2011-2012 SEASON VEGETABLE HIGHLIGHTS

In 2012, 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, 2012 through December 31, 2012. Monthly price data was not available for vegetables during 2012.

Production was up for many vegetables compared to the previous year, but prices were down and resulted in a lower total value of production. Prices were up for snap beans, cucumbers, watermelons, and blueberries.

Value

The 2012 value of production for the seven major vegetable crops, berries, and watermelons totaled $1.41 billion, down 19 percent from the 2011 value of $1.73 billion. The ranking from the highest to lowest value of the published vegetable and berry crops are: (1) tomatoes, (2) peppers, (3) strawberries, (4) sweet corn, (5) snap beans, (6) watermelons, (7) cucumbers, (8) squash, (9) blueberries, and (10) cabbage. Crops that increased in value and percentage increase included cucumbers (30%), snap beans (27%), watermelons (23%), and sweet corn (3%). Crops that decreased in value and percentage included strawberries (-45%), tomatoes (-38%), cabbage (-22%), bell peppers (16%), squash (-13%), and blueberries (-10%).

Acreage

The harvested acreage for 2012 of the major vegetable crops, watermelons, potatoes, sweet potatoes, strawberries, and blueberries totaled 242,800, up from the 232,700 acres harvested the previous year. Crops with increased acreage included sweet potatoes (210%), blueberries (18%), cucumbers (14%), cabbage (14%), snap beans (7%), squash (4%), watermelons (4%), potatoes (3%), tomatoes (2%), and peppers (2%). Crops with less acreage and percentage decrease included strawberries (-12%) and sweet corn (-2%).

Production

Production in 2012 of the major vegetable crops, watermelons, potatoes, sweet potatoes, strawberries, and blueberries totaled 49.76 million hundredweight, up 2 percent from 2011. Production increased for sweet potatoes (58%), cucumber (18%), cabbage (14%), sweet corn (7%), tomatoes (5%), peppers (2%), and snap beans (1%), Crops with less production and percentage decrease included strawberries (26%), blueberries (20%), squash (-10%), potatoes (2%), and watermelons (-1%).

Weather for the 2012 growing season

January 2012 began with freezing temperatures in the southern portions of the State and caused some damage to the vegetable crops. Most vegetable growers worked around the clock in the fields to protect their crops and plants from the chilling temperatures. Strawberry growers ran overhead sprinklers to form ice caps on plants as cold protection. Harvesting and replanting of winter vegetables continued in the southern Peninsula. Hastings growers began planting potatoes. Market movement included snap beans, cabbage, celery, sweet corn, cucumbers, eggplant, endive, escarole, bell peppers, radishes, squash, and tomatoes.

February saw dry conditions and average temperatures. Producers were irrigating fields throughout the month due to drought conditions. Vegetable planting continued in St. Lucie County. Some damage was reported in St. Johns County to potatoes and Putnam County to cabbage due to frost. Producers harvested snap beans, cabbage, celery, sweet corn, eggplant, endive, escarole, bell peppers, radishes, squash, strawberries, and tomatoes.

During **March, t**he harvesting of winter vegetables was ongoing in south Florida and increased as the month progressed. Favorable weather conditions allowed planting and harvesting to remain on schedule. Producers were planting watermelons in north central Florida. Supplies of strawberries increased as growers met the demands of the March Strawberry Festival. Some farmers are planting and preparing fields for spring harvest (April-July). Very light harvesting of blueberries was underway.

In **April,** drought conditions prevailed throughout most of the State. Clear, dry conditions allowed fieldwork and harvesting to progress unabated. The dry weather increased the need for irrigation in the central and southern Peninsula areas. Cabbage and celery supplies declined as the season ended. Watermelons harvest began earlier than usual. Potato harvest began in the Hastings area.

In **May,** drought conditions continued. The vegetable harvest finished in the Miami-Dade area, while potato harvest continued in Flagler and Putnam counties. Watermelon, squash, and cantaloupe harvest continued. Quincy tomato growers prepared fields for summer harvesting. Producers marketed snap beans, blueberries, cantaloupes, sweet corn, cucumbers, eggplant, okra, bell peppers, squash, tomatoes, and watermelons.

June brought heavy rains as Tropical Storm Beryl and Debby passed though the State. Rain and wet fields delayed harvesting in many areas. In Gilchrist County, producers harvested watermelons. Tomato harvesting continued in Gadsden County. In Washington County, watermelon and sweet corn fields were harvested at a rapid pace. In Miami-Dade County, mangoes and avocadoes were marketed. Tomato harvesting remained active in the Quincy area with supplies declining seasonally. Growers marketed avocados, cantaloupes, mangoes, and tomatoes.

In **July** most vegetables were finished for the season. There was some tomato harvesting in western and central Florida. In Okeechobee County, irrigated sweet corn harvesting continued. Northern Peninsula growers were still harvesting light supplies of watermelons as the season concluded.

In **August** vegetable growers were busy with land preparation, fumigating, and laying plastic for the fall crop. Harvesting and replanting of okra and sweet potatoes was underway. Rain late in the month disrupted some land preparations and planting schedules around Charlotte, Collier, Hendry, and Lee counties.

September began with Tropical Storm Isaac bringing up to five inches of rainfall to South Florida. In the southern counties, vegetable growers continued to prepare land and planting increased seasonally. Flagler and Putnam county growers planted cabbage. Okra, cucumbers, and tomatoes were being marketed at the end of the month.

In **October,** the fall vegetable harvest was in full swing with lots of activity at the local farmers markets. Growers were planting winter vegetables in south Miami-Dade County. The harvest of tomatoes continued in Gadsden County. Tomato harvesting continued in Gadsden County. Strawberry planting was in full swing in Hillsborough County. Vegetables being marketed included tomatoes, beans, corn, cucumbers, okra, and watermelon and some light volumes of eggplants.

In **November,** growers enjoyed mild temperatures and dry conditions. Harvesting and replanting of winter vegetables was progressing well in south Florida while cabbage and strawberry planting continued in other parts of the State. Crops coming to market included green beans, sweet corn, cucumber, squash, peppers, tomatoes, and watermelons

In **December,** dry conditions prompted vegetable growers to irrigate to keep moisture levels up. Above normal temperatures for this time of year resulted in good growing conditions for vegetables. Tomato harvest ended in Gadsden County. Vegetables marketed included corn, cucumbers, green beans, eggplant, lettuce, peppers, radishes, and tomatoes. Early marketing of strawberries was also been reported.

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.

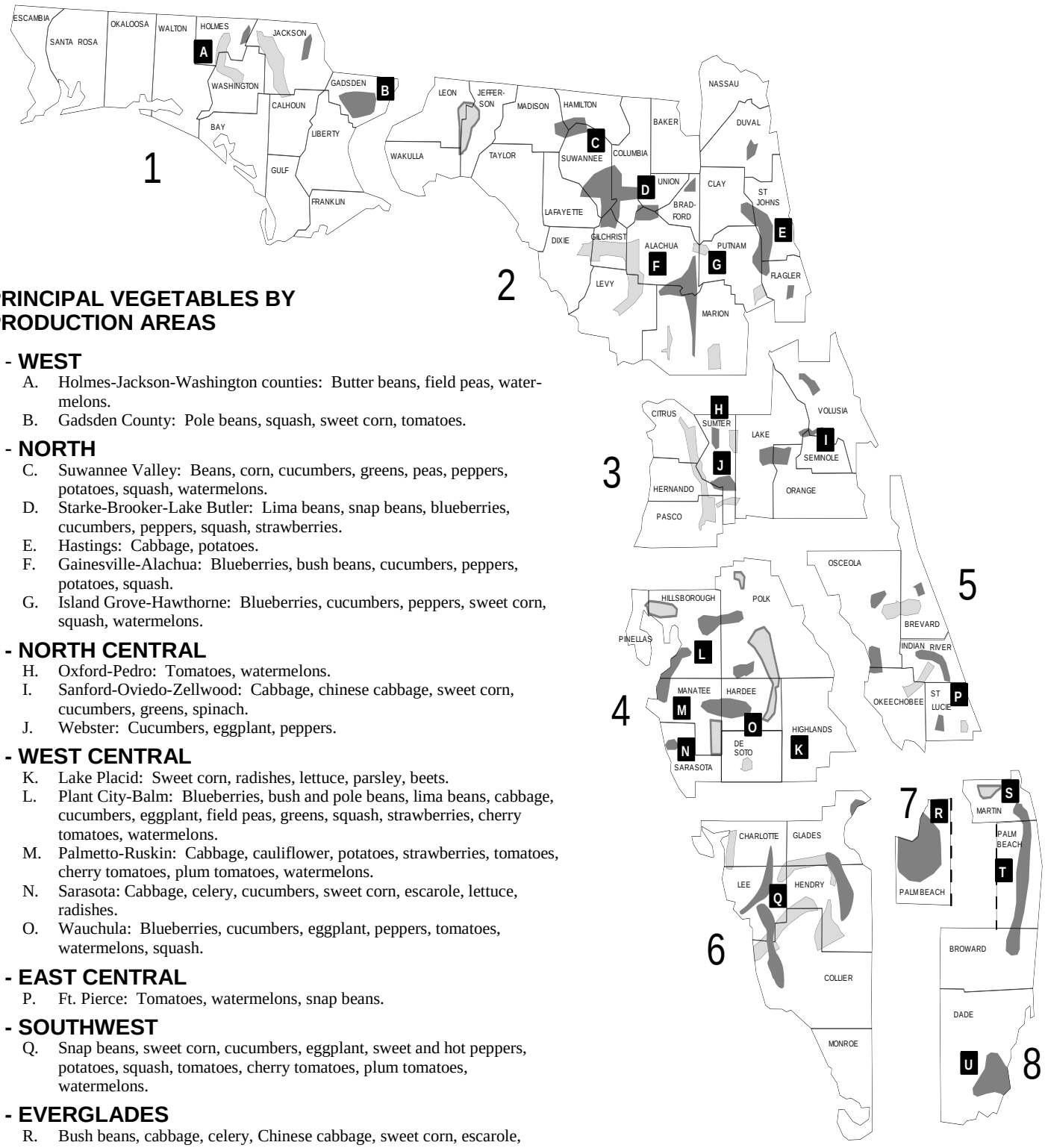
Florida Produce

[Most common unit, estimated net weight, and units per hundredweight, 2011-2012 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.

Florida Vegetables, Watermelons, Potatoes, and Berries: Acreage, Yield, Production and Value, Crop Years 2011 and 2012

Crop	Planted acreage		Harvested acreage		Yield per acre	
	2011	2012	2011	2012	2011	2012
	(acres)	(acres)	(acres)	(acres)	(cwt)	(cwt)
Vegetables						
Snap beans	46,000	46,000	40,000	42,700	60	57
Cabbage	8,800	9,900	8,100	9,200	340	340
Sweet corn	50,500	49,000	43,000	42,000	150	165
Cucumbers	10,000	11,200	9,500	10,800	250	260
Bell peppers	18,700	18,800	17,600	18,000	250	250
Squash	9,600	10,000	9,300	9,700	150	130
Tomatoes	30,000	30,000	28,500	29,000	320	330
Total	173,600	174,900	156,000	161,400	(X)	(X)
Watermelons	25,900	26,500	24,400	25,300	310	295
Potatoes [1]	36,400	37,000	35,600	36,600	256	244
Sweet potatoes	3,300	6,400	3,000	6,300	160	120
Strawberries	9,900	8,900	9,900	8,700	250	210
Blueberries	(X)	(X)	3,800	4,500	56	38
Total, all crops	249,100	253,700	232,700	242,800	(X)	(X)

Crop	Production		Value per cwt		Total value	
	2011	2012	2011	2012	2011	2012
	(1,000 cwt)	(1,000 cwt)	(dollars per cwt)	(dollars per cwt)	(1,000 dollars)	(1,000 dollars)
Vegetables						
Snap beans	2,400	2,434	54.70	68.60	131,280	166,972
Cabbage	2,754	3,128	23.60	16.30	64,994	50,986
Sweet corn	6,450	6,930	27.00	26.00	174,150	180,180
Cucumbers	2,375	2,808	21.90	24.00	52,013	67,392
Bell peppers	4,400	4,500	56.30	46.00	247,720	207,000
Squash	1,395	1,261	55.00	52.90	76,725	66,707
Tomatoes	9,120	9,570	47.70	28.00	435,024	267,960
Total	28,894	30,628	(X)	(X)	1,181,906	1,007,197
Watermelons	7,564	7,464	14.80	18.50	111,947	138,084
Potatoes [1]	9,112	8,917	15.80	(D)	144,769	(D)
Sweet potatoes	480	756	(D)	(D)	(D)	(D)
Strawberries	2,475	1,827	148.00	110.00	366,300	200,970
Blueberries	214	171	323.00	363.00	69,122	62,073
Total, all crops	48,739	49,763	(X)	(X)	1,874,044	1,408,324

X Not applicable.
D Withheld to avoid disclosing data for individual operations.
[1] 2012 data is preliminary.

Florida Snap Beans: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	36,400	32,200	60	1,932	69.90	135,047
2011	46,000	40,000	60	2,400	54.70	131,280
2012	46,000	42,700	57	2,434	68.60	166,972

Florida Cabbage: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	10,500	9,700	300	2,910	24.10	70,131
2011	8,800	8,100	340	2,754	23.60	64,994
2012	9,900	9,200	340	3,128	16.30	50,986

Florida Sweet Corn: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	45,100	42,100	140	5,894	32.10	189,197
2011	50,500	43,000	150	6,450	27.00	174,150
2012	49,000	42,000	165	6,930	26.00	180,180

Florida Cucumbers: Acreage, Production and Value, Crop Years 2010-2012

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)
2010	12,000	11,600	200	2,320	20.60	47,792
2011	10,000	9,500	250	2,375	21.90	52,013
2012	11,200	10,800	260	2,808	24.00	67,392

Florida Bell Peppers: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	18,800	17,700	230	4,071	72.60	295,555
2011	18,700	17,600	250	4,400	56.30	247,720
2012	18,800	18,000	250	4,500	46.00	207,000

Florida Potatoes: Acreage, Production, and Value, Crop Years 2010-2012

[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)						
2010	21,500	20,300	250	5,075	14.60	74,095
2011	23,400	23,100	270	6,237	13.90	86,694
2012	23,500	23,300	240	5,592	(D)	(D)
Spring (Other)						
2010	11,700	11,500	250	2,875	22.50	64,688
2011	13,000	12,500	230	2,875	20.20	58,075
2012	13,500	13,300	250	3,325	(D)	(D)
Spring (Total)						
2010	33,200	31,800	250	7,950	17.40	138,783
2011	36,400	35,600	256	9,112	15.80	144,769
2012	37,000	36,600	244	8,917	(D)	(D)

D Withheld to avoid disclosing data for individual operations.
[1] Data will be released in September 2013.

Florida Sweet Potatoes: Acreage, Production, and Value, Crop Years 2010-2012

[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)
2010	3.5	3.4	130	442	(D)	(D)
2011	3.3	3.0	160	480	(D)	(D)
2012	6.4	6.3	120	756	(D)	(D)

D Withheld to avoid disclosing data for individual operations.

Florida Squash: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	9,500	9,100	120	1,092	52.00	56,784
2011	9,600	9,300	150	1,395	55.00	76,725
2012	10,000	9,700	130	1,261	52.90	66,707

Florida Strawberries: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	8,800	8,800	220	1,936	187.00	362,032
2011	9,900	9,900	250	2,475	148.00	366,300
2012	8,900	8,700	210	1,827	110.00	200,970

Florida Tomatoes: Acreage, Fresh Market Production, and Value, Crop Years 2010-2012

[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)
2010.....	32,000	29,500	290	8,555	72.50	620,238
2011.....	30,000	28,500	320	9,120	47.70	435,024
2012.....	30,000	29,000	330	9,570	28.00	267,960

[1] Fresh market only.

Florida Watermelons: Acreage, Production, and Value, Crop Years 2010-2012

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)
2010	25,900	24,600	305	7,503	15.00	112,545
2011	25,900	24,400	310	7,564	14.80	111,947
2012	26,500	25,300	295	7,464	18.50	138,084

2012 United States Fresh Market Vegetable Production Up 1 Percent from 2011

United States fresh market vegetable and melon production for the 24 selected crops estimated in 2012 totaled 438 million hundredweight, up 1 percent from last year. Harvested area covered 1.68 million acres, up 1 percent from 2011. Value of the 2012 crop is estimated at 10.1 billion dollars, down 6 percent from a year ago. The three largest crops, in terms of production, are onions, head lettuce, and watermelons, which combined to account for 36 percent of the total production. Onions, tomatoes, and sweet corn claim the highest values, accounting for 26 percent of the total value when combined.

For the vegetables and melons estimated in 2012, Florida was the second leading fresh market vegetable State, in 2012 accounting for 11 percent of the harvested area, 9 percent of production, and 11 percent of the value of production.

Leading Fresh Market Vegetable States in 2012

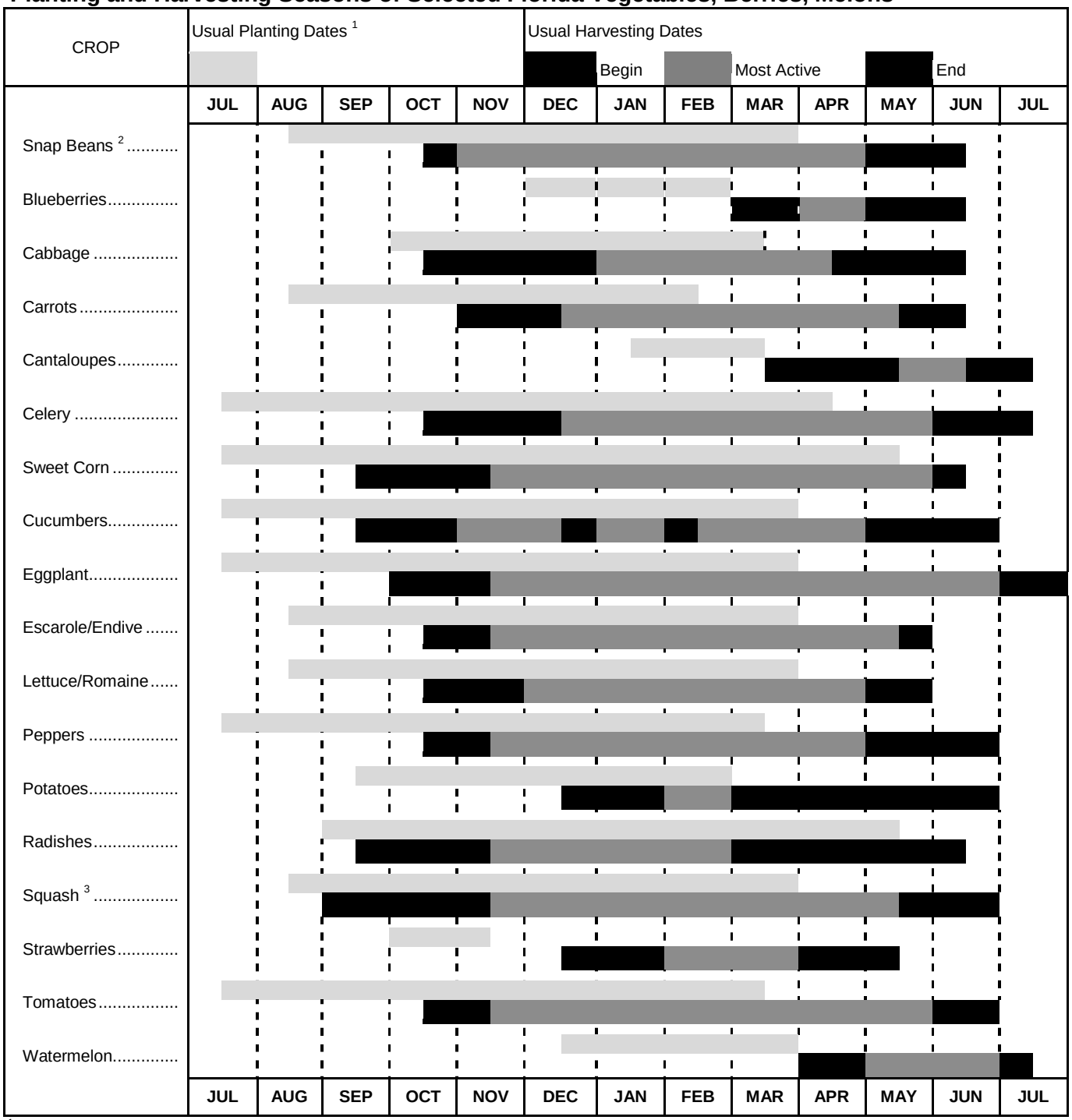
Rank	Area harvested		Production		Value	
	State	Percent of total	State	Percent of total	State	Percent of total
1	California	43.8	California	48.5	California	50.1
2	Florida	11.1	Florida	8.7	Florida	11.4
3	Arizona	6.5	Arizona	7.3	Arizona	6.9
4	Georgia	6.1	Georgia	5.0	Georgia	5.1
5	New York	3.8	Washington	4.2	New York	4.0

Principal Fresh Market Vegetable Planted, Harvested, Production and Value – Florida: 2010-2012

[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)
2010	190,200	176,500	34,277	1,527,289
2011	199,500	180,400	36,458	1,293,853
2012	201,400	186,700	38,095	1,145,281

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



[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.