

MONTEREY COUNTY CROP REPORT 2002



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ENUMERATION AND LAYOUT: COOPERATIVE EFFORT OF THE AGRICULTURAL COMMISSIONER'S STAFF

**SPECIAL THANKS TO THOSE WHO PROVIDED INFORMATION FOR THIS YEAR'S CROP STATISTICS.
WITHOUT YOUR COOPERATION, COMPILING ACCURATE DATA WOULD NOT HAVE BEEN POSSIBLE.**

(F.O.B. values in this report include packing, harvesting, cooling, icing, pallets, and any local charges)

MONTEREY COUNTY



AGRICULTURAL COMMISSIONER SEALER OF WEIGHTS & MEASURES

ERIC LAURITZEN AGRICULTURAL COMMISSIONER/SEALER

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William "Bill" J. Lyons, Jr., Secretary
California Department of Food & Agriculture

and

The Honorable Board of Supervisors of Monterey County

Fernando Armenta	1 st District, Chair
Louis Calcagno	2 nd District
W. B. "Butch" Lindley	3 rd District
Edith Johnsen	4 th District
Dave Potter	5 th District

It is a pleasure to present the 2002 Monterey County Crop Report, which is produced annually pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of \$2.81 billion for Monterey County, an increase of 5% over 2001. The boost in value is based largely upon increases in leaf lettuces, spinach, nursery products and mixed vegetables. However, decreases were noted in wine grapes, head lettuce, strawberries, salad products and some core vegetable commodities such as cauliflower and celery.

Leaf lettuce production, valued at \$429 million, surpassed head lettuce for the first time, driven largely by increases in romaine production, which accounts for approximately 75% of the category. Continued consumer demand has boosted values in food service products such as spinach, which was up 68% to \$129 million; mixed vegetables were up \$25 million; and spring mix was up \$21 million. Other commodities that posted increases include: raspberries, up \$21 million; kale was up \$7 million; broccoli up nearly \$7 million; carrots were up \$6 million; and citrus was up nearly \$2 million. Organic production continues to increase, growing from a value of \$12 million in 1994 to over \$120 million in 2002.

Production values decreased in a number of categories in 2002. Wine grape production was down nearly \$61 million, or 30%; head lettuce dropped 14% to \$309 million; strawberries were down \$50 million; cauliflower was down \$9 million; celery was off by over \$7 million; and livestock/diary was down nearly \$7 million. Additional commodities that posted reduced values over 2001 included tomatoes, squash, mushrooms, and bell peppers.

While last year's crop values showed a slight increase over 2001, weak markets affected by the economy, lingering effects of September 11th, and a myriad of other factors, continue to affect our growers and producers. It is also critical to remember that the figures provided are gross values and do not represent or reflect net profit or losses experienced by individual growers. Regardless of the losses and gains noted in the various categories, this report is an important opportunity to recognize the significance of the productivity and diversity of this premier agricultural region. We thank the producers, growers and ranchers, along with the related businesses and support services, who are credited with driving the economic engine that supports our community.

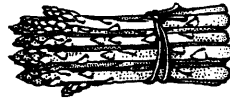
Special recognition for the compilation of this report goes to Gerry Willey, Deputy Agricultural Commissioner, and the many staff who assisted in gathering the information. It is also important to recognize the agricultural industry and others who generously provide assistance and vital information to complete this report. Without a very collaborative effort, compilation of this report would not be possible.

Sincerely,

Eric Lauritzen
Agricultural Commissioner

VEGETABLE CROPS

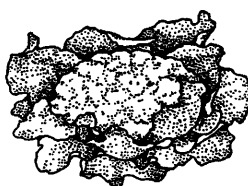
CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
ANISE ¹	2002	595	12.27	7,300	TON	450.68	\$3,290,000
	2001	741	9.72	7,200	"	458.75	3,303,000
ARTICHOKES ²	2002	5,735	6.10	35,000	"	1,093.29	38,265,000
	2001	5,943	5.99	35,600	"	1,080.70	38,473,000
ASPARAGUS ³	2002	4,854	2.89	14,030	"	1,564.93	21,956,000
	Total	4,767	3.10	14,800	"	1,485.34	21,983,000
Fresh	2002			13,750	"	1,541.53	21,196,000
	2001			14,600	"	1,469.18	21,450,000
Organic	2002			280	"	2,714.29	760,000
	2001			200	"	2,665.00	533,000
BOK CHOY ⁴	2002	508	24.13	12,260	"	263.62	3,232,000
	2001	542	21.59	11,700	"	280.94	3,287,000
BROCCOLI ⁵	2002	55,125	6.98	384,690	"	691.12	265,867,000
	Total	54,899	6.93	380,630	"	680.35	258,962,000
Fresh	2002			296,620	"	647.85	192,165,000
	2001			305,960	"	622.06	190,325,000
Food Service	2002			62,430	"	990.79	61,855,000
	2001			50,480	"	1,129.73	57,029,000
Organic	2002			8,690	"	725.89	6,308,000
	2001			7,240	"	707.73	5,124,000
Processing	2002			16,950	"	326.78	5,539,000
	2001			16,950	"	382.54	6,484,000
CARROTS ⁶	2002	3,821	17.58	67,180	"	325.86	21,891,000
	Total	3,333	20.17	67,230	"	205.44	15,609,000
Fresh	2002			28,760	"	258.28	7,428,000
	2001			39,380	"	179.91	7,085,000
Food Service	2002			14,280	"	820.52	11,717,000
	2001			2,900	"	1,295.52	3,757,000
Processing	2002			24,140	"	113.75	2,746,000
	2001			24,950	"	119.04	2,970,000



¹ Carton weight, 37 lbs. ² Carton weight, 23 lbs. ³ Carton weight, 25 lbs. ⁴ Carton weight, 50 lbs. ⁵ Carton weight, 23 lbs. ⁶ Carton weight, 50 lbs.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
CABBAGE, (All) ¹	2002	1,862	20.41	38,000	TON	212.45	\$8,073,000
	2001	2,087	19.82	41,370	"	205.75	8,512,000
CAULIFLOWER ²	2002	17,983	6.97	125,320	"	745.49	93,425,000
	Total	2001	17,390	139,630	"	734.56	102,567,000
Fresh ³	2002			113,260	"	626.49	70,956,000
	2001			126,700	"	629.79	79,794,000
Food Service	2002			7,150	"	2,715.66	19,417,000
	2001			6,810	"	2,853.60	19,433,000
Organic	2002			2,300	"	742.17	1,707,000
	2001			1,480	"	666.22	986,000
Processing	2002			2,610	"	515.33	1,345,000
	2001			4,640	"	507.33	2,354,000
CELERY ⁴	2002	9,546	30.64	292,480	"	310.13	90,707,000
	Total	2001	10,030	312,600	"	313.46	97,988,000
Fresh	2002			271,880	"	276.78	75,251,000
	2001			295,500	"	289.25	85,473,000
Food Service	2002			18,650	"	816.46	15,227,000
	2001			14,600	"	836.71	12,216,000
Processing	2002			1,950	"	117.44	229,000
	2001			2,500	"	119.60	299,000
CHARD	2002	671	6.72	4,510	"	616.63	2,781,000
	2001	698	7.03	4,910	"	614.05	3,015,000
CILANTRO	2002	878	8.52	7,480	"	586.23	4,385,000
	2001	871	9.46	8,240	"	557.65	4,595,000
HERBS ⁵	2002	81	2,086.42	169,000	BUNCH	7.51	1,269,000
	2001	80	1,850.00	148,000	"	8.59	1,271,000



¹ Carton weight, 50 lbs. ² Carton weight, 23 lbs. ³ Figures combined, White & Green Cauliflower. ⁴ Carton weight, 60 lbs. ⁵ Includes: Chervil, Dill, Ginkgo, Marjoram, Oregano, Rosemary, Sage, Thyme, misc.

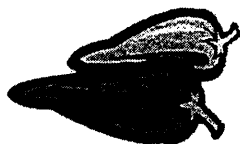
VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
KALE ¹	2002	1,494	9.93	14,839	TON	815.01	\$12,094,000
	Total	2001	1,005	7.62	7,654	"	630.39
Fresh (All)	2002			13,983	"	773.01	10,809,000
	2001			6,794	"	521.05	3,540,000
Food Service	2002			856	"	1,501.17	1,285,000
	2001			860	"	1,494.19	1,285,000
LEEKs	2002	286	9.97	2,850	"	797.54	2,273,000
	2001	346	10.12	3,500	"	854.29	2,990,000
LETTUCE (All) (See page 7 & 8)	2002	119,624			CTN		738,508,000
	2001	111,339			"		658,905,000
MISC. VEGETABLES ²	2002	20,104	7.36	171,540	TON	806.87	138,411,000
	Total	2001	20,600	7.46	153,730	"	736.51
Fresh	2002			19,390	"	773.59	15,000,000
	2001			16,840	"	711.76	11,986,000
Food Service	2002			63,320	"	1,101.36	69,738,000
	2001			51,500	"	938.29	48,322,000
Organic	2002			86,030	"	611.68	52,623,000
	2001			84,680	"	621.76	52,651,000
Processing	2002			2,800	"	375.00	1,050,000
	2001			710	"	373.24	265,000
MUSHROOMS	2002			46,668,000	LBS	1.38	64,402,000
	2001			48,146,000	"	1.36	65,479,000
NAPA ³	2002	664	23.64	15,700	TON	309.87	4,865,000
	2001	696	20.83	14,500	"	357.24	5,180,000
ONIONS, Dry ⁴	2002	900	21.56	19,400	"	187.22	3,632,000
	Total	2001	924	21.86	20,200	"	192.18
Fresh	2002			5,400	"	345.74	1,867,000
	2001			6,200	"	341.45	2,117,000
Processing	2002			14,000	"	126.07	1,765,000
	2001			14,000	"	126.07	1,765,000

¹ Carton weight, 20 lbs. ² Includes: Asparagus, Beans, Beets, Brussel Sprouts, Cactus Pears, Cardone, Cherry Tomatoes, Chives, Com, Cucumbers, Daikon, Edible Flowers, Endive, Escarole, Fava Beans, Garlic, Gourds, Kohlrabi, Assorted Melons, Mixed Vegetables, Onions, Parsnips, Peas, Peppers; Chili, Pimentos, Pumpkins, Radish, Turnips. ³ Carton weight, 50 lbs. ⁴ Carton weight, 50 lbs.


VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
ONIONS, Green ¹	2002	1,221	12.69	15,494	TON	1,110.43	\$17,205,000
	2001	1,345	11.95	16,070	"	1,121.72	18,026,000
PARSLEY ²	2002	254	16.06	4,080	"	528.19	2,155,000
	2001 ³	257	14.59	3,750	"	525.07	1,969,000
PEPPERS, BELL ⁴	2002	1,600	11.88	19,000	"	345.16	6,558,000
	Total	1,817	13.98	25,400	"	299.29	7,602,000
Fresh	2002			4,800	"	266.04	1,277,000
	2001			11,900	"	366.22	4,358,000
Processing	2002			14,200	"	371.90	5,281,000
	2001			13,500	"	240.30	3,244,000
PEPPERS, Chili ⁵	2002				"		
	Total	2001	625	8.13	5,080	"	888.39
Fresh	2002				"		
	2001			100	"	300.00	30,000
Processing	2002				"		
	2001			4,980	"	900.20	4,483,000
RADICCHIO ⁶	2002	1,841	3.01	5,540	"	1,605.96	8,897,000
	2001	1,850	3.02	5,590	"	1,552.24	8,677,000
RADISH ⁷	2002	178	12.76	2,271	"	668.87	1,519,000
	2001	224	11.21	2,510	"	682.87	1,714,000
RAPPINI ⁸	2002	2,570	4.64	11,937	"	853.15	10,184,000
	2001	2,516	4.88	12,280	"	854.89	10,498,000
SALAD PRODUCTS ⁹	2002			38,025,000	CTN	8.11	308,383,000
	2001			43,307,000	"	8.21	355,550,000



¹ Carton weight, 13 lbs. ² Carton weight, 21 lbs. ³ Corrected acreage & per acre figures ⁴ Carton weight, 30 lbs. ⁵ Insufficient to report. ⁶ Carton weight, 9 lbs. ⁷ Carton weight, 12 lbs. ⁸ Carton weight, 23 lbs. ⁹ Carton weight, 20 lbs.

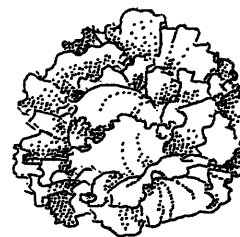
VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
SPINACH ¹	2002	16,206	7.53	122,030	TON	1,060.38	\$129,398,000
Total	2001	13,204	7.52	99,316	"	775.39	77,009,000
Fresh	2002			47,060	"	669.19	31,492,000
	2001			49,897	"	651.16	32,491,000
Food Service	2002			54,730	"	1,745.92	95,554,000
	2001			25,868	"	1,615.05	41,778,000
Processing	2002			20,240	"	116.21	2,352,000
	2001			23,551	"	116.34	2,740,000
SPRING MIX ²	2002	18,152	3.88	70,430	"	1,694.12	119,317,000
Total	2001	13,167	7.83	103,100	"	949.43	97,886,000
Fresh	2002			39,990	"	1,688.47	67,522,000
	2001			52,440	"	936.98	49,135,000
Organic	2002			30,440	"	1,701.54	51,795,000
	2001			50,660	"	962.32	48,751,000
SQUASH ³	2002	211	10.66	2,250	"	453.78	1,021,000
	2001	450	14.60	6,569	"	417.42	2,742,000
TOMATOES ⁴	2002	1,805	19.45	35,110	"	273.63	9,607,000
	2001	2,272	17.28	39,266	"	336.27	13,204,000

¹ Carton weight, 20 lbs. ² May contain: Tango, Magenta Orach, Red Perella, Red Nagoya, Little Gem, Mizuna, Red Feathering Kale, Green Perella, New Red Fire, Arugula, Beet Tops, Royal Red Oak Leaf, Baby Spinach, Mache, Green Mustard, Dinosaur Kale, Green Kale, Baby Red Romaine, Belgian Endive, Red Butter Lettuce, Tat-Soi, Frisee, Sierra, Cocard, Green Chard, Red Chard, Baby Green Romaine, Red Russian Kale, Red Mustard, Lollo Rosa. ³ Carton weight, 30 lbs. ⁴ Carton weight, 25 lbs.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
LETTUCE, Head 1							
Spring	2002	17,924					
	2001	17,665					
Summer	2002	18,690					
	2001	18,180					
Fall	2002	24,634					
	2001	21,749					
Naked Pack	2002			10,973,000	CTN	\$5.59	\$61,339,000
	2001			10,194,000	"	7.78	79,309,000
Wrapped Pack	2002			23,582,000	"	7.57	178,516,000
	2001			22,167,000	"	9.76	216,350,000
Bulk for Shredding	2002			19,798,000	"	3.50	69,293,000
	2001			19,089,000	"	3.40	64,903,000
SEASON TOTAL	2002	61,248	887.42	54,353,000	CTN	\$5.6878	\$309,148,000
	2001	57,594	893.32	51,450,000	"	\$7.0080	\$360,562,000



HEAD LETTUCE	2002	61,248	887.42	54,353,000	CTN	\$5.6878	\$309,148,000
TOTALS	2001	57,594	893.32	51,450,000	"	\$7.0080	\$360,562,000

1 Carton weight, 50 lbs.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
LEAF LETTUCE							
BUTTER LETTUCE	2002	1,802	1,028.86	1,854,000	CTN	6.29	\$11,662,000
	2001	1,908	810.80	1,547,000	CTN	6.46	9,994,000
GREEN LEAF	2002	8,270	860.82	7,119,000	"	3.95	28,120,000
	2001	9,488	786.36	7,461,000	"	4.69	34,992,000
ENDIVE	2002	444	581.08	258,000	"	5.75	1,484,000
	2001	570	698.25	398,000	"	5.40	2,149,000
ESCAROLE	2002	275	785.46	216,000	"	5.49	1,186,000
	2001	209	516.75	108,000	"	4.82	521,000
RED LETTUCE	2002	4,257	1,016.68	4,328,000	"	6.30	27,266,000
	2001	4,360	827.29	3,607,000	"	6.43	23,193,000
ROMAINE 1	2002	43,328	872.21	37,791,000	"	9.7803	359,642,000
	2001	37,210	753.78	28,048,000	"	8.111	227,494,000
Fresh	2002			21,266,000	"	7.8998	158,032,000
	2001			19,147,000	"	7.652	146,513,000
Food Service	2002			16,525,000	"	12.2003	201,641,000
	2001			8,901,000	"	9.098	80,981,000
LEAF LETTUCE 2	2002	58,376	883.34	51,566,000	CTN	\$8.51966	\$429,360,000
TOTALS	2001 3	53,745	766.01	41,169,000	CTN	\$7.24678	298,343,000

LETTUCE CROP	2002	119,624		HEAD & LEAF LETTUCE	\$738,508,000
TOTALS	2001	111,339		HEAD & LEAF LETTUCE	\$658,905,000



VEGETABLE CROPS	2002	288,769		VEGETABLE CROPS	\$2,133,570,000
TOTAL ACRES	2001 3	274,018		VEGETABLE CROPS	\$1,947,961,000

1 Carton weight, 37 lbs. 2 Carton weight, 25 lbs. 3 Corrected per acre, total & per unit figure.





FRUITS AND NUTS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
APPLES ¹	2002	91.00	16.48	1,500	TON	232.67	\$349,000
	Total	2001	128.50	14.26	1,833	"	224.77
Fresh	2002			50	"	100.00	5,000
	2001			139	"	151.08	21,000
Processing	2002			1,450	"	237.24	344,000
	2001			1,694	"	230.81	391,000
AVOCADOS ^{2,4}	2002	135.00	1.51	204	"	2,397.06	489,000
	2001	142.00	2.97	422	"	2,137.44	902,000
BUSHBERRIES ³	2002	30.00	9.90	297	"	4,478.11	1,330,000
	2001	91.00	4.02	366	"	4,573.77	1,674,000
CITRUS ⁴	2002	1,267.00	15.67	19,859	"	384.56	7,637,000
	2001	1,226.00	20.76	25,453	"	231.49	5,892,000
GRAPES ⁴	2002	37,325.00	3.86	143,947	"	1,021.66	147,065,000
	2001	38,098.00	4.83	184,082	"	1,129.63	207,945,000
KIWI FRUIT ⁵	2002	7.25	3.31	24	"	1,250.00	30,000
	2001	7.25	3.45	25	"	1,800.00	45,000
RASPBERRIES ⁶	2002	577.00	13.16	7,595	"	3,289.80	24,986,000
	2001	232.85	3.56	830	"	4,326.51	3,591,000
STRAWBERRIES ⁷	2002	6,980.00	30.41	212,260	"	1,068.73	226,849,000
	Total	2001	6,941.00	32.14	223,113	"	1,241.51
Fresh	2002			198,930	"	1,080.00	214,844,000
	2001			208,286	"	1,256.54	261,720,000
Organic	2002			5,566	"	1,473.23	8,200,000
	2001			2,500	"	2,584.80	6,462,000
Processing	2002			7,764	"	489.83	3,803,000
	2001			12,327	"	708.20	8,730,000
WALNUTS	2002	450.00	0.60	268	"	1,194.03	320,000
	2001	450.00	0.67	302	"	1,046.36	316,000
FRUITS AND NUTS	2002	46,607.25		FRUITS AND NUTS		\$409,055,000	
TOTAL ACRES	2001	47,316.60		TOTAL VALUE		\$497,689,000	



¹ Carton weight, 38 lbs. ² Carton weight, 25 lbs. ³ Includes: Logan, Olalla, Chester, Blackberries, Blueberries. Carton weight, 9 lbs. ⁴ Represents bearing acres. ⁵ Carton weight, 7 lbs. ⁵ Carton weight, 7 lbs. ⁶ Carton weight, 7 lbs. ⁷ Carton weight, 12 lbs.

GRAPE SUPPLEMENTARY

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER			PER UNIT	TOTAL
GRAPES	TOTAL	43,007					
Bearing	2002	37,325	3.86	143,947	TON	1021.66	147,065,000
Nonbearing or not harvested		5,682					
GRAPES	TOTAL	45,986					
Bearing	2001	38,098	4.83	184,082	TON	1,129.63	207,945,000
Nonbearing or not harvested		7,888					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	GRAPE TYPE	HARVESTED ACRES	AVERAGE	TOTAL TONS	NON-BEARING ACRES
			PRICE PER TON		
Chardonnay	White	16,659	974	65,487	1,037
Sauvignon Blanc	White	1,113	795	4,377	148
J. Riesling/White Riesling	White	1,061	865	4,427	72
Chenin Blanc	White	868	319	5,053	44
Gewurztraminer	White	734	863	1,731	
Other White (2)	White	296	579	1,243	25
Pinot Gris/Pinot Grigio	White	234	1,251	680	269
Pinot Blanc	White	214	763	764	4
Viognier	White	106	1,157	464	20
Semillon	White	62	689	236	
Marsanne	White	7	1,260	28	
Merlot	Red	5,197	1,211	22,681	1,033
Cabernet Sauvignon	Red	5,054	1,109	20,056	1,368
Pinot Noir	Red	3,330	1,353	8,506	983
Syrah	Red	1,245	1,155	4,260	388
Zinfandel	Red	279	696	1,124	13
Cabernet Franc	Red	213	1,148	716	29
Sangiovese	Red	147	1,089	694	17
Petite Sirah	Red	143	893	462	90
Grenache	Red	122	1,157	248	15
Gamay (Napa)/Valdiguie	Red	71	741	297	
Other Red (1)	Red	53	1,374	171	9
Malbec	Red	50	1,306	54	64
Petite Verdot	Red	35	1,349	94	54
Barbera	Red	32	1,367	94	

1 Alicante Bouschet, Charbono, Cinsaut, Dolcetto, Freisa, Nebbiolo, Refosco, Souzao, Tempranillo

2 Albarino, French Colombard, Loureiro, Malvasia Bianca, Muscat Canelli, Muscat Orange, Pigato, Roussanne, Treixadura, Verduzzo

FIELD CROPS

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
BARLEY, Grain	2002	995	0.76	757	TON	110.96	\$84,000
	2001	2,180	0.83	1,808	"	87.94	159,000
BEANS, Dry Large Lima	2002	1,582	1.24	1,957	"	1,210.00	2,368,000
	2001	1,390	1.40	1,943	"	1,220.00	2,371,000
BEANS, Misc. Dry	2002	73	1.53	112	"	901.79	101,000
	2001	32	1.19	38	"	800.00	30,400
HAY, Alfalfa	2002	300	6.03	1810	"	145.00	262,000
	2001	365	5.21	1,903	"	181.29	299,000
HAY, Oat	2002	2310	2.48	5730	"	114.00	653,000
	2001	2,068	2.57	5,315	"	95.39	507,000
PASTURE ¹ Dry Land	2002	1,076,031			ACRE	8.79	9,458,000
	2001	1,076,031			"	8.79	9,458,000
SAFFLOWER ²	2002				"		
	2001	165	1.10	182	"	181.32	33,000
WHEAT, Grain ²	2002				"		
	2001	659	0.96	630	"	85.71	54,000



FIELD CROPS	2002	1,081,291	FIELD CROPS	\$12,926,000
TOTAL ACRES	2001	1,082,890	TOTAL VALUE	\$12,911,400

¹ California Dept. of Conservation Farmland Mapping and Monitoring program. ² Insufficient to report.

Cattle Industry in Monterey County

A hundred fifty years before lettuce became the "Green Gold" of Monterey County, there was another kind of agricultural gold – the four-legged kind. Cattle were the first agricultural commodity the Spanish imported into Alta California. The first herd was fewer than 200 rangy Mexican cattle, and was brought only as far north as San Diego by the Franciscan padres.

The cattle, of a type that later became known as longhorns, were introduced into Monterey County in the 1770s when the Carmel and San Antonio missions were founded. The herds grazed the fertile grassy valleys around Camel and Jolon. Without much interference, the herds thrived and soon there were thousands of head of cattle roaming the county. By the 1820s, secularization of the Missions had occurred and the mission lands were divided into vast ranchos that covered hundreds of square miles, all unfenced.

Until the middle of the 19th century, the cattle were raised solely for their hides and tallow, usually bringing only a couple of dollars a head. Only the finest parts of the meat were used and not very much of that because there was no way to keep the meat fresh. The hides were dried and baled and sent along with the tallow by sailing ship to the east coast. When William Hartnell arrived in Monterey in 1824 he was outraged by the stench and the terrible waste of the carcasses that were left to rot after the hides were removed.

Along came the Gold Rush of 1849 and thousands and thousands of miners came by land and sea to seek their fortunes in California. All those men had to eat, and beef became a valuable commodity. The price of cattle soared to \$35 a head. When the Gold Rush was over, thousands of "hard workin' Yankees" remained in California and some stayed in Monterey County. The face of the cattle industry had changed.

With more demand for cattle, and a relatively dependable market for the beef, the cattle ranchers of Monterey County and the rest of California learned to trail their herds to San Francisco and other major markets. Cattlemen of the area would combine their herds and move them slowly north along a trail, 12-15 miles a day, so they wouldn't lose weight. These roundups and cattle drives were the only way the cattle could be moved to market until the railroad made its steel-tracked way down the Salinas Valley, eventually making its way as far as San Lucas by the late 1800s.

But, of course, there were booms and busts; over supply in the 1860s, and the great drought of 1916 when famed cattleman Henry Miller said he had 1 million head die. That wasn't the only drought. In the midst of the Depression, there was no rain and Jim Bardin's records show he sold fat cows for three cents a pound, bulls for 3 ¼ cents, and fed steers for 7 cents.

The year after the disastrous drought of 1934, the Monterey County Cattlemen's Association was formed with 36 charter members and Jim Bardin as the president. Bardin and Ruben Albaugh went from ranch to ranch to convince their fellow cattlemen to join.

Over the years the public has changed what it wants from the cattle industry. Breeds – Angus, Durham, Hereford, Charlois, Limousin and others – have come in and out of favor. The public demands less fat for health concerns, but still wants flavor and tenderness. The industry is constantly battling imports and groups that oppose the raising of cattle, or any animal, for food. The cattle industry faces increasing challenges because of environmental concerns as well as development pressures causing rising land prices that make it difficult to expand.

The cattle industry generated \$23,540,000 in gross revenue in 2002, and it has been a major factor in Monterey County agriculture for more than 150 years.

Contributions to this article made by Harry Casey in Chronicle of the Century in The Rustler, Jim Bardin in his 1985 speech to the California Cattlemen's Association, and the Monterey County Cattlemen's Association.

Dividing up the Farm Pie

AVERAGE GROWING COSTS FOR A SALINAS VALLEY VEGETABLE FARM					
Break-Even Growing and Shipping Costs					
	Head Lettuce Flat Pack 24's	Romaine 24's	Broccoli 14's	Cauliflower 12's	Mix Lettuce 24's
Average Yield per Carton per Acre	850	850	800	750	950
Growing Costs per Carton	\$3.53	\$3.47	\$3.47	\$3.90	\$3.03
Shipping Costs per Carton	\$5.15	\$5.50	\$5.05	\$5.35	\$5.10
Price Required to Break Even (Growing and Shipping per Carton)	\$8.68	\$8.97	\$8.52	\$9.25	\$8.13

Food producers are increasingly squeezed between rising costs of production and decreasing market prices, due largely to the exploitation of market power. As a result of consolidation in the food industry, the buyer group continues to get smaller, giving the corporate retailer more bargaining power. Also, in today's global marketplace, local farmers are competing with other growing areas where the costs of production may be substantially less. Regardless of market price changes, the costs of producing and delivering products continue to escalate.

The County crop report shows only gross returns, and no allowances have been made for shipping, processing, or sales and marketing costs. It is not reflective of the net crop value remaining, if any, that would be returned to the farm to pay the costs of growing the crop. It is possible that while a crop's countywide gross value may show an increase, the net return to the farm may decrease in value on a per acre basis. The following data represent typical break-even costs per carton for various commodities. The shipper must receive more than this typical price to make a profit.


NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>GREENHOUSE CUT FLOWERS</u>			BLOOMS SOLD	PER BLOOM	
ROSE	2002	77.99	26,365,000	0.27	\$7,119,000
	2001	78.36	26,644,000	0.31	8,260,000
MINIATURE ROSE	2002	4.49	2,796,000	0.18	503,000
	2001	6.41	2,777,000	0.21	583,000
CARNATION	2002	27.77	11,236,000	0.14	1,573,000
	2001	34.80	15,451,000	0.14	2,163,000
CARNATION (Miniature)	2002	17.22	2,383,000	1.87	4,456,000
	2001	24.23	2,554,000	1.84	4,699,000
CHRYSANTHEMUM (Standard)	2002	29.38	3,211,000	0.65	2,087,000
	2001	16.92	2,848,000	0.58	1,652,000
ORCHID	2002		248,000	1.65	409,000
	2001		216,000	1.83	395,000
INDOOR CUT FLOWERS	2002	156.85		INDOOR CUT FLOWERS	\$16,147,000
TOTAL ACRES	2001	160.72		TOTAL VALUE	\$17,752,000

<u>FIELD GROWN FLOWERS</u>			BUNCHES SOLD	PER BUNCH	
ALSTROEMERIA	2002	19.02	310,600	1.49	463,000
	2001	30.04	662,900	1.58	1,047,000
EUCALYPTUS	2002	133.52	994,000	2.26	2,246,000
	2001	155.16	995,000	2.52	2,507,000
GYPSOPHILA	2002	0.87	19,900	1.96	39,000
	2001	0.49	18,900	2.01	37,000
IRIS	2002	23.94	1,060,000	2.02	2,141,000
	2001	21.31	1,060,000	2.02	2,141,000
SNAPDRAGON	2002	13.16	487,200	1.68	818,000
	2001	20.30	664,000	1.78	1,182,000
STATICE	2002	33.26	202,400	2.06	417,000
	2001	44.45	424,300	3.21	1,362,000

¹ Corrected figures.

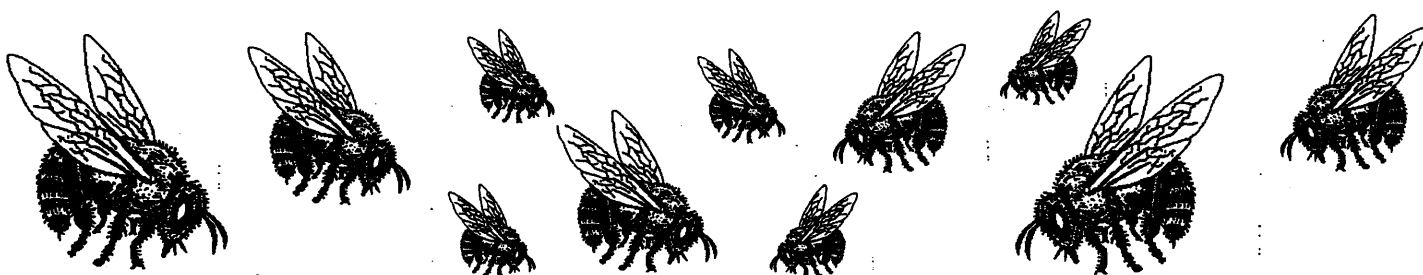
NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>POTTED PLANTS</u>			PLANTS SOLD	PER PLANT	
BEDDING PLANTS					
Commercial &	2002	87.71	1,834,950,000	0.03	\$55,049,000
Organic Vegetable ¹	2001 ⁵	92.78	1,921,140,000	0.03	57,634,000
ORCHIDS					
	2002	60.16	6,698,000	7.87	52,713,000
	2001	45.93	2,256,000	8.11	18,296,000
POINSETTIA					
	2002	69.28	1,725,000	4.59	7,918,000
	2001	58.65	1,438,000	4.47	6,428,000
PROPAGATIVE STOCK ²					
	2002	123.81	18,633,000	0.38	7,081,000
	2001	140.80	12,208,000	0.56	6,837,000
<u>OTHER PLANTS</u>			PLANTS SOLD	PER PLANT	
MISCELLANEOUS					
Indoor Decorative ³	2002	96.29	5,465,000	2.80	15,302,000
	2001	46.81	4,365,000	3.00	13,095,000
OUTDOOR					
Woody Ornamentals	2002	15.07	670,000	2.63	1,762,000
	2001	16.77	809,000	2.66	2,152,000
MISC FIELD CROPS ⁴					
	2002	1,038.93	40,302,000	1.37	55,214,000
	2001	1,414.81	51,831,000	0.81	41,983,000
CHRISTMAS TREES					
	2002	19.96	924	31.39	29,000
	2001	22.96	1,345	28.25	38,000
LILIES					
	2002	8.71	1,031,000	1.30	1,340,000
	2001	18.38	1,453,000	1.25	1,816,000
					
NURSERY CROPS	2002	1,900.54		NURSERY CROPS	\$218,679,000
TOTAL ACRES	2001 ⁵	2,290.36		TOTAL VALUE	\$174,307,000

¹ Includes: Artichokes, Broccoli, Cabbage, Cauliflower, Celery, Corn, Head Lettuce, Herbs, Leaf Lettuce, Leeks, Melons, Peppers, Squash, Strawberries, Tomatoes. ² Includes: Bedding plants, Carnations, Fruit tree transplants, Grape cuttings, Mums, Roses. ³ Includes: African Violet, Azallas, Cyclamen, Dieffenbachia, Ficus sp., Gardenias, Gloxinia, Kalanchoe, Potted Mums, Seasonal potted plants, Spathiphyllum, Spring bulbs. ⁴ Includes: Agapanthus, Bulbs, Cactus, Cornflower, Colum Stock, Curly Willow, Dianthus, Foliage, Foxglove, Freesia, Godetia, Heather, Larkspur, Leptospermum, Lilies, Lisanthus, Misty, Myrtle, Seafoam, Stock, Succulents, Strawflower, Sunflower, Thistles, Tillandsia, Turf, Yarrow. ⁵ Corrected acreage & total figure.

SEED CROPS

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
BROCCOLI	2002	38	0.08	3.13	TON	72,523.96	\$227,000
	2001	91	0.10	9.10	"	29,780.22	271,000
CAULIFLOWER	2002	34	0.07	2.54	"	80,708.66	205,000
	2001	190	0.06	11.70	"	61,966.00	725,000
PEAS	2002	13	1.64	21.28	"	1,268.80	27,000
	2001	136	1.34	182.00	"	818.68	149,000
BEANS, (All)	2002	3,163	0.78	2,474.00	"	1,951.50	4,828,000
	2001	2,750	0.88	2,426.00	"	1,434.05	3,479,000
MISC. SEED ¹	2002	1,158	1.18	1,362.00	"	541.12	737,000
	2001	832	0.91	758.00	"	618.73	469,000
SEED CROPS	2002	4,406			SEED CROPS		\$6,024,000
TOTAL ACRES	2001	3,999			TOTAL VALUE		\$5,093,000



APIARY

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
HONEY	2002		25,000	LBS	0.75	\$18,750
	2001		29,000	"	0.58	16,800
POLLINATION ²	2002	650		COLONY	23.38	15,200
	2001	2,329		"	29.83	69,500
WAX	2002		1,290	LBS	2.25	2,903
	2001		1,500	"	2.25	3,380
APIARY	2002					\$36,853
TOTAL VALUE	2001					\$89,680

¹ Includes: Barley, Corn, Cucumber, Endive, Native grasses, Oats, Peppers, Squash, Watermelon, Western maize.

² Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Melon, Onion, Parsley, Pepper, Spinach, Squash.

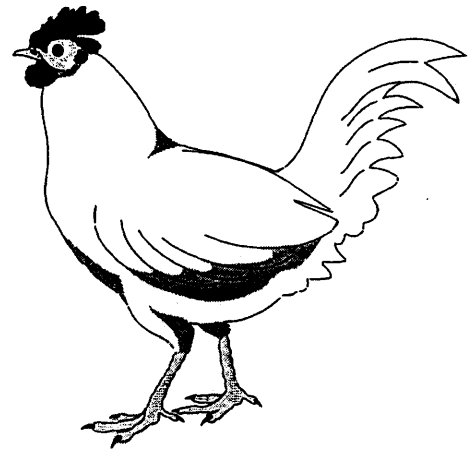
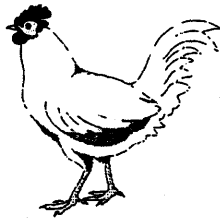
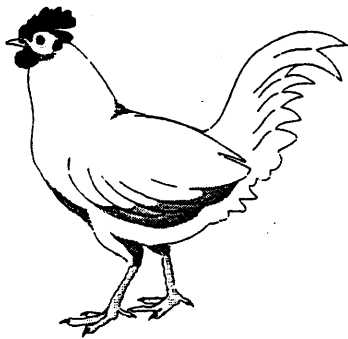
LIVESTOCK & DAIRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE	2002	97,500		CWT		23,540,000
Total	2001	92,500		"		27,618,000
Cattle & Calves	2002	47,500	298,770	"	52.00	15,536,000
	2001	47,000	295,630	"	67.00	19,807,000
Stocker	2002	50,000	116,000	"	69.00	8,004,000
	2001	45,500	105,560	"	74.00	7,811,000
SHEEP & LAMB	2002	2,300	3,450	"	69.00	238,000
	2001	2,500	3,756	"	67.00	252,000
WOOL	2002		16,560	LBS	0.15	2,490
	2001		18,000	"	0.15	2,700
HOGS	2002	1,500	285,000	"	0.35	99,800
	2001	1,600	304,545	"	0.45	137,000
DAIRY	2002	1,750		HEAD		5,809,000
Total	2001	2,018		"		8,625,000
Dairy Cows	2002	1,300		"	1,500.00	1,950,000
	2001	1,458		"	1,600.00	2,333,000
Cull Cows	2002	300		"	500.00	150,000
	2001	360		"	600.00	216,000
Calves	2002	150		"	70.00	10,500
	2001	200		"	85.00	17,000
Fertilizer	2002		6,000	TON	7.00	42,000
	2001		6,000	"	7.00	42,000
Milk, Market Marketing	2002		321,564	CWT	11.36	3,653,000
	2001		411,347	"	14.59	6,002,000
Manufactured	2002		315	"	10.54	3,320
	2001		881	"	16.98	15,000
LIVESTOCK & DAIRY	2002					\$29,689,290
TOTAL VALUE	2001					\$36,634,700



POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
POULTRY	2002					\$2,089,240
Total	2001 ¹					2,402,000
Broilers, Fryers	2002	464,000	2,723,000	LBS	0.42	1,144,000
Roasters	2001	466,000	2,984,000	"	0.41	1,223,000
Misc. Poultry ²	2002					903,000
	2001 ¹					1,020,000
Eggs	2002		32,000	DOZ	1.32	42,240
	2001		63,000	"	2.52	159,000



POULTRY	2002	\$2,089,240
TOTAL VALUE	2001 ¹	\$2,402,000

¹ Corrected total figure. ² Includes: Duck Eggs, Ducklings, Fryers, Goslings, Pullets and meat Hens.

TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	VALUE	ACRES	INFLATION ADJUSTED DOLLARS
ARTICHOKES	2002	\$38,265,000	5,735	\$38,265,000
	1992	29,560,000	6,910	\$37,897,436
	1982	30,930,700	8,475	\$57,706,530
BROCCOLI	2002	\$265,867,000	55,125	\$265,867,000
	1992	243,195,000	60,840	\$311,788,462
	1982	98,054,000	44,710	\$182,936,567
CAULIFLOWER	2002	\$93,425,000	17,983	\$93,425,000
	1992	111,893,000	24,640	\$143,452,564
	1982	64,731,000	24,060	\$120,766,791
CELERY	2002	\$90,707,000	9,546	\$90,707,000
	1992	65,674,000	7,789	\$84,197,436
	1982	26,866,000	6,240	\$50,123,134
GRAPES ¹	2002	147,065,000	42,633	147,065,000
	1992	75,036,000	24,241	\$84,197,436
	1982	41,458,000	24,673	\$50,123,134
LETTUCE, Head	2002	\$309,148,000	61,248	\$309,148,000
	1992	338,470,000	69,340	\$433,935,897
	1982	189,477,000	61,370	\$353,501,866
LETTUCE, Leaf	2002	\$429,360,000	58,376	\$429,360,000
	1992	136,389,000	28,149	\$174,857,692
	1982	18,384,000	5,790	\$34,298,507
MUSHROOMS	2002	\$64,402,000	46,668,000	\$64,402,000
	1992	43,808,000	42,532,000	\$56,164,103
	1982	32,852,000	30,703,000	\$61,291,045
NURSERY CROPS	2002	\$218,679,000	1,900.54	\$218,679,000
	1992	147,528,000	2,151.15	\$189,138,462
	1982	64,218,000	855.66	\$119,809,701
SPINACH	2002	\$129,398,000	16,206	\$129,398,000
	1992	40,501,000	5,825	\$51,924,359
	1982	5,117,000	3,850	\$9,546,642
STRAWBERRIES	2002	\$226,849,000	6,980	\$226,849,000
	1992	199,089,000	6,960	\$255,242,308
	1982	63,831,000	2,650	\$119,087,687

consumer price index conversion factors from http://oregonstate.edu/Dept/pol_sci/fac/sahr/sahr.htm
¹ Bearing acres only.

MILLION DOLLAR CROPS

1.	LETTUCE, Leaf.....	429,360,000
2.	LETTUCE, Head.....	309,148,000
3.	BROCCOLI.....	265,867,000
4.	STRAWBERRIES.....	226,849,000
5.	NURSERY, All.....	218,679,000
6.	GRAPES.....	147,065,000
7.	SPINACH.....	129,398,000
8.	SPRING MIX.....	119,317,000
9.	CAULIFLOWER.....	93,425,000
10.	CELERY.....	90,707,000
11.	MUSHROOM.....	64,402,000
12.	ARTICHOKES.....	38,265,000
13.	RASPBERRIES.....	24,986,000
14.	BEEF CATTLE, All.....	23,540,000
15.	ASPARAGUS.....	21,956,000
16.	CARROTS.....	21,891,000
17.	ONIONS, Green.....	17,205,000
18.	KALE.....	12,094,000
19.	RAPPINI.....	10,184,000
20.	TOMATOES.....	9,607,000
21.	PASTURE, Dry Land.....	9,458,000
22.	RADICCHIO.....	8,897,000
23.	CABBAGE, All.....	8,073,000
24.	CITRUS.....	7,637,000
25.	PEPPERS, Bell.....	6,558,000
26.	SEEDS, All.....	6,024,000
27.	DAIRY, All.....	5,809,000
28.	NAPA.....	4,865,000
29.	CILANTRO.....	4,385,000
30.	ONIONS, Dry.....	3,632,000
31.	ANISE.....	3,290,000
32.	BOK CHOY.....	3,232,000
33.	CHARD.....	2,781,000
34.	BEANS, Dry.....	2,368,000
35.	LEEKs.....	2,273,000
36.	PARSLEY.....	2,155,000
37.	POULTRY, All.....	2,089,240
38.	RADISH.....	1,519,000
39.	BUSHBERRIES.....	1,330,000
40.	HERBS.....	1,269,000
41.	SQUASH.....	1,021,000

SUMMARY

	YEAR	TOTAL VALUE
FRUITS & NUTS	2002	\$409,055,000
	2001	497,689,000
VEGETABLE CROPS	2002	\$2,133,570,000
	2001 ¹	1,947,961,000
FIELD CROPS	2002	\$12,926,000
	2001	12,911,400
NURSERY CROPS	2002	\$218,679,000
	2001 ¹	174,307,000
SEED CROPS	2002	\$6,024,000
	2001	5,093,000
APIARY	2002	36,853
	2001	89,680
LIVESTOCK, POULTRY, AND DAIRY	2002	31,778,530
	2001 ¹	39,036,700
<hr/>		
SUMMARY TOTAL VALUE	2002	\$2,812,069,383
	2001 ¹	2,677,087,780

¹ Corrected figure.

MONTEREY COUNTY PRODUCE EXPORTS BY COMMODITY

COMMODITY	2002 - LBS	2001-LBS	2000 - LBS	1999 - LBS	1998 - LBS	1997 - LBS	1996 - LBS
Lettuce, All ²	239,176,911	514,174,658	236,767,966	297,400,325	243,698,976	238,140,469	217,465,530
Broccoli	161,967,304	141,130,453	150,631,493	186,575,971	164,855,249	163,852,454	146,890,694
Value Added Products	101,527,352	53,704,537	72,376,117	10,146,575	12,511,883	1	1
Celery	91,261,322	107,278,855	100,022,878	122,955,927	125,497,213	90,061,531	77,230,648
Strawberries	47,298,538	35,601,807	48,233,159	24,969,409	36,164,228	20,902,272	18,599,424
Cauliflower	30,542,440	24,853,605	20,820,866	23,800,696	31,842,622	24,120,687	15,641,147
Spinach	13,924,227	6,808,571	5,304,212	4,903,269	4,865,825	5,128,886	2,118,825
Salad Mix	12,445,140	4,308,409	5,324,457	1	4,480	599,362	214,110
Tomatoes	11,279,643	12,528,125	14,100,292	6,493,480	4,617,300	21,942,986	9,952,990
Carrots	9,494,467	9,316,624	3,833,651	6,421,226	6,691,060	5,810,790	7,718,010
Onions, Green	9,116,067	9,001,314	6,732,095	8,731,713	8,203,607	1,027,703	1,817,907
Asparagus	6,585,757	13,525,139	7,486,764	5,006,032	9,007,220	2,951,756	4,016,687
Radicchio	5,194,995	4,489,253	4,435,099	3,419,585	4,623,629	7,598,946	6,371,481
Onions, Dry	4,267,509	6,225,554	10,691,492	2,676,138	11,285,950	18,705,624	13,094,008
Artichokes	4,030,462	4,103,886	4,031,952	4,219,472	3,851,801	2,529,890	610,307
Rappini	2,897,910	1,967,360	2,775,300	2,176,949	1,812,446	2,176,661	1,529,515
Anise	2,782,211	2,960,596	4,747,159	3,994,252	3,643,679	3,583,752	3,099,406
Raspberry	1,641,828	2,991,668	2,785,976	195,520	1,243,768	904,716	758,944
Cabbage, All	1,582,563	3,010,232	5,255,202	6,155,129	3,505,431	7,224,858	6,716,805
Radish	966,331	1,180,327	1,144,213	986,118	4,623,629	205,584	215,122
Napa (Cabbage)	770,415	311,980	1	1	1	1	1
Bok Choy	567,311	353,836	1	1	1	1	1

TOTAL PRODUCE EXPORTED	769,569,937	967,090,480	712,939,115	723,554,753	956,306,342	928,319,699	778,199,265
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All Seed	3,177,607	5,310,584	4,150,593	5,670,752	4,866,104	7,364,998	4,781,155
Cut Flowers (Stems)	100,647	2,223,330	1,019,131	3,915,540	4,749,773	5,502,984	3,165,981
Nursery Stock	14,155,675	15,541,355	13,888,190	10,742,703	9,654,207	10,302,093	15,257,473

¹ Data not available

² Includes all varieties: Iceberg, Leaf, Bib, Boston, Butter, Romaine

MONTEREY COUNTY PRODUCE EXPORTS BY COUNTRY

	2002-lbs	2001-lbs	2000 - lbs	1999 - lbs	1998 - lbs	1997 - lbs	1996 - lbs
Canada	494,245,351	448,287,952	382,593,934	317,174,273	351,537,601	300,810,959	241,197,640
Japan	125,728,540	126,028,183	139,474,103	164,064,167	138,056,542	146,507,247	127,676,318
Taiwan	43,367,936	57,226,433	37,650,194	44,485,523	35,551,233	32,914,374	39,185,450
Mexico	42,660,405	34,815,193	42,437,675	25,075,966	20,085,728	30,577,604	13,840,443
Hong Kong	32,518,003	42,845,651	67,210,702	149,690,472	98,578,133	87,575,229	83,077,219
Singapore	13,073,560	11,918,656 ³	13,382,118	20,088,506	13,512,225	18,246,240	20,552,757
European Union ¹	5,753,099	13,740,663	6,658,568	11,359,848	16,049,672	10,205,619	10,478,836
Kuwait	2,612,142	1,537,613	1,475,000	1,546,214	1,077,411	1,596,298	458,360
United Arab Emirates	2,196,384	2,727,720	918,522	610,878	1,943,656	6,401,520	3,512,860
Malaysia	2,081,370	771,970	1,311,800	1,959,502	387,940	100	5,568
Switzerland	1,247,392	800,000	1,489,209	133,750	2,946,912	485,758	2,023,805
Puerto Rico	1,213,213	2,000,985	3,300,155	²	1,203,260	743,080	46,080
Panama	870,699	589,787	491,747	1,316,977	2,465,910	931,785	508,846
China	416,400	1,924,830	10,422,296	11,494,142	11,824,150	5,717,880	2,022,420
Australia	398,384	354,448	355,336	142,492	210,442	227,830	265,600
Guam	336,197	1,215	²	²	²	²	²
Saudi Arabia	320,527	464,180	316,200	105,812	1,428,302	83,752	107,878
New Zealand	177,104	327,720	78,112	76,749	228,862	41,227	8,200
Republic Of Korea	93,875	251,255	368,582	414,116	921,198	878,205	5,555,530
Philippines	⁴	214,073	1,105,933	²	877,652	832,330	559,169



¹ Includes: Austria, Belgium, Denmark, Finland, France, French Guiana, Germany, Greece, Guadeloupe, Ireland, Italy, Luxembourg, Martinique, Monaco, Netherlands, Portugal, Reunion, San Marino, Spain, Sweden, United Kingdom, Vatican City State.

² Data not available.

³ Corrected figure

⁴ No exports for 2002

SUMMARY OF MONTEREY COUNTY
SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT/MECHANISM	SCOPE OF PROGRAM*
COUNTY BIOLOGICAL CONTROL		
Yellow Starthistle*, <i>Centaurea solstitialis</i>	Seedhead weevils/fly, <i>Bangasternus orientalis</i> , <i>Eustenopus villosus</i> <i>Urophora sirunaseva</i> , <i>Larinus curtus</i>	40 sites
Italian thistle, <i>Carduus</i> spp.	Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution
Russian thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora</i> spp	7 sites
Puncture vine, <i>Tribulus terrestris</i>	Stem & Seed weevils, <i>Microlarinus</i> spp.	General and local distribution,
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1 site
Ash whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General distribution
* The hairy seedhead weevil, <i>Eustenopus villosus</i> , is available for release to individual properties with yellow starthistle infestations. Call for arrangements.		

PEST ERADICATION

Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	4 plants treated
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	57 plants treated
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/chemical	Two infestations
Puna grass, <i>Achnatherum brachychaetum</i>	Mechanical/chemical	Fifteen infestations
Fertile Capeweed, <i>Arctotheca calendula</i>	Mechanical/chemical	Three infestations
Diffuse Knapweed (<i>Centaurea diffusa</i>), Hydrilla (<i>Hydrilla verticillata</i>), and biddy-biddy (<i>Acaena novae-zelandiae</i>) have been eradicated.		

PEST MANAGEMENT

Roadside (virus host) weeds	Chemical	618 miles, County right-of-ways
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

PEST EXCLUSION

Pest exclusion terminal activities involved the profiling and inspection of 8,549 incoming shipments. Sixty-nine shipments were rejected in violation of quarantine regulations.

PEST DETECTION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect the insects before they become established over an area so large that eradication is no longer biologically or economically feasible. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PEST	INSECT HOSTS	NO. OF TRAPS
Medfly	Fruit trees	285
Melon fruit fly	Vegetable gardens	63
Mexican fruit fly	Fruit trees	97
Oriental fruit fly	Fruit trees	84
Gypsy moth	Shade trees	288
Japanese beetle	Turf, roses	158
Nantucket pine tip moth	Monterey pine	3
Trogoderma beetle	High hazard commodities	15
Glassy winged sharpshooter	Nurseries/vineyards/urban areas	750

Pest detection trapping activities included servicing of 1,743 traps. Other detection activities included inspecting 45 commercial crop sites of 16 net acres/567 gross acres. 22 calls to residences were made for investigation of suspect reports and the Exclusion/Detection Laboratory was utilized for identification of submitted pests. Seventeen high hazard locations were inspected and 610 miles of entryways surveyed. Special surveys were made for exotic weeds, sudden oak death disease, vine mealybug and glassy-winged sharpshooter.

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

Organic

In 2002 Monterey County registered 96 organic producers and handlers. The total area of organic production is estimated to be 12,750 acres with a total production value of \$119,689,000. A wide variety of organic commodities were produced. Production and value figures are included either individually or under the specific commodity (such as broccoli, cauliflower or under miscellaneous vegetables, organic)

MCCO

Monterey County Certified Organic is a USDA accredited Organic Certification Agency serving the organic needs of Monterey County growers, handlers and processors.

AGRICULTURAL COMMISSIONER'S OFFICE

AGRICULTURAL COMMISSIONER/SEALER

Eric Lauritzen

ASST. AGRICULTURAL COMMISSIONER/SEALER

Robert Roach

CHIEF DEPUTY AGRICULTURAL COMMISSIONER

Katherine Borchard Ken Corbishley Henry Gonzales

DEPUTY AGRICULTURAL COMMISSIONER

Patricia Murray Charles Nuñez Rich Ordonez
William Waddle Gerry Willey

STAFF BIOLOGIST

Brad Oliver

AGRICULTURAL INSPECTOR/BIOLOGIST

Kenneth Allen	Patrick Brodrick	Guillermo Bravo	Johnny Bunch
Laurie Campos	Michael Casey	Teo Gonzalez	Estrella Guzman
Yvette Hilber	Paul Josselyn	Lawrence Mora	Steve Olmsted
Victor Pongo	Daniel Prakash	Jesus Ramirez	Jon Samaha
Jennifer Skidgel-Clarke	Heather Sowersby	William Taylor	Maria Vidauri

WEIGHTS & MEASURES INSPECTOR

Daniel Marien Carol Montgomery

AGRICULTURAL AIDE

Pam Cope Ingrid David Maria Elias-Salazar Anntoinette Garcia Sylvia Rodriguez Leslie Sutton

PRODUCE INSPECTOR

Juanita Adame	Bill Albright	Luz Cadena	Toni Cadena-Rice
Celia Cervantes	Manuel Duran	Jim Edens	Richard Fleming
Danny Garcia	Linda Gonzalez	Joel Hill	Danny Mallobox, Jr.
Danny Mallobox, III	Patrick McLaughlin	Joe Pacheco	David Ramirez
Terri Rush	Joe Torres	Gary Ura	

ADMINISTRATIVE SUPPORT

Emmett Ashurst	<i>Supv. Info. Syst. Coord.</i>	Andrea Polanco	<i>Sr. Account Clerk</i>
Luis Bonilla	<i>Data Entry Oper.</i>	Rosanne Rubino	<i>Personnel Analyst</i>
Syble Brown	<i>Office Assistant</i>	Daniel Sanchez	<i>Data Entry Oper.</i>
Massiel Cruz-Avila	<i>Office Assistant</i>	Kyle Stewart	<i>Finance Manager</i>
Pam Everett	<i>Office Assistant</i>	Karla Tinajero	<i>Office Assistant</i>
Liza Fitzgerald	<i>Personnel Technician</i>	Jane Wiggs-Grubb	<i>Office Assistant</i>
Sandra Kilogan	<i>Account Clerk</i>	Dianne Yancy	<i>Account Clerk</i>
Jenny Neuber	<i>Admin. Secretary</i>		