

2010 NEW JERSEY



ANNUAL VEGETABLE REPORT

2010 Vegetable Season: The season began with wet conditions which interrupted field preparation and delayed planting of spring vegetable crops. However, adequate soil moisture and warmer temperatures were beneficial to spring crops. Yield and quality of spring vegetable crops were rated good to excellent. Warm soil temperatures in June, except for a few cold nights, helped the development of summer crops, but it also caused the spring crops to mature earlier than normal. The prolonged dry weather continued through the summer. Prospects dropped dramatically for most crops and delayed late plantings. Scattered thunderstorms occurred across the State during the whole summer. Irrigations were constantly needed in areas that received little or no rain. Late summer heat related stresses not only reduced summer crop yields, it also required more labor and expense to help crops thrive. Fall crops were generally free from fungal and other plant diseases. The first frost occurred in the second week of November and put an end to this growing season.

As the season concluded, production of asparagus, cucumbers, lettuce, parsley, bell peppers, pumpkins, snap beans, and winter squash were higher, while cabbage, collards, eggplant, escarole & endive, herbs, kale, spinach, summer squash, sweet corn, and tomatoes had lower production. Total value of production of principal fresh market and processing vegetables showed an 8.7 % decrease from a year ago as a result of much lower season average prices.

Vegetables for Fresh Market: There are 18 fresh market vegetables in the USDA-NASS, New Jersey Field Office estimating program. Area harvested for these fresh market vegetables in 2010 totaled 35,900 acres, compared with 35,100 acres in 2009, up 800 acres. Production amounted to 5.46 million hundredweight, a decrease of one half percent from the 5.49 million hundredweight produced in 2009. Overall yield in 2010 averaged 152 hundredweight per acre, down 4 hundredweight from the previous year. The season average price was \$32.10 per hundredweight compared with \$35.00 in 2009, a decrease of \$2.90 per hundredweight.

Among the fresh market vegetables, cabbage, cucumbers, herbs, lettuce, parsley, bell peppers, pumpkins, summer & winter squash, and sweet corn had higher harvested acres in 2010 than in 2009. Asparagus, collards, snap beans, and spinach had lower harvested acres in 2010 than in 2009. Eggplant, escarole/endive, kale, and tomato acres remained the same. The total value of fresh market vegetables showed a decrease of 8.9% from \$192.3 million in 2009 to \$175.2 million in 2010. It was the result of lower production and lower season average price.

Ranking New Jersey's fresh market vegetables by value of production, bell peppers replaced tomatoes ranking first with \$33.8 million, tomatoes were second with \$32.4 million. Cucumbers, sweet corn, and lettuce were third, fourth, and fifth with \$15.7 million, \$15.3 million, and \$14.9 million, respectively.

Vegetables for Processing: In 2010, harvested acreage of major processing vegetables totaled 6,100 acres, compared with 5,300 acres harvested in 2009 and 6,050 acres harvested in 2008. Harvested acres increased for green peas, snap beans, spinach, sweet corn, and tomatoes. Despite the 11% increase in total production, the 14% decline of season average price resulted in a 4.5 % reduction of total value of production from a year ago.

Parsley and Herbs: These two items were added in the USDA-NASS, New Jersey Field Office estimating program starting in 2009. Results from the 2009 and 2010 surveys are first released in this report.

**A special THANK YOU goes to
all those producers who
participated in our Vegetable
Surveys!**

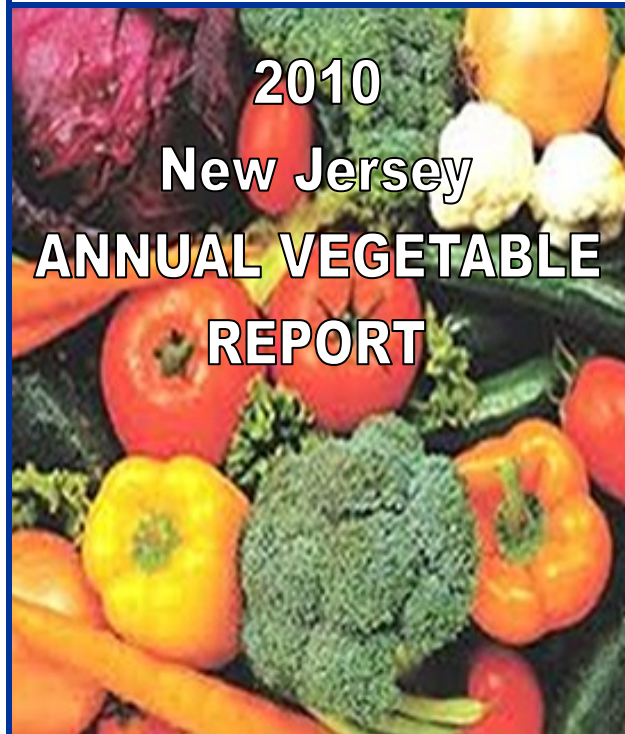


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New Jersey Principle Vegetables Annual Summary - 2009 and 2010¹

Crop	Acres Planted		Acres Harvested		Yield per Acre		Production		Season Average Price		Value of Production	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Vegetables for Fresh Market	– acres –		– acres –		– cwt –		– 1,000 cwt –		– \$ per cwt –		– \$ 1,000 –	
Asparagus ²	1,000	1,100	1,000	900	37	42	37	38	97.30	131.70	3,600	5,005
Cabbage	1,700	1,800	1,600	1,700	345	280	552	476	15.90	14.50	8,777	6,902
Collards ²	800	800	800	700	165	140	132	98	30.90	30.00	4,079	2,940
Cucumbers	3,200	3,200	3,100	3,200	130	210	403	672	28.00	23.40	11,284	15,725
Eggplant ²	900	900	900	900	320	245	288	221	29.00	28.60	8,352	6,321
Escarole & Endive ²	600	600	500	500	185	175	93	88	35.40	29.30	3,292	2,578
Herbs ^{2,3}	2,000	2,000	1,800	1,900	150	80	270	152	48.70	51.00	13,149	7,752
Kale ²	400	400	400	400	120	100	48	40	34.10	33.90	1,637	1,356
Lettuce, All ^{2,4}	1,900	2,000	1,800	1,900	200	210	360	399	38.30	37.40	13,788	14,923
Parsley ²	800	800	700	800	145	180	102	144	44.60	37.10	4,549	5,342
Peppers, Bell	3,300	3,300	3,200	3,300	290	325	928	1,073	33.80	31.50	31,366	33,800
Pumpkins ²	2,600	2,400	2,200	2,300	115	135	253	311	29.20	20.50	7,388	6,376
Snap Beans	2,800	2,900	2,800	2,600	27	30	76	78	67.40	35.40	5,122	2,761
Spinach	1,600	1,500	1,500	1,400	135	85	203	119	43.20	45.90	8,770	5,462
Squash, Summer ²	2,100	2,100	1,900	2,100	135	120	257	252	33.40	29.70	8,584	7,484
Squash, Winter ²	1,200	1,000	900	1,000	75	120	68	120	26.70	23.50	1,816	2,820
Sweet Corn	7,700	8,000	7,100	7,400	110	75	781	555	29.20	27.50	22,805	15,263
Tomatoes	3,100	3,100	2,900	2,900	220	215	638	624	53.20	51.90	33,942	32,386
Total	37,700	37,900	35,100	35,900	156	152	5,489	5,460	35.00	32.10	192,300	175,196
Vegetables for Processing⁵	– acres –		– acres –		– tons –		– tons –		– \$ per ton –		– \$ 1,000 –	
Total^{6,7}	5,300	6,100	5,300	6,100	9.58	9.23	50,790	56,320	164.70	141.70	8,366	7,983
Total Principal Vegetables	43,000	44,000	40,400	42,000	8.05	7.84	325,240	329,320	617.00	556.20	200,666	183,179

¹ Preliminary. ² Not in the Federal Estimating Program, state estimate only. ³ Includes arugula, basil, chives, coriander, cress, fennel, sage, thyme, etc., excludes parsley. ⁴ Includes head lettuce, Romaine, and all other lettuce. ⁵ Not published separately to avoid disclosing individual operations. ⁶ Includes green peas, snap beans, spinach, sweet corn, and tomatoes. ⁷ Processing tomatoes is not in the Federal Estimating Program.