

This report attempts to furnish growers, packers, shippers, and other interested parties a summary of vegetable unloads in Western markets with comparative tables indicating a market potential for fresh vegetables grown in Oregon. This publication was first printed in 1973 showing comparative data for 1968-69-70-71 and 1972. However, the supply has become exhausted and rather than rerun the same data, a slight revision and an update has been made.

## ACKNOWLEDGMENTS

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## INTRODUCTION

Oregon is known for its high quality vegetables produced for canning, freezing and fresh market sales. Over the years, most fresh market sales have been confined to the Portland Wholesale Market, direct sales to retailers, or direct sales to truckers and consumers. During more recent years, due to economic changes, changes in technology, and an interest on the part of some growers, brokers, wholesalers and marketing specialists, an increase in fresh sales to distant markets has taken place. This trend should be continued and expanded.

Certain test shipments using the latest technologies available in production, harvesting, cooling, packaging, handling, transporting and communicating between distant markets and local producers plus a change in attitude on the part of many marketing people have demonstrated the ability of Oregon Producers to capture top prices, and in some instances, premium prices, for their high quality vegetables. Examples of this might be green corn, carrots, parsnips, cauliflower, rhubarb, turnips, cabbage and in some years, green onions and radishes.

With the economic pressures intensifying for Oregon vegetable growers, it becomes necessary to look for alternative markets for selling fresh produce. With improvements in refrigeration, hydrocooling, packaging, and transportation including air, it becomes a natural for Oregon growers to seek outlets beyond the local market. However, from a sound business practice and for the grower's protection, it is always wise to engage the services of a broker or established wholesaler to handle an out-of-state deal. These people not only have the expertise, but they can give protection to the grower by guaranteeing payment for products delivered.

Buyers at some terminal markets, through personal contacts, telephone inquiries, and letters, have not only expressed an interest in receiving Oregon-grown vegetables, but have purchased some and re-ordered on a continuing basis.

The entire world is a market place for Oregon-grown produce, but certain nearby markets should be satisfied prior to moving out too far, too fast. The greatest potential for fresh marketing lies in the nearby population centers of Los Angeles, San Francisco, Seattle, Salt Lake City, Denver, and Vancouver, BC. Other markets that have shown an interest and have received test shipments successfully are Houston; Kansas City; Chicago; Washington, DC; Boston; Atlanta; Cleveland; and cities in Hawaii. These markets are good possibilities and should be further exploited. A three-year comparison of total fruit and vegetable unloads in 41 U.S. cities and 5 Canadian cities is shown in Appendix A. Each of these cities offers a good potential, but the Western cities should be exploited first.

To learn more about this potential, the data provided by the Federal Market News Service can be used effectively and with a high degree of confidence. For instance, the Federal Market News Service collects and reports on a monthly and annual basis the total number of carlot equivalents of a commodity unloaded at the major markets throughout the United States. These data not only indicate the total volume unloaded from rail, truck, boat and air, but also include the volume by state of origin, for months and years, with comparisons. Factors used to convert truck, boat and air unloads to carlot equivalents can be found in Appendix B.

Data in the following tables have been assembled to assist Oregon growers, brokers and wholesalers, and other interested persons, in seeing at a glance what the out-of-state market potential might be for Oregon-grown vegetables.

Table 1 pertains to our own local market, Portland, Oregon. Table 2 pertains to Seattle, 3 to San Francisco, 4 to Los Angeles, 5 to Salt Lake City, and 6 and 7 to Denver, Colorado and Vancouver, BC respectively. The tables, except Table 1, have been assembled and presented in a manner that the reader may see at a glance the following: 1) Total volume of a commodity unloaded at a particular market for the five-year period 1970-74; 2) Total volume of a commodity unloaded at a particular market from an out-of-state source during Oregon's shipping season; 3) The volume of product unloaded from Oregon. The difference between total unloads and the volume unloaded from Oregon can be considered as a market potential and Oregon sellers should attempt to exploit this opportunity. Although these data imply a market potential, it must also be recognized that not all buyers will be willing to make a change in their source of supply; but on the other hand, if a proper sales and delivery program can be put together, the buyer may make a switch to the high quality items from Oregon.

It should also be explained that although Oregon's season, as far as this publication is concerned, has been determined from the unload data at Portland, Oregon, it should be kept in mind that Oregon producers are quite ingenious when it comes to producing for a market. So perhaps, if the shipping season needs to be lengthened, the grower may change varieties, planting dates, or implement other cultural changes necessary to satisfy a market demand, or market potential.

Persons wanting more detail than given in this report may want to view the basic data or complete report of the Federal Market News Service. If so, annual copies of Fresh Fruit and Vegetable Unloads in Western Cities by commodities, states and months should be obtained from either the Federal Market News Office in San Francisco, California, the United States Department of Agriculture, Washington, DC, or the author.

An explanation of how to use these tables in determining market potential is found in Appendix C. This procedure, as outlined in Appendix C, has been applied to each of the 26 vegetable crops in each of the seven Western markets to obtain the basic data for this report.

THE MARKETS

Portland, Oregon
A terminal market for some 4,100 carlot equivalents of vegetables is Port1and, Oregon. Portland is a redistribution center for all of Oregon and Southwestern Washington. However, some cities located near the borders, such as Ontario, Medford, Klamath Falls, and Brookings, may receive mixed truck loads of produce items direct from out-of-state suppliers, and some produce may be unloaded at points within Oregon on prearranged instructions from Portland wholesalers, brokers, or retail store buyers. The summary figures appearing in Table 1 are gathered and reported by a local representative of the Federal Market News Service and pertain only to those unloads at Portland.

A five year period, 1970-74, is used for comparison to offset seasonal variations in production as well as to furnish enough data to determine whether or not any trends are developing. Factors used to convert truck, boat, and air unloads to carlot equivalents during this five year period can be found in Appendix B.

The data in Tablel have been assembled to show the total carlot equivalents of selected fresh market vegetables unloaded during the years 1970-74. The table also reflects the number of cars unloaded from out of state and the total number of carlot equivalents from out of state during Oregon's season. From this table, one may calculate that during the 1970-74 marketing seasons from 69 to 80 percent of all cars unloaded at Portland came from out of state. This would not necessarily indicate the market potential for Oregon vegetables because some of these cars were unloaded during a period of time when Oregon could not satisfy the needs because of growing conditions. However, if we consider the out-of-state cars unloaded during Oregon's season, then we do have an indication of market potential, and we should find out why a fourth to a third of all vegetables unloaded at Portland during the years 1970-74 came from out of state during the period of time Oregon producers could have been supplying the 26 vegetables listed. Note that some crops, such as eggplant, artichokes, and asparagus, were not included in the righthand columns of Table 1. Although these three crops are not reported, this is not to say they could not have been unloaded. In some instances, when less than a full carlot equivalent is received, the figure is not recorded, and we must bear in mind that in this report the Oregon season is determined by the unload figures of more than one carlot equivalent rather than on the actual growing season. Oregon can and has produced these three crops in the past and could and would in the future if market conditions were favorable and the buyers expressed interest or a desire to have them from Oregon.

Thus, from Table 1 we may conclude that a market potential for additional production does exist, and perhaps with the proper coordination of all concerned, Oregon growers might increase their local fresh marketing by at least a third.

The potential might be larger if we take into account the entire growing and shipping season rather than determining the season on unload data only. Changes in varieties, cultural practices, packaging, and marketing programs might result in Oregon growers increasing their marketings at Portland by more than the potential indicated. However, it may require a selling and merchandising job to do so.

## Seattle, Washington

A sister market to Portland in the Northwest and near the production area is Seattle, Washington. The relationship that has been in existence for many years is one of interchange. That is, the growers in Oregon and Washington utilize to a large extent the same wholesalers, brokers, retail store buyers and in many instances, the same transportation facilities and other physical resources. Supplies move freely between the Portland and Seattle markets depending on the supply and demand situation that exists. Not only do we find the same buyers operating in each market or buying for both markets, we also find the growers belonging to the same organizations. However, they do sell competitively and in some instances buyers will attempt to play one group of producers against the other; and, of course, the growers attempt to play the same game.

The geographical locations of Seattle and Portland tend to reduce the market potential reflected in this report at both markets because not too much is gained by producers in either state attempting to force the other from the local markets. However, from a practical standpoint and in the interest of Oregon producers, the data in Table 2 have been assembled in such a manner as to show three separate summaries for the years 1970 through 1974. For example, the five lefthand columns reflect the total carlot equivalents of vegetables unloaded at Seattle during the five-year period 1970-74, the center five columns show the number of carlot equivalents unloaded at Seattle originating outside of Washington during Oregon's season* for the five years, and the righthand columns depict the total number of carlot equivalents unloaded at Seattle that originated from Oregon.

In studying the individual commodity data in Table 2 and subtracting the total unloads from Oregon from the total out-of-state unloads during Oregon's season, the market potential figure is obtained. For some commodities, this is quite large, while for others, it is insignificant.

Once this figure is obtained, it becomes necessary to determine the following:

1. What are the competing states?
2. What volume came from each state?
3. What economic factors, if any, favor a competing state over Oregon?
4. Why did the buyer purchase from a competing state?
5. Why would a concerted sales effort change the situation in favor of Oregon?

Answers to these questions will influence selling decisions and efforts on the part of Oregon growers, shippers, and salesmen. For a complete picture of market potential, the same type of analysis should be made for each of the seven major markets in the Western states.

[^0]
## San Francisco, California

The cities of San Francisco and Oakland have a combined population of slightly over one million people, but based upon the 1970 census data, the contiguous area, the so called "Bay Area," has slightly over 3.9 million people. Thus, this market area, only 12 to 14 hours by truck away from Oregon, offers a good market potential. This market should be heavily supplied by the Northwest's production areas, particularly Oregon. As the population continues to increase in the Bay area, more and more of the local truck farming disappears. Thus, the market potential for Oregon grown produce increases.

Table 3 pertains to the unload data at San Francisco. This table summarizes the carlot equivalents of some 26 commodities unloaded at San Francisco during the five-year period 1970-74. This table, similar to preceeding tables, can be divided into three separate sections: 1) total unloads for each year 1970-74; 2) the total number of carlot equivalents unloaded during Oregon's season that originated outside of California; and 3) the number of carlot equivalents unloaded at San Francisco that originated in Oregon.

[^1]One of the big drawbacks at the present time is a lack of packing, and cooling facilities in Oregon. However, with a promise of sales and some optimism on the part of handlers, it is quite obvious that such facilities would be constructed within a minimum of time. It will require the cooperation of growers, packers, and sales people to put the necessary package together. However, once done, all markets could be exploited and Oregon would have a shipping deal.

## Los Angeles, California

The Los Angeles, California area has been one of the fastest growing metropolitan areas in the country. The 1970 SMSA* released by the Bureau of Census lists Los Angeles-Long Beach at 7,032,075 and ranked as second largest SMSA in the United States. Some reports indicate that within a few years this area will have half again as many people as it has today. Los Angeles itself has approximately 2.8 million people and three major produce markets. These markets are known as: The City Market, The Terminal Market, and The Central Market. These three markets house over a hundred wholesale fruit and vegetable firms

[^2]or retail store buyers. Aside from the three markets, an additional 30 to 35 fresh fruit and vegetable firms are located throughout the metropolitan area, and they receive most of their produce from the Terminal and City markets in downtown Los Angeles. ${ }^{1}$

With the expected growth of this area and the heavy demand for food products, this market should offer Oregon a great potential. Test shipments of many commodities and packages from Oregon have already won favor with the Los Angeles buyers. Therefore, very little effort needs to be put forth in turning the buyers' attention to Oregon.

As shown in Table 4, total carlot equivalents of selected vegetables unloaded at this major market are on the increase and that in 1973 and 1974 over five percent of the total came from outside of California and less than oneeighth of this volume came from Oregon.

The table also indicates that Oregon would have a pretty good chance of increasing the volume of sweet corn, cole crops, root vegetables, and dry onions it ships into Los Angeles if the competition could be eliminated or overcome. It may not be easy to change the current marketing practices, but it never will be done until that first effort is put forth and constant pressure applied through the best selling techniques. During 1973-74, Oregon showed a loss rather than an increase in this market.

## Salt Lake City, Utah

This market, located within easy reach of Oregon shippers, has also been listed by the SMSA (Standard Metropolitan Statistical Area) as a growing market. Although much of the growth is attributed to the merger of Salt Lake and Ogden trading areas by the Census Bureau, it nevertheless indicates a marketing area that should be exploited. If national advertising firms consider it worthwhile to promote in this area, then certainly agriculture cannot afford to turn its back on such an area. By the same reasoning, Oregon producers and shippers wanting to expand sales should look at this area as an Oregon potential.

The 1970 census figure for this area tops 705,000 people. Each person is a potential customer for Oregon's high-quality vegetable items. In addition to this population locally, Salt Lake City is also known as a reshipping center for Eastern Nevada, Southern Wyoming and Eastern Idaho.

By looking at the total unloads as shown in Table 5, total unloads may not appear too impressive. However, the total volume, around 40 percent, from out of state during Oregon's season becomes interesting. When we look at the total unloads from Oregon and see all of the zeros, one has to ask, What happened?

With the airline service and highway system between Oregon and Salt Lake, it doesn't seem possible that Salt Lake City buyers can be completely satisfied without some of Oregon's high-quality products.

[^3]
## Denver, Colorado

Denver, the mile high city, is tied in with Boulder, Colorado by the SMSA and in 1970 boasted a 1.2 million population. In addition to this local trading area, Denver is also a reshipping area serving several large cities in Wyoming, Western Kansas, and Western Nebraska. This city is served adequately by airlines, highways and railroads, thus, a good market potential for Oregon. About a third of the unloads in 1973 and 1974 came from outside the state and during Oregon's season. However, the total volume from Oregon was nil except for some green corn and dry onions, the volume of which only amounted to a foot in the door as compared to the full potential.

Test shipments of fruit crops to this market have proven very satisfactory and several doors have been opened. Perhaps the vegetables from Oregon can be accepted also. Denver is not only a good wholesale market, but two or three wholesale houses cater to the institutional trade which, from all general appearances, is a lucrative market.

Table 6 indicates a downward trend or a drop in total number of carlot equivalents unloaded at Denver between 1973 and 1974 as well as from 1970. Some of this decline can be explained by the ups and downs in production from year to year, and the revisions that have taken place in conversion factors, etc., but the significant thing from Oregon's standpoint is the fact that the unloads from out of state during Oregon's season are roughiy one-third of the total unloads. Thus, Oregon shippers and sales people have a good chance of competing for this part of the total market. The total number of cars from out of state during Oregon's season ranges between 1600 and 2200 carlot equivalents.

## Vancouver, BC

This Canadian market should be shared between Oregon and Washington as far as the U.S. is concerned. Oregon has been using this market for cabbage, carrots, dry onions, spinach and squash, but really not to the extent that a significant amount of items are unloaded from Oregon. In looking at Table 7, over 1000 carlot equivalents of vegetables have been unloaded each year from outside of British Columbia during Oregon's season. This means that Oregon shippers need to work a little harder in selling the Oregon products. Perhaps Oregon shouldn't be greedy and expect the full 1000 carlots of sales, but there is no harm in aiming for half or a third of this total. Currently, Oregon is supplying only a token amount of the total carlot equivalents unloaded at Vancouver, BC.

There are some trade barriers in existence between the U.S. and Canada, but generally speaking, these are not too restrictive for vegetables from the United States. Most brokers have access to this information and may offer advice and counsel to persons wanting the details.

| Commodity | TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  |  |  |  | Total Out of State Cars |  |  |  |  | Out of State Cars During OR Season |  |  |  |  |
|  | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 41 | 35 | 32 | 33 | 44 | 41 | 35 | 32 | 33 | 44 | --- | --- | --- | - | --- |
| Snap Beans | 21 | 15 | 20 | 19 | 21 | 11 | 8 | 13 | 10 | 15 | 7 | 5 | 6 | 7 | 11 |
| Beets | 14 | 8 | 13 | 16 | 16 | 4 | 1 | 6 | 8 | 8 | 1 | 1 | 2 | 1 | 2 |
| Broccoli | 69 | 78 | 76 | 83 | 89 | 34 | 52 | 54 | 61 | 70 | 8 | 12 | 10 | 22 | 29 |
| Cabbage | 374 | 317 | 274 | 292 | 262 | 134 | 142 | 136 | 137 | 147 | 85 | 95 | 54 | 57 | 59 |
| Carrots | 226 | 202 | 205 | 205 | 229 | 170 | 158 | 164 | 168 | 192 | 106 | 72 | 67 | 59 | 58 |
| Cauliflower | 249 | 232 | 181 | 237 | 161 | 54 | 48 | 54 | 53 | 72 | 43 | 29 | 31 | 27 | 32 |
| Celery | 359 | 372 | 370 | 387 | 394 | 331 | 357 | 360 | 367 | 379 | 92 | 138 | 85 | 121 | 148 |
| Green Corn | 186 | 180 | 194 | 146 | 171 | 144 | 135 | 148 | 113 | 134 | 18 | 27 | 23 | 14 | 3.1 |
| Cucumbers | 114 | 105 | 128 | 118 | 133 | 81 | 71 | 94 | 84 | 103 | 22 | 19 | 38 | 17 | 25 |
| Eggplant | 16 | 15 | 17 | 23 | 23 | 16 | 15 | 17 | 23 | 23 | --- | --- | --- | -- - | --. |
| Endive | 14 | 10 | 7 | 13 | 15 | 6 | 7 | 6 | 8 | 5 | 0 | 0 | 0 | 1 | 1 |
| Greens | 55 | 31 | 33 | 32 | 40 | 22 | 14 | 16 | 18 | 19 | 19 | 5 | 5 | 3 | 3 |
| Lettuce | 1060 | 1105 | 1119 | 1064 | 1187 | 883 | 957 | 1003 | 937 | 1057 | 389 | 495 | 533 | 488 | 5.2 |
| Dry Onions | 228 | 204 | 243 | 186 | 258 | 175 | 140 | 147 | 143 | 202 | 80 | 55 | 64 | 68 | $7 \%$ |
| Green Onions | 105 | 103 | 101 | 100 | 108 | 67 | 64 | 70 | 66 | 81 | 44 | 35 | 39 | 25 | 34 |
| Green Peas | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | --- | --- | --- | --- | -- |
| Peppers | 109 | 86 | 37 | 108 | 122 | 96 | 72 | 31 | 96 | 113 | 23 | 18 | 9 | 19 | $1 \%$ |
| Radishes | 117 | 123 | 106 | 119 | 121 | 45 | 49 | 42 | 46 | 57 | 13 | 20 | 15 | 13 | 22 |
| Spinach | 56 | 32 | 34 | 41 | 47 | 29 | 17 | 19 | 22 | 29 | 15 | 6 | 4 | 6 | 7 |
| Squash | 127 | 127 | 123 | 143 | 138 | 48 | 43 | 58 | 47 | 68 | 31 | 32 | 42 | 47 | $4 \%$ |
| Tomatoes | 407 | 330 | 364 | 416 | 405 | 406 | 329 | 362 | 413 | 403 | 48 | 29 | 62 | 150 | 133 |
| Turnips | 74 | 75 | 62 | 59 | 57 | 10 | 11 | 16 | 22 | 23 | 8 | 9 | 12 | 9 | 10 |
| Artichokes | 45 | 46 | 45 | 48 | - 48 | 45 | 46 | 45 | 48 | 48 | - | --- | --- | --- | --- |
| Brussels Sprouts | 7 | 9 | 8 | 12 | 9 | 2 | 4 | 4 | 7 | 6 | 1 | 3 | 2 | 3 | 2 |
| Parsnips | 21 | 33 | 27 | 25 | 23 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 4099 | 3877 | 3823 | 3929 | 4126 | 2863 | 2779 | 2900 | 2933 | 3303 | 1053 | 1105 | 1103 | 1157 | 1311 |

TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED

| Commodity | Total |  |  |  |  | From Out of State During Oregon's Season |  |  |  |  | From Oregon |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1970 | 1971 | $\underline{1972}$ | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 77 | 63 | 60 | 65 | 70 | --- | --- | --- | --- | -- | 0 | 0 | 0 | 0 | 0 |
| Snap Beans | 42 | 45 | 46 | 43 | 53 | 4 | 7 | 7 | 18 | 18 | 4 | 7 | 6 | 13 | 11 |
| Beets | 14 | 16 | 13 | 13 | 19 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Broccoli | 79 | 86 | 98 | 104 | 130 | 45 | 39 | 44 | 56 | 67 | 12 | 10 | 11 | 9 | 2 |
| Cabbage | 512 | 404 | 417 | 399 | 410 | 286 | 305 | 154 | 152 | 161 | 141 | 87 | 71 | 72 | 47 |
| Carrots | 416 | 337 | 331 | 357 | 395 | 334 | 131 | 133 | 99 | 90 | 9 | 9 | 14 | 12 | 14 |
| Cauliflower | 217 | 157 | 191 | 158 | 178 | 111 | 86 | 80 | 65 | 94 | 39 | 31 | 19 | 16 | 11 |
| Celery | 550 | 547 | 556 | 593 | 608 | 118 | 176 | 90 | 194 | 187 | 0 | 0 | 0 | 0 | 1 |
| Green Corn | 323 | 280 | 310 | 287 | 277 | 53 | 6 | 13 | 33 | 65 | 11 | 4 | 4 | 4 | 13 |
| Cucumbers | 200 | 209 | 213 | 230 | 273 | 91 | 108 | 83 | 119 | 134 | 24 | 24 | 17 | 19 | 20 |
| Eggplant | 22 | 25 | 28 | 35 | 37 | 6 | 5 | 3 | 7 | 8 | 3 | 4 | 3 | 5 | 5 |
| Endive | 20 | 30 | 39 | 35 | 41 | 8 | 4 | 4 | 14 | 17 | 3 | 0 | 0 | 0 | 1 |
| Greens | 106 | 102 | 87 | 94 | 102 | 34 | 19 | 13 | 14 | 19 | 2 | 3 | 2 | 1 | 0 |
| Lettuce | 2107 | 1796 | 1905 | 1897 | 1989 | 621 | 623 | 689 | 689 | 798 | 21 | 8 | 1 | 8 | 2 |
| Dry Onions | 593 | 575 | 580 | 539 | 684 | 338 | 227 | 181 | 258 | 304 | 165 | 108 | 139 | 79 | 72 |
| Green Onions | 319 | 250 | 235 | 244 | 225 | 156 | 87 | 73 | 68 | 79 | 17 | 10 | 4 | 6 | 10 |
| Green Peas | 17 | 13 | 7 | 13 | 20 | --- | --- | --- | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Peppers | 158 | 139 | 164 | 205 | 256 | 47 | 46 | 49 | 83 | 74 | 4 | 3 | 4 | 9 | 4 |
| Radishes | 208 | 179 | 186 | 202 | 237 | 35 | 41 | 36 | 40 | 63 | 6 | 4 | 1 | 3 | 3 |
| Spinach | 113 | 110 | 119 | 122 | 121 | 19 | 9 | 4 | 20 | 23 | 5 | 0 | 0 | 3 | 2 |
| Squash | 203 | 194 | 206 | 253 | 285 | 103 | 91 | 97 | 148 | 167 | 53 | 41 | 42 | 65 | 48 |
| Tomatoes | 792 | 729 | 759 | 813 | 834 | 61 | 186 | 119 | 314 | 310 | 0 | 3 | 0 | 3 | 6 |
| Turnips | 61 | 70 | 61 | 68 | 76 | 55 | 58 | 49 | 57 | 53 | 44 | 47 | 35 | 33 | 31 |
| Artichokes | 57 | 49 | 48 | 53 | 63 | --- | --- | - | --- | - | 0 | 0 | 0 | 0 | 0 |
| Brussels Sprouts | $16^{\prime}$ | 16 | 12 | 15 | 12 | 11 | 13 | 6 | 6 | 7 | 0 | 1 | 1 | 2 | 4 |
| Parsnips | 19 | 17 | 18 | 18 | 17 | 17 | 16 | 16 | 18 | 13 | 17 | 16 | 15 | 18 | 11 |
| TOTAL | 7241 | 6438 | 6689 | 6855 | 7412 | 2553 | 2283 | 1944 | 2472 | 2753 | 580 | 420 | 389 | 380 | 318 |

*Carlot equivalent factors can be found in Appendix A.
SOURCE: Based on data contained in Fresh Fruit and Vegetable Unloads in Western Cities Calendar years 1970-74 by Fruits
TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED

| Commodity | TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  |  |  |  | From Out of State During Oregon's Season |  |  |  |  | From Oregon |  |  |  |  |
|  | 1970 | 1971 | $\underline{1972}$ | 1973 | $\underline{1974}$ | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 328 | 308 | 292 | 289 | 312 | -- | - | - | -- | --- | 0 | 0 | 0 | 0 | 0 |
| Snap Beans | 271 | 227 | 317 | 255 | 273 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Beets | 33 | 25 | 24 | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Broccoli | 268 | 306 | 341 | 338 | 387 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cabbage | 878 | 758 | 760 | 745 | 752 | 11 | 58 | 29 | 12 | 3 | 8 | 35 | 12 | 10 | 0 |
| Carrots | 863 | 656 | 724 | 729 | 830 | 0 | 2 | 2 | 1 | 0 | 0 | 2 | 2 | 1 | 0 |
| Cauliflower | 488 | 372 | 396 | 346 | 379 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Celery | 1072 | 1155 | 1149 | 1078 | 1126 | 0 | 0 | 0 | 37 | 6 | 0 | 0 | 0 | 0 | 0 |
| Green Corn | 723 | 742 | 852 | 740 | 662 | 53 | 82 | 142 | 66 | 114 | 35 | 62 | 67 | 35 | 44 |
| Cucumbers | 437 | 434 | 515 | 462 | 469 | 12 | 12 | 24 | 22 | 30 | 0 | 0 | 0 | 1 | 0 |
| Eggplant | 132 | 146 | 203 | 182 | 164 | --- | --- | --- | - | --- | 0 | 0 | 0 | 0 | 0 |
| Endive | 62 | 84 | 75 | 64 | 59 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Greens | 332 | 348 | 363 | 345 | 318 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lettuce | 4015 | 3789 | 4031 | 4049 | 3964 | 13 | 6 | 16 | 31 | 19 | 0 | 0 | 0 | 0 | 0 |
| Dry Onions | 1184 | 1376 | 1417 | 1460 | 1518 | 484 | 544 | 707 | 693 | 801 | 354 | 258 | 365 | 222 | 288 |
| Green Onions | 357 | 388 | 402 | 354 | 333 | 2 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 2 | 0 |
| Green Peas | 54 | 63 | 71 | 47 | 59 | - | - | - | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Peppers | 486 | 429 | 456 | 461 | 548 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Radishes | 201 | 147 | 158 | 152 | 141 | 13 | 11 | 16 | 20 | 25 | 0 | 0 | 0 | 0 | 0 |
| Spinach | 241 | 292 | 339 | 334 | 365 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Squash | 568 | 590 | 636 | 585 | 633 | 111 | 143 | 114 | 143 | 161 | 0 | 0 | 0 | 0 | 0 |
| Tomatoes | 1776 | 1431 | 1556 | 1742 | 1579 | 0 | 0 | 23 | 54 | 29 | 0 | 0 | 0 | 0 | 0 |
| Turnips | 163 | 145 | 128 | 103 | 119 | 66 | 69 | 60 | 26 | 36 | 56 | 65 | 59 | 21 | 33 |
| Artichokes | 484 | 438 | 415 | 373 | 480 | --- | --- | --- | --- | - | 0 | 0 | 0 | 0 | 0 |
| Brussels Sprouts | 69 | 49 | 47 | 49 | 54 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Parsnips | 18 | 29 | 18 | 12 | 12 | 0 | 3 | 3 | 0 | 0 | 0 | 3 | 3 | 0 | 0 |
| TOTAL | 15503 | 14727 | 15685 | 15319 | 15561 | 765 | 931 | 1136 | 1109 | 1225 | 453 | 426 | 508 | 292 | 365 |

*Carlot equivalent factors can be found in Appendix A. San Francisco, California 1970-74; Number Market Vegetables Unloaded at
 and Vegetable Division, Market News Bransh, AMS, USDA

| Commodity | TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  |  |  |  | From Out of State During Oregon's Season |  |  |  |  | From Oregon |  |  |  |  |
|  | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 256 | 278 | 282 | 282 | 268 | --- | --- | --- | --- | --- | 0 | 0 | 0 | --- | 0 |
| Snap Beans | 619 | 509 | 624 | 578 | 680 | 13 | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Beets | 146 | 136 | 193 | 177 | 174 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 |
| Broccoli | 581 | 540 | 621 | 690 | 760 | 38 | 3 | 4 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Cabbage | 2214 | 1822 | 1795 | 1971 | 1816 | 27 | 106 | 60 | 19 | 53 | 2 | 19 | 3 | 2 | 1 |
| Carrots | 2955 | 2236 | 2660 | 2546 | 2779 | 34 | 12 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cauliflower | 845 | 640 | 722 | 775 | 742 | 20 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Celery | 3431 | 3386 | 3316 | 3763 | 3533 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Green Corn | 1841 | 1771 | 2266 | 1720 | 1640 | 72 | 128 | 171 | 89 | 159 | 21 | 16 | 23 | 16 | 4 |
| Cucumbers | 1410 | 1378 | 1576 | 1433 | 1554 | 40 | 24 | 37 | 40 | 51 | 0 | 0 | 0 | 0 | 0 |
| Eggplant | 312 | 319 | 441 | 431 | 416 | - | --- | --- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Endive | 215 | 283 | 323 | 355 | 371 | 0 | $1)$ | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Greens | 422 | 451 | 579 | 682 | 659 | 1 | 4 | 3 | 5 | 2 | 0 | 0 | 0 | 0 | 0 |
| Lettuce | 8594 | 8355 | 8359 | 8217 | 8773 | 84 | 105 | 28 | 85 | 54 | 0 | 0 | 0 | 0 | 1 |
| Dry Onions | 3131 | 3136 | 3269 | 2938 | 3524 | 1096 | 1127 | 1330 | 1256 | 1314 | 432 | 328 | 465 | 204 | 160 |
| Green Onions | 1292 | 654 | 673 | 726 | 808 | 9 | 39 | 3 | 0 | 7 | 0 | 0 | 0 | 0 | 0 |
| Green Peas | 94 | 97 | 74 | 78 | 92 | --- | --- | -- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Peppers | 1673 | 1569 | 1810 | 1883 | 2182 | 40 | 35 | 20 | 57 | 52 | 0 | 0 | 0 | 0 | 0 |
| Radishes | 404 | 450 | 561 | 532 | 581 | 21 | 16 | 10 | 19 | 9 | 0 | 0 | 0 | 0 | 0 |
| Spinach | 482 | 521 | 622 | 701 | 698 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Squash | 1353 | 1264 | 1359 | 1411 | 1469 | 256 | 239 | 230 | 263 | 279 | 0 | 0 | 0 | 0 | 1 |
| Tomatoes | 5150 | 4395 | 4836 | 5091 | 5214 | 21 | 9 | 55 | 195 | 195 | 0 | 0 | 0 | 0 | 0 |
| Turnips | 437 | 453 | 475 | 473 | 431 | 82 | 100 | 86 | 63 | 55 | 7 | 5 | 25 | 12 | 9 |
| Artichokes | 525 | 446 | 422 | 443 | 457 | --- | --- | --- | - | --- | 0 | 0 | 0 | 0 | 0 |
| Brussels Sprouts | 90 | 115 | 131 | 135 | 129 | 10 | 38 | 22 | 4 | 4 | 0 | 0 | 0 | 0 | 0 |
| Parsnips | 44 | 110 | 101 | 95 | 109 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| TOTAL | 38516 | 35314 | 38090 | 38126 | 39859 | 1865 | 2002 | 2065 | 2099 | 2239 | 462 | 368 | 517 | 234 | 176 |

SOURCE: Based on data contained in Fresh Fruit and Vegetable Unloads in Western Cities Calendar years $1970-74$ by Fruits and Vegetable Division, Market News Branch, AMS, USDA
*Carlot equivalent factors can be found in Appendix A.
TABLE 5: Total Carlot Equivalents* of Selected Fresh Market Vegetables Unloaded at Salt Lake City, Utah 1970-74; Number of Cars Unloaded from Out of State During Oregon's Season 1970-74; and Number of Cars From Oregon, 1970-74.

| Commodity | TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  |  |  |  | From Out of StateDuring Oregon's Season |  |  |  |  | From Oregon |  |  |  |  |
|  | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 | $\underline{1970}$ | 1971 | $\underline{1972}$ | 1973 | 1974 |
| Asparagus | 21 | 20 | 17 | 17 | 30 | --- | --- | --- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Snap Beans | 2 | 8 | 9 | 7 | 7 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Beets | 0 | --- | 1 | 2 | 1 | 0 | --- | 0 | 0 | 0 | 0 | --- | 0 | 0 | 0 |
| Broccoli | 29 | 38 | 44 | 36 | 55 | 14 | 18 | 20 | 19 | 30 | 0 | 0 | 0 | 0 | 0 |
| Cabbage | 146 | 156 | 159 | 118 | 157 | 98 | 86 | 55 | 43 | 61. | 0 | 0 | 0 | 0 | 0 |
| Carrots | 225 | 169 | 157 | 211 | 301 | 162 | 77 | 82 | 92 | 99 | 0 | 0 | 0 | 0 | 0 |
| Cauliflower | 76 | 53 | 56 | 42 | 74 | 63 | 38 | 35 | 28 | 42 | 0 | 0 | 0 | 0 | 0 |
| Celery | 323 | 276 | 274 | 249 | 302 | 110 | 122 | 70 | 93 | 105 | 0 | 0 | 0 | 0 | 0 |
| Green Corn | 59 | 123 | 112 | 106 | 133 | 7 | 5 | 9 | 10 | 13 | 0 | 0 | 0 | 0 | 0 |
| Cucumbers | 66 | 69 | 70 | 91 | 78 | 22 | 28 | 25 | 37 | 27 | 0 | 0 | 0 | 0 | 0 |
| Eggplant | 14 | 12 | 12 | 14 | 13 | --- | --- | - | - | --- | 0 | 0 | 0 | 0 | 0 |
| Endive | 7 | 10 | 8 | 7 | 7 | 2 | 1 | 1 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Greens | 14 | 12 | 7 | 9 | 25 | 12 | 5 | 3 | 2 | 14 | 0 | 0 | 0 | 0 | 0 |
| Lettuce | 688 | 757 | 804 | 759 | 963 | 396 | 464 | 459 | 442 | 603 | 0 | 0 | 0 | 0 | 0 |
| Dry Onions | 238 | 231 | 211 | 203 | 248 | 104 | 94 | 84 | 63 | 60 | 4 | 11 | 8 | 21 | 13 |
| Green Onions | 121 | 123 | 117 | 83 | 161 | 77 | 57 | 28 | 16 | 38 | 0 | 0 | 0 | 0 | 0 |
| Green Peas | 4 | 3 | 5 | 4 | 5 | -- | --- | --- | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Peppers | 68 | 59 | 56 | 59 | 83 | 15 | 14 | 6 | 21 | 11 | 0 | 0 | 0 | 0 | 0 |
| Radishes | 89 | 91 | 73 | 67 | 121 | 48 | 40 | 17 | 23 | 44 | 0 | 0 | 0 | 0 | 0 |
| Spinach | 49 | 30 | 28 | 26 | 45 | 15 | 7 | 6 | 6 | 15 | 0 | 0 | 0 | 0 | 0 |
| Squash | 70 | 87 | 55 | 154 | 66 | 51 | 58 | 36 | 147 | 45 | 0 | 0 | 0 | 0 | 0 |
| Tomatoes | 397 | 338 | 342 | 322 | 380 | 46 | 22 | 49 | 47 | 106 | 0 | 0 | 0 | 0 | 0 |
| Turnips | 27 | 38 | 29 | 36 | 33 | 24 | 37 | 24 | 20 | 17 | 0 | 0 | 0 | 0 | 0 |
| Artichokes | 14 | 13 | 20 | 15 | 24 | --- | --- | --- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Brussels Sprouts | 6 | 3 | 5 | 4 | 4 | 4 | 2 | 3 | 1 | 2 | 0 | 0 | 0 | 0 | 0 |
| Parsnips | 7 | 7 | 5 | 4 | 6 | 5 | 6 | 1 | 4 | 4 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 2760 | 2726 | 2676 | 2645 | 3322 | 1275 | 1181 | 1014 | 1117 | 1339 | 4 | 11 | 8 | 21 | 13 |

*arlot equivalent factors can be found in Appendix A.

| Commodity | TOTAL NUMBER OF CARLOT EQUIVALENTS* UNLOADED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  |  |  |  | From Out of State During Oregon's Season |  |  |  |  | From Oregon |  |  |  |  |
|  | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | $\underline{1972}$ | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 44 | 45 | 34 | 32 | 42 | --- | --- | --- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Snap Beans | 50 | 47 | 44 | 36 | 28 | 2 | 2 | 1 | 4 | 2 | 0 | 0 | 0 | 0 | 0 |
| Beets | 43 | 43 | 32 | 37 | 24 | 2 | 2 | 2 | 5 | 2 | 0 | 0 | 0 | 0 | 0 |
| Broccoli | 84 | 80 | 69 | 71 | 69 | 38 | 31 | 31 | 37 | 29 | 0 | 0 | 0 | 0 | 0 |
| Cabbage | 561 | 429 | 372 | 377 | 243 | 211 | 192 | 117 | 112 | 73 | 0 | 0 | 0 | 0 | 0 |
| Carrots | 374 | 367 | 391 | 422 | 281 | 180 | 118 | 113 | 128 | 44 | 0 | 0 | 0 | 0 | 0 |
| Cauliflower | 144 | 110 | 128 | 115 | 112 | 76 | 69 | 90 | 62 | 60 | 0 | 0 | 0 | 0 | 0 |
| Celery | 366 | 406 | 382 | 357 | 322 | 108 | 160 | 89 | 110 | 69 | 0 | 0 | 0 | 0 | 0 |
| Green Corn | 291 | 310 | 251 | 280 | 193 | 10 | 7 | 15 | 12 | 13 | 0 | 0 | 3 | 3 | 0 |
| Cucumbers | 173 | 182 | 177 | 191 | 172 | 40 | 57 | 67 | 68 | 40 | 0 | 0 | 0 | 0 | 0 |
| Eggplant | 45 | 39 | 38 | 34 | 36 | --- | --- | --- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Endive | 83 | 90 | 61 | 54 | 31 | 14 | 5 | 4 | 7 | 3 | 0 | 0 | 0 | 0 | 0 |
| Greens | 98 | 81 | 66 | 67 | 54 | 59 | 24 | 13 | 14 | 22 | 0 | 0 | 0 | 0 | 0 |
| Lettuce | 1808 | 1923 | 1877 | 1865 | 1575 | 912 | 976 | 926 | 926 | 754 | 0 | 0 | 0 | 0 | 0 |
| Dry Onions | 343 | 370 | 371 | 401 | 325 | 72 | 63 | 90 | 109 | 97 | 0 | 6 | 18 | 30 | 12 |
| Green Onions | 259 | 265 | 171 | 132 | 132 | 95 | 60 | 38 | 37 | 51 | 0 | 0 | 0 | 0 | 0 |
| Green Peas | 15 | 13 | 5 | 5 | 7 | -- | --- | -- | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Peppers | 171 | 174 | 182 | 181 | 181 | 18 | 31 | 20 | 26 | 13 | 0 | 0 | 0 | 0 | 0 |
| Radishes | 211 | 243 | 172 | 135 | 123 | 83 | 64 | 50 | 50 | 28 | 0 | 0 | 0 | 0 | 0 |
| Spinach | 40 | 42 | 44 | 50 | 47 | 4 | 7 | 4 | 9 | 2 | 0 | 0 | 0 | 0 | 0 |
| Squash | 164 | 156 | 139 | 152 | 125 | 46 | 55 | 43 | 63 | 72 | 0 | 0 | 0 | 0 | 0 |
| Tomatoes | 692 | 675 | 726 | 758 | 688 | 62 | 58 | 136 | 297 | 197 | 0 | 0 | 0 | 0 | 0 |
| Turnips | 146 | 115 | 97 | 91 | 63 | 46 | 43 | 44 | 24 | 21 | 0 | 0 | 0 | 0 | 0 |
| Artichokes | 62 | 50 | 43 | 44 | 43 | --- | --- | --- | --- | - | 0 | 0 | 0 | 0 | 0 |
| Brussels Sprouts | 27 | 33 | 11 | 5 | 6 | 14 | 18 | 6 | 3 | 3 | 0 | 0 | 0 | 0 | 0 |
| Parsnips | 70 | 59 | 49 | 36 | 19 | 27 | 19 | 24 | 21 | 13 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 6364 | 6347 | 5932 | 5928 | 4941 | 2119 | 2061 | 1923 | 2124 | 1609 | 0 | 6 | 21 | 33 | 12 |

SOURCE: Based on data contained in Fresh Fruit and Vegetable Unloads in Western Cities Calendar Years $1970-74$ by Fruits
and Vegetable Division, Market News Branch, AMS, USDA.

| Commodity | Total |  |  |  |  |  | Out of State <br> During Oregon's Season |  |  |  | From Oregon |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 | 1970 | 1971 | 1972 | 1973 | 1974 |
| Asparagus | 24 | 20 | 23 | 28 | 23 | --- | --- | -- | --- | --- | 0 | 0 | 0 | 0 | 0 |
| Snap Beans | 34 | 24 | 49 | 43 | 46 | 4 | 1 | 10 | 10 | 12 | 0 | 0 | 0 | 0 | 0 |
| Beets | 24 | 25 | 29 | 39 | 33 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Broccoli | 178 | 172 | 210 | 215 | 257 | 77 | 44 | 53 | 60 | 67 | 0 | 0 | 0 | 0 | 0 |
| Cabbage | 559 | 366 | 420 | 445 | 435 | 97 | 120 | 84 | 70 | 85 | 3 | 1 | 13 | 2 | 0 |
| Carrots | 454 | 356 | 357 | 380 | 392 | 155 | 71 | 79 | 29 | 41 | 0 | 0 | 3 | 0 | 0 |
| Cauliflower | 254 | 196 | 314 | 311 | 298 | 65 | 43 | 85 | 70 | 97 | 1 | 0 | 0 | 9 | 0 |
| Celery | 443 | 397 | 426 | 439 | 477 | 14 | 55 | 41 | 41 | 52 | 0 | 0 | 0 | 0 | 0 |
| Green Corn | 132 | 161 | 165 | 200 | 184 | 5 | 12 | 15 | 42 | 63 | 0 | 0 | 0 | 0 | 0 |
| Cucumbers | 210 | 220 | 206 | 189 | 241 | 13 | 11 | 16 | 23 | 22 | 0 | 0 | 0 | 1 | 0 |
| Eggplant | 7 | 8 | 16 | 18 | 21 | --- | --- | --- | --- | -- | 0 | 0 | 0 | 0 | 0 |
| Endive | 17 | 20 | 12 | 41.4 | 359 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Greens | --- | --- | --- | --- | 1 | --- | --- | --- | --- | 0 | --- | --- | --- | --- | 1 |
| Lettuce | 901 | 862 | 902 | 904 | 970 | 165 | 206 | 288 | 218 | 602 | 0 | 0 | 0 | 0 | 0 |
| Dry Onions | 502 | 497 | 504 | 497 | 563 | 216 | 196 | 178 | 79 | 148 | 86 | 102 | 81 | 12 | 47 |
| Green Onions | 201 | 125 | 139 | 175 | 192 | 42 | 36 | 30 | 38 | 31 | 0 | 0 | 0 | 0 | 0 |
| Green Peas | 6 | 6 | 7 | 8 | 7 | -- | --- | --- | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Peppers | 107 | 126 | 117 | 138 | 167 | 30 | 36 | 30 | 41 | 45 | 0 | 0 | 0 | 0 | 0 |
| Radishes | 73 | 90 | 79 | 101 | 98 | 10 | 19 | 20 | 18 | 32 | 0 | 0 | 0 | 0 | 0 |
| Spinach | 92 | 68 | 85 | 93 | 108 | 29 | 16 | 26 | 33 | 64 | 0 | 0 | 1 | 0 | 0 |
| Squash | 47 | 58 | 85 | 87 | 102 | 10 | 29 | 48 | 63 | 74 | 0 | 0 | 4 | 1 | 0 |
| Tomatoes | 813 | 709 | 741 | 713 | 732 | 62 | 53 | 107 | 226 | 243 | 0 | 0 | 0 | 0 | 0 |
| Turnips | 132 | 129 | 154 | 177 | 156 | 12 | 5 | 18 | 26 | 17 | 1 | 2 | 3 | 1 | 3 |
| Artichokes | --- | --- | 4 | 7 | 5 | -- | --- | --- | --- | --- | --- | --- | -- | 0 | 0 |
| Brussels Sprouts | 47 | 53 | 61 | 57 | 69 | 31 | 27 | 16 | 4 | 8 | 0 | 0 | 0 | 0 | 0 |
| Parsnips | 27 | 31 | 34 | 26 | 28 | 21 | 24 | 28 | 5 | 19 | 0 | 0 | 3 | 2 | 0 |
| TOTAL | 5284 | 4719 | 5139 | 5704 | 5964 | 1059 | 1004 | 1172 | 1096 | 1724 | 91 | 105 | 108 | 28 | 51 |



Three Year Comparison of Total Fruits and Vegetables Unloads in 41 U.S. Cities


| 4802 | 12430 | 17232 |
| ---: | ---: | ---: |
| 68 | 7199 | 7267 |
| 1032 | 7523 | 8555 |
| 990 | 37303 | 38293 |
| 1162 | 15609 | 16771 |
| $\frac{2678}{172720}$ | $\frac{12698}{559561}$ | $\frac{15376}{732281}$ |



 201700
$\frac{1}{2}$ Includes St. Paul, MN 2/ Includes Newark, NJ 4/Includes Oakland, CA

Includes Tacoma, WA

$30380 \quad 6052090900$
 5 Cities Total

## Three Year Comparison of Total Fruits and Vegetables Unloads in 5 Canada Cities

## REPRESENTATIVE FACTORS USED TO CONVERT TRUCK AND BOAT TO RAIL CARLOT EQUIVALENTS

(Commodities in other type containers are converted on a relative basis)

Apples
Ctn and box, tray or cell pk . . . . . . . . . . . . . . . . . 900 Apricots

Lug, Brentwood . . . . . . . . . . . . . . . . . . . . . . . 1,350
Artichokes
7" ctn . . . . . . . . . . . . . . . . . . . . . . . . . . . . 1,000
Asparagus
Pyramid crt. . . . . . . . . . . . . . . . . . . . . . . . . 1,050
Avocados
1-lyr flt or ctn . . . . . . . . . . . . . . . . . . . . . . . 2,400
Pounds . . . . . . . . . . . . . . . . . . . . . . . . . . . . 36,000
Beans, All Types
Bu bskt, hamper, crt or ctn. . . . . . . . . . . . . . . . . . 850
Beets (bunched)
WGA crate.640
Bunches. ..... 20,000
Berries - also cherries $\mathcal{G}$ other items packed in berry crates: 16-quart wbd crt ..... 600
8-quart flt ..... 1,200
12 1-pint tray ..... 1,400
Broccoli
Ctn or crt - 14 bchs ..... 900
Brussels Sprouts
Drums ..... 900
Cabbage
Wbd crt or ctn:
Ariz, Calif, Texas ..... 850
A1l other states ..... 600
Carrots (bunched)
Ctn 2-doz bchs ..... 1,040
Carrots (topped)
Film bag 48's (master container) ..... 1,000
Cauliflower
Ctn 12-16 trimmed heads, wrpd ..... 1,000
Catskill or LI wbd crt ..... 400
Celery
Fla. wbd crt ..... 700
Calif. wbd crt ..... 600
Cherries
18 to $20-1 \mathrm{~b}$ lug ..... 1,550
15 to $16-1 \mathrm{~b}$ lug ..... 1,650
12 to $14-1 \mathrm{~b}$ lug ..... 1,850
Chinese Cabbage
$16^{\prime \prime}$ wbd crt. ..... 640
WGA crt ..... 400

## Citrus

Grapefruit, Oranges
Fla: $4 / 5 \mathrm{bu}$ ctn or wbd crt ..... 1,000
West: Ctn ..... 1,000
Lemons1,000
LimesF1t or ctn, $10-11 \mathrm{lbs}$3,300
Pounds ..... 36,000
Tangerines
Fla: $4 / 5$ bu ctn or wbd crt ..... 1,000
West: Ctn and lug ..... 1,500
Corn, GreenWbd crt.725
Cranberries
Ctn 241 -1b bags ..... 1,000
Cucumbers
Bu bskt, ctn or wbd crt ..... 700
LA lug ..... 1,150
Eggplant
Bu bskt or crt ..... 775
LA lug and ctn ..... 1,000
Escarole, Endive, Chicory
Wbd crt or ctn ..... 620
$1-1 / 9$ bu wbd crt ..... 850
Field Peas
Bu bskt, hamper or crt ..... 750
Garlic
50-1b sack ..... 600
Grapes
Table, $22-28 \#$ lug or ctn ..... 1,250
16-24\# lug ..... 1,600
Juice, 36-44\# lug, lidded ..... 900
Greens - All types including spinach
Bu bskt, crt or ctn. ..... 850
$1 \frac{1}{2}$ bu wbd crt. ..... 600
Lettuce $\mathcal{G}$ Romaine
36-45 1b ctn:
Ariz., Calif., Colo., N. Mex., Texas ..... 1,000
All other states ..... 825
Mangoes
Flts, various sizes ..... 2,700
Melons
Cantaloupes
Jumbo crt ..... 600
$\frac{1}{2} \operatorname{ctn}$ ..... 1,350
Honeydews $\frac{G}{\text { G Misc. Melons }}$ Ctn ..... 1,400
Watermelons
Various sizes-pounds:
Ariz., Calif., $\mathcal{G}$ Import ..... 34,000
All other states ..... 45,000
Mushrooms
Pounds ..... 10,000
Nectarines
Flt - 10 lbs ..... 3,000
2-lyr Sanger lug ..... 1,500
4-bskt crt ..... 1,200
Okra
Bu bskt, or crt ..... 750
Onions, Dry
50-1b sack ..... 800
Onions, Green
Ctns 40 doz bchs ..... 1,250
Papayas
Pkgs or Loose-pounds ..... 28,000
Peaches
$\frac{1}{2}$ bu wbd crt or ctn. ..... 1,350
3/4 bu ctn wbd crt or bskt ..... 900
2-1yr Sanger lug ..... 1,500
$1-1 y r$ flt or ctn ..... 3,000
Western peach box ..... 1,900
Pears
Western box or Iug ..... 750
LA lug or $2-1 y r$ ctn ..... 1,400
Peas, Green
Bu bskt, hamper or crt ..... 720
Peppers
Ctn. ..... 1,000
Bu bskt or crt ..... 850
Persimmons
$1-1 \mathrm{yr}$ f1t ..... 2,000
Pineapples
Crt or ctn ..... 700
Bulk - pounds ..... 24,000
Plums \& Fresh Prunes
4 bskt crt ..... 1,250
Northwestern Prune Lug 12 lb ..... 2,150
Pomegranates
Lug $2-1 \mathrm{yr}$. ..... 1,000
PotatoesAll sizes $\xi$ types pkgs - pounds
Maine and Canada ..... 55,000
All other states. ..... 50,000
Radishes (topped)
Ctn 30 6-Oz film bags ..... 2,800
40-1b film bags. ..... 1,200
Rhubarb
Cases (10 5-1b ctns) ..... 400
Squash (Summer, soft)
Bu bskt or crt ..... 750
LA lug ..... 1,200Squash (Winter) \& PumpkinsBulk - pounds.32,000
Sweetpotatoes
Ctn - (40-1b). ..... 750
Bu bskt or ctn ..... 600
Tomatoes
Ctn or crt 40-1b ..... 1,000
LA lug ..... 1,300
Ctn - consumer pack - pounds ..... 40,000
Topped Vegetables - beets, celeriac, parsnips, pars1ey, root, turnips,rutabagas and similar vegetables
Bu bskt \& 50-1b sack ..... 700
Turnips
Topped:
Sack - 50-1b. ..... 700
LA lug ..... 1,200
Bunched:
Bu bskt or crt. ..... 1,200
SOURCE: Fresh Fruit and Vegetable Unloads in Western Cities Calendar Year 1974 by Fruit and Vegetable Division, Market News Branch, AMS, USDA, May 1975.

UNLOADS BY COMMODITIES, ORIGINS AND MONTHS Portland, Oregon
ORIGIN JAN FEB MAR APR MAY JUNE JULY AUG SEP OCT NOV DEC 1971.1970

CABBAGE-RAIL


## CABBAGE-TRUCK

| Ariz. | 2 | - | - | - | - | - | - | - | - | - | - | - | 2 | - |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Calif. | 14 | 14 | 21 | 16 | 14 | 6 | - | - | - | - | 1 | 4 | 90 | 95 |
| Ore. | 12 | 3 | 3 | - | - | 5 | 10 | 21 | 22 | 26 | 43 | 30 | 175 | 240 |
| Wash. | - | - | - | - | 1 | 19 | 8 | - | - | - | - | - | 28 | 23 |
| TOTAL | 28 | 17 | 24 | 16 | 15 | 30 | 18 | 21 | 22 | 26 | 44 | 34 | 295 | 358 |
| COM. TOTAL | 30 | 19 | 26 | 26 | 21 | 30 | 18 | 21 | 22 | 26 | 44 | 34 | 317 | 374 |

SOURCE: Fresh Fruit and Vegetable Unloads in Western Cities Calendar year 1971 by Fruit and Vegetable Division, Market News Branch, AMS, USDA, April 1972.

Instructions:
To determine Oregon's season as used throughout this report, the above table for cabbage, as extracted from page 28 of the basic document, can be used as an example. Note on the righthand edge of the table is listed the state of origin, the state the commodity came from, and across the top is listed the months. Under each month and opposite each state of origin is recorded the number of carlot equivalents unloaded at Portland, Oregon for the most recent year available (1971 in above table). An easy way to determine Oregon's season is to draw a horizontal line through the monthly unloads originating in Oregon. Next draw a perpendicular line through each month that some commodity was unloaded from Oregon.

Having done this, it becomes clear that Oregon did, during 1971, ship cabbage to Portland, Oregon every month except April and May. Thus, we may conclude that Oregon's season runs from June to April, and that any product coming into Oregon during the 10 -month marketing period potential for Oregon can be considered as a market potential for Oregon farmers to exploit. In the above case, the market potential determined from this data would be 95 carlot equivalents, the difference between total unloads and unloads from Oregon. This same procedure can be used for each major market in the U. S. and five Canadian markets.


[^0]:    * Oregon's season determined by unload data as explained on page 2 of the Introduction and in Appendix $C$.

[^1]:    From this table it is quite obvious that this is a California market. However, in looking at the unloads from out of state during Oregon's season, it also becomes obvious that a sizeable volume of product is shipped into this market from outside of California each year.

    With the high-quality products produced in Oregon and the nearness of this market to Oregon's production area, brokers and shippers should certainly investigate the sales potential for such crops as cabbage, green corn, cucumbers, lettuce, dry onions, radishes, squash and turnips. It might be learned that sales of these commodities could be increased.

[^2]:    *Standard Metropolitan Statistical Area

[^3]:    Los Angeles Wholesale Food Distribution Facilities; Marketing Research Report No. 966, Agricultural Research Service, USDA, 1972.

