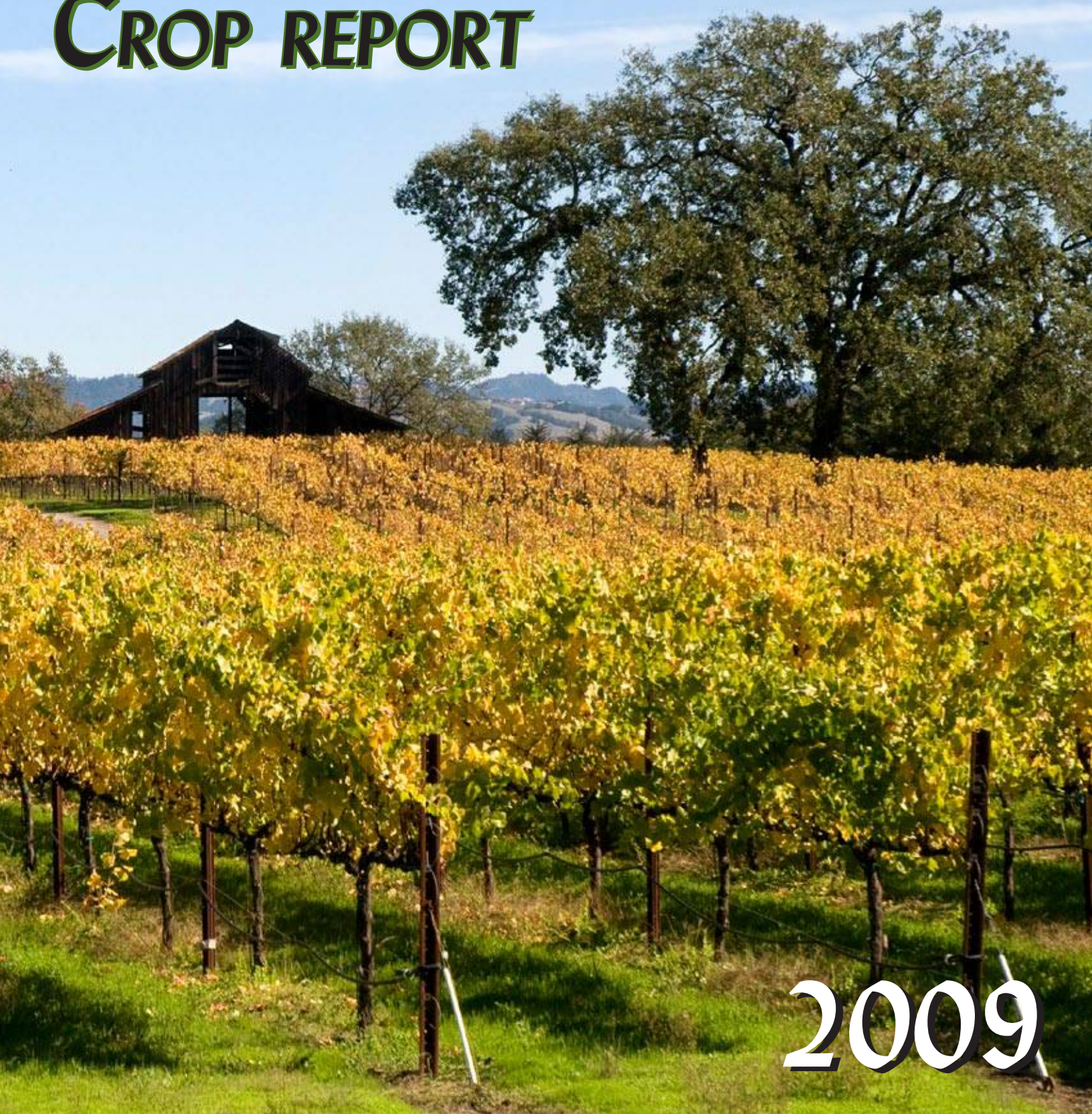
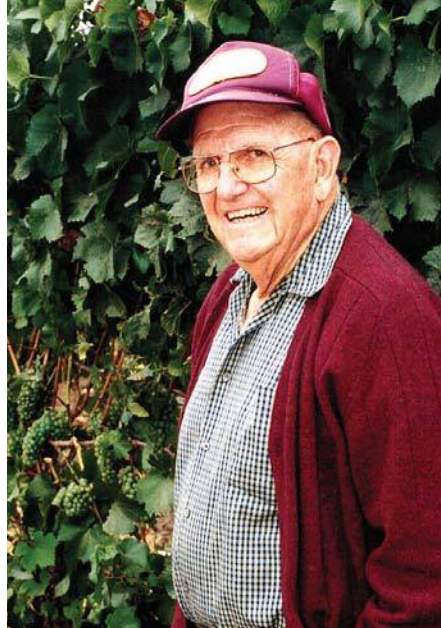


SONOMA COUNTY AGRICULTURAL CROP REPORT



2009

**THIS YEAR'S CROP REPORT IS DEDICATED TO
ROBERT ASHLEY YOUNG
1919 - 2009**



"We are blessed to live on and farm land that is very, very special. I hope that what we have now will never be abused; that future generations will treat the land well and understand that, by being generous, the land will continue to grow whatever we wish for it to grow."

Sonoma County lost an agricultural pioneer and icon when Robert Ashley Young passed away on June 19, 2009. Born on March 6, 1919, in Healdsburg, Robert was the third generation of Youngs to farm the family ranch in Alexander Valley. He was president of Robert Young Vineyards, which is distinguished as having the first California vineyard proudly designated on a wine label. In 2000, he was honored with the Wine Industry Integrity Award.

Robert's career in wine began in the early 1960s, when he recognized the prime grape growing conditions in Alexander Valley. He started by converting a prune orchard into the first Cabernet Sauvignon vineyard for the region and by 1977, all of his prune orchards were converted to coveted acres of luscious, award winning grapevines.

A steward of the burgeoning wine growing industry locally and abroad, Robert developed many lifelong relationships with other growers and winemakers all over the world. He served as a chairman and board member of the California Association of Wine Grape Growers and also served on a variety of federal, state and local agricultural advisory committees. He was the proud California delegate of the International Organization of Vine and Wine to Russia, Belgium, South Africa, Argentina, Spain and the United States. For 40 years, Robert was a gracious host and mentor to hundreds of South African farmers, teaching them innovative growing techniques so they could successfully farm back in their home country.

Throughout his life Robert dedicated himself to his family, to his ranch and to his community. He remained a fixture in the community and enjoyed attending all of the events that were near and dear to his heart. It was his indomitable spirit, his generosity and his involvement in the community he loved, that we will remember most.



OFFICE OF THE AGRICULTURAL COMMISSIONER

A.G. Kawamura, Secretary
California Department of Food and Agriculture

April 2010

and

The Honorable Board of Supervisors of Sonoma County:

Valerie Brown – First District, Chairman

Mike Kerns – Second District

Shirlee Zane – Third District

Paul L. Kelley – Fourth District, Vice Chair

Efren Carrillo – Fifth District

It is my privilege to present to you the 2009 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported value for 2009 was \$653,236,600, which is an increase of 12% from the 2008 value of \$583,386,800. This report reflects the gross production values; not the net income or costs of production and marketing.

The increase in gross value for 2009 is attributed primarily to a near 22% increase in fruit and nut crop production value, of which winegrape production value grew by almost \$90 million. Though prices were down, most growers experienced above average yields. The apiary industry showed an increase of 38% from 2008 due primarily to improved survey methods as well as reported mitigation strategies for colony collapse. Livestock and poultry also saw a 14.5% increase with a value of approximately \$52 million. Livestock and poultry products, such as eggs and milk, were down from \$112 million in 2008, to \$91 million in 2009. This is due primarily to a near 33% decline in the price for market and manufacturing milk. Apple production was down 35%, as were vegetables (11%) and nursery products (18%).

This year's report focuses on our county's organic agricultural industry, a vibrant and lucrative community resource. We would like to celebrate our organic producers and processors who make it possible for County residents to enjoy a diverse assortment of locally grown organic products. Our organic farms embrace sustainable growing practices, social equitability, and a diversity of marketing strategies that has helped make Sonoma County a pioneer in the organic agriculture movement. Many of our producers have been important stakeholders in the evolution of organic codification and regulation since the beginning.

While this Crop Report features our organic industry, I would like to extend our gratitude and appreciation for all of our agricultural practitioners whose participation enabled the production of this report. Sonoma County is a beautiful place to work and to live. I am proud to have had the opportunity to set down my roots in a place where people value the local bounty of this agrarian landscape. This report is dedicated to you. Special thanks to my outstanding staff, particularly Andrew Smith, Cree Morgan, Dagny Thomas, and Lisa Correia for their concerted efforts in the development of this report.

Respectfully submitted,

A handwritten signature in cursive script that reads 'Cathy V. Neville'.

Cathy V. Neville
Agricultural Commissioner/Sealer

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COVER PHOTO: WARREN A. SMITH

ORGANIC AGRICULTURE IN SONOMA COUNTY

"The hallmark of an alternative farming approach is not the conventional practices it rejects, but the innovative practices it includes."

— *National Research Council, Alternative Agriculture, p.3 (1989)*



Organic farming is the fastest growing segment of United States (U.S.) agriculture. U.S. sales of organic foods have grown from \$1 billion in 1990, to a projected \$23.6 billion in 2009. In Sonoma County, there are over 186 organic producers. Though typically small in size (less than 50 acres), Sonoma County organic farms grow a tremendous variety of commodities, with 130 different commodities produced as organic. There are several growers who produce organic specialty crops such as mushrooms, mushroom log growing kits, duck eggs, watercress, culinary herbs, and chestnuts. These organic commodities provide a diverse agricultural bounty that attracts tourist and local palates alike.

In order to sell products as organic, operations must meet federal and state standards, which were enacted to enhance the credibility of organic agriculture as a viable and legitimized approach to agroecosystem management. Organic registration and certification validate the production practices and often garner increased premiums in pricing. The term "organic" is defined in organic standards established by the United States Department of Food and Agriculture (USDA) in 2002. Under USDA's National Organic Program (NOP), organic production is defined as: "A production system that respond(s) to site-specific conditions by integrating cultural, biological and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity."

In California, organic registration is an official process that allows a producer to sell fruits, vegetables, winegrapes, livestock, meat, dairy, and for handlers to process products as organic. Organic producers must register with the California Department of Food and Agriculture (CDFA) through their local County Agricultural Commissioner's Office. CDFA is responsible for enforcing organic laws and regulations and acts primarily through the County Agricultural Commissioner.

Confidence in the food supply, higher prices, and rapidly growing markets always attract a lot of attention from producers seeking greater returns per acre. Many producers transition to organic production because they believe it is safer for farm workers, their families, and better for the environment. The transition to organic production can be a challenging prospect and it takes time for farms and their stewards to adjust to organic management practices and required paperwork. Those producers who have already embraced and adopted sustainable farming practices likely have an easier time. These practices include but are not limited to crop rotations, nutrient cycling, minimization of off-farm inputs and polycultures.

To remain viable, organic products need to be sold at a profit. Direct marketing, cooperatives, online sales, and community supported agriculture (CSAs), are just a few of the innovative marketing strategies that Sonoma County organic producers employ to add value and distinction to their products. Sonoma County organic producers have won many environmental awards and certifications for environmental stewardship such as the Environmental Business of the Year and Bay Visionary. Sonoma County also has the distinction of having the first poultry producer in the U.S. to receive a USDA certified organic label. Several dairies in the county have also received certification by the American Humane Association for their animal welfare programs.

Visitors from around the world are attracted to Sonoma County for our scenic vistas and agrarian mosaics. Many come to Sonoma County to taste and savor our organic products, which complement our vibrant and acclaimed wine industry. Many local restaurants and restaurants throughout the San Francisco Bay Area are supplied by our organic producers. Our organic dairies sell milk to processors that meld these products into a variety of name brand delectables we find at our local supermarkets as well as markets throughout the U.S. Sonoma County organic poultry products are famous throughout the country and can be found on menus overseas. Our Mediterranean climate and diverse topography allow year-round production of many commodities and everyone in Sonoma County benefits from the diversified resiliency that our organic agroecosystems provide.

The Agricultural Commissioner's Office appreciates all Sonoma County organic producers. It is because of their philosophical and practical connection to the land that Sonoma County residents have access to such a diverse assortment of organic food. Organic agriculture in Sonoma County fosters social equitability, environmental awareness and stewardship, and serves to build the economic viability of Sonoma County agriculture.

MILLION DOLLAR CROPS AND NURSERY PRODUCTION

MILLION DOLLAR CROPS

1	Winegrapes ~ All	\$465,036,400
2	Market Milk	\$64,524,700
3	Miscellaneous Poultry	\$41,034,600
4	Misc. Livestock and Poultry Products	\$26,398,700
5	Nursery ~ Ornamentals	\$10,214,900
6	Cattle and Calves	\$9,290,400
7	Vegetables	\$7,520,100
8	Misc. Nursery Products	\$6,037,800
9	Apples ~ Late Varieties	\$3,788,000
10	Nursery ~ Bedding Plants	\$4,697,000
11	Nursery ~ Cut Flowers	\$2,360,000
12	Sheep and Lambs	\$1,851,700
13	Apples ~ Gravenstein	\$1,329,800
14	Oat Silage	\$1,209,800
15	Oat Hay	\$1,153,400



NURSERY PRODUCTION

Product	Year	Quantity	Unit	Total
Ornamentals	2009	1,220,147	plant	\$ 10,214,900
	2008	2,264,904	plant	\$ 11,691,000
Bedding Plants	2009	258,693	flat	\$ 4,697,000
	2008	209,372	flat	\$ 4,510,700
Cut Flowers	2009			\$ 2,360,000
	2008			\$ 2,750,700
Christmas Trees	2009	7,953	each	\$ 334,500
	2008	8,051	each	\$ 360,100
Miscellaneous Products (a)	2009			\$ 6,037,800
	2008			\$ 9,482,000
TOTAL VALUE	2009			\$ 23,644,200
	2008			\$ 28,794,500

(a) includes grapevines, deciduous fruit and nut trees, liners, bulbs, forest seedlings, turf, and wreaths

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)	2009	2,862	8.19	23,437	\$ 218		\$ 5,117,800
	2008	2,840	11.66	33,106	\$ 241		\$ 7,973,000
Fresh	2009					\$ 1,162,700	
	2008					\$ 1,016,500	
Processed (a)	2009					\$ 3,955,100	
	2008					\$ 6,956,400	
Grapes (wine)	2009	56,306	3.78	212,675	\$ 2,187		\$ 465,036,400
	2008	55,431	3.05	168,992	\$ 2,238		\$ 378,161,800 *
Olives	2009						\$ 161,200
	2008						\$ 181,300
Miscellaneous (b)	2009						\$ 519,700
	2008						\$ 488,500
TOTAL VALUE	2009						\$ 470,835,100
	2008						\$ 386,804,600 *

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

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

(*) revised from 2008



2009 FRUIT AND NUT ACREAGE SUMMARY

Crop	Bearing	Non-Bearing	Total
Apples	2,862	3	2,865
Grapes (wine)	56,306	6,601	62,907
Olives	388	100	488
Pears	77	0	77
Plums (incl. Prunes)	46	0	46
Walnuts	79	0	79
Miscellaneous	705	0	705
TOTAL ACREAGE	60,463	6,704	67,167

WORLD WINEGRAPE ACREAGE

Country	Total Acreage		% Change
	2000 ¹	2006	
SPAIN	2,925,000	2,900,000	-0.86%
FRANCE	2,262,000	2,179,000	-3.66%
ITALY	2,246,000	2,063,000	-8.14%
TURKEY	1,443,000	1,410,000	-2.28%
CHINA	538,000	1,211,000	125.10%
UNITED STATES	930,000	934,000	0.41%
IRAN	678,000	745,000	9.84%
PORTUGAL	636,000	608,000	-4.33%
ROMANIA	624,000	580,000	-7.10%
ARGENTINA	514,000	543,000	5.71%
CHILE	363,000	479,000	32.10%
AUSTRALIA	263,000	400,000	52.21%
MOLDOVA	399,000	368,000	-7.88%
SOUTH AFRICA	276,000	331,000	20.09%
GREECE	323,000	296,000	-8.29%
ALL OTHER COUNTRIES	4,531,000	4,536,000	0.10%
TOTAL ACREAGE	18,951,000	19,583,000	3.34%

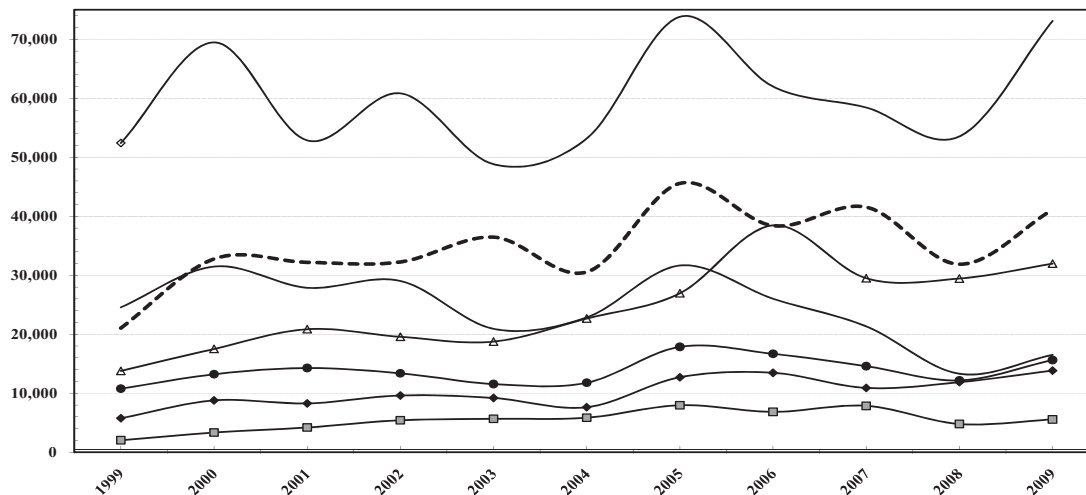
¹ = Acreages averaged from 1996 through 2000
Source: www.wineinstitute.org

WINEGRAPE PRODUCTION

Red Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2009	657.9	48.8	706.7	1,935.6	\$ 2,358.82	\$ 4,565,800
	2008	638.7	49.9	688.6	1,594.8	\$ 2,338.83	\$ 3,730,000
Cabernet Sauvignon	2009	11,658.5	730.5	12,389.0	41,140.6	\$ 2,280.67	\$ 93,828,200
	2008	11,576.0	678.4	12,254.4	31,870.8	\$ 2,321.51	\$ 73,988,400
Carignane	2009	182.0	2.8	184.8	464.2	\$ 1,919.43	\$ 891,000
	2008	181.1	0.0	181.1	327.7	\$ 1,944.90	\$ 637,400
Malbec	2009	281.8	82.1	363.9	877.9	\$ 2,491.49	\$ 2,187,300
	2008	272.0	76.0	348.0	787.6	\$ 2,550.60	\$ 2,008,900
Merlot	2009	5,736.9	109.1	5,846.0	16,506.5	\$ 1,507.00	\$ 24,875,300
	2008	5,875.6	133.4	6,009.0	13,298.5	\$ 1,555.48	\$ 20,685,600
Meunier	2009	109.0	15.0	124.0	398.5	\$ 3,056.21	\$ 1,217,900
	2008	105.9	4.5	110.4	325.2	\$ 2,769.47	\$ 900,700
Petite Sirah	2009	503.9	85.9	589.8	2,300.6	\$ 2,480.13	\$ 5,705,800
	2008	466.4	98.1	564.5	1,905.9	\$ 2,535.97	\$ 4,833,400
Petite Verdot	2009	189.0	34.8	223.8	918.9	\$ 2,778.24	\$ 2,553,000
	2008	174.4	45.1	219.5	650.3	\$ 2,707.89	\$ 1,761,000
Pinot Noir	2009	10,746.2	1,988.5	12,734.7	31,961.2	\$ 3,043.08	\$ 97,260,500
	2008	10,293.2	2,242.5	12,535.7	29,441.5	\$ 3,170.71	\$ 93,350,500
Sangiovese	2009	298.6	11.1	309.7	1,210.6	\$ 2,231.17	\$ 2,701,100
	2008	277.6	14.9	292.5	716.8	\$ 2,226.54	\$ 1,596,000
Syrah-Shiraz	2009	1,816.6	168.5	1,985.1	5,563.3	\$ 2,314.65	\$ 12,877,100
	2008	1,770.6	216.4	1,987.0	4,789.9	\$ 2,331.26	\$ 11,166,600
Zinfandel	2009	5,229.7	171.5	5,401.2	15,637.4	\$ 2,462.39	\$ 38,505,400
	2008	5,384.5	237.1	5,621.6	12,190.6	\$ 2,485.66	\$ 30,301,700
Other Reds	2009	527.2	187.6	714.8	1,839.7		\$ 6,180,000
	2008	512.7	80.7	593.4	1,528.8		\$ 2,476,400
TOTAL REDS	2009	37,937.2	3,636.2	41,573.4	120,717.0 (a)	\$ 2,430.05 (a)	\$ 293,348,400
	2008	37,528.7	3,877.0	41,405.7	99,428.4 (a)	\$ 2,488.59 (a)	\$ 247,436,600

(a) weighted average

TOTAL TONS BY VARIETY 1999-2009



WINEGRAPE PRODUCTION

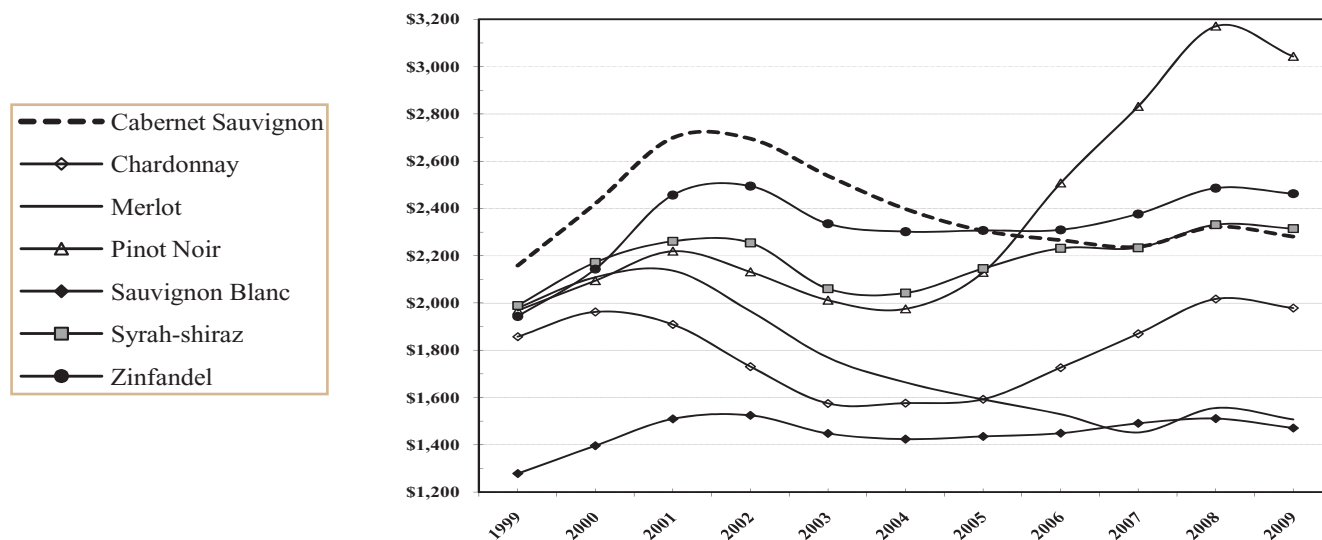
White Varieties	Year	Acreage			Production			Total Value
		Bearing	Non-Bearing	Total	Tons	\$/Ton		
Chardonnay	2009	14,659.8	2,414.9	17,074.7	73,100.6	\$ 1,978.18	\$ 144,606,200	
	2008	14,255.9	2,140.0	16,395.9	53,533.1	\$ 2,016.52	\$ 107,950,600	
French Colombard	2009	44.6	0.0	44.6	246.0	\$ 524.44	\$ 129,100	
	2008	65.3	0.0	65.3	284.8	\$ 524.46	\$ 149,400	
Gewürztraminer	2009	122.0	26.2	148.2	385.6	\$ 1,655.21	\$ 638,300	
	2008	122.0	21.1	143.1	367.1	\$ 1,617.10	\$ 593,700	
Muscat Blanc	2009	19.4	0.0	19.4	66.7	\$ 2,025.48	\$ 135,100	
	2008	19.3	0.3	19.6	43.6	\$ 1,967.16	\$ 85,800	
Pinot Blanc	2009	68.6	0.0	68.6	258.3	\$ 1,741.17	\$ 449,800	
	2008	62.3	0.0	62.3	254.4	\$ 1,740.50	\$ 442,800	
Pinot Gris	2009	453.6	80.5	534.1	1,921.8	\$ 1,761.45	\$ 3,385,200	
	2008	419.4	90.5	509.9	1,529.6	\$ 1,945.49	\$ 2,975,900	
Sauvignon Blanc	2009	2,248.6	333.9	2,582.5	13,841.2	\$ 1,470.89	\$ 20,358,900	
	2008	2,302.5	334.8	2,637.3	11,872.8	\$ 1,510.90	\$ 17,938,700	
Semillon	2009	143.6	6.4	150.0	430.6	\$ 2,357.61	\$ 1,015,200	
	2008	150.1	6.2	156.3	370.5	\$ 1,970.72	\$ 730,200	
Viognier	2009	261.9	31.2	293.1	720.1	\$ 2,324.89	\$ 1,674,200	
	2008	253.2	40.2	293.4	449.1	\$ 2,360.65	\$ 1,060,200	
White Riesling	2009	30.0	0.0	30.0	238.6	\$ 2,288.54	\$ 546,100	
	2008	26.9	0.0	26.9	185.0	\$ 2,164.07	\$ 400,400	
Other Whites	2009	316.8	71.8	388.6	748.1		\$ 2,062,800	
	2008	225.8	30.1	255.9	673.6		\$ 1,327,700	
TOTAL WHITES	2009	18,368.8	2,964.9	21,333.7	91,957.6	(a) \$ 1,903.06	(a) \$ 175,000,900	
	2008	17,902.7	2,663.2	20,565.9	69,563.6	(a) \$ 1,921.34	(a) \$ 133,655,400	

TOTAL WINE GRAPES	2009	56,306.0	6,601.1	62,907.2	212,674.6	\$ 2,186.61	\$ 465,036,400
	2008	55,431.4	6,540.2	61,971.6	168,992.0	\$ 2,237.75	\$ 378,161,800

(a) weighted average

* Revised from 2008

PRICE PER TON BY VARIETY 1999-2009



APPLE PRODUCTION, APIARY PRODUCTS, AND VEGETABLES

APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total	
Gravenstein	2009	833	4.46	3,717	\$ 358		\$ 1,329,800	
	2008	875	9.00	7,877	\$ 266		\$ 2,099,100	
	Fresh	2009			353	\$ 1,602	\$ 565,600	
		2008			573	\$ 715	\$ 409,600	
Processed (a)	2009			3,364	\$ 227	\$ 764,100		
	2008			7,304	\$ 231	\$ 1,689,500		
Late Apples	2009	2,029	9.72	19,720	\$ 192		\$ 3,788,000	
	2008	1,965	12.84	25,229	\$ 233		\$ 5,873,900	
	Fresh	2009			318	\$ 1,880	\$ 597,100	
		2008			1,675	\$ 362	\$ 606,900	
Processed (a)	2009			19,402	\$ 164	\$ 3,190,900		
	2008			23,554	\$ 224	\$ 5,266,900		
TOTAL	2009	2,862	8.19	23,437	\$ 218		\$ 5,117,800	
	2008	2,840	11.66	33,106	\$ 241		\$ 7,973,000	

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

APIARY PRODUCTS



TOTAL VALUE*	2009	\$378,100
	2008	\$274,000

*includes honey, wax and pollination

VEGETABLES



Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2009	701	\$ 8,066,600
Vegetables (a)	2008	543	\$ 9,058,000

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



LIVESTOCK AND POULTRY SUMMARY

LIVESTOCK AND POULTRY

	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2009	27,163	143,370	cwt.	\$ 64.80	\$ 9,290,400
	2008	28,243	148,517	cwt.	\$ 70.27	\$ 10,435,800
Sheep/Lambs	2009	20,971	23,472	cwt.	\$ 78.89	\$ 1,851,700
	2008	18,363	20,552	cwt.	\$ 79.89	\$ 1,641,900
Hogs	2009	1,156	2,761	cwt.	\$ 42.30	\$ 116,800
	2008	1,284	3,068	cwt.	\$ 46.37	\$ 139,200
Miscellaneous Poultry (a)	2009					\$ 41,034,600
	2008					\$ 33,448,500
TOTAL VALUE	2009					\$ 52,293,500
	2008					\$ 45,665,400

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

LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2009	5,199,404	cwt.	\$ 12.41	\$ 64,524,700
	2008	5,387,648	cwt.	\$ 17.75	\$ 95,630,800
Milk, Manufacturing	2009	7,906	cwt.	\$ 12.14	\$ 96,000
	2008	8,701	cwt.	\$ 18.85	\$ 164,000
Wool	2009	76,330	lb.	\$ 0.53	\$ 40,500
	2008	89,800	lb.	\$ 0.40	\$ 36,000
Miscellaneous Products (a)	2009				\$ 26,398,700
	2008				\$ 16,174,900
TOTAL VALUE	2009				\$ 91,059,900
	2008				\$ 112,005,700

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

INVENTORY

Item	Number
Cattle and Calves (all) *	68,000
Milk Cows and heifers (2 years and over)	25,600
Beef Cows and heifers (2 years and over)	10,000
Sheep and Lambs (all)	16,003
Hogs	1,155
Laying Hens and Pullets	2,071,552
Goats	1,694

*Number of head as of January 1, 2009—furnished by California Agricultural Statistics Service

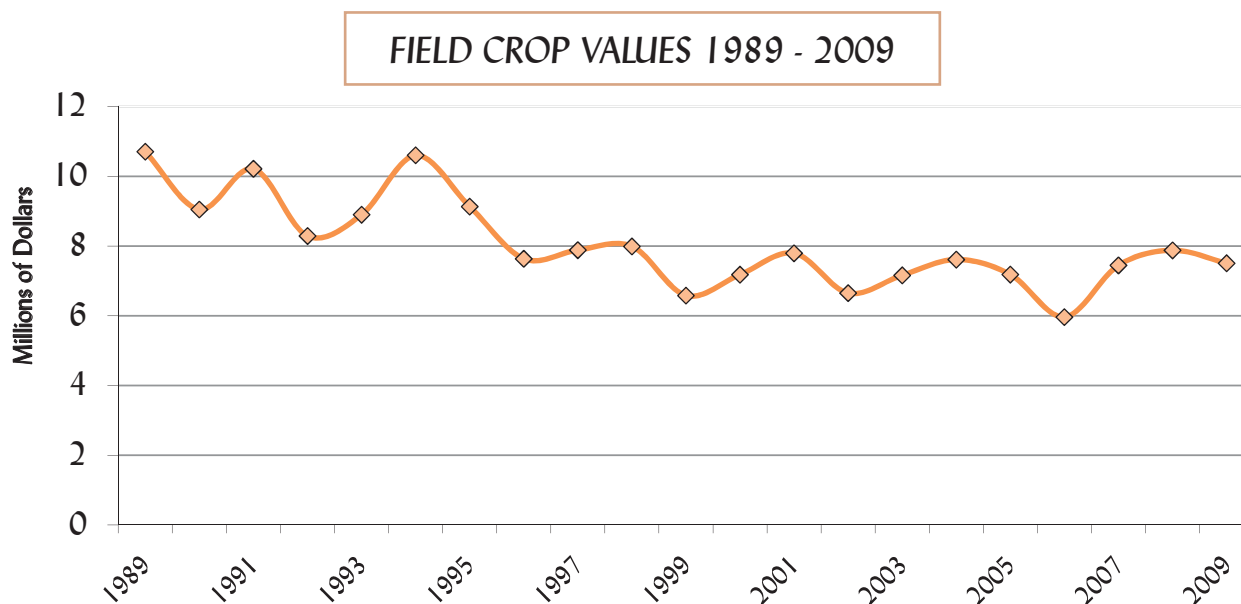
FIELD CROPS

Crop	Year	Acres	Ton/ Acre	Total Tons	Unit	Per Unit	Total
Hay, Oat	2009	4,090	2.2	8,912	ton	\$ 125.85	\$ 1,153,400
	2008	4,896	1.7	8,269	ton	\$ 182.07	\$ 1,495,300
Hay, Volunteer	2009	1,190	1.1	1,353	ton	\$ 70.11	\$ 107,100
	2008	316	2.2	701	ton	\$ 37.63	\$ 42,800
Green Chop (a)	2009	1,223	9.0	10,986	ton	\$ 18.20	\$ 192,200
	2008	248	7.3	1,815	ton	\$ 25.00	\$ 48,300
Oats, Grain	2009	442	1.1	477	ton	\$ 356.80	\$ 128,100
	2008	302	1.0	307	ton	\$ 416.80	\$ 120,000
Silage, Corn (a)	2009	250	28.4	7,095	ton	\$ 24.50	\$ 203,700
	2008	304	26.8	8,138	ton	\$ 34.40	\$ 378,000
Silage, Oat (a)	2009	5,219	10.2	53,008	ton	\$ 20.81	\$ 1,209,800
	2008	3,711	11.5	42,785	ton	\$ 20.94	\$ 1,054,400
Straw	2009						\$ 34,500
	2008						\$ 25,400
Miscellaneous (b)	2009						\$ 365,900
	2008						\$ 557,800
Pasture, Irrigated (c)	2009	6,927			acre	\$ 100.00	\$ 692,800
	2008	6,997			acre	\$ 100.00	\$ 699,800
Rangeland (c)	2009	341,819			acre	\$ 10.00	\$ 3,418,200
	2008	345,272			acre	\$ 10.00	\$ 3,452,800
TOTAL VALUE	2009						\$ 7,505,700
	2008						\$ 7,874,600

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

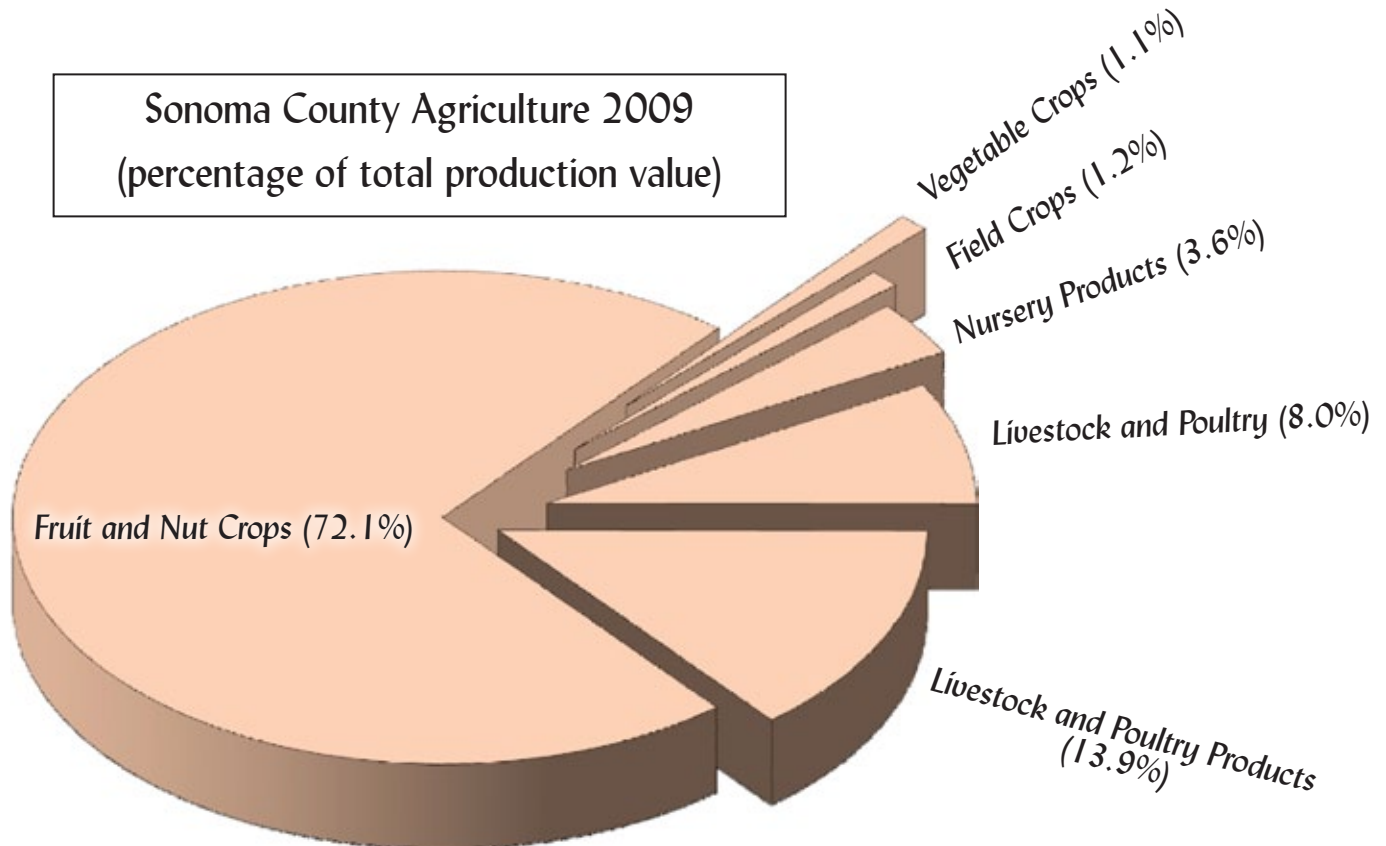
(b) includes alfalfa, barley, safflower, wheat, rye, vetch, sudangrass, etc.

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



	2008	2009	% CHANGE
APIARY PRODUCTS	\$ 274,000	\$ 378,100	38.0%
FIELD CROPS	\$ 7,874,600	\$ 7,505,700	-4.7%
VEGETABLE CROPS	\$ 9,058,000	\$ 8,066,600	-10.9%
NURSERY PRODUCTS	\$ 28,794,500	\$ 23,644,200	-17.9%
LIVESTOCK AND POULTRY	\$ 45,665,400	\$ 52,293,500	14.5%
LIVESTOCK AND POULTRY PRODUCTS	\$ 112,005,700	\$ 91,059,900	-18.7%
FRUIT AND NUT CROPS	\$ 386,804,600 *	\$ 470,835,100	21.7%
TOTAL VALUE	\$ 583,386,800 *	\$ 653,236,600	12.0%

* Revised from 2008

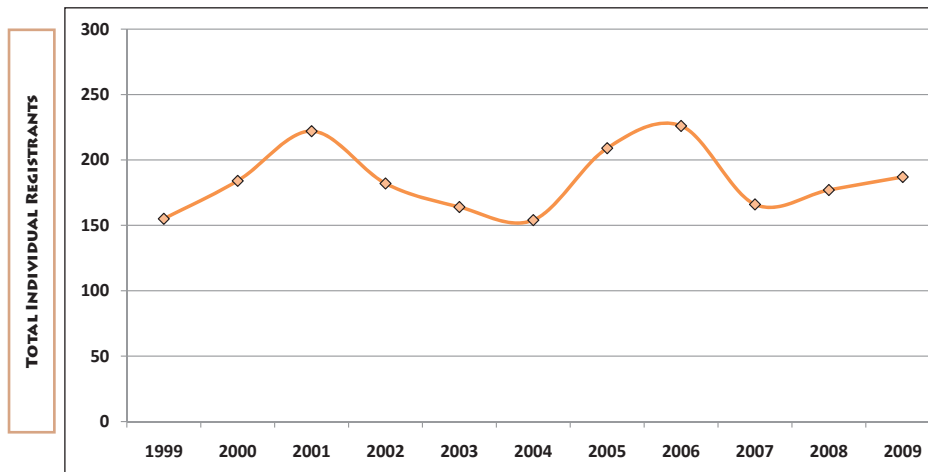


PLANT HEALTH AND PEST PREVENTION

ORGANIC FARMING STATISTICS

Commodity	Registrants		Sites		Acres	
	2008	2009	2008	2009	2008	2009
Eggs	7	7	N/A	N/A	N/A	N/A
Fruits/Nuts	78	86	464	478	2,264	2,307
Grain/Forage	14	14	29	26	4,179	3,749
Meat	4	4	16	14	N/A	N/A
Milk	24	24	119	91	N/A	N/A
Nurseries	30	34	44	48	96	11
Pasture/Rangeland	20	20	51	52	10,574	11,352
Vegetables	56	57	90	87	323	322
Winegrapes	30	30	68	68	774	762
Handlers	24	25	N/A	N/A	N/A	N/A
Total Individual Registrants	177	191	701	671	15,973	18,503

ORGANIC REGISTRANTS 1999 - 2009



NOXIOUS WEED ERADICATION

Biologists identified two sources of invasive and aggressive weeds in Sonoma County. These two weeds are A-rated Rush Skeletonweed (*Chondrilla juncea*), and Iberian Starthistle (*Centaurea iberica*). Over the course of the year, several visits were made to five different sites to perform mechanical removal and chemical treatment in order to halt the growth and prevent the spread of these problematic and very adaptive weed species.

PEST DETECTION TRAPPING

There were 2,133 traps placed for the detection of exotic insect pests including Mediterranean, Oriental, Olive and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, Khapra beetle, European Grapevine Moth (EGVM) and Light Brown Apple Moth (LBAM). Traps were serviced 22,512 times. There were 150 traps placed in nurseries for the Glassy-winged Sharpshooter (GWSS), which were serviced 2,756 times. In addition, 475 traps were placed in urban areas for GWSS, which were serviced 5,912 times. The Light Brown Apple Moth was the only exotic pest detected through trapping in 2009.

PEST EXCLUSION

A total of 3,892 premise visits occurred in 2009, and during these visits we inspected 39,636 shipments of plant material. Inspections occurred at the express carriers, nurseries, the post office, feed mills, post entry inspections, as well as vineyards and other farms. 40 rejections of plant material were made, which is a decrease of 56% compared with 2008 rejections. Rejected plant material was either destroyed or reconditioned and released. To prevent the spread of GWSS into Sonoma County, department personnel inspected 1,904 shipments of nursery material arriving from infested counties in California. There were no shipments of plant material rejected for the presence of viable GWSS egg masses in Sonoma County in 2009. There were no GWSS adults intercepted in 2009. More than 320 vineyard and orchard sites were surveyed for LBAM. To assist our industry, we issued 91 federal phytosanitary documents for international shipments and 710 state phytosanitary documents for shipments to other states.

EXOTIC PEST SPECIES INTERCEPTED IN 2009

Light Brown Apple Moth <i>Epiphyas postvittana</i>	Purple Scale <i>Lepidosaphes beckii</i>	Diaspidid scale <i>Diaspididae</i>
Small Hive Beetle <i>Aethina tumida</i>	Quack Grass <i>Elytrigia repens</i>	Biddy-Biddy <i>Acaena novae-zelandiae</i>
	Iberian Starthistle <i>Centaurea iberica</i>	

VINEYARD AND ORCHARD SITE DEVELOPMENT

The Sonoma County Board of Supervisors adopted a comprehensive Grading, Drainage, and Vineyard and Orchard Site Development Ordinance in December of 2008, superseding the Vineyard Erosion and Sediment Control Ordinance (VESCO) that was adopted in 2000. The Agricultural and Vineyard Conservation Coordinator oversees this program within the Agriculture Division. The purpose of the ordinance is to help prevent soil erosion, and protect water quality and other natural resources. In addition to vineyards, the new ordinance requires an erosion and sediment control plan be approved prior to planting or replanting orchards as well. The figures in the table below include projects for both vineyards and orchards.

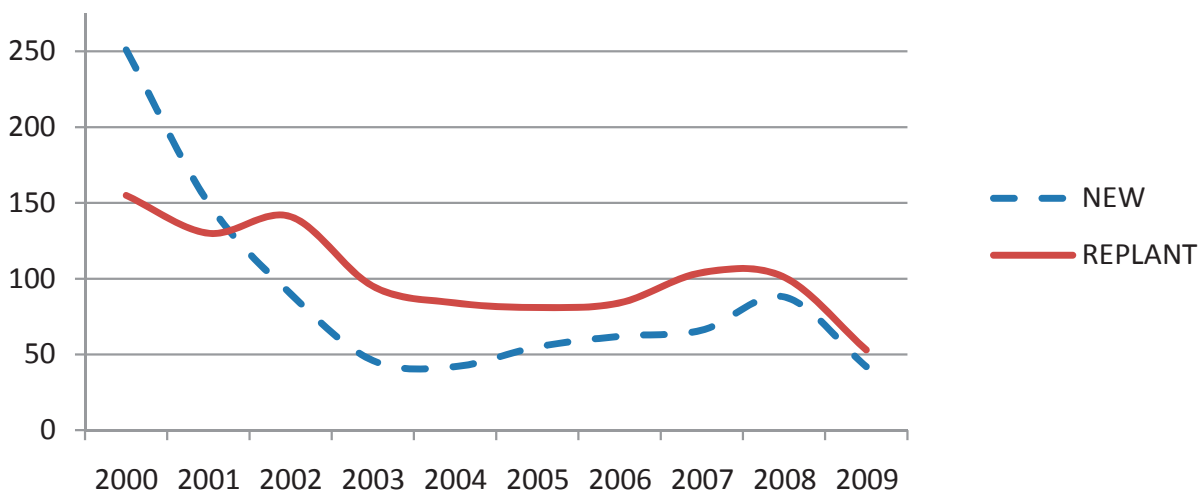
In collaboration with other agencies, organizations and individuals, our agriculture division developed a “Best Management Practices for Agricultural Erosion and Sediment Control”. This handbook provides minimum requirements necessary to control water quality impacts from accelerated soil erosion due to agricultural activities in Sonoma County. The handbook describes and shows basic practices effective at reducing erosion and sedimentation, and how to implement these practices.

PROJECTS SUBMITTED*

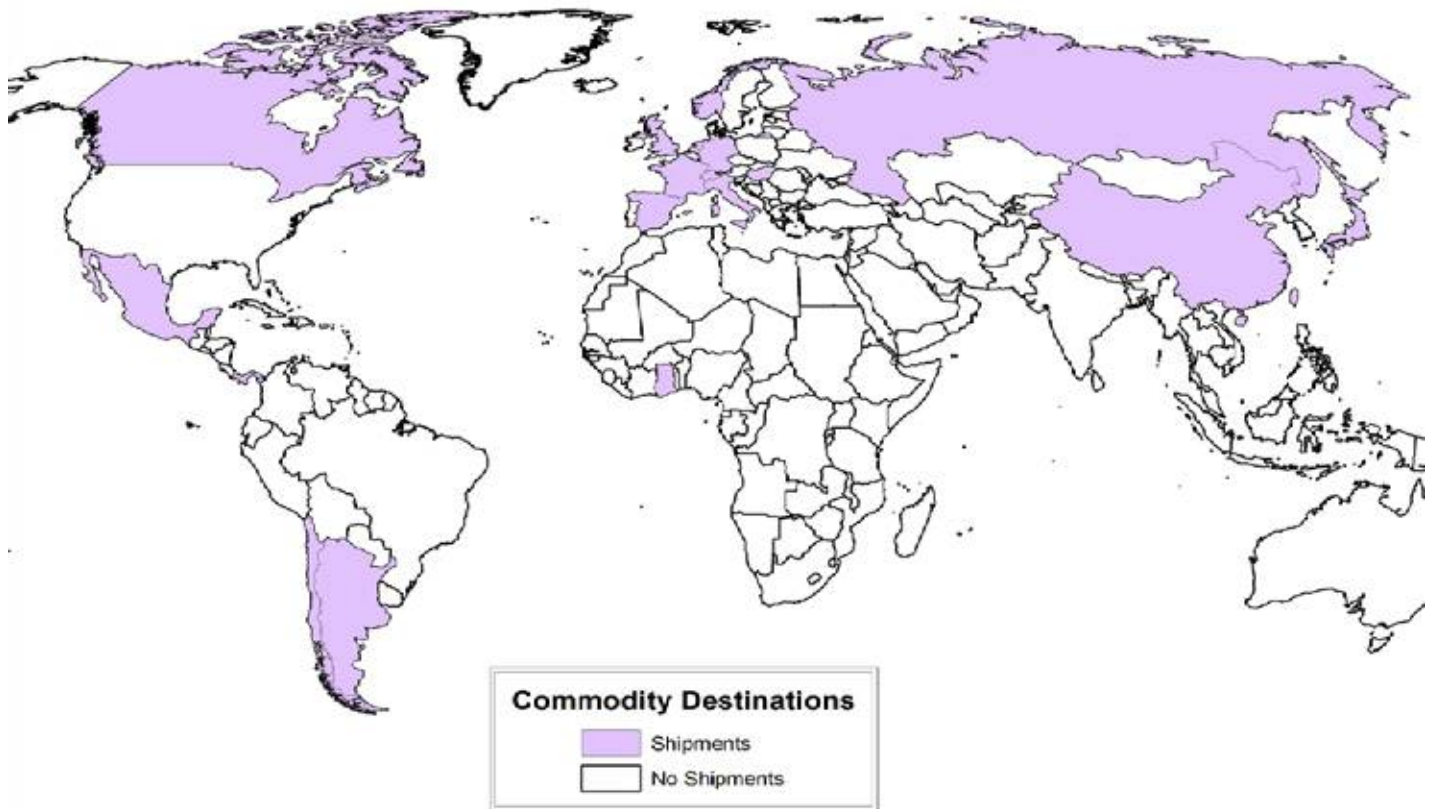
Year	New						Replants					
	Level I		Level II & III		Acreage	Project	Level I		Level II & III		Acreage	Project
	Projects	Acreage	Projects	Acreage	Total	Total	Projects	Acreage	Projects	Acreage	Total	Total
2005	32	281	23	514	795	55	79	870	2	60	930	81
2006	49	544	13	151	695	62	78	785	6	47	832	84
2007	45	419	21	115	534	66	100	1,001	4	22	1,023	104
2008	61	1,157	27	272	1,429	88	97	1,110	4	22	1,132	101
2009	24	150	20	377	527	44	57	1,046	5	88	1,134	62
TOTAL	211	2,551	104	1,429	3,980	315	411	4,812	21	239	5,051	432

* Chart displays the number of projects submitted, not necessarily completed, since 2005. In 2009, there were a total of three orchard projects, for a total of 33.7 acres

Total Projects per Year*



COMMODITY EXPORTS



Destination	Number of Certificates
Canada	22
Japan	16
French Polynesia	10
Spain	9
France	7
Hong Kong	3
Argentina	3
United Kingdom	3
Germany	3
China	2
Mexico	2
Hungary	2
Chile	2
Panama	2
Italy	1
Taiwan	1
Switzerland	1
Puerto Rico	1
Ghana	1

Commodities Shipped

- Oak Pieces for Winemaking
- Bird Seed
- Corn
- Herbs/Spices
- Rose Plants
- Iris Rhizomes
- Vegetable Seed
- Ferns
- Grapevines
- Oak Wine Barrels
- Winegrapes

In 2009, the Sonoma County Agricultural Commissioner’s Office issued 91 Federal Phytosanitary Certificates for international shipments to 19 countries, and 710 State Phytosanitary Certificates for shipments within the United States. These certificates were issued by staff to assist the agricultural industry and allow certified plant materials to cross quarantine boundaries. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state/country.

TIMBER HARVEST, EQUESTRIAN INVENTORY, AND COMMERCIAL FISH LANDINGS

TIMBER HARVEST



Year	Production	Unit (a)	Value (b)
2008	11,835,000	board feet	\$ 6,806,279
2007	10,646,000	board feet	\$ 5,497,566

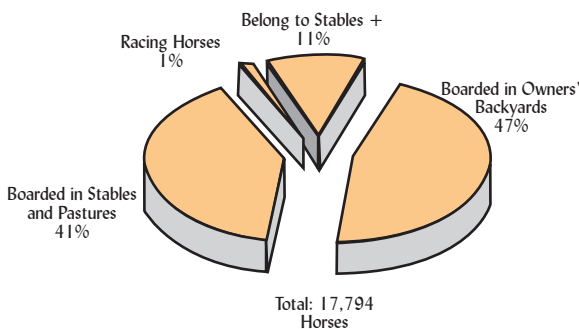
(a) board feet is the quantity of timber cut and scaled

(b) value of the timber immediately before cutting

Informational only. Source: <http://www.boe.ca.gov/proptaxes/timbertax.htm>



SONOMA COUNTY HORSE OPERATIONS - 2004



COMMERCIAL FISH LANDINGS

Species		Pounds	Value
Crab, Dungeness	2008	1,044,861	\$ 3,270,761
	2007	1,121,676	\$ 2,916,150
Salmon, Chinook	2008		\$
	2007	460,565	\$ 2,159,414
Sole, all	2008	193,151	\$ 190,215
	2007	156,396	\$ 143,372
Rockfish, all	2008	38,388	\$ 72,532
	2007	25,449	\$ 57,404
Halibut, California	2008	1,310	\$ 5,871
	2007	2,849	\$ 11,346
Miscellaneous	2008	78,134	\$ 56,552
	2007	18,271	\$ 10,825
Sablefish	2008	10,849	\$ 27,618
	2007	6,116	\$ 9,492
Lingcod	2008	6,316	\$ 8,582
	2007	4,328	\$ 8,394
Tuna, Albacore	2008	2,100	\$ 2,783
	2007	6,077	\$ 6,662
Cabezon	2008	54	\$ 277
	2007	619	\$ 3,153
TOTAL	2008	1,375,163	\$ 3,635,191
	2007	1,802,346	\$ 5,326,212

SONOMA COUNTY EQUESTRIAN INVENTORY

Year	Horses Owned by Households
1994	10,991
1998	11,433
2004	15,783

* INFORMATIONAL ONLY; MOST CURRENT DATA AVAILABLE.
SOURCES: ECONOMIC IMPACT STUDIES FOR 1994, 1998 AND 2004 BY SONOMA STATE UNIVERSITY



Informational only. Most recent figures provided by California Department of Fish and Game. Source: <http://www.dfg.ca.gov/marine/landings08.asp>

AGRICULTURE DIVISION SUMMARY

In 2009 the Agriculture Division:

- Implemented an educational outreach program for Light Brown Apple Moth (LBAM) which focuses on assisting producers and residents in quarantine areas to efficiently move commodities and disseminating information on best management practices. Outreach activities included: holding 24 workshops with growers and wineries; providing timely quarantine updates and instructions through our division website and newsletter; and participating and/or presenting information at numerous community events.
- Continued improving efficiencies through use of technology, including: (1) obtaining state funding to create a robust database system to effectively respond to pest infestations such as LBAM; (2) increasing the number of pesticide users submitting electronic pesticide use reports by 300%, thereby eliminating manual data entry; (3) utilizing "Permits Plus", an online database system, to maintain and track information for vineyard and orchard planting projects submitted to the division; (4) improving the accuracy of the Geographical Information System (GIS) for 100% of the agricultural sites with hazardous material permits, which has improved monitoring efficiency; and (5) implementing the federal Phytosanitary Certificate Issuance and Tracking System which tracks the inspection of plant products and certifies compliance with plant health standards of importing countries, improving security, reporting functions, and monitoring capabilities for exported commodities.
- Placed and monitored 19 traps along the border of Napa and Sonoma County for European Grapevine Moth (*Lobesia botrana*), a new and destructive pest of vineyards, which was detected in Napa County in October 2009. This was the first detection of this pest in North America. Trapping in Sonoma County in October and November 2009 did not reveal any infestations; however, additional trapping will continue through 2010.

Did you know that in 2009 the Agriculture Division...

- Serviced approximately 11,000 LBAM traps and inspected more than 320 vineyard and orchard sites
- Prepared and submitted 368 pest samples to state laboratories for identification and pest rating determination
- Issued 205 Producer certificates and 14 Farmers' Market certificates
- Inspected 3.3 million chicken eggs for defects (via representative sampling)
- Diverted nearly 15,000 pounds of plastic containers from the landfill through the division's two recycling events with approximately 96 growers participating
- Inspected approximately 40,000 incoming shipments of plant material at nurseries and shipping terminals for exotic pests
- Issued 801 phytosanitary certificates for exports of plant material out of Sonoma County
- Inspected 39 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining items such as BBQs, boats, cars, fire wood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Gypsy Moth (*Lymantria dispar*)
- Surveyed more than 800 Sonoma County producers in preparation of the 2009 Agricultural Crop Report
- Conducted and/or participated in over 50 outreach events, reaching thousands of citizens including school children, business community members, pesticide applicators, growers, and community leaders, who learned about Agricultural Division programs and services, and their benefits to Sonoma County
- Registered 14 new organic producers



WEIGHTS AND MEASURES DIVISION SUMMARY

Since 1916 the Sealer of Weights and Measures has provided equity in the marketplace of Sonoma County. We are responsible for protecting the economic integrity of the community by preserving the public's confidence in the accuracy of commercial weighing and measuring devices and related business practices. We inspect all weighing and measuring devices used in commerce. Inspectors audit businesses for product quantity requirements, retail price scanning standards, and enforce labeling and advertising standards. The Sonoma County Division of Weights and Measures serves approximately 200,000 households that spent approximately \$7 billion in taxable sales in 2009. Roughly \$5 billion of those sales were retail sales - grocery stores, drug and discount stores, clothing and specialty stores, and gas stations. Commerce in Sonoma County is a 24/7 business and we are here to protect both consumers and competitors, and to ensure a fair and equitable marketplace.

Did you know that in 2009 the Weights and Measures Division...

- Responded to more than 100 citizen consumer complaints ranging from incorrect charges at a retail store to suspected water in the fuel tanks at a gas station
- Verified the accuracy of over 4,900 retail fuel pumps - of those we took 300 pumps out of service for not giving the correct amount of fuel
- Verified the accuracy of more than 2,200 scales, from 10 gram jewelers' balances to 80,000 pound capacity vehicle scales
- Confirmed that over 3,150 utility meters (water, propane, and electric) were accurate to 99%
- Tested fare rates in 136 taxicab meters - there can be as many as four different rates in one cab
- Visited over 200 wineries during grape crush to verify the accuracy of their scales using a heavy capacity truck and crane rig
- Verified the price accuracy of 750 retail locations - of these we found over 500 overcharges to the consumer
- Inspected packages at local retail stores, which resulted in rejections of packaged food items (cheeses, meats, breads, etc.) for selling in less quantity than represented - 1,017 packages rejected vs. 471 accepted
- Participated in 83 undercover Test Purchase inspections, buying over 280 items, 50 of which were overcharges to the consumer
- We referred 21 investigations to the District Attorney's Office Environmental and Consumer Law Division for prosecution



ANIMAL CARE AND CONTROL DIVISION SUMMARY

VISION

We envision a Sonoma County in which there is an equal balance between its population of pet animals and responsible, loving homes available to care for them.

Did you know that in 2009 the Animal Care and Control Division...

- Created a strategic plan with a new Vision and Mission
- Implemented a donation program for animal welfare and for spay and neuter programs
- Hired a new Director of Animal Care and Control in July 2009
- Responded to 12,425 animal law enforcement service requests
- Performed 969 bite/rabies control investigations
- Assisted prosecution of 1 felony, 75 misdemeanor, and 1,306 infraction convictions
- Took in 5,307 live animals: 2,669 cats, 2,325 dogs, and 313 others
- Returned 1,016 animals to their owners: 96 cats, 898 dogs, and 22 others
- Transferred 437 animals to other adoption and rescue organizations: 206 cats, 143 dogs, and 88 others
- Adopted 1,750 animals to good homes: 955 cats, 716 dogs, and 79 others
- Performed 1,522 pre-adoption spay/neuter surgeries: 828 cats, 653 dogs, and 41 others
- Performed 640 free public spay/neuter surgeries: 393 cats, 245 dogs, and 2 others
- Performed 390 low cost public spay/neuter surgeries: 354 cats, 29 dogs, and 7 others
- Issued low-cost vouchers that were redeemed for the spay/neuter of 1,035 animals: 666 cats and 369 dogs
- Issued 38,210 dog licenses as part of our rabies control efforts
- Benefited from an average of 89 volunteers contributing more than 550 hours monthly to help care for, exercise and socialize adoptable animals (not including foster homes)
- Launched "Paw Prints" – an e-newsletter providing subscribers with a behind-the-scenes look at the shelter and animal control activities
- Restructured the low-cost spay/neuter voucher program to ensure voucher availability consistently throughout the year and developed monthly and annual reporting

Planning for the Future

Our staff participated in a fundraiser for Coins To Help Abandoned and Neglected Equines (CHANGE), a local non-profit community service provider that supports Animal Care and Control in handling equine neglect, abuse and cruelty cases. Their annual fundraiser included horse demonstrations as seen in the staff photo below.



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's Agricultural industry 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 for 2010.

Family Farms Keep Things Growing

By: Isabella Passey, 6TH Grade
Proctor Terrace Elementary School – Santa Rosa

When you sit down in the morning for breakfast, do you ever think about what you're eating or who made it? Well, maybe after you listen to this you might think of family farms when you are eating breakfast, lunch, or dinner.

First, family farms give benefits to the communities around them and most people don't even notice it. They supply food and fiber. They are responsible for the soil, water, and crops they grow. Family farms provide the social and economic lifestyle for communities.

Second, even though large factories produce a large amount of food, family farms still produce a good portion. For example, 38% of the value of U.S. production is produced by family farms. Another example is that 73% of family farms control the majority of farm resources.

Finally, family farms keep food on everyone's plates. You can always count on them when you're hungry. Also, they use natural resources to grow their food and have a higher percentage of organically grown foods, which are healthier than factory produced foods.

Those are just some of the reasons why family farms are not only healthy, but helpful. So, remember family farms keep things "growing"!



DEPARTMENT STAFF

AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS and MEASURES CATHY V. NEVILLE

VISION

To ensure a thriving agricultural industry, a healthy community, economy and environment, and responsible animal stewardship for the people of Sonoma County

MISSION

Deliver services that effectively promote and protect agriculture, the economy, community, environment, and health and safety of our citizens through education and the enforcement of laws and regulations, resulting in:

- Sustainable Agriculture
- Equity in the Marketplace
- Humane Treatment of Animals

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MICHAEL SMITH

CHIEF DEPUTY AGRICULTURAL COMMISSIONER

Lisa Correia ~ Stefan Parnay

AGRICULTURE AND VINEYARD CONSERVATION COORDINATOR

Gail Davis

DEPARTMENT ANALYST

Esther Martinez

DEPUTY AGRICULTURAL COMMISSIONER

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SENIOR AGRICULTURAL BIOLOGIST

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AGRICULTURAL BIOLOGIST

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Alex McVicker ~ Cree J. Morgan
Jessica Scroggins ~ Andrew Smith ~ Paul Turano

WILDLIFE SPECIALIST

Jeff Furlong

ADMINISTRATIVE SUPPORT STAFF

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Sue Taylor-Fellbaum ~ Dagny Thomas

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Ramon Meraz ~ John O'Keeffe ~ Richard Opbroek
Stan Peterson ~ Laurie Richards ~ Stacie Spaeth
Amanda Stephens ~ Cindy Strickland ~ Ron Swinhart

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Michael Milligan ~ Greg Peters ~ Jeffrey Yparraguair

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AMY COOPER

INTERIM ANIMAL CARE AND CONTROL DIRECTOR

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Anne Mora ~ Jocelyn Venable Schmidt

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Sandee French

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STUDENT INTERN

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