

2023

COUNTY OF MONTEREY CROP & LIVESTOCK REPORT

TOGETHER WE RISE





2023 COUNTY OF MONTEREY CROP & LIVESTOCK REPORT

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California Department of Food & Agriculture
Karen Ross, Secretary

**The Honorable Board of Supervisors of
Monterey County**

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In accordance with Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to announce the release of the 2023 Annual Crop and Livestock Report for the County of Monterey. This report reflects a production gross value of \$4,353,338,000 which is a decrease of 6.1% from 2022.

The values represented here reflect gross values of agricultural commodities grown in Monterey County, and do not include costs incurred by growers that include but are not limited to labor, field preparation, planting, irrigating, harvesting, distribution, pest management, cooling, marketing, equipment, assessments, regulatory costs or loss experienced by individual operations, and other production activities.

Every year our diverse range of commodities are affected by numerous influences including market demand, production challenges, labor availability, weather conditions and many others. These influences can reduce supply, increase values, and impact commodities dramatically. Two major storm events in January and March resulted in flooding of low-lying areas throughout the county impacting planting schedules and resulting in commodity losses in some areas. Cooler than usual weather in the spring and early summer also led to a slow start for some commodities. Impact to commodities from the weather were tempered to some extent by market demand for the high value crops produced in our region. Top valued commodities this year include Strawberries which maintain the top spot with a gross production value of \$903,791,000, a 5.7% decrease from 2022. Leaf lettuce, including Romaine and other leaf lettuce varieties, continued to be the 2nd most valuable crop at \$782,134,000 with a decrease of 7.2%, and Head lettuce as the 3rd most valuable crop at \$493,464,000 with a decrease of 9.8%. Broccoli remained in the 4th place ranking with a 9.7% decrease to \$468,871,000.

Overall, the Vegetable Crops category saw a decrease in value of 7.9% to \$2,882,975,000. The Fruit and Nuts category had a decrease of 3.5% to \$1,191,221,000. Decreased production values in Monterey County were widespread among vegetable and fruit crops and can be attributed in part to a very wet winter that shortened the growing season, decreased production rates, and decreased growing acreage. Perennial crops such as wine grapes and seed crops that were less impacted by the increase in rain saw production values improve. Wine Grapes increased and ranked 5th in production value in 2023. Seed Crops and Livestock & Poultry also saw increases, while Field Crops remained steady.

This year's Crop and Livestock Report theme "Together We Rise" remind us of the viability of Monterey County agriculture in facing various natural disaster events in the last decade. It is thanks to the resiliency and support from our communities, and the drive from our growers and agricultural industry in continuing to find solutions, that makes agriculture a success in our region. Challenges created by droughts, floods, fire, smoke, and a national pandemic continue to give rise to the ingenuity and development of new technologies that will see Monterey County be a leader in production in our state and Nation.

I would like to express my appreciation to the agricultural industry in providing us with vital information to make this report possible. I am especially appreciative of all the hard work and diligence of our staff and would like to thank Tim Lewis, Yvette Pellman, Ronnie Capili, Valentin Contreras, Shayla Neufeld, Bruce Tanner, as well as those who assisted in compiling, analyzing, and reviewing the information.

Respectfully submitted,

Juan Hidalgo
Agricultural Commissioner

County of Monterey Agricultural Commissioner
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THANK YOU

Monterey County's agricultural sector is one of the most productive in the world and recognized for its important production of many different types of fresh fruits and vegetables in our Nation.

Agricultural workers are the cornerstone of agriculture in our county and their hard work and dedication contributes greatly to the success of agriculture in our region.

WE ARE GRATEFUL TO OUR MORE THAN 62,000 AGRICULTURAL WORKERS

for bringing food from our local farms to the tables of millions of communities in California, our Nation, and the World.



GROSS PRODUCTION VALUE

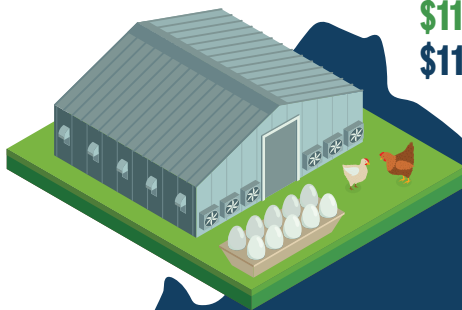
TOTAL 2023 ▼
\$4,353,338,000



TOTAL 2022 ▲
\$4,638,336,000

LIVESTOCK & POULTRY

\$115,584,000 2023
\$113,121,000 2022



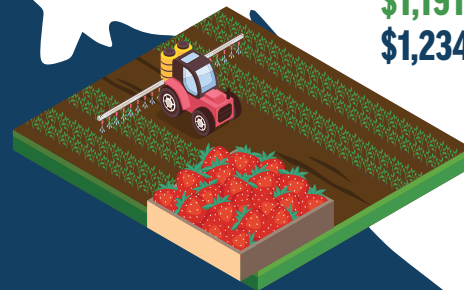
NURSERY CROPS

\$128,886,000 2023
\$124,314,000 2022



FRUIT & NUTS

\$1,191,221,000 2023
\$1,234,722,000 2022



SEED CROPS & APIARY

\$4,322,000 2023
\$6,914,000 2022



VEGETABLE CROPS

\$2,882,975,000 2023
\$3,129,167,000 2022



FIELD CROPS

\$30,350,000 2023
\$30,098,000 2022



COUNTY OF MONTEREY'S MAJOR CROP TRENDS

CROP		2003	2013	2023
Artichoke	Acre	5,993	5,203	3,070
	Value	\$45,847,000	\$47,390,000	\$37,818,000
	CPI Adjusted*	\$78,713,000	\$65,069,000	–
Broccoli	Acre	47,984	65,577	45,200
	Value	\$280,434,000	\$426,933,000	\$468,871,000
	CPI Adjusted	\$481,466,000	\$586,204,000	–
Cauliflower	Acre	17,112	20,987	17,290
	Value	\$105,400,000	\$163,319,000	\$188,242,000
	CPI Adjusted	\$180,957,000	\$224,246,000	–
Celery	Acre	9,856	13,570	7,800
	Value	\$105,583,000	\$217,452,000	\$173,814,000
	CPI Adjusted	\$181,271,000	\$298,574,000	–
Grapes (Wine)	Acre	34,287	42,986	40,200
	Value	\$160,219,000	\$226,982,000	\$194,642,000
	CPI Adjusted	\$275,074,000	\$311,659,000	–
Head Lettuce	Acre	71,731	44,680	39,600
	Value	\$489,306,000	\$550,628,000	\$493,464,000
	CPI Adjusted	\$840,070,000	\$756,044,000	–
Leaf Lettuce	Acre	63,036	65,008	61,100
	Value	\$552,649,000	\$659,646,000	\$782,134,000
	CPI Adjusted	\$948,822,000	\$905,732,000	–
Mushroom	Pounds	46,307,000	32,965,000	31,350,000
	Value	\$63,705,000	\$71,534,000	\$89,975,000
	CPI Adjusted	\$109,373,000	\$98,220,000	–
Nursery	Acre	2,023	1,373	729
	Value	\$240,898,000	\$312,346,000	\$128,886,000
	CPI Adjusted	\$413,588,000	\$428,869,000	–
Spinach	Acre	16,154	12,317	17,370
	Value	\$149,150,000	\$122,676,000	\$138,963,000
	CPI Adjusted	\$256,070,000	\$168,441,000	–
Strawberry	Acre	8,472	10,980	11,600
	Value	\$253,347,000	\$869,488,000	\$903,791,000
	CPI Adjusted	\$434,962,000	\$1,193,857,000	–
TOTAL OF MAJOR CROPS ABOVE	Acre	276,648	282,681	243,959
	Value	\$2,446,538,000	\$3,668,394,000	\$3,600,600,000
	CPI Adjusted	\$4,200,366,000	\$5,036,915,000	–

*Consumer Price Index calculated by US Bureau of Labor Statistics data. <https://www.bls.gov/cpi/regional-resources.htm>

COUNTY OF MONTEREY'S TOP CROPS

CROP	2023 CROP VALUE	2023 CROP RANKING	2022 CROP RANKING
Strawberry	\$903,791,000	1	1
Leaf Lettuce	\$782,134,000	2	2
Head Lettuce	\$493,464,000	3	3
Broccoli	\$468,871,000	4	4
Wine Grape	\$194,642,000	5	7
Cauliflower	\$188,242,000	6	5
Celery	\$173,814,000	7	6
Spinach	\$138,963,000	8	8
Nursery & Flower	\$128,886,000	9	9
Livestock & Poultry	\$115,584,000	10	11
Brussels Sprout	\$107,322,000	11	10
Mushroom	\$89,975,000	12	12
Spring Mix	\$72,522,000	13	16
Misc. Vegetables	\$64,943,000	14	14
Carrot	\$49,225,000	15	18
Cabbage	\$43,700,000	16	15
Lemon	\$42,305,000	17	19
Raspberry	\$38,441,000	18	17
Artichoke	\$37,818,000	19	20
Onion, Dry	\$31,538,000	20	21
Garlic	\$28,245,000	21	13
Peas	\$26,329,000	22	22
Rangeland	\$25,487,000	23	23
Cilantro	\$15,190,000	24	26
Kale	\$14,089,000	25	25
Leek	\$12,144,000	26	–

VEGETABLE CROPS

CROP ¹	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL ²
Anise / Fennel	2023	612	17.70	10,800	ton	\$900.00	\$9,720,000
	2022	631	19.00	11,984	ton	\$892.00	\$10,694,000
Artichoke	2023	3,070	6.44	19,800	ton	\$1,910.00	\$37,818,000
	2022	3,020	7.94	23,979	ton	\$1,600.00	\$38,366,000
Bok Choy	2023	253	11.90	3,010	ton	\$1,300.00	\$3,913,000
	2022	225	10.20	2,295	ton	\$1,300.00	\$2,984,000
Broccoli, Bulk ³	2023	11,300	–	88,100	ton	\$947.00	\$83,431,000
	2022	11,500	–	112,470	ton	\$895.00	\$100,661,000
Broccoli, Fresh	2023	33,900	7.80	264,000	ton	\$1,460.00	\$385,440,000
	2022	34,500	9.78	337,410	ton	\$1,240.00	\$418,388,000
Broccoli, Total	2023	45,200	–	352,100	ton	–	\$468,871,000
	2022	46,000	–	449,880	ton	–	\$519,049,000
Brussels Sprout	2023	6,800	8.49	57,700	ton	\$1,860.00	\$107,322,000
	2022	7,740	9.16	70,898	ton	\$1,620.00	\$114,855,000
Cabbage, Bulk	2023	2,160	–	48,200	ton	\$238.00	\$11,472,000
	2022	2,040	–	49,572	ton	\$246.00	\$12,195,000
Cabbage, Fresh	2023	2,250	22.30	50,200	ton	\$642.00	\$32,228,000
	2022	2,120	24.30	51,516	ton	\$694.00	\$35,752,000
Cabbage, Total	2023	4,410	–	98,400	–	–	\$43,700,000
	2022	4,160	–	101,088	–	–	\$47,947,000

1 Organic production included.

2 Totals may not calculate due to rounding.

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

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Carrot, Bulk	2023	1,730	32.03	55,400	ton	\$471.00	\$26,093,000
	2022	1,680	30.50	51,240	ton	\$424.00	\$21,726,000
Carrot, Fresh	2023	1,600	17.96	28,700	ton	\$806.00	\$23,132,000
	2022	1,550	17.10	26,505	ton	\$725.00	\$19,216,000
Carrot, Total	2023	3,330	—	84,100	ton	—	\$49,225,000
	2022	3,230	—	77,745	ton	—	\$40,942,000
Cauliflower, Bulk	2023	2,590	9.98	25,800	ton	\$402.00	\$10,372,000
	2022	2,660	10.60	28,196	ton	\$425.00	\$11,983,000
Cauliflower, Fresh	2023	14,700	9.98	147,000	ton	\$1,210.00	\$177,870,000
	2022	15,100	10.60	160,060	ton	\$1,280.00	\$204,877,000
Cauliflower, Total	2023	17,290	—	172,800	ton	—	\$188,242,000
	2022	17,760	—	188,256	ton	—	\$216,860,000
Celery, Bulk	2023	780	—	30,600	ton	\$324.00	\$9,914,000
	2022	897	—	37,136	ton	\$202.00	\$7,501,000
Celery, Fresh	2023	7,020	39.24	275,000	ton	\$596.00	\$163,900,000
	2022	8,070	41.40	334,098	ton	\$518.00	\$173,063,000
Celery, Total	2023	7,800	—	305,600	ton	—	\$173,814,000
	2022	8,967	—	371,234	ton	—	\$180,564,000
Chard	2023	1,130	5.23	5,910	ton	\$1,440.00	\$8,510,000
	2022	1,000	5.82	5,820	ton	\$1,800.00	\$10,476,000
Cilantro	2023	1,260	6.15	7,750	ton	\$1,960.00	\$15,190,000
	2022	1,080	6.57	7,096	ton	\$1,710.00	\$12,134,000
Garlic	2023	1,890	5.53	10,500	ton	\$2,690.00	\$28,245,000
	2022	3,260	6.82	22,233	ton	\$3,250.00	\$72,257,000
Kale	2023	1,240	6.42	7,960	ton	\$1,770.00	\$14,089,000
	2022	1,390	7.09	9,855	ton	\$1,280.00	\$12,614,000
Leek	2023	559	11.80	6,600	ton	\$1,840.00	\$12,144,000
	2022	396	12.10	4,780	ton	\$1,560.00	\$7,457,000

No other decade in recent history compares to the number of weather driven challenges our growers and communities have had to contend with. California experienced historic drought conditions for the majority of the decade.

Records indicate that California experienced its worst drought period in 800 years.



VEGETABLE CROPS *continued*

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Lettuce, Total⁴	2023	100,700	—	—	—	—	\$1,275,598,000
	2022	103,558	—	—	—	—	\$1,389,248,000
Misc. Vegetables, Total⁵	2023	16,800	—	101,000	ton	\$643.00	\$64,943,000
	2022	13,400	—	80,802	ton	\$702.00	\$56,723,000
Mushroom	2023	96	—	31,350,000	lbs	\$2.87	\$89,975,000
	2022	99	—	32,320,000	lbs	\$2.84	\$91,789,000
Napa Cabbage	2023	512	20.60	10,500	ton	\$1,060.00	\$11,130,000
	2022	505	19.60	9,898	ton	\$1,180.00	\$11,680,000
Onion, Dry	2023	2,060	35.19	72,500	ton	\$435.00	\$31,538,000
	2022	1,720	39.10	67,252	ton	\$512.00	\$34,433,000
Parsley	2023	248	23.60	5,850	ton	\$1,190.00	\$6,962,000
	2022	220	20.90	4,598	ton	\$1,280.00	\$5,885,000
Peas⁶	2023	2,430	4.63	11,300	ton	\$2,330.00	\$26,329,000
	2022	3,260	5.34	17,408	ton	\$1,940.00	\$33,772,000
Peppers⁷	2023	380	13.83	5,260	ton	\$340.00	\$1,788,000
	2022	297	17.00	5,049	ton	\$397.00	\$2,004,000
Radish	2023	328	8.46	2,780	ton	\$872.00	\$2,424,000
	2022	223	10.80	2,408	ton	\$899.00	\$2,165,000
Spinach, Bulk	2023	15,700	7.50	118,000	ton	\$1,020.00	\$120,360,000
	2022	17,900	7.50	134,250	ton	\$1,100.00	\$147,675,000
Spinach, Fresh	2023	1,670	7.00	11,700	ton	\$1,590.00	\$18,603,000
	2022	2,100	7.00	14,700	ton	\$1,270.00	\$18,669,000
Spinach, Total	2023	17,370	—	129,700	ton	—	\$138,963,000
	2022	20,000	—	148,950	ton	—	\$166,344,000
Spring Mix	2023	10,150	7.00	71,100	ton	\$1,020.00	\$72,522,000
	2022	6,780	7.70	52,206	ton	\$918.00	\$47,925,000
VEGETABLE CROPS TOTAL	2023	245,918					\$2,882,975,000
	2022	248,921*					\$3,129,167,000

*2022 Total Acreage corrected.

⁴ See Lettuce Production, page 9.

⁵ Includes: Asparagus, Arugula, Beet, Broccolini, Cardoon, Collard Greens, Corn, Cucumber, Dandelion Greens, Green Onion, Herbs, Kohlrabi, Mizuna, Mustard, Potato, Pumpkin, Radicchio, Rapini, Romanesco, Salad Products, Squash, Tomato and Turnip.

⁶ Includes: Bulk.

⁷ Includes: Bell Pepper, Chili Pepper and Pimento.

LETTUCE PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
HEAD LETTUCE							
Naked	2023	–	–	4,970,000	ctn ⁸	\$17.50	\$86,975,000
	2022	–	–	5,371,000	ctn	\$18.40	\$98,826,000
Wrapped	2023	–	–	17,621,000	ctn	\$18.50	\$325,989,000
	2022	–	–	19,042,000	ctn	\$19.10	\$363,702,000
Bulk	2023	–	–	250,000	ton	\$322.00	\$80,500,000
	2022	–	–	279,000	ton	\$302.00	\$84,258,000
Head Lettuce, Total	2023	39,600	–	–	–	–	\$493,464,000
	2022	41,476	–	–	–	–	\$546,786,000
LEAF LETTUCE							
Butter Leaf	2023	926	950	880,000	ctn	\$12.70	\$11,176,000
	2022	994	950	944,000	ctn	\$14.10	\$13,310,000
Endive/Escarole	2023	319	868	277,000	ctn	\$17.00	\$4,709,000
	2022	388	853	331,000	ctn	\$13.20	\$4,369,000
Green Leaf	2023	4,630	950	4,399,000	ctn	\$12.30	\$54,108,000
	2022	5,140	950	4,883,000	ctn	\$13.80	\$67,385,000
Red Leaf	2023	2,460	950	2,337,000	ctn	\$12.60	\$29,446,000
	2022	2,520	950	2,394,000	ctn	\$13.80	\$33,037,000
Leaf Lettuce, Bulk	2023	–	–	33,200	ton	\$879.00	\$29,183,000
	2022	–	–	32,624	ton	\$837.00	\$27,306,000
Romaine, Bulk	2023	12,900	–	245,000	ton	\$381.00	\$93,345,000
	2022	12,380	–	235,170	ton	\$451.00	\$106,062,000
Romaine, Fresh ⁹	2023	39,900	872	34,793,000	ctn	\$16.10	\$560,167,000
	2022	40,660	850	34,561,000	ctn	\$17.10	\$590,993,000
Romaine, Total	2023	52,800	–	–	–	–	\$653,512,000
	2022	53,040*	–	–	–	–	\$697,055,000
Leaf Lettuce, Total	2023	61,100	–	–	–	–	\$782,134,000
	2022	62,082	–	–	–	–	\$842,462,000
LETTUCE CROPS TOTAL	2023	100,700					\$1,275,598,000
	2022	103,558					\$1,389,248,000

*2022 Total Acreage corrected.

⁸ Carton.

⁹ Includes: Romaine Hearts.

FRUIT & NUT CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Avocado	2023	287	4.02	1,150	ton	\$2,990.00	\$3,439,000
	2022	273	1.60	437	ton	\$3,740.00	\$1,634,000
Blackberry	2023	93	8.95	832	ton	\$6,850.00	\$5,699,000
	2022	200	9.21	1,842	ton	\$7,800.00	\$14,368,000
Grapes (Wine) ¹⁰	2023	40,200	3.38	136,000	ton	–	\$194,642,000
	2022	41,480	3.00	124,424	ton	–	\$173,789,000
Lemon	2023	2,030	29.32	59,500	ton	\$711.00	\$42,305,000
	2022	2,030	29.10	59,073	ton	\$690.00	\$40,760,000
Misc. Fruit ¹¹	2023	460	2.61	1,200	ton	\$2,420.00	\$2,904,000
	2022	381	3.06	1,166	ton	\$2,050.00	\$2,390,000
Raspberry	2023	495	9.58	4,740	ton	\$8,110.00	\$38,441,000
	2022	552	9.85	5,437	ton	\$7,910.00	\$43,007,000
Strawberry, Fresh	2023	11,600	31.30	363,000	ton	\$2,480.00	\$900,240,000
	2022	11,050	34.30	379,015	ton	\$2,500.00	\$947,538,000
Strawberry, Processed	2023	–	–	8,240	ton	\$431.00	\$3,551,000
	2022	–	–	18,360	ton	\$612.00	\$11,236,000
Strawberry, Total	2023	11,600	–	371,240	ton	–	\$903,791,000
	2022	11,050	–	397,375	ton	–	\$958,774,000
FRUIT & NUT CROPS TOTAL	2023	55,165					\$1,191,221,000
	2022	55,966					\$1,234,722,000

¹⁰ Represents bearing acres only; see Wine Grape Production, pages 16-17.

¹¹ Includes: Apple, Blueberry, Kiwi, Olive and Walnut.



FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2023	2,940	0.89	2,620	ton	\$205.00	\$537,000
	2022	3,430	0.84	2,881	ton	\$231.00	\$666,000
Bean ¹²	2023	840	1.35	1,130	ton	\$2,490.00	\$2,814,000
	2022	1,350	1.55	2,093	ton	\$2,270.00	\$4,751,000
Hay, Alfalfa	2023	798	2.81	2,240	ton	\$190.00	\$426,000
	2022	694	3.13	2,172	ton	\$200.00	\$434,000
Misc. Field Crops ¹³	2023	3,450	–	–	–	–	\$964,000
	2022	3,000	–	–	–	–	\$931,000
Oat ¹⁴	2023	615	1.18	726	ton	\$168.00	\$122,000
	2022	513	1.39	713	ton	\$210.00	\$150,000
Rangeland	2023	1,307,000	–	–	acre	\$19.50	\$25,487,000
	2022	1,188,000	–	–	acre	\$19.50	\$23,166,000
FIELD CROPS TOTAL	2023	1,315,643					\$30,350,000
	2022	1,196,987					\$30,098,000

12 Includes: Peruano, Pintos, Pink, Pinquito and Lima Beans.

13 Includes: Industrial Hemp, Pastureland and Wheat (grain).

14 Includes: Hay Oats and Misc. Oats.



TOGETHER WE RISE

This past decade has proven to be one of the most challenging for agriculture and our communities in Monterey County. No other decade in recent history compares to the number of weather driven challenges our growers and communities have had to contend with.



California experienced historic drought conditions for the majority of the decade. Records indicate that California experienced its worst drought period in 800 years. During these drought years, we also experienced some of the worst wildfires in our history including the River, Dolan, and Carmel Fires which burned simultaneously in our county in August of 2020 and scorched 183,043 acres. Twice in this past decade we experienced some of the most significant rain events in our state, so severe in fact, that over a single winter season enough rain and snow fell in our state to pull most of California out of extreme drought status not only once but on two separate occasions. These rain events resulted in significant flooding in our county impacting agriculture, our communities, and our infrastructure.

While our state is no stranger to fires, floods and wildfires, the frequency of these events has been unprecedented this past decade. In addition to dealing with natural disasters, we were all faced by something none of us had ever faced or could have ever imagined, the Coronavirus Disease 2019 (COVID-19) pandemic. The pandemic shut down the world for a period of time and we all had to adapt to new ways to continue to provide and support our communities.

Despite the unavoidable acts of nature, the Monterey County agricultural industry continued to maintain its ability producing nutritious, high-quality food for the world. Thus, preserving the county's reputation as being the "Salad Bowl of the World".



Despite the unavoidable acts of nature, the Monterey County agricultural industry continued to maintain its ability producing nutritious, high-quality food for the world.

This responsibility does not come easily and the adoption of new tools to continue to be successful and better prepared for unpredictable natural and weather events is a topic of discussion that is part of everyday conversations.

Innovation and technology have played a big role in the ability of growers to be more efficient and effective in producing commodities and conserving resources. Examples include the use of drones and Artificial Intelligence software to assess conditions in the field for pest pressure and irrigation needs, disease resistant crop varieties, improved irrigation technology for

water conservation, and advanced weather prediction systems to name a few. These modern tools and innovations have allowed growers to take farming efficiency to the next level. The next set of tools and innovations being developed will not only need to focus on the continued conservation of resources but also incorporate technologies that allow growers to be better prepared to reduce impacts to food production from severe weather extremes and the disease and pest pressure these events can spark.

One thing the past decade has demonstrated is that together we rise as a community to support each other to get through the tough times and to learn from those experiences. While we do not know when the next drought or flood will come our way, it is reassuring to know that many efforts are under way to better prepare our communities and to ensure the viability of agriculture in our region into the future.





NURSERY, CUT FLOWERS & FOLIAGE

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY	UNIT	VALUE PER UNIT	TOTAL
Vegetable Transplants	2023	256	2,792,749,000	per plant	\$0.02	\$55,855,000
	2022	234	2,579,239,000	per plant	\$0.02	\$51,585,000
Misc. Nursery Products ¹⁵	2023	349	16,838,000	various	\$3.86	\$64,995,000
	2022	309	19,758,000	various	\$3.26	\$64,411,000
Misc. Cut Flowers & Foliage ¹⁶	2023	124	2,661,000	various	\$3.02	\$8,036,000
	2022	150	2,513,000	various	\$3.31	\$8,318,000
NURSERY, CUT FLOWERS & FOLIAGE TOTAL	2023	729				\$128,886,000
	2022	693				\$124,314,000

¹⁵ Includes: Begonia, Bulbs, Christmas Trees, Herbs, Fruit & Nut Trees, Jasmine, Money Tree, Natives, Orchids, Poinsettia, Potted Plants and Turf.

¹⁶ Includes: Alstroemeria, Calla Lily, Carnations, Chrysanthemum, Curly Willow, Dahlia, Eucalyptus, Freesia, Gerbera, Gladiolus, Hydrangea, Iris, Lavender, Lily (Asiatic & Oriental), Marigold, Narcissus, Protea, Ranunculus, Roses, Snapdragon, Statice, Stock, Sunflower, Tulips and Zinnia.

During these drought years, we also experienced some of the worst wildfires in our history including the River, Dolan, and Carmel **Fires which burned simultaneously in our county in August of 2020 and scorched 183,043 acres.**



APIARY & SEED PRODUCTION

APIARY PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2023	–	11,900	lbs	\$2.85	\$33,900
	2022	–	11,500	lbs	\$2.80	\$32,200
Pollination ¹⁷	2023	2,440	–	colony	\$84.70	\$207,000
	2022	3,299	–	colony	\$65.20	\$215,000
Wax	2023	–	650	lbs	–	\$3,250
	2022	–	412	lbs	–	\$1,960
APIARY PRODUCTION TOTAL	2023					\$244,000
	2022					\$249,000

SEED PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed	2023	422	1.08	456	ton	\$3,790.00	\$1,728,000
	2022	544	1.18	642	ton	\$3,450.00	\$2,215,000
Misc. Seed ¹⁸	2023	742	0.71	527	ton	\$4,460.00	\$2,350,000
	2022	880	0.87	766	ton	\$5,810.00	\$4,450,000
SEED PRODUCTION TOTAL	2023	1,160					\$4,078,000
	2022	1,424					\$6,665,000

¹⁷ Seed Crops Pollination Services.

¹⁸ Includes: Barley, Broccoli, Cauliflower, Cucumber, Pea and Sunflower Seeds.

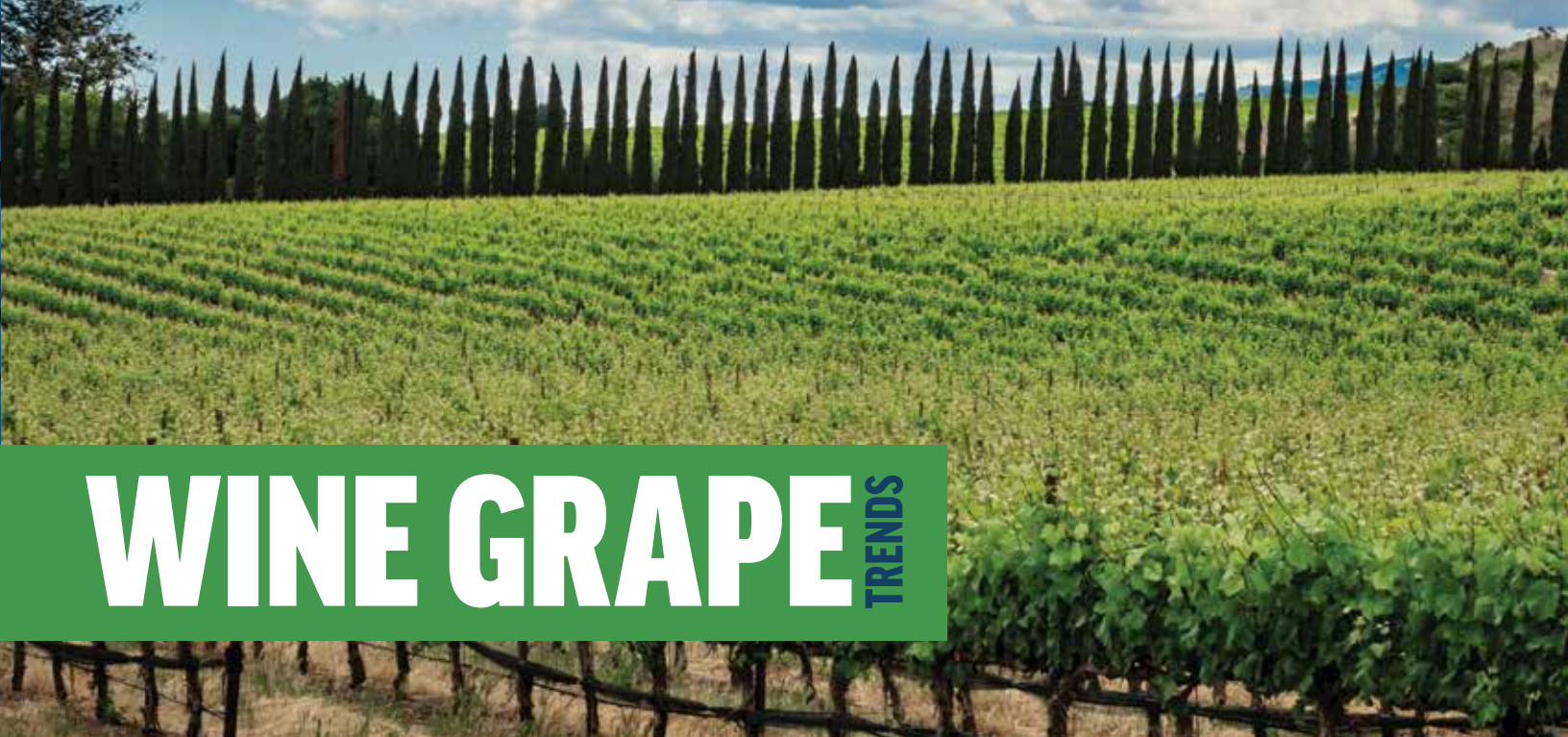
WINE GRAPE PRODUCTION

WHITE GRAPE VARIETIES	HARVESTED ACRES	TOTAL TONS	AVERAGE PRICE PER TON	TOTAL VALUE
Chardonnay	15,800	48,900	\$1,270	\$62,103,000
Sauvignon Blanc	1,100	6,290	\$1,350	\$8,492,000
Pinot Gris	860	6,900	\$1,060	\$7,314,000
Gewurztraminer	351	2,360	\$639	\$1,508,000
Riesling	626	2,080	\$1,080	\$2,246,000
Pinot Blanc	68	637	\$1,310	\$834,000
Malvasia Bianca	96	82	\$1,300	\$107,000
Muscat Blanc	78	219	\$1,310	\$287,000
Gruener Veltliner	100	397	\$1,190	\$472,000
Vioginier	111	65	\$2,060	\$134,000
Other Whites ¹⁹	181	1,240	\$1,680	\$2,083,000
SUBTOTAL WHITE GRAPE	19,400	69,200		\$85,580,000

RED GRAPE VARIETIES	HARVESTED ACRES	TOTAL TONS	AVERAGE PRICE PER TON	TOTAL VALUE
Pinot Noir	10,200	38,600	\$1,810	\$69,866,000
Cabernet Sauvignon	4,360	13,000	\$1,370	\$17,810,000
Merlot	3,380	5,630	\$1,140	\$6,418,000
Syrah/Shiraz	1,040	2,820	\$1,470	\$4,145,000
Grenache	333	3,040	\$1,440	\$4,378,000
Malbec	326	1,570	\$1,460	\$2,292,000
Petite Sirah	340	1,210	\$1,430	\$1,730,000
Zinfandel	132	349	\$1,840	\$642,000
Petit Verdot	170	210	\$1,380	\$290,000
Cabernet Franc	88	72	\$2,360	\$170,000
Other Reds ²⁰	397	699	\$1,890	\$1,321,000
SUBTOTAL RED GRAPE	20,800	67,200		\$109,062,000

¹⁹ Other Whites Include: Albarino, Chenin Blanc, Grenache Blanc, Marsanne, Musca Orange, Picpoul Blanc, Roussanne, Semillon and Vermentino.

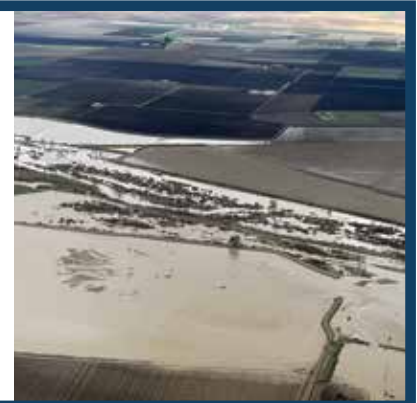
²⁰ Other Reds Include: Alicante Bouschet, Barbera, Carignane, Cinsaut, Charbano, Dolcetto, Dornfelder, Mouvedre, Primitivo, Sangiovese, Tannat, Tempranillo, Touriga Nacional and Valdiguie.



WINE GRAPE TRENDS

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
2023	969	40,200	136,000	\$194,642,000
2022	925	41,480	124,424	\$173,789,000
2021	781	41,972	167,000	\$218,591,000
2020	1,028	44,886	94,300	\$105,991,000
2019	1,147	44,683	132,000	\$186,096,000
2018	1,137	44,924	180,000	\$247,758,000
2017	896	44,299	171,000	\$239,027,000
2016	1,496	44,771	172,000	\$238,892,000
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

Twice in this past decade we experienced some of the most significant rain events in our state, so severe in fact, that **over a single winter season enough rain and snow fell in our state to pull most of California out of extreme drought status on two separate occasions.**





ORGANIC PRODUCTION

COMMODITY GROUPS	2023 COMMODITY ACRES	2022 COMMODITY ACRES
Citrus & Tree Fruit	166	172
Grapes, Table & Wine	795	561
Strawberry	3,460	2,500
Other Berries & Fruit	828	975
Broccoli	9,920	7,560
Carrot	326	267
Celery	3,600	2,300
Lettuce	19,300	18,100
Spinach	11,600	10,900
Misc. Vegetables	12,300	10,200
Fallow	1,130	297
All Other Field Crops	1,650	886
Livestock Acreage	30,400	26,700
TOTAL ACRES	95,475	81,418
TOTAL PRODUCERS	167	188
REPORTED GROSS SALES	\$821,482,000	\$1,040,445,000

Organic Production & Gross Sales Table - Data provided by California Department of Food and Agriculture State Organic Program from individually reported annual registrations. Producers and Gross Sales are not itemized to assure confidentiality of individual business information.

EXPORTS BY COMMODITY

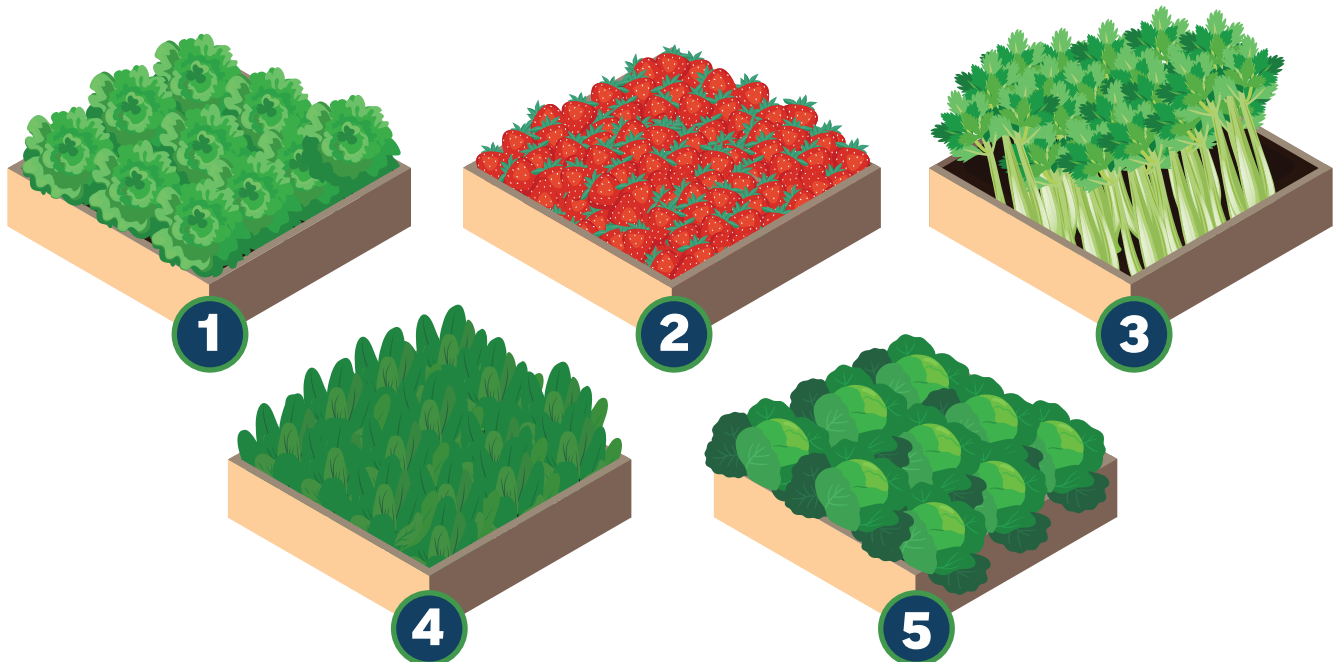
2023

COMMODITY	TOTAL POUNDS	TOTAL PHYTOSANITARY CERTIFICATES
Lettuce	88,567,000	2,549
Strawberry	80,100,000	5,916
Celery	18,486,000	431
Spinach	16,882,000	709
Cabbage	16,551,000	778
Broccoli	16,042,000	1,715
Cauliflower	10,901,000	1,214
Brussels Sprout	3,445,000	361
Radicchio	2,618,000	203
Raspberry	2,436,000	1,613
Mixed Salad	2,289,000	4,414
Blackberry	2,247,000	1,811
Other	7,974,000	2,509
TOTAL	268,538,000	24,223

2022

COMMODITY	TOTAL POUNDS	TOTAL PHYTOSANITARY CERTIFICATES
Lettuce	116,305,000	2,184
Strawberry	88,970,000	5,509
Brussels Sprout	33,527,000	364
Broccoli	27,317,000	1,645
Celery	21,838,000	349
Cauliflower	21,760,000	889
Cabbage	18,946,000	560
Spinach	15,031,000	542
Radicchio	3,998,000	200
Raspberry	3,608,000	710
Mixed Salad	2,966,000	213
Blackberry	2,530,000	565
Other	13,327,000	7,200
TOTAL	370,123,000	20,930

2023 TOP FIVE EXPORTS



EXPORTS BY TRADE PARTNERS

2023

COUNTRY	TOTAL POUNDS	TOTAL PHYTOSANITARY CERTIFICATES
Mexico	150,566,000	4,289
Taiwan	56,108,000	1,737
Canada	40,550,000	3,950
Japan	7,433,000	1,752
Korea, Republic of	3,985,000	277
Saudi Arabia	3,023,000	506
United Arab Emirates	1,835,000	413
Kuwait	1,610,000	326
United Kingdom	1,360,000	58
Qatar	733,000	103
Italy	360,000	24
Panama	356,000	65
Other	618,000	187

2022

COUNTRY	TOTAL POUNDS	TOTAL PHYTOSANITARY CERTIFICATES
Mexico	197,069,000	5,157
Canada	70,831,000	4,566
Taiwan	60,734,000	2,060
Japan	8,344,000	1,648
Saudi Arabia	6,679,000	964
Hong Kong	5,723,000	0
United Arab Emirates	3,852,000	543
Kuwait	3,562,000	618
Korea, Republic Of	3,211,000	168
Puerto Rico	2,933,000	0
European Union	1,950,000	379
United Kingdom	2,308,000	61
Qatar	1,408,000	213

2023 TOP FIVE TRADE PARTNERS





LIVESTOCK & POULTRY

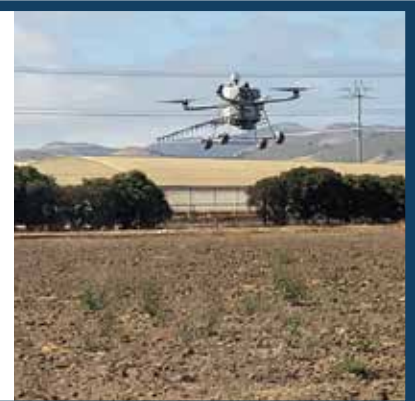
CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2023	25,000	167,000	cwt*	\$145.00	\$24,215,000
	2022	25,700	172,000	cwt	\$141.00	\$24,252,000
Stocker	2023	60,500	426,000	cwt	\$145.00	\$61,770,000
	2022	60,850	428,000	cwt	\$141.00	\$60,348,000
Sheep & Lambs	2023	1,300	1,560	cwt	\$161.00	\$251,000
	2022	1,225	1,470	cwt	\$160.00	\$235,000
Hogs	2023	1,530	413,000	lbs	\$0.66	\$273,000
	2022	1,510	408,000	lbs	\$0.64	\$261,000
Misc. Livestock ²¹ & Poultry ²² Products	2023	–	–	–	–	\$29,075,000
	2022	–	–	–	–	\$28,025,000
LIVESTOCK & POULTRY TOTAL	2023					\$115,584,000
	2022					\$113,121,000

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

22 Includes: Eggs, Hatcheries and Poultry.

*Hundredweight (100 pounds).

Innovation and technology have played a big role in the ability of growers to be more efficient and effective in producing commodities and conserving resources. Examples include the use of drones and Artificial Intelligence software to assess conditions in the field, disease resistant crop varieties, improved irrigation, and advanced weather prediction systems.





CANNABIS PRODUCTION

PRODUCTION AND VALUE

PRODUCT	PRODUCTION	UNIT	\$ PER UNIT	VALUE
Nursery Products	11,250,000	each	\$12.20	\$137,250,000
Flower (Mixed Light)	513,000	pound	\$323.00	\$165,699,000
Flower (Indoor)	53,000	pound	\$933.00	\$49,449,000
Trim	9,400	pound	\$47.50	\$447,000
Seed	15,750,000	each	\$0.62	\$9,765,000
TOTAL 2023				\$362,610,000
TOTAL 2022				\$283,158,000

Review of Production and Value Table - Total production value for cannabis cultivation during 2023 was calculated at \$362.6 million, an increase of \$79.5 million from 2022. The value is summarized and averaged as a gross production value. Capital expenditures, labor, profits, fees, taxes, and other overhead costs are not reflected in this total and it does not represent the net profit of the industry, or any individual cultivator.

One thing the past decade has demonstrated, is that together we rise as a community to support each other to get through the tough times and to learn from those experiences.

It is reassuring to know that many efforts are under way to prepare our communities better and to ensure the viability of agriculture in our region into the future.



CULTIVATION LICENSES ISSUED BY CALIFORNIA DEPARTMENT OF CANNABIS CONTROL

LICENSE TYPES AND MAX. SQUARE FOOTAGE PER LICENSE	NO. OF LICENSES PER TYPE	CULTIVATION TOTAL AREA (SQUARE FEET)	CULTIVATION TOTAL AREA (ACRES)
Nursery	35	unlimited	unlimited
Specialty Cottage Indoor (500 Ft ²)	–	–	–
Specialty Cottage Mixed Light (2,500 Ft ²)	1	2,500	0.06
Specialty Indoor (5,000 Ft ²)	10	50,000	1.15
Specialty Mixed Light (5,000 Ft ²)	5	25,000	0.57
Small Indoor (10,000 Ft ²)	10	100,000	2.30
Small Mixed Light (10,000 Ft ²)	172	1,720,000	39.49
Medium Indoor (22,000 Ft ²)	–	–	–
Medium Mixed Light (22,000 Ft ²)	3	66,000	1.52
TOTAL 2023	236	1,964,000	45.09
TOTAL 2022	527	4,644,000	106.60

Review of DCC Issued Cultivation Licenses Table - In 2023, California Department of Cannabis Control (DCC) issued 1.9 million square feet, or 45.09 acres, of cultivation license area in Monterey County. License types represent gross production area permitted for cultivation and must not exceed each licensed square footage of flowering canopy. Nursery licenses are needed to cultivate vegetative plants, prior to flowering, from seed or clones.

UTILIZATION OF DEPARTMENT OF CANNABIS CONTROL CULTIVATION LICENSES

LICENSE TYPE	NO. OF LICENSES UTILIZED PER TYPE	CULTIVATION TOTAL AREA (SQUARE FEET)	CULTIVATION TOTAL AREA (ACRES)
Nursery	29	–	–
Indoor	17	120,000	2.80
Mixed Light	166	1,677,000	38.50
TOTAL 2023	212	1,797,000	41.30
TOTAL 2022	402	3,251,400	74.64

Review of Utilization of DCC Issued Cultivation Licenses Table - This table reflects utilization of DCC issued cultivation licenses. Not all licenses, nor all square footage, issued by DCC were utilized in production. Nursery licenses not limited to size.



PEST DETECTION SUMMARY

PEST DETECTION is the systematic search for invasive pests throughout the county by means of trapping, luring and surveying. The goal is to detect novel pests before they become established so that eradication is biologically and economically feasible. Detection trapping is performed primarily by the County Agricultural Commissioner’s offices.

TARGET PEST	INSECT HOSTS	TRAPS PLACED	SERVICINGS
Medfly	Fruit Trees	247	4,123
Melon Fruit Fly	Vegetable Gardens	81	753
Mexican Fruit Fly	Fruit Trees	121	3,506
Oriental Fruit Fly <i>(shown in photo)</i>	Fruit Trees	247	4,123
Misc. Fruit Fly	Fruits and Vegetables	89	840
Spongy Moth	Shade Trees	205	1,187
Japanese Beetle	Turf, Rose	161	1,149
Light Brown Apple Moth	Ornamental/Commercial Crops	311	2,550
European Grapevine Moth	Grapes	967	11,157
Asian Citrus Psyllid - Urban/Commercial	Citrus	522	6,400
Glassy-Winged Sharpshooter	Nurseries/Urban Areas	544	9,455
European Grape Berry Moth	Grapes	661	7,024
TOTAL TRAPPING PROGRAM ACTIVITIES		4,156	52,267



PEST EXCLUSION SUMMARY

PEST EXCLUSION is the process of monitoring the channels of trade through routine inspections and commodity certification to prevent the transport and introduction of economically important pests and pathogens. Inspections include phytosanitary field inspections, special surveys, incoming plant shipments, parcel terminals, and nursery stock inspections.

TARGET PEST	LOCATION	INSPECTIONS
Glassy-Winged Sharpshooter <i>(shown in photo)</i>	Plant Nurseries / Homeowners	846
Spongy Moth	Homeowners	9
Nursery Inspection	Plant Nursery	51
Shipments from Southern State	Plant Nurseries	18
Shipments from Non-Southern State	Plant Nurseries	146
Seed Inspections	Seed Companies	239
Seed Retailer/Labeler	Seed Companies	108
Seed Plant Quarantine Field Walks	Growers	341
Sudden Oak Death	Plant Nurseries / Homeowners	34
Incoming Parcels - Terminal Inspections	Terminals - Fed Ex	507
Incoming Parcels - Terminal Inspections	Terminals - UPS	35



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