

# 2020 SONOMA COUNTY CROP REPORT







Cover Photo by George Rose for Sonoma County Winegrape Commission



# DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

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**Karen Ross**, Secretary  
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Sonoma County:

**Susan Gorin** – First District

**David Rabbitt** – Second District

**Chris Coursey** – Third District, Vice Chair

**James Gore** – Fourth District

**Lynda Hopkins** – Fifth District, Chair

It is my privilege to present the 2020 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2020 was \$680,648,600 which represents a 29% decrease from our 2019 value of \$958,546,600. This report reflects the gross production values, not the net income or costs of production and marketing.

It should be noted that 2020 was a unique year plagued by many challenges. Wildfires once again arrived during the winegrape harvest leading to a significant amount of unpicked fruit due to possible smoke taint concerns. The coronavirus pandemic brought unforeseen impacts to farms, nurseries, supply, and labor and those impacts are reflected throughout this report.

The 2020 winegrape growing season was challenging. Low rainfall early in the season and excessive heat late in the summer meant harvest came early. Tonnage saw a decrease of 35.5% from 2020 to 148,085 tons while value per ton for winegrapes decreased to \$2,414 per ton. As a result, total winegrape value decreased 46% compared to 2019 at \$351,511,500. This reduction was a natural result of the above average tonnage of recent years including the bumper crop of 2018, one of the largest grape crushes ever.

Apples saw an increase in value of Gravenstein apples from 2019. 2020 saw less apple tonnage brought to market by 2.9% from 2019 because of a continued lack of processors and inclement weather during bloom. Apple prices per ton decreased slightly by 1% because of the lack of demand for Gravenstein and organic apples, while late apple value per ton continued to increase due to demand for hard cider. Overall the value of apples decreased by 3% compared to 2019.

The value of livestock and poultry products increased by 20% compared to 2019. This increase is largely due to a 24% increase in both organic and conventional milk production despite a 4.2% decrease in organic and a 9.6% decrease in conventional milk value per unit. The value of wool production decreased 3.5% from 2019 due in large part to lack of global demand for wool and an increase in sheep predation.

Nursery products value was down 12.4% from 2019. This is attributed to a decrease of 11% in ornamental plant sales and a 25% decrease in miscellaneous nursery plant sales when combined make up the majority of nursery products. Bedding plants saw an increase of 25% as more individuals found themselves cultivating their own landscapes. Nursery product value saw a decrease from 2019 due to a decline of demand in the wholesale market stemming from the coronavirus pandemic.

This year's crop report highlights the essential farm workers of our agricultural industry. Since the beginning of agriculture in our county farm workers have provided invaluable goods and services to the community. We want to honor and promote the hard work farm workers do to help cultivate a thriving agricultural industry and their continued work through the challenges of the coronavirus pandemic.

I would like to extend my gratitude and appreciation to all of the agricultural producers whose participation made this report possible. A sincere thank you to Pierpaolo Aymar, Deputy Agricultural Commissioner, 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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Photo by George Rose for Sonoma County Winegrape Commission





# A HISTORY OF HELPING HANDS

This year's crop report highlights the hard working and often behind-the-scenes activity of farm workers of Sonoma County.

Sonoma County's agricultural industry dates back many centuries but it wasn't until the post gold rush era that it became widely known as an agricultural paradise and a principal provider of food for San Francisco, supplying fruit, wheat, barley, potatoes, sheep, cattle, eggs, and dairy. The fertile land and temperate climate were among the driving factors of the popularity of the region. As Sonoma County grew and the agricultural industry began to flourish, it didn't take long until the need for help arose.

As the railroad made its way across the country it brought with it many who heard of the fertile soil and bountiful crop and were eager for work. Chinese and Italian immigrants were among the first farm workers in the county. The Chinese, after having made their way to Sonoma County working on the railroad, were the first to take part in this new workforce. The Chinese Exclusion Act of the 1880s sought to curb the influx of Chinese immigrants into the US, primarily California, and their numbers as farm workers began to dwindle creating a void in the workforce. In the late 1800s, the Italians migrated to the west coast and soon found work in agriculture. Children of the first immigrants found success and upward mobility in agriculture where they were able to amass their own land, planting vineyards and orchards and eventually shipping their products across the country thereby creating a greater demand for farm labor.

As World War II hit, the fear of a labor shortage due to the need for enlistment in the military spread across the country. In 1942, the United States signed the Mexican Farm Labor Act which gave rise to the Bracero program, a short-term migrant work program to help alleviate the labor shortage by agreeing to use Mexican agricultural labor on United States farms. By 1958, Sonoma County had reached nearly 800 migrant workers from the Bracero program, a small margin when compared with today's workforce. The 1960s saw the end of the Bracero program, but by that time there was already a skilled labor pool and much of the increase in Sonoma County acreage was built with the help of the Bracero and Non-Bracero Mexican workforce. Fast forward to present day and our farm labor workforce has grown considerably.



In the past decade, the agricultural industry has seen a significant drop in labor with the new emerging mechanization of the industry coupled with higher paying construction jobs during the aftermath of the recent wildfires. The agricultural industries have had to pivot and reassess the way they employ labor. To attract and retain more workers, the industry has built a greater reliance on full time labor. Today, approximately 70% of local farm workers in Sonoma County are full time employees. This increase in a permanent work force shows a commitment to a more sustainable relationship between the business and the employee and helps foster a better sense of community where workers have reliable employment and can build the foundation for the future of their family.

Sonoma County has roughly 8,500 agricultural laborers. Of these, approximately 2,500 laborers work with the dairy and livestock industry as well as the nursery and vegetable industries. Approximately 60% of this workforce is permanent, year-round labor. The winegrape sector has the largest labor workforce with roughly 6,000 laborers. 80% of these workers are full time with an additional 800 part-time workers.

Even with such a large workforce, harvest time brings an even greater need for labor. Much of the harvest workforce comes from the H-2A program. This program allows for the hiring of foreign guest workers for jobs lasting 10 months or less and requires the employer to provide housing. In 2016, Sonoma County had 550 workers in the H-2A program and now that number is up to 900.

Farm labor in Sonoma County dates back to the railroad and post gold rush era where the rise of agriculture introduced a new immigrant workforce vital to the success of the industry. While the crop report focuses on the production of agriculture in the county, none of the crops today would have been possible without the many farm workers who have worked tirelessly to make agriculture the thriving industry it has become. Here we honor those who have dedicated their hands to the work that has been done in the past, the work that is being done in the present, and all the work to be done in the future.





Photos by George Rose for Sonoma County Winegrape Commission



# MILLION DOLLAR CROPS

## MILLION DOLLAR CROPS

1	Winegrapes - All	\$357,511,500
2	Milk	\$157,776,800
3	Miscellaneous Livestock and Poultry	\$43,446,100
4	Miscellaneous Livestock and Poultry Products	\$33,133,600
5	Cattle and Calves	\$20,512,600
6	Nursery - Ornamentals	\$19,477,600
7	Nursery - Miscellaneous	\$15,031,600
8	Nursery - Bedding Plants	\$7,745,300
9	Vegetables	\$5,831,200
10	Sheep and Lambs	\$5,306,400
11	Nursery - Cut Flowers	\$4,037,000
12	Apples - Late Varieties	\$2,398,800
13	Rye and Oat Silage Crops	\$2,217,100
14	Apples - Gravenstein	\$1,490,700





# NURSERY PRODUCTS



## NURSERY PRODUCTS

Product	Year	Quantity	Unit	Total
Ornamentals	<b>2020</b>	<b>991,472</b>	<b>plant</b>	<b>\$19,477,600</b>
	2019	1,744,266	plant	\$21,936,800
Bedding Plants	<b>2020</b>	<b>306,986</b>	<b>flat</b>	<b>\$7,745,300</b>
	2019	243,138	flat	\$6,133,600
Christmas Trees	<b>2020</b>	<b>2,604</b>	<b>units</b>	<b>\$177,900</b>
	2019	2,962	units	\$191,700
Cut Flowers	<b>2020</b>			<b>\$4,037,000</b>
	2019			\$4,657,900
Miscellaneous Products (a)	<b>2020</b>			<b>\$15,031,500</b>
	2019			\$20,143,500
<b>TOTAL VALUE</b>	<b>2020</b>			<b>\$46,469,300</b>
	2019			\$53,063,500

(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	<b>2020</b>	<b>557.0</b>	<b>29.0</b>	<b>586.0</b>	<b>942.4</b>	<b>\$3,534.95</b>	<b>\$3,331,300</b>
	2019	562.0	13.0	575.0	1,533.4	\$3,815.93	\$5,851,300
Cabernet Sauvignon	<b>2020</b>	<b>12,089.0</b>	<b>631.0</b>	<b>12,720.0</b>	<b>31,137.9</b>	<b>\$2,460.15</b>	<b>\$76,603,900</b>
	2019	12,082.0	539.0	12,621.0	45,948.3	\$3,055.93	\$140,414,800
Carignane	<b>2020</b>	<b>158.0</b>	<b>6.0</b>	<b>164.0</b>	<b>257.9</b>	<b>\$2,447.30</b>	<b>\$631,200</b>
	2019	170.0	6.0	176.0	416.5	\$2,591.56	\$1,079,400
Grenache	<b>2020</b>	<b>203.0</b>	<b>58.0</b>	<b>261.0</b>	<b>751.7</b>	<b>\$2,509.56</b>	<b>\$1,886,400</b>
	2019	183.0	43.0	226.0	806.1	\$3,203.49	\$2,582,300
Malbec	<b>2020</b>	<b>414.0</b>	<b>16.0</b>	<b>430.0</b>	<b>1,004.8</b>	<b>\$2,643.18</b>	<b>\$2,655,900</b>
	2019	416.0	22.0	438.0	1,863.0	\$3,041.79	\$5,666,900
Mataro/ Mouvedere	<b>2020</b>	<b>65.0</b>	<b>8.0</b>	<b>73.0</b>	<b>108.3</b>	<b>\$2,874.98</b>	<b>\$311,400</b>
	2019	63.0	10.0	73.0	182.8	\$3,455.43	\$631,700
Merlot	<b>2020</b>	<b>4,175.0</b>	<b>17.0</b>	<b>4,192.0</b>	<b>5,652.8</b>	<b>\$1,589.61</b>	<b>\$8,985,700</b>
	2019	4,346.0	47.0	4,393.0	12,312.3	\$2,000.15	\$24,626,400
Petite Sirah	<b>2020</b>	<b>641.0</b>	<b>42.0</b>	<b>683.0</b>	<b>1,622.1</b>	<b>\$2,706.91</b>	<b>\$4,390,900</b>
	2019	635.0	21.0	656.0	2,628.3	\$3,154.98	\$8,300,000
Petit Verdot	<b>2020</b>	<b>244.0</b>	<b>7.0</b>	<b>251.0</b>	<b>494.6</b>	<b>\$3,184.33</b>	<b>\$1,575,000</b>
	2019	249.0	4.0	253.0	1,025.0	\$3,403.84	\$3,500,000
Pinot Noir	<b>2020</b>	<b>12,516.0</b>	<b>497.0</b>	<b>13,013.0</b>	<b>29,263.7</b>	<b>\$3,146.85</b>	<b>\$92,088,500</b>
	2019	12,509.0	585.0	13,094.0	47,178.3	\$3,949.20	\$186,316,500
Sangiovese	<b>2020</b>	<b>279.0</b>	<b>4.0</b>	<b>283.0</b>	<b>398.9</b>	<b>\$2,364.77</b>	<b>\$943,300</b>
	2019	279.0	1.0	283.0	993.4	\$2,576.02	\$2,559,000
Syrah-Shiraz	<b>2020</b>	<b>1,352.0</b>	<b>29.0</b>	<b>1,381.0</b>	<b>1,581.5</b>	<b>\$2,472.14</b>	<b>\$3,909,700</b>
	2019	1,396.0	12.0	1,408.0	3,334.3	\$2,811.92	\$9,400,000
Zinfandel	<b>2020</b>	<b>4,654.0</b>	<b>105.0</b>	<b>4,759.0</b>	<b>8,397.0</b>	<b>\$2,624.37</b>	<b>\$22,036,800</b>
	2019	4,758.0	50.0	4,808.0	14,817.7	\$3,143.05	\$46,572,800
<b>TOTAL ALL REDS</b> including other reds	<b>2020</b>	<b>37,916.0</b>	<b>1,493.0</b>	<b>39,409.0</b>	<b>82,910.2</b>	<b>\$2,651.92</b>	<b>\$219,871,200</b>
	2019	38,212.0	1,404.0	39,616.0	135,051.7	\$3,254.92	\$439,582,500



# WINEGRAPE PRODUCTION - WHITES

## WHITE VARIETIES

TOP 10 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2020	15,030.0	482.0	15,512.0	47,877.7	\$2,311.46	\$110,667,400
	2019	15,462.0	291.0	15,753.0	72,135.9	\$2,414.28	\$174,156,300
Gewürztraminer	2020	99.0	0.0	99.0	138.5	\$2,098.65	\$290,700
	2019	105.0	0.0	105.0	220.3	\$1,967.57	\$433,500
Muscat Blanc/ Muscat Canelli	2020	17.0	0.0	17.0	82.5	\$2,544.76	\$209,900
	2019	21.0	0.0	21.0	90.1	\$3,110.20	\$280,200
Pinot Blanc	2020	84.0	0.0	84.0	132.9	\$2,352.48	\$312,600
	2019	82.0	0.0	82.0	297.0	\$2,276.11	\$676,000
Pinot Gris	2020	408.0	0.0	408.0	1,040.6	\$1,841.05	\$1,915,800
	2019	427.0	2.0	429.0	1,410.4	\$1,907.19	\$2,689,900
Roussanne	2020	36.0	0.0	36.0	63.2	\$2,496.12	\$157,800
	2019	36.0	1.0	37.0	112.8	\$2,892.79	\$326,300
Sauvignon Blanc	2020	2,589.0	31.0	2,620.0	14,124.7	\$1,553.92	\$21,948,700
	2019	2,528.0	55.0	2,583.0	18,074.2	\$1,814.37	\$32,793,300
Semillon	2020	89.0	6.0	95.0	299.7	\$2,546.39	\$763,200
	2019	87.0	4.0	91.0	396.3	\$2,498.42	\$990,100
Viognier	2020	215.0	0.0	215.0	320.0	\$2,676.45	\$856,500
	2019	217.0	3.0	220.0	524.3	\$2,696.32	\$1,413,700
White Riesling	2020	39.0	2.0	41.0	135.4	\$2,327.10	\$315,100
	2019	47.0	2.0	49.0	224.5	\$2,293.27	\$514,800
<b>TOTAL ALL WHITES</b> including other whites	2020	18,912.0	552.0	19,464.0	65,174.9	\$2,149.05	\$140,064,100
	2019	19,328.0	383.0	19,711.0	94,740.1	\$2,302.24	\$218,114,400

### TOTAL

**WINEGRAPES**  
including all reds  
and whites

2020	56,828.0	2,045.0	58,873.0	148,085.1	\$2,414.23	\$357,511,500
2019	57,539.0	1,787.0	59,326.0	229,811.5	\$2,845.90	\$654,020,500





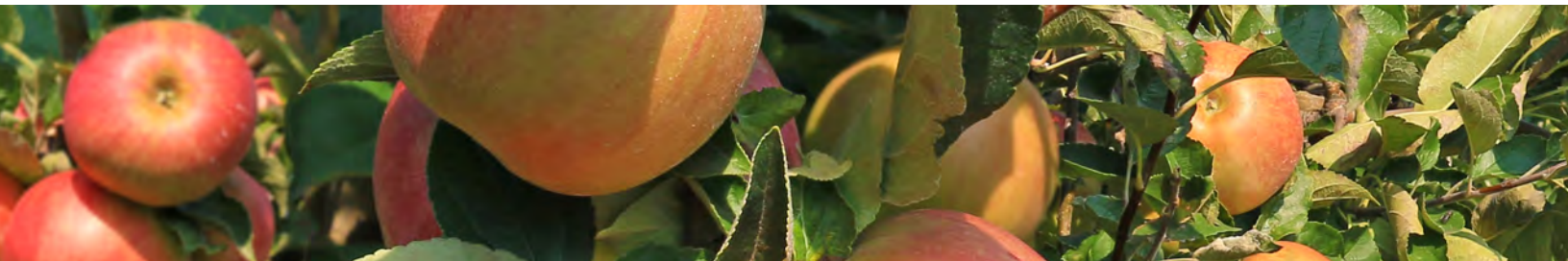
# FRUIT AND NUT SUMMARY

## FRUIT AND NUT SUMMARY

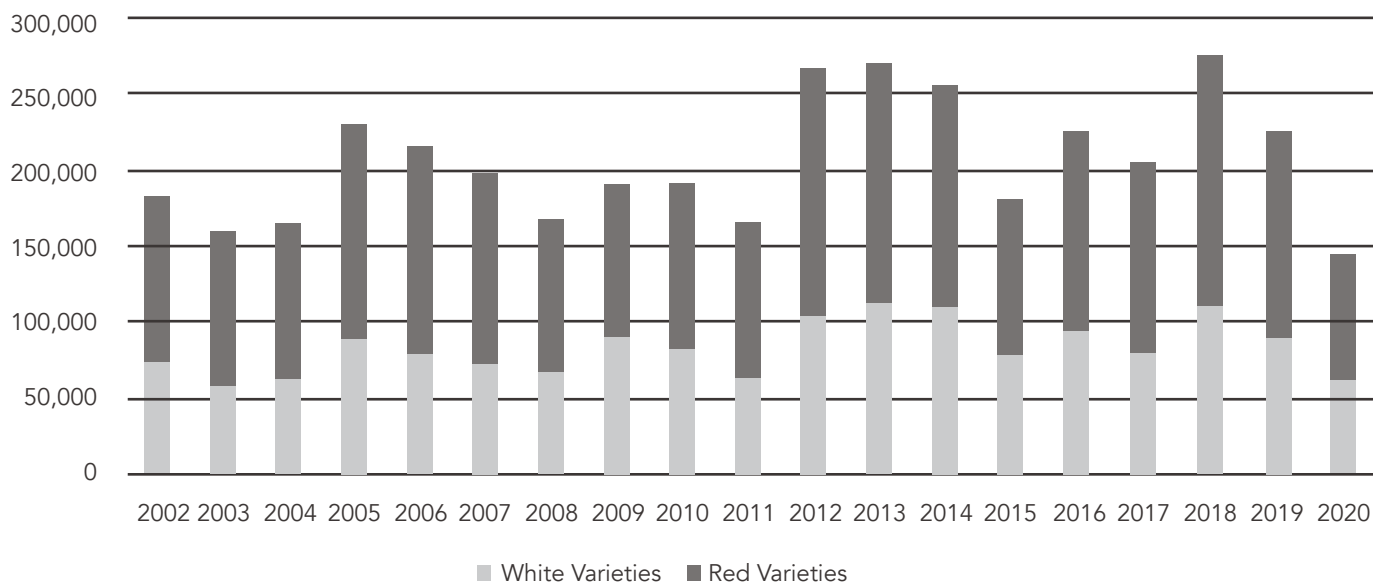
Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2020	2,170	3.83	8,228	\$464		\$3,889,500
	2019	2,170	4.09	8,558	\$469		\$4,013,500
Fresh	2020					\$1,165,864	
	2019					\$1,238,100	
Processed (a)	2020					\$2,719,850	
						\$2,797,848	
Grapes (wine)	2020	56,828	2.60	148,085	\$2,414		\$351,511,500
	2019	57,539	4.00	229,811	\$2,846		\$654,020,500
Olives	2020	386					\$523,300
	2019	381					\$542,900
Miscellaneous (b)	2020						\$254,000
	2019						\$458,900
<b>TOTAL</b>	2020						\$356,178,300
	2019						\$655,022,300

(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 2002-2020





# APPLE PRODUCTION

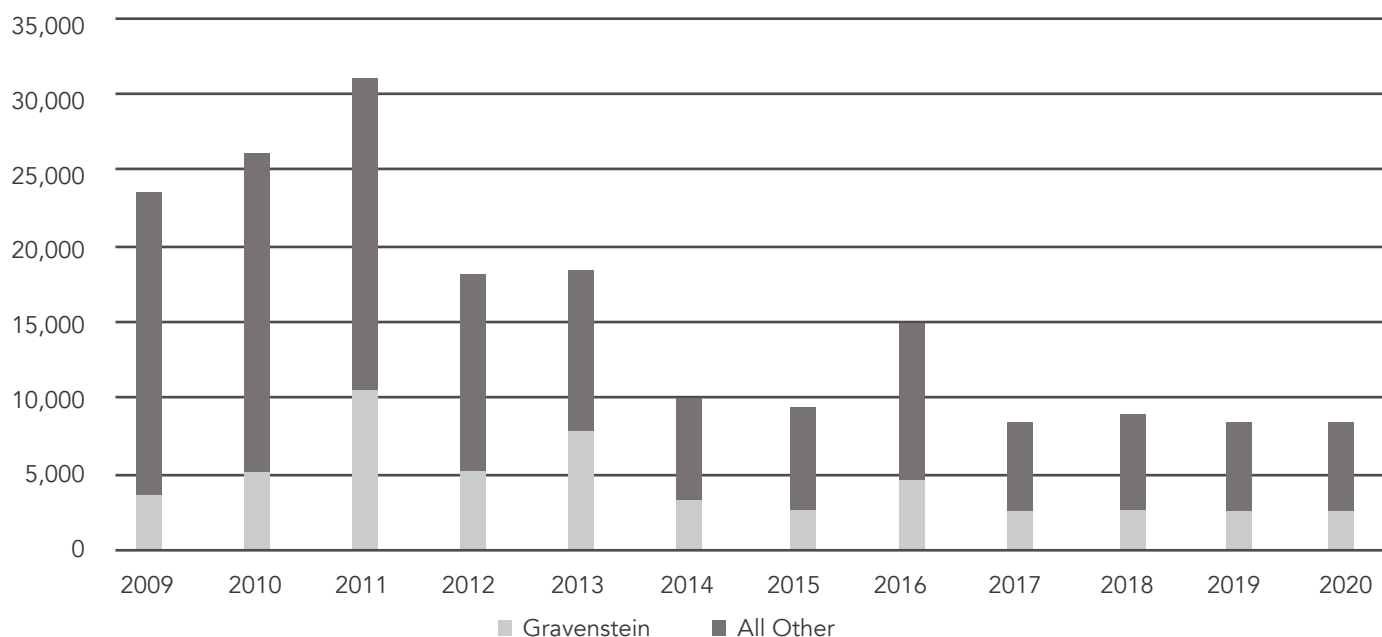
## APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2020	688	4.45	3,061	\$487		\$1,490,700
	2019	688	4.00	2,752	\$490		\$1,348,500
Fresh	2020			386	\$1,376	\$531,850	
	2019			340	\$1,365	\$464,100	
Processed (a)	2020			2,675	\$358	\$957,650	
	2019			2,412	\$380	\$916,560	
Late Apples	2020	1,479	3.54	5,249	\$457		\$2,398,800
	2019	1,482	4.12	5,806	\$459		\$2,665,000
Fresh	2020			354	\$1,791	\$634,014	
	2019			400	\$1,935	\$774,000	
Processed (a)	2020			4,895	\$360	\$1,762,200	
	2019			5,406	\$348	\$1,881,288	
<b>TOTAL</b>	2020	2,167	3.83	8,310	\$464		\$3,889,500
	2019	2,170	4.09	8,558	\$469		\$4,013,500

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



## TONS OF APPLES PRODUCED 2009-2020





# VEGETABLE, FIELD CROP, AND APIARY PRODUCTION

## VEGETABLES

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous Vegetables (a)	2020	402	\$5,831,200
	2019	435	\$9,288,800

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

## FIELD CROPS

Crop	Year	Harvested Acreage	Tons/Acre	Total Tons	Unit	\$/Unit	Total
Hay, Rye and Oat	2020	3,042	2.9	8,814	ton	\$131.00	\$1,154,600
	2019	4,100	2.1	8,528	ton	\$106.00	\$904,000
Hay, Volunteer	2020	676	1.6	1,081	ton	\$137.50	\$148,600
	2019	701	1.7	1,192	ton	\$132.00	\$157,900
Green Chop (a)	2020	1,076	4.8	5,168	ton	\$32.30	\$167,000
	2019	1,095	5.2	5,694	ton	\$31.00	\$176,500
Oats, Grain	2020	510	1.0	516	ton	\$346.00	\$178,700
	2019	530	1.5	795	ton	\$275.30	\$218,900
Silage, Corn (a)	2020	118	23.5	2,773	ton	\$54.00	\$149,800
	2019	115	23.2	2,668	ton	\$58.00	\$154,700
Silage, Rye and Oat (a)	2020	4,746	13.7	65,209	ton	\$34.00	\$2,217,100
	2019	3,014	11.9	35,991	ton	\$41.20	\$1,432,000
Straw	2020						\$98,100
	2019						\$165,200
Miscellaneous (b)	2020						\$165,900
	2019						\$95,200
Pasture (c)	2020	6,871			acre	\$89.00	\$611,700
	2019	7,179			acre	\$93.00	\$667,600
Rangeland (c)	2020	311,850			acre	\$20.32	\$6,336,800
	2019	309,618			acre	\$20.21	\$6,257,400
<b>TOTAL</b>	2020	<b>328,889</b>					<b>\$11,228,300</b>
	2019	<b>326,352</b>					<b>\$10,229,400</b>

(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.

## APIARY PRODUCTS

Total Value (a)	2020	\$306,100
	2019	\$564,600

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

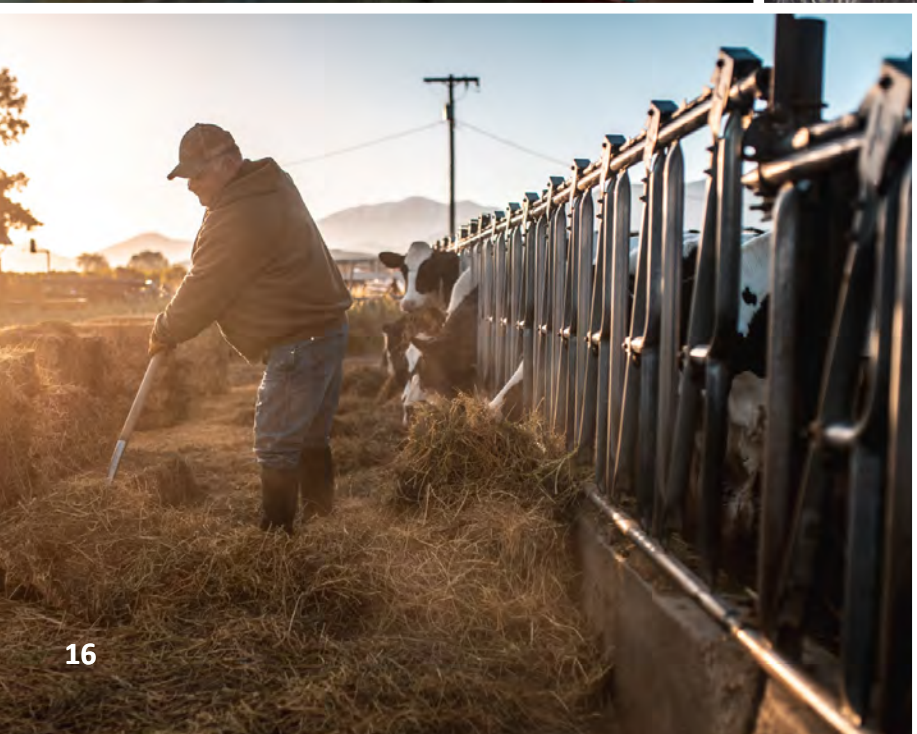




Photo by George Rose for Sonoma County Winegrape Commission









# LIVESTOCK AND POULTRY

## LIVESTOCK AND POULTRY

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	<b>2020</b>	<b>33,129</b>	<b>167,047</b>	<b>cwt.</b>	<b>\$122.80</b>	<b>\$20,512,600</b>
	2019	30,855	151,652	cwt.	\$125.91	\$19,094,200
Sheep/Lambs	<b>2020</b>	<b>27,579</b>	<b>33,268</b>	<b>cwt.</b>	<b>\$159.50</b>	<b>\$5,306,400</b>
	2019	29,944	36,121	cwt.	\$159.50	\$5,761,400
Hogs	<b>2020</b>	<b>2,205</b>	<b>5,513</b>	<b>cwt.</b>	<b>\$72.00</b>	<b>\$390,400</b>
	2019	2,005	5,014	cwt.	\$72.00	\$355,000
Miscellaneous (a)	<b>2020</b>					<b>\$43,446,100</b>
	2019					\$42,710,400
<b>TOTAL</b>	<b>2020</b>					<b>\$69,655,500</b>
	2019					\$67,921,000

(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	<b>2020</b>	<b>5,177,900</b>	<b>cwt.</b>	<b>\$27.52</b>	<b>\$142,495,800</b>
	2019	3,952,001	cwt.	\$28.73	\$113,541,000
Milk, Conventional	<b>2020</b>	<b>1,048,800</b>	<b>cwt.</b>	<b>\$14.57</b>	<b>\$15,281,000</b>
	2019	838,311	cwt.	\$16.12	\$13,513,600
<b>Total Milk</b>	<b>2020</b>	<b>6,226,700</b>	<b>cwt.</b>		<b>\$157,776,800</b>
	2019	4,790,312	cwt.		\$127,054,600
Wool	<b>2020</b>	<b>106,746</b>	<b>lb.</b>	<b>\$0.65</b>	<b>\$69,400</b>
	2019	119,776	lb.	\$0.60	\$71,900
Miscellaneous (a)	<b>2020</b>				<b>\$33,133,600</b>
	2019				\$31,316,900
<b>TOTAL</b>	<b>2020</b>				<b>\$190,979,800</b>
	2019				\$158,443,400

(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)*	88,000
Milk Cows and Heifers (2 years and older)	32,000
Beef Cows and Heifers (2 years and older)	10,800
Sheep/Lambs (all)	17,291
Hogs	2,205
Laying Hens, Pullets, and Broilers	2,957,654
Goats	3,654

\* Number of head as of January 1, 2021.



# RECAPITULATION, TIMBER, AND FISHERIES

## RECAPITULATION

	2019	2020	% Change
Apiary Products	\$564,600	\$306,100	-45.8%
Vegetable Crops	\$9,288,800	\$5,831,200	-37.2%
Field Crops	\$10,229,400	\$11,228,300	9.8%
Nursery Products	\$53,063,500	\$46,469,400	-12.4%
Livestock and Poultry	\$67,921,000	\$69,655,500	2.6%
Livestock and Poultry Products	\$158,443,400	\$190,979,800	20.5%
Fruit and Nut Crops	\$659,035,800	\$356,178,300	-46.0%
<b>TOTAL VALUE</b>	<b>\$958,546,500</b>	<b>\$680,648,600</b>	<b>-29.0%</b>

## TIMBER HARVEST

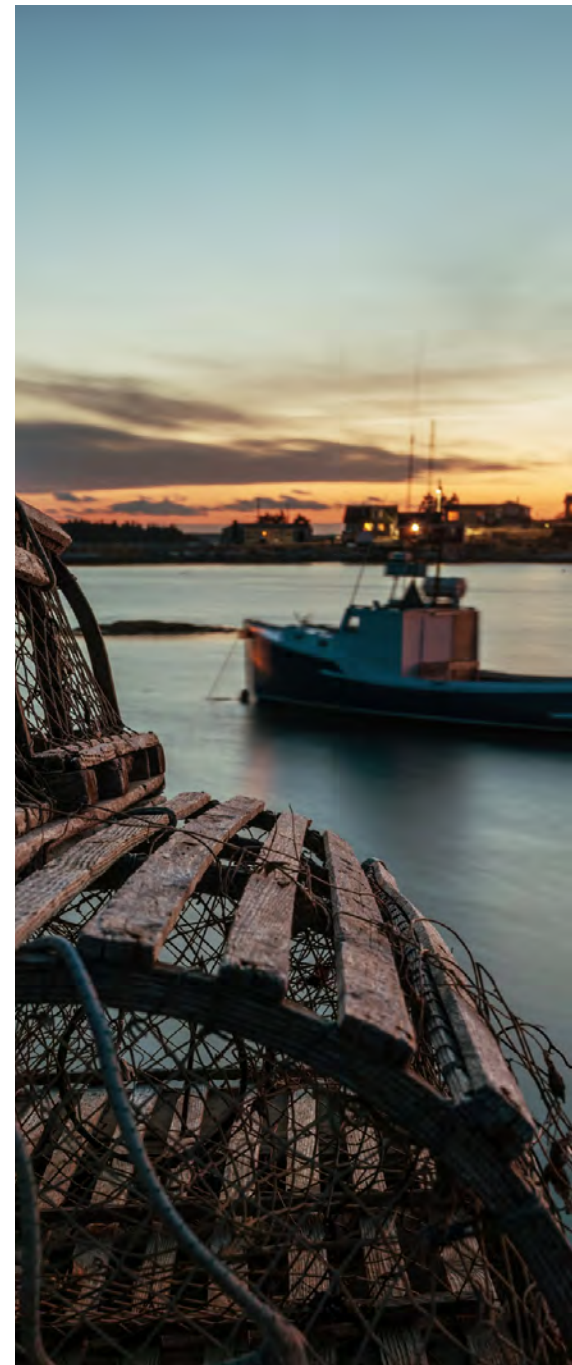
Year	Production	Unit	Value (a)
<b>2020</b>	<b>11,383,000</b>	<b>board feet</b>	<b>\$4,562,773</b>
2019	10,734,000	board feet	\$8,427,743

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

## COMMERCIAL FISH LANDINGS

Species	Year	Pounds	Value
Crab, Dungeness	<b>2020</b>	<b>1,345,716</b>	<b>\$5,014,036</b>
	2019	1,717,680	\$5,498,441
Salmon, Chinook	<b>2020</b>	<b>661,715</b>	<b>\$4,349,004</b>
	2019	568,468	\$3,373,634
Rockfish, all	<b>2020</b>	<b>20,451</b>	<b>\$50,562</b>
	2019	12,243	\$29,222
Halibut, California	<b>2020</b>	<b>1,882</b>	<b>\$12,552</b>
	2019	515	\$2,933
Miscellaneous	<b>2020</b>	<b>984,772</b>	<b>\$665,602</b>
	2019	356,624	\$293,760
Sablefish	<b>2020</b>	<b>22,960</b>	<b>\$81,327</b>
	2019	32,150	\$103,072
Lingcod	<b>2020</b>	<b>4,800</b>	<b>\$19,498</b>
	2019	5,962	\$23,798
Tuna, Albacore	<b>2020</b>	<b>7,158</b>	<b>\$20,691</b>
	2019	14,229	\$20,780
Cabezon	<b>2020</b>	<b>18</b>	<b>\$135</b>
	2019	0	\$0
<b>TOTAL</b>	<b>2020</b>	<b>3,049,472</b>	<b>\$10,213,407</b>
	2019	2,707,871	\$9,345,640

Source: <https://www.wildlife.ca.gov/fishing/commercial/landings#260042586-2020>  
Data listed is most recent information available for commercial fisheries.  
Informational only.





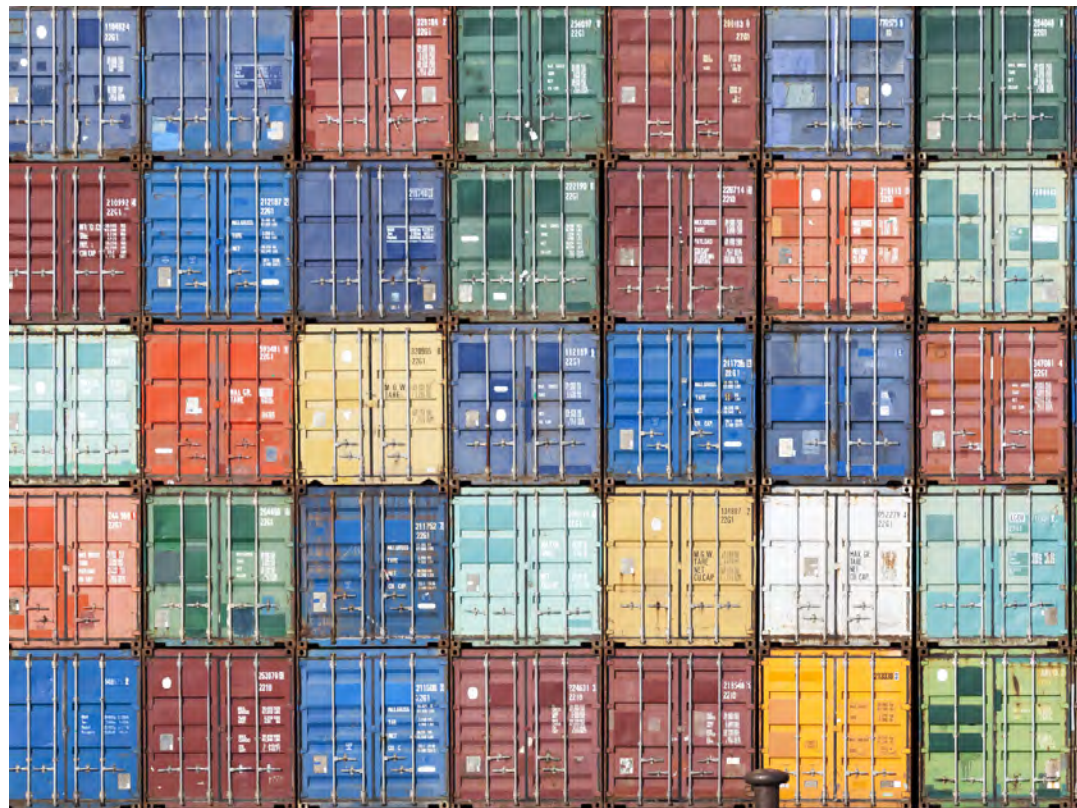
# COMMODITY EXPORTS

In 2020, the Sonoma County Department of Agriculture/Weights & Measures issued 133 federal phytosanitary certificates for international shipments to 22 different countries and 13 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

- Mexico - 42
- China - 15
- Italy - 9
- Spain - 9
- Republic of Korea - 8
- Canada - 7
- Costa Rica - 6
- Germany - 6
- Japan - 6
- Australia - 4
- Belgium - 4
- Sweden - 4
- South Africa - 3
- New Zealand - 2
- Finland - 1
- Netherlands - 1
- Portugal - 1
- United Kingdom - 1

## COMMODITY SHIPMENT DESTINATIONS IN ORANGE



## COMMODITIES EXPORTED

- In Vitro Plantlets
- Flower and Vegetable Seed
- Grapevines
- Herbs and Spices
- Lumber and Logs
- Nursery Stock
- Oak Pieces for Winemaking
- Oak Wine Barrels
- Oak Wood Chips



# 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. With the restrictions of the public health orders put in place to combat the pandemic the Division's ability to perform certain inspections was limited during periodic times of the year and reflected in the numbers below.

## PEST DETECTION TRAPPING PROGRAM

Our Division trappers search for pests not known to occur in California. 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. In 2020, 6,531 traps were placed for the detection of exotic insect pests including Mediterranean, Oriental, and Melon Fruit Flies, Gypsy Moth, Japanese Beetle, European Grapevine Moth, and Asian Citrus Psyllid. The traps were serviced 52,721 times.

The Division also placed 540 traps in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), and serviced those traps 4,496 times. There were no GWSS detected in our traps in 2020.

## 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 Gypsy Moth. A total of 1,026 premise visits occurred in 2020, during which 11,991 shipments of plant material were inspected. 146 shipments of plant material were rejected for violations of state and federal quarantines. To prevent the spread of GWSS into Sonoma County, Division staff inspected 1,069 shipments of nursery stock arriving from infested counties within California of which five shipments of plant material were rejected for findings of viable GWSS egg masses.

## PESTICIDE USE ENFORCEMENT PROGRAM

The Division performed 94 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 2020, the Division issued 180 private applicator certificates, 529 operator identification numbers and restricted material permits for agricultural pesticide use, reviewed 212 notices of intent for restricted materials, registered 252 agricultural or structural pest control businesses, 54 pest control advisors, 98 farm labor contractors, and completed 14 investigations for suspected pesticide illnesses or complaints.

## EXOTIC/INVASIVE PEST SPECIES INTERCEPTED

Light Brown Apple Moth  
*Epiphyas postvittana*

Glassy Winged Sharpshooter  
*Homalodisca vitripennis*

Scolytid Beetle  
*Xyleborus monographus*

Oriental Scale  
*Aonidiella orientalis*

Eriophyid Mite  
*Acalitus*

Vaseys grass  
*Paspalum urvillei*

Vine Mealybug  
*Planococcus ficus*

Apple Maggot  
*Rhagoletis pomonella*

Lesser Snow Scale  
*Pinnaspis Strachani*





## ORGANIC PRODUCTION

Beginning January 1, 2017, changes to the Organic Food and Farming Act no longer require organic registrants in California to provide detailed commodity information and acreage to the state upon initial registration or during renewal. The total production acreage is now reported by registrant rather than by commodity. There are 298 organic registrants farming approximately 78,014 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/i\\_&\\_c/organic.html](https://www.cdfa.ca.gov/is/i_&_c/organic.html).

### IN 2020, THE AGRICULTURE DIVISION.

- Inspected over 3.2 million chicken eggs for defects via representative sampling.
- Diverted 7,600 pounds of plastic containers from the landfill through the Division's spring recycling event with approximately 55 participating growers.
- Surveyed over 1,050 Sonoma County producers in preparation for the 2020 Agricultural Crop Report.
- Conducted seven continuing education sessions related to pesticide use regulations reaching over 1,500 attendees.
- Verified compliance with the California Seed Law for all seed producers in Sonoma County.
- Inspected 72 nursery growing areas, totaling more than 265 acres.
- Inspected 12 shipments of household articles for the presence of Gypsy Moth, 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 Gypsy Moth.
- Issued 111 certified producer certificates and certified 22 farmers' markets.
- Conducted investigations on one organic operator in the County, performed site inspections on 12 organic producers and two organic handlers, inspected 17 organic producers at certified farmers' markets, and collected five 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 2020, 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 and replanted in a manner that minimizes erosion and protects sensitive habitats. The Division is also working with local Regional Water Quality Control Boards to help the agricultural community meet upcoming State Water Board requirements by leveraging ongoing practices designed to protect water quality.



Photo by Mary Halasz  
for Department of Agriculture/Weights & Measures

## IN 2020, THE LAND STEWARDSHIP DIVISION:

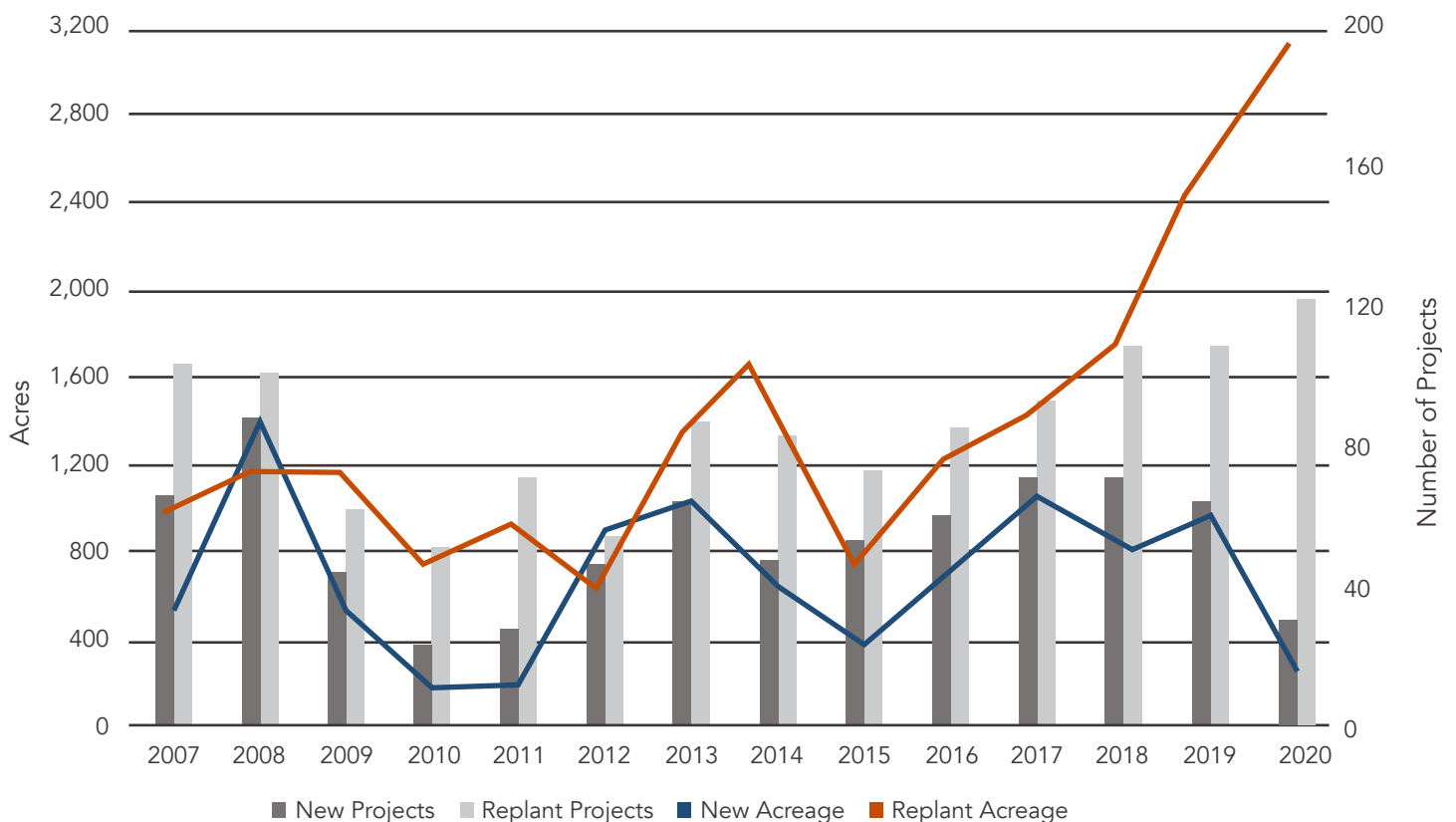
- Worked with Sonoma County stakeholders, scientists, and resource agencies to finalize the Best Management Practices and Technical Report Guidelines Manual for use in the VESCO program.
- Reviewed a total of 153 vineyard/orchard development projects representing a 10% decrease in projects from 2019. Of the 30 new projects, 15 were Level I and 15 were Level II. Of the 123 replant projects, 98 were Level I and 25 were Level II.
- Worked with Sonoma County stakeholders and a Board of Supervisors Ad Hoc committee to make technical and clarifying changes to the Chapter 36 of the County Code (VESCO).
- Regulated over 500 frost protection systems within the Russian River watershed, including registering two new systems.



# PROJECTS SUBMITTED

Year	New				Replants				Total					
	Level I Projects	Level I Acreage	Level II Projects	Level II Acreage	Projects Total	Acreage Total	Level I Projects	Level II Projects	Level I Acreage	Level II Acreage	Projects Total	Acreage Total	Projects	Acreage
2007	45	419	21	115	66	534	100	1,001	4	22	104	1,023	170	1,557
2008	61	1,157	27	272	88	1,429	97	1,110	4	22	101	1,132	189	2,561
2009	24	150	20	377	44	527	57	1,046	5	88	62	1,134	106	1,661
2010	10	82	13	75	23	157	51	783	0	0	51	783	74	940
2011	19	132	8	86	27	218	67	769	4	150	71	919	98	1,137
2012	35	327	11	589	46	916	50	633	4	35	54	668	100	1,584
2013	41	580	23	467	64	1,047	80	1,242	7	108	87	1,350	151	2,397
2014	25	307	22	321	47	628	76	1,546	7	103	83	1,649	130	2,277
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

## ACREAGE AND PROJECTS PER YEAR 2007-2020





# 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 interest of Sonoma County buyers and sellers by enforcing state and local weights and measures laws. With the restrictions of the public health orders put in place to combat the pandemic the Division's ability to perform certain inspections was limited and reflected in the numbers below.

## DEVICE INSPECTION PROGRAM

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 in Sonoma County. In 2020, the Division registered over 34,386 commercial devices and inspected 5,905 of these devices.

## PRICE VERIFICATION PROGRAM

Under a local county enacted ordinance, the division is required to register local retailers that operate an automated point-of-sale system (price file database) used to determine the prices charged at the register. Division staff conduct annual price verification inspections at these retailers to determine if the business is meeting the pricing accuracy standards set forth in the ordinance. Retailers that overcharge their customers fail the inspection and are subject to administrative penalties and ongoing inspection until they can meet price accuracy standards. In 2020, Division staff registered over 732 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 packaged the commodity, and a quantity statement that declares how much product is in the package. These three basic labeling requirements enable consumers with the ability 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 or ambiguous product labeling, Division staff ensure that local service station owners selling retail motor fuel comply with state advertising and labeling laws. Labeling at the dispenser must clearly identify the product, grades, octane, gallon price, and computed price.

## CONSUMER COMPLAINTS

In 2020, Division staff investigated over 33 consumer complaints filed with our office. 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, and bulk-commodities sales complaints.



## IN 2020, THE WEIGHTS & MEASURES DIVISION.

• Registered over 1,908 local businesses and commercial device owners operating over 34,386 commercial devices, which included the following:

- 1,194 retail fuel meters
- 19 livestock scales
- 110 vehicle scales
- 744 utility electric meters
- 43 hanging scales
- 21 taxi meters
- 333 winery dormant scales
- 1,938 utility water meters
- 538 utility gas meters
- 1,242 computing/counter scales
- 116 crane scales

- Performed over 339 price verification inspections at local retailers.
- Price checked 8,378 items of which 1.56% of items were over-charged.
- Issued 64 notices of violation against retailers for over-charging errors.
- Issued 21 administrative penalties against retailers for failing price accuracy inspections.



**OUT OF ORDER**  
DO NOT REMOVE THIS NOTICE  
UNDER PENALTY OF THE LAW  
SONOMA COUNTY  
WEIGHTS & MEASURES  
(707) 565 - 2371  
DO NOT USE OR DISPOSE OF THIS DEVICE







# SONOMA COUNTY FARMERS' MARKETS

## BODEGA BAY

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

## CLOVERDALE

225 N Cloverdale Boulevard  
January - March  
Tuesday, 3:00 pm - 6:00 pm

April - November  
2nd Tuesday, 3:00 pm - 6:00 pm

## COTATI

La Plaza Park  
June - August  
Thursday, 4:30 pm - 7:30 pm

## FORESTVILLE

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

## GUERNEVILLE / RUSSIAN RIVER

16290 5th Street  
June - September  
Thursday, 3:00 pm - 7:00 pm

## HEALDSBURG

Vine Street and North Street  
May - November  
Saturday, 9:00 am - 12:30 pm

Plaza Street and  
Healdsburg Avenue  
May - September  
Tuesday, 9:00 am - 12:30 pm

## OCCIDENTAL / COMMUNITY

Main Street b/w 1st and 3rd Street  
June - October  
Friday, 4:00 pm - 8:00 pm

## ROSELAND / EL MERCADITO

777 Sebastopol Road  
January - December  
Sunday, 11:00 am - 3:00 pm

## PETALUMA / EAST SIDE

Lucchesi Park  
January - December  
Tuesday, 10:00 am - 1:30 pm

## PETALUMA / EVENING

2nd Street b/w B and D Street  
June - August  
Wednesday, 4:30 pm - 8:00 pm

## PETALUMA / WALNUT PARK

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

## ROHNERT PARK

500 City Center Drive  
June - August  
Friday, 4:00 pm - 8:00 pm

## SANTA ROSA / COMMUNITY

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

## SANTA ROSA / WIC

1450 Guerneville Road  
July - September  
Thursday, 9:00 am - 12:00 pm

## SEBASTOPOL

6901 McKinley Street  
January - December  
Sunday, 10:00 am - 1:30 pm

## SONOMA / SONOMA VALLEY

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

## SONOMA / THE SPRINGS

Boyes Boulevard at Highway 12  
June - December  
Sunday, 10:00 am - 2:00 pm

## SONOMA / VALLEY OF THE MOON

Sonoma Town Plaza  
May - September  
Tuesday, 3:00 pm - 6:00 pm

## WINDSOR

Windsor Town Green  
May - December  
Sunday, 10:00 am - 1:00 pm







# 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

Dan Curtin      Travis Howard      Paul Turano

### Senior Agricultural / Weights & Measures Inspector

Michael Barrett      Colleen Boe      David Jagdeo  
Alex McVicker

### Agricultural / Weights & Measures Inspector

Jordan Ash      Pierpaolo Aymar      Jessica Cassatt  
Katy McCoy      John Guardino      Beverly Hammond  
Thomas LeClere      Jody Vent      Kayla Friedrichsen  
Daniella Raegan      Lukas Steinrueck      Meghan Johnson

### Wildlife Specialist

Jeff Furlong      Gary Johnson

### Agriculture & Vineyard Conservation Coordinator

Andy Casarez

### Vineyard Erosion Engineering Technician

John Bishop

### Environmental Specialist

Shelley Janek

### Administrative Services Officer

Gina Lehl

### Administrative Aide

Michelle Johnson

### Department Analyst

Esther Martinez

### Administrative Support Staff

Jen Charter      Mary Halasz      Collene Hoaglin  
Nina Reeser

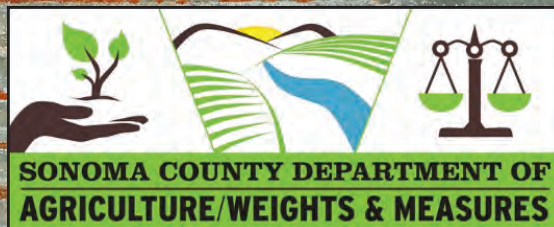
### Senior Agricultural Program Assistant

Maggie Furlong

### Agricultural Program Assistant

Anna Ashbeck      Nick Billesback      Delaney Boyd  
David Burtis      Kristina Cassidy      Kelly Dabney  
Christina David      Joe Delaney      Melissa Dudley  
Misty Eland      Kyle Fistolera      Adrienne Groves  
Colby Hills      Bryan O'Malley      Keala Peterson  
Tim Van Deren





**Sonoma County Department of Agriculture/Weights & Measures**  
**133 Aviation Boulevard, Suite 110, Santa Rosa, CA 95403**  
**Phone: (707) 565-2371 Fax: (707) 565-3850**  
**Website: [www.sonomacounty.ca.gov/AWM](http://www.sonomacounty.ca.gov/AWM)**