



2024 Sonoma County Crop Report

SONOMA COUNTY DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

133 AVIATION BOULEVARD, SUITE 110

SANTA ROSA, CA 95403

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2024 SONOMA COUNTY
CROP REPORT



Photo by Steven Knudsen

Agriculture in Sonoma County: A Feathered History

- ▶ Once known as the egg basket of the world with over 4,000 egg farms and 612 million eggs laid per year
- ▶ Poultry Industry remains an integral part of our community providing local, sustainable, and wholesome food.
- ▶ Industry faces challenges including rising costs, potential threats from ballot measures, and outbreaks from Highly Pathogenic Avian influenza (HPAI)
- ▶ HPAI caused the loss of 1.2 million birds and a 26.8% decrease in livestock and poultry value compared to 2023.



2024 Crop Review

- ▶ Total value for 2024 was \$857,620,400, a 9.3% decrease from 2023
- ▶ Overall winegrape value decreased 12.59%
 - Value per ton decreased to \$2,962 per ton
 - Overall tonnage decreased 12.21% from 2023
- ▶ Overall apple value increase of 21.0%
 - Overall tonnage increase of 9.2% from 2023
- ▶ Livestock and poultry products increased by 1.97%
- ▶ Nursery product value decreased 7.3%

Department Highlights

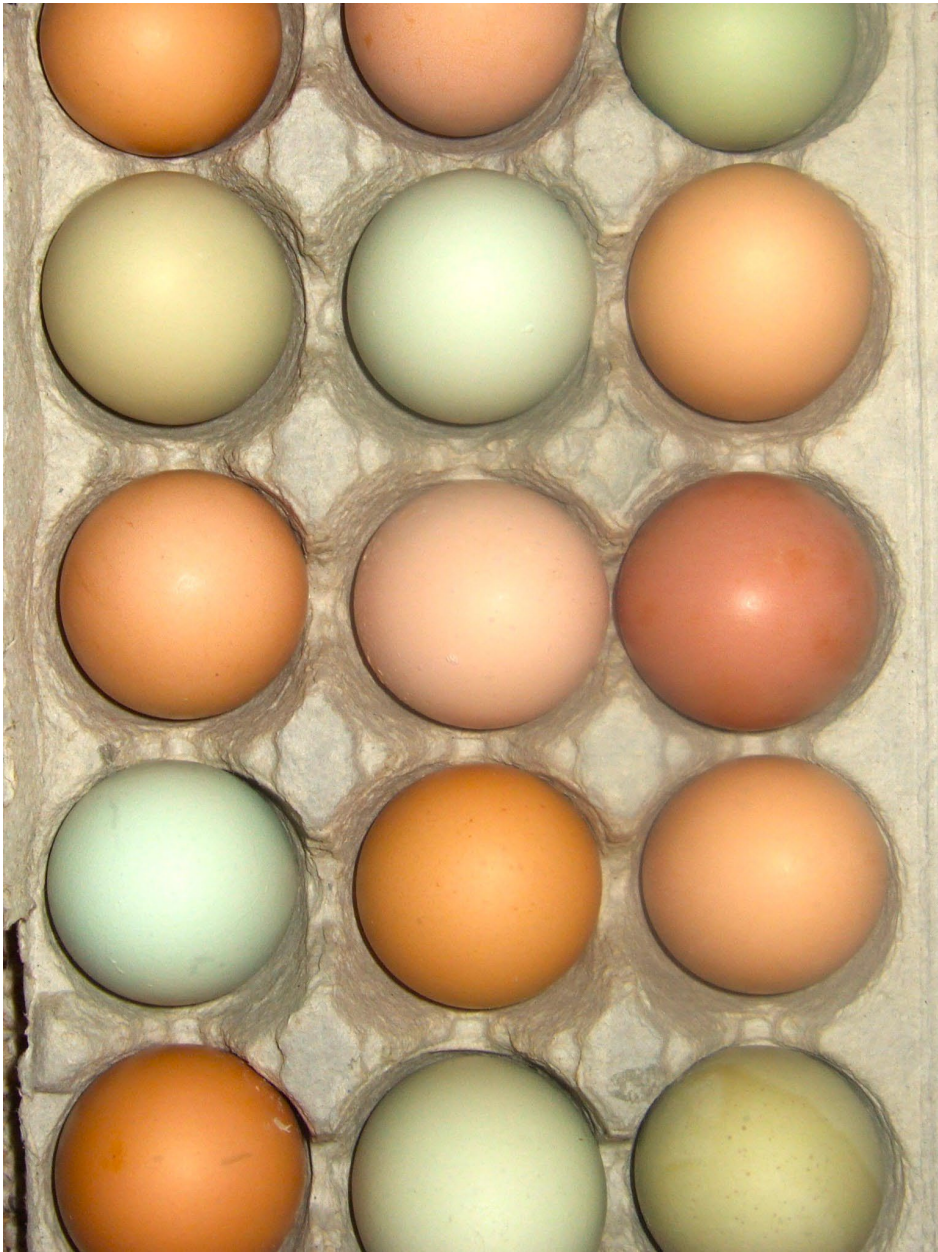
- ▶ Agriculture Division
 - Conducted over 3,000 inspections related to commercial agriculture
 - Placed 4,472 traps for exotic/invasive pests; traps serviced 45,499 times
- ▶ Weights & Measures Division
 - Registered more than 1,915 local businesses operating over 33,000 commercial devices
 - Inspected 10,297 weighing and measuring devices and conducted over 950 price verifications
- ▶ Land Stewardship Division
 - Reviewed 126 vineyard/orchard development projects on over 3,100 acres



Winegrapes

- ▶ 2024 was a mild winegrape growing season with heat spikes late in harvest
- ▶ Tonnage in 2024 was 211,511, a 12.21% decrease from 2023
- ▶ Price per ton decreased to \$2,962
- ▶ Total value for 2024 was \$626,550,200, a 12.59% decrease from 2023





Livestock and Poultry / Livestock and Poultry Products

- ▶ Livestock and poultry total value decreased by 26.8% compared to 2023
- ▶ Livestock and poultry products value increased by 1.97% compared to 2023
 - Milk production value increased 37.4% from 2023 due to an increase in organic milk production of 49.5% yet conventional milk saw a decrease of 19.45% in production
 - Egg production value decreased 49% from 2023

Nursery Products



- ▶ Overall value of nursery products decreased 7.3% from 2023
- Total value for ornamentals remained steady while bedding plants decreased 9.6%
- Cut flowers increased 8.6% due to less disease pressure

Cannabis and Hemp Production

► Cannabis Production

- Overall total value of \$12,197,400 in 2024 including outdoor, indoor, and mixed-light cultivation
- 13.46 total acres of Cannabis produced

► Hemp Production

- 6 total acres of Hemp harvested



Questions?

