



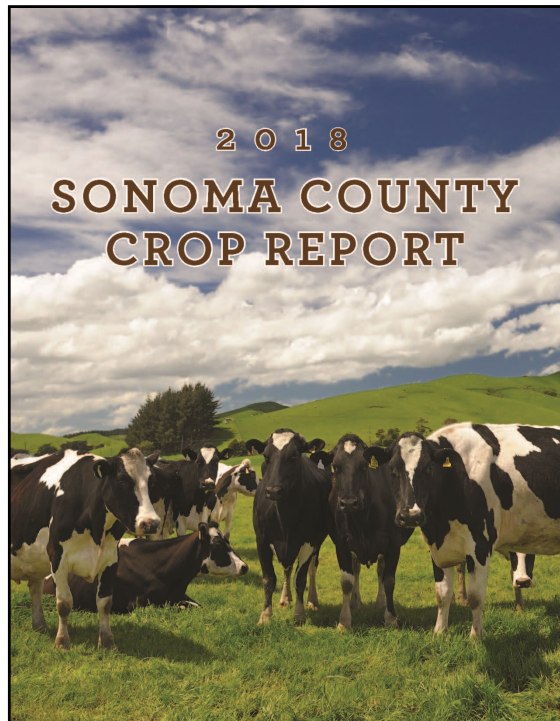
2018 Sonoma County Crop Report

SONOMA COUNTY DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

133 AVIATION BOULEVARD, SUITE 110

SANTA ROSA, CA 95403

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Presented by:

Tony Linegar

Agricultural Commissioner/
Sealer of Weights & Measures



Sonoma County Dairy: Evolving with the Times

- ▶ At one time, there were 800 dairy ranches in Sonoma County.
- ▶ In late 1800s, most common breeds in Sonoma County were Guernseys and Jerseys which produce milk high in butter fat.
- ▶ At turn of century, emphasis shifted from butter and cheese to fluid milk. At this time, most Sonoma County dairy producers moved to the Holstein breed which are known to be good producers of fluid milk.
- ▶ Currently 56 licensed cow dairies in Sonoma County, 47 of which are certified organic (84% of cow dairies).
- ▶ Sonoma County also has three sheep dairies, four goat dairies, and one water buffalo dairy.



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.
 - During 2017 Wildfires, escorted growers/producers through evacuation areas to perform critical agricultural functions.



2018 Crop Review

- ▶ Total value for 2018 was \$1,106,662,100, a 24% increase from 2017.
- ▶ First time in history that Sonoma County gross agricultural crop value has exceeded \$1 billion dollars.
- ▶ Overall winegrape value increased 34.4%.
 - Value per ton increased 0.4% to \$2,818 per ton.
 - Overall tonnage increased 34% from 2017.
- ▶ Field crops decreased 8.5%.
- ▶ Fruit and nut crops increased 34.2%.
- ▶ Nursery product value increased 42.6%.



Winegrapes

- ▶ Close to ideal season; certain to produce a phenomenal vintage.
- ▶ Tonnage in 2018 was 275,977, a 34% increase from 2017.
- ▶ Biggest crop in Sonoma County history, surpassing 2013 (270,000 tons).
- ▶ Price per ton increased 0.4% to \$2,818.
- ▶ Total value for 2018 was \$777,675,300, a 24% increase from 2017.



Livestock and Poultry / Livestock and Poultry Products

- ▶ Livestock values in 2018 totaled \$73,362,700, a 5.5% decrease from 2017.
 - Includes cattle, sheep, and hogs.
- ▶ Milk production increased 20% from 2017, while value per unit decreased 7%.
- ▶ Total milk value was \$141,249,300.
 - Organic milk value was \$127,376,000.
 - Conventional milk value was \$13,873,300.
- ▶ Overall egg production value was \$38,930,800, a 1% decrease from 2017.



Field Crops

- ▶ Primary field crops include rye and oat hay, oats, corn for silage and pasture, and rangeland.
- ▶ Moderate increase in yields of oat/rye hay offset by fewer acres harvested.
- ▶ 2018 overall value decreased by 8.5%.
- ▶ Price per ton up slightly in most categories.



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Apple Production

- ▶ Extended bloom time, less rain during bloom, and more winter chill hours led to increased yield.
- ▶ Yields increased 6% from 2017.
 - 2017 yields lowest in history while 2018 rebounded slightly.
- ▶ Processing apples value decreased slightly from 2017.
- ▶ Apples for processing make up 95% of market.
- ▶ Fresh apples value increased 56% from 2017.



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Nursery Products

- ▶ Despite cold spring weather delaying planting of vegetables/annuals, overall demand for nursery stock increasing as people rebuild from fires and replant landscapes.
- ▶ Overall value of nursery products in 2018 was \$50,508,200, a 42.6% increase from 2017.
- ▶ New wholesale nurseries and existing nurseries expanding contributed to increase.
- ▶ Grapevine nursery stock represents a significant percentage of gross value.
- ▶ 99 licensed production nurseries in Sonoma County.



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Agriculture Division Highlights

- ▶ Inspected over 3.2 million chicken eggs for defects via representative sampling.
- ▶ Conducted 18 continuing education sessions reaching over 730 attendees.
- ▶ Inspected 105 nursery growing grounds, totaling more than 275 acres.
- ▶ Issued 115 federal phytosanitary documents for international shipments and 14 state phytosanitary documents for domestic shipments.
- ▶ Issued 126 certified producer's certificates and 24 farmers' market certificates.
- ▶ Diverted 23,700 pounds of plastic from landfill through the Division's two recycling days with over 130 participating growers.



Land Stewardship Division Highlights

- ▶ Used the newly created *Land Steward's Guide to Vineyard and Orchard Erosion Control* as an aid to help educate property owners and managers on how to control erosion in areas affected by the Sonoma County Complex fires in 2017.
- ▶ Worked with Regional Water Quality Control Boards and stakeholders to ensure both local and state regulation compliance of new vineyards in Sonoma Creek watershed.
- ▶ Maintained and updated frost protection systems database for vineyards within the Russian River watershed, including registering three new systems.
- ▶ Reviewed a total of 180 vineyard/orchard development projects, a 10% increase in projects from 2017.
 - 71 new projects totaling 825 acres.
 - 109 replant projects totaling 1,503 acres.



Weights & Measures Division Highlights

- ▶ Registered over 1,700 business and commercial device owners operating over 34,000 commercial weighing and measuring devices in Sonoma County.
- ▶ Inspected 11,830 commercial weighing and measuring devices.
 - Includes retail motor fuel meters, utility meters, grocery store scales, livestock scales, taxi meters, etc.
- ▶ Performed over 800 price verification inspections at local retailers that use scanners.
- ▶ Inspected 20,965 individual items for price accuracy; identified 382 items as over charges.



Questions?



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