

2019 SONOMA COUNTY Crop Report



DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

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Karen Ross, Secretary
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Sonoma County:

Susan Gorin – First District, Chair

David Rabbitt – Second District

Shirlee Zane – Third District

James Gore – Fourth District

Lynda Hopkins – Fifth District, Vice Chair

It is my privilege to present the 2019 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agriculture Code. The reported total value for 2019 was \$958,546,600 which represents a 13% decrease from our 2018 value of \$1,106,662,100. This report reflects the gross production values, not the net income or costs of production and marketing.

The 2019 wine grape growing season was as close to ideal as it could get. Record rainfall in the winter with a cool spring threatened to push back harvest while the summer growing season saw ideal temperatures allowing for the crop to fully mature, producing a heavy crop with good flavor and balance. Tonnage saw a decrease of 16.7% from 2018 to 229,812 tons while value per ton for wine grapes stayed steady at \$2,846 per ton. As a result, total wine grape value decreased 16% compared to 2018 at \$654,020,500. This reduction was a result of the bumper crop of 2018, one of the largest grape crushes ever.

Apples saw an increase in value of Gravenstein and late apples from 2018. Extended bloom time, sufficient rain, and more chill hours provided ideal growing conditions. 2019 saw less apple tonnage brought to market by 5% from 2018 because of a lack of processors, however, apple prices per ton increased by 15% because of continued demand and premium prices for Gravenstein and organic apples. Overall value of apples increased by 9.4% compared to 2018.

The value of livestock and poultry products decreased by 12% compared to 2018. This decrease is largely due to a 15% reduction in both organic and conventional milk production despite a 5% increase in organic and a 14.6% increase in conventional milk value per unit. Wool production decreased 37% from 2018 due in large part to lack of global demand for wool.

Nursery products value was up 5% from 2018. This is attributed to an increase of 9% in bedding plant sales and a 7% increase in ornamental plant sales which make up the majority of nursery product sales. Nursery product value has seen an increase over the past two years due to landscape replacement across the county as the housing rebuild process continues to move forward and residents replace lawns with drought-resistant plants in response to rising water costs.

This year's crop report features agricultural education and the importance of this education in the long-term success of agriculture in Sonoma County. We have a responsibility and obligation to promote and protect agriculture and to educate our neighbors and our greater community about our agricultural heritage and our agricultural identity if agriculture is to remain a mainstay here in Sonoma County.

I would like to extend my gratitude and appreciation to all of the agricultural producers whose participation made this report possible. A sincere thank you to Pierpaolo Aymar, Agricultural Inspector, who collected and compiled these statistics, as well as the outstanding staff of the Department of Agriculture/Weights & Measures who contributed to the production of this report.

Respectfully submitted,

Andrew F. Smith
Agricultural Commissioner/Sealer of Weights & Measures



Photo by Samantha Harmon

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Photo supplied by the Sonoma County Farm Bureau



AGRICULTURAL EDUCATION

REACHING OUT FOR UNDERSTANDING

This year's crop report celebrates agricultural education. Sonoma County has a rich farming history that relies on continued education of our community as to what agriculture is and what it means to our county. If it weren't for agriculture the character of Sonoma County would be very different and it is important that our next generations understand this. Some may decide to become farmers and ranchers and continue the traditions that their families have carried on through generations or become the first in their family to farm. While we have a long-standing effort to educate and inspire future generations of farmers and ranchers, we feel that agricultural education for our adult populations is of equal importance to mitigate conflicts between agricultural and nonagricultural uses in designated agricultural production areas.

The endeavor to educate the next generations about what agriculture looks, smells, and sounds like is no small undertaking. It relies on countless hours from volunteers and organizations throughout the county such as the Farm Bureau, Farm Trails, Youth and Ag Leadership Foundation, Sonoma County schools and their teachers, 4-H, Future Farmers of America (FFA), local dairies, ranchers, nurseries, garden clubs, resource conservation districts, numerous county departments and agencies, and countless other contributors and volunteers. Perhaps the most well-known venue for educating our youth about agriculture is Ag Days. This event has historically been held twice per year, in the spring at the Sonoma County Fairgrounds and in the fall at the Sonoma Marin Fairgrounds. These events, presented by the Sonoma County Farm Bureau, are celebrated by teachers and parents alike as they see the excitement and wonder in the eyes of their students and children. For many students, Ag Days is the first, and for some, the only opportunity to learn about agriculture in Sonoma County.

This year marks the 40th anniversary of Sonoma County Ag Days. Each spring for two days, the Sonoma County Fairgrounds transforms into a mini-fair and agricultural exposition to teach children about the importance of agriculture in our community. In the late 1970s and early 1980s, Sonoma County saw a rapid change in the landscape as farmland

was being pushed to the outskirts in favor of more and more widespread urban development. An ever-growing population unfamiliar with the agricultural heritage in Sonoma County was outpacing farmers. A number of dedicated leaders in the Ag industry saw a growing concern over the future of agriculture and called for more youth outreach, and so Ag Days was born.

The first Ag Days was held in 1980 and was attended by roughly 200 children. It was located in Finley Hall and had few exhibits. Fast forward 40 years, Ag Days has since become a two-day event in the spring spanning the Fairgrounds' entire 185 acres and regularly sees attendance of over 5,000 children.

The idea behind Ag Days is to give kids an idea of where their food and fiber come from and understand how it is made and ultimately how it gets to their family's dinner table. Exhibits include a hay maze, animal petting, tractor identification, and interactive exhibits throughout Finley Hall showcasing the different aspects of agriculture. Children can sample milk, apples, and honey, as well as play interactive games. The Sonoma County Department of Agriculture/Weights & Measures staffs a booth every year where children are taught among other things the importance of honeybees, insect identification, and understanding how crops grow from seeds. Many children circle back to the booth during the day to play the seed identification game. Some may say that the kids come back for the stickers, but we'd like to think it's because they are so fascinated by the science of it all.

The annual Ag Days Essay Contest gets kids thinking about agriculture and writing on a topic they find to be interesting or why they feel agriculture is important. Children from elementary schools throughout the county submit their essays and a winner is announced where they get their picture taken with industry leaders and law enforcement. We feature the winning Ag Days essay in our crop report each year. Schools and individual classes can participate in various Ag Days contests including creating bookmarks, posters, essays, post cards, and murals. Like Ag Days, 4-H and FFA fill the need to educate and empower and have both been around for a very long time. Sonoma County is home to both 4-H and FFA youth development.

The Sonoma County 4-H is a youth development organization based on hands-on experience for youth with a focus on project learning. With several different areas of focus, children can build different skills including decision-making, record keeping, leadership, and many others. More information about the Sonoma County 4-H program can be found at http://cesonoma.ucanr.edu/4H/About_4-H/.

Like 4-H, FFA is focused on the next generation's advancement in the agricultural industry. FFA is an extracurricular organization for students. In conjunction with classroom and laboratory instruction, experiential service, and work-based learning, students are provided opportunities for leadership development and personal and career growth. More information on your local FFA chapter can be found at <https://www.ffa.org/chapter-locator/>.

Through continued involvement with Ag Days, Sonoma County 4-H, and FFA, our youth have the resources to continue and expand upon the culture of farming in our community. Sonoma County's Ag industry and policy making depends on educating our youth and those not from a farming background of the importance and necessity for farming in Sonoma County. As the late Saralee McClelland Kunde said many times, "Farming is not only Sonoma County's rich heritage but its identity."



MILLION DOLLAR CROPS

MILLION DOLLAR CROPS

1	Winegrapes - All	\$654,020,500
2	Milk	\$127,054,600
3	Miscellaneous Livestock and Poultry	\$42,710,400
4	Miscellaneous Livestock and Poultry Products	\$31,316,900
5	Nursery - Ornamentals	\$21,936,800
6	Nursery - Miscellaneous	\$20,143,568
7	Cattle and Calves	\$19,094,248
8	Vegetables	\$9,288,800
9	Nursery - Bedding Plants	\$6,133,592
10	Sheep and Lambs	\$5,761,400
11	Nursery - Cut Flowers	\$4,657,900
12	Apples - Late Varieties	\$2,665,000
13	Rye and Oat Silage Crops	\$1,432,000
14	Apples - Gravenstein	\$1,348,500



NURSERY PRODUCTS



NURSERY PRODUCTS

Product	Year	Quantity	Unit	Total
Ornamentals	2019	1,744,266	plant	\$21,936,800
	2018	1,671,600	plant	\$20,406,500
Bedding Plants	2019	243,138	flat	\$6,133,592
	2018	228,153	flat	\$5,635,900
Christmas Trees	2019	2,962	units	\$191,747
	2018	3,501	units	\$198,100
Cut Flowers	2019			\$4,657,900
	2018			\$6,145,800
Miscellaneous Products (a)	2019			\$20,143,468
	2018			\$18,121,900
TOTAL VALUE	2019			\$53,063,500
	2018			\$50,508,200

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

WINEGRAPE PRODUCTION - REDS

RED VARIETIES

TOP 13 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2019	562.0	13.0	575.0	1,533.4	\$3,815.93	\$5,851,300
	2018	565.0	10.6	575.6	1,832.6	\$3,567.17	\$6,537,200
Cabernet Sauvignon	2019	12,082.0	539.0	12,621.0	45,948.3	\$3,055.93	\$140,414,800
	2018	12,505.1	642.3	13,147.4	56,948.2	\$3,113.75	\$177,322,500
Carignane	2019	170.0	6.0	176.0	416.5	\$2,591.56	\$1,079,400
	2018	162.7	9.7	172.4	406.9	\$2,654.55	\$1,080,100
Grenache	2019	183.0	43.0	226.0	806.1	\$3,203.49	\$2,582,300
	2018	150.2	12.1	162.3	929.0	\$3,025.64	\$2,810,800
Malbec	2019	416.0	22.0	438.0	1,863.0	\$3,041.79	\$5,666,900
	2018	536.0	9.3	545.3	2,695.1	\$2,894.42	\$7,800,800
Mataro/ Mouvedere	2019	63.0	10.0	73.0	182.8	\$3,455.43	\$631,700
	2018	40.6	0.9	41.5	216.4	\$3,236.82	\$700,400
Merlot	2019	4,346.0	47.0	4,393.0	12,312.3	\$2,000.15	\$24,626,400
	2018	3,940.8	10.2	3,951.0	15,492.0	\$1,961.96	\$30,394,700
Petite Sirah	2019	635.0	21.0	656.0	2,628.3	\$3,154.98	\$8,300,000
	2018	685.3	2.0	687.3	2,954.5	\$3,088.27	\$9,124,300
Petit Verdot	2019	249.0	4.0	253.0	1,025.0	\$3,403.84	\$3,500,000
	2018	284.3	18.6	302.9	1,324.8	\$3,336.84	\$4,420,600
Pinot Noir	2019	12,509.0	585.0	13,094.0	47,178.3	\$3,949.20	\$186,316,500
	2018	13,383.6	880.0	14,263.6	58,005.2	\$3,802.05	\$220,538,700
Sangiovese	2019	279.0	1.0	280.0	993.4	\$2,576.02	\$2,559,000
	2018	211.4	0.0	211.4	1,070.2	\$2,477.26	\$2,651,200
Syrah-Shiraz	2019	1,396.0	12.0	1,408.0	3,334.3	\$2,811.92	\$9,400,000
	2018	1,557.8	3.7	1,561.5	3,966.9	\$2,773.75	\$11,003,200
Zinfandel	2019	4,758.0	50.0	4,808.0	14,817.7	\$3,143.05	\$46,572,800
	2018	4,946.6	24.4	4,971.0	15,730.6	\$3,102.26	\$48,800,400
TOTAL ALL REDS including other reds	2019	38,212.0	1,404.0	39,616.0	135,051.7	\$3,254.92	\$439,582,500
	2018	39,842.0	1,956.4	41,798.4	163,575.2	\$3,227.84	\$527,994,600



WINEGRAPE PRODUCTION - WHITES

WHITE VARIETIES

TOP 10 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2019	15,462.0	291.0	15,753.0	72,135.9	\$2,414.28	\$174,156,300
	2018	15,884.5	566.6	16,451.1	88,311.6	\$2,367.00	\$209,033,600
Gewürztraminer	2019	105.0	0.0	105.0	220.3	\$1,967.57	\$433,500
	2018	121.1	0.0	121.1	258.4	\$2,047.81	\$529,200
Muscat Blanc/ Muscat Canelli	2019	21.0	0.0	21.0	90.1	\$3,110.20	\$280,200
	2018	14.4	0.0	14.4	113.0	\$2,063.11	\$233,100
Pinot Blanc	2019	82.0	0.0	82.0	297.0	\$2,276.11	\$676,000
	2018	66.0	0.0	66.0	339.4	\$2,145.20	\$728,100
Pinot Gris	2019	427.0	2.0	429.0	1,410.4	\$1,907.19	\$2,689,900
	2018	397.6	4.2	401.8	1,670.0	\$1,811.98	\$3,026,000
Roussanne	2019	36.0	1.0	37.0	112.8	\$2,892.79	\$326,300
	2018	30.6	0.0	30.6	124.6	\$2,929.74	\$365,000
Sauvignon Blanc	2019	2,528.0	55.0	2,583.0	18,074.2	\$1,814.37	\$32,793,300
	2018	2,711.5	46.7	2,758.2	18,918.0	\$1,793.43	\$33,928,100
Semillon	2019	87.0	4.0	91.0	396.3	\$2,498.42	\$990,100
	2018	92.0	0.6	92.6	477.0	\$2,189.56	\$1,044,400
Viognier	2019	217.0	3.0	220.0	524.3	\$2,696.32	\$1,413,700
	2018	236.6	1.2	237.8	691.7	\$2,610.02	\$1,805,400
White Riesling	2019	47.0	2.0	49.0	224.5	\$2,293.27	\$514,800
	2018	51.0	0.0	51.0	195.3	\$2,391.29	\$46,700
TOTAL ALL WHITES including other whites	2019	19,328.0	383.0	19,711.0	94,740.1	\$2,302.24	\$218,114,400
	2018	20,052.2	931.4	20,983.6	112,401.7	\$2,264.70	\$254,556,100

TOTAL WINEGRAPES including all reds and whites	2019	57,539.0	1,787.0	59,326.0	229,811.5	\$2,845.90	\$654,020,500
	2018	59,894.2	2,887.8	62,782.0	275,296.0	\$2,817.90	\$777,675,300



FRUIT AND NUT SUMMARY

FRUIT AND NUT SUMMARY

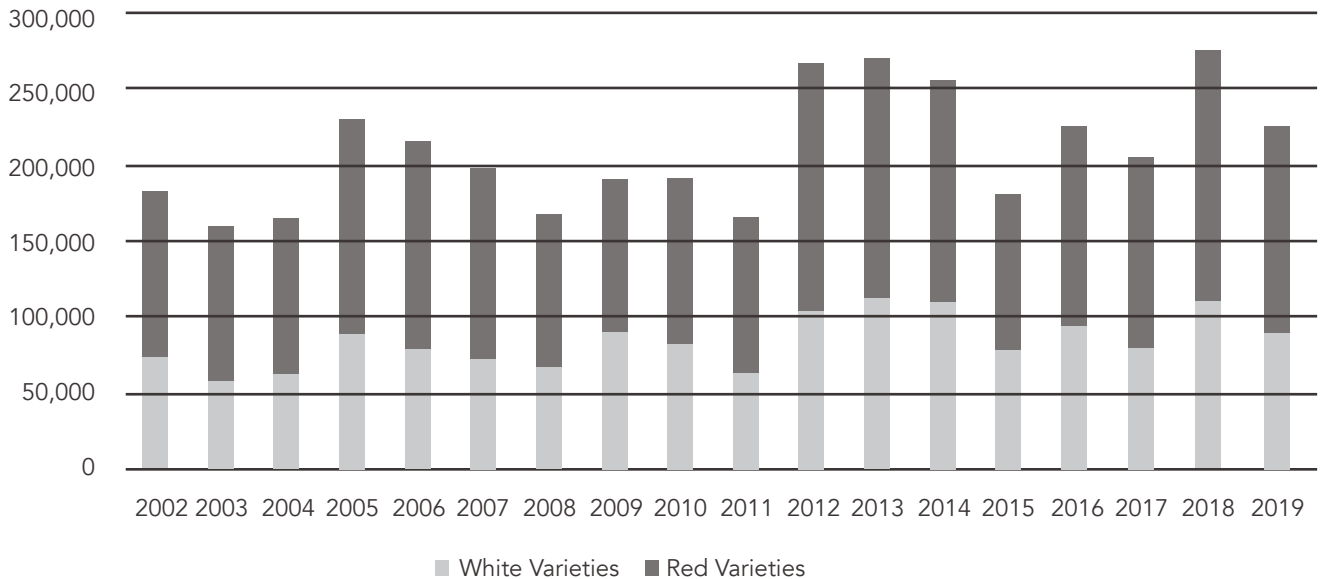
Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Olives	2019	381					\$542,900
	2018	381					\$678,000

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

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



TONS OF SONOMA COUNTY GRAPES CRUSHED 2002-2019



APPLE PRODUCTION

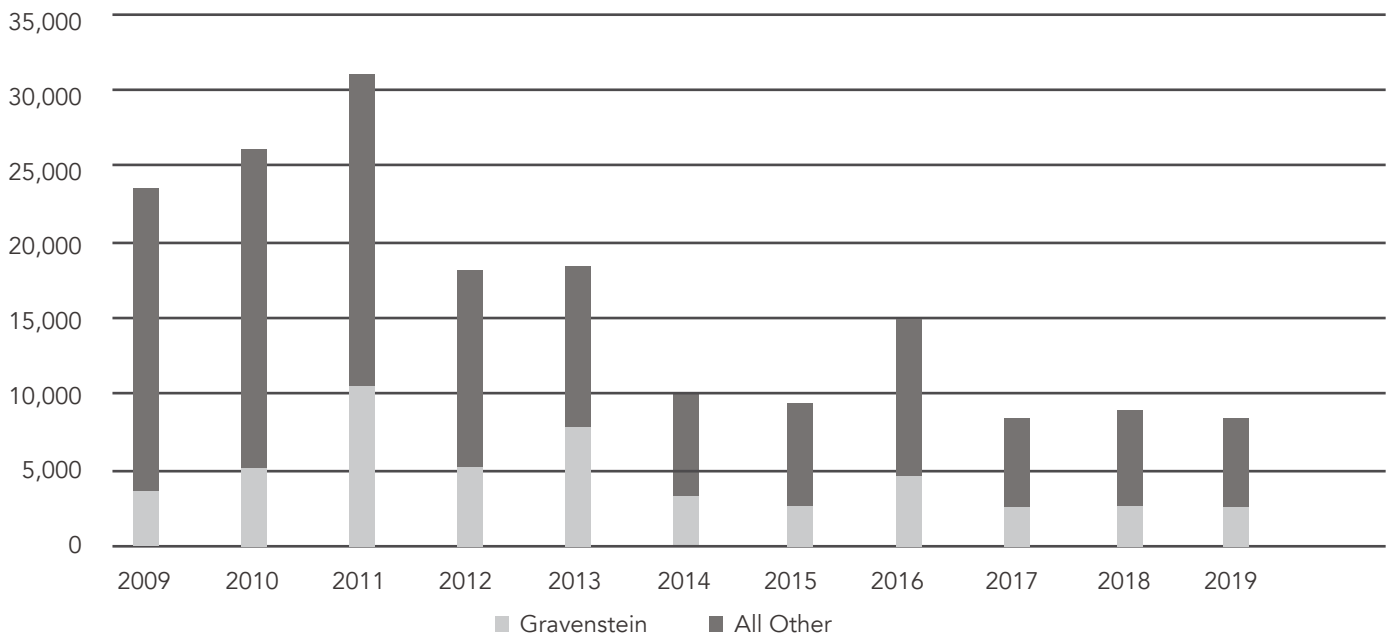
APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Fresh	2019			340	\$1,365	\$464,100	
	2018			308	\$1,324	\$407,792	
Processed (a)	2019			2,412	\$380	\$916,560	
	2018			2,465	\$341	\$839,367	
Fresh	2019			400	\$1,935	\$774,000	
	2018			380	\$1,890	\$718,200	
Processed (a)	2019			5,406	\$348	\$1,881,288	
	2018			5,855	\$290	\$1,697,950	

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



TONS OF APPLES PRODUCED 2009-2019



VEGETABLE, FIELD CROP, AND APIARY PRODUCTION

VEGETABLES

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous Vegetables (a)	2019	435	\$9,288,800
	2018	427	\$8,383,100

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

FIELD CROPS

Crop	Year	Harvested Acreage	Tons/Acre	Total Tons	Unit	\$/Unit	Total
Hay, Rye and Oat	2019	4,100	2.1	8,528	ton	\$106.00	\$904,000
	2018	3,346	3.5	11,652	ton	\$103.00	\$1,202,200
Hay, Volunteer	2019	701	1.7	1,192	ton	\$132.00	\$157,900
	2018	780	1.4	1,858	ton	\$114.00	\$211,800
Green Chop (a)	2019	1,095	5.2	5,694	ton	\$31.00	\$176,500
	2018	1,816	7.0	12,628	ton	\$29.70	\$375,100
Oats, Grain	2019	530	1.5	795	ton	\$275.30	\$218,900
	2018	716	1.3	976	ton	\$253.50	\$247,400
Silage, Corn (a)	2019	115	23.2	2,668	ton	\$58.00	\$154,700
	2018	140	21.4	3,000	ton	\$60.00	\$180,000
Silage, Rye and Oat (a)	2019	3,014	11.9	35,991	ton	\$41.20	\$1,432,000
	2018	4,886	6.1	46,986	ton	\$31.80	\$1,494,200
Straw	2019						\$165,200
	2018						\$231,000
Miscellaneous (b)	2019						\$95,200
	2018						\$393,000
Pasture (c)	2019	7,179			acre	\$93.00	\$667,600
	2018	6,462			acre	\$92.00	\$594,500
Rangeland (c)	2019	309,618			acre	\$20.21	\$6,257,400
	2018	312,257			acre	\$20.28	\$6,332,600
TOTAL	2019	326,352					\$10,229,400
	2018	330,403					\$11,259,800

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

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

(c) average potential grazing value per acre of forage.

APIARY PRODUCTS

Total Value (a)	2019	\$564,600
	2018	\$422,000

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





Photos supplied by the Sonoma County Farm Bureau

LIVESTOCK AND POULTRY

LIVESTOCK AND POULTRY

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2019	30,855	151,652	cwt.	\$125.91	\$19,094,248
	2018	32,611	167,036	cwt.	\$124.09	\$20,727,500
Sheep/Lambs	2019	29,944	36,121	cwt.	\$159.50	\$5,761,400
	2018	58,625	70,719	cwt.	\$159.50	\$11,279,700
Hogs	2019	2,005	5,014	cwt.	\$72.00	\$355,000
	2018	1,823	4,559	cwt.	\$72.00	\$328,200
Miscellaneous (a)	2019					\$42,710,400
	2018					\$41,027,300
TOTAL	2019					\$67,921,000
	2018					\$73,362,700

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

LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Organic	2018	4,650,456	cwt.	\$27.39	\$127,376,000
Milk, Conventional	2018	986,020	cwt.	\$14.07	\$13,873,300
Total Milk	2018	5,636,476	cwt.		\$141,249,300
Milk, Market	2017	4,663,013	cwt.	\$29.42	\$137,185,800
Milk, Manufacturing	2017	3,798	cwt.	\$32.91	\$125,000
Total Milk	2017	4,666,811	cwt.		\$137,310,800
Wool	2018	143,158	lb.	\$0.80	\$114,500
	2017	121,485	lb.	\$0.90	\$109,300
Miscellaneous (a)	2018				\$38,930,800
	2017				\$39,749,200
TOTAL	2018				\$180,294,600
	2017				\$177,169,300

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

LIVESTOCK AND POULTRY INVENTORY

Item	Number
Cattle/Calves (all)*	88,000
Milk Cows and Heifers (2 years and older)	32,000
Beef Cows and Heifers (2 years and older)	10,700
Sheep/Lambs (all)	18,774
Hogs	2,005
Laying Hens, Pullets, and Broilers	2,274,870
Goats	3,444

* Number of head as of January 1, 2020.

RECAPITULATION, TIMBER, AND FISHERIES

RECAPITULATION

	2018	2019	% Change
Apiary Products	\$422,000	\$564,600	33.8%
Vegetable Crops	\$8,383,100	\$9,288,800	10.8%
Field Crops	\$11,259,800	\$10,229,400	-9.2%
Nursery Products	\$50,508,200	\$53,063,500	5.1%
Livestock and Poultry	\$73,362,700	\$67,921,000	-7.4%
Livestock and Poultry Products	\$180,294,600	\$158,443,400	-12.1%
Fruit and Nut Crops	\$782,431,700	\$659,035,800	-15.8%
TOTAL VALUE	\$1,106,662,100	\$958,546,500	-13.4%

TIMBER HARVEST

Year	Production	Unit	Value (a)
2019	10,734,000	board feet	\$8,427,743
2018	19,926,000	board feet	\$8,872,045

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

COMMERCIAL FISH LANDINGS

Species	Year	Pounds	Value
Crab, Dungeness	2019	1,717,680	\$5,498,441
	2018	1,169,277	\$5,342,996
Salmon, Chinook	2019	568,468	\$3,373,634
	2018	93,721	\$676,390
Rockfish, all	2019	12,243	\$29,222
	2018	14,202	\$27,026
Halibut, California	2019	515	\$2,933
	2018	2,507	\$19,222
Miscellaneous	2019	356,624	\$293,760
	2018	495,308	\$438,384
Sablefish	2019	32,150	\$103,072
	2018	102,983	\$350,582
Lingcod	2019	5,962	\$23,798
	2018	6,151	\$25,055
Tuna, Albacore	2019	14,229	\$20,780
	2018	11,693	\$20,586
Cabezon	2019	0	\$0
	2018	0	\$0
TOTAL	2019	2,707,871	\$9,345,640
	2018	1,895,841	\$6,900,241

Source: <https://www.wildlife.ca.gov/fishing/commercial/landings#260042586-2019>
Data listed is most recent information available for commercial fisheries.
Informational only.



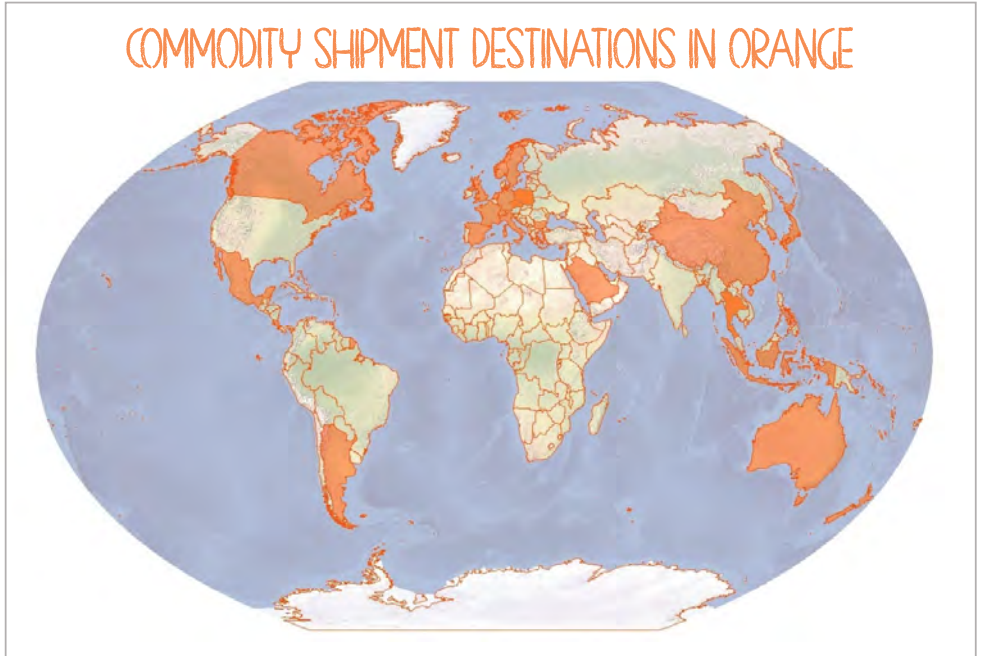
COMMODITY EXPORTS

In 2019, the Sonoma County Department of Agriculture/Weights & Measures issued 116 federal phytosanitary certificates for international shipments to 20 different countries and five state phytosanitary certificates for shipments within the United States. These certificates were issued by staff to 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.

DESTINATION/CERTIFICATES

- Mexico - 37
- Republic of Korea - 18
- Canada - 10
- Japan - 9
- Spain - 9
- Australia - 4
- Germany - 4
- France - 3
- Italy - 3
- Netherlands - 3
- South Africa - 3
- Saudi Arabia - 2
- Singapore - 2
- Sweden - 2
- Thailand - 2
- Argentina - 1
- Costa Rica - 1
- Taiwan - 1
- Switzerland - 1
- United Kingdom - 1

COMMODITY SHIPMENT DESTINATIONS IN ORANGE



COMMODITIES EXPORTED

- Animal Feed
- Flower and Vegetable Seed
- Grapevines
- Herbs and Spices
- Lumber and Logs
- Nursery Stock
- Oak Pieces for Winemaking
- Oak Wine Barrels
- Oak Wood Chips

AGRICULTURE DIVISION SUMMARY

Agriculture is one of the main industries in Sonoma County and it provides a very significant base to the County's economy. The Department accomplishes the promotion and protection of agriculture through educational outreach and enforcement of federal, state, and county regulations.

PEST DETECTION TRAPPING PROGRAM

Our Division trappers search for pests not known to occur in California. The purpose of this program is to detect the presence of pests before they become established over an area so large that eradicating the pest is no longer feasible. In 2019, 7,058 traps were placed for the detection of exotic insect pests including Mediterranean, Oriental, and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, European Grapevine Moth, and Asian Citrus Psyllid. The traps were serviced 69,543 times.

The Division also placed 521 traps in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), and serviced those traps 4,842 times. There were no GWSS detected in our traps in 2019.

PEST EXCLUSION PROGRAM

The goal of our Pest Exclusion Program is to prevent the introduction and spread of exotic weeds, plant diseases, insect pests, or animal pests, which might be harmful to Sonoma County agriculture and our environment. To accomplish this goal, the Division inspects incoming plant shipments and rejects infested plant material. Staff visit shipping point terminals in the County daily to inspect packages, incoming plant material from out-of-state, nursery stock at nurseries, and vines for vineyard plantings. Additionally, inspections are conducted on incoming shipments at feed mills and outdoor household articles from areas known to be infested with Gypsy Moth. A total of 947 premise visits occurred in 2019, during which 18,328 shipments of plant material were inspected. 55 shipments of plant material were rejected for violations of state and federal quarantines. To prevent the spread of GWSS into Sonoma County, Division staff inspected 1,623 shipments of nursery stock arriving from infested counties within California. One shipment of plant material was rejected for findings of viable GWSS egg masses.

PESTICIDE USE ENFORCEMENT PROGRAM

The Division performed 124 inspections related to commercial and agricultural pesticide use in Sonoma County. These inspections included in-progress inspections of the applicator and application equipment, post-application field worker safety inspections, and employee safety inspections at headquarters to review records and storage areas.

In 2019, the Division issued 169 private applicator certificates, 629 operator identification numbers and restricted material permits for agricultural pesticide use, reviewed 197 notices of intent for restricted materials, registered 288 agricultural or structural pest control businesses, 69 pest control advisors, 115 farm labor contractors, and completed 12 investigations for suspected pesticide illnesses or complaints.

EXOTIC/INVASIVE PEST SPECIES INTERCEPTED

Light Brown Apple Moth
Epiphyas postvittana

Glassy Winged Sharpshooter
Homalodisca vitripennis

Brown Marmorated Stink Bug
Halyomorpha halys

Vaseys grass
Paspalum urvillei

Elongate Hemlock Scale
Fiorinia externa

Cannabis Aphid
Phodron cannabis

Japanese Knotweed
Fallopia japonica

Vine Mealybug
Planococcus ficus

Apple Maggot
Rhagoletis pomonella

Oblong Spurge
Euphorbia oblongata

ORGANIC PRODUCTION

Beginning January 1, 2017, changes to the Organic Food and Farming Act no longer require organic registrants in California to provide detailed commodity information and acreage to the state upon initial registration or during renewal. Before these changes, the state and its counties had been collecting detailed information on specific crop commodities, their acreage, and associated value. This allowed counties to evaluate the contribution of organic agriculture to the overall County economy and to ascertain the ratio of organic to conventional acreage. The total production acreage is now reported by registrant rather than by commodity. Due to these changes, the Department can only report on the total organic acreage farmed in Sonoma County. There are 329 organic registrants farming approximately 56,972 acres throughout the County. This acreage figure may be inflated as much of this acreage experiences multiple cropping cycles per year.

For more information on the Organic Food and Farming Act, please visit the California Department of Food and Agriculture's State Organic Program website at https://www.cdfa.ca.gov/is/i_&_c/organic.html

TRANSGENIC CONTAMINATION PREVENTION ORDINANCE

The Transgenic Contamination Prevention Ordinance (GMO Ordinance) took effect November 9, 2016. The purpose of the GMO Ordinance is to protect Sonoma County's native plants, trees, and animals from transgenic contamination by genetically engineered organisms, sometimes referred to as "GMOs." The GMO Ordinance assigns our Department as the enforcement agency and makes it unlawful for any person, partnership, corporation, and entity of any kind to propagate, cultivate, raise, or grow genetically engineered organisms in the unincorporated portions of Sonoma County. In 2019, there were no complaints or investigations conducted related to the GMO Ordinance.

In 2019, the Agriculture Division:

- Inspected over 3.3 million chicken eggs for defects via representative sampling
- Diverted 21,200 pounds of plastic containers from the landfill through the Division's two recycling events with approximately 111 participating growers
- Surveyed over 1,200 Sonoma County producers in preparation for the 2019 Agricultural Crop Report
- Conducted 13 continuing education sessions related to pesticide use regulations reaching over 1,500 attendees
- Verified compliance with the California Seed Law for all seed producers in Sonoma County
- Inspected 53 nursery growing areas, totaling more than 155 acres
- Inspected 20 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining outdoor 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
- Issued 138 certified producer certificates and 22 farmers' market certificates for a total of 24 certified farmers' markets
- Conducted investigations on four organic operators in the County, performed site inspections on 20 organic producers, inspected 47 organic producers at certified farmers' markets, and collected nine samples of organic produce for residue testing

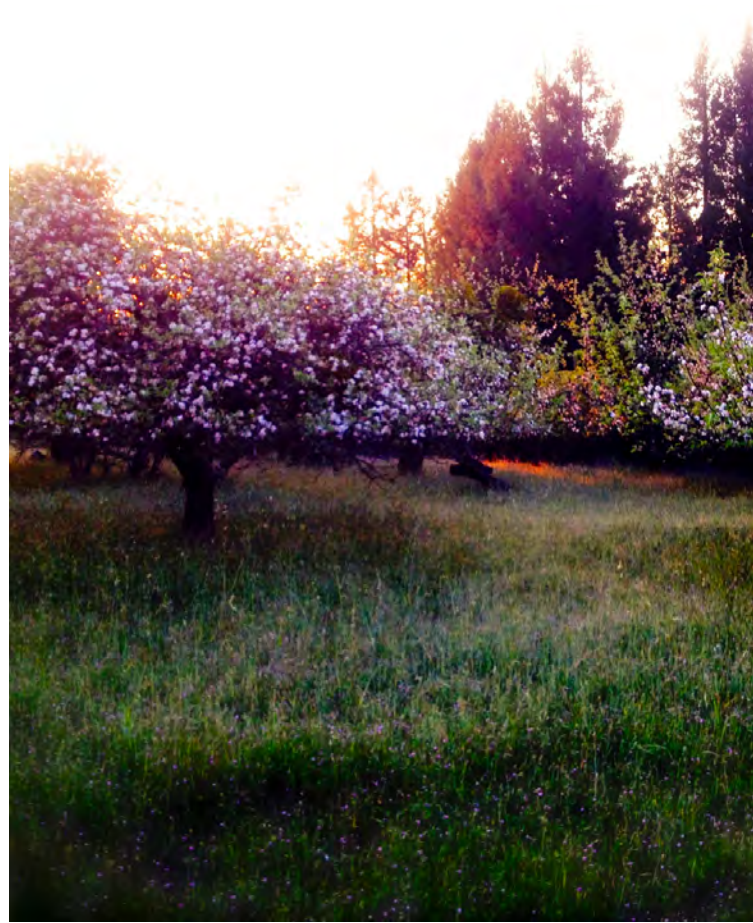
LAND STEWARDSHIP DIVISION SUMMARY

The Land Stewardship Division oversees the issuance of vineyard and orchard development permits, agricultural grading and drainage permits, frost protection system registrations within the Russian River watershed, enforces county-wide riparian corridor protections, and serves on the Sonoma County Project Review and Advisory Committee

VINEYARD AND ORCHARD DEVELOPMENT

The Vineyard Erosion and Sediment Control Ordinance (VESCO) was originally adopted by the Sonoma County Board of Supervisors in 2000. Prior to developing and planting or replanting a vineyard or orchard, an application and plans are reviewed for approval by the Department of Agriculture/Weights & Measures. The purpose of the ordinance is to assist in preventing soil erosion and to protect water quality and other natural resources.

Through the administration of VESCO standards, the dedicated Division staff ensure that vineyards and orchards are developed in a manner that minimizes erosion and protects sensitive habitats. The Division is also working with local Regional Water Quality Control Boards to help the agricultural community meet upcoming State Water Board requirements by leveraging ongoing practices designed to protect water quality.



In 2019, the Land Stewardship Division:

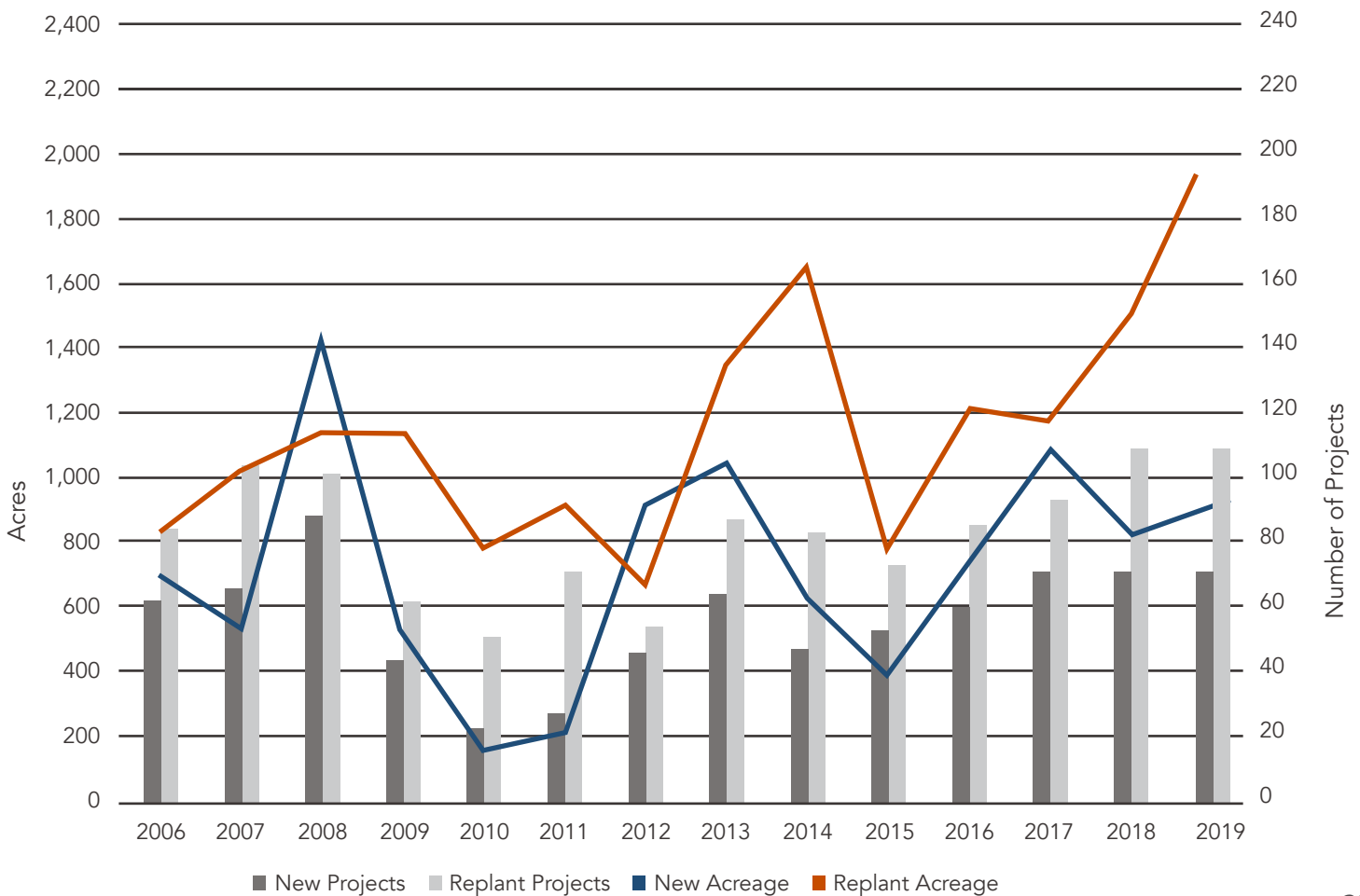
- Worked with Sonoma County stakeholders, scientists, and resource agencies to develop a public review draft of the Best Management Practices and Technical Report Guidelines Manual for use in the VESCO program
- Reviewed a total of 171 vineyard/orchard development projects representing a 5% decrease in projects from 2018. Of the 63 new projects, 26 were Level I and 37 were Level II. Of the 108 replant projects, 82 were Level I and 26 were Level II.
- Worked to develop the VESCO/Cannabis Site Suitability GIS map tool so VESCO and Cannabis project developers have the same tools County personnel use to assess a site for development. This mapping tool can be used to create maps to submit with their permit application.
- Regulated 499 frost protection systems within the Russian River watershed, including registering one new system.



PROJECTS SUBMITTED

Year	New						Replants						Total	
	Level I		Level II		Projects Total	Acreage Total	Level I		Level II		Projects Total	Acreage Total	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
2014	25	307	22	321	47	628	76	1,546	7	103	83	1,649	130	2,277
2015	38	278	15	117	53	395	68	680	5	94	73	774	126	1,169
2016	38	434	22	306	60	740	72	1,128	13	301	85	1,429	145	2,169
2017	49	836	22	253	71	1,089	73	949	20	226	93	1,175	164	2,264
2018	37	302	34	523	71	825	91	1,231	18	272	109	1,503	180	2,328
2019	26	211	37	775	63	986	82	2,064	26	371	108	2,435	171	3,421

ACREAGE AND PROJECTS PER YEAR 2006-2019



WEIGHTS & MEASURES DIVISION SUMMARY

The Weights & Measures Division is committed to protecting the economic wellbeing of Sonoma County residents by preserving their confidence in the accuracy of the weighing and measuring instruments, product-labeling standards, pricing standards, and business practices in our local economy. The Division protects the economic interest of Sonoma County buyers and sellers by enforcing state and local laws by administering the following programs:

DEVICE INSPECTION PROGRAM

Local consumers purchase many essential goods and services over commercial devices. A commercial device is by law 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." The accuracy and proper application of these devices is crucial in ensuring fairness in the marketplace. Division staff registers and inspects all commercial devices used in Sonoma County. In 2019, the Division registered over 34,678 commercial devices and inspected 7,325 of these devices.

PRICE VERIFICATION PROGRAM

In 2006, Sonoma County enacted a county ordinance requiring the registration of local retailers that use an automated point-of-sale system used to determine the prices they charge at the register commonly called scanners. Division staff conducts annual price verification inspections at these retailers to determine if they are meeting the pricing accuracy standards set forth in the ordinance. Retailers that overcharge their customers fail the inspection and are subject to administrative penalties and re-inspections.

PACKAGED COMMODITIES PROGRAM

Under the Federal Fair Packaging and Labeling Act, packaged commodities offered for sale are required to conform to labeling standards. Packaged products must contain a label that identifies three main things: the identity of the commodity that declares the contents in the package, a responsibility statement that identifies who packaged the commodity, and a quantity statement that declares how much product is in the package. These three basic labeling requirements allow consumers to make value comparisons. Division staff audits packaged commodities at local retailers to determine the packer's compliance with labeling requirements and to ensure that the net weight statement accurately reflects the quantity.

PETROLEUM PROGRAM

To guard against false or misleading advertisement claims or ambiguous product labeling, the Division ensures that local service station owners selling retail motor fuels comply with state advertising and labeling laws. Labeling at the fuel dispenser must clearly identify the product, grades, octane, gallon price, and computed price.

CONSUMER COMPLAINTS

In 2019, the Division investigated over 53 consumer complaints filed with our office. These consumer complaints included reported price overcharges at local retailers, short firewood deliveries, short-measured bulk deliveries of gardening soils and landscaping materials, and improper utility billing at local mobile home parks.

In 2019, the Weights & Measures Division:

- Registered over 1,946 local businesses and commercial device owners operating over 34,000 commercial devices 7,325 of these devices were inspected, including:
 - 2,004 retail fuel meters
 - 539 utility electric meters
 - 371 winery dormant scales
 - 1,399 grocery store scales
 - 19 livestock scales
 - 130 farm market scales
 - 1,152 utility water meters
 - 114 winery vehicle scales
 - 54 taxi meters
 - 607 utility gas meters
 - 121 winery crane scales
- Performed over 861 price verification inspections at local retailers
- Price checked 22,625 items of which 2.4% of items were over-charged
- Issued 159 notices of violation against retailers for over-charging errors
- Issued 90 administrative penalties against retailers for failing price accuracy inspections





SONOMA COUNTY FARMERS' MARKETS

BODEGA BAY

2255 Highway 1
May - October
Sunday, 10:00 am - 2:00 pm

CLOVERDALE

225 N Cloverdale Boulevard
January - March
Tuesday, 3:00 pm - 6:00 pm

April - November
2nd Tuesday, 3:00 pm - 6:00 pm

COTATI

La Plaza Park
June - August
Thursday, 4:30 pm - 7:30 pm

FORESTVILLE

6990 Front Street
June - September
Tuesday, 4:00 pm - 7:00 pm

GUERNEVILLE / RUSSIAN RIVER

16290 5th Street
June - September
Thursday, 3:00 pm - 7:00 pm

HEALDSBURG

Vine Street and North Street
May - November
Saturday, 8:30 am - 12:00 pm

Plaza Street and
Healdsburg Avenue
May - September
Tuesday, 9:00 am - 12:30 pm

OCCIDENTAL / BOHEMIAN

Main Street b/w 1st and 3rd Street
June - October
Friday, 4:00 pm - 8:00 pm

PETALUMA / EAST SIDE

Lucchesi Park
January - December
Tuesday, 10:00 am - 1:30 pm

PETALUMA / EVENING

2nd Street b/w B and D Street
June - August
Wednesday, 4:30 pm - 8:00 pm

PETALUMA / WALNUT PARK

Walnut Park
May - November
Saturday, 2:00 pm - 5:00 pm

ROHNERT PARK

500 City Center Drive
June - August
Friday, 4:00 pm - 7:00 pm

SANTA ROSA / COMMUNITY

1501 Farmers Lane
January - December
Wednesday, 9:00 am - 1:30 pm
Saturday, 8:30 am - 1:00 pm

SANTA ROSA / OAKMONT

Oakmont Drive and
White Oak Drive
January - December
Saturday, 9:00 am - 12:00 pm

SANTA ROSA / ORIGINAL

50 Mark West Springs Road
March - December
Wednesday, 8:30am - 1:00pm

January - December
Saturday, 8:30 am - 1:00 pm

SANTA ROSA / WIC

1450 Guerneville Road
July - September
Thursday, 9:00 am - 1:00 pm

SEBASTOPOL

6901 McKinley Street
January - December
Sunday, 10:00 am - 1:30 pm

SONOMA / SONOMA VALLEY

Arnold Field
January - December
Friday, 9:00 am - 12:30 pm

SONOMA / THE SPRINGS

Boyes Boulevard at Highway 12
June - December
Sunday, 10:00 am - 2:00 pm

SONOMA / VALLEY OF THE MOON

Sonoma Town Plaza
May - September
Tuesday, 3:00 pm - 6:00 pm

WINDSOR

Windsor Town Green
May - December
Sunday, 10:00 am - 1:00 pm

WINNING AG DAYS ESSAY

Ag Days is a Sonoma County tradition. The Sonoma County Farm Bureau sponsors the annual 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 schoolchildren to learn 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, including posters, murals, scarecrow building, and farm photography. Following is the winning Ag Days Essay. The 2019 theme was Farm to Table.



FARM TO TABLE

By Julianne Madrid

Brook Hill Elementary

2nd Grade Class

Do you know why farm to table in Sonoma County is important? Well farm to table is important because food is healthier, there is less pollution, food is also fresher, and it supports farmers.

Food is fresh because when farmers pick food from the plants, they bring it to the market fast. It doesn't go to a factory or through a long cycle. That helps our food stay healthy. Also, as I said, it supports local farmers. When that happens farmers get encouraged and work harder and get more money! So, I suggest you buy more stuff at the farmer's market.

Now you know why farm to table is important.

DEPARTMENT STAFF



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 & MEASURES

Andrew F Smith

Assistant Agricultural Commissioner / Sealer of Weights & Measures

Sue Ostrom

Chief Deputy Agricultural Commissioner

Pete Albers

Chief Deputy Sealer of Weights & Measures

Fernando Vasquez

Deputy Agricultural Commissioner

Dan Curtin Travis Howard Paul Turano

Senior Agricultural / Weights & Measures Inspector

Michael Barrett Colleen Boe David Jagdeo
Alex McVicker

Agricultural / Weights & Measures Inspector

Jordan Ash Pierpaolo Aymar Jessica Cassatt
Greg Peters John Guardino Beverly Hammond
Thomas LeClere Katy McCoy Kayla Friedrichsen
Daniella Raegan Lukas Steinrueck Meghan Sullivan
Jody Vent Cody Wilson

Wildlife Specialist

Jeff Furlong Gary Johnson

Agriculture & Vineyard Conservation Coordinator

Andy Casarez

Vineyard Erosion Engineering Technician

John Bishop

Environmental Specialist

Shelley Janek

Administrative Services Officer

Gina Lehl

Administrative Aide

Michelle Johnson

Department Analyst

Esther Martinez

Administrative Support Staff

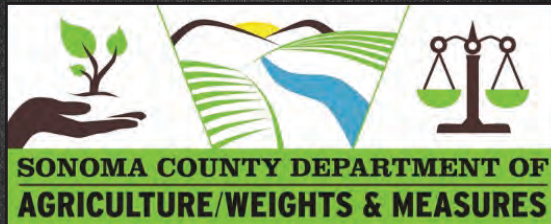
Jen Charter Mary Halasz Collene Hoaglin
Sonja Moug Nina Reeser

Senior Agricultural Program Assistant

Maggie Furlong

Agricultural Program Assistant

Anna Ashbeck Nick Billesback Delaney Boyd
Rose Brennan David Burtis Kristina Cassidy
Kelly Dabney Christina David Joe Delaney
Misty Eland Kyle Fistolera Adrienne Groves
Colby Hills Rachel Horton Lynn Krausmann
Bryan O'Malley Keala Peterson Taylor Ramos
Andrew Shaffer Ronnie Silva Rich Svetlecic
Tim Van Deren



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