

Commodity Highlight: Broccoli

Broccoli is believed to have originated in Mediterranean Europe, and wild broccoli can be found today along Europe's Mediterranean and Atlantic coasts. The seeds initially planted in California over 60 years ago came from Messina, Italy. The type of broccoli most familiar to U.S. consumers is sprouting (or Italian) broccoli rather than heading broccoli, which is similar to cauliflower. Broccoli, along with cauliflower, cabbage, brussels sprouts, kohlrabi, kale, and turnip, belongs to the *Cruciferae* (mustard) family. Members of the broccoli family are also sometimes referred to as "cole crops." The word cole is thought to be a derivative of the Latin for stem or stalk of a plant.

U.S. broccoli acreage is concentrated on relatively few farms--6 percent of the growers harvest 80 percent of the crop. About 63 percent of broccoli area is on farms that harvest 500 or more acres of broccoli--up from 53 percent reported in 1992. The concentration of acreage on large farms since 1992 likely reflects the rise of the value-added sector in broccoli, where grower/processors require large volumes to operate fresh-processing plants year-round.

Broccoli is grown in nearly every State, including Alaska and Hawaii. California harvests 82 percent of the acreage, although it is home to just 22 percent of the farms growing broccoli. California's share of broccoli acreage is up only slightly from 1992. Arizona is the second-largest producer with 8 percent of the acreage (up from 5 percent in 1992) and less than 2 percent of the farms. Oregon, Maine, and Washington round out the top five producing States, with another 6 to 7 percent of U.S. acreage.

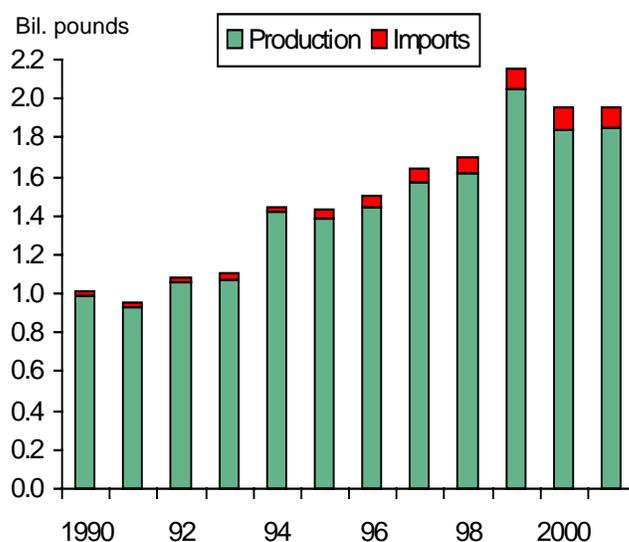
The United States produces broccoli for the fresh (including fresh-cut) and processing (largely freezing) markets, with 94 percent of the 1.8 billion pounds produced moving into fresh and fresh-cut products during 1998-2000. U.S. broccoli is produced on 2,413

farms (1997 data). The farm value of the U.S. fresh crop was \$573 million in 2000.

Domestic use was a record-high 1.65 billion pounds in 1999. Per capita consumption has been rising and was a record 6.7 pounds in 1999. The U.S. exports about 20 percent of its fresh broccoli supplies. Imports accounted for 7 percent of domestic use in 2000.

In 2000, the United States exported 399 million pounds of fresh-market broccoli valued at \$119 million. This was 137 percent greater than in 1990 and 528 percent larger than in 1980, reflecting rising world demand. The top markets in 2000 included Canada (56 percent of export volume) and Japan (35 percent). In 2000, the U.S. retail price for fresh-market broccoli averaged \$1.14 per pound, up 13 percent from a year earlier. Largely reflecting renewed demand, the retail price for fresh-market broccoli has risen 32 percent since 1995.

Figure 10
U.S. broccoli: Fresh-market supply, 1990-2001



Source: USDA, NASS.

Table 7--U.S. fresh broccoli: Supply, utilization, and price, farm weight

Year	Supply			Utilization			Season-average price	
	Production 1/	Imports 2/	Total	Exports 2/	Domestic	Per capita use	Current dollars 1/	Constant 1996 dollars 3/
	-- Million pounds --			Pounds			-- \$/cwt --	
1980	381.9	0.7	382.6	63.5	319.1	1.4	23.50	40.95
1990	989.3	21.3	1,010.6	168.1	842.5	3.4	22.30	25.78
1998	1,622.8	80.5	1,703.3	300.3	1,403.0	5.2	30.20	29.26
1999	2,051.7	100.4	2,152.1	329.4	1,822.7	6.7	24.10	23.00
2000	1,839.6	110.5	1,950.1	398.6	1,551.5	5.6	31.20	29.18
2001 f	1,850.0	100.0	1,950.0	375.0	1,575.0	5.7	--	--

-- = Not available. f = ERS forecast. 1/ Source: National Agricultural Statistics Service, USDA. 2/ Source: Bureau of the Census, U.S. Department of Commerce. 3/ Constant-dollar prices were calculated using the GDP implicit price deflator, 1996=100.