

Spring 6-11-2016

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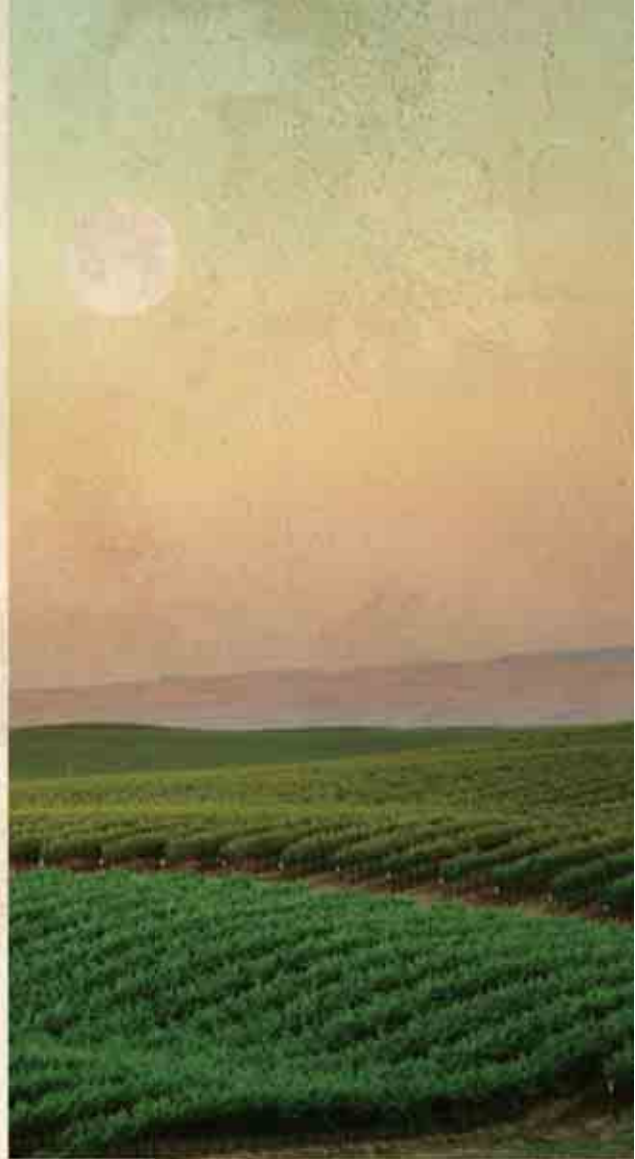
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Monterey County
Crop Report



2008



Monterey County Agricultural Commissioner's Office

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In Memory of Steve Olmsted

5/6/52 – 3/3/09

This year's crop report is dedicated to the memory of Steve Olmsted. Steve worked for the Department as an Agricultural Inspector/Biologist for twelve years, until his untimely death this year. Prior to coming to live in

Salinas, Steve worked for the California Department of Food and Agriculture. Steve worked in the Quarantine Unit and his primary duties included the nursery program and export certification. His contributions to the Department will always be appreciated, and he is missed by all who knew him.



MONTEREY COUNTY



AGRICULTURAL COMMISSIONER

ERIC LAURITZEN
AGRICULTURAL COMMISSIONER

1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901
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A.G. Kawamura, Secretary
California Department of Food & Agriculture

and

The Honorable Board of Supervisors of Monterey County

Fernando Armenta	1 st District
Louis Calcagno	2 nd District, Chairman
Simón Salinas	3 rd District
Jane Parker	4 th District
Dave Potter	5 th District

It is a pleasure to present the 2008 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 one tenth of a percent over 2007. Production values across the board were a mixed lot, with some commodities showing modest increases, and others showing declines. Leaf lettuce was up 6% and head lettuce was down 9%. The strawberry crop retained its #2 ranking and widened its margin over head lettuce by making a 2% gain. Other crops showing increases were broccoli (6%), miscellaneous vegetables (5%), spinach (2%), peas (19%), green onions (27%), and citrus (35%). Crops showing decreases were nursery (-5%), grapes (-5%), spring mix (-2%), salad products (-8%), cauliflower (-2%), and artichokes (-10%). Dairy was also down, with one of the three remaining dairies going out of business. This necessitates the elimination of individual dairy categories in the crop report to protect individual business information.

While the overall production value is relatively flat over the previous year, it is always 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. 2008 was a year of high prices for petroleum products, which significantly raised the cost of many necessary inputs such as fuel, fertilizer and packaging, as well as transportation costs. Growers have little control over input costs, or market prices. The fact that the gross value of agriculture did not decline reflects positively on the diversity and importance of our agricultural industry.

This year's crop report features the wine grape industry, and we want to recognize the Monterey County Vintners and Growers Association for their contributions to this report and for the service they provide to their growers. While some of the other major wine grape producing counties saw steeper declines in production due to weather conditions, growers in Monterey County were less affected. Our production was down somewhat and prices were up slightly to result in an overall 5% drop in value from 2007. Still, the total value of wine grapes at \$238,366,000 is within 7% of the record value established in 2005.

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, Nora Carlton and all the staff who assisted in compiling this information and improving the quality of the report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric Lauritzen".

Eric Lauritzen
Agricultural Commissioner

Monterey County Winegrowing: Two Hundred Years and Counting



Monterey County boasts one of the most dramatic meetings of land and sea on Earth. And these same scenic elements that make Monterey among the world's favorite vacation destinations also combine to create conditions perfect for growing wine grapes.

In the late 1700s, Father Serra's missionaries made their way north from "New Spain." Locally the Mission Trail sprang up, with outposts at Monterey, Carmel, San Antonio, and Soledad. The priests and the soldiers brought with them many new crops, including the precious grapevines they planted to produce sacramental wine. For more than two hundred years, wine grapes have been cultivated in the region. And from those humble beginnings, Monterey "winegrowing" has become a serious player on the national and international stage, as well as an important, multi-million dollar component of the local agribusiness economy.

Today, wines listing Monterey County on the label as their source are among the world's finest. In very few places will you find such an optimum synthesis of location, soil, and climate - the raw materials necessary to every successful vineyard. It is impossible for even the most talented vintner to craft a great wine without first having truly great grapes to work with. Whether from Bordeaux, Burgundy, Australia, or California, the one common theme in every world-class wine is their "sense of place." The French term this reflection of locale "*terroir*,"

literally “ground or soil.” Simply put, it means that the wine’s character directly reflects the place it was grown.

In Monterey County, after five plus decades of commercial winegrowing, certain areas and microclimates have been identified as being uniquely suited to raising specific grapes. The Federal government officially sanctions the effort to identify truly one-of-a-kind winegrowing districts through its system of “American Viticultural Areas” or “AVAs.” When appearing on a label, these legal place names impart to the consumer important information and guarantees about the wine’s origin. These American Viticultural Areas can be fairly large and broad, like “Monterey.” Or they can be very small in size and focus, such as our local “Chalone” AVA, encompassing only a few vineyards. But for every winemaker, the very building blocks of their craft begin with where the grapes are grown. Monterey County now encompasses eight smaller AVAs, in addition to the larger, overall “Monterey” appellation: Arroyo Seco, Carmel Valley, Chalone, Hames Valley, San Antonio Valley, San Bernabe, San Lucas, and Santa Lucia Highlands. Each boasts its own soils, climate, and topography, dictating different grape varieties and wine styles.

In partnership with the importance of “site” in winegrowing is the human factor. Monterey County has long been home to viticultural pioneers and innovators. The vineyards of the area are one huge laboratory, with new industry standards constantly being set in every aspect of grape farming – from trellising and irrigation, to row spacing and clonal selection. “Going Green” may be a current catch phrase but in our region’s vineyards, it has long been standard operating procedure. Before it was fashionable, many of our local winegrowers were early proponents of careful, conscientious farming practices and protocols. Whether employing organic, biodynamic, or sustainable systems, every Monterey County winegrower is farming for the future, as well as the present.

With this perfect marriage of location and people, it is no wonder that our vineyards have earned a renown that drives higher prices per ton at harvest and generates millions of dollars in wine sales, tourism, and employment. Monterey County winegrowing is the very essence of this incredibly beautiful region deliciously captured in a bottle.

The Monterey County Vintner and Growers Association is the voice of our winegrowing industry, representing the majority of the county’s vineyards and vintners on matters from grape growing techniques to public policy to tourism to education. A sampling of the beautiful vineyards and MCVGA members are featured on the cover – magnificent properties such as J Lohr Vineyards & Wines, Hahn Estates, San Bernabe Vineyards, Paraiso Vineyards, and Scheid Vineyards. MCVGA’s online home is www.montereywines.org



Vegetable Crops

CROP ¹	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER	
			PER ACRE	TOTAL		UNIT	TOTAL ²
Anise	2008	638	14.16	9,030	ton	\$598.38	\$5,403,000
	2007	662	13.94	9,230	ton	\$587.99	\$5,427,000
Artichokes	2008	5,993	8.04	48,200	ton	\$1,382.61	\$66,642,000
	2007	7,194	7.65	55,000	ton	\$1,348.44	\$74,164,000
Asparagus	2008	4,064	3.27	13,300	ton	\$1,509.27	\$20,073,000
	2007	3,505	3.66	12,800	ton	\$1,432.83	\$18,340,000
Bok Choy	2008	430	19.07	8,200	ton	\$266.29	\$2,184,000
	2007	422	19.05	8,040	ton	\$267.96	\$2,154,000
Broccoli, Fresh	2008	43,218	7.70	333,000	ton	\$638.76	\$212,707,000
	2007	43,073	7.60	327,000	ton	\$610.29	\$199,565,000
Food Service ³	2008	N/A	N/A	75,100	ton	\$598.86	\$44,974,000
	2007	N/A	N/A	72,200	ton	\$593.06	\$42,819,000
Processing ⁴	2008	N/A	N/A	35,000	ton	\$526.53	\$18,429,000
	2007	N/A	N/A	34,700	ton	\$519.47	\$18,026,000
Broccoli, Total	2008	52,516	N/A	N/A	N/A	N/A	\$276,110,000
	2007	51,126	N/A	N/A	N/A	N/A	\$260,410,000
Cabbage, Fresh	2008	3,169	19.75	62,600	ton	\$365.83	\$22,901,000
	2007	2,968	19.91	59,100	ton	\$356.92	\$21,094,000
Food Service/ Processing	2008	N/A	N/A	38,100	ton	\$324.64	\$12,369,000
	2007	N/A	N/A	37,300	ton	\$357.53	\$13,336,000
Cabbage, Total	2008	5,098	N/A	N/A	N/A	N/A	\$35,270,000
	2007	5,141	N/A	N/A	N/A	N/A	\$34,430,000
Carrots, Fresh	2008	1,588	20.52	32,600	ton	\$389.13	\$12,686,000
	2007	1,335	20.17	26,900	ton	\$387.09	\$10,413,000
Food Service	2008	N/A	N/A	32,300	ton	\$347.67	\$11,230,000
	2007	N/A	N/A	40,400	ton	\$331.71	\$13,401,000
Carrots, Total	2008	3,162	N/A	N/A	N/A	N/A	\$23,916,000
	2007	3,342	N/A	N/A	N/A	N/A	\$23,814,000
Cauliflower, Fresh	2008	14,290	9.08	130,000	ton	\$678.69	\$88,230,000
	2007	14,780	9.15	135,000	ton	\$667.22	\$90,075,000
Food Service/ Processing	2008	N/A	N/A	22,100	ton	\$598.96	\$13,237,000
	2007	N/A	N/A	22,700	ton	\$588.48	\$13,358,000
Cauliflower, Total	2008	16,723	N/A	N/A	N/A	N/A	\$101,467,000
	2007	17,261	N/A	N/A	N/A	N/A	\$103,433,000

¹ Organic figures included in totals

² Totals may not calculate due to rounding

³ "Food Service" commodities are destined to be sold to restaurants and food service companies for the preparation of meals eaten away from home, sold in larger packages

⁴ "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	
			PER ACRE	TOTAL		UNIT	TOTAL
Celery, Fresh	2008	9,512	37.62	358,000	ton	\$313.92	\$112,383,000
	2007	9,556	37.59	359,000	ton	\$302.66	\$108,655,000
Food Service	2008	N/A	N/A	33,600	ton	\$266.68	\$8,960,000
	2007	N/A	N/A	34,300	ton	\$251.35	\$8,621,000
Celery, Total	2008	10,405	N/A	N/A	N/A	N/A	\$121,343,000
	2007	10,468	N/A	N/A	N/A	N/A	\$117,276,000
Chard	2008	767	9.27	7,100	ton	\$845.54	\$6,003,000
	2007	763	9.04	6,900	ton	\$836.17	\$5,770,000
Cilantro	2008	877	8.69	7,620	ton	\$806.75	\$6,147,000
	2007	784	8.99	7,050	ton	\$798.64	\$5,630,000
Herbs⁵	2008	102	6.60	673	ton	\$1,832.35	\$1,233,000
	2007	103	6.75	695	ton	\$1,784.15	\$1,240,000
Kale	2008	2,013	11.18	22,500	ton	\$762.09	\$17,147,000
	2007	2,007	11.06	22,200	ton	\$751.41	\$16,681,000
Leeks	2008	185	12.85	2,380	ton	\$1,185.53	\$2,822,000
	2007	180	12.72	2,290	ton	\$1,014.76	\$2,324,000
Lettuce, Total⁶	2008	150,246	N/A	N/A	N/A	N/A	\$1,112,108,000
	2007	153,495	N/A	N/A	N/A	N/A	\$1,121,905,000
Misc. Vegetables, Fresh⁷	2008	3,358	6.69	22,500	ton	\$1,180.96	\$26,572,000
	2007	3,444	6.60	22,700	ton	\$1,167.61	\$26,505,000
Food Service	2008	N/A	N/A	119,000	ton	\$629.64	\$74,927,000
	2007	N/A	N/A	111,000	ton	\$625.89	\$69,474,000
Processing	2008	N/A	N/A	53,100	ton	\$415.46	\$22,061,000
	2007	N/A	N/A	52,700	ton	\$412.81	\$21,755,000
Misc. Vegetables, Total	2008	26,724	N/A	N/A	N/A	N/A	\$123,560,000
	2007	24,401	N/A	N/A	N/A	N/A	\$117,734,000
Mushrooms	2008	150	N/A	44,084,000	lbs	\$1.63	\$71,857,000
	2007	151	N/A	44,378,000	lbs	\$1.65	\$73,224,000
Napa	2008	500	29.73	14,900	ton	\$311.93	\$4,648,000
	2007	514	29.67	15,300	ton	\$287.43	\$4,398,000
Onions, Dry	2008	2,091	25.01	52,300	ton	\$200.87	\$10,506,000
	2007	1,860	23.00	42,780	ton	\$239.02	\$10,225,000
Onions, Green	2008	1,396	15.02	21,000	ton	\$1,288.60	\$27,061,000
	2007	1,410	14.64	20,600	ton	\$1,036.53	\$21,353,000
Parsley	2008	450	18.50	8,330	ton	\$712.20	\$5,933,000
	2007	403	18.73	7,550	ton	\$667.44	\$5,039,000

⁵ Includes: Basil, Chervil, Dill, Marjoram, Oregano, Rosemary, Sage, and Thyme

⁶ See Lettuce Production for detail information, Page 13

⁷ Includes: Arugula, Beans, Beets, Broccolini, Brussel Sprouts, Cactus Pears, Cardone, Chicory, Collard Greens, Corn, Cucumbers, Dandelion Greens, Fava Beans, Fennel, Frisee, Garlic, Kohlrabi, Mache, Mustard, Potato, Pumpkins, and Turnips

Vegetable Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Peas ⁸	2008	1,803	N/A	N/A	N/A	N/A	\$30,471,000
	2007	1,488	N/A	N/A	N/A	N/A	\$25,547,000
Peppers ⁹	2008	874	18.31	16,000	ton	\$392.46	\$6,279,000
	2007	870	18.64	16,200	ton	\$389.17	\$6,305,000
Radicchio	2008	2,412	4.11	9,910	ton	\$1,364.12	\$13,518,000
	2007	2,440	4.14	10,000	ton	\$1,331.67	\$13,317,000
Radish	2008	159	14.92	2,370	ton	\$474.13	\$1,124,000
	2007	172	14.96	2,570	ton	\$469.04	\$1,205,000
Rappini	2008	3,437	3.72	12,800	ton	\$1,453.53	\$18,605,000
	2007	3,707	3.76	13,900	ton	\$1,213.02	\$16,861,000
Salad Products	2008	N/A	N/A	251,600	ton	\$416.27	\$104,734,000
	2007	N/A	N/A	276,700	ton	\$412.25	\$114,070,000
Spinach, Fresh	2008	8,901	10.73	95,500	ton	\$925.02	\$88,339,000
	2007	8,850	10.78	95,400	ton	\$917.64	\$87,543,000
Food Service	2008	N/A	N/A	22,100	ton	\$862.91	\$19,070,000
	2007	N/A	N/A	22,200	ton	\$869.45	\$19,302,000
Value Added ¹⁰	2008	N/A	N/A	27,200	ton	\$867.46	\$23,595,000
	2007	N/A	N/A	26,200	ton	\$827.58	\$21,683,000
Spinach, Total	2008	13,495	N/A	N/A	N/A	N/A	\$131,004,000
	2007	13,339	N/A	N/A	N/A	N/A	\$128,528,000
Spring Mix	2008	12,901	9.40	121,000	ton	\$1,424.68	\$172,386,000
	2007	12,887	9.49	122,000	ton	\$1,436.68	\$175,275,000
Squash	2008	300	10.59	3,170	ton	\$603.85	\$1,914,000
	2007	308	10.81	3,330	ton	\$591.37	\$1,969,000
Tomatoes	2008	695	20.02	13,900	ton	\$676.86	\$9,408,000
	2007	658	20.13	13,200	ton	\$633.07	\$8,357,000
Vegetable Crops	2008	320,606					\$2,530,876,000
TOTAL ACRES	2007	321,061					\$2,516,405,000



Includes: Food Service and Processing

Includes: Chili and Bell Peppers

¹ "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 & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER UNIT	
			PER ACRE	TOTAL		UNIT	TOTAL
Avocados	2008	221	1.58	350	ton	\$1,948.01	\$682,000
	2007	221	1.07	237	ton	\$2,160.09	\$512,000
Citrus	2008	1,215	27.52	33,400	ton	\$659.89	\$22,040,000
	2007	1,248	18.83	23,500	ton	\$693.07	\$16,287,000
Grapes ¹	2008	40,144	5.01	201,000	ton	\$1,185.90	\$238,366,000
	2007	39,636	5.64	224,000	ton	\$1,123.23	\$251,604,000
Raspberries	2008	515	11.98	6,170	ton	\$3,909.93	\$24,124,000
	2007	521	12.08	6,290	ton	\$3,927.78	\$24,706,000
Strawberries	2008	10,449	32.39	338,000	ton	\$1,776.67	\$600,514,000
	2007	9,630	34.95	337,000	ton	\$1,758.33	\$592,557,000
Processing	2008	N/A	N/A	31,000	ton	\$604.95	\$18,753,000
	2007	N/A	N/A	24,000	ton	\$515.90	\$12,382,000
Strawberries, Total	2008	10,449	N/A	369,000	ton	N/A	\$619,267,000
	2007	9,630	N/A	361,000	ton	N/A	\$604,939,000
Walnuts	2008	466	0.93	432	ton	\$1,147.20	\$496,000
	2007	410	0.94	385	ton	\$2,240.00	\$862,000
Misc. Fruit ²	2008	195	8.34	1,630	ton	\$1,068.85	\$1,742,000
	2007	165	9.05	1,490	ton	\$1,130.91	\$1,685,000
Fruit & Nut Crops	2008	53,205					\$906,717,000
TOTAL ACRES	2007	51,831					\$900,595,000



¹ Represents Bearing Acres only; See Grape Production for detail information, Page 14

² Includes: Apples, Blackberries, Blueberries, Kiwi, and Olives



Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed, All	2008	3,557	0.92	3,290	ton	\$1,732.73	\$5,701,000
	2007	3,043	1.02	3,100	ton	\$1,685.03	\$5,224,000
Misc. Seed ¹	2008	1,438	2.47	3,550	ton	\$749.79	\$2,662,000
	2007	1,392	1.99	2,770	ton	\$762.09	\$2,111,000
Seed Production	2008	4,995					\$8,363,000
TOTAL ACRES	2007	4,435					\$7,335,000



Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2008	N/A	19,980	lbs	\$1.25	\$25,000
	2007	N/A	18,500	lbs	\$0.98	\$18,100
Pollination ²	2008	266	N/A	colony	\$44.00	\$11,700
	2007	266	N/A	colony	\$40.00	\$10,600
Wax	2008	N/A	860	lbs	\$2.20	\$1,890
	2007	N/A	800	lbs	\$2.00	\$1,600
Apiary Production	2008					\$38,600
TOTAL ACRES	2007					\$30,300

¹ Includes: Barley, Beans, Broccoli, Cauliflower, Celery, Oats, Peas, Radish, Rapeseed, Rye, Soybean, and Wheat

² Crops Pollinated: Apple, Broccoli, Caneberries, Carrot, Cauliflower, Kale, Melon, Onion, Parsley, Pepper, Spinach, and Squash



Livestock & Poultry

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2008	44,200	282,000	cwt	\$72.00	\$20,304,000
	2007	46,700	298,000	cwt	\$70.00	\$20,860,000
Stocker	2008	43,500	105,000	cwt	\$96.00	\$10,080,000
	2007	48,500	117,000	cwt	\$97.00	\$11,349,000
Sheeps & Lambs	2008	2,200	3,750	cwt	\$91.00	\$341,000
	2007	2,200	3,750	cwt	\$92.00	\$345,000
Hogs	2008	1,300	247,000	lbs	\$0.49	\$121,000
	2007	1,600	304,000	lbs	\$0.45	\$137,000
Wool	2008	N/A	18,000	lbs	\$0.35	\$6,300
	2007	N/A	18,000	lbs	\$0.35	\$6,300
Misc. Livestock ¹ & Poultry ² Products	2008					\$9,383,000
	2007					\$9,657,000
Livestock & Poultry TOTAL	2008					\$40,235,000
	2007					\$42,355,000



¹ Includes: Calves; Cull Cows; Dairy Cows; Milk Manufacturing; and Milk, Market

² Includes: Eggs, Fertilizer, Hatcheries, and Poultry



Cut Flowers & Cut Foliage

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2008	8.44	151,000	per bunch	\$1.86	\$281,000
	2007	13.16	236,000	per bunch	\$2.00	\$472,000
Asiatic Lily	2008	3.64	171,000	per bunch	\$4.15	\$710,000
	2007	4.62	227,000	per bunch	\$4.22	\$958,000
Carnations	2008	14.14	5,429,000	per bloom	\$0.29	\$1,574,000
	2007	13.99	5,372,000	per bloom	\$0.23	\$1,236,000
Chrysanthemums	2008	23.81	1,956,000	per bloom	\$0.41	\$802,000
	2007	22.74	1,705,000	per bloom	\$0.49	\$835,000
Eucalyptus	2008	78.57	340,000	per bunch	\$1.59	\$541,000
	2007	77.86	336,000	per bunch	\$1.60	\$538,000
Gerbera	2008	11.43	6,720,000	per bloom	\$0.32	\$2,150,000
	2007	15.69	8,848,000	per bloom	\$0.36	\$3,185,000
Iris	2008	15.94	294,000	per bunch	\$2.41	\$709,000
	2007	19.77	365,000	per bunch	\$2.80	\$1,022,000
Miniature Carnations	2008	6.80	208,000	per bunch	\$1.75	\$364,000
	2007	7.68	250,000	per bunch	\$1.72	\$430,000
Misc. Cut Flowers & Cut Foliage ¹	2008	304.47	18,632,000	various	\$2.01	\$37,450,000
	2007	323.22	19,790,000	various	\$2.26	\$44,725,000
Oriental Lilies	2008	5.68	158,000	per bunch	\$10.08	\$1,593,000
	2007	6.75	196,000	per bunch	\$9.33	\$1,829,000
Roses ²	2008	14.04	8,209,000	per bloom	\$0.31	\$2,545,000
	2007*	24.27	9,672,000	per bloom	\$0.39	\$3,772,000
Snapdragon	2008	20.13	688,000	per bunch	\$3.40	\$2,339,000
	2007	20.91	754,000	per bunch	\$3.43	\$2,586,000
Tulips	2008	3.00	64,800	per bunch	\$3.99	\$259,000
	2007	3.17	64,900	per bunch	\$3.88	\$252,000
Cut Flowers & Cut Foliage	2008	510				\$51,317,000
TOTAL ACRES	2007	554				\$61,840,000

¹ Includes: Acidanthera, Agapanthus, Agrostemma, Amaranthus, Anemones, Asters, Atriplex, Bells of Ireland, Bird of Paradise, Boronia, Bulperum, Calendula, Calla Lily, Campanula, Celosia, Chocolate Cosmos, Coral Bells, Corn Flower, Craspedia, Crocosmia, Curly Willow, Daffodils, Dahlias, Delphinium, Euphorbia, Ferns, Freesia, Gardenia, Gipsy, Gladiolus, Godetia, Gomphrena, Gyposphila, Heather, Hydrangea, Kale, Kangaroo Paw, Larkspur, Lavender, Leather Leaf, Leptospermum, Liatris, Lisianthus, Lovelia, Lupine, Marigold, Millet, Narcissus, Nerines, Plurmosus, Protea, Queen Anne's Lace, Ranunculus, Rosemary, Safflower, Saponaria, Scabiosa, Smilax, Statice, Stephanotis, Stock, Strawflower, Sunflower, Sweet Peas, Trachelium, Tritoma Flamenco, Tuberosa, and Tweedia

² Combined figures are Miniature Roses and Standard Roses

* Adjusted Figures



Nursery Products

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2008	199.89	41,889,000	per plant	\$0.52	\$21,782,000
	2007	201.77	42,934,000	per plant	\$0.47	\$20,179,000
Misc. Nursery Products ¹	2008	484.00	3,841,000	various	\$3.10	\$11,907,000
	2007	470.56	3,733,000	various	\$2.98	\$11,124,000
Orchids	2008	90.05	10,809,000	per plant	\$9.21	\$99,551,000
	2007	93.16	11,584,000	per plant	\$9.58	\$110,975,000
Poinsettia	2008	118.46	2,941,000	per plant	\$6.32	\$18,587,000
	2007*	107.00	2,125,000	per plant	\$6.61	\$14,046,000
Potted Plants	2008	282.46	22,518,000	per plant	\$2.79	\$62,825,000
	2007	276.82	23,810,000	per plant	\$2.74	\$65,239,000
Propagative Materials	2008	13.64	3,633,000	per plant	\$0.48	\$1,744,000
	2007	14.61	3,892,000	per plant	\$0.49	\$1,907,000
Vegetable Transplants	2008	123.43	2,568,392,000	per plant	\$0.02	\$51,368,000
	2007	118.88	2,463,986,000	per plant	\$0.02	\$49,280,000
Woody Ornamentals	2008	44.50	1,517,000	per plant	\$4.63	\$7,024,000
	2007	44.60	1,583,000	per plant	\$4.76	\$7,535,000
Nursery Products	2008	1,356				\$274,788,000
Total Acres	2007*	1,327				\$280,285,000
Overall Nursery	2008	1,866				\$326,105,000
TOTAL ACRES	2007*	1,881				\$342,125,000



¹ Includes: Begonia, Bromeliads, Bulbs, Christmas Trees, Clivia, Corns, Cypress, Euonymus, Ficus, Fruit & Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf, and Water Pond Plants
* Adjusted Figures



Field Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2008	8,600	1.37	11,800	ton	\$90.00	\$1,062,000
	2007	8,860	1.24	11,000	ton	\$88.00	\$968,000
Beans ¹	2008	583	1.23	717	ton	\$1,393.47	\$999,000
	2007	575	1.19	685	ton	\$1,379.56	\$945,000
Hay, Alfalfa	2008	200	5.69	1,140	ton	\$231.00	\$263,000
	2007	210	5.00	1,050	ton	\$210.00	\$221,000
Misc. Field Crops ²	2008	2,450	1.92	4,700	ton	\$120.40	\$566,000
	2007	2,705	1.94	5,250	ton	\$118.91	\$624,000
Oats ³	2008	3,088	1.97	6,080	ton	\$119.00	\$724,000
	2007	3,224	1.99	6,420	ton	\$114.00	\$732,000
Wheat, Grain	2008	1,200	1.25	1,500	ton	\$123.75	\$186,000
	2007	1,147	2.21	2,530	ton	\$116.95	\$296,000
Rangeland	2008	1,065,577	N/A	N/A	acre	\$10.00	\$10,656,000
	2007	1,065,577	N/A	N/A	acre	\$10.00	\$10,656,000
Field Crops	2008	1,081,698					\$14,456,000
TOTAL ACRES	2007	1,082,298					\$14,442,000



¹ Includes: Pintos, Pink, Pinquito, Garbanzo, and Lima Beans

² Includes: Safflower, Pasture, and Barley

³ Includes: Hay Oats and Misc. Oats



Lettuce Production - Detail

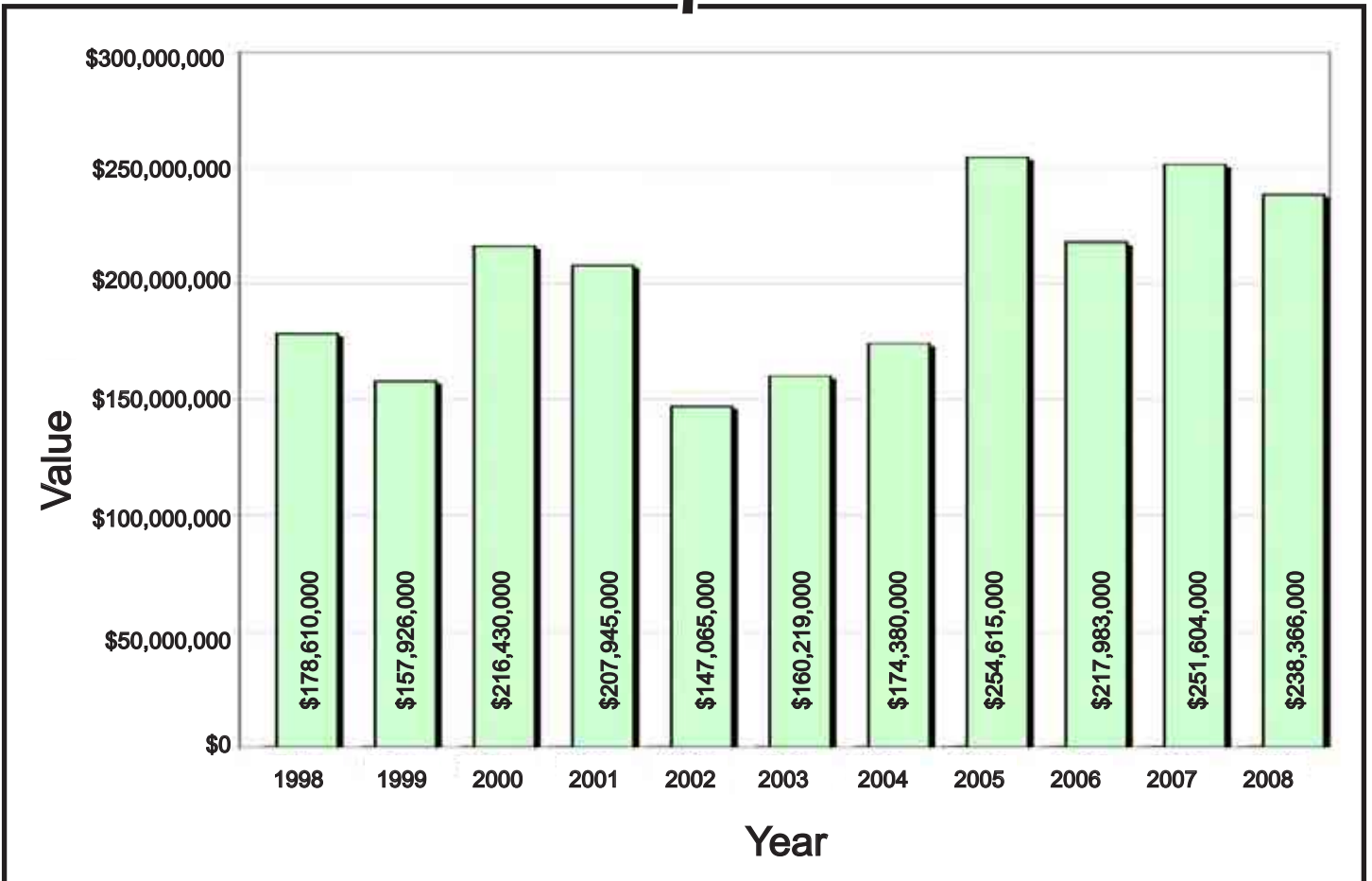
CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
HEAD LETTUCE							
Spring	2008	17,215					
	2007	18,103					
Summer	2008	17,205					
	2007	18,869					
Fall	2008	20,499					
	2007	21,915					
Naked Pack	2008	N/A	N/A	6,785,000	ctn	\$10.23	\$69,411,000
	2007	N/A	N/A	7,949,000	ctn	\$10.43	\$82,908,000
Wrapped Pack	2008	N/A	N/A	21,273,000	ctn	\$11.93	\$253,787,000
	2007	N/A	N/A	22,428,000	ctn	\$12.38	\$277,659,000
Head Lettuce, Bulk	2008	N/A	N/A	361,000	ton	\$380.63	\$137,407,000
	2007	N/A	N/A	462,600	ton	\$320.00	\$148,032,000
Head Lettuce, Total	2008	54,919	928	45,234,000	ctn	\$10.18	\$460,605,000
	2007	58,887	830	48,881,000	ctn	\$10.40	\$508,599,000
LEAF LETTUCE							
Butter Leaf Lettuce	2008	1,681	1,181	1,987,000	ctn	\$7.42	\$14,744,000
	2007	1,785	1,151	2,054,000	ctn	\$7.29	\$14,974,000
Endive	2008	496	1,075	533,000	ctn	\$5.87	\$3,129,000
	2007	539	1,076	580,000	ctn	\$5.60	\$3,248,000
Escarole	2008	318	1,029	327,000	ctn	\$8.07	\$2,639,000
	2007	287	1,014	291,000	ctn	\$6.70	\$1,950,000
Green Leaf Lettuce	2008	8,546	1,010	8,633,000	ctn	\$7.68	\$66,301,000
	2007	8,826	1,000	8,826,000	ctn	\$7.22	\$63,724,000
Red Leaf Lettuce	2008	2,941	1,019	2,998,000	ctn	\$7.70	\$23,085,000
	2007	3,196	1,012	3,234,000	ctn	\$6.94	\$22,444,000
Romaine Lettuce	2008	32,121	1,120	35,978,000	ctn	\$9.54	\$343,230,000
	2007	30,111	1,230	37,037,000	ctn	\$8.53	\$315,926,000
Leaf Lettuce, Bulk	2008	N/A	N/A	575,000	ton	\$345.00	\$198,375,000
	2007	N/A	N/A	597,000	ton	\$320.00	\$191,040,000
Leaf Lettuce, Total	2008	95,327	888	84,723,000	ctn	\$7.69	\$651,503,000
	2007	94,608	926	87,600,000	ctn	\$7.00	\$613,306,000
Lettuce Crop TOTAL	2008	150,246		126,620,000	ctn		\$1,112,108,000
	2007	153,495		136,481,000	ctn		\$1,121,905,000



Grape Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bearing Acres	2008	40,144	5.01	201,000	ton	\$1,185.90	\$238,366,000
	2007	39,636	5.64	224,000	ton	\$1,123.23	\$251,604,000
Non-bearing/ Not Harvested	2008	4,006					
	2007	3,068					
Grape	2008	44,150					
TOTAL ACRES	2007	42,704*					

Monterey County's Value of Wine Grapes



Corrected figure

Grape Production

TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	16,076	\$1,199	76,562	\$91,798,000
Riesling	1,428	\$1,127	10,706	\$12,066,000
Sauvignon Blanc	969	\$950	8,358	\$7,940,000
Pinot Grigio	1,343	\$1,051	3,848	\$4,044,000
Gewurztraminer	551	\$1,008	3,879	\$3,910,000
Chenin Blanc	633	\$652	2,430	\$1,584,000
Vioginier	148	\$1,659	505	\$838,000
Muscat Canelli	167	\$1,273	592	\$754,000
Malvasia Bianca	81	\$1,074	660	\$709,000
Zinfandel, White	119	\$582	891	\$519,000
Other Whites ¹	99	\$1,286	280	\$360,000
Roussanne	70	\$2,000	158	\$316,000
Pinot Blanc	68	\$880	225	\$198,000
Albarino	38	\$2,033	89	\$181,000

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	6,023	\$1,843	26,083	\$48,063,000
Cabernet Sauvignon	3,665	\$953	26,454	\$25,211,000
Merlot	5,074	\$995	24,805	\$24,681,000
Syrah/Shiraz	1,676	\$1,012	5,108	\$5,169,000
Cabernet Franc	779	\$949	4,815	\$4,568,000
Petit Verdot	94	\$1,310	1,222	\$1,601,000
Grenache	135	\$1,633	540	\$882,000
Petite Sirah	222	\$1,059	770	\$815,000
Zinfandel, Red	289	\$582	951	\$553,000
Other Reds ²	114	\$1,379	374	\$516,000
Sangiovese	83	\$1,090	365	\$398,000
Barbera	42	\$1,838	167	\$307,000
Malbec	127	\$1,031	229	\$236,000
Valdiguie	33	\$1,000	150	\$150,000

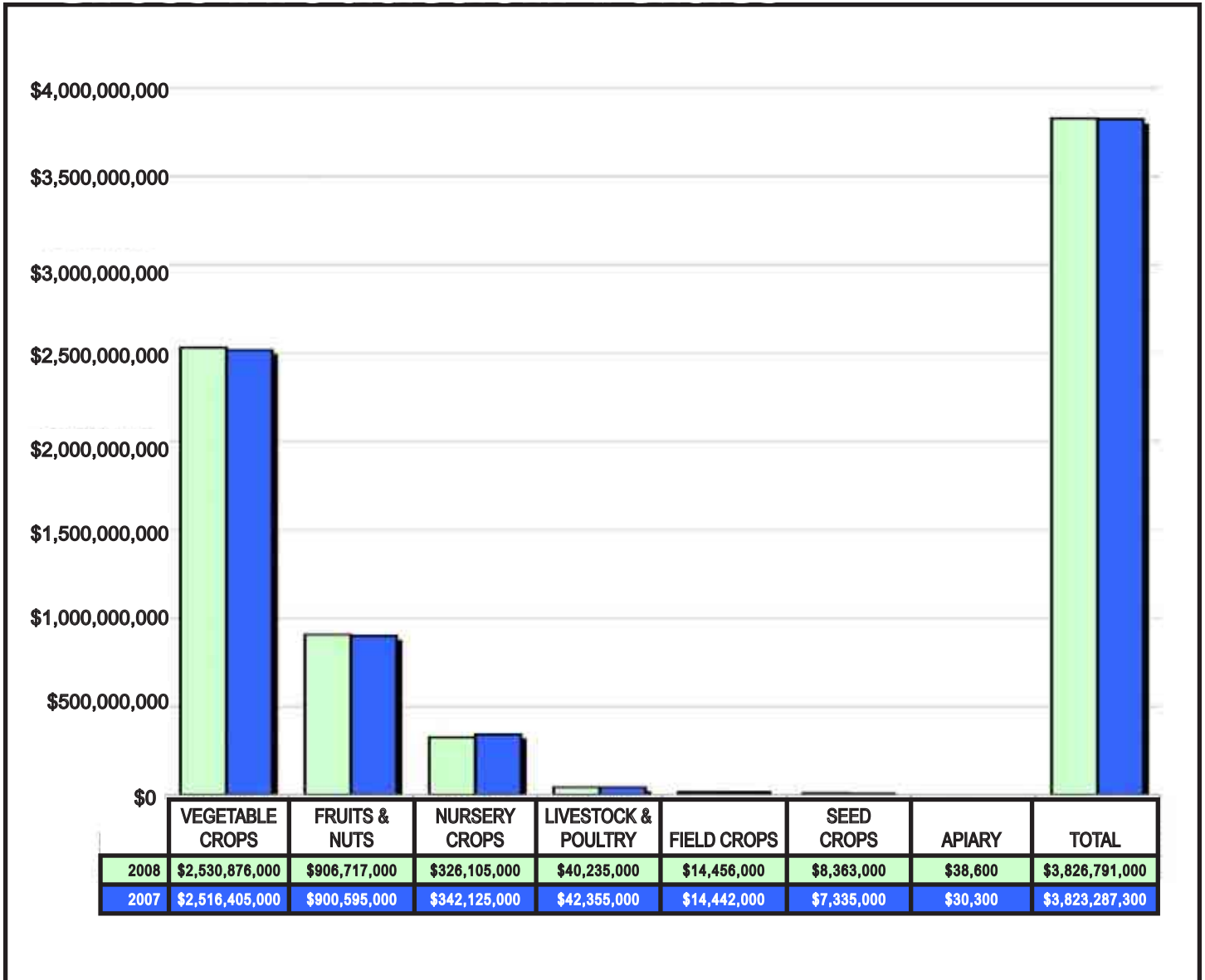
¹ Grenache Blanc, Loureiro, Muscat Giallo, Muscat Orange, Treixadura, and Zinfandel

² Aleatico, Alicante, Dolcetto, Freisa, Mourvedre, Muscat Hamburg, Nebbiolo, Souzao, Tannat, and Tempranillo

Monterey County's Million Dollar Crops

2008 CROP RANKING	CROPS	2008 CROP VALUE	2007 CROP RANKING
1	Leaf Lettuce	\$651,503,000	1
2	Strawberries	\$619,267,000	2
3	Head Lettuce	\$460,605,000	3
4	Nursery	\$326,105,000	4
5	Broccoli	\$276,110,000	5
6	Grapes	\$238,366,000	6
7	Spring Mix	\$172,386,000	7
8	Spinach	\$131,004,000	8
9	Misc. Vegetables	\$123,560,000	9
10	Celery	\$121,343,000	10
11	Salad Products	\$104,734,000	11
12	Cauliflower	\$101,467,000	12
13	Mushrooms	\$71,857,000	14
14	Artichokes	\$66,642,000	13
15	Cabbage	\$35,270,000	15
16	Peas	\$30,471,000	17
17	Beef Cattle	\$30,384,000	16
18	Onions, Green	\$27,061,000	20
19	Raspberries	\$24,124,000	18
20	Carrots	\$23,916,000	19
21	Citrus	\$22,040,000	24
22	Asparagus	\$20,073,000	21
23	Rappini	\$18,605,000	22
24	Kale	\$17,147,000	23
25	Radicchio	\$13,518,000	25
26	Rangeland	\$10,656,000	26
27	Onions, Dry	\$10,506,000	27
29	Tomatoes	\$9,408,000	29
28	Misc. Livestock & Poultry Products	\$9,383,000	28
30	Seeds	\$8,363,000	30
31	Peppers	\$6,279,000	31
32	Cilantro	\$6,147,000	33
33	Chard	\$6,003,000	32
34	Parsley	\$5,933,000	35
35	Anise	\$5,403,000	34
36	Napa	\$4,648,000	36
37	Leeks	\$2,822,000	37
38	Bok Choy	\$2,184,000	38
39	Squash	\$1,914,000	39
40	Misc. Fruit	\$1,742,000	40
41	Herbs	\$1,233,000	41
42	Radish	\$1,124,000	42

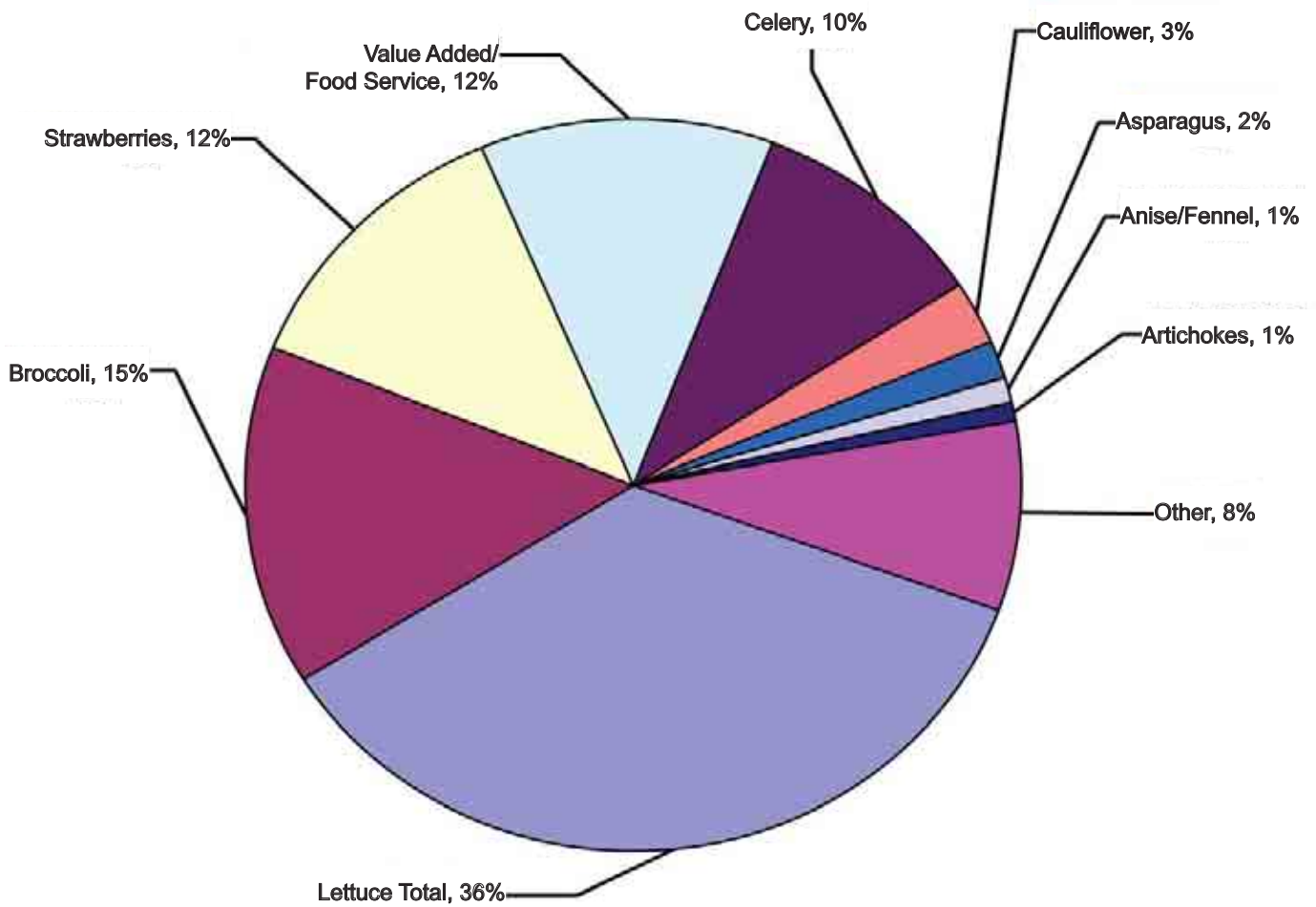
Monterey County's Gross Production Values



Summary of Crop Categories and Total

CATEGORIES	2008 TOTAL VALUE	2007 TOTAL VALUE
Vegetable Crops	\$2,530,876,000	\$2,516,405,000
Fruit & Nuts	\$906,717,000	\$900,595,000
Nursery Crops	\$326,105,000	\$342,125,000
Livestock & Poultry	\$40,235,000	\$42,355,000
Field Crops	\$14,456,000	\$14,442,000
Seed Crops	\$8,363,000	\$7,335,000
Apiary	\$38,600	\$30,300
TOTAL	\$3,826,791,000	\$3,823,287,300

Monterey County's Produce Exports by Commodity



2008 Exported Commodities

Lettuce, Total	203,314,936 lbs
Broccoli	85,733,883 lbs
Celery	55,610,940 lbs
Strawberries	71,249,533 lbs
Food Service	70,411,468 lbs
Cauliflower	17,134,451 lbs
Asparagus	9,239,878 lbs
Anise/Fennel	6,824,064 lbs
Artichokes	3,607,652 lbs
Other	47,995,239 lbs
	571,122,044 lbs

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
	531,359,356 lbs

Monterey County's Agricultural Exports Trade Partners



Country	2008 Total Lbs
Australia	2,712,835
Bahamas	2,182,408
Bosnia & Herzgovina	
Canada	358,813,621
Chile	
EUN	3,714,538
French Polynesia	44,020
Guam	504,760
Guatemala	97,667
Hong Kong	7,097,455
Indonesia	9,852
Jamaica	186,457
Japan	57,372,908
Kuwait	307,846
Malaysia	168,960
Mexico	64,770,451
New Zealand	299,288
Panama	215,534
Philippines	199,287
Puerto Rico	1,758,835
Republic of China	3,240
Republic of Korea	376,644
Saudi Arabia	36,327
Singapore	17,892,904
Taiwan	70,519,176
Thailand	
United Arab Emirates	38,100

Country	2007 Total Lbs
Australia	1,343,505
Bahamas	3,322,317
Bosnia & Herzgovina	43,360
Canada	312,413,267
Chile	20,197
EUN	5,133,370
French Polynesia	42,270
Guam	980,266
Guatemala	43,077
Hong Kong	9,371,465
Indonesia	32,364
Jamaica	248,427
Japan	66,405,824
Kuwait	178,149
Malaysia	721,200
Mexico	47,134,484
New Zealand	274,876
Panama	285,178
Philippines	102,624
Puerto Rico	2,541,285
Republic of China	1,639,758
Republic of Korea	1,093,420
Saudi Arabia	100,512
Singapore	12,524,090
Taiwan	69,259,905
Thailand	13,632
United Arab Emirates	7,688

Monterey County's Trends of Major Crops

CROP		1988	1998	2008
Artichokes	Acre	7,720	6,451	5,993
	Value	\$28,580,000	\$38,801,000	\$66,642,000
	CPI Adjusted ¹	\$51,496,000	\$50,720,000	\$66,642,000
Broccoli	Acre	49,075	53,953	52,516
	Value	\$114,684,000	\$246,364,000	\$276,110,000
	CPI Adjusted	\$206,638,000	\$322,044,000	\$276,110,000
Cauliflower	Acre	20,160	18,701	16,723
	Value	\$69,520,000	\$104,637,000	\$101,467,000
	CPI Adjusted	\$125,261,000	\$136,780,000	\$101,467,000
Celery	Acre	4,449	8,720	10,405
	Value	\$33,674,000	\$78,082,000	\$121,343,000
	CPI Adjusted	\$60,674,000	\$102,068,000	\$121,343,000
Grapes ²	Acre	26,844	39,901	40,144
	Value	\$44,247,000	\$178,610,000	\$238,366,000
	CPI Adjusted	\$79,724,000	\$233,477,000	\$238,366,000
Head Lettuce	Acre	68,535	57,738	54,919
	Value	\$302,877,000	\$359,644,000	\$460,605,000
	CPI Adjusted	\$545,724,000	\$470,123,000	\$460,605,000
Leaf Lettuce	Acre	11,736	32,835	95,327
	Value	\$39,604,000	\$209,624,000	\$651,503,000
	CPI Adjusted	\$71,359,000	\$274,018,000	\$651,503,000
Mushrooms	Pounds	46,890,000	47,032,000	44,084,000
	Value	\$46,421,000	\$55,968,000	\$71,857,000
	CPI Adjusted	\$83,641,000	\$73,161,000	\$71,857,000
Nursery Products	Acre	1,177	2,739	1,866
	Value	\$92,890,000	\$154,297,000	\$326,105,000
	CPI Adjusted	\$167,369,000	\$201,695,000	\$326,105,000
Spinach	Acre	4,355	12,270	13,495
	Value	\$7,516,000	\$60,903,000	\$131,004,000
	CPI Adjusted	\$13,542,000	\$79,612,000	\$131,004,000
Strawberries	Acre	5,105	6,996	10,449
	Value	\$134,039,000	\$198,415,000	\$619,267,000
	CPI Adjusted	\$241,512,000	\$259,366,000	\$619,267,000
TOTAL OF MAJOR CROPS ABOVE	Acre	199,156	240,304	301,837
	Value	\$914,052,000	\$1,685,345,000	\$3,064,269,000
	CPI Adjusted	\$1,646,940,000	\$2,203,064,000	\$3,064,269,000

¹ Consumer Price Index Conversion Factors from <http://oregonstate.edu/cia/polisci/faculty-research/sahr/cv2008.pdf>

² Represents Bearing Acres only

SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

<u>PEST</u>	<u>AGENT / MECHANISM</u>	<u>SCOPE OF PROGRAM¹</u>
COUNTY BIOLOGICAL CONTROL		
Y S , C	Seedhead weevils/fly	47 S
	B U , E	
	S R , P	
I T , C	Seedhead weevil, <i>Rhinocyllus conicus</i>	G
R T , S	L & , C	7
P V , T	S & ,	G
A	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1
Ash whitefly, <i>Siphoninus phillyreae</i>	P , E	G

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

PEST ERADICATION

S T , O	C	O I
S , C	C	T I
Puna Grass, <i>Achnatherum brachychaetum</i>	C	N I
Dalmatian Toadflax, <i>Linaria genistifolia</i>	C	O I
D K , C	C	O I

Hydrilla (*Hydrilla verticillata*), and Biddy-biddy (*Acaena novae-zelandiae*) have been eradicated.

PEST MANAGEMENT

Roadside (virus host) weeds	C	County right-of-ways, spot treatment
Roadside, Targeted noxious weeds	C	County right-of-ways, boom & spot treatment
L V	V	Indexing of all county-planted seed
L V		N 12 7 12 21
Celery Mosaic Virus		No celery above ground in January
L , S R 3597		Lombardy Poplar prohibition

PEST DETECTION / EXCLUSION

Pest detection is the systematic search for pests outside of 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 PESTS	INSECT HOSTS	NO. OF TRAPPED SERVICINGS
Medfly	F	3,407
Melon fruit fly	V	971
Mexican fruit fly	F	2,529
Oriental fruit fly	F	1,700
Misc. fruit flies	F	1,039
E	Monterey Pine	9
E	G	66
Gypsy moth	S	1,196
Japanese beetle	T , R	1,067
N	Monterey Pine	68
T	High hazard commodities	20
Glassy-winged sharpshooter	Nurseries/Vineyards/Urban areas	3,106
L	O C	3,408
P		98 5
	7,813 , 18,658	295

commercial crop sites of 14.4 net acres/3,193.2 gross acres. Eight calls to residences were made for investigation of suspect reports and 99.5 hours were utilized on inspection/identification of public-reported pests. Thirty-seven high hazard locations were inspected and 847.5 miles of entryways surveyed, accounting for 61.5 and 98 hours respectively. Special surveys were made for exotic aquatic weeds, Africanized honeybee, Karnal Bunt, Citrus Greening Disease, Sudden Oak Death Disease, Mint beetle, and Glassy-winged sharpshooter.

ORGANIC FARMING

Ninety-eight farms, totaling approximately 18,106 acres, were registered in Monterey County in 2008. 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 2008 was \$196,081,000. This compares with 2007 where we had 17,653 acres and \$201,541,000** in estimated value.

¹ Represents total number of individual sites, plants, etc. incorporated in program effort.

** Adjusted figure



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