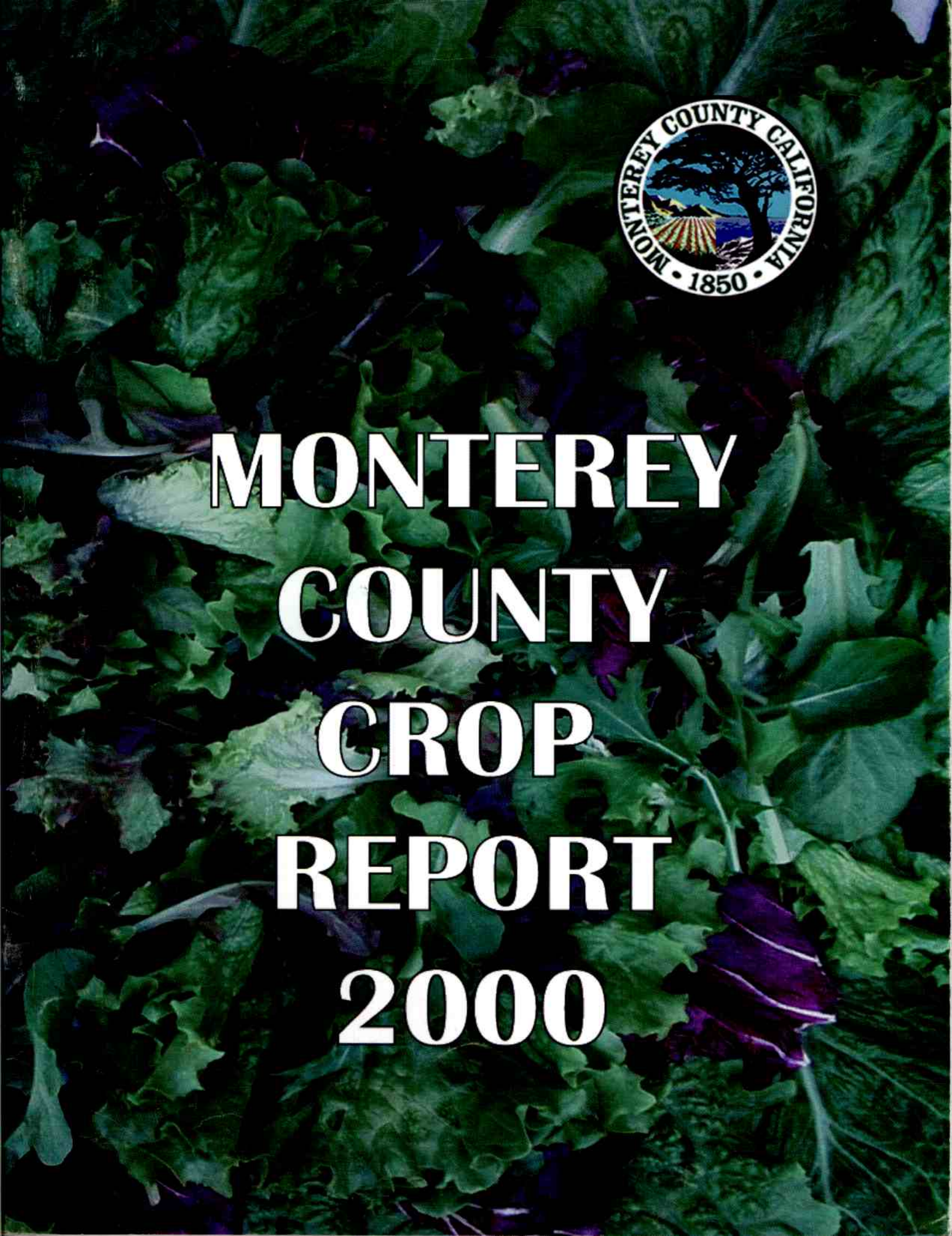
Spring 6-11-2016

2000, Monterey County Crop Report



MONTEREY COUNTY CROP REPORT 2000

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

ERIC LAURITZEN
AGRICULTURAL COMMISSIONER
1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901
PHONE: (831) 759-7325 FAX: (831) 422-5003

William "Bill" J. Lyons, Jr., Secretary
California Department of Food & Agriculture
and
The Honorable Board of Supervisors of Monterey County

Edith Johnsen	4th District- Chair
Fernando Armenta	1st District
Judy Pennycook	2nd District
Louis Calcagno	3rd District
Dave Potter	5th District

It is with great pleasure that we present the 2000 Monterey County Crop Report. This report, produced pursuant to the provisions of Section 2279 of the California Food & Agriculture Code, reflects a record production value of nearly $2.9 billion. The total value of Monterey County agriculture increased nearly 20% as compared with 1999 production. This record value was fueled by increases in most segments of the industry. After nearly three years of low market prices for many of our core crops, significant increases were noted in head lettuce, broccoli, cauliflower, celery, leaf lettuces and salad products, as well as strawberries, wine grapes and a number of other vegetable crops. While this report reflects an extremely successful year for our agricultural industry, it is important to remember that the figures contained berein are gross values and do not represent or reflect net profit or losses experienced by individual growers.

Salad products and leaf lettuces continue to represent a growing portion of the industry, increasing in value by 19% and 13% respectively. However, they did oot overshadow our world famous bead lettuce, wbich posted an increase of nearly 50%, based largely on higher prices across most of last season. Our agricultural industry showed strength in its diversity by posting notable increases in many other core crops including: broccoli – 49%; strawberries – 5%; wine grapes – 37%; cauliflower – 13%; celery – 24%; mushrooms – 20%; spinach – 18%; carrots – 39%; and, rappini – 30%. There were also increases in articbokes, spring mix, livestock, parsley, bell peppers, radicchio and cabbage. A continued expansion of nursery industry into vegetable transplants resulted in an increase of 7%, unfortunately, many traditional nursery crops sucb as cut flowers continue to decline substantially due to increasing competition from foreign markets and increases in energy costs.

Although there was a slight decrease in exports in 2000, Monterey County cootinues to be a leader in California agricultural exports, shipping nearly one billion pounds of produce to more than 50 countries. The diversity and dynamics of the world market causes yearly fluctuations in exports, yet our agricultural industry continues to flex its muscle in the worldwide marketplace.

Overall, last year's crop values reflected well on the productivity and diversity of this premier agricultural area. Strong markets, coupled with well-timed production and excellent quality, all contributed to the success of this competitive and risky business we call agriculture. It is the producers, growers and ranchers, along with the plethora of related business that all contribute to drive the economic engine that supports our community.

The production of this report is a yearly reminder of the significance that agriculture plays in our economy and its impact on our community. Special recognition for the compilation of this report goes to Gerry Willey, Deputy Agricultural Commissioner, and the many staff wbo assisted in gathering the information. It is also important to recognize the agricultural industry and others who generously provided assistance and vital information to complete this report. Without a very collaborative effort, this report would not be possible.

Sincerely,

Eric Lauritzen
Agricultural Commissioner

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LAYOUT: *COOPERATIVE EFFORT OF THE AGRICULTURAL COMMISSIONER'S STAFF*

SPECIAL THANKS TO THOSE WHO PROVIDED INFORMATION FOR THIS YEAR'S CROP STATISTICS. WITHOUT YOUR COOPERATION, COMPILING ACCURATE DATA WOULD NOT HAVE BEEN POSSIBLE.

(F.O.B. values in this report include packing, harvesting, cooling, icing, pallets, and any local charges)

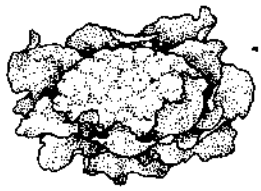
VEGETABLE CROPS

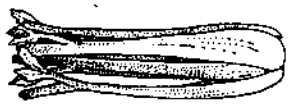
CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
ANISE	**2000**	**820**	**8.29**	**6,800**	**TON**	**$477.65**	**$3,248,000**
	1999	1,034	13.83	14,300	"	392.59	5,614,000
ARTICHOKES	**2000**	**6,780**	**6.09**	**41,280**	"	**1,053.63**	**43,494,000**
Total	1999	6,720	8.06	54,150	"	794.35	43,014,000
Fresh	**2000**			**32,810**	"	**1,231.36**	**40,401,000**
	1999			42,878	"	927.07	39,751,000
Processing	**2000**			**8,470**	"	**365.17**	**3,093,000**
(Regular)	1999			8,772	"	365.25	3,204,000
ASPARAGUS	**2000**	**4,239**	**2.57**	**10,900**	"	**1,787.43**	**19,483,000**
Total	1999	4,936	2.57	12,700	"	1,640.00	20,828,000
Fresh	**2000**			**10,700**	"	**1,771.03**	**18,950,000**
	1999			12,700	"	1,640.00	20,828,000
Organic [1]	**2000**			**190**	"	**2,805.26**	**533,000**
	1999 [2]				"		
BOK CHOY	**2000**	**563**	**21.31**	**12,000**	"	**300.92**	**3,611,000**
	1999	595	20.17	12,000	"	274.42	3,293,000
BROCCOLI	**2000**	**61,500**	**7.17**	**441,210**	"	**814.32**	**359,286,000**
Total	1999	53,880	7.32 7.88	394,400	"	612.46 613	241,554,000
Fresh	**2000**			**352,500**	"	**780.77**	**275,221,000**
	1999			310,300	"	535.91	166,293,000
Food Service	**2000**			**57,250**	"	**1,180.47**	**67,582,000**
	1999			59,700	"	1,106.35	66,049,000
Organic [1]	**2000**			**10,260**		**809.84**	**8,309,000**
	1999 [2]						
Processing	**2000**			**21,200**	"	**385.57**	**8,174,000**
	1999			24,400	"	377.54	9,212,000
CARROTS	**2000**	**4,478**	**21.02**	**94,120**	"	**188.28**	**17,721,000**
Total	1999	3,559	21.83	77,700	"	164.40	12,774,000
Fresh	**2000**			**47,200**	"	**165.32**	**7,803,000**
	1999			33,800	"	178.37	6,029,000
Food Service	**2000**			**1,140**	"	**1,507.02**	**1,718,000**
	1999			1,200	"	1,278.33	1,534,000
Processing	**2000**			**45,780**	"	**179.12**	**8,200,000**
	1999			42,700	"	122.04	5,211,000

[1] *Previously included in Organic total, this is 1st year itemized.* [2] *Included in Organic total.*

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
CABBAGE, (All)	**2000**	**2,495**	**16.91**	**42,200**	**TON**	**$200.43**	**$8,458,000**
	1999	1,558	15.28	23,800	"	235.92	5,615,000
CAULIFLOWER	**2000**	**17,480**	**8.93**	**156,100**	"	**759.31**	**118,528,000**
Total	1999	17,538	8.53	149,600	"	701.97	105,015,000
		Slight+	8.76			6ff	
Fresh [1]	**2000**			**138,000**	"	**688.96**	**95,077,000**
	1999			132,000	"	619.70	81,801,000
Food Service	**2000**			**6,600**	"	**2,604.09**	**17,187,000**
	1999			7,200	"	2,416.81	17,401,000
Organic [2]	**2000**			**1,600**	"	**698.75**	**1,118,000**
	1999 [3]				"		
Processing	**2000**			**9,900**	"	**519.80**	**5,146,000**
	1999			10,400	"	558.94	5,813,000
CELERY	**2000**	**8,136**	**36.69**	**298,500**	"	**362.62**	**108,241,000**
Total	1999	9,655	34.80	336,000	"	259.32	87,132,000
Fresh	**2000**			**280,000**	"	**350.17**	**98,048,000**
	1999			318,000	"	247.45	78,689,000
Food Service	**2000**			**9,700**	"	**890.62**	**8,639,000**
	1999			7,800	"	885.13	6,904,000
Processing	**2000**			**8,800**	"	**176.59**	**1,554,000**
	1999			10,200	"	150.88	1,539,000
CHARD	**2000**	**643**	**7.00**	**4,500**		**622.67**	**2,802,000**
	1999	641	6.55	4,200	"	493.57	2,073,000
CILANTRO	**2000**	**780**	**9.62**	**7,500**	"	**555.47**	**4,166,000**
	1999	837	10.39	8,700	"	511.03	4,446,000
GARLIC	**2000**	**728**	**6.73**	**4,900**	"	**324.90**	**1,592,000**
Total	1999	988	7.29	7,200	"	472.36	3,401,000
Fresh	**2000**			**2,400**	"	**417.50**	**1,002,000**
	1999			2,400	"	525.83	1,262,000
Processing	**2000**			**2,500**	"	**236.00**	**590,000**
	1999			4,800	"	445.63	2,139,000
HERBS [4]	**2000**	**68**	**1,677.94**	**114,100**	**BUNCH**	**10.02**	**1,143,000**
	1999	75	3,345.33	250,900	"	4.70	1,180,000





[1] Figures combined white & green cauliflower. *[2] Previously included in organic total.* *[3] Included in Orgenic totals, this is the 1st year itemized.*
[4] Includes: Chervil, Dill, Ginkgo, Marjoram, Oregano, Rosemary, Sage, Thyme, misc.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
KALE	**2000**	**1,408**	**8.59**	**12,090**	**TON**	**$634.57**	**$7,672,000**
Total	1999	1,236	8.27	10,220	"	710.18	7,258,000
Fresh (All)	**2000**			**8,080**	**"**	**803.22**	**6,490,000**
	1999			9,660	"	665.01	6,424,000
Food Service	**2000**			**700**	**"**	**1,688.57**	**1,182,000**
	1999			560	"	1,489.29	834,000
LEEKS	**2000**	**298**	**11.11**	**3,310**	**"**	**811.78**	**2,687,000**
	1999	264	11.14	2,940	"	646.94	1,902,000
LETTUCE (All)	**2000**	**106,173**					**775,283,000**
(See page 12 & 13)	1999	102,584					584,303,000
MISC. VEGETABLES	**2000**	**15,660**	**8.96**	**140,390**	**TON**	**681.72**	**95,707,000**
Total	1999	12,415	8.24	102,300	"	762.95	78,050,000
Fresh [1]	**2000**			**9,940**	**"**	**377.16**	**3,749,000**
	1999			37,000	"	482.14	17,839,000
Food Service [2]	**2000**			**35,670**	**"**	**858.42**	**30,620,000**
	1999			61,880	"	935.88	57,912,000
Organic [3]	**2000**			**91,350**	**"**	**649.58**	**59,339,000**
	1999 [4]				"		
Processing [5]	**2000**			**3,430**	**"**	**582.80**	**1,999,000**
	1999			3,420	"	672.22	2,299,000
MUSHROOMS	**2000**			**47,246,000**	**LBS**	**1.56**	**73,704,000**
	1999			47,584,000	"	1.29	61,400,000
NAPA	**2000**	**474**	**22.57**	**10,700**	**"**	**371.68**	**3,977,000**
	1999	803	22.91	18,400	"	294.24	5,414,000
ONIONS, Green	**2000**	**1,435**	**12.33**	**17,700**	**"**	**1,130.68**	**20,013,000**
	1999	1,718	12.28	21,100	"	976.30	20,600,000
ONIONS, Dry	**2000**	**1,271**	**22.19**	**28,200**	**TON**	**174.18**	**4,912,000**
Total	1999	992	21.47	21,300	"	156.06	3,324,000
Fresh	**2000**			**5,400**	**"**	**345.74**	**1,867,000**
	1999			5,600	"	317.68	1,779,000
Processing	**2000**			**22,800**	**"**	**133.55**	**3,045,000**
	1999			15,700	"	98.41	1,545,000

[1] Includes: Beans, Beets, Brussel Sprouts, Cactus Pears, Cardone, Chives, Corn, Cucumbers, Daikon, Edible Flowers, Fava Beans, Gourds, Kohlrabi, Assorted Melons, Parsnips, Pimentos, Pumpkins, Turnips. [2] Includes: Radish, Mixed Vegetables, Onions. [3] Previously included in Organic total. [4] Included in Organic total. [5] Includes: Asparagus, Brussel, Sprouts, Mushrooms.

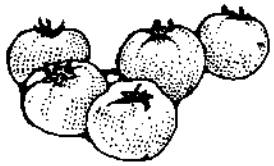
VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
PARSLEY	**2000**	**1,086**	**8.92**	**9,689**	**TON**	**$949.43**	**$9,199,000**
Total	1999	1,008	8.67	8,735	"	703.26	6,143,000
Fresh	**2000**			**4,266**	"	**689.87**	**2,943,000**
	1999			6,535	"	548.74	3,586,000
Food Service	**2000**			**2,327**	"	**1,415.99**	**3,295,000**
	1999			290	"	1,293.10	375,000
Dry (Processing)	**2000**			**3,096**	"	**956.40**	**2,961,000**
	1999			1,910	"	1,142.41	2,182,000
PEAS	**2000**	**436**	**5.19**	**2,264**	"	**1,678.45**	**3,800,000**
	1999	317	5.17	1,640	"	1,642.07	2,693,000
PEPPERS, BELL	**2000**	**1,584**	**19.44**	**30,789**	"	**313.65**	**9,657,000**
Total	1999	1,105	22.20	24,525	"	346.46	8,497,000
Fresh	**2000**			**8,910**	"	**496.52**	**4,424,000**
	1999			10,660	"	488.65	5,209,000
Processing	**2000**			**21,879**	"	**239.18**	**5,233,000**
	1999			13,865	"	237.14	3,288,000
PEPPERS, Chili	**2000**	**872**	**7.86**	**6,856**	"	**1,037.78**	**7,115,000**
Total	1999	1,616	5.03	8,130	"	937.64	7,623,000
Fresh	**2000**			**436**	"	**300.46**	**131,000**
	1999			1,730	"	278.03	481,000
Processing	**2000**			**6,420**	"	**1,087.85**	**6,984,000**
	1999			6,400	"	1,115.94	7,142,000
RADICCHIO	**2000**	**1,688**	**3.23**	**5,455**	"	**1,554.54**	**8,480,000**
	1999 [1]	1,367	3.24	4,430	"	1,793.45	7,945,000
RADISH	**2000**	**221**	**13.82**	**3,054**	"	**815.32**	**2,490,000**
	1999	200	14.20	2,840	"	770.77	2,189,000

[1] *Correction to last year's figures per acre & per unit.*

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
RAPPINI	**2000**	**2,650**	**4.66**	**12,340**	**TON**	**$920.34**	**$11,357,000**
	1999	2,320	4.26	9,890	"	886.05	8,763,000
SALAD PRODUCTS	**2000**			**40,099,000**	**CTN**	**8.36**	**335,228,000**
	1999			35,891,000	"	7.88	282,821,000
SPRING MIX [1]	**2000**	**8,915**	**7.62**	**67,900**	**TON**	**986.69**	**66,996,000**
Total	1999	7,775	7.08	55,046	"	1,023.29	56,328,000
Fresh	**2000**			**49,360**	**"**	**973.42**	**48,048,000**
	1999				"		
Organic [2]	**2000**			**18,540**	**"**	**1,022.01**	**18,948,000**
	1999 [3]				"		
SPINACH	**2000**	**13,890**	**7.03**	**97,591**	**"**	**784.96**	**76,605,000**
Total	1999	13,001	7.27	94,503	"	687.38	64,959,000
Fresh	**2000**			**55,509**	**"**	**681.02**	**37,803,000**
	1999			45,735	"	607.96	27,805,000
Food Service	**2000**			**19,443**	**"**	**1,833.31**	**35,645,000**
	1999			18,688	"	1,753.91	32,777,000
Processing	**2000**			**22,639**	**"**	**139.45**	**3,157,000**
	1999			30,080	"	145.51	4,377,000
SQUASH	**2000**	**391**	**10.60**	**4,145**	**"**	**441.74**	**1,831,000**
Total	1999	661	10.03	6,628	"	462.88	3,068,000
Fresh	**2000**			**4,070**	**"**	**447.17**	**1,820,000**
	1999			6,478	"	469.13	3,039,000
Processing	**2000**			**75**	**"**	**146.67**	**11,000**
	1999			150	"	193.33	29,000
TOMATOES	**2000**	**1,296**	**18.11**	**23,471**	**"**	**335.95**	**7,885,000**
Total	1999	1,308	17.80	23,286	"	228.12	5,312,000
Fresh	**2000**			**18,341**	**"**	**419.17**	**7,688,000**
	1999			17,596	"	291.43	5,128,000
Processing	**2000**			**5,130**	**"**	**38.40**	**197,000**
	1999			5,250	"	35.05	184,000
TOMATOES	**2000**	**31**	**17.90**	**555**	**"**	**709.91**	**394,000**
Cherry	1999	52	10.58	550	"	712.73	392,000



[1] May contain: Tango, Magenta Orach, Red Perella, Red Nagoya, Little Gem, Mizuna, Red Feathering Kale, Green Perella, New Red Fire, Arugula, Beet Tops, Royal Red Oak Leaf, Baby Spinach, Mache, Green Mustard, Dinosaur Kale, Green Kale, Baby Red Romaine, Belgian Endive, Red Butter Lettuce, Tat-Soi, Frisee, Sierra, Cocard, Green Chard, Red Chard, Beby Green Romaine, Red Russian Kale, Red Mustard, Lollo Rosa. *[2] Previously included in Organic total, this is the 1st year itemized.* *[3] Included in Organic total.*

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	TOTAL
LETTUCE, Head							
Spring	**2000**	**16,982**					
	1999	16,695					
Summer	**2000**	**18,499**					
	1999	19,588					
Fall	**2000**	**22,319**					
	1999	23,351					
Naked Pack	**2000**			**11,181,000**	**CTN**	**$10.24**	**$114,493,000**
	1999			12,126,000	"	5.68	68,876,000
Wrapped Pack	**2000**			**23,241,000**	**"**	**12.20**	**285,614,000**
	1999			21,630,000	"	7.77	168,093,000
Bulk for Shredding	**2000**			**21,293,000**	**"**	**3.40**	**72,396,000**
	1999			19,189,000	"	4.10	78,675,000
SEASON TOTAL	**2000**	**57,800**	**966.87**	**55,885,000**	**CTN**	**$8.4549**	**$472,503,000**
	1999	59,634	901.90	53,784,000	"	5.8687	$315,644,000

HEAD LETTUCE TOTALS	**2000**	**57,800**	**966.87**	**55,885,000**	**CTN**	**$8.4549**	**$472,503,000**
	1999	59,634	901.90	53,784,000	"	$5.8687	$315,644,000

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION ACREAGE	PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	TOTAL
LEAF LETTUCE							
BUTTER LETTUCE	**2000**	**1,860**	**895.16**	**1,665,000**	**CTN**	**$5.08**	**$8,458,000**
	1999	1,885	786.21	1,482,000	"	6.99	10,359,000
GREEN LEAF	**2000**	**8,800**	**986.82**	**8,684,000**	"	**6.87**	**59,659,000**
	1999	9,059	840.05	7,610,000	"	6.14	46,725,000
ENDIVE	**2000**	**500**	**600.00**	**300,000**	"	**6.45**	**1,935,000**
	1999	508	860.24	437,000	"	5.62	2,456,000
ESCAROLE	**2000**	**290**	**958.62**	**278,000**	"	**4.35**	**1,209,000**
	1999	239	861.92	206,000	"	6.41	1,320,000
RED LETTUCE	**2000**	**4,150**	**993.73**	**4,124,000**	"	**6.31**	**26,022,000**
	1999	4,382	842.31	3,691,000	"	6.05	22,331,000
ROMAINE	**2000**	**32,773**	**876.12**	**28,713,000**	"	**7.156**	**205,479,000**
Total	1999	26,877	887.12	23,843,000	"	7.778	185,468,000
Fresh	**2000**			**20,744,000**	"	**5.949**	**123,406,000**
	1999			16,710,000	"	6.950	116,135,000
Food Service	**2000**			**7,969,000**	"	**10.299**	**82,073,000**
	1999			7,133,000	"	9.720	69,333,000
LEAF LETTUCE	**2000**	**48,373**	**904.66**	**43,761,000**	**CTN**	**$6.918**	**$302,762,000**
TOTALS	1999	42,950	867.73	37,269,000	"	$7.21	$268,659,000

LETTUCE CROP	**2000**	**106,173**	**HEAD & LEAF LETTUCE**	**$775,283,000**
TOTALS	1999	102,584	**TOTAL VALUE**	$584,303,000




VEGETABLE CROPS	**2000**	**268,489**	**VEGETABLE CROPS**	**$2,216,764,000**
TOTAL ACRES [1]	1999	252,758	**TOTAL VALUE**	$1,754,923,000

[1] *Total acreage represents multiple plantings.*

FRUITS AND NUTS

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
APPLES	**2000**	**114.00**	**8.89**	**1,013**	**TON**	**$212.24**	**$215,000**
Total	1999 [1]	153.00	16.09	2,463	"	161.59	398,000
Fresh	**2000**			**99**	"	**141.41**	**14,000**
	1999 [1]			522	"	74.71	39,000
Processing	**2000**			**914**	"	**219.91**	**201,000**
	1999			1,941	"	184.96	359,000
AVOCADOS	**2000**	**157.00**	**0.54**	**85**	"	**764.71**	**65,000**
	1999	104.00	0.92	96	"	760.42	73,000
BUSHBERRIES [2]	**2000**	**81.45**	**3.90**	**318**	"	**3,503.15**	**1,114,000**
	1999	23.50	4.13	97	"	4,298.97	417,000
CITRUS	**2000**	**1,220.00**	**6.83**	**8,331**	"	**394.67**	**3,288,000**
	1999	925.00	7.07	6,535	"	223.41	1,460,000
GRAPES [3]	**2000**	**45,043.00**	**4.71**	**170,729**	"	**1,267.68**	**216,430,000**
	1999	34,187.00	3.49	119,143	"	1,325.52	157,926,000
KIWI FRUIT	**2000**	**8.50**	**2.47**	**21**	"	**1,285.71**	**27,000**
	1999	5.00	5.40	27	"	814.82	22,000
RASPBERRIES	**2000**	**172.00**	**2.87**	**494**	"	**4,281.38**	**2,115,000**
	1999	41.00	3.42	140	"	3,107.14	435,000
STRAWBERRIES	**2000**	**6,990.00**	**32.33**	**225,966**	"	**1,008.93**	**227,984,000**
Total	1999	6,864.00	22.46	154,180	"	1,411.34	217,600,000
Fresh	**2000**			**205,500**	"	**1,069.31**	**219,743,000**
	1999			124,752	"	1,628.60	203,171,000
Organic [4]	**2000**			**1,392**	"	**1,199.00**	**1,669,000**
	1999 [5]				"		
Processing	**2000**			**19,083**	"	**344.39**	**6,572,000**
	1999			29,427	"	490.33	14,429,000
WALNUTS	**2000**	**450.00**	**0.69**	**312**	"	**1,240.38**	**387,000**
	1999	450.00	0.57	255	"	894.12	228,000
MISCELLANEOUS	**2000** [6]				"		
	1999 [7]			38	"	631.58	24,000

FRUITS AND NUTS TOTAL ACRES	**2000**	**54,235.95**	**FRUITS AND NUTS** TOTAL VALUE	**$451,625,000** $378,666,000
	1999	42,771.75		

[1] Corrected figures. [2] Includes: Logan, Olalla, Chester, Blackberries, Blueberries. [3] Represents bearing acres. [4] Previously included in Organic total, this is the 1st year itemized. [5] Included in Organic total. [6] Insufficient to report. [7] Includes Processed Raspberries & Bushberries.

GRAPE SUPPLEMENTARY

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	TOTAL
GRAPES	**TOTAL**	**45,043**					
Bearing	**2000**	**36,265**	**4.71**	**170,729**	**TON**	**$1,267.68**	**$216,430,000**
Nonbearing or not harvested		**8,778**					
GRAPES	TOTAL	41,415					
Bearing	1999	34,187	3.49	119,143.00	TON	1,325.52	157,926,000
Nonbearing or not harvested		7,228					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	NON-BEARING ACRES [3]
Cabernet Franc	205	1,256	936	96
Cabernet Sauvignon	5,094	1,322	14,625	2,387
Chardonnay	17,446	1,380	92,107	1,990
Chenin Blanc	921	582	7,292	182
Gamay (Napa)	71	754	495	0
Gamay Beaujolais	192	1,182	274	0
Gewurztraminer	529	861	2,782	165
Grenache	130	794	980	14
Malbec	46	1,308	111	29
Merlot	4,243	1,287	18,533	1,258
Muscat Blanc/M. Cannelli	78	725	465	50
Muscat Orange	36	1,584	117	0
Petit Sirah	345	926	1,235	50
Pinot Blanc	348	1,125	1,538	135
Pinot Gris	201	1,363	968	20
Pinot Noir	2,160	1,560	9,525	1,185
Sangiovese	160	1,146	684	42
Sauvignon Blanc	964	874	4,382	322
Semillon	123	670	394	0
Syrah	459	1,369	1,692	660
Viognier	115	2,944	219	20
White Riesling	1,159	824	6,216	0
Zinfandel	800	753	2,977	82
Other Red [1]	118	2,022	294	26
Other White [2]	322	704	1,888	65

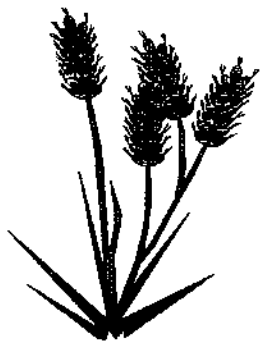
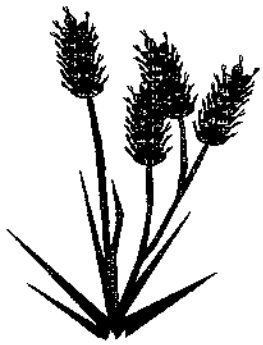
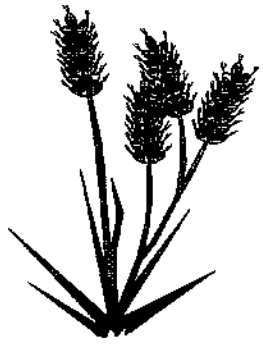
[1] Alicante Bouschet, Barbera, Charbono, Cinsault, Dolcatto, Freisa, LaGrein, Malbec, Mourvedre, Nebbiolo, Petit Verdot, Refosco, Souzao, Valdiguie.

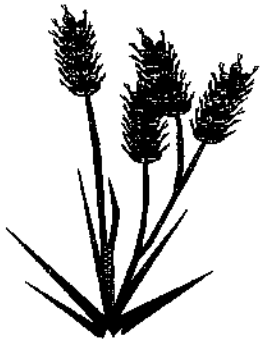
[2] French Colombard, Inzolia, Malvasia bianca, Marsanne, Rousanne, Sauvignon musque, Sylvaner.

[3] Non-bearing and newly planted acres.

FIELD CROPS

CROP	YEAR	PRODUCTION ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	F. O. B. VALUE PER UNIT	F. O. B. VALUE TOTAL
BARLEY, Grain	**2000**	**3,830**	**0.87**	**3,350**	**TON**	**$90.75**	**$304,000**
	1999	6,450	0.82	5,318	"	82.55	439,000
BEANS, Dry	**2000**	**1,450**	**1.31**	**1,905**	"	**1,219.95**	**2,324,000**
Large Lima	1999	825	1.20	988	"	1,220.00	1,205,000
BEANS, Misc.	**2000**	**24**	**1.42**	**34**	"	**714.71**	**24,300**
Dry	1999	42	1.31	55	"	763.64	42,000
HAY, Alfalfa	**2000**	**450**	**5.96**	**2,680**	"	**128.73**	**345,000**
	1999	995	5.83	5,804	"	121.00	702,000
HAY, Oat	**2000**	**2,015**	**2.84**	**5,720**	"	**88.64**	**507,000**
	1999	1,265	3.17	4,005	"	88.39	354,000
PASTURE	**2000**	**1,076,031**			**ACRE**	**7.00**	**7,532,000**
Dry Land	1999	1,107,500			"	6.50	7,199,000
PASTURE	**2000**	**1**	**AU** [1]	**100**	"	**178.00**	**17,800**
Irrigated	1999	90		90	"	178.00	16,000
SAFFLOWER	**2000**	**275**	**0.14**	**38**	"	**215.79**	**8,200**
	1999	768	0.63	480	"	281.25	135,000
WHEAT, Grain	**2000**	**1,970**	**1.01**	**1,989**	"	**87.98**	**175,000**
	1999	1,594	0.76	1,205	"	94.61	114,000



FIELD CROPS	**2000**	**1,086,046**	**FIELD CROPS**	**$11,237,300**
TOTAL ACRES	1999	1,119,529	**TOTAL VALUE**	$10,206,000

[1] *AU = 1,000 LB animal unit: Formula 1AU /Acre/Year @ $12.00/month x $12.00/month = $144/year x 500 AU = $72,000*

NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
GREENHOUSE CUT FLOWERS			**BLOOMS SOLD**	**PER BLOOM**	
ROSE	**2000**	**93.50**	**37,456,000**	**0.24**	**$8,989,000**
	1999	91.70	45,761,000	0.26	11,898,000
MINIATURE ROSE	**2000**	**11.15**	**5,534,000**	**0.15**	**830,000**
	1999	10.38	7,781,000	0.17	1,323,000
CARNATION	**2000**	**48.70**	**21,261,000**	**0.14**	**2,977,000**
	1999	73.33	27,639,000	0.14	3,870,000
CARNATION (Miniature)	**2000**	**24.02**	**2,710,000**	**1.85**	**5,014,000**
	1999	23.69	2,334,000	0.90	2,101,000
CHRYSANTHEMUM (Standard)	**2000**	**17.57**	**2,901,000**	**0.66**	**1,915,000**
	1999	16.03	3,058,000	0.57	1,743,000
GARDENIAS	**2000** [1]				
	1999		749,400.	1.00	749,000
			BUNCHES SOLD	**PER BUNCH**	
ORCHID	**2000**		**128,000**	**1.81**	**232,000**
	1999		105,000	1.80	189,000
INDOOR CUT FLOWERS TOTAL ACRES	**2000**	**194.94**	**INDOOR CUT FLOWERS**		**$19,957,000**
	1999	215.13	**TOTAL VALUE**		$21,873,000
FIELD GROWN FLOWERS			**BUNCHES SOLD**	**PER BUNCH**	
ALSTROEMERIA	**2000**	**44.28**	**1,021,000**	**1.63**	**1,664,000**
	1999	36.59	1,235,000	1.55	1,914,000
EUCALYPTUS [2]	**2000**	**452.98**	**2,424,000**	**2.25**	**5,454,000**
	1999	535.01	1,934,000	2.49	4,816,000
GYPSOPHILA	**2000**	**1.22**	**12,100**	**3.06**	**37,000**
	1999	5.56	8,000	2.63	21,000
IRIS	**2000**	**17.46**	**653,000**	**2.62**	**1,711,000**
	1999	16.66	329,100	2.55	839,000
SNAPDRAGON [2]	**2000**	**46.40**	**746,000**	**2.71**	**2,022,000**
	1999	85.74	2,281,000	2.29	5,224,000
STATICE	**2000**	**57.52**	**491,600**	**1.94**	**954,000**
	1999	56.23	421,800	3.72	1,569,000

[1] 2000 total included in Outdoor Plants. *[2] Includes multiple harvested acres.*

NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
POTTED PLANTS			**PLANTS SOLD**	**PER PLANT**	
BEDDING PLANTS					
Commercial &	**2000**	**99.80**	**2,459,000,000**	**$0.03**	**$73,770,000**
Organic Vegetable [1]	1999	90.00	1,745,634,000	0.03	57,019,000
ORCHIDS	**2000**	**27.00**	**1,548,000**	**10.04**	**15,542,000**
	1999	22.35	742,000	10.64	7,896,000
POINSETTIA	**2000**	**34.40**	**1,097,000**	**3.72**	**4,081,000**
	1999	35.41	827,000	3.79	3,134,000
PROPAGATIVE	**2000**	**140.80**	**13,440,000**	**0.75**	**10,080,000**
STOCK [2]	1999	171.14	15,934,000	0.94	14,921,000
OTHER PLANTS			**PLANTS SOLD**	**PER PLANT**	
MISCELLANEOUS	**2000**	**42.34**	**4,222,000**	**4.23**	**17,859,000**
Indoor Decorative [3]	1999	56.38	5,778,000	3.58	20,669,000
OUTDOOR	**2000**	**83.50**	**2,191,000**	**4.07**	**8,917,000**
Woody Ornamentals	1999	45.06	726,000	5.69	4,131,000
MISC FIELD CROPS [4]	**2000**	**1,414.80**	**39,633,000**	**0.75**	**29,725,000**
	1999	1,025.81	30,998,000	0.97	30,057,000
CHRISTMAS	**2000**	**20.00**	**1,400**	**27.50**	**38,500**
TREES	1999	34.16	3,300	29.40	97,000
LILLIES [5]	**2000**	**18.40**	**2,302,000**	**1.06**	**2,440,000**
	1999 [6]	18.30	1,669,000	1.22	2,036,000

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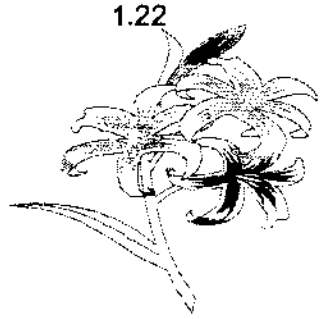


NURSERY CROPS	**2000**	**1,881.04**	**NURSERY CROPS**	**$194,251,500**
TOTAL ACRES******	1999	2,635.49	**TOTAL VALUE**	$180,822,000

[1] Includes: All vegetable transplants. [2] Includes: Bedding plants, Carnations, Fruit tree transplants, Grape cuttings, Mums, Roses. [3] Includes: African Violet, Azaleas, Cyclamen, Dieffenbachia, Ficus sp., Gardenias, Gloxinia, Kalanchoe, Potted Mums, Seasonal pottad plants, Spathiphyllum, Spring bulbs. [4] Includes: Agapanthus, Bulbs, Cactus, Cornflower, Colum Stock, Curly willow, Dianthus, Foliage, Foxglove, Freesia, Godetia, Heather, Larkspur, Leptospermum, Lilies, Lisanthius, Myrtle, Seafoam,Stock, Succulents, Strawflower, Sunflower, Thistles, Tillandsia, Turf, Yarrow.
[5] Previously included in Misc. [6] Corrected figures, total acreage represents multiple plantings.

Color spot - veg
Bacolus. -

SEED CROPS

CROP	YEAR	PRODUCTION ACREAGE	PER ACRE	TOTAL	UNIT	F. O. B. VALUE PER UNIT	TOTAL
BROCCOLI	**2000**	**215.0**	**0.13**	**27.85**	**TON**	**40,287.25**	**$1,122,000**
	1999	91.0	0.08	6.83	"	241,581.26	1,650,000
CAULIFLOWER	**2000**	**453.0**	**0.27**	**123.00**	"	**25,878.04**	**3,183,000**
	1999	194.5	0.12	24.26	"	61,665.29	1,496,000
PEAS	**2000**	**610.0**	**1.36**	**832.00**	"	**628.61**	**523,000**
	1999	443.0	1.41	624.35	"	1,435.09	896,000
BEANS, (All)	**2000**	**1,945.0**	**1.32**	**2,559.00**	"	**1,226.65**	**3,139,000**
	1999	2,396.2	0.98	2,339.24	"	1,370.53	3,206,000
MISC. SEED [1]	**2000**	**1,087.0**	**0.79**	**861.70**	"	**927.24**	**799,000**
	1999	1,935.4	0.50	963.23	"	467.18	450,000
SEED CROPS TOTAL ACRES	**2000**	**4,310.0**		**SEED CROPS TOTAL VALUE**			**$8,766,000**
	1999	5,060.1					$7,698,000

APIARY

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE PER UNIT	TOTAL
HONEY	**2000**		**35,000**	**LBS**	**0.55**	**$19,250**
	1999		37,708	"	0.48	18,100
POLLINATION [2]	**2000**	**1,200**		**COLONY**	**26.00**	**31,200**
	1999	1,100		"	24.00	26,400
WAX	**2000**		**990**	**LBS**	**2.12**	**2,100**
	1999		970	"	2.01	1,950
APIARY TOTAL VALUE	**2000**					**$52,550**
	1999					$46,450

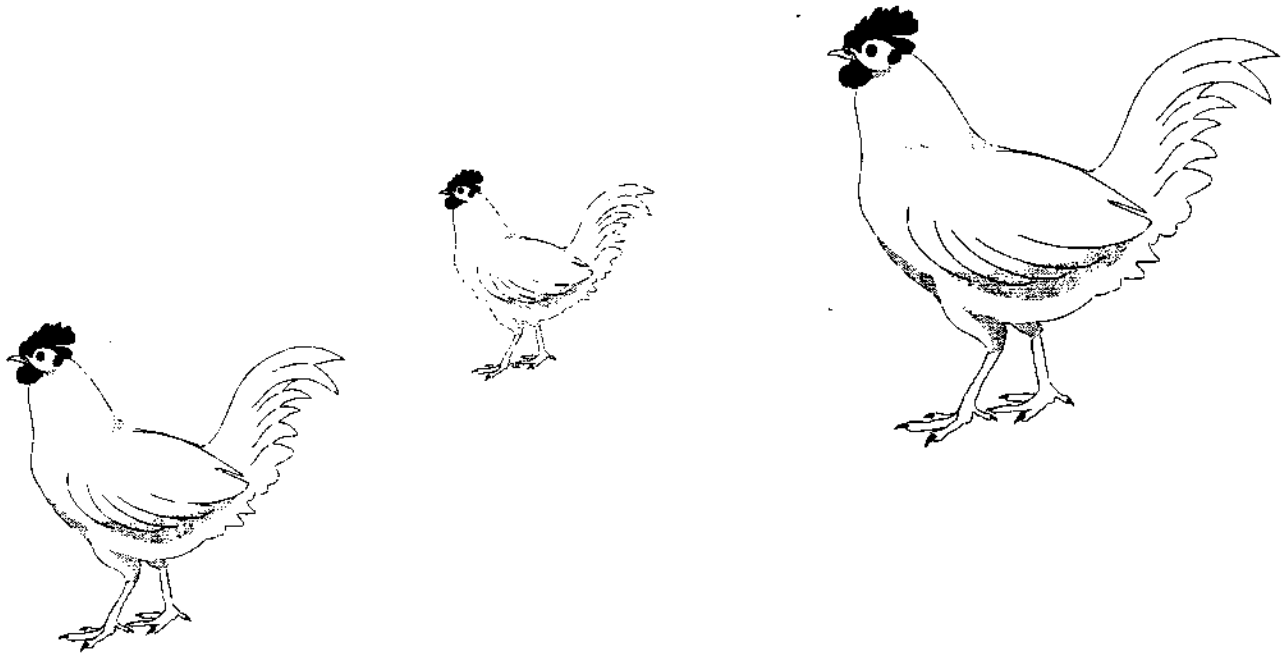
1 *Includes: Barley, Corn, Cucumber, Endive, Native grasses, Oats, Peppers, Squash, Watermelon, Western maize.*
2 *Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Melon, Onion, Parsley, Pepper, Spinach, Squash.*

LIVESTOCK & DAIRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE PER UNIT	TOTAL
BEEF CATTLE	**2000**	**88,300**		**CWT**		**$25,892,000**
Total	1999	80,800		"		19,469,000
Cattle & Calves	**2000**	**46,800**	**294,600**	**"**	**65.00**	**19,149,000**
	1999	46,300	291,690	"	49.00	14,293,000
Stocker	**2000**	**41,500**	**96,605**	**"**	**69.80**	**6,743,000**
	1999	34,500	80,500	"	64.30	5,176,000
SHEEP & LAMB	**2000**	**2,500**	**3,756**	**"**	**78.00**	**293,000**
	1999	2,500	3,750	"	74.93	281,000
WOOL	**2000**		**18,000**	**LBS**	**0.20**	**3,600**
	1999		18,000	"	0.22	4,000
HOGS	**2000**	**1,600**	**304,545**	**"**	**0.44**	**134,000**
	1999	1,500	285,000	"	0.35	100,000
DAIRY	**2000**	**3,366**		**HEAD**		**11,846,000**
Total	1999	5,220		"		14,341,000
Dairy Cows	**2000**	**2,200**		**"**	**1,500.00**	**3,300,000**
	1999	3,500		"	1,400.00	4,900,000
Cull Cows	**2000**	**517**		**"**	**500.00**	**259,000**
	1999	900		"	450.00	405,000
Calves	**2000**	**649**		**"**	**40.00**	**26,000**
	1999	820		"	30.49	25,000
Fertilizer	**2000**		**6,000**	**TON**	**6.00**	**36,000**
	1999		13,500	"	5.93	80,000
Milk, Market	**2000**		**600,000**	**CWT**	**13.62**	**8,172,000**
Marketing	1999		646,000	"	13.74	8,876,000
Manufactured	**2000**		**3,883**	**"**	**13.64**	**53,000**
	1999		3,993	"	13.77	55,000
LIVESTOCK & DAIRY TOTAL VALUE	**2000**					**$38,201,000**
	1999					$34,195,000

POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE PER UNIT	TOTAL
POULTRY	**2000**	**496,200**		**HEAD**	**4.85**	**$2,406,500**
Total	1999	528,600		"	4.63	2,560,000
Broilers, Fryers	**2000**	**492,000**	**3,254,000**	**LBS**	**0.43**	**1,399,000**
Roasters	1999	525,000	3,533,000	"	0.43	1,519,000
Meat Hens	**2000**	**4,200**	**29,400**	"	**0.42**	**12,250**
	1999	3,600	18,000	"	0.50	9,000
Misc. Poultry [1]	**2000**					**974,000**
	1999					1,005,000
Eggs	**2000**		**17,000**	**DOZ**	**1.25**	**21,250**
	1999		38,000	"	1.42	54,000



POULTRY	**2000**	**$2,406,500**
TOTAL VALUE	1999	$2,624,000

[1] *Includes: Duck Eggs, Ducklings, Fryers, Goslings, Pullets.*

TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES		VALUE
ARTICHOKES	**2000**	**6,780**		**$43,494,000**
	1990	6,970		23,147,800
	1980	7,890		26,652,400
BROCCOLI	**2000**	**61,500**		**355,713,000**
	1990	48,700		129,195,000
	1980	43,395		74,147,000
CAULIFLOWER	**2000**	**17,480**		**118,528,000**
	1990	22,340		85,115,000
	1980	18,180		40,514,000
CELERY	**2000**	**8,136**		**108,240,000**
	1990	7,290		53,346,000
	1980	6,430		33,005,000
GRAPES	**2000**	**45,043**		**216,430,000**
	1990	33,154		63,719,000
	1980	33,724		36,885,000
LETTUCE, Head	**2000**	**57,800**		**472,521,000**
	1990	78,811		415,748,000
	1980	62,614		184,123,000
LETTUCE, Leaf	**2000**	**48,373**		**302,762,000**
	1990	20,531		90,729,000
	1980	5,070		18,390,000
MUSHROOMS	**2000**	**47,246,000**	**LBS**	**73,704,000**
	1990	46,412,000	"	42,699,000
	1980	20,876,000	"	18,079,000
NURSERY CROPS	**2000**	**1,881**		**194,251,500**
	1990	1,672		112,447,800
	1980	832		53,215,000
SPINACH	**2000**	**13,890**		**76,605,000**
	1990	7,300		14,099,000
	1980	4,217		4,690,000
STRAWBERRIES	**2000**	**6,990**		**227,984,000**
	1990	5,830		181,459,000
	1980	2,785		45,279,000

MILLION DOLLAR CROPS

1.	LETTUCE, Head	$472,503,000
2.	BROCCOLI	359,286,000
3.	LETTUCE, Leaf	302,762,000
4.	STRAWBERIES	227,984,000
5.	GRAPES	216,430,000
6.	NURSERY, All	194,252,000
7.	CAULIFLOWER	118,528,000
8.	CELERY	108,240,000
9.	SPINACH	76,605,000
10.	MUSHROOM	73,704,000
11.	SPRING MIX	66,996,000
12.	ARTICHOKES	43,494,000
13.	BEEF CATTLE, All	25,892,000
14.	ONIONS, Green	20,013,000
15.	ASPARAGUS	19,483,000
16.	CARROTS	17,721,000
17.	DAIRY, All	11,846,000
18.	RAPPINI	11,357,000
19.	PEPPERS, Bell	9,657,000
20.	PARSLEY	9,199,000
21.	SEEDS, All	8,766,000
22.	RADICCHIO	8,480,000
23.	CABBAGE, All	8,458,000
24.	TOMATOES	7,885,000
25.	KALE	7,672,000
26.	PASTURE, Dry Land	7,532,000
27.	PEPPERS, Chili	7,115,000
28.	ONIONS, Dry	4,912,000
29.	CILANTRO	4,166,000
30.	NAPA	3,977,000
31.	PEAS	3,800,000
32.	BOK CHOY	3,611,000
33.	CITRUS	3,288,000
34.	ANISE	3,248,000
35.	CHARD	2,802,000
36.	LEEKS	2,687,000
37.	RADISH	2,490,000
38.	POULTRY, All	2,407,000
39.	BEANS, Dry	2,324,000
40.	RASPBERRIES	2,115,000
41.	SQUASH	1,831,000
42.	GARLIC	1,592,000
43.	HERBS	1,143,000
44.	BUSHBERRIES	1,114,000

SUMMARY

	YEAR	TOTAL VALUE
FRUITS & NUTS	**2000**	**$451,625,000**
	1999	378,666,000
VEGETABLE CROPS	**2000**	**2,216,764,000**
	1999	1,754,923,000
FIELD CROPS	**2000**	**11,237,300**
	1999	10,206,000
NURSERY CROPS	**2000**	**194,251,000**
	1999	180,822,000
SEED CROPS	**2000**	**8,766,000**
	1999	7,698,000
APIARY	**2000**	**52,550**
	1999	46,450
LIVESTOCK, POULTRY, AND DAIRY	**2000**	**40,574,000**
	1999 [1]	36,819,000
ORGANIC	**2000** [2]	**89,853,000**
	1999	72,652,000
SUMMARY TOTAL VALUE	**2000**	**$2,923,269,850** ✓
	1999 [1]	$2,441,832,450

[1] *Corrected figure.* [2] *Included in commodity categories.*

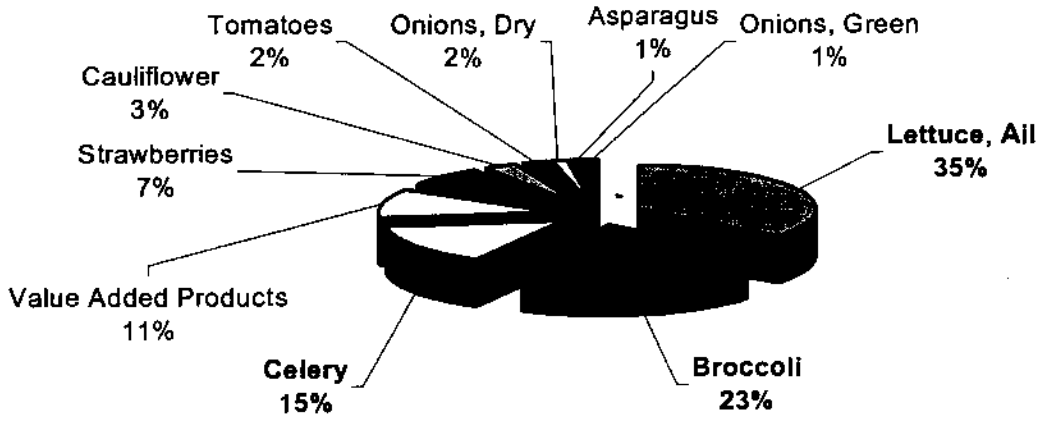
MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY

	2000 - lbs	1999 - LBS	1998 - LBS	1997 - LBS	1996 - LBS	1995 - LBS
Lettuce, All	236,767,966	297,400,325	243,698,976	238,140,469	217,465,530	147,012,550
Broccoli	150,631,493	186,575,971	164,855,249	163,852,454	146,890,694	139,810,302
Celery	100,022,878	122,955,927	125,497,213	90,061,531	77,230,648	61,381,696
Value Added Products	72,376,117	10,146,575	12,511,883	[1]	[1]	[1]
Strawberries	48,233,159	24,969,409	36,164,228	20,902,272	18,599,424	21,008,409
Cauliflower	20,820,866	23,800,696	31,842,622	24,120,687	15,641,147	10,578,865
Tomatoes	14,100,292	6,493,480	4,617,300	21,942,986	9,952,990	6,112,647
Onions, Dry	10,691,492	2,676,138	11,285,950	18,705,624	13,094,008	26,932,646
Asparagus	7,486,764	5,006,032	9,007,220	2,951,756	4,016,687	2,629,458
Onions, Green	6,732,095	8,731,713	8,203,607	1,027,703	1,817,907	1,515,567
Spinach	5,304,212	4,903,269	4,865,825	5,128,886	2,118,825	1,560,969
Cabbage, All	5,255,202	6,155,129	3,505,431	7,224,858	6,716,805	4,441,672
Anise	4,747,159	3,994,252	3,643,679	3,583,752	3,099,406	2,085,059
Radicchio	4,435,099	3,419,585	4,623,629	7,598,946	6,371,481	3,473,185
Artichokes	4,031,952	4,219,472	3,851,801	2,529,890	610,307	266,893
Carrots	3,833,651	6,421,226	6,691,060	5,810,790	7,718,010	7,632,676
Raspberry	2,785,976	195,520	1,243,768	904,716	758,944	[1]
Rappini	2,775,300	2,176,949	1,812,446	2,176,661	1,529,515	1,874,367
Peppers	1,504,257	1,637,847	1,371,124	473,354	101,838	167,785
Brussel Sprouts	1,441,575	884,640	715,518	278,960	165,219	442,050
Total For All						
Produce Exported	712,939,115	723,554,753	956,306,342	928,319,699	778,199,265	680,567,420
All Seed	4,150,593	5,670,752	4,866,104	7,364,998	4,781,155	7,515,380
Cut Flowers (Stems)	1,019,131	3,915,540	4,749,773	5,502,984	3,165,981	3,681,774
Other Nursery Plants	13,888,190	10,742,703	9,654,207	10,302,093	15,257,473	24,770,048

[1] *Data not available.*

TOP TEN EXPORTS BY COMMODITY

Percent by Lbs. Exported

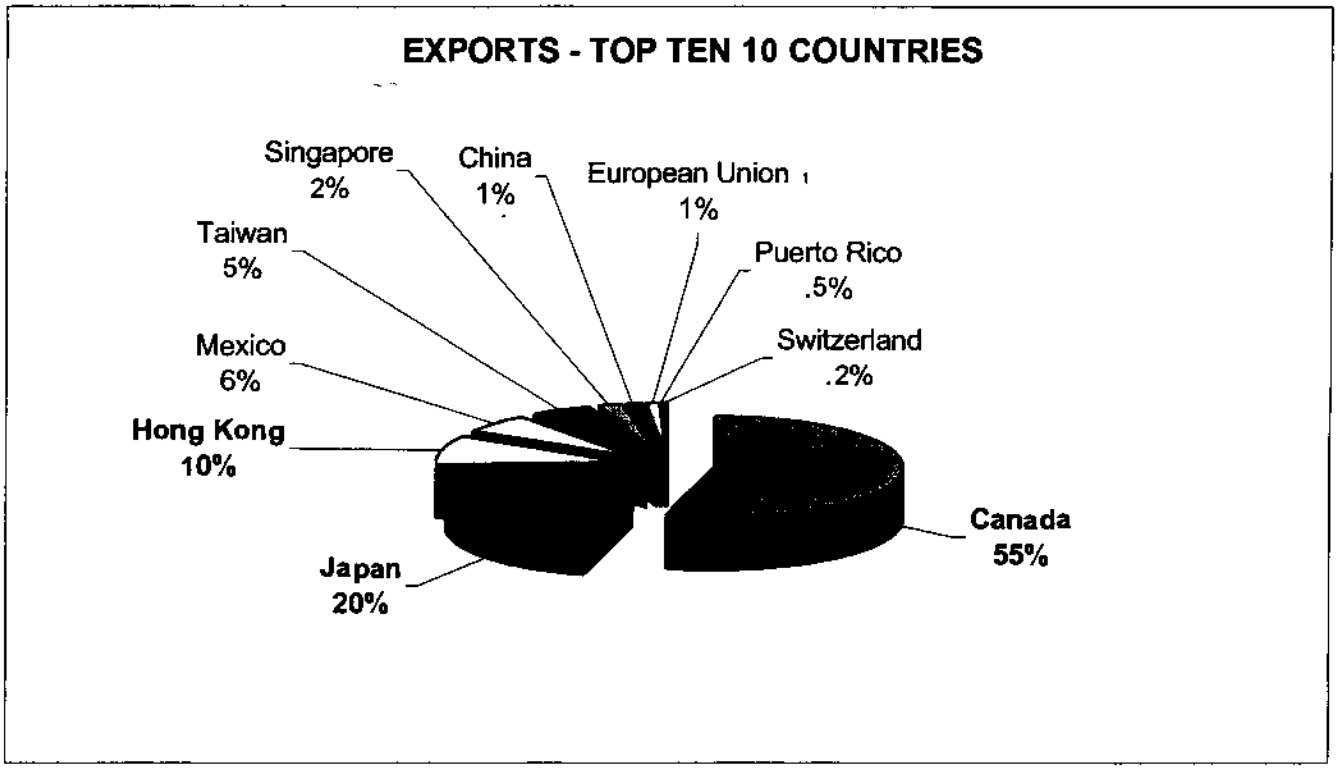


SUMMARY OF PRODUCE EXPORTS BY COUNTRY

	2000 - lbs	1999 - lbs	1998 - lbs	1997 - lbs	1996 - lbs
Canada	382,593,934	317,174,273	351,537,601	300,810,959	241,197,640
Japan	139,474,103	164,064,167	138,056,542	146,507,247	127,676,318
Hong Kong	67,210,702	149,690,472	98,578,133	87,575,229	83,077,219
Mexico	42,437,675	25,075,966	20,085,728	30,577,604	13,840,443
Taiwan	37,650,194	44,485,523	35,551,233	32,914,374	39,185,450
Singapore	13,382,118	20,088,506	13,512,225	18,246,240	20,552,757
China	10,422,296	11,494,142	11,824,150	5,717,880	2,022,420
European Union [1]	6,658,568	11,359,848	16,049,672	10,205,619	10,478,836
Puerto Rico	3,300,155	[2]	[2]	[2]	[2]
Switzerland	1,489,209	133,750	2,946,912	485,758	2,023,805
Kuwait	1,475,000	1,546,214	1,077,411	1,596,298	458,360
Malaysia	1,311,800	1,959,502	387,940	100	5,568
Philippines	1,105,933	[2]	877,652	832,330	559,169
United Arab Emirates	918,522	610,878	1,943,656	6,401,520	3,512,860
Panama	491,747	1,316,977	2,465,910	931,785	508,846
Republic Of Korea	368,582	414,116	921,198	878,205	5,555,530
Australia	355,336	142,492	210,442	227,830	265,600
Saudi Arabia	316,200	105,812	1,428,302	83,752	107,878
Pakistan	280,000	[2]	[2]	[2]	[2]
Trinidad & Tobago	133,170	11,936	[2]	[2]	[2]

1 *Includes: Austria, Belgium, Denmsrk, Finland, France, French Guiana, Germany, Greece, Guadeloupe, Ireland, Italy, Luxembourg, Martinique, Monaco, Netherlands, Portugal, Reunion, San Marino, Spain, Sweden, United Kingdom, Vatican City State.*

2 *Data not available.*



SUMMARY OF MONTEREY COUNTY SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT/MECHANISM	SCOPE OF PROGRAM [1]
COUNTY BIOLOGICAL CONTROL		
Yellow Starthistle, Centaurea solstitialis	Seedhead Weevils/Fly, Bangasternus orientalis, Eustenopus villosus Urophora sirunaseva, Larinus curtus	39 sites
Italian thistle, Carduus spp.	Seedhead weevil, Rhinocyllus conicus	General distribution
Russian thistle, Salsola australis	Leaf & stem mining moths, Coleophora spp.	7 sites
Puncture vine, Tribulus terrestris	Stem & seed weevils, Microlarinus spp.	General and local distribution,
Aphid species	Seven-spotted lady beetle, Coccinella septempunctata	1 site
Ash whitefly, Siphoninus phillyreae	Parasitic wasp, Encarsia inaron	General distribution
PEST ERADICATION		
Taurian thistle, Onopordum tauricum	Mechanical/chemical	5 plants treated
Scotch thistle, Onopordum acanthium	Mechanical/chemical	279 plants treated
Skeletonweed, Chrondrilla junceae	Mechanical/chemical	1 infestation
Puna grass, Achnatherum brachychaetum	Mechanical/chemical	11 infestations
Spotted knapeweed, Centaurea maculosa	Mechanical/chemical	1 plant found/removed
Fertile Capeweed, Arctoheca calendula	Mechanical/chemical	2 infestations

Diffuse Knapweed (*Centaurea diffusa*), Hydrilla (*Hydrilla verticillata*), and biddy-biddy (*Acaena novae-zelandiae*) have been eradicated.

PEST MANAGEMENT		
Roadside (virus host) weeds	Chemical	825 miles, County right-of-ways
Lettuce Mosaic Virus	Virus-free seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-free period	No lettuce above ground 12/71-12/21
Celery Mosaic Virus	Host-free period	No celery above ground in January

PEST EXCLUSION

Pest exclusion terminal inspections involved 4,837 hours, during which 22,320 incoming shipments were inspected. One hundred forty-four shipments were rejected in violation of quarantine regulations.

PEST DETECTION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect the insects before they become established over an area prior to eradication no longer being biologically or economically feasible. The County Agricultural Commissioner's offices perform detection trapping as follows:

TARGET PEST	INSECT HOSTS	NO. OF TRAPS
Medfly	Fruit Trees	287
Melon Fruit Fly	Vegetable Gardens	57
Mexican Fruit Fly	Fruit Trees	77
Oriental Fruit Fly	Fruit Trees	93
Gypsy Moth	Shade Trees	271
Japanese Beetle	Turf, Roses	187
Apple Maggot	Apple Orchards	10
European Corn Borer	Corn	3
Nantucket Pine Tip Moth	Monterey Pine	4
Trogoderma Beetle	High Hazard Commodities	15
Glassy Winged-Sharpshooter	Grapes, Ornamentals	236

Pest detection trapping activities accounted for 3,910.5 hours, with a total of 12,658 trap services made. Eight and a half hours were applied to inspecting 15 commercial crop sites of 7 net acres/330 gross acres. Eighteen calls to residences were made for investigation of suspect reports and 69.5 hours were utilized on inspection/identification of public-reported pests. Eight high hazard locations were inspected and 278 miles of entryways were surveyed, accounting for 20.5 and 28.5 hours respectively. Special surveys were made for exotic aquatic weeds, Red imported fire ant, other pests (ethic markets, etc. HR exclusive) and Glassy-Winged Sharpshooter.

[1] *Represents total number of individual sites, plants, incorporated in program effort (surveys, collection, releases, etc.)*

DIRECT MARKETING

Direct marketing is not a new concept. The concept of the farmer selling his fruits, nuts, vegetables, eggs and flowers directly to the consumer had a renaissance some 20 years ago. Certified Farmers' Markets (CFM's) in California and other states have seen a growing increase in popularity and have developed into activities that benefit the consumer, community and the producer. The Certified Farmers' Marketing concept is an effort to reestablish the traditional link between farmers and consumers in California. Put simply, Certified Farmers' Markets are the "real thing", places where genuine farmers sell their crops directly to the public. It is where the agrarian community relates to the urban community. More specifically, a CFM is a location approved by the County Agricultural Commissioner where Certified Farmers offer for sale only those agricultural crops they grow themselves. California Certified Farmers' Markets are operated in accordance with regulations established in 1977 by the California Department of Food and Agriculture.

The Certified Farmers' markets offer a unique and rewarding experience for the consumer.

- The number one reason quoted is quality
- Fresh produce is often picked just hours before purchased
- The diversity of produce available, heirloom varieties and unique commodities not available at local markets
- Availability of tree and vine ripened fruit, which is too delicate for conventional packing and shipping
- Cost savings for consumer, because no middleman marketing is allowed
- Markets highlight the seasons and the food that is available locally
- A unique friendly social activity to meet neighbors and local farmers

Communities benefit from Certified Farmers' Markets in several ways:

- CFM's are non-profit community service organizations that contribute to the social and economic welfare of the town or city they operate in

The producer also benefits by:

- Promoting the small local farmer and encouraging sustainable agriculture
- Eliminating the middleman marketing and passing on the saving to the consumer
- Elimination of pack and grade requirements if selling at a CFM

Locally in Monterey County we currently have five Certified Farmer's Markets. Each market offers its own flair, unique atmosphere, diverse produce and good plain bargains

1. NAME: Old Monterey Market Place
   LOCATION: Alvarado Street
   CITY: Monterey
   DAYS: Tuesday
   HOURS: 4:00 p.m. - 7:00 p.m., Winter & 4:00 p.m. – 8:00 p.m. Summer
   MONTHS: Year Round
   MARKET MANAGER: Rick Johnson
   PHONE NUMBER: (831) 655-8070
   FAX NUMBER: (831) 655-8072

2. NAME: Northridge Farmers Market
   LOCATION: Northridge Mall, Parking Lot, South side of mall parking
   CITY: Salinas
   DAYS: Sunday
   HOURS: 8:00 a.m. - 12:00 p.m.

(Continued Northridge Farmers Market)

MONTHS:	Year Round
MARKET MANAGER:	Catherine Barr
PHONE NUMBER:	(831) 728-5060
FAX NUMBER:	(831) 726-1878

1. NAME: M.P.C. Farmers Market
   LOCATION: MPC, North Side Lower Level Parking Lot
   CITY: Monterey
   DAYS: Thursday
   HOURS: 2:00 p.m. - 6:00 p.m.
   MONTHS: Year Round
   MARKET MANAGER: Catherine Barr
   PHONE NUMBER: (831) 728-5060
   FAX NUMBER: (831) 728-1878

2. NAME: The Barnyard Market
   LOCATION: The Barnyard Parking Lot
   CITY: Carmel
   DAYS: Tuesday
   HOURS: 2:00 p.m. – 6:00 p.m.
   MONTHS: May - October
   MARKET MANAGER: Catherine Barr
   PHONE NUMBER: (831) 728-5060
   FAX NUMBER: (831) 728-1878

3. NAME: Alisal Community Farmers Market
   LOCATION: 632 East Alisal Street
   CITY: Salinas
   DAYS: Monday & Friday
   HOURS: 9:00 a.m. - 4:00 p.m.
   MONTHS: March - October
   MARKET MANAGER: Joann Goday
   PHONE NUMBER: (831) 757-1819
   FAX NUMBER: (831) 757-3286

Monterey County has approximately 100 Certified Producers registered to participate in Direct Marketing at California Certified Farmers Markets.

California currently has approximately 330 Certified Farmers Markets (half seasonal and half year round) and approximately 2,500 Certified Producers registered to participate in Direct Marketing.

Nationally, Farmers Markets are also increasing in popularity. In 1998 there were 2,746 reported markets nationally.

Web sites that help to locate farmers markets:
http://www.ams.usda.gov/farmersmarkets/map.htm
http://farmersmarket.ucdavis.edu/
http://www.montereybayfarmers.org/home.html

FOOD SERVICE PRODUCTS

Starting in 1988 new commodity utilization was added to the Monterey County Annual Crop report. The utilization of agricultural commodities in the traditional fresh and processing marketing from prior years was augmented by food service or value added products.

Broccoli and Cauliflower florets that were manually prepared were the first commodities to be used for this new value added , ready to eat product. Spinach, Carrots, Celery, Kale, Onions, Cilantro, Parsley and Radish also quickly found their way into this high-end market segment.

The years 1983 to about 1990 were the fledging years for the vegetable food service industry. Markets were created and products developed. From 1990 until the current year the vegetable food service industry in Monterey County has seen a steady increase in total value.

The food service industry in 2000 is quite diverse and different than the simple broccoli and cauliflower florets of earlier years. Spring mix (Mesculin) and whole leaf lettuce Romaine have added to the diversity in recent years. The initial use of these food service products was typically institutional in the earlier years. As products improved and consumers were made aware of the usefulness of ready to eat products, food service products are equally accepted by institutional or consumer as an item they cannot do without.

SALAD PRODUCTS INDUSTRY IN MONTEREY COUNTY 1969 – 2000

1969-1970

The Salad Products Industry became a part of Monterey County agriculture about 1969. At the outset, bulk lettuce was harvested during the regular head lettuce harvest season. This bulk lettuce was purchased from individual growers, and harvested from fields that had always previously been cut, perhaps several times. Crews that sought out and cut this lettuce were called "Bulkers." Bulk lettuce was shipped to sources outside the County for further preparation. Supplies of lettuce harvested in bulk during this period were often erratic, because growers would not divert lettuce for this purpose if there were a strong market to package it in other forms. Quantity and quality was unpredictable because of the many factors that influenced diversion of head lettuce for this purpose. Market conditions, and product supply were but two of these deciding conditions.

The standard container for bulk lettuce evolved into a wood or fiberboard bin that would accommodate approximately 1,000 pounds of lettuce. Smaller plastic bins are a later development.

1970

The first operating Salad Products plant began functioning in Monterey County. The market for salad product at this time was institutional, and was not initially intended for the consumer. The most obvious and immediate problem with this new agricultural innovation was an excessive amount of moisture in the finished product. This was unacceptable from a quality standpoint, and this fact was the spark that ignited the regulatory process.

It was soon discovered that when head lettuce was converted into Salad Products, there were many unique problems requiring inspection procedures quite unlike the inspection process to which the head lettuce had already been subjected. Salad Products were not considered processed; therefore fresh vegetable tolerances needed to be established for this product in order to assure uniformity of product and quality to the consumer.

1972

The California Department of Food and Agriculture held hearings, and regulations were established for the minimum quality standards of Salad Products.

1973-1983

The Salad Products industry in Monterey County developed gradually during this period. The initial response from the Head Lettuce industry ranged from toleration to antagonism. The "Bulkers" purchased lettuce that might otherwise be lost, however they were viewed by some as detrimental to the overall quality and reputation of the Salinas Valley lettuce industry. The inspection of Salad Products, while regulations now existed was not mandatory in Monterey County during this period. Inspections were made on a random basis, as time and staff permitted. The industry continued to grow, and by 1980 some members of the "legitimate" grower/shippers had expanded their marketing strategies to include a Salad Products operation. The Salad Products Industry was now respectable in Monterey County. It was also becoming a profitable endeavor that was growing in volume each year.

1984

In cooperation with the Industry, a voluntary mandatory inspection program was initiated in Monterey County. This was the first Salad Inspection program in California.

1983-2000

Salad Products were first listed as a reportable commodity in the 1983 Monterey County Crop Report. Monterey County produced 55,000,000 pounds of Salad Product in 1983 and the total gross value was $18,012,000. From 1983 till 1990 the Monterey County salad industry was developing its product base as well as its markets. In 1991 the Salad Product Industry in Monterey County went mainstream and laced on its climbing boots. In 2000 the total value of Salad Products hit 400 million dollars.

In the early 1990's the demand for ready to eat Salad Products exceeded supply. The demand for special salad blends, both organic and conventional prompted the industry to respond. In 1996 Spring Mix was reported as a distinct commodity in the Monterey Crop Report. 10,220,000 pounds of Spring Mix was reported in the Monterey County Crop Report in 1996 for a total value of $3,290,000. Sometimes also called Mesculin this traditionally small whole leaf product may contain as many as a dozen different ingredients.

The Salad Product industry has continued to expand each year. New companies are getting into the Salad Product business yearly. Many are bringing lettuce into Monterey County from other areas during the entire winter, making Salad Products a 12-month operation in the Salinas Valley. Technical and mechanical innovations over the years have aided in the development of what has become a very important segment of Monterey County's agricultural income.

If Iceberg Lettuce is the king of vegetables in Monterey County then the Salad Product has become the undisputed queen and Spring Mix the shining princess.

U.S. and California Weights and Measures - A Brief History

There is a measure in every thing.
- SHAKESPEARE

George Washington, in his first annual message to Congress in 1790 said: "Uniformity in the currency, weights and measures of the United States is an object of great importance, and will, I am persuaded, be duly attended to." George, like many other politicians (Thomas Jefferson and John Quincy Adams), said the right words but Congress did nothing to address commercial weights and measures for some time. Action was not taken until 1832 when Congress instructed the Treasury Department to develop standards for custom services making the yard of 36 inches, the avoirdupois (meaning "goods of weight") pound of 7,000 grains, the gallon of 231 cubic inches and the bushel 2,150.42 cubic inches.

Congress subsequently passed two resolutions regarding the adoption of these standards. In 1836, the Secretary of the Treasury was directed to develop standards and send them to the governors of the states with the intention of making uniform standards throughout the United States. In 1838, Congress directed the Secretary of the Treasury to have one standard balance made for each state. The resolutions contained a provision creating the Office of Weights and Measures under the direction of the Superintendent of the Coast Survey. As new states were admitted to the Union, they were also supplied with standards. In 1866, Congress passed an act to legalize the metric system, thus making it lawful, but not compulsory, to use metric weights and measures in all commercial transactions and legal proceedings.

As slow as Congress was in acting on commercial weights and measures issues, they were quicker to act on coinage of money. In 1828, the troy pound from England was adopted as a standard. Copies were made and given to all the United States' mints and became the standard for the weight of a pound of gold. *Note- a troy pound is equal to 5,760 grains whereas the avoirdupois pound is equal to 7,000 grains. Further complicating matters is the fact that there are 12 troy ounces to 1 troy pound and 16 avoirdupois ounces to 1 avoirdupois pound!*

Although the states had copies of standards, there began an increasing inability of the United States Office of Weights and Measures to provide the growing number of standards required by the rapid progress of science and industry. Variations between standards were becoming greater between the states. The time had come to form a government agency to develop standards to ensure uniformity and fairness in the marketplace.

In 1901, the National Bureau of Standards (NBS) was formed, which included the Office of Weights and Measures, and transferred to the new Department of Commerce. Shortly after the establishment of NBS, the Director of the Weights and Measures Division originated the idea of an annual conference of state and local officers who were charged with the control of weights and measures in their respective their jurisdictions. The goal of the annual conferences was to help ensure the uniform application of standards in the marketplace.

With respect to weights and measures, the National Bureau of Standards functions as the custodian of national reference standards; tests the state reference standards; cooperates closely with state and local weights and measures officials on technical matters; advises on administration problems and provides personnel training. In 1988 the NBS was renamed the National Institute of Standards and Technology (NIST). Even with the name change the agency functions as an advisory institution and has no enforcement authority.

When California became a state in 1850 and formulated a constitution, the legislature passed an act to establish standard weights and measures in conformity with the standards established by Congress. The California Act also made the Secretary of State Ex-officio State Sealer of Weights and Measures and the clerks of the county courts ex-officio county sealers and required all persons using weights and measures to have them certified by county sealers.

The years 1850 through 1911 were fraught with uncertainty with weights and measures laws. They were amended several times and completely repealed twice, once in 1863 and again in 1907. The laws did not provide the enforcement language to ensure state uniformity and relied on the voluntary compliance of weights and measures users to bring them forward for certification. Many counties did not have the proper equipment or standards to comply as well. In 1911 a proposed amendment to the California Constitution was submitted to the people of California and carried by the largest vote of any amendment submitted. However, the legislation did not pass because funding was not provided for in the bill for purchase of missing and additional standards. It was not until June 16, 1913 that a new weights and measures law was enacted to carry out the provisions of the constitutional amendment.
This new legislation provided for the appointment of a superintendent of weights and measures by the Governor and for a sealer of weights and measures to be appointed in each county by the board of supervisors.

From 1913 to 1972, the duties and responsibilities of state and county weights and measures officials have varied and administrative changes were common. Responsibilities included inspection of weighing and measuring devices, weighmaster enforcement, mattress and pillow quality inspections requiring labeling of contents, upholsterer licensing, petroleum product inspections and petroleum labeling enforcement. Administrative changes included moving the State Department of Weights and Measures into the newly reorganized State Department of Agriculture in 1921. In 1939, the Division of Weights and Measures was made a Bureau and placed under the Division of Economics. In 1948, the Bureau was reorganized under the Division of Marketing, and later placed under the Division of Compliance.

In 1972, the Department of Agriculture was renamed the Department of Food and Agriculture (CDFA) and later, the Bureau of Weights and Measures became the Division of Measurement Standards in this department. Today, weights and measures enforcement activity is devoted to consumer protection and investigations in the areas of quantity control (prepackaged commodities, undercover test purchases and scanner price verification), commercial weighing and measuring device inspection and certification, weighmaster and petroleum enforcement.

The county sealers are the primary enforcement arm of CDFA in the execution of weights and measures laws and regulations. County weights and measures inspectors are the front line guardians of marketplace equity and they ensure a fair and level playing field for both buyers and sellers leading to a competitive marketplace for industry and value comparison for consumers.

Dividing up the Farm Pie

The increasing gap between retail prices and farm prices continues, due largely to the consolidation of market power. The corporate retailers continue to get larger, mostly by acquisition of smaller chains or independents. According to local sales offices, the number of buyers continue to get smaller, giving the corporate retailer more bargaining power in offering price to growers. Regardless of market price changes, the costs of delivering products continue to escalate.

The County Crop Report reflects gross, not net, returns, and no allowances have been made for shipping, processing, or sales and marketing costs. The figures do not reflect the remaining net crop value (if any) that would be returned to the farm to pay the costs of growing the crop. It is possible that, while a crop's value countywide may show an increase in value, the net returns to the farm may decrease in value on a per acre basis. The following data represent typical break-even costs per carton for various commodities. Based upon this analysis, the grower would need to receive more than this typical price to make a profit.

AVERAGE GROWING COSTS FOR A SALINAS VALLEY VEGETABLE FARM

Break Even Growing and Shipping Costs

	Head Lettuce Flat Pack 24's	Romaine 24's	Broccoli 14's	Cauliflower 12's	Mix Lettuce 24's
Average Yield per Carton per Acre	850	850	800	750	950
Growing Costs per Carton	$3.33	$3.31	$3.38	$3.81	$2.95
Shipping Costs per Carton	$5.15	$5.50	$5.05	$5.35	$5.10
Total Sales Charge Required to Break Even (Growing and Shipping per Carton)	**$8.48**	**$8.81**	**$8.43**	**$9.16**	**$8.05**

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

UNIT/CROP	POUNDS PER CARTON
ANISE	37
APPLES	38
ARTICHOKES	23
ASPARAGUS	25
AVOCADOS	26
BOK CHOY	50
BROCCOLI	23
BRUSSELS SPROUTS	25
BUSHBERRIES	9
CABBAGE, All	50
CACTUS PEARS	23
CARROTS	50
CAULIFLOWER	23
CELERY	60
ENDIVE	25
ESCAROLE	25
KALE	20
KIWI FRUIT	7
LETTUCE, Head	50
LETTUCE, Leaf	25
NAPA	50
ONIONS, Dry	50
ONIONS, Green	13
PARSLEY	21
PEPPERS, Bell	30
RADICCHIO	9
RADISHES	12
RAPPINI	23
RASPBERRIES	6
ROMAINE	37
SALAD PRODUCTS	20
SNOW PEAS	12
SPINACH	20
SQUASH	30
STRAWBERRIES	12
TOMATOES	25
TOMATOES, Cherry	12

AGRICULTURAL COMMISSIONER'S STAFF

AGRICULTURAL COMMISSIONER
Eric Lauritzen

ASSISTANT AGRICULTURAL COMMISSIONER
Robert Roach

CHIEF DEPUTY AGRICULTURAL COMMISSIONER
Katherine Smith-Borchard Ken Corbishley

DEPUTY AGRICULTURAL COMMISSIONER
Patty Murray William Waddle Gerry Willey

STAFF BIOLOGIST
Brad Oliver

AGRICULTURAL INSPECTOR/BIOLOGISTS
Kenneth Allen Robert Bohn Guillermo Bravo Johnny Bunch, Jr. Michael Casey Teo Gonzalez Estrella Guzman
Yvette Hilber Expedito Ibarbia Paul Josselyn Steve Olmsted Victor Pongo Daniel Prakash

AGRICULTURAL AIDES
Laurie Campos Pam Cope Benny Espiritu Michael Henshaw Anizeto Pedroza Leslie Sutton

PRODUCE INSPECTORS
Juanita Adame Bill Albright Tina Arroyo Luz Cadena Toni Cadena-Rice Joyce Camany Celia Cervantes
Manuel Duran Jim Edens Anna Fernandez Richard Fleming Danny Garcia Sam Garcia Linda Gonzalez
Joel Hill Danny Mallobox, Jr. Danny Mallobox, III Doug McGinn Patrick McLaughlin Joe Pacheco Terri Rush
Michael Sharigian Lori Silvas Tom Spradling Juli Sumter Ron Thomas Daniel Torres Joe Torres Rex Tucker
Gary Ura

KING CITY BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER
Henry Gonzales

ADMINISTRATIVE SUPPORT
Pam Everett Sr. Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS
Lawrence Mora Jesus Ramirez William Taylor Maria Vidauri

MONTEREY BRANCH OFFICE

AGRICULTURAL INSPECTOR/BIOLOGIST
Richard Ordonez

PAJARO BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER
Charles Nuñez

ADMINISTRATIVE SUPPORT
Pat Bissett Sr. Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS
David Murphy Higinio Ramirez

WEIGHTS AND MEASURES DIVISION

DIRECTOR OF WEIGHTS & MEASURES
Robert Keadle

WEIGHTS & MEASURES INSPECTORS
James Abercrombie Carol Montgomery

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		Carrie Ramirez	Personnel Tech.		