

*John Steinbeck*

# Monterey County Crop Report 2009



# Monterey County Agricultural Commissioner's Office

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# MONTEREY COUNTY

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**A.G. Kawamura**, Secretary  
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*and*

The Honorable Board of Supervisors of Monterey County

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

It is a pleasure to present the 2009 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 over \$4 billion for Monterey County, an increase of 5.4% percent over 2008. As is typical with our diverse mix of crops, some crops showed increases, and others suffered declines. Leaf lettuce value was up 13% over 2008 and head lettuce was down 5%, which is a continuing trend. Strawberry value increased 22% and has for the first time become our number one crop, surpassing leaf lettuce. Other crops showing notable increases were celery (\$50.1 million), raspberries (\$10 million), rappini (\$6.5 million) and miscellaneous vegetables (\$6.5 million). Crops showing significant dollar decreases were citrus (\$10 million), artichokes (\$18.5 million), asparagus (\$4.6 million), nursery crops (\$31.5 million) and spring mix (\$6 million). Salad products were also down \$9.5 million but this largely represents better reporting to separate individual salad commodities.

While the overall production value shows a significant increase over the prior year, 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 have little 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 actually increased in a time of general economic downturn reflects positively on the diversity and importance of our agriculture industry. Monterey County has 27 crops with a value greater than \$10 million and 11 crops with a value of over \$100 million.

This year's crop report features Salinas' National Steinbeck Center, a living museum for Salinas Valley culture and commerce. We would like to thank the National Steinbeck Center for their contribution to the cover of this year's Crop Report, and for their featured article.

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, Maria Peterson, Juanita Adame 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

# *The National Steinbeck Center: Salinas' Crowned Jewel*



*The National Steinbeck Center is one of the key cultural destinations in Monterey County, located in John Steinbeck's hometown of Salinas, in the heart of Steinbeck Country. Rooted in the earth and the people of the Salinas Valley, author John Steinbeck achieved worldwide recognition for his keen observations and powerful descriptions of the human condition. He championed the forgotten and disenfranchised while affirming the strength of the human spirit. His life was as rich and provocative as the Salinas Valley he immortalized in his writing. Steinbeck drew his inspiration from this land and became known throughout the world, receiving the Nobel Prize for Literature in 1962.*

*The Museum offers three distinct visitor experiences in literature and history, agriculture and art, as well as special events and educational programs.*

*In the John Steinbeck Exhibition Hall, literature jumps off the printed page and into your imagination. Discover Steinbeck's world through interactive, multi-sensory exhibits for all ages, rare artifacts and seven themed theaters showcasing *East of Eden*, *Cannery Row*, *Of Mice and Men*, *The Grapes of Wrath* and much more.*

*Explore the stories of the Salinas Valley "from field to fork" in the Rabobank Agriculture Museum. Salinas has long been known as "the Salad Bowl of the World" and this hands-on permanent exhibit celebrates the history, people and technology of the agricultural industry.*

*There is always something new to enjoy at the National Steinbeck Center! The Center offers numerous art and cultural events, changing art exhibitions and programs throughout the year. If you have not been to the Center in a while, you might be surprised by what you have been missing:*

- *Ag Forum, a series of luncheons that examine current issues affecting agriculture.*
- *The Valley of the World Award Event, which honors people who have contributed significantly to the agricultural community. Congratulations to the 2010 honorees who include Tom Nunes and Bob Nunes, Jack T. Baillie, Richard R. Smith and Claudia A. Smith, and Burton Anderson.*
- *The Authors Series, as the largest literary museum in the United States, the National Steinbeck Center is more than just a literary home for John Steinbeck. Through the year-round Authors Series, the Center invites local, national and international authors to come speak about their works, processes and lives.*
- *Cultural programs, which relate to the changing exhibitions and which can be as diverse as a Lion dance at the opening of the Chinese Exhibition, Aztecan dancers on the Day of the Dead, and art and science workshops on Earth Day in conjunction with the Gabilan Watershed exhibition.*
- *The Steinbeck Young Authors Program, an innovative writing program that reaches thousands of students in schools throughout Monterey County and beyond.*
- *The Kids Club, an affordable, innovative and educational program for children 12 and younger that invites students to create original artwork, to meet authors and illustrators, and to discover the performing arts and more.*
- *The Annual Steinbeck Festival, a four-day festival held every August featuring talks, tours, films and the visual and performing arts. This year the theme of the festival will be “Journeys: Steinbeck Around the World” and will feature speakers and artists from all over the world who will talk about Steinbeck’s universal significance.*

*Our Museum Store is Salinas’ remaining book store. The store features a large selection of books by or about John Steinbeck, books about Monterey County, best sellers, books by authors who have appeared at the Center, and unique gifts. Members receive a discount in the store, and the store can order books from over one million titles.*

*The Center is a wonderful attraction for school groups and adult tours and a unique venue for special events. The Center has several spaces available for rental and can accommodate from 10 to 600 people. It is an ideal backdrop for private dinners, wedding receptions and corporate meetings. Funds raised through admissions, memberships, programs, museum store sales, events and donations help support the Center, which is a 501(C)3 non-profit institution.*

*For more information about the Center, please visit our website at [www.steinbeck.org](http://www.steinbeck.org).*



# Vegetable Crops

CROP <sup>1</sup>	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER	
			PER ACRE	TOTAL		UNIT	TOTAL <sup>2</sup>
Anise	2009	649	17.19	11,200	ton	\$585.71	\$6,560,000
	2008	638	14.16	9,030	ton	\$598.38	\$5,403,000
Artichokes	2009	4,375	7.72	33,800	ton	\$1,422.61	\$48,084,000
	2008	5993	8.04	48,200	ton	\$1,382.61	\$66,642,000
Asparagus	2009	2,952	3.51	10,400	ton	\$1,485.20	\$15,446,000
	2008	4,064	3.27	13,300	ton	\$1,509.27	\$20,073,000
Bok Choy	2009	384	19.01	7,300	ton	\$282.58	\$2,063,000
	2008	430	19.07	8,200	ton	\$266.29	\$2,184,000
Broccoli, Fresh	2009	47,793	7.17	343,000	ton	\$641.47	\$220,024,000
	2008	43,218	7.70	333,000	ton	\$638.76	\$212,707,000
Food Service <sup>3</sup>	2009	N/A	N/A	72,900	ton	\$593.71	\$43,281,000
	2008	N/A	N/A	75,100	ton	\$598.86	\$44,974,000
Processing <sup>4</sup>	2009	N/A	N/A	32,000	ton	\$529.10	\$16,931,000
	2008	N/A	N/A	35,000	ton	\$526.53	\$18,429,000
Broccoli, Total	2009	56,423	N/A	N/A	N/A	N/A	\$280,236,000
	2008	52,516	N/A	N/A	N/A	N/A	\$276,110,000
Cabbage, Fresh	2009	3,101	19.60	60,800	ton	\$360.47	\$21,917,000
	2008	3,169	19.75	62,600	ton	\$365.83	\$22,901,000
Food Service/ Processing	2009	N/A	N/A	40,800	ton	\$324.42	\$13,236,000
	2008	N/A	N/A	38,100	ton	\$324.64	\$12,369,000
Cabbage, Total	2009	5,183	N/A	N/A	N/A	N/A	\$35,153,000
	2008	5,098	N/A	N/A	N/A	N/A	\$35,270,000
Carrots, Fresh	2009	1,476	20.28	29,900	ton	\$388.66	\$11,621,000
	2008	1,588	20.52	32,600	ton	\$389.13	\$12,686,000
Food Service	2009	N/A	N/A	31,200	ton	\$342.42	\$10,684,000
	2008	N/A	N/A	32,300	ton	\$347.67	\$11,230,000
Carrots, Total	2009	1,896	N/A	N/A	N/A	N/A	\$22,305,000
	2008	3,162	N/A	N/A	N/A	N/A	\$23,916,000
Cauliflower, Fresh	2009	15,882	8.79	140,000	ton	\$689.01	\$96,461,000
	2008	14,290	9.08	130,000	ton	\$678.69	\$88,230,000
Food Service/ Processing	2009	N/A	N/A	25,800	ton	\$603.85	\$15,579,000
	2008	N/A	N/A	22,100	ton	\$598.96	\$13,237,000
Cauliflower, Total	2009	18,817	N/A	N/A	N/A	N/A	\$112,040,000
	2008	16,723	N/A	N/A	N/A	N/A	\$101,467,000

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

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

<sup>3</sup> "Food Service" commodities are destined to be sold to restaurants and food service companies for the preparation of meals eaten away from home, sold in larger packages

<sup>4</sup> "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	
			PER ACRE	TOTAL		UNIT	TOTAL
<b>Celery, Fresh</b>	2009	10,918	38.74	423,000	ton	\$385.64	\$163,126,000
	2008	9,512	37.62	358,000	ton	\$313.92	\$112,383,000
Food Service	2009	N/A	N/A	34,200	ton	\$266.10	\$9,101,000
	2008	N/A	N/A	33,600	ton	\$266.68	\$8,960,000
Celery, Total	2009	11,801	N/A	N/A	N/A	N/A	\$172,227,000
	2008	10,405	N/A	N/A	N/A	N/A	\$121,343,000
<b>Chard</b>	2009	778	9.34	7,270	ton	\$882.70	\$6,417,000
	2008	767	9.27	7,100	ton	\$845.54	\$6,003,000
<b>Cilantro</b>	2009	729	7.86	5,730	ton	\$813.74	\$4,663,000
	2008	877	8.69	7,620	ton	\$806.75	\$6,147,000
<b>Herbs<sup>5</sup></b>	2009	104	6.81	708	ton	\$2,423.56	\$1,716,000
	2008	102	6.60	673	ton	\$1,832.35	\$1,233,000
<b>Kale</b>	2009	1,948	12.01	23,400	ton	\$740.45	\$17,327,000
	2008	2,013	11.18	22,500	ton	\$762.09	\$17,147,000
<b>Leeks</b>	2009	197	12.96	2,560	ton	\$1,104.93	\$2,829,000
	2008	185	12.85	2,380	ton	\$1,185.53	\$2,822,000
<b>Lettuce, Total<sup>6</sup></b>	2009	143,000	N/A	N/A	N/A	N/A	\$1,172,522,000
	2008	150,246	N/A	N/A	N/A	N/A	\$1,112,108,000
<b>Misc. Vegetables, Fresh<sup>7</sup></b>	2009	3,863	7.33	28,300	ton	\$1,219.73	\$34,518,000
	2008	3,358	6.69	22,500	ton	\$1,180.96	\$26,572,000
Food Service	2009	N/A	N/A	122,000	ton	\$622.59	\$75,956,000
	2008	N/A	N/A	119,000	ton	\$629.64	\$74,927,000
Processing	2009	N/A	N/A	49,100	ton	\$399.00	\$19,591,000
	2008	N/A	N/A	53,100	ton	\$415.46	\$22,061,000
Misc. Vegetables, Total	2009	27,205	N/A	N/A	N/A	N/A	\$130,065,000
	2008	26,724	N/A	N/A	N/A	N/A	\$123,560,000
<b>Mushrooms</b>	2009	157	N/A	37,264,000	lbs	\$1.85	\$68,938,000
	2008	150	N/A	44,084,000	lbs	\$1.63	\$71,857,000
<b>Napa</b>	2009	439	31.49	13,800	ton	\$331.82	\$4,579,000
	2008	500	29.73	14,900	ton	\$311.93	\$4,648,000
<b>Onions, Dry</b>	2009	2,210	22.99	50,800	ton	\$200.34	\$10,177,000
	2008	2,091	25.01	52,300	ton	\$200.87	\$10,506,000
<b>Onions, Green</b>	2009	1,456	14.57	21,200	ton	\$1,308.65	\$27,743,000
	2008	1,396	15.02	21,000	ton	\$1,288.60	\$27,061,000
<b>Parsley</b>	2009	471	18.27	8,600	ton	\$710.38	\$6,109,000
	2008	450	18.50	8,330	ton	\$712.20	\$5,933,000

<sup>5</sup> Includes: Oregano, Rosemary, and Thyme

<sup>6</sup> See Lettuce Production for detailed information, Page 13

<sup>7</sup> Includes: Arugula, Beans, Beets, Broccolini, Brussel Sprouts, Cactus Pears, Cardone, Chicory, Collard Greens, Corn, Cucumbers, Fava Beans, Fennel, Frisee, Garlic, Mache, Mustard, Potato, Pumpkins, and Turnips

# Vegetable Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Peas <sup>8</sup>	2009	1,731	N/A	N/A	N/A	N/A	\$27,407,000
	2008	1,803	N/A	N/A	N/A	N/A	\$30,471,000
Peppers <sup>9</sup>	2009	1,288	18.54	23,900	ton	\$385.18	\$9,206,000
	2008	874	18.31	16,000	ton	\$392.46	\$6,279,000
Radicchio	2009	2,431	4.04	9,820	ton	\$1,790.86	\$17,586,000
	2008	2,412	4.11	9,910	ton	\$1,364.12	\$13,518,000
Radish	2009	148	14.85	2,200	ton	\$470.22	\$1,034,000
	2008	159	14.92	2,370	ton	\$474.13	\$1,124,000
Rappini	2009	4,170	3.15	13,100	ton	\$1,912.89	\$25,059,000
	2008	3,437	3.72	12,800	ton	\$1,453.53	\$18,605,000
Salad Products	2009	N/A	N/A	230,000	ton	\$414.10	\$95,243,000
	2008	N/A	N/A	251,600	ton	\$416.27	\$104,734,000
Spinach, Fresh	2009	9,000	10.64	95,800	ton	\$914.22	\$87,582,000
	2008	8,901	10.73	95,500	ton	\$925.02	\$88,339,000
Food Service	2009	N/A	N/A	24,800	ton	\$827.29	\$20,517,000
	2008	N/A	N/A	22,100	ton	\$862.91	\$19,070,000
Value Added <sup>10</sup>	2009	N/A	N/A	28,800	ton	\$829.74	\$23,897,000
	2008	N/A	N/A	27,200	ton	\$867.46	\$23,595,000
Spinach, Total	2009	9,519	N/A	N/A	N/A	N/A	\$131,996,000
	2008	13,495	N/A	N/A	N/A	N/A	\$131,004,000
Spring Mix	2009	12,867	9.04	116,000	ton	\$1,434.17	\$166,364,000
	2008	12,901	9.40	121,000	ton	\$1,424.68	\$172,386,000
Squash	2009	318	10.55	3,360	ton	\$600.76	\$2,019,000
	2008	300	10.59	3,170	ton	\$603.85	\$1,914,000
Tomatoes	2009	665	19.18	12,800	ton	\$675.81	\$8,650,000
	2008	695	20.02	13,900	ton	\$676.86	\$9,408,000
<b>Vegetable Crops TOTAL ACRES</b>	<b>2009</b>	<b>314,311</b>					<b>\$2,631,763,000</b>
	<b>2008</b>	<b>320,606</b>					<b>\$2,530,876,000</b>



<sup>8</sup> Includes: Food Service and Processing

<sup>9</sup> Includes: Chili and Bell Peppers

<sup>10</sup> "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.



# Fruit & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER UNIT	
			PER ACRE	TOTAL		UNIT	TOTAL
Avocados	2009	221	.50	111	ton	\$2,202.47	\$244,000
	2008	221	1.58	350	ton	\$1,948.01	\$682,000
Citrus	2009	1,277	26.16	33,400	ton	\$357.43	\$11,938,000
	2008	1,215	27.52	33,400	ton	\$659.89	\$22,040,000
Grapes <sup>1</sup>	2009	41,114	4.99	205,000	ton	\$1,161.38	\$238,082,000
	2008	40,144	5.01	201,000	ton	\$1,185.90	\$238,366,000
Raspberries	2009	600	15.00	9,000	ton	\$3,778.67	\$34,008,000
	2008	515	11.98	6,170	ton	\$3,909.93	\$24,124,000
Strawberries	2009	11,247	34.00	382,000	ton	\$1,953.04	\$746,061,000
	2008	10,449	32.39	338,000	ton	\$1,776.67	\$600,514,000
Processing	2009	N/A	N/A	18,000	ton	\$560.17	\$10,083,000
	2008	N/A	N/A	31,000	ton	\$604.95	\$18,753,000
Strawberries, Total	2009	11,247	N/A	400,000	ton	N/A	\$756,144,000
	2008	10,449	N/A	369,000	ton	N/A	\$619,267,000
Walnuts	2009	446	0.89	397	ton	\$1,500.00	\$596,000
	2008	466	0.93	432	ton	\$1,147.20	\$496,000
Misc. Fruit <sup>2</sup>	2009	190	7.71	1,470	ton	\$1,137.86	\$1,673,000
	2008	195	8.34	1,630	ton	\$1,068.85	\$1,742,000
<b>Fruit &amp; Nut Crops</b>	<b>2009</b>	<b>55,095</b>					<b>\$1,042,685,000</b>
<b>TOTAL ACRES</b>	<b>2008</b>	<b>53,205</b>					<b>\$906,717,000</b>



<sup>1</sup> Represents Bearing Acres only; See Grape Production for detail information, Page 14

<sup>2</sup> Includes: Apples, Blackberries, Blueberries, Kiwi, and Olives



# Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed, All	2009	3,441	0.98	3,370	ton	\$1,884.13	\$6,350,000
	2008	3,557	0.92	3,290	ton	\$1,732.73	\$5,701,000
Misc. Seed <sup>1</sup>	2009	1,489	2.00	2,980	ton	\$992.04	\$2,956,000
	2008	1,438	2.47	3,550	ton	\$749.79	\$2,662,000
<b>Seed Production</b>	<b>2009</b>	<b>4,930</b>					<b>\$9,306,000</b>
<b>TOTAL ACRES</b>	<b>2008</b>	<b>4,995</b>					<b>\$8,363,000</b>



# Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2009	N/A	22,300	lbs	\$1.35	\$30,100
	2008	N/A	19,980	lbs	\$1.25	\$25,000
Pollination <sup>2</sup>	2009	350	N/A	colony	\$40.00	\$14,000
	2008	266	N/A	colony	\$44.00	\$11,700
Wax	2009	N/A	950	lbs	\$2.25	\$2,140
	2008	N/A	860	lbs	\$2.20	\$1,890
<b>Apiary Production</b>	<b>2009</b>					<b>\$46,200</b>
<b>TOTAL ACRES</b>	<b>2008</b>					<b>\$38,600</b>

<sup>1</sup> Includes: Barley, Beans, Broccoli, Cauliflower, Celery, Oats, Peas, Radish, Rapeseed, Rye, Soybean, and Wheat

<sup>2</sup> Crops Pollinated: Apple, Broccoli, Caneberries, Carrot, Cauliflower, Kale, Melon, Onion, Parsley, Pepper, Spinach, and Squash



# Livestock & Poultry

<b>CROP</b>	<b>YEAR</b>	<b>HEAD</b>	<b>PRODUCTION</b>	<b>UNIT</b>	<b>VALUE PER UNIT</b>	<b>TOTAL</b>
<b>Cattle &amp; Calves</b>	<b>2009</b>	<b>43,500</b>	<b>278,000</b>	<b>cwt</b>	<b>\$72.00</b>	<b>\$20,016,000</b>
	<b>2008</b>	<b>44,200</b>	<b>282,000</b>	<b>cwt</b>	<b>\$72.00</b>	<b>\$20,304,000</b>
<b>Stocker</b>	<b>2009</b>	<b>45,000</b>	<b>109,000</b>	<b>cwt</b>	<b>\$97.00</b>	<b>\$10,573,000</b>
	<b>2008</b>	<b>43,500</b>	<b>105,000</b>	<b>cwt</b>	<b>\$96.00</b>	<b>\$10,080,000</b>
<b>Sheeps &amp; Lambs</b>	<b>2009</b>	<b>2,200</b>	<b>3,750</b>	<b>cwt</b>	<b>\$89.00</b>	<b>\$334,000</b>
	<b>2008</b>	<b>2,200</b>	<b>3,750</b>	<b>cwt</b>	<b>\$91.00</b>	<b>\$341,000</b>
<b>Hogs</b>	<b>2009</b>	<b>1,400</b>	<b>266,000</b>	<b>lbs</b>	<b>\$0.40</b>	<b>\$106,000</b>
	<b>2008</b>	<b>1,300</b>	<b>247,000</b>	<b>lbs</b>	<b>\$0.49</b>	<b>\$121,000</b>
<b>Wool</b>	<b>2009</b>	<b>N/A</b>	<b>17,000</b>	<b>lbs</b>	<b>\$0.30</b>	<b>\$5,100</b>
	<b>2008</b>	<b>N/A</b>	<b>18,000</b>	<b>lbs</b>	<b>\$0.35</b>	<b>\$6,300</b>
<b>Misc. Livestock<sup>1</sup> &amp; Poultry<sup>2</sup> Products</b>	<b>2009</b>					<b>\$9,340,000</b>
	<b>2008</b>					<b>\$9,383,000</b>
<b>Livestock &amp; Poultry TOTAL</b>	<b>2009</b>					<b>\$40,374,000</b>
	<b>2008</b>					<b>\$40,235,000</b>



<sup>1</sup> Includes: Calves, Cull Cows, Dairy Cows, Milk Manufacturing, and Milk Market

<sup>2</sup> Includes: Eggs, Fertilizer, Hatcheries, and Poultry



# Cut Flowers & Cut Foliage

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2009	4.31	77,000	per bunch	\$1.81	\$139,000
	2008	8.44	151,000	per bunch	\$1.86	\$281,000
Asiatic Lily	2009	3.22	132,000	per bunch	\$4.15	\$548,000
	2008	3.64	171,000	per bunch	\$4.15	\$710,000
Carnations	2009	13.71	5,264,000	per bloom	\$0.22	\$1,158,000
	2008	14.14	5,429,000	per bloom	\$0.29	\$1,574,000
Chrysanthemums	2009	22.08	1,814,000	per bloom	\$0.41	\$744,000
	2008	23.81	1,956,000	per bloom	\$0.41	\$802,000
Eucalyptus	2009	80.37	222,000	per bunch	\$1.51	\$335,000
	2008	78.57	340,000	per bunch	\$1.59	\$541,000
Gerbera	2009	9.58	5,879,000	per bloom	\$0.33	\$1,940,000
	2008	11.43	6,720,000	per bloom	\$0.32	\$2,150,000
Iris	2009	13.54	250,000	per bunch	\$2.99	\$748,000
	2008	15.94	294,000	per bunch	\$2.41	\$709,000
Miniature Carnations	2009	4.41	135,000	per bunch	\$1.50	\$203,000
	2008	6.80	208,000	per bunch	\$1.75	\$364,000
Misc. Cut Flowers & Cut Foliage <sup>1</sup>	2009	309.91	18,938,000	various	\$1.98	\$37,497,000
	2008	304.47	18,632,000	various	\$2.01	\$37,450,000
Oriental Lilies	2009	4.79	149,000	per bunch	\$9.46	\$1,410,000
	2008	5.68	158,000	per bunch	\$10.08	\$1,593,000
Roses <sup>2</sup>	2009	14.20	8,134,000	per bloom	\$0.33	\$2,684,000
	2008	14.04	8,209,000	per bloom	\$0.31	\$2,545,000
Snapdragon	2009	19.99	667,000	per bunch	\$3.48	\$2,321,000
	2008	20.13	688,000	per bunch	\$3.40	\$2,339,000
Tulips	2009	2.38	40,400	per bunch	\$4.46	\$180,000
	2008	3.00	64,800	per bunch	\$3.99	\$259,000
<b>Cut Flowers &amp; Cut Foliage</b>	<b>2009</b>	<b>502</b>				<b>\$49,907,000</b>
<b>TOTAL ACRES</b>	<b>2008</b>	<b>510</b>				<b>\$51,317,000</b>

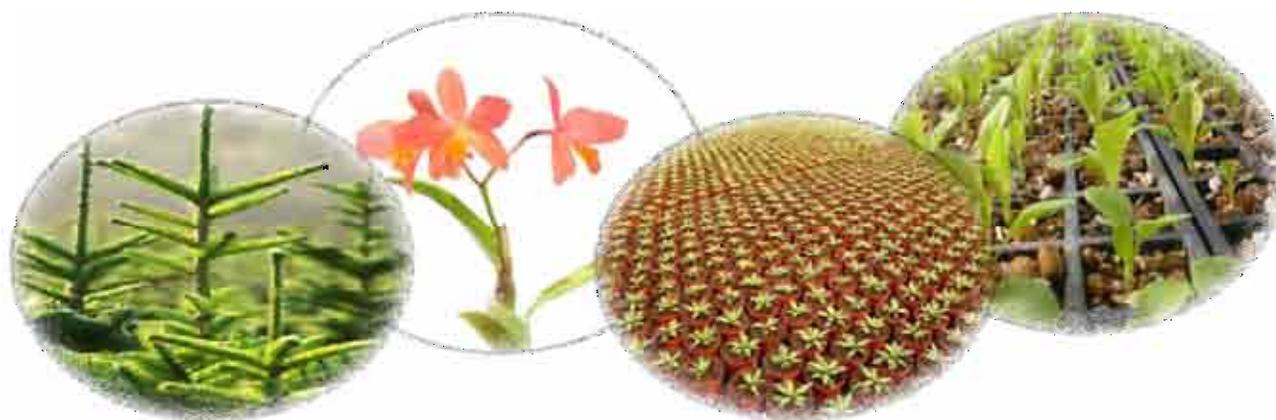
<sup>1</sup> Includes: Acidanthera, Amaranthus, Anemones, Anthurium, Asclepias, Asters, Atriplex, Belladonna, Bells of Ireland, Bird of Paradise, Bulperum, Calla Lily, Chocolate Cosmos, Coleus, Corn Flower, Crocosmia, Curly Willow, Cyclamen, Daffodils, Dahlias, Delphinium, Dracaena, Dusty Miller, Euphorbia, Ferns, Freesia, Gardenia, Gladiolus, Godetia, Heather, Hydrangea, Kale, Kangaroo Paw, Larkspur, Lavender, Leather Leaf, Leptospermum, Limonium, Lisianthus, Marigold, Matricaria, Millet, Mums, Narcissus, Nerines, Pachira, Plumosus, Portulaca, Protea, Ranunculus, Rosemary, Safflower, Scabiosa, Statice, Stock, Sunflower, Sweet Peas, Tuberose, Yarrow, and Zantedeschia

<sup>2</sup> Combined figures are Miniature Roses and Standard Roses



# Nursery Products

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2009	180.00	37,721,000	per plant	\$0.51	\$19,238,000
	2008	199.89	41,889,000	per plant	\$0.52	\$21,782,000
Misc. Nursery Products <sup>1</sup>	2009	1,175.56	23,093,000	various	\$0.89	\$20,553,000
	2008	484.00	3,841,000	various	\$3.10	\$11,907,000
Orchids	2009	78.93	8,911,000	per plant	\$7.86	\$70,040,000
	2008	90.05	10,809,000	per plant	\$9.21	\$99,551,000
Poinsettia	2009	95.93	2,382,000	per plant	\$5.18	\$12,339,000
	2008	118.46	2,941,000	per plant	\$6.32	\$18,587,000
Potted Plants	2009	271.13	20,007,000	per plant	\$2.97	\$59,421,000
	2008	282.46	22,518,000	per plant	\$2.79	\$62,825,000
Propagative Materials	2009	12.81	3,332,000	per plant	\$0.45	\$1,499,000
	2008	13.64	3,633,000	per plant	\$0.48	\$1,744,000
Vegetable Transplants	2009	129.36	2,691,787,000	per plant	\$0.02	\$53,836,000
	2008	123.43	2,568,392,000	per plant	\$0.02	\$51,368,000
Woody Ornamentals	2009	45.50	1,554,000	per plant	\$4.98	\$7,739,000
	2008	44.50	1,517,000	per plant	\$4.63	\$7,024,000
Nursery Products	2009	1,989				\$244,665,000
Total Acres	2008	1,356				\$274,788,000
<b>Overall Nursery<sup>2</sup></b>	<b>2009</b>	<b>2,491</b>				<b>\$294,572,000</b>
<b>TOTAL ACRES</b>	<b>2008</b>	<b>1,866</b>				<b>\$326,105,000</b>



<sup>1</sup> Includes: Begonia, Bromeliads, Bulbs, Christmas Trees, Clivia, Cornis, Cypress, Euonymus, Ficus, Fruit & Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf, and Water Pond Plants

<sup>2</sup> Totals from Cut Flower & Cut Foliage and Nursery Products.



# Field Crops

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER	
			PER ACRE	TOTAL		UNIT	TOTAL
Barley, Grain	2009	8,900	1.46	13,000	ton	\$91.24	\$1,186,000
	2008	8,600	1.37	11,800	ton	\$90.00	\$1,062,000
Beans <sup>1</sup>	2009	641	1.74	1,120	ton	\$1,450.54	\$1,625,000
	2008	583	1.23	717	ton	\$1,393.47	\$999,000
Hay, Alfalfa	2009	310	5.96	1,850	ton	\$156.69	\$290,000
	2008	200	5.69	1,140	ton	\$231.00	\$263,000
Misc. Field Crops <sup>2</sup>	2009	1,724	1.96	3,380	ton	\$120.00	\$406,000
	2008	2,450	1.92	4,700	ton	\$120.40	\$566,000
Oats <sup>3</sup>	2009	3,000	1.70	5,100	ton	\$121.90	\$622,000
	2008	3,088	1.97	6,080	ton	\$119.00	\$724,000
Wheat, Grain	2009	1,232	1.20	1,480	ton	\$120.47	\$178,000
	2008	1,200	1.25	1,500	ton	\$123.75	\$186,000
Rangeland	2009	1,066,538	N/A	N/A	acre	\$10.00	\$10,665,000
	2008	1,065,577	N/A	N/A	acre	\$10.00	\$10,656,000
<b>Field Crops</b>	<b>2009</b>	<b>1,082,345</b>					<b>\$14,972,000</b>
<b>TOTAL ACRES</b>	<b>2008</b>	<b>1,081,698</b>					<b>\$14,456,000</b>



<sup>1</sup> Includes: Pintos, Pink, Pinquito, Garbanzo, and Lima Beans

<sup>2</sup> Includes: Safflower, Pasture, and Barley

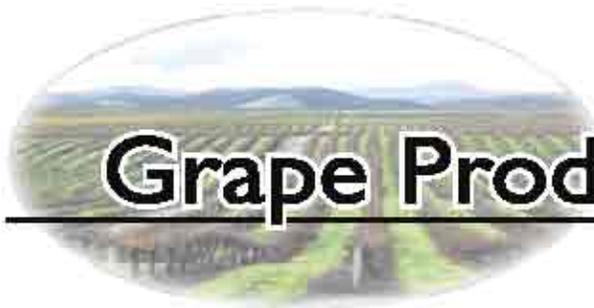
<sup>3</sup> Includes: Hay Oats and Misc. Oats



# Lettuce Production - Detail

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
<b>HEAD LETTUCE</b>							
Spring	2009	14,864					
	2008	17,215					
Summer	2009	15,391					
	2008	17,205					
Fall	2009	18,436					
	2008	20,499					
Naked Pack	2009	N/A	N/A	6,900,000	ctn	\$9.08	\$62,652,000
	2008	N/A	N/A	6,785,000	ctn	\$10.23	\$69,411,000
Wrapped Pack	2009	N/A	N/A	21,209,000	ctn	\$11.10	\$235,420,000
	2008	N/A	N/A	21,273,000	ctn	\$11.93	\$253,787,000
Head Lettuce, Bulk	2009	N/A	N/A	383,000	ton	\$360.00	\$137,880,000
	2008	N/A	N/A	361,000	ton	\$380.63	\$137,407,000
Head Lettuce, Total	2009	48,691	928	45,185,000	ctn	\$9.65	\$435,952,000
	2008	54,919	824*	45,234,000	ctn	\$10.18	\$460,605,000
<b>LEAF LETTUCE</b>							
Butter Leaf Lettuce	2009	1,498	1,200	1,798,000	ctn	\$8.91	\$16,020,000
	2008	1,681	1,181	1,987,000	ctn	\$7.42	\$14,744,000
Endive	2009	445	1,072	477,000	ctn	\$7.26	\$3,463,000
	2008	496	1,075	533,000	ctn	\$5.87	\$3,129,000
Escarole	2009	332	1,033	343,000	ctn	\$7.57	\$2,597,000
	2008	318	1,029	327,000	ctn	\$8.07	\$2,639,000
Green Leaf Lettuce	2009	8,292	1,013	8,400,000	ctn	\$8.44	\$70,896,000
	2008	8,546	1,010	8,633,000	ctn	\$7.68	\$66,301,000
Red Leaf Lettuce	2009	2,301	1,021	2,349,000	ctn	\$9.28	\$21,799,000
	2008	2,941	1,019	2,998,000	ctn	\$7.70	\$23,085,000
Romaine Lettuce	2009	33,150	1,099	36,432,000	ctn	\$10.73	\$390,915,000
	2008	32,121	1,120	35,978,000	ctn	\$9.54	\$343,230,000
Leaf Lettuce, Bulk	2009	N/A	N/A	592,000	ton	\$390.00	\$230,880,000
	2008	N/A	N/A	575,000	ton	\$345.00	\$198,375,000
Leaf Lettuce, Total	2009	94,491	896	84,623,000	ctn	\$8.70	\$736,570,000
	2008	95,327	888	84,723,000	ctn	\$7.69	\$651,503,000
<b>Lettuce Crop TOTAL</b>	2009	143,000		129,808,000	ctn		\$1,172,522,000
	2008	150,246		126,620,000	ctn		\$1,112,108,000

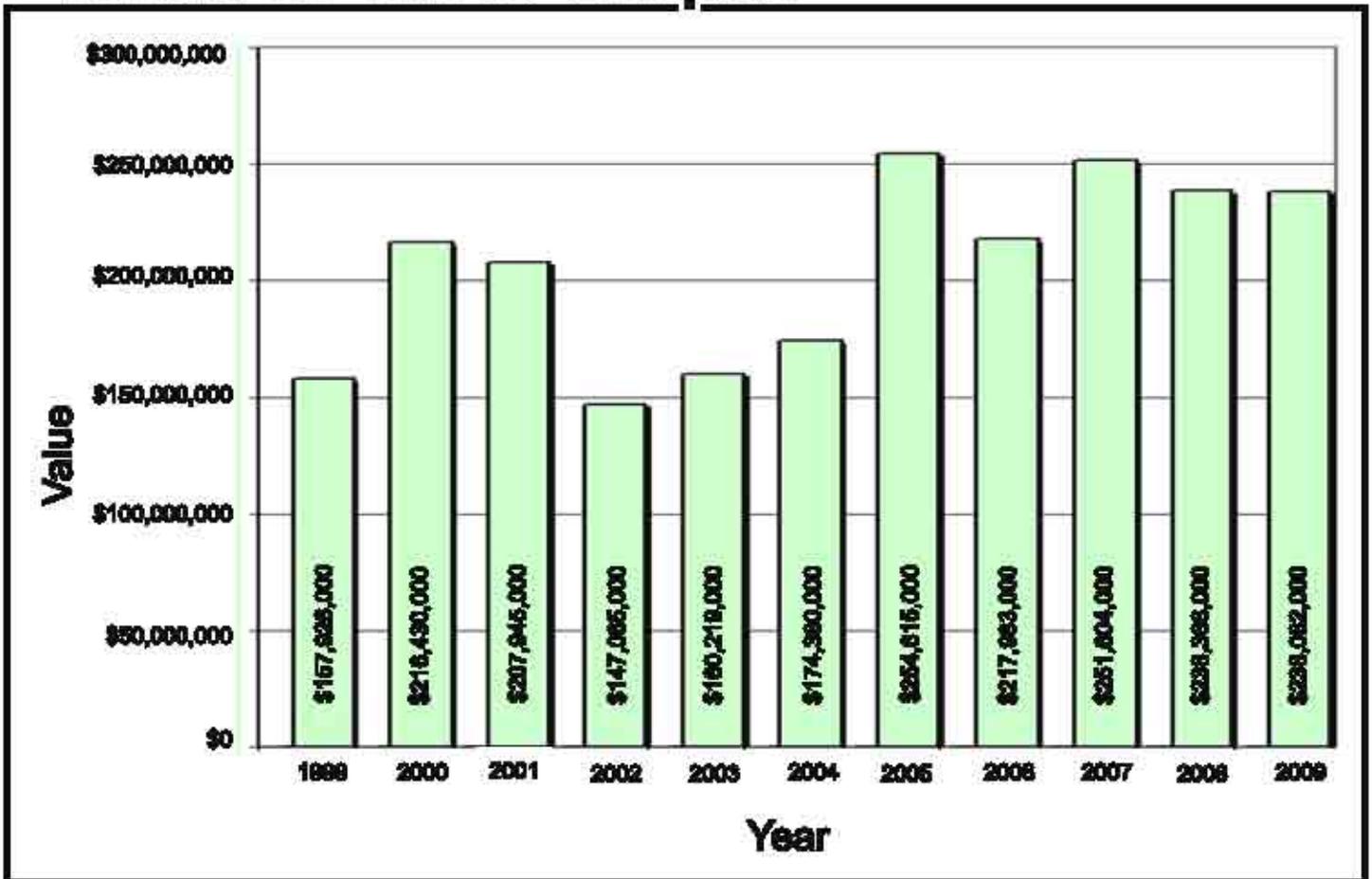
\* Corrected figure



# Grape Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bearing Acres	2009	41,114	4.99	205,000	ton	\$1,161.38	\$238,082,000
	2008	40,144	5.01	201,000	ton	\$1,185.90	\$238,366,000
Non-bearing/ Not Harvested	2009	3,975					
	2008	4,006					
Grape	2009	45,089					
TOTAL ACRES	2008	44,150					

## Monterey County's Value of Wine Grapes



# Grape Production

## TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	16,389	\$1,139	78,354	\$89,245,000
Riesling	1,922	\$1,088	13,911	\$15,135,000
Sauvignon Blanc	1,020	\$912	8,328	\$7,595,000
Pinot Grigio	1,236	\$1,132	5,524	\$6,253,000
Gewurztraminer	804	\$909	5,698	\$5,179,000
Muscat Canelli	162	\$1,086	1,240	\$1,347,000
Vioginier	163	\$1,603	260	\$417,000
Pinot Blanc	93	\$964	224	\$216,000
Albarino	7	\$1,772	116	\$206,000
Roussanne	73	\$2,351	70	\$165,000
Grenache Blanc	8	\$578	253	\$146,000
Chenin Blanc	145	\$655	217	\$142,000
Marsanne	18	\$1,020	116	\$118,000
Other Whites <sup>1</sup>	17	\$1,493	70	\$105,000

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	6,738	\$1,678	29,615	\$49,694,000
Cabernet Sauvignon	3,739	\$927	26,119	\$24,212,000
Merlot	5,137	\$990	23,555	\$23,319,000
Syrah/Shiraz	1,757	\$939	5,649	\$5,304,000
Cabernet Franc	701	\$1,010	4,333	\$4,376,000
Petit Verdot	98	\$1,188	1,100	\$1,307,000
Petite Sirah	243	\$1,060	1,137	\$1,205,000
Grenache	116	\$1,444	557	\$804,000
Malbec	155	\$1,038	496	\$515,000
Zinfandel, Red	179	\$938	429	\$402,000
Sangiovese	134	\$810	286	\$232,000
Tannat	2	\$1,092	207	\$226,000
Barbera	22	\$1,031	180	\$186,000
Other Reds <sup>2</sup>	36	\$1,835	17	\$31,000

<sup>1</sup> Muscat Giallo, Muscat Orange, Semillon, Sauvignon Musque, and Tocai Friulano

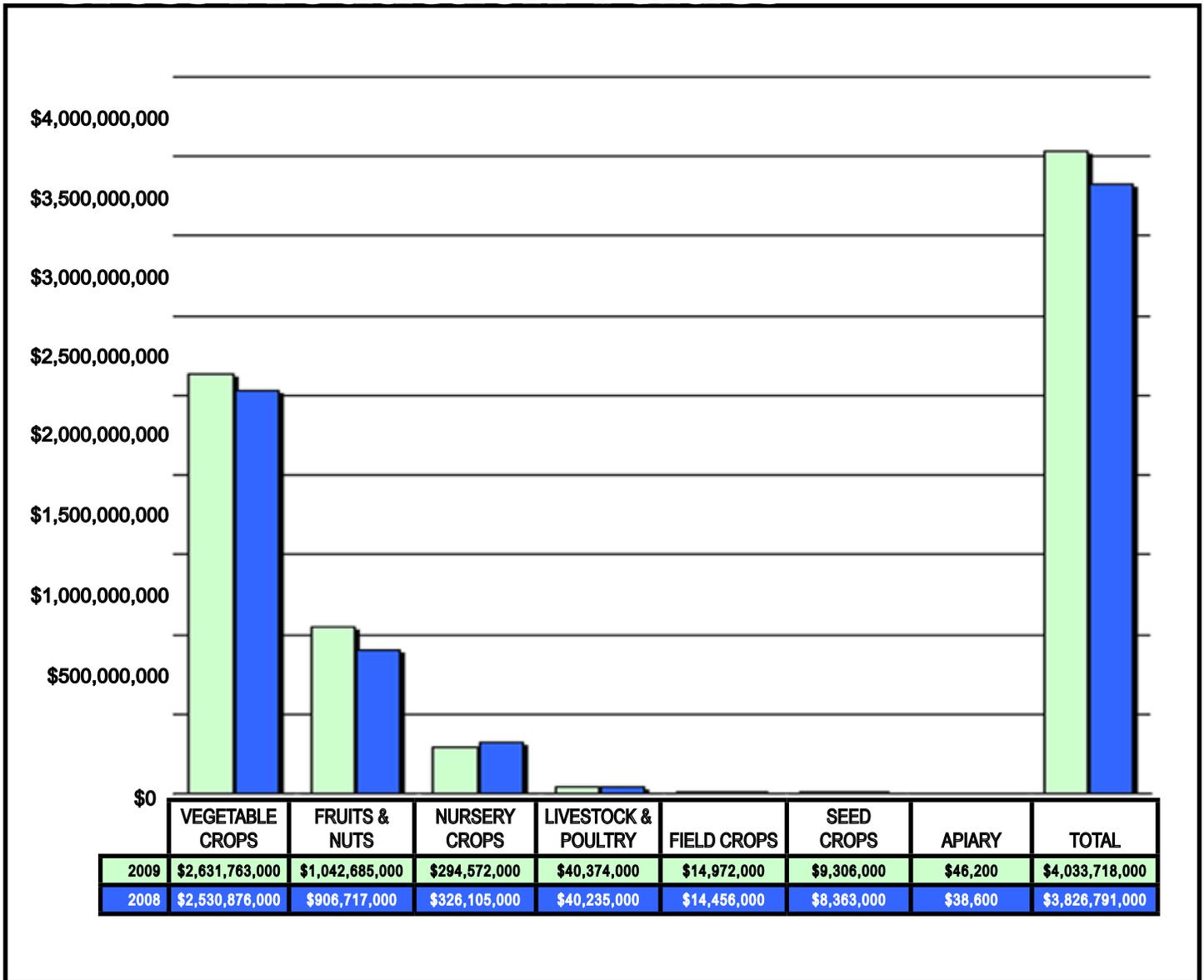
<sup>2</sup> Alicante Bouschet, Carignane, Charbono, Cinsaut, Dolcetto, Dornfelder, Graciano, Lagrein, Mataro, Nebbiolo, Negrette, Pfeffer Cabernet, Primitivo, Souzao, Tempranillo, Teroldego, Tinta Cao, Tourga Nacional, Touriga Francesca, Trousseau, and Valdiguie

# Monterey County's Ten Million Dollar Crops

<b>2009 CROP RANKING</b>	<b>CROPS</b>	<b>2009 CROP VALUE</b>	<b>2008 CROP RANKING</b>
1	Strawberries	\$756,144,000	2
2	Leaf Lettuce	\$736,570,000	1
3	Head Lettuce	\$435,952,000	3
4	Nursery	\$294,572,000	4
5	Broccoli	\$272,919,000	5
6	Grapes	\$238,082,000	6
7	Celery	\$172,086,000	10
8	Spring Mix	\$166,364,000	7
9	Spinach	\$131,996,000	8
10	Misc. Vegetables	\$130,065,000	9
11	Cauliflower	\$112,040,000	12
12	Salad Products	\$95,243,000	11
13	Mushrooms	\$68,938,000	13
14	Artichokes	\$48,084,000	14
15	Cabbage	\$35,153,000	15
16	Raspberries	\$34,008,000	19
17	Beef Cattle	\$30,589,000	17
18	Onions, Green	\$27,743,000	18
19	Peas	\$27,407,000	16
20	Rappini	\$25,059,000	23
21	Carrots	\$22,851,000	20
22	Radicchio	\$17,586,000	25
23	Kale	\$17,327,000	24
24	Asparagus	\$15,446,000	22
25	Citrus	\$11,938,000	21
26	Rangeland	\$10,670,000	26
27	Onions, Dry	\$10,177,000	27



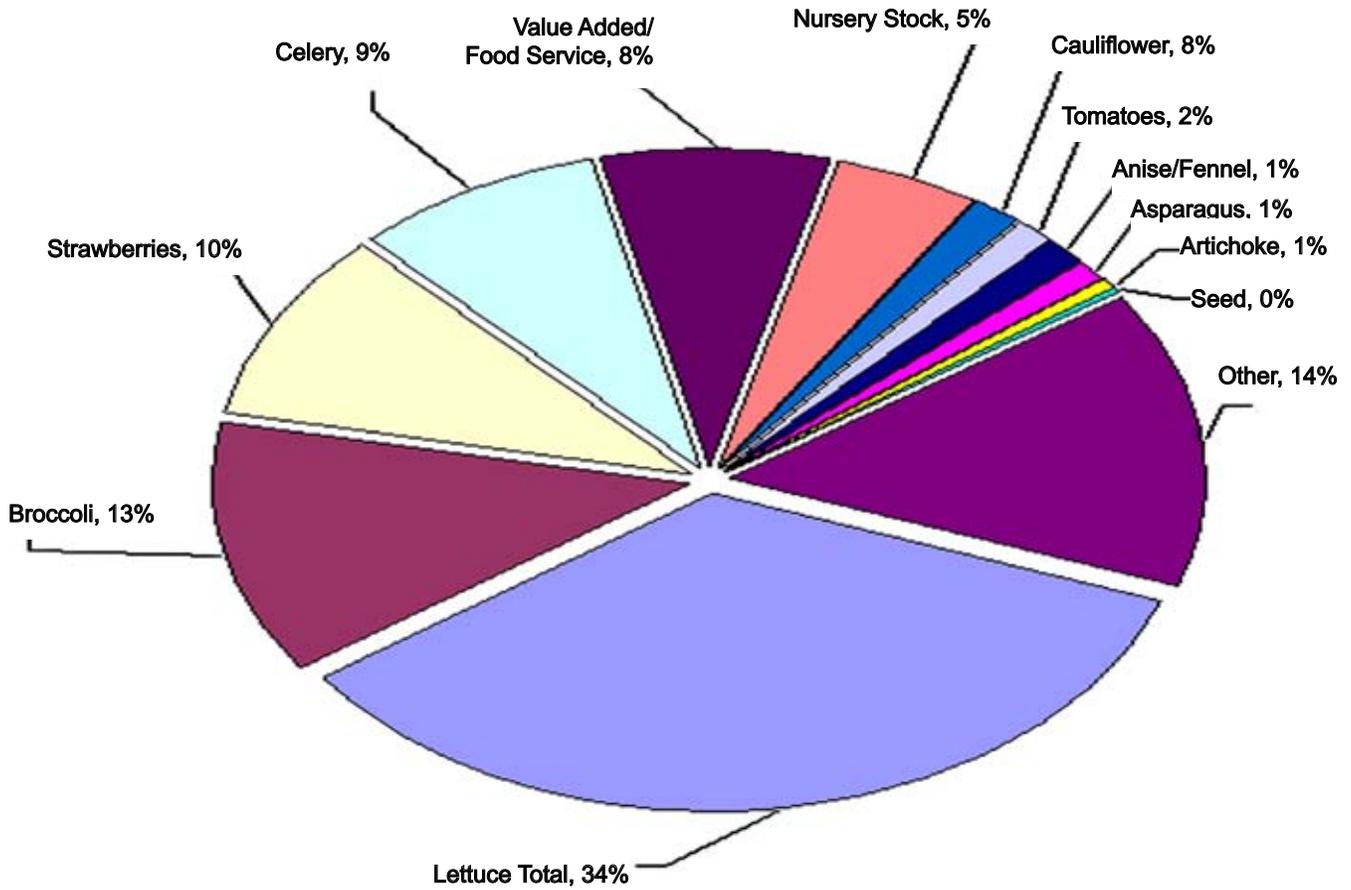
# Monterey County's Gross Production Values



## Summary of Crop Categories and Total

CATEGORIES	2009 TOTAL VALUE	2008 TOTAL VALUE
Vegetable Crops	\$2,631,763,000	\$2,530,876,000
Fruit & Nuts	\$1,042,685,000	\$906,717,000
Nursery Crops	\$294,572,000	\$326,105,000
Livestock & Poultry	\$40,374,000	\$40,235,000
Field Crops	\$14,972,000	\$14,456,000
Seed Crops	\$9,306,000	\$8,363,000
Apiary	\$46,200	\$38,600
<b>TOTAL</b>	<b>\$4,033,718,000</b>	<b>\$3,826,791,000</b>

# Monterey County's Produce Exports by Commodity



## 2009 Exported Commodities

<b>Lettuce, Total</b>	171,362,306 lbs
<b>Broccoli</b>	64,496,700 lbs
<b>Strawberries</b>	47,855,201 lbs
<b>Celery</b>	42,268,312 lbs
<b>Food Service</b>	38,626,837 lbs
<b>Nursery Stock</b>	24,803,512 lbs
<b>Cauliflower</b>	8,292,669 lbs
<b>Tomatoes</b>	7,445,050 lbs
<b>Anise/Fennel</b>	6,700,297 lbs
<b>Asparagus</b>	4,928,528 lbs
<b>Artichoke</b>	3,017,423 lbs
<b>Seed</b>	1,724,187 lbs
<b>Other</b>	74,250,328 lbs
<b>Total</b>	<b>495,771,350 lbs</b>

## 2008 Exported Commodities

<b>Lettuce, Total</b>	203,314,936 lbs
<b>Broccoli</b>	85,733,883 lbs
<b>Celery</b>	55,610,940 lbs
<b>Strawberries</b>	71,249,533 lbs
<b>Food Service</b>	70,411,468 lbs
<b>Cauliflower</b>	17,134,451 lbs
<b>Asparagus</b>	9,239,878 lbs
<b>Anise/Fennel</b>	6,824,064 lbs
<b>Artichokes</b>	3,607,652 lbs
<b>Other</b>	47,995,239 lbs
<b>Total</b>	<b>571,122,044 lbs</b>

# Monterey County's Agricultural Exports Trade Partners



<b>Country</b>	<b>2009 Total Lbs</b>	<b>Country</b>	<b>2008 Total Lbs</b>
<b>Australia</b>	651,514	<b>Australia</b>	2,712,835
<b>Bahrain</b>	12,654	<b>Bahamas</b>	2,182,408
<b>Brazil</b>	57,180	<b>Bosnia &amp; Herzgovina</b>	-
<b>Canada</b>	239,843,462	<b>Canada</b>	358,813,621
<b>Colombia</b>	279,380	<b>Chile</b>	-
<b>EUN</b>	2,939,875	<b>EUN</b>	3,714,538
<b>French Polynesia</b>	41,673	<b>French Polynesia</b>	44,020
<b>Guatemala</b>	27,685	<b>Guam</b>	504,760
<b>Hong Kong</b>	10,062,561	<b>Guatemala</b>	97,667
<b>Indonesia</b>	36,222	<b>Hong Kong</b>	7,097,455
<b>Jamaica</b>	42,420	<b>Indonesia</b>	9,852
<b>Japan</b>	51,221,828	<b>Jamaica</b>	186,457
<b>Kuwait</b>	1,421,502	<b>Japan</b>	57,372,908
<b>Mexico</b>	45,832,441	<b>Kuwait</b>	307,846
<b>New Zealand</b>	332,202	<b>Malaysia</b>	168,960
<b>Panama</b>	496,810	<b>Mexico</b>	64,770,451
<b>Philippines</b>	165,739	<b>New Zealand</b>	299,288
<b>Puerto Rico</b>	2,815,011	<b>Panama</b>	215,534
<b>Qatar</b>	118,199	<b>Philippines</b>	199,287
<b>Republic of China</b>	19,800	<b>Puerto Rico</b>	1,758,835
<b>Republic of Korea</b>	2,303,662	<b>Republic of China</b>	3,240
<b>Russian Federation</b>	73,400	<b>Republic of Korea</b>	376,644
<b>Saudi Arabia</b>	306,470	<b>Saudi Arabia</b>	36,327
<b>Singapore</b>	4,625,075	<b>Singapore</b>	17,892,904
<b>Switzerland</b>	1,261,856	<b>Taiwan</b>	70,519,176
<b>Taiwan</b>	58,887,594	<b>Thailand</b>	-
<b>United Arab Emirates</b>	2,181,612	<b>United Arab Emirates</b>	38,100

# Monterey County's Trends of Major Crops

CROP		1989	1999	2009
Artichokes	Acre	8,360	6,720	4,375
	Value	\$25,686,000	\$43,014,000	\$48,084,000
	CPI Adjusted <sup>1</sup>	\$44,286,000	\$55,217,000	\$48,084,000
Broccoli	Acre	50,960	53,880	56,423
	Value	\$122,098,000	\$241,554,000	\$280,236,000
	CPI Adjusted	\$210,514,000	\$310,082,000	\$280,236,000
Cauliflower	Acre	21,391	17,538	18,817
	Value	\$64,411,000	\$105,015,000	\$112,040,000
	CPI Adjusted	\$111,053,000	\$134,807,000	\$112,040,000
Celery	Acre	5,085	9,655	11,801
	Value	\$34,456,000	\$87,132,000	\$172,227,000
	CPI Adjusted	\$59,407,000	\$111,851,000	\$172,227,000
Grapes <sup>2</sup>	Acre	32,646	34,187	41,114
	Value	\$60,139,000	\$157,926,000	\$238,082,000
	CPI Adjusted	\$103,688,000	\$202,729,000	\$238,082,000
Head Lettuce	Acre	64,035	59,634	48,691
	Value	\$330,901,000	\$315,644,000	\$435,952,000
	CPI Adjusted	\$570,519,000	\$405,191,000	\$435,952,000
Leaf Lettuce	Acre	12,863	42,950	94,491
	Value	\$57,291,000	\$268,659,000	\$736,570,000
	CPI Adjusted	\$98,778,000	\$344,877,000	\$736,570,000
Mushrooms	Pounds	48,290,000	47,584,000	37,264,000
	Value	\$44,427,000	\$61,400,000	\$68,938,000
	CPI Adjusted	\$76,598,000	\$78,819,000	\$68,938,000
Nursery Products	Acre	1,480	2,635	2,491
	Value	\$101,181,000	\$180,822,000	\$294,572,000
	CPI Adjusted	\$174,449,000	\$232,121,000	\$294,572,000
Spinach	Acre	4,410	13,001	9,519
	Value	\$11,476,000	\$64,959,000	\$131,996,000
	CPI Adjusted	\$19,786,000	\$83,388,000	\$131,996,000
Strawberries	Acre	5,050	6,864	11,247
	Value	\$102,474,000	\$217,600,000	\$756,144,000
	CPI Adjusted	\$176,679,000	\$279,332,000	\$756,144,000
<b>TOTAL OF MAJOR CROPS ABOVE</b>	<b>Acre</b>	<b>206,280</b>	<b>247,064</b>	<b>295,906</b>
	<b>Value</b>	<b>\$954,540,000</b>	<b>\$1,743,725,000</b>	<b>\$3,274,841,000</b>
	<b>CPI Adjusted</b>	<b>\$1,645,757,000</b>	<b>\$2,238,414,000</b>	<b>\$3,274,841,000</b>

<sup>1</sup> Consumer Price Index Conversion Factors from <http://oregonstate.edu/cia/polisci/sites/default/files/faculty-research/sahr/inflation-conversion/pdf/cv2008.pdf>

<sup>2</sup> Represents Bearing Acres only

# SUMMARY OF SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT / MECHANISM	SCOPE OF PROGRAM <sup>1</sup>
<b>COUNTY BIOLOGICAL CONTROL</b>		
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>	47 Sites
Italian Thistle, <i>Carduus</i> spp.	Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution 7 sites
Russian Thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora</i> spp.	General and local distribution
Puncture Vine, <i>Tribulus terrestris</i>	Stem & seed weevils, <i>Microlarinus</i> spp.	1 site
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	General distribution
Ash whitefly, <i>Siphoninus phillyreae</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/Chemical	Nine Infestations
Dalmatian Toadflax, <i>Linaria genistifolia</i>	Mechanical/Chemical	One Infestation
Diffuse Knapweed, <i>Centaurea diffusa</i>	Mechanical/Chemical	One 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 & 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 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 SERVICES
Medfly	Fruit trees	3,407
Melon fruit fly	Vegetable gardens	971
Mexican fruit fly	Fruit trees	2,529
Oriental fruit fly	Fruit trees	1,700
Misc. fruit flies	Fruits and vegetables	1,039
European pine shoot moth	Monterey Pine	9
European corn borer	Grains and vegetables	66
Gypsy moth	Shade trees	1,196
Japanese beetle	Turf, Roses	1,067
Nantucket pine tip moth	Monterey Pine	68
Trogoderma beetle	High hazard commodities	20
Glassy-winged sharpshooter	Nurseries/Vineyards/Urban areas	3,106
Light brown apple moth	Ornamental/Commercial crops	3,408

Pest detection trapping activities accounted for 7,813 hours, with a total of 18,658 trap services being made. 98.5 hours were applied to inspecting 295 commercial crop sites of 14.4 net acres/3,193.2 gross acres. Eight calls to residences were made for investigation of suspect reports and 99.5 hours were utilized on inspection/identification of public-reported pests. Thirty-seven high hazard locations were inspected and 847.5 miles of entryways surveyed, accounting for 61.5 and 98 hours respectively. Special surveys were made for exotic aquatic weeds, Africanized honeybee, Karnal Bunt, Citrus Greening Disease, Sudden Oak Death Disease, Mint beetle, and Glassy-winged sharpshooter.

## ORGANIC FARMING

Ninety-three farms, totaling approximately 17,581 acres, were registered in Monterey County in 2009. Utilizing organic principles defined in the California Organic Food Act of 2003, these farms produce a wide array of commodities, such as: strawberries, salad mix, miscellaneous vegetables, spinach, lettuce, celery, raspberries, broccoli, and grapes. The total estimated value of organic production in Monterey County during 2009 was \$163,883,000. This compares with 2008 where we had 18,106 acres and \$196,081,000 in estimated value.

<sup>1</sup> Represents total number of individual sites, plants, etc. incorporated in program effort.



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