



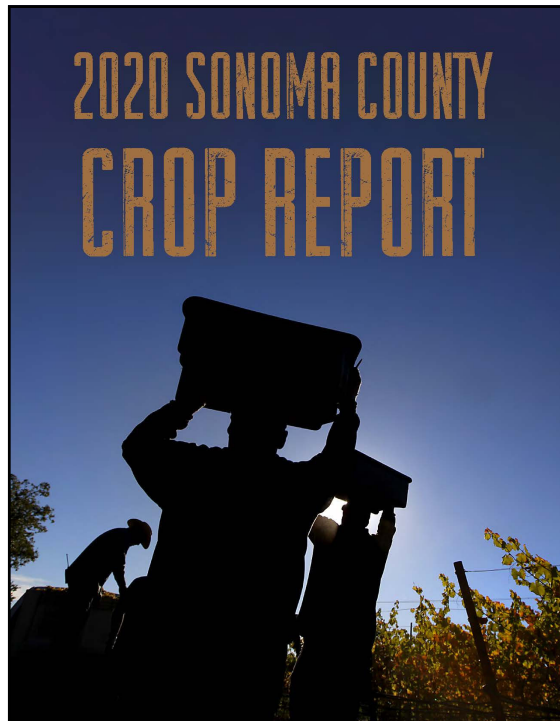
2020 Sonoma County Crop Report

SONOMA COUNTY DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

133 AVIATION BOULEVARD, SUITE 110

SANTA ROSA, CA 95403

WWW.SONOMACOUNTY.CA.GOV/AWM



Presented by:

Andrew F. Smith
Agricultural Commissioner/
Sealer of Weights & Measures

Pierpaolo Aymar
Deputy Agricultural Commissioner



A History of Helping Hands

- ▶ Chinese and Italian immigrants among first farm workers in Sonoma County
- ▶ In 1942, United States signed *Mexican Farm Labor Act* leading to short-term migrant work program known as the *Bracero Program* using Mexican agricultural labor in the United States to help alleviate labor shortages due to World War II



A History of Helping Hands

- ▶ Sonoma County has roughly 8,500 agricultural laborers
- ▶ Approximately 2,500 laborers work in dairy, livestock, nursery, and vegetable industries
 - Approximately 60% of this workforce is permanent, year-round labor
- ▶ Winegrape sector has largest labor workforce with approximately 6,000 laborers
 - Approximately 80% of the laborers are full time employees
 - Approximately 800 additional laborers are part time employees



AWM's Role in the Community

- ▶ Promote and protect agriculture, the health and safety of our community, environment, and economy through education and the enforcement of laws and regulations
- ▶ Market and consumer protection
- ▶ Assist community as disaster workers during times of need



2020 Crop Review

- ▶ Total value for 2020 was \$680,648,600, a 29% decrease from 2019
- ▶ Overall winegrape value decreased 45%
 - Value per ton decreased to \$2,414 per ton
 - Overall tonnage decreased 35.5% from 2019
- ▶ Overall apple value decreased 3%
 - Overall tonnage decreased 2.9% from 2019
- ▶ Livestock and poultry products increased by 20%
- ▶ Nursery product value decreased 12.4%



Winegrapes

- ▶ Challenging 2020 winegrape growing season with low rainfall and excessive heat in late summer
- ▶ Tonnage in 2020 was 148,085, a 35.5% decrease from 2019
- ▶ Price per ton decreased to \$2,414
- ▶ Total value for 2020 was \$357,511,500, a 45% decrease from 2019



Livestock and Poultry / Livestock and Poultry Products

- ▶ Livestock and poultry total value increased by 3% compared to 2019
- ▶ Livestock and poultry products value increased by 20% compared to 2019
 - Milk production increased 24% from 2019 despite 4.2% decrease in organic milk value per unit and 9.6% decrease in conventional milk value per unit
 - Wool production value decreased 3.5% from 2019



Field Crops

- ▶ Primary field crops include rye and oat hay, rye and oat silage, and rangeland
- ▶ Price per ton up slightly in most categories as well as total value of field crops from 2019



Apple Production

- ▶ Total apple production value decreased 3% from 2019
 - Total value for Gravenstein apples increased 10.5% from 2019, while total value for late apples decreased 10%
- ▶ Apples for processing made up 90% of market in 2020



Nursery Products

- ▶ Overall value of nursery products decreased 12.4% from 2019
 - Total value for ornamentals, Christmas trees, cut flowers, and miscellaneous products all decreased
 - Total value for bedding plants increased 26% from 2019



Agriculture Division Highlights

- ▶ Inspected over 3.2 million chicken eggs for defects via representative sampling
- ▶ Conducted 7 continuing education sessions reaching over 1,500 attendees
- ▶ Inspected 72 nursery growing areas, totaling more than 265 acres
- ▶ Issued 133 federal phytosanitary documents for international shipments and 13 state phytosanitary documents for domestic shipments
- ▶ Issued 111 certified producer's certificates and 22 farmers' market certificates
- ▶ Diverted 7,600 pounds of plastic from landfill through the Division's two recycling days with approximately 55 participating growers



Land Stewardship Division Highlights

- ▶ Worked with Sonoma County stakeholders, scientists, and resource agencies to finalize Best Management Practices and Technical Report Guidelines Manual for use in the Vineyard Erosion and Sediment Control Ordinance (VESCO)
- ▶ Worked with Sonoma County stakeholder group and a Board of Supervisors Ad Hoc committee to make technical and clarifying changes to VESCO
- ▶ Regulated over 500 frost protection systems within Russian River watershed, including two new systems
- ▶ Reviewed total of 153 vineyard/orchard development projects, a 10% decrease in projects from 2019
 - 30 new projects totaling 266 acres
 - 123 replant projects totaling 3,143 acres



Weights & Measures Division Highlights

- ▶ Registered over 1,900 business and commercial device owners operating over 34,300 commercial weighing and measuring devices in Sonoma County
- ▶ Performed over 330 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



Questions?

