

Agriculture 3-26-64

County's 1963 Farm Output Down \$4 Million

The cash value of Santa Cruz county's farm production dropped almost \$4 million in 1963 to a total of \$38,381,000, according to the annual agricultural report of Matt Mello, county agricultural commissioner.

In total valuation, the decline was principally in the fruit crops, which were clobbered by adverse weather and competitive markets last year.

County-wide the valuation dropped 9 per cent with a 35 per cent decline in fruit crops.

Apples were the major victims of the fruit crop drop as Pajaro valley growers were hit by a poor crop in comparison to recent years and extraordinary competition in the market.

In the Santa Cruz area, Brussels sprouts continued to dominate the farm picture with a valuation of \$4.6 million on production of 21,505 tons, grown on 2930 acres.

Apples dropped from \$12,335,000 in 1962 to a valuation of \$8,124,000 last year. Production declined from 12,000 tons to 109,000.

Mello said: "Adverse weather affected production and quality. Severe russeting was general and presented marketing problems. Other Western states had large apple crops and swamped the markets in California, giving local producers unusually heavy competition at low prices. Fresh market prices were weak from the start and did not improve. Processing demand helped the apple movement extensively during the early season, but heavy importation of cheaper processing apples from other states had a depressing influence on demand and price in the late season."

The cherry crop, always uncertain in the county, had another of those years as shown in Mello's summary "A crop failure due to weather and bird damage." The valuation dropped from \$118,000 in 1962 to \$1000 last year.

The price of pears was good, but the yield was terrible, reflecting a valuation drop from \$272,000 to \$128,000.

The swing toward greater nursery plant production was shown in a valuation of \$3.5 million compared to \$3.1 million the year before with the big increase in cut flowers.

Vegetable crops remained about the same as last year with a valuation of \$12,016,000 compared to \$12,450,000 in 1962. Million-dollar crops included green beans, \$1,678,000, down \$500,000; lettuce \$2,469,000, down from \$2,913,000; mushrooms, \$1,369,000, down from \$1,643,000.

Valuation in the animal industry increased from \$7,268,000 to \$8,395,000 for the year. Live-stock valuation increased from \$1,047,000 to \$1,344,000 while market eggs dropped from \$1,597,000 to \$1,464,000. Chickens increased from \$2,296,000 to \$3,298,000. Turkeys jumped from \$394,000 to \$478,000. Increased production was noted in both frying chickens and turkeys.

Senate Bars Delay On Civil Rights

Washington (AP). — The Senate beat down today an attempt to shunt the civil rights bill to its Judiciary committee until April 8.

The referral motion, offered by Sen. Wayne Morse (D-Ore.) was killed on a tabling motion by Democratic Leader Mike Mansfield of Montana.

The roll call vote was 50 to 34. The vote represented an important victory for the bipartisan group supporting the bill. It was viewed as the first real test of strength on the legislation.

But it was not fully indicative because some supporters of a strong bill, including Morse voted to send it to committee.

Earlier in the day, the Senate finally had voted 67-17, on the 17th day of debate, to take up the House-passed bill formally for consideration.

With these two tests out of the way, the Senate planned to recess quickly for a brief Easter holiday before beginning debate on provisions of the bill itself Monday. That means the start of a Southern filibuster that might last for months.

Morse argued that Judiciary Committee consideration of the bill could well improve its chances for final passage.