



FLORIDA: The 1974-75 avocado crop established new records for production. Total production was 876,000 bushels, nearly 8 percent greater than the 812,000 produced in 1973-74. The 1974-75 crop value of \$7,171,000 was down slightly from the previous season, due to a lower unit price. Early maturity and large fruit sizes contributed to a favorable marketing situation.

The 1974-75 bearing acreage in Florida rose by 7 percent, following increased new planting in recent years.

CALIFORNIA: Statistics on the 1974-75 crop will not be available until July. However, the early season estimate of shipments indicated possible record crop production.

Table 1 -- Florida avocados: Bearing acreage, production, utilization, season average price and value of production at packing-house door for crop years 1967-68 through 1974-75

Season	Bearing acres	Total production	Certified shipments	Local fresh use	Processing	Price per bushel	Value of production
	Acres	Bushels	Bushels	Bushels	Bushels	Dollars	Dollars
1967-68	5,200	588,000	567,000	19,500	1,500	4.70	2,764,000
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

Table 2 -- California avocados: Bearing acreage, production, season average price and value of production at packinghouse door for crop years 1967-68 through 1974-75

Season	Bearing acres	Total production 1/	Price per bushel	Value of production
	Acres	Bushels	Dollars	Dollars
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	17,040	1,040,000	23.80	24,752,000
1972-73	19,610	2,816,000	13.60	38,368,000
1973-74	20,740	2,140,000	20.70	44,405,000
1974-75	21,200	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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