. Includes processing total for dual usage crops (asparagus, broccoli, and cauliflower)]

Year	Area planted	Area harvested	Production	Value of production
	(acres)	(acres)	(1,000 cwt)	(1,000 dollars)
2012	169,600	157,600	33,238	959,976
2013	173,000	161,600	31,727	1,253,028
2014	164,400	150,200	29,317	1,044,635

Planting and Harvesting Seasons of Selected Vegetables, Berries, and Melons – Florida



[1] Usual date direct seeded or transplanted.

[2] Includes pole beans.

[3] A small acreage of summer squash is marketed locally during July and August.