

# MEASURING UP TO STANDARDS

**Weights and Measures is Everyone's Business**



**2014 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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**Financial Report**

**FISCAL YEAR 2013-14**

|                |                    |     |
|----------------|--------------------|-----|
| <b>REVENUE</b> | <b>\$5,354,085</b> |     |
| STATE FUNDS    | 2,893,164          | 54% |
| COUNTY FUNDS   | 1,948,333          | 36% |
| COLLECTED FEES | 512,587            | 10% |

|                       |                  |     |
|-----------------------|------------------|-----|
| <b>EXPENDITURES</b>   | <b>5,354,085</b> |     |
| SALARIES AND BENEFITS | 4,508,390        | 84% |
| SERVICES & SUPPLIES   | 500,282          | 9%  |
| OVERHEAD              | 345,412          | 6%  |

**FUNDING SOURCES \$5,354,085**

**AGRICULTURAL RESOURCES \$334,543**

|                |         |     |
|----------------|---------|-----|
| STATE FUNDS    | 70,739  | 21% |
| COUNTY FUNDS   | 235,571 | 71% |
| COLLECTED FEES | 28,233  | 8%  |

**WEIGHTS AND MEASURES \$576,660**

|                |         |     |
|----------------|---------|-----|
| STATE FUNDS    | 5,726   | 1%  |
| COUNTY FUNDS   | 354,853 | 62% |
| COLLECTED FEES | 216,081 | 37% |

**ENVIRONMENTAL PROTECTION \$1,443,568**

|                |         |     |
|----------------|---------|-----|
| STATE FUNDS    | 876,356 | 61% |
| COUNTY FUNDS   | 531,105 | 37% |
| COLLECTED FEES | 26,107  | 2%  |

**PEST MANAGEMENT \$344,234**

|                |         |     |
|----------------|---------|-----|
| STATE FUNDS    | 165,192 | 48% |
| COUNTY FUNDS   | 179,042 | 52% |
| COLLECTED FEES | 0       | 0%  |

**PRODUCT QUALITY \$310,248**

|                |         |     |
|----------------|---------|-----|
| STATE FUNDS    | 146,079 | 47% |
| COUNTY FUNDS   | 134,771 | 43% |
| COLLECTED FEES | 29,398  | 10% |

**PEST PREVENTION \$2,354,832**

|                |           |     |
|----------------|-----------|-----|
| STATE FUNDS    | 1,629,074 | 69% |
| COUNTY FUNDS   | 512,991   | 22% |
| COLLECTED FEES | 212,767   | 9%  |



The Department would like to recognize the following staff members for the lasting contributions they have made over their long careers. Combined, their efforts represent approximately 98 years of dedicated public service! We thank them and wish them well in their retirements.

Administrative Assistant  
**Susan Wells - 17 years**

Agricultural Inspector/Biologists  
**Lisa Chadwick - 14 years**  
**Francisco Focha - 19 years**  
**Jenny Weaver - 18 years**

Weights and Measures Inspector  
**Jan Hendrix - 30 years**



## 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 2014 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.

Every sector of the agricultural industry was affected, to some degree, by ongoing drought conditions. Overall crop values decreased to \$902,991,000, representing a 2% decline compared to the previous year. This decline is indicative of the impacts felt by the third consecutive year of severe drought.

Strawberries took the top rank in 2014 with a value of \$205,756,000. An increase of 157 harvested acres, favorable growing conditions, and solid prices contributed to strawberries representing 22.7% of the overall agricultural value in San Luis Obispo County.

Wine grapes, the second ranked crop by value, ended the year with a 13% decline in production compared to 2013. Early spring bud break, leading to an unusually early harvest, contributed to lower yields. Drought conditions stressed vines resulting in smaller clusters. While fruit clusters were smaller in size, the quality of the fruit was exceptionally high. Overall, wine grapes culminated with a value of \$203,785,000 or 8% below that of 2013.

Cattle sales spiked to record levels with 15,000 more head of cattle sold in 2014 compared to the previous year. Lack of rangeland forage and the high cost of supplemental feed forced the sale of more and heavier animals. Coupled with a 10% increase in prices, cattle and calves ended the year with a value of \$129,600,000 representing a 34% increase. With the drought continuing to force the sale of cattle and another dry year expected in 2015, long range numbers are projected to fall in future years as ranchers rebuild severely depleted herds.

Please note the theme story for this year's report highlighting our Weights and Measures program. The work conducted in the area of weights and measures helps protect consumers and establishes a level playing field for competing merchants when products are sold by weight, measure, count or time.

I would like to thank all of the producers and businesses who provided vital information for this report. Without their knowledge, expertise, and desire to contribute, this report would not be possible. Also, I would like to express gratitude to my staff for their efforts in compiling and analyzing this information, their continued dedication to our mission of protecting agriculture and providing high quality service to the community.

Respectfully submitted,

Martin Settevendemie  
Agricultural Commissioner/Sealer

# Weights and Measures: Part of Everyone's Daily Life

An indicator of a prosperous society is citizen trust and confidence in the measurements used in everyday commerce. Successful economies are based on the ability of consumers to make value comparisons and the regulation of weighing and measuring devices to ensure businesses compete on a level playing field. This regulatory oversight costs the citizens of San Luis Obispo County approximately \$2.12 per capita, annually.

As a dramatic example of the value of reliable measurements, approximately 124,000,000 gallons of gasoline were sold from San Luis Obispo County retail service stations in 2012.

Assuming an average price of \$3.25 per gallon, a measurement error resulting in a shortage to the customer of just 1% for this volume of gasoline would have a negative effect on the local economy of \$4.03 million, or a direct impact of \$37.00 on each San Luis Obispo County household.

Weights and Measures Inspectors test the accuracy of approximately 2400 service station gas pumps operating in the county and take consistent enforcement action when any dispenser does not meet established specifications and tolerances, regardless of whether a dispenser is over or under delivering fuel. This service protects not only the

customers who purchase gasoline, but also the station operators and the industry they represent.

Likewise, Inspectors annually inspect all other types of commercial weighing and measuring equipment employed in the marketplace, both retail and non-retail. Retail type devices include grocery store scales, deli scales, farmers' market produce scales, postal shipping

center scales, recycler scales, water vending machines, wire and rope meters, propane meters, taximeters, and compressed natural gas dispensers. Non-retail devices inspected are diverse and include vineyard and winery



## A LENGTHY CAREER IN WEIGHTS AND MEASURES CELEBRATED: Brett Saum, Chief Deputy Sealer



Since his career began in 1978, Brett Saum has demonstrated a passion and strong commitment to the implementation of uniform and equitable weights and measures standards. His efforts have helped advanced a healthy business and consumer climate at the local, state, and national levels.

For 14 years, Brett served as the Chief Deputy Sealer for the San Luis Obispo County Department of

Agriculture/Weights and Measures. During his tenure, Brett successfully planned, organized and directed the department's Weights and Measures Program staff, directly participated in local, state and national standards development, and coordinated local and statewide enforcement efforts.

The San Luis Obispo County Weights and Measures Program continues to be highly respected at both the state and national levels. Brett's leadership has been recognized by the National Conference on Weights and Measures with the prestigious Distinguished Service Award.

In addition to managing the Weights and Measures Program, Brett was the lead in developing and managing the overall department's annual operating budget, supervised the department's information technology and administrative services teams, and coordinated the department's safety programs.

We congratulate and thank Brett for his 37 years of public service and wish him a long, healthy retirement.



and contaminants. Inspectors routinely obtain samples of these products for examination by the state's laboratories. Standards and sampling methods for alternative fuels, such as biodiesel blends exceeding 20%, compressed or liquefied natural gas, and hydrogen, are currently under development.

The San Luis Obispo County Department of Agriculture/Weights and Measures enjoys an excellent working relationship with its customers. Businesses and other regulated industries that use commercial weighing devices are generally close partners in achieving accuracy in the marketplace. Overall compliance with regulations in San Luis Obispo County is high. Only occasionally must the department resort to administrative, civil or criminal prosecution to gain compliance with weights and measures laws and regulations.

scales, livestock scales, vehicle scales, fish receiving scales, concrete batch plant scales, fuel and oil delivery truck meters, aviation and marine fuel meters, and water, electric and gas vapor meters used in sub-metered mobile home parks and apartment complexes.

Equally important to the annual testing of weighing and measuring devices is ensuring that operators use and maintain these devices properly. Weights and Measures Inspectors routinely, or upon complaint, perform undercover test purchases and sales to make sure that transactions involving commodities weighed or measured at the time of sale are accurate, and that sales are based on net weight that does not include the weight of the container or wrappings. Commodities measured and packaged in advance of sale are also tested to ensure that labeled net quantity statements on packages are accurate.

California law states that a customer shall not be charged a price for a commodity that is higher than the lowest marked, advertised, or quoted price. Inspections performed by Inspectors in retail stores verify that prices charged at the cash register using automated bar code scanning equipment match the lowest advertised, posted or quoted prices.

The quality of petroleum and automotive products is regulated by weights and measures laws. Nearly every fluid that is used in a motor vehicle must meet state standards that specify minimum requirements for octane, flash point, viscosity, boiling point, metals compatibility,



regulations in San Luis Obispo County is high. Only occasionally must the department resort to administrative, civil or criminal prosecution to gain compliance with weights and measures laws and regulations.

The use of weighing and measuring devices is pervasive in our daily lives. The simple transaction of buying a pound of meat or local produce at the grocery store is second nature. We take for granted that the contents of a jar of peanut butter matches the quantity listed on the label. The charge for a taxi ride from the airport to a hotel is based on a meter that must accurately measure the distance and time travelled. Water vending machines must deliver a true gallon of water and propane tanks used for barbecues must accurately deliver the quantity listed on the tank. Thanks to the diligence of merchants and the hard work of Weights and Measures officials, we can all be assured that we are getting what we pay for.



# Weights and Measures: Quantifying the Evolution of Civilization

The origin of the development of ways to weigh, measure, time, or count life's necessities is an interesting study of human ingenuity.

Historically, certain units of measurement were based on the dimensions of the human body. For example, the inch represented the width of a thumb, the foot was the length of a human foot, and the yard was decreed by King Henry I as the distance from the tip of his nose to the end of the middle finger of his outstretched hand.

A cubit, one of the first known units of measurement, was designated as the length of a forearm from the point of the elbow to the end of the middle finger (approximately 20 inches). A fathom equaled an arm span distance from fingertip to fingertip of outstretched arms (roughly six feet). A hand (roughly four inches) is still used to designate the height of horses.

A mile is a Roman unit that was traditionally defined as the length of 1,000 paces of a Roman soldier or roughly 5,000 feet. A pace means two steps, right and left, or roughly the distance of five feet.

Early units of measurement also had roots in the farm economy. Farmers and the people that bought, sold, or traded what they grew understood the need for fairness in the marketplace. In 1324, Edward II declared three grains of barley, dry and round, taken from the center of the stalk and placed end to end equaled an inch. The word "acre" also meant "field" to early Saxon people and equaled the area a farmer could plow in a single morning. In the 18th century, accurate and consistent measures of staples, such as milk, grain, wool, cloth, livestock and ale, were not only important to sellers and buyers, but also to the British Commonwealth in order to collect duties and tariffs on goods to raise funds to support the military.

The Weights and Measures Act of 1824, under the reign of King George IV, established the English units or Imperial Units system used today that unifies weights and measures units in the United States. The system is also known as the US Customary Units.

## HISTORY OF WEIGHTS AND MEASURES IN CALIFORNIA

In 1913, the California State Legislature created the Office of State Superintendent of Weights and Measures to oversee the development of specifications of weighing and measuring devices used in commerce. Net container legislation created

in 1913 protected consumers by requiring labeling of net quantity of foodstuffs and medicine when offered for sale in prepackaged containers.

The 1919 Hay Baling Act ensured accuracy in the sale of hay. This provided for the testing of scales used by hay balers and required the recording of net weight of the sale which helped prevent dirt, rocks, and debris from being included in the sale price of baled hay.

Testing of railroad track scales became an important task for early Weights and Measures officials in California because tariffs for hauling goods across the United States were based on the weight or measurement of the goods. Inspectors used specially equipped railroad cars containing 80,000 pounds of weights to test the accuracy of railroad track scales throughout the US. The results of this monitoring were dramatic. In 1920, 52.4% of the railroad scales tested throughout the United States were found to be inaccurate. By 1921, all scales tested were found to be within tolerance.

In 1931, the Gasoline and Oil Substitution Act protected motorists from the misrepresentation of gasoline, gasoline products and lubricating oil. A lab for testing gas and oil was also created in California to assure customers received the octane listed on the pump or quality/weight of oil listed on container labels.

In 1913, California enacted legislation that required each county Board of Supervisors to appoint a County Sealer of Weights and Measures. Prior to this time, weights and measures duties were the responsibility of the County Clerk. In San Luis Obispo County, the Sealer operated as a separate department until 1955, when the Sealer's duties were combined with the Agricultural Commissioner's duties and the County Agricultural Commissioner/Sealer position was created.

Staff from the California Department of Food and Agriculture, Division of Measurement Standards oversees County Agricultural Commissioner/Sealers who routinely inspect the accuracy of over 1.4 million meters, scales, and other devices registered and used for commercial transactions throughout California.

Today the evolution of ways to quantify life's necessities continues. The development of standards for new technologies, products, and services such as hydrogen and electricity as fuel for vehicles has become the focus of weights and measures experts. Working with consumers, businesses and industry, the priority of the San Luis Obispo County Weights and Measures Program continues to be establishing and maintaining confidence and equity in the marketplace.

# FROM SHELF TO SCANNER

## WEIGHTS AND MEASURES IS EVERYONE'S BUSINESS AT OAK HILL MARKET

Nestled amongst the hills on the way to Nacimiento Lake is Oak Hill Market, where customer service reigns supreme. Milton Souza, owner, (pictured), and his team of trained professionals take great pride in the one-on-one contact they have with customers, the high quality grocery items offered, and the integrity of the weighing and measuring devices used that ensure his customers get what they pay for.



Oak Hill Market is a full service grocery store, featuring over 35,000 different products from over 60 suppliers. Eight fuel pumps and a propane tank refilling service round out the offerings that draw in repeat local customers and visitors headed to the lake.

With the wide variety of products offered, advertised specials that change weekly, and the demand for consistently good values related to price, Mr. Souza works diligently to make sure every transaction is exact. He also recognizes that the oversight provided by Inspectors from the Department of Agriculture/Weights and Measures is an important service that confirms his business and those of his competitors are in compliance with laws and regulations.

Verifying the accuracy of scales and meters used in retail establishments like Oak Hill Market brings Weights and Measures Inspectors to points of commerce throughout the county on a regular basis. Inspectors also routinely verify that the price scanned and charged at each check stand is not higher than the advertised or posted price. As a result of these inspections and diligence on the part of merchants, customers have the assurance that they are not overcharged.

Mr. Souza has seen remarkable changes in the manner in which transactions take place in grocery stores – from individual price stickers adhered directly onto each item to bar codes read by scanners to electronic shelf tags controlled by one centralized computer automatically updating prices storewide.

Behind all the computerized equipment are merchants, such as Mr. Souza, dedicated to customer service, and the Weights and Measures Inspectors who make sure, from shelf to scanner, the customer gets what they pay for.

For more information about Oak Hill Market, visit their website at: [www.TheOakHillMarket.com](http://www.TheOakHillMarket.com)

## 2014 WEIGHTS AND MEASURES INSPECTIONS

|  |       |
|--|-------|
| Total Devices Inspected                          | 3,740 |
| Retail Motor Fuel Dispensers                     | 1,622 |
| Propane Meters                                   | 70    |
| Taximeters                                       | 44    |
| Vehicle Tank Meters                              | 5     |
| Water Vending Machine                            | 126   |
| Electric Submeters                               | 209   |
| Vapor Submeters                                  | 181   |
| Water Submeter                                   | 288   |
| Wire/Rope/Cordage Meters                         | 29    |
| Misc Measuring Devices                           | 8     |
| Computing Scales                                 | 592   |
| Counter Scales                                   | 89    |
| Crane Scales                                     | 5     |
| Hanging Scales                                   | 80    |
| Hopper/Tank Scales                               | 21    |
| Livestock Scales                                 | 55    |
| Mono/Meat Scales                                 | 4     |
| Platform Scales                                  | 251   |
| Vehicle Scales                                   | 61    |
| Price Verification Inspections (Packages)        | 1,185 |
| Audit and Package Inspections (Packages Sampled) | 1,274 |
| Petroleum Inspections                            | 67    |
| Weighmaster Inspections                          | 8     |

## COMMERCIAL FISHING LANDINGS: TOP 10 SPECIES

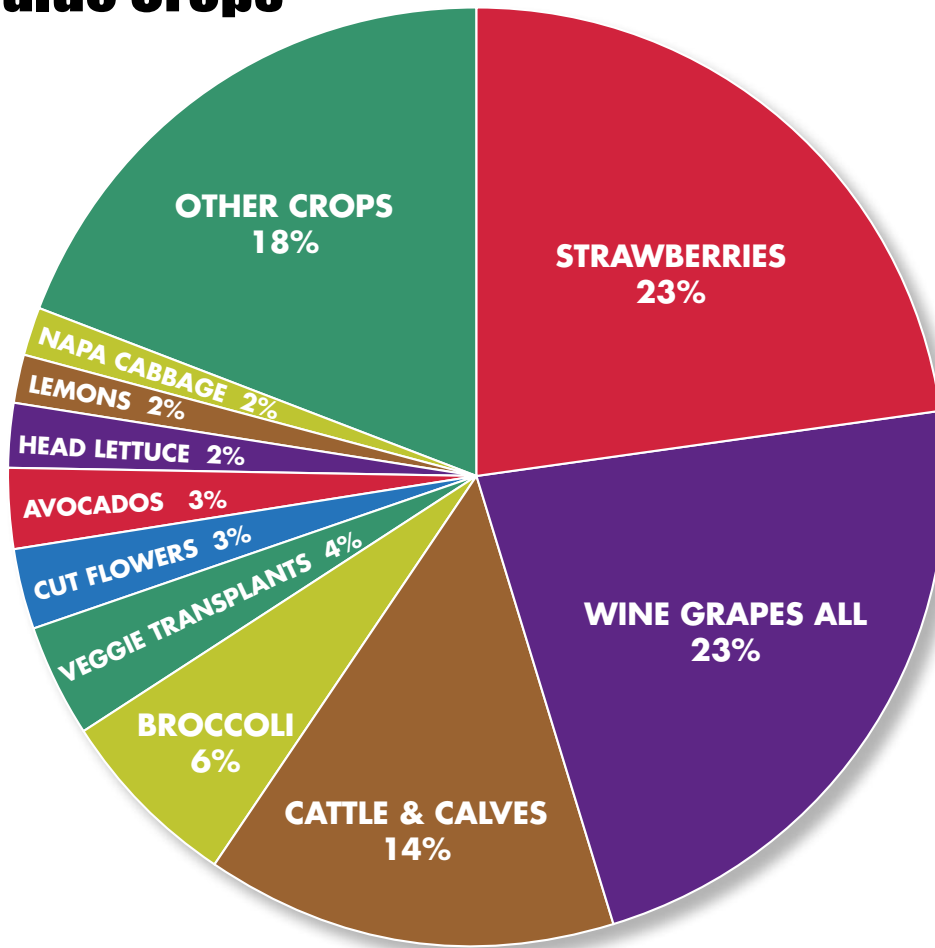
Important to our local community and economy, commercial fishing remains a vital component of San Luis Obispo County's culture and heritage. The ports of Morro Bay and Port San Luis continue to operate as commercial hubs providing fresh, locally caught seafood to the tables of our residents, visitors, and consumers in domestic and international markets.

The figures presented in this report are from the California Department of Fish and Wildlife and reflect the 2013 overall valuation of commercial fishing in San Luis Obispo County, which increased 14.5% over 2012. We also acknowledge Ecological Assets Management, LLC and the Morro Bay Commercial Fisherman's Organization for their contributions to this report. (Note: Commercial fishing values are not included in the overall agricultural values).

| SPECIES                | POUNDS           | VALUE              |
|------------------------|------------------|--------------------|
| Crab, Dungeness        | 534,217          | \$1,907,404        |
| Sablefish              | 722,079          | \$1,769,785        |
| Squid, market          | 4,265,649        | \$1,386,016        |
| Thornyhead, shortspine | 174,397          | \$600,734          |
| Salmon, Chinook        | 68,624           | \$483,018          |
| Hagfishes              | 517,108          | \$450,160          |
| Rockfish, brown        | 48,855           | \$341,493          |
| Rockfish, gopher       | 40,253           | \$314,335          |
| Prawn, spot            | 21,377           | \$279,000          |
| Cabezon                | 31,793           | \$172,229          |
| Other Species*         | 925,503          | \$1,295,764        |
| <b>TOTAL</b>           | <b>7,349,855</b> | <b>\$8,999,938</b> |

\*Includes 109 species. Data Source: California Department of Fish and Wildlife.

# Top Ten Value Crops



- |                                |               |                           |              |
|--------------------------------|---------------|---------------------------|--------------|
| 1. Strawberries . . . . .      | \$205,765,000 | 6. Cut Flowers . . . . .  | \$27,043,000 |
| 2. Wine Grapes all . . . . .   | \$203,785,000 | 7. Avocados . . . . .     | \$22,714,000 |
| 3. Cattle and Calves . . . . . | \$129,600,000 | 8. Head Lettuce . . . . . | \$20,480,000 |
| 4. Broccoli . . . . .          | \$57,158,000  | 9. Lemons . . . . .       | \$15,864,000 |
| 5. Veg. Transplants. . . . .   | \$33,679,000  | 10. Napa Cabbage. . . . . | \$14,007,000 |

## Comparison of Valuation

OF MAJOR GROUPS DURING THE PAST TEN YEARS

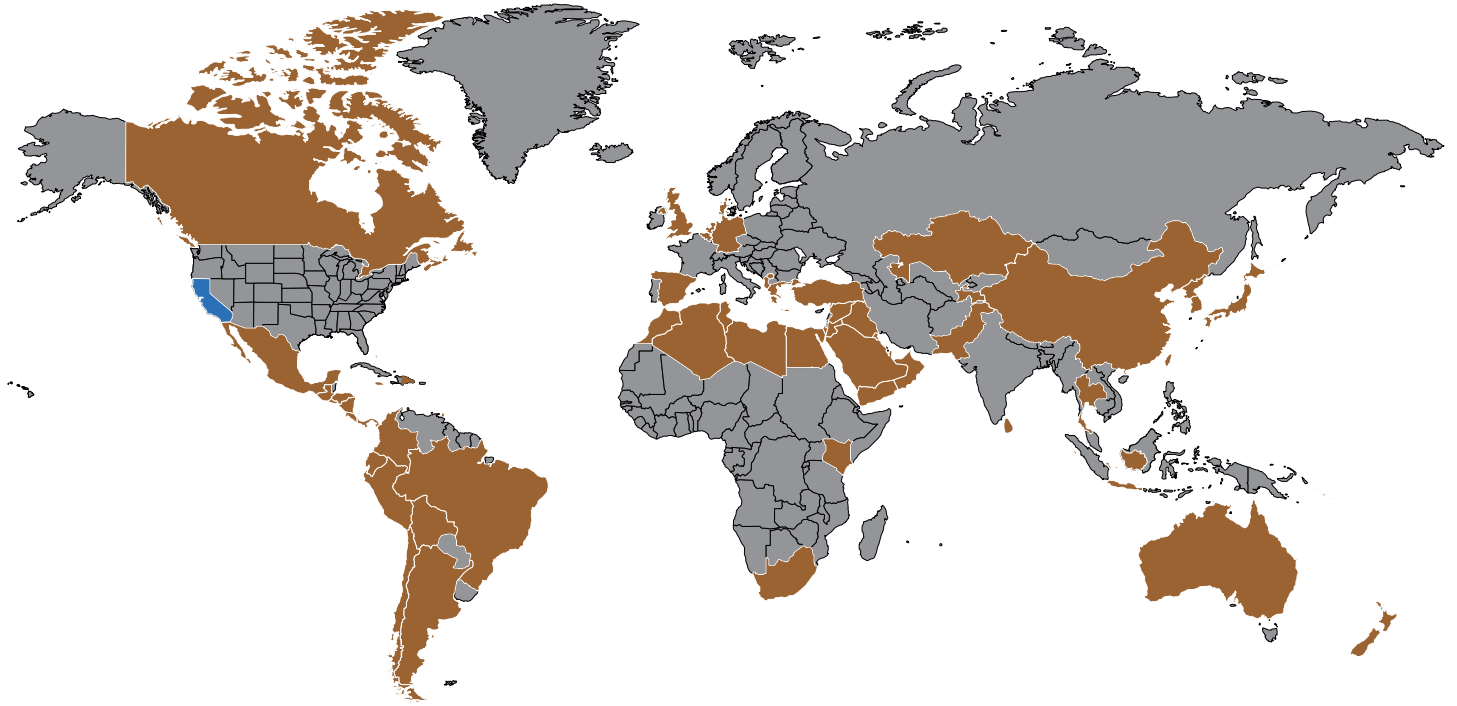
| YEAR | ANIMAL       | FIELD        | NURSERY       | FRUIT & NUT   | VEGETABLE     | TOTAL VALUE   |
|------|--------------|--------------|---------------|---------------|---------------|---------------|
| 2005 | \$58,380,000 | \$18,055,000 | \$100,697,000 | \$243,604,000 | \$172,896,000 | \$593,632,000 |
| 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    | 463,296,000   | 204,900,000   | 861,820,000   |
| 2013 | 100,865,000  | 16,365,000   | 97,651,000    | 468,355,000*  | 237,896,000   | 921,132,000*  |
| 2014 | 135,017,000  | 16,812,000   | 84,394,000    | 471,439,000   | 195,329,000   | 902,991,000   |

\*revised



# Trading Partners & Places

In 2014, departmental staff inspected and certified 2,834 shipments of agricultural products shipped internationally to 58 countries.



- Albania
- Algeria
- Argentina
- Australia
- Bahamas
- Belgium
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- French Polynesia
- Germany
- Greece
- Guatemala
- Honduras
- Iraq
- Israel
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Korea, Republic of
- Kosovo
- Kuwait
- Lebanon
- Libya
- Mexico
- Morocco
- Netherlands
- New Zealand
- Nicaragua
- Oman
- Pakistan
- Panama
- Peru
- Saudi Arabia
- South Africa
- Spain
- Sri Lanka
- Syrian Arab Republic
- Taiwan
- Tajikistan
- Thailand
- Trinidad and Tobago
- Tunisia
- Turkey
- United Arab Emirates
- United Kingdom
- Yemen

# Animal Industry

In response to the third consecutive year of severe drought, cattle sales peaked to record numbers and prices. Cattle ranchers were forced to make difficult decisions about what to keep from their already depleted herds. Strong prices and a record number of cattle and calves sold

brought the total value to over \$129 million, an increase of 34% compared to 2013. The total production for the animal sector was valued at over \$135 million, also a 34% increase from 2013.

| COMMODITY                    | YEAR        | NUMBER OF HEAD | PRODUCTION | UNIT | PER UNIT | TOTAL                |
|------------------------------|-------------|----------------|------------|------|----------|----------------------|
| Cattle and Calves            | 2014        | 120,000        | 1,080,000  | Cwt  | \$120.00 | \$129,600,000        |
|                              | 2013        | 105,000        | 892,500    | Cwt  | \$108.00 | \$96,390,000         |
| Miscellaneous*               | 2014        |                |            |      |          | 5,417,000            |
|                              | 2013        |                |            |      |          | 4,475,000            |
| <b>TOTAL ANIMAL INDUSTRY</b> | <b>2014</b> |                |            |      |          | <b>\$135,017,000</b> |
|                              | <b>2013</b> |                |            |      |          | <b>\$100,865,000</b> |

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

Photo by Royce Larsen

# Field Crops

Drought conditions in 2014 resulted in 6,000 fewer acres of field crops planted compared to 2013. Coastal plantings produced well, but crop yields were progressively lower towards the eastern portions of the county. Prices for alfalfa and barley were strong, leading to a 3% increase in the

value of field crops overall compared to 2013. Many hay producers diversified by selling bales directly to customers to meet the local demand for horse feed and supplemental feed for range cattle.

| CROP                     | YEAR        | ACREAGE       |                  | PRODUCTION |        | UNIT | VALUE    |                     |
|--------------------------|-------------|---------------|------------------|------------|--------|------|----------|---------------------|
|                          |             | PLANTED       | HARVESTED        | PER ACRE   | TOTAL  |      | PER UNIT | TOTAL               |
| Alfalfa Hay              | 2014        | 2,455         | 2,441            | 6.06       | 14,792 | Ton  | \$284.00 | \$4,201,000         |
|                          | 2013        | 2,968         | 2,968            | 5.35       | 15,879 | Ton  | \$248.00 | \$3,938,000         |
| Barley                   | 2014        | 8,068         | 5,194            | 0.19       | 987    | Ton  | 265.00   | 262,000             |
|                          | 2013        | 9,868         | 3,650            | 0.46       | 1,679  | Ton  | 196.00   | 329,000             |
| Grain Hay++              | 2014        | 7,252         | 5,998            | 1.67       | 10,017 | Ton  | 255.00   | 2,554,000           |
|                          | 2013        | 9,261         | 6,162            | 1.68       | 10,352 | Ton  | 232.00   | 2,402,000           |
| Grain Stubble (Grazed)   | 2014        |               | 2,966            |            |        | Acre | 13.00    | 39,000              |
|                          | 2013        |               | 5,900            |            |        | Acre | 15.00    | 89,000              |
| Rangeland, Grazed        | 2014        |               | 1,015,000        |            |        | Acre | 7.00     | 7,105,000           |
|                          | 2013        |               | 1,015,000        |            |        | Acre | 7.00     | 7,105,000           |
| Miscellaneous*           | 2014        | 2,438         | 3,475**          |            |        |      |          | 2,651,000           |
|                          | 2013        | 4,130         | 4,065**          |            |        |      |          | 2,502,000           |
| <b>TOTAL FIELD CROPS</b> | <b>2014</b> | <b>20,213</b> | <b>1,035,074</b> |            |        |      |          | <b>\$16,812,000</b> |
|                          | <b>2013</b> | <b>26,227</b> | <b>1,037,745</b> |            |        |      |          | <b>\$16,365,000</b> |

\* Irrigated Pasture, Green Chop, Oats, Safflower, Sudan Grass, Wheat, Seed, Dried Beans, Pea Hay, Straw, Teff

++ Includes winter forage

\*\* Harvested acres include irrigated pasture

# Fruit & Nut Crops

The strawberry industry remained strong in 2014. Over 3,400 acres were harvested, an increase of 157 acres over 2013. Mild weather conditions and limited rainfall resulted in good production levels, low disease pressure and high quality fruit.

The warm winter temperatures provided for a good start to the growing season for wine grapes. Early spring bud break resulted in an unusually early harvest. Overall, total production decreased 13% compared to record breaking yields of 2013. Yields for 2014 were closer to normal levels. The lack of water and warmer growing conditions led to smaller fruit clusters but extremely high quality fruit. The

value for all varieties combined is over \$203 million, a decrease of 8% over 2013.

The most dramatic sign of the drought effects in 2014 was the severely pruned and stumped avocado trees throughout the county. Growers were forced to take this drastic action to reduce the leaf canopy to save the tree in response to reduced or no irrigation. Salt build up in the soil from lack of leaching rains also took its toll on trees. Total production yields for avocados decreased by 50% over 2013. It will take several years for avocado trees to return to normal production levels once drought conditions improve. For severely damaged trees, growers may be faced with replanting entire orchards or shifting to different crops.

| CROP                               | YEAR          | ACREAGE       |                   | PRODUCTION |         | UNIT | PER UNIT   | TOTAL                |
|------------------------------------|---------------|---------------|-------------------|------------|---------|------|------------|----------------------|
|                                    |               | PLANTED       | BEARING/HARVESTED | PER ACRE   | TOTAL   |      |            |                      |
| Avocados                           | 2014          | 4,947         | 4,626             | 2.495      | 11,542  | Ton  | \$1,968.00 | \$22,714,000         |
|                                    | 2013          | 4,958         | 4,639             | 4.935      | 22,893  | Ton  | \$1,935.00 | \$44,299,000         |
| Grapes, Wine (All)                 | 2014          | 44,754        | 37,408            |            | 142,649 | Ton  |            | 203,785,000          |
|                                    | 2013          | 42,320        | 36,248            |            | 164,802 | Ton  |            | 220,355,000          |
| Chardonnay                         | 2014          |               | 3,318             | 5.105      | 16,938  | Ton  | 1,327.00   | 22,477,000           |
|                                    | 2013          |               | 3,223             | 6.325      | 20,385  | Ton  | 1,247.00   | 25,421,000           |
| Sauvignon Blanc                    | 2014          |               | 727               | 9.102      | 6,617   | Ton  | 1,220.00   | 8,073,000            |
|                                    | 2013          |               | 863               | 7.275      | 6,278   | Ton  | 1,148.00   | 7,208,000            |
| White Wine (Other)                 | 2014          |               | 2,012             | 3.496      | 7,034   | Ton  | 1,293.00   | 9,095,000            |
|                                    | 2013          |               | 1,863             | 4.441      | 8,274   | Ton  | 1,207.00   | 9,986,000            |
| Cabernet Sauvignon                 | 2014          |               | 12,895            | 3.761      | 48,498  | Ton  | 1,465.00   | 71,050,000           |
|                                    | 2013          |               | 12,282            | 4.302      | 52,837  | Ton  | 1,378.00   | 72,810,000           |
| Merlot                             | 2014          |               | 4,887             | 4.367      | 21,342  | Ton  | 1,057.00   | 22,558,000           |
|                                    | 2013          |               | 4,816             | 5.733      | 27,610  | Ton  | 1,041.00   | 28,742,000           |
| Pinot Noir                         | 2014          |               | 2,399             | 2.677      | 6,423   | Ton  | 2,683.00   | 17,233,000           |
|                                    | 2013          |               | 2,256             | 2.997      | 6,761   | Ton  | 2,594.00   | 17,538,000           |
| Syrah                              | 2014          |               | 3,264             | 3.312      | 10,810  | Ton  | 1,364.00   | 14,745,000           |
|                                    | 2013          |               | 3,286             | 3.726      | 12,244  | Ton  | 1,291.00   | 15,807,000           |
| Zinfandel                          | 2014          |               | 2,826             | 2.613      | 7,384   | Ton  | 1,407.00   | 10,390,000           |
|                                    | 2013          |               | 2,940             | 3.603      | 10,593  | Ton  | 1,266.00   | 13,411,000           |
| Red Wine (Other)                   | 2014          |               | 5,080             | 3.465      | 17,602  | Ton  | 1,600.00   | 28,164,000           |
|                                    | 2013          |               | 4,719             | 4.200      | 19,820  | Ton  | 1,485.00   | 29,432,000           |
| Lemons                             | 2014          | 1,656         | 1,423             | 13.612     | 19,370  | Ton  | 819.00     | 15,864,000           |
|                                    | 2013          | 1,627         | 1,439             | 16.583     | 23,863  | Ton  | 524.00     | 12,504,000           |
| Strawberries (All)                 | 2014          |               | 3,470             |            | 135,143 | Ton  |            | 205,765,000          |
|                                    | 2013          |               | 3,313             |            | 129,353 | Ton  |            | 171,001,000          |
| Fresh                              | 2014          |               |                   | 29.640     | 102,851 | Ton  | 1,735.00   | 178,446,000          |
|                                    | 2013**        |               |                   | 31.548     | 104,519 | Ton  | 1,468.33   | 153,468,000          |
| Processed                          | 2014          |               |                   | 9.306      | 32,292  | Ton  | 846.00     | 27,319,000           |
|                                    | 2013          |               |                   | 7.496      | 24,834  | Ton  | 706.00     | 17,533,000           |
| Valencia Oranges                   | 2014          | 247           | 247               | 16.881     | 4,170   | Ton  | 416.00     | 1,735,000            |
|                                    | 2013          | 248           | 248               | 14.293     | 3,545   | Ton  | 332.00     | 1,177,000            |
| English Walnuts                    | 2014          | 2,062         | 2,062             | 0.190      | 392     | Ton  | 3,001.00   | 1,176,000            |
|                                    | 2013          | 2,287         | 2,287             | 0.195      | 446     | Ton  | 2,692.00   | 1,201,000            |
| Miscellaneous*                     | 2014          | 2,361         | 2,032             |            |         |      |            | 20,400,000           |
|                                    | 2013          | 2,280         | 2,115             |            |         |      |            | 17,818,000           |
| <b>TOTAL FRUIT &amp; NUT CROPS</b> | <b>2014</b>   | <b>56,027</b> | <b>51,268</b>     |            |         |      |            | <b>\$471,439,000</b> |
|                                    | <b>2013**</b> | <b>53,720</b> | <b>50,289</b>     |            |         |      |            | <b>\$468,355,000</b> |

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

\*\* Revised

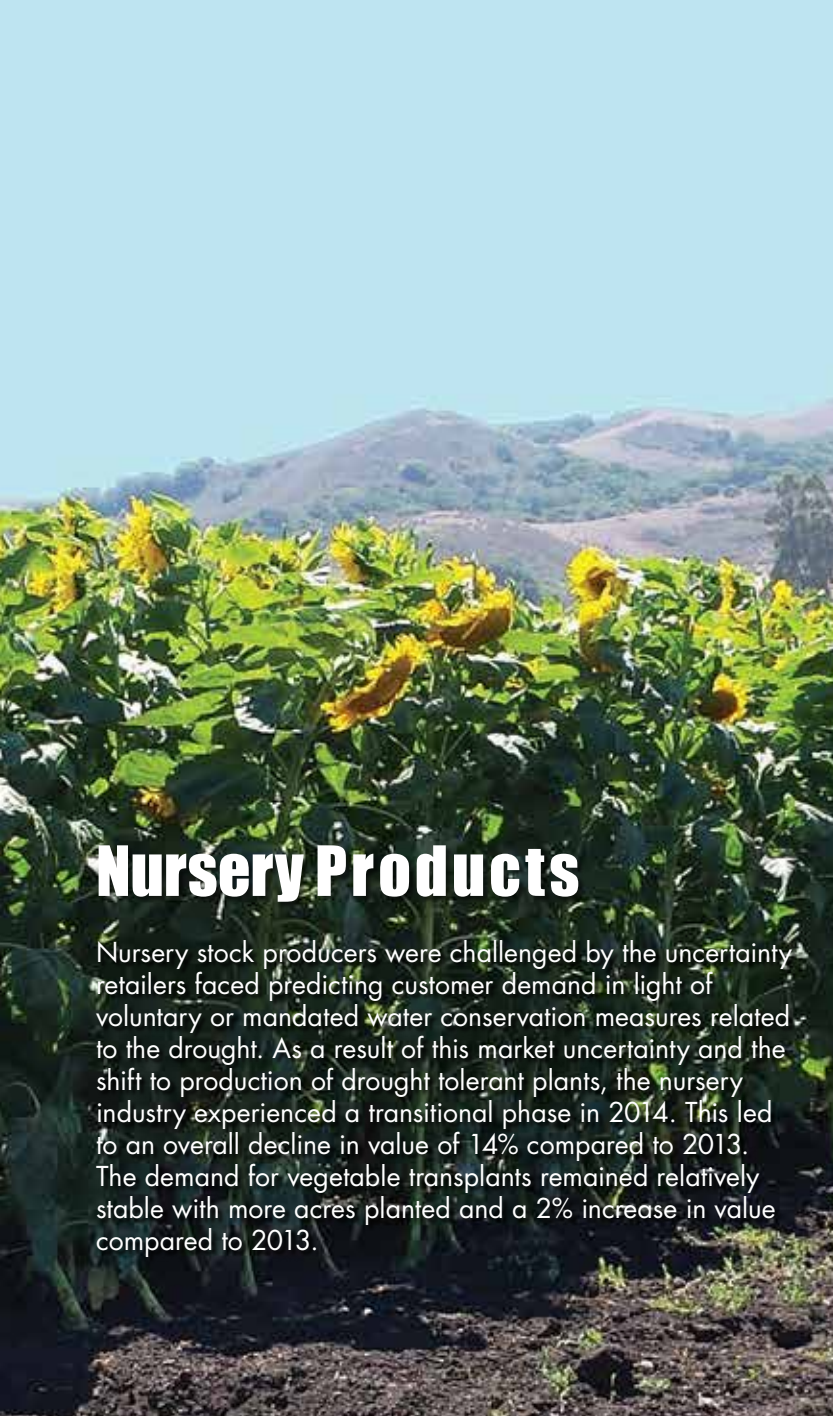
# Vegetable Crops

Fairly mild winter temperatures in 2014 had a favorable effect on several vegetable crops, such as head lettuce and cauliflower. However, crop damage due to increased soil salinity from the third consecutive year of drought was widely reported. Broccoli, cauliflower, and cabbage growers also suffered significant yield losses from the Bagrada Bug, (*Bagrada hilaris*), commonly called the painted stink bug. Native to Africa, this highly destructive pest arrived in California in 2008 and has since grown to population levels that cannot be eradicated. Growers also experienced labor shortages, especially workers skilled in harvesting. Overall, the value for all vegetables combined was just over \$195 million, a decrease of 18% compared to 2013.



| CROP                         | YEAR        | HARVESTED ACREAGE | PRODUCTION PER ACRE | TOTAL  | UNIT | PER UNIT | TOTAL                |
|------------------------------|-------------|-------------------|---------------------|--------|------|----------|----------------------|
| Bell Peppers                 | 2014        | 877               | 12.089              | 10,602 | Ton  | \$677.94 | \$7,188,000          |
|                              | 2013        | 786               | 14.044              | 11,039 | Ton  | \$655.88 | \$7,240,000          |
| Broccoli                     | 2014        | 9,878             | 6.350               | 62,725 | Ton  | 911.25   | 57,158,000           |
|                              | 2013        | 10,750            | 6.041               | 64,941 | Ton  | 987.59   | 64,135,000           |
| Cabbage                      | 2014        | 720               | 20.358              | 14,658 | Ton  | 327.82   | 4,805,000            |
|                              | 2013        | 718               | 24.652              | 17,700 | Ton  | 351.81   | 6,227,000            |
| Cauliflower                  | 2014        | 1,725             | 13.061              | 22,530 | Ton  | 598.20   | 13,478,000           |
|                              | 2013        | 1,484             | 11.231              | 16,667 | Ton  | 849.79   | 14,163,000           |
| Lettuce, Head                | 2014        | 3,588             | 15.830              | 56,798 | Ton  | 360.57   | 20,480,000           |
|                              | 2013        | 2,552             | 14.346              | 36,611 | Ton  | 366.54   | 13,419,000           |
| Lettuce, Leaf                | 2014        | 881               | 12.270              | 10,810 | Ton  | 637.68   | 6,893,000            |
|                              | 2013        | 1,417             | 13.756              | 19,492 | Ton  | 493.07   | 9,611,000            |
| Napa Cabbage                 | 2014        | 1,571             | 17.838              | 28,023 | Ton  | 499.83   | 14,007,000           |
|                              | 2013        | 1,586             | 20.545              | 32,584 | Ton  | 412.19   | 13,431,000           |
| Peas Edible Pod              | 2014        | 333               | 1.545               | 514    | Ton  | 2,414.54 | 1,242,000            |
|                              | 2013        | 279               | 1.767               | 493    | Ton  | 1,374.14 | 677,000              |
| Squash                       | 2014        | 131               | 26.414              | 3,460  | Ton  | 378.49   | 1,310,000            |
|                              | 2013        | 202               | 27.500              | 5,555  | Ton  | 479.98   | 2,666,000            |
| Miscellaneous*               | 2014        | 9,273             |                     |        |      |          | 68,768,000           |
|                              | 2013        | 10,399            |                     |        |      |          | 106,327,000          |
| <b>TOTAL VEGETABLE CROPS</b> | <b>2014</b> | <b>28,977</b>     |                     |        |      |          | <b>\$195,329,000</b> |
|                              | <b>2013</b> | <b>30,173</b>     |                     |        |      |          | <b>\$237,896,000</b> |

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



# Nursery Products

Nursery stock producers were challenged by the uncertainty retailers faced predicting customer demand in light of voluntary or mandated water conservation measures related to the drought. As a result of this market uncertainty and the shift to production of drought tolerant plants, the nursery industry experienced a transitional phase in 2014. This led to an overall decline in value of 14% compared to 2013. The demand for vegetable transplants remained relatively stable with more acres planted and a 2% increase in value compared to 2013.

| CROP                                 | YEAR        | FIELD PRODUCTION (acres) | GREENHOUSE PRODUCTION (sq ft) | VALUE               |
|--------------------------------------|-------------|--------------------------|-------------------------------|---------------------|
| Cut Flowers and Greens <sup>^</sup>  | 2014        | 129                      | 2,794,974                     | \$27,043,000        |
|                                      | 2013        | 130                      | 2,971,924                     | \$26,359,000        |
| Outdoor Ornamentals                  | 2014        | 69                       | 75,980                        | 10,306,000          |
|                                      | 2013        | 75                       | 99,700                        | 12,926,000          |
| Vegetable and Ornamental Transplants | 2014        | 28                       | 1,763,990                     | 33,679,000          |
|                                      | 2013        | 24                       | 1,762,780                     | 33,164,000          |
| Miscellaneous*                       | 2014        | 136                      | 1,989,570                     | 13,366,000          |
|                                      | 2013        | 76                       | 2,536,168                     | 25,202,000          |
| <b>TOTAL NURSERY STOCK</b>           | <b>2014</b> | <b>362</b>               | <b>6,624,514</b>              | <b>\$84,394,000</b> |
|                                      | <b>2013</b> | <b>305</b>               | <b>7,370,572</b>              | <b>\$97,651,000</b> |

\* Aquatic, Bedding plants, Bulbs, Cacti, Christmas Trees, Fruit-Nut trees, Ground Cover, Herbs, Indoor Decorative, Propagative plants, Scion wood, Flower seed, Sod, Specialty plants, Succulents

<sup>^</sup> Includes cut flowers grown in greenhouse and field

# Sustainable Agriculture Report

## PEST DETECTION PROGRAM

The pleasant climates throughout San Luis Obispo County provide ideal conditions for a wide diversity of crops and landscape plants to thrive. The same is true for certain invasive and destructive insect pests and plant diseases. In 2014, over 6,000 county urban residents assisted the Agricultural Commissioner's Pest Detection Program by hosting 2,877 insect traps. Pest Detection Trappers placed, relocated and inspected various kinds of traps from yard to yard to search for exotic, destructive insects and pests that can damage fruits, vegetables, other crops, and landscapes.

Traps placed in urban areas targeted the detection of the presence of exotic insects such as Mediterranean, Oriental, Mexican and Melon Fruit Flies, Asian Citrus Psyllids, Gypsy Moths, Japanese Beetles, Glassy-winged sharpshooters, and Light Brown Apple Moths. In total, traps were inspected 55,346 times by Pest Detection Trappers. As a result of monitoring traps in urban areas during the 2014 trapping season, two types of invasive insects were found: the Light Brown Apple Moth, detected in Arroyo Grande, Shell Beach, San Luis Obispo, Los Osos, Morro Bay, Cayucos and Cambria, and the Asian Citrus Psyllid, detected in Arroyo Grande, Cayucos, and San Luis Obispo. To control the further spread of these insects, quarantines restricting the movement of plants and certain commodities were

established around each find site. Trapping for the Light Brown Apple Moth has continued beyond 2014.

Eradication measures for the Psyllid were conducted by the California Department of Food and Agriculture and traps will remain deployed beyond 2014.

An additional 416 insect traps were deployed in plant nurseries and commercial cropland throughout the county for the detection of Glassy-winged sharpshooters, European Grapevine Moths, European Pine Shoot Moths, Light Brown Apple Moths, and Asian Citrus Psyllids. These traps were inspected 4,992 times throughout the trapping season. Of the targeted insects, Light Brown Apple Moths were intercepted in a commercial cropland trap located in the Arroyo Grande area. and Glassy-winged sharpshooters were detected in a nursery in Arroyo Grande. Trapping for both pests continued through 2014 and beyond.

Efforts such as intense trapping programs to detect harmful insects protect local agriculture, urban landscapes, and wild lands by intercepting pests at their lowest populations, increasing the likelihood of successful eradication. Community participation is vital to maintaining strong detection programs.

## PEST EXCLUSION PROGRAM

In addition to efforts by the Pest Detection Trappers in monitoring insect traps to detect the presence of harmful insects, staff working in the Pest Exclusion Program ensure exotic pests are not introduced or become established in the county upon their initial arrival. In 2014, department 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 2014, of the 14,627 plant shipments held for inspection and profiled, 5,120 shipments were visually inspected and 55 were rejected for the presence of significant pests or other violations of California regulatory requirements.

In addition to the inspection of incoming plant material, staff certified 3,181 outgoing shipments of fresh produce, plants, and seed leaving local farms, nurseries, and other agricultural businesses for destinations throughout the United States and the world. This certification process protects agriculture and the environment beyond our county borders.

Staff also examined 3,620 nursery stock shipments that originated from outside of the county, visually inspecting all but the lowest risk shipments for the presence of the Glassy-winged sharpshooter, an insect that vectors Pierce's Disease that is harmful to grape vines. Due to the success of this statewide program, only three shipments arriving into San Luis Obispo County in 2014 were found to be infested. This thorough inspection and exclusion program has prevented the Glassy-winged sharpshooter from becoming established in our county, despite large populations in the southern portion of the state.



## 2014 ORGANIC CROP STATISTICS



One hundred and seven organic producers registered in San Luis Obispo County as their primary growing location in 2014, including 15 new producers. An additional seven producers based in other counties with production sites within San Luis Obispo County were registered for a total of 114

registered producers. Eighteen former registrants did not re-register in 2014. Notably, one new producer registered 40,665 acres of rangeland and fallow land which substantially increased the amount of registered organic acreage located in the county.



### ACRES REGISTERED AS ORGANIC

| Year | Acres*  |
|------|---------|
| 2014 | 50,636* |
| 2013 | 13,128* |
| 2012 | 14,127* |
| 2011 | 14,114* |
| 2010 | 11,784  |
| 2009 | 10,124  |
| 2008 | 11,037  |
| 2007 | 7,167   |
| 2006 | 6,126   |
| 2005 | 4,493   |

\*includes rangeland for organic livestock, fallow land and mushrooms

### TOP 10 ORGANIC CROPS GROWN IN SLO COUNTY

| Rank | Crop         | Harvested/Registered Acres |
|------|--------------|----------------------------|
| 1    | Rangeland    | 43,113                     |
| 2    | Grapes-Table | 1,525                      |
| 3    | Carrots      | 1,194                      |
| 4    | Grapes-Wine  | 896                        |
| 5    | Walnuts      | 804                        |
| 6    | Strawberries | 353                        |
| 7    | Broccoli     | 302                        |
| 8    | Onions       | 284                        |
| 9    | Kale         | 268                        |
| 10   | Lettuce      | 244                        |

## Certified Farmers' Markets

Every day of the week there is a certified farmers' market operating somewhere in San Luis Obispo County. Twenty weekly markets provide growers the opportunity to sell their commodities directly to the public, giving shoppers a chance to meet many of the county's 153 certified farmers' market producers. At the markets, consumers have year round access to fresh products.

### MONDAY:

#### Baywood/Los Osos

Santa Maria St. between 2nd & 3rd St. . . . . 2:00 - 4:30PM

### TUESDAY:

#### Paso Robles

11th St. & Spring St. (City Park) . . . . . 3:00 - 6:00PM

#### San Luis Obispo

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

### WEDNESDAY:

#### Arroyo Grande

1464 East Grand Avenue (Smart & Final parking lot) . . . 8:30 - 11:00AM

#### Atascadero

El Camino & Curbaril (Albertson's Parking Lot) . . . . . 3:00 - 6:00PM

#### Pismo Beach (April - December)

South Promenade (Entrance to Pier) . . . . . 2:00 - 6:00PM

### THURSDAY:

#### Morro Bay

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

#### San Luis Obispo

Higuera St. between 800-900 blocks. . . . . 6:00 - 9:00PM

### FRIDAY:

#### Avila Beach (Mar. 29 - Sept. 27)

Avila Promenade - Front St. . . . . 4:00 - 8:00PM

#### Cambria

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

#### Cayucos (Memorial Day - Labor Day)

Ocean Avenue/Cayucos Drive. . . . . 10:00AM - 12:30PM



### SATURDAY:

#### Arroyo Grande

214 East Branch St., City Park Gazebo. . . . . 12:00 - 2:30PM

#### Morro Bay

Main St. and Harbor St. . . . . (summer) 2:00 - 6:00PM  
(winter) 2:00 - 5:00PM

#### Paso Robles

11th St. & Spring St. (City Park) . . . . . 9:00AM - 1:00PM

#### San Luis Obispo

325 Madonna Rd. (World Market Parking Lot) . . . . . 8:00 - 10:45AM

#### Templeton

6th St. between Crocker & County Rd (South side of City Park) . . . . . 9:00AM - 12:30PM

### SUNDAY:

#### Grover Beach (June - September)

993 Ramona Avenue between 10th & Ramona . . 3:00PM - 6:00PM

#### Nipomo

1645 Triloggy Pkwy. (Monarch Dunes Country Club) . . 11:30 AM - 2:30PM

#### San Luis Obispo

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

## CONSUMER TIPS: WEIGHTS AND MEASURES IS EVERYONE'S BUSINESS

- To get the most for your grocery money, compare the price, amount, and quality of similar products. Unit pricing lists the cost per ounce, pound, sheet, etc. When posted (posting is not required in California) compare the unit prices of similar products to find the best buy.
- Package size can be deceptive. KING SIZE, GIANT SIZE or FAMILY SIZE mean nothing.
- Look for circular stickers on weighing and measuring devices such as gasoline pumps or grocery scales. These seals were applied by a Weights and Measures Inspector to show the equipment was found accurate and correct at the time of the inspection.
- Watch the price entered when items are weighed in front of you. Scales must be placed so you can see the scale's display window. Make sure the scale shows zero before anything is weighed. The price entered should be identical to what is posted on the product display. Items must be sold by "net weight". Pay only for the product, not the packaging.
- Pay attention to prices on the cash register display as items are scanned and review sales receipts after transactions. Make sure the lowest price posted or advertised

was charged and any discounts were calculated accurately. Bring any discrepancies to the attention of a store employee and inquire about the store's policy for handling overcharges.

- The potential for inadvertent overcharges is greater during any pre and post-Christmas shopping season and during special sales retailers offer throughout the year. This is because of the higher volume of sales and the quickly changing discounts. Make a habit of reviewing receipts to assure you paid the lowest, posted or advertised price.
- When buying gasoline, be sure the digital displays on the pump are set to zero before pumping gasoline. Make sure the price on the display is the same as the price on advertising signage.
- Problems with vehicle performance directly after filling the gas tank with fuel should be reported immediately to the local County Department of Agriculture/Weights and Measures. Inspectors can sample and test fuel for quality and contaminants.
- A delivery of one cord of firewood when stacked should measure 4 feet wide, 4 feet high and 8 feet long (or 128 cubic feet). Measure the stack before it is unloaded, if possible.



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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.

