

GROWING THROUGH DIVERSITY



2012 Annual Report

San Luis Obispo County Department of Agriculture
Weights & Measures



SAN LUIS OBISPO COUNTY DEPARTMENT OF AGRICULTURE WEIGHTS AND MEASURES

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MISSION STATEMENT

The Department of Agriculture/Weights and Measures is committed to serving the community by protecting agriculture, the environment, and the health and safety of its citizens, and by ensuring equity in the marketplace.

FINANCIAL REPORT

Fiscal Year 2011-12

| | | |
|----------------|--------------------|-----|
| REVENUE | \$5,318,417 | |
| COUNTY FUNDS | 2,123,459 | 40% |
| STATE FUNDS | 2,819,693 | 53% |
| COLLECTED FEES | 375,265 | 7% |

| | | |
|-----------------------|------------------|-----|
| EXPENDITURES | 5,318,417 | |
| SALARIES AND BENEFITS | 4,354,607 | 82% |
| SERVICES & SUPPLIES | 514,624 | 10% |
| OVERHEAD | 449,186 | 8% |
| EQUIPMENT | 0 | 0% |

FUNDING SOURCES **\$5,318,417**

| | | |
|-------------------------------|------------------|-----|
| AGRICULTURAL RESOURCES | \$349,138 | |
| STATE FUNDS | 35,698 | 10% |
| COUNTY FUNDS | 288,841 | 83% |
| COLLECTED FEES | 24,599 | 7% |

| | | |
|-----------------------------|------------------|-----|
| WEIGHTS AND MEASURES | \$574,413 | |
| STATE FUNDS | 7,699 | 1% |
| COUNTY FUNDS | 382,464 | 67% |
| COLLECTED FEES | 184,250 | 32% |

| | | |
|---------------------------------|--------------------|-----|
| ENVIRONMENTAL PROTECTION | \$1,398,659 | |
| STATE FUNDS | 991,202 | 71% |
| COUNTY FUNDS | 375,936 | 27% |
| COLLECTED FEES | 31,521 | 2% |

| | | |
|------------------------|------------------|-----|
| PEST MANAGEMENT | \$862,523 | |
| STATE FUNDS | 290,071 | 34% |
| COUNTY FUNDS | 571,626 | 66% |
| COLLECTED FEES | 826 | .1% |

| | | |
|------------------------|------------------|-----|
| PRODUCT QUALITY | \$262,875 | |
| STATE FUNDS | 89,433 | 34% |
| COUNTY FUNDS | 146,697 | 56% |
| COLLECTED FEES | 26,745 | 10% |

| | | |
|------------------------|--------------------|-----|
| PEST PREVENTION | \$1,870,809 | |
| STATE FUNDS | 1,405,589 | 75% |
| COUNTY FUNDS | 357,896 | 19% |
| COLLECTED FEES | 107,324 | 6% |



COUNTY OF SAN LUIS OBISPO Department of Agriculture/Weights and Measures

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Karen Ross, Secretary
California Department of Food and Agriculture
And
The Honorable Board of Supervisors
San Luis Obispo County

In accordance with Section 2279 of the California Food and Agricultural Code, I am pleased to release the 2012 annual crop report for San Luis Obispo County. It is important to note that the values represented in this report do not reflect net profits for producers, but rather, the gross value of agricultural commodities produced within the county.

For the third consecutive year, the collective value of San Luis Obispo County agricultural commodities reached a record high. The total crop value for 2012 hit \$861,803,000, an increase of \$129,390,000 or 17.7% over 2011. Three out of the five categories represented in this report, Animal, Field Crops and Fruit and Nut posted record values. The Vegetable category, while not posting a record high, was up overall from 2011 by 17.1% at \$204,900,000. The Nursery category posted a slight 1% decline on the year, but is poised for continued recovery from the hard hit economy of the past few years.

Strawberries took the top rank for the second year in a row with an overall value of \$205,000,000. With prices for fresh market berries increasing by 15% and early varieties allowing for a longer harvest season, strawberries maintained the number one slot despite a slight decline in planted acres for the year. Strawberries accounted for almost 24% of the total overall commodity values.

Wine grape yields rebounded significantly in 2012. Freezing April temperatures reduced 2011 yields considerably. However, favorable growing conditions in 2012 allowed for a 31% increase in yields. Improved yields compounded with higher prices across the board brought the overall value of wine grapes to a record high of \$197,940,000.

The animal industry rose 3.3% to reach a record high of \$73,857,000. Cattle and calves remained the number three commodity in the county with an overall value of \$69,492,000. Drought conditions and limited natural feed contributed to smaller herds and the early sell off of animals carrying less weight. However, high demand and prices for local beef cattle pushed values 3.9% above those of 2011.

The theme for this year's crop report highlights the diversity of agriculture in San Luis Obispo County. Agriculturalists produced 112 different types of crops during the year providing stability to our local economy. A more comprehensive look at the overall economic contributions of our local agricultural industries will be released in a report later this year.

The production of this report would not be possible without the contributions of our local agricultural industry providing their expertise and knowledge to make this report as accurate as possible. Additionally, I would like to thank my staff for compiling and analyzing this information and for their continued dedication to our mission of protecting agriculture.

Respectfully submitted,

Martin Settevendemie
Agricultural Commissioner/Sealer

THE VALUE OF DIVERSITY

Even if you've never been to Iowa or Nebraska, you have a pretty good idea of what their agriculture looks like. Row upon row of corn blankets the landscape, in identically spaced rows that spread out in geometric patterns on a grand scale. To be fair, both states grow other crops, but when corn accounts for over half of the agricultural acreage and roughly 70% of the overall crop value for both states, there is little doubt that crop diversity is limited.

Conversely, if you asked one hundred different people to describe their perception of agriculture in San Luis Obispo County, you could easily get one hundred different

answers. For many, it's the rolling hills of Templeton that would spring to mind, with vineyards undulating across the hilly topography. For others, it may be an image of green verdant hills dotted with cattle grazing contentedly on spring grasses that embodies their idea of San Luis Obispo County agriculture.

The possibilities hardly stop there: rows of strawberries in the South County with laborers hard at work harvesting each berry by hand, groves of citrus and avocados in the coastal valleys, rows of lettuce traversing the rich soils of Los Osos Valley, broccoli and cabbage and cauliflower spread out across the Arroyo Grande and Oso Flaco valleys, or possibly the greenhouses built upon the sandy soils of the Nipomo Mesa where all manner of cut flowers,



bedding plants, houseplants, and vegetable transplants are produced.

The truth is, it's impossible to sum up the agriculture of San Luis Obispo County in a single image or a single industry, and therein lies the strength of the industry.

Consider the first image in the hills of Templeton. A casual observer may only notice the vineyards and opulent tasting rooms that overlook the valleys. But look closer and you'll find that grain growers still thrive producing barley and forage hay. Cattle graze the hills and valleys, and may even outnumber the wine enthusiasts that travel from winery

to winery sampling the excellent vintages of San Luis Obispo County. A burgeoning olive oil industry flourishes amongst the famous vineyards, and have begun to carve out their own unique brand of tasting rooms.

For over 80 years, the San Luis Obispo County Agricultural Commissioner/Sealer has produced an annual crop report detailing the major crops of the day. Although there have been significant changes during that time, the diversity of crops grown in the ideal climate of San Luis Obispo County has been evident through the decades. Even back in 1928, the values of SLO County agriculture were divided

(Continued...)



between many different crops and industries, as the animal industry, field crops, fruit and nut crops, and vegetables all accounted for a significant slice of the pie. Although once major crops, such as beans and almonds, have given way to winegrapes and strawberries, our diversity of crops remains strong.

This year we are pleased to release a supplement to our annual crop report. We plan to publish the first “Economic Contributions of San Luis Obispo County Agriculture” report in late summer. This economic report will address many of the questions that often arise with the release of our annual crop report, such as the ripple effects our local agricultural industry has on the economy, but until now we were unable to answer. This so-called multiplier effect indicates that agriculture contributes far beyond the gross farmgate value described in our opening letter, and when the entire picture is taken into account, local agriculturalists contribute nearly two billion dollars to the county economy.

The economic report will analyze the number of jobs created by the County’s agricultural industry, and the economic effects associated with local value-added food processing, most commonly displayed by production of premium wines from locally grown wine grapes. The report will discuss the County’s diverse agricultural industry, and the importance of this diversity from an economic standpoint, which enhances our ability to withstand shocks to the industry, changing trends in consumption, and drastic weather events.

The business of agriculture is not for the faint of heart. Obviously, weather can be an enormous factor in swaying the value of a particular crop from year to year. In just the past five years, several of our key crops have seen large swings due to weather related events. In 2011, winegrapes suffered a significant decline due to a late spring frost. In 2009, avocado and citrus suffered significant fruit loss due to a week of unusually high temperatures.

The difficulties aren’t limited to weather: a suffering economy led to lowered demand for local nursery products, a trend that only recently has begun to stabilize. Along with unpredictable weather and economic shifts, agriculturalists must constantly deal with changing consumer demand and pest pressures. The impact from all of these potential problems is limited due to our diversity and lack of reliance on a single commodity.

In agriculture, much like the general economy, diversity builds strength. A diversity of crops enables both individual growers and our local agricultural industry as a whole to withstand temporary setbacks and remain strong over the long term. The diversity of San Luis Obispo agriculture provides a stable backbone for our County’s economy. The thriving farms spread out across our county provide a solid foundation for our local economy and help insure that our community remains vibrant and prosperous for many decades to come.



At Home with **THE BLANCHARDS** AT **OLDCREEKRANCH:**



DIVERSIFICATION
AND INNOVATIVE
WAYS TO GROW IN
HARMONY
WITH NATURE.

East of Cayucos and the Whale Rock Reservoir in the Santa Lucia foothills lies Old Creek Ranch.

Nestled along Santa Rita Creek, Bob and Terri Blanchard have devoted their lives and their passion to growing their multifaceted ranch operation.

Bob was seven years old when he moved to Old Creek Ranch with his parents in 1949. The area was then mainly comprised of traditional grass dairies and for a time the Blanchard family raised dairy cattle on the 400 acre property. Bob's father planted avocados and the first commercial Valencia orange grove in San Luis Obispo County. Over time Bob learned the many skills necessary to run a successful farming operation and eventually incorporated the raising of beef cattle, hogs, lambs, goats, and hens into the business. On a chance, mutual friends introduced Bob to Terri who lived in the city of San Luis Obispo. Terri had very little farming or ranching background, but as luck would have it, their fondness for each other grew and they married in 1968. Together with a mutual love and dedication to the ranching life, they continued the ranch operation, leased additional property, and have broadened their business to include an ever increasing variety of agricultural products.

The Blanchards grew to embrace their current philosophy and motto "grown in harmony with nature" as a result of the encouragement from the PG&E Land Stewardship committee and its land stewardship goals. To maintain their lease with PG&E, the Blanchards had to find a way to graze their cattle while protecting the health of the native wildlife. Bob's family had grazed cattle using traditional methods for decades. Through supplemental support, education, and equipment from the Land Stewardship committee and the Blanchard's innovative techniques, they developed grazing practices which met those goals. One of these practices included rotation of high density grazing so that the ecosystem had a chance to renew between grazing cycles. During that time Bob and Terri realized the direct dependency of one species on another and branched out to embrace the philosophy of the mutual connectedness throughout the production of many of their other farmed products. While maintaining standards of the National

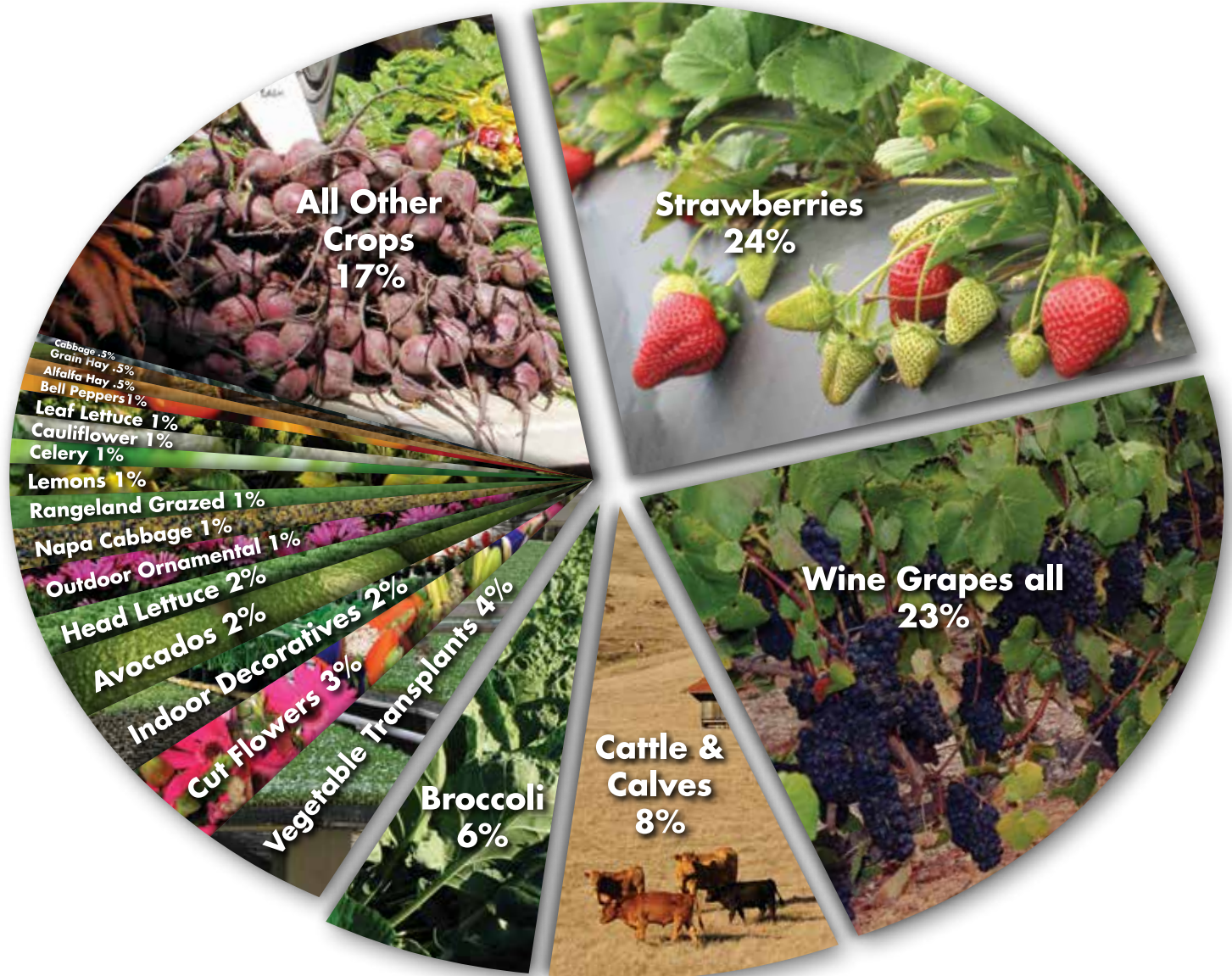
Organics Program, they chose to incorporate the practice of allowing foraging farm animals within their orchards. This has been found to have mutual benefits to the health of the animals, plants, and soil, resulting in superior products.

The Old Creek Ranch diverse product line includes USDA Certified Organic grass fed beef, lamb, pork, goat, poultry, eggs, Valencia oranges, and Hass avocados as well as juice and other processed products from their 400 acre home ranch and leased rangeland which they have managed for decades. Today, Old Creek Ranch has developed into a significant marketing operation, and products are sold through a chain of retail stores and at Farmers Markets in Santa Clara and Santa Cruz Counties. In addition, their products are sold at Natures Touch in Templeton and the Food Co-op in San Luis Obispo. They also sell direct to customers at the ranch and through their online business.

The Blanchards have adapted well to a changing market where small volume farmers continue to be competitive by creating a brand identity, producing high quality farm products, listening to what their customers want and why, and nimbly filling that need. Through their distinct farming practices and educational outreach, consumers and next generation farmers are learning that it is possible to produce high quality food while still honoring the environment.



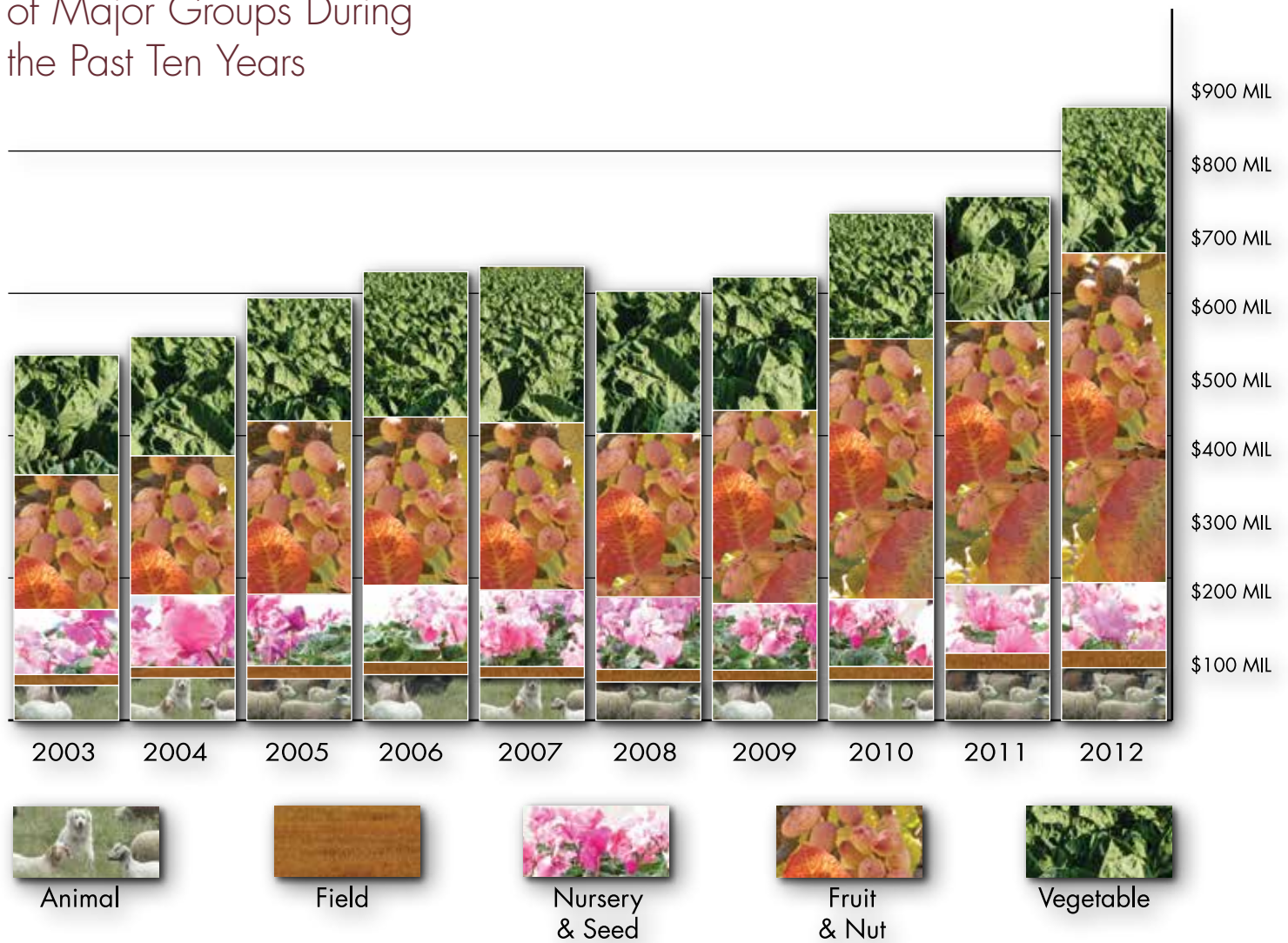
TOP TWENTY VALUE CROPS



| | | | |
|-----------------------------------|---------------|--------------------------------|--------------|
| 1. Strawberries. | \$205,000,000 | 11. Napa Cabbage. | \$12,042,000 |
| 2. Wine Grapes all | \$197,940,000 | 12. Rangeland Grazed | \$10,200,000 |
| 3. Cattle and Calves | \$69,492,000 | 13. Lemons | \$9,064,000 |
| 4. Broccoli | \$51,177,000 | 14. Celery | \$8,676,000 |
| 5. Vegetable Transplants. | \$32,227,000 | 15. Cauliflower | \$6,665,000 |
| 6. Cut Flowers | \$23,821,000 | 16. Leaf Lettuce | \$5,938,000 |
| 7. Indoor Decoratives | \$20,772,000 | 17. Bell Peppers. | \$5,492,000 |
| 8. Avocados | \$18,419,000 | 18. Alfalfa Hay | \$4,211,000 |
| 9. Head Lettuce | \$13,183,000 | 19. Grain Hay. | \$4,153,000 |
| 10. Outdoor Ornamentals | \$12,750,000 | 20. Cabbage | \$4,148,000 |

COMPARISON OF VALUATION

of Major Groups During the Past Ten Years



| YEAR | ANIMAL | FIELD | NURSERY | FRUIT & NUT | VEGETABLE | TOTAL VALUE |
|-------------|------------|------------|-------------|--------------|-------------|--------------|
| 2003 | 49,181,000 | 15,161,500 | 91,476,000 | 189,144,000 | 168,423,000 | 513,385,500 |
| 2004 | 59,620,000 | 15,342,100 | 101,156,000 | 195,712,000 | 167,606,000 | 539,436,100 |
| 2005 | 58,380,000 | 18,055,000 | 100,697,000 | 243,604,000 | 172,896,000 | 593,632,000 |
| 2006 | 64,244,000 | 17,477,000 | 108,066,000 | 236,491,000 | 204,336,000 | 630,614,000 |
| 2007 | 60,078,000 | 15,462,000 | 107,674,000 | 235,135,000 | 219,746,000 | 638,095,000 |
| 2008 | 53,848,000 | 17,790,000 | 101,845,000 | 229,661,000 | 199,778,000 | 602,922,000 |
| 2009 | 55,375,000 | 15,178,000 | 93,759,000 | 271,474,000 | 187,309,000 | 623,095,000 |
| 2010 | 57,139,000 | 18,545,000 | 94,708,000 | 365,750,000 | 176,666,000 | 712,808,000 |
| 2011 | 71,479,000 | 22,929,000 | 96,454,000 | 366,570,000* | 174,981,000 | 732,413,000* |
| 2012 | 73,857,000 | 24,612,000 | 95,155,000 | 463,279,000 | 204,900,000 | 861,803,000 |

*revised

ANIMAL INDUSTRY

The beef cattle industry felt the effects of local and nationwide drought conditions. Locally, herd sizes were reduced as a result of the uncertainty of available grass

for grazing. Drought conditions across the nation increased the demand for locally raised cattle, creating strong prices. The total production value for the animal sector increased 3% compared to 2011.



| COMMODITY | YEAR | NUMBER OF HEAD | PRODUCTION | UNIT | PER UNIT | TOTAL |
|------------------------------|-------------|----------------|------------|------|----------|---------------------|
| Cattle and Calves | 2012 | 72,900 | 564,975 | Cwt | \$123.00 | \$69,492,000 |
| | 2011 | 81,000 | 607,500 | Cwt | \$110.00 | \$66,825,000 |
| Miscellaneous | 2012 | | | | | 4,365,000 |
| | 2011 | | | | | 4,654,000 |
| TOTAL ANIMAL INDUSTRY | 2012 | | | | | \$73,857,000 |
| | 2011 | | | | | \$71,479,000 |

* Aquaculture, Eggs, Goats, Lambs, Sheep, Wool, Chickens, Pigs, Bees, Honey



FIELD CROPS

Drought conditions during 2012 negatively affected field crops resulting in decreased yields. Prices were strong as demand for animal feed held steady.

Despite reduced yields, the combined value of field crops was 7% above 2011.

| CROP | YEAR | ACREAGE | | PRODUCTION | | UNIT | VALUE | |
|--------------------------|-------------|---------------|------------------|------------|--------|------|----------|---------------------|
| | | PLANTED | HARVESTED | PER ACRE | TOTAL | | PER UNIT | TOTAL |
| Alfalfa Hay | 2012 | 2,692 | 2,682 | 6.28 | 16,843 | Ton | \$250.00 | \$4,211,000 |
| | 2011 | 2,110 | 2,110 | 5.88 | 12,407 | Ton | \$261.00 | \$3,238,000 |
| Barley | 2012 | 12,607 | 11,830 | 0.89 | 10,529 | Ton | 276.00 | 2,906,000 |
| | 2011 | 12,969 | 12,818 | 0.90 | 11,536 | Ton | 260.00 | 2,999,000 |
| Grain Hay ++ | 2012 | 10,834 | 10,498 | 1.79 | 18,791 | Ton | 221.00 | 4,153,000 |
| | 2011 | 9,972 | 9,569 | 2.18 | 20,860 | Ton | 190.00 | 3,963,000 |
| Grain Stubble (Grazed) | 2012 | | 7,140 | | | Acre | 9.00 | 64,000 |
| | 2011 | | 8,323 | | | Acre | 11.00 | 92,000 |
| Rangeland, Grazed | 2012 | | 1,020,000 | | | Acre | 10.00 | 10,200,000 |
| | 2011 | | 1,025,000 | | | Acre | 10.00 | 10,250,000 |
| Miscellaneous* | 2012 | 3,177 | 4,772** | | | | | 3,078,000 |
| | 2011 | 3,467 | 4,612** | | | | | 2,387,000 |
| TOTAL FIELD CROPS | 2012 | 29,310 | 1,056,922 | | | | | \$24,612,000 |
| | 2011 | 28,518 | 1,062,432 | | | | | \$22,929,000 |

* Irrigated Pasture, Green Chop, Oats, Silage Corn, Safflower, Sudan Grass, Wheat, Field Seed, Dried Beans, Triticale

++ Includes winter forage

** Harvested acres include irrigated pasture

FRUIT & NUTCROPS

of strawberries were picked in 2012 from roughly 3,000 acres. Mild weather conditions and limited rainfall resulted in increased production.

Wine grapes remained the number two ranked commodity in value in 2012. Production overall rebounded dramatically from the effects of the devastating April 2011 frost to record breaking levels. Overall, total production increased 31% compared to 2011. Strong prices and high demand for San Luis Obispo County's wine grapes set a new record for value at over \$197 million. Wine grape acreage expanded

For the second consecutive year, the strawberry industry remained in the top position in overall value in 2012. Over 123,000 tons

by 3% in 2012, with the majority of new acreage planted in the north county.

Favorable weather conditions in 2012 led to increased yields for avocado, lemon and orange growers. Total production for avocados increased by 103% and lemons increased by 142%

However, price per ton for avocados and lemons fell by 48% and 54% respectively.

Orange growers produced 73% more fruit over 2011 levels and saw very strong prices.



| CROP | YEAR | ACREAGE | | PRODUCTION | | UNIT | PER UNIT | TOTAL |
|------------------------------------|---------------|---------------|-------------------|------------|---------|------|------------|----------------------|
| | | PLANTED | BEARING/HARVESTED | PER ACRE | TOTAL | | | |
| Avocados | 2012 | 4,840 | 4,549 | 2.804 | 12,755 | Ton | \$1,444.00 | \$18,419,000 |
| | 2011 | 4,800 | 4,549 | 1.380 | 6,278 | Ton | \$2,759.00 | \$17,320,000 |
| Grapes, Wine (All) | 2012 | 38,897 | 36,550 | | 149,734 | Ton | | 197,940,000 |
| | 2011 | 37,688 | 35,086 | | 114,600 | Ton | | 130,529,000 |
| Chardonnay | 2012 | | 3,949 | 4.320 | 17,060 | Ton | 1,303.00 | 22,229,000 |
| | 2011** | | 3,474 | 3.380 | 11,742 | Ton | 1,214.00 | 14,255,000 |
| Sauvignon Blanc | 2012 | | 1,251 | 4.437 | 5,551 | Ton | 1,101.00 | 6,111,000 |
| | 2011** | | 950 | 4.213 | 4,002 | Ton | 1,001.00 | 4,006,000 |
| White Wine (Other) | 2012 | | 1,879 | 3.773 | 7,089 | Ton | 1,268.00 | 8,989,000 |
| | 2011 | | 1,801 | 2.713 | 4,886 | Ton | 1,173.00 | 5,731,000 |
| Cabernet Sauvignon | 2012 | | 11,544 | 4.338 | 50,078 | Ton | 1,296.00 | 64,901,000 |
| | 2011** | | 11,279 | 3.176 | 35,822 | Ton | 1,126.00 | 40,336,000 |
| Merlot | 2012 | | 4,817 | 5.072 | 24,432 | Ton | 1,085.00 | 26,509,000 |
| | 2011** | | 4,790 | 5.221 | 25,009 | Ton | 878.00 | 21,958,000 |
| Pinot Noir | 2012 | | 2,559 | 2.145 | 5,488 | Ton | 2,578.00 | 14,148,000 |
| | 2011** | | 2,106 | 1.379 | 2,905 | Ton | 2,685.00 | 7,800,000 |
| Syrah | 2012 | | 3,714 | 3.058 | 11,357 | Ton | 1,297.00 | 14,731,000 |
| | 2011** | | 3,694 | 2.274 | 8,400 | Ton | 1,196.00 | 10,047,000 |
| Zinfandel | 2012 | | 2,954 | 3.558 | 10,510 | Ton | 1,342.00 | 14,105,000 |
| | 2011 | | 3,099 | 2.709 | 8,395 | Ton | 1,164.00 | 9,772,000 |
| Red Wine (Other) | 2012 | | 3,883 | 4.679 | 18,169 | Ton | 1,443.00 | 26,217,000 |
| | 2011** | | 3,893 | 3.452 | 13,439 | Ton | 1,237.00 | 16,624,000 |
| Lemons | 2012 | 1,591 | 1,470 | 27.900 | 41,013 | Ton | 221.00 | 9,064,000 |
| | 2011 | 1,634 | 1,571 | 10.780 | 16,935 | Ton | 479.00 | 8,112,000 |
| Strawberries (All) | 2012 | | 3,092 | | 123,309 | Ton | | 205,000,000 |
| | 2011 | | 3,159 | | 119,713 | Ton | | 179,012,000 |
| Fresh | 2012 | | | 29.886 | 92,408 | Ton | 1,980.00 | 182,967,000 |
| | 2011 | | | 28.794 | 90,960 | Ton | 1,742.00 | 158,453,000 |
| Processed | 2012 | | | 9.994 | 30,901 | Ton | 713.00 | 22,033,000 |
| | 2011 | | | 9.102 | 28,753 | Ton | 715.00 | 20,559,000 |
| Valencia Oranges | 2012 | 295 | 295 | 24.365 | 7,188 | Ton | 255.00 | 1,833,000 |
| | 2011 | 295 | 295 | 14.119 | 4,165 | Ton | 162.00 | 675,000 |
| English Walnuts | 2012 | 2,287 | 2,287 | 0.600 | 1,372 | Ton | 2,260.00 | 3,101,000 |
| | 2011 | 2,371 | 2,371 | 0.512 | 1,214 | Ton | 2,599.00 | 3,155,000 |
| Miscellaneous* | 2012 | 2,392 | 2,049 | | | | | 27,922,000 |
| | 2011** | 2,839 | 2,339 | | | | | 27,767,000 |
| TOTAL FRUIT & NUT CROPS | 2012 | 50,302 | 50,292 | | | | | \$463,279,000 |
| | 2011** | 49,627 | 49,370 | | | | | \$366,570,000 |

* Almonds, Apples, Apricots, Asian Pears, Blackberries, Blueberries, Caneberries, Feijoas, Grapefruit, Kiwis, Mandarin Oranges, Navel Oranges, Olives, Passion Fruit, Peaches, Persimmons, Pistachios, Pomegranates, Raspberries, Specialty Citrus, Table Grapes

** Revised

VEGETABLE CROPS

Fairly mild weather conditions during 2012 had variable effects on vegetable production. Overall, the value increased 17% over 2011. Consisting of primarily annual crops, this agricultural

sector tends to be speculative on assessing future customer demands with growers making adjustments from year to year on what is grown, resulting in fluctuation in acreage totals. Labor shortages had a negative impact on the vegetable industry in 2012.



| CROP | YEAR | HARVESTED ACREAGE | PRODUCTION PER ACRE | TOTAL | UNIT | PER UNIT | TOTAL |
|------------------------------|-------------|-------------------|---------------------|--------|------|----------|----------------------|
| Bell Peppers | 2012 | 848 | 13.675 | 11,596 | Ton | \$473.56 | \$5,492,000 |
| | 2011 | 695 | 19.684 | 13,680 | Ton | \$555.98 | \$7,606,000 |
| Bok Choy | 2012 | 413 | 15.954 | 6,589 | Ton | 415.44 | 2,737,000 |
| | 2011 | 328 | 19.769 | 6,484 | Ton | 356.82 | 2,314,000 |
| Broccoli (All) | 2012 | 9,477 | 7.396 | 70,092 | Ton | 730.14 | 51,177,000 |
| | 2011 | 10,297 | 6.455 | 66,467 | Ton | 695.34 | 46,217,000 |
| Cabbage | 2012 | 700 | 15.874 | 11,112 | Ton | 373.27 | 4,148,000 |
| | 2011 | 681 | 17.711 | 12,061 | Ton | 363.66 | 4,386,000 |
| Cauliflower | 2012 | 1,126 | 9.520 | 10,720 | Ton | 621.78 | 6,665,000 |
| | 2011 | 1,280 | 9.752 | 12,483 | Ton | 551.29 | 6,882,000 |
| Celery | 2012 | 769 | 31.811 | 24,463 | Ton | 354.67 | 8,676,000 |
| | 2011 | 906 | 33.456 | 30,311 | Ton | 262.94 | 7,970,000 |
| Lettuce, Head | 2012 | 2,505 | 17.795 | 44,576 | Ton | 295.75 | 13,183,000 |
| | 2011 | 3,949 | 20.497 | 80,943 | Ton | 251.86 | 20,386,000 |
| Lettuce, Leaf | 2012 | 1,136 | 10.414 | 11,830 | Ton | 501.93 | 5,938,000 |
| | 2011 | 1,187 | 9.831 | 11,669 | Ton | 566.50 | 6,611,000 |
| Napa Cabbage | 2012 | 1,430 | 21.981 | 31,433 | Ton | 383.11 | 12,042,000 |
| | 2011 | 1,056 | 21.091 | 22,272 | Ton | 412.27 | 9,182,000 |
| Peas Edible Pod | 2012 | 236 | 1.848 | 436 | Ton | 2,011.06 | 877,000 |
| | 2011 | 322 | 0.796 | 256 | Ton | 2,327.99 | 597,000 |
| Squash | 2012 | 314 | 10.372 | 3,257 | Ton | 403.37 | 1,314,000 |
| | 2011 | 237 | 11.843 | 2,807 | Ton | 660.85 | 1,855,000 |
| Miscellaneous* | 2012 | 9,233 | | | | | 92,651,000 |
| | 2011 | 8,369 | | | | | 60,975,000 |
| TOTAL VEGETABLE CROPS | 2012 | 28,187 | | | | | \$204,900,000 |
| | 2011 | 29,307 | | | | | \$174,981,000 |

* Artichokes, Beans, Beets, Brussel Sprouts, Carrots, Chard, Chili Peppers, Cilantro, Collards, Cucumbers, Daikon, Dandelion, Dill, Endive, Escarole, Fennel, Garlic, Green Onions, Herbs, Kale, Melons, Mushrooms, Mustard, Onions, Parsley, Potatoes, Pumpkins, Radishes, Spinach, Sweet Corn, Tomato, Tomatillo

NURSERY PRODUCTS

The nursery stock industry remained relatively stable, with overall values declining only 1%. Increased production, solid prices and improved demand for outdoor ornamental plants resulted in a sharp increase of 82% in value compared

to 2011. Bedding plants, sod and groundcover plants increased by 7% in value over 2011. However, production of indoor decorative plants decreased and the value fell 17% compared to 2011. For the first time in several years, nursery stock producers began to expand production as economic conditions and new housing construction trends improved slightly in 2012.



| CROP | YEAR | FIELD PRODUCTION (acres) | GREENHOUSE PRODUCTION (sq ft) | VALUE |
|--------------------------------------|-------------|--------------------------|-------------------------------|---------------------|
| Bedding Plants, Sod, & Ground Cover | 2012 | 11 | 96,000 | \$3,255,000 |
| | 2011 | 10 | 112,430 | \$3,039,000 |
| Cut Flowers and Greens [^] | 2012 | 109 | 2,956,064 | 23,821,000 |
| | 2011 | 126 | 2,835,865 | 23,771,000 |
| Indoor Decoratives | 2012 | 1 | 2,370,276 | 20,772,000 |
| | 2011 | 1 | 2,657,695 | 25,079,000 |
| Outdoor Ornamentals | 2012 | 78 | 129,300 | 12,750,000 |
| | 2011 | 76 | 146,490 | 7,006,000 |
| Vegetable and Ornamental Transplants | 2012 | 22 | 1,775,380 | 32,227,000 |
| | 2011 | 24 | 1,777,732 | 34,825,000 |
| Miscellaneous* | 2012 | 127 | 182,944 | 2,330,000 |
| | 2011 | 126 | 136,307 | 2,734,000 |
| TOTAL NURSERY STOCK | 2012 | 348 | 7,509,964 | \$95,155,000 |
| | 2011 | 363 | 7,666,519 | \$96,454,000 |

* Aquatic, Bulbs, Cacti, Christmas Trees, Fruit-Nut trees, Herbs, Propagative plants, Scion wood, Flower seed, Specialty plants, Succulents

[^] Includes cut flowers grown in greenhouse and field

SUSTAINABLE AGRICULTURE REPORT

PEST DETECTION PROGRAM

The pleasant climate and the diversity of crops and landscape plants that appeal to residents of San Luis Obispo County also appeal to invasive and destructive insect pests and plant diseases. In 2012, over 4800 San Luis Obispo County residents volunteered to help departmental staff search

for exotic, destructive insects and pests that can spread plant diseases by participating in the pest detection trapping program. Over 3900 traps were placed and moved in and out of yards throughout the county. Traps for exotic insects such as Mediterranean, Oriental, Mexican and Melon Fruit Flies, Asian Citrus Psyllid (ACP), Gypsy Moth, Japanese Beetle, Glassy-winged sharpshooter (GWSS) and Light Brown Apple Moth (LBAM) were checked 29,010 times by Pest Detection Trappers from the Agricultural Commissioner's office. This partnership with residents resulted in the department meeting state mandates and protocol and a successful 2012 trapping season, with only LBAM found in localized quarantine areas in Los Osos and Cayucos.



Photo: Asian Citrus Psyllid (ACP) trap in citrus.

Insect traps were placed in plant nurseries throughout the county for the detection of GWSS, LBAM, ACP and European Pine Shoot Moth. These 228 additional traps were checked 3083 times throughout the trapping season. Pest Detection Trappers placed 1700 traps in commercial vineyards for the detection of European Grapevine Moth (EGVM) and in croplands for the detection of LBAM. These traps were checked 12,224 times. None of the targeted insects were intercepted in the vineyard or cropland traps. Eradication efforts in Northern California have been successful in minimizing the threat of EGVM spreading to San Luis Obispo County.

Early detection programs protect local agriculture by intercepting pests at their lowest populations, increasing the likelihood of successful eradication. Community participation strengthens the detection program, supports local agriculture and helps protect the environment.

PEST EXCLUSION PROGRAM

In order to protect agriculture and the environment from the introduction of pests that do not currently occur in San Luis Obispo County, staff intercepted, inspected, quarantined, excluded and destroyed incoming plant shipments infested with various kinds of harmful pests originating from across the United States and around the world. During 2012, of the 12,004 plant shipments held for inspection, 4,206 shipments were visually inspected and 51 were rejected for significant pest finds or other violations of California regulatory requirements.

Efforts to protect agriculture and the environment extend beyond our county borders. In addition to the inspection of incoming plant material, staff certified 1,337 outgoing shipments of fresh produce and plants leaving local farms and nurseries for destinations throughout the United States and the world. Examples of exported locally grown products include broccoli to Canada, strawberries to Mexico, and nursery stock to Canada and the Netherlands.

Staff also examined 4,185 nursery shipments that originated from outside of the county, visually inspecting all but the lowest risk shipments for the presence of the Glassy-winged sharpshooter. Due to the success of this statewide program, only one shipment arriving into San Luis Obispo County in 2012 was found to be infested with the Glassy-winged sharpshooter. This thorough inspection program has prevented the Glassy-winged sharpshooter from becoming established in our county, despite large populations in the southernmost portions of the state.

One small infestation within the city of San Luis Obispo in late 2010 has been contained and no additional insects have been detected since insecticide treatments in 2011. If no additional Glassy-winged sharpshooters are detected during the 2013 growing season, this pest will be declared eradicated from San Luis Obispo County.

ORGANIC CROP STATISTICS

A total of 113 organic registrants (106 based in San Luis Obispo County and 7 registrants based in other counties with production sites within San Luis Obispo County) produced and handled a wide variety of agricultural products in 2012. This represents an increase of 10% in the number of registrations compared to 2011.

Twelve new organic producers were registered, representing wine grapes, walnuts, strawberries, miscellaneous vegetables, herbs, vegetable seed and vegetable transplants. Two amended registrations added processed meat and land for vegetable transplants to existing organic registrations resulting in a small increase of 13.0 acres of new organic production. Some of the new registrants were also handlers, and organic retailers.

San Luis Obispo County remains a desirable location for organic production, and ranked tenth out of the 58 California counties in the number of registered growers.

CERTIFIED FARMERS' MARKETS

Local farmers' markets allow producers to sell their certified commodities directly to the public. There are 138 certified producers that have been issued San

Luis Obispo County certificates. The following 20 Farmers' Markets have been certified by the Agricultural Commissioner to market local and regional produce in San Luis Obispo County. These producers offer a wide variety of commodities, with broad year round access.

MONDAY:

Los Osos/Baywood

Santa Maria St. and 2nd St. 2:00 - 4:30PM

TUESDAY:

Paso Robles

Downtown City Park 3:00 - 6:00PM

San Luis Obispo (New for 2013)

2880 Broad St. at Mitsushito 3:00 - 6:00PM

WEDNESDAY:

Arroyo Grande

Smart & Final, Courtland & E. Grand 8:30 - 11:00AM

Atascadero

Albertson's Parking Lot 3:00 - 6:00PM

Pismo Beach

Pismo Beach Promenade 2:00 - 6:00PM

THURSDAY:

Morro Bay

Spencer's Parking Lot, 2650 Main St. 2:30 - 5:00PM

San Luis Obispo

Downtown San Luis Obispo Higuera St. 6:00 - 9:00PM

ACRES REGISTERED AS ORGANIC

| Year | Acres* |
|------|--------|
| 2012 | 14,127 |
| 2011 | 14,114 |
| 2010 | 11,784 |
| 2009 | 10,124 |
| 2008 | 11,037 |
| 2007 | 7,167 |
| 2006 | 6,126 |
| 2005 | 4,493 |
| 2004 | 2,947 |

*includes rangeland for organic livestock, mushroom, and fallow land

COUNTY RANKING: NUMBER OF ORGANIC REGISTRANTS

| Rank | County | Number of Registrants |
|-----------|------------------------|-----------------------|
| 1 | San Diego | 359 |
| 2 | Sonoma | 221 |
| 3 | Fresno | 184 |
| 4 | Monterey | 166 |
| 5 | Riverside | 145 |
| 6 | Santa Cruz | 132 |
| 7 | Mendocino | 130 |
| 8 | Santa Barbara | 121 |
| 9 | Humbolt | 120 |
| 10 | San Luis Obispo | 106 |



FRIDAY:

Avila Beach

Avila Promenade (Mar. 29 - Sept. 27) 4:00 - 8:00PM

Cambria

Vet's Hall Parking Lot, 1000 Main St. 2:30 - 5:00PM

Cayucos

Downtown Vets Hall (Memorial Day - Labor Day). 10:00AM - 12:30PM

SATURDAY:

Arroyo Grande

Downtown Gazebo, Branch St. 12:00 - 2:30PM

Morro Bay

Downtown Main St. 2:00 - 6:00PM

Paso Robles

Downtown City Park 9:00AM - 1:00PM

San Luis Obispo

Cost Plus Parking Lot Madonna Rd. 8:00 - 10:45AM

Templeton

Downtown Park, 6th and Crocker St. 9:00AM - 12:30PM

SUNDAY:

Grover Beach

Ramona Garden Park, 995 Ramona. 3:00PM - 6:00PM

(June - September)

Nipomo

Monarch Dunes Country Club, 1645 Trilogy Pkwy. 11:30 AM - 2:30PM

Oceano (New for 2013)

Oceano Community Center, 19th St. 1:00 - 4:00PM

San Luis Obispo

3889 Long St. Kennedy Club Parking Lot. 3:00 - 6:00PM



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