



# 2012

MONTEREY COUNTY  
Crop Report



SALAD BARS  
IN SCHOOLS

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## \* Highlight Articles

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Special thanks to Lincoln School for contributing student artwork.

### Braden Oliver

In recognition of 39 years of service to the  
Agricultural Commissioner of Monterey County  
Staff Biologist, Retired

### In Memoriam

Jose D. Torres  
July 29, 1966-October 4, 2012



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# Monterey County Agricultural Commissioner

**Karen Ross**, Secretary  
California Department of Food & Agriculture and

The Honorable Board of Supervisors of Monterey County

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<b>Louis Calcagno</b>	2nd District
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<b>Dave Potter</b>	5th District



**ERIC LAURITZEN**  
AGRICULTURAL COMMISSIONER

It is a pleasure to present the 2012 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 \$4.14 billion for Monterey County, which is an increase of 7% or \$285,000,000.

Crop values vary from year to year based on production, market and weather conditions. Some noteworthy changes in 2012 include: head and leaf lettuce values were up slightly; strawberry value increased by 10% and wine grape value was up 52%, after two years of declining production. Spinach value increased 47% to move into the top ten for the first time. The value of nursery products increased by 18% overall, with a continuing decrease in cut flowers and increases in vegetable transplants, orchids and potted plants. Beef cattle declined 3% under drought conditions.

This year's crop report features efforts by our agricultural industry and other partners to improve the health of Monterey County children and increase the availability of fresh fruits and vegetables in schools. Beyond the immediate health benefits, having these choices early in life can affect life-long eating habits. Many schools are aware of the benefits, but lack the equipment and support to offer healthier eating choices to students. This powerful collaborative effort is gaining momentum and deserves our recognition and support.

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 its 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 the industry's assistance, this report would not be possible.

Special recognition for the production of this report goes to Richard Ordonez, Shayla Neufeld, 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**

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# Monterey County's Ten Million Dollar Crops

CROPS	2012 CROP VALUE	2012 CROP RANKING	2011 CROP RANKING
Leaf Lettuce	\$794,245,000	1	1
Strawberry	\$784,769,000	2	2
Head Lettuce	\$476,396,000	3	3
Broccoli	\$316,498,000	4	4
Nursery	\$307,543,000	5	5
Wine Grapes	\$214,306,000	6	7
Celery	\$193,296,000	7	6
Spinach	\$130,686,000	8	11
Misc. Vegetables	\$116,964,000	9	8
Cauliflower	\$109,981,000	10	9
Spring Mix	\$86,889,000	11	10
Mushrooms	\$85,796,000	12	13
Salad Products	\$76,436,000	13	12
Artichokes	\$46,083,000	14	14
Raspberries	\$41,354,000	15	15
Cabbage	\$40,529,000	16	17
Beef Cattle	\$38,630,000	17	16
Peas	\$27,393,000	18	18
Onions, Green	\$25,433,000	19	19
Carrots	\$22,279,000	20	21
Rappini	\$20,724,000	21	20
Radicchio	\$18,877,000	22	22
Kale	\$18,496,000	23	23
Asparagus	\$16,706,000	24	24
Rangeland	\$15,453,000	25	25
Lemon*	\$15,151,000	26	26
Onions, Dry	\$10,155,000	27	n/a

\*Formerly reported as Citrus

# Gross Production Value

CATEGORIES	2012 TOTAL VALUE	2011 TOTAL VALUE
Vegetable Crops	\$2,691,152,000	\$2,596,683,000
Fruit & Nuts	\$1,057,684,000	\$914,685,000
Nursery Crops	\$307,543,000	\$260,703,000
Livestock & Poultry	\$53,126,000	\$54,468,000
Field Crops	\$19,338,000	\$16,824,000
Seed Crops	\$8,550,000	\$9,404,000
Apiary	\$204,000	\$228,000
<b>TOTAL</b>	<b>\$4,137,597,000</b>	<b>\$3,852,995,000</b>

## Fruits, Vegetables on Policy Plate

**By U.S. Congressman Sam Farr**

Every once in a while, a public policy goal comes along that provides tangible, positive results right away, and it makes everyone involved feel good about what they've accomplished. School salad bars are among my favorites on this list.

Since I introduced the Children's Fruit and Vegetable Act in 2009, we've seen a growing awareness of the need for better nutrition for our kids. First Lady Michelle Obama made healthier diets for children a national priority. Reports on childhood obesity and hunger in poor communities added momentum to campaigns for more school salad bars.

Today, we hear success stories from across the nation. But I take particular pride in the fact that Monterey County has played a major role in promoting healthier school lunches.

As the "salad bowl" of the world, locally-sourced produce was easy to find. But without the "green" from industry funding, many of our county schools could not have afforded salad bars. We acknowledge and applaud industry's commitment to improving our kids' health with funding as well as field products.



*Congressman Sam Farr, Jim Bogart,  
Margaret D'Arrigo-Martin, David Bonetti*

I also appreciate the effort by Agricultural Commissioner Eric Lauritzen to spotlight school salad bars in this annual crop report, along with the general economic contributions that agriculture makes to Monterey County.

School salad bars are a classic win-win for public policy. Kids love healthy food when it's readily available. Their parents appreciate how fruits and vegetables have been integrated into the educational curriculum. Teachers see better performance in the classroom, fueled by better diets. And our agricultural industry demonstrates how farming plays a very important role in the community.

Ultimately, our success today is only a fraction of what we will reap in the future. Our proactive approach to good health will make us a more productive society. Our agricultural base will remain vibrant and relevant. And most importantly, our children will share the joys of healthy living with children of their own.

# Monterey County's Major Crop Trends

CROP		1992	2002	2012
Artichokes	Acre	6,910	5,735	4,900
	Value	\$29,560,000	\$38,265,000	\$46,083,000
	CPI Adjusted*	\$48,380,000	\$48,807,000	\$46,083,000
Broccoli	Acre	60,840	55,125	57,459
	Value	\$243,195,000	\$265,867,000	\$316,498,000
	CPI Adjusted	\$398,028,000	\$339,116,000	\$316,498,000
Cauliflower	Acre	24,640	17,983	20,009
	Value	\$111,893,000	\$93,425,000	\$109,981,000
	CPI Adjusted	\$183,131,000	\$119,165,000	\$109,981,000
Celery	Acre	7,789	9,546	12,941
	Value	\$65,674,000	\$90,707,000	\$193,296,000
	CPI Adjusted	\$107,486,000	\$115,698,000	\$193,296,000
Grapes (Wine)	Acre	32,404	37,325	45,130
	Value	\$75,036,000	\$147,065,000	\$214,306,000
	CPI Adjusted	\$122,809,000	\$187,583,000	\$214,306,000
Head Lettuce	Acre	69,340	61,248	44,768
	Value	\$338,470,000	\$309,148,000	\$476,396,000
	CPI Adjusted	\$553,961,000	\$394,321,000	\$476,396,000
Leaf Lettuce	Acre	28,149	58,376	80,468
	Value	\$136,389,000	\$429,360,000	\$794,245,000
	CPI Adjusted	\$223,223,000	\$547,653,000	\$794,245,000
Mushrooms	Pounds	42,532,000	46,668,000	35,307,000
	Value	\$43,808,000	\$64,402,000	\$85,796,000
	CPI Adjusted	\$71,699,000	\$82,145,000	\$85,796,000
Nursery Products	Acre	2,151	1,900	1,494
	Value	\$147,528,000	\$218,679,000	\$307,543,000
	CPI Adjusted	\$241,453,000	\$278,927,000	\$307,543,000
Spinach	Acre	5,825	16,206	11,383
	Value	\$40,501,000	\$129,398,000	\$130,686,000
	CPI Adjusted	\$66,286,000	\$165,048,000	\$130,686,000
Strawberries	Acre	6,960	6,980	11,537
	Value	\$199,089,000	\$226,849,000	\$784,769,000
	CPI Adjusted	\$325,841,000	\$289,348,000	\$784,769,000

TOTAL OF MAJOR CROPS ABOVE	Acre	245,008	270,424	290,089
	Value	\$1,431,143,000	\$2,013,165,000	\$3,459,599,000
	CPI Adjusted	\$2,342,297,000	\$2,567,811,000	\$3,459,599,000

\* Consumer Price Index Conversion Factors from <http://oregonstate.edu/cla/polisci/sites/default/files/faculty-research/sahr/inflation-conversion/pdf/cv2012.pdf>

# Vegetable Crops

CROP <sup>1</sup>	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL <sup>2</sup>
Anise	2012	638	18.23	11,600	ton	\$727.06	\$8,434,000
	2011	610	19.53	11,900	ton	\$787.80	\$9,375,000
Artichokes	2012	4,900	6.22	30,500	ton	\$1,510.93	\$46,083,000
	2011	4,992	7.19	35,900	ton	\$1,374.13	\$49,331,000
Asparagus	2012	2,304	4.17	9,610	ton	\$1,738.44	\$16,706,000
	2011	1,850	4.18	7,740	ton	\$1,761.18	\$13,632,000
Bok Choy	2012	410	21.49	8,810	ton	\$310.59	\$2,736,000
	2011	491	22.09	10,900	ton	\$257.46	\$2,806,000
Broccoli, Bulk <sup>3</sup>	2012	N/A	N/A	119,000	ton	\$519.84	\$61,861,000
	2011	N/A	N/A	121,000	ton	\$534.98	\$64,733,000
Fresh	2012	49,364	7.35	363,000	ton	\$701.48	\$254,637,000
	2011	50,506	7.31	369,000	ton	\$630.26	\$232,566,000
Broccoli, Total	2012	57,459	N/A	N/A	N/A	N/A	\$316,498,000
	2011	52,694	N/A	N/A	N/A	N/A	\$297,299,000
Cabbage, Bulk	2012	N/A	N/A	40,000	ton	\$314.73	\$12,589,000
	2011	N/A	N/A	38,200	ton	\$307.47	\$11,745,000
Fresh	2012	3,650	22.27	81,300	ton	\$343.66	\$27,940,000
	2011	3,420	20.48	70,100	ton	\$341.88	\$23,966,000
Cabbage, Total	2012	5,446	N/A	N/A	N/A	N/A	\$40,529,000
	2011	4,925	N/A	N/A	N/A	N/A	\$35,711,000

<sup>1</sup> Organic figures included in totals

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

<sup>3</sup> "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.

## Morgan M. 1st Grade

"I like the salad bar because it has lots of vitamins. The food tastes good. I like the salad bar so much I would go crazy. The salad is healthy for you. The salad bar is filled with vitamins. I love the salad bar thank you for making it."



# Vegetable Crops (cont'd)

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Carrots, Bulk	2012	N/A	N/A	31,100	ton	\$327.51	\$10,186,000
	2011	N/A	N/A	31,200	ton	\$346.42	\$10,808,000
Fresh	2012	1,490	21.42	31,900	ton	\$379.08	\$12,093,000
	2011	1,456	21.22	30,900	ton	\$363.17	\$11,222,000
Carrots, Total	2012	2,941	N/A	N/A	N/A	N/A	\$22,279,000
	2011	3,023	N/A	N/A	N/A	N/A	\$22,030,000
Cauliflower, Bulk	2012	N/A	N/A	19,900	ton	\$591.73	\$11,775,000
	2011	N/A	N/A	22,900	ton	\$576.65	\$13,205,000
Fresh	2012	17,733	8.74	155,000	ton	\$633.59	\$98,206,000
	2011	16,260	8.75	142,000	ton	\$646.23	\$91,765,000
Cauliflower, Total	2012	20,009	N/A	N/A	N/A	N/A	\$109,981,000
	2011	17,399	N/A	N/A	N/A	N/A	\$104,970,000
Celery, Bulk	2012	N/A	N/A	37,100	ton	\$260.33	\$9,658,000
	2011	N/A	N/A	37,300	ton	\$259.12	\$9,665,000
Fresh	2012	12,001	39.43	473,000	ton	\$388.24	\$183,638,000
	2011	11,816	38.18	451,000	ton	\$382.80	\$172,643,000
Celery, Total	2012	12,941	N/A	N/A	N/A	N/A	\$193,296,000
	2011	11,902	N/A	N/A	N/A	N/A	\$182,308,000
Chard	2012	676	9.44	6,380	ton	\$947.64	\$6,046,000
	2011	691	9.11	6,300	ton	\$945.27	\$5,955,000
Cilantro	2012	980	5.86	5,740	ton	\$769.27	\$4,416,000
	2011	1,309	4.06	5,310	ton	\$806.53	\$4,283,000
Herbs <sup>4</sup>	2012	102	7.59	774	ton	\$2,580.68	\$1,997,000
	2011	105	7.38	775	ton	\$2,600.93	\$2,016,000
Kale	2012	1,876	12.87	24,100	ton	\$767.45	\$18,496,000
	2011	1,944	12.24	23,800	ton	\$753.45	\$17,932,000
Leeks	2012	287	12.15	3,490	ton	\$1,122.25	\$3,917,000
	2011	278	12.03	3,340	ton	\$1,180.94	\$3,944,000
Lettuce, Total <sup>5</sup>	2012	125,236	N/A	N/A	N/A	N/A	\$1,270,641,000
	2011	133,000	N/A	N/A	N/A	N/A	\$1,231,656,000
Misc. Vegetables, Bulk	2012	N/A	N/A	153,000	ton	\$537.81	\$82,285,000
	2011	N/A	N/A	157,000	ton	\$548.83	\$86,166,000
Fresh <sup>6</sup>	2012	4,936	5.60	27,600	ton	\$1,256.48	\$34,679,000
	2011	3,802	8.84	33,600	ton	\$1,171.02	\$39,346,000
Misc. Vegetables, Total <sup>6</sup>	2012	32,257	N/A	N/A	N/A	N/A	\$116,964,000
	2011	21,562	N/A	N/A	N/A	N/A	\$125,512,000

<sup>4</sup> Includes: Oregano, Parsley, Rosemary, Sage, and Thyme

<sup>5</sup> See Lettuce Production for detail information, Page 8

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

# Vegetable Crops (cont'd)

TOTAL	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Mushrooms	2012	137	N/A	35,307,000	lbs	\$2.43	\$85,796,000
	2011	130	N/A	41,128,000	lbs	\$1.92	\$78,966,000
Napa	2012	548	29.96	16,400	ton	\$297.80	\$4,884,000
	2011	580	28.17	16,300	ton	\$308.45	\$5,028,000
Onions, Dry	2012	2,219	24.77	55,000	ton	\$184.63	\$10,155,000
	2011	2,137	23.34	49,900	ton	\$178.42	\$8,903,000
Onions, Green	2012	1,221	15.47	18,900	ton	\$1,345.66	\$25,433,000
	2011	1,350	14.36	19,400	ton	\$1,357.06	\$26,327,000
Parsley	2012	533	16.52	8,810	ton	\$799.64	\$7,045,000
	2011	525	16.58	8,700	ton	\$805.33	\$7,006,000
Peas <sup>7</sup>	2012	1,627	N/A	N/A	N/A	N/A	\$27,393,000
	2011	1,783	N/A	N/A	N/A	N/A	\$29,801,000
Peppers <sup>8</sup>	2012	1,326	17.97	23,800	ton	\$324.12	\$7,714,000
	2011	1,359	17.75	24,100	ton	\$317.85	\$7,660,000
Radicchio	2012	2,794	4.64	13,000	ton	\$1,452.08	\$18,877,000
	2011	2,403	4.67	11,200	ton	\$1,723.25	\$19,300,000
Radish	2012	152	14.72	2,240	ton	\$523.21	\$1,172,000
	2011	145	14.64	2,130	ton	\$528.23	\$1,125,000
Rappini	2012	4,070	2.95	12,000	ton	\$1,727.00	\$20,724,000
	2011	4,504	3.00	13,500	ton	\$1,735.00	\$23,423,000
Salad Products	2012	N/A	N/A	182,000	ton	\$419.98	\$76,436,000
	2011	N/A	N/A	196,000	ton	\$416.32	\$81,599,000
Spinach, Bulk	2012	N/A	N/A	100,000	ton	\$1,107.00	\$110,700,000
	2011	N/A	N/A	86,700	ton	\$819.72	\$71,070,000
Fresh	2012	1,618	10.24	16,600	ton	\$1,204.00	\$19,986,000
	2011	2,162	10.43	19,500	ton	\$915.67	\$17,856,000
Spinach, Total	2012	11,383	N/A	N/A	N/A	N/A	\$130,686,000
	2011	13,900	N/A	N/A	N/A	N/A	\$88,926,000
Spring Mix	2012	6,970	9.06	63,100	ton	\$1,377.00	\$86,889,000
	2011	10,746	9.12	74,100	ton	\$1,360.00	\$100,776,000
Squash	2012	287	10.13	2,910	ton	\$605.42	\$1,762,000
	2011	302	10.63	3,210	ton	\$558.24	\$1,792,000
Tomatoes	2012	666	18.91	12,600	ton	\$568.80	\$7,167,000
	2011	679	18.48	12,500	ton	\$583.27	\$7,291,000

VEGETABLE CROPS TOTAL	2012	302,395	\$2,691,152,000
	2011	297,318	\$2,596,683,000

<sup>7</sup> Includes: Bulk

<sup>8</sup> Includes: Chili and Bell Peppers

# Lettuce Production - Detail

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
<b>HEAD LETTUCE</b>							
Spring	2012	14,445	---	---	---	---	---
	2011	11,261	---	---	---	---	---
Summer	2012	13,997	---	---	---	---	---
	2011	10,934	---	---	---	---	---
Fall	2012	16,326	---	---	---	---	---
	2011	12,605	---	---	---	---	---
Naked Pack	2012	N/A	N/A	6,720,000	ctn	\$10.01	\$67,267,000
	2011	N/A	N/A	5,572,000	ctn	\$9.51	\$52,990,000
Wrapped Pack	2012	N/A	N/A	24,615,000	ctn	\$10.99	\$270,519,000
	2011	N/A	N/A	23,634,000	ctn	\$10.58	\$250,048,000
Head Lettuce, Bulk	2012	N/A	N/A	334,000	ton	\$415.00	\$138,610,000
	2011	N/A	N/A	378,000	ton	\$400.00	\$151,200,000
Head Lettuce, Total	2012	44,768	1,055	47,240,000	ctn	\$10.08	\$476,396,000
	2011	34,800	1,356	47,206,000	ctn	\$9.62	\$454,238,000
<b>LEAF LETTUCE</b>							
Butter Leaf Lettuce	2012	1,527	1,225	1,871,000	ctn	\$8.56	\$16,016,000
	2011	1,500	1,217	1,825,000	ctn	\$8.81	\$16,078,000
Endive	2012	423	1,057	447,000	ctn	\$8.60	\$3,844,000
	2011	406	1,063	432,000	ctn	\$8.13	\$3,512,000
Escarole	2012	317	1,050	333,000	ctn	\$8.44	\$2,811,000
	2011	370	1,049	388,000	ctn	\$8.96	\$3,476,000
Green Leaf Lettuce	2012	7,792	1,042	8,119,000	ctn	\$9.31	\$75,588,000
	2011	7,579	1,040	7,883,000	ctn	\$9.21	\$72,602,000
Red Leaf Lettuce	2012	2,047	1,050	2,149,000	ctn	\$8.63	\$18,546,000
	2011	2,210	1,044	2,307,000	ctn	\$8.58	\$19,794,000
Romaine Lettuce	2012	38,485	1,019	39,216,000	ctn	\$9.77	\$383,140,000
	2011	37,442	1,037	38,828,000	ctn	\$10.15	\$394,104,000
Leaf Lettuce, Bulk	2012	N/A	N/A	545,000	ton	\$540.00	\$294,300,000
	2011	N/A	N/A	606,000	ton	\$442.00	\$267,852,000
Leaf Lettuce, Total	2012	80,468	N/A	84,194,000	ctn	\$9.43	\$794,245,000
	2011	97,979	N/A	87,310,000	ctn	\$8.90	\$777,418,000

LETTUCE CROPS TOTAL	2012	125,236	131,434,000	ctn	\$1,270,641,000
	2011	133,000	134,516,000	ctn	\$1,231,656,000

# Fruit & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Avocados	2012	226	1.67	377	ton	\$1,526.87	\$576,000
	2011	226	2.07	468	ton	\$2,404.30	\$1,125,000
Grapes (Wine) <sup>9</sup>	2012	45,130	3.81	172,000	ton	\$1,245.96	\$214,306,000
	2011	43,034	2.89	124,000	ton	\$1,136.90	\$140,976,000
Lemons*	2012	1,239	29.92	37,100	ton	\$408.39	\$15,151,000
	2011	1,239	20.54	25,500	ton	\$440.00	\$11,220,000
Misc. Fruit <sup>10</sup>	2012	195	6.94	1,350	ton	\$1,131.78	\$1,528,000
	2011	205	6.99	1,430	ton	\$1,387.87	\$1,985,000
Raspberries	2012	697	9.00	6,270	ton	\$6,595.56	\$41,354,000
	2011	740	15.00	11,100	ton	\$4,101.33	\$45,525,000
Strawberries	2012	11,537	32.94	380,000	ton	\$2,022.61	\$768,592,000
	2011	10,992	34.40	378,000	ton	\$1,826.67	\$690,481,000
Processing	2012	N/A	N/A	31,600	ton	\$511.94	\$16,177,000
	2011	N/A	N/A	40,500	ton	\$577.11	\$23,373,000
Strawberries Total	2012	11,537	N/A	412,000	ton	N/A	\$784,769,000
	2011	10,992	N/A	419,000	ton	N/A	\$713,854,000

## FRUIT & NUT CROPS TOTAL

2012	59,024	\$1,057,684,000
2011	56,436	\$914,685,000

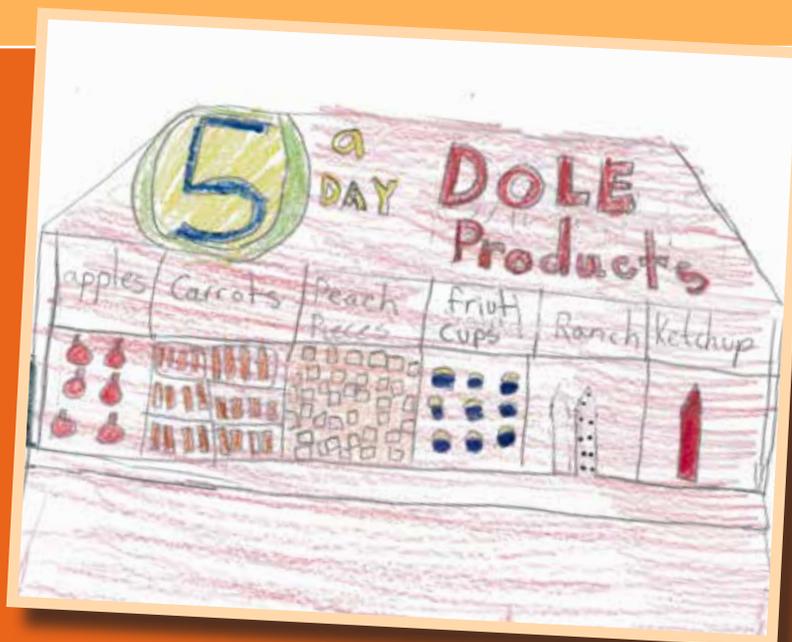
\* Formerly reported as Citrus

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

<sup>10</sup> Includes: Apples, Blackberries, Blueberries, Kiwi, Loganberries, Olallaberries, Olives and Walnuts

## Caitlin C. 3rd Grade

"I love my school salad bar. It always has healthy foods. They always have carrots, fruits, and salad. They always put out fruits. I love the salad bar"





## School + Salad Bar = Healthy Kids

Public health officials talk about risks of childhood diabetes and obesity. Nutritionists talk about the need for vitamins, minerals, and antioxidants in growing bodies. But in school cafeterias, the talk is about new salad bars, and youngsters give rave reviews.

Monterey County is the **“Salad Bowl”** of our nation, so it’s only fitting that salad bars belong in our school cafeterias. It’s more than a lunch treat. Salad bars have quickly become a focal point that unifies local agriculture with our children, our schools, and healthy communities.

In June 2012, the Grower Shipper Association Foundation (GSAF) launched “More Produce in Schools,” with a goal of funding salad bars for every school in Monterey County. Our local members were asked to donate \$3,000 to purchase a new salad bar for elementary, middle and high schools. To date, more than \$75,000 has been raised to fund salad bars in Salinas, Monterey, Chualar, Gonzales and Greenfield school districts.

Funds provide each school with a minimum of two hours of “nuts and bolts” training for salad bar setup, use and sanitation. GSAF encourages school food service staff to procure local produce whenever possible. To assist, GSAF organizes meetings with grower shippers and school food service personnel.

GSAF helps get the salad bars going by meeting with food service providers in each school to discuss new U.S. Department of Agriculture fresh fruit and vegetable guidelines, packaging needs for fresh produce, and distribution issues. These meetings are break-through events for industry and schools. Some companies even “adopt” schools and provide produce at no cost throughout the local growing season.

The Monterey Peninsula School District was the first to receive an industry-funded salad bar from GSAF. In the fall of 2012, Gonzales launched a salad bar program in its elementary and middle schools. Congressman Sam Farr attended the launch and strongly supported GSAF’s campaign. More recently, two salad bars were funded in the Salinas Boys and Girls Club facilities, feeding more than 800 children a day, year-round.

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15 year*



*"I like the salad bar because there are so many choices. I like the salad bar because it has lots of vitamins. I like the salad bar because it has strawberries. I like the salad bar because it has yummy food."*

*"The salad bar is healthy because there are healthy foods. They make you strong like fruits and vegetables. Some other fruits and vegetables have vitamin C and some of them have vitamin A."*

*"Thank you for the yummy vegetables. These fruits are helping my body....The strawberries are strong for your body. I love the healthy salad."*



By Margaret D'Arrigo-Martin

Enthusiasm for school salad bars is growing. United Fresh Produce Association recently announced that it has purchased more than 400 new school salad bars statewide, exceeding its original goal of 350 in a year. About 130 donors raised almost \$1.2 million, said Dick Spezzano, president of Spezzano Consulting. He co-chaired the initiative with Karen Caplan, president of Frieda's Inc.; Lisa McNeece, vice president of food service and industrial sales at Grimmway Enterprises; and myself, as vice president of community development at Taylor Farms.

And we're not done yet. "More Produce in Schools" plans to put more local produce into Monterey school cafeterias. In collaboration with HELP, Ag Against Hunger, and the Food Bank, GSAF will launch a pilot program this fall to redirect surplus food service produce that has been shipped out of the county. We want it to go to local schools – and at minimal cost. GSAF recently applied for a federal grant to help fund 75 more salad bars in Monterey County, San Benito County and Santa Cruz County in the next three years, which would expand this program regionally.

From our talks with educators, we know our efforts are making top grades. *"It's great to see kids appreciate fruits and vegetables so much and know why it's so beneficial to eat them!"* said Kelli Hemenway, a first-grade teacher at Lincoln Elementary School. *"The salad bar helps them to learn this."*

Adds Connie Rains, Lincoln School principal: *"We don't have to beg kids to eat their veggies and fruits...they want to! The very colorful salad bar is inviting, and it's great to see our students go back for seconds."*

I believe there is nothing more rewarding, as a parent, than to see seven- and eight-year olds walk up to a salad bar and fill their plates with lettuce, spinach, carrots, broccoli and fruit. With the bounty of fresh fruits and vegetables available in Monterey County, salad bars in schools must be a vital part of our kids' health.

al School  
Salinas first  
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# Wine Grape Production

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	17,544	\$1,222	57,180	\$69,874,000
Riesling	2,327	\$1,034	8,757	\$9,055,000
Pinot Gris	1,504	\$1,116	5,904	\$6,589,000
Sauvignon Blanc	636	\$1,039	4,946	\$5,139,000
Gewurztraminer	639	\$838	5,330	\$4,467,000
Other Whites <sup>11</sup>	205	\$1,128	727	\$820,000
Vioginier	170	\$1,768	368	\$651,000
Muscat Canelli	160	\$1,438	393	\$565,000
Pinot Blanc	100	\$1,322	400	\$529,000
Albarino	63	\$1,159	437	\$506,000
Gruner Veltliner	36	\$1,119	358	\$401,000
Chenin Blanc	158	\$1,121	109	\$122,000
Sauvignon Musque	9	\$1,269	67	\$85,000
Roussanne	30	\$2,475	34	\$84,200

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	8,428	\$1,679	34,235	\$57,481,000
Merlot	5,701	\$998	24,063	\$24,015,000
Cabernet Sauvignon	4,588	\$1,185	17,452	\$20,681,000
Syrah/Shiraz	1,773	\$1,133	5,856	\$6,635,000
Petite Sirah	280	\$1,291	1,630	\$2,104,000
Grenache	128	\$1,604	803	\$1,288,000
Malbec	218	\$1,032	1,211	\$1,250,000
Petit Verdot	142	\$1,703	408	\$695,000
Cabernet Franc	129	\$1,114	359	\$400,000
Sangiovese	83	\$1,170	229	\$268,000
Tannant	35	\$1,296	200	\$259,000
Valdiguie	30	\$1,000	228	\$228,000
Tempranillo	8	\$1,292	47	\$61,000
Other Reds <sup>12</sup>	6	\$1,219	44	\$53,600

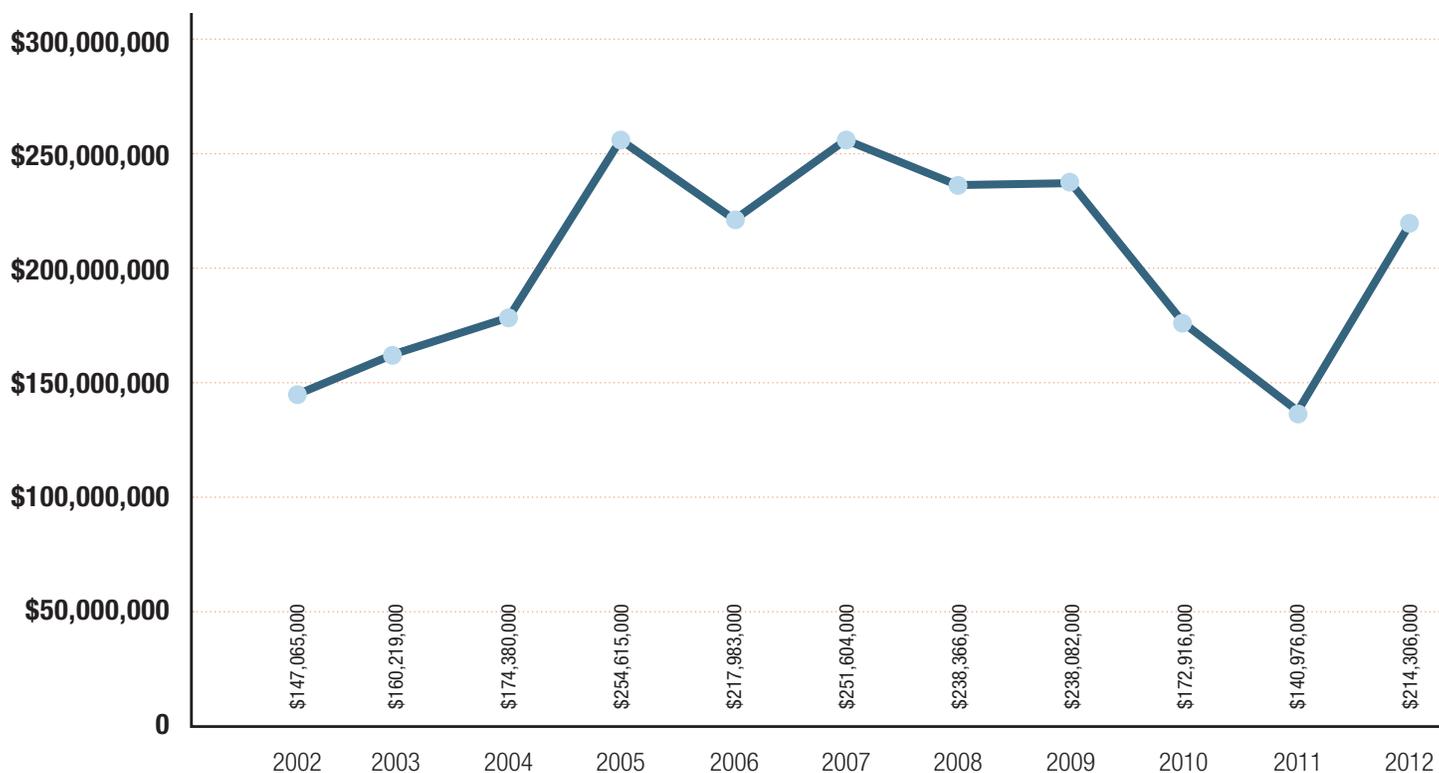
<sup>11</sup> Arneis, Grenache Blanc, Malvasia Bianca, Marsanne, Muscat Blanc, Muscat Orange, Semillon, Tocai Friulano, Vermentio and White Zinfandel

<sup>12</sup> Aleatico, Alicante, Barbera, Bouschet, Carignane, Cinsaut, Dolcetto, Dornfelder, Mataro, Mouvedre, Muscat Hamburg, Negrette, Pfeffer Cabernet, Primitivo, Ruby Cabernet, Souzao, Tempranillo, Teroidego, Tinta Cao, Tourga Nacinal, Touriga Francesca, Trousseau and Zinfandel

# Wine Grape Production (cont'd)

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
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
2012	<b>1,936</b>	<b>45,130</b>	<b>172,000</b>	<b>\$214,306,000</b>

## Monterey County's Value of Wine Grapes





## Field Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2012	5,712	1.25	7,140	ton	\$200.89	\$1,434,000
	2011	7,271	1.34	9,720	ton	\$103.80	\$1,009,000
Beans <sup>13</sup>	2012	510	1.45	739	ton	\$1,661.99	\$1,228,000
	2011	721	1.23	885	ton	\$1,680.43	\$1,487,000
Hay, Alfalfa	2012	200	6.87	1,370	ton	\$200.42	\$275,000
	2011	217	5.39	1,170	ton	\$175.00	\$205,000
Misc. Field Crops <sup>14</sup>	2012	1,025	1.61	1,650	ton	\$121.65	\$201,000
	2011	1,170	1.74	2,030	ton	\$137.00	\$278,000
Oats <sup>15</sup>	2012	1,092	2.12	2,320	ton	\$216.00	\$501,000
	2011	2,035	1.17	2,380	ton	\$210.00	\$500,000
Rangeland	2012	1,065,698	N/A	N/A	acre	\$14.50	\$15,453,000
	2011	1,066,494	N/A	N/A	acre	\$12.25	\$13,065,000
Wheat, Grain	2012	550	1.90	1,050	ton	\$234.73	\$246,000
	2011	1,221	1.26	1,540	ton	\$182.04	\$280,000
<b>FIELD CROPS TOTAL</b>	2012	<b>1,074,787</b>					<b>\$19,338,000</b>
	2011	1,079,129					\$16,824,000

<sup>13</sup> Includes: Peruano, Pintos, Pink, Pinquito, and Lima Beans

<sup>14</sup> Includes: Safflower, Pasture, and Barley

<sup>15</sup> Includes: Hay Oats and Misc. Oats

# Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed, All	2012	2,382	0.73	1,740	ton	\$3,338.05	\$5,808,000
	2011	2,320	0.89	2,070	ton	\$2,096.28	\$4,339,000
Misc. Seed <sup>16</sup>	2012	1,148	0.88	1,010	ton	\$2,714.55	\$2,742,000
	2011	1,739	1.72	3,000	ton	\$1,688.42	\$5,065,000
<b>SEED PRODUCTION</b>	<b>2012</b>	<b>3,530</b>					<b>\$8,550,000</b>
<b>TOTAL</b>	2011	4,059					\$9,404,000

# Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2012	N/A	16,100	lbs	\$1.93	\$31,100
	2011	N/A	24,100	lbs	\$1.50	\$36,000
Pollination <sup>17</sup>	2012	3,615	N/A	colony	\$47.00	\$170,000
	2011	4,200	N/A	colony	\$45.00	\$189,000
Wax	2012	N/A	750	lbs	\$4.25	\$3,190
	2011	N/A	1,125	lbs	\$2.35	\$2,640
<b>APIARY PRODUCTION</b>	<b>2012</b>					<b>\$204,000</b>
<b>TOTAL</b>	2011					\$228,000

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

<sup>17</sup> Seed Crops: Broccoli, Carrot, Cauliflower, Cucumber, Flower, Onion, Pepper, Radish, and Squash; Raspberry Fruit

## Taylor A. 3rd Grade

“I like the salad bar. I like carrots  
they are good. They are good  
with ranch.”





## Cut Flowers & Cut Foliage

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2012	2.64	55,900	per bunch	\$1.65	\$92,200
	2011	3.43	61,500	per bunch	\$1.64	\$101,000
Asiatic Lily	2012	1.41	98,600	per bunch	\$4.22	\$416,000
	2011	1.66	101,000	per bunch	\$4.21	\$425,000
Carnations	2012	6.91	2,450,000	per bloom	\$0.18	\$441,000
	2011	7.89	3,209,000	per bloom	\$0.16	\$513,000
Chrysanthemums	2012	28.64	2,926,000	per bloom	\$0.49	\$1,434,000
	2011	30.35	2,494,000	per bloom	\$0.41	\$1,023,000
Eucalyptus	2012	74.00	276,000	per bunch	\$1.62	\$447,000
	2011	77.07	327,000	per bunch	\$1.64	\$536,000
Gerbera	2012	9.42	5,062,000	per bloom	\$0.51	\$2,582,000
	2011	11.54	6,067,000	per bloom	\$0.45	\$2,730,000
Iris	2012	9.82	233,000	per bunch	\$2.74	\$638,000
	2011	11.34	271,000	per bunch	\$2.88	\$780,000
Miniature Carnations	2012	4.26	117,000	per bunch	\$1.41	\$165,000
	2011	4.49	117,000	per bunch	\$1.39	\$163,000
Misc. Cut Flowers & Cut Foliage <sup>18</sup>	2012	213.48	17,562,000	various	\$1.78	\$31,260,000
	2011	243.56	20,158,000	various	\$1.81	\$36,486,000
Oriental Lilies	2012	3.78	165,000	per bunch	\$9.27	\$1,530,000
	2011	4.64	205,000	per bunch	\$9.26	\$1,898,000
Roses	2012	11.65	3,945,000	per bloom	\$0.64	\$2,525,000
	2011	13.59	5,301,000	per bloom	\$0.51	\$2,704,000
Snapdragon	2012	15.73	446,000	per bunch	\$3.59	\$1,601,000
	2011	13.97	520,000	per bunch	\$3.72	\$1,934,000
Tulips	2012	1.70	31,100	per bunch	\$4.56	\$142,000
	2011	2.12	38,700	per bunch	\$3.80	\$147,000

### CUT FLOWERS & CUT FOLIAGE TOTAL

2012	383	\$43,273,000
2011	426	\$49,440,000

<sup>18</sup> 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

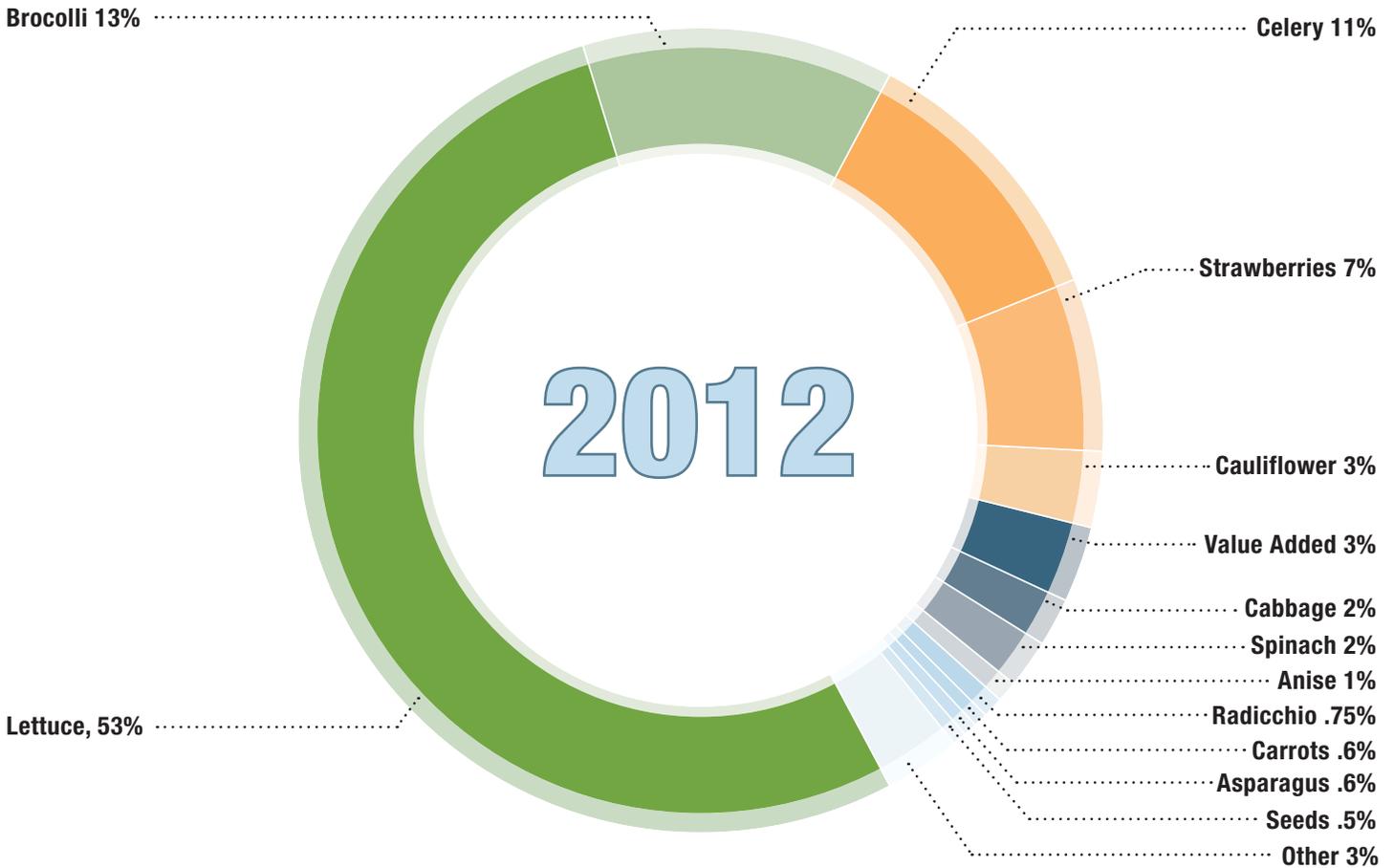
CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2012	142.57	27,010,000	per plant	\$0.63	\$17,016,000
	2011	157.12	32,786,000	per plant	\$0.49	\$16,065,000
Misc. Nursery Products <sup>19</sup>	2012	388.70	28,146,000	various	\$0.95	\$26,739,000
	2011	658.38	17,527,000	various	\$1.04	\$18,228,000
Orchids	2012	106.49	12,589,000	per plant	\$5.87	\$73,897,000
	2011	108.40	9,119,000	per plant	\$6.69	\$61,006,000
Poinsettia	2012	74.17	2,577,000	per plant	\$4.97	\$12,808,000
	2011	81.23	1,933,000	per plant	\$5.35	\$10,342,000
Potted Plants	2012	261.85	18,004,000	per plant	\$2.91	\$52,392,000
	2011	252.77	16,239,000	per plant	\$2.97	\$48,230,000
Propagative Materials	2012	11.03	3,133,000	per plant	\$0.44	\$1,379,000
	2011	9.94	2,736,000	per plant	\$0.36	\$985,000
Vegetable Transplants	2012	84.46	1,899,785,000	per plant	\$0.04	\$75,991,000
	2011	80.13	1,585,761,000	per plant	\$0.03	\$47,573,000
Woody Ornamentals	2012	42.00	1,002,000	per plant	\$4.04	\$4,048,000
	2011	56.73	1,781,000	per plant	\$4.96	\$8,834,000
Nursery Products Total Acres	2012	1,111	---	---	---	\$264,270,000
	2011	1,405	---	---	---	\$211,263,000
<b>OVERALL NURSERY<sup>20</sup></b>	<b>2012</b>	<b>1,494</b>				<b>\$307,543,000</b>
<b>TOTAL</b>	2011	1,831				\$260,703,000

# Livestock & Poultry

CROP	YEAR	ACREAGE	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2012	43,250	283,000	cwt	\$136.50	\$38,630,000
	2011	43,250	314,000	cwt	\$124.75	\$39,172,000
Stocker	2012	42,000	122,000	cwt	\$37.00	\$4,514,000
	2011	46,000	144,000	cwt	\$37.00	\$5,328,000
Sheeps & Lambs	2012	2,600	3,510	cwt	\$100.00	\$351,000
	2011	2,200	3,750	cwt	\$92.00	\$345,000
Hogs	2012	1,450	326,000	lbs	\$0.75	\$245,000
	2011	1,450	319,000	lbs	\$0.65	\$207,000
Wool	2012	N/A	14,000	lbs	\$0.45	\$6,300
	2011	N/A	15,500	lbs	\$0.40	\$6,200
Misc. Livestock <sup>21</sup> & Poultry <sup>22</sup> Products	2012	---	---	---	---	\$9,380,000
	2011	---	---	---	---	\$9,410,000
<b>LIVESTOCK &amp; POULTRY TOTAL</b>	<b>2012</b>					<b>\$53,126,000</b>
	2011					\$54,468,000

<sup>19</sup> 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  
<sup>20</sup> Totals from Cut Flower & Cut Foliage and Nursery Products  
<sup>21</sup> Includes: Bulls, Cull Cows, Dairy Cows, Milk Manufacturing, and Market Milk  
<sup>22</sup> Includes: Eggs, Fertilizer, Hatcheries, and Poultry

# Monterey County's Produce Exports by Commodity



## 2012 Exported Commodities

Lettuce <b>393,584,035 lbs</b>	Spinach <b>8,787,790 lbs</b>
Broccoli <b>94,194,706 lbs</b>	Anise <b>7,125,385 lbs</b>
Celery <b>80,469,360 lbs</b>	Radicchio <b>5,501,668 lbs</b>
Strawberries <b>53,089,400 lbs</b>	Carrot <b>4,456,350 lbs</b>
Cauliflower <b>25,183,413 lbs</b>	Asparagus <b>4,403,306 lbs</b>
Value Added* <b>24,985,408 lbs</b>	Seeds <b>3,505,227 lbs</b>
Cabbage <b>14,965,640 lbs</b>	Other* <b>19,967,840 lbs</b>

**Total 740,219,528 lbs**

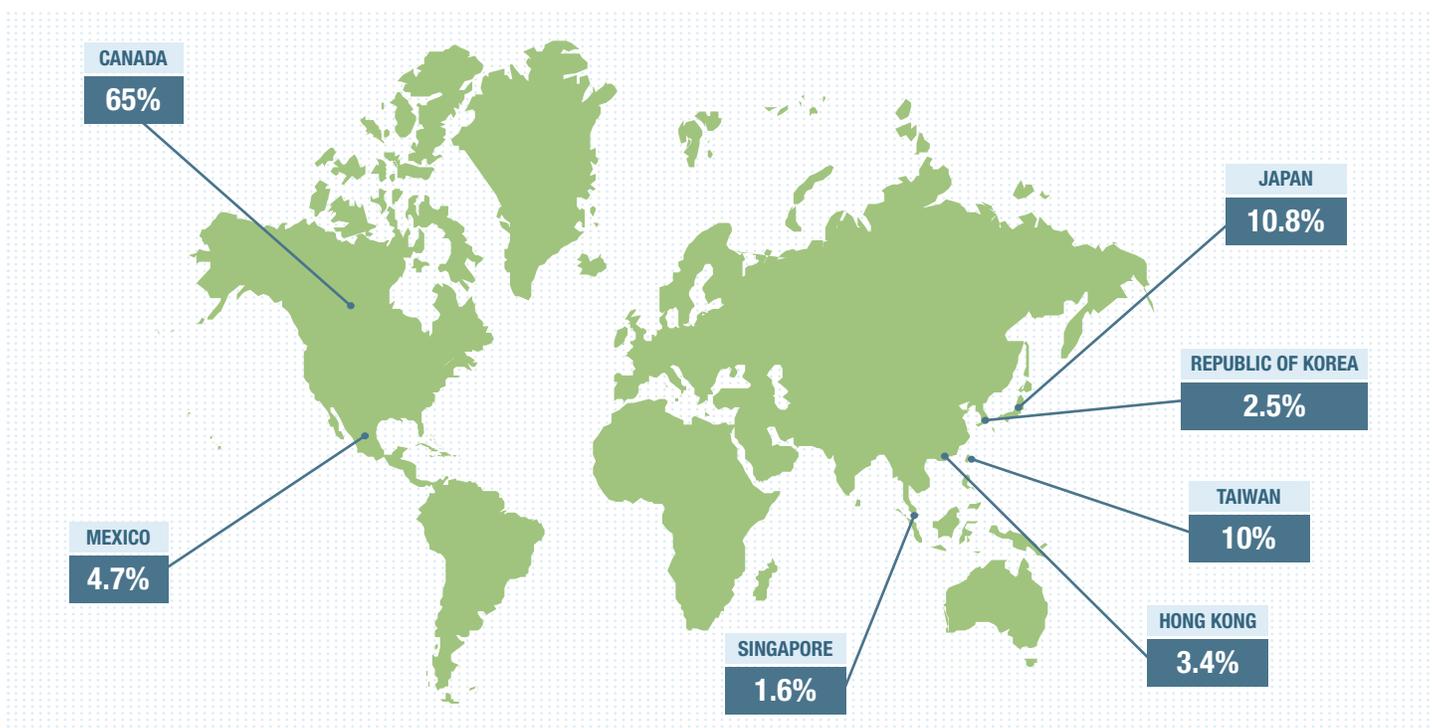
## 2011 Exported Commodities

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

**Total 759,637,787 lbs**

\* Value Added formerly reported as Food Service  
 \* Nursery now reported in Other

# Monterey County's Agricultural Exports Trade Partners



## 2012 Total Lbs

Canada	Panama	United Arab Emirates
<b>485,962,287</b>	<b>1,477,331</b>	<b>454,763</b>
Japan	China	Saudi Arabia
<b>80,677,198</b>	<b>1,308,627</b>	<b>401,920</b>
Taiwan	India	Thailand
<b>74,805,425</b>	<b>693,855</b>	<b>257,163</b>
Mexico	Vietnam	Malaysia
<b>35,271,745</b>	<b>646,089</b>	<b>252,000</b>
Hong Kong	Australia	Bahrain
<b>25,400,281</b>	<b>622,068</b>	<b>245,784</b>
Republic of Korea	New Zealand	Indonesia
<b>18,781,247</b>	<b>611,076</b>	<b>213,974</b>
Singapore	Philippines	Colombia
<b>11,739,524</b>	<b>545,481</b>	<b>144,294</b>
EUN	French Polynesia	Honduras
<b>7,832,687</b>	<b>466,906</b>	<b>76,244</b>
Puerto Rico	Kuwait	South Africa
<b>6,218,125</b>	<b>464,440</b>	<b>74,188</b>

## 2011 Total Lbs

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



## Monterey County Crops at Heart of New Meal Requirements

By Linda McGlone, M.P.H., Special Projects, Monterey County Health Department

I was recently at a community event and saw teens eating bags of what I thought was orange candy. Tired of asking event organizers to provide healthy snacks, imagine my delight to see that these teens were happily munching on bags of Taylor Farms carrot chips!

Obesity is a significant public health problem, leading to increases in diabetes and heart disease. Recent data indicates that about 13% of Monterey County teens are obese, along with approximately 17% of U.S. adolescents.

To combat this epidemic, the National School Lunch Program was overhauled, effective school year 2012-13, to increase the availability of fruits, vegetables, and whole grains in the school menu. Under the new guidelines, students must be offered both fruits and vegetables every day of the week. In 2011 the National School Lunch Program provided nutritionally balanced, low-cost or free lunches to more than 31 million children each school day.

### **New nutrition standards emphasize the crops grown in Monterey County:**

Lettuce, broccoli, strawberries, carrots, and spinach all made the list of Monterey County's top crops and the USDA's list of those vegetables that must be offered daily in national school lunches. The required serving of these vegetables is  $\frac{3}{4}$  cup per day for students in kindergarten through 8th grade, and 1 cup for grades 9 through 12. The USDA encourages school food service directors to incorporate salad bars, which have been shown to significantly increase students' daily fruit and vegetable consumption by 1 serving per day.

The carrot chips that I mistook for candy highlight both the nutritional value of Monterey County crops and the industry's innovative packaging of fresh products. Clearly, Monterey County growers and shippers are uniquely positioned to meet the needs of the school food service market and to lower childhood obesity at a national level.

***“Childhood obesity is a significant problem and we recognize these healthy products as important tools in reducing this epidemic.”***

*Ray Bullick, Director,  
Monterey County Department  
of Health*

# 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>	
<i>Urophora sirunaseva</i> , <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>Chromola juncea</i>	Mechanical/Chemical	One Infestation
Puna Grass, <i>Achnatherum brachychaetum</i>	Mechanical/Chemica	Nine Infestation

*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

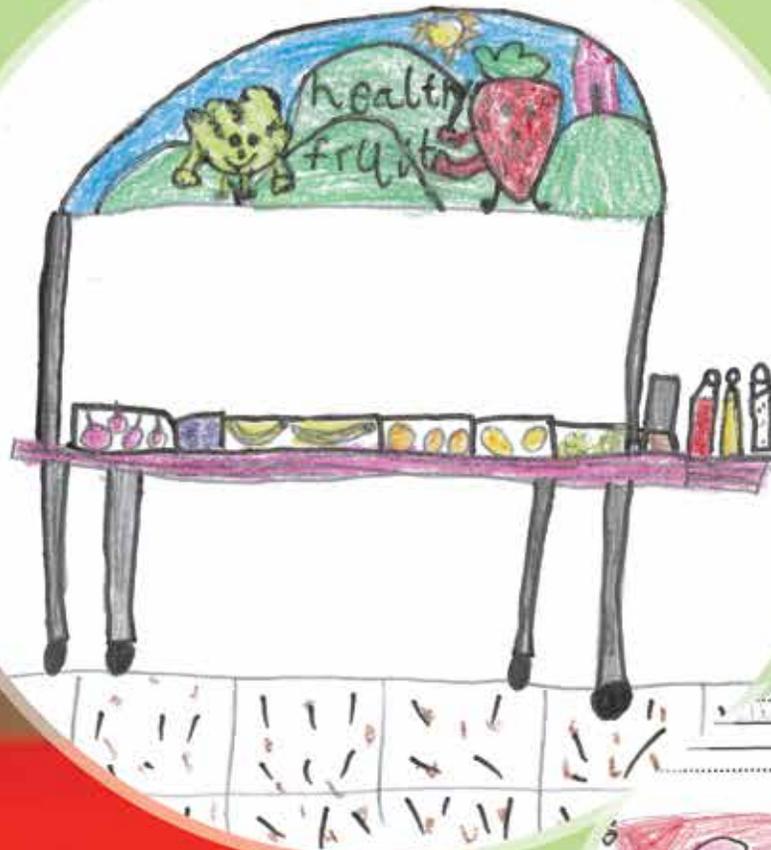
Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect pests before they become established over an area so large that eradication is no longer biologically or economically feasible. Pest exclusion 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	3,602
Melon Fruit Fly	Vegetable Gardens	1,120
Mexican Fruit Fly	Fruit Trees	3,051
Oriental Fruit Fly	Fruit Trees	1,503
Misc. Fruit Flies	Fruits and Vegetables	1,153
European Corn Borer	Grains and Vegetables	67
Gypsy Moth	Shade Trees	664
Japanese Beetle	Turf, Roses	605
Trogoderma Beetle	High Hazard Commodities	16
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	9,721
Light Brown Apple Moth	Ornamental/Commercial Crops	6,599
European Grapevine Moth	Grapes	24,324
Asian Citrus Psyllid	Citrus	2,126

Pest detection trapping activities accounted for 9,316 hours, with a total of 54,535 trap services being made. Seventeen commercial crop sites (5 net/212.5 gross acres) were inspected for presence of invasive pests. Thirty-three and a half hours were utilized on inspection/identification of public-reported pests. Fifteen high hazard locations were inspected and 89 miles of entryways surveyed, accounting for 57.5 and 33.5 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 thirty-one farms, totaling approximately 22,288 acres of crop land and 9,842 rangeland were registered in Monterey County in 2012. 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 2012 was \$182,656,557. This compares with 2011 where we had 19,863 production acres and 9,929 acres of rangeland with an estimated value of \$170,352,183.



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