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Monterey County  
**Crop Report 2007**





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### **In Memoriam Estrella Guzman**

5/10/1961 – 11/13/2007

This year's crop report is dedicated to Estrella Guzman. Estrella worked for the department for 17½ years as an Agricultural Biologist and Deputy Agricultural Commissioner. She was a dedicated employee who took great pride in serving the local agricultural community. Her enthusiasm, tireless work ethic and compassion will be missed but not forgotten.

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### **Summary of Sustainable Agricultural Activities**

# MONTEREY COUNTY

## AGRICULTURAL COMMISSIONER

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**A.G. Kawamura**, Secretary  
California Department of Food & Agriculture

*and*

The Honorable Board of Supervisors of Monterey County

<b>Fernando Armenta</b>	1 <sup>st</sup> District, Chairman
<b>Louis Calcagno</b>	2 <sup>nd</sup> District
<b>Simón Salinas</b>	3 <sup>rd</sup> District
<b>Ila Mettee-McCutcheon</b>	4 <sup>th</sup> District
<b>Dave Potter</b>	5 <sup>th</sup> District

It is a pleasure to present the 2007 Monterey County Crop Report that is prepared pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of over \$3.8 billion for Monterey County, an increase of 9.5% over 2006. The increase is attributable to higher values for strawberries, head lettuce, grapes, broccoli, carrots, spinach, and a variety of other vegetable crops. However, decreases were noted in leaf lettuce, salad products, and a number of other crops. While the overall production value has again increased, it is important to note that the figures provided are gross values and do not represent or reflect net profit or loss experienced by individual growers, or by the industry as a whole. It does reflect the diversity and resilience of our agriculture industry.

The largest increase achieved was in the value of our strawberry crop, which increased by 38% or \$165 million on increased acreage, good production, and higher prices. For the second time, strawberries have surpassed head lettuce to become the County's second largest crop. Fittingly, this year's crop report features the strawberry industry, and we want to recognize the California Strawberry Commission for their contributions to this report and for the service they provide their growers.

Head lettuce, for many years our number one crop, posted a 15% increase of \$65 million on good prices. Leaf lettuce, which took over the top spot in 2002, declined slightly but still held on to its lead. Spinach also gained 15% or \$17 million following its \$77 million decline in 2006 on concerns over food safety outbreaks in 2005. Salad products, which also declined in 2006 over the same concern, showed a further 6% decline, but this is mostly attributable to more accurate data for specific commodities. Wine grapes also showed a strong increase of \$34 million or 15% with more bearing acres, higher prices, and increased yield. This puts our grape crop close to the record value established in 2005. The freeze of January 2007 resulted in a 45% loss of \$426,000 for avocados, while citrus actually showed a slight increase, despite the freeze damage, due to higher prices in a tighter market.

This report is our yearly opportunity to recognize the growers, shippers, ranchers, and other businesses ancillary to agriculture, which is the largest part of Monterey County's economy. As such, we would like to extend our thanks to the industry for their continued effort to provide vital information that enables the compilation of the Monterey County Crop Report. While we continually strive to improve upon this information, without their assistance, this report would not be possible.

Special recognition for the production of this report goes to Richard Ordonez, Juanita Adame and all the staff who assisted in compiling this information and improving the quality of the report.

Respectfully submitted,

Eric Lauritzen  
Agricultural Commissioner

## Strawberries: America's Favorite Fruit Grown Here on the Central Coast

The Central Coast of California is the best place in the world to grow strawberries. Warm sunny days, cool foggy nights and mild winters combine with rich soils to create perfect growing conditions. Strawberries are the second largest crop in Monterey County, behind leaf lettuce, and nearly 40% of the nation's strawberries are grown right here. Strawberries are second to none given that the majority of people throughout America name strawberries as their favorite fruit.

In California most strawberries are replanted annually on raised beds. The beds are covered with plastic to keep the berries away from the soil and retain soil moisture. Drip irrigation is standard in the strawberry industry, using water in the most efficient way.

Soil preparation typically begins in late summer and extends into fall with the nursery plants going into the ground in November and December. The timing of this planting takes advantage of the rainy season and gives the plants more "chill," which is necessary for better fruit production in the spring. Depending on the weather, the plants begin flowering in March or April and continue to bloom and produce fruit into October. Average annual yield is 36,000 pounds per acre.

Food safety is the first priority for strawberry growers who take pride in growing wholesome, nutritious fruit. In 1998, the California strawberry industry was one of the first produce commodities to develop a crop-specific food safety program. Since that time, the food safety program has been continually revised and updated with additional tools, resources, and workshops for growers added every year.

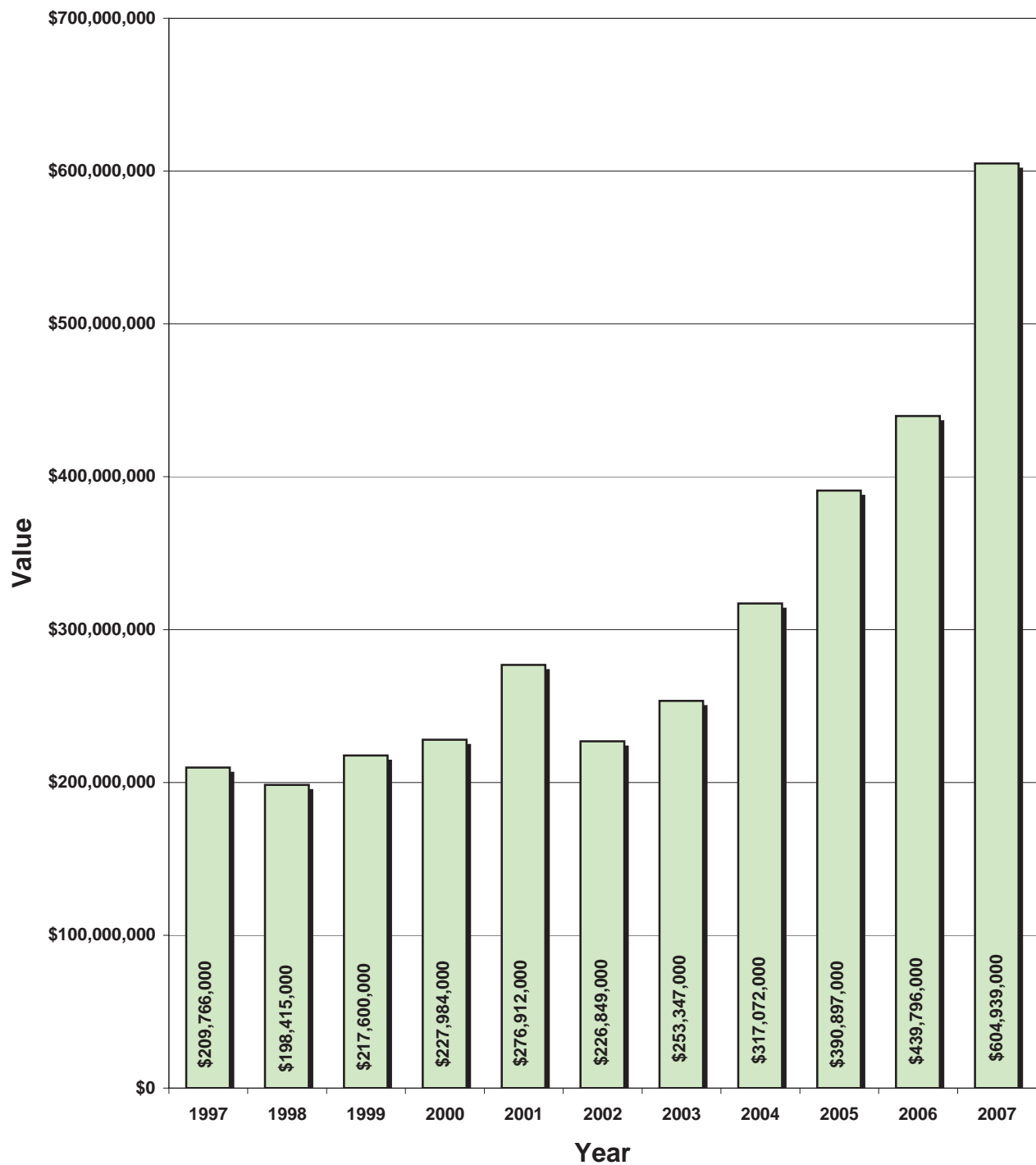
The California strawberry industry has funded research for more than 40 years, much of it here on the Central Coast. This puts strawberry farmers on the cutting edge of progressive farming practices, developing innovative pest management programs, advanced irrigation technologies, and new strawberry varieties. In 2006, the US Environmental Protection Agency recognized the industry's trailblazing efforts with the Stratospheric Ozone Protection Award.

Not only are strawberries a sweet treat, but they are a powerhouse of nutrition too. One serving (about eight strawberries) contains essential vitamins, fiber, potassium, and antioxidants and delivers more Vitamin C than an orange. Research shows that the high antioxidant activity of strawberries helps to reduce inflammation, which can be at the root of cognitive decline and heart disease. There is also some correlation between strawberry consumption and reduced risk of Type 2 diabetes.



While many people associate strawberries with sweet desserts, innovative chefs are now using strawberries in savory dishes, including salads, chutneys, and salsas. Over 200 innovative recipes, as well as old-time favorites, can be found at [www.calstrawberry.com](http://www.calstrawberry.com).

## MONTEREY COUNTY'S VALUE OF STRAWBERRIES



# VEGETABLE CROPS

CROP <sup>1</sup>	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL <sup>2</sup>
ANISE	2007	662	13.94	9,230	TON	\$587.99	\$5,427,000
	2006	600	16.19	9,700	TON	\$541.97	\$5,257,000
ARTICHOKES	2007	7,194	7.65	55,000	TON	1,348.44	74,164,000
	2006	7,242	6.94	50,300	TON	1,402.67	70,554,000
ASPARAGUS	2007	3,505	3.66	12,800	TON	1,432.83	18,340,000
	2006	3,254	3.54	11,500	TON	1,663.60	19,131,000
BOK CHOY	2007	422	19.05	8,040	TON	267.96	2,154,000
	2006	370	19.96	7,400	TON	270.36	2,001,000
BROCCOLI, Fresh	2007	43,073	7.60	327,000	TON	610.29	199,565,000
	2006	38,215	7.56	288,900	TON	602.67	174,111,000
Food Service <sup>3</sup>	2007	N/A	N/A	72,200	TON	593.06	42,819,000
	2006	N/A	N/A	72,100	TON	591.46	42,644,000
Processing <sup>4</sup>	2007	N/A	N/A	34,700	TON	519.47	18,026,000
	2006	N/A	N/A	35,200	TON	501.29	17,645,000
BROCCOLI Total	2007	51,126	N/A	N/A	N/A	N/A	260,410,000
	2006	49,119	N/A	N/A	N/A	N/A	234,400,000
CABBAGE, Fresh	2007	2,968	19.91	59,100	TON	356.92	21,094,000
	2006	2,167	17.86	38,700	TON	374.11	14,480,000
Food Service/Processing	2007	N/A	N/A	37,300	TON	357.53	13,336,000
	2006	N/A	N/A	41,400	TON	317.87	13,160,000
CABBAGE Total	2007	5,141	N/A	N/A	N/A	N/A	34,430,000
	2006	5,234	N/A	N/A	N/A	N/A	27,640,000
CARROTS, Fresh	2007	1,335	20.17	26,900	TON	387.09	10,413,000
	2006	1,304	19.68	25,700	TON	377.45	9,700,000
Food Service	2007	N/A	N/A	40,400	TON	331.71	13,401,000
	2006	N/A	N/A	22,600	TON	321.33	7,262,000
CARROTS, Total	2007	3,342	N/A	N/A	N/A	N/A	23,814,000
	2006	3,459	N/A	N/A	N/A	N/A	16,962,000
CAULIFLOWER, Fresh	2007	14,780	9.15	135,000	TON	667.22	90,075,000
	2006	15,195	8.67	131,700	TON	631.65	83,188,000
Food Service/Processing	2007	N/A	N/A	22,700	TON	588.48	13,358,000
	2006	N/A	N/A	20,200	TON	587.66	11,871,000
CAULIFLOWER Total	2007	17,261	N/A	N/A	N/A	N/A	103,433,000
	2006	17,524	N/A	N/A	N/A	N/A	95,059,000
CELERY, Fresh	2007	9,556	37.59	359,000	TON	302.66	108,655,000
	2006	8,491	39.96	339,200	TON	299.31	101,556,000
Food Service	2007	N/A	N/A	34,300	TON	251.35	8,621,000
	2006	N/A	N/A	31,200	TON	235.98	7,363,000

<sup>1</sup> Organic figures included in totals

<sup>2</sup> Totals may not calculate due to rounding

<sup>3</sup> "Food Service" commodities are destined to be sold to restaurants and foodservice companies for the preparation of meals eaten away from home, sold in larger packages

<sup>4</sup> "Processing" commodities are destined to be processed in a way that substantially alters the raw nature of the product such as freezing, drying or cooking, and does not necessarily include processes such as washing, slicing or chopping.

# VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CELERY, Total	2007	10,468	N/A	N/A	N/A	N/A	\$117,276,000
	2006	9,271	N/A	N/A	N/A	N/A	\$108,919,000
CHARD	2007	763	9.04	6,900	TON	836.17	5,770,000
	2006	701	8.57	6,000	TON	848.73	5,092,000
CILANTRO	2007	784	8.99	7,050	TON	798.64	5,630,000
	2006	763	8.90	6,800	TON	799.72	5,438,000
HERBS <sup>1</sup>	2007	103	6.75	695	TON	1,784.15	1,240,000
	2006	94	6.70	630	TON	1,582.74	997,000
KALE	2007	2,007	11.06	22,200	TON	751.41	16,681,000
	2006	1,999	10.82	21,600	TON	761.01	16,438,000
LEEKs	2007	180	12.72	2,290	TON	1,014.76	2,324,000
	2006	188	12.18	2,300	TON	1,050.82	2,417,000
LETTUCE, Total <sup>2</sup>	2007	153,495	N/A	N/A	N/A	N/A	1,121,905,000
	2006	169,263	N/A	N/A	N/A	N/A	1,074,290,000
MISC. VEGETABLES, Fresh	2007	3,444	6.60	22,700	TON	1,167.61	26,505,000
	2006	3,409	6.39	21,800	TON	1,173.51	25,583,000
Food Service	2007	N/A	N/A	111,000	TON	625.89	69,474,000
	2006	N/A	N/A	111,400	TON	619.07	68,964,000
Processing	2007	N/A	N/A	52,700	TON	412.81	21,755,000
	2006	N/A	N/A	52,900	TON	413.29	21,863,000
MISC. VEGETABLES, Total <sup>3</sup>	2007	24,401	N/A	N/A	N/A	N/A	117,734,000
	2006	23,121	N/A	N/A	N/A	N/A	116,410,000
MUSHROOMS	2007	151	N/A	44,378,000	LBS	1.65	73,224,000
	2006	157	N/A	47,634,000	LBS	1.52	72,404,000
NAPA	2007	514	29.67	15,300	TON	287.43	4,398,000
	2006	641	29.45	18,900	TON	304.08	5,747,000
ONIONS, Dry	2007	1,860	23.00	42,780	TON	239.02	10,225,000
	2006	1,740	21.75	37,800	TON	260.00	9,828,000
ONIONS, Green	2007	1,410	14.64	20,600	TON	1,036.53	21,353,000
	2006	1,357	13.02	17,700	TON	1,020.63	18,065,000
PARSLEY	2007	403	18.73	7,550	TON	667.44	5,039,000
	2006	446	14.86	6,600	TON	749.30	4,945,000
PEAS <sup>4</sup>	2007	1,488	N/A	N/A	TON	N/A	25,547,000
	2006	1,539	N/A	N/A	TON	N/A	23,516,000
PEPPERS <sup>5</sup>	2007	870	18.64	16,200	TON	389.17	6,305,000
	2006	868	21.57	18,700	TON	381.70	7,138,000
RADICCHIO	2007	2,440	4.14	10,000	TON	1,331.67	13,317,000
	2006	2,366	4.13	9,800	TON	1,334.80	13,081,000

<sup>1</sup> Includes Basil, Chervil, Dill, Marjoram, Oregano, Rosemary, Sage and Thyme

<sup>2</sup> See Lettuce Production for detail information, Page 12

<sup>3</sup> Includes Arugula, Beans, Beets, Broccolini, Brussel Sprouts, Cactus Pears, Chicory, Collard Greens, Corn, Cucumbers, Dandelion Greens, Fava Beans, Fennel, Frisee, Garlic, Gourds, Kohlrabi, Mache, Mustard, Potato, Pumpkins and Turnips

<sup>4</sup> Includes Food Service and Processing

<sup>5</sup> Includes Processed Pimentos, Chili and Bell Peppers



# VEGETABLE CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
RADISH	2007	172	14.96	2,570	TON	\$469.04	\$1,205,000
	2006	170	15.10	2,600	TON	\$456.80	\$1,188,000
RAPPINI	2007	3,707	3.76	13,900	TON	1,213.02	16,861,000
	2006	3,730	3.75	14,000	TON	1,225.23	17,153,000
SALAD PRODUCTS	2007	N/A	N/A	276,700	TON	412.25	114,070,000
	2006	N/A	N/A	293,200	TON	415.19	121,734,000
SPINACH, Fresh	2007	8,850	10.78	95,400	TON	917.64	87,543,000
	2006	7,638	11.04	84,300	TON	913.73	77,027,000
Food Service	2007	N/A	N/A	22,200	TON	869.45	19,302,000
	2006	N/A	N/A	22,300	TON	862.96	19,244,000
Value Added <sup>1</sup>	2007	N/A	N/A	26,200	TON	827.58	21,683,000
	2006	N/A	N/A	18,900	TON	794.13	15,009,000
SPINACH, Total	2007	13,339	N/A	N/A	N/A	N/A	128,528,000
	2006	11,369	N/A	N/A	N/A	N/A	111,280,000
SPRING MIX	2007	12,887	9.49	122,000	TON	1,436.68	175,275,000
	2006	12,980	8.73	113,300	TON	1,497.08	169,619,000
SQUASH	2007	308	10.81	3,330	TON	591.37	1,969,000
	2006	305	10.98	3,300	TON	576.13	1,901,000
TOMATOES	2007	658	20.13	13,200	TON	633.07	8,357,000
	2006	654	19.65	12,900	TON	635.45	8,197,000



VEGETABLE CROPS	2007	321,061					\$2,516,405,000
TOTAL ACRES	2006	330,524					\$2,386,801,000

<sup>1</sup> "Value Added" commodities are destined to be sold to consumers to prepare meals at home, and are sold in smaller packages with consumer labeling. Figures do not include additional cost of packaging, or washing, slicing, chopping, mixing, etc.

# FRUIT AND NUT CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
AVOCADOS	2007	221	1.07	237	TON	\$2,160.09	\$512,000
	2006	221	2.82	623	TON	\$1,505.05	\$938,000
CITRUS	2007	1,248	18.83	23,500	TON	693.07	16,287,000
	2006	1,215	28.12	34,200	TON	450.44	15,405,000
GRAPES <sup>1</sup>	2007	39,636	5.64	224,000	TON	1,123.23	251,604,000
	2006	38,165	5.49	210,000	TON	1,038.01	217,983,000
RASPBERRIES	2007	521	12.08	6,290	TON	3,927.78	24,706,000
	2006	508	11.39	5,800	TON	3,854.09	22,354,000
STRAWBERRIES	2007	9,630	34.95	337,000	TON	1,758.33	592,557,000
	2006	9,295	30.85	286,800	TON	1,488.33	426,853,000
Processing	2007	N/A	N/A	24,000	TON	515.90	12,382,000
	2006	N/A	N/A	25,200	TON	513.60	12,943,000
STRAWBERRIES, Total	2007	9,630	N/A	361,000	TON	N/A	604,939,000
	2006	9,295	N/A	311,900	TON	N/A	439,796,000
WALNUTS	2007	410	.94	385	TON	2,240.00	862,000
	2006	400*	1.20	277	TON	1,720.00	476,000
MISC. FRUIT <sup>2</sup>	2007	165	9.05	1,490	TON	1,130.91	1,685,000
	2006	194	10.45	2,030	TON	1,137.01	2,308,000



FRUIT AND NUT CROPS	2007	51,831					\$900,595,000
TOTAL ACRES	2006	49,998*					\$699,260,000

<sup>1</sup> Represents Bearing Acres Only; See Grape Production for detail information Page 13

<sup>2</sup> Includes: Apples, Blackberries, Blueberries, and Kiwi

\*Adjusted figures

## SEED PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN SEED, All	2007	3,043	1.02	3,100	TON	\$1,685.03	\$5,224,000
	2006	3,386	1.06	3,600	TON	\$1,750.69	\$6,302,000
MISC. SEED <sup>1</sup>	2007	1,392	1.99	2,770	TON	762.09	2,111,000
	2006	2,020	2.00	4,040	TON	823.21	3,326,000
SEED CROPS	2007	4,435					\$7,335,000
TOTAL ACRES	2006	5,406					\$9,628,000



## APIARY PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
HONEY	2007	N/A	18,500	LBS	\$0.98	\$18,100
	2006	N/A	20,500	LBS	\$0.98	\$20,000
POLLINATION <sup>2</sup>	2007	266	N/A	COLONY	40.00	10,600
	2006	300	N/A	COLONY	50.00	15,000
WAX	2007	N/A	800	LBS	2.00	1,600
	2006	N/A	900	LBS	1.95	1,800
APIARY	2007					\$30,300
TOTAL	2006					\$36,800

<sup>1</sup> Includes: Barley, Broccoli, Cauliflower, Cucumber, Kale, Pea, Squash and Watermelon

<sup>2</sup> Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Kale, Melon, Onion, Parsley, Pepper, Spinach and Squash.

# LIVESTOCK AND POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
CATTLE & CALVES	2007	46,700	298,000	CWT	\$70.00	\$20,860,000
	2006	45,500	298,000	CWT	\$68.00	\$20,264,000
STOCKER	2007	48,500	117,000	CWT	97.00	11,349,000
	2006	50,000	116,000	CWT	89.00	10,324,000
SHEEP & LAMBS	2007	2,200	3,750	CWT	92.00	345,000
	2006	2,200	3,750	CWT	78.00	293,000
DAIRY COWS	2007	1,400	N/A	HEAD	1,900.00	2,660,000
	2006	1,350	N/A	HEAD	1,850.00	2,498,000
CULL COWS	2007	350	N/A	HEAD	550.00	193,000
	2006	300	N/A	HEAD	575.00	173,000
CALVES	2007	190	N/A	HEAD	75.00	14,300
	2006	170	N/A	HEAD	75.00	13,000
HOGS	2007	1,600	304,000	LBS.	0.45	137,000
	2006	1,600	304,000	LBS	0.49	149,000
MILK, MARKET	2007	N/A	310,000	CWT	18.66	5,785,000
	2006	N/A	296,000	CWT	11.88	3,516,000
WOOL	2007	N/A	18,000	LBS	0.35	6,300
	2006	N/A	18,000	LBS	0.38	6,800
MISC. POULTRY PRODUCTS <sup>1</sup>	2007					1,005,000
	2006					1,030,000



LIVESTOCK & POULTRY	2007					\$42,355,000
TOTAL	2006					\$38,267,000

<sup>1</sup> Includes Fertilizer, Poultry, Eggs, Milk Manufacturing and Hatcheries



# CUT FLOWERS AND CUT FOLIAGE

CROP	YEAR	ACREAGE	PRODUCTION	UNIT	VALUE	TOTAL
			QUANTITY SOLD		PER UNIT	
ALSTROEMERIA	2007	13.16	236,000	PER BUNCH	\$2.00	\$472,000
	2006	14.25	237,900	PER BUNCH	\$2.09	\$497,000
ASIATIC LILLY	2007	4.62	227,000	PER BUNCH	4.22	958,000
	2006	5.40	260,400	PER BUNCH	4.06	1,057,000
CARNATIONS	2007	13.99	5,372,000	PER BLOOM	0.23	1,236,000
	2006	15.14	6,728,000	PER BLOOM	0.19	1,278,000
CHRYSANTHEMUMS	2007	22.74	1,705,000	PER BLOOM	0.49	835,000
	2006	23.81	1,795,000	PER BLOOM	0.56	1,005,000
EUCALYPTUS	2007	77.86	336,000	PER BUNCH	1.60	538,000
	2006	75.19	389,000	PER BUNCH	1.38	537,000
GERBERA	2007	15.69	8,848,000	PER BLOOM	0.36	3,185,000
	2006	15.41	8,079,000	PER BLOOM	0.31	2,504,000
IRIS	2007	19.77	365,000	PER BUNCH	2.80	1,022,000
	2006	21.11	389,400	PER BUNCH	2.06	802,000
MINIATURE CARNATIONS	2007	7.68	250,000	PER BUNCH	1.72	430,000
	2006	7.75	276,000	PER BUNCH	1.65	455,000
MISC. CUT FLOWERS AND CUT FOLIAGE <sup>1</sup>	2007	323.22	19,790,000	VARIOUS	2.26	44,725,000
	2006	369.89	20,010,000	VARIOUS	2.66	53,227,000
ORIENTAL LILLIES	2007	6.75	196,000	PER BUNCH	9.33	1,829,000
	2006	7.39	216,200	PER BUNCH	9.42	2,037,000
ROSES <sup>2</sup>	2007	24.27	9,672,000	PER BLOOM	0.39	3,772,000
	2006	28.56	10,714,000	PER BLOOM	0.36	3,857,000
SNAPDRAGON	2007	20.91	754,000	PER BUNCH	3.43	2,586,000
	2006	20.73	678,000	PER BUNCH	3.02	2,048,000
TULIPS	2007	3.17	64,900	PER BUNCH	3.88	252,000
	2006	3.65	55,800	PER BUNCH	4.33	242,000

CUT FLOWERS AND CUT FOLIAGE TOTAL ACRES	2007	554				\$61,840,000
	2006	608				\$69,546,000

<sup>1</sup> Includes, Acidanthera, Amaranthus, Anemones, Asters, Atriplex, Bulperum, Calendula, Calla Lily, Campanula, Celosia, Coral Bells, Cornflower, Crocosmia, Curly Willow, Dahlias, Delphinium, Ferns, Freesia, Gardenia, Gipsy, Gladiolus, Godetia, Heather, Hydrangea, Kale, Kangaroo Paw, Larkspur, Lavender, Leptospermum, Liaris, Lisianthus, Marigold, Narcissus, Protea, Queen Anne's Lace, Ranunculus, Safflower, Sapnoaria, Scabiosa, Smilax, Statice, Stock, Sunflower, Sweet Peas, Tuberose

<sup>2</sup> Combined figures are Miniature Roses and Standard Roses

# NURSERY PRODUCTS

CROP	YEAR	ACREAGE	PRODUCTION	UNIT	VALUE	
			QUANTITY SOLD		PER UNIT	TOTAL
BEDDING PLANTS	2007	201.77	42,934,000	PER PLANT	\$0.47	\$20,179,000
	2006	202.00	42,075,000	PER PLANT	\$0.46	\$19,355,000
MISC. NURSERY PRODUCTS <sup>1</sup>	2007	470.56	3,733,000	VARIOUS	2.98	11,124,000
	2006	401.80	2,127,000	VARIOUS	3.67	8,870,000
ORCHIDS	2007	93.16	11,584,000	PER PLANT	9.58	110,975,000
	2006	91.65	11,251,000	PER PLANT	9.66	108,685,000
POINSETTIA	2007	61.23	2,125,000	PER PLANT	6.61	14,046,000
	2006	61.75	2,171,000	PER PLANT	5.10	11,072,000
POTTED PLANTS	2007	276.82	23,810,000	PER PLANT	2.74	65,239,000
	2006	279.51	23,592,000	PER PLANT	2.72	64,170,000
PROPAGATIVE MATERIALS	2007	14.61	3,892,000	PER PLANT	0.49	1,907,000
	2006	14.02	4,129,000	PER PLANT	0.45	1,858,000
VEGETABLE TRANSPLANTS	2007	118.88	2,463,986,000	PER PLANT	0.02	49,280,000
	2006	117.87	2,382,384,000	PER PLANT	0.02	47,648,000
WOODY ORNAMENTALS	2007	44.60	1,583,000	PER PLANT	4.76	7,535,000
	2006	46.19	1,678,000	PER PLANT	4.78	8,021,000
NURSERY PRODUCTS	2007	1,281				\$280,285,000
TOTAL ACRES	2006	1,220				\$269,679,000



OVERALL NURSERY	2007	1,835				\$342,125,000
TOTAL ACRES	2006	1,828				\$339,225,000

<sup>1</sup> Includes: Bulbs, Christmas Trees, Corms, Cypress, Euonymus, Ficus, Fruit and Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers and Turf

# FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY, Grain	2007	8,860	1.24	11,000	TON	\$88.00	\$968,000
	2006	11,155	1.19	13,300	TON	\$92.69	\$1,233,000
BEANS <sup>1</sup>	2007	575	1.19	685	TON	1,379.56	945,000
	2006	1,020	2.83	2,900	TON	919.60	2,667,000
HAY, Alfalfa	2007	210	5.00	1,050	TON	210.00	221,000
	2006	1,158	2.46	2,800	TON	138.51	388,000
MISC. FIELD CROPS <sup>2</sup>	2007	2,705	1.94	5,250	TON	118.91	624,000
	2006	2,380	1.86	4,400	TON	100.59	443,000
OATS <sup>3</sup>	2007	3,224	1.99	6,420	TON	114.00	732,000
	2006	3,646	2.01	7,300	TON	116.53	851,000
WHEAT, Grain	2007	1,147	2.21	2,530	TON	116.95	296,000
	2006	1,220	2.20	2,700	TON	118.20	319,000
RANGELAND	2007	1,065,577	N/A	N/A	ACRE	10.00	10,656,000
	2006*	1,066,538	N/A	N/A	ACRE	9.20	9,812,000



FIELD CROPS	2007	1,082,298					\$14,442,000
TOTAL ACRES	2006*	1,087,117					\$15,713,000

<sup>1</sup> Includes: Pintos, Pink, Pinquito, Garbanzo and Lima Beans

<sup>2</sup> Includes: Safflower and Pasture

<sup>3</sup> Includes: Hay Oats and Misc. Oats

\*Adjusted figures

# LETTUCE PRODUCTION ~ DETAIL

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	TOTAL
			PER ACRE	TOTAL		PER UNIT	
HEAD LETTUCE							
SPRING	2007	18,103					
	2006	20,181					
SUMMER	2007	18,869					
	2006	21,747					
FALL	2007	21,915					
	2006	24,079					
NAKED PACK	2007	N/A	N/A	7,949,000	CTN	\$10.43	\$82,908,000
	2006	N/A	N/A	8,620,000	CTN	\$9.11	\$78,528,000
WRAPPED PACK	2007	N/A	N/A	22,428,000	CTN	12.38	277,659,000
	2006	N/A	N/A	21,849,000	CTN	10.75	234,877,000
BULK FOR SHREDDING	2007	N/A	N/A	18,504,000	CTN	8.00	148,032,000
	2006	N/A	N/A	17,402,000	CTN	7.50	130,515,000
HEAD LETTUCE TOTAL	2007	58,887	830	48,881,000	CTN	10.40	508,599,000
	2006	66,007	725	47,871,000	CTN	9.28	443,920,000
LEAF LETTUCE							
BUTTER LEAF LETTUCE	2007	1,785	1,151	2,054,000	CTN	7.29	14,974,000
	2006	1,972	987	1,946,000	CTN	7.74	15,062,000
ENDIVE	2007	539	1,076	580,000	CTN	5.60	3,248,000
	2006	690	1,078	744,000	CTN	5.92	4,404,000
ESCAROLE	2007	287	1,014	291,000	CTN	6.70	1,950,000
	2006	291	977	284,000	CTN	6.01	1,707,000
GREEN LEAF LETTUCE	2007	8,826	1,000	8,826,000	CTN	7.22	63,724,000
	2006	10,996	803	8,830,000	CTN	7.69	67,903,000
RED LEAF LETTUCE	2007	3,196	1,012	3,234,000	CTN	6.94	22,444,000
	2006	4,182	901	3,768,000	CTN	7.55	28,448,000
ROMAINE LETTUCE	2007	30,111	1,230	37,037,000	CTN	8.53	315,926,000
	2006	30,093	1,325	39,873,000	CTN	8.04	320,579,000
LEAF LETTUCE Bulk	2007	N/A	N/A	597,000	TON	320.00	191,040,000
	2006	N/A	N/A	742,000	TON	259.12	192,267,000
LEAF LETTUCE TOTAL	2007	94,608	926	87,600,000	CTN	7.00	613,306,000
	2006	103,256	824	85,125,000	CTN	7.40	630,370,000
LETTUCE CROP TOTALS	2007	153,495		136,481,000	CTN		\$1,121,905,000
	2006	169,263		133,014,000	CTN		\$1,074,290,000



# GRAPE PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEARING ACRES	2007	39,636	5.64	224,000	TON	\$1,123.23	\$251,604,000
BEARING ACRES	2006	38,165	5.49	210,000	TON	\$1,038.01	\$217,983,000
NON BEARING/NOT HARVESTED	2007	3,068					
NON BEARING/NOT HARVESTED	2006	3,144					
TOTAL GRAPE ACRES	2007	42,764					
TOTAL GRAPE ACRES	2006	41,309					

## TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

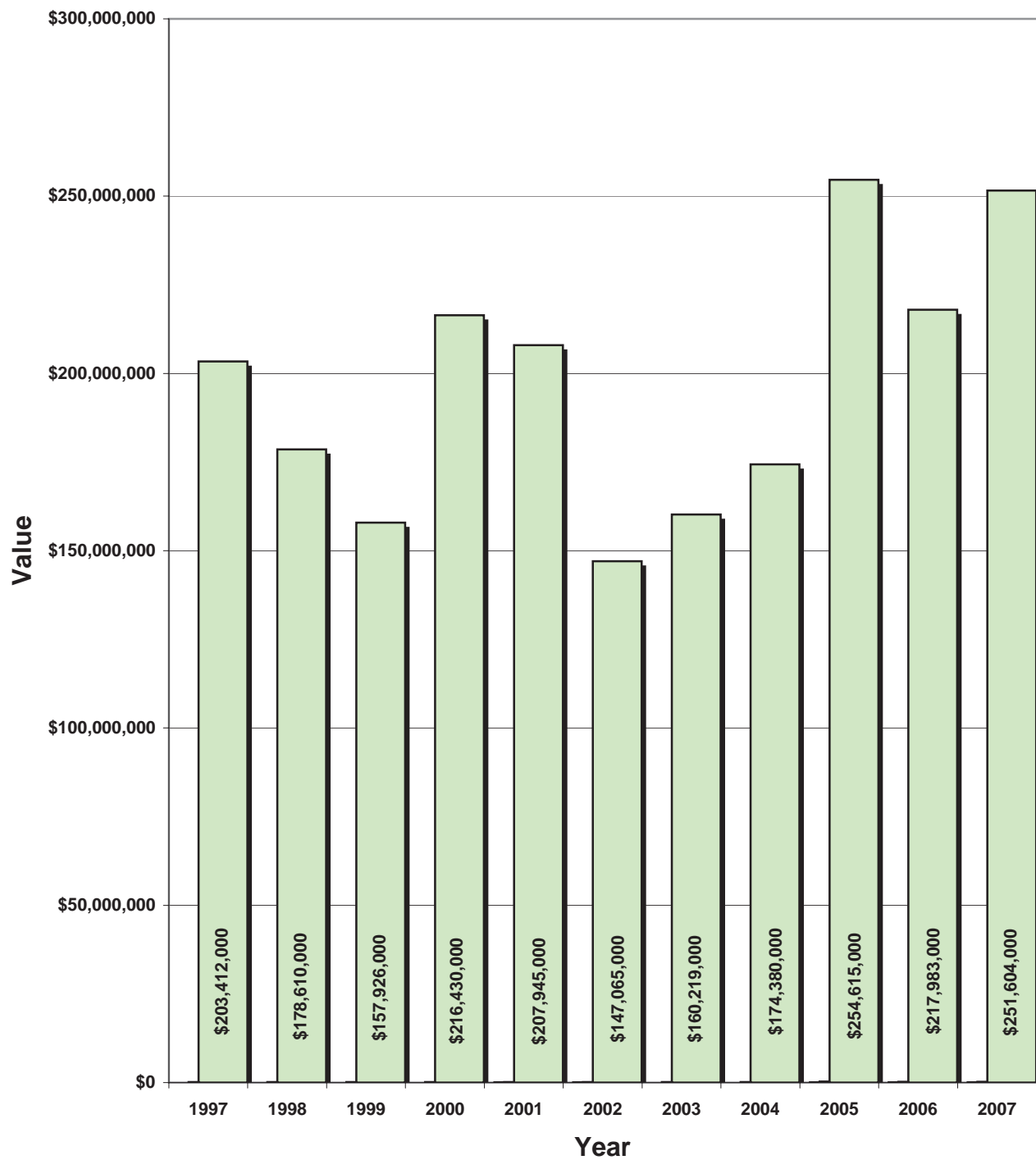
White Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Chardonnay	15,658	\$1,185	72,229	\$85,591,000
Riesling	1,311	\$1,080	10,792	\$11,655,000
Sauvignon Blanc	1,026	\$944	8,007	\$7,559,000
Pinot Grigio	1,055	\$1,169	4,511	\$5,273,000
Gewurztraminer	619	\$969	2,980	\$2,888,000
Chenin Blanc	700	\$575	4,858	\$2,793,000
Viognier	152	\$1,800	505	\$909,000
Muscat Canelli	149	\$1,190	742	\$883,000
Pinot Blanc	100	\$1,107	459	\$508,000
Semillon	55	\$1,261	238	\$300,000
Other Whites <sup>1</sup>	78	\$1,191	241	\$287,000
Roussanne	70	\$1,697	158	\$268,000
Marsanne	18	\$861	152	\$131,000
Albarino	20	\$1,793	62	\$111,000

Red Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Merlot	5,255	\$1,017	39,373	\$40,042,000
Cabernet Sauvignon	4,153	\$951	40,699	\$38,705,000
Pinot Noir	5,663	\$1,806	18,874	\$34,086,000
Syrah/Shiraz	1,577	\$1,029	8,373	\$8,616,000
Cabernet Franc	990	\$958	5,664	\$5,426,000
Zinfandel, Red	189	\$1,060	1,023	\$1,084,000
Petit Verdot	134	\$1,193	843	\$1,006,000
Grenache	147	\$1,490	620	\$924,000
Petite Sirah	192	\$1,165	786	\$916,000
Sangiovese	113	\$1,163	579	\$673,000
Malbec	122	\$973	445	\$433,000
Valdiguie	48	\$800	369	\$295,000
Other Reds <sup>2</sup>	44	\$1,794	130	\$233,000

<sup>1</sup> Grenache Blanc, Loureiro, Muscat Gaillo, Muscat Orange, Treixadura, and Zinfandel

<sup>2</sup> Aleatico, Alicante, Barbera, Dolcetto, Freisa, Mourvedre, Muscat Hamburg, Nebbiolo, Souzao, Tannat and Tempranillo

## MONTEREY COUNTY'S VALUE OF GRAPES



# MONTEREY COUNTY'S MILLION DOLLAR CROPS

2007 CROP RANKING	CROPS	2007 VALUE	2006 CROP RANKING
1	LEAF LETTUCE	\$613,306,000	1
2	STRAWBERRIES	\$604,939,000	3
3	HEAD LETTUCE	\$508,599,000	2
4	NURSERY	\$342,125,000	4
5	BROCCOLI	\$260,410,000	5
6	GRAPES	\$251,604,000	6
7	SPRING MIX	\$175,275,000	7
8	SPINACH	\$128,528,000	10
9	MISC VEGETABLES	\$117,734,000	9
10	CELERY	\$117,276,000	11
11	SALAD PRODUCTS	\$114,070,000	8
12	CAULIFLOWER	\$103,433,000	12
13	ARTICHOKES	\$74,164,000	14
14	MUSHROOMS	\$73,224,000	13
15	CABBAGE	\$34,430,000	16
16	BEEF CATTLE	\$32,209,000	15
17	PEAS	\$25,547,000	17
18	RASPBERRIES	\$24,706,000	18
19	CARROTS	\$23,814,000	22
20	ONIONS, GREEN	\$21,353,000	20
21	ASPARAGUS	\$18,340,000	19
22	RAPPINI	\$16,861,000	21
23	KALE	\$16,681,000	23
24	CITRUS	\$16,287,000	24
25	RADICCHIO	\$13,317,000	25
26	RANGELAND	\$10,656,000	26
27	ONIONS, DRY	\$10,225,000	27
28	DAIRY	\$8,652,000	31
29	TOMATOES	\$8,357,000	29
30	SEEDS	\$7,335,000	28
31	PEPPERS	\$6,305,000	30
32	CHARD	\$5,770,000	35
33	CILANTRO	\$5,630,000	33
34	ANISE	\$5,427,000	34
35	PARSLEY	\$5,039,000	36
36	NAPA	\$4,398,000	32
37	LEEKs	\$2,324,000	37
38	BOK CHOY	\$2,154,000	39
39	SQUASH	\$1,969,000	40
40	MISC FRUIT	\$1,685,000	38
41	HERBS	\$1,240,000	43
42	RADISH	\$1,205,000	41
43	MISC POULTRY	\$1,005,000	42

SUMMARY OF CROP CATEGORIES	2007 TOTAL VALUE	2006 TOTAL VALUE
VEGETABLE CROPS	\$2,516,405,000	\$2,386,801,000
FRUITS & NUTS	\$900,595,000	\$699,260,000
NURSERY CROPS	\$342,125,000	\$339,225,000
LIVESTOCK & POULTRY	\$42,355,000	\$38,267,000
FIELD CROPS	\$14,442,000	\$16,858,000
SEED CROPS	\$7,335,000	\$9,628,000
APIARY	\$30,300	\$37,000
<b>TOTAL</b>	<b>\$3,823,287,300</b>	<b>\$3,490,076,000</b>

# TRENDS OF MAJOR CROPS IN MONTEREY COUNTY

CROP		YEAR		
		1987	1997	2007
ARTICHOKES	ACRE VALUE CPI ADJUSTED \$ <sup>1</sup>	7,660	6,426	7,194
		27,881,000	37,368,000	74,164,000
		50,878,000	48,279,000	74,164,000
BROCCOLI	ACRE VALUE CPI ADJUSTED \$	54,810	56,067	51,126
		115,951,000	225,241,000	260,410,000
		211,589,000	291,009,000	260,410,000
CAULIFLOWER	ACRE VALUE CPI ADJUSTED \$	23,400	19,475	17,261
		74,382,000	116,686,000	103,433,000
		135,734,000	150,757,000	103,433,000
CELERY	ACRE VALUE CPI ADJUSTED \$	6,205	8,478	10,468
		38,196,000	83,100,000	117,276,000
		69,701,000	107,364,000	117,276,000
GRAPES <sup>2</sup>	ACRE VALUE CPI ADJUSTED \$	24,815	28,294	39,636
		40,276,000	203,412,000	251,604,000
		73,496,000	262,806,000	251,604,000
HEAD LETTUCE	ACRE VALUE CPI ADJUSTED \$	68,200	60,847	58,887
		317,359,000	423,653,000	508,599,000
		579,122,000	547,355,000	508,599,000
LEAF LETTUCE	ACRE VALUE CPI ADJUSTED \$	11,594	37,569	94,608
		49,370,000	213,180,000	613,306,000
		90,091,000	275,426,000	613,306,000
MUSHROOMS	ACRE VALUE CPI ADJUSTED \$	40,458,000 lbs.	42,652,000 lbs.	44,378,000 lbs.
		39,244,000	52,183,000	73,224,000
		71,613,000	67,420,000	73,224,000
NURSERY PRODUCTS	ACRE VALUE CPI ADJUSTED \$	1,131	2,789	1,835
		86,750,000	134,804,000	342,125,000
		158,303,000	174,165,000	342,125,000
SPINACH	ACRE VALUE CPI ADJUSTED \$	2,225	10,436	13,339
		4,575,000	49,103,000	128,528,000
		8,349,000	63,441,000	128,528,000
STRAWBERRIES	ACRE VALUE CPI ADJUSTED \$	4,065	6,996	9,630
		106,589,000	209,766,000	604,939,000
		195,505,000	271,016,000	604,939,000

TOTAL	ACRE VALUE CPI ADJUSTED \$	204,105	237,377	303,984
		900,573,000	1,748,496,000	3,077,608,000
		1,644,381,000	2,259,038,000	3,077,608,000

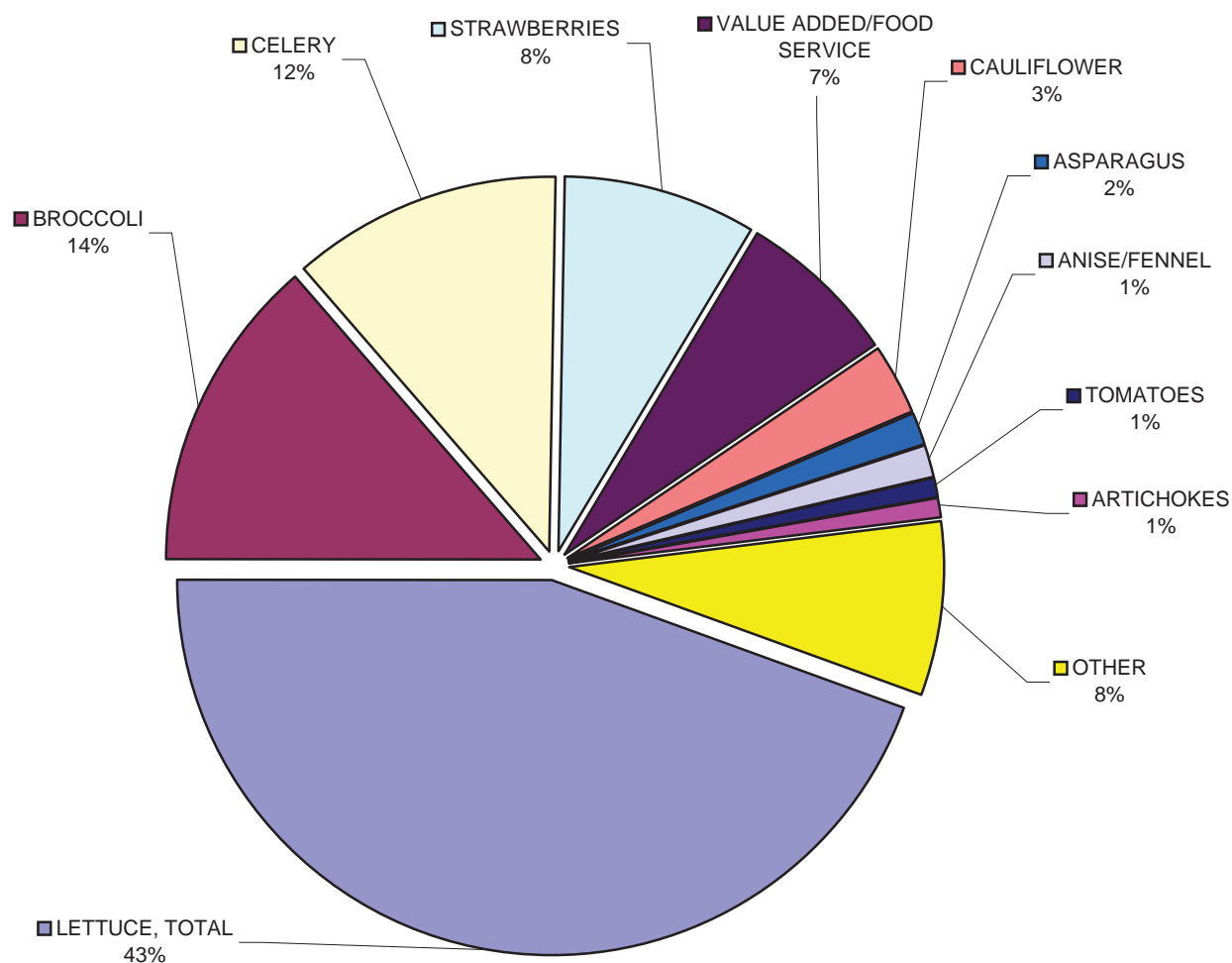
<sup>1</sup> Consumer Price Index Conversion Factors from <http://oregonstate.edu/cia/polisci/faculty-research/sahr/infoc117742007.pdf>  
<sup>2</sup> Represents Bearing Acres Only



# MONTEREY COUNTY'S AGRICULTURAL EXPORTS TRADE PARTNERS

Country	2007 Total Lbs.	2006 Total Lbs.
Australia	1,343,505	436,586
Bahamas	3,322,317	5,466,566
Bosnia and Herzegovina	43,360	-
Canada	312,413,267	340,647,377
Chile	20,197	10,594
EUN	5,133,370	4,418,327
French Polynesia	42,270	108,604
Guam	980,266	899,277
Guatemala	43,077	321,406
Hong Kong	9,371,465	14,312,786
Indonesia	32,364	104,348
Jamaica	248,427	61,820
Japan	66,405,824	71,514,915
Kuwait	178,149	2,072,992
Malaysia	721,200	1,032,482
Mexico	47,134,484	41,294,363
New Zealand	274,876	205,442
Norway	-	4,860
Panama	285,178	81,281
Philippines	102,624	160,510
Puerto Rico	2,541,285	1,312,971
Republic of China	1,639,758	1,977,144
Republic of Korea	1,093,420	1,014,523
Saudi Arabia	100,512	199,206
Singapore	12,524,090	11,873,544
Taiwan	69,259,905	75,965,149
Thailand	13,632	38,917
United Arab Emirates	7,688	137,484

# MONTEREY COUNTY'S PRODUCE EXPORTS BY COMMODITY



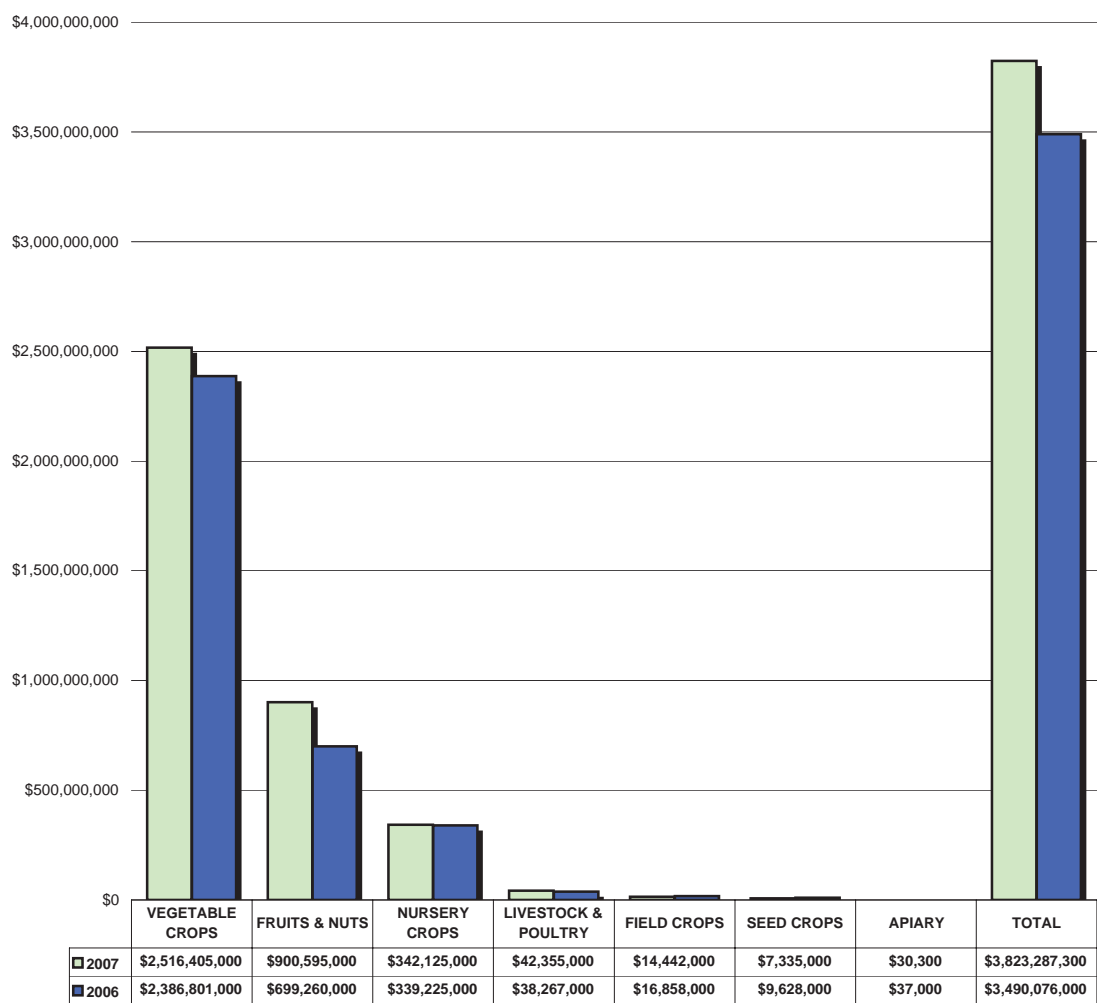
## 2007 Exported Commodities

Lettuce, Total	236,257,393 lbs.
Broccoli	72,516,226 lbs.
Celery	61,992,444 lbs.
Strawberries	44,302,011 lbs.
Food Service	36,040,375 lbs.
Cauliflower	16,380,458 lbs.
Asparagus	8,285,809 lbs.
Anise/Fennel	6,222,548 lbs.
Tomatoes	5,128,909 lbs.
Artichokes	3,968,831 lbs.
Other	40,264,352 lbs.
<b>Total</b>	<b>531,359,356 lbs.</b>

## 2006 Exported Commodities

Lettuce, Total	224,142,481 lbs.
Broccoli	118,214,425 lbs.
Celery	65,862,980 lbs.
Strawberries	48,078,821 lbs.
Food Service	29,212,846 lbs.
Cauliflower	25,329,527 lbs.
Anise/Fennel	8,151,086 lbs.
Asparagus	6,717,652 lbs.
Carrots	6,541,454 lbs.
Tomatoes	5,753,043 lbs.
Other	51,937,503 lbs.
<b>Total</b>	<b>589,941,818 lbs.</b>

# MONTEREY COUNTY'S GROSS PRODUCTION VALUES



# SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

## PEST

## AGENT / MECHANISM

## SCOPE OF PROGRAM<sup>1</sup>

### COUNTY BIOLOGICAL CONTROL

Yellow Starthistle*, <i>Centaurea solstitialis</i>	Seedhead weevils/fly, <i>Bangasternus orientalis</i> , <i>Eustenopus villosus</i> <i>Urophora sirunaseva</i> , <i>Larinus curtus</i> , Starthistle rust, <i>Puccinia jacea</i> var. <i>solstitialis</i>	48 sites
Italian Thistle, <i>Carduus</i> spp.	Seedhead weevil, <i>Rhinocyllus conicus</i>	General Distribution
Russian Thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora</i> spp	7 sites
Puncture Vine, <i>Tribulus terrestris</i>	Stem & Seed weevils, and <i>Microlepidopterus</i> spp.	General and Local Distribution
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1 site
Ash Whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General Distribution

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

### PEST ERADICATION

Scotch Thistle, <i>Onopordum acanthium</i>	Mechanical/Chemical	One Infestation
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/Chemical	Two Infestations
Puna Grass, <i>Achnatherum brachychaetum</i>	Mechanical/Chemical	Eight Infestations
Dalmatian Toadflax, <i>Linaria genistifolia</i>	Mechanical/Chemical	One infestation
Diffuse Knapweed, <i>Centaurea diffusa</i>	Mechanical/Chemical	One infestation

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 DETECTION/EXCLUSION

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 pests before they become established over an area so large that eradication is no longer biologically or economically feasible. Pest exclusion refers to the process of denying entry of pests into an area by routine inspection of incoming plant shipments and rejection of infested material. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PEST	INSECT HOSTS	NO. OF TRAP SERVICINGS
Medfly	Fruit Trees	2976
Melon Fruit Fly	Vegetable Gardens	793
Mexican Fruit Fly	Fruit Trees	1965
Oriental Fruit Fly	Fruit Trees	1131
Misc. Fruit Flies	Fruits and Vegetables	727
European Pine Shoot Moth	Monterey Pine	13
European Corn Borer	Grains and Vegetables	44
Gypsy Moth	Shade Trees	1386
Japanese Beetle	Turf, Roses	744
Nantucket Pine Tip Moth	Monterey Pine	57
Trogoderma Beetle	High Hazard Commodities	35
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	879
Light Brown Apple Moth	Ornamental/Commercial Crops	1412

Pest detection trapping activities accounted for 7,405.8 hours, with a total of 13,043 trap services being made. Forty-seven hours were applied to inspecting 93 commercial crop sites of 14.4 net acres/1,020 gross acres. Five calls to residences were made for investigation of suspect reports and 57 hours were utilized on inspection/identification of public-reported pests. Twenty-three high hazard locations were inspected and 778 miles of entryways surveyed, accounting for 82.5 and 94.5 hours respectively. Special surveys were made for exotic aquatic weeds, Africanized honeybee, *Diaprepes* weevil, Citrus greening disease, sudden oak death disease, mint beetle, and glassy-winged sharpshooter.

### ORGANIC FARMING

One hundred eleven farms, totaling 17,653 acres, were registered in Monterey County in 2007. 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 value of organic production in Monterey County during 2007 was \$226,843,000. This compares with 2006 when we had 17,357 acres and \$226,465,742 in value.

<sup>1</sup> Represents total number of individual sites, plants, etc. incorporated in program effort (surveys, collection, releases, etc.)



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