

2024 SONOMA COUNTY  
CROP REPORT



Photo by Steven Knudsen



# DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

**Andrew F. Smith**

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**Karen Ross**, Secretary

California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Sonoma County:

**Rebecca Hermosillo** – First District, Vice Chair

**David Rabbitt** – Second District

**Chris Coursey** – Third District

**James Gore** – Fourth District

**Lynda Hopkins** – Fifth District, Chair

It is my privilege to present the 2024 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2024 was \$857,620,400 which represents a 9.3% decrease from our 2023 value of \$945,722,700. This report reflects the gross production values, not the net income or costs of production.

After an unusually cool and misty 2023 grape season, 2024 was a return to normal. Harvest season remained calm compared to previous years, though late varieties saw a rush to pick before a heat spike. Two seasons with ample rain gave grapevines extra moisture to draw on keeping tonnage comparable to 2023, however significant tonnage was left on the vines due to decreased demand. Tonnage harvested decreased 12.21% compared to 2023 to 211,511.6 tons, while average value per ton dropped to \$2,962.25. As a result, total winegrape value decreased 12.59% compared to 2023 to \$626,550,200.

Apples saw a bump in value from last year. 2024 saw a 9.2% increase in apple tonnage brought to market compared to 2023 in part due to chill hours and soil water recharge. Gravenstein prices per ton decreased by 8.42%, while the price per ton for late apples bumped up 8.2%. Overall, the value of apples increased by 21.0% compared to 2023.

The value of livestock and poultry products increased just 1.97%, though that total percentage fails to reflect the main livestock and poultry industries. A closer look shows the value of milk production increased 37.4% and organic milk jumping up 49.5% while poultry products decreased 49% due to an outbreak of Highly Pathogenic Avian Influenza.

Nursery products dropped 7.3% from 2023. The value of ornamentals remained steady, but bedding plants dropped 9.6%. Cut flowers increased 8.6% and miscellaneous products such as grapevines, fruit and nut trees, and succulents declined 22.4%. Christmas trees saw an increase in 2024 of 33.4%. The value of nursery products decreased driven by a decline in consumer demand for bedding plants and a decrease of industry demand for grapevines.

This year's crop report highlights the feathered history and challenges of poultry and egg production in Sonoma County. Our producers focus on high quality agricultural products despite the challenges they face, and they remain a critical part of our local food supply. We want to recognize their resilience and commitment to providing wholesome, sustainable, and organic eggs and poultry products produced in Sonoma County

I would like to extend my gratitude and appreciation to all the agricultural producers whose participation made this report possible. A sincere thank you to Misty Eland, Senior Agricultural/Weights & Measures Inspector, who collected and compiled these statistics, as well as the outstanding staff of the Department of Agriculture/Weights & Measures who contributed to the production of this report.

Respectfully submitted,

Andrew F. Smith

Agricultural Commissioner/Sealer of Weights & Measures



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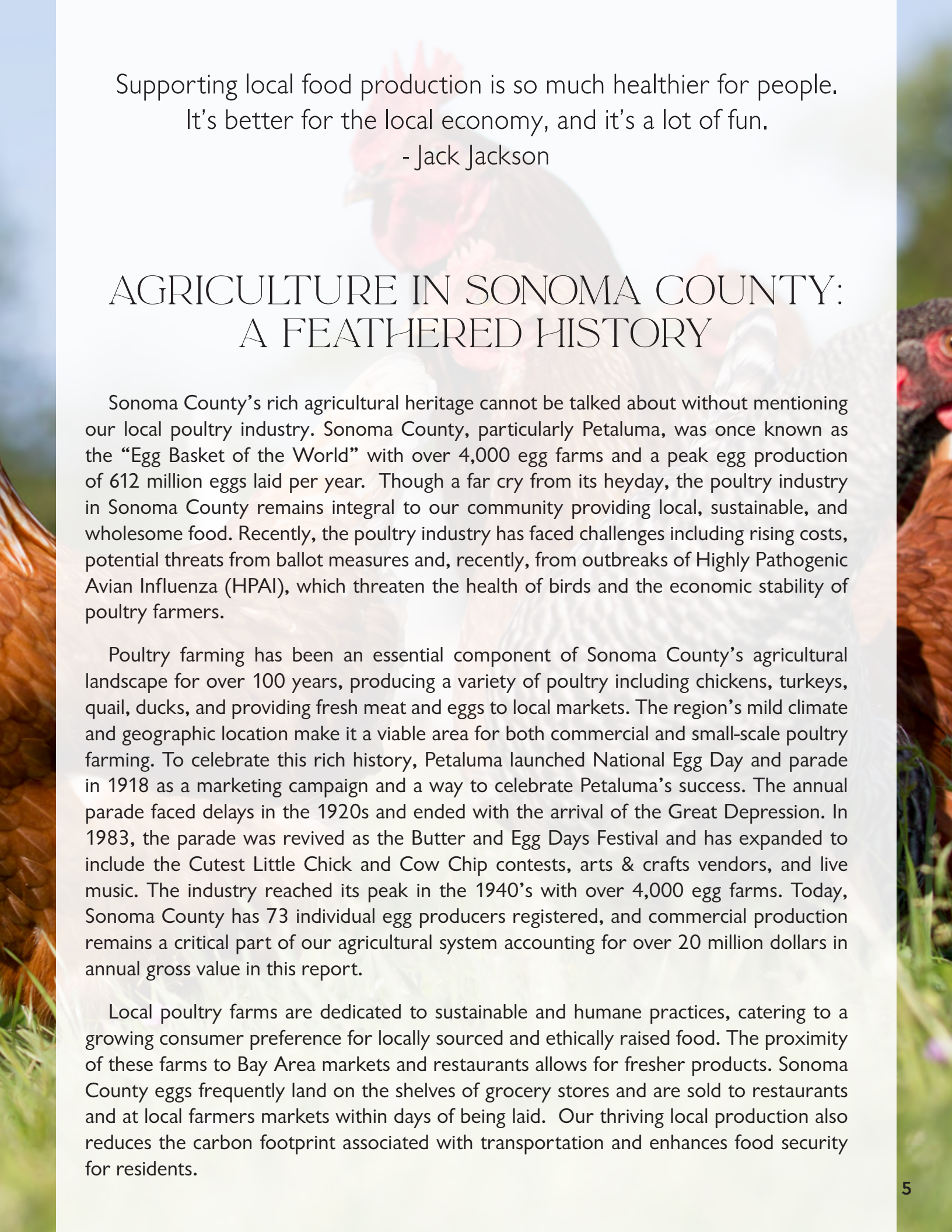












Supporting local food production is so much healthier for people.  
It's better for the local economy, and it's a lot of fun.  
- Jack Jackson

## AGRICULTURE IN SONOMA COUNTY: A FEATHERED HISTORY

Sonoma County's rich agricultural heritage cannot be talked about without mentioning our local poultry industry. Sonoma County, particularly Petaluma, was once known as the "Egg Basket of the World" with over 4,000 egg farms and a peak egg production of 612 million eggs laid per year. Though a far cry from its heyday, the poultry industry in Sonoma County remains integral to our community providing local, sustainable, and wholesome food. Recently, the poultry industry has faced challenges including rising costs, potential threats from ballot measures and, recently, from outbreaks of Highly Pathogenic Avian Influenza (HPAI), which threaten the health of birds and the economic stability of poultry farmers.

Poultry farming has been an essential component of Sonoma County's agricultural landscape for over 100 years, producing a variety of poultry including chickens, turkeys, quail, ducks, and providing fresh meat and eggs to local markets. The region's mild climate and geographic location make it a viable area for both commercial and small-scale poultry farming. To celebrate this rich history, Petaluma launched National Egg Day and parade in 1918 as a marketing campaign and a way to celebrate Petaluma's success. The annual parade faced delays in the 1920s and ended with the arrival of the Great Depression. In 1983, the parade was revived as the Butter and Egg Days Festival and has expanded to include the Cutest Little Chick and Cow Chip contests, arts & crafts vendors, and live music. The industry reached its peak in the 1940's with over 4,000 egg farms. Today, Sonoma County has 73 individual egg producers registered, and commercial production remains a critical part of our agricultural system accounting for over 20 million dollars in annual gross value in this report.

Local poultry farms are dedicated to sustainable and humane practices, catering to a growing consumer preference for locally sourced and ethically raised food. The proximity of these farms to Bay Area markets and restaurants allows for fresher products. Sonoma County eggs frequently land on the shelves of grocery stores and are sold to restaurants and at local farmers markets within days of being laid. Our thriving local production also reduces the carbon footprint associated with transportation and enhances food security for residents.





Photo by Department of Agriculture/Weights and Measures Staff



Our local poultry industry ensures that residents have consistent access to fresh, locally produced food which reduces the environmental impact associated with transporting food over long distances. Eating locally is a sustainable agricultural practice that is gaining traction since “locavore,” (defined as a person whose diet consists only or principally of locally grown or produced food), was named 2007’s Word of the Year by New Oxford American Dictionary. Food transportation is a significant component of the agricultural industry and contributes to global greenhouse gas emissions. A study published by researchers from the University of Sydney found that 19% of the global food system greenhouse gas emissions are caused by transportation<sup>1</sup>. Local production also promotes agricultural sustainability by encouraging responsible farming practices and preserving local ecosystems. Not only are some of our producers certified or transitioning to organic, but they are also innovators that have invested in technology that converts manure waste into fertilizer pellets that can be used to grow organic fruits and vegetables. This strong local food system fosters community resilience, as it allows residents to rely on local farmers during times of external shocks, such as economic downturns or pandemics.

Over the years the poultry industry in Sonoma County has changed as it has endured significant challenges such as operational costs and the threat of disease outbreaks. Once the largest egg production hub in the world, Sonoma County is now home to only two commercial processing plants. Plagued by high operational costs such as equipment and labor and with the cost of land at an all-time high, entry into the industry is extremely difficult. One of the most destructive challenges the industry has faced was the detection of Highly Pathogenic Avian Influenza (HPAI) in 2023. HPAI ravaged the commercial poultry flocks, causing economic losses and impacts to our local foodshed and supply chain. To prohibit the spread of the virus, regulatory measures were enacted to restrict movement of material and poultry products. As a result, the Board of Supervisors declared a local emergency which provided additional services to help mitigate the financial effects for the producers impacted. Lasting into 2024, HPAI caused the loss of 1.2 million birds from our commercial flocks and the economic impacts are reflected throughout this report.

The economic ramifications of HPAI outbreaks are severe: poultry farmers face substantial financial losses due to culling, increased expenses associated with veterinary costs, and a significant decrease in production and revenue. This has a direct impact on the business and the more than 700 people in Sonoma County whose livelihood depends on the industry for their work. The poultry industry also supports numerous ancillary businesses, including feed suppliers, processing plants, distribution networks, and local grocery stores and restaurants. A downturn in poultry production can ripple through these sectors, leading to job losses and reduced economic activity in the region.

Poultry production in Sonoma County was once a strong thriving industry and today it continues to be an integral part of the local economy and food supply. As we look to the future, the poultry industry seems poised to continue providing consumers with local, sustainable, and wholesome food. By supporting and strengthening our local agricultural industry, we not only enhance food security but also promote economic resilience.

<sup>1</sup> Li, M., Jia, N., Lenzen, M. et al. Global food-miles account for nearly 20% of total food-systems emissions. *Nat Food* 3, 445–453 (2022). <https://doi.org/10.1038/s43016-022-00531-w>



# MILLION DOLLAR CROPS

## MILLION DOLLAR CROPS

1	Winegrapes - All	\$626,550,200
2	Milk	\$80,151,300
3	Nursery - Ornamentals	\$31,485,300
4	Miscellaneous Livestock and Poultry Products	\$20,814,200
5	Nursery - Miscellaneous	\$15,902,900
6	Cattle and Calves	\$15,330,500
7	Vegetables	\$14,998,200
8	Nursery - Bedding Plants	\$8,457,300
9	Miscellaneous Livestock and Poultry	\$7,786,600
10	Nursery - Cut Flowers	\$6,633,800
11	Sheep and Lambs	\$5,252,000
12	Apples - Late Varieties	\$2,247,700
13	Rye and Oat Hay Crops	\$2,232,400
14	Apples - Gravenstein	\$1,650,600
15	Rye, Corn, and Oat Silage Crops	\$1,351,100



Photo by Warren Smith



# NURSERY PRODUCTS



Photo by Misty Eland for Department of Agriculture/Weights & Measures

## NURSERY PRODUCTS

Product	Year	Quantity	Unit	Total
Ornamentals	2024	1,194,264	plant	\$31,485,300
	2023	1,105,764	plant	\$31,462,600
Bedding Plants	2024	1,083,900	flat	\$8,457,300
	2023	1,199,079	flat	\$9,359,800
Christmas Trees	2024	2,531	units	\$176,600
	2023	1,734	units	\$132,400
Cut Flowers	2024			\$6,633,800
	2023			\$6,108,000
Miscellaneous Products (a)	2024			\$15,902,900
	2023			\$20,503,500
TOTAL VALUE	2024			\$62,655,900
	2023			\$67,566,300

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



# WINEGRAPE PRODUCTION – REDS

## RED VARIETIES

TOP 13 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2024	563.0	55.0	618.0	1,295.9	\$4,581.97	\$5,937,800
	2023	548.0	59.0	607.0	1,523.0	\$4,558.35	\$6,942,400
Cabernet Sauvignon	2024	12,373.0	327.0	12,700.0	39,354.1	\$2,920.71	\$114,941,900
	2023	12,284.0	436.0	12,720.0	48,847.0	\$3,061.44	\$149,542,200
Carignane	2024	155.0	9.0	164.0	305.2	\$2,889.42	\$881,900
	2023	155.0	9.0	164.0	304.3	\$3,056.35	\$930,000
Grenache	2024	281.0	6.0	287.0	1,125.8	\$3,263.57	\$3,674,100
	2023	257.0	26.0	283.0	1,576.6	\$3,224.93	\$5,084,400
Malbec	2024	454.0	9.0	463.0	2,095.2	\$3,370.06	\$7,067,200
	2023	432.0	17.0	449.0	2,050.5	\$3,379.22	\$6,929,100
Mataro/ Mouvedere	2024	80.0	1.0	81.0	229.6	\$3,674.54	\$843,700
	2023	75.0	8.0	83.0	231.9	\$3,818.14	\$885,400
Merlot	2024	3,761.0	16.0	3,777.0	8,029.6	\$2,202.59	\$17,685,900
	2023	4,031.0	24.0	4,055.0	9,393.9	\$2,206.07	\$20,723,600
Petite Sirah	2024	693.0	22.0	715.0	2,791.6	\$2,943.32	\$8,216,600
	2023	680.0	46.0	726.0	3,082.2	\$3,271.67	\$10,083,900
Petit Verdot	2024	238.0	5.0	243.0	1,022.2	\$3,853.28	\$3,938,800
	2023	245.0	6.0	251.0	1,130.1	\$3,884.86	\$4,390,300
Pinot Noir	2024	12,967.0	130.0	13,097.0	49,562.1	\$3,890.39	\$192,815,900
	2023	13,024.0	88.0	13,112.0	55,159.4	\$3,880.92	\$214,069,200
Sangiovese	2024	273.0	2.0	275.0	1,156.7	\$2,797.51	\$3,235,900
	2023	275.0	2.0	277.0	1,124.8	\$2,717.34	\$3,056,500
Syrah-Shiraz	2024	1,300.0	21.0	1,321.0	2,348.1	\$3,347.20	\$7,859,600
	2023	1,329.0	32.0	1,361.0	2,465.6	\$3,306.37	\$8,152,200
Zinfandel	2024	4,600.0	23.0	4,623.0	11,116.8	\$3,234.32	\$35,955,300
	2023	4,611.0	39.0	4,650.0	12,973.2	\$3,423.89	\$44,418,800
<b>TOTAL ALL REDS including other reds</b>	2024	<b>38,261.0</b>	<b>652.0</b>	<b>38,913.0</b>	<b>120,432.9</b>	<b>\$3,305.53</b>	<b>\$398,094,500</b>
	2023	38,517.0	819.0	39,336.0	141,941.9	\$3,383.84	\$480,308,700





# WINEGRAPE PRODUCTION - WHITES

## WHITE VARIETIES

TOP 10 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2024	14,870.0	413.0	15,283.0	72,594.2	\$2,590.41	\$188,048,700
	2023	15,127.0	389.0	15,516.0	79,239.4	\$2,559.87	\$202,842,600
Gewürztraminer	2024	95.0	1.0	96.0	197.8	\$2,395.39	\$473,800
	2023	97.0	1.0	98.0	200.5	\$2,911.55	\$583,800
Muscat Blanc/ Muscat Canelli	2024	15.0	0.0	15.0	100.1	\$2,303.71	\$230,600
	2023	17.0	0.0	17.0	155.2	\$2,357.42	\$365,900
Pinot Blanc	2024	81.0	0.0	81.0	229.4	\$1,841.41	\$422,400
	2023	84.0	0.0	84.0	207.4	\$2,231.08	\$426,700
Pinot Gris	2024	374.0	0.0	374.0	991.2	\$1,952.36	\$1,953,200
	2023	380.0	0.0	380.0	1,086.9	\$1,981.57	\$2,153,800
Roussanne	2024	40.0	0.0	40.0	88.3	\$3,653.43	\$322,600
	2023	37.0	2.0	39.0	87.1	\$3,775.74	\$328,900
Sauvignon Blanc	2024	2,751.0	198.0	2,949.0	15,853.1	\$2,024.54	\$32,095,200
	2023	2,726.0	102.0	2,828.0	17,929.0	\$2,054.22	\$36,830,100
Semillon	2024	94.0	1.0	95.0	423.4	\$2,836.90	\$1,201,100
	2023	99.0	2.0	101.0	384.0	\$2,851.25	\$1,094,900
Viognier	2024	209.0	0.0	209.0	448.5	\$3,229.17	\$1,448,300
	2023	207.0	0.0	207.0	465.3	\$3,126.04	\$1,454,500
White Riesling	2024	23.0	0.0	23.0	152.7	\$3,362.26	\$513,400
	2023	25.0	2.0	27.0	156.8	\$3,267.16	\$512,300
<b>TOTAL ALL WHITES including other whites</b>	2024	18,759.0	630.0	19,389.0	91,078.7	\$2,618.96	\$238,531,300
	2023	19,001.0	505.0	19,506.0	98,995.8	\$2,470.77	\$244,595,900

<b>TOTAL WINEGRAPES including all reds and whites</b>	2024	57,020.0	1,282.0	58,302.0	211,511.6	\$2,962.15	\$626,550,200
	2023	57,518.0	1,324.0	58,842.0	240,937.7	\$2,975.12	\$716,818,600





# FRUIT AND NUT SUMMARY

## FRUIT AND NUT SUMMARY

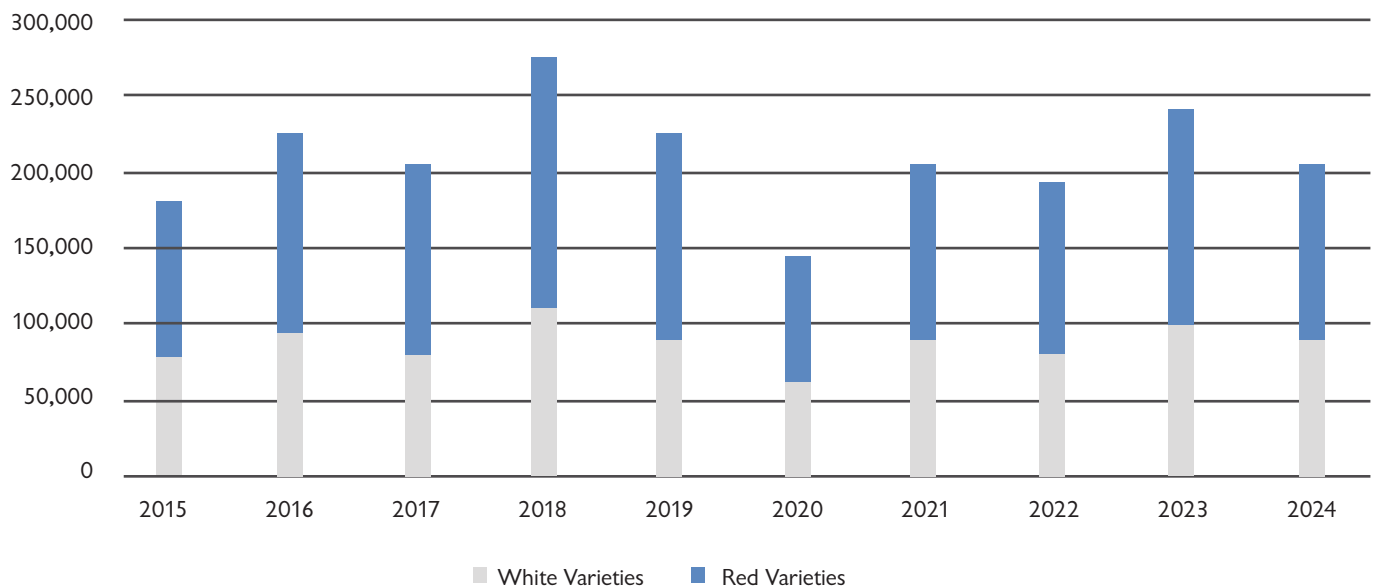
Crop	Year	Bearing Acres	Tons/ Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2024	1,999	3.79	7,580	\$514		\$3,898,300
	2023	2,010	3.45	6,943	\$515		\$3,577,000
						\$684,909	
Fresh	2024					\$735,384	
	2023						
Processed (a)	2024					\$3,212,679	
	2023					\$2,918,015	
Grapes (wine)	2024	57,020	3.71	211,512	\$2,962		\$626,550,200
	2023	57,518	4.19	240,938	\$2,975		\$716,818,600
Olives	2024	181					\$305,200
	2023	191					\$356,900
Miscellaneous (b)	2024						\$832,400
	2023						\$246,300
<b>TOTAL</b>	2024						\$631,586,100
	2023						\$720,998,800

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

(b) includes bush-berries, cane-berries, stone fruits, pears, kiwi, tree nuts, strawberries, figs, etc.



## TONS OF SONOMA COUNTY GRAPES CRUSHED 2015-2024





# APPLE PRODUCTION

## APPLE PRODUCTION

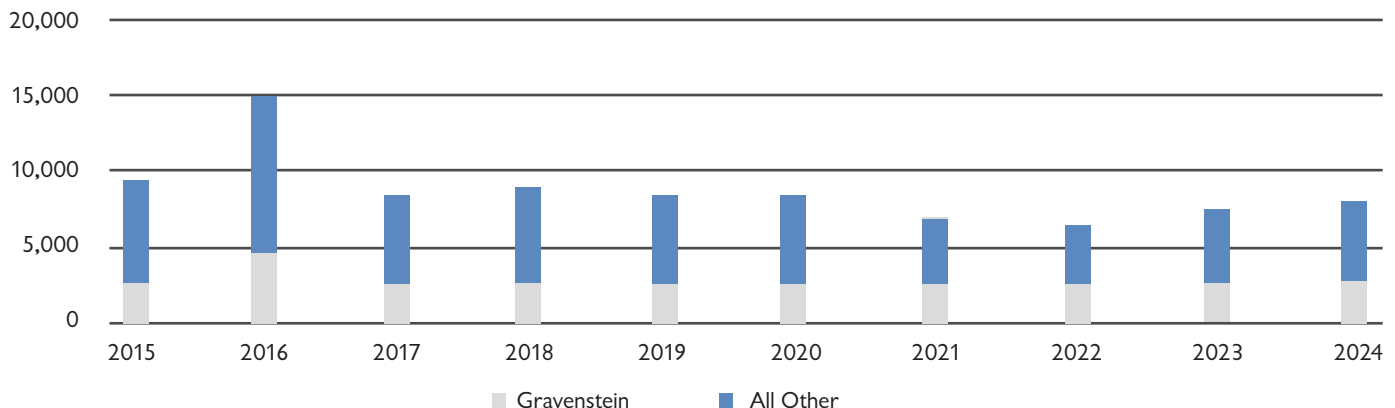
Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2024	614	4.84	2,974	\$555		\$1,650,600
	2023	619	4.64	2,875	\$606		\$1,742,300
Fresh	2024			181	\$1,457	\$263,717	
	2023			332	\$1,353	\$449,196	
Processed (a)	2024			2,793	\$497	\$1,388,121	
	2023			2,543	\$538	\$1,368,134	
Late Apples	2024	1,385	3.33	4,606	\$488		\$2,247,700
	2023	1,391	2.92	4,068	\$451		\$1,834,700
Fresh	2024			323	\$1,304	\$421,192	
	2023			297	\$964	\$286,308*	
Processed (a)	2024			4,283	\$426	\$1,824,558	
	2023			3,771	\$411	\$1,549,881	
<b>TOTAL</b>	2024	1,999	3.79	7,580	\$514		\$3,898,300
	2023	2,010	3.45	6,943	\$515		\$3,577,000

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

\* 2023 fresh value corrected from previous version



## TONS OF APPLES PRODUCED 2015-2024





# VEGETABLE, APIARY, AND FIELD CROP PRODUCTION

## VEGETABLES

## APIARY PRODUCTS

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2024	346	\$14,998,200
Vegetables (a)	2023	175	\$2,190,800

Total Value (a)	2024	\$3,534,500
	2023	\$168,000

(a) includes crucifers, squash, melons, mushrooms, potatoes, peppers, tomatoes, sprouts, lettuce, etc.

(a) includes honey, wax, and hives rented for pollination.

## FIELD CROPS

Crop	Year	Harvested Acreage	Tons/ Acre	Total Tons	Unit	\$/Unit	Total
Hay, Rye and Oat	2024	3,734	4.83	18,028	ton	\$123.83	\$2,232,400
	2023	3,347	5.70	19,179	ton	\$146.45	\$2,808,800
Hay, Volunteer	2024	920	1.90	1,748	ton	\$168.22	\$294,000
	2023	188	2.01	376	ton	\$199.47	\$75,000
Green Chop (a)	2024	121	1.11	134	ton	\$27.00	\$3,600
	2023*	135	1.10	149	ton	\$30.00	\$4,500
Oats, Grain	2024	300	2.43	729	ton	\$430.00	\$313,500
	2023	555	1.31	725	ton	\$505.66	\$366,600
Silage, Corn, Rye and Oat (a)	2024	2,707	14.08	38,112	ton	\$35.45	\$1,351,100
	2023	2,807	12.35	34,657	ton	\$35.06	\$1,215,100
Hemp	2024	6	1.00	5.5	ton	\$81,967.21	\$450,800
	2023	4	1.00	4.0	ton	\$178,572.00	\$714,300
Straw	2024						\$44,500
	2023						\$20,400
Miscellaneous (b)	2024						\$97,000
	2023						\$92,800
Pasture (c)	2024	6,502			acre	\$89.75	\$583,600
	2023	6,272			acre	\$62.50	\$392,000
Rangeland (c)	2024	299,790			acre	\$30.45	\$9,128,600
	2023	302,820			acre	\$35.00	\$10,598,700
<b>TOTAL</b>	2024	314,080					\$14,949,900
	2023	316,128					\$16,288,200

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

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

(c) average potential grazing value per acre of forage.

\*Green chop 2023 tons/acre corrected from 2023 version







Photo by Steven Knudsen



Photo by Warren Smith



# LIVESTOCK AND POULTRY

## LIVESTOCK AND POULTRY

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2024	22,753	118,398	cwt.	\$129.48	\$15,330,500
	2023	33,674	170,146	cwt.	\$123.50	\$21,013,400
Sheep/Lambs	2024	19,843	21,777	cwt.	\$241.18	\$5,252,000
	2023	21,546	23,645	cwt.	\$228.00	\$5,404,200
Hogs	2024	3,081	7,558	cwt.	\$72.76	\$549,900
	2023	2,935	7,337	cwt.	\$70.09	\$514,300
Miscellaneous (a)	2024					\$7,786,600
	2023					\$12,557,200
<b>TOTAL</b>	<b>2024</b>					<b>\$28,919,000</b>
	<b>2023</b>					<b>\$39,489,100</b>

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

## LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Organic	2024	1,995,886	cwt.	\$36.02	\$71,891,800
	2023	1,321,086	cwt.	\$36.41	\$48,094,200
Milk, Conventional	2024	357,554	cwt.	\$23.10	\$8,259,500
	2023	423,217	cwt.	\$24.23	\$10,254,500
Total Milk	2024	2,353,440	cwt.		\$80,151,300
	2023	1,744,303	cwt.		\$58,348,700
Wool	2024	45,000	lb.	\$0.25	\$11,300
	2023	47,000	lb.	\$0.44	\$20,700
Miscellaneous (a)	2024				\$20,814,200
	2023				\$40,652,100
<b>TOTAL</b>	<b>2024</b>				<b>\$100,976,800</b>
	<b>2023</b>				<b>\$99,021,500</b>

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

## LIVESTOCK AND POULTRY INVENTORY

Item	Number
Cattle/Calves (all)	51,000
Milk Cows and Heifers (2 years and older)	19,700
Beef Cows and Heifers (2 years and older)	8,400
Sheep/Lambs (all)	12,441
Hogs	3,081
Laying Hens, Pullets, and Broilers	*
Goats	4,628

Number of head as of January 1, 2025.

\* Unable to obtain data



# RECAPITULATION, TIMBER, AND FISHERIES

	2023	2024
Apiary Products	\$168,000	\$3,534,500
Vegetable Crops	\$2,190,800	\$14,998,200
Field Crops	\$16,288,200	\$14,949,900
Nursery Products	\$67,566,300	\$62,655,900
Livestock and Poultry	\$39,489,100	\$28,919,000
Livestock and Poultry Products	\$99,021,500	\$100,976,800
Fruit and Nut Crops	\$720,998,800	\$631,586,100
<b>TOTAL VALUE</b>	<b>\$945,722,700</b>	<b>\$857,620,400</b>

Year	Production	Unit	Value (a)
<b>2024</b>	<b>9,173,000</b>	<b>board feet</b>	<b>\$5,686,999</b>
2023	17,837,000	board feet	\$10,860,126

(a) value of timber immediately before cutting.  
Source: [www.cdtfa.ca.gov/taxes-and-fees/timber-tax.htm#harvest](http://www.cdtfa.ca.gov/taxes-and-fees/timber-tax.htm#harvest).  
Informational only.

Species	Year	Pounds	Value
Crab, Dungeness	<b>2024</b>	<b>2,673,205</b>	<b>\$9,567,939</b>
	2023	1,329,721	\$3,712,717
Salmon, Chinook	<b>2024</b>	<b>0</b>	<b>\$0</b>
	2023	0	\$0
Rockfish, all	<b>2024</b>	<b>101,414</b>	<b>\$221,853</b>
	2023	132,222	\$264,193
Halibut, California	<b>2024</b>	<b>2,441</b>	<b>\$6,543</b>
	2023	930	\$6,072
Miscellaneous	<b>2024</b>	<b>426,739</b>	<b>\$832,783</b>
	2023	650,336	\$796,404
Sablefish	<b>2024</b>	<b>33,120</b>	<b>\$112,937</b>
	2023	39,459	\$123,893
Lingcod	<b>2024</b>	<b>1,827</b>	<b>\$7,313</b>
	2023	7,081	\$28,906
Tuna, Albacore	<b>2024</b>	<b>5,435</b>	<b>\$7,118</b>
	2023	15,431	\$8,180
Cabezon	<b>2024</b>	<b>0</b>	<b>\$0</b>
	2023	0	\$0
<b>TOTAL</b>	<b>2024</b>	<b>3,244,181</b>	<b>\$10,756,486</b>
	2023	2,175,180	\$4,940,365

<https://wildlife.ca.gov>  
Data listed is most recent information available for commercial fisheries. Informational only.  
Commercial salmon fishery was closed for the 2023 and 2024 seasons.



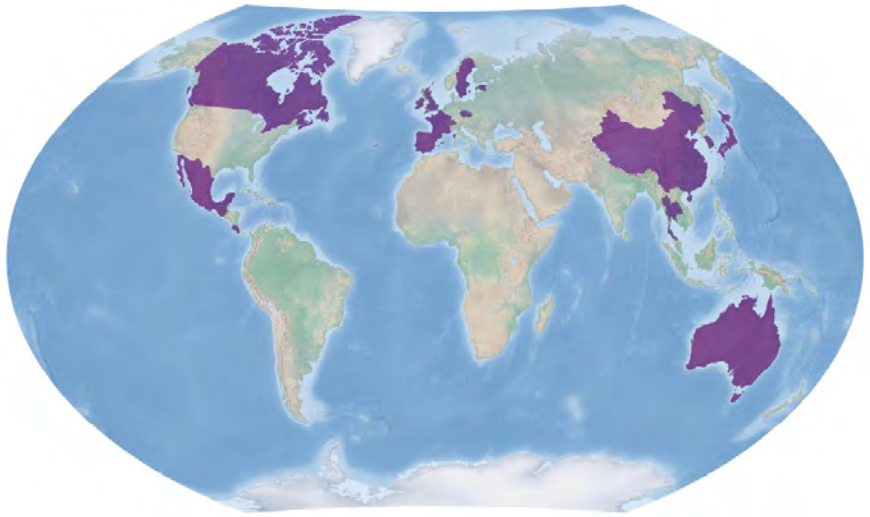
# COMMODITY EXPORTS

In 2024, the Sonoma County Department of Agriculture/Weights & Measures issued 100 federal phytosanitary certificates for international shipments to 18 different countries and 10 state phytosanitary certificates for shipments within the United States. These certificates were issued by staff to ensure products produced or processed in Sonoma County meet the necessary import requirements. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state or country.

## DESTINATION/ CERTIFICATES

China - 53  
Mexico - 11  
Canada - 8  
Costa Rica - 5  
France - 5  
Australia - 2  
Czech Republic - 2  
Japan - 2  
Portugal - 2  
Sweden - 2  
Estonia - 1  
Guatemala - 1  
Ireland - 1  
Republic of Korea - 1  
Spain - 1  
Switzerland - 1  
Thailand - 1  
United Kingdom - 1

## COMMODITY SHIPMENT DESTINATIONS IN PURPLE



## COMMODITIES EXPORTED

Oak Wine Barrels  
Grapevines  
Bare Roots Plants  
Oak Pieces for Winemaking  
Lumber and Logs  
In Vitro Plantlets  
Mushroom Spawn  
Flower Seed  
Hemp Seed  
Herbs and Spices  
Oak Wood Chips  
Nursery Stock





# AGRICULTURE DIVISION SUMMARY

Agriculture is one of the main industries in Sonoma County and it provides a very significant base to the County's economy. The Department accomplishes the promotion and protection of agriculture through educational outreach and enforcement of federal, state, and county regulations.

## PEST EXCLUSION PROGRAM

The goal of our Pest Exclusion Program is to prevent the introduction and spread of exotic weeds, plant diseases, insect pests, or animal pests, which might be harmful to Sonoma County agriculture and our environment. To accomplish this goal, the Division inspects incoming plant shipments and rejects infested plant material. Staff visit shipping point terminals in the County daily to inspect packages, incoming plant material from out-of-state, nursery stock at nurseries, and vines for vineyard plantings. Additionally, inspections are conducted on incoming shipments at feed mills and outdoor household articles from areas known to be infested with Spotted Lantern Fly and Spongy Moth. A total of 1,163 premise visits occurred in 2024, during which 16,379 shipments of plant material were inspected. 361 shipments of plant material were rejected for violations of state and federal quarantines. One shipment was found to have three viable Spotted Lantern Fly egg masses. To prevent the spread of Glassy-Winged Sharpshooter (GWSS) into Sonoma County, Division staff inspected 1,582 shipments of nursery stock arriving from infested counties within California. One shipment was found to have a viable GWSS egg mass.

## EXOTIC/INVASIVE PEST SPECIES INTERCEPTED

Spotted Lantern Fly <i>Lycorma delicatula</i>	Oriental Fruit Fly <i>Bactrocera dorsalis</i>	Japanese Knotweed <i>Reynoutria japonica</i>
Gray Pineapple Mealybug <i>Dysmicoccus neobrevipes</i>	Lesser Snow Scale <i>Pinnaspis Strachani</i>	Carpenter Ant <i>Camponotus planatus</i>
Glassy Winged Sharpshooter <i>Homalodisca vitripennis</i>	Asian Trampsnail <i>Bradybaena similaris</i>	

## PEST DETECTION TRAPPING PROGRAM

Our Detection Trapping program is considered the second line of defense in protecting our agricultural industry from invasive or exotic pests that can devastate California agriculture. The purpose of this program is to detect the presence of pests before they become established over an area so large that eradicating the pest is no longer feasible. Insect traps are placed throughout Sonoma County to intercept pests of concern in vineyards, orchards, home gardens, nurseries, and recreation areas.

Type of Pest	Traps	Number of Servicings
Asian Citrus Psyllid	384	1,693
European Grapevine Moth	2,488	27,565
Glassy-Winged Sharpshooter	494	4,182
Japanese Beetle	143	954
Mediterranean Fruit Fly	411	5,584
Melon Fruit Fly	136	1,399
Oriental Fruit Fly	204	2,714
Spongy Moth	212	1,408
<b>Total</b>	<b>4,472</b>	<b>45,499</b>



## PESTICIDE USE ENFORCEMENT PROGRAM

The Division performed 163 inspections related to commercial and agricultural pesticide use in Sonoma County. These inspections included in-progress inspections of the applicator and application equipment, post-application field worker safety inspections, and employee safety inspections at headquarters to review records and storage areas.

In 2024, the Division issued 132 private applicator certificates, 488 operator identification numbers and 14 restricted material permits for agricultural pesticide use, reviewed 51 notices of intent for restricted materials, registered 263 agricultural or structural pest control businesses, 40 pest control advisors, 108 farm labor contractors, and completed 29 investigations for suspected pesticide illnesses or complaints.

## ORGANIC PRODUCTION

Every person in the state of California, engaged in the production or handling of raw agricultural products sold as organic, must register with the State Organic Program. The State Organic Program protects the integrity of the organic label through enforcement, education and outreach. Sonoma County agricultural inspectors conduct spot inspections, investigate complaints and perform pesticide residue sampling. There are 327 organic registrants farming approximately 69,408 acres throughout the County. This acreage figure may be inflated as much of this acreage experiences multiple cropping cycles per year.

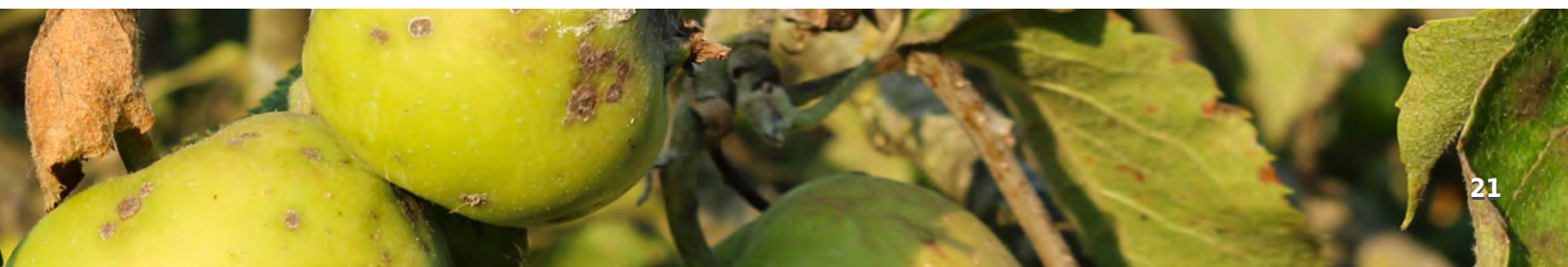
For more information on the Organic Food and Farming Act, please visit the California Department of Food and Agriculture's State Organic Program website at <https://www.cdfa.ca.gov/is/organicprogram/>.

### IN 2024, THE AGRICULTURE DIVISION:

- Inspected over 3.2 million chicken eggs for defects via representative sampling at production, wholesale and retail facilities.
- Diverted 38,600 pounds of plastic containers from the landfill through the Division's two recycling events with approximately 116 participating growers.
- Surveyed over 1,300 Sonoma County producers in preparation for the 2024 Agricultural Crop Report.
- Conducted 19 continuing education sessions related to pesticide use regulations reaching over 1,000 attendees.
- Verified compliance with the California Seed Law for all seed producers in Sonoma County.
- Inspected 89 nursery growing areas, totaling more than 290 acres.
- Inspected 22 shipments of household articles for the presence of Spotted Lantern Fly, which includes thoroughly examining outdoor items such as BBQs, boats, cars, firewood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Spotted Lantern Fly.
- Issued 121 certified producer certificates and 19 farmers' market certificates for a total of 20 certified farmers' markets.
- Performed site inspections on 5 organic producers, inspected 43 organic producers at certified farmers' markets, and collected 8 samples of organic produce for residue testing.

## TRANSGENIC CONTAMINATION PREVENTION ORDINANCE

The Transgenic Contamination Prevention Ordinance (GMO Ordinance) took effect November 9, 2016. The purpose of the GMO Ordinance is to protect Sonoma County's native plants, trees, and animals from transgenic contamination by genetically engineered organisms, sometimes referred to as "GMOs." The GMO Ordinance assigns our Department as the enforcement agency and makes it unlawful for any person, partnership, corporation, and entity of any kind to propagate, cultivate, raise, or grow genetically engineered organisms in the unincorporated portions of Sonoma County. In 2024, there were no complaints or investigations conducted related to the GMO Ordinance.





# LAND STEWARDSHIP DIVISION SUMMARY

The Land Stewardship Division oversees the issuance of vineyard and orchard development permits, agricultural grading and drainage permits, frost protection system registrations within the Russian River watershed, enforces county-wide riparian corridor protections, and serves on the Sonoma County Project Review and Advisory Committee, the Sonoma County Environmental Review Committee and the Sonoma County Environmental Crimes Enforcement Task Force.

## VINEYARD AND ORCHARD DEVELOPMENT

The Vineyard Erosion and Sediment Control Ordinance (VESCO) was originally adopted by the Sonoma County Board of Supervisors in 2000. Prior to developing and planting or replanting a vineyard or orchard, an application and plans are reviewed for approval by the Department of Agriculture/Weights & Measures. The purpose of the ordinance is to assist in preventing soil erosion and to protect water quality and other natural resources.

Through the administration of VESCO standards, the dedicated Division staff ensure that vineyards and orchards are developed in a manner that minimizes erosion and protects sensitive habitats.



Photo by Ben Wishnoff

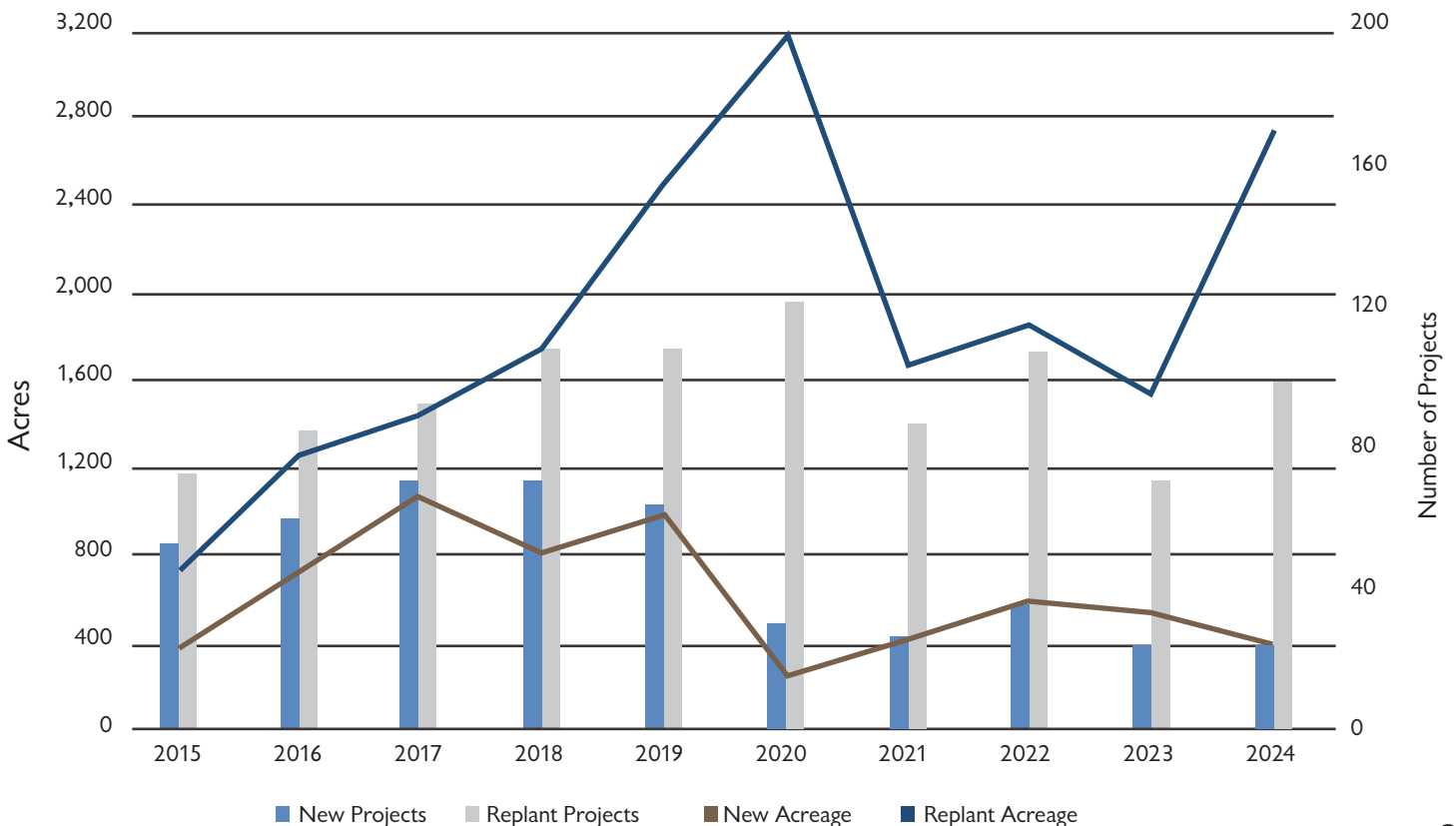
## IN 2024, THE LAND STEWARDSHIP DIVISION:

- Reviewed a total of 126 vineyard/orchard development projects representing a 33% increase in projects from 2023. Of the 25 new projects, 5 were Level I and 20 were Level II. Of the 101 replant projects, 77 were Level I and 24 were Level II.
- Issued 17 VESCO permit renewals.
- Approved 4 low-impact replant registrations
- Regulated over 500 frost protection systems within the Russian River watershed, including registering no new systems.
- Participated Sonoma County Project Review and Advisory Committee meetings.
- Participated in Sonoma County Environmental Review Committee meetings.
- Participated in Sonoma County Well Ordinance meetings.
- Participated in Sonoma County Environmental Task Force meetings hosted by the District Attorney's Office.
- Contributed to the Region 1 Water Quality Control Board's Technical Advisory Group in development of a state Vineyard Order.

## PROJECTS SUBMITTED

Year	New						Replants						Total	
	Level I		Level II		Projects Total	Acreage Total	Level I		Level II		Projects Total	Acreage Total	Projects	Acreage
	Projects	Acreage	Projects	Acreage			Projects	Acreage	Projects	Acreage				
2015	38	278	15	117	53	395	68	680	5	94	73	774	126	1,169
2016	38	434	22	306	60	740	72	1,128	13	301	85	1,429	145	2,169
2017	49	836	22	253	71	1,089	73	949	20	226	93	1,175	164	2,264
2018	37	302	34	523	71	825	91	1,231	18	272	109	1,503	180	2,328
2019	26	211	37	775	63	986	82	2,064	26	371	108	2,435	171	3,421
2020	15	53	15	213	30	266	98	2,437	25	706	123	3,143	153	3,409
2021	15	265	14	123	29	388	69	1,277	20	364	89	1,641	118	2,029
2022	12	132	21	417	33	549	75	1,244	32	616	107	1,860	140	2,409
2023	17	115	9	405	26	520	58	1,440	10	110	68	1,549	94	2,069
2024	5	14	20	373	25	387	77	2,084	24	637	101	2,721	126	3,108

## ACREAGE AND PROJECTS PER YEAR 2015-2024





# WEIGHTS & MEASURES DIVISION SUMMARY

The Weights & Measures Division is committed to protecting the economic wellbeing of Sonoma County residents by preserving their confidence in the accuracy of the weighing and measuring instruments, product-labeling standards, pricing standards, and business practices in our local economy. The Division protects the economic interests of Sonoma County buyers and sellers by enforcing state and local weights and measures laws.

## DEVICE REGISTRATION AND INSPECTION

Local consumers purchase many essential goods and services over commercial devices. California law defines a commercial device as, “...any approved device used in determination of the weight, measure, or count of any commodity or thing which is sold on the basis of weight, measure, count or thing upon which determination of a charge for service is based.” The accuracy and proper application of these devices is crucial in ensuring fairness in the marketplace. Division staff register and inspect commercial devices used to conduct commerce in Sonoma County. In 2024, the Division registered 1,915 device owners/users operating over 33,000 commercial devices.

## PRICE VERIFICATION PROGRAM

Under a local county ordinance, the Division is required to register local retailers that operate an automated point-of-sale system (price look-up system) used to determine the prices charged at the register. Division staff conduct annual price verification inspections at local retailers to determine if the business is meeting the pricing accuracy standards set out in the ordinance. If a retailer overcharges their customers, they fail the inspection and are subject to administrative penalties and ongoing inspection until they can meet price accuracy standards. In 2024, the Division registered over 779 local businesses under the price verification program.

## PACKAGED COMMODITIES PROGRAM

Under the Federal Fair Packaging and Labeling Act, packaged commodities offered for sale are required to conform to federal labeling standards. Packaged products must contain a label that identifies three main things: the identity of the commodity that declares the contents in the package, a responsibility statement that identifies who packed the commodity, and a quantity statement that declares how much product is in the package. These three basic labeling requirements enable consumers to make value comparisons between products. Division staff audit packaged commodities at local retailers to determine the packer’s compliance with labeling requirements and to ensure that the net weight statement accurately reflects the package’s true quantity.

## PETROLEUM PROGRAM

To guard against false or misleading advertisement claims, ambiguous product labeling, and contaminated fuel, Division staff ensure that local service stations owners selling retail motor fuel comply with state advertising, labeling and product specification laws. Labeling at the dispenser must clearly identify the product, grades, octane, gallon price, and computed price so the consumer is fully informed.

## CONSUMER COMPLAINTS

In 2024, Division staff investigated 74 consumer complaints filed with our department. These consumer complaints included price overcharges at local retailers, issues with fuel meters at local fuel stations, improper utility billing at local mobile home parks and apartments, bulk-commodity sale complaints, and additional complaints.

## IN 2024, THE WEIGHTS & MEASURES DIVISION:

- Registered over 1,915 local businesses and commercial device owners operating over 33,000 commercial devices. Of these, 10,297 of these devices were inspected, including:
  - 3,982 retail fuel meters
  - 411 dormant scales (< 10,000 lb.)
  - 19 livestock scales
  - 4,216 utility water meters
  - 94 vehicle scales
  - 720 utility gas meters
  - 314 utility electric meters
  - 1,682 computing/counter scales
  - 37 hanging scales
  - 118 crane scales
  - 13 taxi meters
- Performed over 950 price verification inspections at local retailers.
- Price checked 24,069 items of which 3.1% were over-charged.
- Issued 199 notices of violation against retailers for over-charging errors.
- Issued 86 administrative penalties against retailers for failing price accuracy inspections.







Local Organic  
Assorted Squash  
& Zucchini  
\$3.00/lb



# SONOMA COUNTY FARMERS' MARKET

## BODEGA BAY

2255 Highway 1  
May – October  
Sunday, 10:00 am – 2:00 pm

## CLOVERDALE

122 N Cloverdale Boulevard  
April - November  
Sunday, 9:30 am - 1:00 pm

## COTATI

La Plaza Park  
June – September  
Wednesday, 4:30 pm – 7:30 pm

## FORESTVILLE

6990 Front Street  
June – September  
Tuesday, 4:00 pm – 7:30 pm

## GLEN ELLEN

11700 Dunbar Road  
January – December  
Sunday, 10:00 am – 2:00 pm

## GUERNEVILLE/ RUSSIAN RIVER

16290 5th Street  
June – August  
Thursday, 3:00 pm – 7:00 pm

## HEALDSBURG

Vine Street and North Street  
April - December  
Saturday, 8:30 am - 12:00 pm  
1 Plaza Street  
May - September  
Tuesday, 9:00 am - 12:30 pm

## OCCIDENTAL/COMMUNITY

Main Street and 2nd Street  
May - October  
Thursday, 4:00 pm - 8:00 pm

## PETALUMA/EAST SIDE

Lucchesi Park  
January – December  
Tuesday, 9:30 am - 1:30 pm

## PETALUMA/WALNUT PARK

Walnut Park  
May - November  
Saturday, 2:00 pm - 5:00 pm

## ROHNERT PARK

500 City Center Drive  
June – August  
Friday, 5:00 pm – 8:00 pm

## SANTA ROSA/COMMUNITY

1501 Farmers Lane  
January – December  
Wednesday, 9:00 am - 1:00 pm  
Saturday, 8:30 am - 1:00pm

## SANTA ROSA DOWNTOWN

50 Courthouse Square  
May – September  
Sunday, 10:00 am - 2:30 pm

## SANTA ROSA/KAISER

401 Bicentennial Way  
January – December  
Tuesday, 9:30 am - 2:00 pm

## SANTA ROSA/OAKMONT

Oakmont Drive and  
White Oak Drive  
January - December  
Saturday, 9:00 am - 12:00 pm

## SANTA ROSA/ORIGINAL

50 Mark West Springs Road  
May - December  
Wednesday, 8:30 am - 1:00 pm  
January - December  
Saturday, 8:30 am - 1:00 pm

## SEBASTOPOL

6901 McKinley Street  
January - December  
Sunday, 9:00 am - 1:30 pm

## SONOMA/SONOMA VALLEY

Arnold Field  
January – December  
Friday, 9:00 am – 12:30 pm

## SONOMA/ SONOMA TUESDAY NIGHT

#1 The Plaza  
May – September  
Tuesday, 5:00 pm – 8:00 pm

## THE SPRINGS COMMUNITY

15 Boyes Blvd  
June – October  
Sunday, 10:00 am – 2:00 pm

## WINDSOR

Windsor Town Green  
April - December  
Sunday, 9:30 am -12:30 pm  
May- August  
Thursday, 5:00 pm - 8:00 pm



# 2024 WINNING AG DAYS ESSAY

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

## **Agriculture Rooted in Sonoma County, Past to Present** by Jack Thompson, 4th Grade, Windsor Christian Academy

### **How Farmers Do Their Work**

Farmers did their work differently in the past than they do in the present. In the past, they milked cows by hand, but today they milk them by machines or robots. In the past, they picked up the chicken eggs by hand, but today they do it by conveyor belts. In the past, the bees were in swarms, but today they keep them in hives. Agriculture in Sonoma County has changed from past to present.



# DEPARTMENT STAFF



## VISION

A thriving agricultural industry, healthy community, environment, and economy

## MISSION

To promote and protect agriculture, the health and safety of our community, environment, and the economy through education and the enforcement of laws and regulations

## AGRICULTURAL COMMISSIONER / SEALER OF WEIGHTS & MEASURES

**Andrew F. Smith**

**Assistant Agricultural Commissioner /  
Sealer of Weights & Measures**  
Sue Ostrom

**Chief Deputy Agricultural Commissioner**  
Pete Albers

**Chief Deputy Sealer of Weights & Measures**  
Fernando Vasquez

**Deputy Agricultural Commissioner**  
Pierpaolo Aymar      Travis Howard  
Alexander Nguyen

**Senior Agricultural / Weights & Measures Inspector**  
Michael Barrett      Colleen Boe  
Misty Eland      Beverly Hammond

**Agricultural / Weights & Measures Inspector**  
Delaney Boyd      Jessica Cassatt  
Elena Chavez      Liam Crist-Dwyer  
Meghan Johnson      Thomas LeClere  
Kayla Martain      Brenda McChesney  
Katy McCoy      Stephen Peake  
Zella Redus      Jennifer Rogers  
Rudy Ruelas      Jody Vent

**Senior Agricultural Program Assistant**  
Adam Sanchez

**Wildlife Specialist**  
Jeff Furlong      Gary Johnson

**Agriculture & Vineyard Conservation Coordinator**  
Andy Casarez

**Vineyard Erosion Engineering Technician**  
John Bishop

**Environmental Specialist**  
Ben Wishnoff

**Administrative Services Officer**  
Gina Lehl

**Administrative Aide**  
Michelle Johnson

**Department Analyst**  
Collene Hoaglin

**Administrative Support Staff**  
Anita Anderson      Jeanette Charter-Premeau  
Kenny Du Jardin      Mary Halasz  
Nina Reeser

**Department Program Manager**  
Maggie Furlong

**Agricultural Program Assistant**  
Logan Bailey      David Burtis  
Christina David      Lupe Gallegos  
James Knight      Emily Qirreh  
Stephen Shamblin      Wayne Wilson



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133 Aviation Boulevard, Suite 110, Santa Rosa, CA 95403  
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Website: [www.sonomacounty.gov/awm](http://www.sonomacounty.gov/awm)



Photo by Steven Knudsen

