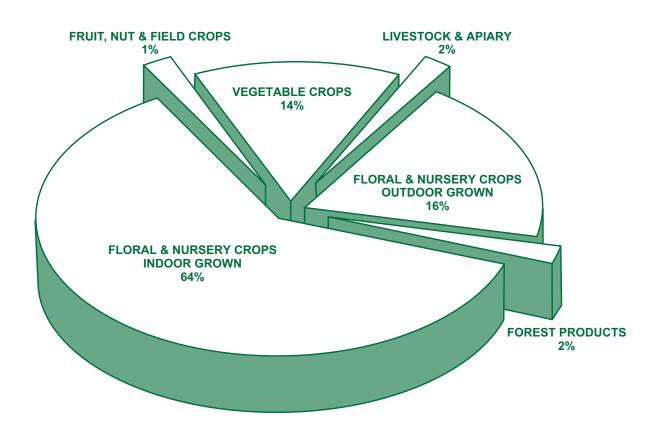
SAN MATEO COUNTY

2007 AGRICULTURAL CROP REPORT



SAN MATEO COUNTY 2007 CROP SUMMARY TOTAL PRODUCTION VALUE \$172,869,000



On the Cover:

A native of the Mediterranean region, the globe artichoke (*Cynara cardunculus*) featured on our 2007 Agricultural Crop Report cover reflects the long, colorful history of San Mateo County "choke" growers. First brought to Half Moon Bay by Italian immigrants in the late 19th century, the globe variety is still grown there today. Artichokes were one of the top three vegetable crops listed in the San Mateo County 1940 Agricultural Crop Report with 2,356 acres and a production value of \$309,225. While many of the state's artichoke growers have changed to seeded varieties, some San Mateo County growers are holding with tradition by growing globe artichokes for various markets. In 2007, artichokes were grown on 70 acres with a total production value of \$560,000.

Cover photographs by William Shek

SAN MATEO COUNTY DEPARTMENT OF AGRICULTURE / WEIGHTS AND MEASURES



A. G. Kawamura, Secretary

California Department of Food & Agriculture

and

San Mateo County Board of Supervisors

Mark Church, 1st District
Jerry Hill, 2nd District
Richard S. Gordon, 3rd District
Rose Jacobs Gibson, 4th District
Adrienne J. Tissier, 5th District

I am pleased to submit the 2007 Agricultural Crop Report for San Mateo County in compliance with Section 2279 of the California Food and Agricultural Code. Also included is the Sustainable Agriculture Report in accordance with Section 2272 of the Code.

The production values in this report represent gross values and do not reflect the cost of production. The total gross value of San Mateo County agricultural production for 2007 was \$172,869,000, a 2.6% increase from the total production value for 2006, (\$168,523,000). This value does not reflect the real impact agricultural production has on the local economy. For every dollar of agricultural production, a multiplier of 3.5 may be applied. Using this factor, the estimated economic impact on San Mateo County for 2007 was \$605,504,000.

The overall value of Floral and Nursery Crops increased 2.2%, and Vegetable Crops experienced a 7.4% increase in value, primarily from increases in Brussels sprouts and pumpkin production. Small increases in Forest Products and Livestock and Apiary Products also contributed to the overall increase in agricultural production value.

The 2007 Agricultural Crop Report again features a "Fresh From San Mateo County Farms" section, which was initiated in the 2005 Crop Report. The number of Certified Farmers' Markets in San Mateo County continues to grow with the addition of the new East Palo Alto Farmers' Market.

I wish to express my appreciation to all individuals, growers and agencies who contributed information for the preparation of this crop report, and especially to Koren Widdel and Ronald Pummer on my staff who compiled the report.

Respectfully submitted,

Gail M. Raabe

Agricultural Commissioner Sealer of Weights and Measures

FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Year Square Feet		
Potted Plants				
Flowering ¹	2007	9,911,000	\$ 91,138,000	
	2006	8,589,000	80,840,000	
Foliage ²	2007	1,272,000	8,174,000	
	2006	1,701,000	10,446,000	
Subtotal	2007	11,183,000	\$ 99,312,000	
	2006	10,290,000	91,286,000	
Cut Flowers ³	2007	2,638,000	\$ 10,554,000	
	2006	2,917,000	9,879,000	
Bedding Plants, Cuttings and Liners ⁴	2007	331,000	\$ 1,579,000	
	2006	349,000	2,223,000	
TOTAL	2007	14,152,000	\$ 111,445,000	
	2006	13,556,000	103,388,000	
Total Glass and	l Plastic Area	6,585,000 Square Fo	eet	

¹ Includes Mini Roses, Hydrangeas, Orchids, Zygocactus, Oriental and Asiatic Lilies, Calla Lilies, Poinsettias, etc.

FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Total
Ornamentals			
Nursery Stock ¹	2007	165	\$ 20,350,000
	2006	189	24,567,000
Christmas Trees (cut)	2007	156	271,000
	2006	154	456,000
Subtotal	2007	321	\$ 20,621,000
	2006	343	25,023,000
Cut Flowers/Foliage ²	2007	517 5	\$ 6,941,000
	2006	558	7,610,000
TOTAL	2007	838	\$ 27,562,000
	2006	901	32,633,000

¹ Includes Mini Christmas Trees, Heather, and other herbaceous perennials and trees

² Includes Ivy, Ferns, Dieffenbachia, Pothos, etc.

³ Includes Snapdragons, Lilies, Roses, Alstroemeria, Tulips, Freesia, Misty, Gerbera Daisies, Carnations, etc.

⁴ Includes Ferns, Ivy, Vegetables, etc.

² Includes Snapdragons, Gypsophila, Stock, Yarrow, Dahlias, Hydrangeas, Calla Lilies, Delphinium, Heather, Larkspur, etc.

VEGETABLE CROPS

			PRODUC	CTION		V	ALUE
Crop	Year	Acres	Per Acre	Total	Unit	Per Unit	Total
Artichokes	2007	70 75	4.78 4.82	335 362	Ton Ton	\$1,671.00 1,675.00	\$ 560,000 606,000
Beans, Snap	_ 2007 2006	123 121	3.26 3.62	401 438	Ton Ton	1,416.00 1,291.00	568,000 565,000
Brussels Sprouts 1	_ 2007 2006	689 715	11.76 10.03	8,103 7,171	Ton Ton	969.00 837.00	7,852,000 6,002,000
Leeks	_ 2007 2006	173 171	10.99 10.99	1,901 1,879	Ton Ton	955.00 893.00	1,815,000 1,678,000
Mushrooms	_ 2007 2006	9					8,096,000 9,290,000
Peas	_ 2007 2006	225 244	2.27 2.39	511 583	Ton Ton	1,476.00 1,290.00	754,000 752,000
Pumpkins	_ 2007 2006	255 257	11.24 10.34	2,866 2,657	Ton Ton	334.00 214.00	957,000 569,000
Miscellaneous Vegetables Field and Indoor Grown ²	2007	621 626					3,734,000 3,193,000
TOTAL	_ 2007 2006	2,165 2,218					\$24,336,000 22,655,000

¹ Includes Processed

FIELD CROPS

			PRODUC	CTION		VAI	LUE
Crop	Year	Acres	Per Acre	Total	Unit	Per Unit	Total
Beans, Dry Edible ¹	2007	52	0.83	43	Ton	\$3,450.00	\$148,000
	2006	65	0.82	53	Ton	2,940.00	156,000
Grain							
Oats	2007	400	0.60	240	Ton	300.00	72,000
	2006	400	0.60	240	Ton	300.00	72,000
Hay							
Oats	2007	258	3.31	854	Ton	159.00	136,000
	2006	283	2.49	705	Ton	127.00	90,000
Volunteer	2007	187	2.49	466	Ton	79.00	37,000
	2006	187	2.03	380	Ton	78.00	30,000
Pasture							,
Irrigated	2007	300				140.00	42,000
0	2006	300				140.00	42,000
Other	2007	30,000				9.00	270,000
	2006	30,000				9.00	270,000
TOTAL	2007	31,197					\$705,000
	2006	31,235					660,000

¹ Includes Cranberry, Fava, etc.

² Includes Herbs, Fava Beans, Swiss Chard, Peppers, Edible Flowers, Broccoli, Tomatoes, etc.

FRUIT AND NUT CROPS

Item	Year	Acres	Total Value
Bushberries	2007	34	\$ 398,000
	2006	31	694,000
Strawberries	2007	18	524,000
	2006	17	413,000
Wine Grapes	2007	98	550,000
	2006	89	531,000
Miscellaneous ¹	2007	53	209,000
	2006	57	405,000
TOTAL	2007	203	\$1,681,000
	2006	194	2,043,000

¹ Includes Kiwi, Apples, etc.

LIVESTOCK

Item	Year	Number Head Sold	Total Value
Cattle and Calves	2007	2,820	\$1,723,000
	2006	2,835	1,802,000
Sheep and Lambs	2007	802	79,000
	2006	928	91,000
Hogs and Pigs	2007	1,233	134,000
	2006	1,627	175,000
Other ¹	2007	1,480	277,000
	2006	1,639	275,000
TOTAL	2007 2006		\$2,213,000 2,343,000

¹ Includes Goats, Chickens, Turkeys, etc.

LIVESTOCK AND APIARY PRODUCTS

				VAI	LUE
Item	Year	Production	Unit	Per Unit	Total
Honey	2007 2006	34,000 34,000	LB. LB.	\$4.68 3.73	\$159,000 127,000
Beeswax	2007 2006	450 360	LB. LB.	5.92 3.33	3,000 1,000
Other ¹	2007 2006				647,000 628,000
TOTAL	2007 2006				\$809,000 756,000

¹ Includes Goat Cheese, Eggs, Wool, etc.

FOREST PRODUCTS

TOTAL	2007	5,806,000 Board Feet	\$4,118,000
	2006	5,731,000 Board Feet	4,045,000

COMMERCIAL FISH CATCH

Species	Year	Pounds	Value
Crab, Dungeness	2006	1,477,999	\$3,063,763
	2005	1,438,237	2,706,368
Salmon, Chinook	2006	106,828	608,045
	2005	761,894	2,239,121
Halibut, California	2006	181,403	547,530
	2005	199,367	529,937
Sole, all	2006	304,246	244,998
	2005	229,236	221,939
Sablefish	2006	52,885	113,310
	2005	43,569	73,428
Sandab	2006	114,225	46,783
	2005	91,172	47,544
Sardine, Pacific	2006	288,552	8,649
	2005	681,196	27,258
Flounder, all	2006	35,723	22,664
	2005	32,834	23,396
Rockfish, all	2006	18,263	43,408
	2005	9,618	22,768
Lingcod	2006	10,100	20,640
	2005	9,697	20,830
Tuna, albacore	2006	22,163	42,339
	2005	10,878	20,531
Crab, rock unspecified	2006	1,878	3,461
	2005	9,852	18,477
Miscellaneous	2006	181,607	20,827
	2005	21,986	11,669
TOTAL	2006	2,795,872	\$4,786,417
	2005	3,539,536	5,963,266

Source: California Department of Fish and Game

Poundage Value of Landings for Princeton – Half Moon Bay Informational only — value not included in Annual Report

RECAPITULATION

PRODUCTION VALUES

	2007	2006
FLORAL AND NURSERY CROPS	\$139,007,000	\$136,021,000
VEGETABLE CROPS	24,336,000	22,655,000
FOREST PRODUCTS	4,118,000	4,045,000
LIVESTOCK		2,343,000
FRUIT AND NUT CROPS	1,681,000	2,043,000
LIVESTOCK AND APIARY PRODUCTS		756,000
FIELD CROPS	705,000	660,000
TOTAL	\$172,869,000	\$168,523,000

MILLION DOLLAR CROPS

	2007	2006
Flowering Potted Plants (Indoor Grown)	\$91,138,000	\$80,840,000
Ornamental Nursery Stock	20,350,000	24,567,000
Cut Flowers (Indoor Grown)	10,554,000	9,879,000
Potted Foliage Plants (Indoor Grown)	8,174,000	10,446,000
Mushrooms	8,096,000	9,290,000
Brussels Sprouts	7,852,000	6,002,000
Cut Flowers/Foliage (Outdoor Grown)	6,941,000	7,610,000
Forest Products	4,118,000	4,045,000
Leeks	1,815,000	1,678,000
Cattle and Calves	1,723,000	1,802,000
Bedding Plants, Cuttings and Liners	1,579,000	2,223,000

50 YEARS AGO...Top Ten Agricultural Commodities in 1957

Iter	n			TOTAL VALUE
1.	Carnation (Glass House Grown)	1,217,279	Square Feet	\$1,363,352
2.	Chrysanthemum (Field Grown)	151	Acres	1,359,459
3.	Brussels Sprouts	2,500	Acres	1,200,000
	Potted Plants (Glass House Grown)		Square Feet	1,067,854
5.	Hogs	18,454	Head	857,465
	Dairy Cattle		Head	738,202
7.	Propagated Nursery Stock (Glass House Grown)	169,805	Square Feet	583,872
8.	Artichokes	1,328	Acres	547,800
	Heather		Acres	468,825
	Lettuce		Acres	443,358

FRESH FROM SAN MATEO COUNTY FARMS

- CERTIFIED FARMERS' MARKETS -

San Mateo County currently has 14 Certified Farmers' Markets where local growers sell their fresh produce and flowers directly to county residents.

Belmont Certified Farmers' Market

El Camino Real at O'Neill Sunday: 9:00 am – 1:00 pm

May - December

Coastside Farmers' Market, Half Moon Bay

Shoreline Station

Saturday: 9:00 am - 1:00 pm

May - November

Coastside Farmers' Market, Pacifica

Rockaway Beach District

Wednesday: 2:30 pm - 6:30 pm

May - November

Daly City Certified Farmers' Market

Serramonte Shopping Center Serramonte Boulevard

Thursday: 9:00 am - 1:00 pm Saturday: 9:00 am - 1:00 pm

All Year

East Palo Alto Community Farmers' Market

1425 Bay Road, East Palo Alto Sunday: 3:00 pm - 6:00 pm

All Year

Kaiser Hospital, Redwood City

Veterans & Maple

Wednesday: 10:00 am - 2:00 pm

April – November

Kaiser Hospital, South San Francisco

1200 El Camino Real

Tuesday: 10:00 am - 2:00 pm

May - September

Menlo Park Certified Farmers' Market

Chestnut at Crane

Sunday: 9:30 am - 1:30 pm

All Year

Millbrae Certified Farmers' Market

200 Block of Broadway

Saturday: 8:00 am - 1:00 pm

All Year

Redwood City Certified Farmers' Market

Winslow, near Broadway

Saturday: 8:00 am - 12:00 noon

April – November

San Carlos Certified Farmers' Market

Laurel Street, between Olive & Cherry

Thursday: 4:00 pm - 8:00 pm

June - September

San Mateo Certified Farmers' Market

College of San Mateo

West Hillsdale & Campus Drive

Wednesday: 9:00 am - 1:00 pm Saturday: 9:00 am - 1:00 pm

Salurday. 9.00 am – 1.00 pm

All Year

The Fresh Market, Burlingame

Burlingame Avenue

between Park & Primrose

Sunday: 9:00 am - 1:30 pm

May - November

25th Avenue Certified Farmers' Market

194 W 25th Avenue, San Mateo

Tuesday: 4:00 pm - 8:00 pm

May - October

For current information on Farmers' Markets, visit www.co.sanmateo.ca.us/agwm.

FRESH FROM SAN MATEO COUNTY FARMS

- HARVEST GUIDE -

The San Mateo County Farm Bureau *Harvest Guide* provides a map and information on local farm stands, farms and Pillar Point Harbor where the public can buy fresh fruits, vegetables, flowers and fish. The guide can be obtained by visiting the San Mateo County Farm Bureau website at http://sanmateo.cfbf.com or by sending a self-addressed stamped envelope to SMC Farm Bureau, 765 Main Street, Half Moon Bay, CA 94019. Other publications available from the website are the *Farm Guide* showing fresh produce stands, *Floral Guide* with locations of both retail and wholesale flower sellers and the *Christmas Tree Guide* which provides information on choose-and-cut Christmas tree locations in San Mateo County.



COASTSIDE RAIN STATIONS

	Half Moon Bay	Pescadero
1994 / 1995	37.48 inches	31.00 inches
1995 / 1996	30.69 inches	25.56 inches
1996 / 1997	26.05 inches	19.31 inches
1997 / 1998	50.69 inches	81.71 inches
1998 / 1999	29.48 inches	22.63 inches
1999 / 2000	31.54 inches	29.83 inches
2000 / 2001	22.78 inches	20.13 inches
2001 / 2002	*	22.06 inches
2002 / 2003	*	24.95 inches
2003 / 2004	23.15 inches	19.29 inches
2004 / 2005	37.83 inches	32.61 inches
2005 / 2006	35.58 inches	30.30 inches
2006 / 2007	18.29 inches	15.13 inches

^{*}Data not available

Sustainable Agriculture is the implementation of agricultural programs and practices designed to promote the economic viability of agriculture, while minimizing the impact of agricultural practices on natural resources and the environment. This report includes information on San Mateo County's programs for the eradication, control or detection of pests, as well as the enforcement of quarantines to exclude such pests. Early detection and eradication of harmful pests protects California's agricultural industry, home gardens, parks and natural resources and reduces the need for pesticides. Also included is information on organic farming and alternative pest control measures employed by the agricultural industry.

— COUNTY PROGRAMS —

BIOLOGICAL CONTROL

Pest	Agent/Mechanism	Scope of Program	
Yellow Starthistle	Bangasternus orientalis, weevil Eustenopus villosus, weevil	Monitored established populations of these two bio-control agents at 13 sites.	
	Urophora sirunaseva, gall fly	Monitored established populations at 5 sites.	
Ash Whitefly	The release and natural disbursement of <i>Encarsia partenopea</i> and <i>Clitostethus arcuatus</i> since 1991 has been highly successful in keeping the Ash Whitefly under control. These bio-control agents have now become established and no further releases are planned.		

PEST ERADICATION

Skeletonweed

Skeletonweed, *Chondrilla juncea*, was treated at five locations. Skeletonweed can easily outcompete native vegetation thereby decreasing the forage on natural rangelands. The plant can spread from rangeland to cultivated fields by seed. Once skeletonweed has spread to cultivated fields, mechanical injury to the plant root will induce new root growth and the plant can reproduce from root fragments, compounding the infestation. This is an "A" rated pest. Pests with this designation are detrimental to agriculture and require complete eradication.

Purple Loosestrife

Treatment continues for purple loosestrife, *Lythrum salicaria*, found at one location in the county. Purple loosestrife grows best in wet soils around lakes, ponds, streams and ditches. One plant can produce up to 2.7 million seeds, allowing the plant to spread quickly. The invasive nature of purple loosestrife allows it to displace native vegetation and associated wildlife, clog waterways and affect water quality. This is a "B" rated pest. Pests with this designation can also be detrimental to agriculture and are subject to eradication at the discretion of the agricultural commissioner.

PEST DETECTION

Insect Trapping for Exotic Pests

This proactive program is designed to detect pests before they become established. In 2007, the Department deployed 5,058 insect traps throughout the County to catch exotic pests. Staff serviced these traps a total of 56,704 times during the year. The trapping program targeted the following injurious insect pests:

Mediterranean Fruit Fly	Gypsy Moth	European Corn Borer
Mexican Fruit Fly	Japanese Beetle	Glassy-winged Sharpshooter
Oriental Fruit Fly	Khapra Beetle	
Melon Fly	European Pine Shoot Beetle	

One adult male **Oriental Fruit Fly**, *Bactrocera dorsalis*, was found. Additional traps were set within one square mile of the find for a total of 50 additional traps. No additional Oriental Fruit Flies were detected.

Beginning in April 2007, traps were deployed countywide for **Light Brown Apple Moth**, *Epiphyas postvittana*. 100 male moths were trapped. In response to these finds, the California Department of Food and Agriculture established quarantine areas within the County and initiated plans for an eradication program.

PEST EXCLUSION

The Pest Exclusion Program provides the first line of defense for California's agricultural industry and environment from the introduction of exotic insects, weeds and plant diseases that "hitchhike" in from other counties, states and countries. Incoming shipments of plants and produce arrive at various locations in the County, including San Francisco International Airport and wholesale nurseries where they are inspected for harmful pests and diseases. Shipments are rejected due to the presence of live pests, improper container markings, or lack of valid certification.

Type of Shipment	Number Inspected	Number Rejected
Parcel Carriers	232	39
Truck	1,745	17
Air		892
Sea Containers		3
Household Goods	59	0
Nursery Stock (Glassy-winged Sharpshooter)	3,047	3
Other	35	0

EXOTIC PESTS INTERCEPTED*

Pest	Rating	Number of Interceptions	Pest	Rating	Number of Interceptions
Achatina fulica giant African snail	Α	1	Ants (various species)	Q	172
Acutaspis albopicta albopicta scale	Α	1	Aphids (various species)	Q	90
Aspidiotus destructor coconut scale	Α	3	Beetles (various species)	Q	21
Ceroplastes rusci fig wax scale	Α	1	Bugs (various species)	Q	112
Chrysodeixis chalcites green garden looper	Α	11	Flies (various species)	Q	4
Chrysodeixis eriosoma green garden looper	Α	8	Grasshoppers (various species)	Q	6
Hemiberlesia palmae palm scale	Α	1	Katydids (various species)	Q	17
<i>Pinnaspis buxi</i> boxwood scale	Α	44	Leafhoppers & Plant hoppers (various species)	Q	219
Pinnaspis strachani lesser snow scale	Α	8	Mealybugs (various species)	Q	134
Protaetia fusca mango flower beetle	Α	2	Moths (various species)	Q	107
Pseudaulacaspis cockerelli magnolia white scale	Α	19	Psyllids (various species)	Q	8
Pseudaulacaspis pentagona white peach scale	A A	23	Scales (various species)	Q	69
Pseudococcus cryptus citriculus mealybug	Α	1	Snails & Slugs (various species)	Q	6
Pseudococcus jackbeardsley Jack Beardsley mealybug	i A	1	Thrips (various species)	Q	6
Selenaspidus articulatus rufous scale	Α	3	Weeds (various species)	Q	5
Selenothrips rubrocinctus redbanded thrip	Α	1	Weevils (various species)	Q	14
Solenopsis geminata fire ant	Α	5	Whiteflies (various species)	Q	82
Solenopsis invicta red imported fire ant	Α	1	Other (various species)	Q	20
<i>Thrips palmi</i> melon thrip	Α	1			

^{*} Pest rating of "A" or "Q" requires that quarantined plant products be destroyed, treated under departmental supervision, or shipped out of state.

— AGRICULTURAL INDUSTRY—

ALTERNATIVE PEST CONTROL MEASURES

The following alternative pest control methods are being utilized on indoor ornamentals, outdoor ornamentals, vegetables and fruit:

Insect Monitoring Bacillus thuringiensis, bacteria Pheromone Traps Bacillus subtilis, bacteria Insecticidal Soaps **Predatory Mites** Lacewings **Botanicals** Refined Oils **Ladybird Beetles** Steam Sterilization of Soils Cover Crops Parasitic Nematodes Cryptolaemus Beetles Weed Covers **Insect Growth Regulators** Vertebrate Traps

ORGANIC FARMING

Number of Farms

2007 _____ 11

Cauliflower

Chard

All San Mateo County producers of organic produce are required to be certified and to register with the State as outlined in the California Organic Products Act of 2003. Only agricultural operations currently registered with the California Department of Food and Agriculture are included in this report.

Acres 2007 ____ 190

2006 8	2006 153			
Crops				
Apples	Collards	Kale	Potatoes	
Artichokes	Corn	Leeks	Quince	
Beans	Cucumbers	Lemons	Radish	
Beets	Edible Flowers	Lettuce	Salad Mix	
Broccoli	Eggplant	Oats	Spinach	
Brussels Sprouts	Eggs	Onions	Strawberries	
Cabbage	Figs	Pears	Squash	
Carrots	Garlic	Peas	Tomatoes	

Grapes

Herbs

Peppers

Plums

San Mateo County

Department of Agriculture and Weights and Measures

STAFF -

Agricultural Commissioner Sealer of Weights and Measures

Gail M. Raabe

Deputy Agricultural Commissioner/Sealers

Leslie Buerer Maria Mastrangelo Ronald Pummer

Biologist/Standards Specialists

John Beall Richard Garcia David Leung Jonathan Bixler Jefferv Garibaldi Rav Locke **Courtney Cacace** Mike Garibaldi **Donald Pendleton** Kimberley Carrozzi Joseph Hannen Vincente Rodriguez Jeremy Eide **Grant Joo** William Shek Leonard Kuwahara Daniel Escalante **Bob Swanson** John Ferguson Paul Lasker Renald Toruno **Daniel Fulford** Koren Widdel

Pest Detection Supervisor

Geoffrey Fowke

Pest Detection Specialists

Wright Batlin John Fisher Brian Miguel
Curtis Coffman Bob Galbreath Steve McDonagh
Johnny Chavez Brent Hecht Juan Molina
Carlos A. Eustaquio Darin Hoagland Kathy Parnello
Gerardo Ibarra

Administrative Support

Fiscal Office Specialist

Gail Ferraris

Office Assistant II

Maria Luna

SAN MATEO COUNTY Department of Agriculture Weights & Measures

728 Heller Street P.O. Box 999 Redwood City, California 94064-0999

