

MONTEREY COUNTY
CROP REPORT 2006



**Monterey County
Agricultural Commissioner's Office**

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

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MONTEREY COUNTY

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and

The honorable Board of Supervisors of Monterey County

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Simón Salinas	3 rd District
Jerry Smith	4 th District

It is a pleasure to present the 2006 annual Monterey County Crop Report which is prepared pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of nearly \$3.5 billion for Monterey County, an increase of more than 4% over 2005. The increase is attributable to higher values for nursery products, head lettuce, strawberries, leaf lettuce, broccoli, artichokes and a variety of other vegetable crops and reflects the diversity and resilience of our agriculture industry. However, decreases were noted in spinach, wine grapes and salad products. While the overall production value has again increased, it is important to note that the figures provided are gross values and do not represent or reflect net profit or losses experienced by individual growers, or by the industry as a whole.

Concerns over food safety affected the production values of some commodities; spinach saw a 41% drop of \$77 million and salad products also declined by 8%. This year's report contains an article highlighting the industry response to the problem and efforts to regain consumer confidence in our leafy greens. Strawberry production value was up by almost \$49 million, or 13%, largely on higher prices for processing fruit. Wine grape production value declined \$36.6 million, or 14%, from last year's record value with yields coming in closer to the historical average. The miscellaneous vegetable category was up 11% on stronger prices and the value of organic production increased 8.5% to \$226 million on 17,357 acres.

This report is our yearly opportunity to recognize the producers, growers and ranchers who, along with all the businesses ancillary to agriculture, are the largest part of Monterey County's economy. We continually strive to improve the quality of the data provided, and some of the changes in value in this report are the result of better reporting. Such increases were seen for nursery products, artichokes, head lettuce, wheat, alfalfa and walnuts. The assistance and vital information that the industry provides is critical to this report, and we need to thank them for their cooperation and assistance. Without a collaborative effort, the compilation of this report would not be possible.

Special recognition for the production of this report goes to Richard Ordonez, Juanita Adame and all the staff who assisted in compiling this information and in improving the quality of the report.

Respectfully submitted,

Eric Lauritzen
Agricultural Commissioner

A FOOD SAFETY REPORT CARD FROM THE LEAFY GREENS INDUSTRY

Three separate E. Coli outbreaks associated with leafy green products have had a devastating effect on Monterey County farming. These outbreaks resulted in economic hardship for many in our communities, but, more importantly, these outbreaks resulted in the loss of three lives and significant illness for more than 200 others. These recent outbreaks have brought a renewed commitment to food safety standards on our farms and in our shipping and processing facilities.

Over the last few months, this industry has come together in an unprecedented manner to improve food safety systems. Companies still have competitive differences, but when it comes to food safety those differences are set aside. Many in this industry have given countless hours to the development of the enhanced food safety standards, the launch of the California Leafy Green Marketing Agreement, and the establishment of the Center for Produce Safety. Many in the industry have also stepped up to handle difficult media interviews in order to communicate to our customers and consumers about our food safety efforts.

So, through this crop report, we give a report card to our community on our commitment to public health and food safety to ensure everyone, our families included, enjoy a safe and wholesome product every bite, every time.

Enhanced Food Safety Standards

Literally thousands of man-hours were spent by industry scientists, outside food safety experts, farmers, shippers and processors in the development of the enhanced food safety standards. Through examination of existing research and regulatory standards, this scientific team developed new standards for farming and harvesting. These standards were then peer-reviewed by six university scientists from across the nation. Federal and state health, environmental and agricultural agency officials have also reviewed and provided input during the development of these enhanced standards. It should be noted that the basis of the enhanced food safety standards was the "Commodity Specific Guidance" document finalized in April 2006. This document represented two years of work on the part of industry, academia and government officials.

The California Leafy Green Marketing Agreement

In February, just four months after the outbreaks, the California Department of Food and Agriculture announced the formation of the California Leafy Green Marketing Agreement. The Marketing Agreement is a mechanism for verifying that farmers follow the enhanced food safety standards for lettuce, spinach and other leafy greens. Farmers, shippers and processors have demonstrated their willingness to follow the new standards by voluntarily signing onto the Marketing Agreement. Once the Marketing Agreement is signed, it becomes mandatory for those shippers and processors to purchase product solely from farmers who comply with the enhanced food safety standards described above. Since the formation of the Marketing Agreement was announced, more than 99% of the volume of leafy green crops is now covered under the Marketing Agreement and subject to mandatory verification of compliance, and compliance audits have begun in earnest by the California Department of Food and Agriculture.

The Center for Produce Safety

In April 2007, the industry addressed the need for more research that enhances the safety and security of the nation's produce through the establishment of the Center for Produce Safety. The Center will be housed at the University of California, Davis's Western Institute for Food Safety and Security. The Produce Marketing Association is contributing \$2 million to establish the Center. Taylor Farms of Salinas has also pledged to contribute an additional \$2 million as well as another \$1 million of research already planned by the company. And, the California Department of Food and Agriculture is contributing \$500,000. The Center for Produce Safety has two critical objectives: First, it will serve as an unprecedented clearinghouse for all available research related to food safety. Second, the Center will fund new scientific studies focused on developing new solutions that mitigate risks associated with the nation's produce supply.

Fresh Express of Salinas has also committed \$1 million toward its own research initiative. Fresh Express will share its research findings with the entire leafy green industry.

Training and Education

The local, state and national associations have also joined together to develop training and education programs and materials for farmers, shippers and processors of leafy greens to make adoption of the enhanced food safety standards as seamless as possible.

Finally, our industry realizes we must to do a better job of communicating our traditional commitment to food safety as well as these new programs and initiatives now underway. We are seeing a new willingness by farmers, shippers and processors to outreach to media and open up their operations to demonstrate how much we are doing to promote food safety and how proud we are of our industry. In the past, many in our industry understandably shied away from the media. But, we now realize that our consumers need to have a better understanding of what we do.

The success of the produce industry begins and ends with our commitment to food safety and public health. Our livelihoods depend on it. Our commitment to constant innovation in the way we grow, process and ship produce is the reason why we enjoy the safest food supply in the world. But, we can do better. And, through the new initiatives now underway and as the industry-funded research begins to yield new information, our industry will continue to move toward our important goal of a safe, wholesome product for consumers every bite, every time.

James W. Bogart, President & General Counsel
Grower-Shipper Association of Central California

VEGETABLE CROPS

CROP ¹	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL ²
ANISE	2006	600	16.19	9,700	TON	\$541.97	\$5,257,000
	2005	608	15.11	9,200	TON	545.20	5,013,000
ARTICHOKES	2006	7,242	6.94	50,300	TON	1,402.67	70,554,000
	2005	6,081	6.51	39,600	TON	1,380.45	54,674,000
ASPARAGUS	2006	3,254	3.54	11,500	TON	1,663.60	19,131,000
	2005	3,476	4.22	14,700	TON	1,580.17	23,159,000
BOK CHOY	2006	370	19.96	7,400	TON	270.36	2,001,000
	2005	393	14.80	5,800	TON	297.92	1,731,000
BROCCOLI, Fresh	2006	38,215	7.56	288,900	TON	602.67	174,111,000
	2005	38,863	6.68	259,600	TON	601.41	156,131,000
Food Service ³	2006	N/A	N/A	72,100	TON	591.46	42,644,000
	2005	N/A	N/A	68,900	TON	582.20	40,121,000
Processing ⁴	2006	N/A	N/A	35,200	TON	501.29	17,645,000
	2005	N/A	N/A	39,200	TON	517.98	20,323,000
BROCCOLI Total	2006	49,119	N/A	N/A	TON	N/A	234,400,000
	2005	48,922	N/A	N/A	TON	N/A	216,575,000
CABBAGE, Fresh	2006	2,167	17.86	38,700	TON	374.11	14,480,000
	2005	2,084	17.43	36,300	TON	366.13	13,291,000
Food Service/Processing	2006	N/A	N/A	41,400	TON	317.87	13,160,000
	2005	N/A	N/A	38,900	TON	310.60	12,070,000
CABBAGE Total	2006	5,234	N/A	N/A	TON	N/A	27,640,000
	2005	5,314	N/A	N/A	TON	N/A	25,361,000
CARROTS, Fresh	2006	1,304	19.68	25,700	TON	377.45	9,700,000
	2005	1,419	22.21	31,500	TON	352.38	11,100,000
Food Service	2006	N/A	N/A	22,600	TON	321.33	7,262,000
	2005	N/A	N/A	17,200	TON	318.22	5,474,000
CARROTS, Total	2006	3,459	N/A	N/A	TON	N/A	16,962,000
	2005	3,382	N/A	N/A	TON	N/A	16,574,000
CAULIFLOWER, Fresh	2006	15,195	8.67	131,700	TON	631.65	83,188,000
	2005	15,025	8.60	129,200	TON	654.65	84,557,000
Food Service/Processing	2006	N/A	N/A	20,200	TON	587.66	11,871,000
	2005	N/A	N/A	17,800	TON	496.47	8,829,000
CAULIFLOWER Total	2006	17,524	N/A	N/A	TON	N/A	95,059,000
	2005	17,380	N/A	N/A	TON	N/A	93,386,000
CELERY, Fresh	2006	8,491	39.96	339,300	TON	299.31	101,556,000
	2005	7,957	41.37	329,200	TON	292.95	96,433,000
Food Service	2006	N/A	N/A	31,200	TON	235.98	7,363,000
	2005	N/A	N/A	35,300	TON	218.23	7,702,000

¹ Organic figures included in totals

² Totals may not calculate due to rounding

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

⁴ "Processing" commodities are destined to be processed in a way that substantially alters the raw nature of the product such as freezing, drying or cooking, and does not necessarily include processes such as washing, slicing or chopping.

VEGETABLE CROPS

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
CELERY, Total	2006	9,271	N/A	N/A	TON	N/A	\$108,919,000
	2005	9,965	N/A	N/A	TON	N/A	104,144,000
CHARD	2006	701	8.57	6,000	TON	848.73	5,092,000
	2005	655	8.32	5,500	TON	841.91	4,593,000
CILANTRO	2006	763	8.90	6,800	TON	799.72	5,438,000
	2005	782	8.85	6,900	TON	782.11	5,412,000
HERBS ¹	2006	94	6.70	630	TON	1,582.74	997,000
	2005	101	6.00	600	TON	1,450.00	879,000
KALE	2006	1,999	10.82	21,600	TON	761.01	16,438,000
	2005	2,002	10.72	21,500	TON	742.54	15,936,000
LEEKs	2006	188	12.18	2,300	TON	1,050.82	2,417,000
	2005	251	11.99	3,000	TON	1,372.82	4,126,000
LETTUCE, Total ²	2006	169,263	N/A	N/A	CTN	N/A	1,074,290,000
	2005*	167,615	N/A	N/A	CTN	N/A	986,576,000
MISC. VEGETABLES, Fresh	2006	3,409	6.39	21,800	TON	1,173.51	25,583,000
	2005	3,591	5.18	18,600	TON	1,099.94	20,472,000
Food Service	2006	N/A	N/A	111,400	TON	619.07	68,964,000
	2005	N/A	N/A	109,100	TON	596.82	65,097,000
Processing	2006	N/A	N/A	52,900	TON	413.29	21,863,000
	2005	N/A	N/A	52,500	TON	369.63	19,389,000
MISC. VEGETABLES, Total ³	2006	23,121	N/A	N/A	TON	N/A	116,410,000
	2005	19,828	N/A	N/A	TON	N/A	104,958,000
MUSHROOMS	2006	157	N/A	47,634,000	LBS	1.52	72,404,000
	2005	157	N/A	45,766,000	LBS	1.44	65,983,000
NAPA	2006	641	29.45	18,900	TON	304.08	5,747,000
	2005	650	28.33	18,400	TON	306.52	5,644,000
ONIONS, Dry	2006	1,740	21.75	37,800	TON	260.00	9,828,000
	2005	1,890	25.50	48,200	TON	246.02	11,858,000
ONIONS, Green	2006	1,357	13.02	17,700	TON	1,020.63	18,065,000
	2005	1,420	12.34	17,500	TON	1,086.61	19,016,000
PARSLEY	2006	446	14.86	6,600	TON	749.30	4,945,000
	2005	439	14.79	6,500	TON	726.56	4,719,000
PEAS ⁴	2006	1,539	N/A	N/A	TON	N/A	23,516,000
	2005	1,578	N/A	N/A	TON	N/A	25,514,000
PEPPERS ⁵	2006	868	21.57	18,700	TON	381.70	7,138,000
	2005	964	21.37	20,600	TON	383.96	7,921,000
RADICCHIO	2006	2,366	4.13	9,800	TON	1,334.80	13,081,000
	2005	2,156	3.76	8,100	TON	1,241.45	10,067,000

¹ Includes: Basil, Chervil, Dill, Ginkgo, Marjoram, Oregano, Rosemary, Sage and Thyme

² See Lettuce Production for detail information, Page 13

³ Includes Arugula, Beans, Beets, Broccolini, Brussel Sprouts, Cactus Pears, Chicory, Collard Greens, Corn, Cucumbers, Dandelion Greens, Fava Beans, Fennel, Frisee, Garlic, Gourds, Kohlrabi, Mache, Mustard, Potato, Pumpkins and Turnips

⁴ Includes Food Service and Processing

⁵ Includes Processed Pimentos, Chili and Bell Peppers

*Adjusted figures

VEGETABLE CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
RADISH	2006	170	15.10	2,600	TON	\$456.80	\$1,188,000
	2005	186	14.96	2,800	TON	496.63	1,380,000
RAPPINI	2006	3,730	3.75	14,000	TON	1,225.23	17,153,000
	2005	3,612	3.41	12,000	TON	1,233.43	15,199,000
SALAD PRODUCTS	2006	N/A	N/A	293,200	TON	415.19	121,734,000
	2005	N/A	N/A	309,100	TON	427.99	132,277,000
SPINACH, Fresh	2006	7,638	11.04	84,300	TON	913.73	77,027,000
	2005	10,451	11.34	118,500	TON	982.73	116,491,000
Food Service	2006	N/A	N/A	22,300	TON	862.96	19,244,000
	2005	N/A	N/A	28,000	TON	836.61	23,425,000
Value Added ¹	2006	N/A	N/A	18,900	TON	794.13	15,009,000
	2005*	N/A	N/A	56,900	TON	849.00	48,308,000
SPINACH, Total	2006	11,369	N/A	N/A	TON	N/A	111,280,000
	2005	16,937	N/A	N/A	TON	N/A	188,224,000
SPRING MIX	2006	12,980	8.73	113,300	TON	1,497.08	169,619,000
	2005	13,079	8.64	113,000	TON	1,454.78	164,462,000
SQUASH	2006	305	10.98	3,300	TON	576.13	1,901,000
	2005	325	11.21	3,600	TON	666.96	2,432,000
TOMATOES	2006	654	19.65	12,900	TON	635.45	8,197,000
	2005	505	18.02	9,100	TON	619.89	5,636,000



VEGETABLE CROPS	2006	330,524		VEGETABLE CROPS		\$2,386,801,000
TOTAL ACRES	2005	330,653		TOTAL VALUE		\$2,323,429,000

¹ "Value Added" commodities are destined to be sold to consumers to prepare meals at home, and are sold in smaller packages with consumer labeling; Figures reflect only FOB value of commodity

FRUIT AND NUT CROPS

CROP	YEAR	PRODUCTION			UNIT	VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
AVOCADOS	2006	221	2.82	623	TON	\$1,505.05	\$938,000
	2005	175	1.97	346	TON	2,330.85	805,000
CITRUS	2006	1,215	28.12	34,200	TON	450.44	15,405,000
	2005	1,169	24.62	28,800	TON	311.47	8,962,000
GRAPES ¹	2006	38,165	5.49	210,000	TON	1,038.01	217,983,000
	2005	38,179	7.03	269,000	TON	948.09	254,615,000
RASPBERRIES	2006	508	11.39	5,800	TON	3,854.09	22,354,000
	2005	621	11.30	7,000	TON	3,793.91	26,612,000
STRAWBERRIES	2006	9,295	30.85	286,800	TON	1,488.33	426,853,000
	2005*	8,820	29.75	276,500	TON	1,395.00	385,731,000
Processing	2006	N/A	N/A	25,200	TON	513.60	12,943,000
	2005	N/A	N/A	14,900	TON	346.44	5,166,000
STRAWBERRIES, Total	2006	9,295	N/A	311,900	TON	N/A	439,796,000
	2005*	8,820	N/A	291,400	TON	N/A	390,897,000
WALNUTS	2006	231	1.20	277	TON	1,720.00	476,000
	2005	188	1.47	276	TON	1,450.00	400,000
MISC. FRUIT ²	2006	194	10.45	2,030	TON	1,137.01	2,308,000
	2005	205	11.94	2,500	TON	1,330.95	3,261,000



FRUIT AND NUT CROPS	2006	49,829		FRUIT AND NUT CROPS		\$699,260,000
TOTAL ACRES	2005*	49,357		TOTAL VALUE		\$685,552,000

¹ Represents Bearing Acres Only; See Grape Production for detail information Page 12
² Includes: Apples, Blackberries, Blueberries and Kiwi
*Adjusted figures

SEED PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEAN SEED, All	2006	3,386	1.06	3,600	TON	\$1,750.69	\$6,302,000
	2005	2,751	1.01	2,800	TON	1,143.76	3,169,000
MISC. SEED ¹	2006	2,020	2.00	4,040	TON	823.21	3,326,000
	2005	2,089	2.14	4,500	TON	644.67	2,880,000
SEED CROPS	2006	5,406			SEED CROPS		\$9,628,000
TOTAL ACRES	2005	4,840			TOTAL VALUE		\$6,049,000



APIARY PRODUCTION

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
HONEY	2006	N/A	20,500	LBS	\$0.98	\$20,000
	2005	N/A	23,000	LBS	0.90	20,700
POLLINATION ²	2006	300	N/A	COLONY	50.00	15,000
	2005	320	N/A	COLONY	37.50	12,000
WAX	2006	N/A	900	LBS	1.95	1,800
	2005	N/A	1,000	LBS	1.35	1,400
APIARY TOTAL	2006	300	21,400			\$36,800
	2005	320	24,000			\$34,100

¹ Includes: Barley, Broccoli, Cauliflower, Cucumber, Kale, Pea, Squash and Watermelon

² Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Kale, Melon, Onion, Parsley, Pepper, Spinach and Squash (For Seed Production)

LIVESTOCK & POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE	
					PER UNIT	TOTAL
CATTLE & CALVES	2006	45,500	298,000	CWT	\$68.00	\$20,264,000
	2005	47,500	298,000	CWT	71.00	21,213,000
STOCKER	2006	50,000	116,000	CWT	89.00	10,324,000
	2005	50,000	104,000	CWT	91.00	9,500,000
SHEEP & LAMBS	2006	2,200	3,750	CWT	78.00	293,000
	2005	2,500	3,750	CWT	91.00	368,000
DAIRY COWS	2006	1,350	N/A	HEAD	1,850.00	2,498,000
	2005	1,400	N/A	HEAD	2,000.00	2,800,000
CULL COWS	2006	300	N/A	HEAD	575.00	173,000
	2005	241	N/A	HEAD	650.00	157,000
CALVES	2006	170	N/A	HEAD	75.00	13,000
	2005	200	N/A	HEAD	80.00	16,000
HOGS	2006	1,600	304,000	LBS	0.49	149,000
	2005	1,600	304,000	LBS	0.51	155,000
MILK, MARKET	2006	N/A	296,000	CWT	11.88	3,516,000
	2005	N/A	295,000	CWT	14.41	4,256,000
WOOL	2006	N/A	18,000	LBS	0.38	6,800
	2005	N/A	18,000	LBS	0.40	7,200
MISC. POULTRY PRODUCTS ¹	2006					1,030,000
	2005					1,717,000



LIVESTOCK & POULTRY TOTAL	2006					\$38,267,000
TOTAL	2005					\$40,189,000

¹ Includes Fertilizer, Poultry, Eggs, Milk Manufacturing and Hatcheries

CUT FLOWERS AND CUT FOLIAGE

CROP	YEAR	ACREAGE	PRODUCTION		VALUE	
			QUANTITY SOLD	UNIT	PER UNIT	TOTAL
ALSTROEMERIA	2006	14.25	237,900	PER BUNCH	\$2.09	\$497,000
	2005	15.10	239,400	PER BUNCH	1.71	409,000
ASIATIC LILLY	2006	5.40	260,400	PER BUNCH	4.06	1,057,000
	2005	4.54	194,000	PER BUNCH	4.12	797,000
CARNATIONS	2006	15.14	6,728,000	PER BLOOM	0.19	1,278,000
	2005	15.71	7,443,000	PER BLOOM	0.14	1,062,000
CHRYSANTHEMUMS	2006	23.81	1,795,000	PER BLOOM	0.56	1,005,000
	2005	28.61	2,220,000	PER BLOOM	0.76	1,687,000
EUCALYPTUS	2006	75.19	389,000	PER BUNCH	1.38	537,000
	2005	98.27	925,000	PER BUNCH	1.31	1,209,000
GERBERA	2006	15.41	8,079,000	PER BLOOM	0.31	2,504,000
	2005	16.03	8,042,000	PER BLOOM	0.30	2,375,000
IRIS	2006	21.11	389,400	PER BUNCH	2.06	802,000
	2005	19.08	352,000	PER BUNCH	2.03	713,000
MINIATURE CARNATIONS	2006	7.75	276,000	PER BUNCH	1.65	455,000
	2005	7.62	272,000	PER BUNCH	1.63	442,000
MISC. CUT FLOWERS AND CUT FOLIAGE ¹	2006	369.89	20,010,000	VARIOUS	2.66	53,227,000
	2005	314.25	15,600,000	VARIOUS	2.78	43,439,000
ORIENTAL LILLIES	2006	7.39	216,200	PER BUNCH	9.42	2,037,000
	2005	6.21	215,000	PER BUNCH	9.35	2,008,000
ROSES ²	2006	28.56	10,714,000	PER BLOOM	0.36	3,857,000
	2005	31.34	11,916,000	PER BLOOM	0.33	3,926,000
SNAPDRAGON	2006	20.73	678,000	PER BUNCH	3.02	2,048,000
	2005	16.84	584,000	PER BUNCH	2.80	1,637,000
TULIPS	2006	3.65	55,800	PER BUNCH	4.33	242,000
	2005	3.06	89,600	PER BUNCH	3.42	306,000

CUT FLOWERS AND CUT FOLIAGE TOTAL ACRES	2006	608		VARIOUS	\$69,546,000
	2005	577		VARIOUS	\$60,010,000

¹ Includes, Acidanthera, Agapanthus, Agrostemma, Amaranthus, Amaryllis, Anemones, Asters, Atriplex, Bells of Ireland, Bird of Paradise, Bornoia, Bulperum, Calla Lily, Calendula, Celosia, Chocolate Cosmos, Coral Bells, Corn Flower, Crocosmia, Curly Willow, Dahlias, Delphinium, Euphorbia, Ferns, Freesia, Gardenia, Gipsy, Gladiolus, Godetia, Heather, Hydrangea, Kale, Kangaroo Paw, Larkspur, Lavender, Leptospermum, Lisianthus, Marigold, Millet, Narcissus, Nerines, Plumosus, Protea, Queen Anne's Lace, Ranunculus, Rosemary, Safflower, Sapnoaria, Scabiosa, Smilax, Statice, Stock, Strawflower, Sunflower, Sweet Peas, Trachelium and Tuberose

² Combined figures are Miniature Roses and Standard Roses

NURSERY PRODUCTS

CROP	YEAR	ACREAGE	PRODUCTION		VALUE	
			QUANTITY SOLD	UNIT	PER UNIT	TOTAL
BEDDING PLANTS	2006	202.00	42,075,000	PER PLANT	\$0.46	\$19,355,000
	2005	222.50	42,788,000	PER PLANT	0.53	22,541,000
FRUIT & NUT TREES	2006	4.75	729,000	PER PLANT	1.46	1,064,000
	2005	4.00	291,000	PER PLANT	2.91	848,000
MISC. NURSERY PRODUCTS ¹	2006	401.80	2,127,000	VARIOUS	3.67	7,806,000
	2005	367.24	2,030,000	VARIOUS	4.06	8,236,000
ORCHIDS	2006	91.65	11,251,000	PER PLANT	9.66	108,685,000
	2005	91.97	11,191,000	PER PLANT	7.18	80,339,000
POINSETTIA	2006	61.75	2,171,000	PER PLANT	5.10	11,072,000
	2005	38.00	864,000	PER PLANT	5.96	5,155,000
POTTED PLANTS	2006	279.51	23,592,000	PER PLANT	2.72	64,170,000
	2005	272.73	20,708,000	PER PLANT	2.66	55,183,000
PROPAGATIVE MATERIALS	2006	14.02	4,129,000	PER PLANT	0.45	1,858,000
	2005	12.54	5,203,000	PER PLANT	0.29	1,483,000
VEGETABLE TRANSPLANTS	2006	117.87	2,382,384,000	PER PLANT	0.02	47,648,000
	2005	104.90	2,099,900,000	PER PLANT	0.02	42,177,000
WOODY ORNAMENTALS	2006	46.19	1,678,000	PER PLANT	4.78	8,021,000
	2005	8.80	25,500	PER PLANT	10.25	261,000
NURSERY PRODUCTS	2006	1,220		NURSERY PRODUCTS		\$269,679,000
TOTAL ACRES	2005	1,123		TOTAL VALUE		\$216,223,000



OVERALL NURSERY	2006	1,828		OVERALL NURSERY		\$339,225,000
TOTAL ACRES	2005	1,699		TOTAL VALUE		\$276,233,000

¹ Includes: Bromeliads, Bulbs, Christmas Trees, Clivia, Corms, Cypress, Euonymus, Ficus, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf and Water Pond Plants

FIELD CROPS

CROP	YEAR	ACREAGE	PRODUCTION			VALUE	
			PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
BARLEY, Grain	2006	11,155	1.19	13,300	TON	\$92.69	\$1,233,000
	2005	12,160	1.03	12,600	TON	90.98	1,142,000
BEANS ¹	2006	1,020	2.83	2,900	TON	919.60	2,667,000
	2005	1,200	1.78	2,100	TON	1,028.07	2,190,000
HAY, Alfalfa	2006	1,158	2.46	2,800	TON	138.51	388,000
	2005	970	1.75	1,700	TON	125.49	213,000
MISC. FIELD CROPS ²	2006	2,380	1.86	4,400	TON	100.59	443,000
	2005	2,646	1.02	2,700	TON	102.57	276,000
OATS ³	2006	3,646	2.01	7,300	TON	116.53	851,000
	2005	3,910	2.11	8,300	TON	118.00	974,000
WHEAT, Grain	2006	1,220	2.20	2,700	TON	118.20	319,000
	2005	805	0.94	757	TON	109.06	83,000
RANGELAND	2006	1,191,000	N/A	N/A	ACRE	9.20	10,957,000
	2005	1,191,000	N/A	N/A	ACRE	8.90	10,600,000



FIELD CROPS	2006	1,211,579	FIELD CROPS	\$16,858,000
TOTAL ACRES	2005	1,210,267	TOTAL VALUE	\$15,478,000

¹ Includes: Pintos, Pink, Pinquito, Garbanzo and Lima Beans
² Includes: Safflower and Pasture
³ Includes: Hay Oats and Misc. Oats

GRAPE PRODUCTION

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
BEARING ACRES	2006	38,165	5.49	210,000	TON	\$1,038.01	\$217,983,000
BEARING ACRES	2005	38,179	7.03	269,000	TON	948.09	254,615,000
NON BEARING/NOT HARVESTED	2006	3,144					
NON BEARING/NOT HARVESTED	2005*	2,378					
TOTAL GRAPE ACRES	2006	41,309					
TOTAL GRAPE ACRES	2005	40,557					

TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

White Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Chardonnay	15,242	\$1,012	92,178	\$93,284,000
Chenin Blanc	699	\$392	3,236	\$1,269,000
Gewurztraminer	665	\$949	2,920	\$2,771,000
Marsanne	15	\$727	91	\$66,000
Muscat Orange	24	\$1,265	105	\$133,000
Other Whites ¹	69	\$1,270	257	\$326,000
Pinot Blanc	79	\$1,076	337	\$363,000
Pinot Grigio	952	\$1,142	5,177	\$5,912,000
Riesling	1,181	\$1,073	4,681	\$5,023,000
Roussanne	67	\$1,784	80	\$143,000
Sauvignon Blanc	979	\$919	5,727	\$5,263,000
Semillon	55	\$1,138	315	\$358,000
Viognier	151	\$1,328	405	\$538,000
Zinfandel, White	47	\$533	377	\$201,000

Red Grape Varieties	Harvested Acres	Average Price Per Ton	Total Tons	Total Value
Cabernet Franc	992	\$972	5,350	\$5,200,000
Cabernet Sauvignon	4,342	\$990	24,140	\$23,899,000
Grenache	141	\$1,341	783	\$1,050,000
Malbec	129	\$985	885	\$872,000
Merlot	5,687	\$957	29,626	\$28,352,000
Other Reds ²	156	\$774	812	\$628,000
Petit Verdot	139	\$1,145	621	\$711,000
Petite Sirah	198	\$1,114	1,008	\$1,123,000
Pinot Noir	4,195	\$1,511	21,102	\$31,885,000
Sangiovese	121	\$1,070	514	\$550,000
Syrah/Shiraz	1,561	\$983	7,637	\$7,507,000
Zinfandel, Red	280	\$415	1,340	\$556,000

¹ Loureiro, Muscat Canelli, Muscat Giallo and Treixadura

² Aleatico, Alicante, Barbera, Carignane, Cinsaut, Dolcetto, Freisa, Gamay (Napa)/Valdigue, Nebbiolo, Tannat and Tempranillo

* Adjusted Acres

LETTUCE PRODUCTION ~ DETAIL

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
HEAD LETTUCE								
SPRING	2006	20,181						
	2005	21,459						
SUMMER	2006	21,747						
	2005	19,855						
FALL	2006	24,079						
	2005	23,142						
NAKED PACK	2006	N/A	N/A	8,620,000	CTN	\$9.11	\$78,528,000	
	2005	N/A	N/A	9,155,000	CTN	6.73	61,614,000	
WRAPPED PACK	2006	N/A	N/A	21,849,000	CTN	10.75	234,877,000	
	2005	N/A	N/A	23,276,000	CTN	7.93	184,579,000	
BULK FOR SHREDDING	2006	N/A	N/A	17,402,000	CTN	7.50	130,515,000	
	2005*	N/A	N/A	19,385,000	CTN	7.20	139,575,000	
HEAD LETTUCE TOTAL	2006	66,007	725	47,871,000	CTN	9.28	443,920,000	
	2005*	64,456	804	51,816,000	CTN	7.45	385,768,000	
LEAF LETTUCE								
BUTTER LEAF LETTUCE	2006	1,972	987	1,946,000	CTN	7.74	15,062,000	
	2005	1,964	1,088	2,138,000	CTN	6.99	14,947,000	
ENDIVE	2006	690	1,078	744,000	CTN	5.92	4,404,000	
	2005	695	1,242	863,000	CTN	7.52	6,491,000	
ESCAROLE	2006	291	977	284,000	CTN	6.01	1,707,000	
	2005	283	988	280,000	CTN	6.18	1,730,000	
GREEN LEAF LETTUCE	2006	10,996	803	8,830,000	CTN	7.69	67,903,000	
	2005	11,184	795	8,900,000	CTN	7.21	64,159,000	
RED LEAF LETTUCE	2006	4,182	901	3,768,000	CTN	7.55	28,448,000	
	2005	4,256	1,033	4,399,000	CTN	6.80	29,927,000	
ROMAINE LETTUCE	2006	30,093	1,325	39,873,000	CTN	8.04	320,579,000	
	2005	30,174	1,412	42,633,000	CTN	7.08	301,864,000	
LEAF LETTUCE Bulk	2006	N/A	N/A	742,000	TON	259.12	192,267,000	
	2005	N/A	N/A	705,000	TON	257.71	181,690,000	
LEAF LETTUCE TOTAL	2006	103,256	824	85,125,000	CTN	7.40	630,370,000	
	2005*	103,159	847	87,410,000	CTN	6.87	600,808,000	
LETTUCE CROP	2006	169,263		133,014,000	CTN		\$1,074,290,000	
TOTALS	2005*	198,171		139,226,000	CTN		\$986,576,000	

* Adjusted figures

MONTEREY COUNTY'S MILLION DOLLAR CROPS

2006 CROP RANKING	CROPS	2006 VALUE	2005 CROP RANKING
1	LEAF LETTUCE	\$630,370,000	1
2	HEAD LETTUCE	\$443,920,000	3
3	STRAWBERRIES	\$439,796,000	2
4	NURSERY	\$339,225,000	4
5	BROCCOLI	\$234,400,000	6
6	GRAPES	\$217,983,000	5
7	SPRING MIX	\$169,619,000	8
8	SALAD PRODUCTS	\$121,734,000	9
9	MISC. VEGETABLES	\$116,410,000	10
10	SPINACH	\$111,280,000	7
11	CELERY	\$108,919,000	11
12	CAULIFLOWER	\$95,059,000	12
13	MUSHROOMS	\$72,404,000	13
14	ARTICHOKES	\$70,554,000	14
15	BEEF CATTLE	\$30,588,000	15
16	CABBAGE	\$27,640,000	18
17	PEAS	\$23,516,000	17
18	RASPBERRIES	\$22,354,000	16
19	ASPARAGUS	\$19,131,000	19
20	GREEN ONIONS	\$18,065,000	20
21	RAPPINI	\$17,153,000	23
22	CARROTS	\$16,962,000	21
23	KALE	\$16,438,000	22
24	CITRUS	\$15,405,000	27
25	RADICCHIO	\$13,081,000	26
26	RANGELAND	\$10,957,000	25
27	DRY ONIONS	\$9,828,000	24
28	SEEDS	\$9,620,000	30
29	TOMATOES	\$8,197,000	32
30	PEPPERS	\$7,138,000	28
31	DAIRY	\$6,200,000	29
32	NAPA	\$5,747,000	31
33	CILANTRO	\$5,438,000	33
34	ANISE	\$5,257,000	34
35	CHARD	\$5,092,000	36
36	PARSLEY	\$4,945,000	35
37	BEANS	\$2,667,000	40
38	LEEKs	\$2,417,000	37
39	MISC. FRUITS	\$2,308,000	38
40	BOK CHOY	\$2,001,000	41
41	SQUASH	\$1,901,000	39
42	BARLEY, GRAIN	\$1,233,000	44
43	RADISH	\$1,188,000	43
44	MISC. POULTRY	\$1,030,000	42

SUMMARY OF CROP CATEGORIES	2005 TOTAL VALUE	2006 TOTAL VALUE
VEGETABLE CROPS	\$2,323,429,000	\$2,386,801,000
FRUITS & NUTS	\$685,552,000	\$699,260,000
NURSERY CROPS	\$276,233,000	\$339,225,000
LIVESTOCK & POULTRY	\$40,189,000	\$38,267,000
FIELD CROPS	\$15,478,000	\$16,858,000
SEED CROPS	\$6,049,000	\$9,628,000
APIARY	\$34,000	\$37,000
TOTAL	\$3,346,964,000	\$3,490,076,000

TRENDS OF MAJOR CROPS IN MONTEREY COUNTY

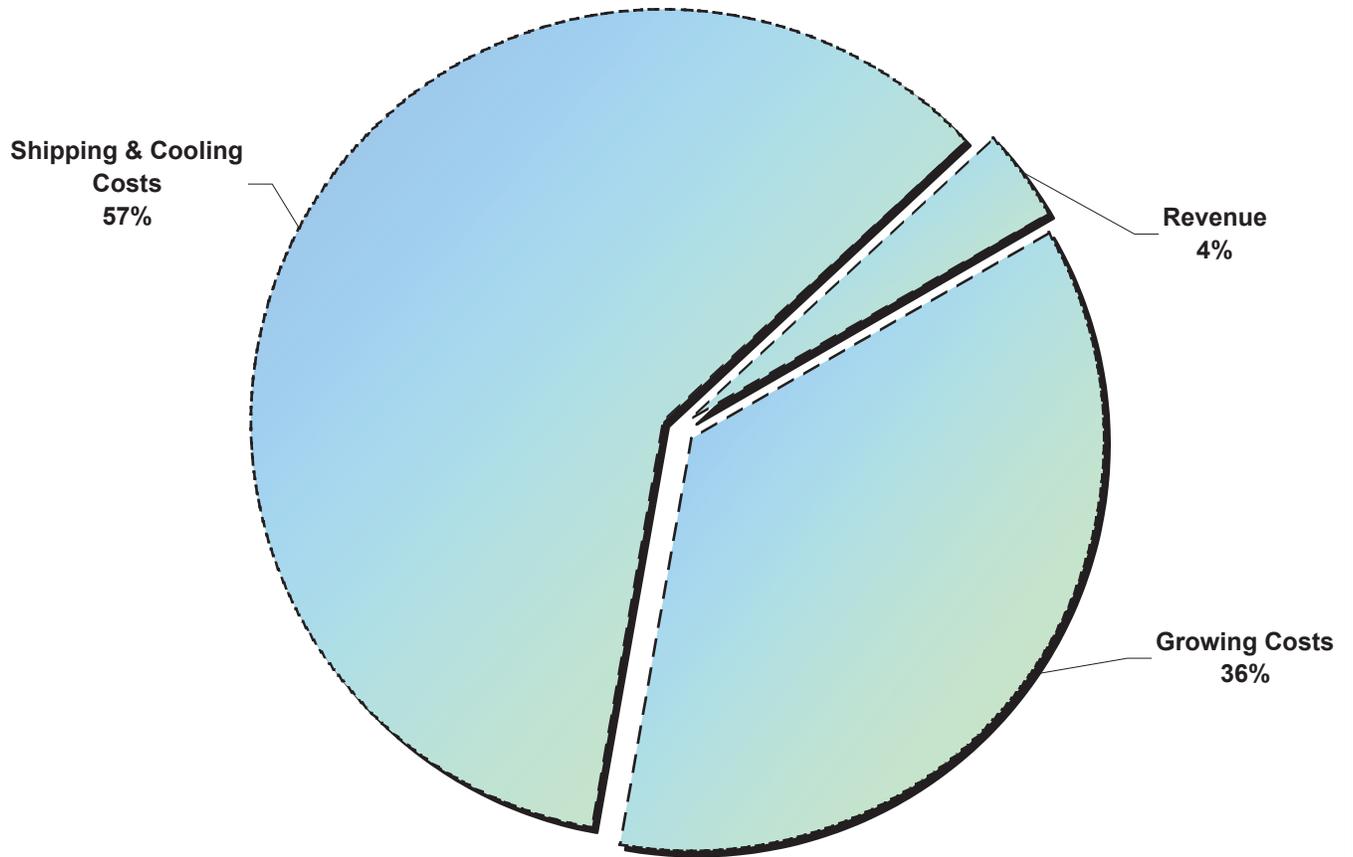
CROP		YEAR		
		1986	1996	2006
ARTICHOKES	ACRE VALUE	10,385	6,626	7,242
	CPI ADJUSTED \$ ¹	28,748,000	39,983,000	70,554,000
		52,845,000	51,392,000	70,554,000
BROCCOLI	ACRE VALUE	56,140	60,059	49,119
	CPI ADJUSTED \$	124,219,000	229,472,000	234,400,000
		228,343,000	294,951,000	234,400,000
CAULIFLOWER	ACRE VALUE	23,730	21,913	17,524
	CPI ADJUSTED \$	76,570,000	118,850,000	95,059,000
		140,753,000	152,763,000	95,059,000
CELERY	ACRE VALUE	5,942	8,194	9,271
	CPI ADJUSTED \$	46,799,000	72,477,000	108,919,000
		86,027,000	93,158,000	108,919,000
GRAPES ²	ACRE VALUE	27,305	27,873	38,165
	CPI ADJUSTED \$	35,706,000	129,663,000	217,983,000
		65,636,000	166,662,000	217,983,000
HEAD LETTUCE	ACRE VALUE	64,800	72,280	66,007
	CPI ADJUSTED \$	272,248,000	356,640,000	443,920,000
		500,455,000	458,406,000	443,920,000
LEAF LETTUCE	ACRE VALUE	9,928	33,004	103,256
	CPI ADJUSTED \$	35,115,000	158,048,000	630,370,000
		64,549,000	203,146,000	630,370,000
MUSHROOMS	ACRE VALUE	44,446,000 lbs.	48,624,000 lbs.	47,634,000 lbs.
	CPI ADJUSTED \$	44,002,000	51,687,000	72,404,000
		80,886,000	66,436,000	72,404,000
NURSERY PRODUCTS	ACRE VALUE	961	2,140	1,828
	CPI ADJUSTED \$	78,441,000	114,176,000	339,225,000
		144,193,000	146,756,000	339,225,000
SPINACH	ACRE VALUE	2,005	8,005	11,369
	CPI ADJUSTED \$	3,320,000	43,614,000	111,280,000
		6,102,000	56,059,000	111,280,000
STRAWBERRIES	ACRE VALUE	3,625	7,222	9,295
	CPI ADJUSTED \$	107,864,000	180,664,000	439,796,000
		198,279,000	232,216,000	439,796,000

TOTAL	ACRE VALUE	204,821	247,316	313,076
	CPI ADJUSTED \$	852,762,000	1,495,274,000	2,763,910,000
		1,568,068,000	1,921,945,000	2,763,910,000

¹ Consumer Price Index Conversion Factors from <http://oregonstate.edu/cla/polisci/faculty/sahr/cv2006.pdf>

² Represents Bearing Acres Only

MONTEREY COUNTY'S NET RETURN TO GROWER

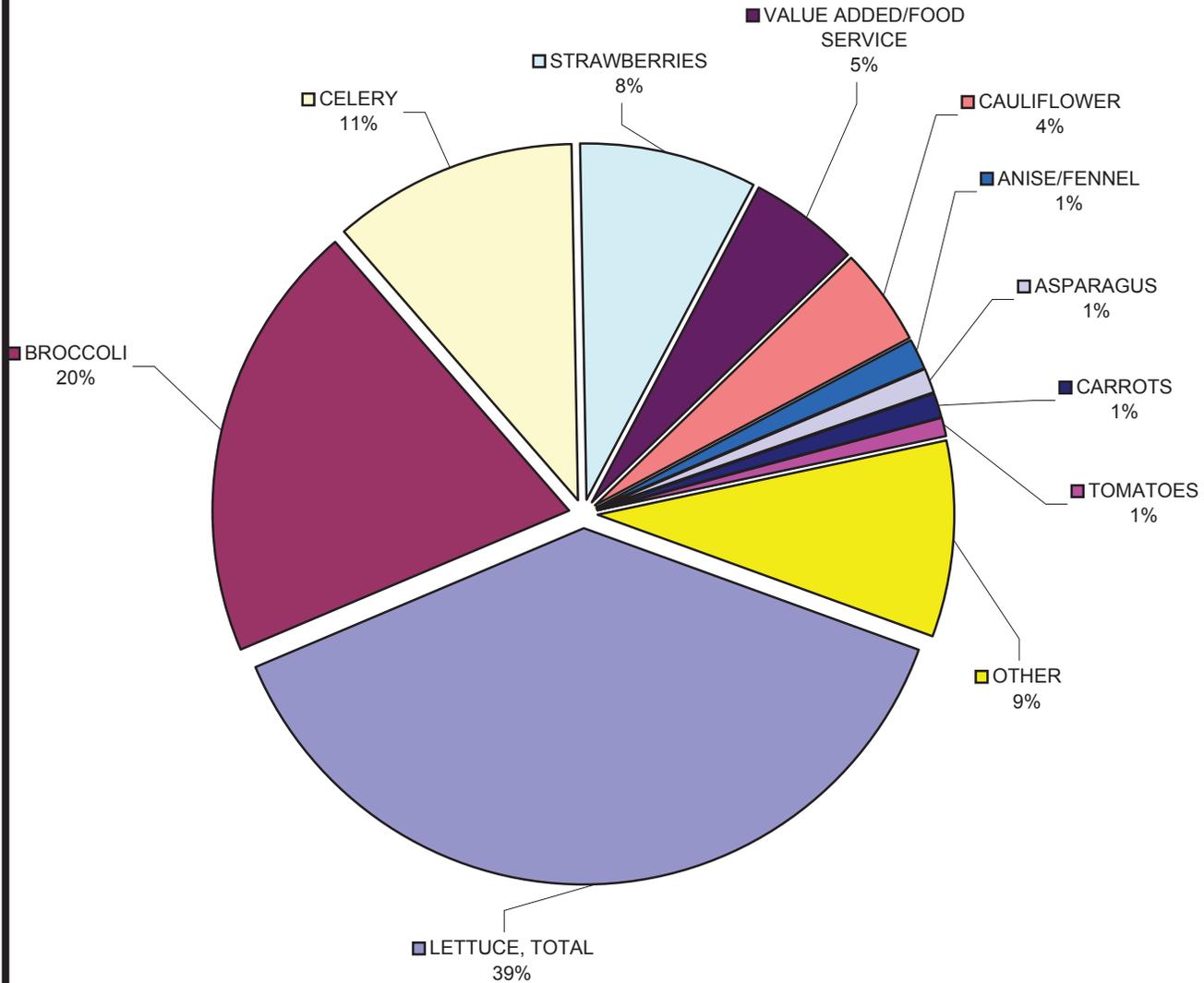


MONTEREY COUNTY'S TOP AGRICULTURAL EXPORTS TRADE PARTNERS

Country	2006 Total Lbs.	2005 Total Lbs.
Australia	436,586	674,134*
Canada	340,647,377	301,209,086
Chile	10,594	1,080
EUN	4,418,327	2,898,657
French Polynesia	108,604	56,552
Guam	899,277	310,279
Guatemala	321,406	46,421
Hong Kong	14,312,786	13,783,474
Indonesia	104,348	8,056
Jamaica	61,820	14,928
Japan	71,514,915	90,983,242
Kuwait	2,072,992	2,559,296
Malaysia	1,032,482	1,265,148
Mexico	41,294,363	38,685,051
New Zealand	205,442	418,076
Nicaragua	-	390,000
Northern Mariana	-	38,169
Norway	4,860	75,000
Panama	81,281	198,426
Philippines	160,510	50,032
Puerto Rico	1,312,971	6,123,316
Republic of China	1,977,144	1,773,071
Republic of Korea	1,014,523	1,158,526
Saudi Arabia	199,206	214,920
Singapore	11,873,544	15,170,977
Taiwan	75,965,149	74,030,768
United Arab Emirates	137,484	528,318
Vietnam	-	1,296

*Adjusted figures

MONTEREY COUNTY'S PRODUCE EXPORTS BY COMMODITY



2006 Exported Commodities

Lettuce, Total	224,142,481 lbs.
Broccoli	118,214,425 lbs.
Celery	65,862,980 lbs.
Strawberries	48,078,821 lbs.
Food Service	29,212,846 lbs.
Cauliflower	25,329,527 lbs.
Anise/Fennel	8,151,086 lbs.
Asparagus	6,717,652 lbs.
Carrots	6,541,454 lbs.
Tomatoes	5,753,043 lbs.
Other	<u>51,937,503 lbs.</u>

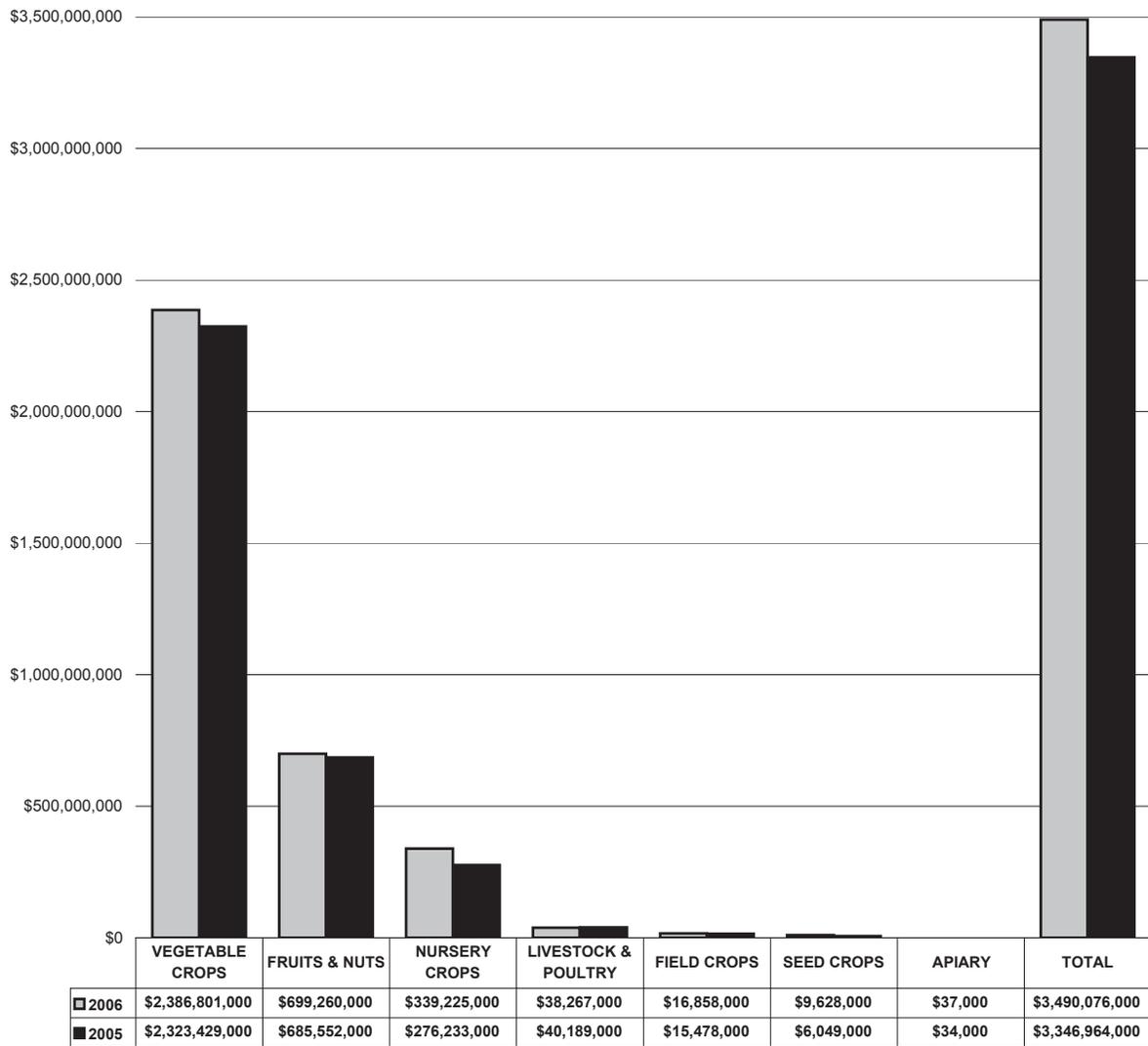
589,941,818 lbs.

2005 Exported Commodities

Lettuce, Total	222,142,207 lbs.
Broccoli	126,140,997 lbs.
Celery	66,430,182 lbs.
Strawberries	44,714,682 lbs.
Food Service	25,956,558 lbs.
Cauliflower	23,533,736 lbs.
Carrots	7,208,221 lbs.
Asparagus	6,188,364 lbs.
Anise/Fennel	5,731,895 lbs.
Tomatoes	4,320,584 lbs.
Other	<u>50,226,705 lbs.</u>

582,594,131 lbs

MONTEREY COUNTY'S GROSS PRODUCTION VALUES



SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

<u>PEST</u>	<u>AGENT / MECHANISM</u>	<u>SCOPE OF PROGRAM¹</u>
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> , Starthistle rust, <i>Puccinia jacea</i> var. <i>solstitialis</i>	48 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, and <i>Microtharus</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

Scotch Thistle, <i>Onopordum acanthium</i>	Mechanical/Chemical	One Infestation
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/Chemical	Two Infestations
Puna Grass, <i>Achnatherum brachychaetum</i>	Mechanical/Chemical	Seven Infestations
Dalmatian Toadflax, <i>Linaria genistifolia</i>	Mechanical/Chemical	One infestation

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

PEST MANAGEMENT

Roadside (virus host) Weeds	Chemical	County right-of-ways, spot treatment
Roadside, Targeted Noxious Weeds	Chemical	County right-of-ways, boom and spot treatment
Lettuce Mosaic Virus	Virus-Free Seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-Free Period	No lettuce above ground 12/7-12/21
Celery Mosaic Virus	Host-Free Period	No celery above ground in January
Lettuce Root Aphid	Quarantine, State Misc. Ruling 3597	Lombardy poplar prohibition

PEST DETECTION/EXCLUSION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect pests before they become established over an area so large that eradication is no longer biologically or economically feasible. Pest exclusion refers to the process of denying entry of pests into an area by routine inspection of incoming plant shipments and rejection of infested material. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PEST	INSECT HOSTS	NO. OF TRAP SERVICINGS
Medfly	Fruit Trees	3173
Melon Fruit Fly	Vegetable Gardens	741
Mexican Fruit Fly	Fruit Trees	2084
Oriental Fruit Fly	Fruit Trees	1182
Misc. Fruit Flies	Fruits and Vegetables	866
European Pine Shoot Moth	Monterey Pine	6
European Corn Borer	Grains and Vegetables	21
Gypsy Moth	Shade Trees	1679
Japanese Beetle	Turf, Roses	952
Nantucket Pine Tip Moth	Monterey Pine	58
Trogoderma Beetle	High Hazard Commodities	35
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	642

Pest detection trapping activities accounted for 7,711.5 hours, with a total of 7,525 services of 5,457 traps being made. 56 hours were applied to inspecting 139 commercial crop sites of 21 net acres/1,850 gross acres. Seven calls to residences were made for investigation of suspect reports and 75 hours were utilized on inspection/identification of public-reported pests. Forty-four high hazard locations were inspected and 377 miles of entryways surveyed, accounting for 115 and 48 hours respectively. Special surveys were made for exotic aquatic weeds, Africanized honeybee, Diaprepes weevil, Citrus greening disease, sudden oak death disease, and glassy-winged sharpshooter.

ORGANIC FARMING

One hundred eleven farms, totaling 17,357 acres, were registered in Monterey County in 2006. 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 value of organic production in Monterey County during 2006 was \$226,465,742. This compares with 2005 where we had 16,410 acres and \$208,659,519** in value.

**Adjusted figure

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



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