



2011

MONTEREY COUNTY
Crop Report



Table of Contents

3	Agricultural Commissioner’s Letter	Agricultural Commissioner Eric Lauritzen
4	Monterey County’s Ten Million Dollar Crops	Assistant Agricultural Commissioner Robert Roach
5	Gross Production Value	Chief Deputy Agricultural Commissioner Richard Ordonez Karen Stahlman
6	Monterey County’s Trends of Major Crops	Deputy Agricultural Commissioner Kenneth Allen, Teodulo Gonzalez, Heather Healy, Casey McSwiggin
7	Vegetable Crops	Staff Biologist Brad Oliver
10	Lettuce Production - Detail	Administration Emmett Ashurst, Melanie Beretti, Virginia Jameson, Dawn Mathes, Rosanne Rubino, Sheila Salazar
11	Fruit & Nut Crops	Administration Services Staff Juanita Adame, Veronica Arroyo, Irene Espinoza, Ericka Esquivel, Marc Gomes, Dolores Mariscal, Ginger Ramirez, Kathleen Nielsen, Daniel Sanchez, Karla Tinajero, Elizabeth Tunstall
12	Grape Production	Agricultural Inspectors/Biologists Brianna Allen, Natalia Bahena, Kimberly Becker, Guillermo Bravo, Cara Brents, Ronnie Capili, Noralyn Carlton, Leslie Crowl, Nathan Desjarlais, Diana Devlin, Priscilla Du, Brandon Gates, Jimmy Hueck, Yvette Hilber, Graham Hunting, Paul Josselyn, Tim Lewis, Shayla Neufeld, Francisco Paredes, Daniel Prakash, Jesus Ramirez, Helena Roberts, Isabel Rodriguez, David Sanford, Tim Taylor, Olivia Villalvazo, Hannah Wallis, Becky White
13	Monterey County’s Value of Wine Grapes	Weights & Measures Inspectors Daniel Marien, Glenn Sakasegawa, Larry Simon, Joseph Woodbury
14	Field Crops	Produce Inspectors Toni Cadena-Rice, Celia Cervantes, Danny Garcia, Linda Castro, Danny Mallobox, Jr., Danny Mallobox III, Jose Torres
15	Seed & Apiary Production	Agricultural Aides Pamela Cope, Ingrid David-Horgan, Peter Gachot, Manuel Mendoza, Gustavo Reyes, Sylvia Rodriguez, Justin Turpin
16	Agriculture & Our Community	
18	Cut Flowers & Foliage	
19	Nursery Products	
19	Livestock & Poultry	
20	Produce Exports by Commodity	
21	Agricultural Exports Trade Partners	
22	Nursery Exports	
23	Summary Of Sustainable Agricultural Activities	

Monterey County Agricultural Commissioner

Karen Ross, Secretary

California Department of Food & Agriculture and
The Honorable Board of Supervisors of Monterey County

Dave Potter	5th District, Chair
Fernando Armenta	1st District
Louis Calcagno	2nd District
Simón Salinas	3rd District
Jane Parker	4th District



ERIC LAURITZEN
AGRICULTURAL COMMISSIONER

It is a pleasure to present the 2011 Monterey County Crop Report that is prepared pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of \$3.85 billion for Monterey County, a slight decline from 2010 (\$153 million, or 3.8%).

Crop values vary from year to year based on production, market and weather conditions. Some noteworthy changes in 2011 include: head lettuce value was down 11% while leaf lettuce was up 7%, continuing the market trend of recent years; strawberry value decreased by 5% and wine grape value was down 18%; and spinach, spring mix and salad products all showed declines based on recent refinements of the data for these crops.

As a complement to the annual crop report, our office recently released *Economic Contributions of Monterey County Agriculture*, a study that quantifies how each dollar generated through agricultural production moves through our local economy. Starting with the production values reported in our annual crop report, that study looked beyond the direct benefits of farm production to include the ripple effects from ag-related business throughout the local economy. The study showed that agriculture contributed \$8.2 billion and more than 73,000 jobs to the Monterey County economy in 2010.

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

This report is our yearly opportunity to recognize the growers, shippers, ranchers, and other businesses ancillary to and supportive of agriculture, which is the largest driver of Monterey County's economy. As such, we would like to extend our thanks to the industry for their continued effort to provide vital information that enables the compilation of the Monterey County Crop Report. While we continually strive to improve upon this information, without their assistance, this report would not be possible.

Special recognition for the production of this report goes to Richard Ordonez, Helena Roberts, Shayla Neufeld, Melanie Beretti, and all of the staff who assisted in compiling this information and improving the quality of the report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric Lauritzen".

Eric Lauritzen
Agricultural Commissioner



County of Monterey Agricultural Commissioner

1428 Abbott St., Salinas, CA 93901 • tel (831)759-7325 • fax (831) 759-2268 • ag.co.monterey.ca.us



Monterey County's Ten Million Dollar Crops

CROPS	2011 CROP VALUE	2011 CROP RANKING	2010 CROP RANKING
Leaf Lettuce	\$777,418,000	1	2
Strawberry	\$713,854,000	2	1
Head Lettuce	\$454,238,000	3	3
Broccoli	\$297,299,000	4	4
Nursery	\$260,703,000	5	5
Celery	\$182,308,000	6	6
Grapes	\$140,976,000	7	7
Misc. Vegetables	\$125,512,000	8	9
Cauliflower	\$104,970,000	9	11
Spring Mix	\$100,776,000	10	8
Spinach	\$88,926,000	11	10
Salad Products	\$81,599,000	12	12
Mushrooms	\$78,966,000	13	13
Artichokes	\$49,331,000	14	14
Raspberries	\$45,525,000	15	15
Beef Cattle	\$44,500,000	16	16
Cabbage	\$35,711,000	17	17
Peas	\$29,801,000	18	18
Onions, Green	\$26,327,000	19	19
Rappini	\$23,423,000	20	20
Carrots	\$22,030,000	21	21
Radicchio	\$19,300,000	22	22
Kale	\$17,932,000	23	24
Asparagus	\$13,632,000	24	25
Rangeland	\$13,065,000	25	26
Citrus	\$11,220,000	26	23

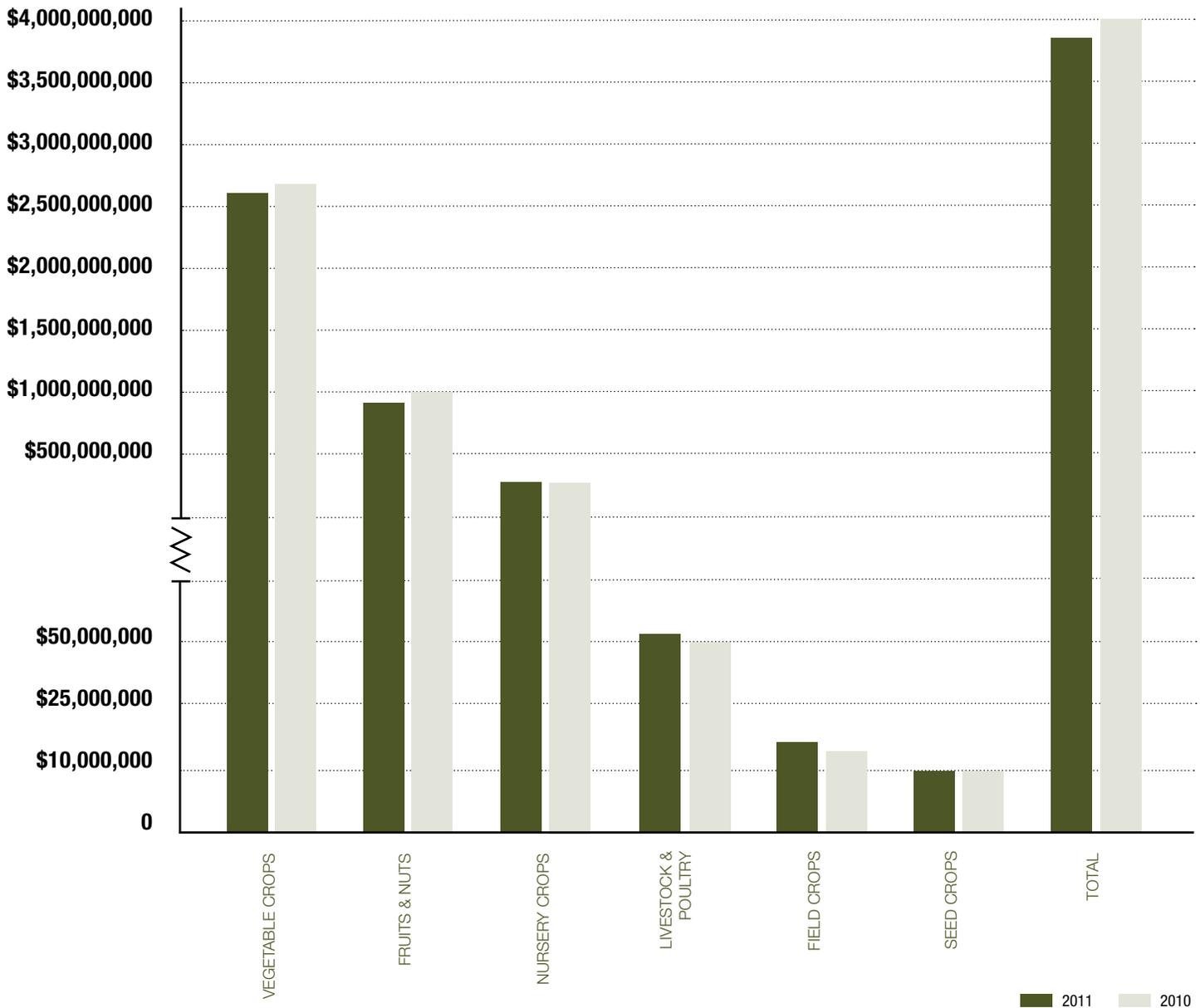
Gross Production Value

CATEGORIES	2011 TOTAL VALUE	2010 TOTAL VALUE
Vegetable Crops	\$2,596,683,000	\$2,677,072,000
Fruit & Nuts	\$914,685,000	\$987,693,000
Nursery Crops	\$260,703,000	\$266,121,000
Livestock & Poultry	\$54,468,000	\$49,893,000
Field Crops	\$16,824,000	\$15,230,000
Seed Crops	\$9,404,000	\$9,984,000
Apiary	\$228,000	\$242,000

TOTAL

\$3,852,995,000

\$4,006,235,000



Monterey County's Trends of Major Crops

CROP		1991	2001	2011
Artichokes	Acre	7,545	5,943	4,992
	Value	\$29,136,000	\$38,473,000	\$49,331,000
	CPI Adjusted*	\$48,159,000	\$48,886,000	\$49,331,000
Broccoli	Acre	50,160	54,899	52,694
	Value	\$139,343,000	\$258,962,000	\$297,299,000
	CPI Adjusted	\$230,319,000	\$329,050,000	\$297,299,000
Cauliflower	Acre	23,790	17,390	17,399
	Value	\$89,661,000	\$102,567,000	\$104,970,000
	CPI Adjusted	\$148,200,000	\$130,327,000	\$104,970,000
Celery	Acre	6,929	10,030	11,902
	Value	\$40,103,000	\$97,988,000	\$182,308,000
	CPI Adjusted	\$66,286,000	\$124,508,000	\$182,308,000
Grapes	Acre	33,412	38,098	43,034
	Value	\$73,800,000	\$207,945,000	\$140,976,000
	CPI Adjusted	\$121,983,000	\$264,225,000	\$140,976,000
Head Lettuce	Acre	63,000	57,594	34,800
	Value	\$293,295,000	\$360,562,000	\$454,238,000
	CPI Adjusted	\$484,785,000	\$458,147,000	\$454,238,000
Leaf Lettuce	Acre	26,201	53,745	97,979
	Value	\$99,743,000	\$298,352,000	\$777,418,000
	CPI Adjusted	\$164,864,000	\$379,100,000	\$777,418,000
Mushrooms	Pounds	38,466,000	48,146,000	41,128,000
	Value	\$36,927,000	\$65,479,000	\$78,966,000
	CPI Adjusted	\$61,036,000	\$83,201,000	\$78,966,000
Nursery Products	Acre	1,773	2,088	1,831
	Value	\$125,254,000	\$178,564,000	\$260,703,000
	CPI Adjusted	\$207,031,000	\$226,892,000	\$260,703,000
Spinach	Acre	7,410	13,204	13,900
	Value	\$16,555,000	\$77,009,000	\$88,926,000
	CPI Adjusted	\$27,364,000	\$97,851,000	\$88,926,000
Strawberries	Acre	6,320	6,941	10,992
	Value	\$158,149,000	\$276,912,000	\$713,854,000
	CPI Adjusted	\$261,403,000	\$351,858,000	\$713,854,000

TOTAL OF MAJOR CROPS ABOVE	Acre	226,540	259,932	289,523
	Value	\$1,101,966,000	\$1,962,814,000	\$3,148,989,000
	CPI Adjusted	\$1,821,430,000	\$2,494,045,000	\$3,148,989,000

*Consumer Price Index Conversion Factors from <http://oregonstate.edu/cla/polisci/sites/default/files/faculty-research/sahr/inflation-conversion/pdf/cv2011.pdf>

Vegetable Crops

CROP ¹	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL ²
Anise	2011	610	19.53	11,900	ton	\$787.80	\$9,375,000
	2010	602	20.00	12,000	ton	\$664.73	\$7,977,000
Artichokes	2011	4,992	7.19	35,900	ton	\$1,374.13	\$49,331,000
	2010	4,959	7.03	34,900	ton	\$1,370.44	\$47,828,000
Asparagus	2011	1,850	4.18	7,740	ton	\$1,761.18	\$13,632,000
	2010	2,297	4.20	9,650	ton	\$1,600.87	\$15,448,000
Bok Choy	2011	491	22.09	10,900	ton	\$257.46	\$2,806,000
	2010	393	23.81	9,360	ton	\$223.73	\$2,094,000
Broccoli, Bulk ³	2011	N/A	N/A	121,000	ton	\$534.98	\$64,733,000
	2010	N/A	N/A	122,000	ton	\$549.08	\$66,988,000
Fresh	2011	50,506	7.31	369,000	ton	\$630.26	\$232,566,000
	2010	49,926	7.21	360,000	ton	\$639.27	\$230,137,000
Broccoli, Total	2011	52,694	N/A	N/A	N/A	N/A	\$297,299,000
	2010	60,926	N/A	N/A	N/A	N/A	\$297,125,000
Cabbage, Bulk	2011	N/A	N/A	38,200	ton	\$307.47	\$11,745,000
	2010	N/A	N/A	37,400	ton	\$308.72	\$11,546,000
Fresh	2011	3,420	20.48	70,100	ton	\$341.88	\$23,966,000
	2010	3,251	19.89	64,700	ton	\$342.49	\$22,159,000
Cabbage, Total	2011	4,925	N/A	N/A	N/A	N/A	\$35,711,000
	2010	5,131	N/A	N/A	N/A	N/A	\$33,705,000

SPOTLIGHT ON Vacuum/Hydro-Vacuum Packing

- Vacuum cooling technology for fresh produce was developed with agricultural industry financing, in a location off of Highway 183 between Salinas and Castroville. The first commercial use of vacuum cooling was in Salinas in 1948 for iceberg lettuce.
- Vacuum cooling technologies, also known as precooling product prior to cold storage, are used throughout the world for fresh fruits and vegetables, maintaining product quality by completing an effective “cold chain.” Vacuum cooling entails placing product in a cooling chamber typically on pallets, and then removing the air from the chamber using a vacuum pump. As the product reaches its flashpoint a sudden surface water vaporization results, producing a localized cooling effect due to the energy required to make the transition from liquid to vapor H₂O.
- Hydrovacuum cooling, where water is sprayed on the product just before the flashpoint of the vacuum cycle, is used to prevent low moisture content product such as leaf lettuce and celery from drying out.
- Vacuum cooling technology is one of the most energy efficient cooling methods available and cools 2-3 times faster than forced air cooling.



¹ Organic figures included in totals

² Totals may not calculate due to rounding

³ “Bulk” may include one or more of the following:

“Food Service” commodities are destined to be sold to restaurants and food service companies for the preparation of meals eaten away from home, and are sold in larger packages; “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; and “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 do not include additional cost of packaging or washing, slicing, chopping, mixing, etc.

Vegetable Crops (cont'd)

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Carrots, Bulk	2011	N/A	N/A	31,200	ton	\$346.42	\$10,808,000
	2010	N/A	N/A	28,700	ton	\$336.54	\$9,659,000
Fresh	2011	1,456	21.22	30,900	ton	\$363.17	\$11,222,000
	2010	1,431	21.07	30,200	ton	\$354.92	\$10,719,000
Carrots, Total	2011	3,023	N/A	N/A	N/A	N/A	\$22,030,000
	2010	1,863	N/A	N/A	N/A	N/A	\$20,378,000
Cauliflower, Bulk	2011	N/A	N/A	22,900	ton	\$576.65	\$13,205,000
	2010	N/A	N/A	22,100	ton	\$569.75	\$12,591,000
Fresh	2011	16,260	8.75	142,000	ton	\$646.23	\$91,765,000
	2010	16,958	8.89	151,000	ton	\$648.76	\$97,963,000
Cauliflower, Total	2011	17,399	N/A	N/A	N/A	N/A	\$104,970,000
	2010	19,444	N/A	N/A	N/A	N/A	\$110,554,000
Celery, Bulk	2011	N/A	N/A	37,300	ton	\$259.12	\$9,665,000
	2010	N/A	N/A	38,100	ton	\$263.52	\$10,040,000
Fresh	2011	11,816	38.18	451,000	ton	\$382.80	\$172,643,000
	2010	11,307	38.17	432,000	ton	\$383.23	\$165,555,000
Celery, Total	2011	11,902	N/A	N/A	N/A	N/A	\$182,308,000
	2010	12,305	N/A	N/A	N/A	N/A	\$175,595,000
Chard	2011	691	9.11	6,300	ton	\$945.27	\$5,955,000
	2010	742	9.26	6,870	ton	\$906.57	\$6,228,000
Cilantro	2011	1,309	4.06	5,310	ton	\$806.53	\$4,283,000
	2010	634	8.88	5,630	ton	\$703.18	\$3,959,000
Herbs⁴	2011	105	7.38	775	ton	\$2,600.93	\$2,016,000
	2010	107	7.27	780	ton	\$2,480.43	\$1,935,000
Kale	2011	1,944	12.24	23,800	ton	\$753.45	\$17,932,000
	2010	1,938	12.10	23,400	ton	\$745.50	\$17,445,000
Leeks	2011	278	12.03	3,340	ton	\$1,180.94	\$3,944,000
	2010	214	12.46	2,670	ton	\$1,130.19	\$3,018,000
Lettuce, Total⁵	2011	133,000	N/A	N/A	N/A	N/A	\$1,231,656,000
	2010	140,000	N/A	N/A	N/A	N/A	\$1,236,523,000
Misc. Vegetables, Bulk	2011	N/A	N/A	157,000	ton	\$548.83	\$86,166,000
	2010	N/A	N/A	160,000	ton	\$572.17	\$91,547,000
Fresh⁶	2011	3,802	8.84	33,600	ton	\$1,171.02	\$39,346,000
	2010	4,130	7.79	32,200	ton	\$1,118.68	\$36,021,000
Misc. Vegetables Total	2011	21,562	N/A	N/A	N/A	N/A	\$125,512,000
	2010	24,669	N/A	N/A	N/A	N/A	\$127,568,000

⁴ Includes: Oregano, Parsley, Rosemary, Sage, and Thyme

⁵ See Lettuce Production for detail information, Page 10

⁶ Includes: Arugula, Beets, Broccoli, Brussel Sprouts, Cactus Pears, Cardone, Chicory, Corn, Cucumbers, Fava Beans, Frisee, Garlic, Mache, Potato, and Pumpkins

Vegetable Crops (cont'd)

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Mushrooms	2011	130	N/A	41,128,000	lbs	\$1.92	\$78,966,000
	2010	157	N/A	37,204,000	lbs	\$1.86	\$69,199,000
Napa	2011	580	28.17	16,300	ton	\$308.45	\$5,028,000
	2010	488	28.12	13,700	ton	\$326.91	\$4,479,000
Onions, Dry	2011	2,137	23.34	49,900	ton	\$178.42	\$8,903,000
	2010	2,187	23.15	50,600	ton	\$181.34	\$9,176,000
Onions, Green	2011	1,350	14.36	19,400	ton	\$1,357.06	\$26,327,000
	2010	1,376	15.04	20,700	ton	\$1,291.11	\$26,726,000
Parsley	2011	525	16.58	8,700	ton	\$805.33	\$7,006,000
	2010	497	16.71	8,300	ton	\$746.60	\$6,197,000
Peas ⁷	2011	1,783	N/A	N/A	N/A	N/A	\$29,801,000
	2010	1,789	N/A	N/A	N/A	N/A	\$30,797,000
Peppers ⁸	2011	1,359	17.75	24,100	ton	\$317.85	\$7,660,000
	2010	1,327	17.44	23,100	ton	\$335.52	\$7,751,000
Radicchio	2011	2,403	4.67	11,200	ton	\$1,723.25	\$19,300,000
	2010	2,473	4.41	10,900	ton	\$1,791.80	\$19,531,000
Radish	2011	145	14.64	2,130	ton	\$528.23	\$1,125,000
	2010	149	14.13	2,110	ton	\$500.43	\$1,056,000
Rappini	2011	4,504	3.00	13,500	ton	\$1,735.00	\$23,423,000
	2010	4,635	3.20	14,800	ton	\$1,737.00	\$25,708,000
Salad Products	2011	N/A	N/A	196,000	ton	\$416.32	\$81,599,000
	2010	N/A	N/A	210,000	ton	\$420.26	\$88,255,000
Spinach, Bulk	2011	N/A	N/A	86,700	ton	\$819.72	\$71,070,000
	2010	N/A	N/A	52,600	ton	\$814.84	\$42,861,000
Fresh	2011	2,162	10.43	19,500	ton	\$915.67	\$17,856,000
	2010	8,934	10.32	92,200	ton	\$918.21	\$84,659,000
Spinach Total	2011	13,900	N/A	N/A	N/A	N/A	\$88,926,000
	2010	9,329	N/A	N/A	N/A	N/A	\$127,520,000
Spring Mix	2011	10,746	9.12	74,100	ton	\$1,360.00	\$100,776,000
	2010	11,078	9.04	100,000	ton	\$1,439.75	\$143,975,000
Squash	2011	302	10.63	3,210	ton	\$558.24	\$1,792,000
	2010	300	10.24	3,070	ton	\$582.73	\$1,789,000
Tomatoes	2011	679	18.48	12,500	ton	\$583.27	\$7,291,000
	2010	682	19.38	13,200	ton	\$570.69	\$7,533,000
VEGETABLE CROPS TOTAL	2011	297,318					\$2,596,683,000
	2010	312,691					\$2,677,072,000

⁷ Includes: Bulk

⁸ Includes: Chili and Bell Peppers

Lettuce Production - Detail

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
HEAD LETTUCE							
Spring	2011	11,261	---	---	---	---	---
	2010	16,378	---	---	---	---	---
Summer	2011	10,934	---	---	---	---	---
	2010	14,170	---	---	---	---	---
Fall	2011	12,605	---	---	---	---	---
	2010	14,026	---	---	---	---	---
Naked Pack	2011	N/A	N/A	5,572,000	ctn	\$9.51	\$52,990,000
	2010	N/A	N/A	6,433,000	ctn	\$11.83	\$76,102,000
Wrapped Pack	2011	N/A	N/A	23,634,000	ctn	\$10.58	\$250,048,000
	2010	N/A	N/A	22,723,000	ctn	\$12.88	\$292,672,000
Head Lettuce, Bulk	2011	N/A	N/A	378,000	ton	\$400.00	\$151,200,000
	2010	N/A	N/A	367,000	ton	\$390.00	\$143,130,000
Head Lettuce, Total	2011	34,800	1,356	47,206,000	ctn	\$9.62	\$454,238,000
	2010	44,574	983	43,836,000	ctn	\$11.68	\$511,904,000
LEAF LETTUCE							
Butter Leaf Lettuce	2011	1,500	1,217	1,825,000	ctn	\$8.81	\$16,078,000
	2010	1,489	1,220	1,816,000	ctn	\$9.22	\$16,744,000
Endive	2011	406	1,063	432,000	ctn	\$8.13	\$3,512,000
	2010	408	1,051	429,000	ctn	\$8.88	\$3,810,000
Escarole	2011	370	1,049	388,000	ctn	\$8.96	\$3,476,000
	2010	339	1,040	353,000	ctn	\$8.88	\$3,135,000
Green Leaf Lettuce	2011	7,579	1,040	7,883,000	ctn	\$9.21	\$72,602,000
	2010	8,294	1,033	8,568,000	ctn	\$9.36	\$80,196,000
Red Leaf Lettuce	2011	2,210	1,044	2,307,000	ctn	\$8.58	\$19,794,000
	2010	2,313	1,036	2,396,000	ctn	\$8.62	\$20,654,000
Romaine Lettuce	2011	37,442	1,037	38,828,000	ctn	\$10.15	\$394,104,000
	2010	36,294	1,054	38,254,000	ctn	\$9.45	\$361,500,000
Leaf Lettuce, Bulk	2011	N/A	N/A	606,000	ton	\$442.00	\$267,852,000
	2010	N/A	N/A	604,000	ton	\$395.00	\$238,580,000
Leaf Lettuce, Total	2011	97,979	N/A	87,310,000	ctn	\$8.90	\$777,418,000
	2010	95,436	N/A	87,345,000	ctn	\$8.30	\$724,619,000
LETTUCE CROPS TOTAL	2011	133,000		134,516,000	ctn		\$1,231,656,000
	2010	140,000		131,181,000	ctn		\$1,236,523,000

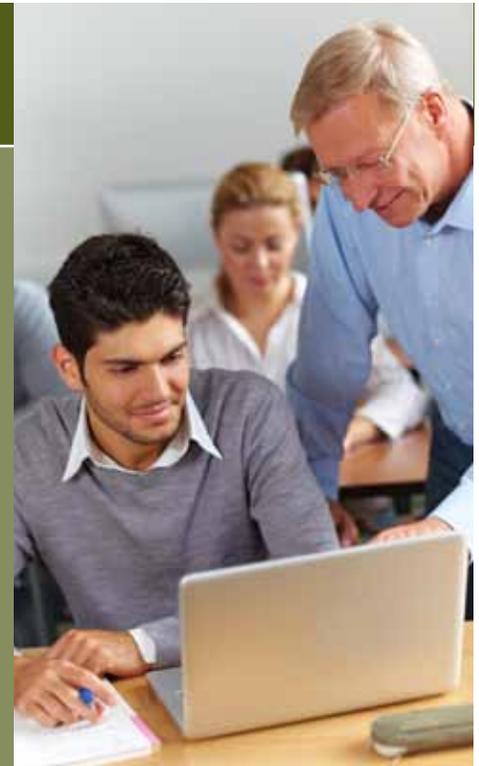
Fruit & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Avocados	2011	226	2.07	468	ton	\$2,404.30	\$1,125,000
	2010	227	3.50	795	ton	\$1,540.77	\$1,225,000
Citrus	2011	1,239	20.54	25,500	ton	\$440.00	\$11,220,000
	2010	1,248	30.00	37,400	ton	\$486.89	\$18,210,000
Grapes ⁹	2011	43,034	2.89	124,000	ton	\$1,136.90	\$140,976,000
	2010	43,321	4.09	177,000	ton	\$976.93	\$172,916,000
Raspberries	2011	740	15.00	11,100	ton	\$4,101.33	\$45,525,000
	2010	688	14.99	10,300	ton	\$4,122.67	\$42,464,000
Strawberries	2011	10,992	34.40	378,000	ton	\$1,826.67	\$690,481,000
	2010	10,664	37.60	401,000	ton	\$1,845.00	\$739,845,000
Processing	2011	N/A	N/A	40,500	ton	\$577.11	\$23,373,000
	2010	N/A	N/A	23,600	ton	\$477.52	\$11,269,000
Strawberries Total	2011	10,992	N/A	419,000	ton	N/A	\$713,854,000
	2010	10,664	N/A	425,000	ton	N/A	\$751,114,000
Misc. Fruit ¹⁰	2011	205	6.99	1,430	ton	\$1,387.87	\$1,985,000
	2010	620	2.53	1,570	ton	\$1,123.88	\$1,764,000
FRUIT & NUT CROPS TOTAL	2011	56,436					\$914,685,000
	2010	56,768					\$987,693,000

SPOTLIGHT ON CSUMB/Community Education

The agricultural community has been a strong supporter of California State University, Monterey Bay since its founding in 1994.

- The Tanimura & Antle Family Memorial Library was built in part thanks to a lead gift of \$4 million, the largest gift to date from the agricultural industry. From the moment it opened in 2008, the library has been the center of student and campus life at CSU Monterey Bay, drawing more than 600,000 visitors over the last year.
- The agriculture community provides support for student scholarships. Sponsorships for CSUMB's annual Have a Heart auction from the agricultural community totaled approximately \$14,500 this year.
- Businesses involved in agriculture support CSUMB's higher education goals through internships for students in the School of Business, working with students on their senior capstone projects, and hiring CSUMB graduates.
- Industry experts serve as speakers and panelists at the University's Greater Vision forums (a series of public presentations on topics relevant to local agriculture) and often serve as guest lecturers in classes.



⁹ Represents Bearing Acres only; See Grape Production for detail information, Page 12-13

¹⁰ Includes: Apples, Blackberries, Blueberries, Kiwi, Loganberries, Olallaberries, Olives and Walnuts



Grape Production

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	16,491	\$1,087	42,388	\$46,076,000
Riesling	2,116	\$937	8,550	\$8,011,000
Gewurztraminer	636	\$901	4,542	\$4,092,000
Pinot Gris	1,499	\$986	4,008	\$3,952,000
Sauvignon Blanc	1,002	\$1,053	3,138	\$3,304,000
Other Whites ¹¹	161	\$1,114	594	\$662,000
Chenin Blanc	153	\$572	999	\$571,000
Pinot Blanc	96	\$1,723	317	\$546,000
Malvasia Bianca	81	\$1,158	396	\$459,000
Gruner Veltliner	36	\$1,020	259	\$264,000
Muscat Canelli	55	\$898	223	\$200,000
Vioginier	149	\$1,776	97	\$172,000
Roussanne	67	\$3,765	42	\$158,000
Albarino	34	\$1,045	147	\$154,000

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	7,773	\$1,775	18,035	\$32,012,000
Merlot	5,544	\$955	20,104	\$19,199,000
Cabernet Sauvignon	4,370	\$943	12,232	\$11,535,000
Syrah/Shiraz	1,704	\$1,114	4,130	\$4,601,000
Petite Sirah	265	\$1,099	1,272	\$1,398,000
Grenache	105	\$1,568	411	\$644,000
Petit Verdot	138	\$1,811	347	\$628,000
Malbec	198	\$1,114	535	\$596,000
Cabernet Franc	116	\$1,070	393	\$421,000
Other Reds ¹²	65	\$1,326	311	\$412,000
Zinfandel	61	\$1,336	241	\$322,000
Valdiguie	30	\$1,000	239	\$239,000
Sangiovese	54	\$1,058	197	\$208,000
Tannat	35	\$1,238	113	\$140,000

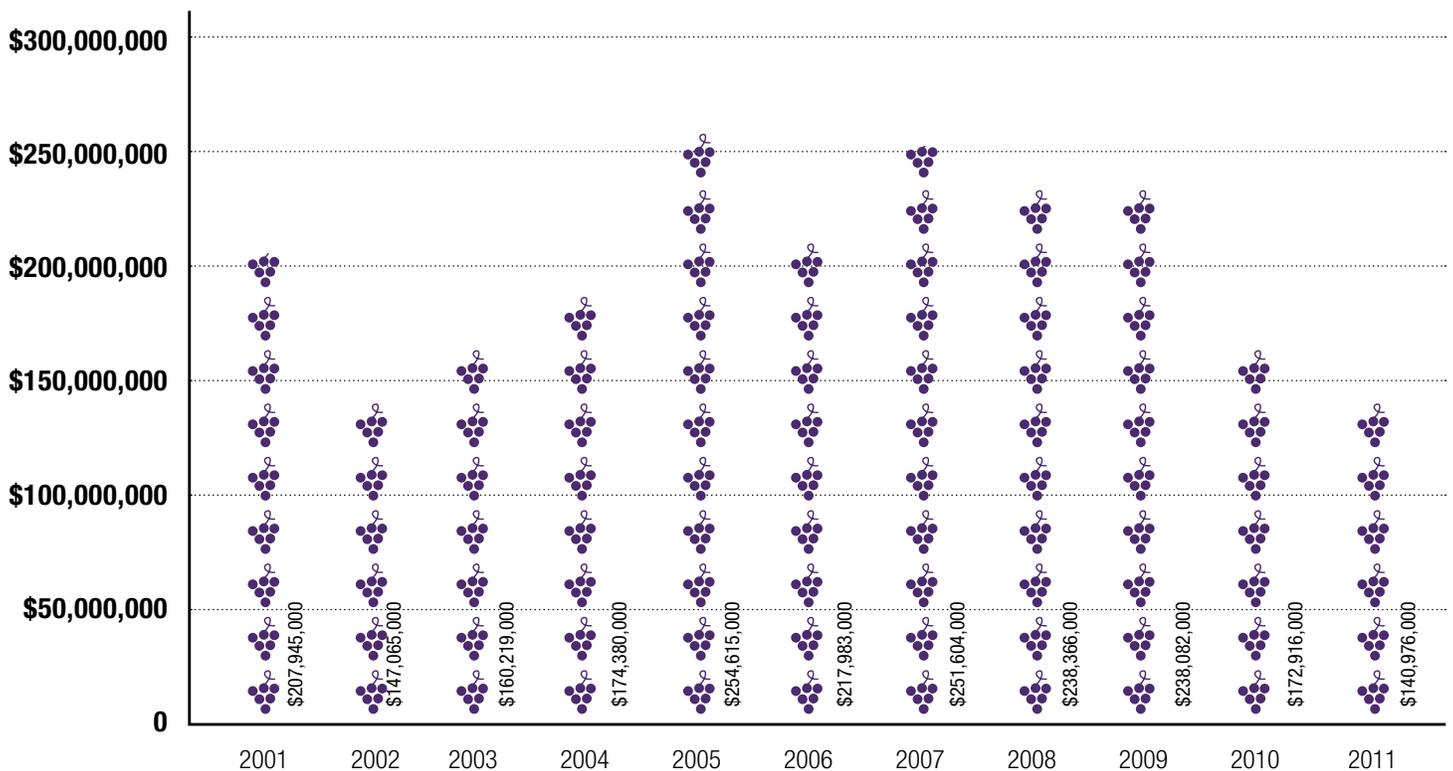
¹¹ Arneis, Grenache Blanc, Marsanne, Muscat Orange, Semillon, Sauvignon Musque, Tocai Friulano, and Vermentio

¹² Aleatico, Alicante, Barbera, Carignane, Cinsaut, Dolcetto, Dornfelder, Mataro, Mouvedre, Muscat Hamburg, Negrette, Pfeffer Cabernet, Primitivo, Ruby Cabernet, Souzao, Tempranillo, Teroldego, Tinta Cao, Tourga Nacinal, Touriga Francesca, and Trousseau

Grape Production (cont'd)

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
2001	7,888	38,098	184,082	\$207,945,000
2002	5,682	37,325	143,947	\$147,065,000
2003	2,829	34,287	151,344	\$160,219,000
2004	1,036	36,614	172,082	\$174,380,000
2005	2,378	38,179	269,000	\$254,615,000
2006	3,144	38,165	210,000	\$217,983,000
2007	3,068	39,636	224,000	\$251,604,000
2008	4,006	40,144	201,000	\$238,366,000
2009	3,975	40,792	204,000	\$238,082,000
2010	2,572	43,321	177,000	\$172,916,000
2011	2,006	43,034	124,000	\$140,976,000

Monterey County's Value of Wine Grapes





Field Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2011	7,271	1.34	9,720	ton	\$103.80	\$1,009,000
	2010	10,130	1.41	14,300	ton	\$92.88	\$1,328,000
Beans ¹³	2011	721	1.23	885	ton	\$1,680.43	\$1,487,000
	2010	883	1.27	1,120	ton	\$1,659.61	\$1,859,000
Hay, Alfalfa	2011	217	5.39	1,170	ton	\$175.00	\$205,000
	2010	250	5.63	1,410	ton	\$169.88	\$240,000
Misc. Field Crops ¹⁴	2011	1,170	1.74	2,030	ton	\$137.00	\$278,000
	2010	1,550	1.94	3,010	ton	\$119.60	\$360,000
Oats ¹⁵	2011	2,035	1.17	2,380	ton	\$210.00	\$500,000
	2010	2,716	1.87	5,080	ton	\$119.12	\$605,000
Wheat, Grain	2011	1,221	1.26	1,540	ton	\$182.04	\$280,000
	2010	1,125	1.25	1,410	ton	\$122.60	\$173,000
Rangeland	2011	1,066,494	N/A	N/A	acre	\$12.25	\$13,065,000
	2010	1,066,494	N/A	N/A	acre	\$10.00	\$10,665,000
FIELD CROPS TOTAL	2011	1,079,129					\$16,824,000
	2010	1,083,148					\$15,230,000

¹³ Includes: Peruano, Pintos, Pink, Pinquito, and Lima Beans

¹⁴ Includes: Safflower, Pasture, and Barley

¹⁵ Includes: Hay Oats and Misc. Oats

Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed, All	2011	2,320	0.89	2,070	ton	\$2,096.28	\$4,339,000
	2010	2,626	1.04	2,730	ton	\$1,807.60	\$4,935,000
Misc. Seed ¹⁶	2011	1,739	1.72	3,000	ton	\$1,688.42	\$5,065,000
	2010	1,630	1.85	3,020	ton	\$1,671.78	\$5,049,000
SEED PRODUCTION TOTAL	2011	4,059					\$9,404,000
	2010	4,256					\$9,984,000

Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2011	N/A	24,100	lbs	\$1.50	\$36,000
	2010	N/A	37,147	lbs	\$1.40	\$52,000
Pollination ¹⁷	2011	4,200	N/A	colony	\$45.00	\$189,000
	2010	4,166	N/A	colony	\$45.00	\$187,000
Wax	2011	N/A	1,125	lbs	\$2.35	\$2,640
	2010	N/A	1,500	lbs	\$2.25	\$3,380
APIARY PRODUCTION TOTAL	2011					\$228,000
	2010					\$242,000

SPOTLIGHT ON Locally Developed Packaging Technologies

- Many local produce and package supplier companies are working to improve food safety and develop more sustainable packaging alternatives that are safe, reusable and/or recyclable.
- One Monterey County-based company has developed a waxless alternative carton for shipping hydro-cooled or iced vegetable products that is recyclable and is sourced with Sustainable Forestry Initiative (SFI) certified fiber.
- Pallets literally provide the foundation for moving produce from field to table. One locally-based company reuses and recycles nearly 100% of the material in their new and reconditioned wooden pallets.



¹⁶ Includes: Barley, Broccoli, Carrots, Cauliflower, Celery, Corn, Cucumber, Flowers, Kohlrabi, Onions, Peas, Peppers, Radish, Soybean, and Squash.

¹⁷ Seed Crops Pollinated: Broccoli, Carrot, Cauliflower, Cucumber, Flower, Onion, Pepper, Radish, and Squash.



Agriculture & Our Community

LIVING AND WORKING IN STEINBECK COUNTRY

By Melanie Beretti

Our community is as rich as the soil, diverse as the crops that grow here.

Agriculture touches nearly every facet of life in Monterey County. From lettuce in the Salinas Valley, artichokes in Marina, berries in north Monterey County, or vineyards in Carmel Valley, agriculture shapes our lives. Our community is as rich as the soil, diverse as the crops that grow here.

When one drives along Highway 1 between Salinas and the Pajaro River, it is common to see the iconic image of field workers making their way through a fog-blanketed field. By number, the majority of people working directly in agriculture are field workers. But if you take a more careful look at this scene, you will see that the men and women working in the fields bring a valuable, highly refined skill set. Unlike the majority of agriculture across the United States that is machine harvested, the crops grown in Monterey County are dependent upon this highly skilled labor force to produce the fresh fruits and vegetables that feed the nation and keep us healthy.

The vast majority of agricultural companies based in Monterey County are family-owned and operated. The strength of these companies

lies with their employees, and creating opportunities for employee advancement and retention is vital. It is this foundation in family and community that makes it possible, for example, for a hard-working person with basic education to work his or her way up within a company.

Such is the story of Jose Luis, told to me on a typical sunny Salinas Valley day. When Jose Luis completed the sixth grade in his hometown in Chavinda, Michoacán, Mexico, his family didn't have the money to pay for any further education for him. They told him they would be able to afford the continuance of his studies in a couple of years, once his older brothers completed university. Out of necessity Jose Luis decided to travel to the United States with his neighbors to earn money for his education and family during this time.

As we drive from ranch to ranch down the valley, our conversation is interrupted at least a dozen times with phone calls or field visits to address the day's business. At one point we meet a colleague alongside the road in Gonzalez to inspect a box

of romaine lettuce hearts in new-to-market packaging. For all I know, my cousins in Michigan will be eating that lettuce tomorrow. With each interruption, Jose Luis politely excuses himself from our conversation and it strikes me how calm and respectful he is in all his interactions, despite the rapid pace of the produce business. Once business is done, he promptly and smoothly picks up his story where he left off, not missing a beat.

His father had owned a farm in Mexico and worked hard to insure his children completed their education. He had worked in the United States as part of the Bracero Program, and knew how difficult life could be for field workers in the U.S. It was with some reluctance that he decided Jose Luis could travel to the US for the summer. Jose Luis began by harvesting raisin grapes in California's Central Valley. The summer came and went, and he continued working the fields moving to Watsonville for the celery harvest – "es un trabajo bien duro." Within a couple of years he was working the lettuce harvest in the Salinas Valley. By age 21, his attention to quality and willingness to tell the honest truth, not just what the boss wanted to hear, got him promoted to Harvest Foreman. More than 30 years later, he oversees all mixed vegetable operations for one of the largest produce companies in the world.

If you ask Jose Luis what he does, he'll modestly tell you that he "talks all day." This hardly describes the role he plays to facilitate the movement of millions of pounds of produce each day, Monday through Saturday, from Salinas Valley fields on their journey to tables throughout the nation and

beyond. Working from dawn to dusk, Jose Luis choreographs the workers and equipment moving throughout the fields in response to rapidly changing market and field conditions. In one moment he's evaluating lettuce in the field to determine when it will be ready for harvest. The next he's calculating harvest needs and juggling crew schedules to meet orders for the following week.

However, as his children grew older it became difficult for them to change schools to move south with him. Like his father, Jose Luis is a firm believer in education and wanted his children to have the education that he was not able to obtain. So once his oldest was in high school his family began residing year-round in Salinas while Jose Luis worked on the company's operations down south from December until April.



This position has allowed Jose Luis to support his family and put his children through college, but not without great sacrifice. From April through November, production is on the Central Coast. In order to provide fresh produce year-round, operations shift to Yuma, Arizona in December where Jose Luis works until mid-March. From Yuma production shifts to Huron for about a month, then finally back home to the Central Coast. When his children were young, Jose Luis was able to move his family with him so they could be together throughout the year.

Reflecting upon our time together, I am humbled by Jose Luis's story. Yet I am reminded that his story begins the same as so many of the hard working people in the fields up and down the valley. What has helped make Jose Luis exceptional are his simple "keys to success": no matter what you do, strive to be the best; pay attention to details of your trade; put yourself in the customer's/other person's shoes; never make a decision in haste; take time routinely to look up from what you are doing and see the bigger picture; be kind and respectful to others.



Cut Flowers & Cut Foliage

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2011	3.43	61,500	per bunch	\$1.64	\$101,000
	2010	3.90	66,100	per bunch	\$1.63	\$108,000
Asiatic Lily	2011	1.66	101,000	per bunch	\$4.21	\$425,000
	2010	2.38	111,000	per bunch	\$4.22	\$468,000
Carnations	2011	7.89	3,209,000	per bloom	\$0.16	\$513,000
	2010	10.76	4,585,000	per bloom	\$0.19	\$871,000
Chrysanthemums	2011	30.35	2,494,000	per bloom	\$0.41	\$1,023,000
	2010	26.99	2,218,000	per bloom	\$0.43	\$954,000
Eucalyptus	2011	77.07	327,000	per bunch	\$1.64	\$536,000
	2010	75.94	594,000	per bunch	\$1.70	\$1,010,000
Gerbera	2011	11.54	6,067,000	per bloom	\$0.45	\$2,730,000
	2010	13.38	8,146,000	per bloom	\$0.30	\$2,444,000
Iris	2011	11.34	271,000	per bunch	\$2.88	\$780,000
	2010	11.19	224,000	per bunch	\$3.06	\$685,000
Miniature Carnations	2011	4.49	117,000	per bunch	\$1.39	\$163,000
	2010	4.00	117,000	per bunch	\$1.42	\$166,000
Misc. Cut Flowers & Cut Foliage ¹⁸	2011	243.56	20,158,000	various	\$1.81	\$36,486,000
	2010	281.75	23,873,000	various	\$1.66	\$39,629,000
Oriental Lilies	2011	4.64	205,000	per bunch	\$9.26	\$1,898,000
	2010	4.37	127,000	per bunch	\$9.40	\$1,194,000
Roses	2011	13.59	5,301,000	per bloom	\$0.51	\$2,704,000
	2010	14.15	7,884,000	per bloom	\$0.34	\$2,681,000
Snapdragon	2011	13.97	520,000	per bunch	\$3.72	\$1,934,000
	2010	19.87	645,000	per bunch	\$3.57	\$2,303,000
Tulips	2011	2.12	38,700	per bunch	\$3.80	\$147,000
	2010	2.10	40,000	per bunch	\$4.43	\$177,000

CUT FLOWERS & CUT FOLIAGE TOTAL	2011	426	\$49,440,000
	2010	471	\$52,690,000

¹⁸ Includes: Acidanthera, Amaranthus, Anemones, Anthurium, Asters, Azalea, Banksia, Belladonna, Bulperum, Calendula, Calla Lily, Coleus, Curly Willow, Cyclamen, Daffodils, Dahlias, Delphinium, Ferns, Freesia, Gardenia, Gladiolus, Godetia, Grasses, Heather, Hydrangea, Impatiens, Kale, Kangaroo Paw, Larkspur, Lavender, Leather Leaf, Leptospermum, Leucodendron, Leucospermum, Limonium, Lisianthus, Marigold, Oxalis, Portulaca, Protea, Ranunculus, Safflower, Scabiosa, Solidadious, Statice, Stock, Sunflower, Sweet Peas, Tuberose, Viburnum, Yarrow, and Zantedeschia

Nursery Products

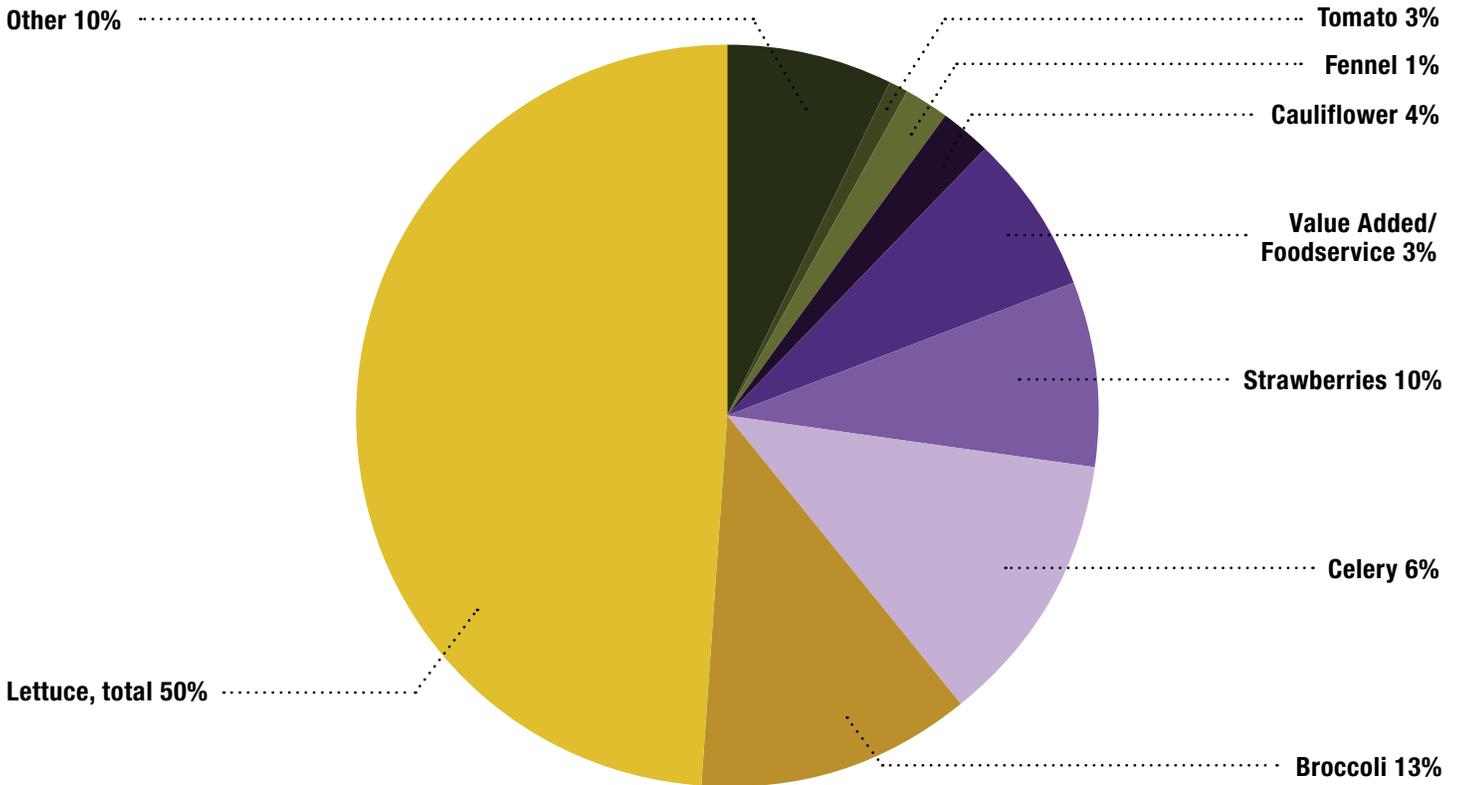
CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2011	157.12	32,786,000	per plant	\$0.49	\$16,065,000
	2010	169.00	35,415,000	per plant	\$0.46	\$16,291,000
Misc. Nursery Products ¹⁹	2011	658.38	17,527,000	various	\$1.04	\$18,228,000
	2010	835.55	33,352,000	various	\$0.81	\$27,015,000
Orchids	2011	108.40	9,119,000	per plant	\$6.69	\$61,006,000
	2010	91.01	7,690,000	per plant	\$7.34	\$56,445,000
Poinsettia	2011	81.23	1,933,000	per plant	\$5.35	\$10,342,000
	2010	88.40	2,031,000	per plant	\$5.68	\$11,536,000
Potted Plants	2011	252.77	16,239,000	per plant	\$2.97	\$48,230,000
	2010	253.91	17,485,000	per plant	\$2.72	\$47,559,000
Propagative Materials	2011	9.94	2,736,000	per plant	\$0.36	\$985,000
	2010	12.57	3,234,000	per plant	\$0.38	\$1,229,000
Vegetable Transplants	2011	80.13	1,585,761,000	per plant	\$0.03	\$47,573,000
	2010	111.09	2,198,455,000	per plant	\$0.02	\$43,969,000
Woody Ornamentals	2011	56.73	1,781,000	per plant	\$4.96	\$8,834,000
	2010	73.63	1,993,000	per plant	\$4.71	\$9,387,000
Nursery Products Total Acres	2011	1,405	---	---	---	\$211,263,000
	2010	1,635	---	---	---	\$213,431,000
OVERALL NURSERY²⁰	2011	1,831				\$260,703,000
TOTAL	2010	2,106				\$266,121,000

Livestock & Poultry

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2011	43,250	314,000	cwt	\$124.75	\$39,172,000
	2010	43,000	280,000	cwt	\$112.00	\$31,360,000
Stocker	2011	46,000	144,000	cwt	\$37.00	\$5,328,000
	2010	45,400	136,000	cwt	\$64.00	\$8,704,000
Sheeps & Lambs	2011	2,200	3,750	cwt	\$92.00	\$345,000
	2010	2,200	3,750	cwt	\$90.00	\$338,000
Hogs	2011	1,450	319,000	lbs	\$0.65	\$207,000
	2010	1,450	290,000	lbs	\$0.55	\$160,000
Wool	2011	N/A	15,500	lbs	\$0.40	\$6,200
	2010	N/A	16,000	lbs	\$0.40	\$6,400
Misc. Livestock ²¹ & Poultry ²² Products	2011	---	---	---	---	\$9,410,000
	2010	---	---	---	---	\$9,325,000
LIVESTOCK & POULTRY TOTAL	2011					\$54,468,000
	2010					\$49,893,000

¹⁹ Includes: Begonia, Bromeliads, Bulbs, Christmas Trees, Clivia, Corms, Cypress, Euonymus, Ficus, Fruit & Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf, and Water Pond Plants
²⁰ Totals from Cut Flower & Cut Foliage and Nursery Products
²¹ Includes: Bulls, Cull Cows, Dairy Cows, Milk Manufacturing, and Market Milk
²² Includes: Eggs, Fertilizer, Hatcheries, and Poultry

Monterey County's Produce Exports by Commodity



2011 Exported Commodities

Lettuce 378,847,370 lbs	Seeds 3,592,032 lbs
Broccoli 95,016,422 lbs	Brussels Sprouts 1,369,500 lbs
Strawberries 79,568,870 lbs	Asparagus 1,118,421 lbs
Celery 46,037,040 lbs	Artichokes 528,803 lbs
Cauliflower 30,511,074 lbs	Other 71,686,930 lbs
Food Service 25,529,839 lbs	
Tomatoes 21,536,050 lbs	

Total 759,637,787 lbs

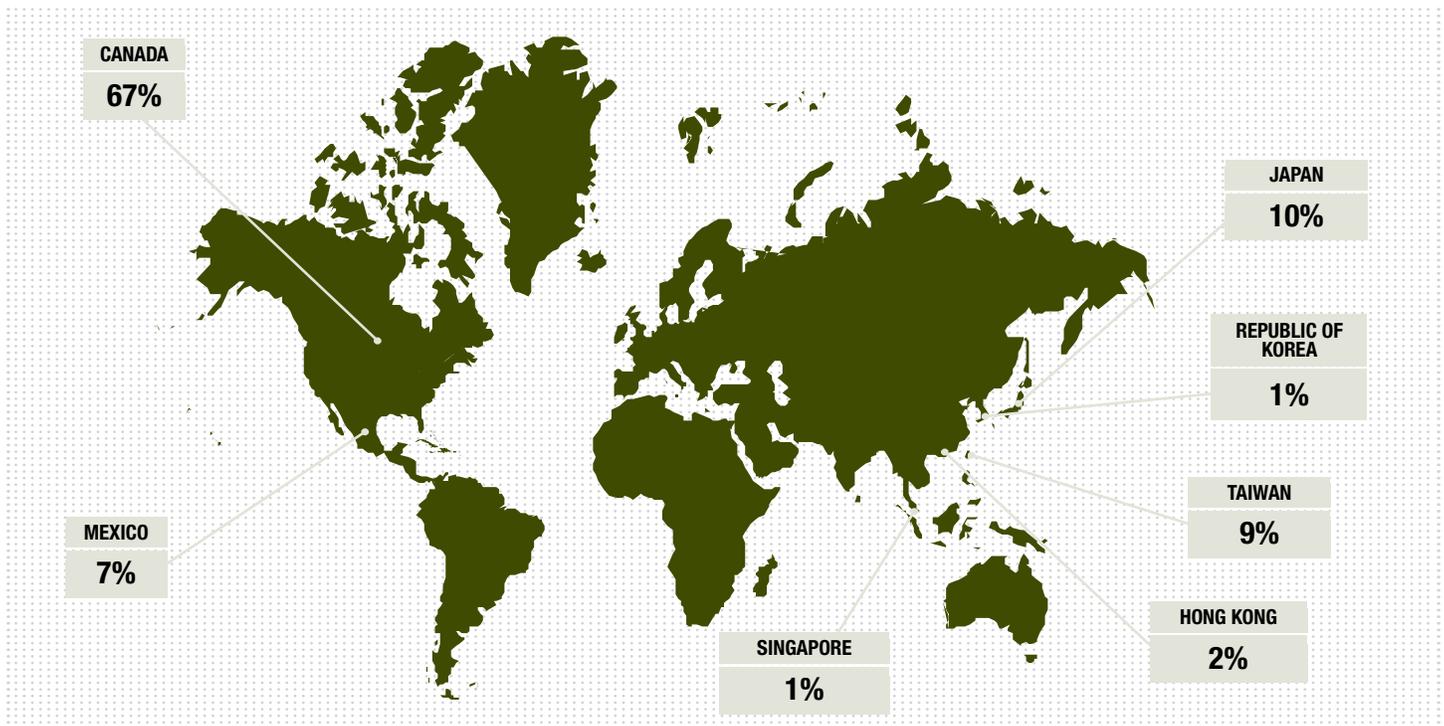
2010 Exported Commodities

Lettuce 279,885,294 lbs	Anise/Fennel 6,607,745 lbs
Broccoli 68,476,024 lbs	Tomatoes 5,638,325 lbs
Celery 64,775,591 lbs	Asparagus 4,425,024 lbs
Strawberries 43,562,501 lbs	Artichokes 3,806,369 lbs
Food Service 41,740,578 lbs	Brussels Sprouts 2,768,150 lbs
Cauliflower 10,223,026 lbs	Other 21,002,303 lbs
Nursery Stock* 9,942,092 lbs	

Total 562,853,022 lbs

* Nursery crop exports are now reported separately on page 22

Monterey County's Agricultural Exports Trade Partners



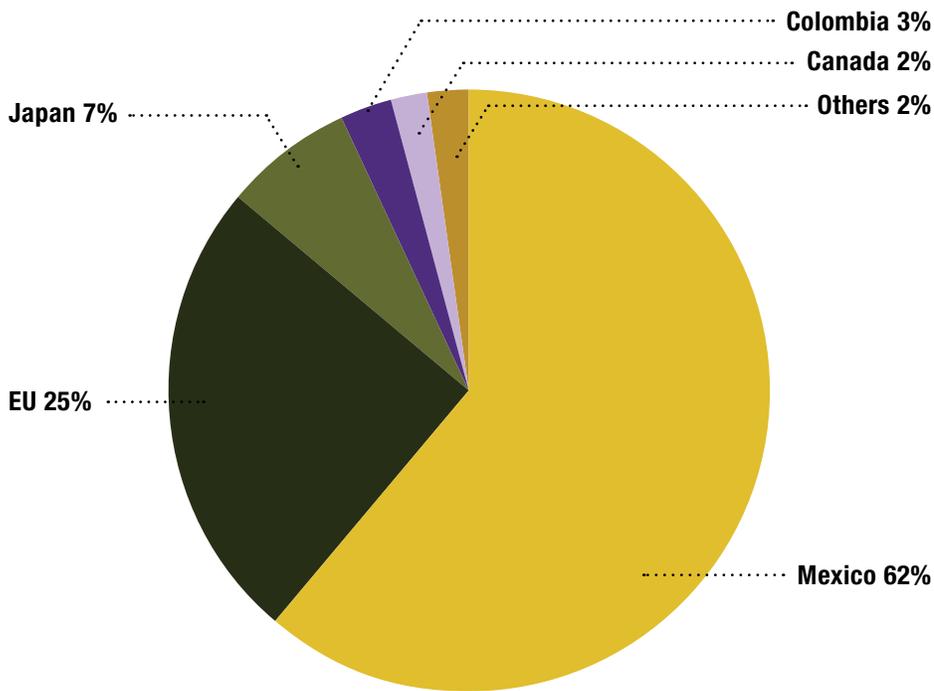
2011 Total Lbs

Canada	United Arab Emirates	French Polynesia
529,832,678	1,903,596	77,004
Japan	Panama	Phillipines
83,067,575	1,544,783	68,088
Taiwan	New Zealand	Guatemala
68,836,954	797,608	36,119
Mexico	Kuwait	Indonesia
53,248,151	503,611	29,550
Hong Kong	Saudi Arabia	South Africa
16,873,873	321,732	24,336
EUN	Australia	Chile
15,487,080	311,262	5,134
Republic of Korea	Baharian	Colombia
7,779,993	143,904	1,154
Singapore	Brazil	Costa Rica
9,514,353	132,390	20
Puerto Rico	Qatar	
2,896,582	108,408	

2010 Total Lbs

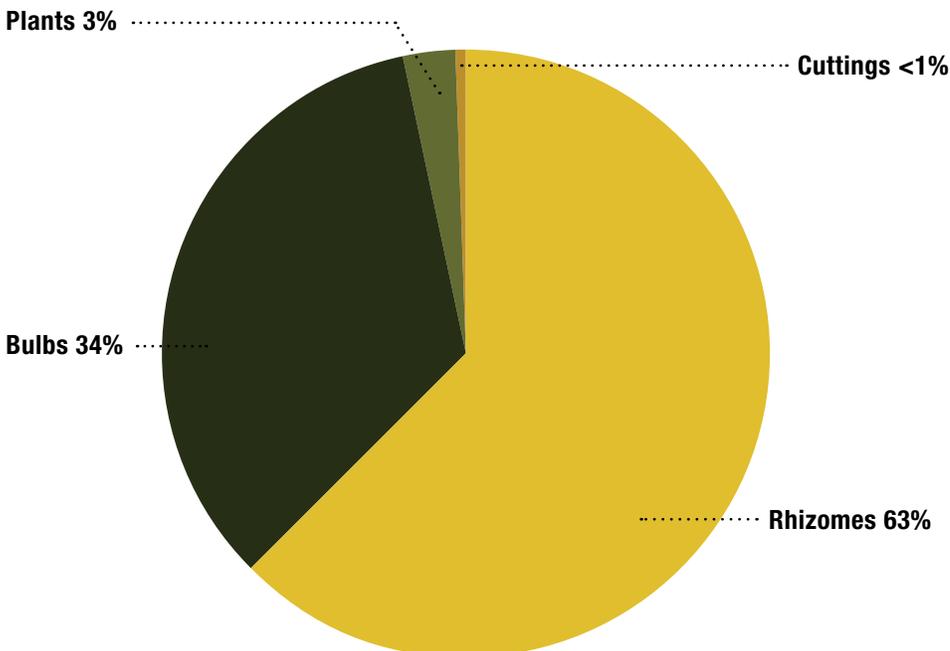
Canada	Kuwait	Qatar
309,014,346	2,169,321	104,964
Taiwan	United Arab Emirates	Guatemala
61,600,448	1,421,302	94,775
Mexico	Panama	Brazil
38,268,100	889,018	56,742
Japan	Malaysia	French Polynesia
29,951,757	787,020	48,342
Hong Kong	Switzerland	Indonesia
19,538,949	589,440	29,016
Republic of Korea	Saudi Arabia	Republic of China
6,578,162	546,000	25,837
Singapore	New Zealand	Bahrain
6,216,406	487,855	18,942
Puerto Rico	Australia	Costa Rica
4,855,19	471,346	13,962
EUN	Colombia	
3,601,004	328,581	

Monterey County's Nursery Exports by Units



COUNTRY	UNITS
Mexico	17,965,401
EU*	7,141,584
Japan	1,926,111
Colombia	728,806
Canada	698,980
Republic of Korea	217,950
China	87,660
Guatemala	61,500
South Africa	59,660
Taiwan	48,600
Chile	43,898
Jordan	40,800
Ecuador	30,170
Costa Rica	20,695
Tanzania	17,600
Kenya	15,030
New Zealand	9,510
Norway	8,250
Jamaica	4,450
Dominican Republic	3,000
Sri Lanka	2,880
Vietnam	2,410
Australia	1,331
Brazil	1,040
Fiji	490
Barbados	325
TOTAL	29,138,131

Monterey County's Nursery Exports by Category



UNITS	NUMBER
Rhizomes	18,281,595
Bulbs	9,886,129
Plants	824,504
Cuttings	144,488
Flowers	496
In vitro plantlets	488
Plantlets	431
TOTAL	29,138,131

* EU includes Denmark, France, Germany, Netherlands, UK, Portugal, Italy, Spain

Summary Of Sustainable Agricultural Activities

COUNTY BIOLOGICAL CONTROL

AGENT / MECHANISM	SCOPE OF PROGRAM
Yellow Starthistle*, <i>Centaurea solstitialis</i>	47 Sites
Italian Thistle, <i>Carduus</i> spp.	General Distribution
Russian Thistle, <i>Salsola australis</i>	7 sites
Puncture Vine, <i>Tribulus terrestris</i>	General and Local Distribution
Aphid species	1 site
Ash Whitefly, <i>Siphoninus phillyreae</i>	General Distribution
Seedhead Weevils/Fly, <i>Bangasternus orientalis</i> , <i>Eustenopus villosus</i>	
Urophora sirunaseva, <i>Larinus curtus</i> ,	
Seedhead weevil, <i>Rhinocyllus conicus</i>	
Leaf & stem mining moths, <i>Coleophora</i> spp.	
Stem & Seed weevils, and <i>Microlarinus</i> spp.	
Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	
Parasitic wasp, <i>Encarsia inaron</i>	

* 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/Chemica	Nine Infestations

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 PESTS	INSECT HOSTS	NO. OF TRAPPED SERVICINGS
Medfly	Fruit Trees	3,430
Melon Fruit Fly	Vegetable Gardens	1,072
Mexican Fruit Fly	Fruit Trees	2,792
Oriental Fruit Fly	Fruit Trees	1,484
Misc. Fruit Flies	Fruits and Vegetables	1,076
European Corn Borer	Grains and Vegetables	34
Gypsy Moth	Shade Trees	1,244
Japanese Beetle	Turf, Roses	1,187
Trogoderma Beetle	High Hazard Commodities	16
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	15,417
Light Brown Apple Moth	Ornamental/Commercial Crops	5,474
Pepper Moth	Ornamental/Commercial Crops	2
European Grapevine Moth	Grapes	44,355
Asian Citrus Psyllid	Citrus	3,061
Nantucket Pine Tip Moth	Conifers	35

Pest detection trapping activities accounted for 10,761.5 hours, with a total of 80,679 trap services being made. Two hours were applied to inspecting 5 commercial crop sites of 1.5 net/ 75 gross acres. Two calls to residences were made for investigation of suspect reports and 65.5 hours were utilized on inspection/identification of public-reported pests. Twenty-seven high hazard locations were inspected and 241 miles of entryways surveyed, accounting for 52.5 and 34.5 hours respectively. Special surveys were made for exotic invasive weeds, Africanized honeybee, Karnal bunt, mint beetle, citrus greening disease, sudden oak death disease, Asian citrus psyllid, and glassy-winged sharpshooter.

ORGANIC FARMING

One hundred thirteen farms, totaling approximately 19,863 acres of crop land and 9,929 rangeland, were registered in Monterey County in 2011. Utilizing organic principles defined in the California Organic Food Act of 2003, these farms produce a wide array of commodities, such as: strawberries, spinach, broccoli, salad mix, celery, lettuces, cauliflower, raspberries and miscellaneous vegetables. The total estimated value of organic production in Monterey County during 2011 was \$170,352,183. This compares with 2010 where we had 19,495 production acres and 9,000 acres of rangeland with an estimated value of \$168,956,060.



Monterey County
Agricultural Commissioner's Office
1428 Abbott Street, Salinas, CA 93901
831.759.7325 • <http://ag.co.monterey.ca.us>

