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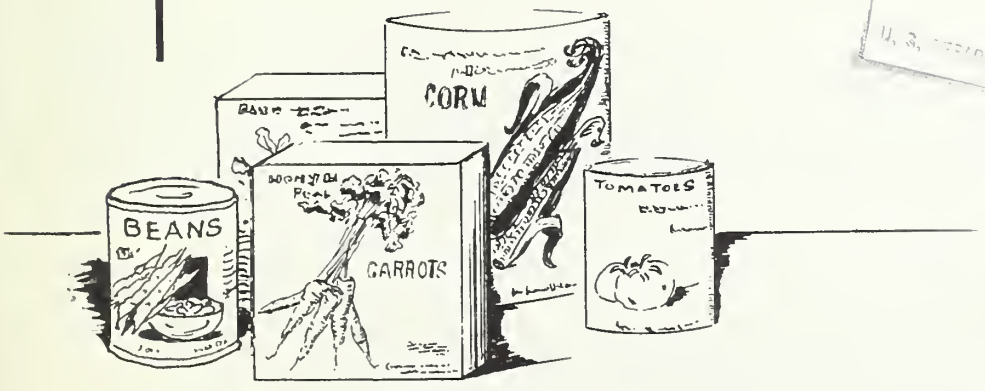
1957

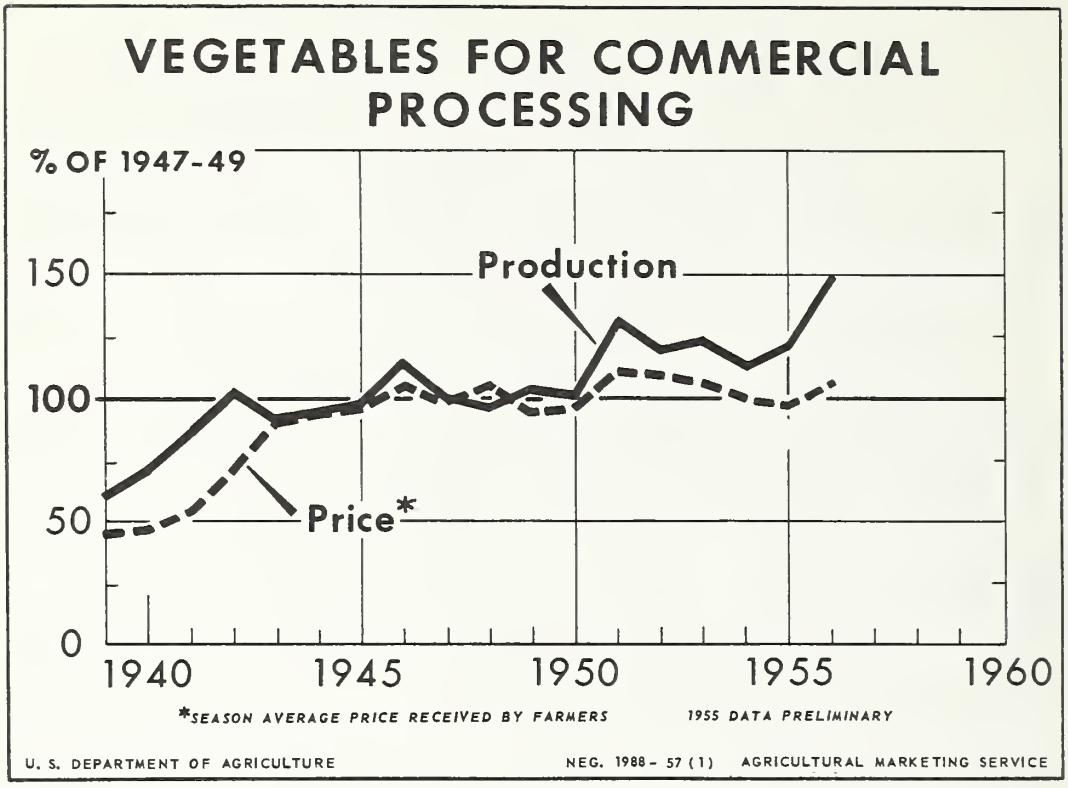
ACREAGE-MARKETING GUIDES



Vegetables For Commercial Processing

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service

AMS-165



In 1956, production of vegetables for commercial processing was record large-about 34 percent more than in 1955 and 15 percent more than the previous record in 1951. Record crops were achieved for tomatoes, sweet corn, green peas, green lima beans and beets. Production of snap beans, cucumbers for pickles and spinach was the second largest of record. The crop of cabbage for kraut has been exceeded only twice. Unusually high yields in 1956 accounted for a considerable portion of the larger production since the total planted acreage was only 6 percent more than in 1955. Prices received by growers were slightly higher than in 1955 for all vegetables except asparagus, kraut cabbage and beets. In the aggregate, prices averaged 100.6 percent of the 1947-49 average compared to 98.6 percent in 1955.

F O R E W O R D

The acreage-marketing guides program for vegetables is directed toward balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required, with average yields, to supply the quantity of these vegetables deemed necessary to meet the market need anticipated for the coming season.

The guide reports are prepared by specialists who follow the production and marketing patterns for the various commodities closely throughout the year. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends and any abnormalities of preceding seasons. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production in preceding years, so as to permit application of this percentage-change recommendation to every individual operation. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided not only with the specialists' recommendation, but also with the latest possible information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

CONTENTS

1957 Acreage-Marketing Guides

Vegetables for Commercial Processing

Vegetables for commercial processing to a large extent are grown on acreage contracted by canners and freezers well in advance of planting time. The contracting procedure results in a much greater degree of stability in this segment of the vegetable industry as compared with vegetable production for fresh market sale. It can be of mutual benefit to the farmer and the processor. With a contract, the farmer is reasonably assured of an outlet for his production at a predetermined price. At the same time, the processor is usually assured of a sufficient volume of raw material, at a predetermined price, to meet his pack requirements.

The initial decision as to the level of acreage in any one season is made by the processor. He must translate prospective market requirements for his products into desirable acreage and production levels. In estimating future requirements, it is essential for the processor to carefully consider all factors affecting the production and marketing of his commodities. The acreage-marketing guides program is designed to provide the basic information for each commodity and the adjustments required to balance supplies and demand in the best interests of farmers, processors, and consumers.

I. Summary of Adjustments

The aggregate acreage guide for 9 vegetables for commercial processing in 1957 is a planted acreage 8 percent less than in 1956 and 2 percent less than in 1955. With normal abandonment and average yields, this acreage will result in a 1957 production 24 percent less than in 1956 but 2 percent more than in 1955.

The 1956 production of these 9 vegetables for commercial processing was record large and was 35 percent more than in 1955 and 39 percent more than the 1945-54 average. A large portion of the increase over 1955 was the result of unusually high yields, since the acreage harvested was only 7 percent larger than in 1955. Record production was achieved for tomatoes, sweet corn, green peas, green lima beans, and beets. Production of snap beans, cucumbers for pickles and spinach was the second largest of record, while the crop of cabbage for kraut has been exceeded only twice.

Pack reports are not yet available for all canned and frozen vegetables. However, reports to date indicate that total canned and frozen packs probably were record large. Canned corn and frozen cut corn, several tomato products, and frozen peas all were record large, and substantially more than in 1955. Packs of canned peas, lima beans, and peeled tomatoes, while not a record, were well above 1955. The carryover into 1956 of canned and frozen vegetables was moderate, and somewhat smaller than the 1955 carryover. The smaller carryover partially offset the very large pack, but total supplies of both canned

and frozen vegetables for the 1956-57 marketing season are estimated to be record large. The limited information available indicates that the movement of canned vegetables during the first half of the marketing season has been moderately higher than last season. The movement has been stimulated by lower prices and strong promotional activity. The total movement for the 1956-57 season probably will be somewhat larger than last season. However, even with an increased movement, it is estimated that the canned carryover into 1957 will be substantially larger than in 1956. Frozen vegetables also have been moving at a moderately higher rate than last season. The total seasonal movement should be well above last season and possibly a record high. Even with the anticipated large movement, the carryover into 1957 will be well above 1956.

The recommended acreages would result in a material reduction in the 1957 packs of practically all vegetables. However, these packs plus the expected large carryovers would result in total supplies for the 1957-58 marketing season only moderately smaller than the current heavy supplies.

Specific acreage guide recommendations are as follows:

Commodity	:Percent Changes in 1957 Planted :Acreage compared with 1956 (percent)
Beans, Lima	Minus 10
Beans, Snap	No change
Beets	Minus 15
Cabbage for Kraut	Minus 10
Corn, Sweet	Minus 10
Cucumbers for Pickles	Plus 5
Peas, Green	Minus 5
Spinach	Minus 5
Tomatoes	California minus 30; Other States minus 5

II. DEMAND FOR VEGETABLES IN SUMMER AND FALL, 1957

General demand conditions in the summer and fall of 1957 are likely to average above the same period of 1956. However, prospective trends in spending suggest that the flow of income to consumers may rise more slowly in 1957 than in 1956. Expenditures for food products are also expected to rise further as incomes increase. But continued high marketing costs will moderate the effect of rising incomes on the demand for farm products. Prices received by growers of vegetables for processing in 1957 will depend to some extent upon the size of packs planned by processors, and the consequent level of acreage required. Some reduction in acreage appears likely in 1957 as processors attempt to bring supplies in balance with market requirements. However, early reports indicate that processors are offering growers about the same contract prices as in 1956.

Economic activity rose to record levels in the last half of 1956 with the gross national product averaging about 5 percent above the last half of 1955. Increased consumer buying of nondurable goods and services, larger business outlays for capital, and increased purchases by state and local governments more than offset some weakness in residential building and consumer purchases of durable goods.

Government spending in 1957, federal as well as state and local, is expected to rise more than in 1956. Outlays for defense and other federal government programs are scheduled to increase and the uptrend in spending by state and local governments is being reinforced by the new highway program and expanded needs for schools and other facilities. Business investment spending continues to increase but at a slower pace than in 1956. Business plans, recently surveyed, indicate outlays for plant and equipment in 1957 around a tenth above 1956 with about half of the gain due to price increase. The first quarter rate this year is running 8 to 9 percent above the average for 1956. Although a generally tight money situation may further restrict investment programs this year, no sharp reversal in capital spending is in prospect.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

The equipment, materials and facilities required for the production, packaging and distribution of vegetables during the summer and fall of 1957 are expected to be in ample supply.

All farm machinery and equipment, except crawler tractors, should be readily available. Orders for crawler tractors should be placed early because the road building program is expected to create additional demand for heavy tractors. Supplies of all fertilizer materials will be ample to meet expected demand in the coming season. If orders are placed early, any type material

desired should be obtainable. Supplies of insecticides, fungicides and weed killers generally will be in good supply to meet 1957 needs. Since infestations during the summer may deplete stocks of some essential items, users of pesticides should order early to assure themselves a supply of effective materials throughout the summer and fall season.

All types of containers and packaging material are expected to be in ample supply. The container and packaging industry is continuing to expand production capacity to meet the growing demands for shipping containers as well as for consumer size containers and protective packaging materials.

Manpower: The over-all supply of farm laborers in 1957 is expected to be about the same as in 1956. Even though current high levels of employment continue, the supply of seasonal workers is expected to be about the same as last year. The supply of experienced year-round workers, however, is expected to continue tight. To maintain a reasonably adequate supply of skilled workers, improvements of employment conditions must keep pace with non-farm jobs. This includes improved housing and more continuity of employment in order to enable agriculture to attract and hold key experienced workers.

More effective recruitment and fuller utilization of the domestic work force are assured when planned in close cooperation with Employment Service offices. This is especially important in those areas using large numbers of migratory workers. These offices also are in a position to arrange for employment, under contract, of off-shore, domestic and foreign labor if local and migrant labor supplies prove inadequate. The prospective supply of labor from these outside sources appears adequate to meet needs that may develop.

Transportation: Facilities should be ample for transporting the production from the recommended acreage of 1957 for processing vegetables. If weather conditions permit normal patterns of production and loading in 1957, the supply of railroad cars should be adequate. The supply of trucks and trailers will be ample, and supplies of parts, tires, and other accessories should be adequate.

IV. SURPLUS REMOVAL:

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guide. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the necesary information, the Department expects that acreage can be adjusted so as to bring supplies in balance with demand and avoid marketing difficulties. Before planting time, growers should take precautionary measures to assure themselves of available market outlets.

V. FOREIGN TRADE

Exports of canned vegetables in recent years have amounted to slightly less than 2 percent of the total disappearance of these vegetables. For a few commodities, however, exports have been fairly important. In the 1955-56 season, exports accounted for about 4.5 percent of the total disappearance of tomato juice. In the same season, exports accounted for about 18 percent of the total disappearance of asparagus. Imports of canned vegetables generally are limited to tomatoes and tomato products. In recent years, these imports have been close to 2 million cases, which is less than 2 percent of the total domestic supply. Exports and imports of frozen vegetables are relatively small. The following table lists exports of the more important canned vegetables in recent years:

U. S. Exports of Canned Vegetables by Crop Years

Commodity	Average 1935-39	1951	1952	1953	1954	1955
			1,000 cases 24/2's			
Asparagus	461	344	334	504	557	953
Beans, Stringless	1/	82	79	72	103	108
Corn, Sweet	83	90	103	127	255	77
Peas	150	245	341	354	400	184
Tomatoes	133	678	133	48	314	278
Tomato Juice	105	1,054	1,239	984	1,240	1,372
Tomato Paste and Puree	6	738	422	801	694	380
Total	938	3,231	2,651	2,890	3,563	3,352

1/ N.S.C. prior to January 1, 1945.

Source: Census Bureau, U. S. Department of Commerce.

Commercial Vegetables for Processing: 1957 Acreage Guides with Comparisons

Commodity	Planted Acreage					Percent Planted Acreage Guide is of:			
	1957 Guide	1956 Prel.	1955	1950-54 Average	1945-54 Average	1956 Prel.	1955	1950-54 Average	1945-54 Average
	acres					percent			
Beans, Lima	95,200	105,770	107,020	109,650	99,383	90	89	87	96
Beans, Snap	140,200	140,150	141,810	138,102	130,806	100	99	102	107
Beets	18,100	21,350	19,390	18,738	17,607	85	93	97	103
Cabbage for Kraut	14,300	15,840	13,520	16,844	18,145	90	106	85	79
Corn, Sweet	425,500	472,780	407,850	471,430	496,097	90	104	90	86
Cucumbers for Pickles	132,700	126,340	133,420	148,722	143,689	105	99	89	92
Peas, Green	476,400	501,460	470,400	456,046	459,366	95	101	104	104
Spinach	36,300	38,240	35,440	39,060	40,954	95	102	93	89
Tomatoes	296,300	315,400	335,900	346,574	410,957	84	88	85	72
Total	1,635,000	1,773,330	1,664,750	1,745,166	1,817,004	92	98	94	90

Commercial Vegetables for Processing: 1957 Probable Production with Comparisons

Commodity	PRODUCTION					Probable Production from Acreage Guide as Percent of:			
	1957 Guide 1/	1956 Prel.	1955	1950-54 Average	1945-54 Average	1956 Prel.	1955	1950-54 Average	1945-54 Average
	tons					percent			
Beans, Lima	86,800	108,000	88,600	95,800	78,400	80	98	91	111
Beans, Snap	299,700	328,700	305,700	288,700	250,200	91	98	104	120
Beets	152,800	191,200	144,300	155,900	143,100	80	106	98	107
Cabbage for Kraut	181,300	243,500	160,700	207,400	199,100	74	113	87	91
Corn, Sweet	1,277,300	1,682,700	1,174,000	1,337,000	1,284,300	76	109	96	99
Cucumbers for Pickles	322,300	329,800	311,700	277,200	262,000	98	103	116	123
Peas, Green	463,400	548,700	455,900	448,600	439,400	84	102	103	105
Spinach	121,100	138,700	130,000	119,400	106,600	87	93	101	114
Tomatoes	3,290,800	4,570,700	3,278,000	3,280,100	3,089,400	72	100	100	107
Total	6,195,500	8,142,000	6,048,900	6,210,100	5,852,500	76	102	100	106

1/ Computed: Acreage guide for 1957 times average yield.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 10 percent less than in 1956)	95,200		1/ .96	86,822		
Background Statistics						
1956 Prel.	105,770	100,240	1.08	108,000	149.70	16,169
1955	107,020	101,180	.88	88,600	142.70	12,642
1950-54 Average	109,650	104,582	.92	95,788	146.60	14,089
1945-54 "	99,383	93,670	.82	78,390	143.10	11,406

1/ 1952-56 average yield.

Comparisons and Comments: A record large crop of lima beans for processing was produced in 1956, resulting from a large acreage and record high yields. In 1956 there was a substantial increase in plantings in California, which usually accounts for about one-third of the total U. S. production. The major portion of the California crop is utilized for freezing. Virginia, the second more important state, increased plantings moderately. Michigan and Delaware increased slightly. However, these increases were offset by slight declines in all other states, so that the total planted acreage was 1 percent less than in 1955 and 4 percent less than the 1950-54 average. Abandonment was about normal (5 percent) and the total acreage for harvest was also 1 percent below 1955. The U. S. average yield of lima beans has been increasing steadily since 1943. The increase has been the result of planting new, higher yielding varieties and, more important, the shift of acreage to higher yielding states. Growing conditions were very favorable during the 1956 season in the Pacific Coast states. Crops in the East and Midwest were delayed by the cold, wet spring but conditions later in the season were very favorable. As a result,the group average yield reached a record high. Yields in each state were above 1955 and the 1950-54 average. The total 1956 production was 22 percent larger than in 1955. Production for canning and freezing were 28 percent and 20 percent larger, respectively, than in 1955. Prices to growers were higher than in 1955 and the 1950-54 average but were about equal to prices received in 1954.

The canned pack in 1956 was reported by the National Canners Association as 3,395,000 cases (basis 24/2's). This pack, plus the carryover, resulted in a total supply for the 1956-57 marketing season of 4.8 million cases. In the 1955-56 season the total supply was 4.2 million cases. Disappearance during

recent years has ranged between 2.8 and 3.0 million cases, averaging about 2.9 million cases since 1952-53. In 1955-56, shipments during the first half of the season were well above those of previous years. However, during the last half of the season, the market weakened and shipments were below normal levels. The total disappearance amounted to 2.8 million cases. If the movement of canned limas during the 1956-57 season is in line with the movement in recent years, the carryover into 1957 will be substantially larger than in 1956. Trade reports of current prices, f.o.b. processors, for canned lima beans generally are lower than a year earlier.

The total U.S. pack of frozen lima beans will not be announced until later in the year. The Western Frozen Food Processors Association reported the 1956 pack in California of baby lima beans was 53 percent larger than in 1955 and the pack of Fordhook lima beans was 34 percent larger than in 1955. In the last few years California has accounted for approximately 25 percent of the U. S. baby lima bean pack and more than 80 percent of the U. S. Fordhook pack. From this and other data it is estimated that the 1956 pack of frozen limas was about 25 percent larger than in 1955. The carryover into 1956 was about 7 million pounds (18 percent) less than in 1955. Thus, the total supply for 1956-57 was probably about 15 percent larger than in 1955-56. The movement of frozen limas increased fairly steadily from 17.1 million pounds in 1937-38 to a peak of 128.4 million pounds in the 1953-54 marketing season. During the last two seasons the movement has been close to 124 million pounds. In the current marketing year, through December 1956 the total quantity moved was moderately larger than in 1955-56. It appears likely that the total movement for the current season will be larger than in 1955-56. However, the heavier movement is not expected to completely offset the larger pack, and the carryover into 1957 probably will be somewhat above the carryover into 1956.

1957 Guide: To provide for adjustments because of surplus supplies, arising largely because of unusually high yields in 1956, the 1957 guide is a planted acreage 10 percent less than in 1956. Such an acreage, with a normal abandonment of 5 percent and 1952-56 average yields, will result in a production 20 percent less than in 1956, and 9 percent less than the 1950-54 average. The canned and frozen packs from this production would be well below 1956 levels. However, these packs plus anticipated carryovers would result in total supplies for 1957-58 only moderately smaller than the heavy supplies available this season.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season 1954-55	1955-56	1956-57
Lima Beans for Processing			
Acreage Planted			
For canning (acres)	44,960	38,640	37,200
For freezing (acres)	73,390	68,380	68,570
Total (acres)	118,350	107,020	105,770
Production			
For canning (tons)	35,020	25,610	32,700
For freezing (tons)	69,230	62,990	75,300
Total (tons)	104,250	88,600	108,000
Canned Lima Beans		1,000 cases basis 24/2's	
Carryover	922	1,418	1,411
Pack	3,520	2,806	3,395
Total Supply	4,442	4,224	4,806
Disappearance	3,024	2,813	N.A.
Carryover	1,418	1,411	N.A.
Frozen Lima Beans		1,000 pounds	
Carryover	34,784	40,493	33,413
Pack	129,674	117,697	N.A.
Total Supply	164,458	158,190	N.A.
Disappearance	123,965	124,777	N.A.
Carryover	40,493	33,413	N.A.

N.A. - Not available

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	Acreage: Planted	Acreage: For Harvest	Yield: Per Acre	Production	Price	Value
	(acres)		(tons)	(tons)	($ per ton)	($1,000)
1957 Acreage Guide and Probable Production (planted acreage equal to 1956)	140,200		1/ 2.25	299,678		
Background Statistics						
1956 Prel.	140,150	131,960	2.49	328,720	119.60	39,322
1955	141,810	134,490	2.27	305,700	111.10	33,976
1950-54 Average	138,102	131,920	2.19	288,724	117.06	33,902
1945-54 "	130,806	125,100	1.99	250,200	114.10	28,729

1/ 1952-56 average yield.

Comparisons and Comments: The planted acreage in 1956 was 1 percent less than in 1955 with a decline in the acreage for canning offsetting an increase in the acreage for freezing. The total acreage for harvest was 2 percent less than in 1955, about equal to the 1950-54 average but 5 percent more than the 1945-54 average. An acreage reduction in Florida was the most significant change from 1955 to 1956 and accounted for essentially all of the net change in acreage for harvest between the two years. The reduction in Florida reflected the relatively small crop for fresh market arising from adverse weather during the winter and spring. Production for processing in Florida generally is a residual of fresh market production. Acreages in New York and Wisconsin were moderately larger than in 1955 but most other acreage changes were nominal, with a net decrease offsetting the increases in New York and Wisconsin. Average yields in 1956 were exceptionally high. Favorable weather in the northern tier of states and in the West resulted in high yields, although this was partially offset by cold spring weather in the South. Production in 1956 was the second largest of record - exceeded only by the 1954 crop. Production for freezing was 13 percent more than in 1955 and production for canning was 6 percent larger.

The canned pack of snap beans in 1956 was reported by the National Canners Assocaiation as 24.0 million cases basis 24/2's. Of the total, there were 21.0 million cases of green beans, about equal to that in 1955, and 3.0 million cases of wax beans, 548,000 cases more than in 1955. The carryover into 1956 of snap beans (green and wax combined) was slightly less than the heavy carryover in 1955. The smaller carryover more than offset the slightly larger pack, so that the total supply for the 1956-57 marketing season is slightly less than last season (31.5 million cases this season compared with 32.2 million cases last season). The location of canned stocks this season is much better balanced geographically than in 1955-56, when

stocks in states east of the Rocky Mountains were about in line with market requirements but stocks in western states were in surplus. Supplies of canned snap beans in recent years have been well above levels prevailing during the 1940's. Much of the increase has been the result of a steady increase in production and pack of the Blue Lake variety of beans in the western states, principally Oregon, California and Washington. Although the Blue Lake pack is generally regarded as a premium pack, the demand has not kept pace with the expanding production as evidenced by the marketing difficulties experienced in several years. In addition, the expanding use of new varieties in other producing areas has resulted in stronger competition for canners in the West.

The total seasonal disappearance of canned snap beans was relatively stable during the 1950-54 period, averaging about 20.1 million cases per season. The movement increased substantially in 1954-55 to 22.9 million cases as heavy stocks forced prices downward. Stocks were even larger last season (1955-56), and the disappearance again increased, reaching a record high level of 24.7 million cases. Thus far during the 1956-57 season, the movement has been well maintained. Although there recently have been indications of some downward pressure on prices, it appears possible that the total season disappearance will be near that of last season. Under such circumstances the carryover into 1957 would be slightly below 1956, but still relatively heavy.

The 1956 pack of frozen snap beans will be announced later this year. Currently available statistics indicate that the pack was record large, probably about 25 percent larger than in 1955. The carryover into 1956 was moderately less than in 1955 and partially offset the increased pack. However, the total supply for the 1956-57 marketing season was about 14 percent more than last season. The disappearance rate of frozen snap beans has been increasing steadily. The increase during each of the last three seasons has averaged about 13 million pounds. Current stock data indicate that the movement through December 30, 1956 was running higher than a year earlier, and it seems likely that the total season movement for 1956-57 will be larger than last season. Even with a continuation of the upward trend in disappearance it is expected that the carryover into 1957 will be moderately larger than in 1956.

1957 Guide: With the expected moderately larger carryover supplies of canned and frozen snap beans at the beginning of the 1956-57 season, resulting largely from exceptionally high yields per acre in 1956, the 1957 acreage guide is a planted acreage equal to that in 1956. Such an acreage with a normal abandonment of 5 percent and 1952-56 average yields will result in a production 9 percent less than in 1956, 2 percent less than in 1955, but 4 percent more than the 1950-54 average.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season 1954-55	1955-56	1956-57
Snap Beans for Processing			
Acreage Planted			
For canning (acres)	125,080	108,040	106,530
For freezing (acres)	35,590	33,770	33,620
Total (acres)	160,670	141,810	140,150
Production			
For canning (tons)	264,300	232,000	245,170
For freezing (tons)	82,130	73,700	83,550
Total (tons)	346,430	305,700	328,720
Canned Snap Beans		1,000 cases basis 24/2's	
Carryover	4,632	8,824	7,488
Pack	27,069	23,371	23,982
Total Supply	31,701	32,195	31,470
Disappearance	22,877	24,707	N.A.
Carryover	8,824	7,488	N.A.
Frozen Snap Beans		1,000 pounds	
Carryover	29,257	33,133	25,587
Pack	123,253	120,968	N.A.
Total Supply	152,510	154,101	N.A.
Disappearance	119,377	128,514	N.A.
Carryover	33,133	25,587	N.A.

N.A. - No available.

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.
Frozen carryover from "Cold Storage Report," AMS, USDA.
Frozen pack from National Association of Frozen Food Packers.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield: Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 15 percent less than in 1956)	18,100		1/ 8.98	152,800		
Background Statistics						
1956 Prel.	21,350	19,920	9.60	191,200	19.50	3,725
1955	19,390	18,320	7.88	144,300	20.60	2,974
1950-54 Average	18,738	17,544	8.88	155,900	20.86	3,244
1945-54 "	17,607	16,500	8.58	143,100	20.60	2,940

1/ 1953-56 average yield.

Comparisons and Comments: A record large crop of beets was produced in 1956. Production exceeded the 1955 crop by 33 percent and the previous record crop in 1945 by 3 percent. The large crop was the result of record high acreage and yields. The 1956 planted acreage was 10 percent more than in 1955 and 14 percent above the 1950-54 average. There was considerable abandonment in New York and Michigan, reflecting cold, wet weather during the growing season. Conditions in other states generally were favorable. Yields in all states were considerably above 1955 and the 1945-54 average. The U. S. average yield was 22 percent above 1955 and 12 percent above the 1945-54 average. In light of the record production it is probable that the 1956 pack also was record large. The carryover into 1956 was 2.4 million cases (basis 24/2's), about equal to the previous year. The 1956 pack was probably at least 25 percent larger than in 1955. Therefore, total supplies of canned beets for the 1956-57 marketing season should be about 25 percent more than in 1955 and the largest on record. The disappearance rate of beets in recent years has been relatively stable - generally between 7.5 and 8 million. If the disappearance in 1956-57 approximates that of recent seasons, the carryover into 1957 will be heavy.

1957 Guide: The 1957 guide is a planted acreage 15 percent smaller than in 1956. Such an acreage with normal abandonment of 6 percent and 1953-56 average yields will result in a production 20 percent less than in 1956 and 2 percent below the 1950-54 average.

Supply and Disappearance of Processed Beets

Commodity		Marketing Season 1954-55	1955-56	1956-57
Beets for Processing				
Acreage Planted	(acres)	16,920	19,390	21,350
Production	(tons)	149,600	144,300	191,200
Canned Beets			1,000 cases 24/2's	
Carryover		3,130	2,370	2,406
Pack		7,061	7,539	N.A.
Total Supply		10,191	9,909	N.A.
Disappearance		7,821	7,503	N.A.
Carryover		2,370	2,406	N.A.

N.A. - Not available.

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce.

Supply and Disappearance of Sauerkraut

Cabbage for Processing				
Acreage Planted	(acres)	16,030	13,520	15,840
Production	(tons)	208,600	160,700	243,500
Sauerkraut			1,000 cases basis 24/2's	
Carryover		4,593	3,857	2,318
Pack		8,056	1/6,658	N.A.
Total Supply		12,649	10,515	N.A.
Disappearance		8,792	8,197	N.A.
Carryover		3,857	2,318	N.A.

N.A. - Not available.

1/ Estimate based upon cuttings during 1955-56 season as reported by the National Kraut Packers Association.

Sources: 1954 canned pack from National Canners Association. Canners's carryover data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 10 percent less than in 1956)	14,300		1/ 13.07	181,300		
Background Statistics						
1956 Prel.	15,840	15,470	15.74	243,500	12.10	2,945
1955	13,520	13,250	12.13	160,700	18.20	2,928
1950-54 Average	16,844	16,302	12.68	207,400	13.50	2,733
1945-54 "	18,145	17,520	11.36	199,100	13.80	2,668

1/ 1952-56 average yield.

Comparisons and Comments: The acreage planted in 1956 was 17 percent more than the comparatively small acreage of 1955, but 6 percent less than the 1950-54 average. The acreage for harvest was 17 percent more than in 1955 but 5 percent less than the 1950-54 average. The most significant increase in acreage for harvest was in Ohio, although Wisconsin also accounted for some of the increase. Yields in all important producing states were exceptionally high because of favorable weather conditions. Production was 52 percent more than for the small 1955 crop and 17 percent more than the 1950-54 average. This was the third largest crop ever produced - exceeded only in 1946 and 1950. Prices were about two-thirds of the 1955 level and moderately less than the 1950-54 average. This crop is the only processing crop for which prices and production show an inverse relationship. It reflects the industry practice of usually contracting only about 50 percent of the final acreage. Kraut supplies are large in relation to rates of disappearance in recent years. Prices have declined to levels much lower than in the comparable fall and early winter months of 1955-56 when supplies were light. The carryover in 1957 is likely to be well above the low level in 1956 but below the heavy carryover into 1955.

1957 Guide: In view of the heavy supplies of kraut, arising largely from exceptionally high yields, the 1957 acreage guide is a planted acreage 10 percent less than in 1956. Such an acreage, with a normal abandonment of 3 percent and 1952-56 average yields, will result in a production 26 percent less than in 1956 and 13 percent less than the 1950-54 average, but 13 percent more than in 1955.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield: Per Acre (tons)	Production (1,000 tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 10 percent less than in 1956)	425,500		1/ 3.16	1,277.3		
Background Statistics						
1956 Prel.	472,780	442,530	3.80	1,682.7	20.60	34,628
1955	407,850	389,520	3.01	1,174.0	19.50	22,851
1950-54 Average	471,430	443,596	3.00	1,337.0	21.84	29,543
1945-54 "	496,097	463,283	2.78	1,284.3	21.25	27,511

1/ 1951-56 average yield.

Comparisons and Comments: Following a very favorable marketing season in 1955-56, there was a substantial increase in planted acreage in 1956 in practically all states. The total planted acreage was 16 percent more than the relatively small acreage in 1955, but slightly less than the 1950-54 average. Acreage for canning was increased 15 percent and acreage for freezing was increased 24 percent. Loss of acreage amounted to 6 percent - slightly above the average of recent years. Crops in the East and Midwest were delayed several weeks by the adverse spring weather, but conditions were very favorable after July and the crops overcame the delay. In the West, growing conditions were favorable throughout the season. Yields were very high in all of the more important producing states and the U. S. average yield was record high. Since about 1948, yields of sweet corn have been significantly above levels prevailing in earlier years. The marked increase that occurred in the late 1940's reflected the shift to hybrids. Since 1948 there has been a slight upward trend in the U. S. average yield. As a result of the fairly large acreage and record yields, production in 1956 reached a record high - about 10 percent more than the previous record in 1952 and 43 percent more than the relatively small crop in 1955. Production for canning was 42 percent larger and production for freezing was 48 percent larger than in 1955. Prices to growers for sweet corn for processing tend to vary directly with acreage. Since 1950, U. S. average prices have ranged between $18.00 and $23.90 per ton. The price in 1956 was moderately higher than in 1955, but moderately below the 1950-54 average.

The National Canners Association reported the 1956 canned pack as 35.7 million cases (basis 24/2's). This pack was the largest on record and was 48 percent larger than the small 1955 pack. The carryover into 1956

was relatively light and offset to some degree the larger pack. However, total supplies for the 1956-57 marketing season amounted to 40.2 million cases. This compares with the below-normal supply of 32.3 million cases in 1955-56 and 38.5 million cases in 1954-55.

The total seasonal movement of canned corn was fairly steady from 1947 through 1950, averaging about 26.3 million cases each season. In more recent years the movement has been somewhat higher, averaging 29 million cases from 1951 through 1956. Last season the total disappearance was below average as relatively light supplies resulted in higher prices and a restricted movement. For the current season, shipments from canners through November, 1956 were considerably larger than during the same period in 1955, and moderately larger than in 1954. The movement was stimulated by very low prices and extensive promotional activity. It is expected that shipments will continue at a high rate the remainder of the season, and the total seasonal movement probably will exceed the previous record achieved in 1954-55. However, even with a record movement, the carryover into 1957 probably will be substantially larger than the small carryover in 1956 and will be well above any carryover since 1950.

It is estimated that the 1956 pack of frozen sweet corn also was record large. The National Association of Frozen Food Packers reported the pack of cut corn as 114.8 million pounds. This compares with 70.0 million pounds in 1955 and the previous record of 104.8 million in 1953. The pack of corn-on-cob has not been reported, but it is expected that this pack also was record large. In total, the 1956 frozen corn pack probably was at least two-thirds larger than in 1955. The carryover into 1956 was moderate - about 17 million pounds. This carryover plus the very large pack resulted in a total supply for 1956-57 about 25 percent above last season.

Per capita consumption of frozen corn increased steadily from .03 pound in 1938 to about .60 pound in 1955. This steady increase in per capita consumption, in conjunction with the population growth, resulted in a rapid rise in total seasonal movement. In 1938-39, the total movement was 5.3 million pounds. In 1955-56, the total was a record high 97.7 million pounds. Lower prices have stimulated sales thus far this season and the movement through December 30, 1956 was moderately above that during the same period in 1955. The total disappearance in 1956-57 probably will exceed that of last season, but not enough to offset the larger pack. Therefore, carryover into 1957 is expected to be substantially larger than in 1956.

1957 Guide: The 1957 guide is a planted acreage 10 percent less than in 1956. Such an acreage, with a normal abandonment of 5 percent and 1951-56 average yields, will result in a production 24 percent less than in 1956 but 9 percent more than in 1955, and 8 percent less than the 1950-54 average. Probable canned and frozen packs from this production plus anticipated carryovers would result in total supplies for 1957-58 moderately smaller than the surplus supplies currently available.

Supply and Disappearance of Processed Corn

Commodity	Marketing Season 1954-55	1955-56	1956-57
Sweet Corn for Processing			
Acreage Planted			
For canning (acres)	416,620	355,640	408,090
For freezing (acres)	67,890	52,210	64,690
Total (acres)	484,510	407,850	472,780
Production			
For canning (tons)	1,276,000	1,011,700	1,442,080
For freezing (tons)	212,800	162,300	240,620
Total (tons)	1,488,800	1,174,000	1,682,700
Canned Sweet Corn	1,000 cases bsis 24/2's		
Carryover	7,927	8,210	4,531
Pack	30,619	24,075	35,668
Total Supply	38,546	32,285	40,199
Disappearance	30,336	27,754	N.A.
Carryover	8,210	4,531	N.A.
Frozen Sweet Corn	1,000 pounds		
Carryover	33,756	37,715	16,961
Pack	95,000	76,974	1/
Total Supply	128,756	114,689	N.A.
Disappearance	91,041	97,728	N.A.
Carryover	37,715	16,961	N.A.

1/ Frozen cut corn pack reported as 114.8 million pounds compared to 70.0 million in 1955. Corn-on-cob pack not yet reported; in 1955 this pack amounted to 6.9 million pounds.

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce.
Frozen pack from National Association of Frozen Food Packers.
Frozen carryover from "Cold Storage Report," AMS, USDA.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers

Year	Acreage: Planted	Acreage: For Harvest	Yield: Per Acre	Production	Price	Value
	(acres)		(bu.)	(1,000 bu.)	($ per bu.)	($1,000)
1957 Acreage Guide and Probable Production (planted acreage 5 percent more than 1956)	132,700		1/ 110	13,429		
Background Statistics						
1956 Prel.	126,340	118,930	116	13,741	1.32	18,155
1955	133,420	125,400	104	12,987	1.30	16,892
1950-54 Average	148,722	137,378	85	11,549	1.54	17,996
1945-54 "	143,689	131,020	83	10,915	1.47	16,083

1/ 1955-56 average yield.

Comparisons and Comments: The acreage planted to cucumbers for pickles in 1956 was 5 percent less than in 1955 and 15 percent less than the 1950-54 average. Acreage for harvest was also lower in about the same proportion. Abandonment was about equal to that in 1955 but less than the 1950-54 average. The harvested acreage was higher in 1956 for the three more important producing states of Michigan, Wisconsin, and California. Reduced acreage in other states more than offset these increases. Yields were exceptionally high in 1956 because of favorable weather. Trends in yields have been upward for several years. Production trends also have been upward, even though acreage trends have been downward. The record large 1956 production was 6 percent more than in 1955. Prices to growers averaged slightly higher than in 1955. Stocks of pickles in tanks and barrels were 7 percent more than in 1955 and 23 percent more than the 1945-54 average. This increase in stocks is largely composed of larger holdings of new crop supplies, but there was some increase in old crop holdings. While stocks are moderately larger than in 1955, the level in relation to production is about in line with 1955 and 1950-54 averages. Disappearance apparently is keeping up with increased production.

1957 Guide: The 1957 acreage guide is a planted acreage 5 percent more than in 1956. Such an acreage with a normal abandonment of 8 percent and 1955-56 average yields will result in a production 2 percent less than in 1956 but 3 percent more than in 1955, and 16 percent more than the 1950-54 average.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Peas

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield: Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 5 percent less than 1956)	476,400		1/ 1.046	463,400		
Background Statistics						
1956 Prel.	501,460	476,320	1.152	548,700	92.40	50,724
1955	470,400	435,200	1.048	455,900	89.30	40,712
1950-54 Average	456,046	430,806	1.040	448,600	89.60	40,206
1945-54 "	459,366	429,110	1.020	439,400	88.30	38,750

1/ 1950-56 average yield.

Comparisons and Comments: Planting of the 1956 crop proceeded about on schedule in the western states but was several weeks late in the East and Midwest because of the cool, wet spring weather. The acreage in New York was sharply reduced from 1955 because of the adverse weather. Pennsylvania, Ohio, and Virginia were down slightly. Practically all other eastern and midwestern states increased acreage slightly. In the West there were sharp acreage increases in the more important producing states of Washington, Oregon, and California. In total, the planted acreage was 7 percent more than in 1955, with the acreage for freezing 12 percent larger and the acreage for canning 4 percent larger. Abandonment was about 5 percent - slightly less than usual. During the growing season weather conditions continued generally unfavorable in areas east of the Rocky Mountains and yields and production were well below 1955 levels. Although later than usual, the crop was of good quality. In western states yields were extremely high, and production was considerably above 1955. The U. S. average yield was 10 percent above 1955 and total production was 20 percent more than in 1955. The 1956 crop was record large -- exceeding the previous record in 1946 by 5 percent. Production for canning was about 8 percent larger than in 1955 and production for freezing was 49 percent larger.

The pack of canned peas during the past ten years has shown considerable variation from year to year, but there has been no definite trend. From 1946 through 1955 the pack ranged between 23.4 and 40.9 million cases, averaging 29.0 million cases (basis 24/2's). The pack in 1956 was reported by the National Canners Association as 29.2 million cases, 1.8 million cases larger than in 1955. The pack of early June peas was 17 percent smaller than in 1955, reflecting the adverse weather early in the season in the important producing areas for this variety. The pack of sweet peas

was 13 percent larger than in 1955, with an extremely large pack in Oregon and Washington more than offsetting a slight decline in the Midwest. The carryover into 1956 was approximately equal to 1955 and the total supply of canned peas for the 1956-57 season was 33.8 million cases. This compares with 32.0 million cases in the 1955-56 season.

The total seasonal disappearance has been relatively stable since 1946, averaging slightly less than 29 million cases during the 1946 to 1956 period. In 1955-56 the total disappearance amounted to 27.5 million cases. Through November, 1956 shipments from canners were at about the same rate as last season. It is expected that the total season disappearance for 1956-57 will be approximately the same as last season. This would result in a carryover into 1957 about 1.8 million cases more than in 1956. Compared with earlier years a carryover of this size would be only slightly on the heavy side.

The sharp increase in production for freezing in 1956 was reflected in the large frozen pack. The National Association of Frozen Food Packers reproted the pack as 352.2 million pounds. This compares with 231.2 million pounds in 1955. Both retail and institutional packs were sharply increased, although the institutional pack had the largest relative gain. The retail pack accounted for 48 percent of the total, compared with an average during 1951-55 of 57 percent. The carryover into 1956 was relatively light and offset to some extent the extremely large pack. However, the total supply for the 1956-57 marketing season was 401.5 million pounds - about 47 percent larger than in the 1955-56 season.

Per capita consumption of frozen peas has been rising steadily. It increased from .15 pound in 1938 to 1.3 pounds in 1955. This increase has been reflected in a rapid rise in the total seasonal disappearance. In 1938, the total movement amounted to 25.7 million pounds. By 1956, the total movement had increased to 224.0 million pounds. Prospects are favorable for a continued rise in consumption. Through December, 1956, the disappearance amounted to 183.1 million pounds. This compares with movement of 148.7 million pounds to the same date last season. Lower prices have contributed to the increased movement. It is expected that the total season disappearance will be moderately larger in 1956-57 than in 1955-56. However, the carryover into 1957 probably still will be almost 3 times larger than the relatively light carryover in 1956.

1957 Guide: The 1957 guide is a planted acreage 5 percent less than in 1956. Such an acreage, with a normal abandonment of 7 percent and 1952-56 average yields, will result in a production 16 percent less than 1956 but 2 percent more than the 1950-54 average. Probable canned and frozen packs from this production would provide total supplies for 1957-58 slightly below 1956-57 levels, but still ample.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season 1954-55	1955-56	1956-57
Green Peas for Processing			
Acreage Planted			
For canning (acres)	327,600	330,270	343,860
For freezing (acres)	127,760	140,130	157,600
Total (acres)	455,360	470,400	501,460
Production			
For canning (tons)	282,850	322,170	349,440
For freezing (tons)	117,620	133,740	199,230
Total (tons)	400,470	455,910	548,670
Canned Green Peas		1,000 cases basis 24/2's	
Carryover	7,084	4,623	4,535
Pack	23,951	27,376	29,248
Total Supply	31,035	31,999	33,783
Disappearance	26,412	27,464	N.A.
Carryover	4,623	4,535	N.A.
Frozen Green Peas		1,000 pounds	
Carryover	60,776	42,112	49,289
Pack	206,854	231,216	352,216
Total Supply	267,630	273,328	401,505
Disappearance	225,518	224,039	N.A.
Carryover	42,112	49,289	N.A.

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce.
Frozen carryover from "Cold Storage Report," AMS,USDA.
Frozen pack from National Association of Frozen Food Packers.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	Acreage: Planted (acres)	Acreage: For Harvest (acres)	Yield: Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (planted acreage 5 percent less than in 1956)	36,300		1/ 3.97	121,100		
Background Statistics						
1956 Prel.	38,240	33,260	4.17	138,700	40.00	5,553
1955	35,440	30,900	4.21	130,000	38.50	5,007
1950-54 Average	39,060	32,518	3.69	119,400	43.28	5,202
1945-54 "	40,954	34,235	3.13	106,600	45.93	4,890

1/ 1952-56 average yield.

Comparisons and Comments: Planted acreage in most states was increased slightly over 1955 and the 1956 total was 8 percent above 1955. Growing conditions were generally favorable and abandonment was less than normal. New York experienced very unfavorable weather and yields were considerably below average. However, yields in most other states were above average. The group average yield in 1956 was 1 percent below 1955 but 13 percent above the 1950-54 average. Total production was the second largest on record, exceeded only by the 151.4 thousand tons produced in 1951. The carryover of canned spinach into 1956 was 1.8 million cases (basis 24/2's) compared to the relatively light carryover of 1.4 million cases the previous year. It is estimated that the 1956 canned pack was about 13 percent larger than in 1955, so that the total supply for 1956-57 is about 17 percent above 1955-56. With normal disappearance, the carryover into 1957 should be much larger than in 1956 and the heaviest since World War II. Frozen supplies for 1956-57 are about 12 percent larger than in 1955-56. Even if allowance is made for increased movement of frozen spinach in line with the upward trend of frozen vegetable consumption, carryover stocks into 1957 will be considerably larger than in 1956.

1957 Guide: The 1957 guide is a planted acreage 5 percent less than in 1956. Such an acreage with normal abandonment of 16 percent and 1952-56 average yields will result in a production 13 percent below 1956 and 1 percent more than 1950-54 average.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season 1954-55	1955-56	1956-57
Spinach for Processing			
Acreage Planted (acres)	30,630	35,440	38,240
Production (tons)	99,920	130,010	138,670
Canned Spinach		1,000 cases basis 24/2's	
Carryover	2,108	1,358	1,848
Pack	3,979	6,005	N.A.
Total Supply	6,087	7,363	N.A.
Disappearance	4,729	5,515	N.A.
Carryover	1,358	1,848	N.A.
Frozen Spinach		1,000 pounds	
Carryover	33,551	14,200	23,386
Pack	66,901	110,347	N.A.
Total Supply	100,452	124,547	N.A.
Disappearance	86,252	101,161	N.A.
Carryover	14,200	23,386	N.A.

N.A. - Not available.

Sources: Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1957 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	Acreage Planted (acres)	Acreage For Harvest (acres)	Yield Per Acre (tons)	Production (tons)	Price ($ per ton)	Value ($1,000)
1957 Acreage Guide and Probable Production (see 1957 guide below)	296,300		1/ 11.32	3,290,761		
Background Statistics						
1956 Prel.	351,400	346,780	13.18	4,570,700	25.60	117,230
1955	335,900	330,800	9.91	3,277,990	24.90	81,619
1950-54 Average	346,574	339,226	9.69	3,280,070	27.48	91,713
1945-54 "	410,957	398,390	8.08	3,089,400	27.60	86,416

1/ 1953-56 average yield by states.

Comparisons and Comments: Production of tomatoes for processing reached a record high in 1956 - about 7 percent above the previous record in 1951 and 39 percent above production in 1955. The large crop was the result of a sharp increase in acreage (most of which occurred in California) and the very high yields in most states. The acreage planted in California (150,000 acres) was record large and was 29 percent more than the plantings in 1955. The midwestern states increased acreage slightly, but all other states planted about the same, or slightly less, acreage than in 1955. Weather conditions in the East and Midwest generally were unfavorable early in the growing season, with low temperatures and too much rain. However, in late July the weather improved materially in all areas except New York, and was favorable the remainder of the season. New York growers were plagued by adverse weather most of the season and yields were considerably below normal. Yields in other important eastern states generally were moderately above average and far above the low levels of 1955 when hurricanes caused heavy damage. Yields in the Midwest also were well above normal. In California, growers experienced favorable weather throughout the season and the average yield was a record high. Yields in California have increased almost every year since 1942. The steady rise in yields in California plus an upward trend in acreage in that state, in conjunction with a downward acreage trend in most other areas, has resulted in a major shift in the location of tomato production. In 1942, California accounted for 25 percent of the total U. S. production. The important eastern states (New York, Pennsylvania, New Jersey, Maryland and Virginia) accounted for 33 percent, and the leading midwestern states (Ohio, Indiana, Illinois, and Michigan) for 26. In 1956, California had 60 percent, the eastern states 17 percent, and the four listed midwestern states 17 percent of the total production.

At the same time the shift in location of production has taken place there has been a shift in the relative importance of the various packs, as between peeled tomatoes and juice and other products. In 1942, peeled tomatoes accounted for 47 percent of the total pack of tomatoes and products. In the last three years tomatoes have averaged about 25 percent of the total. Tomato juice increased from 28 percent in 1942 to about 32 percent. Catsup increased from 12 percent to about 18 percent. Paste and sauce rose from 7 to about 19 percent. Chili sauce and puree have held at about the same relative importance since 1942. The shifts between packs of the various items have been correlated with shifts in consumption. The per capita consumption of peeled tomatoes has been declining while the per capita consumption of the tomato products has been trending upward.

Individual packs of tomatoes and products in 1956 accounted for about the same percentage of the total pack as they have in recent years. Thus the increase in canned supplies, resulting from the record production, occurred for all items. Carryovers into 1956 of all items were below normal and offset to some degree the heavier packs. However, the total supply of tomatoes and tomato products for the 1956-57 season is the largest ever recorded and is approximately 30 percent more than in 1955-56. By items, increases in total supplies over last season are 16 percent for peeled tomatoes, 34 percent for tomato juice, 31 percent for catsup, 22 percent for sauce, 40 percent for paste, and 28 percent for chili sauce. During the first half of the 1956-57 marketing season the disappearance rate was relatively high as supplies in marketing channels were rebuilt to more normal levels. A moderate increase in exports also contributed to the heavier movement. However, for the marketing season as a whole it is expected that the disappearance will be, at the most, only moderately higher than the high rate in 1955-56. Under this assumption the total carryover into 1957 of tomatoes and products will be more than one and one-half times larger than in 1956.

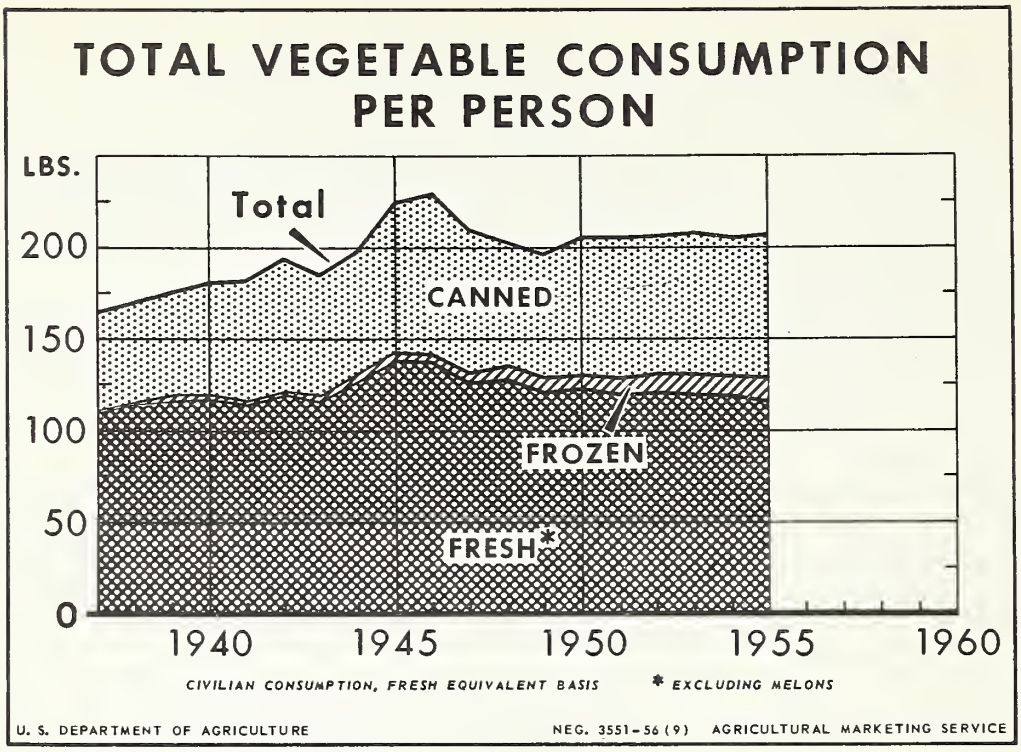
Exports of tomatoes and tomato products are relatively large in comparison with exports of other canned vegetables. In 1955-56, tomatoes and products accounted for 60 percent of the total exports of the more important canned vegetables. However, in recent seasons, exports have accounted for about 2 percent of the total movement of tomatoes and products.

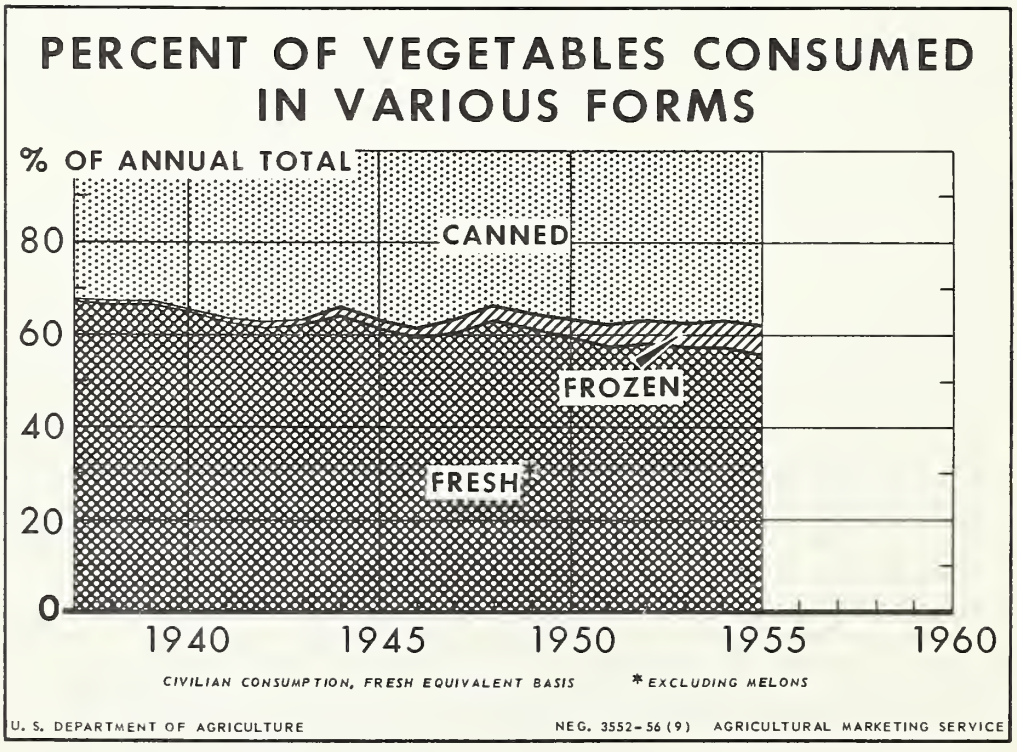
1957 Guide: The 1957 guide is a planted acreage in California 30 percent less than in 1956 and planted acreages in all other states 5 percent less than in 1956. Such acreages, with normal abandonment and 1953-56 average yields by states, will result in a production 28 percent less than in 1956, but slightly more than in 1955 and the 1950-54 average. The 1957 packs out of such a production naturally would be materially less than in 1956. However, these packs plus the heavy carryovers anticipated in 1957 would result in a total supply of tomatoes and products for 1957-58 only moderately smaller than for the current season.

Supply and Disappearance of Processed Tomatoes

Commodity	Marketing Season 1954-55	1955-56	1956-57
Tomatoes for Processing			
Acreage Planted (acres)	270,400	335,900	351,400
Production (tons)	2,699,690	3,277,990	4,570,700
Canned Tomatoes		1000 cases basis 24/2's	
Carryover	7,805	5,705	5,463
Pack	21,827	24,727	29,883
Total Supply	29,632	30,432	35,346
Disappearance	23,927	24,969	N.A.
Carryover	5,705	5,463	N.A.
Tomato Juice		1000 cases basis 24/2's	
Carryover	14,308	8,960	4,653
Pack	27,062	26,911	43,552
Total Supply	41,370	35,871	48,205
Disappearance	32,410	31,218	N.A.
Carryover	8,960	4,653	N.A.
Catsup and Chili Sauce		1000 cases basis 24/2's	
Carryover	5,582	3,303	3,452
Pack	15,875	18,098	24,165
Total Supply	21,457	21,401	27,617
Disappearance	18,154	17,949	N.A.
Carryover	3,303	3,452	N.A.

Source: Canned pack and canners' carryover data from National Canners Association. Distributors' stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.


TOTAL VEGETABLE CONSUMPTION PER PERSON
LBS.
200
150
100
50
0
Total
CANNED
FROZEN
FRESH*
1940
1945
1950
1955
1960
CIVILIAN CONSUMPTION, FRESH EQUIVALENT BASIS
* EXCLUDING MELONS
U. S. DEPARTMENT OF AGRICULTURE
NEG. 3551-56 (9) AGRICULTURAL MARKETING SERVICE


PERCENT OF VEGETABLES CONSUMED IN VARIOUS FORMS
% OF ANNUAL TOTAL
80
60
40
20
0
CANNED
FROZEN
FRESH*
1940
1945
1950
1955
1960
CIVILIAN CONSUMPTION, FRESH EQUIVALENT BASIS
* EXCLUDING MELONS
U. S. DEPARTMENT OF AGRICULTURE
NEG. 3552-56 (9) AGRICULTURAL MARKETING SERVICE