

SONOMA COUNTY

Crop Report

2014



FEATURING LIVESTOCK OF SONOMA COUNTY

DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

Tony Linegar
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Karen Ross, Secretary
California Department of Food and Agriculture

And

The Honorable Board of Supervisors of Sonoma County:

Susan Gorin – First District, Chair
David Rabbitt – Second District
Shirlee Zane – Third District

James Gore – Fourth District
Efren Carrillo – Fifth District, Vice Chair

It is my privilege to present the 2014 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2014 was \$899,015,400, which represents a nearly 6% increase from our 2013 value of \$848,323,400. This report reflects the gross production values; not the net income or costs of production and marketing.

In 2014, Sonoma County experienced its third consecutive year of severe drought. The drought had significant impacts on many of the crops produced in the county. The drought conditions did not have a significant impact on the county's main crop, winegrapes. Winegrape tonnage decreased only 5.5% from the 2013 crop which was the largest winegrape crop in Sonoma County's history. This reduction in tonnage was partially offset by an increase in the average price per ton, resulting in an overall decline in value of 2% from the record crop of 2013. The largest winegrape crops of the north coast have historically occurred on the driest years. Weather conditions and soil moisture levels during bloom and fruit set have a big influence on the size of the crop. Significant rainfall in February 2014 and good weather during bloom set the stage for Sonoma County's third consecutive bumper crop.

Field crops which include hay, silage, pasture and rangeland suffered significant damage due to drought. These crops rely almost exclusively on rainfall for their production. The value of cultivated field crops declined 41%. Hay and feed prices have increased dramatically due to drought statewide given the high demand and short supply. Many ranchers have reduced their herd size to what they can afford to feed. The shortage of hay and other feed have driven up lease values of productive rangeland. This increase in the value of rangeland largely offset the loss in value of cultivated field crops.

Apples experienced their lowest yield per acre in recent history. Despite significant rainfall in February, the lack of adequate winter chill hours had a severe impact on the crop. This pattern of insufficient winter chill has caused concern for tree fruit producers across the state. Prices increased slightly, resulting in an overall reduction in value.

Nursery product value was down almost 17% from 2013. As people responded to the drought by reducing water consumption in their landscaping, fewer plants were purchased for planting. The cut flower industry experienced a 10.5% growth from 2013.

The value of livestock and poultry production increased almost 37% as meat prices were up across the board and poultry prices went up significantly in response to the implementation of Prop 2 requirements to increase the square-footage of floor space per bird which took effect January 1, 2015. The value of livestock and poultry products such as eggs and milk was up nearly 41%, which is attributed to a substantial increase in the unit price of market and manufacturing milk, as well as a 98% increase in the value of egg products.

The theme of this year's crop report is livestock, which highlights the ranching heritage of Sonoma County. Sonoma county ranchers have been pioneers in the niche marketing of their meat products, which include specialty grass-fed, organic, and pastured meats from contemporary and heritage breeds of livestock. These value-added commodities are praised for their high quality and for the sustainable practices which these production systems employ. The demand for high quality local meat products is supported by a new multi-species processing facility, which expands local production and marketing opportunities for our producers. I would like to extend my gratitude and appreciation to all of the agricultural producers whose participation make this report possible. A sincere thank you goes out to Andrew Smith, Senior Agricultural Biologist, who collects and compiles these statistics, as well as the outstanding staff of the Department of Agriculture/Weights and Measures who contribute to the production of this report.

Respectfully submitted,

Tony Linegar
Agricultural Commissioner / Sealer of Weights and Measures

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Cover photo courtesy of: Steven Knudsen, Sonoma County Farm Bureau

Home Is the Range: *Ranching Heritage in Sonoma County*

Sonoma County has been a ranching county since its agrarian beginnings. Some of the earliest settlers to arrive in Sonoma County came in search of suitable land for cattle grazing. General Mariano Vallejo first came to Sonoma County in 1833 and at the peak of his occupation had up to 50,000 head of cattle grazing between the Sonoma Valley and western slopes of Sonoma Mountain in Petaluma. Henry D. Fitch of San Diego won a claim to the Rancho Sotoyome (Healdsburg) and in 1840 Cyrus Alexander embarked on a scouting expedition for Fitch to find grazing lands and settled on land north of Healdsburg. Alexander managed Fitch's Rancho Sotoyome grant for four years after which Alexander was to receive 9,000 acres and part of the ranch stock in the valley that now bears his name. Word spread fast of idyllic and productive landscapes in the area and the latter half of the 1840s witnessed countless stagecoaches carrying riders inland as far as the Geysers in search of land to claim. In 1850 when California was admitted to the Union, Sonoma was one of the original counties whose agricultural economy was almost entirely based in ranching livestock. Sonoma County has always been a haven for sheep ranchers, reaching its peak in the early 1960's with 150,000 head. Beef production reached its peak in the late 1980's with a total inventory of cattle and calves of 126,000 head. A significant portion of this inventory was dairy cattle and calves, which have historically outnumbered beef cattle by an average of 2 to 1. Dairy cattle and calves have always accounted for a significant portion of beef production in Sonoma County.

Fast forward more than 160 years and ranching still remains an indelible and vital part of Sonoma County's agricultural identity and heritage. The diversity of four-legged livestock being grazed in Sonoma County has grown over the years to include not only cattle and sheep, but goats, and hogs as well. There is a strong consumer trend towards more "alternative" methods of production, whether it is grass fed, organic, free range, or other production methods. Sonoma County is well positioned to capitalize on this trend as the leading edge of this demand emanates from the San Francisco Bay Area. Ranchers and livestock producers have embraced alternative production methods and worked to develop these niche markets for their products. Although the numbers have declined over the years, sheep ranching still remains a viable industry in the county with nearly 34,000 head. The popularity of lamb is returning through increasing demand by consumers and restaurants alike. You can readily find local lamb available in markets throughout Sonoma County and beyond. In addition to meat production, sheep and lambs also account for nearly 100,000 pounds of wool produced today in the county. Many value added products are now produced from this wool, including dryer balls, pillows, dog toys and more. Cattle and calf inventories are now about half of what they were during their peak in the late 1980's with a total inventory of 68,246 head and dairy cattle now outnumbering beef cattle by nearly 3 to 1. According to current organic registration data, Sonoma County has a total of 1,331 head of organic beef cattle, as well as 27,725 head of organic dairy cattle. These animals need organic pastureland on which to graze and current records include 24,270 acres of organic pasture as well as 4,357 acres of organic rangeland. Ranchers have developed niche markets not only for grass fed, and organic beef but also for many specialty breeds of cattle such as Wagyu, Scottish Highland, and Dutch Belted. While hogs have been ever present in Sonoma County agriculture, new methods of raising hogs such as pasture raised pork have begun to carve out a special niche in Sonoma County. Pastured pork is not new, but harkens back to the traditional method of raising hogs that takes advantage of their naturally diverse diet, which includes plants, grubs, acorns and the like. The interest in pasture raised pork is testimony to the fact that today's consumer is interested in how the animals they consume are raised. One of the rapidly growing sectors of livestock production in Sonoma County is meat goats. This growth is largely driven by the consumer demand for new, leaner sources of protein. Goats fit this bill as they are leaner than poultry and low in cholesterol. Meat goat production is also a good industry for beginning ranchers as it is an affordable livestock enterprise. Goats are very complimentary to other livestock as they will feed on woody forage that other livestock will not utilize.

Livestock production in Sonoma County has come a long way since General Vallejo began running cattle in 1833. While we may not run as many head of cattle or sheep as we did back then, our livestock production has evolved into a diverse industry aimed at meeting the needs of today's consumer. With the opening of Marin Sun Farms in Petaluma, a processing facility specializing in organic and grass fed animals, Sonoma County stands poised to capitalize on the sophisticated consumer market that the Bay Area represents. With our historic roots in livestock production coupled with our ranchers' ability to adapt to consumer demand, we can rest assured that livestock production and ranching will continue to be an indelible and vital part of Sonoma County's agricultural identity.

MILLION DOLLAR CROPS AND NURSERY PRODUCTION

Million Dollar Crops

1	Winegrapes - All	\$592,798,000
2	Market Milk	\$109,540,900
3	Miscellaneous Poultry	\$65,445,200
4	Misc. Livestock and Poultry Products	\$54,198,100
5	Cattle and Calves	\$15,838,900
6	Vegetables	\$12,613,200
7	Nursery - Miscellaneous	\$11,770,300
8	Sheep and Lambs	\$7,572,900
9	Nursery - Ornamentals	\$7,377,400
10	Nursery - Cut Flowers	\$4,187,800
11	Apples - Late Varieties	\$2,332,100
12	Rye and Oat Silage	\$1,559,100
13	Rye and Oat Hay	\$1,386,100
14	Nursery - Bedding Plants	\$1,136,500
15	Apples - Gravenstein	\$1,079,800

Nursery Products

Product	Year	Quantity	Unit	Total
Ornamentals	2014	390,869	plant	\$7,377,400
	2013	514,900	plant	\$9,127,000
Bedding Plants	2014	774,477	flat	\$1,136,500
	2013	846,330	flat	\$3,593,100
Christmas Trees	2014	9,028	each	\$487,600
	2013	8,843	each	\$452,200
Cut Flowers	2014			\$4,187,800
	2013			\$3,786,600
Miscellaneous Products (a)	2014			\$11,770,300
	2013			\$12,974,800
TOTAL VALUE	2014			\$24,959,600
	2013			\$29,933,700

(a) includes grapevines, deciduous fruit and nut trees, liners, bulbs, forest seedlings, house plants, orchids, cacti, herbaceous perennials, dry flowers, turf and wreaths

FRUIT AND NUT SUMMARY AND WORLD WINEGRAPE ACREAGE

Fruit and Nut Summary

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Total
Apples (all)	2014	2,320	4.37	10,127	\$337	\$3,411,900
	2013	2,155	8.53	18,382	\$317	\$5,828,700
Fresh	2014					\$853,800
	2013					\$1,389,100
Processed (a)	2014					\$2,558,100
	2013					\$4,439,600
Grapes (wine)	2014	58,280	4.39	255,635	\$2,319	\$592,798,000
	2013	59,772	4.53	270,609	\$2,236	\$605,068,400
Olives	2014	422				\$276,100
	2013	421 *				\$268,000
Miscellaneous (b)	2014					\$486,100
	2013					\$575,000
TOTAL	2014					\$596,972,100
	2013					\$611,740,100

(a) includes canned, juice/cider, vinegar

(b) includes bush-berries, cane-berries, stone fruits, pears, kiwi, tree nuts, strawberries, figs, etc.

* Revised from 2013



2014 Fruit and Nut Acreage Summary

Crop	Bearing	Non-Bearing	Total
Apples	2,320	19	2,339
Winegrapes	58,280	4,370	62,650
Olives	422	0	422
Pears	30	0	30
Plums (incl. Prunes)	24	0	24
Walnuts	130	0	130
Miscellaneous	97	22	119
TOTAL ACREAGE	61,311	3,784	65,095

World Winegrape Acreage

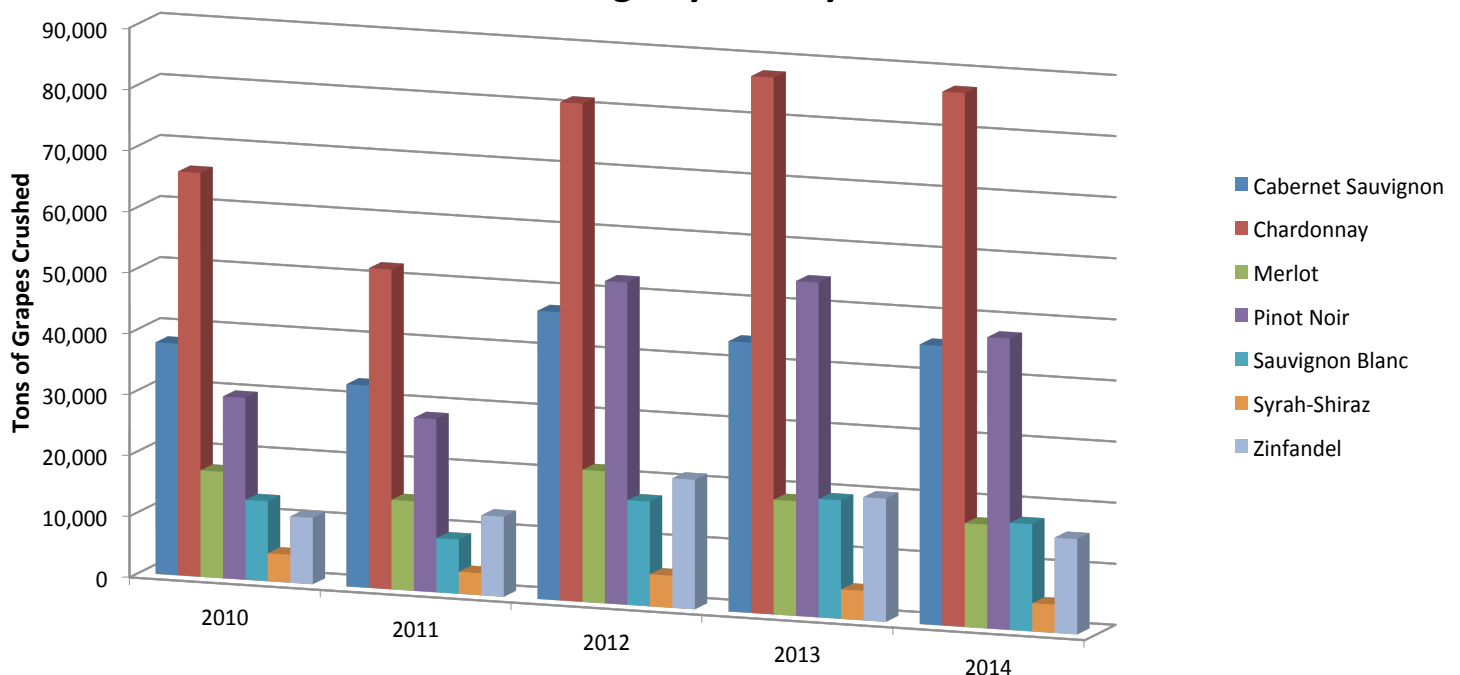
Country	Total Acreage		% Change
	2007	2012	
Spain	2,793,900	2,239,200	-19.85%
France	2,142,400	1,857,800	-13.28%
Italy	2,070,700	1,758,700	-15.07%
China	1,011,000	1,452,500	43.67%
Turkey	1,287,400	1,144,400	-11.11%
United States	937,200	962,100	2.66%
Iran	686,300	569,700	-16.99%
Chile	484,300	544,900	12.51%
Argentina	558,400	520,200	-6.84%
Portugal	612,900	444,600	-27.46%
Romania	463,600	427,500	-7.79%
Australia	460,000	406,200	-11.70%
Moldova	337,200	322,000	-4.51%
South Africa	328,600	289,800	-11.81%
Uzbekistan	245,100	274,900	12.16%
India	160,600	274,900	71.17%
Greece	289,100	257,600	-10.90%
Germany	246,400	246,500	0.04%
Brazil	212,500	213,000	0.24%
Algeria	189,700	210,500	10.96%
All Other Countries	3,072,300	2,904,300	-5.47%
TOTAL ACREAGE	18,589,600	17,321,300	-6.82%

WINEGRAPE PRODUCTION

Top 12

Red Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2014	571.8	15.8	587.6	1,913.9	\$2,669.35	\$5,108,900
	2013	604.5	13.2	617.7	1,917.8	\$2,445.23	\$4,689,500
Cabernet Sauvignon	2014	11,689.7	1,078.2	12,767.9	45,772.0	\$2,614.37	\$119,665,000
	2013	11,830.3	1,070.8	12,901.1	44,255.8	\$2,462.99	\$109,001,600
Carignane	2014	178.8	1.0	179.8	478.8	\$1,947.37	\$932,500
	2013	579.6	4.0	583.6	506.7	\$1,870.18	\$947,700
Malbec	2014	491.0	41.8	532.8	2,688.9	\$2,427.49	\$6,527,300
	2013	425.7	109.4	535.1	2,706.6	\$2,356.19	\$6,377,300
Merlot	2014	4,308.6	27.7	4,336.2	16,989.6	\$1,651.47	\$28,057,900
	2013	4,619.9	27.3	4,647.2	18,784.5	\$1,607.03	\$30,187,300
Meunier	2014	88.8	6.6	95.4	607.6	\$2,305.57	\$1,400,900
	2013	91.8	6.6	98.4	716.9	\$2,285.40	\$1,638,500
Petite Sirah	2014	630.1	55.1	685.2	2,873.5	\$2,548.12	\$7,322,100
	2013	598.3	83.5	681.8	2,856.8	\$2,477.06	\$7,076,500
Petite Verdot	2014	250.0	34.2	284.2	1,251.1	\$2,667.28	\$3,337,100
	2013	236.9	30.5	267.4	1,120.0	\$2,840.39	\$3,181,300
Pinot Noir	2014	12,567.9	1,014.4	13,582.3	47,677.2	\$3,251.49	\$155,022,000
	2013	12,539.3	948.1	13,487.4	54,826.8	\$3,079.99	\$168,866,000
Sangiovese	2014	210.2	0.0	210.2	1,211.9	\$2,352.94	\$2,851,600
	2013	195.9	12.7	208.6	1,141.1	\$2,383.10	\$2,719,400
Syrah-Shiraz	2014	1,649.5	9.8	1,659.3	4,642.6	\$2,314.44	\$10,745,100
	2013	1,731.9	7.0	1,738.9	4,835.8	\$2,246.05	\$10,861,500
Zinfandel	2014	5,015.8	112.1	5,127.9	15,597.2	\$2,543.78	\$39,675,900
	2013	5,139.0	159.8	5,298.8	20,172.3	\$2,444.51	\$49,311,400
TOTAL ALL REDS	2014	38,775.8	3,037.2	41,813.0	144,021.5	\$2,685.05	\$386,705,000
Includes other reds	2013	39,788.7	3,167.3	42,956.0	156,435.3	\$2,558.50	\$400,239,800

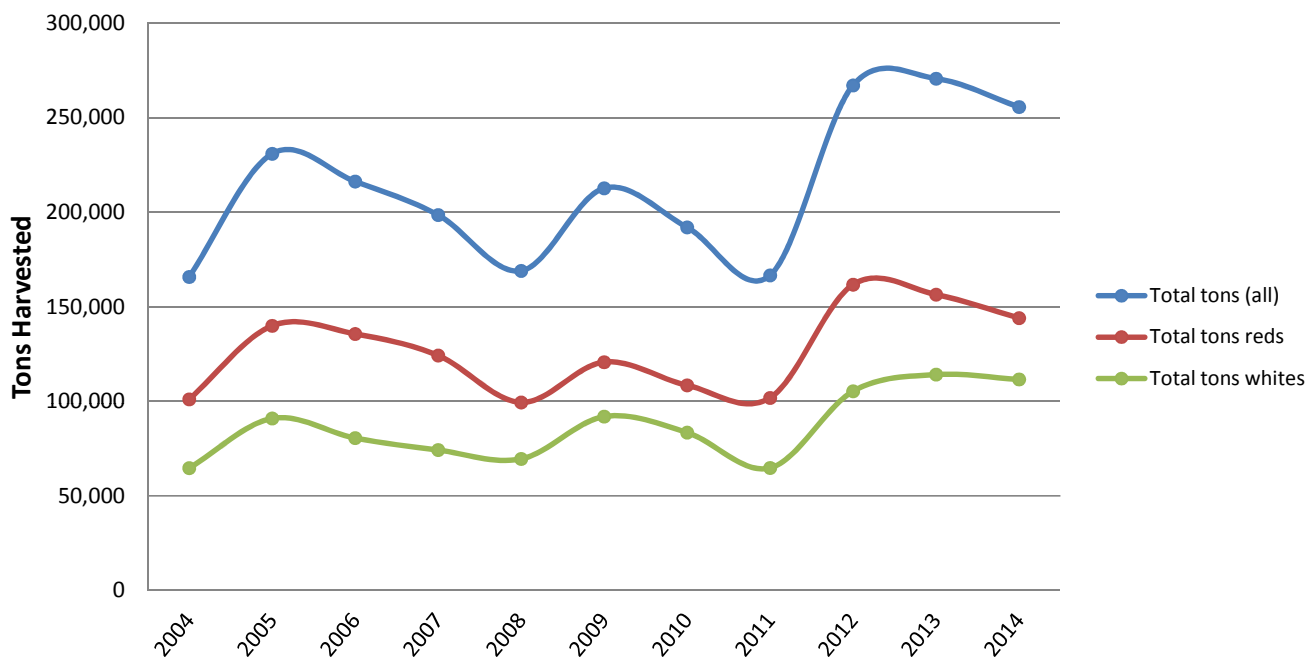
Total Tonnage by Variety 2010-2014



WINEGRAPE PRODUCTION

Top 10 White Varieties	Year	Acres			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2014	15,607.6	776.8	16,384.5	87,380.5	\$1,990.38	\$173,920,400
	2013	16,045.2	819.3	16,864.5	87,883.5	\$1,930.28	\$169,639,800
French Colombard	2014	34.4	0.0	34.4	166.8	\$601.79	\$100,400
	2013	34.4	0.0	34.4	188.9	\$629.49	\$119,000
Gewürztraminer	2014	124.0	5.5	129.5	443.4	\$1,505.66	\$667,700
	2013	127.4	1.0	128.4	571.9	\$1,494.03	\$854,500
Muscat Blanc	2014	12.2	3.2	22.4	99.8	\$2,321.27	\$231,700
	2013	19.8	2.6	22.4	106.2	\$1,956.71	\$207,900
Pinot Blanc	2014	62.8	2.1	64.9	262.3	\$1,551.72	\$407,100
	2013	48.3	12.3	60.6	323.6	\$1,265.85	\$409,700
Pinot Gris	2014	417.3	4.9	422.2	2,269.7	\$1,686.67	\$3,828,300
	2013	431.4	4.9	436.3	2,789.2	\$1,665.50	\$4,645,500
Sauvignon Blanc	2014	2,438.9	220.9	2,659.8	17,540.6	\$1,532.51	\$26,881,200
	2013	2,449.1	205.7	2,654.8	19,387.6	\$1,469.84	\$28,496,700
Semillon	2014	101.0	0.0	101.0	556.1	\$1,839.60	\$1,023,100
	2013	116.8	0.2	117.0	450.4	\$1,781.55	\$802,500
Viognier	2014	229.1	8.1	237.2	967.6	\$2,296.93	\$2,222,600
	2013	228.6	7.6	236.2	987.1	\$2,313.99	\$2,284,200
White Riesling	2014	35.7	0.0	35.7	283.9	\$2,102.85	\$597,000
	2013	43.5	0.0	43.5	336.2	\$1,909.52	\$642,000
TOTAL ALL WHITES	2014	19,504.6	1,333.0	20,837.6	111,613.9	\$1,902.86	\$212,385,700
Includes other whites	2013	19,983.0	1,134.2	21,117.2	114,173.8	\$1,845.31	\$210,686,100
TOTAL WINEGRAPES	2014	58,280.4	4,370.2	62,650.6	255,635.4	\$2,318.92	\$592,798,000
	2013	59,771.7	4,301.5	64,073.2	270,609.1	\$2,235.95	\$605,068,400

Total Tonnage 2004-2014



APPLE PRODUCTION, APIARY PRODUCTS, AND VEGETABLES

Apple Production

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total	
Gravenstein	2014	732	4.64	3,395	\$318		\$1,079,800	
	2013	467	17.07	7,973	\$321		\$2,559,500	
	Fresh	2014			131	\$1,984	\$260,580	
		2013			389	\$1,800	\$699,908	
	Processed (a)	2014			3,264	\$251	\$819,181	
		2013			7,584	\$245	\$1,859,562	
Late Apples	2014	1,588	4.24	6,731	\$346		\$2,332,100	
	2013	1,688	6.17	10,409	\$314		\$3,269,200	
	Fresh	2014			290	\$2,044	\$593,195	
		2013			323	\$2,136	\$689,096	
	Processed (a)	2014			6,441	\$270	\$1,738,898	
		2013			10,086	\$256	\$2,580,031	
TOTAL	2014	2,320	4.37	10,127	\$337		\$3,411,900	
	2013	2,155	8.53	18,382	\$317		\$5,828,700	

(a) includes canned, juice, vinegar, cider



Apiary Products

Total Value (a)	2014	\$128,400
	2013	\$181,500

(a) includes honey, wax and hives rented for pollination

Vegetables

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous Vegetables (a)	2014	535	\$ 12,613,200
	2013	539	\$ 12,927,100

(a) includes crucifers, squash, melons, mushrooms, potatoes, peppers, tomatoes, sprouts, lettuces, etc.



Livestock and Poultry

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2014	29,868	152,326	cwt.	\$103.98	\$15,838,900
	2013	28,827	146,497	cwt.	\$79.45	\$11,639,200
Sheep/Lambs	2014	37,123	44,781	cwt.	\$169.11	\$7,572,900
	2013	33,116	39,496	cwt.	\$151.95	\$6,001,400
Hogs	2014	1,132	3,113	cwt.	\$87.00	\$270,900
	2013	1,029	2,830	cwt.	\$72.82	\$206,100
Miscellaneous (a)	2014					\$65,445,200
	2013					\$47,256,400
TOTAL	2014					\$89,127,900
	2013					\$65,103,100

(a) includes chicks, ducks, turkey poults, fryers, roasters, turkeys, goats, etc.

Livestock and Poultry Products

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2014	4,754,378	cwt.	\$23.04	\$109,540,900
	2013	4,569,292	cwt.	\$19.47	\$88,964,200
Milk, Manufacturing	2014	7,239	cwt.	\$23.21	\$168,000
	2013	7,030	cwt.	\$18.92	\$133,000
Wool	2014	90,947	lb.	\$1.30	\$118,300
	2013	92,780	lb.	\$1.45	\$134,600
Miscellaneous (a)	2014				\$54,198,100
	2013				\$27,315,400
TOTAL	2014				\$164,025,300
	2013				\$116,547,200

(a) includes market duck eggs, turkey hatching eggs, chicken eggs for consumption, and egg by-products

Livestock and Poultry Inventory

Item	Number
Cattle and Calves (all)*	68,246
Milk Cows and heifers (2 years and older)	27,919
Beef cows and heifers (2 years and older)	11,500
Sheep and Lambs (all)	28,329
Hogs	1,245
Laying Hens, Pullets, and Broilers	3,965,318
Goats	2,414

* Number of Head as of January 1, 2015 - Furnished by California Agricultural Statistics Service

FIELD CROPS AND DROUGHT

Field Crops

Crop	Year	Harvested Acreage	Ton/Acre	Total Tons	Unit	Per Unit	Total
Hay, Rye and Oat	2014	5,692	1.9	10,644	ton	\$130.22	\$1,386,100
	2013	4,954	3.3	16,159	ton	\$164.26	\$2,654,300 *
Hay, Volunteer	2014	288	1.7	481	ton	\$104.67	\$50,300
	2013	1,004	0.7	708	ton	\$163.37	\$115,700 *
Green Chop (a)	2014	2,074	3.1	6,429	ton	\$25.00	\$160,700
	2013	2,620	6.1	16,075	ton	\$17.93	\$288,200 *
Oats, Grain	2014	548	0.8	438	ton	\$356.58	\$156,200
	2013	645	2.8	1,820	ton	\$512.36	\$932,500
Silage, Corn (a)	2014	60	25.0	1,500	ton	\$50.00	\$75,000
	2013	325	24.6	8,000	ton	\$25.30	\$202,400
Silage, Rye and Oat (a)	2014	4,480	10.2	45,855	ton	\$34.00	\$1,559,100
	2013	3,538	16.5	58,244	ton	\$31.29	\$1,822,500 *
Straw	2014						\$78,800
	2013						\$128,100
Miscellaneous (b)	2014						\$562,700
	2013						\$1,141,400
Pasture (c)	2014	6,587			acre	\$100.00	\$658,700
	2013	6,654			acre	\$100.00	\$665,400
Rangeland (c)	2014	325,067			acre	\$20.00	\$6,501,300
	2013	328,350			acre	\$12.00	\$3,940,200
TOTAL	2014	344,795					\$11,188,900
	2013	348,090					\$11,890,700 *

(a) much of the green chop and silage is not sold but used on the farm - value is determined by its feed equivalent

(b) includes alfalfa, barley, safflower, wheat, vetch, Sudan, etc.

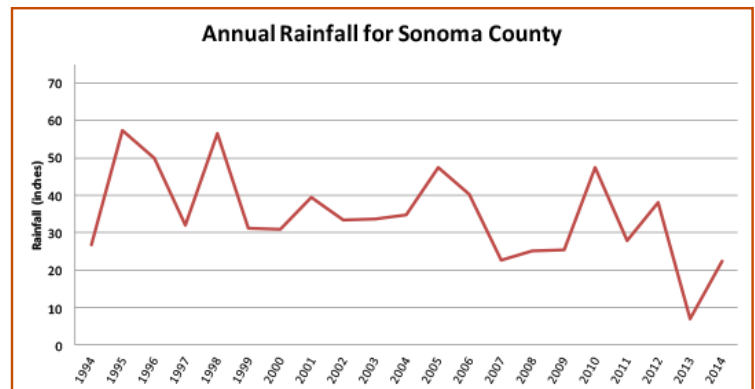
(c) Average potential grazing value per acre of forage

* Revised from 2013

Drought Impacts: For the past three years Sonoma County has experienced extremely low rainfall for the region and is currently experiencing drought conditions that have not been seen for decades. Sonoma County has an average rainfall of more than 40 inches but for the past few years we have received much less.

In 2014, field crops saw significant damage due to drought, many of the crops produced around one third of their normal yield. Volunteer hay yield was 37% of the five-year average and grain oats produced 33%. Pasture and Rangeland were also severely impacted with yields of 38% and 26% respectively.

The United States Department of Agriculture (USDA) declares a disaster for any county which is shown in severe drought on the U.S. Drought Monitor for eight consecutive weeks. During 2014, the USDA designated most counties in the state as primary natural disaster areas due to damages and losses caused by severe drought. Sonoma County was included in this designation. The USDA Farm Service Agency (FSA) provides economic assistance for agricultural losses, resulting from drought, floods, fires, and a host of other natural catastrophes. In order to provide access to the assistance programs available through the FSA the amount of losses experienced by farmers and ranchers in the county must be determined. To do this, the Department of Agriculture/Weights & Measures surveys farmers and ranchers. The result of the survey shows the reduction in yield and the amount of loss. To be eligible for disaster relief the survey must show a 30% reduction county-wide based on the previous five-year average yields. To apply for disaster relief, farmers and ranchers may contact the local FSA office in Petaluma.



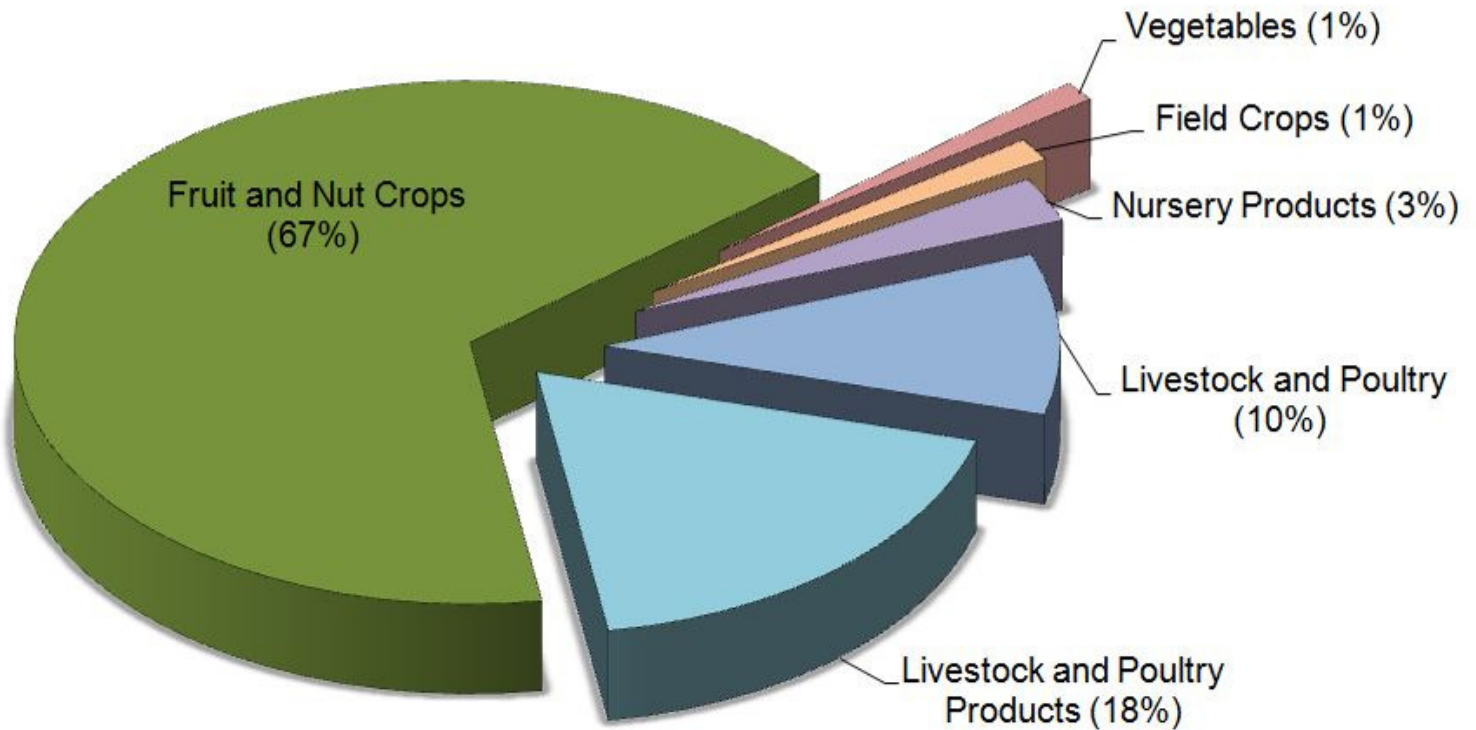
Information presented in graph acquired from <http://weather-warehouse.com/index.html> and <http://cesonoma.ucan.edu/about/weather>

Recapitulation

	2013	2014	% Change
Apiary Products	\$181,500	\$128,400	-29.3%
Field Crops	\$11,890,700	\$11,188,900	-5.9%
Vegetable Crops	\$12,927,100	\$12,613,200	-2.4%
Nursery Products	\$29,933,700	\$24,959,600	-16.6%
Livestock and Poultry	\$65,103,100	\$89,127,900	36.9%
Livestock and Poultry Products	\$116,547,200	\$164,025,300	40.7%
Fruit and Nut Crops	\$611,740,100	\$596,972,100	-2.4%
TOTAL VALUE	\$848,323,400	\$899,015,400	6.0%

Sonoma County Agriculture 2014

(Percentage of total production value)



SUSTAINABLE AGRICULTURE REPORT

2014 Organic Farming Statistics

Commodity	Registrants	Units	Value
Eggs	26	325,636 Birds	\$16,778,900
Fruits/Nuts	199	3,571 Acres	\$5,826,100
Field Crops	64	15,416 Acres	\$1,590,800
Pasture/Rangeland	52	28,627 Acres	\$19,800
Meat (poultry, beef, goat, lamb, pork)	23	1,064,126 Animals	\$115,418,500
Dairy	38	27,924 Animals	\$79,255,600
Nurseries	31	12 Acres	\$1,610,000
Vegetables	72	351 Acres	\$3,012,400
Winegrapes	67	1,409 Acres	\$20,777,300

Pest Detection Trapping

There were 8,655 traps placed for the detection of exotic insect pests including Mediterranean, Oriental and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, European Grapevine Moth (EGVM), Light Brown Apple Moth (LBAM), and Asian Citrus Psyllid (ACP). These traps were serviced 96,362 times. There were 482 traps placed in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), which were serviced 4,714 times. There was one European Grapevine Moth detected in 2014.

Pest Exclusion

A total of 2,369 premise visits occurred in 2014, and during these visits we inspected 13,437 shipments of plant material. Inspections occurred at the express carriers, nurseries, the post office, feed mills, as well as vineyards, orchards and other farms. Fifty-three rejections of plant material were issued, which is nearly a 20% decrease from 2013. Rejected plant material is returned to the shipper, reconditioned and released, or destroyed. To prevent the spread of GWSS into Sonoma County, department personnel inspected 1,965 shipments of nursery stock arriving from infested counties in California. There were three shipments of plant material rejected for the presence of GWSS egg masses or other life stages. To assist our industry, we issued 129 federal phytosanitary documents for international shipments and 45 state phytosanitary documents for shipments to other states.

Exotic Pest Species Intercepted

Light Brown Apple Moth <i>Epiphyas postvittana</i>	Boxwood Scale <i>Pinnaspis buxi</i>	Magnolia White Scale <i>Pseudaulacaspis cockerelli</i>
Glassy-Winged Sharpshooter <i>Homalodisca vitripennis</i>	Mango Shield Scale <i>Milviscutulus mangiferae</i>	Apple Maggot <i>Rhagoletis pomonella</i>
Hemlock Scale <i>Abgrallaspis ithacae</i>	Myrtle Leafspot <i>Pseudocercospora myrticola</i>	Mealybug <i>Pseudococcus jackbeardsleyi</i>

VINEYARD AND ORCHARD DEVELOPMENT

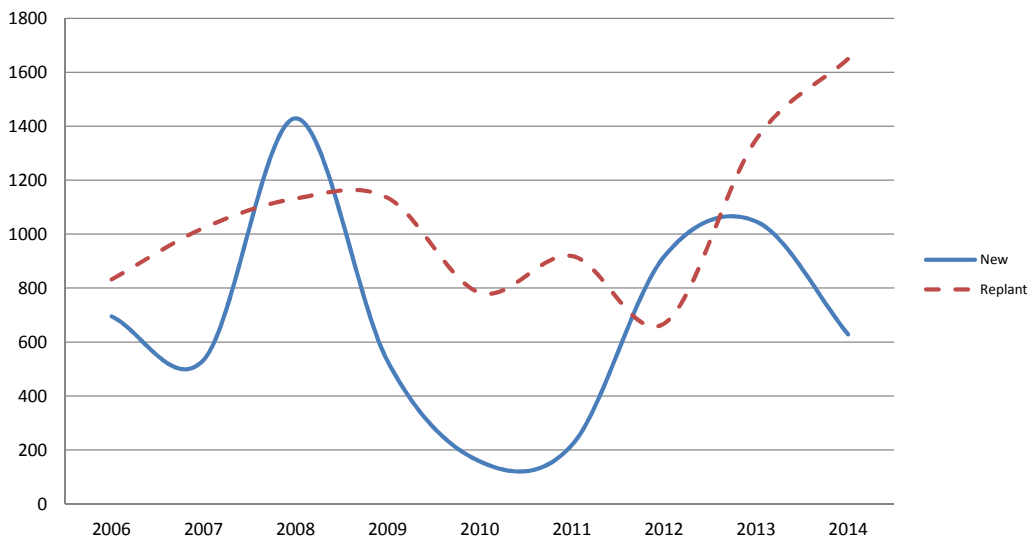
Under a County ordinance originally adopted by the Sonoma County Board of Supervisors in 2000, prior to developing and planting, or replanting a vineyard an application and plans are reviewed for approval by the Department of Agriculture/Weights & Measures. The purpose of the ordinance is to assist in preventing soil erosion and protect water quality and other natural resources. In 2008 the Vineyard Erosion and Sediment Control Ordinance (VESCO) was updated to include requirements and review of orchard planting and agricultural grading and drainage. During 2012 the Ordinance was further enhanced by adding standards to address potential erosion when projects involve the removal of trees. These standards incorporate engineering geologist review for areas of instability and use of Universal Soil Loss Equation or Revised Universal Soil Loss Equation to show no net increase in erosion from pre-development.

In collaboration with other agencies, organizations and individuals, the department has developed a handbook titled “Best Management Practices for Agricultural Erosion and Sediment Control” (BMPs). This handbook provides guidelines for controlling water movement around and off sites to mitigate the impacts of accelerated soil erosion due to Agricultural activities in Sonoma County. The handbook describes and shows basic practices effective at reducing erosion and sedimentation, as well as how to implement these practices.

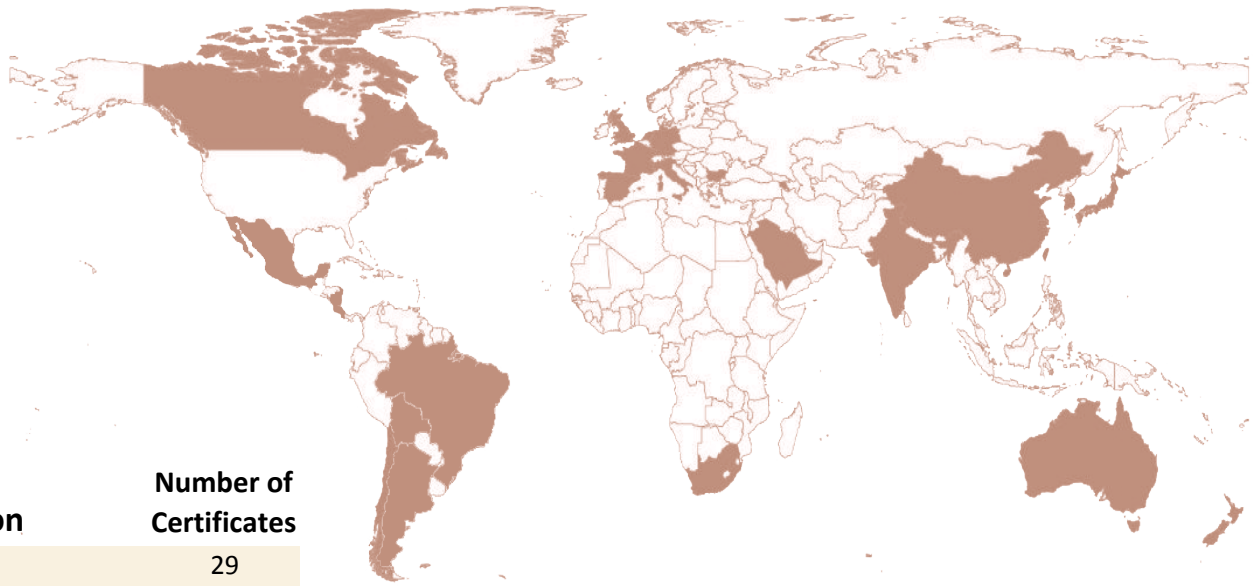
Projects Submitted

Year	New						Replants						Total	
	Level 1		Level 2		Project	Acreage	Level 1		Level 2		Project	Acreage	Projects	Acreage
	Projects	Acreage	Projects	Acreage	Total	Total	Projects	Acreage	Projects	Acreage	Total	Total		
2006	49	544	13	151	62	695	78	785	6	47	84	832	146	1,527
2007	45	419	21	115	66	534	100	1,001	4	22	104	1,023	170	1,557
2008	61	1,157	27	272	88	1,429	97	1,110	4	22	101	1,132	189	2,561
2009	24	150	20	377	44	527	57	1,046	5	88	62	1,134	106	1,661
2010	10	82	13	75	23	157	51	783	0	0	51	783	74	940
2011	19	132	8	86	27	218	67	769	4	150	71	919	98	1,137
2012	35	327	11	589	46	916	50	633	4	35	54	668	100	1,584
2013	41	580	23	467	64	1,047	80	1,242	7	108	87	1,350	151	2,397
2014	25	307	22	322	47	629	76	1,546	7	103	83	1,649	130	2,278

Total Acreage Per Year

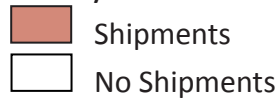


COMMODITY EXPORTS



Destination	Number of Certificates
Canada	29
Mexico	16
Australia	16
Japan	11
Italy	8
Korea, Republic of	6
China	5
Costa Rica	5
Germany	5
Taiwan	5
Brazil	4
France	4
Spain	4
United Kingdom	2
Argentina	1
Austria	1
Bolivia	1
Bulgaria	1
Czech Republic	1
Hungary	1
Jamaica	1
Nicaragua	1
South Africa	1

Commodity Destinations



Commodities Shipped

- Oak Pieces for Winemaking
- Bird Seed
- Animal Feed
- Herbs/Spices
- Nursery Plants
- Lumber
- Vegetable Seed
- Ferns
- Grapevines
- Oak Wine Barrels
- Winegrapes

In 2014, the Sonoma County Department of Agriculture/Weights & Measures issued 129 Federal Phytosanitary Certificates for international shipments to 23 countries, and 45 State Phytosanitary Certificates for shipments within the United States. These certificates were issued by staff to assist the agricultural industry and ensure products produced or processed in Sonoma County meet the necessary import requirements. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state or country.

TIMBER HARVEST AND COMMERCIAL FISH LANDINGS

Timber Harvest

Year	Production	Unit (a)	Value
2014	13,440,000	board feet	\$3,843,276
2013	13,487,000	board feet	\$3,553,061

(a) value of timber immediately before cutting
 Source: www.boe.ca.gov/proptaxes/timbertax.htm
 Informational only



Commercial Fish Landings *

Species		Pounds	Value
Crab, Dungeness	2013	2,705,014	\$8,129,251
	2012	2,685,769	\$8,502,013
Salmon, Chinook	2013	632,506	\$3,727,970
	2012	575,937	\$2,757,192
Rockfish, all	2013	9,884	\$35,170
	2012	7,186	\$34,639
Halibut, California	2013	703	\$3,456
	2012	898	\$3,966
Miscellaneous	2013	150,919	\$145,796
	2012	147,271	\$145,839
Sablefish	2013	111,003	\$336,869
	2012	89,915	\$284,482
Lingcod	2013	1,082	\$3,811
	2012	857	\$2,139
Tuna, Albacore	2013	15,244	\$27,444
	2012	17,121	\$30,120
Cabezon	2013	1,136	\$5,637
	2012	1,448	\$6,563
TOTAL	2013	3,627,491	\$12,415,404
	2012	3,526,402	\$11,766,953

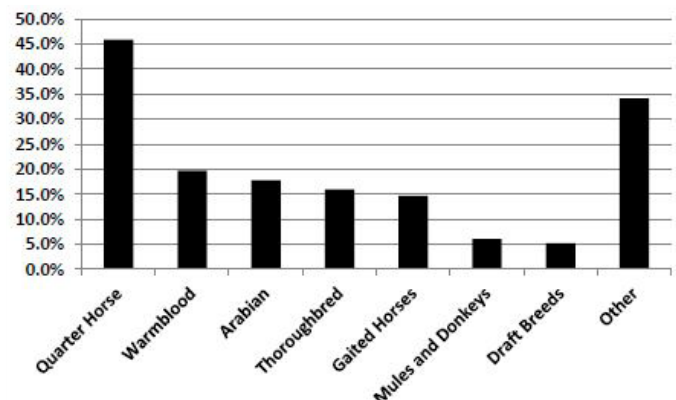
* Most recent figures provided by California Department of Fish and Game. Source: www.dfg.ca.gov/marine/landings/landings12.asp

Informational only

Equine Population Information

There is an estimated 26,217 horses in Sonoma County. The table to the right depicts the types of horses owned in the county. Those classified as "other" include Mustangs, Morgans, Miniatures, Friesians, Appaloosas, and Welsh ponies.

Information courtesy of: the Center for Regional Economic Analysis at Sonoma State University and the Sonoma County Horse Council, 2014



AGRICULTURE DIVISION SUMMARY

In 2014 The Agriculture Division:

- Administered state and federal quarantine restrictions to combat the spread of the European Grapevine Moth (EGVM). Staff placed and serviced approximately 6,892 traps for early detection, performed 49 winery inspections, completed 95 grape hauler inspections, and provided outreach through emails and website updates. Due to the success of this program, commercial vineyard acreage under quarantine in Sonoma County was reduced from ~5,600 acres to ~900 acres in August 2014.
- Performed 86 inspections related to commercial and agricultural pesticide use in the County. These inspections include field worker and applicator inspections out in the field as well as headquarter/records inspections.
- Developed BMPs for agriculture within streamside setback areas required in the newly-adopted County Riparian Corridor Ordinance in collaboration with other county departments, resource agencies, and agricultural stakeholders. The department also conducted outreach and education to agricultural producers on complying with the County's new requirements.
- Improved customer service by expanding hours of public access to department's office and reassigned staff to provide a biologist on duty for half-day to respond to public phone and counter calls immediately and often in person.
- Created a new Land Stewardship Division. The division oversees VESCO, agricultural grading and drainage, frost protection, riparian corridor setbacks and best management practices (BMPs), and will lead the efforts to leverage practices implemented under VESCO to meet state water board requirements. These changes enhance the department's responsiveness to the increased emphasis on the environmental impacts of agriculture while fostering economic sustainability.

Did you know that in 2014 the Agriculture Division . . .

- Inspected approximately 13,437 incoming shipments of plant material at nurseries and shipping terminals for exotic, invasive, and agricultural pests
- Issued 195 Producer Certificates and 24 Farmers' Market certificates for Certified Farmers' Markets
- Registered 32 new organic producers
- Inspected over 2.8 million chicken eggs for defects via representative sampling
- Issued 174 phytosanitary certificates for the export of plant material produced in Sonoma County
- Reviewed 130 vineyard/orchard development projects, which included 47 new projects and 83 replant projects, representing a nearly 5% decrease in acreage from 2013.
- Diverted 15,900 pounds of plastic containers from the landfill through the division's two recycling events with approximately 124 growers participating
- Inspected 38 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining items such as BBQs, boats, cars, firewood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Gypsy Moth (*Lymantria dispar*)
- Surveyed over 1,100 Sonoma County producers in preparation for the 2014 Agricultural Crop Report
- Issued 590 Operator Identification Numbers and Restricted Material Permits for agricultural pesticide use, and conducted 27 investigations for suspected illnesses and complaints as part of the Pesticide Use Enforcement program
- Provided education and outreach to 1,055 growers and licensees through 24 workshops



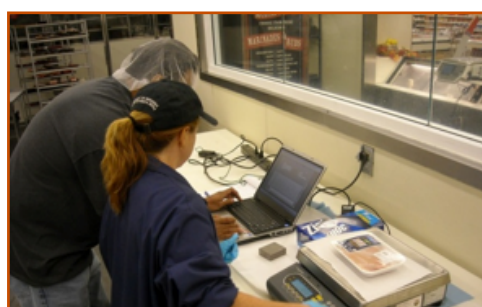
WEIGHTS AND MEASURES DIVISION SUMMARY

The Division of Weights and Measures is committed to protecting the economic health of the community by preserving and maintaining confidence in the accuracy of weighing and measuring instruments, product standards, and business practices used in the local economy. California law gives county Weights and Measures officials the authority to enforce Weights and Measures laws in their respective counties as outlined in the California Business and Professions code. Through registration, inspection and verification services, the interest of Sonoma County buyers and sellers are protected through the following programs.

Device Inspections: The device inspection program regulates “commercial devices” used for buying and selling goods and services. Commercial devices are defined by law as any approved “device used in determination of the weight, measure, or count of any commodity or thing which is sold on the basis of weight, measure, count or thing upon which determination of a charge for service is based”. This includes devices consumers use daily such as fuel pumps, grocery store scales, taxi meters and mobile home park utility meters.

In 2014 the Weights & Measures Division registered over 31,126 commercial devices and inspected over 8,266 of these devices which included:

- 3,908 retail fuel meters (fuel pumps)
- 1,339 grocery store scales
- 475 utility electric meters
- 407 utility gas meters
- 573 utility water meters
- 136 taxi meters
- 111 liquid propane meters (LPG)
- 110 vehicle scales



Price Verification: Through the Price Verification Program, retail price accuracy standards are enforced under the authority of a local ordinance. Retailers using an automated “price look-up” system to charge a commodity price must register their systems with county Weights and Measures and undergo price verification inspections on an annual basis.

In 2014, over 675 local retailers were registered and inspected for pricing accuracy standards. Over 22,000 items were verified for pricing accuracy. Businesses failing their initial inspection were re-inspected until they received a passing accuracy score. Repeat violations are addressed through issuance of administrative penalties. In 2014, over 170 re-inspections were performed that resulted in 32 Administrative Civil Actions issued to local businesses found non-compliant with pricing accuracy standards.

Petroleum Inspections: Under the Petroleum Program, Weights and Measures officials inspect and verify petroleum advertisement requirements, dispenser labeling, underground fuel tank storage requirements, product labeling, and disabled driver assistance requirements. Fuel contamination and fuel specification complaints are also investigated in order to ensure that locally sold fuels meet required specifications.

Package Inspections: The Weights and Measures Division inspected over 6,520 items sold through local businesses. Of these items, 624 were taken off-sale for “short-weight” issues and 711 items were taken off sale for non-compliant label related issues.

Weighmaster Program: Under the Weighmaster Program, Weights and Measures officials have been helping combat the ongoing metal theft problems by concentrating their inspection efforts on local “scrap metal” dealers. Local scrap metal dealers are being educated and inspected for compliance with new states laws that address record keeping requirements, theft alert requirements and water quality permit requirements that address heavy metal leaching in to local water ways.

Consumer Complaints: Weights and Measures also investigated consumer complaints that dealt with false advertisement claims, deceptive packaging issues, improper product labeling, short measure firewood sales, fuel contamination, and fuel quality complaints. In a given calendar year, Weights and Measures logs and investigates over 100 consumer complaints related to a wide range of consumer products.

Winning Ag Day Essay

Ag Days is a Sonoma County tradition. The Sonoma County Farm Bureau annually sponsors the two-day event, which is a celebration of Sonoma County Agriculture and the rich heritage that continues to define a way of life for Sonoma County residents. Ag Days offer an opportunity for thousands of school children to learn more about farming and where their food comes from, allowing them to connect with the farms and ranches that blanket the county. An essay writing contest is one of many farm-themed contests held each year, which also include posters, murals, scarecrow building, and farm photography. Following is the winning Ag Days Essay. The theme this year is "Sonoma County - Farm Powered".

Sonoma County — Farm Powered

Olivia Esparza, 6th Grade
Roseland Elementary School

Agriculture! When I hear the word agriculture I think of farming, crops, and animals. Agriculture is considered the business of farming and raising animals. Agriculture is also a job and a business that requires a lot of hard work and dedication. If we didn't have agriculture we would not have a lot of the foods we have today. Those are some reasons why agriculture is important.

Agriculture is a business that raises farm animals and plants food. It farms all types of vegetables, fruits, and grains as well. It also raises animals such as cattle, sheep, pigs, chickens, turkeys, and fish for food as well. The crops we usually have include corn, tomatoes, peppers, strawberries, grapes etc. These are only some of the fruits and vegetables that are in agriculture.

Agriculture is not only a job, it is something that you must be dedicated to. Those vegetables that kids don't eat; someone else has spent a lot of time into them and they go to waste! People that work in agriculture should be very highly paid and appreciated for their hard work and dedication.

Agriculture is a very important part of our civilization. Without agriculture a lot of our food would be gone. Including our chicken, fish, and many more than just fruits and vegetables because agriculture is much more than just fruits and vegetables. Agriculture is a huge part of our community. This is a reason why we need and should keep Sonoma County Farm Powered!!!





VISION

A thriving agricultural industry, healthy community, environment, and economy

MISSION

To promote and protect agriculture, the health and safety of our community, environment and the economy through education and the enforcement of laws and regulations

AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS and MEASURES

Tony Linegar

Assistant Agricultural Commissioner

Lisa Correia

Chief Deputy Agricultural Commissioner

Sue Ostrom

Chief Deputy Sealer of Weights and Measures

Fernando Vasquez

Deputy Agricultural Commissioner

Pete Albers - Dan Curtin - Priscilla Lane

Senior Agricultural Biologist / Standard Specialist

Michael Barrett - Cree Morgan - Andrew Smith - Paul Turano
Marilyn Vernon

Agricultural Biologist / Standards Specialist

Colleen Boe - Gayle Carter - Jessica Cassatt – John Guardino
Travis Howard - David Jagdeo - Thomas LeClere - Katy McCoy
Alex McVicker - Michael Milligan - Jeff Yparraguirre

Wildlife Specialist

Jeff Furlong – Justin Felton

Agriculture and Vineyard Conservation Coordinator

Gail Davis

Vineyard Erosion Engineering Technician

Andy Casarez

Administrative Services Officer

Natalie Brunamonte

Executive Secretary

Gretchen Melendy

Department Analyst

Esther Martinez

Administrative Support Staff

Sue Fellbaum - Mary Halasz - Michelle Johnson - Kamal Kaur
Nina Reeser

Senior Agricultural Program Assistant

Lisa Bell - Maggie Furlong - Adam Weinberg

Agricultural Program Assistant

Jordan Ash - Anna Ashbeck - Pierpaolo Aymar
Mitch Bamford - David Burtis - Kristina Cassidy
Kim Covington - Kelly Dabney - Lareina Earls - Carmen Giuffre
Beverly Hammond - Steve McKelvey - John O’Keeffe
Brian O’Malley -Tim Van Deren - Jody Vent - Ben Walker Cody
Wilson- Brittney Yolo

