

DEVELOPING A MARKETING INFORMATION COLLECTION SYSTEM IN AMERICAN SAMOA

The objective of the project was to establish a data collection system to determine and monitor the quantity and value of locally produced and imported fresh fruits and vegetables in American Samoa in order to provide timely marketing data for use by decision makers in further developing American Samoa's agriculture sector.

[Final Report](#)

[Appendix 1 – Data Collection Form](#)

Statistics on [Local Markets](#), [Local Outlets](#), [Local Commodities](#), and [Imports](#)

Contact:

Director Apefa'I Taifane

American Samoa Department of Agriculture

684-699-1497

apecfait@yahoo.com

FINAL PERFORMANCE REPORT
in support of the
COOPERATIVE AGREEMENT
between the
AGRICULTURE MARKETING SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
and the
AMERICAN SAMOA DEPARTMENT OF AGRICULTURE
Pago Pago, American Samoa 96799

The American Samoa Department of Agriculture (ASDOA) received a grant of \$62,900.00 from the United States Department of Agriculture Marketing and Regulatory Programs in August 2003. This grant was to support a proposal from the ASDOA to develop a Marketing Information Collection System in American Samoa. Officials of the ASDOA and other interested local agencies agreed through various interagency meetings that a Marketing Information Collection System would be a valuable source of information for policy makers, government officials, economic development officials, agriculture administrators, farmers, and the general public. We are forever grateful to the United States Department of Agriculture for this grant that has allowed us to revisit and evaluate our current system of information collection.

The project began in February 2004 after the Agreement was ratified and signed by the ASDOA and USDA officials. Two contract employees were recruited under the grant and two other employees of the ASDOA were assigned to spearhead this endeavor. These personnel worked in cooperation with the Agriculture Quarantine Division, Farmers Market, the Agriculture Extension Division, and the Office of the Director.

A lease agreement with the Haleck's Island Motor was negotiated and authorized for the use of a Nissan truck to carry out project activities. Other equipment and supplies that were purchased were an IBM notebook and weighing scales. The wear and tear supplies such as paper, computer ink cartridge, fuel for the Nissan truck, etc., were project cost share by the AS Department of Agriculture.

Problem:

The FSMIP Project was conducted to develop a marketing information system for American Samoa. It was believed that information on imported and local agricultural crops were not available to plan for appropriate plans on agriculture programs and to form legislations in support of agriculture. It was discovered during the project however, that a lot of the pertinent information were recorded by each respective subdivision of the agriculture department but were not centralized at one location and properly recorded in a data base software. Therefore, the marketing information was not easily available for the lawmakers and the policy makers.

How the problem was approached through the project:

We reviewed our current procedures and recording methods for collecting the marketing information to locate areas of strengths and weaknesses before we delved into implementing the project activities. Presented in the following section are the procedures that we used prior to the project implementation.

I. Import Agricultural Produce:

The Quarantine Division is the information center for all imported agricultural produce. Since the quarantine officers conduct daily inspection of incoming commercial and cargo vessels at the two ports of entry into the Territory; The Pago Pago International Airport, and the Fagatogo Wharf, they are the most qualified source to provide the accurate data. The quarantine office receives the manifest for the Airfreight Cargos and the Ocean Vessel Freighters 24 hours prior to their arrival. Within the 24 hours the quarantine staff does its review work on the manifest before the vessel arrives. The review is comprised of sorting the incoming commodities by; 1) the importer, 2) the kind of commodity, and 3) by weight. The inspection takes place upon the arrival of the vessels and the information on the actual produces that arrived is compared to the information on the review of the manifest. If inaccuracy on the information arises, the quarantine officer would discuss the matter with the importer and obtains the needed information.

Commercial vessels are daily carriers of imported agricultural produces into the Territory. The Lady Naomi ferry and the Polynesian Airline Cargo from Western Samoa, and the Hawaiian Airlines are the largest commercial vessel carriers of these imports. The quarantine office receives the cargo manifest a few hours prior to the arrival of these vessels.

The information shown on the manifest from the Polynesian Airline Cargo and Hawaiian Air is lumped together under one entry called agricultural produce. It is the work of the quarantine to separate these commodities by crops and weight during their inspection. The ferry, however, provides a cargo manifest with separate entries of the imported agricultural produce. The quarantine checks the information on the manifest against the actual types of produce and weight.

Other information collected by the Quarantine Division includes the purpose for import that is categorized as either personal consumption, or commercial use. All the data collected are then organized in a record book and kept at the Quarantine Office. This information is shared with government officials and the Director of the Department of Agriculture by means of quarterly reports. The quarterly reports reflects the raw data on various commodities by weight but not the value and the purpose they were imported.

II. Local Agricultural Produce:

The Agriculture Extension Division collects information on local produces. Since they conduct frequent farm inspection and have daily contact with the local farmers, the extension office collects information on location of farm, size of farm, types and volume of crops raised in each respective farm. The school lunch program is the biggest market for the traditional crops. In order to meet the needs of the School Lunch Program the extension office is given the task of monitoring the distribution of crops to be provided by the local farmers.

The extension office compiles a crop distribution list that becomes the basis for acceptance by the school lunch program. All traditional crops that are accepted by the school lunch program are weighed and given a dollar value. This information is returned to the department of agriculture for verification of names of farmers and crops before the farmers are compensated for the products.

Roadside selling through private stalls set up by individual farmers along the road are a common sight on the island. The information on the types of crops and volume and value are not collected and therefore the information is not known. Other information not collected is the local agricultural produce supplied directly to the retail stores, restaurants and fast food outlets, hotels, fishing fleets, and the LBJ Tropical Medical Center.

The Farmers Market staff obtains a daily record of the crops and produce that the farmers sell at the market. They collect information on name of farmer, types of crops, and volume of crops. The dollar value of the crops and produce are not collected.

The data on local crops and produce is shared with Government officials and policymakers through quarterly reports.

III. Project Activities:

In order to meet the goals and objectives addressed in this project, the Department of Agriculture's Administrative Office had to assess the capability and availability of its own staff and its various work divisions to provide the necessary work force and assistance. From this assessment, we find that although the original proposal stated that the Department of Treasury's Custom Division will be the main source to obtain information on import fresh fruits and vegetables, we found during the course of the project that we didn't need to utilize them due to the fact that we had our own Quarantine Division who is responsible for the daily inspection and obtaining the information on imported commodities. The Customs Division and the Quarantine Division receives the same manifest listing the same kind of information, therefore, it was decided that we would use the quarantine office as the main source of information and utilize the the Customs Division only when needed. For the collection of information on local crops and produces, the Agriculture Extension Division and the Farmers Market were responsible for collecting that data.

The project personnel hired under the grant and the designated ASDOA personnel for the project worked together with the Quarantine Division, Extension Division, and the Farmers Market Division to verify the existing data collection procedures and recording methods. Representatives from these divisions and the two project personnel made up a team that was responsible for conducting the activities of this project.

After reviewing the existing collection procedures and recording methods, the team discovered that the procedures are well established and enforced at the port of entries for both commercial and cargo vessels. Data on the quantity and the types of commodities imported by cargo vessels are taken from the boat manifest and inspection while the data on imports by commercial vessels are taken from the vessel's manifest and the actual weighing and inspection. The project personnel visited the ports at random to carry out project objectives, while the quarantine personnel were always on location to collect the information. Continuous and daily data collecting were everyday responsibilities of the

quarantine officers. This really helped to ensure that the data collected were accurate and would be reliable for making decisions and developing programs.

In determining ways to best collect the information on locally produced agricultural crops, the team looked at all distribution outlets used by local farmers. These included the retail stores, hotels, restaurants and fast food outlets, DOE-School Lunch Program, the LBJ Tropical Medical Center, the fishing fleets, the Farmers Market, and the private roadside stalls for selling local crops.

The team agreed that there was a need to strengthen the data collection and monitoring systems at six of the outlets, while the on-going system at two of the outlets are well established and monitored. These two outlets were the Department of Education School Lunch Program and the Farmers Market. Scales were placed at the Farmers Market for weighing commodities. This was necessary to alleviate the problem with estimating the weight of commodities that are sold by piles and not pounds. Another method that the team chose to secure to resolve this problem if weighing scales are not available at all, is to come up with a listing of standard weight for different volumes of the traditional products such as taro, banana, breadfruit, etc. Most of our energy was focused on establishing a collecting system for the other six outlets. Due to the different nature of business conducted by these outlets, we decided to target the farmers as a reliable source for the information we were seeking. A form was developed (see appendix I) and was distributed to the farmers to record the necessary information. Targeting the farmers for the information proved to minimize the problems with the vendors complaining of doing the extra work and not having the time to complete the forms.

A meeting with the farmers took place to explain the significance of their role in the information collection efforts of the Department of Agriculture. They were introduced to the collection form and were shown how to complete the form. The form was devised to be as simple and easy to fill out by the farmers. The form was written in both the English and Samoan language. Benefits of having such a system in place were discussed with the farmers. These benefits are as follows; 1) record keeping would be in place for their farms, 2) information on their sales would be available in times of any natural disaster, 3) they would be registered and recognized as commercial farmers, and 4) agricultural extension services would be available for that at all times. The Extension Division of the department is responsible for collecting and organizing this information on a weekly basis.

The farmers were encouraged to keep record of their daily sales in receipt books. The receipts were verification for the farmer's records that are submitted to the Department of Agriculture. At the end of each month, the information on local produce was submitted to the agriculture statistician.

Table 1.1(Appendix II) presents the information on the specific fruits and vegetables that are being imported into the Territory. Also included in this table are the quantities that were imported during the one - year duration of the project and the dollar value for each commodity. It should be noted that sixty-six (66) varieties of fresh fruits and vegetables were imported into the Territory with a combined weight of 3,015,486 pounds and a combined dollar value of \$3,379,242.69.

Table 1.2 (Appendix III) presents the information on fruits and vegetables that were raised and produced locally by our farming community. Forty-one (41) varieties of fruits

and vegetables were available locally for human consumption, with a total weight of 2,748,281 pounds and valued at \$1,391,653.75.00.

Findings from doing a comparison study of the two tables reflected that the Territory relied heavily on imported fresh fruits and vegetables for consumption. It is shown also that twenty-two (22) commodities that were raised locally were also imported, while nineteen (19) commodities raised locally were not imported. Forty-four foreign agriculture crops were imported and were not raised locally. The total number of commodities that were available for consumption on island was 85.

The pie graph below shows the distribution of commodities by local and or import sources. The 52% piece shows the amount of specific commodities that were imported, 22% shows the amount that were produced locally, and 26% shows the amount of specific commodities that were both produced locally and were also imported.

Amount of Local and Import Produce

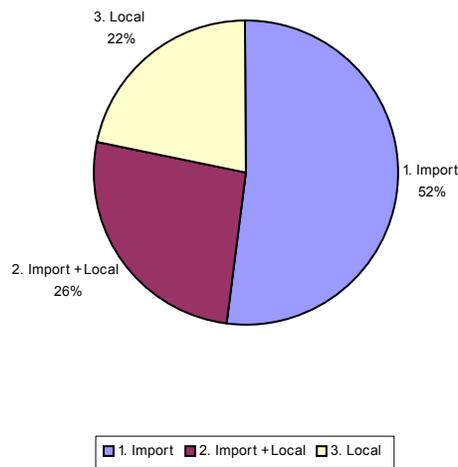
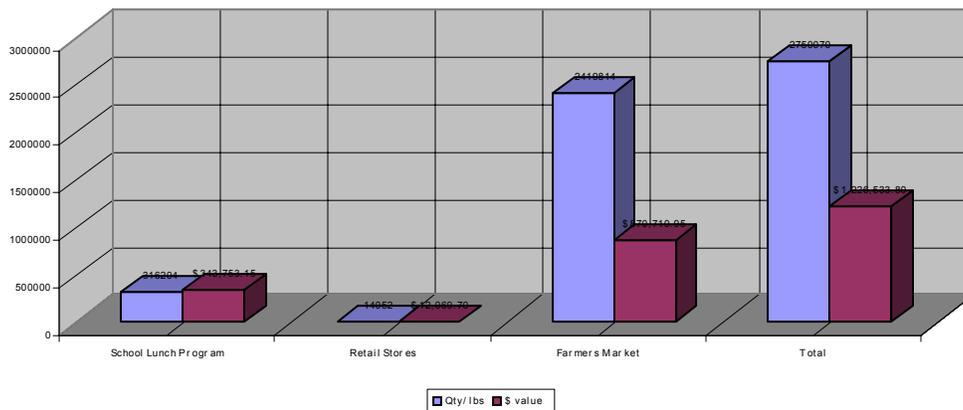


Table 1.3 (Appendix IV) shows the quantity and value of the specific fruits and vegetables that were available at the different agricultural outlets on island during the tenure of the program. The graph below shows the distribution of the commodities sold at the school lunch program, farmers market, and retail stores for one year.

Local Produce sold at Outlets



The two graphs we've provided here represent only a few of the different types of reports that we can retrieve from having the system in place and in operation. We have to note here the excitement that we felt when we realized the benefits that derived from having an organized and an established marketing information collection system. We felt that the information on the quarterly reports and any other reports going out from the department would be more meaningful to our clients and stakeholders. Compiling marketing information in support of different purposes would be provided in an efficient and timely manner.

Results, Conclusion, And Recommendation:

As a result of this project, the American Samoa Government now has a Marketing Information System. It is centralized at the Department of Agriculture. The subdivisions of the department whose daily task is to collect and organize information on local and import/export produce will continue doing so. In order to improve on the accuracy forms were developed to obtain information on the quantities and dollar value of the specific commodities. These forms will be collected on a weekly basis and forwarded to the Marketing Information System Office. At the MIS Office the statistician enters the data in the computer using the Excel Database program, and prints out reports in accordance with the needs of the department, farmers, and/or government officials. It should also be noted that although data was available it was incomplete at some point and the quarantine and extension personnel had to revisit the vendor or farmer for the incomplete information. The Department of Agriculture must enforce a policy to make it mandatory for the importers and farmers to provide an itemized listing of the specific fresh fruits and vegetables with the quantities and dollar values. At the completion of this project, the agriculture officials worked on plans for a meeting with all the importers to address this issue.

Expansion of data collection would be features of this collecting system in the near future. Data on import plants and ornamental flowers, meat and dairy products, and export produces would be additional information to be recorded in this system. It was noted that very little export or none at all took place. If there were any cases of exported crops, it was for personal use. But export will definitely be one of the areas we would track as well.

Farmers appeared to be cooperative in support of this effort. They have realized the significance of proper recording and documenting of their sales. Their experience with natural disasters that hit the island in the recent years has cautioned them to the need for supporting documents on their farm production and sales.

A problem that we have encountered during the project is the lack of technical skills of the statistician. The statistician is an employee of the Department of Agriculture who was assigned to do the work. It is highly recommended that he receive training to equip himself with the necessary skills and knowledge to operate the Excel Computer Program, and on how to convert the data to various report forms. This training is an urgent need that we will address in the near future. Obtaining the proper equipments for the MIS Office is also another dire need. The departments' administration office will address these needs and work at resolving these issues at the administrative level. However, we foresee a delay in the necessary funding due to the small budget given to our office for projects. Despite the funding problems, the MIS Office has moved forward with its plans to operate.

At the present time, the department does not have a website, and creating a website will be another responsibility of the MIS Office. Another good thing that will come out of this office is the development of brochures and newsletters to disseminate the information on agricultural issues to the farmers and to the decision makers.

The contact person for this project would be Mr. Apefa'i Taifane, the Director for the Department of Agriculture. His contact phone number is (684) 699-1497 or 699 – 9272; fax number (684) 699-4031. The email address is: elsualevai@samoatelco.com.

DATA COLLECTION at LOCAL OUTLETS
for
FSMIP PROJECT
Table 1.3 pg.2

Local Produce Sold at Farmers Market

PRODUCE	Quantity/lbs.	\$ value/lb.	Total value
Breadfruits	862025	\$0.15	\$129,303.75
Bananas/ripe	22662	\$1.00	\$22,662.00
Banana/green	330856	\$0.80	\$264,687.20
Coconuts/matured	704560	\$0.10	\$70,456.00
Coconut/young	11056	\$1.00	\$11,056.00
Giant taros	6640	\$0.50	\$3,320.00
Taros/colocasia	97164	\$1.00	\$97,164.00
Taro/xanthosoma	27300	\$0.50	\$13,650.00
Yams	73380	\$0.85	\$62,373.00
Avocado	930	\$0.50	\$465.00
Bean/long	4177	\$2.00	\$8,354.00
Bean /gourp	5670	\$1.00	\$5,670.00
Bean/dwarf	548	\$2.00	\$1,096.00
Cabbages/chinese	22144	\$1.00	\$22,144.00
Cabbage/water	400	\$1.00	\$400.00
Cucumbers	115175	\$0.45	\$51,828.75
Choko	390	\$0.95	\$370.50
Cress/water	100	\$1.00	\$100.00
Cassava	6500	\$0.25	\$1,625.00
Egg plant	44200	\$0.65	\$28,730.00
Guava	425	\$0.50	\$212.50
Ginger	150	\$1.85	\$277.50
Lemons	1815	\$2.00	\$3,630.00
Leeks	475	\$3.00	\$1,425.00
Mangoes	400	\$0.50	\$200.00
Melons	480	\$0.80	\$384.00
Onions/green	360	\$2.50	\$900.00
Oranges/sweet	90	\$0.50	\$45.00
Pepper/green	80	\$3.00	\$240.00
Pepper/hot	780	\$2.50	\$1,950.00
Pumpkins	47748	\$0.75	\$35,811.00
Pineapples	6040	\$1.00	\$6,040.00
Papaya	11559	\$0.75	\$8,669.25
Potatoes/sweet	1200	\$0.50	\$600.00
Spondia	2270	\$1.00	\$2,270.00
Sour sop	60	\$0.50	\$30.00
Sugar cane	405	\$0.30	\$121.50
Totamoos	1425	\$3.00	\$4,275.00
Taro tops	8175	\$1.00	\$8,175.00
Total	2,419,814		\$870,710.95

DATA COLLECTION at LOCAL OUTLETS
for
FSMIP PROJECT
Table 1.3

Local Produce Sold to School Lunch Program

Produce	Quantity/lb.	\$ value/lb.	Total value
Bananas/ripe	47875	\$1.25	\$59,843.75
Banana/green	32621	\$1.10	\$35,883.10
Taros	27831	\$1.65	\$45,921.15
Beans	10581	\$2.00	\$21,162.00
Cabbages/chinese	69663	\$1.00	\$69,663.00
Cucumbers	66729	\$0.85	\$56,719.65
Corn/sweet	1651	\$2.00	\$3,302.00
Egg plant	21361	\$0.85	\$18,156.85
Onions/green	5962	\$1.00	\$5,962.00
Papaya	15395	\$0.85	\$13,085.75
Pineapples	2085	\$0.85	\$1,772.25
Pumpkins	14449	\$0.85	\$12,281.65
Total	<u>316204</u>		<u>\$343,753.15</u>

Local Produce Sold to Retail Stores

Produce	Quantity/lb.	\$ value/lb.	Total Value
Beans/string	592	\$2.00	\$1,184.00
Egg plants	137	\$0.96	\$132.00
Cabbages/chinese	2749	\$1.00	\$2,749.00
Cucumbers	5476	\$0.65	\$3,559.00
Onions/green	868	\$1.00	\$868.00
Pumpkins	346	\$0.50	\$173.00
Papaya	36	\$0.75	\$27.00
Pineapples	79	\$0.80	\$63.20
Raddish/white	484	\$0.50	\$242.00
Bananas/ripe	153	\$1.00	\$153.00
Coconuts/matured	807	\$1.00	\$807.00
Potatoes/sweet	425	\$0.50	\$212.50
Taros/colocasia	1900	\$1.00	\$1,900.00
Total	14,052		\$12,069.70

DATA COLLECTION at LOCAL OUTLETS
for
FSMIP PROJECT
Table 1.3

PRODUCE	Quantity/pounds	Dollar value	Total value
Breadfruits	862025	\$0.15	\$129,303.75
Bananas/ripe	22662	\$1.00	\$22,662.00
Banana/green	330856	\$0.80	\$264,687.20
Coconuts/matured	704560	\$0.10	\$70,456.00
Coconut/young	11056	\$1.00	\$11,056.00
Giant taros	6640	\$0.50	\$3,320.00
Taros/colocasia	97164	\$1.00	\$97,164.00
Taro/xanthosoma	27300	\$0.50	\$13,650.00
Yams	73380	\$0.85	\$62,373.00
Avocado	930	\$0.50	\$465.00
Bean/long	4177	\$2.00	\$8,354.00
Bean /gourp	5670	\$1.00	\$5,670.00
Bean/dwarf	548	\$2.00	\$1,096.00
Cabbages/chinese	22144	\$1.00	\$22,144.00
Cabbage/water	400	\$1.00	\$400.00
Cucumbers	115175	\$0.45	\$51,828.75
Choko	390	\$0.95	\$370.50
Cress/water	100	\$1.00	\$100.00
Cassava	6500	\$0.25	\$1,625.00
Egg plant	44200	\$0.65	\$28,730.00
Guava	425	\$0.50	\$212.50
Ginger	150	\$1.85	\$277.50
Lemons	1815	\$2.00	\$3,630.00
Leeks	475	\$3.00	\$1,425.00
Mangoes	400	\$0.50	\$200.00
Melons	480	\$0.80	\$384.00
Onions/green	360	\$2.50	\$900.00
Oranges/sweet	90	\$0.50	\$45.00
Pepper/green	80	\$3.00	\$240.00
" /hot	780	\$2.50	\$1,950.00
Pumpkins	47748	\$0.75	\$35,811.00
Pineapples	6040	\$1.00	\$6,040.00
Papaya	11559	\$0.75	\$8,669.25
Potatoes/sweet	1200	\$0.50	\$600.00
Spondia	2270	\$1.00	\$2,270.00
Sour sop	60	\$0.50	\$30.00
Sugar cane	405	\$0.30	\$121.50
Totamoes	1425	\$3.00	\$4,275.00
Taro tops	8175	\$1.00	\$8,175.00

DATA COLLECTION at LOCAL OUTLETS

for

FSMIP PROJECT

Total	2,419,814	Table 1.3	\$870,710.95

DATA COLLECTION ON LOCAL COMMODITIES
for
FSMIP PROJECT
Table 1.2

PRODUCE	Quantity/lbs.	Total \$ value
Bananas/ripe	70690	\$82,658.75
Banana/green	363477	\$300,570.30
Taros	126895	\$144,985.15
Beans-string	15350	\$30,700.00
Beans-gourp	5670	\$5,670.00
Beans- dwarf	548	\$1,096.00
Cabbages/chinese	94556	\$94,556.00
Cucumbers	187380	\$112,107.40
Corn/sweet	1651 lbs.	\$3,302.00
Egg plant	65698	\$47,018.85
Onions/green	7190	\$7,730.00
Papaya	26990	\$21,782.00
Pineapples	8204	\$7,875.45
Pumpkins	62543	\$48,265.65
Breadfruits	862025	\$129,303.75
Coconuts/matured	705367	\$71,263.00
Coconut/young	11056	\$11,056.00
Giant taros	6640	\$3,320.00
Taros/xanthosoma	27300	\$13,650.00
Yams	73380	\$62,373.00
Avocado	930	\$465.00
Cabbage/water	400	\$400.00
Choko	390	\$370.50
Cress/water	100	\$100.00
Cassava	6500	\$1,625.00
Guava	425	\$212.50
Ginger	150	\$277.50
Lemons	1815	\$3,630.00
Leeks	475	\$1,425.00
Mangoes	400	\$200.00
Melons	480	\$384.00
Oranges/sweet	90	\$45.00
Pepper/green	80	\$240.00
Pepper/hot	780	\$1,950.00
Potatoes/sweet	1625	\$812.50
Spondia	2270	\$2,270.00
Sour sop	60	\$30.00
Sugar cane	405	\$121.50
Totamoos	1425	\$4,275.00
Taro tops	8175	\$8,175.00
Raddish/white	484	\$968.00
GRAND TOTALS	2,748,418	\$1,227,259.80

DATA COLLECTION ON LOCAL COMMODITIES
for
FSMIP PROJECT
Table 1.2



DATA COLLECTED ON IMPORT COMMODITIES
for
FSMIP PROJECT
Table 1.1

Produce	Quantity/lbs.	\$ value	Produce	Quantity/lbs.	\$ value
Apples	328250	\$410,312.50	Plums	6355	\$7,943.75
Alfalfa sprout	11919	\$23,242.05	Peaches	15170	\$34,148.25
Asparagus	14305	\$28,466.95	Peas: snow	2735	\$7,521.25
Artichoke	6660	\$5,927.40	Pepper: bell	9591	\$21,579.75
Avocado	3430	\$10,255.70	Pepper- hot	624	\$1,092.00
Apricot	9499	\$10,448.90	Red leaf veges.	2804	\$6,309.00
Broccoli	56665	\$99,163.75	Radish	15475	\$13,153.75
Bok choy	2820	\$2,538.00	Romaine veges.	890	\$2,002.50
Beans: sprout	1380	\$2,415.00	Strawberry	6800	\$18,700.00
Beans - mongo	1130	\$1,977.50	Squash	1954	\$3,419.50
Beans - string	1480	\$1,480.00	Spinach	2171	\$3,799.25
Cauliflower	25966	\$71,406.50	Tomatoes	43403	\$75,955.25
Cabbage	145005	\$94,253.25	Won bok	1395	\$1,241.55
Carrots	193237	\$154,589.60	Zucchini	5396	\$9,443.00
Celery	40791	\$50,988.75	Bananas: ripe	54050	\$121,601.25
Cantaloupe	21443	\$25,731.60	Banana- green	475	\$593.75
Cucumbers	16458	\$13,989.30	Taros	348500	\$296,225.00
Corn (sweet)	12735	\$28,653.75	Taamu(giant taros)	58000	\$29,000.00
Cilantro	5951	\$7,438.75	Yams	23800	\$19,040.00
Capsicum	2280	\$1,140.00			
Egg plants	4132	\$5,156.00			
Ginger	9009	\$16,666.65			
Garlic	8009	\$14,816.65			
Grapes	28536	\$84,666.65			
Grapefruits	4795	\$9,542.05			
Jalepeno veges.	1912	\$4,302.00			
Kiwi fruit	4540	\$5,675.00			
Lettuce	161133	\$201,416.25			
Limes	4810	\$5,291.00			
Lemon	7566	\$9,457.50			
Leeks	4231	\$10,557.50			
Mangoes	21000	\$42,000.00			
Melons: honeydew	9712	\$12,140.00			
Melons- water	137870	\$172,337.50			
Melons- Korean	869	\$1,955.25			
Mushrooms	7541	\$16,967.25			
Napa	1510	\$1,343.90			
Nectarines	2685	\$4,698.75			
Oranges	178912	\$152,075.20			
Onions: green	13330	\$16,662.50			
Onions- yellow	376550	\$320,067.50			
Onions- purple	500	\$625.00			
Parsley	3201	\$4,001.25			
Pears	177030	\$238,990.50			
Potatoes: sweet	11055	\$13,818.75			
Potatoes- white	321911	\$286,500.79			
Pumpkins	12145	\$10,323.25			
Subtotal	2,415,898	\$2,706,473.89		599,588	\$672,768.80
GRAND TOTALs				3,015,486	\$3,379,242.69