



Vegetables

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Fall Season Fresh Vegetable Harvested Area Up 5 Percent Fall Season Melon Harvested Area Up 11 Percent Summer Storage Onion Production Down Slightly

The prospective area for harvest of 11 selected fresh market vegetables during the fall quarter is forecast at 153,450 acres, up 5 percent from last year. Acreage increased from last year for broccoli, cabbage, carrots, cauliflower, celery, sweet corn, and cucumbers while acreage declined for head lettuce, bell peppers, and tomatoes. Snap bean acreage remains unchanged.

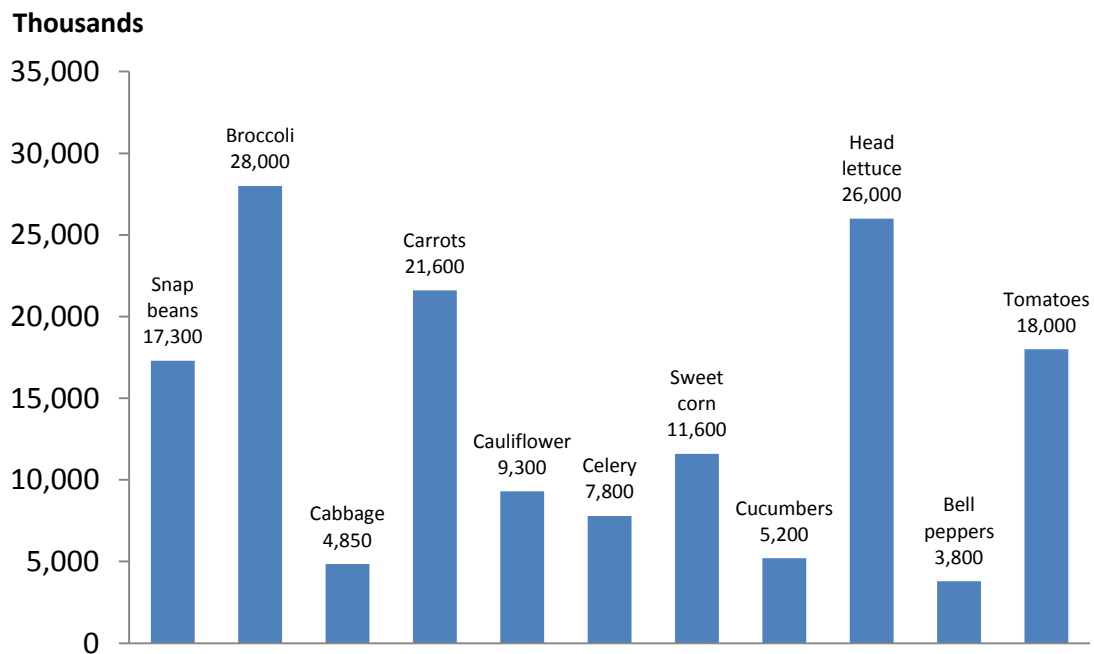
Area forecasted for fall melon harvest is 18,500 acres, up 11 percent from last year. Cantaloupe harvested area is forecast at 14,700 acres, up 11 percent from 2010. Honeydew harvested area is forecast at 3,800 acres, up 12 percent from last fall.

Summer storage onion production is forecast at 55.9 million hundredweight, down slightly from last year. Storage onion harvested area is forecast at 101,560 acres, down 3 percent from 2010.

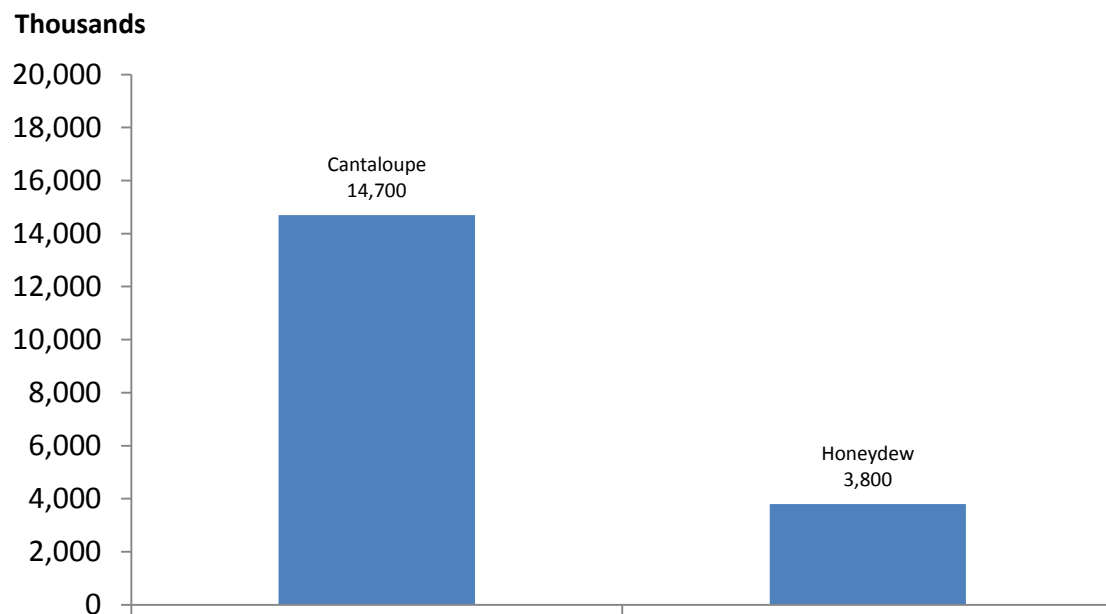
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Fall Season Fresh Market Vegetable Acres - United States: 2011



Fall Season Fresh Market Melon Acres - United States: 2011



Selected Fresh Market Vegetables and Melons Area Harvested by Season and Crop – United States: 2009, 2010, and Forecasted Area 2011 (Domestic Units)

Season and crop	Area harvested		
	2009 (acres)	2010 (acres)	2011 (acres)
Winter	154,620	156,240	155,200
Spring	265,960	261,800	261,680
Summer	348,700	357,400	354,000
Fall vegetables			
Snap beans	17,900	17,300	17,300
Broccoli ¹	26,000	26,000	28,000
Cabbage	6,280	4,760	4,850
Carrots	16,800	16,600	21,600
Cauliflower ¹	9,500	9,000	9,300
Celery ¹	7,400	7,500	7,800
Sweet corn	10,500	10,400	11,600
Cucumbers	5,200	5,100	5,200
Head lettuce	27,000	27,000	26,000
Bell peppers ¹	3,600	4,000	3,800
Tomatoes	19,800	18,300	18,000
United States	149,980	145,960	153,450
Fall melons			
Cantaloupes	13,500	13,300	14,700
Honeydews	3,300	3,400	3,800
United States	16,800	16,700	18,500
Total fall crop	166,780	162,660	171,950

¹ Includes fresh market and processing.

Selected Fresh Market Vegetables and Melons Area Harvested by Season and Crop – United States: 2009, 2010, and Forecasted Area 2011 (Metric Units)

Season and crop	Area harvested		
	2009 (hectares)	2010 (hectares)	2011 (hectares)
Winter	62,570	63,230	62,810
Spring	107,630	105,950	105,900
Summer	141,120	144,640	143,260
Fall vegetables			
Snap beans	7,240	7,000	7,000
Broccoli ¹	10,520	10,520	11,330
Cabbage	2,540	1,930	1,960
Carrots	6,800	6,720	8,740
Cauliflower ¹	3,840	3,640	3,760
Celery ¹	2,990	3,040	3,160
Sweet corn	4,250	4,210	4,690
Cucumbers	2,100	2,060	2,100
Head lettuce	10,930	10,930	10,520
Bell peppers ¹	1,460	1,620	1,540
Tomatoes	8,010	7,410	7,280
United States ²	60,700	59,070	62,100
Fall melons			
Cantaloupes	5,460	5,380	5,950
Honeydews	1,340	1,380	1,540
United States ²	6,800	6,760	7,490
Total fall crop ²	67,490	65,830	69,590

¹ Includes fresh market and processing.

² Totals may not add due to rounding.

**Selected Fresh Market Vegetables and Melons Area Harvested by Crop – States and United States:
Fall Season 2009, 2010, and Forecasted Area 2011**

Crop and State	Usual harvest period	Area harvested		
		2009 (acres)	2010 (acres)	2011 (acres)
Snap beans				
Florida ¹	October-December	9,200	10,200	10,200
Georgia	October-December	5,300	3,600	3,800
New Jersey	September-October	1,200	1,000	1,000
Virginia	September-November	2,200	2,500	2,300
United States		17,900	17,300	17,300
Broccoli²				
California	October-December	26,000	26,000	28,000
Cabbage				
Florida ¹	October-December	1,700	1,500	1,700
Georgia	October-December	3,700	2,400	2,400
New Jersey	September-November	700	700	600
Texas	September-November	180	160	150
United States		6,280	4,760	4,850
Cantaloupes				
Arizona	October-December	9,800	8,800	10,000
California	October-December	3,700	4,500	4,700
United States		13,500	13,300	14,700
Carrots				
California	October-December	16,700	16,500	21,500
Texas	October-December	100	100	100
United States		16,800	16,600	21,600
Cauliflower²				
California	October-December	9,500	9,000	9,300
Celery²				
California	October-December	7,400	7,500	7,800
Sweet corn				
California	October-December	4,400	4,400	4,600
Florida ¹	September-December	6,100	6,000	7,000
United States		10,500	10,400	11,600

See footnote(s) at end of table.

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**Selected Fresh Market Vegetables and Melons Area Harvested by Crop – States and United States:
Fall Season 2009, 2010, and Forecasted Area 2011 (continued)**

Crop and State	Usual harvest period	Area harvested		
		2009	2010	2011
		(acres)	(acres)	(acres)
Cucumbers				
Florida ¹	October-December	3,300	3,500	3,200
South Carolina	October-December	700	400	700
Texas	September-November	800	800	900
Virginia	September-November	400	400	400
United States		5,200	5,100	5,200
Honeydews				
Arizona	October-December	1,600	1,400	2,000
California	October-December	1,700	2,000	1,800
United States		3,300	3,400	3,800
Head lettuce				
California	October-December	27,000	27,000	26,000
Bell peppers²				
Florida ¹	October-December	3,600	4,000	3,800
Tomatoes				
California	October-December	12,500	12,300	12,000
Florida ¹	October-December	7,300	6,000	6,000
United States		19,800	18,300	18,000

¹ Fall Season for Florida refers to previous year. For example the 2010 marketing year consists of Fall 2009, Winter 2010, and Spring 2010.

² Includes fresh market and processing.

Fresh Market Crop Comments

Snap beans: Fall fresh market area for harvest is forecast at 17,300 acres, unchanged from last year. In Florida, growers began land preparation across the central and southern Peninsula areas by the end of July. Harvest of the fall crop is expected to begin in November and continue through April. In New Jersey, sufficient soil moisture aided plant development. Ideal temperatures during the growing season boosted plant growth.

Broccoli: California's area for fall harvest is forecast at 28,000 acres, up 8 percent from 2010. Crop quality was reported to be excellent.

Cabbage: Fresh market area for harvest is forecast at 4,850 acres, up 2 percent from last year. In Texas, planting of the early fall crop was underway. In New Jersey, planting was ahead of schedule due to cooler summer conditions and sufficient rainfall. Harvest began in early September. In Georgia, recent rains improved growing conditions despite little rainfall during May through July.

Cantaloupes: Fall cantaloupe area for harvest is forecast at 14,700 acres, up 11 percent from 2010. Arizona's harvest was expected to be in full swing by mid-October. In California's San Joaquin Valley, field preparation and plantings were underway.

Carrots: Area for fresh market harvest is forecast at 21,600 acres, up 30 percent from last year. In California, harvest was underway in the Bakersfield area and crop quality was reported to be good. In Texas, planting for the early fall crop was underway.

Cauliflower: Area for fall harvest in California is forecast at 9,300 acres, up 3 percent from last year. The cauliflower crop was reported to be in mostly good to excellent condition due to ideal late summer weather.

Celery: California's fall area for harvest is forecast at 7,800 acres, up 4 percent from 2010. Harvest was ongoing in the Salinas and Santa Maria growing areas. Harvest in the Oxnard growing region is expected to begin in November. Sizing and quality was reported to be good.

Sweet corn: Fresh market area for harvest is forecast at 11,600 acres, up 12 percent from last year. The California crop was in good condition due to favorable weather during the summer season. No pest or disease problems have been reported. In Florida, land preparation and planting was on schedule. Fall harvesting is expected to begin on schedule.

Cucumbers: Area for fall harvest is forecast at 5,200 acres, up 2 percent from 2010. In Florida, fall harvest is expected to begin by late October and continue through December. In Texas, planting for the early fall crop was underway.

Honeydews: Fresh market area for fall harvest is forecast at 3,800 acres, up 12 percent from last year. Arizona's harvest was expected to be in full swing by mid-October. In California, land preparation and planting was underway in the San Joaquin Valley.

Head lettuce: California's area for fall harvest is forecast at 26,000 acres, down 4 percent from last year. Harvest was underway in the Salinas Valley.

Bell peppers: Florida's fall area for harvest is forecast at 3,800 acres, down 5 percent from 2010. Land preparation was underway by mid-August. Planting of bell peppers began in September.

Tomatoes: Fresh market area for fall harvest is forecast at 18,000 acres, down 2 percent from 2010. In California, growing conditions were reported to be good. In Florida, land preparation and planting began on schedule.

Onion Area Harvested, Yield, and Production by Season – States and United States: 2009, 2010, and Forecasted 2011

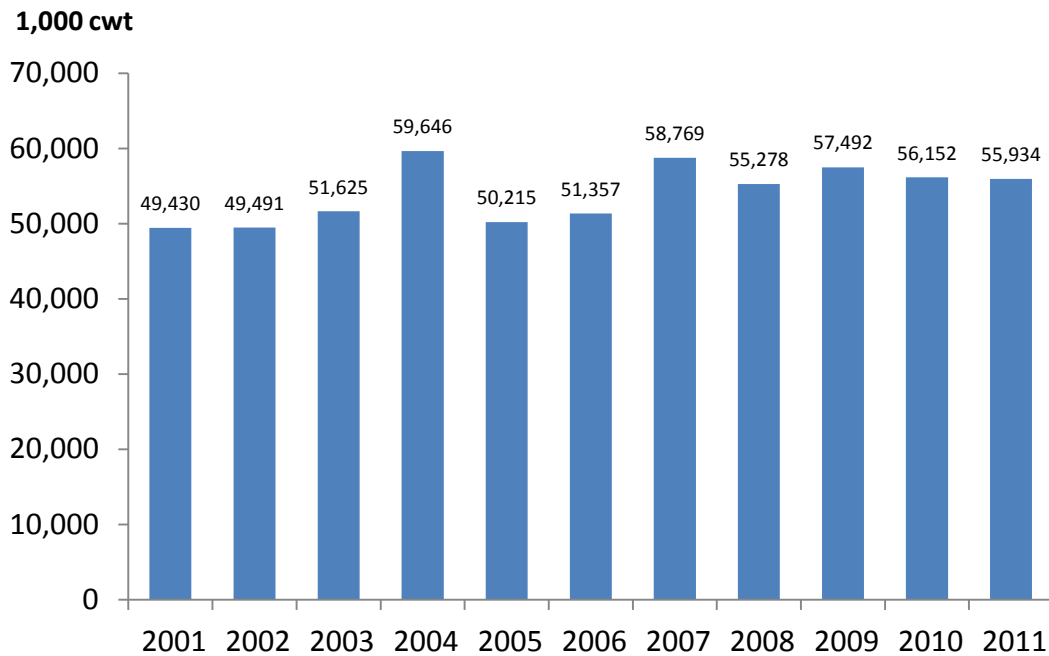
Season and State	Area harvested			Yield per acre		
	2009	2010	2011	2009	2010	2011
	(acres)	(acres)	(acres)	(cwt)	(cwt)	(cwt)
Spring	27,500	25,900	29,600	310	289	325
Summer non-storage	17,400	18,700	18,000	551	533	534
Summer storage						
California ¹	31,400	29,000	29,500	455	450	440
Colorado	6,600	7,200	7,200	415	400	415
Idaho	8,800	9,000	9,200	740	760	750
Michigan	3,800	4,000	3,700	350	220	250
New York	10,300	9,800	8,200	415	315	360
Oregon						
Malheur	11,200	11,300	11,300	700	760	750
Other	9,100	8,900	9,400	600	700	675
Washington	21,000	22,000	20,000	630	610	650
Wisconsin	2,000	1,600	1,400	500	200	415
Other States ²	1,960	1,870	1,660	418	458	475
Total storage	106,160	104,670	101,560	542	536	551
Total summer	123,560	123,370	119,560	543	536	548
Total all onions	151,060	149,270	149,160	500	493	504

Season and State	Production		
	2009	2010	2011
	(1,000 cwt)	(1,000 cwt)	(1,000 cwt)
Spring	8,523	7,484	9,629
Summer non-storage	9,584	9,963	9,610
Summer storage			
California ¹	14,287	13,050	12,980
Colorado	2,739	2,880	2,988
Idaho	6,512	6,840	6,900
Michigan	1,330	880	925
New York	4,275	3,087	2,952
Oregon			
Malheur	7,840	8,588	8,475
Other	5,460	6,230	6,345
Washington	13,230	13,420	13,000
Wisconsin	1,000	320	581
Other States ²	819	857	788
Total storage	57,492	56,152	55,934
Total summer	67,076	66,115	65,544
Total all onions	75,599	73,599	75,173

¹ Primarily for dehydrated and other processing.

² Other States include Ohio and Utah.

Summer Storage Onion Production - United States



Summer Storage Onion Production Down Slightly

Summer storage onion production is forecast at 55.9 million hundredweight (cwt), down slightly from last year. Harvested area is forecast at 101,560 acres, down 3 percent from 2010. The yield, at 551 cwt per acre, is up 15 cwt from last year. In California, harvest was behind schedule due to cool, wet weather during the growing season. Colorado growers reported some hail damage during the growing season. In Idaho, onion harvest was behind schedule due to a cool wet spring and mild summer conditions. Michigan growers reported wet spring conditions during the growing season. In Oregon, harvest was delayed due to cool and wet weather during the summer season. In Washington, cold spring conditions followed by warm summer temperatures aided crop development. In Wisconsin, crop quality was reported to be good.

Statistical Methodology

Survey Procedures: Acreage and production information included in this report is collected six times during the year. Acreage forecasts are obtained on a quarterly basis for fresh market and processing vegetables. For fresh market vegetables, growers are surveyed seasonally for estimates of crops such as onions and strawberries. Producers growing multiple fresh market crops are surveyed at seasonal intervals in major producing States for the remaining vegetable crops in the program. Data are collected by telephone interviews, mail out, faxed questionnaires, and personal interviews. Data accuracy and reducing respondent burden are taken into account in conducting the surveys. The most desirable survey method is to do a complete enumeration of growers. When this is not possible, a mail inquiry, sent to a sample of growers, is conducted. Due to the variable nature of the vegetable industry, mail lists are frequently updated to ensure complete coverage.

Summary and Estimation Procedures: Information obtained from the vegetable surveys along with administrative data is used to establish forecasts of area and production. These forecasts are reviewed for errors, reasonableness, and consistency with historical estimates.

Revision Policy: Quarterly vegetables reports are released by season (winter in January, spring in April, summer in July, and fall in September and October) and they are not subject to revisions, except for summer storage onion estimates in July.

Reliability: Survey indications are subject to sampling variability because all operations growing vegetables are not included in the sample. Survey results are also subject to non-sampling errors such as omission, duplication, imputation for missing data, and mistakes in reporting, recording, and processing the data. These errors cannot be measured directly, but are minimized through rigid quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Information Contacts

Listed below are the commodity statisticians in the Crops Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

Lance Honig, Chief, Crops Branch.....	(202) 720-2127
Jorge Garcia-Pratts, Head, Fruits, Vegetables and Special Crops Section.....	(202) 720-2127
Debbie Flippin – Fresh and Processing Vegetables, Onions, Strawberries	(202) 720-2157
Fred Granja – Apples, Apricots, Cherries, Plums, Prunes, Tobacco	(202) 720-4288
Chris Hawthorn – Citrus, Coffee, Grapes, Sugar Crops, Tropical Fruits	(202) 720-5412
Dave Losh – Hops.....	(360) 709-2400
Dan Norris – Austrian Winter Peas, Dry Edible Peas, Lentils, Mints, Mushrooms, Peaches, Pears, Wrinkled Seed Peas, Dry Beans	(202) 720-3250
Daphne Schauber – Berries, Cranberries, Potatoes, Sweet Potatoes	(202) 720-4285
Erika White – Floriculture, Maple Syrup, Nursery, Tree Nuts	(202) 720-4215

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USDA Data Users' Meeting
Monday October 17, 2011

Crowne Plaza Chicago-Metro
Chicago, Illinois 60661
312-829-5000

The USDA's National Agricultural Statistics Service will be organizing an open forum for data users. The purpose will be to provide updates on pending changes in the various statistical and information programs and seek comments and input from data users. Other USDA agencies to be represented will include the Agricultural Marketing Service, the Economic Research Service, the Foreign Agricultural Service, and the World Agricultural Outlook Board. The Foreign Trade Division from the Census Bureau will also be included in the meeting.

For registration details or additional information for the Data Users' Meeting, see the NASS homepage at <http://www.nass.usda.gov/meeting/> or contact Marie Jordan (NASS) at 202-690-8141 or at marie_jordan@nass.usda.gov.

This Data Users' Meeting precedes an Industry Outlook Meeting that will be held at the same location on Tuesday October 18, 2011. The Outlook meeting brings together analysts from various commodity sectors to discuss the outlook situation. For registration details or additional information for the Industry Outlook Meeting, see the Livestock and Marketing Information Center (LMIC) homepage at <http://www.lmic.info/> or contact Erica Rosa 303-236-0461 at rosa@lmic.info or Laura Lahr 303-236-0464 at lahr@lmic.info.