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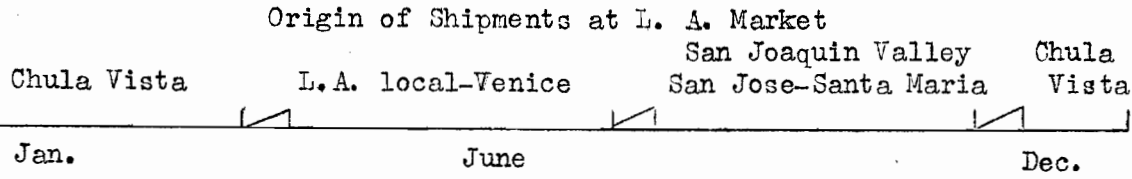
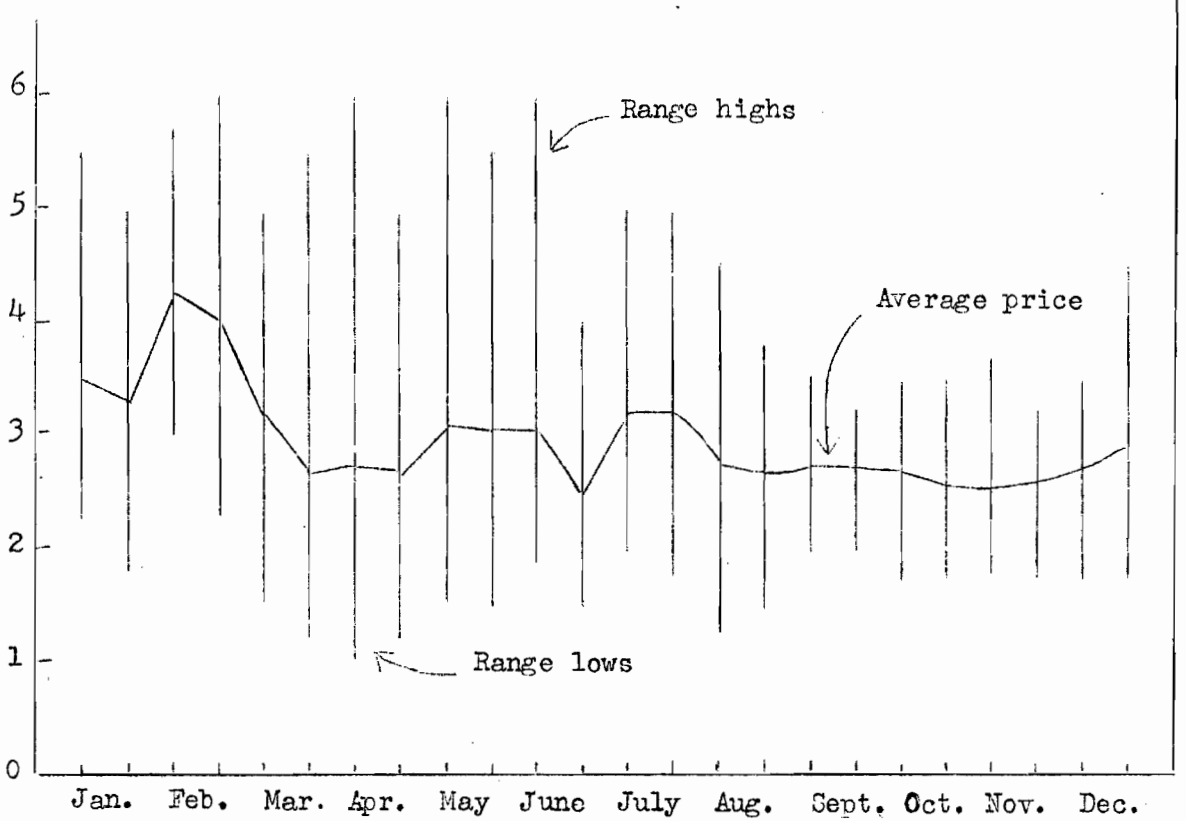
San Diego County  
Agricultural Ext. Service  
University of California  
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WHAT PRICE CAN YOU EXPECT FOR YOUR CELERY?

Winter celery is harvested from December through March in San Diego County. A farsighted prediction of celery prices is not possible. Celery prices paid by consumers are influenced on the supply side by the quantity and quality offered for sale and on the demand side by the consumer's desire for celery, purchasing power and prices of substitute products. An inspection of the chart below shows a four-year average annual price trend and the wide ranges in price at the Los Angeles wholesale market.

Average Wholesale Celery Prices and Extreme Price Range at Los Angeles, Semi-monthly During the Four-Year Period 1947-1950

Price - dollars per sturdee crate (2 to 3 dozen)



PROFITS = YIELD x PRICE less COSTS

CELERY

CELERY - SAN DIEGO COUNTY

San Diego County winter celery is mainly sold f.o.b. and shipped to out-of-state markets. As wholesale prices are readily available at the Los Angeles market, sample costs of marketing in this market are shown below. Space is provided for you to estimate your costs according to your marketing channel and market. As marketing costs vary greatly among growers, the sample costs indicated are estimates based on grower interviews and are not averages.

WHAT WILL IT COST YOU TO HARVEST AND MARKET YOUR CELERY?

Item	Sample costs		Your costs	
	Per crate, 60 lbs.net	Per cwt.		
Harvesting and hauling to shed	\$ .25	\$ .42		
Packing house costs:				
Material - crates, paper, labels, ice, etc.	.54	.90		
Labor and overhead - sorting, pack- ing, supervision, inspection, etc.	.48	.80		
Total packing house costs	1.02	1.70		
Total harvesting and packing costs	1.27	2.12		
Total pre-harvest cost*	.74	1.23		
F.o.b. cost	2.01	3.35		
Transportation costs:				
Truck to Los Angeles, handling, tax, etc.	.25	.42		
Total harvesting, packing, transportation, and pre-harvest cost	2.26	3.77		
Selling cost - 15% commission @ \$2.66 crate	.40	.66		
Total cost at Los Angeles market	2.66	4.43		

\* Sample cost-of-production estimates are shown on companion cost-of-production sheets for celery issued by your farm advisor. Estimates are based on a yield of 950 crates per acre. Crates weigh approximately 60 pounds net.

Current reports - Free reports on current celery production and marketing may be received by writing for the following: Truck Crop Notes, issued monthly by the California Crop and Livestock Reporting Service, P.O. Box 1258, Sacramento 6; and the daily Local Fruit and Vegetable Report at Los Angeles, Federal-State Market News Service, 300 Wholesale Terminal Building, Los Angeles.

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