

# ***SONOMA COUNTY CROP REPORT 2011***





**THIS YEAR'S CROP REPORT IS DEDICATED TO  
JESS STONESTREET JACKSON  
1930 - 2011**



On April 21, 2011, the wine industry lost one of its giants; Sonoma County's own Jess Stonestreet Jackson, founder of Jackson Family Wines and maker of some of the world's most beloved wines. Known for his fearless, iconoclastic approach to business, Jackson became one of the top self-made entrepreneurs by taking chances in businesses that were anything but a sure thing; first by selecting grapes from the best vineyards in California and turning them into a small bottling of Kendall-Jackson Vintner's Reserve that soon became the most popular Chardonnay in America, and later when he purchased two racehorses that are among the most lauded thoroughbreds in decades. A one-time longshoreman and police officer who put himself through University at California Berkeley's Boalt School of Law, Jackson became one of the best-known figures in American viticulture, as Kendall-Jackson became the best-selling Chardonnay in America for over two decades. He went on to found Jackson Family Wines, a winery holding company that, in addition to Kendall-Jackson Wine Estates, owns and operates more than 35 individual wineries located around the world.

Raised in San Francisco during the Great Depression, Jackson worked as a farmer, policeman, and later as a land-use attorney. The law firm he founded went on to argue several cases before the Supreme Court. He started the Kendall-Jackson wine business with the family's 1974 purchase of an 80-acre pear and walnut orchard in Lakeport, California that he converted to a vineyard. In 1982, he produced his first bottle of wine under the Kendall-Jackson label. This decidedly unique Chardonnay was an instant hit with consumers. In 1983 the wine won the first double Platinum Award ever presented by the American Wine Competition.

"From day one we have been a family-owned and family-run business. It is a distinction that is rapidly becoming a rarity in our industry," Jess famously said. "Our family culture is built on the time-honored principles of hard work, integrity, and uncompromising desire for quality and the long-term stewardship of the land."

# OFFICE OF THE AGRICULTURAL COMMISSIONER

Agricultural Commissioner  
Sealer of Weights and Measures  
[www.sonoma-county.org/agcomm](http://www.sonoma-county.org/agcomm)



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June 2012

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

And

The Honorable Board of Supervisors of Sonoma County:

**Shirlee Zane** – Third District, Chairwoman

**Valerie Brown** – First District

**David Rabbitt** – Second District, Vice Chair

**Mike McGuire** – Fourth District

**Efren Carrillo** – Fifth District

It is my privilege to present the 2011 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported value for 2011 was \$581,031,700, which is a decrease of 1.7% from the 2010 value of \$591,222,000. This report reflects the gross production values; not the net income or costs of production and marketing.

The decrease in gross value for 2011 is attributed primarily to 9.8% decrease in fruit and nut crop values, of which winegrape production value fell by more than \$40 million. Average price for all reported winegrape varieties was up 3.6% and total tonnage of winegrapes was down more than 13%. Unusually cool temperatures in spring and mild summer temperatures dramatically reduced fruit set and subsequent yield. The 2011 harvest got off to a late start, which resulted in losses due to bunch rot as more fruit was exposed to October and November rains. This unusually cold spring affected other industries with apiary production falling by 20% from 2010, as there was a lack of pollen available. The cool spring and mild summer weather was almost perfect for field crops as most growers were able to get several cuttings of their green chop and silage products, which led to a 14% increase in this sector. Livestock and poultry products such as eggs and milk experienced a 20% increase with a value of \$118 million, which is attributed to an increase in the price per unit of market and manufacturing milk. Livestock and poultry production grew by almost 8% with a value of \$62 million due to great prices for lamb and pork. It was another good year for apple production as growers experienced higher yields per acre representing a 30% increase in the value of these crops. The value of the vegetable industry increased by 15% due to greater production, while nursery products rebounded almost 7% from 2010.

This year's report focuses on Sonoma County Local Foods. With the increasing costs of fuel and increasing awareness of the impacts of our food choices on the environment, locally produced foods have become a beacon in our search for sustainability and our desire to strengthen and improve the health of our communities. Our county's agricultural producers and consumers have expressed a very strong commitment to expand the Sonoma County food system. Farm markets, co-ops, community supported agriculture (CSAs), subscription programs, and agri-tourism all serve to bring local foods closer to us. Consumer demand for local products has also permeated the mainstream grocery industry as more and more local products appear on the shelves of our grocers. Local food choices keep money in Sonoma County.

I would like to extend my gratitude and appreciation to all of our agricultural practitioners whose participation makes this report possible. Sonoma County is a beautiful place and we are blessed to live in a county where people value the bounty of this agrarian landscape; a place where people value the concept of sustainability. A special thanks goes out to the outstanding staff of the Agricultural Commissioner's Office who worked on this report, especially Andrew Smith.

Respectfully submitted,

A handwritten signature in cursive script that reads 'Tony Linegar'.

Tony Linegar  
Agricultural Commissioner / Sealer of Weights and Measures

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*"At home I serve the kind of food I know the story behind" - Michael Rollan*

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With the increasing costs of fuel and increasing awareness of the impacts of our food choices on the environment, locally produced foods have become a beacon in our search for sustainability and our desire to strengthen and improve the health of our communities. Sonoma County is blessed with a fabulous climate for growing food. This is evident from the overwhelming diversity of local food choices. We produce everything from milk and cheese, to apples and other tree fruits, nuts, berry crops, oils, canned and other processed products, eggs, meats, and an ever increasing array of vegetables. Increasingly, these local foods are not only marketed through farmers' markets and community-supported agriculture (CSA), but consumer demand for local products has also permeated the mainstream grocery industry as more and more local products appear on the shelves of our local grocers from cooperatives to large chain supermarkets. Most will agree that local foods are healthier and fresher. Reasons for sourcing local foods include food safety, environmental concerns, social equity and community involvement among others.

By supporting our local food system we are ensuring the long-term viability of our agricultural industry and we are putting more money in the pockets of our local producers, processors and distributors, which serves to bolster our local economy. Food security is of increasing importance and additional focus has been made to ensure that everyone has access to a safe, sufficient, and nutritious supply of food. Sonoma County citizens place strong value in a local food supply as it builds relationships between the agrarian and urban communities, fosters food literacy about production practices, and fortifies a shared sense of place and community.

Our county's agricultural producers and consumers have expressed a very strong commitment to preserving the Sonoma County food system. One facet of this commitment is an increase in the infrastructure necessary to improve the production and sale of local food. Particularly, processing infrastructure could be improved as locally produced livestock may need to be shipped long distances for processing. Certified farmers' markets, co-ops, community supported agriculture (CSAs), subscription programs, and agri-tourism all serve to bring local foods closer to us. Sonoma County's food system is one in which sustainable food production, processing, distribution, and consumption is integrated to increase food security and ensure the economic, ecological and social sustainability of our communities. Sonoma County local food is the kind of food that you know the story about!

# MILLION DOLLAR CROPS AND NURSERY PRODUCTION

## MILLION DOLLAR CROPS

1	Winegrapes - All	\$347,080,300
2	Market Milk	\$94,153,400
3	Miscellaneous Poultry	\$44,612,500
4	Misc. Livestock and Poultry Products	\$24,311,400
5	Cattle and Calves	\$12,218,200
6	Vegetables	\$9,470,800
7	Nursery - Ornamentals	\$9,221,300
8	Misc. Nursery Products	\$7,239,500
9	Sheep and Lambs	\$5,112,100
10	Apples - Late Varieties	\$5,066,800
11	Nursery - Bedding Plants	\$4,766,400
12	Nursery - Cut Flowers	\$3,126,400
13	Apples - Gravenstein	\$2,552,900
14	Oat Hay	\$1,695,800
15	Oat Silage	\$1,505,400



## NURSERY PRODUCTION

Product	Year	Quantity	Unit	Total
Ornamentals	2011	1,347,078	plant	\$9,221,300
	2010	1,198,169	plant	\$10,853,100
Bedding Plants	2011	383,280	flat	\$4,766,400
	2010	263,005	flat	\$4,184,000
Christmas Trees	2011	5,234	each	\$185,300
	2010	6,919	each	\$297,700
Cut Flowers	2011			\$3,126,400
	2010			\$2,792,100
Miscellaneous Products (a)	2011			\$7,239,500
	2010			\$4,856,400
TOTAL VALUE	2011			\$24,538,900
	2010			\$22,983,300

(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	Dollar Value	Total
Apples (all)	2011	2,322	14.74	30,926	\$246		\$7,619,700
	2010	2,616	10.04	26,254	\$223		\$5,861,600
Fresh	2011					\$1,473,900	
	2010					\$1,243,400	
Processed (a)	2011					\$6,145,700	
	2010					\$4,618,300	
Grapes (wine)	2011	58,057	2.87	166,619	\$2,083		\$347,080,300
	2010	56,522	3.40	191,999*	\$2,011*		\$387,848,600*
Olives	2011	567					\$95,700
	2010	465					\$176,100
Miscellaneous (b)	2011						\$891,500
	2010						\$542,700
TOTAL	2011						\$355,637,200
	2010						\$394,429,000*

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

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

\* Revised from 2010

## WORLD WINEGRAPE ACREAGE

Country	Total Acreage		% Change
	2006	2009	
SPAIN	2,805,151	2,724,700	-2.87%
FRANCE	2,066,561	1,966,510	-4.84%
ITALY	1,850,300	1,712,607	-7.44%
TURKEY	1,269,674	1,200,000	-5.49%
CHINA	1,042,769	1,200,000	15.08%
UNITED STATES	937,179	943,750	0.70%
IRAN	778,365	778,365	0.00%
ARGENTINA	551,117	560,000	1.61%
PORTUGAL	549,867	536,270	-2.47%
CHILE	444,780	449,722	1.11%
ROMANIA	470,216	441,153	-6.18%
AUSTRALIA	390,600	402,639	3.08%
EGYPT	363,904	385,000	5.80%
MOLDOVA	346,896	337,000	-2.85%
SOUTH AFRICA	278,524	325,000	16.69%
BULGARIA	318,406	265,000	-16.77%
UZBEKISTAN	250,006	250,000	0.00%
GERMANY	245,054	247,704	1.08%
ALL OTHER COUNTRIES	3,219,548	3,179,578	-1.24%
<b>TOTAL ACREAGE</b>	<b>18,178,917</b>	<b>17,904,998</b>	<b>-1.51%</b>



## 2011 FRUIT AND NUT ACREAGE SUMMARY

Crop	Bearing	Non-Bearing	Total
Apples	2,322	0	2,322
Winegrapes	58,057	2,128	60,184
Olives	516	51	567
Pears	33	0	33
Plums (incl. Prunes)	23	0	23
Walnuts	142	0	142
Miscellaneous	731	30	761
<b>TOTAL ACREAGE</b>	<b>61,823</b>	<b>2,209</b>	<b>64,031</b>

# WINEGRAPE PRODUCTION

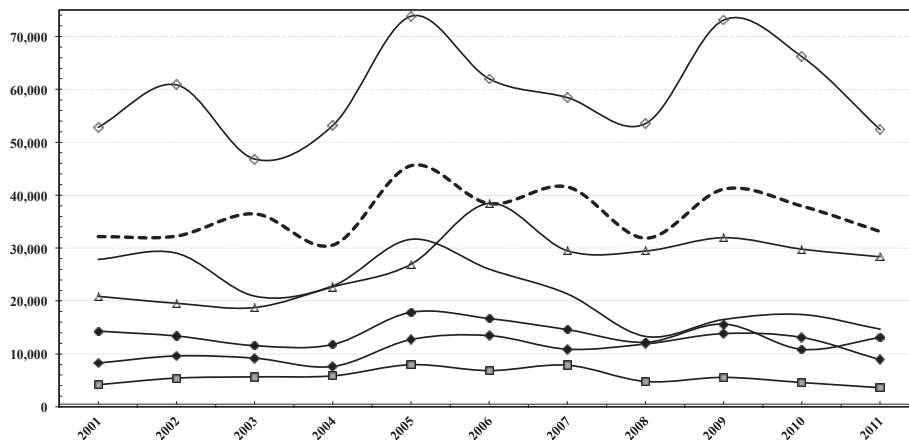
Red Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2011	655.9	6.7	662.6	1,568.6	\$ 2,209.15	\$ 3,465,300
	2010	653.9	14.3	668.2	1,436.3	\$ 2,166.55	\$ 3,111,900
Cabernet Sauvignon	2011	11,726.8	291.5	12,018.3	33,126.8	\$ 2,111.24	\$ 69,938,700
	2010	11,549.0	468.3	12,017.3	37,933.3	\$ 2,083.96	\$ 79,051,500
Carignane	2011	615.4	0.0	615.4	373.2	\$ 2,019.14	\$ 753,600
	2010	180.3	1.0	181.3	270.4	\$ 1,949.11	\$ 527,100
Malbec	2011	322.4	76.6	399.0	1,110.5	\$ 2,340.51	\$ 2,599,200
	2010	310.4	69.1	379.5	770.5	\$ 2,430.83	\$ 1,873,000
Merlot	2011	5,126.6	23.4	5,149.9	14,670.5	\$ 1,380.85	\$ 20,257,800
	2010	5,248.0	55.6	5,303.6	17,440.9	\$ 1,297.08	\$ 22,622,300
Meunier	2011	108.5	15.0	123.5	301.4	\$ 2,698.80	\$ 813,500
	2010	108.5	15.0	123.5	406.5	\$ 2,928.56	\$ 1,190,500
Petite Sirah	2011	575.0	22.2	597.1	2,521.1	\$ 2,325.25	\$ 5,862,200
	2010	522.6	37.7	560.3	2,085.9	\$ 2,377.94	\$ 4,960,200
Petite Verdot	2011	209.2	2.6	211.8	851.7	\$ 2,461.02	\$ 2,096,100
	2010	202.9	9.2	212.1	695.5	\$ 2,476.49	\$ 1,722,400
Pinot Noir	2011	11,862.6	377.1	12,239.7	28,350.2	\$ 2,902.47	\$ 82,285,700
	2010	11,456.0	675.5	12,131.5	29,791.3	\$ 2,825.12	\$ 84,164,000
Sangiovese	2011	89.5	36.5	126.0	845.2	\$ 2,204.51	\$ 1,863,300
	2010	259.7	48.4	308.1	983.6	\$ 2,244.09	\$ 2,207,300
Syrah-Shiraz	2011	1,773.1	19.1	1,792.3	3,614.0	\$ 2,124.31	\$ 7,677,300
	2010	1,791.6	51.7	1,843.3	4,587.6	\$ 2,030.22	\$ 9,313,900
Zinfandel	2011	5,216.8	81.1	5,297.9	13,101.0	\$ 2,357.61	\$ 30,887,100
	2010	5,055.0	112.5	5,167.5	10,864.4	\$ 2,260.27	\$ 24,556,500

TOTAL REDS	2011	38,281.7	951.7	39,233.4	101,818.5	\$ 2,301.97	(a) \$ 234,383,132
	2010	37,337.9*	1558.3	38,896.1	108,497.4*	\$ 2,211.08*	(a) \$ 239,896,431*

\* Revised from 2010

(a) weighted average

### TOTAL TONS BY VARIETY 2001-2011





# WINEGRAPE PRODUCTION

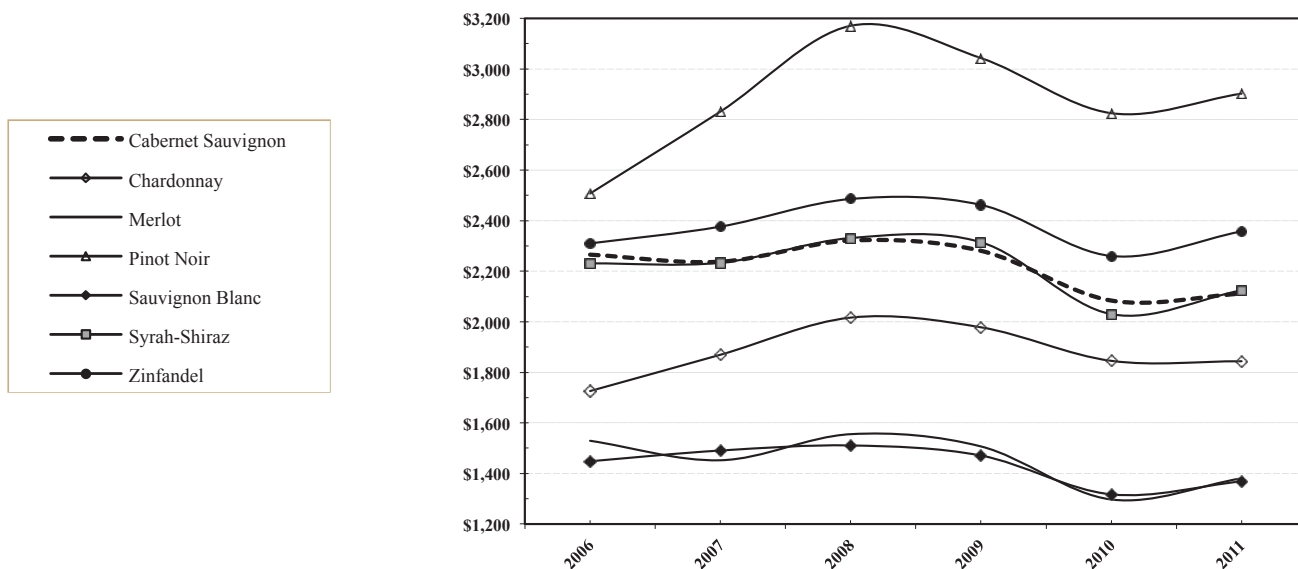
White Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2011	15,424.1	895.2	16,319.3	52,374.4	\$ 1,843.94	\$ 96,575,300
	2010	15,060.0	1,263.0	16,323.0	66,157.4	\$ 1,845.52	\$ 122,094,900
French Colombard	2011	35.6	0.0	35.6	86.3	\$ 519.38	\$ 44,900
	2010	35.6	0.0	35.6	125.1	\$ 523.06	\$ 65,500
Gewürztraminer	2011	135.0	0.0	135.0	220.1	\$ 1,451.86	\$ 319,600
	2010	138.1	5.1	143.2	274.6	\$ 1,712.28	\$ 470,200
Muscat Blanc	2011	16.7	0.4	17.0	40.2	\$ 2,062.50	\$ 83,000
	2010	18.0	12.4	30.4	67.1	\$ 1,941.23	\$ 130,000
Pinot Blanc	2011	45.1	6.4	51.6	185.8	\$ 1,730.81	\$ 321,600
	2010	46.4	0.0	46.4	237.6	\$ 1,767.14	\$ 419,900
Pinot Gris	2011	476.2	1.5	477.7	1,422.7	\$ 1,635.34	\$ 2,326,600
	2010	445.5	22.5	468.0	1,715.8	\$ 1,695.78	\$ 2,909,700
Sauvignon Blanc	2011	2,425.6	142.4	2,568.1	8,886.0	\$ 1,368.74	\$ 12,162,700
	2010	2,341.0	183.2	2,524.2	13,103.3	\$ 1,317.40	\$ 17,262,300
Semillon	2011	127.4	0.3	127.7	437.0	\$ 2,298.45	\$ 1,004,500
	2010	133.4	0.0	133.4	440.6	\$ 2,575.91	\$ 1,135,000
Viognier	2011	241.8	1.5	243.3	361.4	\$ 2,282.41	\$ 824,900
	2010	231.5	2.6	234.1	623.4	\$ 2,313.36	\$ 1,442,200
White Riesling	2011	37.2	0.0	37.2	206.4	\$ 1,944.56	\$ 401,400
	2010	29.9	2.9	32.8	148.3	\$ 2,425.53	\$ 359,800

<b>TOTAL WHITES</b>	2011	18,964.8	1,047.7	20,012.5	64,800.3	\$ 1,784.38 (a)	\$ 115,628,359
	2010	18,717.8	1,531.1	19,971.0	83,502.0*	\$ 1,771.84* (a)	\$ 147,952,184*

<b>TOTAL WINEGRAPES</b>	2011	57,809.6	2,077.8	59,887.4	166,618.8	\$ 2,083.08 (a)	\$ 347,080,290
	2010	56,522.2	3,137.3	59,659.5	191,999.4*	\$ 2,011.14* (a)	\$ 387,848,615*

\* Revised from 2010  
(a) weighted average

## PRICE PER TON BY VARIETY 2000-2011



# APPLE PRODUCTION, APIARY PRODUCTS, AND VEGETABLES

## APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/Acre	Total		Dollar Value	Total
				Tons	\$/Ton		
Gravenstein	2011	600	17.68	10,612	\$241		\$2,552,900
	2010	763	7.11	5,428	\$312		\$1,692,300
Fresh	2011			864	\$620	\$535,794	
	2010			355	\$1,667	\$592,608	
Processed (a)	2011			9,748	\$207	\$2,017,030	
	2010			5,073	\$217	\$1,099,690	
Late Apples	2011	1,722	11.80	20,314	\$249		\$5,066,800
	2010	1,853	11.35	20,826	\$200		\$4,169,300
Fresh	2011			512	\$1,831	\$938,051	
	2010			368	\$1,769	\$650,755	
Processed (a)	2011			19,802	\$208	\$4,128,650	
	2010			20,458	\$172	\$3,518,521	
TOTAL	2011	2,322	14.74	30,926	\$246		\$7,619,700
	2010	2,616	10.04	26,254	\$223		\$5,861,600

(a) includes canned, juice, vinegar, cider

## APIARY PRODUCTS



TOTAL VALUE*	2011	\$267,400
	2010	\$334,500

\*includes honey, wax and hives rented for pollination

## VEGETABLES



Crop	Year	Harvested	Dollar Value
		Acreage	
Miscellaneous	2011	731	\$ 9,470,800
Vegetables (a)	2010	710	\$ 8,212,200

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

# LIVESTOCK AND POULTRY SUMMARY

## LIVESTOCK AND POULTRY

Item	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2011	30,206	157,634	cwt.	\$77.51	\$12,218,200
	2010	29,714	154,110	cwt.	\$75.59	\$11,649,200
Sheep/Lambs	2011	26,352	31,430	cwt.	\$162.65	\$5,112,100
	2010	23,508	26,312	cwt.	\$95.71	\$2,518,300
Hogs	2011	936	2,235	cwt.	\$67.01	\$149,760
	2010	1,040	2,483	cwt.	\$54.24	\$134,700
Miscellaneous (a)	2011					\$44,612,500
	2010					\$43,293,300
TOTAL VALUE	2011					\$62,092,600
	2010					\$57,595,500

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

## LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2011	4,818,494	cwt.	\$19.54	\$94,153,400
	2010	4,932,001	cwt.	\$15.75	\$77,679,100
Milk, Manufacturing	2011	8,875	cwt.	\$18.48	\$164,000
	2010	6,458	cwt.	\$13.78	\$89,000
Wool	2011	84,154	lb.	\$0.89	\$75,100
	2010	80,147	lb.	\$0.85	\$68,200
Miscellaneous (a)	2011				\$24,311,400
	2010				\$20,799,800
TOTAL VALUE	2011				\$118,703,900
	2010				\$98,636,100

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

## LIVESTOCK AND POULTRY INVENTORY

Item	Number
Cattle and Calves (all) *	73,000
Milk Cows and heifers (2 years and over)	29,500
Beef Cows and heifers (2 years and over)	11,300
Sheep and Lambs (all)	20,110
Hogs	936
Laying Hens and Pullets	5,764,700
Goats	1,907

\* Number of Head as of January 1, 2011 - Furnished by California Agricultural Statistics Service



# FIELD CROPS

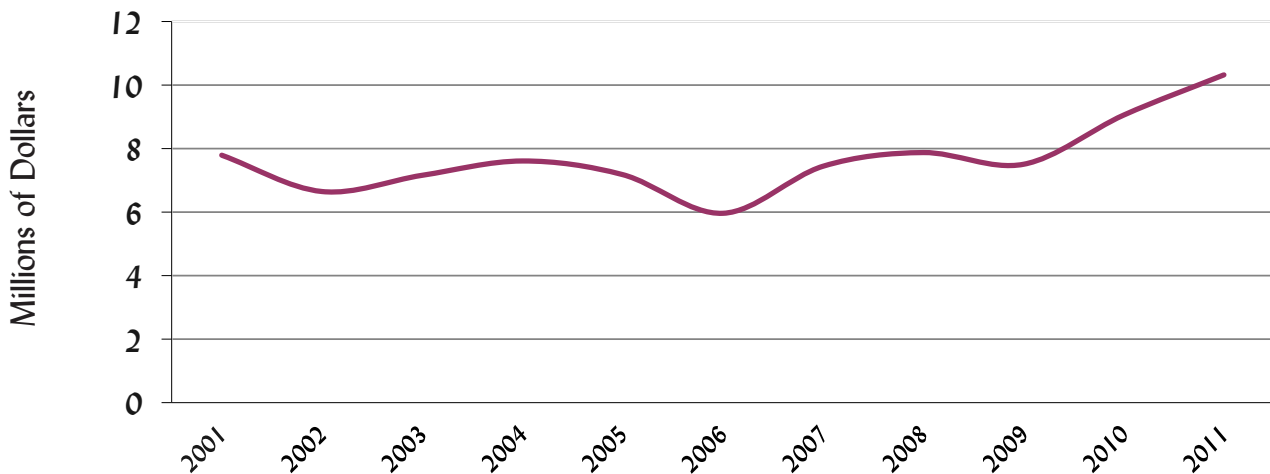
Crop	Year	Harvested Acreage	Ton/Acre	Total Tons	Unit	Per Unit	Total
Hay, Oat	2011	5,645	2.4	13,344	ton	\$127.08	\$1,695,800
	2010	5,247	2.2	11,538	ton	\$88.84	\$1,025,000
Hay, Volunteer	2011	1,900	3.1	5,978	ton	\$30.11	\$180,000
	2010	1,543	5.0	7,715	ton	\$17.90	\$138,100
Green Chop (a)	2011	2,093	14.3	29,840	ton	\$17.10	\$510,400
	2010	2,053	11.0	22,620	ton	\$19.11	\$432,200
Oats, Grain	2011	740	1.4	1,049	ton	\$208.29	\$218,500
	2010	874	1.4	1,212	ton	\$177.56	\$215,200
Silage, Corn (a)	2011	395	23.2	9,159	ton	\$47.33	\$433,500
	2010	195	29.7	5,787	ton	\$28.63	\$165,700
Silage, Oat (a)	2011	5,560	11.5	63,678	ton	\$23.64	\$1,505,400
	2010	6,164	10.7	65,765	ton	\$23.07	\$1,517,200
Straw	2011						\$95,200
	2010						\$48,100
Miscellaneous (b)	2011						\$982,800
	2010						\$766,500
Pasture (c)	2011	6,789			acre	\$100.00	\$679,000
	2010	6,858			acre	\$100.00	\$685,800
Rangeland (c)	2011	335,017			acre	\$12.00	\$4,020,300
	2010	338,401			acre	\$12.00	\$4,060,900
TOTAL VALUE	2011						\$10,320,900
	2010						\$9,054,700

(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, rye, vetch, Sudan, etc.

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

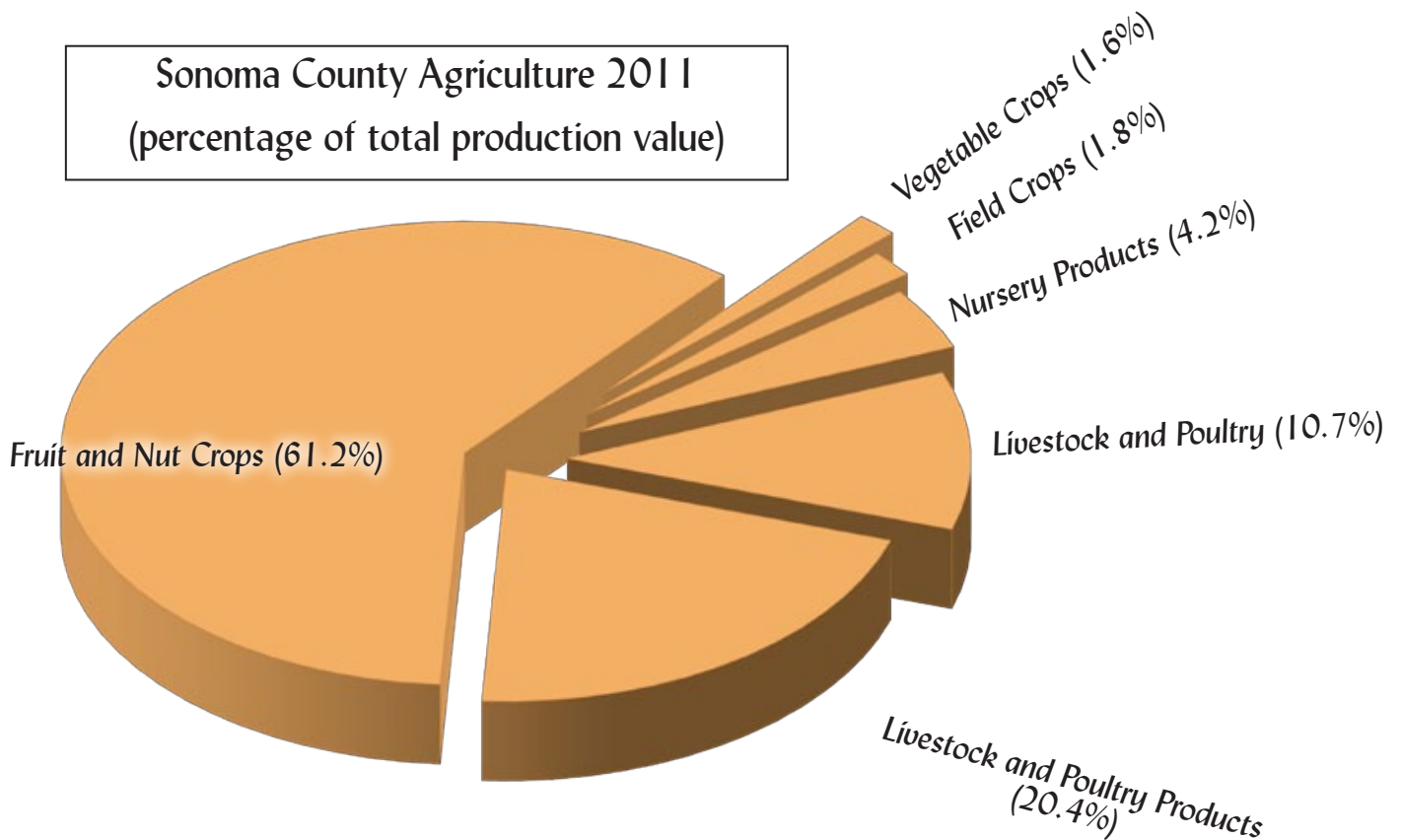
FIELD CROP VALUES 2001 - 2011



	<b>2010</b>	<b>2011</b>	<b>% CHANGE</b>
APIARY PRODUCTS	\$ 334,500	\$ 267,400	<b>-20.1%</b>
VEGETABLE CROPS	\$ 8,212,200	\$ 9,470,800	<b>15.3%</b>
FIELD CROPS	\$ 9,054,700	\$ 10,320,900	<b>14.0%</b>
NURSERY PRODUCTS	\$ 22,983,300	\$ 24,538,900	<b>6.8%</b>
LIVESTOCK AND POULTRY	\$ 57,595,500	\$ 62,092,600	<b>7.8%</b>
LIVESTOCK AND POULTRY PRODUCTS	\$ 98,612,800	\$ 118,703,900	<b>20.4%</b>
FRUIT AND NUT CROPS	\$ 394,429,000*	\$ 355,637,200	<b>-9.8%</b>
<b>TOTAL VALUE</b>	<b>\$ 591,222,000*</b>	<b>\$ 581,031,700</b>	<b>-1.7%</b>

\* Revised from 2010

**Sonoma County Agriculture 2011**  
(percentage of total production value)



## 2011 ORGANIC FARMING STATISTICS

Commodity	Registrants	Acres
Eggs	9	N/A
Fruits/Nuts	107	1,885
Grain/Forage	31	5,354
Meat	16	N/A
Milk	22	N/A
Nurseries	33	7
Pasture/Rangeland	31	12,573
Vegetables	68	281
Winegrapes	40	678
Handlers	25	N/A
Total Individual Registrants	199	20,778

### NOXIOUS WEED ERADICATION

Biologists identified three sources of aggressive invasive weeds in Sonoma County. These three weeds are A-rated Rush Skeletonweed (*Chondrilla juncea*), Iberian Starthistle (*Centaurea iberica*), and Illyrian Thistle (*Onopordum illyricum*). Over the course of the year, several visits were made to four different sites to perform mechanical removal and chemical treatment in order to eradicate these populations and prevent the spread of these adaptive and problematic weeds.

### PEST DETECTION TRAPPING

There were 8,441 traps placed for the detection of exotic insect pests including Mediterranean, Oriental, and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, Khapra Beetle, European Grapevine Moth (EGVM), and Light Brown Apple Moth (LBAM). These traps were serviced 68,650 times. There were 85 traps placed in nurseries for the detection of Glassy-Winged Sharpshooter (GWSS), which were serviced 1,358 times. In addition, 475 traps were placed in urban areas for the detection of GWSS, which were serviced 5,826 times. Both EGVM and LBAM were detected through trapping in 2011, which included only 9 confirmed finds of EGVM compared with the 59 confirmed finds encountered in 2010 here in Sonoma County.

### PEST EXCLUSION

A total of 2,245 premise visits occurred in 2011, and during these visits we inspected 32,263 shipments of plant material. Inspections occurred at the express carriers, nurseries, the post office, feed mills, as well as vineyards, orchards and other farms. Twenty-eight rejections of plant material were made, which is a decrease of almost 40% from 2010 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 1,683 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 or other life stages. To assist our industry, we issued 121 federal phytosanitary documents for international shipments and 773 state phytosanitary documents for shipments to other states.

### EXOTIC PEST SPECIES INTERCEPTED IN 2010

European Grapevine Moth <i>Lobesia botrana</i>	Light Brown Apple Moth <i>Epiphyas postvittana</i>	Vine Mealybug <i>Planococcus ficus</i>
Rush Skeletonweed <i>Chondrilla juncea</i>	Iberian Starthistle <i>Centaurea iberica</i>	Illyrian Thistle <i>Onopordum illyricum</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, which integrated the Vineyard Erosion and Sediment Control Ordinance (VESCO) that was adopted in 2000. 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.

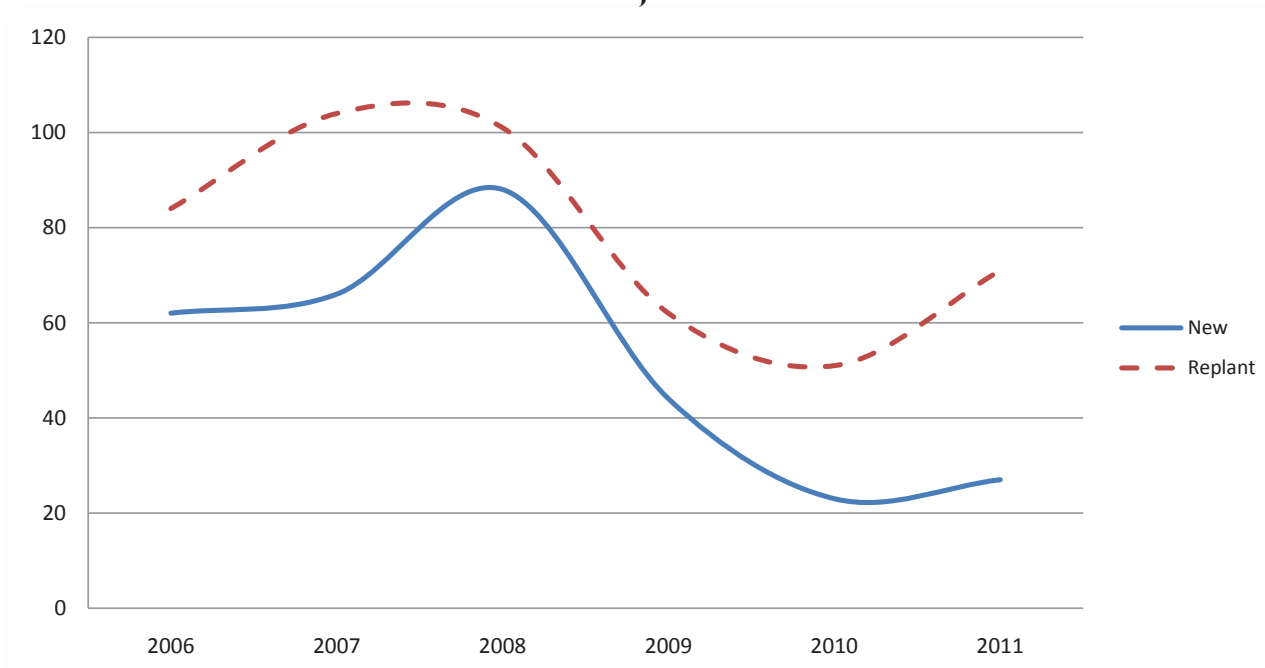
In collaboration with other agencies, organizations and individuals, our agriculture division developed a “Best Management Practices for Agricultural Erosion and Sediment Control”. This handbook provides guidelines necessary to control water quality impacts from accelerated soil erosion due to agricultural 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\*

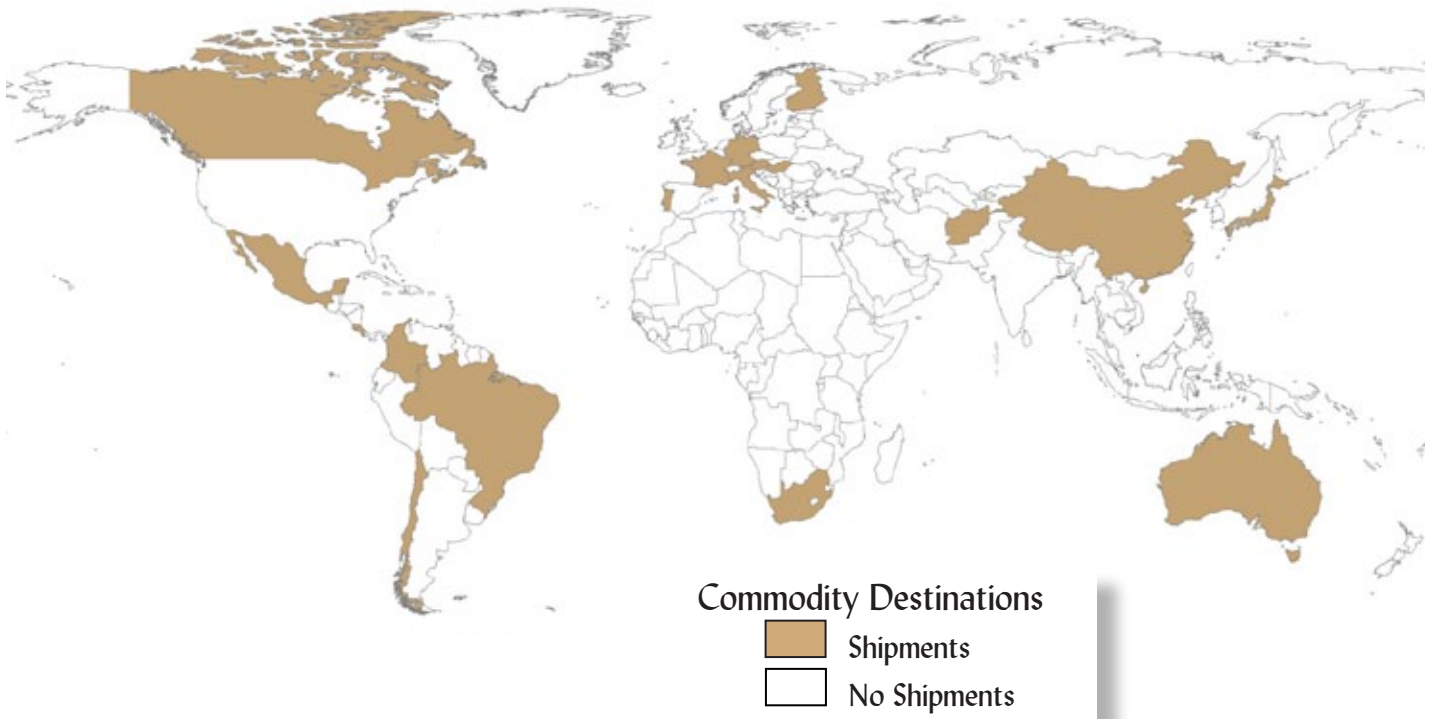
Year	New						Replants						TOTAL Projects
	Level I		Level II		Acreage Total	Project Total	Level I		Level II		Acreage Total	Project Total	
	Projects	Acreage	Projects	Acreage			Projects	Acreage	Projects	Acreage			
2006	49	544	13	151	695	62	78	785	6	47	832	84	146
2007	45	419	21	115	534	66	100	1,001	4	22	1,023	104	170
2008	61	1,157	27	272	1,429	88	97	1,110	4	22	1,132	101	189
2009	24	150	20	377	527	44	57	1,046	5	88	1,134	62	106
2010	10	82	13	75	157	23	51	783	0	0	783	51	74
2011	19	132	8	86	218	27	67	769	4	150	919	71	98

\* Chart displays the number of projects submitted, not necessarily completed, since 2006.

## Total Projects Per Year



# COMMODITY EXPORTS



Destination	Number of Certificates
Canada	50
Japan	15
China	11
French Polynesia	9
France	9
Spain	6
Mexico	4
Germany	3
Australia	2
Costa Rica	2
Afghanistan	1
Austria	1
Brazil	1
Chile	1
Columbia	1
Finland	1
Hungary	1
Portugal	1
Finland	1
South Africa	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 2011, the Sonoma County Agricultural Commissioner’s Office issued 121 Federal Phytosanitary Certificates for international shipments to 20 countries, and 773 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 or country.

# TIMBER HARVEST, AND COMMERCIAL FISH LANDINGS



## TIMBER HARVEST\*

Year	Production	Unit	Value (a)
2011	6,542,000	board feet	\$1,728,445
2010	8,902,000	board feet	\$4,020,231

(a) value of timber immediately before cutting

\* Most current data available.

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, Dungeness	2010	4,484,261	\$ 7,659,341
	2009	335,674	\$ 945,289
Salmon, Chinook	2010	13,779	\$ 60,596
	2009	0	---
Sole, all	2010	32,247	\$ 40,914
	2009	70,060	\$ 60,801
Rockfish, all	2010	36,759	\$ 60,841
	2009	34,846	\$ 54,723
Halibut, California	2010	10,776	\$ 42,702
	2009	17,367	\$ 67,435
Miscellaneous	2010	184,936	\$ 104,362
	2009	483,624	\$ 324,771
Sablefish	2010	90,204	\$ 252,075
	2009	57,563	\$ 128,321
Lingcod	2010	2,169	\$ 3,639
	2009	3,263	\$ 4,578
Tuna, Albacore	2010	18,983	\$ 20,862
	2009	18,043	\$ 18,489
Cabezon	2010	779	\$ 3,693
	2009	158	\$ 936
TOTAL	2010	4,874,893	\$ 8,249,025
	2009	1,020,598	\$ 1,605,343

\*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 2011 the Agriculture Division:

- Administered state and federal quarantine restrictions to combat the spread of the European Grapevine Moth (EGVM). Staff placed and serviced approximately 7,000 traps for early detection, performed over 600 winery inspections, completed over 1,000 hauler inspections, and provided outreach through meetings, weekly emails, and website updates. One outreach objective was gaining cooperation from growers in treating their vineyards in an effort to eradicate EGVM. As a result of this outreach we were able to garner 98.5 % participation in treating for EGVM. Due to the success of this program a significant portion of the quarantine area is under a de-regulation plan for 2012. Nine EGVM were detected in traps in Sonoma County in 2011 compared with 59 moths, which were trapped in 2010.
- Registered 471 sites through the Frost Protection Ordinance. This ordinance requires vineyard and orchard frost water protection users in the Russian River Watershed to register with the Agricultural Commissioner's Office. This registration will collect survey information on the nature of each frost protection system infrastructure, as well as water diversions. This information will aid in addressing the potential conflict frost mitigation poses to salmonid populations.
- The department also continued work with other resource protection agencies, the grower community, and environmental groups in response to the State Water Resources Control Board's Frost Protection Regulations and the County Frost Protection Ordinance. An educational workshop on water issues and regulations targeted for growers was hosted by the Agricultural Commissioner's Office in collaboration with the Sotoyome and Southern Sonoma County Resource Conservation Districts and the Sonoma County Winegrape Commission, with over 350 in attendance.
- Implemented a new statewide pesticide permitting program, CalAgPermits. This new program creates congruency statewide for pesticide permitting practices and allows growers, maintenance gardeners, and commercial applicators to submit online pesticide use reports, as well as notices of intent for the use of restricted materials.

## Did You Know That in 2011 the Agriculture Division...

- Inspected approximately 36,400 incoming shipments of plant material at nurseries and shipping terminals for exotic, invasive, and agricultural pests
- Issued 160 Producer Certificates and 18 Farmers' Market certificates
- Registered 38 new organic producers
- Inspected nearly 3 million chicken eggs for defects via representative sampling
- Issued 894 phytosanitary certificates for the export of plant material out of Sonoma County
- Diverted more than 18,000 pounds of plastic containers from the landfill through the division's two recycling events with approximately 161 growers participating
- Inspected 47 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 1,000 Sonoma County producers in preparation for the 2011 Agricultural Crop Report
- Issued 542 Operator Identification numbers/Permits and received 56,621 use reports from pesticide applicators in agricultural and urban settings, and conducted 19 investigations for suspected illnesses and complaints as part of the Pesticide Use Enforcement program



# WEIGHTS AND MEASURES DIVISION SUMMARY

The Weights and Measures Division works in partnership with the state Division of Measurement Standards to enforce California laws and regulations related to commerce. Weights and Measures Standards Specialists register and certify commercial weighing and measuring devices. It is also the responsibility of the Weights and Measures Division to register and verify the accuracy of all commercial devices used at the point of sale and to respond to all public complaints related to these commercial devices and their associated transactions.

Sonoma County consumers encounter commercial devices frequently in their daily lives. These include retail fuel dispensers, grocery store scales, deli scales, taxi cab meters, and utility sub-meters used at local mobile home parks. Weights and Measures Standards Specialists inspect these devices for accuracy to maintain the integrity of commerce here in the county.

## The Weights and Measures Division...

In 2011, Inspected...

- 4,347 Retail fuel dispensers
- 900 Electric sub-meters
- 905 Natural gas sub-meters
- 1,330 Grocery store scales
- 392 Water sub-meters
- 108 Taxi cab meters

Is intricately involved in Sonoma County agriculture as over 500 different types of scales are used in local agricultural industries and in 2011 the division inspected...

- 103 Hanging scales used in local farm markets
- 236 Dormant scales used to weigh produce bins
- 98 Crane scales used to weigh grapes in the field
- 58 Vehicle scales used to weigh truck loads of winegrapes
- 20 Livestock scales used by local ranchers

Is also responsible for performing price verification audits at local retail establishments that use a "point of sale" scanner system to charge for merchandise and in 2011,

- Approximately 600 local businesses were registered under the county point of sale ordinance and each of these businesses received an annual price verification audit.
- Approximately 20,790 items were scanned at local retailers for pricing integrity. Failed inspections trigger a follow up and where appropriate, fines are levied for businesses that demonstrate pricing integrity deviations.





*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 2011.*

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### Healthy Farms, Healthy Foods in Sonoma County

By Trevor Jones, 6th Grade  
Proctor Terrace Elementary School

What is a healthy farm? A healthy farm preserves the environment and produces healthy food. What is healthy food? A healthy food is whole and unprocessed and fills your body with nutrients. Sonoma County has both healthy farms and healthy foods.

Farmers in Sonoma County keep their farms healthy by using pesticides and fertilizers wisely if not at all. This helps protect Sonoma County's rivers and soils from too many chemicals. Our drinking water also remains healthy for us and the animals we eat.

Sonoma County Farmers are committed to keeping our farms healthy. How does that help? The healthy farms that produce healthy foods make a healthy Sonoma County. Buy local foods and you'll know it's coming from healthy farms.



**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,*

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**AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS and MEASURES**

*Tony Linegar*

*Agriculture Division Staff*

**ASSISTANT AGRICULTURAL COMMISSIONER**

Lisa Correia

**CHIEF DEPUTY AGRICULTURAL COMMISSIONER**

Sue Ostrom

**DEPUTY AGRICULTURAL COMMISSIONER**

Dan Curtin - Priscilla Lane - Alexis Ramey

**SENIOR AGRICULTURAL BIOLOGIST**

Pete Albers - Cree Morgan - Paul Turano - Marilyn Vernon

**AGRICULTURAL BIOLOGIST**

Gary Bjork - Gayle Carter - David Jagdeo  
Alex McVicker - Jessica Scroggins - Andrew Smith

**WILDLIFE SPECIALIST**

Jeff Furlong

**AGRICULTURE AND VINEYARD CONSERVATION COORDINATOR**

Gail Davis

**ADMINISTRATIVE SERVICES OFFICER**

Natalie Brunamonte

**EXECUTIVE SECRETARY**

Gretchen Melendy

**DEPARTMENT ANALYST**

Esther Martinez

**ADMINISTRATIVE SUPPORT STAFF**

Mary Halasz - Nina Reeser - Sue Taylor-Fellbaum – Ashley Meyer  
Senior Agricultural Program Assistant  
Maggie Furlong

**AGRICULTURAL PROGRAM ASSISTANT**

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Kris Catching, Kim Covington, Andrew Griffin, Travis Howard, Tina  
Hughes, Anne Elise Krug, Andre Napolitano, John O’Keeffe, Prahlada  
Papper, Capella Parrish, Andrew Peasley, Laurie Richards, David  
Stuart, Jodie Vent, Brittney Yolo

*Weights and Measures Division Staff*

**CHIEF DEPUTY SEALER OF WEIGHTS AND MEASURES**

Fernando Vasquez

**SENIOR STANDARDS SPECIALIST**

Michael Barrett

**STANDARDS SPECIALISTS**

Thomas LeClerc ~ Katy McCoy ~ Michael Milligan  
Greg Peters ~ Jeffrey Yparraguirre





## IN MEMORY OF JOSEPH GRANT GRAY

4/30/64 – 12/1/2011



It is with great sadness and respect we include this tribute to Joseph Gray in the 2011 Crop Report. Joseph worked for the Sonoma County Agricultural Commissioner's Office for 15 years. Prior to Sonoma County, Joseph worked for both Yolo and Fresno County Agricultural Commissioner's Offices. He began his career in Sonoma County as an Agricultural Biologist I and quickly worked his way up the ranks to Deputy Agricultural Commissioner. Joseph was instrumental in overseeing the Geographic Information System and the electronic pesticide permit program, winegrape inspection and apple maturity testing at harvest time, and for assisting growers with all of the various agricultural programs administered by the office. He was a graduate of UC Davis, with a Bachelor's degree in Agricultural Science and Management.

Joseph was also very active outside of work as a volunteer. He served as an active member and past president of the North Bay 20-30 Club, and organized and participated in numerous agricultural education and outreach events. He was also a proud and active member of the Sonoma County Farm Bureau.

Joseph had a wealth of knowledge and experience, and was a great resource for the agricultural community and department staff. He was a genuine good guy, always willing to listen and help others, as witnessed by his volunteer work and admiration in the community. He believed in the importance of the Department and the agricultural industry. Joseph and his contributions to the Agricultural Commissioner's Office and community, smile, and sense of humor will always be appreciated and missed by all that knew him.





**Agricultural Commissioner**  
133 Aviation Blvd., Suite 110  
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LEMONS  
3 / \$100

NAVEL  
ORANGES  
\$1.50 lb.

Russets  
Potatoes

German  
Potatoes