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I. INTRODUCTION

This is an attempt to pull together all the different elements of our work in the vegetable industry - contract administration, negotiations, election organizing, etc. - to give an overall picture of where we are and where we should go.

An attempt has been made to be as accurate as possible, but many of the figures and some of the information are "guess-timates" because of different versions of the same facts and constantly changing situations.

Oxnard, Santa Maria and San Ysidro have not been included both because they are somewhat separate areas and also because I don't have the information necessary at this time to include them. Also, San Joaquin Valley melons have been omitted, except for Bakersfield.

The underlying reason for doing all this is that the time we have to organize and consolidate our position in California is very limited. It is limited both by the political realities surrounding the law and next year's gubenatorial election and by the need that we expand to other states. Planning and coordination should be able to cut down the time it takes to do things and also improve the quality with which they are done.

At the end of each section there are some recommendations as to what should be done in that area. The recommendations are based on what needs to be done to take full advantage of our position in vegetables and do the best job we can. Obviously, this must be balanced against our resourses and the needs of other work we are doing.

Planning is essential to maintaining the offensive and realizing our maximum potential at this point in the struggle. I hope that someone more familiar with the other major industries in California can put something similar together so that out of these can emerge a conscious and coordinated plan of attack for the short time that remains in which we can organize.

II. STATISTICAL SUMMARY

A. Number of Companies

1. There are about 96 principal companies in the vegetable industry. We currently have contracts with 21. That is 22% of the total. We are certified or awaiting certification at another 30. That is 30%. The total contracts are pending are 51 companies or only 52% of all. There are about 45 remaining companies - 47% of the industry total - where elections must still be held.

2. There are about 121 principal and secondary companies in the industry. The 21 we have contracts with comes to only 17% of the total. Our certified and pending 30 companies equals 24% of the total. Our 51 companies equals only 41% of all the industry. There are 70 remaining companies - 58% of the total.

3. The geographic breakdown is as follows:

   Of the 21 contracts, 3 are in the South, 12 in the North and 6 both in the North and South. That equals 18 contracts in the North and 9 in the South.

   Of 10 certifications, 8 are in the South, 2 are in the North and 1 is in both the North and South. Equals 9 in South and 3 in North.

   Of 20 pending companies, 16 are in the South, none are in the North and 4 are in the North and South. Equals 20 in South and 4 in North.

   Of 45 elections which need to be held among primary companies, 23 are in the South, 14 are in the North and 8 are in the North and South. This means 31 in the South and 22 in the North.

   Of 70 elections which should be held among primary and secondary companies, 29 are in the South, 33 are in the North and 8 are in the North and South. This means 37 in the South and 41 in the North.

4. Potential:

   Our current contracts that must be administered then are 18 in the North and 9 in the South. Pending are 7 in the North and 29 in the South. Assuming all pending are signed it will give us a total of 25 in the North and 38 in the South.