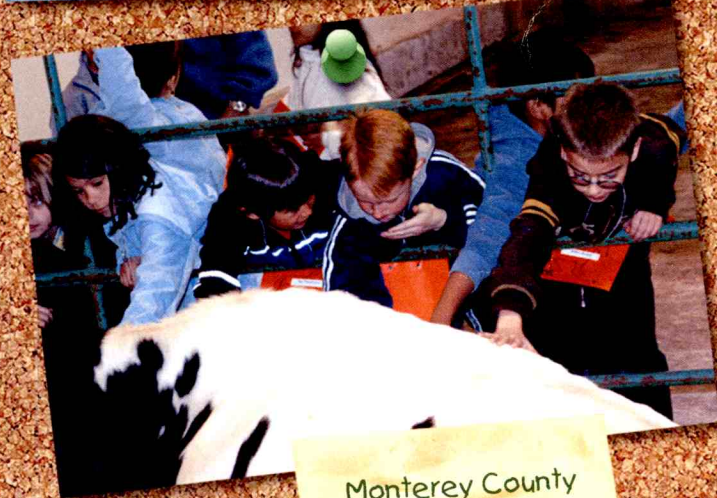


# Monterey County 2003 Crop Report



Monterey County  
Agricultural Education  
"Farm Day"

**Monterey County  
Agricultural Commissioner's Office**

1428 Abbott Street, Salinas, CA 93901  
Phone: (831) 759-7325 Fax: (831) 422-5003  
www.co.monterey.ca.us/ag

**Staff**

**Agricultural Commissioner**  
Eric Lauritzen

**Assistant Agricultural Commissioner**  
Robert Roach

**Chief Deputy Agricultural Commissioners**  
Ken Corbishley, Henry Gonzales, Katherine Smith-Borchard

**Deputy Agricultural Commissioners**  
Estrella Guzman, Patricia Murray, Rich Ordenez, Victor Pongo

**Staff Biologist**  
Brad Oliver

**Agricultural Inspector/ Biologists**  
Kenneth Allen, Guillermo Bravo, Patrick Brodrick,  
Johnny Bunch, Michael Casey, Teo Gonzalez,  
Yvette Hilber, Paul Josselyn, Roger Little, Lawrence Mora,  
Steve Olmsted, Daniel Prakash, Jesus Ramirez, Jon Samaha,  
Heather Sowersby, William Taylor, Becky White

**Weights & Measures Inspectors**  
Daniel Marien, Carol Montgomery

**Agricultural Aides**  
Dawn Battaglia, Pam Cope, Ingrid David, Maria Elias-Salazar,  
Sylvia Rodriguez, Larry Simon, Leslie Sutton, Jose Vasquez

**Produce Inspectors**  
Juanita Adame, Bill Albright, Luz Cadena, Toni Cadena-Rice,  
Celia Cervantes, Jim Edens, Danny Garcia, Linda Gonzalez,  
Danny Mallobox, Jr., Danny Mallobox III, Patrick Mauri,  
Patrick McLaughlin, Joe Pacheco, David Ramirez, Terri Rush,  
Joe Torres, Gary Ura

**Administration**  
Emmett Ashurst, Rosanne Rubino, Kyle Stewart

**Administrative Services Staff**  
Luis Bonilla, Syble Brown, Massiel Cruz-Avila, Pam Everett,  
Sandra Kilogan, Jenny Neuber, Andrea Polanco,  
Daniel Sanchez, Karla Tinajero, Dianne Yancy



**Table of Contents**

Agricultural Commissioner's Office Staff

Vegetable Crops.....1-3

Lettuce Production.....4

Fruit and Nut Crops.....5

Grape Production.....6

Nursery Products.....7-8

Article - Monterey County Agricultural Education.....9-10

Field Crops.....11

Livestock, Poultry & Dairy.....12

Apiary Production & Seed Crops.....13

Trends of Major Crops.....14

Monterey County Crops Summary.....15

Dividing Up the Farm Pie.....16

Top Ten Produce Exports by Commodity.....17

Top Ten Produce Exports by Country.....18

Million Dollar Crops.....19

Summary of Sustainable Agricultural Activities.....20

Enumeration and layout was a cooperative effort of the Agricultural Commissioner's Staff. Thanks to those who provided information for this year's crop statistics. Without your cooperation compiling accurate data would not have been possible.

Special thanks to Melissa Sells for her help with improvements in this year's report.

# MONTEREY COUNTY



## AGRICULTURAL COMMISSIONER SEALER OF WEIGHTS & MEASURES

ERIC LAURITZEN, AGRICULTURAL COMMISSIONER/SEALER

1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901  
PHONE: (831) 759-7325 FAX: (831) 422-5003

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

The Honorable Board of Supervisors of Monterey County

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

It is a pleasure to present the 2003 annual Monterey County Crop Report, produced pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of \$3.29 billion for Monterey County, an increase of 16% over 2002. The boost in value is based largely upon increases in head and leaf lettuces, strawberries, and nursery products. Broccoli, spinach, spring mix, celery, cauliflower and wine grapes also posted significant gains. However, decreases were noted in peppers, tomatoes, salad products and some miscellaneous vegetables. While the overall production value increased over the previous year, it is critical to note that the figures provided are *gross values and do not represent or reflect net profit or losses experienced by individual growers.*

Leaf lettuce maintained the number one spot over head lettuce, although head lettuce showed an increase in crop value of \$180 million. Leaf lettuce posted a smaller increase of \$123 million, but enough to keep it in the top spot. Overall, vegetable production value was up 18%. The industry showed strength in its diversity by posting increases in other core crops including: asparagus – 29%, artichokes – 20%, strawberries – 12%, nursery crops - 11%, wine grapes - 9%, and approximately 15% for livestock and dairy, spinach, spring mix, celery and cauliflower. Organic acreage continues to increase, growing from 12,150 acres in 2002 to 13,461 acres in 2003, representing about 5% of irrigated acres. The nursery industry continues to find strength in diversity. Cut flower crop production continued to fall, but prices were strong. Vegetable transplants and decorative plants remained strong segments of our nursery crop production. Total wine grape acreage decreased by nearly 5,900 acres in response to market conditions, with fewer vineyards being planted or replanted. However the total harvest increased due to good production and the average price for premium varieties increased slightly, resulting in an increase in value of 9%.

Monterey County continues to be a leader in California agricultural exports; however the amount of product shipped to other countries declined by nearly one third. The dynamics of the world market, foreign competition and plant pest quarantine issues contributed to the decline.

Overall, last year's crop values, as compared to 2002 production, reflected extremely well on the productivity and diversity of this premier agricultural region. Good markets, coupled with well-timed production and excellent quality, all contributed to the success of this competitive and risky business we call agriculture.

This report gives us an opportunity to thank the producers, growers and ranchers, along with all the other related businesses that are credited with driving the economic engine that supports our community. Special recognition for the compilation of this report goes to Richard Ordonez, 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 <sup>1</sup>	PRODUCTION				UNIT	VALUE	
	YEAR	ACREAGE	PER ACRE	TOTAL <sup>2</sup>		PER UNIT	TOTAL
ANISE	2003	636	12.52	8,000	TON	\$486.32	\$3,870,000
	2002	595	12.27	7,300	TON	450.68	3,290,000
ARTICHOKES	2003	5,993	5.74	34,400	TON	1,331.77	45,847,000
	2002	5,735	6.10	35,000	TON	1,093.29	38,265,000
ASPARAGUS	2003	5,444	2.94	16,000	TON	1,769.61	28,356,000
	2002	4,854	2.89	14,030	TON	1,564.93	21,956,000
BOK CHOY	2003	433	34.30	15,000	TON	236.41	3,513,000
	2002	508	24.13	12,260	TON	263.62	3,232,000
BROCCOLI, Total	2003	47,984	7.43	357,000	TON	786.25	280,434,000
	2002	55,125	6.98	384,690	TON	691.12	265,867,000
Fresh	2003	34,628	8.20	284,000	TON	695.59	197,587,000
	2002	32,855	9.03	296,620	TON	647.85	192,165,000
Food Service	2003	12,611	4.53	57,130	TON	1,152.00	65,783,000
	2002	13,131	5.18	62,430	TON	990.79	61,855,000
Processing	2003	N/A	N/A	22,000	TON	785.00	17,064,000
	2002	N/A	N/A	16,950	TON	326.78	5,539,000
CABBAGE <sup>3</sup>	2003	6,075	8.88	54,000	TON	478.27	25,827,000
	2002	6,188	10.34	64,000	TON	416.85	26,679,000
Fresh	2003	1,722	15.55	27,000	TON	224.32	6,009,000
	2002	1,862	20.41	38,000	TON	212.44	8,074,000
Food Service	2003	4,353	6.15	27,000	TON	740.00	19,818,000
	2002	4,326	6.00	26,000	TON	716.76	18,605,000
CARROTS, Total	2003	3,319	13.32	44,230	TON	485.78	21,000,000
	2002	3,821	17.58	67,180	TON	325.86	21,891,000
Fresh	2003	1,641	18.04	30,000	TON	353.81	10,474,000
	2002	1,554	18.51	28,760	TON	258.28	7,428,000
Food Service	2003	1,678	8.48	14,230	TON	791.74	10,474,000
	2002	1,708	8.36	14,277	TON	820.52	11,717,000
CAULIFLOWER	2003	17,112	7.72	132,220	TON	797.17	105,400,000
	2002	17,983	6.97	125,320	TON	745.49	93,425,000
Fresh	2003	14,952	8.10	125,380	TON	704.74	88,356,000
	2002	12,380	9.88	113,260	TON	626.49	70,956,000
Food Service	2003	1,985	2.76	5,490	TON	2872.43	15,759,000
	2002	2,647	2.70	7,150	TON	2726.63	19,417,000

<sup>1</sup> Organic figures included in Broccoli, Cauliflower, Lettuce, Misc. Vegetables, Romaine, Strawberries and Spinach totals

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

<sup>3</sup> Corrected acres, totals and per unit prices for 2002 Cabbage & Vegetable Crops total value

# VEGETABLE CROPS

CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
CELERY, Total	2003	9,856	30.19	297,550	TON	\$354.83	\$105,583,000
	2002	9,546	30.64	292,480	TON	310.13	90,707,000
Fresh	2003	7,606	36.76	279,600	TON	316.53	88,509,000
	2002	6,931	37.89	271,880	TON	276.78	75,251,000
Food Service	2003	2,250	7.97	17,930	TON	952.00	17,074,000
	2002	2,371	8.05	18,650	TON	816.46	15,227,000
CHARD	2003	629	7.48	4,700	TON	648.83	3,051,000
	2002	671	6.72	4,510	TON	616.63	2,781,000
CILANTRO	2003	862	9.28	8,000	TON	637.12	5,097,000
	2002	878	8.52	7,480	TON	586.23	4,385,000
HERBS <sup>1</sup>	2003	94	1,650.00	154,770	BUNCH	8.25	1,325,000
	2002	81	2,086.42	169,000	BUNCH	7.51	1,269,000
KALE	2003	1,451	7.71	15,550	TON	770.52	11,978,000
	2002	1,494	9.93	14,839	TON	815.01	12,094,000
LEEKs	2003	268	10.33	3,000	TON	1,033.44	2,642,000
	2002	286	9.97	2,850	TON	797.54	2,273,000
LETTUCE, Total <sup>2</sup>	2003	136,491			CTN		1,041,955,000
	2002	119,624			CTN		730,512,000
MISC. VEGETABLES, Total <sup>3</sup>	2003	7,544	20.55	155,055	TON	810.00	125,596,000
	2002	20,104	7.36	171,540	TON	806.87	138,411,000
Fresh	2003	1,607	5.17	8,305	TON	848.60	7,048,000
	2002	2,237	9.61	19,390	TON	773.59	15,000,000
Food Service	2003	5,937	15.15	90,000	TON	1,126.00	100,896,000
	2002	5,141	12.31	63,320	TON	1,101.36	69,738,000
Processing	2003	N/A	N/A	56,750	TON	311.04	17,652,000
	2002	N/A	N/A	2,800	TON	375.00	1,050,000
MUSHROOMS	2003	165	140.59	46,307,000	LBS	1.38	63,705,000
	2002	166	140.90	46,668,000	LBS	1.38	64,402,000
NAPA	2003	567	27.42	15,550	TON	315.82	4,911,000
	2002	664	23.64	15,700	TON	309.87	4,865,000
ONIONS, Dry	2003	1,740	23.32	41,000	TON	122.44	4,966,000
	2002	900	21.56	19,400	TON	187.22	3,632,000

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

<sup>2</sup> See page 4 for detailed lettuce production

<sup>3</sup> Includes: Beans, Beets, Brussels Sprouts, Cactus Pears, Cardone, Chives, Corn, Cucumbers, Daikon, Edible Flowers, Endive, Escarole, Fava Beans, Fennel, Garlic, Gourds, Kohlrabi, Mixed Vegetables, Onions, Parsnips, Pepper, Chili, Pimentos, Pumpkins, Radish, Turnips, Processed Artichokes, Cabbage, Carrots, Cauliflower, Parsley, Spinach, Tomatoes, Squash and Bell Peppers.

# VEGETABLE CROPS

CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
ONIONS, Green	2003	1,201	12.12	15,000	TON	\$1,293.12	\$18,830,000
	2002	1,221	12.69	15,494	TON	1,110.43	17,205,000
PARSLEY	2003	446	14.86	6,630	TON	737.03	4,887,000
	2002	254	16.06	4,080	TON	528.19	2,155,000
PEAS <sup>1</sup>	2003	1,150	9.56	11,000	TON	1,463.63	16,100,000
	2002				TON		
PEPPERS, Bell	2003	771	17.76	13,700	TON	287.96	3,941,000
	2002	1,600	11.88	19,000	TON	345.16	6,558,000
RADICCHIO	2003	1,940	3.20	6,210	TON	1,506.48	9,359,000
	2002	1,841	3.01	5,540	TON	1,605.96	8,897,000
RADISH	2003	238	12.62	3,000	TON	507.30	1,523,000
	2002	178	12.76	2,271	TON	668.87	1,519,000
RAPPINI	2003	2,785	3.11	8,660	TON	1,305.83	11,308,000
	2002	2,570	4.64	11,937	TON	853.15	10,184,000
SALAD PRODUCTS	2003	N/A	N/A	38,650,000	CTN	7.74	299,270,000
	2002	N/A	N/A	38,025,000	CTN	8.11	308,383,000
SPINACH	2003	16,154	8.85	143,000	TON	1,042.91	149,150,000
	2002	16,206	7.53	122,030	TON	1,060.38	129,398,000
Fresh	2003	9,976	6.92	69,030	TON	873.21	60,264,000
	2002	5,929	7.94	47,060	TON	669.19	31,492,000
Food Service	2003	6,178	11.98	74,000	TON	1,201.00	88,886,000
	2002	6,863	7.97	54,730	TON	1,745.92	95,554,000
SPRING MIX, Total	2003	12,340	7.75	95,690	TON	1,447.57	138,352,000
	2002	18,152	3.88	70,430	TON	1,694.12	119,317,000
Fresh	2003	7,739	8.23	63,690	TON	1,065.50	67,856,000
	2002	9,279	4.31	39,990	TON	1,688.47	67,522,000
Organic	2003	4,601	6.93	32,000	TON	2,210.55	70,496,000
	2002	8,873	3.43	30,440	TON	1,701.54	51,795,000
SQUASH	2003	260	9.55	2,480	TON	407.01	1,011,000
	2002	211	10.66	2,250	TON	453.78	1,021,000
TOMATOES <sup>2</sup>	2003	914	13.75	12,570	TON	485.12	6,121,000
	2002	1,805	19.45	35,110	TON	273.63	9,607,000
VEGETABLE CROPS	2003	284,862			VEGETABLE CROPS		\$2,544,908,000
TOTAL ACRES	2002	288,769			TOTAL VALUE		\$2,144,180,000

<sup>1</sup> New category for 2003

<sup>2</sup> Includes Cherry Tomatoes

# LETTUCE PRODUCTION (Detail)

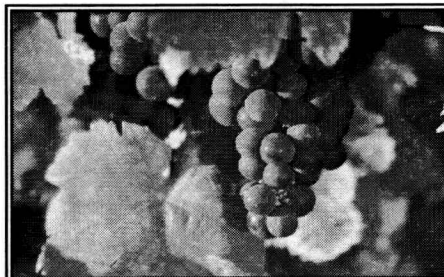
CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
HEAD LETTUCE TOTAL	2003	71,731	792.00	56,844,000	CTN	\$8.60	\$489,306,000
	2002	61,248	887.42	54,353,000	CTN	5.69	309,148,000
Spring	2003	19,239					
	2002	17,924					
Summer	2003	20,360					
	2002	18,690					
Fall	2003	23,437					
	2002	24,634					
NAKED PACK	2003	N/A	N/A	10,934,000	CTN	10.78	117,871,000
	2002	N/A	N/A	10,973,000	CTN	5.59	61,339,000
WRAPPED PACK	2003	N/A	N/A	24,166,000	CTN	11.87	286,851,000
	2002	N/A	N/A	23,582,000	CTN	7.57	178,516,000
BULK FOR SHREDDING	2003	N/A	N/A	21,744,000	CTN	3.89	84,584,000
	2002	N/A	N/A	19,798,000	CTN	3.50	69,293,000
LEAF LETTUCE TOTAL	2003	63,036	901.77	60,314,000	CTN	9.16	552,649,000
	2002	58,376	874.14	51,029,000	CTN	8.25	421,364,000
BUTTER LEAF LETTUCE	2003	1,803	884.00	1,593,610	CTN	6.92	11,269,000
	2002	1,802	1,028.86	1,854,000	CTN	6.29	11,662,000
GREEN LEAF LETTUCE <sup>1</sup>	2003	10,284	774.00	7,962,000	CTN	7.66	60,990,000
	2002	8,270	860.82	7,119,000	CTN	6.03	42,944,000
RED LEAF LETTUCE	2003	4,200	885.00	3,717,000	CTN	6.88	25,569,000
	2002	4,257	1,016.68	4,328,000	CTN	6.30	27,266,000
ENDIVE	2003	686	1,888.00	1,295,000	CTN	6.29	8,144,000
	2002	444	581.08	258,000	CTN	5.75	1,484,000
ESCAROLE	2003	228	1,001.00	228,300	CTN	6.30	1,437,000
	2002	275	785.46	216,000	CTN	5.49	1,186,000
ROMAINE LETTUCE, Total <sup>2</sup>	2003	56,254	809.15	45,518,000	CTN	9.78	445,240,000
	2002	43,328	859.81	37,254,000	CTN	9.04	336,822,000
Fresh	2003	34,324	1,301.00	44,664,000	CTN	5.18	231,240,000
	2002	22,489	922.00	20,729,224	CTN	6.52	135,181,000
Food Service	2003	21,930	776.65	17,032,000	CTN	12.56	214,000,000
	2002	21,595	765.22	16,525,000	CTN	12.20	201,641,000
LETTUCE CROP TOTALS	2003	136,491		117,158,000	CTN		\$1,041,955,000
	2002	119,624		51,566,000	CTN		\$730,512,000

<sup>1</sup> Corrected unit price and total for 2002 Green Leaf Lettuce

<sup>2</sup> Corrected figures for 2002 Romaine Lettuce

# FRUIT AND NUT CROPS

CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
APPLES, All	2003	124	11.63	1,436	TON	\$206.92	\$297,000
	2002	91	16.48	1,500	TON	232.67	349,000
Fresh	2003	37	1.71	62	TON	163.78	10,000
	2002	35	1.41	50	TON	100.00	5,000
Processing	2003	N/A	N/A	1,374	TON	208.88	287,000
	2002	N/A	N/A	1,450	TON	236.97	344,000
AVOCADOS	2003	135	1.43	192	TON	2,628.87	504,000
	2002	135	1.51	204	TON	2,397.06	489,000
CITRUS	2003	1,247	18.56	23,139	TON	288.35	6,672,000
	2002	1,267	15.67	19,859	TON	384.56	7,637,000
GRAPES <sup>1</sup>	2003	34,287	3.56	151,344	TON	1,058.64	160,219,000
	2002	37,325	3.86	143,947	TON	1,021.66	147,065,000
KIWI FRUIT	2003	6	2.91	17	TON	2,184.52	37,000
	2002	7	3.31	24	TON	1,250.00	30,000
MISCELLANEOUS BERRIES <sup>2</sup>	2003	55	16.07	880	TON	1,844.22	1,623,000
	2002	30	9.90	297	TON	4,478.11	1,330,000
RASPBERRIES	2003	525	13.26	6,963	TON	3,352.59	23,344,000
	2002	577	13.16	7,595	TON	3,289.80	24,986,000
STRAWBERRIES, Total <sup>3</sup>	2003	8,472	25.02	212,000	TON	1,190.31	253,347,000
	2002	6,980	30.41	212,260	TON	1,068.73	226,849,000
Fresh	2003	8,187	25.00	200,000	TON	1,200.00	240,000,000
	2002	6,734	29.54	198,930	TON	1,080.00	214,844,000
Processing	2003	N/A	N/A	3,560	TON	829.21	2,952,000
	2002	N/A	N/A	7,764	TON	489.83	3,803,000
WALNUTS	2003	505	0.60	302	TON	1,035.82	313,000
	2002	450	0.60	268	TON	1,194.03	320,000
FRUIT AND NUT CROPS	2003	45,356			FRUIT AND NUT CROPS		\$446,356,000
TOTAL ACRES	2002	46,607			TOTAL VALUE		\$409,055,000



<sup>1</sup> Represents bearing acres

<sup>2</sup> Includes: Logan, Olalla, Chester, Blackberries and Blueberries

<sup>3</sup> Organic figures included in 2002 & 2003 Strawberry totals



# GRAPE PRODUCTION

CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
BEARING	2003	34,287	4.41	151,344	TON	\$1,058.64	\$160,219,000
NON-BEARING or NOT HARVESTED	2003	2,829					
<b>TOTAL GRAPE ACRES</b>	<b>2003</b>	<b>37,116</b>					

BEARING	2002	37,325	3.86	143,947	TON	1,021.66	147,065,000
NON-BEARING or NOT HARVESTED	2002	5,682					
<b>TOTAL GRAPE ACRES</b>	<b>2002</b>	<b>43,007</b>					

## TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

White Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Chardonnay	14,099	\$1,045.00	74,149	\$77,495,339.00
Sauvignon Blanc	1,048	903.00	4,751	4,288,621.00
Riesling	804	865.00	3,624	3,133,684.00
Gewurztraminer	684	953.00	2,347	2,236,913.00
Pinot Gris	244	1,152.00	1,492	1,718,508.00
Pinot Grigio	227	1,212.00	674	817,123.00
Chenin Blanc	818	211.00	3,303	696,388.00
Other Whites <sup>1</sup>	124	1,241.00	487	604,201.00
Viognier	31	1,071.00	514	550,733.00
Pinot Blanc	156	726.00	619	449,416.00
Muscat Canelli	112	1,041.00	428	445,491.00
Semillon	62	928.00	246	228,344.00



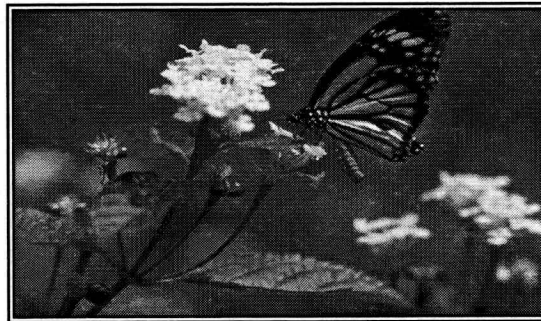
Red Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Cabernet Sauvignon	5,046	\$1,184.00	21,218	\$25,128,124.00
Merlot	5,229	1,149.00	19,278	22,145,988.00
Pinot Noir	3,339	1,250.00	9,869	12,333,575.00
Syrah/Shiraz	1,312	1,022.00	4,793	4,899,794.00
Cabernet Franc	237	1,112.00	695	772,563.00
Zinfandel	240	647.00	959	620,780.00
Petite Sirah	93	990.00	391	387,065.00
Sangiovese	39	1,232.00	270	332,599.00
Gamay (Napa) Valdigue	71	647.00	479	309,837.00
Grenache	139	555.00	481	267,041.00
Other Red <sup>2</sup>	52	1,230.00	133	163,618.00
Petit Verdot	38	1,286.00	94	120,846.00
Malbec	43	1,450.00	50	72,521.00

<sup>1</sup> Albarino, Loureiro, Malvasia Bianca, Marsanne, Muscat Giallo, Muscat Hamburg, Muscat Orange, Pigato, Roussanne and Trixadura

<sup>2</sup> Aliconte Bouschet, Barbera, Carignane, Charbono, Cinsault, Dolsetti, Fresia, Mouvedre, Nebbiolo, Refosco, Souza and Tempranillo

# NURSERY PRODUCTS

CROP	YEAR	PRODUCTION		UNIT	VALUE	
		ACREAGE	AMOUNT SOLD		PER UNIT	TOTAL
<b>GREENHOUSE CUT FLOWERS</b>						
ROSE	2003	73.36	19,600,500	PER BLOOM	\$0.35	\$7,031,000
	2002	77.99	26,365,000	PER BLOOM	0.27	7,119,000
MINIATURE ROSE	2003	3.98	1,383,200	PER BLOOM	0.22	299,000
	2002	4.49	2,796,000	PER BLOOM	0.18	503,000
CARNATION	2003	5.26	4,004,100	PER BLOOM	0.22	874,000
	2002	27.77	11,236,000	PER BLOOM	0.14	1,573,000
MINIATURE CARNATION	2003	3.01	216,000	PER BLOOM	1.63	352,000
	2002	17.22	2,383,000	PER BLOOM	1.87	4,456,000
CHRYSANTHEMUM	2003	26.74	2,755,000	PER BLOOM	0.64	1,773,000
	2002	29.38	3,211,000	PER BLOOM	0.65	2,087,000
GREENHOUSE CUT FLOWERS	2003	112.35		INDOOR CUT FLOWERS		\$10,329,000
TOTAL ACRES	2002	156.85		TOTAL VALUE		\$15,738,000



## FIELD GROWN FLOWERS

ALSTROEMERIA	2003	10.55	165,000	PER BUNCH	\$1.47	\$244,000
	2002	19.02	310,600	PER BUNCH	1.49	463,000
EUCALYPTUS	2003	86.07	925,000	PER BUNCH	2.85	2,635,000
	2002	133.52	994,000	PER BUNCH	2.26	2,246,000
GYPSOPHILA	2003	0.38	16,600	PER BUNCH	1.98	33,000
	2002	0.87	19,900	PER BUNCH	1.96	39,000
IRIS	2003	6.22	413,000	PER BUNCH	2.15	889,000
	2002	23.94	1,060,000	PER BUNCH	2.02	2,141,000
SNAPDRAGON <sup>1</sup>	2003	15.92	431,205	PER BUNCH	2.72	1,173,000
	2002	13.69	522,624	PER BUNCH	2.07	1,083,000
STATICE	2003	21.90	143,000	PER BUNCH	2.04	292,000
	2002	33.26	202,400	PER BUNCH	2.06	417,000
FIELD GROWN FLOWERS	2003	136.22		FIELD GROWN FLOWERS		\$5,266,000
TOTAL ACRES	2002	223.77		TOTAL VALUE		\$6,389,000

<sup>1</sup> Corrected acres and figures for 2002 Snapdragon

# NURSERY PRODUCTS

CROP	PRODUCTION			UNIT	VALUE	
	YEAR	ACREAGE	AMOUNT SOLD		PER UNIT	TOTAL
<b>BEDDING PLANTS</b>						
PROPAGATIVE STOCK	2003	30.63	2,456,000	PER PLANT	\$3.42	\$8,412,000
	2002	123.81	18,633,000	PER PLANT	0.38	7,081,000
COMMERCIAL & ORGANIC VEGETABLE	2003	79.36	1,955,977,000	PER PLANT	0.02	48,334,000
	2002	87.71	1,834,950,000	PER PLANT	0.03	55,049,000



<b>POTTED PLANTS AND DECORATIVES</b>						
ORCHIDS	2003	67.65	11,077,000	PER PLANT	\$6.08	\$67,364,000
	2002	60.16	6,698,000	PER PLANT	7.87	52,713,000
POINSETTIA	2003	79.37	1,816,000	PER PLANT	4.13	7,509,000
	2002	69.28	1,725,000	PER PLANT	4.59	7,918,000
INDOOR DECORATIVE <sup>1</sup>	2003	134.58	10,231,000	PER PLANT	2.48	25,391,000
	2002	96.29	5,465,000	PER PLANT	2.80	15,302,000
WOODY ORNAMENTALS	2003	5.15	275,000	PER PLANT	4.56	1,255,000
	2002 <sup>2</sup>	4.57	42,555	PER PLANT	3.65	709,655
LILIES	2003	6.57	1,570,000	PER PLANT	2.94	4,624,000
	2002	8.71	1,031,000	PER PLANT	1.30	1,340,000
CHRISTMAS TREES	2003	9.25	741	PER PLANT	22.57	17,000
	2002	19.96	924	PER PLANT	31.39	29,000
MISC. NURSERY CROPS <sup>3</sup>	2003	1,357.39	188,300,000	PER PLANT	0.33	62,397,000
	2002	1,038.93	40,302,000	PER PLANT	1.37	55,214,000
NURSERY PRODUCTS	2003	2,023.34		NURSERY PRODUCTS		\$240,898,000
TOTAL ACRES	2002	1,890.60		TOTAL VALUE		\$217,483,000

<sup>1</sup> Includes: Alstromeria, Azaleas, Carnations, Clivia, Iris, Ivy, Annuals, Ferns, Gypsophila, Potted Mums, Seasonal potted plants and Spring Bulbs

<sup>2</sup> Corrected acres, totals and per unit prices for 2002 Woody Ornamentals and Nursery Products

<sup>3</sup> Includes: Begonia Transplants, Bellidona, Bulbs, Cactus, Curly Willow, Delphinium, Daffodil, Dahlias, Dahlia Blooms, Dahlia Roots, Foliage, Freesia, Godetia, Gerbera, Gladiolus, Hydrangeas, Heather, Larkspur, Leather Leaf, Leptospermum, Lilies, Liliun, Limonium, Lisianthus, Matsumoto Aster, Ming Fern, Misty, Seafoam, Stock, Succulents, Strawflower, Saponaria Sunflower, Turf, Tulips and Yarrow

# DAVIS HOUSE

Monterey County  
Agricultural Education Office



Monterey County Agricultural Education, Inc. recently relocated to the historic Davis House, situated in the middle of the most productive agricultural land in Monterey County. A Capital Campaign has been initiated to bring this Grand Lady from the turn of the century back to life with a renewed purpose. A grant from the California Department of Food and Agriculture Specialty Produce Funding provided the initial funds for this exciting project. When finished, this beautiful Queen Anne Victorian will not only be an effective base for implementing their essential programs, but provide an enduring link between the past heritage of our agricultural industry and its promising future.

## Monterey County Agricultural Education, Inc.

In the mid-1980's, a group of local agriculturalists recognized that some of the troubles facing agriculture stemmed from a lack of general understanding of the needs and benefits of agriculture. The personal connection to the farm, which most of the previous generations enjoyed, was lacking in the majority of the population. In fact, many are now several generations removed from the farm. Coupled with that lack of knowledge, was the fact that agriculture had become so efficient that the supermarkets were constantly filled with an abundant variety of healthy and delicious food. Having a continuous and plentiful food supply was no longer a concern. Agriculture had become an invisible industry.

To combat such wide - spread agricultural illiteracy, this local group began teaching the importance of agriculture through school visits. Driven by such industry leaders as Bill Barker, John Inman, Claudia Smith, Benny Jefferson, Dorothy Errea, Joanne Nissen, Mary Orradre and many more, the "Mobile Farm Story" became a much requested enrichment program. Out of this success, Monterey County Agricultural Education, Inc. was born, and The Farm Day Experience initiated. In 1991, the organization was incorporated and the first Farm Day was held for students on the Monterey Peninsula. It was an immediate success!

In the years that followed, that one Farm Day Experience grew to three annual events, Monterey, Salinas, and South County, and the program is now offered to every third grade class in Monterey County. Monterey County Agricultural Education, Inc. (MCAE) developed this program with a great deal of thought and input from all sectors of our local agricultural industry, as well as the Monterey County Office of Education. Superintendent William Barr was a strong supporter from the beginning and was instrumental in establishing Farm Day in each school district.

The Farm Day Experience is unique in several ways. The event is structured around commercial agriculture as it occurs in Monterey County, not as it is in Heartland America or the California Central Valley. Presentations are about what happens in the fields, nurseries and rangelands of our local area. Volunteers are the heart of The Farm Day Experience. More than 700 volunteers donate their time, enthusiasm and energy to bring this program to life. Volunteers bring back that personal connection to agriculture. Students and adults are able to connect to a face and personality of someone actually involved with the industry. Each individual volunteer has a positive and lasting impact. Another unique feature of The Farm Day Experience is that it is offered at absolutely no cost to individual classes or districts. All expenses, including bus transportation, are funded by MCAE. This is one of the foundation premises - no class is excluded because of district finances. The only requirement for participation is teacher attendance at a workshop. The workshop adds another dimension to The Farm Day Experience, presenting a variety of curriculum and methods to incorporate agriculture into classroom lessons, to create in teachers a level of familiarity with agriculture, and provide an opportunity for educators to discover facts about many controversial topics.

The Farm Day Experience is now recognized throughout California as an event to be emulated, and has received national recognition. It is the largest event of its kind in the United States. Each year, approximately 6,500 students and more than 1,500 adults are introduced to the positive benefits of our agricultural industry, in a hands-on, exciting learning environment. Through this one program that has reached more than 60,000 students and 15,000 adults, MCAE has made strides in its vision to reach "a time when all communities understand the positive impact of Monterey County's proud agricultural heritage."

Careers in Agriculture is MCAE's program directed toward high school students, their teachers and career counselors. This annual day-long event combines the opportunity to become familiar with the wide scope of careers available in our agricultural industry through visits to different work environments, with post high school education programs that prepare students for success in agriculture careers. This highly successful program was chosen for presentation at the United States Department of Agriculture's 2003 National Ag in the Classroom Conference. Agriculture in Space, another MCAE program, was a national first to create a partnership with NASA and universities across the country to bring space station agriculture experiments into the local classroom. The Bill Barker Resource Center holds the largest collection of agricultural curriculum and materials in the tri-county area, if not the state. MCAE began as a pioneer in the agriculture literacy and awareness movement, and continues to be a respected leader in this vital area.

# FIELD CROPS

CROP	PRODUCTION				VALUE		
	YEAR	ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
BARLEY, Grain	2003	7,364	0.95	6,830	TON	\$107.17	\$732,000
	2002	995	0.76	757	TON	110.96	84,000
BEANS DRY, Large Lima	2003	1,188	1.43	1,690	TON	1,202.36	2,032,000
	2002	1,582	1.24	1,957	TON	1,210.00	2,368,000
BEANS MISC, Dry	2003	106	0.89	76	TON	868.61	66,000
	2002	73	1.53	112	TON	901.79	101,000
HAY, Alfalfa	2003	220	3.00	660	TON	101.36	67,000
	2002	300	6.03	1,810	TON	145.00	262,000
HAY, Oats	2003	2,630	2.42	6,330	TON	83.05	526,000
	2002	2,310	2.48	5,730	TON	114.00	653,000
PASTURE, Dry Land	2003	1,076,030	N/A	N/A	ACRE	8.90	9,577,000
	2002	1,076,031	N/A	N/A	ACRE	8.79	9,458,000
WHEAT, Grain	2003	505	0.75	405	TON	102.27	41,400
	2002 <sup>1</sup>				TON		
MISC. Oats	2003	590	0.87	519	TON	121.83	63,200
	2002 <sup>2</sup>				TON		



FIELD CROPS	2003	1,088,633	FIELD CROPS	\$13,104,600
TOTAL ACRES	2002	1,081,291	TOTAL VALUE	\$12,926,000

<sup>1</sup> Insufficient to report for 2002

<sup>2</sup> Not reported in 2002

# LIVESTOCK, POULTRY & DAIRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
BEEF CATTLE Total	2003	92,500		CWT		\$27,189,000
	2002	97,500		CWT		23,540,000
CATTLE & CALVES	2003	47,500	298,700	CWT	62.00	18,524,000
	2002	47,500	298,770	CWT	52.00	15,536,000
STOCKER	2003	45,000	104,400	CWT	83.00	8,665,200
	2002	50,000	116,000	CWT	69.00	8,004,000
SHEEP & LAMBS	2003	2,500	3,750	CWT	88.00	330,000
	2002	2,300	3,450	CWT	69.00	238,000
WOOL	2003		18,000	LBS	0.40	7,200
	2002		16,560	LBS	0.15	2,490
HOGS	2003	1,600	304,212	LBS	0.36	109,520
	2002	1,500	285,000	LBS	0.35	99,800
DAIRY Total	2003	1,810		HEAD		6,425,000
	2002	1,750		HEAD		5,809,000
DAIRY COWS	2003	1,400		HEAD	1,700.00	2,380,000
	2002	1,300		HEAD	1,500.00	1,950,000
CULL COWS	2003	285		HEAD	550.00	156,750
	2002	300		HEAD	500.00	150,000
CALVES	2003	125		HEAD	70.00	8,750
	2002	150		HEAD	70.00	10,500
FERTILIZER	2003		5,000	TON	8.00	40,000
	2002		6,000	TON	7.00	42,000
MILK, MARKET	2003		329,849	CWT	11.64	3,839,450
	2002		321,564	CWT	11.36	3,653,000
MILK, MANUFACTURING	2003		0	CWT	0	0
	2002		315	CWT	10.54	3,320



LIVESTOCK & DAIRY TOTAL	2003					\$34,060,720
	2002					\$29,689,290
POULTRY PRODUCTS TOTAL	2003					\$844,000
	2002					\$2,089,240

## APIARY PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
HONEY	2003	N/A	26,250	LBS	\$1.32	\$34,650
	2002	N/A	25,000	LBS	0.75	18,750
POLLINATION <sup>1</sup>	2003	600		COLONY	43.50	26,100
	2002	650		COLONY	23.38	15,200
WAX	2003	N/A	1,350	LBS	2.00	2,700
	2002	N/A	1,290	LBS	2.25	2,903
APIARY TOTAL	2003					\$63,450
	2002					\$36,853



## SEED CROPS


CROP	YEAR	PRODUCTION			UNIT	VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
BROCCOLI	2003	133	0.04	5.44	TON	\$151,223.38	\$823,000
	2002	38	0.08	3.13	TON	72,523.96	227,000
CAULIFLOWER	2003	46	0.05	2.36	TON	115,694.33	273,000
	2002	34	0.07	2.54	TON	80,708.66	205,000
PEAS	2003	157	1.04	164.00	TON	614.30	101,000
	2002	13	1.64	21.30	TON	1,268.80	27,000
BEANS, All	2003	3,730	0.50	1,862	TON	2,493.27	4,642,000
	2002	3,163	0.78	2,474	TON	1,951.50	4,828,000
MISC. SEED <sup>2</sup>	2003	1,560	4.78	7,451	TON	146.44	1,091,000
	2002	1,158	1.18	1,362	TON	541.12	737,000
SEED CROPS	2003	5,626			SEED CROPS		\$6,930,000
TOTAL ACRES	2002	4,406			TOTAL VALUE		\$6,024,000

<sup>1</sup> Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Melon, Onion, Parsley, Pepper, Spinach, and Squash.

<sup>2</sup> Includes: Barley, Corn, Cucumber, Endive, Native Grasses, Oats, Onion, Peppers, Squash, Watermelon and Western Maize



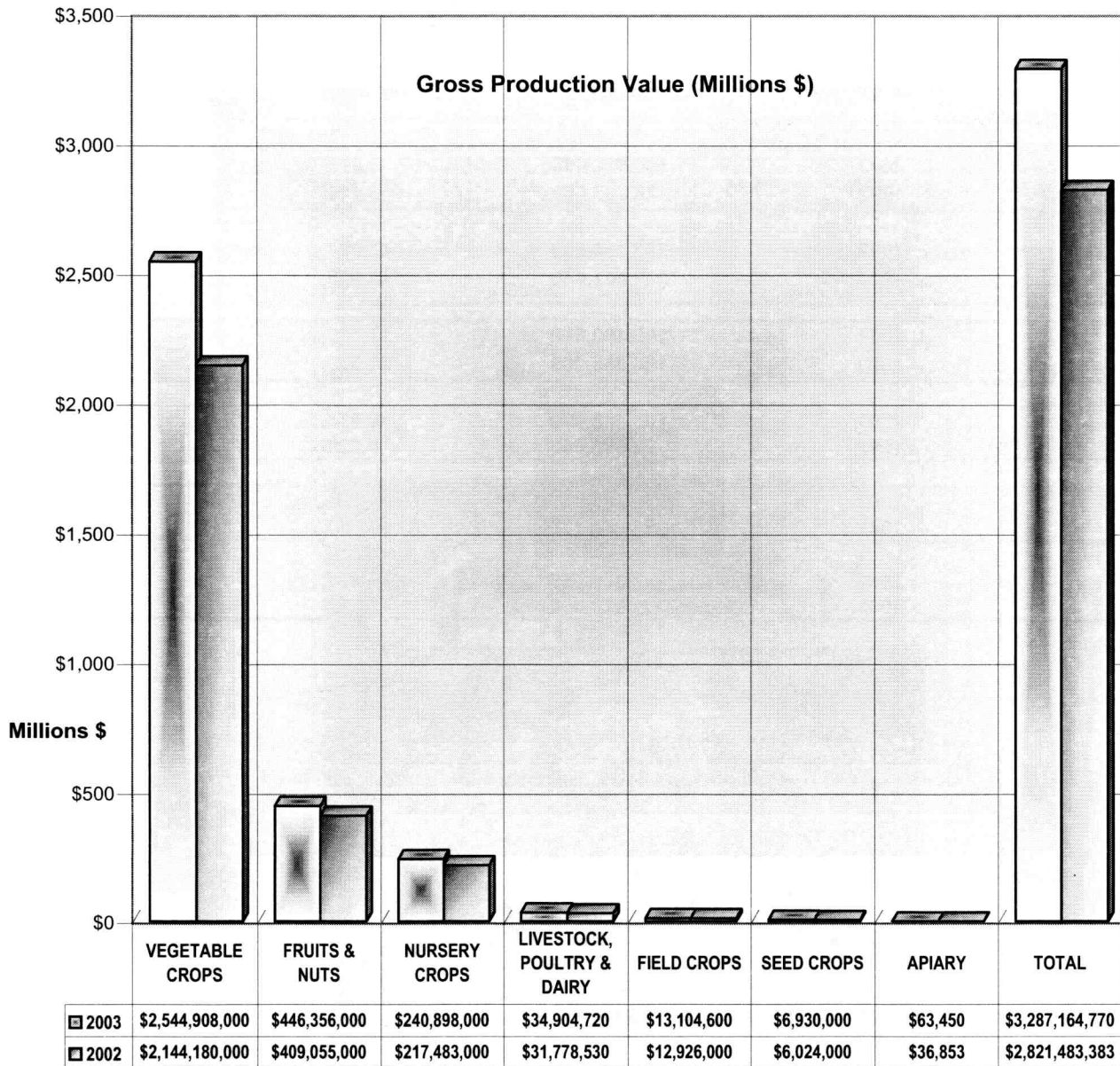
# TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	VALUE	ACRES	INFLATION ADJUSTED 2003 DOLLARS <sup>1</sup>
ARTICHOKES	2003	\$45,847,000	5,993	\$45,847,000
	1993	28,303,000	6,410	36,054,777
BROCCOLI	2003	280,434,000	47,984	280,434,000
	1993	227,061,000	58,905	289,249,682
CAULIFLOWER	2003	105,400,000	17,112	105,400,000
	1993	104,565,000	23,339	133,203,822
CELERY	2003	105,583,000	9,856	105,583,000
	1993	62,898,000	8,021	80,124,841
GRAPES <sup>2</sup>	2003	160,219,000	34,287	160,219,000
	1993	101,973,000	31,998	129,901,911
HEAD LETTUCE	2003	489,306,000	71,731	489,306,000
	1993	355,812,000	72,765	453,263,694
				
LEAF LETTUCE	2003	552,649,000	73,455	552,649,000
	1993	132,514,000	30,257	168,807,643
MUSHROOMS	2003	63,705,000	N/A	63,705,000
	1993	44,734,000	N/A	56,985,987
NURSERY PRODUCTS	2003	240,898,000	2,023	240,898,000
	1993	116,515,000	1,969	148,426,752
SPINACH	2003	146,150,000	16,154	146,150,000
	1993	42,635,000	5,670	54,312,102
STRAWBERRIES	2003	253,347,000	8,472	253,347,000
	1993	213,943,000	8,346	272,538,854
TOTAL VALUE	2003	\$3,287,164,050	287,067	\$3,287,164,050
	1993	\$1,853,697,150	247,680	\$2,361,397,643

<sup>1</sup> Consumer Price Index Conversion Factors from [http://oregonstate.edu/Dept/pol\\_sci/fac/sahr/sahr.htm](http://oregonstate.edu/Dept/pol_sci/fac/sahr/sahr.htm)

<sup>2</sup> Represents bearing acres only

## MONTEREY COUNTY CROPS SUMMARY



### MONTEREY COUNTY FACTS

Monterey County is situated on the California coastline almost at its midpoint, 106 miles south of San Francisco and 241 miles north of Los Angeles. The County encompasses 3,322 square miles or 2,127,359 acres, and it has an estimated population of 415,800 as of January 2003. Monterey County is bounded by Santa Cruz County to the north, San Benito County to the east, San Luis Obispo County to the south, and the Pacific Ocean to the west.

The Salinas Valley is the geographical center of the County. It contains 640,000 acres and is 10 to 20 miles wide by 150 miles long. The Salinas River, the third longest in the state, winds through the valley and its aquifer is the main source of water for agriculture. This is one of the nation's major vegetable-producing areas. The County has approximately 240,000 acres of prime or otherwise important farmland, and over a million acres of grazing land. 759,432 acres are in Williamson Act Agricultural Preserves and Farmland Security Zones.

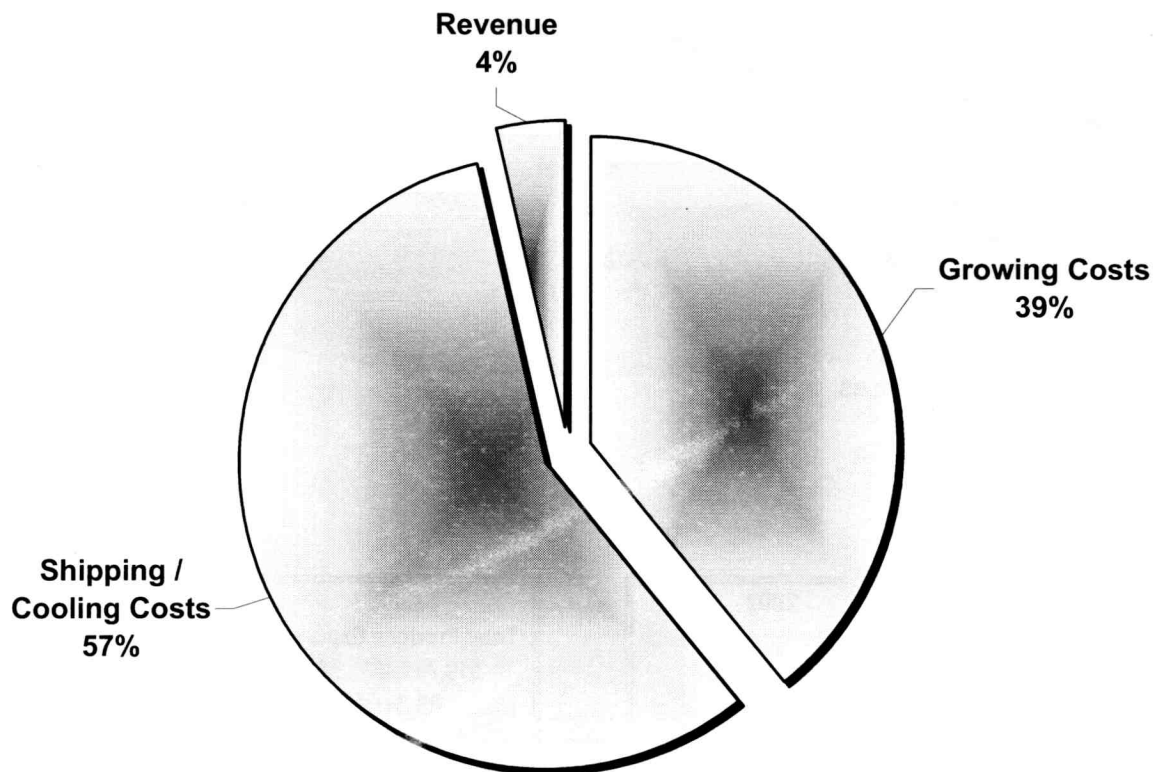
The climate is temperate, with an average annual rainfall of approximately 17 inches a year. The unique geography of the Salinas Valley allows for the production of cool-season vegetable crops due to the marine influence that produces abundant summer fog. The marine influence diminishes with distance from the ocean, producing a gradient of climate that allows the production of a wide range of crops.

## Dividing Up The Farm Pie

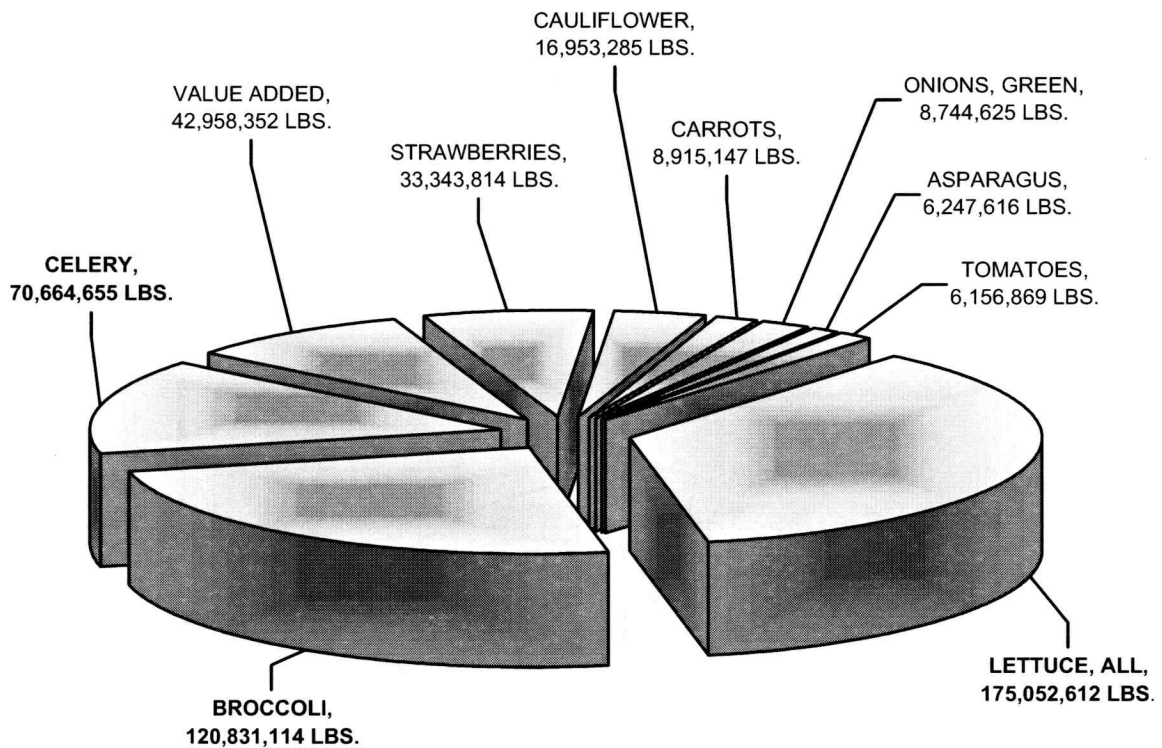
Food producers are increasingly squeezed between rising costs of production and decreasing market prices, due largely to the exploitation of market power. As a result of consolidation in the food industry, the buyer group continues to get smaller, giving the large corporate buyer more bargaining power. 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 chart represents typical costs associated with production and shipping of vegetable crops.



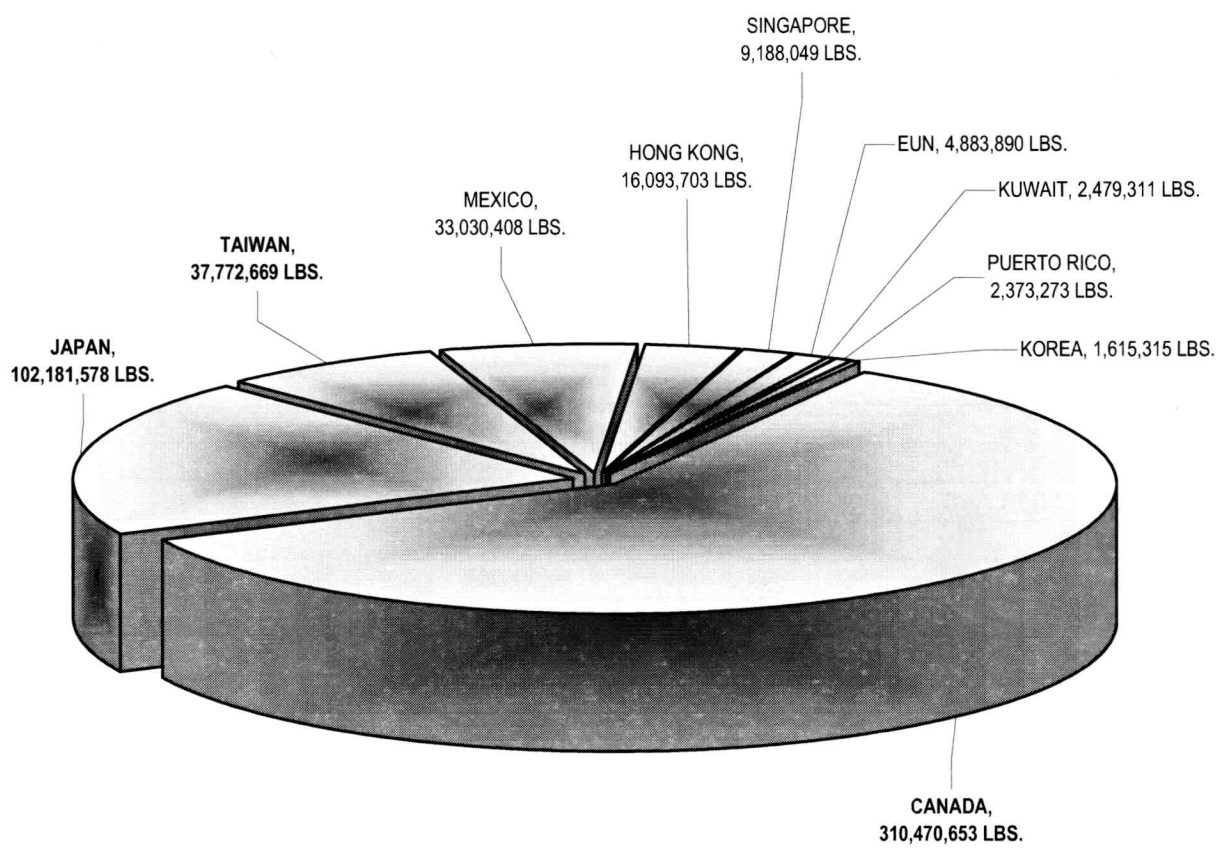
# Monterey County TOP TEN PRODUCE EXPORTS BY COMMODITY



2002	
<b>Total Produce Exported</b>	769,569,937 LBS.
<b>All Seeds</b>	3,177,607 LBS.
<b>Cut Flowers</b>	100,647 LBS.
<b>Nursery Stock</b>	14,155,675 LBS.

2003	
<b>Total Produce Exported</b>	519,794,483 LBS.
<b>All Seeds</b>	2,915,984 LBS.
<b>Cut Flowers</b>	206,365 LBS.
<b>Nursery Stock</b>	16,962,450 LBS.

# Monterey County TOP TEN PRODUCE EXPORTS BY COUNTRY



EUROPEAN UNION (EUN)  
Includes: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Monaco, Netherlands, Portugal, San Marino, Spain, Sweden, United Kingdom and Vatican City State

## MILLION DOLLAR CROPS

RANK	CROP	2002 VALUE <sup>1</sup>	2003 VALUE
1.	LEAF LETTUCE	\$421,364,000	\$552,649,000
2.	HEAD LETTUCE	309,148,000	489,306,000
3.	BROCCOLI	265,867,000	280,434,000
4.	STRAWBERRIES	226,849,000	253,347,000
5.	NURSERY	217,483,000	240,898,000
6.	GRAPES	147,065,000	160,219,000
7.	SPINACH	129,398,000	149,150,000
8.	SPRING MIX	119,317,000	138,352,000
9.	CELERY	90,707,000	105,583,000
10.	CAULIFLOWER	93,425,000	105,400,000
11.	MUSHROOM	64,402,000	63,705,000
12.	ARTICHOKES	38,265,000	45,847,000
13.	ASPARAGUS	21,956,000	28,356,000
14.	BEEF CATTLE	23,540,000	27,189,000
15.	CABBAGE	26,679,000	25,827,000
16.	RASPBERRIES	24,986,000	23,344,000
17.	CARROTS	21,891,000	21,000,000
18.	ONIONS, GREEN	17,205,000	18,830,000
19.	PEAS	N/A	16,100,000
20.	KALE	12,094,000	11,978,000
21.	RAPPINI	10,184,000	11,308,000
22.	PASTURE, DRY LAND	9,458,000	9,577,000
23.	RADICCHIO	8,897,000	9,359,000
24.	SEEDS	6,024,000	6,930,000
25.	CITRUS	7,637,000	6,672,000
26.	DAIRY	5,809,000	6,425,000
27.	TOMATOES	9,607,000	6,121,000
28.	CILANTRO	4,385,000	5,097,000
29.	ONIONS, DRY	3,632,000	4,966,000
30.	NAPA	4,865,000	4,911,000
31.	PARSLEY	2,155,000	4,887,000
32.	PEPPERS, BELL	6,558,000	3,941,000
33.	ANISE	3,290,000	3,870,000
34.	BOK CHOY	3,232,000	3,513,000
35.	CHARD	2,781,000	3,051,000
36.	LEEKs	2,273,000	2,642,000
37.	BEANS, DRY	2,368,000	2,032,000
38.	MISC. BERRIES	1,330,000	1,623,000
39.	RADISH	1,519,000	1,523,000
40.	HERBS	1,269,000	1,325,000
41.	SQUASH	1,021,000	1,011,000

<sup>1</sup> Corrected 2002 figures for Leaf Lettuce, Strawberries, Nursery & Cabbage

# SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

<u>PEST</u>	<u>AGENT / MECHANISM</u>	<u>SCOPE OF PROGRAM<sup>1</sup></u>
<b>COUNTY BIOLOGICAL CONTROL</b>		
Yellow Starthistle*, <i>Centaurea solstitialis</i>	Seedhead Weevils/Fly, <i>Bangasternus orientalis</i> , <i>Eustenopus villosus</i>	40 sites
Italian thistle, <i>Carduus</i> spp.	<i>Urophora sirunaseva</i> , <i>Larinus curtus</i> , Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution
Russian thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora</i> spp	7 sites
Puncture vine, <i>Tribulus terrestris</i>	Stem & Seed weevils, and <i>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, *Eustenopus villosus*, is available for release to individual properties with yellow starthistle infestations. Call for arrangements.

## PEST ERADICATION

Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	One infestation
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	57 plants treated
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/chemical	55 Plants treated
Puna grass, <i>Achnatherum brachychaetum</i>	Mechanical/chemical	Fifteen infestations
Fertile Capeweed, <i>Arctotheca calendula</i>	Mechanical/chemical	Three infestations
Dalmatian toadflax, <i>Linaria genistifolia</i> subsp. Dalmatica	Mechanical	One plant eradicated

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

## PEST MANAGEMENT

Roadside (virus host) weeds	Chemical	537 miles, County right-of-ways
Roadside, targeted noxious weeds	Chemical	119 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 inspections involved 2,322 hours, during which 10,370 incoming shipments were inspected. Fifty-six 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	272
Melon fruit fly	Vegetable Gardens	78
Mexican fruit fly	Fruit trees	175
Oriental fruit fly	Fruit trees	125
Gypsy moth	Shade trees	286
Japanese beetle	Turf, roses	169
Nantucket pine tip moth	Monterey pine	4
Trogoderma beetle	High hazard commodities	15
Glassy winged sharpshooter	Nurseries/vineyards/urban areas	750

Pest detection trapping activities accounted for 3,929.5 hours, with a total of 10,696 services of 1,874 traps being made. 16 hours were applied to inspecting 30 commercial crop sites of 11 net acres/375 gross acres. 11 calls to residences were made for investigation of suspect reports and 76.5 hours were utilized on inspection/identification of public-reported pests. 25 high hazard locations were inspected and 931 miles of entryways surveyed, accounting for 53 and 97.5 hours respectively. Special surveys were made for exotic aquatic weeds, sudden oak death disease, and glassy-winged sharpshooter.

## ORGANIC FARMING

One-Hundred farms, totaling approximately 13,461 acres, were registered in Monterey County in 2003. Utilizing organic principles defined in the California Organic Food Act of 1990, these farms produce a wide array of commodities, such as: strawberries, salad mix, miscellaneous vegetables, spinach, lettuce, celery, raspberries, broccoli and grapes. The total estimated value of organic production in Monterey County during 2003 was \$128,252,029.

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



**AGRICULTURAL COMMISSIONER'S OFFICE - WEIGHTS AND MEASURES**  
1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901

