



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 9/9/2025

To: Board of Supervisors of Sonoma County

Department or Agency Name(s): Sonoma County Department of Agriculture/Weights & Measures

Staff Name and Phone Number: Andrew F. Smith, (707) 565-2371

Vote Requirement: Informational Only

Supervisory District(s): Countywide

Title:

2024 Sonoma County Crop Report

Recommended Action:

Receive the 2024 Sonoma County Crop Report - Informational Only

Executive Summary:

The Agricultural Commissioner is required by State law to annually compile and report crop and livestock statistics, as well as pest exclusion, management, and eradication activities to the Board of Supervisors and the Secretary of the California Department of Food and Agriculture.

The Sonoma County Department of Agriculture/Weights & Measures staff has compiled the annual Crop Report since 1928. The 2024 report shows a total gross production value of \$857,620,400, a 9.3% decrease from our 2023 value of \$945,722,700.

Information regarding Cannabis cultivation in Sonoma County is attached to this report as an addendum.

All Crop Reports are available on the Department's website at

<https://sonomacounty.gov/natural-resources/agriculture-weights-and-measures/crop-reports>.

Discussion:

The annual Crop Report provides an accounting of Sonoma County agricultural commodity production and gross values, not net farm income, and is used in the community as a valuable resource for economic development, tourism, financing, and history by illustrating trends in agricultural production.

Department of Agriculture/Weights & Measures activities are also highlighted in the report and include a summary of accomplishments for the Agriculture, Land Stewardship, and Weights & Measures Divisions. Data on non-agricultural crops such as commercial fish landings and timber harvests are also included from the California Department of Fish and Wildlife and Board of Equalization, respectively.

The 2024 Crop Report highlights the feathered history and challenges of poultry and egg production in Sonoma County. Though our poultry industry is markedly smaller than its peak in the 1940s when the County was the "Egg Basket of the World", our egg and poultry producers remain a critical part of our local economy. Despite facing challenges like rising costs and outbreaks of Highly Pathogenic Avian Influenza (HPAI), our

producers continue to focus on bringing high quality agricultural products to market. We want to recognize their resilience and commitment to providing wholesome, sustainable, and organic eggs and poultry products produced in Sonoma County to residents, restaurants, and markets.

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 from \$2,975.12 to \$2,962.15. 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.

In 2024, cannabis cultivation acreage totaled 13.46 acres with a total value of \$12,197,400. These numbers are down from 13.65 acres and \$25,735,400, respectively, from 2023. The total value includes outdoor, indoor, and mixed-light cultivation, as well as nursery product values, for unincorporated Sonoma County.

This data is collected through surveys of more than 1,000 Sonoma County producers. Without their support and responses to these surveys, this report would not be possible.

Strategic Plan:

N/A - the Agricultural Commissioner is required by State law to annually compile and report crop and livestock statistics, and pest exclusion, management, and eradication activities to the Board of Supervisors and the Secretary of the California Department of Food and Agriculture.

Racial Equity:**Was this item identified as an opportunity to apply the Racial Equity Toolkit?**

No

Prior Board Actions:

The Board of Supervisors has received the Sonoma County Crop Report annually since 1928.

Agenda Date: 9/9/2025

09/10/2024 - The Board of Supervisors received the 2023 Sonoma County Crop Report

FISCAL SUMMARY

N/A

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

2024 Sonoma County Crop Report

2024 Sonoma County Crop Report Addendum - Cannabis Production

2024 Sonoma County Crop Report PowerPoint Presentation

Related Items "On File" with the Clerk of the Board:

N/A