



**FLORIDA:** Total production from Florida's latest avocado crop was 844,000 bushels, down 27 percent from the 1975-76 record harvest which was 1,160,000 bushels. Bearing acreage increased by 8 percent, but per acre yield was off considerably, especially from the late maturing varieties. The market for processed fruit was sharply reduced and was generally restricted to lower quality fruit.

The price per bushel at packinghouse-door level

was up slightly, but did not offset the reduced volume. Value of all sales at \$8,659,000 was down 25 percent from the record value in 1975-76.

**CALIFORNIA:** The 1975-76 avocado volume was off sharply from the previous crop, but produced a record value of production at \$60,146,000. The 1976-77 production is estimated to be at a record high level.

Table 1. Florida avocados: Bearing acreage, production, utilization, season average price and value of production at packinghouse door for crop years 1969-70 through 1976-77

Season	Bearing acres	Total production	Certified shipments	Local fresh use	Processing	Price per bushel	Value of production
	Acres	Bushels	Bushels	Bushels	Bushels	Dollars	Dollars
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
1976-77	6,900	844,000	818,000	10,000	16,000	10.30	8,659,000

Table 2. California avocados: Bearing acreage, production, season average price and value of production at packinghouse door for crop years 1969-70 through 1976-77

Season	Bearing acres	Total production 1/	Price per bushel	Value of production
	Acres	Bushels	Dollars	Dollars
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	23,840	4,176,000	11.90	49,590,000
1975-76	24,880	2,320,000	25.90	60,146,000
1976-77	27,650	5,300,000	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 12½ 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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