



MONTEREY COUNTY  
**2015 CROP REPORT**  
CERTIFIED FARMERS' MARKETS

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Special thanks to all of the farmers and growers who agreed to be interviewed for this year's crop report! We greatly appreciate their hard work and daily commitment to growing fresh food for all of us to enjoy.

*Photo credits:* Christina McGinnis, Jon O'Keefe, Catherine Barr, Shayla Neufeld, Chris Brown

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# Monterey County Agricultural Commissioner

**Karen Ross, Secretary**  
California Department of Food & Agriculture and  
The Honorable Board of Supervisors of Monterey County

**Jane Parker** 4th District, Chair  
**Dave Potter** 5th District, Vice Chair  
**Fernando Armenta** 1st District  
**John M. Phillips** 2nd District  
**Simón Salinas** 3rd District



**ERIC LAURITZEN**  
Agricultural Commissioner

It is a pleasure to present the 2015 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 \$4.84 billion for Monterey County, which is an increase of 7.75% or \$348 million over the previous year.

Crop values vary from year to year based on production, market and weather conditions. As often the case, there was much fluctuation in the 2015 values, with 22 commodities down and 29 commodities increasing in value. The high level of diversity in our agricultural industry provides resiliency and reduces the risk of economic shocks.

Leaf lettuce values increased 12% on better pricing. Head lettuce showed a decline of 2% with fewer acres planted but higher prices. Spring mix and salad products also declined in overall value. Strawberry values increased by 21% on increased acreage and higher production. Cauliflower and celery each saw values increase by approximately 25%. Celery showed a decrease in production with stronger pricing and cauliflower posted increases in both production and pricing. Wine grapes declined 25% in 2015, after above average production in previous years. This followed the statewide trend, with lower production and slightly higher prices. Despite reduced acreage related to the drought, the value of nursery products increased by 11% on stronger pricing for many products.

Each year we like to highlight a component of the industry in our report and this year chose Certified Farmers' Markets. We include a short piece on some of the people who produce and sell their own products directly to consumers at the 14 markets in Monterey County and elsewhere. This important segment of our industry lets consumers meet farmers face-to-face and to become more directly connected with the food they eat.

It is always important to note that the figures provided here are gross values and do not represent or reflect net profit or loss experienced by individual growers or by the industry as a whole. Growers do not have control over input costs such as fuel, fertilizers and packaging nor can they significantly affect market prices. The fact that the gross value of agriculture increased reflects positively on the diversity and strength of our agriculture industry.

This report is our yearly opportunity to recognize the growers, shippers, ranchers, and other businesses ancillary to and supportive of agriculture, which is the largest driver 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 Christina McGinnis, Graham Hunting, Shayla Neufeld, and all of 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'. The signature is fluid and cursive, with a large initial 'E'.

Eric Lauritzen  
Agricultural Commissioner



**COUNTY OF MONTEREY AGRICULTURAL COMMISSIONER**

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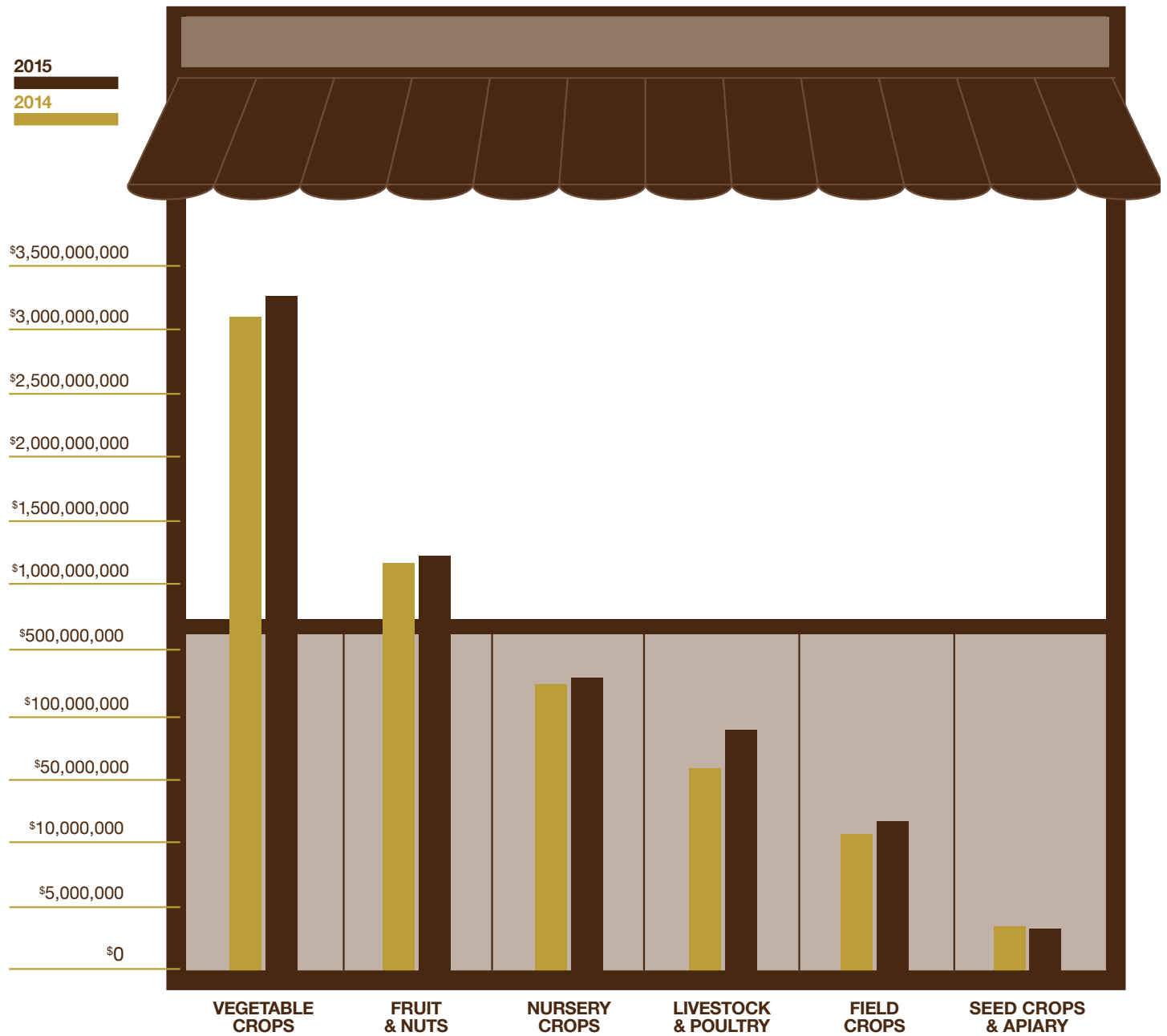




## Monterey County's Top Multi-Million Dollar Crops

CROP	2015 CROP VALUE	2015 CROP RANKING	2014 CROP RANKING
Leaf Lettuce	\$869,447,000	1	1
Strawberry	\$861,438,000	2	2
Head Lettuce	\$637,104,000	3	3
Broccoli	\$423,006,000	4	4
Nursery	\$313,689,000	5	5
Cauliflower	\$238,004,000	6	7
Celery	\$225,789,000	7	8
Wine Grapes	\$185,925,000	8	6
Misc. Vegetables	\$150,389,000	9	9
Spinach	\$141,856,000	10	10
Mushrooms	\$95,001,000	11	11
Beef Cattle	\$80,793,000	12	14
Spring Mix	\$69,300,000	13	12
Salad Products	\$54,290,000	14	13
Lemon	\$53,808,000	15	19
Artichokes	\$49,725,000	16	17
Cabbage	\$46,761,000	17	15
Raspberries	\$39,680,000	18	16
Kale	\$32,487,000	19	18
Brussels Sprouts	\$31,280,000	20	—
Carrots	\$26,506,000	21	22
Onions, Green	\$25,380,000	22	20
Peas	\$24,120,000	23	23
Onions, Dry	\$21,786,000	24	21
Rangeland	\$18,609,000	25	24
Asparagus	\$13,431,000	26	25

# Gross Production Value



CATEGORIES	2015	2014
Vegetable Crops	\$3,261,521,000	\$3,084,577,000*
Fruit & Nuts	\$1,149,353,000	\$1,033,798,000
Nursery Crops	\$313,689,000	\$286,577,000
Livestock & Poultry	\$91,228,000	\$64,286,000
Field Crops	\$20,748,000	\$18,724,000
Seed Crops & Apiary	\$4,980,000	\$5,466,000
<b>TOTAL</b>	<b>\$4,841,519,000</b>	<b>\$4,493,428,000</b>

\* Adjusted Figure

# Monterey County's Major Crop Trends



CROP		1995	2005	2015
• Artichokes	Acre	6,344	6,081	4,659
	Value	\$37,655,000	\$54,674,000	\$49,725,000
	2015 CPI Adjusted*	\$59,206,000	\$67,085,000	—
• Broccoli	Acre	61,447	38,863	61,697
	Value	\$264,396,000	\$216,575,000	\$423,006,000
	2015 CPI Adjusted	\$415,717,000	\$265,736,000	—
• Cauliflower	Acre	23,569	16,380	18,655
	Value	\$125,000,000	\$93,386,000	\$238,004,000
	2015 CPI Adjusted	\$196,541,000	\$114,584,000	—
• Celery	Acre	7,445	10,138	12,098
	Value	\$62,854,000	\$104,144,000	\$225,789,000
	2015 CPI Adjusted	\$98,827,000	\$127,784,000	—
• Grapes (Wine)	Acre	30,483	38,179	44,296
	Value	\$79,309,000	\$254,615,000	\$185,925,000
	2015 CPI Adjusted	\$124,700,000	\$312,411,000	—
• Head Lettuce	Acre	71,700	64,456	42,802
	Value	\$481,593,000	\$311,813,000	\$637,104,000
	2015 CPI Adjusted	\$757,222,000	\$382,593,000	—
• Leaf Lettuce	Acre	33,822	103,159	64,817
	Value	\$184,393,000	\$600,808,000	\$869,447,000
	2015 CPI Adjusted	\$289,926,000	\$737,188,000	—
• Mushrooms	Pounds	48,624,000	45,766,000	44,393,000
	Value	\$51,541,000	\$65,983,000	\$95,001,000
	2015 CPI Adjusted	\$81,039,000	\$80,961,000	—
• Nursery Products	Acre	1,575	1,699	1,167
	Value	\$111,199,000	\$276,235,000	\$313,689,000
	2015 CPI Adjusted	\$174,841,000	\$338,939,000	—
• Spinach	Acre	8,700	16,937	13,919
	Value	\$43,721,000	\$188,224,000	\$141,856,000
	2015 CPI Adjusted	\$68,744,000	\$230,950,000	—
• Strawberries	Acre	7,022	9,294	12,646
	Value	\$192,714,000	\$390,898,000	\$861,438,000
	2015 CPI Adjusted	\$303,009,000	\$479,629,000	—



## TOTAL OF MAJOR CROPS ABOVE

Acre	252,107	305,186	276,756
Value	\$1,634,375,000	\$2,557,355,000	\$4,040,984,000
CPI Adjusted	\$2,569,772,000	\$3,137,860,000	—

\* Consumer Price Index Conversion <http://liberalarts.oregonstate.edu/sites/liberalarts.oregonstate.edu/files/polisci/faculty-research/sahr/inflation-conversion/pdf/cv2015.pdf>

# Vegetable Crops



CROP <sup>1</sup>	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL <sup>2</sup>
Anise	2015	769	17.00	13,100	ton	\$810.00	\$10,611,000
	2014	699	17.21	12,000	ton	\$756.00	\$9,072,000
Artichokes	2015	4,659	4.75	22,100	ton	\$2,250.00	\$49,725,000
	2014	4,996	5.42	27,100	ton	\$1,500.00	\$40,650,000
Asparagus	2015	1,631	4.00	6,520	ton	\$2,060.00	\$13,431,000
	2014	2,130	4.16	8,860	ton	\$1,890.00	\$16,745,000
Bok Choy	2015	422	21.00	8,860	ton	\$508.00	\$4,501,000
	2014	411	20.58	8,460	ton	\$456.00	\$3,858,000
Broccoli, Bulk <sup>3</sup>	2015	—	—	117,000	ton	\$801.00	\$93,717,000
	2014	—	—	114,000	ton	\$781.00	\$89,034,000
Fresh	2015	45,447	7.20	327,000	ton	\$1,007.00	\$329,289,000
	2014	47,945	7.30	350,000	ton	\$923.00	\$323,050,000
Total	2015	61,697	—	—	—	—	\$423,006,000
	2014	63,561	—	—	—	—	\$412,084,000
Brussel Sprouts <sup>4</sup>	2015	1,835	10.03	18,400	ton	\$1,700.00	\$31,280,000
Cabbage, Bulk	2015	—	—	65,300	ton	\$240.00	\$15,672,000
	2014	—	—	69,800	ton	\$220.00	\$15,356,000
Fresh	2015	2,998	21.50	64,500	ton	\$482.00	\$31,089,000
	2014	3,261	22.99	75,000	ton	\$432.00	\$32,400,000
Cabbage, Total	2015	6,035	—	—	—	—	\$46,761,000
	2014	6,297	—	—	—	—	\$47,756,000

1 Organic production included.

2 Totals may not calculate due to rounding.

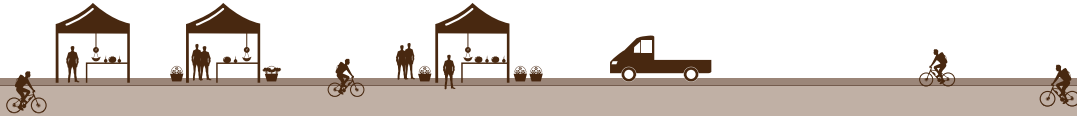
3 Bulk may include one or more of the following: food service, processing and/or value added.

4 Previously in Misc. Vegetables





# Vegetable Crops (continued)



CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Carrots, Bulk	2015	—	—	33,300	ton	\$336.00	\$11,189,000
	2014	—	—	34,800	ton	\$248.00	\$8,630,000
Fresh	2015	1,433	20.83	29,800	ton	\$514.00	\$15,317,000
	2014	1,424	21.58	30,700	ton	\$421.00	\$12,925,000
Carrots, Total	2015	3,033	—	—	—	—	\$26,506,000
	2014	3,036	—	—	—	—	\$21,555,000
Cauliflower, Bulk	2015	—	—	33,000	ton	\$802.00	\$26,466,000
	2014	—	—	26,500	ton	\$682.00	\$18,073,000
Fresh	2015	15,385	10.07	155,000	ton	\$1,363.00	\$211,538,000
	2014	14,683	9.19	135,000	ton	\$1,260.00	\$170,100,000
Cauliflower, Total	2015	18,655	—	—	—	—	\$238,004,000
	2014	17,566	—	—	—	—	\$188,173,000
Celery, Bulk	2015	—	—	31,600	ton	\$540.00	\$17,064,000
	2014	—	—	35,000	ton	\$384.00	\$13,440,000
Fresh	2015	11,129	32.62	363,000	ton	\$575.00	\$208,725,000
	2014	11,592	34.80	403,000	ton	\$415.00	\$167,245,000
Celery, Total	2015	12,098	—	—	—	—	\$225,789,000
	2014	12,597	—	—	—	—	\$180,685,000
Chard	2015	641	9.28	5,950	ton	\$1,080.00	\$6,426,000
	2014	627	9.35	5,860	ton	\$987.00	\$5,784,000
Cilantro	2015	1,350	6.85	9,250	ton	\$1,340.00	\$12,395,000
	2014	1,565	5.29	8,280	ton	\$1,170.00	\$9,688,000
Herbs <sup>5</sup>	2015	97	7.55	732	ton	\$2,260.00	\$1,654,000
	2014	89	7.52	669	ton	\$2,690.00	\$1,800,000
Kale	2015	2,534	12.57	31,850	ton	\$1,020.00	\$32,487,000
	2014	2,553	12.25	31,300	ton	\$994.00	\$31,112,000
Leeks	2015	334	12.60	4,210	ton	\$1,500.00	\$6,315,000
	2014	329	12.99	4,270	ton	\$1,500.00	\$6,405,000
Lettuce, Total <sup>6</sup>	2015	107,619	—	—	—	—	\$1,506,551,000
	2014	109,157	—	—	—	—	\$1,426,568,000
Misc. Vegetables, Bulk	2015	—	—	127,000	ton	\$715.00	\$90,805,000
	2014	—	—	138,000	ton	\$645.00	\$89,010,000
Fresh	2015	9,820	5.42	53,200	ton	\$1,120.00	\$59,584,000
	2014	8,468	6.47	54,800	ton	\$1,290.00	\$70,692,000
Misc. Vegetables, Total <sup>7</sup>	2015	33,251	—	—	—	—	\$150,389,000
	2014	29,797	—	—	—	—	\$159,702,000

<sup>5</sup> Includes: Dill, Oregano, Rosemary, Sage and Thyme.

<sup>6</sup> See Lettuce Production, page 8.

<sup>7</sup> Includes: Arugula, Beets, Broccolini, Cactus Pears, Cardone, Chicory, Corn, Cucumbers, Fava Beans, Frisee, Garlic, Mache, Potato, Pumpkins, Radicchio and Rappini.



# Vegetable Crops (continued)



CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Mushrooms	2015	148	—	44,393,000	lbs	\$2.14	\$95,001,000
	2014	155	—	47,028,000	lbs	\$2.26	\$106,283,000
Napa Cabbage	2015	541	29.20	15,800	ton	\$815.00	\$12,877,000
	2014	550	33.63	18,500	ton	\$498.00	\$9,213,000
Onions, Dry	2015	2,296	42.00	96,400	ton	\$226.00	\$21,786,000
	2014	1,875	40.00	75,000	ton	\$240.00	\$18,000,000
Onions, Green	2015	922	15.26	14,100	ton	\$1,800.00	\$25,380,000
	2014	1,005	15.32	15,400	ton	\$1,700.00	\$26,180,000
Parsley	2015	651	18.34	11,900	ton	\$1,132.00	\$13,471,000
	2014	670	18.21	12,200	ton	\$931.00	\$11,358,000
Peas <sup>8</sup>	2015	1,528	—	—	—	—	\$24,120,000
	2014	1,485	—	—	—	—	\$24,331,000
Peppers <sup>9</sup>	2015	1,091	21.08	23,000	ton	\$312.00	\$7,176,000
	2014	1,144	20.38	23,300	ton	\$359.00	\$8,365,000
Radish	2015	141	15.25	2,150	ton	\$1,180.00	\$2,537,000
	2014	166	14.98	2,490	ton	\$505.00	\$1,257,000
Salad Products	2015	—	—	122,000	ton	\$445.00	\$54,290,000
	2014	—	—	154,000	ton	\$421.00	\$64,834,000
Spinach, Bulk	2015	—	—	113,000	ton	\$1,100.00	\$124,300,000
	2014	—	—	127,000	ton	\$1,090.00	\$138,430,000
Fresh	2015	1,460	9.07	13,200	ton	\$1,330.00	\$17,556,000
	2014	1,509	10.20	15,400	ton	\$1,260.00	\$19,404,000
Spinach, Total	2015	13,919	—	—	—	—	\$141,856,000
	2014	13,959	—	—	—	—	\$157,834,000
Spring Mix	2015	8,030	8.63	69,300	ton	\$1,000.00	\$69,300,000
	2014	8,060	9.78	78,800	ton	\$1,120.00	\$88,256,000
Squash	2015	209	11.09	2,320	ton	\$532.00	\$1,234,000
	2014	247	11.01	2,700	ton	\$593.00	\$1,601,000
Tomatoes	2015	501	18.05	9,040	ton	\$737.00	\$6,662,000
	2014	574	17.92	10,300	ton	\$527.00	\$5,428,000



## VEGETABLE CROPS TOTAL

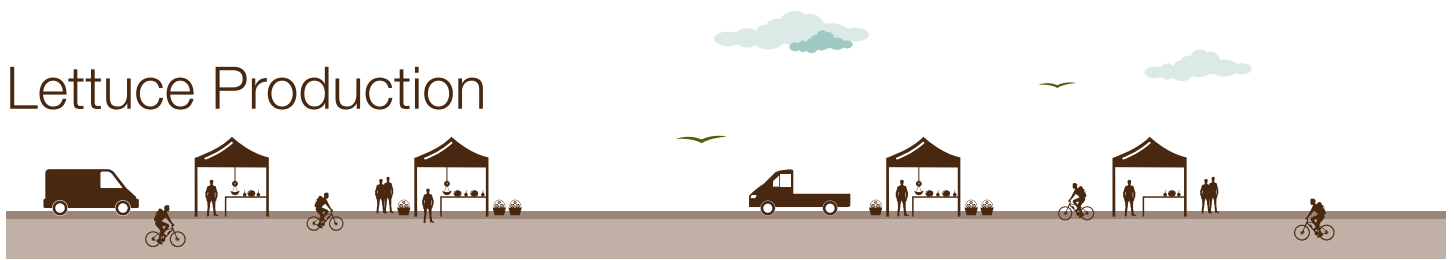
2015	286,637	\$3,261,521,000
2014	287,700	\$3,084,577,000*

<sup>8</sup> Includes: Bulk.

<sup>9</sup> Includes: Bell Peppers, Chili Peppers and Pimentos.

\*Adjusted Figure

# Lettuce Production



CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
<b>HEAD LETTUCE</b>							
Spring	2015	11,428	—	—	—	—	—
	2014	12,208	—	—	—	—	—
Summer	2015	9,267	—	—	—	—	—
	2014	10,441	—	—	—	—	—
Fall	2015	14,137	—	—	—	—	—
	2014	12,733	—	—	—	—	—
Naked Pack	2015	—	—	5,326,000	ctn <sup>10</sup>	\$16.35	\$87,080,000
	2014	—	—	6,131,000	ctn	\$17.40	\$106,679,000
Wrapped Pack	2015	—	—	23,355,000	ctn	\$17.25	\$402,874,000
	2014	—	—	23,437,000	ctn	\$16.50	\$386,711,000
Head Lettuce, Bulk	2015	—	—	327,000	ton	\$450.00	\$147,150,000
	2014	—	—	366,000	ton	\$431.00	\$157,746,000
Head Lettuce, Total	2015	42,802	1,000	42,898,000	ctn	\$14.85	\$637,104,000
	2014	44,208	1,000	44,208,000	ctn	\$14.70	\$651,136,000
<b>LEAF LETTUCE</b>							
Butter Leaf Lettuce	2015	750	1,302	977,000	ctn	\$10.44	\$10,200,000
	2014	728	1,230	895,000	ctn	\$9.19	\$8,225,000
Endive	2015	265	1,265	335,000	ctn	\$11.70	\$3,920,000
	2014	250	1,250	313,000	ctn	\$11.76	\$3,681,000
Escarole	2015	268	1,265	339,000	ctn	\$12.78	\$4,332,000
	2014	210	1,250	263,000	ctn	\$11.97	\$3,148,000
Green Leaf Lettuce	2015	7,725	1,050	8,111,000	ctn	\$10.51	\$85,247,000
	2014	7,907	1,044	8,255,000	ctn	\$9.85	\$81,312,000
Red Leaf Lettuce	2015	3,651	1,050	3,834,000	ctn	\$10.38	\$39,797,000
	2014	2,076	1,040	2,159,000	ctn	\$8.74	\$18,870,000
Romaine Lettuce <sup>11</sup>	2015	38,474	1,050	40,398,000	ctn	\$13.30	\$537,293,000
	2014	39,602	1,010	39,998,000	ctn	\$12.19	\$487,576,000
Leaf Lettuce, Bulk	2015	N/A	N/A	282,000	ton	\$669.00	\$188,658,000
	2014	N/A	N/A	274,000	ton	\$630.00	\$172,620,000
Leaf Lettuce, Total	2015	64,817	N/A	69,288,000	ctn	\$12.68	\$869,447,000
	2014	64,949	N/A	68,007,000	ctn	\$11.40	\$775,432,000



## LETTUCE CROPS TOTAL

2015	107,619	\$1,506,551,000
2014	109,157	\$1,426,568,000

10 Carton

11 Includes Romaine Hearts

# Certified Farmers' Markets

Nearly every day of the week for much of the year, a Certified Farmers' Market (CFM)—and often more than one—offers fresh produce in Monterey County. It's another indication of our local agricultural bounty with a bonus: consumers meet farmers face-to-face and have an opportunity to learn more about how their food is grown.

While roadside fruit and vegetable stands have been around for decades, savvy customers often prefer a CFM because of the variety of fruits and vegetables available at reasonable prices. Government assistance programs also provide opportunities for low-income families to purchase nutritious food at the local CFM.

Buyers may not be aware that CFMs provide a desirable level of consumer protection. Some vendors obtain wholesale produce and pass it off as their own at farmers' markets, resulting in an increase of undercover inspections and investigations. New rules give county agricultural commissioners more authority to regulate markets in coordination with the California Department of Food and Agriculture. Today, customers at CFMs can shop with confidence, knowing their produce was



CFM Inspector Shayla Neufeld along with Donna Iles, President of the Monterey Bay Farmers' Market Board of Directors

grown by the vendor who is selling it. The fruits and vegetables are inspected to meet state quality standards and the scales on which the produce is weighed and sold are sealed by the Agricultural Commissioner's office to be accurate.

Here's how the regulatory system works: consumers should always be able to find the certified producer's certificate posted in their stall. Market vendors must obtain the certificate annually from the county agricultural commissioner's office, and the certificate is valid in any county in California. Obtaining a producer's

certificate requires inspectors to verify growers are producing what they sell. County commissioners across the state coordinate enforcement activities, and county inspectors check market stalls to ensure compliance. Apart from market certification, county inspectors may also take produce samples to assure state standards for pesticide residues. Farmer's market produce is not necessarily organic.

If a market vendor is found to be out of compliance, county inspectors issue violations. Once substantiated, violations may lead to civil penalties from \$50 to \$1,000, depending on the severity of the case, and vendors may be suspended for up to 18 months.

While consumer protection is vital, the Monterey County Agricultural Commissioner's Office also supports CFMs as a way to bring our agricultural and urban communities together. Markets provide a social setting where food is sold and friendships grow between vendors and their regular customers. For a list of local markets, including hours of operation and locations, go online to our interactive map found at <http://ag.co.monterey.ca.us/CFM-Locations>

## Fruit & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Avocados	2015	229	2.19	503	ton	\$2,910.00	\$1,464,000
	2014	229	2.51	575	ton	\$2,120.00	\$1,219,000
Blackberries <sup>12</sup>	2015	204	7.00	1,430	ton	\$3,130.00	\$4,476,000
Grapes (Wine) <sup>13</sup>	2015	44,296	3.16	140,000	ton	\$1,328.00	\$185,925,000
	2014	45,993	4.35	200,000	ton	\$1,240.00	\$247,357,000
Lemons	2015	1,294	35.26	45,600	ton	\$1,180.00	\$53,808,000
	2014	1,284	29.99	38,500	ton	\$729.00	\$28,067,000
Misc. Fruit <sup>14</sup>	2015	133	5.50	732	ton	\$3,500.00	\$2,562,000
	2014	153	5.78	884	ton	\$3,250.00	\$2,873,000
Raspberries	2015	711	9.00	6,400	ton	\$6,200.00	\$39,680,000
	2014	782	9.00	7,040	ton	\$6,390.00	\$44,986,000
Strawberries	2015	12,646	36.09	456,000	ton	\$1,833.00	\$835,848,000
	2014	11,054	34.70	384,000	ton	\$1,800.00	\$691,200,000
Processing	2015	—	—	70,300	ton	\$364.00	\$25,590,000
	2014	—	—	29,000	ton	\$624.00	\$18,096,000
Strawberries Total	2015	12,646	—	526,000	ton	—	\$861,438,000
	2014	11,054	—	413,000	ton	—	\$709,296,000



### FRUIT & NUT CROPS TOTAL

2015	59,513	\$1,149,353,000
2014	59,495	\$1,033,798,000

<sup>12</sup> Previously in Misc. Fruit.

<sup>13</sup> Represents Bearing Acres only; see Wine Grape Production, pages 12-13.

<sup>14</sup> Includes: Apples, Blueberries, Kiwi, Loganberries, Olallieberries, Olives and Walnuts.

# Certified Farmers' Market Growers



## Catherine Barr MONTEREY BAY CERTIFIED FARMERS' MARKETS

The Monterey Bay Certified Farmers' Markets (MBCFM) is an organization comprised of a team of farmers, vendors and marketing staff led by Executive Director, Catherine Barr. Since 1993, Catherine has dedicated her efforts to expanding the markets throughout

local communities and championing the preservation of small family farmers. From humble beginnings, MBCFM has expanded into a thriving group of farmers' markets that bring our communities together in appreciation of the rich bounty of our region. Today, there are approximately fourteen Certified Farmers' Markets run by six different associations stretching from as far south as King City to as far west as Carmel and north to Marina.

In 2010, Catherine was awarded the prestigious "Al Smith Friend of Agriculture Award" by the Santa Cruz County Farm Bureau for her outstanding service to the agricultural community. In addition to serving as Executive Director, Catherine directly manages a few of the markets. She is passionate about ensuring that all of the Certified Farmers' Markets she oversees adhere to the standards and policies enforced by the Monterey County Agricultural Commissioner's Office. Catherine believes the markets are ever-evolving and provide an amazing opportunity for the community to meet local farmers who grow the food that ends up on everyone's table.



## Jake Reisdorf CARMEL HONEY COMPANY

Jake Reisdorf, founder of the Carmel Honey Company, is a 12 year-old boy whose business emerged from a 5<sup>th</sup> grade homework assignment. His teacher asked the class to research how professionals in different fields spend their day. Jake chose to research beekeeping—a hobby he developed a

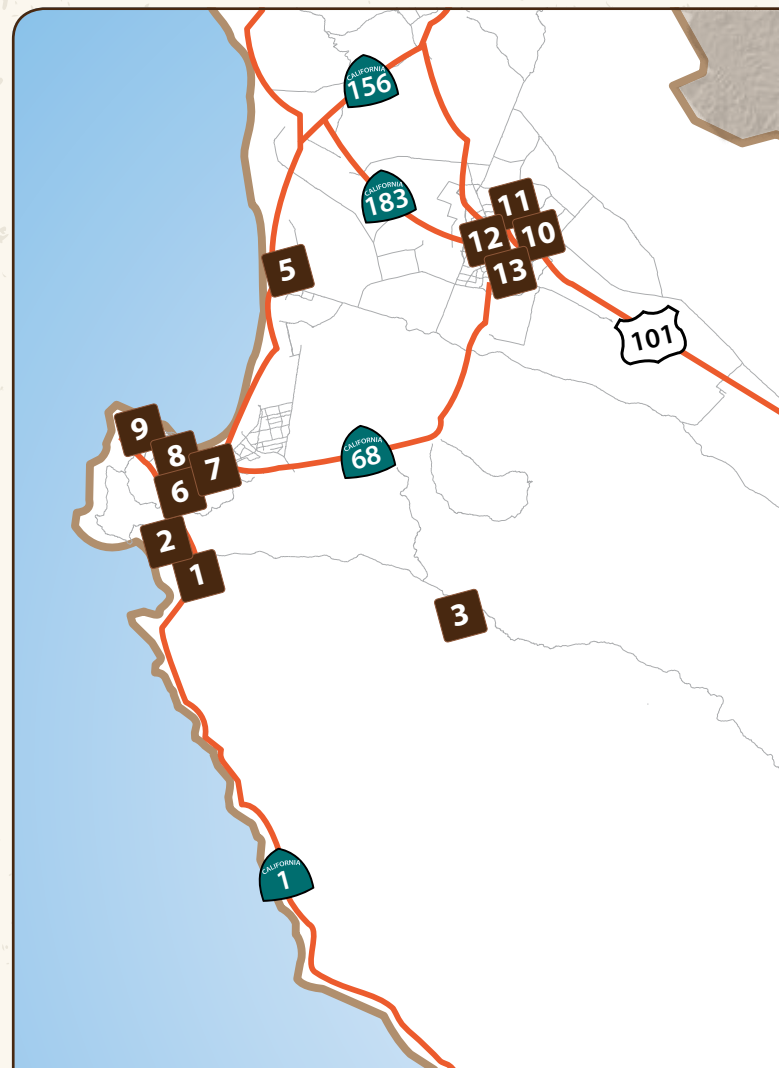
passion for after receiving a hive from an older beekeeper and taking classes with his father. The class project was so successful that people wanted to start buying his honey, so Jake and his mom created a label and began selling it at farmers' markets. Less than two years after starting the business, Carmel Honey Company has 40 wholesale accounts in the Monterey area and sells honey online at [carmelhoneycompany.com](http://carmelhoneycompany.com). The company also sells and places beehives which, for a monthly fee, Jake monitors and maintains in addition to his own. Jake also enjoys sharing his ever-growing knowledge of bees, the importance of pollination and the benefits of honey bees with classrooms and the community.



## Stevie Hall HALL'S ORGANIC FARMS

Stevie Hall's interest in agriculture started in high school. He raised animals in Future Farmers' of America (FFA) and 4-H, learning ownership and responsibility at a young age. While at Hartnell College, where he took classes in crop production and food safety, he also interned at the D'Arrigo Bros. cooler.

To gain more hands-on experience, Stevie took a part-time field position at USDA Agricultural Research Service as a biological science aid assisting in lettuce breeding research. He then enrolled in ALBA (see article on page 20), and received college credit and the skills to start his own farm. After completing the ALBA program, he began farming on a half-acre parcel made available through ALBA. Over the next three years he juggled school, work and his farming business. After five years, he made the commitment to become a full-time organic farmer and resigned from the USDA. Stevie now farms five acres, growing more than 30 commodities, and sells his produce wholesale to brokers, at local and Bay Area farmers' markets, and directly to restaurants and other foodservice companies.







## Flora Ripley

### FLORA FARMS

Flora Ripley and her family have a farm in the foothills and floodplain of the Arroyo Seco River, near Greenfield, CA. After having a floral business for 30 years, she started growing tomatoes in a 40' by 40' home garden. Her love of farming grew and she and her family now plant many other seasonal crops, including lettuces and vegetables.

The farm expanded to about 4 acres and became a family operation. Her daughter, her husband and Flora all work on the farm. They wake at around 4 a.m. to begin their daily maintenance and usually end around 9 p.m. Whether it's harvesting, weeding or planting new crops, there is never a shortage of things to do. Flora's family came from Switzerland in the 1930s and started a dairy in Gonzales, CA, so farming is in her heritage. When she realized she could begin to sell at the farmers' markets in her area of the county, Flora became a certified producer, and has been selling her produce for more than eight years.



## Maria Luz Reyes

### LA MILPA FARM

Maria Luz Reyes got her start in farming through the nonprofit ALBA program (*see article on page 20*). She took classes at ALBA for about six months, gaining skills on how to start a farm through hands-on classes. She learned how to farm organically and do things like set up irrigation systems, prepare the soil for various

types of produce, apply fertilizer and harvest crops. Maria is now a successful farmer who earns more than 85 percent of her income from selling her produce at farmers' markets in Monterey County and beyond. She often gets up at 4 a.m. to prepare to sell at markets outside the Monterey region, like San Francisco, then returns to the field the same day in the afternoon to harvest more vegetables for the following day. She also sells her organic produce to small stores and other organizations.



### CERTIFIED FARMER'S MARKETS

#### CARMEL

- 1 Carmel Barnyard Market  
*The Carmel Barnyard (South parking lot)*
- 2 Carmel-By-The-Sea CFM  
*6th Ave. between Mission & Junipero (Devendorf Park)*
- 3 Carmel Valley CFM  
*77 Carmel Valley Rd. (Carmel Valley Community Park)*

#### KING CITY

- 4 King City CFM  
*200 Broadway St. & 2nd St.*

#### MARINA

- 5 Marina CFM  
*215 Reservation Rd. & Vista Del Camino*

#### MONTEREY

- 6 Del Monte Market  
*800 Del Monte Center (Whole Foods parking lot)*
- 7 Monterey Peninsula College Market  
*Fishnet Rd. & Via Lavandera (North parking lot)*
- 8 The Old Monterey Market Place  
*Alvarado St. between Pearl St. & Del Monte Ave.*

#### PACIFIC GROVE

- 9 Pacific Grove CFM  
*Central Ave. & Grand Ave. (Jewell Park)*

#### SALINAS

- 10 Alisal CFM  
*632 East Alisal St. & Pearl St. (Gabby Plaza)*
- 11 Natividad Medical Center CFM  
*Laurel Dr. & Constitution Blvd. (Southeast parking lot)*
- 12 Old Town Salinas CFM  
*Gabilan St. between Salinas St. & Main St.*
- 13 Salinas Valley Memorial CFM  
*Romie Ln. & Wilgart Way (Northwest parking lot)*

#### SOLEDAD

- 14 Soledad CFM  
*Soledad St. between Front St. & Monterey St.*

For hours of operation, visit our interactive map at <http://ag.co.monterey.ca.us/CFM-Locations>



## Wine Grape Production

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	17,044	\$1,270	64,100	\$81,407,000
Riesling	1,908	\$992	6,600	\$6,547,000
Pinot Gris	1,302	\$1,410	4,360	\$6,148,000
Sauvignon Blanc	945	\$1,100	3,960	\$4,356,000
Gewurztraminer	832	\$911	4,530	\$4,127,000
Muscat Blanc	199	\$1,110	931	\$1,033,000
Gruener Veltliner	88	\$1,160	704	\$817,000
Malvasia Bianca	153	\$1,190	367	\$437,000
Albarino	60	\$1,290	312	\$402,000
Chenin Blanc	127	\$849	357	\$303,000
Other Whites <sup>15</sup>	129	\$1,120	230	\$258,000
Pinot Blanc	101	\$1,230	187	\$230,000
Vioginier	116	\$1,300	134	\$174,000
<b>SUBTOTAL WHITE GRAPE</b>	<b>23,004</b>	<b>—</b>	<b>86,772</b>	<b>\$106,239,000</b>
RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	8,345	\$1,890	20,400	\$38,556,000
Merlot	5,195	\$1,170	13,300	\$15,561,000
Cabernet Sauvignon	4,536	\$1,310	11,200	\$14,672,000
Syrah	1,649	\$1,220	3,590	\$4,380,000
Malbec	325	\$1,340	1,140	\$1,528,000
Petite Sirah	257	\$1,230	1,230	\$1,513,000
Grenache	236	\$1,610	838	\$1,349,000
Other Reds <sup>16</sup>	296	\$1,290	689	\$889,000
Cabernet Franc	108	\$1,180	334	\$394,000
Petit Verdot	162	\$1,060	322	\$341,000
Valdiguie	30	\$1,130	171	\$193,000
Tannat	35	\$1,250	133	\$166,000
Zinfandel	118	\$797	181	\$144,000
<b>SUBTOTAL RED GRAPE</b>	<b>21,292</b>	<b>—</b>	<b>53,528</b>	<b>\$79,686,000</b>

<sup>15</sup> Grenache Blanc, Marsanne, Muscat Orange, Picpoul Blanc, Roussanne, Sauvignon Musque, Semillon, Tocai Friulano and Vermentino.

<sup>16</sup> Barbera, Carignane, Cinsaut, Counoise, Mataro, Sangiovese, Souzao, Tempranillo, and Touriga Nacional.

# Wine Grape Production (continued)

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
2015	2,549	44,296	140,300	\$185,925,000
2014	2,512	45,993	200,000	\$247,357,000
2013	1,531	42,986	185,000	\$226,982,000
2012	1,936	45,130	172,000	\$214,306,000
2011	2,006	43,034	124,000	\$140,976,000
2010	2,572	43,321	177,000	\$172,916,000
2009	3,975	40,792	204,000	\$238,082,000
2008	4,006	40,144	201,000	\$238,366,000
2007	3,068	39,636	224,000	\$251,604,000
2006	3,144	38,165	210,000	\$217,983,000

## Monterey County Certified Organic Program

Monterey County's Agricultural Commissioner's Office was the first to be registered as an organic certifier with the State of California and accredited by the United States Department of Agriculture (USDA), and is one of only three in the state. In addition to Monterey County, Marin and Yolo Counties are registered as organic certifiers in California.

Since 2002, the Monterey County Certified Organic (MCCO) program has certified crop production, handlers, processors and wild crops, and we are accredited by the USDA National Organic Program (NOP). Our certification program is designed to help facilitate the sale of fresh and processed food that is produced organically in Monterey County. We certify that products labeled "organic" are actually grown and processed using organic practices and comply with NOP standards for agricultural products. Our aim is to enhance the credibility of organic agriculture in Monterey County as a viable approach that helps preserve our environment. We also make sure that organically-produced products adhere to the USDA National Organic Program and the California State Organic Program standards.

Our organic certification program is an important aspect of the entire portfolio of regulatory functions handled by the Monterey County Agricultural Commissioner's Office. The MCCO program also offers the opportunity to support local agriculture.

Organic certification is a complex process that requires farmers, handlers, shippers and certifiers to register with the California Department of Food and Agriculture, and food processors are required



to register with California Department of Public Health. The organic certification program helps to ensure the integrity of certified organic products produced in Monterey County is maintained and transparent throughout production.

With the development of new ideas and more efficient practices, organic certification requirements are constantly evolving to support a healthy and diverse environment and the availability of certified organic products. Government agencies, accredited certifiers and organic operators work with each

other on the organic certification process. All involved strive to coordinate on developing effective organic production practices and the best ways to monitor and enforce these standards.

For more information, visit <http://ag.co.monterey.ca.us/MCCO>





# Field Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2015	4,163	0.50	2,080	ton	\$142.00	\$295,000
	2014	3,854	0.50	1,930	ton	\$287.00	\$554,000
Beans <sup>17</sup>	2015	340	1.45	493	ton	\$1,880.00	\$927,000
	2014	490	1.00	490	ton	\$1,120.00	\$549,000
Hay, Alfalfa	2015	233	5.50	1,280	ton	\$260.00	\$333,000
	2014	140	6.40	896	ton	\$280.00	\$251,000
Misc. Field Crops <sup>18</sup>	2015	994	1.91	1,900	ton	\$103.00	\$196,000
	2014	1,200	1.54	1,850	ton	\$87.30	\$162,000
Oats <sup>19</sup>	2015	451	2.00	902	ton	\$205.00	\$185,000
	2014	305	1.81	552	ton	\$200.00	\$110,000
Rangeland	2015	1,063,390	—	—	acre	\$17.50	\$18,609,000
	2014	1,063,390	—	—	acre	\$16.00	\$17,014,000
Wheat, Grain	2015	1,100	0.88	968	ton	\$210.00	\$203,000
	2014	800	1.08	864	ton	\$96.60	\$83,500



## FIELD CROPS TOTAL

2015	1,070,671	\$20,748,000
2014	1,070,179	\$18,724,000

17 Includes: Peruano, Pintos, Pink, Pinquito and Lima Beans

18 Includes: Safflower, Pasture and Barley.

19 Includes: Hay Oats and Misc. Oats.

# Livestock & Poultry

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2015	19,300	184,000	cwt*	\$146.00	\$26,864,000
	2014	11,200	90,500	cwt	\$201.00	\$18,191,000
Stocker	2015	36,400	271,000	cwt	\$199.00	\$53,929,000
	2014	24,000	176,000	cwt	\$204.00	\$35,904,000
Sheeps & Lambs	2015	1,400	1,940	cwt	\$107.00	\$208,000
	2014	1,600	2,160	cwt	\$131.00	\$283,000
Hogs	2015	900	243,000	lbs	\$0.69	\$168,000
	2014	1,000	270,000	lbs	\$1.04	\$281,000
Misc. Livestock <sup>20</sup> & Poultry <sup>21</sup> Products	2015	—	—	—	—	\$10,059,000
	2014	—	—	—	—	\$9,627,000



## LIVESTOCK & POULTRY TOTAL

2015	\$91,228,000
2014	\$64,286,000

20 Includes: Bulls, Cull Cows, Dairy Cows, Milk Manufacturing, Market Milk and Wool.

21 Includes: Eggs, Fertilizer, Hatcheries and Poultry.

\*Hundredweight (100 pounds)



# Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
• Bean Seed, All	2015	1,041	0.83	864	ton	\$3,280.00	\$2,834,000
	2014	1,804	0.95	1,710	ton	\$2,110.00	\$3,608,000
• Misc. Seed <sup>22</sup>	2015	925	0.69	638	ton	\$3,010.00	\$1,920,000
	2014	998	0.89	888	ton	\$1,940.00	\$1,723,000



## SEED PRODUCTION TOTAL

2015	1,966	\$4,754,000
2014	2,802	\$5,331,000



# Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
• Honey	2015	—	6,000	lbs	\$2.10	\$12,600
	2014	—	8,700	lbs	\$2.25	\$19,600
• Pollination <sup>23</sup>	2015	3,525	—	colony	\$60.00	\$212,000
	2014	2,250	—	colony	\$50.00	\$113,000
• Wax	2015	—	300	lbs	\$4.50	\$1,350
	2014	—	420	lbs	\$4.60	\$1,930



## APIARY PRODUCTION TOTAL

2015	\$226,000
2014	\$135,000

<sup>22</sup> Includes: Barley, Broccoli, Carrots, Cauliflower, Celery, Corn, Cucumber, Flowers, Kohlrabi, Onions, Peas, Peppers, Radish, Soybean and Squash.

<sup>23</sup> Seed Crops: Broccoli, Cauliflower, Cucumber, Onion, Squash and Raspberry Fruit.

# Cut Flowers & Cut Foliage



CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2015	2.2	55,900	per bunch	\$2.27	\$127,000
	2014	2.7	55,600	per bunch	\$2.15	\$120,000
Asiatic Lily	2015	0.9	34,400	per bunch	\$4.42	\$152,000
	2014	0.9	33,100	per bunch	\$4.38	\$145,000
Carnations	2015	2.1	715,000	per bloom	\$0.13	\$93,000
	2014	4.9	1,153,000	per bloom	\$0.15	\$173,000
Chrysanthemums	2015	21.7	1,852,000	per bloom	\$0.93	\$1,722,000
	2014	23.7	2,031,000	per bloom	\$1.36	\$2,762,000
Eucalyptus	2015	71.0	187,000	per bunch	\$1.58	\$295,000
	2014	72.1	190,000	per bunch	\$1.57	\$298,000
Gerbera	2015	9.2	4,234,000	per bloom	\$0.46	\$1,948,000
	2014	9.2	4,228,000	per bloom	\$0.45	\$1,903,000
Iris	2015	7.7	200,000	per bunch	\$3.06	\$612,000
	2014	8.0	202,000	per bunch	\$2.99	\$604,000
Miniature Carnations	2015	1.5	51,400	per bunch	\$1.63	\$83,800
	2014	2.7	98,500	per bunch	\$1.55	\$153,000
Misc. Cut Flowers & Cut Foliage <sup>24</sup>	2015	194.1	10,950,000	various	\$2.20	\$24,090,000
	2014	189.4	11,602,000	various	\$2.05	\$23,784,000
Oriental Lilies	2015	4.7	145,000	per bunch	\$9.30	\$1,349,000
	2014	3.1	101,000	per bunch	\$9.98	\$1,008,000
Roses	2015	8.9	2,734,000	per bloom	\$1.23	\$3,363,000
	2014	9.4	2,903,000	per bloom	\$1.14	\$3,309,000
Snapdragon	2015	12.6	355,000	per bunch	\$3.94	\$1,399,000
	2014	12.7	362,000	per bunch	\$4.41	\$1,596,000
Tulips	2015	1.8	22,500	per bunch	\$4.43	\$100,000
	2014	1.8	24,900	per bunch	\$4.42	\$110,000



## CUT FLOWERS & CUT FOLIAGE TOTAL

2015	338	\$35,334,000
2014	341	\$35,965,000

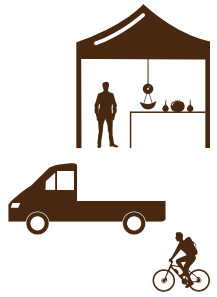
<sup>24</sup> Includes: Amaryllis, Amaranthus, Anemones, Anthurium, Asters, Azalea, Bells of Ireland, Belladonna, Bulperum, Calendula, Calla Lily, Campanula, Coleus, Corn Flower, Craspedia, Crocosmia, Curly Willow, Cyclamen, Daffodils, Dahlias, Delphinium, Euphorbia, Ferns, Freesia, Gardenia, Gladiolus, Godetia, Gypsophila, Hydrangea, Kale, Kangaroo Paw, Larkspur, Lavender, Liatris, Leather Leaf, Leptospermum, Leucodendron, Leucospermum, Limonium, Lisianthus, Marigold, Millet, Portulaca, Protea, Queen Anne's Lace, Ranunculus, Safflower, Scabiosa, Solidacious, Statice, Stock, Sunflower, Sweet Peas, Tuberose, Tweedia and Yarrow.



# Nursery Products



CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2015	126.3	19,100,000	per plant	\$1.76	\$33,616,000
	2014	128.9	23,315,000	per plant	\$1.68	\$33,743,000
Misc. Nursery Products <sup>25</sup>	2015	241.8	6,741,000	various	\$2.36	\$15,909,000
	2014	296.8	16,363,000	various	\$0.91	\$14,890,000
Orchids	2015	72.9	11,615,000	per plant	\$7.92	\$91,991,000
	2014	73.2	11,591,000	per plant	\$7.33	\$84,962,000
Poinsettia	2015	53.1	1,175,000	per plant	\$4.31	\$5,064,000
	2014	54.0	1,426,000	per plant	\$4.26	\$6,075,000
Potted Plants	2015	210.8	13,917,000	per plant	\$3.02	\$42,029,000
	2014	211.8	13,682,000	per plant	\$2.41	\$32,974,000
Propagative Materials	2015	6.2	958,000	per plant	\$0.42	\$402,000
	2014	9.3	1,888,000	per plant	\$0.51	\$963,000
Vegetable Transplants	2015	82.2	1,217,649,000	per plant	\$0.07	\$85,235,000
	2014	82.7	1,209,143,000	per plant	\$0.06	\$72,549,000
Woody Ornamentals	2015	36.0	735,000	per plant	\$5.59	\$4,109,000
	2014	38.8	867,000	per plant	\$5.14	\$4,456,000



## NURSERY PRODUCTS TOTAL

2015	829	\$278,355,000
2014	895	\$250,612,000

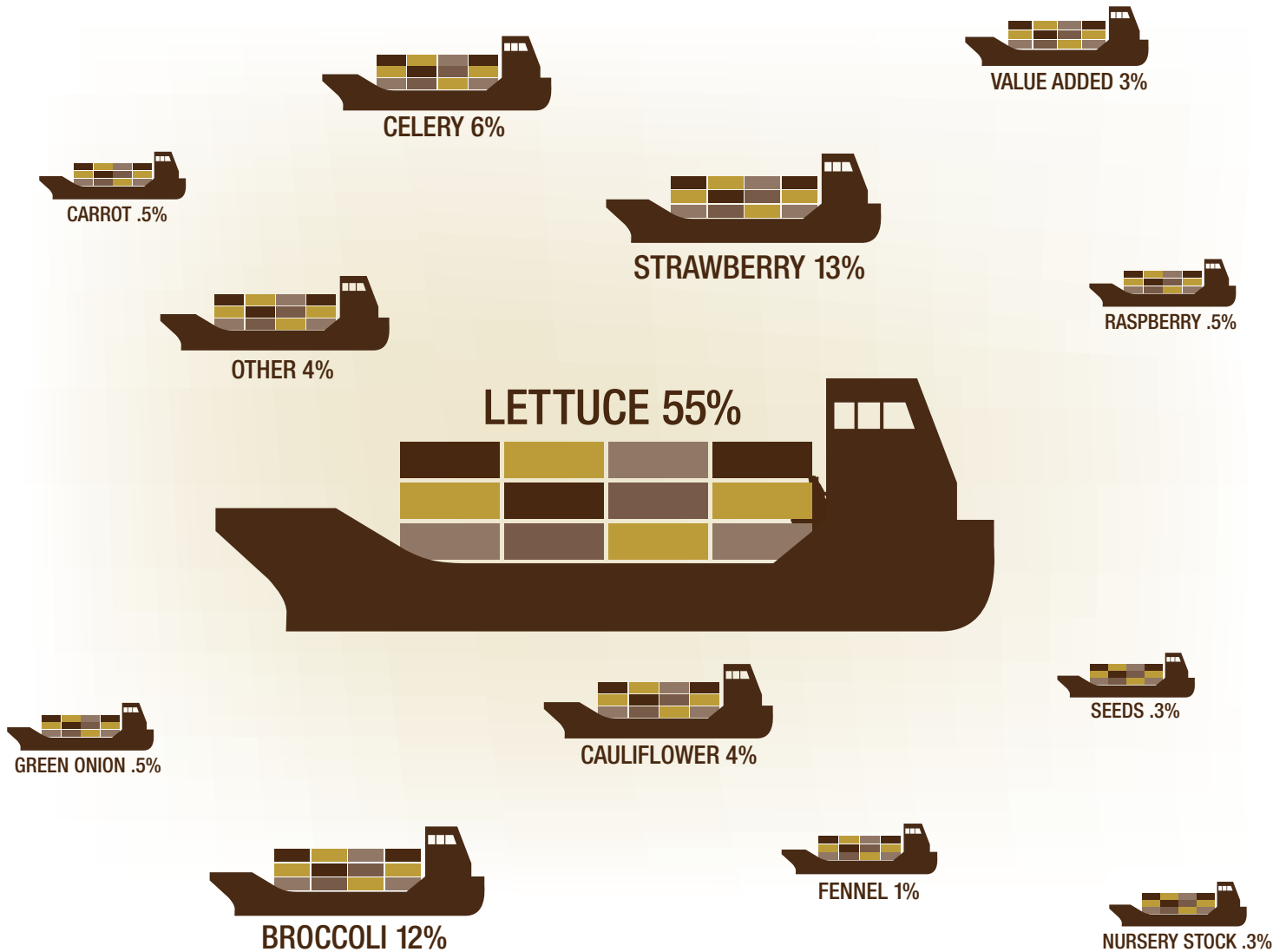
## OVERALL NURSERY<sup>26</sup> TOTAL

2015	1,167	\$313,689,000
2014	1,236	\$286,577,000

25 Includes: Begonia, Bromeliads, Bulbs, Christmas Trees, Clivia, Corms, Cypress, Euonymus, Ficus, Fruit & Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf and Water Pond Plants.  
 26 Totals from Cut Flower & Cut Foliage and Nursery Products.



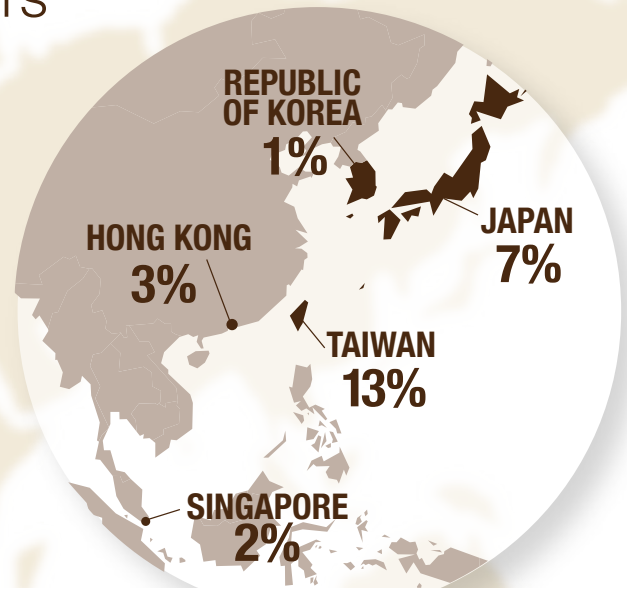
# Produce Exports by Commodity



COMMODITY	2015 TOTAL POUNDS	COMMODITY	2014 TOTAL POUNDS
Lettuce	373,448,000	Lettuce	414,554,000
Strawberry	86,645,000	Broccoli	92,636,000
Broccoli	83,245,000	Strawberry	79,268,000
Celery	42,754,000	Celery	56,029,000
Cauliflower	29,323,000	Cauliflower	25,773,000
Value Added	16,917,000	Value Added	23,985,000
Fennel	9,870,000	Anise	11,928,000
Carrot	3,772,000	Carrot	4,668,000
Raspberry	3,515,000	Seed	4,024,000
Green Onion	3,335,000	Green Onion	3,435,000
Seed	2,298,000	Raspberry	3,046,000
Nursery Stock	2,289,000	Cactus Pears	2,963,000
Other	26,746,000	Other	21,921,000
<b>TOTAL</b>	<b>684,157,000</b>		<b>744,230,000</b>



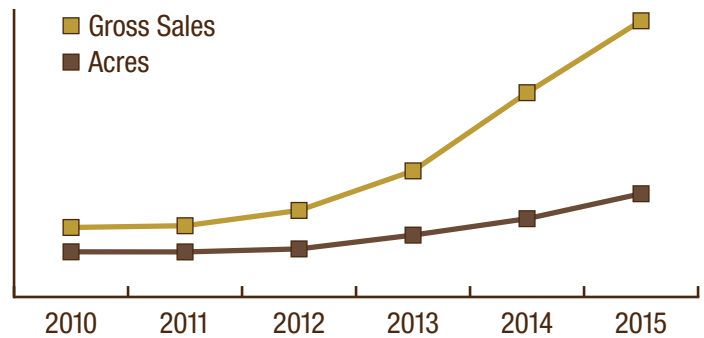
# Agricultural Exports Trade Partners



COUNTRY	2015 TOTAL POUNDS	COUNTRY	2014 TOTAL POUNDS
Canada	430,700,000	Canada	476,961,000
Taiwan	86,721,000	Taiwan	79,301,000
Mexico	49,846,000	Japan	59,906,000
Japan	48,672,000	Mexico	42,753,000
Hong Kong	21,570,000	Hong Kong	18,964,000
Singapore	11,486,000	Korea, Republic of	11,637,000
European Union	10,655,000	Singapore	10,685,000
Puerto Rico	5,567,000	European Union	9,147,000
Korea, Republic of	5,370,000	Puerto Rico	5,501,000
Saudi Arabia	4,751,000	Kuwait	2,362,000
United Arab Emirates	2,746,000	United Arab Emirates	1,085,000
Kuwait	1,199,000	Malaysia	1,073,000
Panama	872,000	New Zealand	1,026,000
Australia	709,000	Panama	445,000
Malaysia	614,000	Saudi Arabia	313,000
China	576,000	Australia	223,000
New Zealand	561,000	Thailand	220,000
Qatar	486,000	Brazil	164,000
Thailand	352,000	Qatar	162,000
Philippines	180,000	French Polynesia	150,000
French Polynesia	130,000	Kenya	147,000
Brazil	105,000	Philippines	144,000
Peru	67,600	Colombia	116,000
Colombia	59,100	Norway	62,900
Chile	28,000	South Africa	58,300
Kenya	15,300	Chile	50,700
South Africa	15,200	Guatemala	13,500

# Organic Production Registered in Monterey County

YEAR	PRODUCERS	ACRES	GROSS SALES
2015	178	66,636	\$335,090,000
2014	158	46,579	\$277,294,000
2013	131	33,381	\$214,437,000
2012	131	22,288	\$182,657,000
2011	113	19,863	\$170,352,000
2010	87	19,945	\$168,956,000



## Agriculture and Land-Based Training Association (ALBA)

by Chris Brown, Executive Director

Founded in 2001, ALBA's mission is to help aspiring, low-income farm workers establish their own small-scale organic farming businesses. In doing so, ALBA promotes new business establishment, job creation and retention, workforce skills development, and eco-friendly farming practices. Headquartered on 150 acres of farmland on Old Stage Road between Salinas and Chualar, ALBA has educated 350 aspiring farmers in organic farming practices and helped launch more than 100 small farm businesses.

ALBA's Farmer Education and Enterprise Development (FEED) Program provides participants low-cost access to land, equipment and assistance, lowering the barriers to starting a farm business. FEED is comprised of three main services which are designed to develop the necessary knowledge, skills and resources to successfully establish a small farm business over

the course of five years: Farmer Education, Organic Farm Incubator, and ALBA Organics.

The Farmer Education course is a nine-month, intensive, bilingual education program that includes both classroom instruction and field-based training. Each year 30 participants are enrolled in the Hartnell College-accredited curriculum. The course is designed and taught by ALBA staff members with masters' degrees in crop science, environmental policy and business. In addition, local professionals contribute to classroom discussion from the agribusiness and non-profit sectors.

In the second year of the program, about a dozen aspiring farmers launch their business in the Organic Farm Incubator where they spend up to four years establishing their farming business in a supervised lower-risk environment. Farmers

receive subsidized access to land, equipment and technical assistance, effectively lowering the barriers to establishing an organic farm business.

ALBA Organics—a licensed food hub—provides access to markets for the participants' produce, allowing them to focus on agricultural production and other aspects of the complex business of farming in their initial years. Sales of their produce has grown by ten times over five years to \$5.2 million, reflecting the significant and rising impact ALBA has on the lives of participating farmers.

Currently, 42 small farm businesses operate on ALBA's land. In the last three years, twelve farmers have transitioned from ALBA land to continue farming independently. With rapidly growing markets for local, organic produce, prospects for ALBA farmers have never been better. For more information, visit [albafarmers.org](http://albafarmers.org)



Graduating Class of 2015, ALBA One Year Farmer Education Course

# Summary of Pest Management Activities

PEST	AGENT / MECHANISM	SCOPE OF PROGRAM
<b>COUNTY BIOLOGICAL CONTROL</b>		
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>	47 sites
Italian Thistle, <i>Carduus spp.</i>	Seedhead weevil, <i>Rhinocyllus conicus</i>	General Distribution
Russian Thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora spp.</i>	General Distribution
Puncture Vine, <i>Tribulus terrestris</i>	Stem & Seed weevils, and <i>Microlarinus spp.</i>	General and Local Distribution
Ash Whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General Distribution

<b>PEST ERADICATION</b>		
Scotch Thistle, <i>Onopordum acanthium</i>	Mechanical/Chemical	One Infestation
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/Chemical	One Infestation
Puna Grass, <i>Achnatherum brachychaetum</i>	Mechanical/Chemical	Nine Infestations

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

<b>PEST MANAGEMENT</b>		
Roadside (virus host) Weeds	Chemical	County right-of-ways, spot treatment
Roadside, Targeted Noxious Weeds	Chemical	County right-of-ways, 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	Host-Free District	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	2,858
Melon Fruit Fly	Vegetable Gardens	915
Mexican Fruit Fly	Fruit Trees	1,978
Oriental Fruit Fly	Fruit Trees	2,853
Misc. Fruit Flies	Fruits and Vegetables	948
Gypsy Moth	Shade Trees	1,050
Japanese Beetle	Turf, Roses	1,014
Trogoderma Beetle	High Hazard Commodities	125
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	9,185
Light Brown Apple Moth	Ornamental/Commercial Crops	1,998
European Grapevine Moth	Grapes	22,639
Asian Citrus Psyllid	Citrus	4,252

Pest detection trapping activities accounted for 13,896 hours, with a total of 49,815 trap services being made. A total of 773 inspections were made on incoming plant shipments at parcel terminals, with three rejections issued. For the glassy-winged sharpshooter program, 1,387 incoming nursery stock shipments were inspected from regulated areas and no viable life stages of the pest were detected. Another 485 incoming plant material inspections were performed for in-state and out-of-state shipments. Phytosanitary field inspections for seed accounted for 2,652 hours, with a total of 630 inspections being completed on 1,984 acres. Special surveys were made for exotic invasive weeds, cymbalaria aphid, karnal bunt, citrus greening disease, sudden oak death disease, Asian citrus psyllid, brown marmorated stink bug, and glassy-winged sharpshooter.





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