

SONOMA COUNTY CROP REPORT

2010



**THIS YEAR'S CROP REPORT IS DEDICATED TO
SHIRLEY LEE WALKER
1930 - 2010**



On Tuesday, November 16, 2010, Sonoma County lost a pillar of our agricultural community. Shirley Walker was the matriarch of the Walker Apple family in Graton and spent her adult life growing, selling and promoting apples and the apple industry in Sonoma County. Shirley Lee Walker was born in Sebastopol and attended Analy high school. After graduating from high school she attended the Santa Rosa Junior College where she received an Associates degree in Business. Shirley married Lee Walker in 1953 after which they took residence at the family's farm on Upp Road where they lived and raised a family. A town girl since birth, Shirley embraced the country lifestyle and devoted her life to the apple business. Shirley had deep roots in Sonoma County. Her mother's family members were some of the first to plant apple orchards in Rincon Valley in 1852 and her father's family settled in Healdsburg in 1850.

Shirley was very active in the community and gave extensive amounts of free time to philanthropic endeavors. When she wasn't on the farm, she spent her time doing work for her Philanthropic Educational Organization. This organization is devoted to the education and advancement of women through scholarships, grants, awards, and networking in an effort to help women achieve their highest aspirations. In addition to this organization Shirley played a key role in "The Apple Corps", a group of apple farmers' wives and friends who promoted the local apple industry. The Apple Corps built community ties through their marketing, publicity, and fund-raising efforts. Promotions included a cookbook comprised entirely of apple recipes. They would get together and make apple pies and breads, which they gave to produce buyers at all of the chain stores and local markets. Though Shirley was devoted to her community her real devotion was to her family. Her three children gave her immense pride and she would do anything to help them succeed. Her presence in the community and her work ethic are an inspiration to us all and she will be reverently missed by the apple industry and the agricultural community in Sonoma County.

OFFICE OF THE AGRICULTURAL COMMISSIONER

Agricultural Commissioner
Sealer of Weights and Measures
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Karen Ross, Secretary
California Department of Food and Agriculture

May 2011

and

The Honorable Board of Supervisors of Sonoma County:

Efren Carrillo – Fifth District, Chairman

Valerie Brown – First District

David Rabbitt – Second District

Shirlee Zane – Third District, Vice Chair

Mike McGuire – Fourth District

It is my privilege to present the 2010 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported value for 2010 was \$593,821,700, which is a decrease of 8.6% from the 2009 value of \$649,517,900. This report reflects the gross production values; not the net income or costs of production and marketing.

The decrease in gross value for 2010 is attributed primarily to a 15% decrease in fruit and nut crop production value, of which wine grape production value fell by almost \$70 million. Winegrape prices were down slightly from 2009 and many growers experienced some crop loss due to extremely hot weather late in the season combined with an unusually cool spring and summer. The apiary industry showed a decrease of 11.5% from 2009 due primarily to cool spring weather and fewer hives in production. Livestock and poultry saw a 10% increase with a value of approximately \$57 million. Livestock and poultry products, such as eggs and milk, rebounded slightly from \$91 million in 2009, to \$98.6 million in 2010. This is due to increases in the unit price for market and manufacturing milk. It was a good year for apple production as growers experienced better yields per acre representing a nearly 13% increase in the value of these crops. Vegetable production values increased very slightly by 1.8% while nursery products decreased by almost 3% due to a slower economy.

This year's report focuses on our county's apple industry, an indelible and nostalgic reminder of our county's agricultural identity and heritage. We would like to celebrate our apple producers who continue to farm and market a diverse array of varieties with exceptional flavor. Our county's food producers and consumers have expressed a very strong commitment to preserving the Sonoma County apple industry and ensuring its long term sustainability. One facet of this commitment is an increase in the infrastructure necessary to improve the production and sale of local food, and there is nothing more local than our apples.

While this Crop Report features our apple industry, I would like to extend our gratitude and appreciation for all of our agricultural practitioners whose participation makes the production of this report possible. Sonoma County is a beautiful place and we are blessed to live in a community where people value the local bounty of this agrarian landscape; a place where people value and work towards the concept of sustainability. A special thanks goes out to the outstanding staff of the Agricultural Commissioner's Office, particularly Andrew Smith, Dagny Thomas and Cree Morgan, for their efforts in the development of this report.

Respectfully submitted,


Lisa Correia
Chief Deputy Agricultural Commissioner

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COVER PHOTO: WARREN A. SMITH

"...groundbreaking contributions to the nation's flavor landscape." – Luther Burbank



Over the course of our county's history many agricultural crops have come and gone from our landscape, usually disappearing in response to changes in consumer preference, market pressure, and lower production costs elsewhere. One crop has been here since early times and still remains as an indelible and nostalgic reminder of our county's agricultural identity and heritage; the apple. At one time apple orchards blanketed the county, encompassing more than 13,000 acres. Today apple orchards in Sonoma County occupy less than 3,000 acres. This decline is due primarily to outside market competition. Though the going is tough, the future of our beloved apple industry is ripe with opportunity for sustaining the industry, which we have celebrated through tradition for over 100 years.

Luther Burbank was right in thinking that this is the chosen spot, at least as far as nature is concerned. However, water is a critical resource and this has been a primary hurdle in our apple industry's ability to remain competitive relative to other apple-growing regions in the United States and abroad. Sonoma County apple orchards thrived in the early 1900s as immigrants moved to the county to start farms and raise families. At that time it was possible to earn a good living and raise a family on just 10 acres of apples. There was no shortage of markets as well. San Francisco was a booming city and apples left our county by the boat load via the Petaluma River.

Historically Sonoma County had an advantage over other apple growing regions due to our earlier season. Our county's apples were always the first on the market and as such garnered the best prices. Additionally, we had a tremendous infrastructure of packing sheds, dryers, and canneries with access to the large markets of the burgeoning San Francisco Bay Area. At one time Sebastopol had 25 warehouses packing fresh apples along the railroad tracks. Gravensteins are the most famous apples grown here in Sonoma County and are at the heart of our apple growing heritage. These apples were always the first to ripen and left Sonoma County on trains bound for the East Coast. They were also the primary source of apple sauce and dried apples used to feed US troops during World War II.

Irrigation water in agriculture translates into higher yields and better prices as can be exemplified by the irrigated orchard systems in the central valley of California and the apple growing regions of Washington State where yields reach and exceed 30-40 tons per acre. By comparison, dry farmed apple orchards here in Sonoma County struggle to reach yields of 20 tons per acre with the average being closer to 12 tons per acre. Irrigation water increases profit margins by reducing the cost of production. These irrigated apple growing regions produce semi-dwarf trees, sometimes trellised, which are easier to prune, thin, and harvest. These orchards are planted to very high densities with 900-1200 trees per acre and provide a rapid return on investment by coming into full production much earlier. The culture of these orchard systems allows for the production of new varieties with better uniformity in color and size. Depending on the variety grown one can expect returns to be in the range of \$500-\$1,000 per ton of fruit. Here in Sonoma County, most of our apples are sold for processing and growers receive \$60-\$250 per ton. While our apple industry may not be able to compete with irrigated apple growing regions when it comes to price, we produce a superior product when it comes to flavor, diversity, locality, as well as a smaller ecological footprint in the production and transportation to markets here in Sonoma County.

The Gravenstein apple has given Sonoma County world recognition, which we celebrate year after year. Its heritage is our heritage when it comes to apple production. Its sweet, tart flavor and crisp, juicy texture lend itself to a fresh eater, a sauce apple, a juicer and it has long been used in pies when freshly harvested. The Slow Food Foundation selected the Gravenstein apple as a heritage variety for its outstanding quality and taste in addition to its relative rarity of production. Sonoma County also produces a plethora of antique varieties that are available at local fruit stands and farms throughout the county during summer and fall. The dry farming and deficit irrigation production practices that helped build our apple industry in the early 1900s through the 60s created apples with more intense and distinct flavors. Just as the concept of appellations is applied to the production of wine grapes, this concept is also applicable to the production of other fruits. The climate and soils of Sonoma County are excellent for producing apples. Our foggy mornings give us great air moisture and our cool summer days allow for some natural russetting which builds flavors in these "real" apples, setting them apart from the stored, controlled atmosphere, perfect looking imported fruit we have become accustomed to throughout the Winter and Spring months of the year. Agri-tourism has most recently focused on the wine industry yet historically it was all about the apples. U-pick operations on farms, packing shed visits, farm tours and apple festivals were common destinations for visitors to the county. Though these types of tours have been essentially replaced by wine tours, this is a very obvious next step in securing the future of our apple industry. There is incredible potential here in this county for the pairing of wine tours with apple packer and farm tours. Our county's food producers and consumers have expressed a very strong commitment to preserving the Sonoma County food system and ensuring its sustainability into the foreseeable future. One facet of this commitment is an increase in the infrastructure necessary to improve the production and sale of local food, and there is nothing more local than our apples.

MILLION DOLLAR CROPS AND NURSERY PRODUCTION

MILLION DOLLAR CROPS



1	Winegrapes ~ All	390,448,300
2	Market Milk	77,679,100
3	Miscellaneous Poultry	43,293,300
4	Misc. Livestock and Poultry Products	20,799,800
5	Cattle and Calves	11,649,200
6	Nursery ~ Ornamentals	10,853,100
7	Vegetables	8,212,200
8	Misc. Nursery Products	4,856,400
9	Nursery ~ Bedding Plants	4,184,000
10	Apples ~ Late Varieties	4,169,300
11	Nursery ~ Cut Flowers	2,792,100
12	Sheep and Lambs	2,518,300
13	Apples ~ Gravenstein	1,692,300
14	Oat Silage	1,517,200
15	Oat Hay	1,025,000



NURSERY PRODUCTION

Product	Year	Quantity	Unit	Total
Ornamentals	2010	1,198,169	plant	\$ 10,853,100
	2009	1,220,147	plant	\$ 10,214,900
Bedding Plants	2010	263,005	flat	\$ 4,184,000
	2009	258,693	flat	\$ 4,697,000
Christmas Trees	2010	6,919	each	\$ 297,700
	2009	7,953	each	\$ 334,500
Cut Flowers	2010			\$ 2,792,100
	2009			\$ 2,360,000
Miscellaneous Products (a)	2010			\$ 4,856,400
	2009			\$ 6,037,800
TOTAL VALUE	2010			\$ 22,983,300
	2009			\$ 23,644,200

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

FRUIT AND NUT SUMMARY AND WORLD WINEGRAPE ACREAGE

FRUIT AND NUT SUMMARY

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2010	2,616	10.04	26,254	\$ 223		\$ 5,861,600
	2009	2,862	8.19	23,436	\$ 218		\$ 5,117,800
Fresh	2010					\$ 1,243,400	
	2009					\$ 1,162,700	
Processed (a)	2010					\$ 4,618,300	
	2009					\$ 3,955,100	
Grapes (wine)	2010	56,522	3.39	191,876	\$2,034		\$ 390,448,300
	2009	56,306	3.78	212,675	\$2,167		\$ 460,771,200 *
Olives	2010	465					\$ 176,100
	2009	388					\$ 161,200
Miscellaneous (b)	2010						\$ 542,700
	2009						\$ 519,700
TOTAL VALUE	2010						\$ 397,028,700
	2009						\$ 466,569,900 *

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

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

* Revised from 2009

WORLD WINEGRAPE ACREAGE

Country	Total Acreage		% Change
	2006	2008	
SPAIN	2,900,000	2,750,000	-5.17%
FRANCE	2,179,000	2,017,000	-7.43%
ITALY	2,063,000	1,989,000	-3.59%
TURKEY	1,410,000	1,450,000	2.84%
CHINA	1,211,000	1,360,000	12.30%
UNITED STATES	934,000	939,000	0.54%
IRAN	745,000	870,000	16.78%
ARGENTINA	543,000	565,000	4.05%
PORTUGAL	608,000	543,000	-10.69%
ROMANIA	580,000	482,000	-16.90%
CHILE	479,000	480,000	0.21%
AUSTRALIA	400,000	427,000	6.75%
MOLDOVA	368,000	354,000	-3.80%
SOUTH AFRICA	331,000	297,000	-10.27%
UZBEKISTAN	255,000	292,000	14.51%
ALL OTHER COUNTRIES	4,577,000	4,609,000	0.70%
TOTAL ACREAGE	19,583,000	19,424,000	-0.81%

Source: www.wineinstitute.org



2010 FRUIT AND NUT ACREAGE SUMMARY

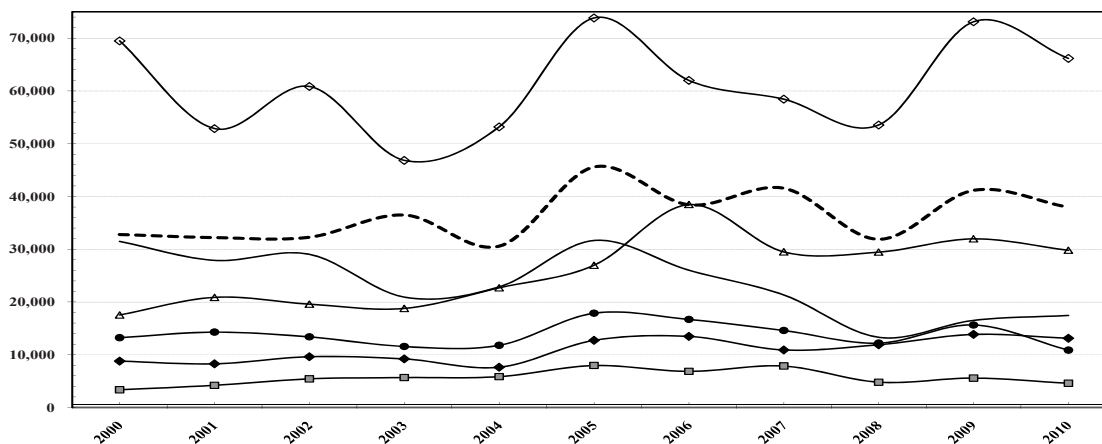
Crop	Bearing	Non-Bearing	Total
Apples	2,616	0	2,616
Grapes (wine)	56,522	3,137	59,659
Olives	465	102	567
Pears	55	0	55
Plums (incl. Prunes)	39	0	39
Walnuts	79	0	79
Miscellaneous	710	0	710
TOTAL ACREAGE	60,486	3,239	63,725

WINEGRAPE PRODUCTION

Red Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2010	653.9	14.3	668.2	1,436.3	\$ 2,166.55	3,111,900
	2009	657.9	48.8	706.7	1,935.6	\$ 2,358.82	\$ 4,565,800
Cabernet Sauvignon	2010	11,549.0	468.3	12,017.3	37,933.3	\$ 2,083.96	\$ 79,051,500
	2009	11,658.5	730.5	12,389.0	41,140.6	\$ 2,280.67	\$ 93,828,200
Carignane	2010	180.3	1.0	181.3	270.4	\$ 1,949.11	\$ 527,100
	2009	182.0	2.8	184.8	464.2	\$ 1,919.43	\$ 891,000
Malbec	2010	310.4	69.1	379.5	770.5	\$ 2,430.83	\$ 1,873,000
	2009	281.8	82.1	363.9	877.9	\$ 2,491.49	\$ 2,187,300
Merlot	2010	5,248.0	55.6	5,303.6	17,440.9	\$ 1,297.08	\$ 22,622,300
	2009	5,736.9	109.1	5,846.0	16,506.5	\$ 1,507.00	\$ 24,875,300
Meunier	2010	108.5	15.0	123.5	406.5	\$ 2,928.56	\$ 1,190,500
	2009	109.0	15.0	124.0	398.5	\$ 3,056.21	\$ 1,217,900
Petite Sirah	2010	522.6	37.7	560.3	2,085.9	\$ 2,377.94	\$ 4,960,200
	2009	503.9	85.9	589.8	2,300.6	\$ 2,480.13	\$ 5,705,800
Petite Verdot	2010	202.9	9.2	212.1	695.5	\$ 2,476.49	\$ 1,722,400
	2009	189.0	34.8	223.8	918.9	\$ 2,778.24	\$ 2,553,000
Pinot Noir	2010	11,456.0	675.5	12,131.5	29,791.3	\$ 2,825.12	\$ 84,164,000
	2009	10,746.2	1,988.5	12,734.7	31,961.2	\$ 3,043.08	\$ 97,260,500
Sangiovese	2010	259.7	48.4	308.1	983.6	\$ 2,244.09	\$ 2,207,300
	2009	298.6	11.1	309.7	1,210.6	\$ 2,231.17	\$ 2,701,100
Syrah-Shiraz	2010	1,791.6	51.7	1,843.3	4,587.6	\$ 2,030.22	\$ 9,313,900
	2009	1,816.6	168.5	1,985.1	5,563.3	\$ 2,314.65	\$ 12,877,100
Zinfandel	2010	5,055.0	112.5	5,167.5	10,864.4	\$ 2,260.27	\$ 24,556,500
	2009	5,229.7	171.5	5,401.2	15,637.4	\$ 2,462.39	\$ 38,505,400
Other Reds	2010	466.6	48.0	514.6	1,214.8		\$ 9,416,500
	2009	527.2	187.6	714.8	1,839.7		\$ 6,180,000
TOTAL REDS	2010	37,804.4	1,606.3	39,410.7	108,481.0 (a)	\$ 2,255.85 (a)	\$ 244,717,100
	2009	37,937.2	3,636.2	41,573.4	120,717.0 (a)	\$ 2,430.05 (a)	\$ 293,348,400

(a) weighted average

TOTAL TONS BY VARIETY 2000-2010

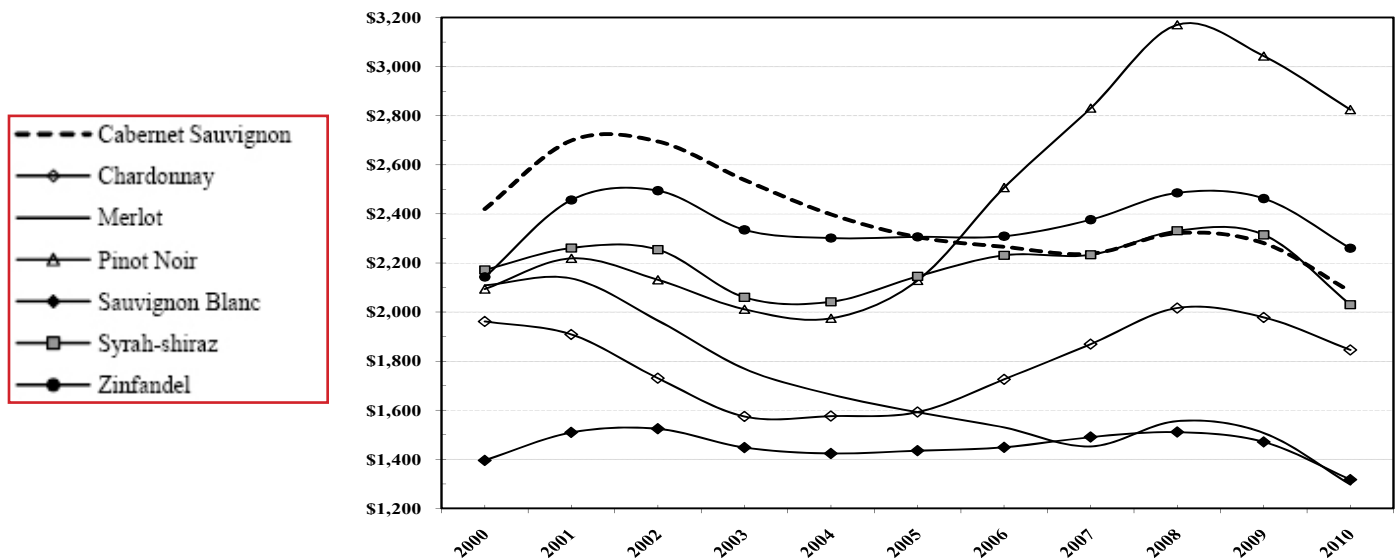


White Varieties	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2010	15,060.0	1,263.0	16,323.0	66,157.4	\$ 1,845.52	\$ 122,094,900
	2009	14,659.8	2,414.9	17,074.7	73,100.6	\$ 1,978.18	\$ 144,606,200
French Colombard	2010	35.6	0.0	35.6	125.1	\$ 523.06	\$ 65,500
	2009	44.6	0.0	44.6	246.0	\$ 524.44	\$ 129,100
Gewürztraminer	2010	138.1	5.1	143.2	274.6	\$ 1,712.28	\$ 470,200
	2009	122.0	26.2	148.2	385.6	\$ 1,655.21	\$ 638,300
Muscat Blanc	2010	18.0	12.4	30.4	67.1	\$ 1,941.23	\$ 130,000
	2009	19.4	0.0	19.4	66.7	\$ 2,025.48	\$ 135,100
Pinot Blanc	2010	46.4	0.0	46.4	237.6	\$ 1,767.14	\$ 419,900
	2009	68.6	0.0	68.6	258.3	\$ 1,741.17	\$ 449,800
Pinot Gris	2010	445.5	22.5	468.0	1,715.8	\$ 1,695.78	\$ 2,909,700
	2009	453.6	80.5	534.1	1,921.8	\$ 1,761.45	\$ 3,385,200
Sauvignon Blanc	2010	2,341.0	183.2	2,524.2	13,103.3	\$ 1,317.40	\$ 17,262,300
	2009	2,248.6	333.9	2,582.5	13,841.2	\$ 1,470.89	\$ 20,358,900
Semillon	2010	133.4	0.0	133.4	440.6	\$ 2,575.91	\$ 1,135,000
	2009	143.6	6.4	150.0	430.6	\$ 2,357.61	\$ 1,015,200
Viognier	2010	231.5	2.6	234.1	623.4	\$ 2,313.36	\$ 1,442,200
	2009	261.9	31.2	293.1	720.1	\$ 2,324.89	\$ 1,674,200
White Riesling	2010	29.9	2.9	32.8	148.3	\$ 2,425.53	\$ 359,800
	2009	30.0	0.0	30.0	238.6	\$ 2,288.54	\$ 546,100
Other Whites	2010	238.4	39.4	277.8	606.8		\$ 4,799,400
	2009	316.8	71.8	388.6	748.1		\$ 2,062,800
TOTAL WHITES	2010	18,717.8	1,531.1	20,428.8	83,500.0	(a) \$ 1,811.72	(a) \$ 151,278,800
	2009	18,368.8	2,964.9	21,333.7	91,957.6	(a) \$ 1,903.06	(a) \$ 175,000,900
TOTAL WINE GRAPES	2010	56,522.2	3,137.3	59,659.5	191,981.0	\$ 2,033.79	\$ 390,448,300
	2009	56,306.0	6,601.1	62,907.2	212,674.6	\$ 2,186.61	\$ 460,771,200*

(a) weighted average

* Revised from 2009

PRICE PER TON BY VARIETY 2000-2010



APPLE PRODUCTION, APIARY PRODUCTS, AND VEGETABLES

APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2010	763	7.11	5,428	\$ 312		\$ 1,692,300
	2009	833	4.46	3,717	\$ 358		\$ 1,329,800
Fresh	2010			355	\$ 1,667	\$ 592,608	
	2009			353	\$ 1,602	\$ 565,600	
Processed (a)	2010			5,073	\$ 217	\$ 1,099,690	
	2009			3,364	\$ 227	\$ 764,100	
Late Apples	2010	1,853	11.35	20,826	\$ 200		\$ 4,169,300
	2009	2,029	9.72	19,720	\$ 192		\$ 3,788,000
Fresh	2010			368	\$ 1,769	\$ 650,755	
	2009			318	\$ 1,880	\$ 597,100	
Processed (a)	2010			20,458	\$ 172	\$ 3,518,521	
	2009			19,402	\$ 164	\$ 3,190,900	
TOTAL	2010	2,616	10.04	26,254	\$ 223		\$ 5,861,600
	2009	2,862	8.19	23,437	\$ 218		\$ 5,117,800

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

APIARY PRODUCTS



TOTAL VALUE*	2010	\$334,500
	2009	\$378,100

*includes honey, wax and pollination

VEGETABLES



Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2010	710	\$ 8,212,200
Vegetables (a)	2009	701	\$ 8,066,600

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

LIVESTOCK AND POULTRY SUMMARY

LIVESTOCK AND POULTRY

Item	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2010	29,714	154,110	cwt.	\$ 75.59	\$ 11,649,200
	2009	27,163	143,370	cwt.	\$ 64.80	\$ 9,290,400
Sheep/Lambs	2010	23,508	26,312	cwt.	\$ 95.71	\$ 2,518,300
	2009	20,971	23,472	cwt.	\$ 78.89	\$ 1,851,700
Hogs	2010	1,040	2,483	cwt.	\$ 54.24	\$ 134,700
	2009	1,156	2,761	cwt.	\$ 42.30	\$ 116,800
Miscellaneous Poultry (a)	2010					\$ 43,293,300
	2009					\$ 41,034,600
TOTAL VALUE	2010					\$ 57,595,500
	2009					\$ 52,293,500

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

LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2010	4,932,001	cwt.	\$ 15.75	\$ 77,679,100
	2009	5,199,404	cwt.	\$ 12.41	\$ 64,524,700
Milk, Manufacturing	2010	6,458	cwt.	\$ 13.78	\$ 89,000
	2009	7,906	cwt.	\$ 12.14	\$ 96,000
Wool	2010	80,147	lb.	\$ 0.56	\$ 44,900
	2009	76,330	lb.	\$ 0.53	\$ 40,500
Miscellaneous Products (a)	2010				\$ 20,799,800
	2009				\$ 26,398,700
TOTAL VALUE	2010				\$ 98,612,800
	2009				\$ 91,059,900

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

INVENTORY

Item	Number
Cattle and Calves (all) *	66,935
Milk Cows and heifers (2 years and over)	29,923
Beef Cows and heifers (2 years and over)	8,935
Sheep and Lambs (all)	17,939
Hogs	1,040
Laying Hens and Pullets	1,832,145
Goats	1,797

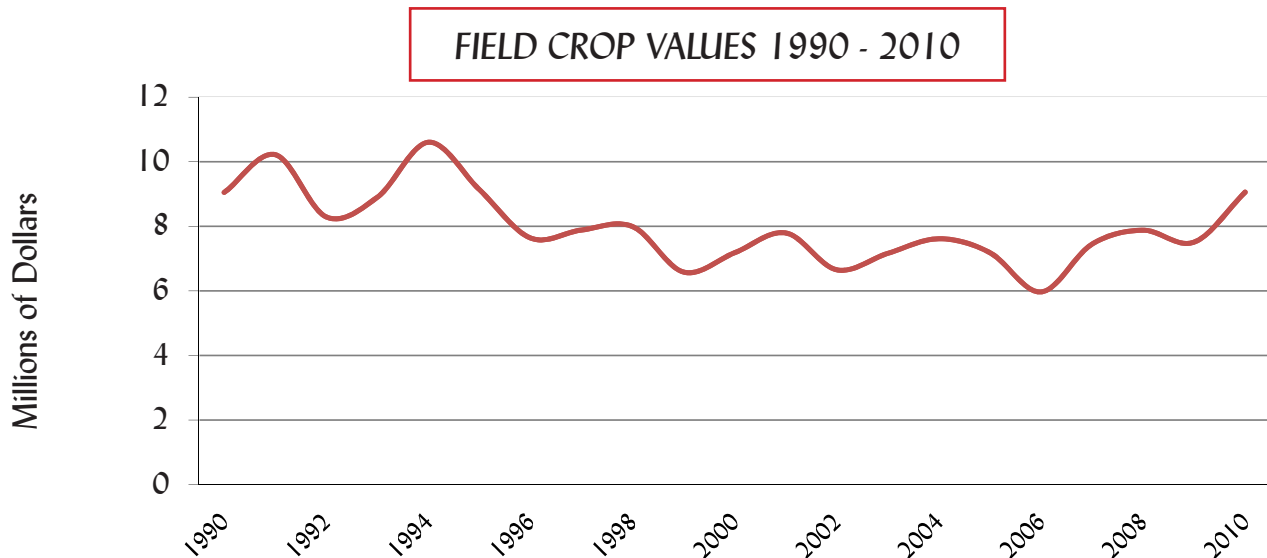
*Number of head as of January 1, 2010 - furnished by California Agricultural Statistics Service

Crop	Year	Acres	Ton/ Acre	Total Tons	Unit	Per Unit	Total
Hay, Oat	2010	5,247	2.2	11,538	ton	\$ 88.84	\$ 1,025,000
	2009	4,090	2.2	8,912	ton	\$ 125.85	\$ 1,153,400
Hay, Volunteer	2010	1,543	5.0	7,715	ton	\$ 17.90	\$ 138,100
	2009	1,190	1.1	1,353	ton	\$ 70.11	\$ 107,100
Green Chop (a)	2010	2,053	11.0	22,620	ton	\$ 19.11	\$ 432,200
	2009	1,223	9.0	10,986	ton	\$ 18.20	\$ 192,200
Oats, Grain	2010	874	1.4	1,212	ton	\$ 177.56	\$ 215,200
	2009	442	1.1	477	ton	\$ 356.80	\$ 128,100
Silage, Corn (a)	2010	195	29.7	5,787	ton	\$ 28.63	\$ 165,700
	2009	250	28.4	7,095	ton	\$ 24.50	\$ 203,700
Silage, Oat (a)	2010	6,164	10.7	65,765	ton	\$ 23.07	\$ 1,517,200
	2009	5,219	10.2	53,008	ton	\$ 20.81	\$ 1,209,800
Straw	2010						\$ 48,100
	2009						\$ 34,500
Miscellaneous (b)	2010						\$ 766,500
	2009						\$ 365,900
Pasture, Irrigated (c)	2010	6,858			acre	\$ 100.00	\$ 685,800
	2009	6,927			acre	\$ 100.00	\$ 692,800
Rangeland (c)	2010	338,401			acre	\$ 12.00	\$ 4,060,900
	2009	341,819			acre	\$ 10.00	\$ 3,418,200
TOTAL VALUE	2010						\$ 9,054,700
	2009						\$ 7,505,700

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

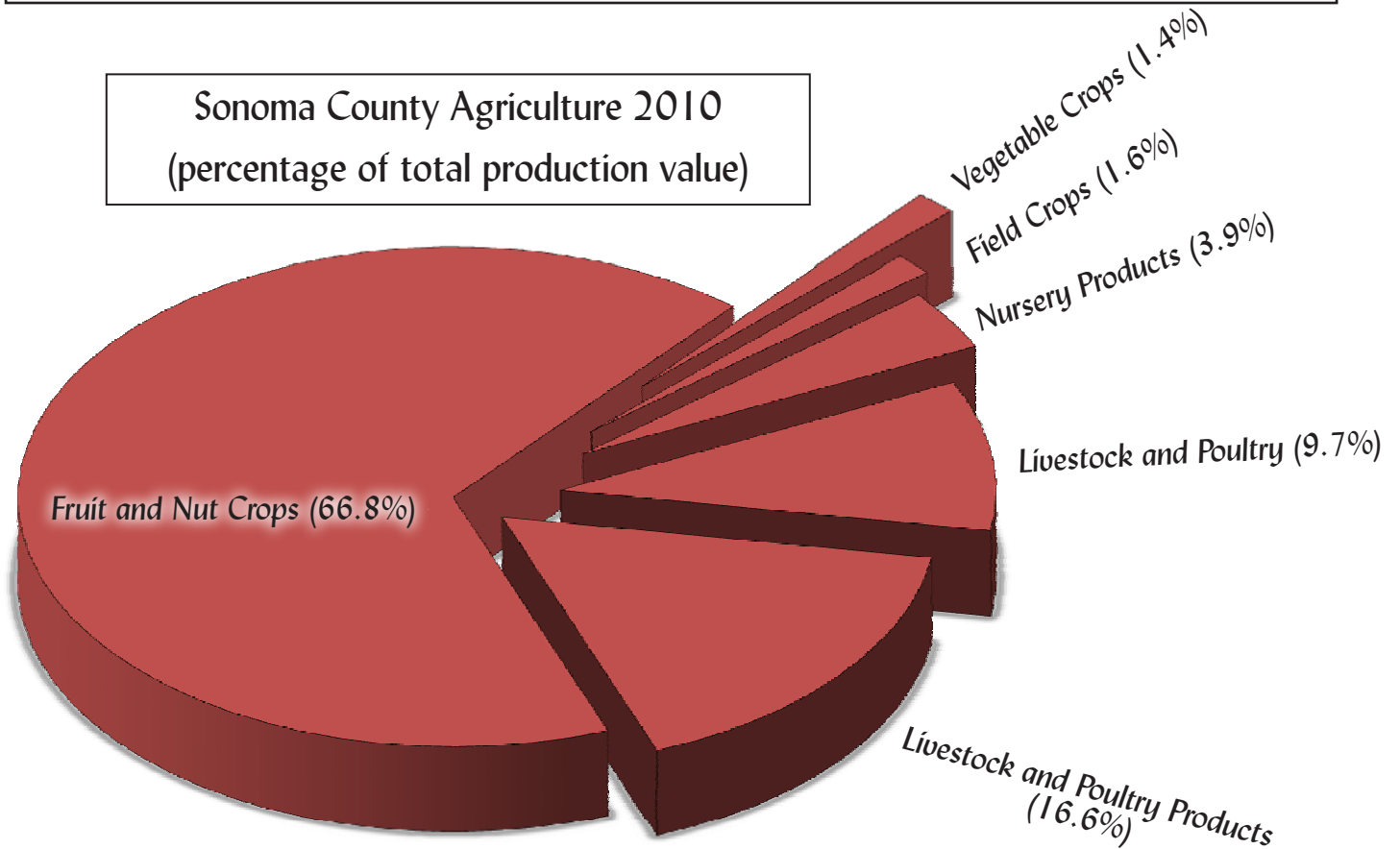
(b) includes alfalfa, barley, safflower, wheat, rye, vetch, Sudan, etc.

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



	2009	2010	% CHANGE
APIARY PRODUCTS	\$ 378,100	\$ 334,500	-11.5%
FIELD CROPS	\$ 7,505,700	\$ 9,054,700	20.6%
VEGETABLE CROPS	\$ 8,066,600	\$ 8,212,200	1.8%
NURSERY PRODUCTS	\$ 23,644,200	\$ 22,983,300	-2.8%
LIVESTOCK AND POULTRY	\$ 52,293,500	\$ 57,595,500	10.1%
LIVESTOCK AND POULTRY PRODUCTS	\$ 91,059,900	\$ 98,612,800	8.3%
FRUIT AND NUT CROPS	\$ 466,569,900*	\$ 397,028,700	-15.0%
TOTAL VALUE	\$ 649,517,900*	\$ 593,821,700	-8.6%

* Revised from 2009



2010 ORGANIC FARMING STATISTICS

Commodity	Registrants	Sites	Acres
Eggs	8	N/A	N/A
Fruits/Nuts	83	477	2,326
Grain/Forage	30	107	2,493
Meat	5	18	N/A
Milk	24	92	N/A
Nurseries	34	48	10
Pasture/Rangeland	20	50	10,461
Vegetables	57	80	266
Winegrapes	30	71	776
Handlers	25	N/A	N/A
Total Individual Registrants	188	693	16,332

NOXIOUS WEED ERADICATION

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

PEST DETECTION TRAPPING

There were 6,244 traps placed for the detection of exotic insect pests including Mediterranean, Oriental, Olive, and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, Khapra Beetle, European Grapevine Moth (EGVM) and Light Brown Apple Moth (LBAM). Traps were serviced 72,538 times. There were 150 traps placed in nurseries for the Glassy-winged Sharpshooter (GWSS), which were serviced 1,872 times. In addition, 475 traps were placed in urban areas for GWSS, which were serviced 5,006 times. EGVM and LBAM were both detected through trapping in 2010, which included 59 confirmed finds of EGVM in Sonoma County.

PEST EXCLUSION

A total of 2,227 premise visits occurred in 2010, and during these visits we inspected 33,328 shipments of plant material. Inspections occurred at the express carriers, nurseries, the post office, feed mills, as well as vineyards and other farms. Forty-five rejections of plant material were made, which is an increase of 12.5% compared with 2009 rejections. Rejected plant material was either destroyed or reconditioned and released. To prevent the spread of GWSS into Sonoma County, department personnel inspected 1,705 shipments of nursery material arriving from infested counties in California. There were no shipments of plant material rejected for the presence of viable GWSS egg masses in Sonoma County in 2010. There were no GWSS adults intercepted in 2010. To assist our industry, we issued 115 federal phytosanitary documents for international shipments and 861 state phytosanitary documents for shipments to other states.

EXOTIC PEST SPECIES INTERCEPTED IN 2010

European Grapevine Moth <i>Lobesia botrana</i>	Light Brown Apple Moth <i>Epiphyas postvittana</i>	Grass Cyst Nematode <i>Heterodera mani</i>
California Red Scale <i>Aonidiella aurantii</i>	Quack Grass <i>Elytrigia repens</i>	Oblong Spurge <i>Euphorbia oblongata</i>
Diaspidid scale <i>Pseudaulacaspis Brimblecombei</i>	Purple Loosestrife <i>Lythrum Salicaria</i>	Woolly Distaff Thistle <i>Carthamus lanatus</i>

VINEYARD AND ORCHARD SITE DEVELOPMENT

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

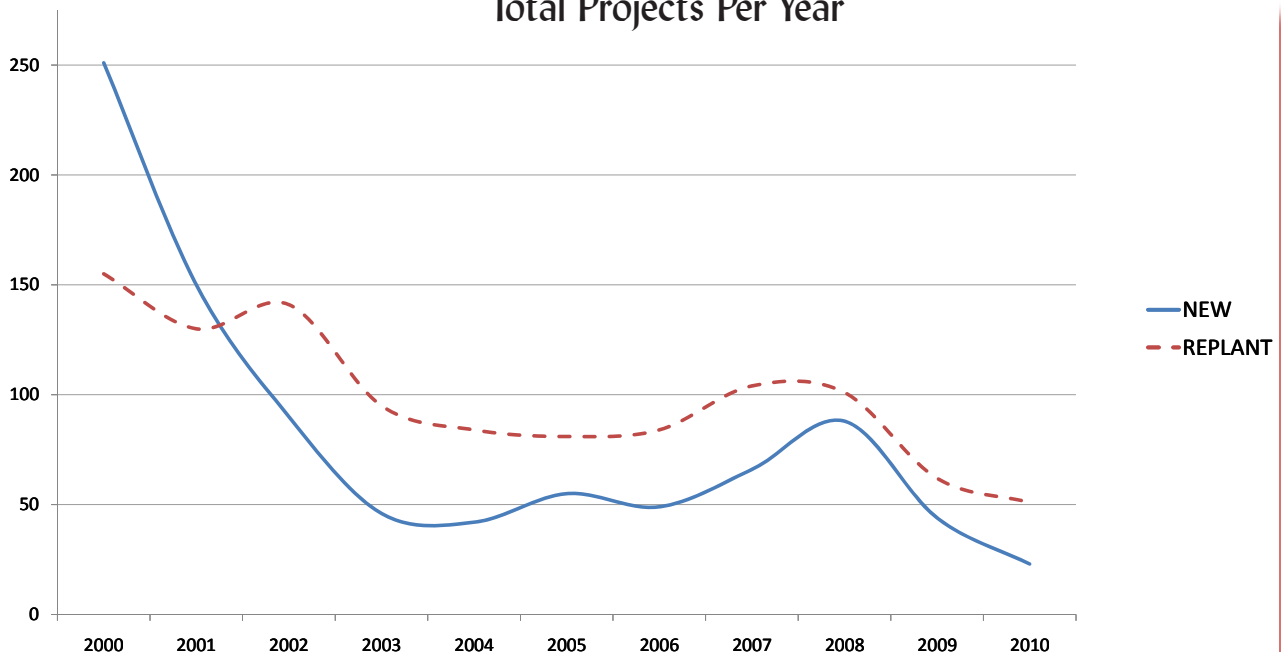
In collaboration with other agencies, organizations and individuals, our agriculture division developed a “Best Management Practices for Agricultural Erosion and Sediment Control”. This handbook provides guidelines necessary to control water quality impacts from accelerated soil erosion due to agricultural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

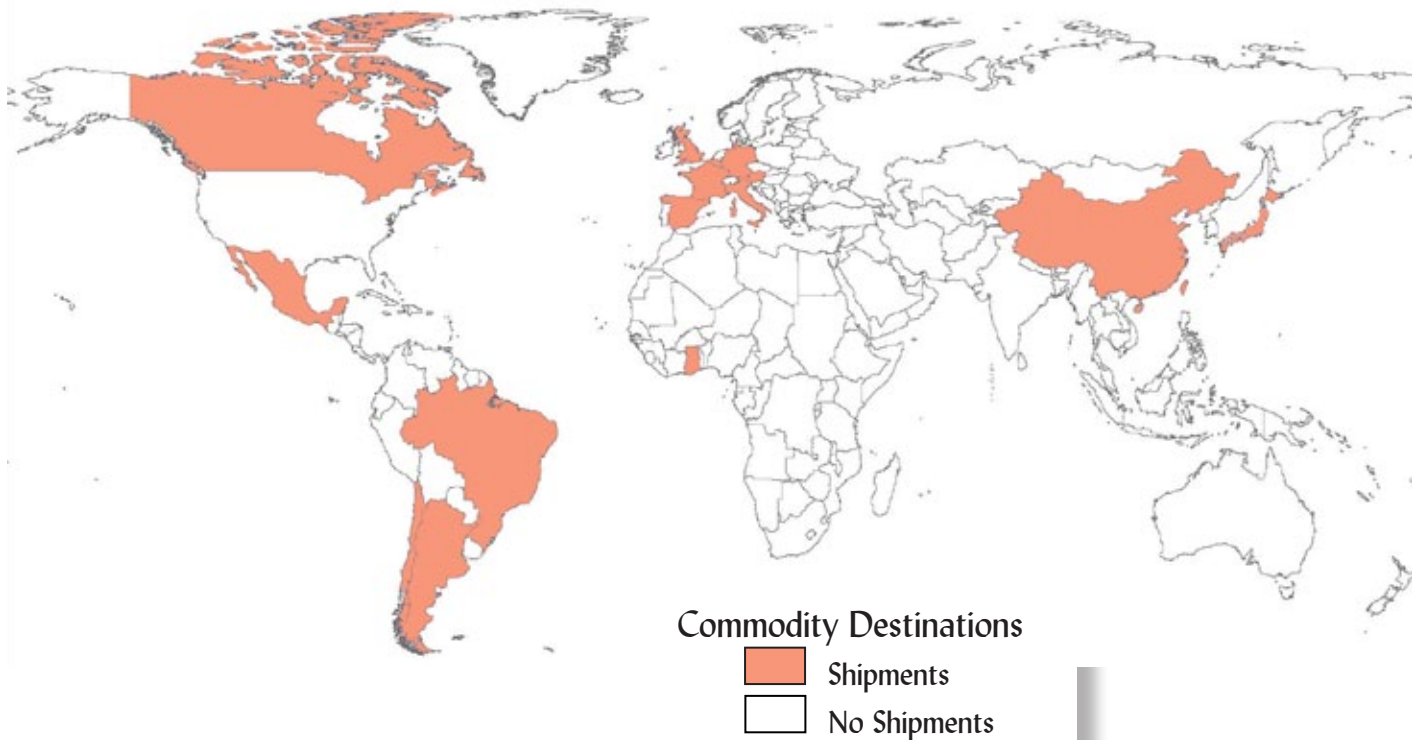
PROJECTS SUBMITTED*

Year	New						Replants						TOTAL Projects
	Level I		Level II		Acreage	Project	Level I		Level II		Acreage	Project	
	Projects	Acreage	Projects	Acreage	Total	Total	Projects	Acreage	Projects	Acreage	Total	Total	
2005	32	281	23	514	795	55	79	870	2	60	930	81	136
2006	49	544	13	151	695	62	78	785	6	47	832	84	146
2007	45	419	21	115	534	66	100	1,001	4	22	1,023	104	170
2008	61	1,157	27	272	1,429	88	97	1,110	4	22	1,132	101	189
2009	24	150	20	377	527	44	57	1,046	5	88	1,134	62	106
2010	10	82	13	75	157	23	51	783	0	0	783	51	74

* Chart displays the number of projects submitted, not necessarily completed, since 2005. In 2010, there were a total of three orchard projects, for a total of 5.84 acres

Total Projects Per Year





Destination	Number of Certificates
Canada	31
Japan	17
French Polynesia	12
Spain	10
Mexico	8
Italy	7
China	6
France	4
Chile	4
Argentina	2
Brazil	2
Germany	2
Ghana	2
Taiwan	2
Hungary	2
Austria	1
Belgium	1
Singapore	1
United Kingdom	1

Commodities Shipped

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

In 2010, the Sonoma County Agricultural Commissioner’s Office issued 115 Federal Phytosanitary Certificates for international shipments to 19 countries, and 861 State Phytosanitary Certificates for shipments within the United States. These certificates were issued by staff to assist the agricultural industry and allow certified plant materials to cross quarantine boundaries. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state/country.

TIMBER HARVEST, EQUESTRIAN INVENTORY, AND COMMERCIAL FISH LANDINGS



TIMBER HARVEST *

Year	Production	Unit	Value (a)
2009	1,228,000	board feet	\$ 512,219
2008	11,835,000	board feet	\$ 6,806,279

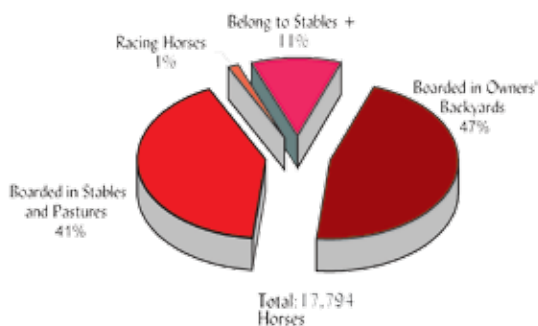
(a) value of the timber immediately before cutting

*Most current data available

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



SONOMA COUNTY HORSE OPERATIONS - 2004*

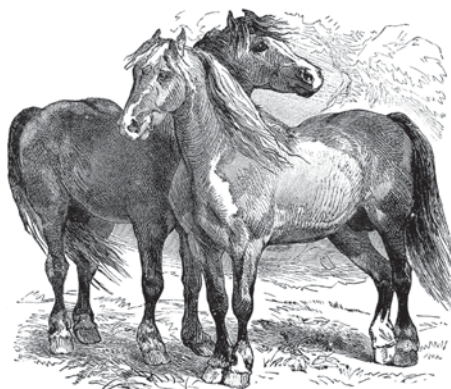


SONOMA COUNTY EQUESTRIAN INVENTORY

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

Information only; most current data available. Sources: Economic Impact Studies for 1994, 1998 and 2004 by Sonoma State University

*Most current data available



COMMERCIAL FISH LANDINGS *

Species		Pounds	Value
Crab, Dungeness	2009	335,674	\$ 945,289
	2008	1,044,861	\$ 3,270,761
Salmon, Chinook	2009	0	\$ ---
	2008	0	\$ ---
Sole, all	2009	70,060	\$ 60,801
	2008	193,151	\$ 190,215
Rockfish, all	2009	34,846	\$ 54,723
	2008	38,388	\$ 72,532
Halibut, California	2009	17,367	\$ 67,435
	2008	1,310	\$ 5,871
Miscellaneous	2009	483,624	\$ 324,771
	2008	78,134	\$ 56,552
Sablefish	2009	57,563	\$ 128,321
	2008	10,849	\$ 27,618
Lingcod	2009	3,263	\$ 4,578
	2008	6,316	\$ 8,582
Tuna, Albacore	2009	18,043	\$ 18,489
	2008	2,100	\$ 2,783
Cabezon	2009	158	\$ 936
	2008	54	\$ 277
TOTAL	2009	1,020,598	\$ 1,605,343
	2008	1,375,163	\$ 3,635,191

*Most recent figures provided by California Department of Fish and Game. Source: <http://www.dfg.ca.gov/marine/landings09.asp> Informational only.

AGRICULTURE DIVISION SUMMARY

In 2010 the Agriculture Division:

- Implemented state and federal quarantine restrictions to combat the spread of the newly introduced and extremely destructive pest, the European Grapevine Moth (EGVM). Staff placed approximately 7,000 traps for early detection, issued nearly 900 quarantine compliance agreements, and provided outreach through meetings, mailings and web updates.
- Worked collaboratively with growers and environmental resource agencies to develop the Frost Protection Ordinance, which requires vineyard and orchard frost water protection users in the Russian River Watershed to register with the Agricultural Commissioner's Office. This annual registration will collect survey information on the nature of each frost system infrastructure and water diversions, the first phase of addressing the potential conflict of frost water use with salmonids.
- Implemented an organic inspection program for all new uncertified organic operations aimed at determining compliance with the national and state organic rules.

Did you know that in 2010 the Agriculture Division...

- Inspected approximately 33,300 incoming shipments of plant material at nurseries and shipping terminals for exotic pests
- Issued 202 Producer Certificates and 13 Farmers' Market certificates
- Registered 20 new organic producers
- Inspected 5 million chicken eggs for defects (via representative sampling)
- Issued 976 Phytosanitary certificates for the export of plant material out of Sonoma County
- Diverted more than 16,000 pounds of plastic containers from the landfill through the division's two recycling events with approximately 113 growers participating
- Inspected 32 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining items such as BBQs, boats, cars, fire wood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Gypsy Moth (*Lymantria dispar*)
- Investigated 35 suspected illnesses and complaints as part of the Pesticide Use Enforcement program
- Issued 559 Operator Identification Numbers and Pesticide Use Permits
- Surveyed more than 1,000 Sonoma County producers in preparation for the 2010 Agricultural Crop Report



WEIGHTS AND MEASURES DIVISION SUMMARY

The Division of Weights and Measures has been in existence in Sonoma County since 1916. It is a division within the Agricultural Commissioner's Office and the Agricultural Commissioner also serves as the County Sealer. Weights and Measures works in partnership with the State Division of Measurement Standards to enforce Weights and Measures laws and regulations at the county level. Weights and Measures also enforces locally enacted county ordinances that fall under our jurisdiction.

Traditionally, Weights and Measures Inspectors certify commercial weighing and measuring devices used in commerce. The term "commercial device" is defined by law as a device used to make a "... determination of the weight, measure, or count of any commodity or thing upon which determination of a charge for service is based." Sonoma County consumers encounter commercial devices frequently in their daily lives. Scales are used to weigh produce at the local supermarket; fuel dispensers are used to meter and purchase fuel at the local gas station; and taxi meters measure the distance traveled for a ride across town.

In 2006, the Weights and Measures Division began implementing the 'Price Verification Program Ordinance'. This ordinance regulates local businesses that use a scanner system at the point of sale to register with their county Weights and Measures Division. These businesses must undergo routine price verification inspections. Point of sale scanner systems have greatly reduced the "waiting time" spent at the checkout register. At the same time, retailers have introduced more product sales, discounts, and conditions of sale (buy one get one for half price). This technology has increased the potential for pricing errors as hundreds of products go on-sale and come off-sale on a daily and weekly basis. This ordinance protects consumers by assuring they are being charged the correct price for each item.

Did you know that in 2010 the Weights and Measures Division...

- Scanned over 19,601 items while performing 676 price verification inspections at local retailers
- Inspected 3,834 fuel pumps at local gas stations
- Inspected over 1,285 deli and supermarket scales used to weigh non-standards weight items
- Responded to more than 120 consumer complaints ranging from incorrect charges at retail businesses to suspected contaminated fuel at local gas stations
- Inspected over 116 taxi meters



Ag Days is a Sonoma County tradition. The Sonoma County Farm Bureau annually sponsors the two-day event, which is a celebration of Sonoma County's Agricultural industry and the rich heritage that continues to define a way of life for Sonoma County residents. Ag Days offer an opportunity for thousands of school children to learn more about farming and where their food comes from, allowing them to connect with the farms and ranches that blanket the county. An essay writing contest is one of many farm-themed contests held each year, which also include posters, murals, scarecrow-building, and farm photography. Following is the winning Ag Days Essay for 2011.

Growing a Healthy Future

By: Zoe Maddox, 5th Grade
Pacific Christian Academy

Growing a healthy future is what farmers do in Sonoma County. How? By growing healthful foods and keeping the environment clean and beautiful.

Growing healthy crops and producing delicious, healthful foods is important. Healthy eating habits will help people have a healthy future. And who will help make sure we have healthful food? Farmers, of course. Farmers in Sonoma County love to grow and sell healthy foods!

Farmers, whether they are organic or conventional, care for and about our environment. Some foods are organically grown with no pesticides or other chemicals. Other foods are grown using chemical sprays to keep pests away and fight disease. Why? Being "earth friendly" is a key to a healthy future.

And who are helping us grow a healthy future? Our wonderful and helpful farmers of Sonoma County! Thanks!



VISION

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

MISSION

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

- Sustainable Agriculture
- Equity in the Marketplace

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Agriculture Division Staff**CHIEF DEPUTY AGRICULTURAL COMMISSIONER**

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AGRICULTURE AND VINEYARD CONSERVATION COORDINATOR

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DEPARTMENT ANALYST

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AGRICULTURAL BIOLOGIST

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