

Sonoma County Agricultural Crop Report



Select!
Sonoma County



Marketing Sonoma County Agriculture

OFFICE OF THE AGRICULTURAL COMMISSIONER

William J. Lyons, Jr., Secretary
California Department of Food and Agriculture

April 2002

Sonoma County Board Of Supervisors:

Michael J. Cale - District 1
Mike Kerns - District 2, Chairman

Tim Smith - District 3
Paul L. Kelley - District 4
Mike Reilly - District 5

The Sonoma County crop report for the year 2001 continues to show the economic strength of agriculture in Sonoma County. Although the total value of production dropped by over \$7 million when compared with the record total of 2000, the **\$584,064,000** worth of agricultural commodities sold from our farms and ranches is still a significant figure. Again, the continued strength of the wine grape market was responsible for \$380 million of our total or 65%, even as the tonnage decreased. The value of milk produced in our county rose to almost \$91 million, 15.5% of our total, as prices to the producers increased in 2001.

The cover of this year's report focuses on a number of agricultural marketing organizations. In today's market, it is not enough that you produce a quality product and sell it at a fair price. It is necessary to promote Sonoma County, our wonderful countryside and the wonderful commodities that we produce.

Sales of nursery products fell by 10% as those sales were affected by the slowing economy and the decrease in demand for grape planting stock. Field crop value increased as tonnage and value for oat silage increased, as did the tonnage and value for oat hay.

Last year's vegetable total was revised upward and this year's total showed a decrease of \$2 million. The figures we report rely heavily on the cooperation of the producers giving us information so that we can properly recognize their contribution to our agricultural value and diversity.

Livestock and Poultry values increased by \$1.1 million based on the increase seen in miscellaneous livestock and poultry which includes chicks, ducks, turkey poults, fryers, roasters and turkeys.

We have not included the Bodega Bay commercial fish catch, as the information was not available from the Department of Fish and Game. As always, the information presented in this report represents gross production and does not infer net farm income. Thanks to all the farmers and ranchers who provided a majority of the production figures for this report.

Thanks again to Cree Morgan, Marilyn Vernon, and Nancy Fiddler for their efforts in producing this report. Their work in gathering information on production and acreage is never ending and always changing.

Respectfully submitted,

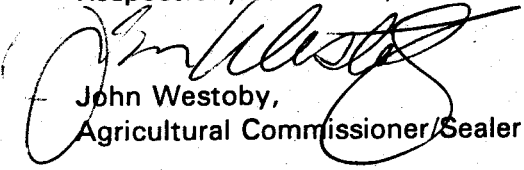

John Westoby,
Agricultural Commissioner/Sealer

Table of Contents

History of Sonoma County Marketing	1
Profile of Cover Marketing Organizations	2
Million Dollar Crops	4
Fruit and Nut Acreage	5
Wine Grape Production ~ White	6
Wine Grape Production ~ Red	7
Apple Production	8
Fruit and Nut Crop Summary	8
Nursery Products	9
Apiary	9
Vegetables	9
Timber Harvest	9
Field Crops	10
Livestock and Poultry	11
Livestock and Poultry Products	11
Livestock and Poultry Inventory	11
Recapitulation	12
Sustainable Agriculture	13
Staff List	14

For a brief description of the selected Agricultural Marketing organizations listed on the cover see page 2.

Organization	Website	Phone
Select! Sonoma	www.sonomagrown.com	(707) 586-2233
Sonoma County Farm Bureau	www.sonomacountyfarmbureau.com	(707) 544-5575
Sonoma County Farm Trails	www.farmtrails.org	(707) 571-8288
Sonoma County Grape Growers	www.scgga.org	(707) 829-3963
Sonoma County Wineries	www.sonomawine.com	(707) 586-3795

MARKETING SONOMA COUNTY AGRICULTURE

Agriculture (n): “...*the science, art or practice of cultivating the soil, producing crops, and raising livestock and in varying degrees the preparation and marketing of the resulting products.*” (Webster’s Dictionary)

Why is it that we need to market our agricultural commodities? Why, in Sonoma County, do we have organizations, some of which are represented on this cover, to promote what we already know are wonderful products?

The answer, to an extent, comes from history. Once man was able to advance beyond subsistence farming and produce more than was needed to meet his own needs, he was faced with the challenge of what to do with this excess. This productivity freed others to move into education, business, professions and the arts.

In fact, farmers (less than 2% of the population) have been so successful, each one producing enough for one hundred-twenty people, that food has been taken for granted. Without it, all our other enterprises would quickly collapse, but when we consider its source we usually think only of the nearest grocery store.

Our agricultural successes have worked to limit the type of commodity that can be economically sustainable in an area. Through the years Sonoma County has successfully grown hops, apples, pears, prunes, eggs, milk, livestock, and wine grapes.

Today, due to worldwide competition (where cost and quality are judged, with an emphasis on cost) we have only been able to compete successfully on a large scale with wine grapes, milk, livestock, and nursery production. Just because we can grow fine quality products in an environmentally favorable way does not mean that consumers will line up to purchase that commodity.

Many are calling for more diversity of agriculture. That is a wonderful desire; one that we share. Yet we face a great challenge: to find agricultural entrepreneurs who are willing to take the risk on success in a place where land is extremely expensive, weather unpredictable, labor scarce, and the wholesale purchase price for fruits and vegetables extremely low. We need incentives to attract those energetic and visionary young people who see a way to make it work. We applaud the work of the Sonoma County Agricultural Preservation & Open Space District and its allies trying to bring young farmers onto lands owned by the county. We applaud the marketing organizations that care about our local farmers and ranchers and we encourage them to redouble their efforts, to coordinate their thinking and activities, and to keep the faith in these challenging times. Keeping Sonoma County Agriculture vibrant and diverse is a challenge that we all must rise to meet: consumers, producers, and leaders.

It is a fact for all businesses, agriculture included, that success is defined by profitability. If we want our quality products to remain successful in Sonoma County, we all need to support our local growers. Remember the extra cost now will help preserve the continued beauty and rural character of Sonoma County.

Thankfully, there are still small producers in Sonoma County who are producing milk and cheese, vegetables, herbs, nursery stock, flowers, apples and other fruits. Many have found niche markets that show a demand for our premium quality and can support our higher production costs.

Marketing is a vital piece of the puzzle and the cover is a tribute to those organizations working hard to let consumers know about our premium quality products and the people who produce them.

In researching this year's theme, *Marketing Sonoma County Agriculture*, we realized that there were a large number of appellation groups, brands, and organizations that market Sonoma County Agriculture to the world. The five groups we chose for our cover are countywide and are made up of individual members. Below is a further discussion of these groups.

Select! Sonoma

Select! Sonoma County is a non-profit agricultural marketing organization that develops promotions, education programs and marketing opportunities for Sonoma County's agricultural producers. It holds the license for the trademarked "Sonoma Grown™" and "Sonoma Made™" logos. Our purpose is to enhance opportunities for Sonoma County's agricultural sector, to improve its economic well-being and to motivate consumers to purchase Sonoma County agricultural products. SSC is a nonprofit 501 (c) 3 educational organization, which is a partnership between agricultural producers, dedicated consumers, retailers, and other individuals and entities committed to the organization's mission.

Select! Sonoma is an agricultural marketing, education, and promotions organization founded in 1989. Members are a Who's Who of food and wine growers and purveyors and supporters in retail, restaurant, and service industries.

Sonoma County Farm Bureau

The Sonoma County Farm Bureau is the "voice of agriculture". Farm Bureau is an 84-year-old membership trade organization that represents and supports the diverse interests of the agricultural community. Farm Bureau works to educate the community about the importance of agricultural activities in our diverse economy. It strives to teach our youth about the origin of our food and fiber.

The Farm Bureau is very involved in a variety of issues that affect the viability of the industry, including environmental issues, conservation, land use policies, labor, safety, taxation, agricultural production, pest management, water & air quality, agricultural processing and marketing and many more.

With an original membership of 600 farming families, the Sonoma County Farm Bureau (SCFB) held their first meetings in the basement of the Sonoma County Court House (later home to the Farm Advisors and Agricultural Commissioner's Office) in October of 1917. By-laws were finalized and officers were elected, including the first president, Sheridan W. Baker.

Soon after organizing, SCFB began working on building membership and setting up centers. The county was divided up into geographic centers, which allowed members to meet and discuss concerns. A representative brought the center's concerns to the county board of directors. In 1922, 30 centers existed in Sonoma County. As more efficient modes of transportation evolved, allowing farmers to travel farther to the county meetings, many centers combined or disbanded. Today, there are just three active centers in Sonoma County.

Sonoma County Farm Trails

Sonoma County Farm Trails supports sustainable agricultural diversity in Sonoma County through the promotion of its members' products via on-site sales, organized retail opportunities, marketing and public relations campaigns, and educational forums that create public awareness to ensure the preservation of Sonoma County's rich agricultural heritage for generations to come.

In 1972, a group of Sonoma County farmers were concerned about how they could better market their products. The U.C. Cooperative Extension Office convinced them to publish a map directing the public to their farms. The sales of their produce increased and the public enjoyed the experience of visiting the farms. The first year's activities were funded by a \$2,500 grant from the Board of Supervisors. This grant was not needed the following year, due chiefly to the development of the Gravenstein Apple Fair and other fundraisers.

Farm Trails continues to be self-supporting. Farm Trails was greatly aided by early guidance of the Sonoma County Farm Bureau, which provided legal council.

Today, Farm Trails continues to be a powerful marketing organization, promoting its many members through the publication of its familiar Sonoma County Farm Trails Map & Guide. It continues to grow in popularity and is an integral part of both the county's agricultural base and tourist industry. Farm Trails has led the way linking and partnering with other promotional organizations. The concept has served as a model for many other communities.

Sonoma County Grape Growers Association

The mission of the Sonoma County Grape Growers Association (SCGGA) is to insure a viable, profitable winegrape growing industry in Sonoma County through education, promotion, and community involvement.

When the SCGGA was formed in 1984, Sonoma County was not recognized as a premier winegrowing region. Many growers still sold grapes to bulk wine producers, although the conversion to premium grape varieties and the emergence of world-class Sonoma County wines had largely been achieved. The challenge was for wine consumers to discover these new wines being produced in Sonoma County.

The SCGGA has sustained wine education and promotion in order to build demand for Sonoma County wines and members' grapes. By 1990, Sonoma County wines were consistently winning more awards in nine California wine competitions than any other region of the state. The dominance of Sonoma County wines in these competitions continues after 12 years. Consumers have grown to realize Sonoma County wines are consistently of high quality, regardless of variety.

Today, due in part to SCGGA's marketing efforts, Sonoma County is broadly recognized as a premier winegrowing region, not only in California, but also in the world. Sonoma County is a destination for tourists who want to experience the food, wine, and scenery we offer. And SCGGA continues to promote our region and its wines.

Sonoma County Wineries Association

Sonoma County Wineries Association is an Association of Individuals who are now engaged in the manufacturing of wines in the County of Sonoma for the purpose of:

- *Advancing the interests of the winegrowing industry through the improvement of types and varieties*
- *To enhance the value attached to Sonoma County wine in the world market*
- *To foster and perpetuate the best traditions in wine making, and the various common interests of the wine industry in Sonoma County*

It is the firm belief of the members of this association that by its establishment it may be able to serve not only the industry itself, but the interests of Sonoma County.

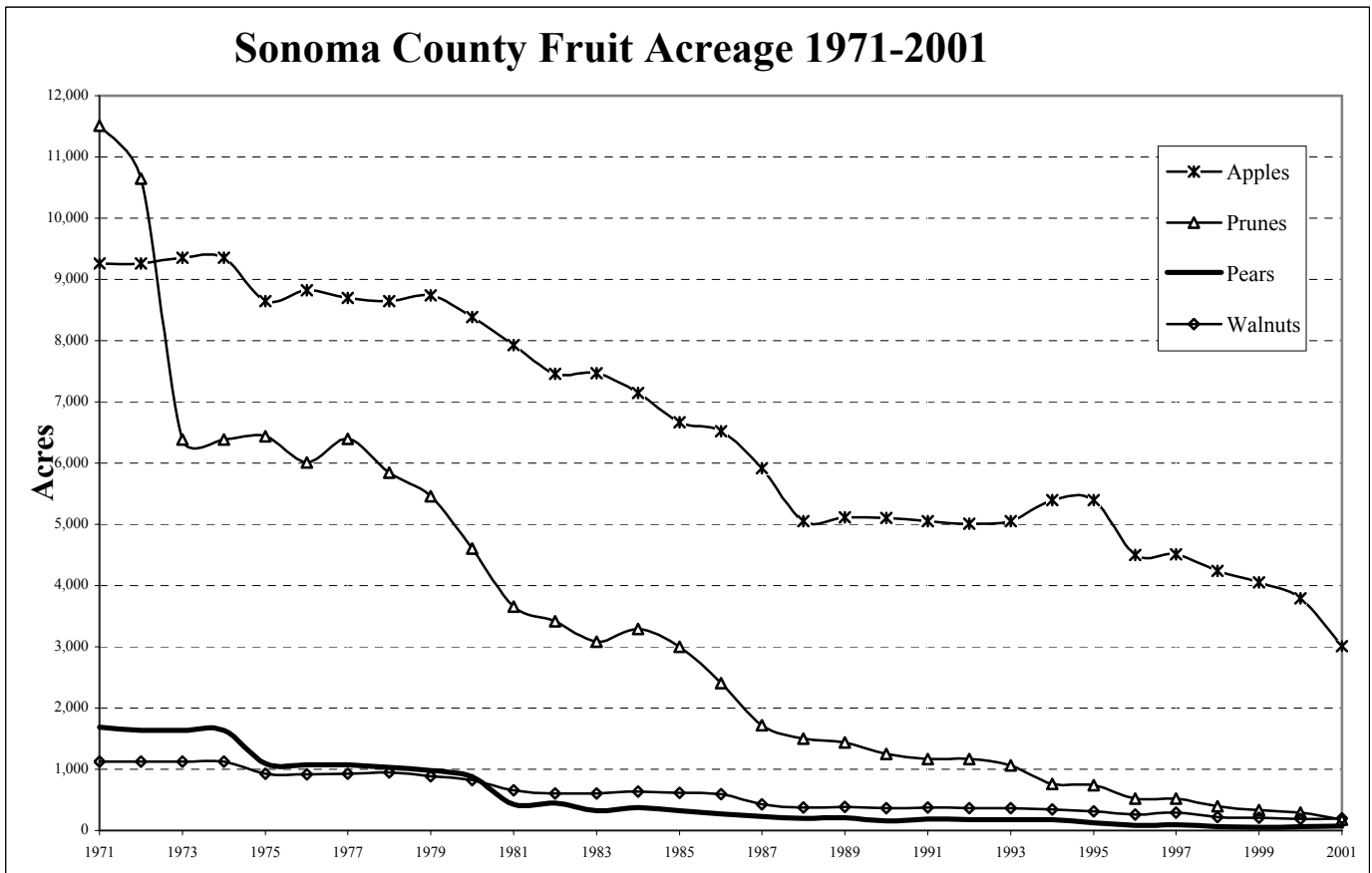
In 1946, a group of Sonoma County vintners and winegrape growers gathered as friends to exchange ideas and concerns on mutual problems. In the following years the response to the industry interests became more coordinated. The Sonoma County Wine Grower Association grew, undertook national activities, and expanded its programs to promote Sonoma County as a premium grape-growing region. The Sonoma County Wineries Association has consistently maintained its focus of creating the awareness of Sonoma County as premium wine grape growing and wine producing region.

Million Dollar Crops

1	Wine Grapes	\$	374,389,700
2	Market Milk	\$	90,847,700
3	Misc. Livestock and Poultry	\$	41,755,800
4	Cattle and Calves	\$	11,997,000
5	Vegetables	\$	10,119,500
6	Nursery ~ Grapevines	\$	9,769,800
7	Misc. Nursery Production	\$	9,133,800
8	Misc. Livestock and Poultry Products	\$	8,482,100
9	Nursery ~ Ornamentals	\$	7,486,400
10	Apples ~ All Varieties	\$	5,905,400
11	Silage~ All	\$	2,252,700
12	Nursery ~ Cut Flowers	\$	1,726,700
13	Hay~ All	\$	1,456,800
14	Nursery ~ Bedding Plants	\$	1,426,600
15	Sheep and Lambs	\$	1,406,100

Fruits and Nut Acreage

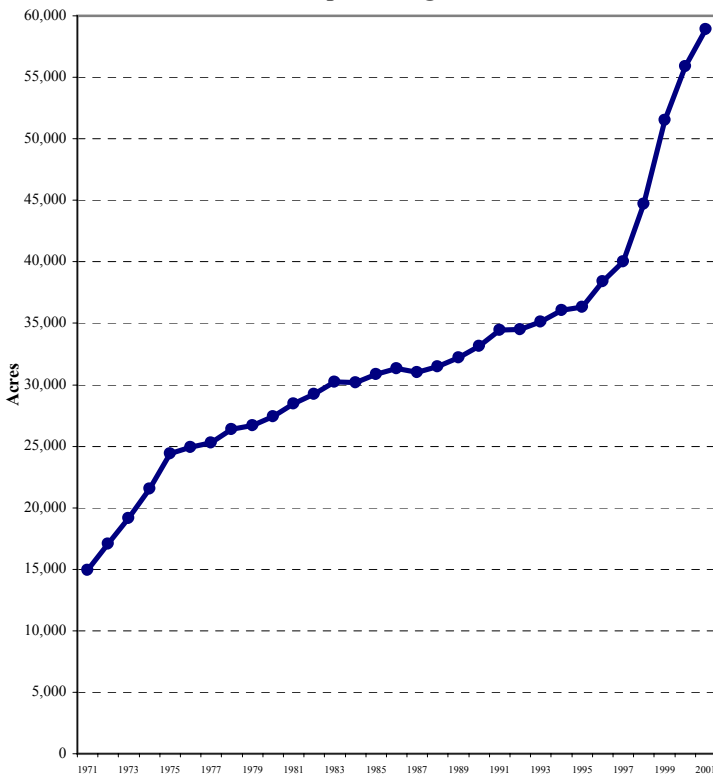
Crop	Bearing	Non-Bearing	Total
Apples	2,933	19	2,952
Grapes (wine)	43,645	14,719	58,364
Kiwi	20	0	20
Olives	55	15	70
Peaches	20	0	20
Pears	58	0	58
Prunes	227	0	227
Walnuts	190	0	190
Miscellaneous	41	0	41
Total acreage	47,189	14,753	61,942



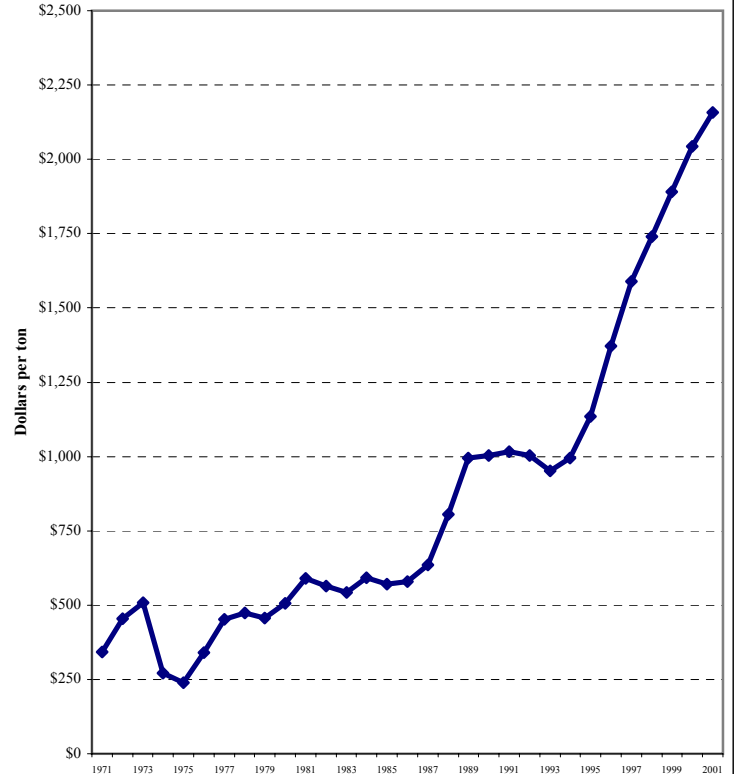
White Wine Grape Production

VARIETY	YEAR	Acres			Production		
		BEARING	NON-BEARING	TOTAL	TONS	DOLLARS PER TON	TOTAL VALUE
Chardonnay	2001	13,358	2,400	15,758	52,853	\$ 1,908.77	\$ 100,883,900
	2000	13,394	2,702	16,096	69,478	\$ 1,961.84	\$ 136,305,000
Chenin Blanc	2001	37	0	37	225	\$ 661.50	\$ 149,200
	2000	54	0	54	439	\$ 603.92	\$ 265,000
French Colombard	2001	143	0	143	795	\$ 573.81	\$ 456,500
	2000	186	0	186	1,154	\$ 562.10	\$ 648,700
Gewürztraminer	2001	168	7	176	481	\$ 1,487.17	\$ 715,800
	2000	216	0	216	694	\$ 1,264.72	\$ 877,300
Muscat Blanc	2001	36	1	37	176	\$ 982.19	\$ 172,700
	2000	39	0	39	123	\$ 1,721.77	\$ 212,300
Pinot Blanc	2001	73	24	97	323	\$ 1,790.41	\$ 578,400
	2000	70	0	70	522	\$ 1,607.08	\$ 838,700
Sauvignon Blanc	2001	1,710	399	2,109	8,267	\$ 1,509.56	\$ 12,479,100
	2000	1,650	448	2,098	8,781	\$ 1,395.87	\$ 12,256,437
Semillon	2001	185	11	196	667	\$ 1,604.60	\$ 1,070,500
	2000	161	34	195	797	\$ 1,444.10	\$ 1,150,659
Viognier	2001	198	23	220	474	\$ 2,171.94	\$ 1,029,500
	2000	189	22	211	497	\$ 2,140.27	\$ 1,062,858
White Riesling	2001	28	0	28	96	\$ 1,782.15	\$ 170,400
	2000	44	0	44	112	\$ 1,489.36	\$ 166,808
Other Whites	2001	376	363	739	1,515	\$ 1,784.97	\$ 2,703,700
	2000	282	318	600	1,166	\$ 1,614.97	\$ 1,882,571
TOTAL WHITES	2001	16,310	3,228	19,539	65,872	\$ 1,827.94	\$ 120,409,700
	2000	16,285	3,524	19,809	83,762	\$ 1,858.44	\$ 155,666,332

Total Wine Grape Acreage 1971-2001



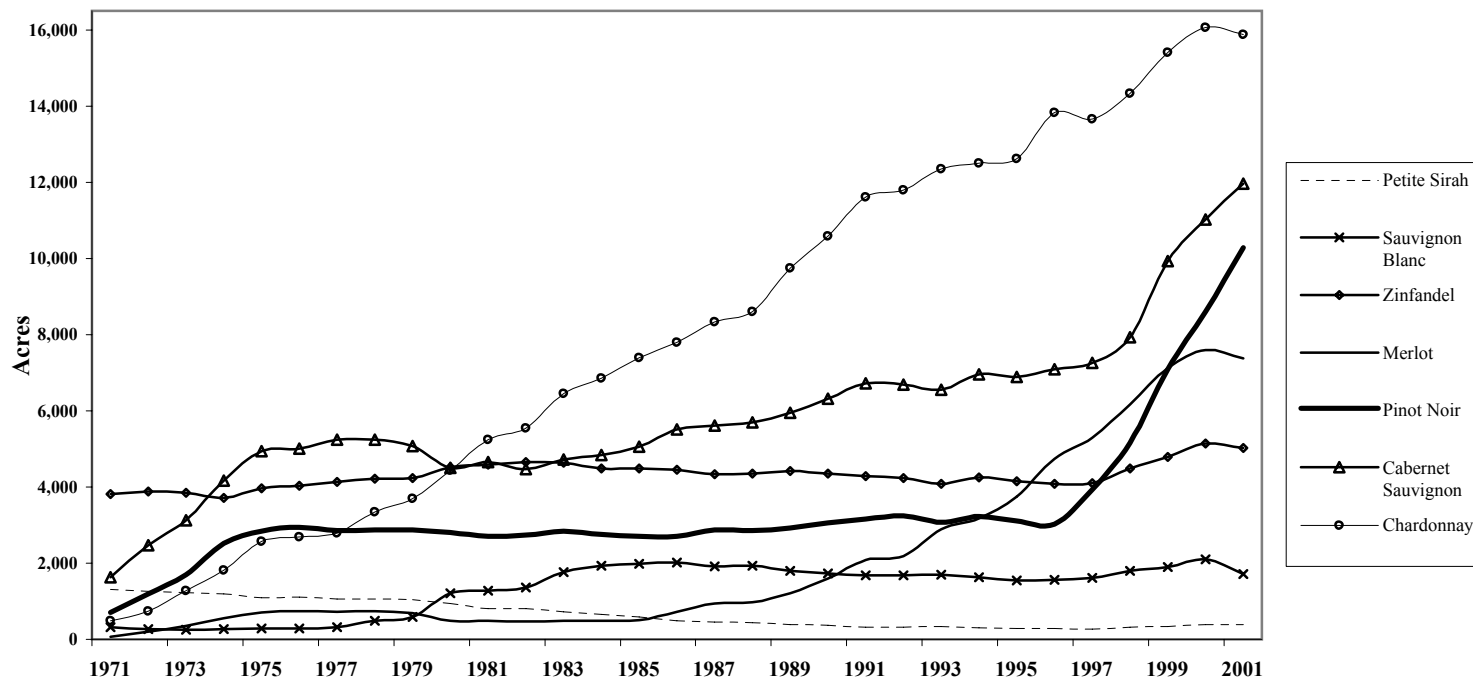
Average Wine Grape Price 1971-2001



Red Wine Grape Production

VARIETY	YEAR	Acres			Production		
		BEARING	NON-BEARING	TOTAL	TONS	DOLLARS PER TON	TOTAL VALUE
Cabernet Franc	2001	503	137	640	2,309	\$ 2,424.10	\$ 5,597,300
	2000	523	151	674	2,097	\$ 2,226.53	\$ 4,668,600
Cabernet Sauv.	2001	7,937	4,018	11,955	32,194	\$ 2,698.66	\$ 86,881,500
	2000	7,328	3,688	11,016	32,772	\$ 2,417.96	\$ 79,240,400
Carignane	2001	182	2	184	587	\$ 1,529.01	\$ 896,800
	2000	196	1	197	766	\$ 1,391.55	\$ 1,065,400
Merlot	2001	6,414	962	7,376	27,879	\$ 2,136.86	\$ 59,573,800
	2000	6,564	1,058	7,622	31,480	\$ 2,019.29	\$ 63,566,200
Meunier	2001	111	3	114	566	\$ 1,983.57	\$ 1,122,200
	2000	129	17	146	637	\$ 2,069.27	\$ 1,318,700
Napa Gamay	2001	91	0	91	149	\$ 1,289.12	\$ 192,600
	2000	84	0	84	195	\$ 1,143.58	\$ 222,500
Petite Sirah	2001	293	90	383	1,007	\$ 2,379.44	\$ 2,395,900
	2000	280	86	366	1,073	\$ 2,127.81	\$ 2,284,000
Petite Verdot	2001	78	92	171	308	\$ 2,408.91	\$ 743,000
	2000	86	77	163	282	\$ 2,176.29	\$ 614,000
Pinot Noir	2001	5,811	4,554	10,365	20,861	\$ 2,219.03	\$ 46,290,600
	2000	4,973	3,631	8,604	17,520	\$ 2,094.39	\$ 36,692,700
Sangiovese	2001	366	70	436	1,376	\$ 2,020.35	\$ 2,779,600
	2000	281	68	349	1,791	\$ 1,859.57	\$ 3,331,000
Syrah-shiraz	2001	824	856	1,680	4,195	\$ 2,260.98	\$ 9,483,700
	2000	559	371	930	3,349	\$ 2,171.65	\$ 7,272,000
Zinfandel	2001	4,145	885	5,030	14,287	\$ 2,456.58	\$ 35,096,500
	2000	4,478	665	5,143	13,223	\$ 2,143.10	\$ 28,337,800
Other Reds	2001	523	180	703	1,995	\$ 1,962.80	\$ 3,914,800
	2000	455	319	774	1,844	\$ 2,036.69	\$ 3,755,200
Total Reds	2001	27,279	11,848	39,127	107,712	\$ 2,367.14	\$ 254,968,300
	2000	25,936	10,132	36,068	107,027	\$ 2,188.11	\$ 234,187,000
Total All Wine Grapes	2001	43,589	15,076	58,665	173,583	\$ 2,156.83	\$ 374,389,700
	2000	42,221	13,656	55,877	190,789	\$ 2,043.38	\$ 389,853,900

Total Wine Grape Acreage By Varietal 1971-2001



Apple Production

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	Dollar Value	
					\$/Ton	Total
Gravenstein	2001	930	4.26	3,962	\$ 162	\$ 641,100
	2000	1,207	2.46	2,973	\$ 168	\$ 484,900
Fresh	2001			351	\$ 557	\$ 195,500
	2000			294	\$ 381	\$ 112,000
Processed (A)	2001			3,611	\$ 123	\$ 445,600
	2000			2,679	\$ 139	\$ 372,900
Late Apples	2001	2,003	16.14	32,323	\$ 163	\$ 5,264,300
	2000	2,574	6.13	15,780	\$ 144	\$ 2,279,600
Fresh	2001			852	\$ 689	\$ 587,260
	2000			998	\$ 307	\$ 305,900
Processed (A)	2001			31,471	\$ 149	\$ 4,677,000
	2000			14,782	\$ 155	\$ 2,289,300
Total	2001	2,933	12.37	36,285		\$ 5,905,400
	2000	3,781	4.96	18,753		\$ 2,764,500

(A) includes canned, juice, vinegar, cider

Fruits and Nuts Summary

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	Dollar Value	
					\$/Ton	Total
Apples (all)	2001	2,933	12.37	36,285	\$163	\$ 5,905,400
	2000	3,781	11.30	18,753	\$130	\$ 2,764,500
Fresh	2001					\$ 782,760
	2000					\$ 417,900
Processed (A)	2001					\$ 5,122,600
	2000					\$ 2,662,200
Grapes (wine)	2001	43,589	3.98	173,583	\$2,157	\$ 374,389,700
	2000	42,220	4.52	190,789	\$2,043	\$ 389,853,900
Prunes (B)	2001	227	0.86	196	\$809	\$ 158,600
	2000	297	0.96	255	\$898	\$ 229,100
Walnuts	2001	190	0.25	48	\$1,060	\$ 50,700
	2000	211	0.21	44	\$1,300	\$ 57,200
Miscellaneous (C)	2001					\$ 434,100
	2000					\$ 469,200
TOTAL	2001					\$ 380,938,500
	2000					\$ 393,373,900

(A) includes canned, juice/cider, vinegar

(B) dry tons

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

Nursery Products

Item	Year	Units Sold	Unit	DOLLAR VALUE	
				\$/Unit	Total
Grapevines (A)	2001	3,561,321	Plants/		\$ 9,769,800
	2000		Cuttings		\$ 11,097,900
Ornamentals	2001	1,129,156	plant (B)	\$ 6.63	\$ 7,486,400
	2000	1,129,156	plant (B)	\$ 6.31	\$ 7,122,300
Bedding Plants	2001	98,964	flat	\$ 14.42	\$ 1,426,600
	2000	223,971	flat	\$ 11.72	\$ 2,625,800
Cut Flowers	2001				\$ 1,726,700
	2000				\$ 2,333,200
Christmas Trees	2001	15,652	each	\$ 33.60	\$ 525,900
	2000	15,117	each	\$ 32.19	\$ 486,600
Miscellaneous Products (C)	2001				\$ 9,133,800
	2000				\$ 9,604,600
TOTAL	2001				\$ 30,069,200
	2000				\$ 33,270,400

(A) includes field grown non-grafted, bench grafts, greenhouse propagation

(B) average unit price includes all type trade containers

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

Apiary Products

Total Value (D)	2001	\$ 112,600
	2000	\$ 129,100

(D) includes honey, wax and pollination

Vegetable Crops

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous Truck Farms (E)	2001	438	\$ 10,119,500
	2000*	659	\$ 12,140,600*

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

* Revised

Timber Harvest

(Informational Only-- most recent figures available, furnished by State Board of Equalization)

Crop	Year	Production	Unit (F)	Value (G)
Timber	2001	24,157,000	board feet	\$ 19,494,000
	2000	30,918,000	board feet	\$ 14,231,400

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

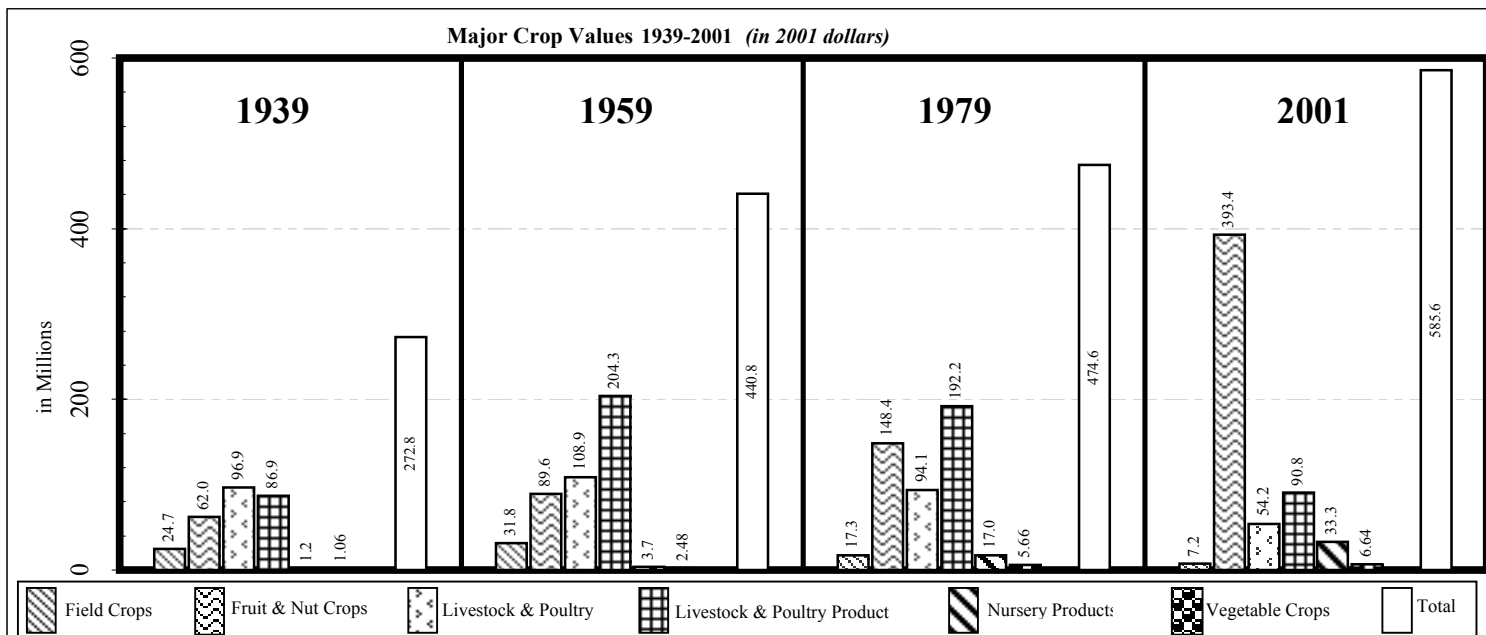
(G) value of the timber immediately before cutting

FIELD CROPS

Crop	Year	Harvested Acreage	Ton/ Acre	Total Tons	Units	DOLLAR VALUE	
						\$/Unit	Total
Hay, Oat	2001	7,806	2.14	16,710	ton	\$ 78.14	\$ 1,305,800
	2000	5,986	2.58	15,442	ton	\$ 76.65	\$ 1,183,700
Hay, Volunteer	2001	853	2.43	2,071	ton	\$ 72.88	\$ 151,000
	2000	1,028	2.14	2,205	ton	\$ 65.17	\$ 143,700
Green Chop (A)	2001	340	13.85	4,708	ton	\$ 13.43	\$ 63,300
	2000	470	8.95	4,205	ton	\$ 17.86	\$ 75,100
Oats, Grain	2001	717	2.95	2,112	ton	\$ 106.96	\$ 225,900
	2000	919	2.42	2,221	ton	\$ 105.90	\$ 235,200
Silage, Corn (A)	2001	385	23.81	9,165	ton	\$ 37.09	\$ 340,000
	2000	385	24.06	9,264	ton	\$ 34.00	\$ 351,600
Silage, Oat (A)	2001	5,197	11.47	59,603	ton	\$ 32.09	\$ 1,912,700
	2000	4,251	10.63	45,200	ton	\$ 29.00	\$ 1,490,700
Straw	2001						\$ 113,700
	2000						\$ 23,100
Pasture, Irrigated (B)	2001	9,450			acre	\$ 100.00	\$ 945,000
	2000	9,550			acre	\$ 100.00	\$ 955,000
Grassland (B)	2001	204,314			acre	\$ 10.00	\$ 2,043,200
	2000	204,414			acre	\$ 10.00	\$ 2,044,100
Woodland (B)	2001	172,525			acre	\$ 1.00	\$ 172,600
	2000	172,625			acre	\$ 1.00	\$ 172,600
Miscellaneous (C)	2001						\$ 533,100
	2000						\$ 503,600
TOTAL	2001						\$ 7,806,300
	2000						\$ 7,178,400

- (A) much of the green chop and silage is not sold but used on the farm-- value is determined by it's feed equivalent
 (B) estimated
 (C) includes alfalfa, barley, safflower, wheat, rye, vetch, Sudan, etc.

Major Crop Values 1939-2001 (in 2001 dollars)



Livestock and Poultry

Item	Year	Number of Head	Total Live Weight	Unit	Dollar Value	
					\$/Unit	Total
Cattle/Calves	2001	34,506	181,442	cwt.	\$ 66.12	\$ 11,997,000
	2000	34,984	186,718	cwt.	\$ 66.54	\$ 12,424,200
Sheep/Lambs	2001	19,109	20,378	cwt.	\$ 69.00	\$ 1,406,100
	2000	20,052	21,384	cwt.	\$ 70.75	\$ 1,512,900
Hogs	2001	1,634	3,901	cwt.	\$ 43.00	\$ 167,800
	2000	2,042	4,876	cwt.	\$ 44.10	\$ 203,100
Miscellaneous (A)	2001					\$ 41,755,800
	2000					\$ 40,054,400
TOTAL	2001					\$ 55,326,700
	2000					\$ 54,194,600

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

Livestock and Poultry Products

Item	Year	Production	Unit	Dollar Value	
				\$/Unit	Total
Milk, Market	2001	6,521,726	cwt.	\$ 13.93	\$ 90,847,700
	2000	6,588,643	cwt.	\$ 12.12	\$ 79,854,400
Milk, Manufacturing	2001	23,186	cwt.	\$ 14.01	\$ 324,900
	2000	29,160	cwt.	\$ 10.97	\$ 319,900
Wool	2001	91,090	lb.	\$ 0.40	\$ 36,500
	2000	79,912	lb.	\$ 0.40	\$ 32,000
Miscellaneous Products (B)	2001				\$ 8,482,100
	2000				\$ 10,612,000
TOTAL	2001				\$ 99,691,200
	2000				\$ 90,818,300

(B) includes market duck eggs, turkey hatching eggs, chicken eggs for consumption, egg bi-products and goat m

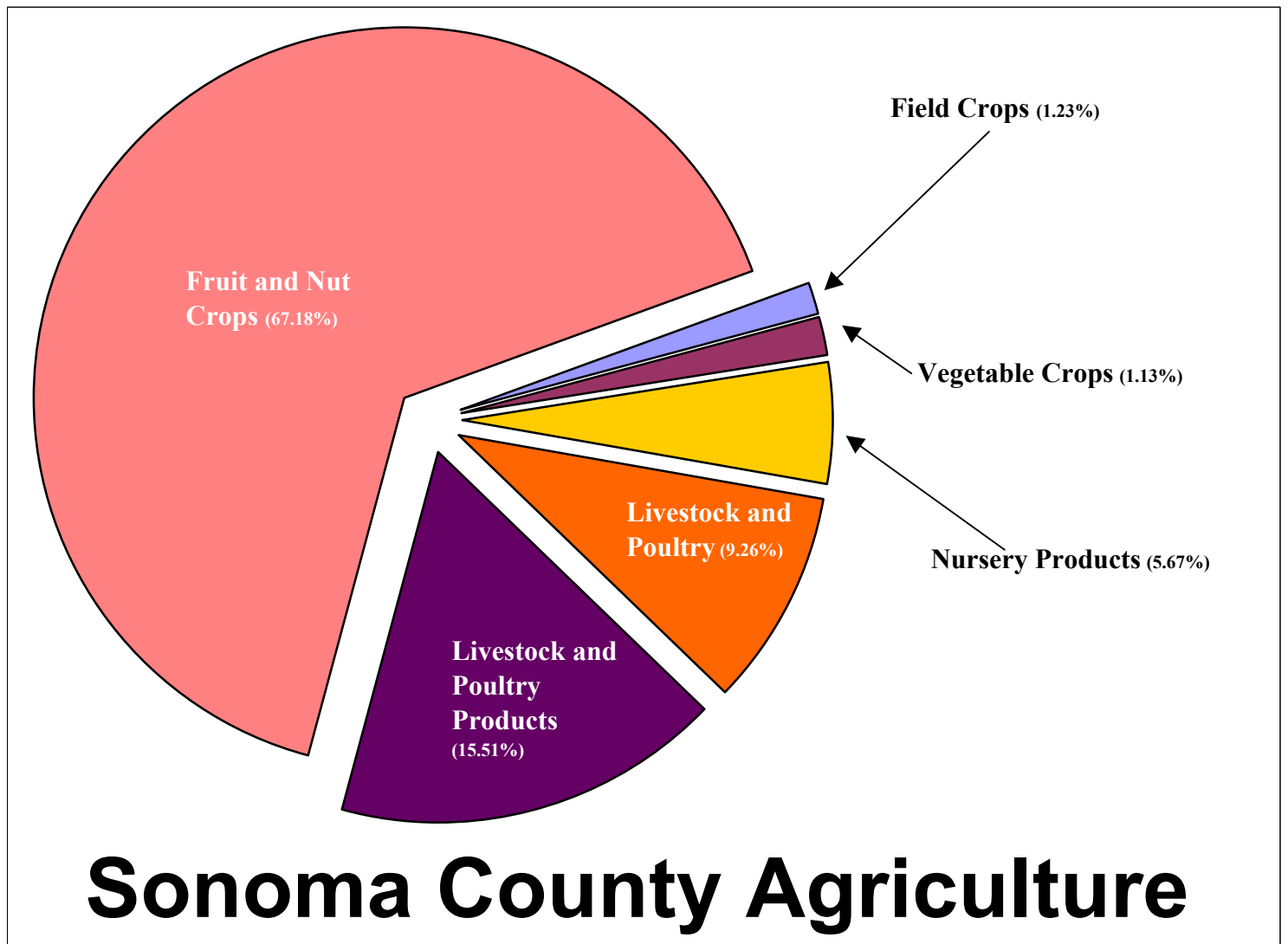
Livestock Inventory

(Number of head as of January 1, 2001)

Item	Number
Cattle and Calves (all)	83,000
Milk Cows and heifers 2 years and over	30,800
Beef cows and heifers 2 years and over	12,800
Sheep and Lambs (all)	13,100
Hogs	2,300
Laying Hens and Pullets	658,800
Turkey Breeders	55,900
Horses	13,900

Recapitulation

	2000	2001	Change
Apiary Products	\$ 129,100	\$ 112,600	-13%
Field Crops	\$ 7,178,400	\$ 7,806,300	9%
Vegetable Crops	\$ 12,140,600	\$ 10,119,500	-17%
Nursery Products	\$ 33,270,400	\$ 30,069,200	-10%
Livestock and Poultry	\$ 54,194,600	\$ 55,326,700	2%
Livestock and Poultry Products	\$ 90,818,300	\$ 99,691,200	10%
Fruit and Nut Crops	\$ 393,397,900	\$ 380,938,500	-3%
Total	\$ 591,129,300	\$ 584,064,000	-1%



Sustainable Agriculture Report

By Priscilla Lane

Biological Control Program

Targeted Noxious Weed	Biological Control	# of Release Sites
YELLOW STARThISTLE <i>(Centaurea solstitialis)</i>	Flower Weevil (<i>Larinus curtus</i>)	9
	Hairy Weevil (<i>Eustenopus villosus</i>)	9
RED GUM LERP PSYLLID <i>(Glycaspis brimblecombei)</i>	Red Gum Lerp Psyllid Biocontrol <i>(Psyllaphaegus blitens)</i>	2

Organic Farming Statistics

222 individual organic registrants

Commodity	Registrants	Acres
Eggs	8	N/A
Fruit/Nuts	73	1493
Grain	5	171
Milk	3	N/A
Nurseries	26	37
Vegetables	83	284
Wine Grapes	19	310
Handlers	14	N/A

Pest Detection

Trapping: There were 1,301 traps placed for the detection of exotic insect pests including Mediterranean and Oriental Fruit Flies, Melon Fly, Gypsy Moth, Japanese Beetle, Khapra Beetle, Western Grapeleaf Skeletonizer and Olive Fruit Fly. These traps were serviced 10,161 times. There were 1,052 traps placed for the Glassy-Winged Sharpshooter (GWSS). These traps were serviced 10,810 times.

Entryway Survey: 223 miles and 19 properties were surveyed for the presence of noxious weed and disease pests.

Pest Exclusion

A total of 2,235 premise inspections for incoming shipments of plant material were made in 2001. This was a 16% decrease in inspections over 2000. Inspections occurred at the express carriers, nurseries, post office, feed mills, post entry inspections, United Parcel Service and pet stores. 449 rejections of plant material were made. The number of rejections decreased by 58% compared with 2000 rejections. Rejected plant material was either destroyed or reconditioned and released.

To prevent the spread of GWSS into Sonoma County from infested counties department personnel inspected all shipments of nursery material arriving from these counties. More than 2800 shipments were inspected; eleven were found to have viable egg masses and rejected. Wineries receiving bulk grapes from infested counties were under compliance agreements requiring the shipping vineyards to be inspected and determined to be free from GWSS or be treated. 19 wineries received 201 shipments, from seven infested counties.. All were from vineyards free from GWSS.

Listed below are a few of the economically important pest species intercepted in 2001:

Carolina Fanwort <i>Calsomba caroliniana</i>	Spotted Knapweed <i>Centaurea maculosa</i>	Green Cabomba <i>Cabomba caroliniana</i>	South American Spongeplant <i>Lomnobium laevigatum</i>
"a Foreign Weed" <i>Potala rotundifolia</i>	Glassy-Winged Sharpshooter <i>Homodiscus coagulata</i>	Purple Loosestrife <i>Lythrum salicaria</i>	Quack Grass <i>Elytrigia repens</i>
Mediterranean Fruit Fly <i>Ceratitidis capitata</i>	Olive Fruit Fly <i>Bactrocera oleae</i>	Camphor Scale <i>Pseudaonidifa duplex</i>	Azalea bark scale <i>Acanthococcus azaleae</i>
Balsam Fir Gall Midge <i>Paradiplosis tumifex</i>	Redgum Lerp Psyllid <i>Glycaspis brimblecombei</i>	Western Grapeleaf Skeletonizer <i>Harrisiana brillians</i>	"Sudden Oak Death" <i>Phytophera ramorum</i>

2001 Staff

John Westoby
Agricultural Commissioner/Sealer

Michael Smith
Assistant Agricultural Commissioner/Sealer

Pierre Gadd, Jr.
Chief Deputy Agricultural Commissioner

Gail Davis
Agriculture and Vineyard Conservation Coordinator

Esther Martinez
Department Analyst

Lisa Correia ~ Stefan Parnay ~ Alexis Ramey
Deputy Agricultural Commissioner

Joseph Gray ~ Priscilla Lane ~ Marilyn Vernon
Senior Agricultural Biologist/Standards Specialist

Pete Albers ~ Gary Bjork ~ Dan Curtin ~ Ron Inman ~ Bruce McArthur
Cree J. Morgan ~ Sue Opbroek ~ Jim Raisner ~ Paul Turano
Agricultural Biologist/Standards Specialist

James O'Brien
County Trapper

Charlene Fogerson ~ Laura Knudsen ~ Naomi Lozinto ~ Charity Lyon
Administrative Support Staff

Nancy Fiddler ~ Ken Markham ~ John O'Keefe
Stan Peterson ~ Alan Shires
Other Support Staff