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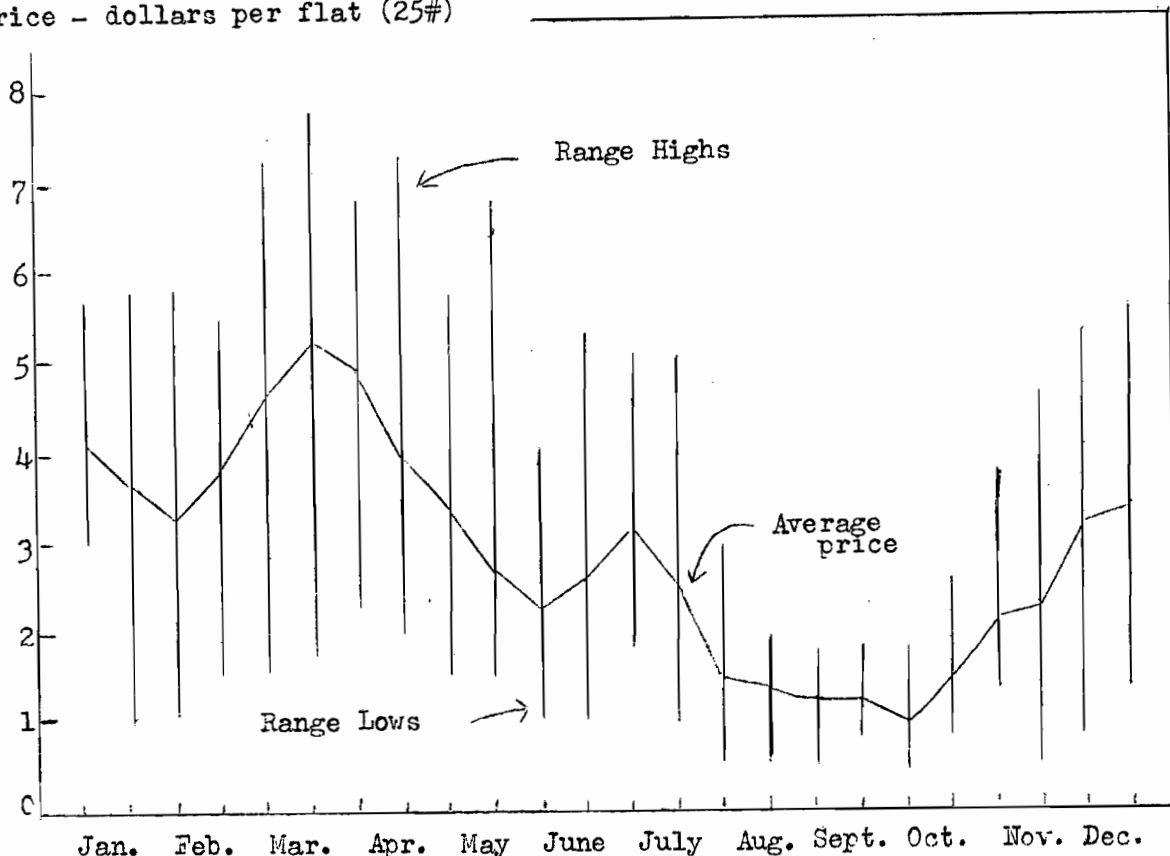
San Diego County  
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WHAT PRICE CAN YOU EXPECT FOR YOUR MARKET TOMATOES?

Market tomatoes are harvested from the last part of June through the first of the year in San Diego County. Weather is the limiting factor which determines the end of harvest. The crop is divided into a spring and fall crop with both bush and stake methods of culture practiced. A farsighted prediction of tomato prices is not possible. Tomato prices paid by consumers are influenced on the supply side by the quantity and quality offered for sale and on the demand side by consumers' desire for tomatoes, 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 market.

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

Price - dollars per flat (25#)



PROFITS = YIELD x PRICE less COSTS

MARKET TOMATOES

MARKET TOMATOES - SAN DIEGO COUNTY

In order to compare Los Angeles wholesale prices with the cost to growers, the cost of marketing as well as the cost of production 1/ must be considered. The table below provides space for you to estimate your marketing costs. Sample costs are given as a guide. 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 TOMATOES?

Item	Sample costs		Your costs	
	Cwt.	Flat-25#		
Harvesting and hauling to shed	\$ .76	\$ .19		
Packing house costs:				
Material - flats, nails, paper, labels	1.36	.34		
Labor and overhead - sorting, packing, and supervision	1.76	.44		
Total packing house	3.12	.78		
Transportation costs:				
Truck to Los Angeles, handling, tax and inspection	.60	.15		
Total harvesting, packing, and transportation	4.48	1.12		
Total pre-harvest cost <u>1/</u> , fall-staked tomatoes	1.84	.46		
Total harvesting, packing, transportation, and pre-harvest cost	6.32	1.58		
Selling cost - 15% commission @ \$1.86 flat	1.12	.28		
Total cost at Los Angeles market	7.44	1.86		

1/ Sample cost of production estimates are shown on companion cost-of-production sheets for spring-staked and bush tomatoes and fall-staked and bush tomatoes, issued by your farm advisor. Estimates for the above harvesting and marketing costs are based on the production of fall-staked tomatoes with an average yield of 52,241 pounds or 2,133 flats (24.5#).

Current Reports - Free reports on current tomato 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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Market Tomatoes  
San Diego County