



# Sonoma County Crop Report 2013



# A Special Tribute to



**SARALEE McCLELLAND KUNDE**

Sonoma County agriculture lost its most passionate advocate and most tireless champion on January 26, 2014, when Saralee McClelland Kunde died of cancer at age 66. The iconic leader was a legend in her own lifetime, with more than 1,500 people attending a festive celebration of her remarkable life.

Saralee was the Two Rock dairy girl who became a prominent grape grower, philanthropist, community leader and agricultural mentor. She served on boards and commissions and was on everyone's A list for getting a project done. She rose to power and prominence without losing her farm girl enthusiasm while proudly embracing the rural roots that shaped her life.

For the last half century, Saralee was the guiding force in almost anything – and everything - having to do with farming, fairs and farm youth. She was like the Pied Piper, always leading the way to do the right thing, whether building a 4-H Center, planting a zillion daffodils along Wine Country back roads or establishing the Russian River Valley Winegrowers.

To Saralee's way of thinking, everything was possible, no challenge too great or problem too complicated. She raised millions of dollars over the years for agricultural causes, always adhering to the 4-H motto that was her mantra: "To make the best better." It was in her DNA, like her exuberance, can-do-spirit and simplicity of soul.

Saralee was a formidable force of nature, using her energy, passion and resources to shape Sonoma County as California's premier wine and food region. Over the last half century, she did more to elevate Sonoma County agriculture than anyone else. Tireless and innovative, Saralee constantly enacted strategies to promote the Harvest Fair and the Sonoma County Fair, to challenge and inspire youth involved in 4-H and Future Farmers of America, fortify cooperation among grape growers and other producers, and introduce the general public to the farm experience.

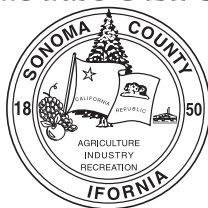
She deeply believed that her beloved Sonoma County was defined by the land and the people who farm it. "Farming is not only Sonoma County's rich heritage but its identity," she would say when mustering support for any cause, campaign or charity.

Saralee's passing has left a huge hole in the community and in our hearts. But her indomitable spirit and enthusiasm have inspired others to carry on, fulfilling her grand vision for Sonoma County agriculture.

*Tribute courtesy of Tim Tesconi, Executive Director, Sonoma County Farm Bureau*

# OFFICE OF THE AGRICULTURAL COMMISSIONER

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

June 10, 2014

And  
The Honorable Board of Supervisors of Sonoma County:

**David Rabbitt** – Second District, Chair

**Susan Gorin** – First District

**Shirlee Zane** – Third District

**Mike McGuire** – Fourth District, Vice Chair

**Efren Carrillo** – Fifth District

It is my privilege to present the 2013 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2013 was \$848,323,200, representing a slight increase of 4% from the 2012 value of \$812,726,100. This report reflects the gross production values; not the net income or costs of production and marketing.

The rainfall totals for 2013 were the lowest recorded in over 120 years in Sonoma County. The impact from the dry year was mitigated somewhat by the heavy rainfall received in November and December 2012 as well as nearly two inches in late June of 2013. The dry spring weather provided optimum conditions during bloom for both apples and winegrapes, which positively influenced crop yields. The overall increase in gross value for 2013 is attributed in part to a more than 20% increase in nursery production over 2012. It was another ideal growing season for winegrapes as great summer weather created conditions for another record setting harvest to build on both the quality and quantity of 2012. Total tonnage of winegrapes was up 1%, as more than 270,000 tons were processed in 2013, valued at \$605,068,400. This total slightly exceeded the yield for 2012 which had been the largest winegrape crop on record in Sonoma County.

As stated, the nursery products value was up just over 20% from 2012 due to an increase in the value of ornamental plants and cut flowers. Grapevine nursery stock for vineyard installations and replanting continues to be in high demand, leading to an increase in the value of miscellaneous nursery stock.

The value of livestock and poultry products such as eggs and milk was up nearly 5.5%, which is attributed to an increase in the unit price of market and manufacturing milk. The value of livestock and poultry production remained more or less unchanged from 2012.

The theme of this year's crop report is "Sonoma County Working Landscapes", which seeks to highlight the multiple ecological benefits provided by good stewardship of agricultural lands. In addition to producing food, feed, fiber, and jobs, these working landscapes provide benefits such as groundwater recharge, wildlife habitat, nutrient cycling, climate regulation and habitat for pollinators. The stewardship of these agricultural lands enhances environmental quality, and provides recreational and social benefits to everyone in the community.

I would like to extend my gratitude and appreciation to all of our agricultural producers whose participation makes this report possible. A special thanks goes out to Andrew Smith, Agricultural Biologist, who collects and compiles these statistics, as well as the outstanding staff of the Agricultural Commissioner / Sealer's Office who contribute to the production of this report.

Respectfully submitted,

Tony Linegar

Agricultural Commissioner / Sealer of Weights and Measures

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*We shall never achieve harmony with land, any more than we shall achieve absolute justice or liberty for people. In these higher aspirations the important thing is not to achieve, but to strive."*

*– Aldo Leopold*

### Sonoma County Working Landscapes

Working landscapes typically combine the production of agricultural commodities with the delivery of valuable ecosystem services. Agricultural lands in Sonoma County are a great example of the ecosystem services provided by these working landscapes that benefit all of the citizens of Sonoma County and beyond. Ecosystem services are defined as the multiple ecological and economic benefits to people provided by maintaining agricultural lands and open space. In addition to crop and livestock being produced for food, feed, or fiber, the benefits include: maintaining wildlife habitats, enhancing biodiversity, providing water filtration, increasing nutrient cycling and storage, recharging of groundwater, enriching the soil, supporting pollinators and insects for biological control.

Many take for granted all of these services provided to the community by these working landscapes. The benefits are greatly reduced or eliminated when farmland falls to the ever expanding wave of urbanization. Once prime agricultural soils are paved over, it is highly unlikely that they will ever be returned to production. The loss of agricultural lands and the impending threat of urbanization may be the single biggest threat to the environment in Sonoma County that we will face in the years to come. It is important that our community recognizes the value provided by preserving and maintaining working agricultural landscapes. Besides enhancing our environment, working landscapes provide jobs for county residents and are the main attraction for tourists who come to Sonoma County to enjoy the scenic beauty of our agrarian landscape and the wide variety of our agricultural products. As an example of the economic benefits gained from agricultural lands, our wine industry farms just six percent of the county's land mass, or about 60,000 acres, but generates nearly \$14 billion dollars annually in economic value for the county. A recent study of the economic value of working lands and natural areas in Sonoma County shows benefits of \$2.2-6.8 billion per year.

In addition to the vineyards, orchards, and irrigated pastures, a large portion of Sonoma County is made up of rangeland. Accounting for more than 330,000 acres, or nearly one third of the county's land mass, our rangelands are vast, unforested lands that encompass a number of different plant communities, including oak woodlands, coastal and interior scrublands, chaparral, grasslands, savannahs, and other open landscapes. These plant communities produce natural forage plants suitable for grazing, but rainfall in these areas is too low or infrequent for growing crops. Rangelands are differentiated from pasturelands by the fact that rangelands grow primarily native vegetation, rather than crop or forage plants that are established by humans and may be irrigated. In Sonoma County, these rangelands also provide a wide array of recreational opportunities for residents and tourists alike. Rangelands have historically and principally been managed through livestock grazing and prescribed burning. However, contemporary researchers and land stewards are exploring the natural capital of rangelands in order to capitalize on the benefits of the ecosystem goods and services which are provided by these landscapes. Understanding the ecological value of rangelands aside from their potential for development is paramount for the conservation and resilience of these environments for now and for future generations. With the above concepts in mind it becomes more complicated to assign a value to a piece of agricultural land. Historically, farmers and ranchers would assign a value to a piece of land based on its ability to produce crops or forage for grazing livestock. The Agricultural Commissioner's annual crop report is reflective of this historical approach. However, when we look at the ecosystem services that we are sacrificing by building on these lands, we begin to understand just how important agriculture is to the health, well-being, and overall sustainability of our Sonoma County ecosystems, and in turn, the health and well-being of our communities. We recognize and greatly appreciate agricultural land owners and managers who sustainably farm these lands, so they may be passed on to future generations of farmers or ranchers, and continue to provide the ecosystem services from which we all benefit.

# Million Dollar Crops and Nursery Production

## MILLION DOLLAR CROPS

1	Winegrapes - All	\$605,068,400
2	Market Milk	\$88,964,200
3	Miscellaneous Poultry	\$47,256,400
4	Misc. Livestock and Poultry Products	\$27,315,400
5	Nursery - Miscellaneous	\$12,974,800
6	Vegetables	\$12,927,100
7	Cattle and Calves	\$11,639,200
8	Nursery - Ornamentals	\$9,127,000
9	Sheep and Lambs	\$6,001,400
10	Nursery - Cut Flowers	\$3,786,600
11	Nursery - Bedding Plants	\$3,593,100
12	Apples - Late Varieties	\$3,269,100
13	Oat Hay	\$2,654,200
14	Apples - Gravenstein	\$2,559,500
15	Oat Silage	\$1,822,400
16	Field Crops - Miscellaneous	\$1,141,400



## Nursery Production

Product	Year	Quantity	Unit	Total
Ornamentals	2013	514,900	plant	\$9,127,000
	2012	720,262*	plant	\$7,162,300
Bedding Plants	2013	846,330	flat	\$3,593,100
	2012	1,017,180*	flat	\$3,320,000
Christmas Trees	2013	8,843	each	\$452,200
	2012	6,558	each	\$344,700
Cut Flowers	2013			\$3,786,600
	2012			\$2,585,700
Miscellaneous Products (a)	2013			\$12,974,800
	2012			\$11,366,500*
TOTAL VALUE	2013			\$29,933,700
	2012			\$24,779,200*

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

\*Revised for 2012



# Fruit and Nut Summary and World Winegrape Acreage

## Fruit and Nut Summary

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total	
Apples (all)	2013	2,155	8.53	18,382	\$317		\$5,828,700	
	2012	2,195	8.29	18,188	\$297		\$5,394,800*	
	Fresh	2013					\$1,389,100	
		2012					\$1,346,300*	
Processed (a)	2013					\$4,439,600		
	2012					\$4,048,500*		
Grapes (wine)	2013	59,772	4.53	270,609	\$2,236		\$605,068,400	
	2012	58,890	4.53	267,062	\$2,183		\$582,942,100	
Olives	2013	731					\$268,000	
	2012	705					\$165,700	
Miscellaneous (b)	2013						\$575,000	
	2012						\$565,100	
TOTAL	2013						\$611,740,100	
	2012						\$589,067,700*	

(a) includes canned, juice, cider, and vinegar

(b) includes bush-berries, kiwi, black walnuts, plums, all pears, strawberries, figs, chestnuts, prunes, etc.

Grape Acreage and Yield Information Revised for 2012

\*Revised for 2012



### 2013 FRUIT AND NUT ACREAGE SUMMARY

Crop	Bearing	Non-Bearing	Total
Apples	2,155	0	2,155
Winegrapes	59,772	4,302	64,074
Olives	731	0	731
Pears	40	0	40
Plums (incl. Prunes)	29	0	29
Walnuts	142	0	142
Miscellaneous	30	0	30
<b>TOTAL ACREAGE</b>	<b>62,899</b>	<b>4,302</b>	<b>67,201</b>

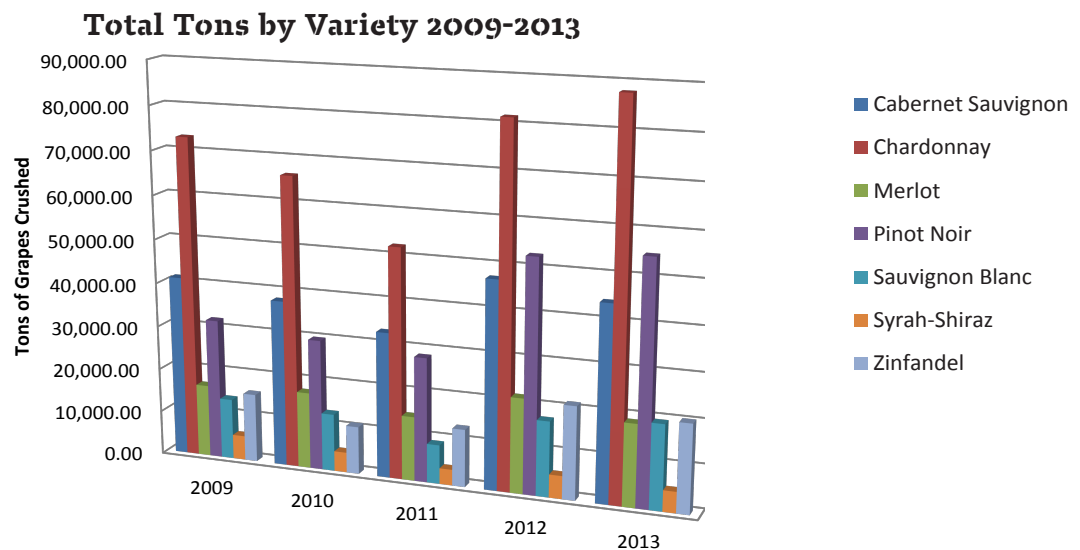
## WORLD WINEGRAPE ACREAGE

Country	Total Acreage		% Change
	2006	2011	
Spain	2,805,151	2,550,072	-9.09%
France	2,066,561	1,994,097	-3.51%
Italy	1,850,300	1,942,206	4.97%
China	1,042,769	1,729,700	65.88%
Turkey	1,269,674	1,210,790	-4.64%
United States	937,179	956,700	2.08%
Portugal	549,867	593,040	7.85%
Iran	778,365	543,620	-30.16%
Argentina	551,117	538,678	-2.26%
Romania	470,216	504,084	7.20%
Chile	444,780	499,142	12.22%
Australia	390,600	429,954	10.08%
Moldova	346,896	333,585	-3.84%
Uzbekistan	250,006	333,585	33.43%
South Africa	278,524	296,520	6.46%
Greece	201,871	274,281	35.87%
Germany	245,054	252,042	2.85%
Brazil	217,000	227,332	4.76%
India	163,086	214,977	31.82%
Algeria	189,700	177,912	-6.21%
All Other Countries	2,952,190	2,746,497	-6.97%
<b>Total Acreage</b>	<b>18,000,906</b>	<b>18,348,814</b>	<b>1.93%</b>

# Winegrape Production

Top 12 Red Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2013	604.5	13.2	617.7	1,917.8	\$2,445.23	\$4,689,500
	2012	661.3	2.7	664.0	1,906.5	\$2,325.46	\$4,433,500
Cabernet Sauvignon	2013	11,830.3	1,070.8	12,901.1	44,255.8	\$2,462.99	\$109,001,600
	2012	11,929.4	168.0	12,097.4	47,194.0	\$2,313.56	\$109,186,200
Carignane	2013	579.6	4.0	583.6	506.7	\$1,870.18	\$947,700
	2012	612.4	0.0	612.4	510.6	\$1,879.74	\$959,800
Malbec	2013	425.7	109.4	535.1	2,706.6	\$2,356.19	\$6,377,300
	2012	332.5	68.3	400.8	2,469.2	\$2,284.02	\$5,639,800
Merlot	2013	4,619.9	27.3	4,647.2	18,784.5	\$1,607.03	\$30,187,300
	2012	5,057.1	12.7	5,069.8	21,627.6	\$1,496.57	\$32,367,300
Meunier	2013	91.8	6.6	98.4	716.9	\$2,285.40	\$1,638,500
	2012	110.0	15.0	125.0	581.2	\$2,735.16	\$1,589,700
Petite Sirah	2013	598.3	83.5	681.8	2,856.8	\$2,477.06	\$7,076,500
	2012	573.2	16.7	589.9	3,149.1	\$2,424.27	\$7,634,300
Petite Verdot	2013	236.9	30.5	267.4	1,120.0	\$2,840.39	\$3,181,300
	2012	210.9	5.6	216.5	1,162.6	\$2,669.78	\$3,103,900
Pinot Noir	2013	12,539.3	948.1	13,487.4	54,826.8	\$3,079.99	\$168,866,000
	2012	11,753.1	375.2	12,128.3	52,793.2	\$3,014.62	\$159,151,500
Sangiovese	2013	195.9	12.7	208.6	1,141.1	\$2,383.10	\$2,719,400
	2012	91.2	66.2	157.5	1,341.5	\$2,270.04	\$3,045,300
Syrah-Shiraz	2013	1,731.9	7.0	1,738.9	4,835.8	\$2,246.05	\$10,861,500
	2012	1,749.1	12.1	1,761.2	5,252.2	\$2,148.20	\$11,282,800
Zinfandel	2013	5,139.0	159.8	5,298.8	20,172.3	\$2,444.51	\$49,311,400
	2012	5,214.0	95.0	5,309.0	21,204.2	\$2,419.54	\$51,304,500
<b>TOTAL</b>	2013	39,788.7	3,167.3	42,956.0	156,435.3	\$2,558.50	\$400,239,800
<b>ALL REDS</b>	2012	39,568.7	1,951.3	41,520.0	161,709.9	\$2,453.74	\$396,794,100

All Acreage Information Revised for 2012

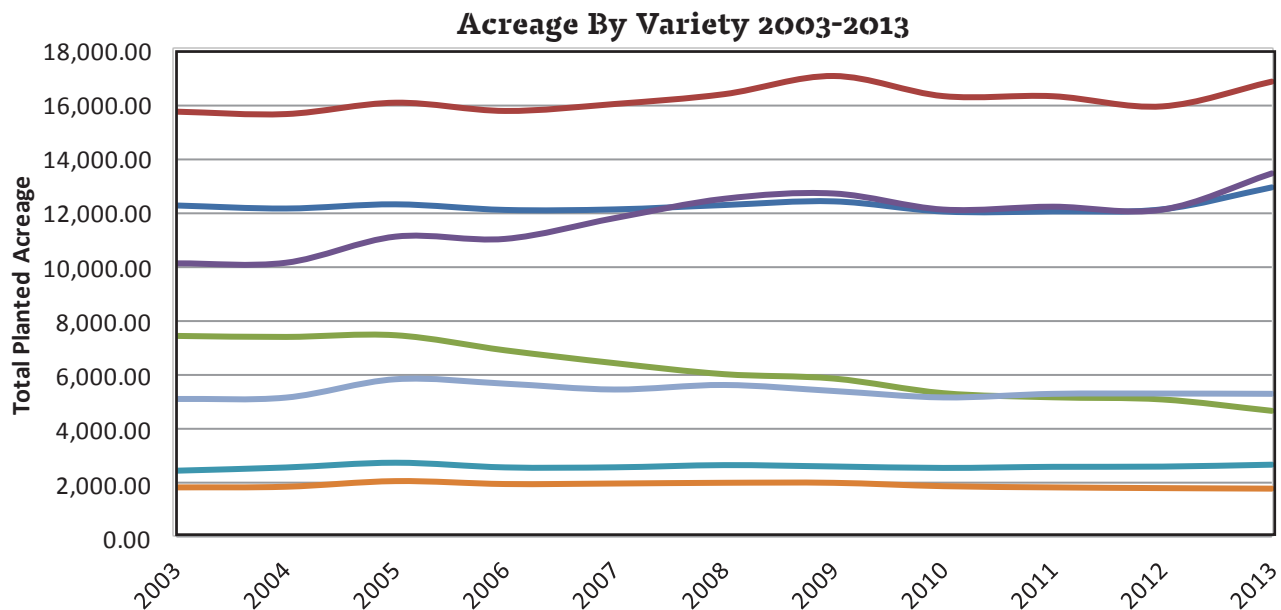




# Winegrape Production

Top 10 White Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2013	16,045.2	819.3	16,864.5	87,883.5	\$1,930.28	\$169,639,800
	2012	15,314.0	624.2	15,938.2	81,581.6	\$1,893.66	\$154,487,900
French Colombard	2013	34.4	0.0	34.4	188.9	\$629.49	\$119,000
	2012	35.6	0.0	35.6	116.6	\$544.74	\$63,600
Gewürztraminer	2013	127.4	1.0	128.4	571.9	\$1,494.03	\$854,500
	2012	137.9	0.0	137.9	640.0	\$1,543.11	\$987,600
Muscat Blanc	2013	19.8	2.6	22.4	106.2	\$1,956.71	\$207,900
	2012	24.7	1.1	25.8	101.6	\$1,837.13	\$130,000
Pinot Blanc	2013	48.3	12.3	60.6	323.6	\$1,265.85	\$409,700
	2012	46.7	8.7	55.4	368.8	\$1,728.41	\$419,900
Pinot Gris	2013	431.4	4.9	436.3	2,789.2	\$1,665.50	\$4,645,500
	2012	486.5	2.0	488.5	2,701.0	\$1,661.48	\$4,487,700
Sauvignon Blanc	2013	2,449.1	205.7	2,654.8	19,387.6	\$1,469.84	\$28,496,700
	2012	2,463.3	114.0	2,577.3	17,159.4	\$1,418.49	\$24,340,500
Semillon	2013	116.8	0.2	117.0	450.4	\$1,781.55	\$802,500
	2012	127.4	0.9	128.3	470.9	\$2,063.69	\$971,800
Viognier	2013	228.6	7.6	236.2	987.1	\$2,313.99	\$2,284,200
	2012	246.0	7.5	253.4	843.5	\$2,251.74	\$1,899,400
White Riesling	2013	43.5	0.0	43.5	336.2	\$1,909.52	\$642,000
	2012	41.4	0.0	41.4	363.8	\$1,864.34	\$678,300
<b>TOTAL</b>	2013	19,983.0	1,134.2	21,117.2	114,173.8	\$1,845.31	\$210,686,100
<b>ALL WHITES</b> Includes other whites	2012	19,321.7	910.8	20,232.5	105,351.7	\$1,811.93	\$190,890,000
<b>TOTAL</b>	2013	59,771.7	4,301.5	64,073.3	270,609.1	\$2,235.95	\$605,068,400
<b>WINEGRAPES</b>	2012	58,890.4	2,862.1	61,752.5	267,061.6	\$2,182.80	\$582,942,100

All Acreage Information Revised for 2012



# Apple Production, Apiary Products, and Vegetables

## Apple Production

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total	
Gravenstein	2013	467	17.07	7,973	\$321		\$2,559,500	
	2012	477	11.07	5,279	\$362*		\$1,909,600*	
	Fresh	2013			389	\$1,800	\$699,908	
		2012			382	\$1,576	\$602,032*	
	Processed (a)	2013			7,584	\$245	\$1,859,562	
		2012			4,897	\$267	\$1,307,499*	
Late Apples	2013	1,688	6.17	10,409	\$314		\$3,269,100	
	2012	1,718	7.51	12,909	\$270*		\$3,485,200*	
	Fresh	2013			323	\$2,136	\$689,096	
		2012			336	\$2,215	\$744,240*	
	Processed (a)	2013			10,086	\$256	\$2,580,031	
		2012			12,573	\$218	\$2,740,914*	
TOTAL	2013	2,155	8.53	18,382	\$317		\$5,828,700	
	2012	2,195	8.29	18,188	\$297		\$5,394,800*	

(a) includes canned, juice, vinegar, cider

\*Revised for 2012

## Apiary Products



TOTAL VALUE*	2013	\$181,500
	2012	\$227,600

\*includes honey, wax and hives rented for pollination

## Vegetables



Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2013	539	\$12,927,100
Vegetables (a)	2012	680	\$11,018,400

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



## Livestock and Poultry Production

Item	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2013	28,827	146,497	cwt.	\$79.45	\$11,639,200
	2012	29,971	156,916	cwt.	\$78.56	\$12,327,300
Sheep/Lambs	2013	33,116	39,496	cwt.	\$151.95	\$6,001,400
	2012	29,542	35,234	cwt.	\$147.57	\$5,199,500
Hogs	2013	1029	2,830	cwt.	\$72.82	\$206,100
	2012	843	2,574	cwt.	\$63.50	\$163,500
Miscellaneous (a)	2013					\$47,256,400
	2012					\$46,632,600
TOTAL VALUE	2013					\$65,103,100
	2012					\$64,322,900

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

## LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2013	4,569,292	cwt.	\$19.47	\$88,964,200
	2012	4,725,733	cwt.	\$18.00	\$85,063,200
Milk, Manufacturing	2013	7,030	cwt.	\$18.92	\$133,000
	2012	7,519	cwt.	\$18.00	\$135,300
Wool	2013	92,780	lb.	\$1.45	\$134,600
	2012	88,362	lb.	\$1.53*	\$135,200*
Miscellaneous (a)	2013				\$27,315,400
	2012				\$25,142,700
TOTAL VALUE	2013				\$116,547,200
	2012				\$110,476,400*

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

\*Revised for 2012

## LIVESTOCK AND POULTRY INVENTORY

Item	Number
Cattle and Calves (all) *	66,515
Milk Cows and heifers (2 years and over)	27,247
Beef Cows and heifers (2 years and over)	10,441
Sheep and Lambs (all)	25,271
Hogs	1,131
Laying Hens and Pullets	4,345,867
Goats	2,276

\* Number of Head as of January 1, 2014 - Furnished by California Agricultural Statistics Service

# Field Crops and The Multiple Benefits of Agriculture

Crop	Year	Harvested Acreage	Ton/Acre	Total Tons	Unit	Per Unit	Total
Hay, Oat	2013	4,954	3.3	16,159	ton	\$164.26	\$2,654,200
	2012	4,775	2.6	12,522	ton	\$145.06	\$1,816,400
Hay, Volunteer	2013	1,004	0.7	708	ton	\$163.37	\$115,600
	2012	738	0.6	472	ton	\$241.94	\$114,100
Green Chop (a)	2013	2,620	6.1	16,075	ton	\$17.93	\$288,300
	2012	2,887	7.8	22,486	ton	\$17.70	\$397,900
Oats, Grain	2013	645	2.8	1,820	ton	\$512.36	\$932,500
	2012	800	3.2	2,558	ton	\$527.91	\$1,350,400
Silage, Corn (a)	2013	325	24.6	8,000	ton	\$25.30	\$202,400
	2012	236	30.1	7,109	ton	\$24.11	\$171,400
Silage, Oat (a)	2013	3,538	16.5	58,244	ton	\$31.29	\$1,822,400
	2012	3,580	13.5	48,478	ton	\$30.28	\$1,468,000
Straw	2013						\$128,100
	2012						\$182,700
Miscellaneous (b)	2013						\$1,141,400
	2012						\$2,680,700
Pasture (c)	2013	6,654			acre	\$100.00	\$665,400
	2012	6,721			acre	\$100.00	\$672,200
Rangeland (c)	2013	328,350			acre	\$12.00	\$3,940,300
	2012	331,667			acre	\$12.00	\$3,980,100
TOTAL	2013	348,090					\$11,890,600
	2012	351,404					\$12,833,900

(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, rye, vetch, Sudan, etc.

(c) potential grazing value- estimated from Assessor's rolls

## Cows, Clean Water, and Coho: The Multiple Benefits of Agriculture in Sonoma County



Sonoma County dairies have always been an important part of Sonoma County agriculture. Recently Sonoma County artisanal cheese production has garnered international recognition for its variety and quality. This production represents an incredible amount of innovation by these farming families and helps to demonstrate their value in stewardship and the concept of sustainability. According to a recent report by the UC Cooperative Extension, artisanal cheese production in Sonoma and Marin counties creates \$120 million in annual sales, producing 8 million pounds of cheese and employing more than 300 people. In addition to the economic benefits, Sonoma County artisanal cheese production creates multiple environmental and social benefits that help make Sonoma County a healthy and vibrant place to live. These

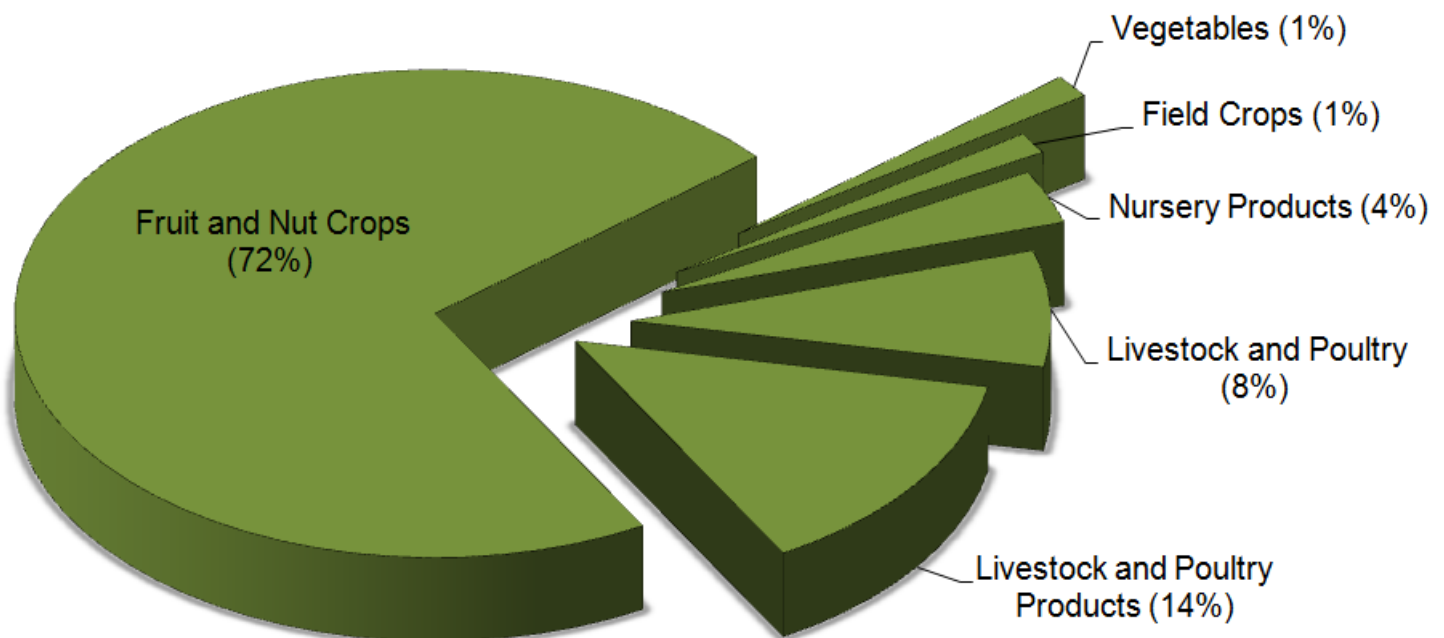
agricultural landowners possess a stewardship philosophy, conserving natural areas and habitat in order to protect wildlife, clean air, and water. Most artisanal cheese production occurs in and around habitat occupied by the threatened Coho salmon. Therefore the protection and conservation of agricultural lands serves to protect the natural resources that will ensure the survival of Coho salmon. Many artisanal cheese producers in Sonoma County have worked with the Sonoma County Agricultural Preservation and Open Space District to establish conservation easements on their properties to ensure the land remains in agricultural production and natural habitat. The Sonoma County Agricultural Commissioner's Office, in cooperation with the Agricultural Preservation and Open Space District and the UC Cooperative Extension are working together to highlight the multiple benefits of conserving agricultural lands and the natural landscapes in which they occur. While artisanal cheese production offers us a unique example of innovation, agricultural stewardship, and conservation, this stewardship philosophy is shared by a great majority of other agricultural practitioners, allowing our county to act as a model for re-connecting food systems with ecosystems in order to realize the multiple benefits of agriculture in Sonoma County.



	2012	2013	% Change
Apiary Products	\$227,600	\$181,500	-20.3%
Vegetable Crops	\$11,018,400	\$12,927,100	17.3%
Field Crops	\$12,833,900	\$11,890,600	-7.4%
Nursery Products	\$24,779,200*	\$29,933,700	20.8%
Livestock and Poultry	\$64,322,900	\$65,103,100	1.2%
Livestock and Poultry Products	\$110,476,400*	\$116,547,200	5.5%
Fruit and Nut Crops	\$589,067,700*	\$611,740,100	3.8%
<b>TOTAL VALUE</b>	<b>\$812,726,100*</b>	<b>\$848,323,300</b>	<b>4.4%</b>

\* Revised for 2012

## Sonoma County Agriculture 2013 (percentage of total production value)





## 2013 Organic Farming Statistics

Commodity	Registrants	Units
Eggs	12	45,700 Birds
Fruits/Nuts	125	2,757 Acres
Field Crops	24	10,339 Acres
Pasture/Rangeland	42	20,224 Acres
Meat (chicken, beef, goat, lamb, pork)	13	956,071 Head
Dairy	40	6,846 Head
Nurseries	23	7 Acres
Vegetables	50	207 Acres
Winegrapes	52	1,000 Acres
Processors/Handlers	20	26 Facilities

## Pest Detection Trapping

There were 8,256 traps placed for the detection of exotic insect pests including Mediterranean, Oriental, and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, European Grapevine Moth (EGVM), and Light Brown Apple Moth (LBAM). These traps were serviced 98,479 times. There were 91 traps placed in nurseries for the detection of Glassy-Winged Sharpshooter (GWSS), which were serviced 1,148 times. In addition, 386 traps were placed in urban areas for the detection of GWSS, which were serviced 2,730 times. There were no EGVM detected through trapping in 2013. This represented a marked achievement in our goal to eradicate the moth here in Sonoma County as none were found in 2012 and only 9 EGVM were trapped in 2011 as opposed to the 59 confirmed finds encountered in 2010.

## Pest Exclusion

A total of 3,055 premise visits occurred in 2013, and during these visits we inspected 29,187 shipments of plant material. Inspections occurred at the express carriers, nurseries, the post office, feed mills, as well as vineyards, orchards and other farms. Sixty-six rejections of plant material were made, which is a 30% decrease from 2012 rejections. 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 1,430 shipments of nursery material arriving from infested counties in California. There was one shipment of plant material rejected for the presence of viable GWSS egg masses. To assist our industry, we issued 138 federal phytosanitary documents for international shipments and 109 state phytosanitary documents for shipments to other states.

## Exotic Pest Species Intercepted in 2013

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>Miliuscutulus 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

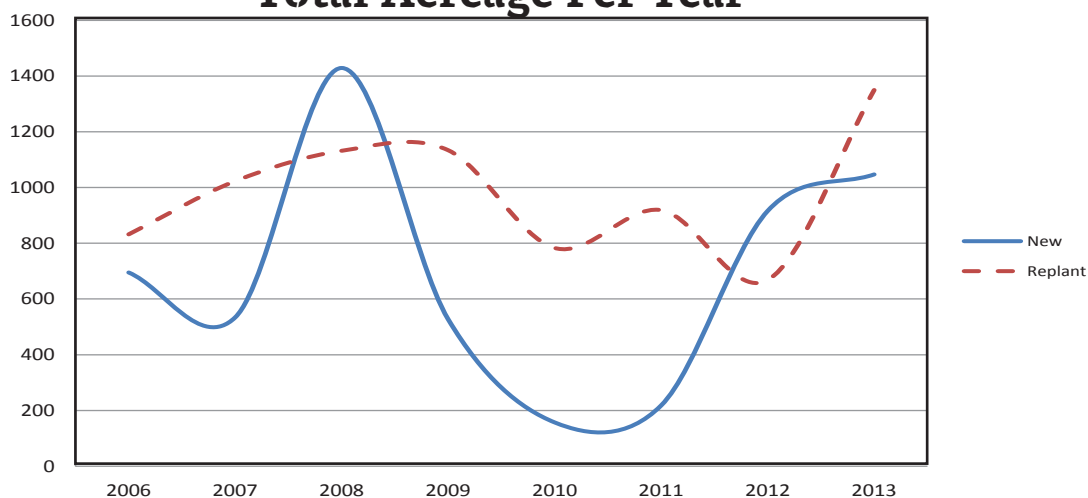
Before developing and planting a vineyard or orchard, an application and plans are submitted for review and approval to the Agricultural Commissioner's Office. Through the County's Vineyard Erosion and Sediment Control Ordinance (VESCO) which was originally adopted by the Sonoma County Board of Supervisors in 2000, standards were established to assist in preventing soil erosion and protect water quality and other natural resources. The department has a handbook titled "Best Management Practices for Agricultural Erosion and Sediment Control" (BMPs) which is routinely enhanced to mirror the adopted standards within the ordinance. This handbook provides guidelines for controlling water movement in order to mitigate the impacts of accelerated soil erosion due to agricultural activities in Sonoma County. The handbook describes and shows practices effective at reducing erosion and sedimentation, and other potential impacts, as well as how to implement these practices.

In 2008, VESCO was updated to include the review of orchard developments as well as 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 on steep slopes. These standards incorporate an engineering geologist's review for areas of instability and use of Universal Soil Loss Equation (USLE) or Revised Universal Soil Loss Equation (RUSLE) to demonstrate that there will be no net increase in erosion from the pre-development condition.

In 2013, the department assumed the responsibility of implementing the agricultural grading and drainage permitting process previously performed by the Permit and Resource Management Department. Grading and drainage review is now performed in conjunction with VESCO review, allowing for a more streamlined process. The department has acquired personnel with expertise in engineering to review engineered plans and additional staff to improve the sustainability of the program. Lastly, the BMPs were updated in 2013 to include the requirement that project layouts be based on a qualified expert's recommendations with respect to any listed species protected under California or federal law.

Year	New				Replants				Total					
	Level I		Level II		Projects	Acreage	Level I		Level II		Projects	Acreage	Projects	Acreage
	Projects	Acreage	Projects	Acreage			Projects	Acreage	Projects	Acreage				
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

## Total Acreage Per Year

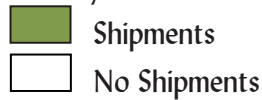


# Commodity Exports



Destination	Number of Certificates
Canada	36
Japan	12
China	10
Mexico	9
Italy	9
Spain	8
Australia	7
France	7
Germany	5
Costa Rica	4
French Polynesia	4
Korea, Republic of	4
Netherlands	3
Nicaragua	3
Bulgaria	2
Switzerland	2
Belgium	1
Brazil	1
Chile	1
Hong Kong	1
India	1
New Zealand	1
Poland	1
Qatar	1
Saudi Arabia	1
South Africa	1
Spain	1
Trinidad and Tobago	1
United Arab Emirates	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 2013, the Sonoma County Agricultural Commissioner's Office issued 138 Federal Phytosanitary Certificates for international shipments to 29 countries, and 109 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.



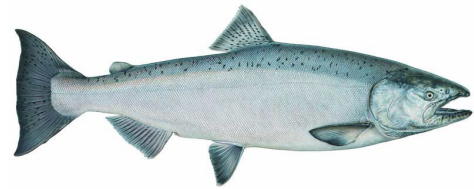
# Timber Harvest and Commercial Fish Landings



## TIMBER HARVEST

Year	Production	Unit	Value (a)
2013	13,487,000	board feet	\$3,553,061
2012	4,426,000	board feet	\$770,936

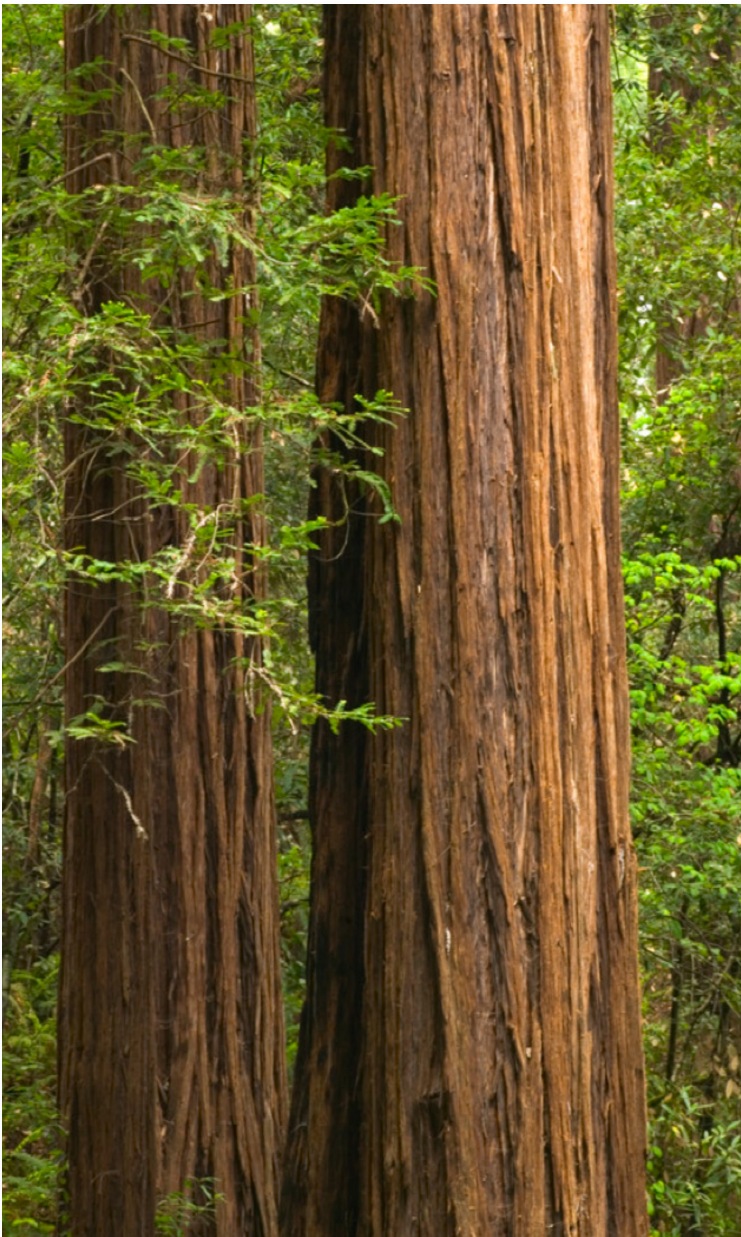
(a) value of timber immediately before cutting  
 Source: [www.boe.ca.gov/proptaxes/timbertax.htm](http://www.boe.ca.gov/proptaxes/timbertax.htm)  
 Informational only



## Commercial Fish Landings \*

Species		Pounds	Value
Crab,	2012	2,685,769	\$8,502,013
	Dungeness	2011	5,394,657
Salmon,	2012	575,937	\$2,757,192
	Chinook	2011	102,688
Sole, all	2012	10	\$20
	2011	19	\$19
Rockfish, all	2012	7,186	\$34,639
	2011	3,252	\$14,571
Halibut,	2012	898	\$3,966
	California	2011	1,733
Miscellaneous	2012	147,271	\$145,839
	2011	60,524	\$46,116
Sablefish	2012	89,915	\$284,482
	2011	142,370	\$397,089
Lingcod	2012	857	\$2,139
	2011	410	\$1,081
Tuna, Albacore	2012	17,121	\$30,120
	2011	42,730	\$69,952
Cabezon	2012	1,448	\$6,563
	2011	398	\$1,888
Total	2012	3,526,412	\$11,766,973
	2011	5,748,781	\$14,340,731

\*Most recent figures provided by California Department of Fish and Game.  
 Source: <http://www.dfg.ca.gov/marine/landings09.asp>  
 Informational only



# Agriculture Division Summary

## In 2013 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 100 winery inspections, completed 95 grape hauler inspections, and provided outreach through meetings, emails, and website updates. Due to the success of this program, commercial vineyard acreage under quarantine in Sonoma County was reduced from ~46,500 acres to ~5,600 acres in early 2013. No EGVM were detected in traps in Sonoma County in 2013 or 2012 compared with 9 moths in 2011 and 59 moths in 2010.
- Increased the number of inspections performed related to commercial and agricultural pesticide use in the County by 43%. In 2013 we performed 93 inspections as compared to 65 inspections in 2012. These inspections include field worker and applicator inspections out in the field as well as headquarter/records inspections.
- Implemented the agricultural grading and drainage permitting process previously performed by the Permit and Resource Management Department. Grading and drainage review is now performed in conjunction with VESCO review, allowing for a more streamlined and comprehensive review process.
- Enhanced the VESCO program by requiring review by an engineer for all engineered plans and updated the best management practices handbook to include the requirement that projects be based on a qualified expert's recommendations with respect to any listed species protected under California or federal law.
- Broadened our outreach to industry to more accurately determine the impacts of the drought. We conducted a drought survey using multiple methods for distribution including direct email, phone calls and distribution through industry groups.
- Continued partnering with the Regional Water Quality Control Boards (RWQCBs) and private industry to develop opportunities that leverage the standards and practices already implemented through VESCO and the Code of Sustainable Winegrowing to meet the Water Boards' proposed regulations. The Department has worked with the RWQCBs and industry to develop farm plan templates that will describe how the property operator will protect water quality on the farm as required under the proposed regulations.

## Did You Know in 2013 the Agriculture Division...

- Inspected approximately 28,940 incoming shipments of plant material at nurseries and shipping terminals for exotic, invasive, and agricultural pests
- Issued 212 Producer Certificates and 21 Farmers' Market certificates for Certified Farmers' Markets
- Registered 49 new organic producers
- Inspected nearly 2.8 million chicken eggs for defects via representative sampling
- Issued 247 phytosanitary certificates for the export of plant material produced in Sonoma County
- Reviewed 151 vineyard/orchard development projects, including five with agricultural drainage and two with agricultural grading, a 51% increase over 2012
- Diverted more than 20,600 pounds of plastic containers from the landfill through the division's two recycling events with approximately 128 growers participating
- Inspected 25 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 almost 1,000 Sonoma County producers in preparation for the 2013 Agricultural Crop Report
- Issued 570 Operator Identification Numbers and Restricted Material Permits for agricultural pesticide use, and conducted 22 investigations for suspected illnesses and complaints as part of the Pesticide Use Enforcement program





# Weights and Measures Division Summary

The Division of Weights and Measures plays an important role in the local economy in serving as the County's regulatory agency for state and local weights and measures laws. Under California law, Weights and Measures is responsible for registering, inspecting and regulating commercial devices used in the county. Commercial devices are defined 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". Local consumers encounter these devices daily from the fuel dispenser at the local service station, to the taxi cab used to go across town, to the deli counter scale at the grocery store used to purchase a pound of turkey lunch meat.

Sonoma County consumers can rest assured in knowing these "commercial devices" are routinely inspected by the Division of Weights and Measures. Devices that pass inspection are labeled with a county "star-burst" seal identified with the Weights and Measures logo, and the current calendar year.

In 2013, the Weights and Measures Division inspected over 11,830 commercial devices which included:

- 3,950 Retail fuel meters
- 1,173 Grocery store scales
- 846 Utility electric meters
- 805 Utility gas meters
- 765 Utility water meters
- 130 Taxi meters
- 106 Vehicle scales
- 72 Liquid propane meters



Weights and Measures is also responsible for registering and inspecting local businesses that operate automated "point-of-sale" scanner systems used to charge merchandise prices. Approximately 620 local businesses are registered under the county ordinance and each of these businesses receives an annual price verification inspection to determine their pricing accuracies. Businesses not passing their initial price verification inspection are placed on a "follow-up" inspection frequency and are inspected until they demonstrate that they have corrected any pricing irregularities. Businesses failing inspections are charged follow-up inspection fees and are subject to administrative penalties.

In 2013, the Weights and Measures Division performed over 620 initial inspections which included:

- Price verification of over 20,900 items. Three percent of these items were overcharged at the register.
- 187 Notices of Violation were issued for failed inspections.
- 18 Administrative Penalties were issued for failed inspections.

The Division of Weights and Measures also inspects the accuracy of labeled "net-content" statements of package labels and additional labeling requirements. In 2013, Weights and Measures:

- Inspected the "net content" of over 4,785 lots containing over 6,250 packages
- Placed over 505 packages "off-sale" for "short-weight"
- Placed over 620 packages "off-sale" for labeling deficiencies



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 “Our Food, Our Farms”.

### Our Food, Our Farms Owen Brodt, 3rd Grade Pacific Christian Academy

Farmers grow great food, and we are thankful for that. Celery, broccoli, apples, bacon, eggs, lamb, steak, and pork chops. Why would we eat these? They are tasty and high in nutrients!

In Sonoma County, we're famous for growing grapes. We also have dairy farms for milk, and chicken farms for meat and eggs. We also grow fruits, vegetables and nuts. Specialty crops, like cute flowers and Christmas trees, are grown. But we don't eat them because they are not edible!

Farms are specialized. Some farms have animals. Some farms grow plants.

Farmers have to know about the plants and animals they raise. They need to know how to plant and how to harvest. They need to know about irrigation, climate and soil. For animals, farmers have to feed, clean up after them and make sure they are healthy.

### Farms + Food = Happy Kids



**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**

Dan Curtin - Priscilla Lane - Alexis Ramey

**Senior Agricultural Biologist / Standard Specialist**

Pete Albers - Michael Barrett - Cree Morgan - Paul Turano  
Marilyn Vernon

**Agricultural Biologist / Standards Specialist**

Colleen Boe - Gayle Carter - Jessica Cassatt - David Jagdeo  
Travis Howard - Thomas LeClerc - Katy McCoy - Alex McVicker  
Michael Milligan - Andrew Smith - 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 - Kamal Kaur - Nina Reeser

**Senior Agricultural Program Assistant**

Lisa Bell - Maggie Furlong - Adam Weinberg

**Agricultural Program Assistant**

Kellie Anderson - Jordan Ash - Anna Ashbeck - Chelsea Bauman  
Kevin Brady - David Burtis - Kristina Cassidy - Kris Catching  
Kim Covington - Tim Engle - Andrew Griffin - Beverly Hammond  
Anne Elise Krug - Caleb Lefkowitz - Kyle Lindstrom - Steve McKelvey  
Tim Murphy - John O'Keeffe - Brian O'Malley - Jodie Pixley  
Daniella Reagan - Laurie Richards - Tim Van Deran - Jody Vent  
Brittney Yolo





