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SONOMA COUNTY CROP REPORT





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, Vice Chair

David Rabbitt – Second District, Chair

Shirlee Zane – Third District

James Gore – Fourth District

Lynda Hopkins – Fifth District

It is my privilege to present the 2018 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2018 was \$1,106,662,100, which represents a 24% increase from our 2017 value of \$894,182,900 and is the first time in history that the gross value of agricultural commodities produced in Sonoma County has exceeded one billion dollars. This report reflects the gross production values, not the net income or costs of production and marketing.

The 2018 winegrape growing season was long and close to ideal with mild temperatures, cool evenings, and dry weather which allowed the crop to fully mature, producing a heavy crop with good flavor and balance. Early October saw a small amount of rain, which initially caused some panic but quickly dried out with timely breezes and warmer temperatures. The value per ton for winegrapes increased by 0.4% to \$2,818 per ton. Additionally, tonnage saw a large jump of 34% from 2017 to 275,977 tons. As a result, total winegrape value increased 34.3% compared to 2017 at \$777,675,300. This bumper crop was the largest winegrape crop ever harvested in Sonoma County, surpassing the 2013 crop, which had held that distinction by 5,000 tons.

Apples saw a significant increase from 2017 in fresh Gravensteins and late apples. Extended bloom time, more chill hours, and less rain during bloom saw apple tonnage increase by 6% from 2017. Apple prices per ton increased by 3% because of continued demand and premium prices for Gravenstein and organic apples. Overall value of apples increased by 10% compared to 2017.

The value of livestock and poultry products increased slightly by 2% compared to 2017. This increase is largely due to a 20% increase in milk production, despite a 7% decrease in milk value per unit. Wool production increased 17.8% from 2017.

Nursery product value was up 42.6% from 2017. This is attributed to an increase of 74.2% in ornamental sales, and a 27% increase in deciduous fruit and nut trees, cacti, and houseplants. Demand for nursery stock has risen locally as homes are rebuilt and landscapes are replaced, which has been augmented by more water availability as drought conditions have subsided. Increased sales can also be attributed to the opening of a new, large wholesale nursery in the county, as well as the expansion of some existing nurseries.

This year's crop report honors Sonoma County dairies, highlighting the history and evolution of the dairy industry over the years.

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, Agricultural Biologist, 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,

Tony Linegar
Agricultural Commissioner/Sealer of Weights & Measures



Photo by Samantha Harmon

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SONOMA COUNTY DAIRY

EVOLVING WITH THE TIMES

In the 1800's when Mexican land grants were being divided, immigrants that had come to America from Portugal, Italy, Switzerland, and other European countries were able to purchase land they could call their own. Many migrated north of San Francisco, attracted by the mild climate, abundant water, and the verdant, rolling coastal hills of Sonoma County. They recognized that this area would be an ideal place to raise cows and grow their crops.

Early dairymen in Sonoma County usually owned 10-15 cows, or as many as they could milk by hand. Back in those days, the most common breeds were Guernseys and Jerseys, with milk high in butterfat. Milk in the early part of the century was used to make butter and cheese due to the lack of refrigeration. Sonoma County's butter and cheese were transported to the San Francisco market by schooner down the Petaluma River and later by the North Pacific Railroad.

In 1850, most of the butter and cheese came into San Francisco by ship from Boston, New York, and Chile. The long sea voyage had a detrimental effect on the quality. Local production of cheese at that time depended on milk from Mexican beef cattle. Production was limited but commanded a high price for that day of \$1.50 a pound for butter and \$0.40 a pound for cheese. The demand increased rapidly with the large influx of people migrating west for the gold rush. Encouraged by such high prices, ranchers imported milk cows to increase local production. By 1860, California had 100,000 milk cows with production focused around areas of high populations in Sacramento and San Francisco. It was at this time that Sonoma County began establishing its reputation for producing quality agricultural products – a reputation that stands to this day.

At one time, there were 800 dairy ranches in Sonoma County. At the turn of the century, as the emphasis shifted from butter and cheese to fluid milk, the majority of Sonoma County dairies moved to the familiar black and white cow known as the Holstein. Holsteins were valued because they were known to be good producers of fluid milk.



As the dairy industry evolved in Sonoma County, there were some significant events that helped shape its future. One of the most significant was the establishment of the Petaluma Cooperative Creamery in 1913, which began to convert raw milk into value added products under the Clover brand in 1916. In the 1950's under the leadership of Gene Benedetti, Clover expanded into new markets and further developed the brand with the edition of their mascot, "Clo the Cow" in 1969.

Tragedy struck the dairy industry on August 22, 1975 when the Petaluma Cooperative Creamery was destroyed by the largest fire in Petaluma's history. Although the creamery did not rebuild, in 1977 Gene Benedetti partnered with Al Stornetta who had a Jersey herd and a small glass bottling facility outside of Napa. That was the beginning of Clover Stornetta Farms. In 1991, Clover Stornetta opened its new, state of the art milk processing facilities in Petaluma and went on to become pioneers in the organic dairy market in 1999. Gene would be succeeded by his son, Dan, and eventually his grandson, Marcus, who runs the business today.

For many years, milk production was the number one agricultural commodity in Sonoma County until it fell second to winegrapes in 1987. Dairy farmers in Sonoma County are a very resourceful and adaptive group of people that have evolved their operations in response to a shifting marketplace. Over the past 10-15 years as prices for conventional milk began to fall, many Sonoma County dairy producers began shifting to organic production. Organic milk prices are generally much higher than prices paid per hundredweight for conventional milk. Sometimes organic milk prices are as much as twice that of conventional milk, but are partially offset by increased production costs in an organic operation. Nonetheless, the switch to organic has kept many Sonoma County dairy producers in business.

In addition to switching to organic, many have diversified their operations by planting winegrapes or producing value added products such as butter and cheese.

In 1990, Sonoma County residents created the Sonoma County Agricultural Preservation and Open Space District (District) to permanently protect the greenbelts, scenic viewsheds, farms and ranches, and natural areas of Sonoma County. Through this effort, the District has protected six currently active dairies covering 1,900 acres, and an additional 2,700 acres that provide pasture and heifer replacement services, ensuring that these agricultural lands remain a part of the working landscape of Sonoma County in perpetuity.

Today, there are a total of 56 licensed cow dairies remaining in Sonoma County, 47 of which are certified organic. In addition, Sonoma County also has three sheep dairies, four goat dairies, and one water buffalo dairy that specializes in producing mozzarella cheese, bringing the total number of licensed dairies to 64. The challenges facing Sonoma County dairies today largely revolve around an oversupply of organic milk. Many larger dairies around the state converted to organic in recent years, flooding the market with organic milk and driving prices down. This has been compounded by an expansion of plant based milk alternative products, which have taken up more shelf space in grocery stores. Despite all of the challenges facing today's dairy producers in Sonoma County, they continue to show their resilience by diversifying, being innovative, and producing more value added products so they can stay on the land and pass down their heritage to the next generation.



Photo by Petaluma Creamery



Photo by Petaluma Creamery



Photo by Petaluma Creamery



Photo by Tara Firma by Farms by Cindi Stephan



Photo by Clover Stornetta Farms



Photo by Clover Stornetta Farms

MILLION DOLLAR CROPS AND NURSERY PRODUCTS

MILLION DOLLAR CROPS

1	Winegrapes - All	\$777,675,300
2	Milk	\$141,249,300
3	Miscellaneous Livestock and Poultry	\$41,027,300
4	Miscellaneous Livestock and Poultry Products	\$38,930,800
5	Cattle and Calves	\$20,727,500
6	Nursery - Ornamentals	\$20,406,500
7	Nursery - Miscellaneous	\$18,121,900
8	Sheep and Lambs	\$11,279,700
9	Vegetables	\$8,383,100
10	Nursery - Cut Flowers	\$6,145,800
11	Nursery - Bedding Plants	\$5,635,900
12	Apples - Late Varieties	\$2,419,200
13	Rye and Oat Silage Crops	\$1,494,200
14	Apples - Gravenstein	\$1,247,900
15	Rye and Oat Hay Crops	\$1,200,200

NURSERY PRODUCTS

Product	Year	Quantity	Unit	Total
Ornamentals	2018	1,671,600	plant	\$20,406,500
	2017	1,060,968	plant	\$11,717,200
Bedding Plants	2018	228,153	flat	\$5,635,900
	2017	150,240	flat	\$5,078,500
Christmas Trees	2018	3,501	units	\$198,100
	2017	2,575	units	\$209,400
Cut Flowers	2018			\$6,145,800
	2017			\$4,174,900
Miscellaneous Products (a)	2018			\$18,121,900
	2017			\$14,230,800
TOTAL VALUE	2018			\$50,508,200
	2017			\$35,410,800

(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	2018	565.0	10.6	575.6	1,832.6	\$3,567.17	\$6,537,200
	2017	565.0	35.6	600.6	1,382.4	\$3,335.31	\$4,610,700
Cabernet Sauvignon	2018	12,505.1	642.3	13,147.4	56,948.2	\$3,113.75	\$177,322,500
	2017	12,530.9	530.4	13,061.3	43,157.9	\$3,071.98	\$132,580,200
Carignane	2018	162.7	9.7	172.4	406.9	\$2,654.55	\$1,080,100
	2017	162.7	0.0	162.7	260.4	\$2,665.76	\$694,200
Grenache	2018	150.2	12.1	162.3	929.0	\$3,025.64	\$2,810,800
	2017	153.8	8.0	161.8	854.7	\$3,076.99	\$2,630,000
Malbec	2018	536.0	9.3	545.3	2,695.1	\$2,894.42	\$7,800,800
	2017	536.0	11.3	548.3	1,700.8	\$2,953.95	\$5,024,100
Mataro/ Mouvedere	2018	40.6	0.9	41.5	216.4	\$3,236.82	\$700,400
	2017	41.6	0.9	42.5	158.2	\$2,895.20	\$458,000
Merlot	2018	3,940.8	10.2	3,951.0	15,492.0	\$1,961.96	\$30,394,700
	2017	3,978.8	22.6	4,001.4	11,611.1	\$1,922.95	\$22,327,400
Petite Sirah	2018	685.3	2.0	687.3	2,954.5	\$3,088.27	\$9,124,300
	2017	688.8	4.2	693.0	2,536.3	\$2,905.75	\$7,370,000
Petit Verdot	2018	284.3	18.6	302.9	1,324.8	\$3,336.84	\$4,420,600
	2017	284.3	9.9	294.2	915.6	\$3,156.58	\$2,890,200
Pinot Noir	2018	13,383.6	880.0	14,263.6	58,005.2	\$3,802.05	\$220,538,700
	2017	13,414.3	423.8	13,838.1	43,439.1	\$3,912.46	\$169,953,700
Sangiovese	2018	211.4	0.0	211.4	1,070.2	\$2,477.26	\$2,651,200
	2017	316.5	0.0	316.5	916.8	\$2,400.63	\$2,200,900
Syrah-Shiraz	2018	1,557.8	3.7	1,561.5	3,966.9	\$2,773.75	\$11,003,200
	2017	1,571.7	8.5	1,580.2	3,216.5	\$2,779.67	\$8,940,800
Zinfandel	2018	4,946.6	24.4	4,971.0	15,730.6	\$3,102.26	\$48,800,400
	2017	4,976.9	16.9	4,993.9	12,874.5	\$3,006.42	\$38,706,200
TOTAL ALL REDS including other reds	2018	39,842.0	1,956.4	41,798.4	163,575.2	\$3,227.84	\$527,994,600
	2017	39,996.5	1,658.8	41,655.3	124,787.5	\$3,219.57	\$401,762,100

Photo by Department Staff

WINEGRAPE PRODUCTION - WHITES

WHITE VARIETIES

TOP 10 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2018 2017	15,884.5 15,906.9	566.6 353.5	16,451.1 16,260.4	88,311.6 61,052.3	\$2,367.00 \$2,335.36	\$209,033,600 \$142,579,100
Gewürztraminer	2018 2017	121.1 121.1	0.0 0.0	121.1 121.1	258.4 241.7	\$2,047.81 \$1,868.51	\$529,200 \$451,600
Muscat Blanc/ Muscat Canelli	2018 2017	14.4 15.4	0.0 0.0	14.4 15.4	113.0 131.9	\$2,063.11 \$2,327.32	\$233,100 \$307,000
Pinot Blanc	2018 2017	66.0 66.0	0.0 0.0	66.0 66.0	339.4 241.7	\$2,145.20 \$2,146.29	\$728,100 \$518,800
Pinot Gris	2018 2017	397.6 468.2	4.2 4.0	401.8 472.2	1,670.0 1,498.8	\$1,811.98 \$1,804.43	\$3,026,000 \$2,704,500
Roussanne	2018 2017	30.6 30.6	0.0 0.0	30.6 30.6	124.6 102.1	\$2,929.74 \$3,260.35	\$365,000 \$332,900
Sauvignon Blanc	2018 2017	2,711.5 2,645.9	46.7 106.0	2,758.2 2,751.9	18,918.0 15,815.2	\$1,793.43 \$1,737.25	\$33,928,100 \$27,475,000
Semillon	2018 2017	92.0 98.7	0.6 0.6	92.6 99.3	477.0 430.9	\$2,189.56 \$2,138.82	\$1,044,400 \$921,700
Viognier	2018 2017	236.6 242.0	1.2 0.7	237.8 242.7	691.7 500.9	\$2,610.02 \$2,572.92	\$1,805,400 \$1,288,800
White Reisling	2018 2017	51.0 66.5	0.0 0.0	51.0 66.5	195.3 198.0	\$2,391.29 \$2,213.34	\$467,000 \$438,200
TOTAL ALL WHITES including other whites	2018 2017	20,052.2 19,975.1	931.4 835.5	20,983.6 20,810.6	112,401.7 81,309.7	\$2,264.70 \$2,213.41	\$254,556,100 \$179,971,700

TOTAL

WINEGRAPES
including all reds
and whites

2018	59,894.2	2,887.8	62,782.0	275,976.9	\$2,817.90	\$777,675,300
2017	59,971.6	2,494.3	62,465.9	206,097.2	\$2,806.02	\$578,312,900



FRUIT AND NUT SUMMARY

FRUIT AND NUT SUMMARY

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2018 2017	2,166 2,190	4.16 3.87	9,007 8,471	\$407 \$394		\$3,667,100 \$3,336,600
Fresh	2018 2017					\$1,125,992 \$721,000	
Processed (a)	2018 2017					\$2,537,317 \$2,615,700	
Grapes (wine)	2018 2017	59,894 59,972	4.61 3.44	275,977 206,097	\$2,817 \$2,806		\$777,675,300 \$578,312,900
Olives	2018 2017	381 381					\$678,000 \$893,800
Miscellaneous (b)	2018 2017						\$411,300 \$422,300
TOTAL	2018 2017						\$782,431,700 \$582,965,600

(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 2001-2018

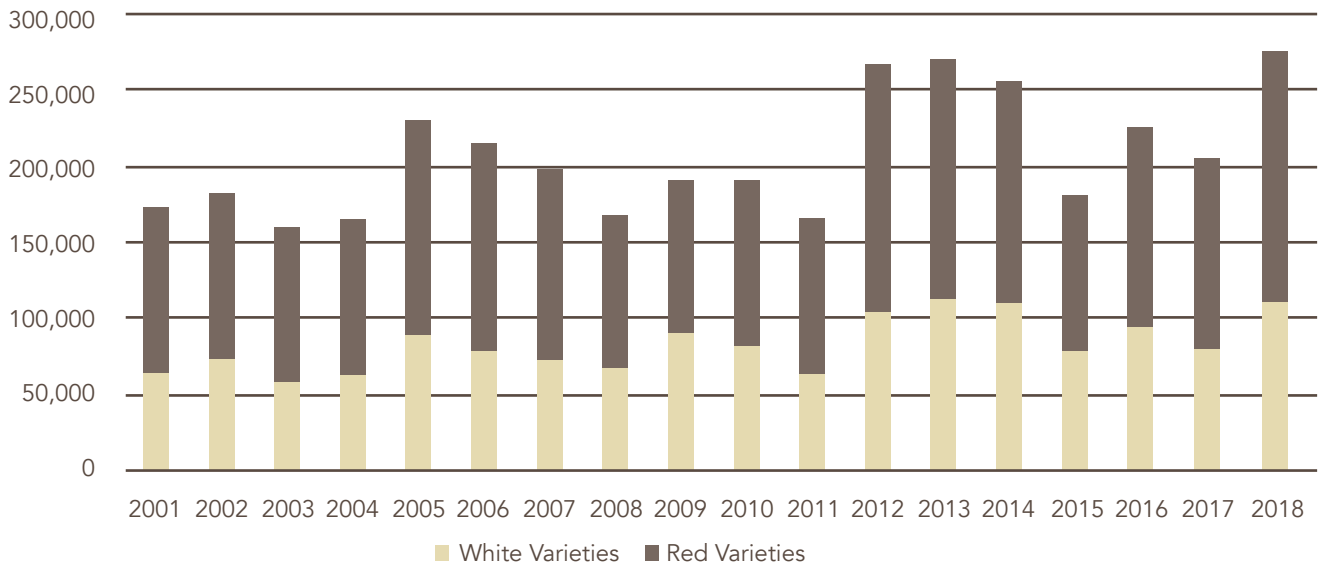


Photo by Cindi Stephan

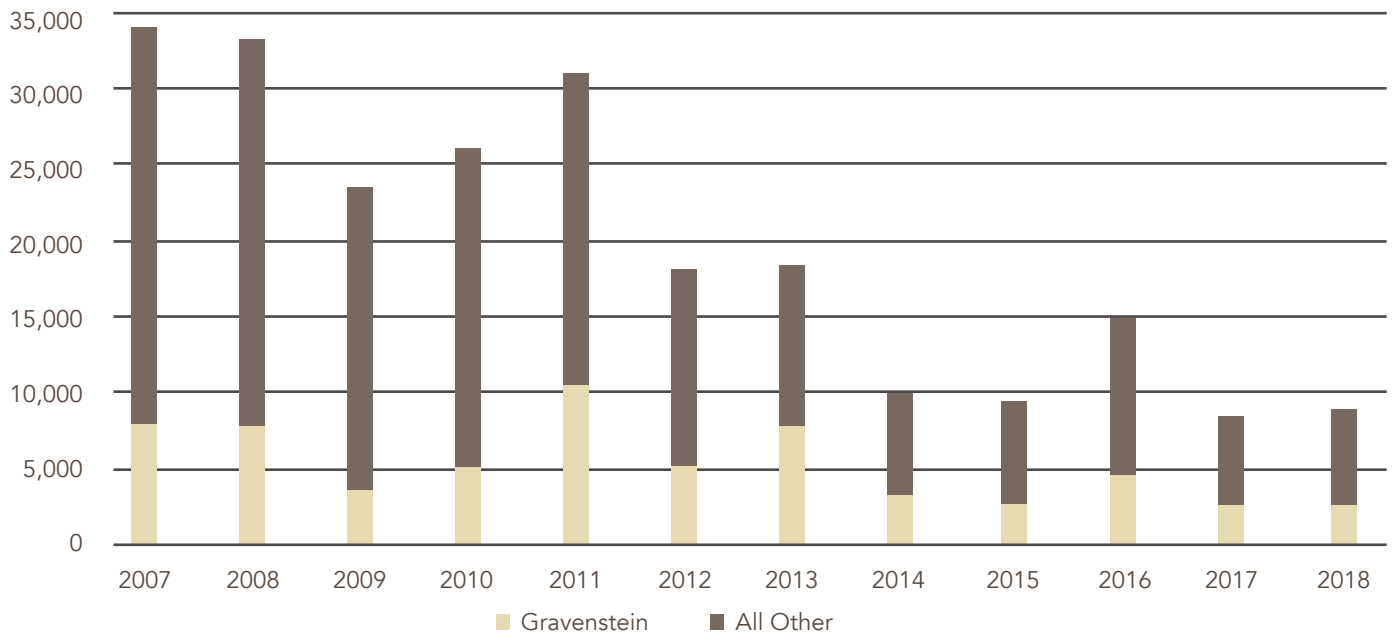
APPLE PRODUCTION

APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/ Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2018	684	4.05	2,773	\$450		\$1,247,900
	2017	704	3.78	2,663	\$410		\$1,092,600
Fresh	2018			308	\$1,324	\$407,792	
	2017			79	\$1,248	\$98,991	
Processed (a)	2018			2,465	\$341	\$839,367	
	2017			2,584	\$385	\$993,626	
Late Apples	2018	1,482	4.21	6,235	\$388		\$2,419,200
	2017	1,486	3.91	5,807	\$386		\$2,244,000
Fresh	2018			380	\$1,890	\$718,200	
	2017			290	\$2,142	\$621,962	
Processed (a)	2018			5,855	\$290	\$1,697,950	
	2017			5,517	\$294	\$1,621,998	
TOTAL	2018	2,166	4.16	9,007	\$407		\$3,667,100
	2017	2,190	3.87	8,471	\$394		\$3,336,600

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

TONS OF APPLES PRODUCED 2007-2018



VEGETABLE, FIELD CROP, AND APIARY PRODUCTION

VEGETABLES

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2018	427	\$8,383,100
Vegetables (a)	2017	441	\$8,448,200

(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	2018	3,346	3.5	11,652	ton	\$103.00	\$1,200,200
	2017	4,756	2.0	9,531	ton	\$110.00	\$1,048,500
Hay, Volunteer	2018	780	1.4	1,858	ton	\$114.00	\$211,800
	2017	883	3.5	3,053	ton	\$140.00	\$427,400
Green Chop (a)	2018	1,816	7.0	12,628	ton	\$29.70	\$375,100
	2017	1,260	4.9	6,155	ton	\$28.50	\$175,400
Oats, Grain	2018	716	1.3	976	ton	\$253.50	\$247,400
	2017	428	1.0	407	ton	\$224.30	\$91,300
Silage, Corn (a)	2018	140	21.4	3,000	ton	\$60.00	\$180,000
	2017	124	27.6	3,423	ton	\$49.77	\$170,400
Silage, Rye and Oat (a)	2018	4,886	6.14	46,986	ton	\$31.80	\$1,494,200
	2017	5,015	12.1	60,876	ton	\$49.20	\$2,995,100
Straw	2018						\$231,000
	2017						\$99,300
Miscellaneous (b)	2018						\$393,000
	2017						\$223,300
Pasture (c)	2018	6,462			acre	\$92.00	\$594,500
	2017	7,506			acre	\$91.00	\$683,000
Rangeland (c)	2018	312,257			acre	\$20.28	\$6,332,600
	2017	315,412			acre	\$20.28	\$6,396,600
TOTAL	2018	330,403					\$11,259,800
	2017	335,383					\$12,310,300

(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)	2018	\$422,000
	2017	\$231,000

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



Photo by Cindi Stephan



Photo by Tara Firma Farms



Photo by
Redwood Hill Farm Capracopia



Photo by Kendall Jackson Estate
by Samantha Harmon



Photo by Cindi Stephan



Photo by Clover Stornetta Farms



Photo by Tara Firma Farms

LIVESTOCK AND POULTRY

LIVESTOCK AND POULTRY

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2018	32,611	167,036	cwt.	\$124.09	\$20,727,500
	2017	32,442	165,892	cwt.	\$123.00	\$20,404,700
Sheep/Lambs	2018	58,625	70,719	cwt.	\$159.50	\$11,279,700
	2017	52,296	63,085	cwt.	\$152.61	\$9,627,400
Hogs	2018	1,823	4,559	cwt.	\$72.00	\$328,200
	2017	1,658	4,144	cwt.	\$62.91	\$260,700
Miscellaneous (a)	2018					\$41,027,300
	2017					\$47,354,900
TOTAL	2018					\$73,362,700
	2017					\$77,647,700

(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	2018	4,650,456	cwt.	\$27.39	\$127,376,000
Milk, Conventional	2018	986,020	cwt.	\$14.07	\$13,873,300
Total Milk	2018	5,636,476	cwt.		\$141,249,300
Milk, Market	2017	4,663,013	cwt.	\$29.42	\$137,185,800
Milk, Manufacturing	2017	3,798	cwt.	\$32.91	\$125,000
Total Milk	2017	4,666,811	cwt.		\$137,310,800
Wool	2018	143,158	lb.	\$0.80	\$114,500
	2017	121,485	lb.	\$0.90	\$109,300
Miscellaneous (a)	2018				\$38,930,800
	2017				\$39,749,200
TOTAL	2018				\$180,294,600
	2017				\$177,169,300

(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)*	87,000
Milk cows and heifers (2 years and older)	30,500
Beef cows and heifers (2 years and older)	13,489
Sheep/Lambs (all)	44,737
Hogs	1,823
Laying Hens, Pullets, and Broilers	2,369,657
Goats	3,246

* Number of head as of January 1, 2019.

RECAPITULATION, TIMBER, AND FISHERIES

RECAPITULATION

	2017	2018	% Change
Apiary Products	\$231,000	\$422,000	82.7%
Vegetable Crops	\$8,448,200	\$8,383,100	-0.8%
Field Crops	\$12,310,300	\$11,259,800	-8.5%
Nursery Products	\$35,410,800	\$50,508,200	42.6%
Livestock and Poultry	\$77,647,700	\$73,362,700	-5.5%
Livestock and Poultry Products	\$177,169,300	\$180,294,600	1.8%
Fruit and Nut Crops	\$582,965,600	\$782,431,700	34.2%
TOTAL VALUE	\$894,182,900	\$1,106,662,100	23.8%

TIMBER HARVEST

Year	Production	Unit	Value (a)
2018	19,926,000	board feet	\$8,872,044
2017	14,875,000	board feet	\$8,109,678

(a) value of timber immediately before cutting.
Source: www.boe.ca.gov/proptaxes/timbertax.htm.
Informational only.

COMMERCIAL FISH LANDINGS

Species	Year	Pounds	Value
Crab, Dungeness	2017	2,775,067	\$10,768,150
	2016	3,932,567	\$12,184,460
Salmon, Chinook	2017	130,670	\$1,199,936
	2016	103,638	\$790,271
Rockfish, all	2017	9,923	\$18,106
	2016	9,004	\$16,711
Halibut, California	2017	2,128	\$15,624
	2016	2,965	\$19,245
Miscellaneous	2017	338,101	\$347,682
	2016	234,356	\$217,655
Sablefish	2017	169,907	\$579,043
	2016	176,056	\$620,185
Lingcod	2017	5,342	\$20,746
	2016	8,532	\$33,568
Tuna, Albacore	2017	12,705	\$299,908
	2016	5,109	\$9,752
Cabezon	2017	0	\$0
	2016	25	\$202
TOTAL	2017	3,443,933	\$13,249,195
	2016	4,472,252	\$13,892,049

Source: <https://www.wildlife.ca.gov/Fishing/Commercial/Landings#260041493-2016>
Data listed is most recent information available for commercial fisheries.
Informational only.

Photo by Steve Knudsen



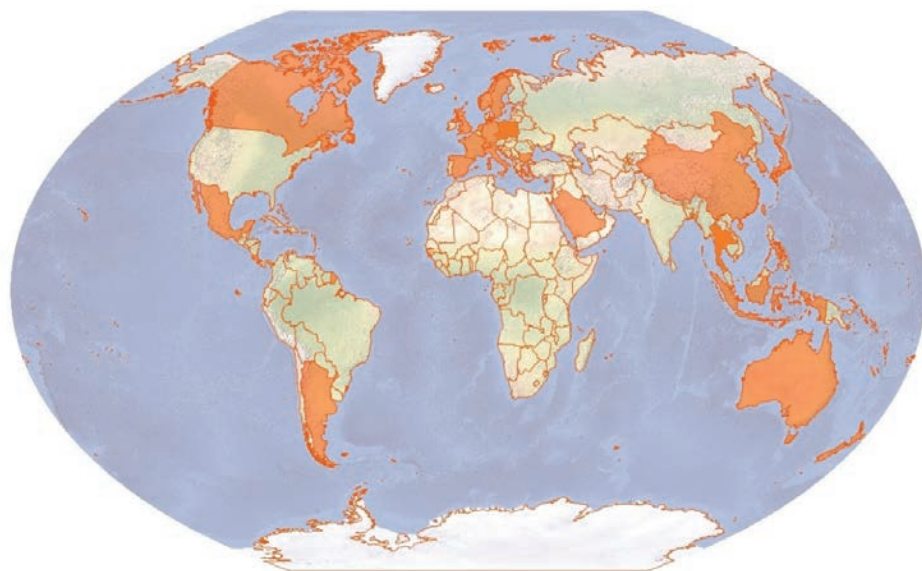
COMMODITY EXPORTS

In 2018, the Sonoma County Department of Agriculture/Weights & Measures issued 115 federal phytosanitary certificates for international shipments to 21 different countries and 14 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 - 32
China - 15
Australia - 9
Japan - 8
Italy - 8
Republic of Korea - 6
Spain - 6
Canada - 5
Costa Rica - 4
Thailand - 4
Portugal - 3
Bulgaria - 2
France - 2
Germany - 2
New Zealand - 2
Saudi Arabia - 2
Argentina - 1
Czech Republic - 1
Indonesia - 1
Poland - 1
Sweden - 1

COMMODITY SHIPMENT DESTINATIONS IN ORANGE



COMMODITIES EXPORTED

Animal Feed
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.

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 2018, 7,265 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 88,750 times.

The Division also placed 507 traps in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), and serviced those traps 4,944 times. There were no GWSS detected in our traps in 2018.

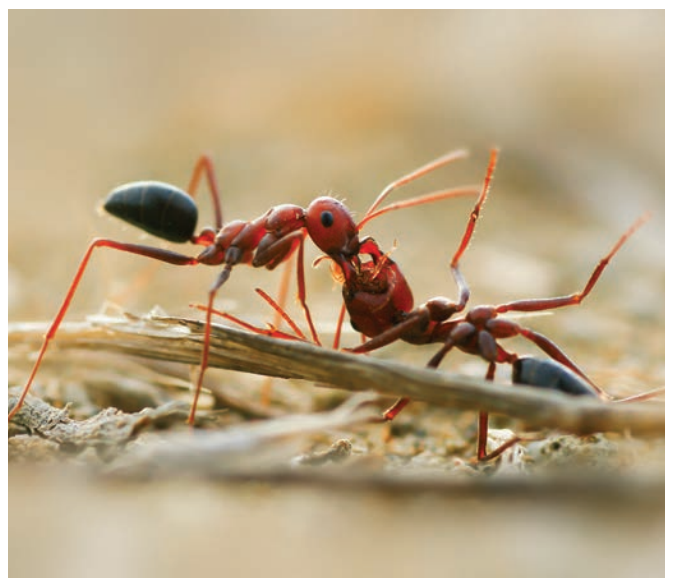
PEST EXCLUSION PROGRAM

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 587 premise visits occurred in 2018, during which 9,698 shipments of plant material were inspected. 34 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 1,612 shipments of nursery stock arriving from infested counties within California.

PESTICIDE USE ENFORCEMENT PROGRAM

The Division performed 126 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 2018, the Division issued 177 private applicator certificates, 623 operator identification numbers and restricted material permits for agricultural pesticide use, reviewed 187 notices of intent for restricted materials, registered 288 agricultural or structural pest control businesses, 68 pest control advisors, 99 farm labor contractors, and completed 30 investigations for suspected pesticide illnesses or complaints.



EXOTIC/INVASIVE PEST SPECIES INTERCEPTED

Light Brown Apple Moth
Epiphyas postvittana

Vine Mealybug
Planococcus ficus

Rapacious Panther Ant
Pachycondyla harpax

S. American Leaf-Cutter Ant
Atta spp.

Elongate Hemlock Scale
Fiorinia externa

Red Imported Fire Ant
Solenopsis invicta

Tropical Tramp Ant
Monomorium subopacum

Carpenter Ant
Camponotus spp.

Sudden Oak Death
Phytophthora ramorum

Quack grass
Elymus repens

Gall Forming Thrips
Androthrips spp.

Tropical Ant
Technomyrmex spp.

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. Before these changes, the state and its counties had been collecting detailed information on specific crop commodities, their acreage, and associated value. This allowed counties to evaluate the contribution of organic agriculture to the overall county economy and to ascertain the ratio of organic to conventional acreage. The total production acreage is now reported by registrant rather than by commodity. Due to these changes, the Department can only report on the total organic acreage farmed in Sonoma County. There are 297 organic registrants farming approximately 56,972 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.cdffa.ca.gov/is/i_&c/organic.html.

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, or entity of any kind to propagate, cultivate, raise, or grow genetically engineered organisms in the unincorporated portions of Sonoma County. In 2018, there were no complaints or investigations conducted related to the GMO Ordinance.

In 2018, the Agriculture Division:

- Inspected over 3.2 million chicken eggs for defects via representative sampling.
- Issued 115 federal phytosanitary documents for international shipments and 14 state phytosanitary documents for domestic shipments to promote the movement of Sonoma County agriculture commodities.
- Diverted 23,700 pounds of plastic containers from the landfill through the Division's two recycling events with approximately 130 participating growers.
- Surveyed over 1,100 Sonoma County producers in preparation for the 2018 Agricultural Crop Report.
- Conducted 18 continuing education sessions reaching over 730 attendees.
- Inspected 105 nursery growing areas, totaling more than 275 acres.
- Inspected 26 shipments of household articles for the presence of Gypsy Moth.
- Issued 126 certified producer certificates and 24 farmers' market certificates for a total of 27 certified farmers' markets.
- Conducted investigations on five organic operators in the county, performed site inspections on 14 organic producers, inspected 32 organic producers at certified farmers' markets, and collected 10 samples of organic produce for residue testing.

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.

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. 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 Department Staff

In 2018, the Land Stewardship Division:

- Used the newly created *Land Steward's Guide to Vineyard and Orchard Erosion Control* as an aid to help educate property owners and managers control erosion in areas affected by the Sonoma Complex fires of 2017.
- Worked with Regional Water Quality Control Boards and stakeholders to streamline process by which new vineyards in Sonoma Creek watershed can be in compliance with both local and state regulations.
- Reviewed a total of 180 vineyard/orchard development projects representing a 10% increase in projects from 2017. Of the 71 new projects, 37 were Level I and 34 were Level II. Of the 109 replant projects, 91 were Level I and 18 were Level II.
- Regulated 498 frost protection systems within the Russian River watershed, including registering three new systems.

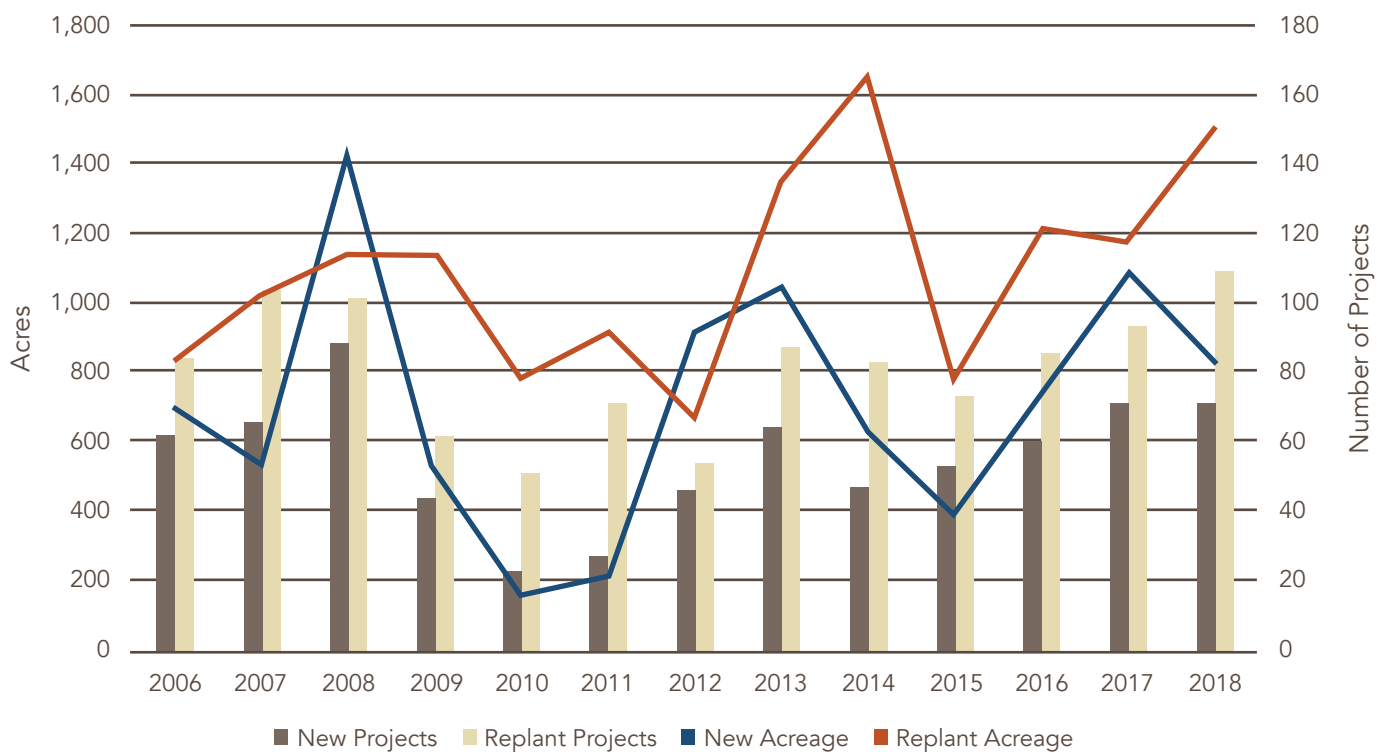
Photo by Google Earth



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				
2006	49	544	13	151	62	695	78	785	6	47	84	832	146	1,527
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

ACREAGE AND PROJECTS PER YEAR 2006-2018



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 laws, and through administering the following programs.

DEVICE INSPECTION PROGRAM

Local consumers purchase many essential goods and services over “commercial devices.” A commercial device is by law defined 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, or count 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 registers and inspects all commercial devices used in Sonoma County. In 2018, the Division registered over 34,525 commercial devices and inspected 11,830 of these devices.

PRICE VERIFICATION PROGRAM

In 2006, Sonoma County enacted a county ordinance requiring the registration of local retailers that use an automated point-of-sale system used to determine the prices they charge at the register (commonly called “scanners”). Division staff conducts annual price verification inspections at these retailers to determine if they are 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 re-inspections.

PACKAGED COMMODITIES PROGRAM

Under the Federal Fair Packaging and Labeling Act, packaged commodities offered for sale are required to conform to 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 allow consumers to make value comparisons. Division staff audits 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 quantity.

PETROLEUM PROGRAM

To guard against false or misleading advertisement claims or ambiguous product labeling, the Division ensures that local service station owners selling retail motor fuels comply with state advertising and labeling laws. Labeling at the fuel dispenser must clearly identify the product, grades, octane, gallon price, and computed price.

CONSUMER COMPLAINTS

In 2018, the Division investigated over 60 consumer complaints filed with our office. These consumer complaints included reported price overcharges at local retailers, short firewood deliveries, short-measured bulk deliveries of gardening soils and landscaping materials, and improper utility billing at local mobile home parks.

In 2018, the Weights & Measures Division:

- Registered over 1,700 local businesses and commercial device owners operating over 34,000 commercial devices. 11,830 of these devices were inspected, including:
 - 2,634 retail fuel meters
 - 567 utility electric meters
 - 320 winery dormant scales
 - 1,170 grocery store scales
 - 16 livestock scales
 - 170 farm market scales
 - 1,334 utility water meters
 - 54 winery vehicle scales
 - 83 taxi meters
 - 647 utility gas meters
 - 134 winery crane scales
- Performed over 800 price verification inspections at local retailers.
- Price checked 20,965 items of which 1.6% of items were over-charged.
- Issued 101 notices of violation against retailers for over-charging errors.
- Issued 39 administrative penalties against retailers for failing price accuracy inspections.

Photo by Department Staff





Boho Belle



Aged 2 months, semi-soft, vanilla flavors with a deep, yellow rind. Its creamy texture and subtle finish pair nicely with bolder wines and fresh fruit.

SHREDHEA

Italian style tangy sharp aged 2 months for a *that's amazing* finish that can be shaved or shredded on anything or simply stuffed directly into your mouth.

SONOMA COUNTY FARMERS' MARKETS

BODEGA BAY

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

COTATI

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

FORESTVILLE

6990 Front Street
June - September
Tuesday, 4:00 pm - 7:30 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, 8:30 am - 12:00 pm
Plaza Street and
Healdsburg Avenue
May - September
Tuesday, 9:00 am - 1:00 pm

OCCIDENTAL - BOHEMIAN

Main Street b/w 1st and 3rd Street
June - October
Friday, 4:00 pm - 7:30 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, 5:00 pm - 8:00 pm

SANTA ROSA - COMMUNITY

1351 Maple Avenue
January - December
Wednesday and Saturday
8:30 am - 1:00 pm

SANTA ROSA - DOWNTOWN

600 and 700 blocks of 4th Street
May - August
Wednesday, 5:00 pm - 8:30 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
January - December
Wednesday and Saturday
8:30 am - 1:00 pm

SANTA ROSA - WIC

1450 Guerneville Road
July - September
Thursday, 8:30 am - 1:00 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, 5:30 pm - Dusk

WINDSOR

Windsor Town Green
April - December
Sunday, 10:00 am - 1:00 pm
May - September
Thursday, 5:00 pm - 8:00 pm

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 schoolchildren 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. The 2018 theme was *Technology on the Farm*.



FIT BITS FOR COWS

By Rya Culley

Proctor Terrace Elementary

3rd Grade Class

There are many cool ways that technology helps farmers. One way technology helps farmers is using fitbits to help cows. Cows can wear trackers around their neck or attached to their ear. Trackers allow farmers to manage large numbers of animals from their phone or computer. Fitbits use monitors to track the cow's activity and temperature. Trackers can also monitor how many steps an animal takes, milk production, weight, and how much she chews. The data is gotten through the cloud in text messaged back to the farmer so they can better detect disease.

Fitbits can help farmers spot sick animals sooner. Trackers help farmers detect when a cow becomes sick and allows the farmer to separate the sick animals from the healthy ones. If they are put all together then the healthy ones would get sick too. Fitbits help farmers make sure their cows stay healthy.

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

Tony Linegar

Assistant Agricultural Commissioner

Sue Ostrom

Chief Deputy Agricultural Commissioner

Pete Albers

Chief Deputy Sealer of Weights & Measures

Fernando Vasquez

Deputy Agricultural Commissioner

Dan Curtin Priscilla Lane
Andrew Smith Paul Turano

Senior Agricultural Biologist / Senior Standards Specialist

Michael Barrett Travis Howard Alex McVicker

Agricultural Biologist / Standards Specialist

Jordan Ash Pierpaolo Aymar Colleen Boe
Jessica Cassatt John Guardino Beverly Hammond
David Jagdeo Thomas LeClere Katy McCoy
Greg Peters Daniella Reagan Cody Wilson

Senior Agricultural Program Assistant

Maggie Furlong

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
Sonja Moug Nina Reeser

Agricultural Program Assistant

Anna Ashbeck Nick Billesback Kyle Bradford
David Burtis Kristina Cassidy Lloyd Cook
Brian Coverston Kim Covington Kelly Dabney
Christina David Janice Griffin Colby Hills
Rachel Horton Lynn Krausmann Jeff Menacho
Noah Macchia Bryan O'Malley Taylor Ramos
Rich Svetlecic Tim Van Deren Jody Vent
Connor Wirtz



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