Spring 6-11-2016

2004, Monterey County Crop Report.

Monterey County 2004
Crop Report

From Field To Fork

Monterey County
Agricultural Commissioner's Office
1428 Abbott Street, Salinas, CA 93901
Phone: (831) 759-7325 Fax: (831) 422-5003
www.co.monterey.ca.us/ag

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Agricultural Commissioner
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Assistant Agricultural Commissioner
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Chief Deputy Agricultural Commissioners
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Table of Contents

Thanks to those who provided information for this year's crop statistics. Without your cooperation compiling accurate data would not have been possible. Enumeration and layout was a cooperative effort of the Agricultural Commissioner's Staff.

Special thanks to Diana Emmons for the cover design.

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MONTEREY COUNTY

AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS & MEASURES
ERIC LAURITZEN AGRICULTURAL COMMISSIONER/SEALER

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

A.G. Kawamura, Secretary
California Department of Food & Agriculture
and
The Honorable Board of Supervisors of Monterey County

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Jerry Smith	4th District
Dave Potter	5th District

It is a pleasure to present the 2004 annual Monterey County Crop Report, produced pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of $3.4 billion for Monterey County, an increase of 3% over 2003. The change in value is based upon increases in a variety of crops including strawberries, salad products, spinach, wine grapes, nursery products and beef cattle, reflecting the strength of our diverse agricultural industry. However, decreases were noted in other core commodities including head lettuce, leaf lettuces, mushrooms and broccoli. While the overall production value reflects an increase over 2003, it is critical to note that the figures provided are ***gross values and do not represent or reflect net profit or losses experienced by individual growers.***

Although leaf lettuce value was down slightly as compared to 2003, it maintained the number one spot over head lettuce for the third straight year and for the first time Romaine lettuce alone surpassed head lettuce. Both head lettuce and leaf lettuce values were down as compared to 2003, but increases were noted in a number of other vegetable crops including salad products, which was up $39.7 million; spinach increased nearly $39 million; cabbage was up $9.8 million; and artichokes increased by $2.4 million. The value of strawberries increased nearly $64 million on increased acreage, production and price while wine grapes increased $14 million. The value of nursery commodities grew by nearly $8 million and beef cattle was up by $3.9 million.

Monterey County continues to be a leader in agricultural exports, shipping more than 580 million pounds of produce to more than 50 countries worldwide. The dynamics of the world market, foreign competition and plant pest quarantine issues continue to impact the agricultural industry. The organic segment increased slightly with a value of approximately $134 million on 14,000 acres.

Overall, last year's crop values, as compared to 2003 production, reflected well on the productivity and diversity of this premier agricultural region. Monterey County continues to lead the nation in the production of many vegetables with more than 40 crops exceeding $1 million in production value.

This report annually gives us an opportunity to recognize the producers, growers and ranchers, along with all the other related businesses that are credited with driving the economic engine that supports our community. Special recognition for the production of this report goes to Richard Ordonez, Melissa Sells, Abbie Asche and Diana Emmons and the many other staff who assisted in gathering the information. It is also important to thank the agricultural industry and others who generously provide assistance and vital information to complete this report. Without a very collaborative effort, compilation of this report would not be possible.

Sincerely,

Eric Lauritzen
Agricultural Commissioner

VEGETABLE CROPS

CROP[1]	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL[2]	UNIT	VALUE PER UNIT	VALUE TOTAL
ANISE	2004	534	14.22	7,600	TON	$525.92	$3,990,000
	2003	636	12.52	8,000	TON	486.32	3,870,000
ARTICHOKES	2004	6,183	5.38	33,000	TON	1,448.33	48,210,000
	2003	5,993	5.74	34,400	TON	1,331.77	45,847,000
ASPARAGUS	2004	4,968	3.27	16,300	TON	1,741.11	28,309,000
	2003	5,444	2.94	16,000	TON	1,769.61	28,356,000
BOK CHOY	2004	389	23.36	9,100	TON	280.74	2,548,000
	2003	433	34.30	15,000	TON	236.41	3,513,000
BROCCOLI, Fresh	2004	34,527	7.33	253,000	TON	685.62	173,612,000
	2003	34,628	8.20	284,000	TON	695.59	197,587,000
Value Added Products	2004	N/A	N/A	58,000	TON	1,065.93	61,867,000
	2003	N/A	N/A	57,130	TON	1,152.00	65,783,000
Processing	2004	N/A	N/A	43,700	TON	745.14	32,577,000
	2003	N/A	N/A	22,000	TON	785.00	17,064,000
BROCCOLI Total	2004	42,802	8.30	355,000	TON	770.00	273,327,000
	2003	47,984	7.43	357,000	TON	786.25	280,434,000
CABBAGE	2004	1,569	14.40	22,600	TON	321.57	7,269,000
	2003	1,722	15.55	27,000	TON	224.32	6,009,000
Value Added Products	2004	N/A	N/A	32,400	TON	876.81	28,383,000
	2003	N/A	N/A	27,000	TON	740.00	19,818,000
CABBAGE Total	2004	6,272	8.77	55,000	TON	648.51	35,652,000
	2003	6,075	8.88	54,000	TON	478.27	25,827,000
CARROTS, Fresh	2004	1311	38.25	50,100	TON	220.66	11,062,000
	2003	1,641	18.04	30,000	TON	353.81	10,474,000
Value Added Products	2004	N/A	N/A	14,200	TON	833.00	11,853,000
	2003	N/A	N/A	14,230	TON	791.74	10,474,000
CARROTS, Total	2004	2,989	21.54	64,400	TON	356.03	22,915,000
	2003	3,319	13.32	44,230	TON	485.78	21,000,000
CAULIFLOWER	2004	13,165	9.77	129,000	TON	698.95	89,931,000
	2003	14,952	8.10	125,380	TON	704.74	88,356,000
Value Added Products	2004	N/A	N/A	5,600	TON	2,712.01	15,321,000
	2003	N/A	N/A	5,490	TON	2872.43	15,759,000
CAULIFLOWER Total	2004	14,520	9.25	134,000	TON	783.62	105,252,000
	2003	17,112	7.72	132,220	TON	797.17	105,400,000
CELERY, Fresh	2004	7,331	38.44	282,000	TON	314.03	88,497,000
	2003	7,606	36.76	279,600	TON	316.53	88,509,000
Value Added Products	2004	N/A	N/A	20,900	TON	980.43	20,458,000
	2003	N/A	N/A	17,930	TON	952.00	17,074,000
CELERY, Total	2004	9,504	31.85	303,000	TON	359.97	108,955,000
	2003	9,856	30.19	297,550	TON	354.83	105,583,000

[1] Organic figures included in Broccoli, Cauliflower, Lettuce, Misc. Vegetables, Romaine, Strawberries and Spinach totals

[2] Totals may not calculate due to rounding

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	VALUE TOTAL
CHARD	2004	625	6.60	4,100	TON	$791.16	$3,260,000
	2003	629	7.48	4,700	TON	648.83	3,051,000
CILANTRO	2004	776	9.26	7,200	TON	810.67	5,828,000
	2003	862	9.28	8,000	TON	637.12	5,097,000
HERBS [1]	2004	94	8.25	771	TON	1,792.00	1,387,000
	2003	94	8.20	770	TON	1,720.78	1,325,000
KALE	2004	1,360	10.90	14,800	TON	790.35	11,717,000
	2003	1,451	7.71	15,550	TON	770.52	11,978,000
LEEKS	2004	266	12.18	3,20	TON	1,397.45	4,524,000
	2003	268	10.33	3,000	TON	1,033.44	2,642,000
LETTUCE, Total [2]	2004	137,594			CTN		950,534,000
	2003	136,491			CTN		1,041,955,000
MISC. VEGETABLES Fresh	2004	902	4.90	4,400	TON	795.97	3,519,000
	2003	1,607	5.17	8,305	TON	848.60	7,048,000
Value Added Products	2004	N/A	N/A	94,600	TON	1,132.55	107,190,000
	2003	N/A	N/A	90,000	TON	1,126.00	100,896,000
Processing	2004	N/A	N/A	51,000	TON	283.08	14,458,000
	2003	N/A	N/A	56,750	TON	311.04	17,652,000
MISC. VEGETABLES, Total [3]	2004	5,839	25.75	150,000	TON	833.67	125,167,000
	2003	7,544	20.55	155,055	TON	810.00	125,596,000
MUSHROOMS	2004	158	148.27	47,148,000	LBS	1.27	59,981,000
	2003	165	140.59	46,307,000	LBS	1.38	63,705,000
NAPA	2004	587	23.83	14,000	TON	291.75	4,081,000
	2003	567	27.42	15,550	TON	315.82	4,911,000
ONIONS, Dry	2004	1,740	24.13	42,000	TON	121.98	5,121,000
	2003	1,740	23.32	41,000	TON	122.44	4,966,000
ONIONS, Green	2004	1,229	12.58	15,500	TON	1,057.74	16,349,000
	2003	1,201	12.12	15,000	TON	1,293.12	18,830,000
PARSLEY	2004	447	15.90	7,100	TON	737.79	5,243,000
	2003	446	14.86	6,630	TON	737.03	4,887,000
PEAS	2004	1,125	8.96	10,100	TON	1,426.70	14,381,000
	2003	1,150	9.56	11,000	TON	1,463.63	16,100,000
PEPPERS [4]	2004	N/A	N/A	20,000	TON	339.54	6,788,000
	2003	N/A	N/A	13,700	TON	287.96	3,941,000
RADICCHIO	2004	2,074	3.49	7,200	TON	1,308.56	9,476,000
	2003	1,940	3.20	6,210	TON	1,506.48	9,359,000
RADISH	2004	200	22.02	4,400	TON	426.75	1,882,000
	2003	238	12.62	3,000	TON	507.30	1,523,000

[1] Includes: Basil, Chervil, Dill, Ginkgo, Marjoram, Oregano, Rosemary, Sage and Thyme

[2] See Lettuce Production Page 5 for details

[3] Includes, Beans, Beets, Brussels Sprouts, Cactus Pears, Cardone, Chives, Corn, Cucumbers, Daikon, Edible Flowers, Fava Beans, Fennel, Frisee, Garlic, Gourds, Kohlrabi, Mixed Vegetables, Diced Onions, Parsnips and Turnips

[4] Includes: Processed Pimentos, Chili, and Bell Peppers

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	VALUE TOTAL
RAPPINI	2004	2,988	3.07	9,100	TON	$1,306.31	$11,966,000
	2003	2,785	3.11	8,660	TON	1,305.83	11,308,000
SALAD PRODUCTS	2004			423,000	TON	801.95	338,940,000
	2003			386,500	TON	774.74	299,270,000
SPINACH, Fresh	2004	9,951	10.82	107,700	TON	685.78	73,868,000
	2003	9,976	6.92	69,030	TON	873.21	60,264,000
Value Added Products	2004	N/A	N/A	79,800	TON	1,430.01	114,058,000
	2003	N/A	N/A	74,000	TON	1,201.00	88,886,000
SPINACH, Total	2004	14,115	13.29	187,500	TON	1,002.42	187,925,000
	2003	16,154	8.85	143,000	TON	1,042.91	149,150,000
SPRING MIX	2004	12,207	7.82	95,500	TON	1,476.51	140,975,000
	2003	12,340	7.75	95,690	TON	1,447.57	138,352,000
SQUASH	2004	349	10.72	3,700	TON	443.59	1,661,000
	2003	260	9.55	2,480	TON	407.01	1,011,000
TOMATOES[1]	2004	431	20.60	8,900	TON	635.28	5,635,000
	2003[2]	654	16.05	10,498	TON	455.28	4,779,620
VEGETABLE CROPS TOTAL ACRES	2004	272,365		VEGETABLE CROPS TOTAL VALUE			$2,530,112,000
	2003	284,862					$2,544,908,000

[1] *Includes Cherry and Pear Tomatoes – Cherry Tomatoes not included in 2003 totals*

[2] *Corrected figures for 2003*

LETTUCE PRODUCTION ~ DETAIL

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	VALUE TOTAL
SPRING	2004	22,611					
	2003	22,137					
SUMMER	2004	21,235					
	2003	23,258					
FALL	2004	24,840					
	2003	26,335					
NAKED PACK	2004	N/A	N/A	9,983,000	CTN	$6.56	$65,488,000
	2003	N/A	N/A	10,934,000	CTN	10.78	117,871,000
WRAPPED PACK	2004	N/A	N/A	22,195,000	CTN	8.10	179,781,000
	2003	N/A	N/A	24,166,000	CTN	11.87	286,851,000
BULK FOR SHREDDING	2004	N/A	N/A	23,241,000	CTN	2.69	62,554,000
	2003	N/A	N/A	21,744,000	CTN	3.89	84,584,000
HEAD LETTUCE TOTAL	2004	68,687	806.00	55,419,000	CTN	$7.33	$406,221,000
	2003	71,731	792.00	56,844,000	CTN	$8.60	$489,306,000
BUTTER LEAF LETTUCE	2004	1,816	1,097.80	1,994,000	CTN	7.04	14,028,000
	2003	1,803	884.00	1,593,610	CTN	6.92	11,269,000
GREEN LEAF LETTUCE	2004	10,413	838.64	8,733,000	CTN	7.24	63,217,000
	2003	10,284	774.00	7,962,000	CTN	7.66	60,990,000
RED LEAF LETTUCE	2004	4,238	1,036.00	4,390,000	CTN	6.87	30,154,000
	2003	4,200	885.00	3,717,000	CTN	6.88	25,569,000
ENDIVE	2004	728	1,823.57	1,328,000	CTN	6.21	8,242,000
	2003	686	1,888.00	1,295,000	CTN	6.29	8,144,000
ESCAROLE	2004	272	1,007.00	274,000	CTN	6.24	1,706,000
	2003	228	1,001.00	228,300	CTN	6.30	1,437,000
ROMAINE LETTUCE, Fresh	2004	27,767	1,517.65	42,140,000	CTN	4.30	181,403,000
	2003	34,324	1,301.00	44,664,000	CTN	5.18	231,240,000
Value Added Products	2004	23,673	676.00	16,012,000	CTN	15.34	245,564,000
	2003	21,930	776.65	17,032,000	CTN	12.56	214,000,000
ROMAINE LETTUCE, Total	2004	51,440	1,130.49	58,152,000	CTN	7.35	426,966,000
	2003	56,254	809.15	45,518,000	CTN	9.78	445,240,000
LEAF LETTUCE TOTAL	2004	68,907	1,086.55	74,870,000	CTN	7.27	544,313,000
	2003	63,036	901.77	60,314,000	CTN	9.16	552,649,000
LETTUCE CROP TOTALS	2004	137,594		130,289,000	CTN		$950,534,000
	2003	136,491		117,158,000	CTN		$1,041,955,000

FRUIT AND NUT CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	VALUE TOTAL
APPLES	2004	36	5.94	214	TON	$132.99	$28,500
	2003	37	1.71	62	TON	163.78	10,000
Processing	2004	N/A	N/A	1,300	TON	268.60	345,000
	2003	N/A	N/A	1,374	TON	208.88	287,000
APPLES, Total	2004	123	12.18	1,500	TON	249.14	373,000
	2003	124	11.63	1,.436	TON	206.92	297,000
AVOCADOS	2004	134	2.05	275	TON	1,610.45	442,000
	2003	135	1.43	192	TON	2,628.87	504,000
CITRUS	2004	1,114	16.43	18,300	TON	452.61	8,284,000
	2003	1,247	18.56	23,139	TON	288.35	6,672,000
GRAPES[1]	2004	38,614	4.46	172,000	TON	1,013.35	174,380,000
	2003	34,287	3.56	151,344	TON	1,058.64	160,219,000
RASPBERRIES	2004	643	11.58	7,400	TON	3,473.76	25,851,000
	2003	525	13.26	6,963	TON	3,352.59	23,344,000
STRAWBERRIES	2004	8,807	25.91	228,000	TON	1,363.33	311,098,000
	2003	8,472	25.00	200,000	TON	1,200.00	240,000,000
Processing	2004	N/A	N/A	14,400	TON	415.95	5,974,000
	2003	N/A	N/A	3,560	TON	829.21	2,952,000
STRAWBERRIES, Total	2004	8,807	27.54	243,000	TON	1,307.24	317,072,000
	2003	8,472	25.02	212,000	TON	1,200.00	253,347,000
WALNUTS	2004	380	0.78	295	TON	1,040.40	307,000
	2003	505	0.6	302	TON	1,035.82	313,000
MISC. FRUIT[2]	2004	78	12.35	963	TON	2,682.88	2,584,000
	2003[3]	61	14.7	897	TON	1,850.61	1,660,000

FRUIT AND NUT CROPS TOTAL ACRES	2004	49,893	FRUIT AND NUT CROPS TOTAL VALUE	$529,292,718
	2003	45,356		$446,356,000

[1] *Represents Bearing Acres*
[2] *Includes: Bushberries, Blackberries, Blueberries Olives and Kiwi*
[3] *Corrected figure for 2003 (Previously Kiwi Fruit and Misc. Berries)*

GRAPE PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	PRODUCTION UNIT	VALUE PER UNIT	VALUE TOTAL
BEARING ACRES	2004	38,614	4.46	172,082	TON	$1,013.35	$174,380,000
BEARING ACRES	2003	34,287	4.41	151,344	TON	1,058.64	160,219,000
NON BEARING/NOT HARVESTED	2004	1,036					
NON BEARING/NOT HARVESTED	2003	2,829					
TOTAL GRAPE ACRES	2004	39,650					
TOTAL GRAPE ACRES	2003	37,116					

TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

White Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Chardonnay	15,701	$978.00	72,349	$70,874,516.00
Sauvignon Blanc	938	935.00	5,418	5,065,528.00
Riesling	914	946.00	4,544	4,300,035.00
Pinot Grigio	791	1,161.00	3,564	4,138,219.00
Gewurztraminer	516	891.00	3,095	2,758,405.00
Chenin Blanc	478	540.00	2,316	1,249,673.00
Viognier	145	1,348.00	476	641,112.00
Muscat Canelli	112	1,320.00	383	505,826.00
Other Whites[1]	178	740.00	664	491,302.00
Pinot Blanc	111	1,047.00	448	469,193.00
Marsanne	24	1,150.00	95	109,201.00
Semillon	49	864.00	122	105,607.00
Muscat Orange	19	1,437.00	67	96,546.00

Red Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Merlot	6,221	$1,049.00	27,286	$28,634,863.00
Cabernet Sauvignon	5,212	999.00	23,411	23,394,894.00
Pinot Noir	4,310	1,263.00	15,188	19,179,290.00
Syrah/Shiraz	1,576	1,032.00	6,744	6,959,266.00
Cabernet Franc	193	865.00	1,238	1,070,502.00
Petite Sirah	176	993.00	925	918,883.00
Other Red[2]	140	884.00	847	748,701.00
Sangiovese	123	780.00	742	578,834.00
Zinfandel	198	639.00	817	522,387.00
Grenache	82	1,214.00	399	484,927.00
Gamay (Napa) Valdigue	71	700.00	595	416,500.00
Petit Verdot	135	1,152.00	313	359,886.00
Malbec	138	1,435.00	168	240,418.00
Barbera	32	1,316.00	155	203,225.00
Mourvedre	4	1,308.00	18	22,941.00

[1] *Albarino, Loureiro, Malvasia Bianca, Muscat Giallo, Muscat Hamburg, Pigato, Roussanne, Pinot Grigio and Trixadura*

[2] *Aliconte Bouschet, Carignane, Charbono, Cinsault, Dolsetti, Fresia, Mouvedre, Nebbiolo, Refosco, Souza and Tempranillo*

CUT FLOWERS/FOLIAGE

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	VALUE TOTAL
ALSTROEMERIA	2004	15	237,800	PER BUNCH	$1.05	$251,000
	2003	11	165,000	PER BUNCH	1.47	244,000
CARNATIONS[1]	2004	28	23,308,000	PER BLOOM	0.19	4,526,000
	2003	8	4,220,100	PER BUNCH	0.93	4,808,000
CHRYSANTHEMUMS	2004	56	2,833,000	PER BLOOM	0.74	2,082,000
	2003	27	2,755,000	PER BLOOM	0.64	1,773,000
EUCALYPTUS	2004	87	937,000	PER BUNCH	2.84	2,665,000
	2003	86	925,000	PER BUNCH	2.85	2,635,000
IRIS	2004	18	344,000	PER BUNCH	1.95	671,000
	2003	17	413,000	PER BUNCH	2.15	889,000
MISC. CUT FLOWERS/FOLIAGE[2]	2004[3]	296	35,948,800	VARIOUS	1.07	38,489,000
	2003			VARIOUS		
ROSES[4]	2004	86	29,528,000	PER BLOOM	0.29	8,473,000
	2003	77	20,983,700	PER BLOOM	0.29	7,330,000
SNAPDRAGON	2004	16	639,000	PER BUNCH	2.81	1,795,000
	2003	16	431,205	PER BUNCH	2.72	1,173,000
STATICE	2004	15	119,000	PER BUNCH	2.17	260,000
	2003	22	143,000	PER BUNCH	2.04	292,000

CUT FLOWERS/FOLIAGE	2004	618	VARIOUS	$59,212,000
TOTAL ACRES	2003	550	TOTAL VALUE	$19,177,000

[1] Combined figures for Miniature Carnations and Standard Carnations

[2] Includes, Begonia, Bellidona, Bulbs, , Curly Willow, Delphinium, Daffodil, , Dahlia Blooms, Freesia, Godetia, Gerbera, Gladiolus, Hydrangeas, Heather, Larkspur, Leather Leaf, Leptospermum, Lilium, Limonium, Lisianthus, Matsumoto Aster, Ming Fern, Misty, Seafoam, Stock, , Strawflower, Sunflower and Tulips

[3] New Category for 2004 (Previously Misc. Nursery Crops)

[4] Combined figures for Miniature Roses and Standard Roses

NURSERY PRODUCTS

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	VALUE TOTAL
COMMERCIAL /ORGANIC VEGETABLE	2004	100	2,024,986,233	PER PLANT	$0.02	$49,456,000
	2003	79	1,955,977,000	PER PLANT	0.02	48,334,000
LILIES [1]	2004	13	4,408,016	BLOOM	0.69	3,059,000
	2003	7	1,570,000	BUNCH	2.94	4,624,000
MISC. NURSERY CROPS[2]	2004	904	39,417,642	VARIOUS	1.25	49,385,000
	2003	1,501	198,531,741	VARIOUS	0.45	87,805,000
ORCHIDS	2004	53	8,838,487	PER PLANT	7.12	62,928,000
	2003	68	11,077,000	PER PLANT	6.08	67,364,000
POINSETTIA	2004	50	2,381,847	PER PLANT	3.57	8,512,000
	2003	79	1,816,000	PER PLANT	4.13	7,509,000
PROPAGATIVE STOCK	2004	141	26,682,166	PER PLANT	1.08	28,708,000
	2003[3]	128	24,035,300	PER PLANT	1.10	26,332,000
WOODY ORNAMENTALS	2004	30	1,466,196	PER PLANT	6.10	8,949,000
	2003	5	275,000	PER PLANT	4.56	1,255,000
NURSERY PRODUCTS TOTAL ACRES	2004	1,291		NURSERY PRODUCTS TOTAL VALUE		210,997,000
	2003	1,867				243,223,000
OVERALL NURSERY TOTAL ACRES	2004	1,909		OVERALL NURSERY TOTAL VALUE		$271,209,000
	2003	2,417				$262,400,000

[1] Lilies reported as mixed varieties blooms for 2004 and bunch for 2003

[2] For 2004 includes, Christmas Trees, Indoor Decorative, Larkspur, Palms, Potted Plants, Seedlings, Cactus, Dahlias, Dahlia Roots, Succulents, Yarrow and Turf For 2003 includes Misc. Cut Flowers/Foliage and Misc. Nursery Crops

[3] Corrected figures for 2003

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	PRODUCTION UNIT	VALUE PER UNIT	VALUE TOTAL
BARLEY, Grain	2004	10,064	0.86	8,600	TON	$106.40	$917,000
	2003	7,364	0.93	6,830	TON	107.17	732,000
BEANS[1]	2004	1,832	1.30	2,400	TON	1,194.94	2,848,000
	2003	1,294	1.36	1,766	TON	1,187.99	2,098,000
HAY, Alfalfa	2004	1,428	1.67	2,400	TON	129.38	308,000
	2003	220	3.00	660	TON	101.36	67,000
OATS[2]	2004	4,300	2.03	8,700	TON	85.22	742,000
	2003	3,220	2.12	6,849	TON	86.05	589,200
WHEAT, Grain	2004	910	.93	843	TON	111.07	$93,600
	2003	505	0.75	405	TON	102.27	$41,400
PASTURE, Dry Land	2004	1,191,733	N/A	N/A	ACRE	8.90	10,606,000
	2003	1,076,030	N/A	N/A	ACRE	8.90	9,577,000
FIELD CROPS	2004	1,210,268			FIELD CROPS		$15,515,000
TOTAL ACRES	2003	1,088,633			TOTAL VALUE		$13,104,600

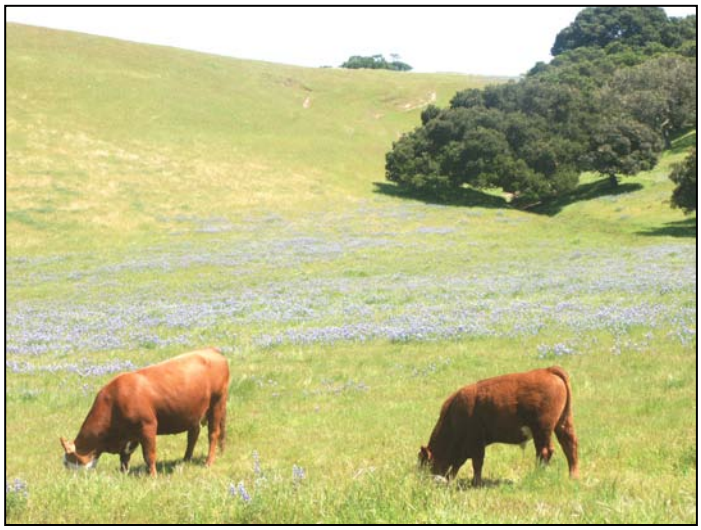
SEED PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	PRODUCTION TOTAL	PRODUCTION UNIT	VALUE PER UNIT	VALUE TOTAL
BEAN SEED, All	2004	2,617	0.75	2,000	TON	$1,565.01	$3,066,000
	2003	3,730	0.50	1,862	TON	2,493.27	4,642,000
MISC. SEED[3]	2004	2,403	34.59	83,100	TON	47.61	3,956,000
	2003	1,896	5.01	9,484	TON	241.25	2,288,000
SEED CROPS	2004	5,020			SEED CROPS		$7,022,000
TOTAL ACRES	2003	5,626			TOTAL VALUE		$6,930,000

[1] *Includes: Pintos, Pink, Pinquito, Garbanzo and Large Lima Beans*
[2] *Includes: Hay Oats and Misc. Oats*
[3] *Includes: Broccoli, Cauliflower Pea, Barley, Oats, Cucumber and Squash Seeds*

LIVESTOCK & POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
CATTLE & CALVES	2004	47,500	298,700	CWT	$69.00	$20,610,000
	2003	47,500	298,700	CWT	62.00	18,524,000
STOCKER	2004	50,000	116,000	CWT	89.00	10,324,000
	2003	45,000	104,400	CWT	83.00	8,665,200
SHEEP & LAMBS	2004	2,500	3,750	CWT	90.00	338,000
	2003	2,500	3,750	CWT	88.00	330,000
DAIRY COWS	2004	1,160	N/A	HEAD	2,000.00	2,320,000
	2003	1,400	N/A	HEAD	1,700.00	2,380,000
CULL COWS	2004	250	N/A	HEAD	800.00	200,000
	2003	285	N/A	HEAD	550.00	156,750
CALVES	2004	137	N/A	HEAD	70.00	9,600
	2003	125	N/A	HEAD	70.00	8,750
HOGS	2004	1,600	304,212	LBS	0.50	152,000
	2003	1,600	304,212	LBS	0.36	109,520
MILK, MARKET	2004	N/A	338,876	CWT	15.11	5,120,000
	2003	N/A	329,849	CWT	11.64	3,839,450
WOOL	2004	N/A	18,000	LBS	0.40	7,200
	2003	N/A	18,000	LBS	0.40	7,200
MISC. POULTRY PRODUCTS[1]	2004					30,000
	2003					887,320
LIVESTOCK & POULTRY TOTAL	2004					$39,110,800
	2003					$34,908,190



[1] *Includes Fertilizer, Poultry, Eggs and Milk Manufacturing*

APIARY PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
HONEY	2004	N/A	14,175	LBS	$1.10	$15,600
	2003	N/A	26,250	LBS	1.32	34,650
POLLINATION[1]	2004	650	N/A	COLONY	47.50	30,900
	2003	600	N/A	COLONY	43.50	23,100
WAX	2004	N/A	750	LBS	1.78	1,300
	2003	N/A	1,350	LBS	2.00	2,700
APIARY TOTAL	2004	650	14,925			$47,800
	2003	650	27,600			$63,450

[1] *Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Onion, Parsley, Pepper, Spinach and Squash.*

TREND OF MAJOR CROPS IN MONTEREY COUNTY

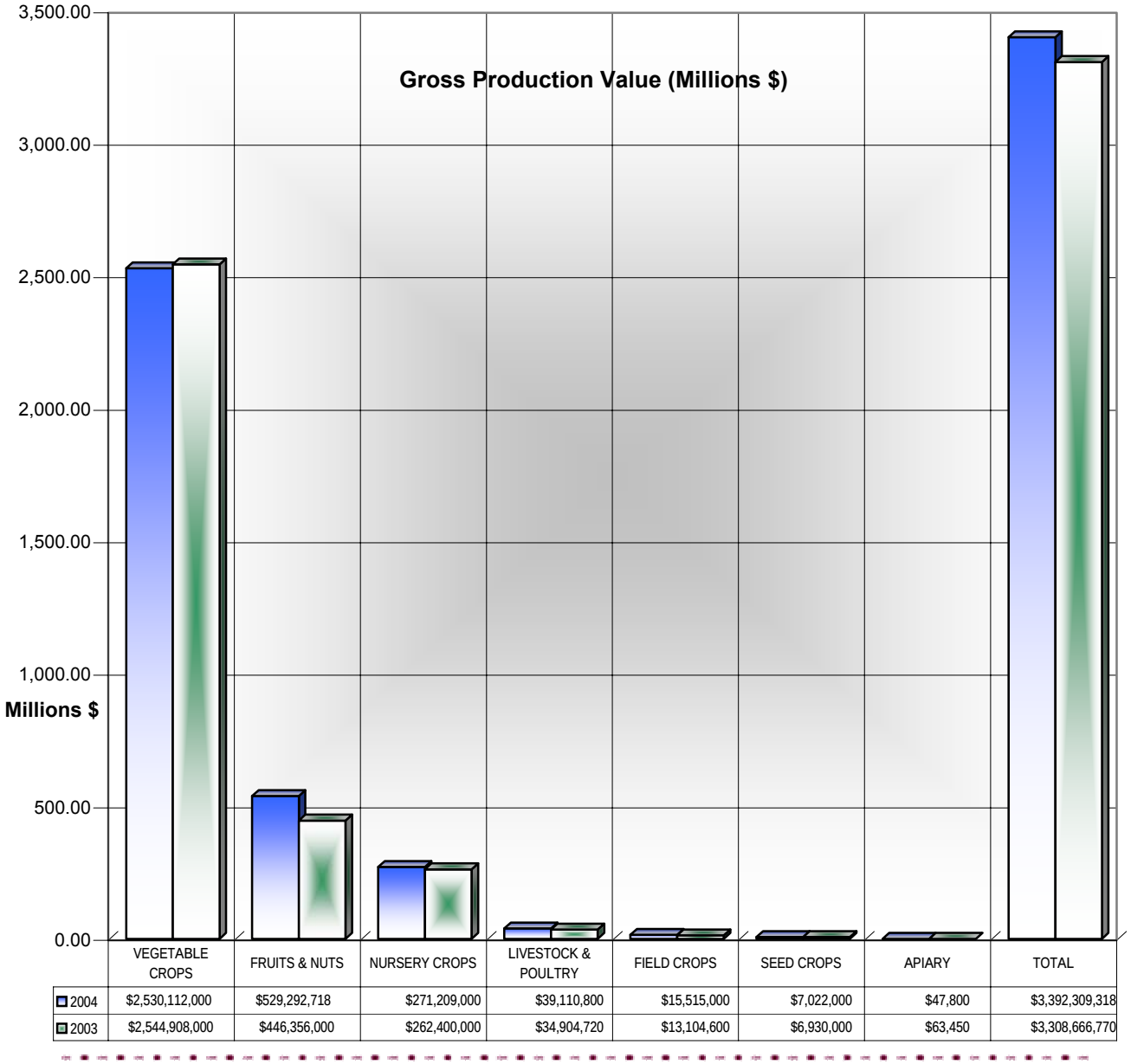
CROP		YEAR 1984	1994	2004
ARTICHOKES	**ACRE**	**9,475**	**6,680**	**6,183**
	VALUE	**27,291,000**	**$35,832,000**	**$48,210,000**
	CPI ADUSTED $[1]	**49,620,000**	**45,185,372**	**48,210,000**
BROCCOLI	ACRE	57,495	57,210	42,802
	VALUE	126,502,000	271,847,000	273,327,000
	CPI ADJUSTED $	230,004,000	342,808,323	273,327,000
CAULIFLOWER	**ACRE**	**26,550**	**23,174**	**14,520**
	VALUE	**79,653,000**	**114,482,000**	**105,252,000**
	CPI ADJUSTED $	**144,823,636**	**144,365,700**	**105,252,000**
CELERY	ACRE	5,510	7,857	12,978
	VALUE	26,807,000	69,371,000	108,955,000
	CPI ADJUSTED $	48,740,000	87,479,193	108,955,000
GRAPES[2]	**ACRE**	**29,792**	**31,247**	**38,614**
	VALUE	**42,022,000**	**89,335,000**	**174,380,000**
	CPI ADJUSTED $	**76,403,636**	**112,654,477**	**174,380,000**
HEAD LETTUCE	ACRE	56,086	73,347	68,687
	VALUE	264,822,000	370,276,000	406,221,000
	CPI ADJUSTED $	481,494,545	466,930,643	406,221,000
LEAF LETTUCE	**ACRE**	**6,045**	**35,120**	**68,907**
	VALUE	**20,353**	**139,011,000**	**544,313,000**
	CPI ADJUSTED $	**37,005**	**175,297,604**	**544,313,000**
MUSHROOMS	ACRE	N/A	N/A	158
	VALUE	35,147,000	39,904,000	59,981,000
	CPI ADJUSTED $	63,903,636	50,320,303	59,981,000
NURSERY PRODUCTS	**ACRE**	**960**	**1,803**	**1,909**
	VALUE	**76,761,000**	**105,514,000**	**271,209,000**
	CPI ADJUSTED $	**139,565,454**	**133,056,747**	**271,209,000**
SPINACH	ACRE	2,985	5,640	14,115
	VALUE	5,872	50,667,000	187,925,000
	CPI ADJUSTED $	10,676	63,892,812	187,925,000
STRAWBERRIES	**ACRE**	**3,245**	**6,995**	**8,807**
	VALUE	**88,515,000**	**231,735,000**	**317,072,000**
	CPI ADJUSTED $	**160,936,364**	**295,203,821**	**317,072,000**

TOTAL	**ACRE**	**198,143**	**249,073**	**277,680,000**
	VALUE	**767,546,225**	**1,517,974,000**	**2,496,845,000**
	CPI ADJUSTED $	**1,395,538,591**	**1,917,194,995**	**2,496,845,000**

[1] Consumer Price Index Conversion Factors from http://oregonstate.edu/Dept/pol_sci/fac/sahr/cv2004x.pdf

[2] Represents Bearing Acres Only

MONTEREY COUNTY CROPS SUMMARY



	VEGETABLE CROPS	FRUITS & NUTS	NURSERY CROPS	LIVESTOCK & POULTRY	FIELD CROPS	SEED CROPS	APIARY	TOTAL
2004	$2,530,112,000	$529,292,718	$271,209,000	$39,110,800	$15,515,000	$7,022,000	$47,800	$3,392,309,318
2003	$2,544,908,000	$446,356,000	$262,400,000	$34,904,720	$13,104,600	$6,930,000	$63,450	$3,308,666,770

MONTEREY COUNTY FACTS

Monterey County is situated on the California coastline almost at its midpoint, 106 miles south of San Francisco and 241 miles north of Los Angeles. The County encompasses 3,322 square miles or 2,127,359 acres, and it has an estimated population of 415,800 as of January 2003. Monterey County is bounded by Santa Cruz County to the north, San Benito County to the east, San Luis Obispo County to the south, and the Pacific Ocean to the west.

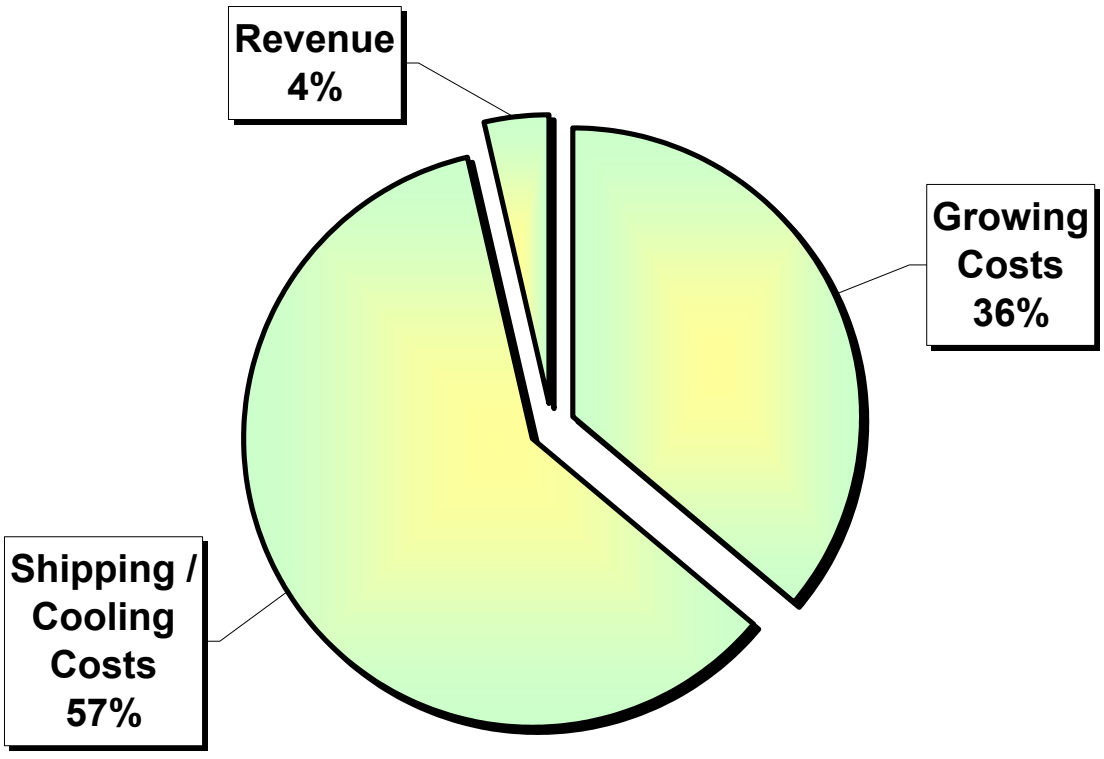
The Salinas Valley is the geographical center of the County. It contains 640,000 acres and is 10 to 20 miles wide by 150 miles long. The Salinas River, the third longest in the state, winds through the valley and its aquifer is the main source of water for agriculture. This is one of the nation's major vegetable-producing areas. The County has approximately 240,000 acres of prime or otherwise important farmland, and over a million acres of grazing land. 759,432 acres are in Williamson Act Agricultural Preserves and Farmland Security Zones.

The climate is temperate, with an average annual rainfall of approximately 17 inches a year. The unique geography of the Salinas Valley allows for the production of cool-season vegetable crops due to the marine influence that produces abundant summer fog. The marine influence diminishes with distance from the ocean, producing a gradient of climate that allows the production of a wide range of crops.

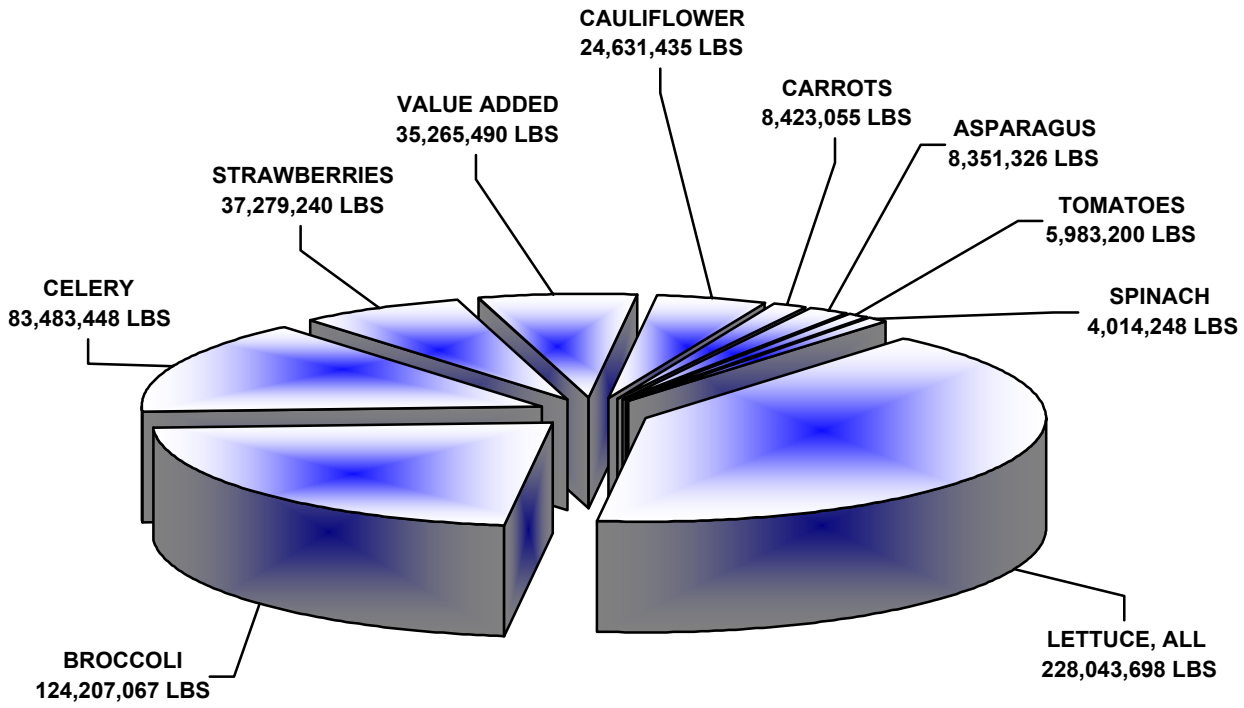
Dividing Up The Farm Pie

Food producers are increasingly squeezed between rising costs of production and decreasing market prices, due largely to the exploitation of market power. As a result of consolidation in the food industry, the buyer group continues to get smaller, giving the corporate retailer more bargaining power. Also, in today's global marketplace, local farmers are competing with other growing areas where the costs of production may be substantially less. Regardless of market price changes, the costs of producing and delivering products continue to escalate. Escalating energy costs have a great effect on the costs of agricultural production. Besides the cost of fuel and electricity to run equipment and pump water, even materials such as fertilizer and plastic film are sensitive to increases in the cost of energy.

The County crop report shows only gross returns, and no allowances have been made for shipping, processing, or sales and marketing costs. It is not reflective of the net crop value remaining, 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 countywide gross value may show an increase, the net return to the farm may decrease in value on a per acre basis. The chart represents typical costs associated with production and shipping of commodities.



Monterey County
TOP TEN
PRODUCE EXPORTS BY COMMODITY



2004

Total Produce Exported
580,483,169 LBS

All Seeds
4,560,146 LBS

Cut Flowers
771,101 STEMS

Nursery Stock
19,491,072 LBS

2003

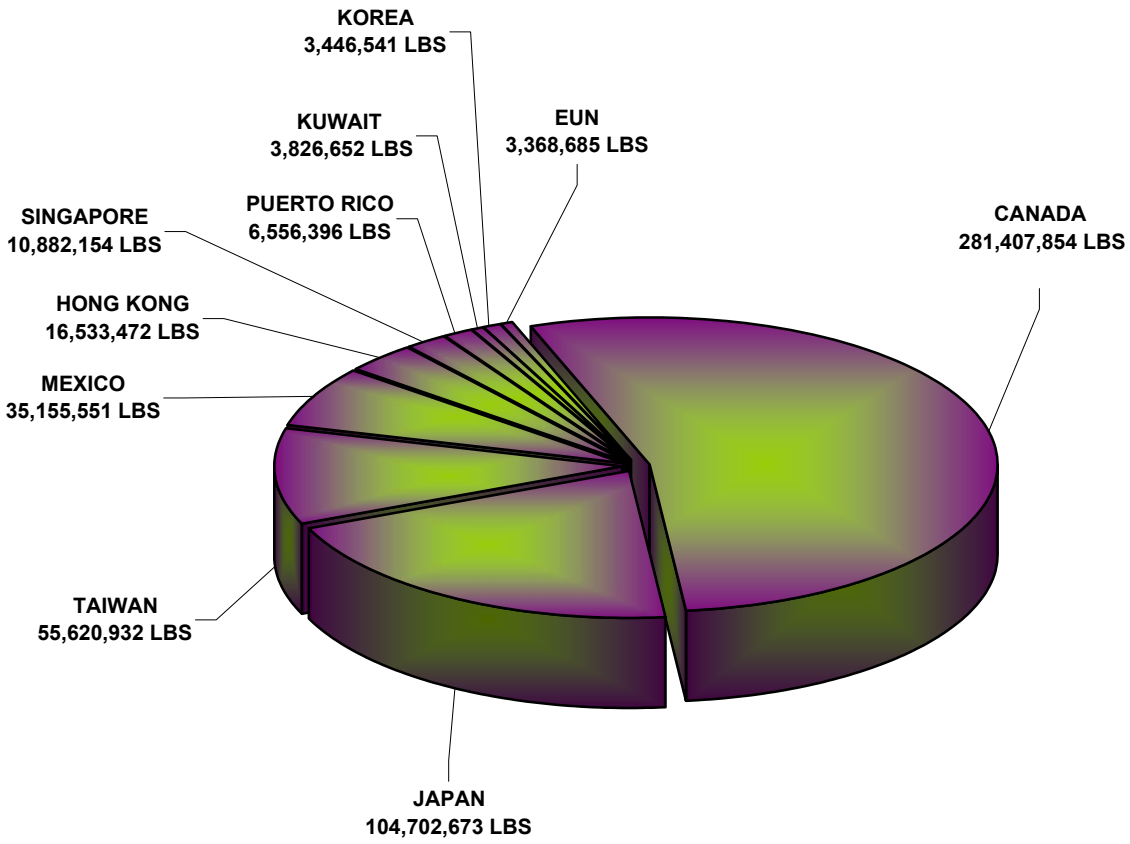
Total Produce Exported
519,794,483 LBS

All Seeds
2,915,984 LBS

Cut Flowers
206,365 STEMS

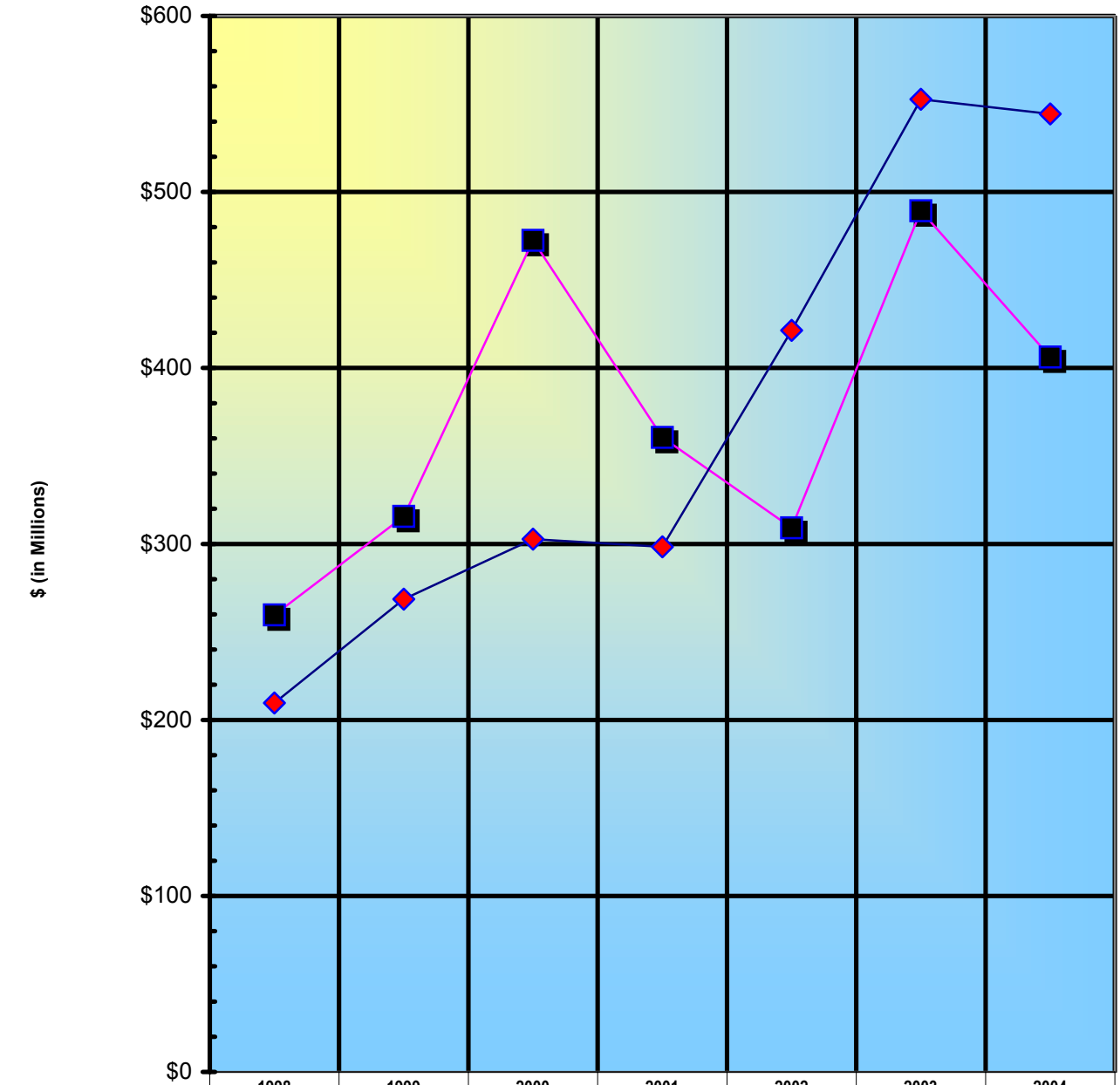
Nursery Stock
16,962,450 LBS

Monterey County
TOP TEN
PRODUCE EXPORTS BY COUNTRY



EUROPEAN UNION (EUN)
Includes: Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Poland, Portugal, San Marino, Slovakia, Spain, Sweden, United Kingdom and Vatican City State

HEAD AND LEAF LETTUCE 7 YEAR COMPARISON



	1998	1999	2000	2001	2002	2003	2004
Head Lettuce Value	$259,644,000	$315,644,000	$472,503,000	$360,562,000	$309,148,000	$489,306,000	$406,221,000
Leaf Lettuce Value	$209,624,000	$268,659,000	$302,762,000	$298,352,000	$421,364,000	$552,649,000	$544,313,000

MILLION DOLLAR CROPS

RANK	CROP	2003 VALUE	2004 VALUE
1	LEAF LETTUCE	$552,649,000	$544,313,000
2	HEAD LETTUCE	489,306,000	406,221,000
3	STRAWBERRIES	253,347,000	317,072,000
4	BROCCOLI	280,434,000	273,327,000
5	NURSERY	240,898,000	270,209,000
6	SPINACH	149,150,000	187,925,000
7	GRAPES	160,219,000	174,380,000
8	SPRING MIX	138,352,000	140,975,000
9	CELERY	105,583,000	108,955,000
10	CAULIFLOWER	105,400,000	105,252,000
11	MUSHROOM	63,705,000	59,981,000
12	ARTICHOKES	45,847,000	48210,000
13	CABBAGE, All	25,827,000	35,652,000
14	BEEF CATTLE	27,189,000	31,086,000
15	ASPARAGUS	28,356,000	28,309,000
16	RASPBERRIES	23,344,000	25,851,000
17	CARROTS	21,000,000	22,915,000
18	ONIONS, GREEN	18,830,000	16,349,000
19	PEAS	16,100,000	14,381,000
20	RAPPINI	11,308,000	11,966,000
21	KALE	11,978,000	11,717,000
22	PASTURE, DRY LAND	9,577,000	10,606,000
23	RADICCHIO	9,359,000	9,476,000
24	CITRUS	6,672,000	8,284,000
25	DAIRY, All	6,425,000	7,679,600
26	SEEDS	6,930,000	7,022,000
27	PEPPERS	3,941,000	6,780,000
28	CILANTRO	5,097,000	5,828,000
29	TOMATOES	6,121,000	5,635,000
30	PARSLEY	4,887,000	5,243,000
31	ONIONS, DRY	4,966,000	5,121,000
32	LEEKS	2,642,000	4,524,000
33	NAPA	4,911,000	4,081,000
34	ANISE	3,870,000	3,990,000
35	CHARD	3,051,000	3,260,000
36	BEANS, All	2,032,000	2,848,000
37	MISC. FRUIT	1,623,000	2,584,000
38	BOK CHOY	3,513,000	2,548,000
39	RADISH	1,523,000	1,882,000
40	SQUASH	1,011,000	1,661,000
41	HERBS	1,325,000	1,387,000

From Field to Fork

Have you ever asked a child the question “Where does your food come from?” Most young children, and some not so young, will answer, “The Store!” In their minds food simply appears at our grocery stores as if by magic. This article follows the “food chain” from the field to the fork and gives recognition and praise to those who make Monterey County the third most productive agricultural area in the state.

Every year in Monterey County the lifecycle in the field repeats itself. Many hands join in cooperative effort to get produce to our dining table. There are 40 different crops with a gross value exceeding $1,000,000 grown in Monterey County. Each crop requires specific land preparation, planting times, nourishment, pest control, optimum harvest timing, and special handling after harvest.

The farmer is the first person in the food chain. They decide with their shippers what to plant and when to plant it. Our vegetable crops are mostly annuals, plants that complete their lifecycle of growth and production within one year. Many of our crops have a short enough lifecycle that they can be planted and harvested up to two or three times each year. Lettuce and broccoli are examples of annual crops. There are also perennial crops, where the same plants produce a crop each year. Perennial crops are usually fruit crops such as grapes or apples. They can take several years to mature, but then they can produce fruit for many years.

Once the growers decide what to plant, they till the soil to break up the clumps and smooth it out. After tilling, the soil is formed into raised beds for the plants, and then the farm workers come in and plant. Usually planting is done from seed, but sometimes transplants are used. Other crops, like strawberries, are always planted to the field as young plants.

Once planting is complete a multitude of people and machines are put into motion. The farm workers are responsible for the care and nurturing of our food throughout its lifecycle. After the planting, then they are responsible for weeding, irrigation, pruning, pest control and finally they harvest the food they have worked so diligently to produce. Farm workers are vital to our food supply.

In order to achieve maximum productivity and quality of the food we eat, a farmer will usually hire a pest control advisor to evaluate their fields and determine pest and disease pressures. The pest control advisor will walk through fields and inspect individual plants looking for the presence of damage and proper nutrition. If the pest control advisor feels that the crop is at risk they will write a recommendation for treatment. This allows the plants to grow to full potential.

When the crop is fully mature it is time to harvest it and get it to the consumer. To do this the crop is cut and usually placed into boxes right in the field. The produce then goes to a plant or cooler where it is processed and prepared for shipping. Much is processed into “value-added” products such as bagged salads. Large semi trucks equipped with refrigeration transport the produce all across the United States and to ports where it can be shipped around the world. Canada, Japan and the Pacific Rim receive the majority of Monterey County’s exported produce. Many people are involved in the marketing and sales of our products.

In the midst of all these steps of getting the food from the field to your fork is the staff of the Agricultural Commissioner’s Office. They certify products for export markets and are responsible for ensuring that proper procedures are followed so farmers, farm worker, consumers and the environment are kept safe.

Many books have been written on the amount of work that goes into farming and there are still many important jobs that have not been mentioned here. However, they are all vitally important in bringing our food from the fields to our table.

Written By: Abbie Asche, Agricultural Inspector/Biologist

SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

COUNTY BIOLOGICAL CONTROL

PEST	AGENT / MECHANISM	SCOPE OF PROGRAM[1]
Yellow Starthistle*, Centaurea solstitialis	Seedhead Weevils/Fly, Bangasternus orientalis, Eustenopus villosus Urophora sirunaseva, Larinus curtus, Starthistle rust, Puccinia jacea var. solstitialis	43 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, and 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

* The hairy seedhead weevil, Eustenopus villosus, is available for release to individual properties with yellow starthistle infestations. Call for arrangements.

PEST ERADICATION

Taurian thistle, Onopordum tauricum	Mechanical/chemical	One infestation
Scotch thistle, Onopordum acanthium	Mechanical/chemical	One infestation
Skeletonweed, Chrondrilla junceae	Mechanical/chemical	One infestation
Puna grass, Achnatherum brachychaetum	Mechanical/chemical	Fifteen infestations
Fertile Capeweed, Arctotheca Calendula	Mechanical/chemical	Three infestations
Dalmatian toadflax, Linaria genistifolia Subsp. Dalmatica	Mechanical	Two plants eradicated

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

PEST MANAGEMENT

Roadside (virus host) weeds	Chemical	County right-of-ways, spot treatment
Roadside, targeted noxious weeds	Chemical	County right-of-ways, boom and spot treatment
Lettuce Mosaic Virus	Virus-Free Seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-free period	No lettuce above ground 12/7-12/21
Celery Mosaic Virus	Host-free period	No celery above ground in January
Lettuce Root Aphid	Quarantine, State Misc. Ruling 3597	Lombardy poplar prohibition

PEST EXCLUSION

Pest exclusion terminal inspections involved 2,058 hours, during which 13,151 incoming shipments were inspected. Twenty-six 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 so large that eradication is no longer biologically or economically feasible. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PEST	INSECT HOSTS	NO. OF TRAPS
Medfly	Fruit trees	284
Melon Fruit Fly	Vegetable Gardens	104
Mexican Fruit Fly	Fruit trees	107
Oriental Fruit Fly	Fruit trees	118
Misc. Fruit Flies	Fruits and vegetables	111
Gypsy Moth	Shade trees	313
Japanese Beetle	Turf, roses	172
Nantucket Pine Tip Moth	Monterey pine	6
Trogoderma Beetle	High hazard commodities	15
Glassy Winged Sharpshooter	Nurseries/vineyards/urban areas	750

Pest detection trapping activities accounted for 7,351 hours, with a total of 17,792 services of 1,980 traps being made. 88.5 hours were applied to inspecting 200 commercial crop sites of 31 net acres/2,825 gross acres. 8 calls to residences were made for investigation of suspect reports and 104 hours were utilized on inspection/identification of public-reported pests. 26 high hazard locations were inspected and 985 miles of entryways surveyed, accounting for 77 and 86.5 hours respectively. Special surveys were made for exotic aquatic weeds, sudden oak death disease, Dutch elm disease, and glassy-winged sharpshooter.

ORGANIC FARMING

One-Hundred farms, totaling approximately 14,073 acres, were registered in Monterey County in 2004. Utilizing organic principles defined in the California Organic Food Act of 1990, these farms produce a wide array of commodities, such as: strawberries, salad mix, miscellaneous vegetables, spinach, lettuce, celery, raspberries, broccoli and grapes. The total estimated value of organic production in Monterey County during 2004 was $134,082,965.

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