

Leafy Greens Industry Statistics



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Defining the "Haystack"

Size and location of leafy green industry

Per Capita Usage

California Production

Production By County

Size and Location of Leafy Greens Industry - 2004

Source: Economic Research Service - USDA

- Domestic Supply
 - Head Lettuce 189,200 Acres
 - Romaine 81,200
 - Leaf Lettuce 54,000
 - Spinach 39,600
- Lettuce Imports
 - Canada 750*
 - Mexico 2200*

*Acreage extrapolated from reported volumes

Per Capita Usage

Source: Economic Research Service - USDA

	POUNDS		
	<u>1985</u>	<u>1995</u>	<u>2005</u>
Head Lettuce	23.7	22.2	22.1
Romaine	0.7	2.8	8.3
Leaf Lettuce	2.5	3.1	4.0
Spinach	0.7	0.7	2.3

Spinach per capita consumption is 12% greater for women than men

Strongest spinach consumers are ages 40 - 59

California Production

Source: California Agricultural Resource Directory – CDFA - 2005

<u>COMMODITY</u>	<u>CA % U.S. PROD.</u>	<u>ACRES HARVESTED</u>	<u>LEADING COUNTIES</u>
Head Lettuce	74	139,000	Monterey, Fresno, Imperial
Leaf Lettuce	84	47,000	Monterey, Imperial, Fresno
Romaine	76	64,000	Monterey, San Benito, Riverside
Spinach	73	36,000	Monterey, Santa Barbara, SLO

Monterey County

Source: Monterey County Crop Reports and California Ag. Resource Directory 2005

<u>Commodity</u>	Acreage or Headcount				
	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	<u>2005</u>
Head Lettuce	62,640	58,280	71,770	57,800	64,456
Leaf Lettuce	4,814	19,690	33,822	48,373	47,578
Spinach	3,046	7,300	8,700	13,890	13,079
Spring Mix	NL	NL	NL	8,915	16,397
Organics	NL	NL	NL	NL	16,410
Cattle (primarily grazing)	175,000	117,000	76,700	89,900	70,000

County Data

Source: County Crop Reports and AZ Ag. Statistics Bulletins

	ACREAGE		
	1995	2000	2005
YUMA			
Head Lettuce	41700	50300	45600
Leaf Lettuce	8850	16000	27000
Spinach	1630	3500	6400
Spring Mix			
Cattle (head)	94000	92000	115000
(primarily feedlots)			

	1990	ACREAGE		
		1995	2000	2005
IMPERIAL				
	27327	22232	14766	17116
	607	6144	7688	14009
				3052
			616	2070
	511950	318952	306537	368437
(dairy cattle and feedlots)				

FRESNO			
Head Lettuce	18200	20020	17200
Leaf Lettuce		4800	10200
Spinach			
Spring Mix			
Cattle (head)	408930	565510	542234
(large feedlot and dairies)			

SAN BENITO				
	3623	5053	4605	2819
	857	2128	2880	4349
		198	188	3593
		2967	6682	6608
	58850	48686	44100	39000
(primarily grazing)				

TRENDS/FOOD FOR THOUGHT

- Vast majority of leafy greens production occurs in CA and AZ
- Per capita consumption of head lettuce has been flat
- Per capita consumption of other leafy greens has increased exponentially in past 20 years
- Monterey County is the largest producer in the country
- Leafy greens production and cattle have coexisted in all production areas for many years
- Industry growth over the last 15 years has been concentrated in spinach, spring mix, and leafy lettuces
- Organic acreage has increased similarly.