



**MONTEREY
COUNTY
CROP
REPORT
2000**

MONTEREY COUNTY



AGRICULTURAL COMMISSIONER

ERIC LAURITZEN
AGRICULTURAL COMMISSIONER
1428 ABBOTT STREET - SALINAS, CALIFORNIA 93901
PHONE: (831) 759-7325 FAX: (831) 422-5003

William "Bill" J. Lyons, Jr., Secretary
California Department of Food & Agriculture

and

The Honorable Board of Supervisors of Monterey County

Edith Johnsen 4th District- Chair

Fernando Armenta 1st District

Judy Pennycook 2nd District

Louis Calcagno 3rd District

Dave Potter 5th District

It is with great pleasure that we present the 2000 Monterey County Crop Report. This report, produced pursuant to the provisions of Section 2279 of the California Food & Agriculture Code, reflects a record production value of nearly \$2.9 billion. The total value of Monterey County agriculture increased nearly 20% as compared with 1999 production. This record value was fueled by increases in most segments of the industry. After nearly three years of low market prices for many of our core crops, significant increases were noted in head lettuce, broccoli, cauliflower, celery, leaf lettuces and salad products, as well as strawberries, wine grapes and a number of other vegetable crops. While this report reflects an extremely successful year for our agricultural industry, it is important to remember that the figures contained herein are gross values and do not represent or reflect net profit or losses experienced by individual growers.

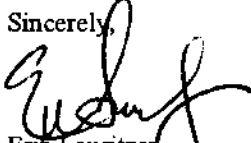
Salad products and leaf lettuces continue to represent a growing portion of the industry, increasing in value by 19% and 13% respectively. However, they did not overshadow our world famous head lettuce, which posted an increase of nearly 50%, based largely on higher prices across most of last season. Our agricultural industry showed strength in its diversity by posting notable increases in many other core crops including: broccoli - 49%; strawberries - 5%; wine grapes - 37%; cauliflower - 13%; celery - 24%; mushrooms - 20%; spinach - 18%; carrots - 39%; and, rappini - 30%. There were also increases in artichokes, spring mix, livestock, parsley, bell peppers, radicchio and cabbage. A continued expansion of nursery industry into vegetable transplants resulted in an increase of 7%, unfortunately, many traditional nursery crops such as cut flowers continue to decline substantially due to increasing competition from foreign markets and increases in energy costs.

Although there was a slight decrease in exports in 2000, Monterey County continues to be a leader in California agricultural exports, shipping nearly one billion pounds of produce to more than 50 countries. The diversity and dynamics of the world market causes yearly fluctuations in exports, yet our agricultural industry continues to flex its muscle in the worldwide marketplace.

Overall, last year's crop values reflected well on the productivity and diversity of this premier agricultural area. Strong markets, coupled with well-timed production and excellent quality, all contributed to the success of this competitive and risky business we call agriculture. It is the producers, growers and ranchers, along with the plethora of related business that all contribute to drive the economic engine that supports our community.

The production of this report is a yearly reminder of the significance that agriculture plays in our economy and its impact on our community. Special recognition for the compilation of this report goes to Gerry Willey, Deputy Agricultural Commissioner, and the many staff who assisted in gathering the information. It is also important to recognize the agricultural industry and others who generously provided assistance and vital information to complete this report. Without a very collaborative effort, this report would not be possible.

Sincerely,


Eric Lauritzen
Agricultural Commissioner

KING CITY OFFICE
522 N 2ND STREET - KING CITY, CA 93930
PHONE: (831) 385-5266 FAX: (831) 385-0551

MONTEREY OFFICE
1200 AQUAJITO ROAD - MONTEREY, CA 93940
PHONE: (831) 647-7629 FAX: (831) 649-3048

PAJARO OFFICE
136-A SAN JUAN - ROYAL OAKS, CA 95078
PHONE: (831) 724-5025 FAX: (831) 724-6935

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LAYOUT: COOPERATIVE EFFORT OF THE AGRICULTURAL COMMISSIONER'S STAFF

SPECIAL THANKS TO THOSE WHO PROVIDED INFORMATION FOR THIS YEAR'S CROP STATISTICS. WITHOUT YOUR COOPERATION, COMPILING ACCURATE DATA WOULD NOT HAVE BEEN POSSIBLE.





(F.O.B. values in this report include packing, harvesting, cooling, icing, pallets, and any local charges)

VEGETABLE CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
ANISE	2000	820	8.29	6,800	TON	\$477.65	\$3,248,000
	1999	1,034	13.83	14,300	"	392.59	5,614,000
ARTICHOKES	2000	6,780	6.09	41,280	"	1,053.63	43,494,000
	Total 1999	6,720	8.06	54,150	"	794.35	43,014,000
Fresh	2000			32,810	"	1,231.36	40,401,000
	1999			42,878	"	927.07	39,751,000
Processing (Regular)	2000			8,470	"	365.17	3,093,000
	1999			8,772	"	365.25	3,204,000
ASPARAGUS	2000	4,239	2.57	10,900	"	1,787.43	19,483,000
	Total 1999	4,936	2.57	12,700	"	1,640.00	20,828,000
Fresh	2000			10,700	"	1,771.03	18,950,000
	1999			12,700	"	1,640.00	20,828,000
Organic ¹	2000			190	"	2,805.26	533,000
	1999 ²				"		
BOK CHOY	2000	563	21.31	12,000	"	300.92	3,611,000
	1999	595	20.17	12,000	"	274.42	3,293,000
BROCCOLI	2000	61,500	7.17	441,210	"	814.32	359,286,000
	Total 1999	53,880	7.32	394,400	"	612.46	241,554,000
Fresh	2000		7.88	352,500	"	780.77	275,221,000
	1999			310,300	"	535.91	166,293,000
Food Service	2000			57,250	"	1,180.47	67,582,000
	1999			59,700	"	1,106.35	66,049,000
Organic ¹	2000			10,260	"	809.84	8,309,000
	1999 ²				"		
Processing	2000			21,200	"	385.57	8,174,000
	1999			24,400	"	377.54	9,212,000
CARROTS	2000	4,478	21.02	94,120	"	188.28	17,721,000
	Total 1999	3,559	21.83	77,700	"	164.40	12,774,000
Fresh	2000			47,200	"	165.32	7,803,000
	1999			33,800	"	178.37	6,029,000
Food Service	2000			1,140	"	1,507.02	1,718,000
	1999			1,200	"	1,278.33	1,534,000
Processing	2000			45,780	"	179.12	8,200,000
	1999			42,700	"	122.04	5,211,000

¹ Previously included in Organic total, this is 1st year itemized. ² Included in Organic total.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
CABBAGE, (All)	2000	2,495	16.91	42,200	TON	\$200.43	\$8,458,000
	1999	1,558	15.28	23,800	"	235.92	5,615,000
CAULIFLOWER	2000	17,480	8.93	156,100	"	759.31	118,528,000
	Total	17,538	8.53	149,600	"	701.97	105,015,000
Fresh ¹	2000	Slight +	8.76	138,000	"	688.96	95,077,000
	1999			132,000	"	619.70	81,801,000
Food Service	2000			6,600	"	2,604.09	17,187,000
	1999			7,200	"	2,416.81	17,401,000
Organic ²	2000			1,600	"	698.75	1,118,000
	1999 ³						
Processing	2000			9,900	"	519.80	5,146,000
	1999			10,400	"	558.94	5,813,000
CELERY	2000	8,136	36.69	298,500	"	362.62	108,241,000
	Total	9,655	34.80	336,000	"	259.32	87,132,000
Fresh	2000			280,000	"	350.17	98,048,000
	1999			318,000	"	247.45	78,689,000
Food Service	2000			9,700	"	890.62	8,639,000
	1999			7,800	"	885.13	6,904,000
Processing	2000			8,800	"	176.59	1,554,000
	1999			10,200	"	150.88	1,539,000
CHARD	2000	643	7.00	4,500	"	622.67	2,802,000
	1999	641	6.55	4,200	"	493.57	2,073,000
CILANTRO	2000	780	9.62	7,500	"	555.47	4,166,000
	1999	837	10.39	8,700	"	511.03	4,446,000
GARLIC	2000	728	6.73	4,900	"	324.90	1,592,000
	Total	988	7.29	7,200	"	472.36	3,401,000
Fresh	2000			2,400	"	417.50	1,002,000
	1999			2,400	"	525.83	1,262,000
Processing	2000			2,500	"	236.00	590,000
	1999			4,800	"	445.63	2,139,000
HERBS ⁴	2000	68	1,677.94	114,100	BUNCH	10.02	1,143,000
	1999	75	3,345.33	250,900	"	4.70	1,180,000

¹ Figures combined white & green cauliflower. ² Previously included in organic total. ³ Included in Organic totals, this is the 1st year itemized.
⁴ Includes: Chervil, Dill, Ginkgo, Marjoram, Oregano, Rosemary, Sage, Thyme, misc.




VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
KALE	2000	1,408	8.59	12,090	TON	\$634.57	\$7,672,000
Total	1999	1,236	8.27	10,220	"	710.18	7,258,000
Fresh (All)	2000			8,080	"	803.22	6,490,000
	1999			9,660	"	665.01	6,424,000
Food Service	2000			700	"	1,688.57	1,182,000
	1999			560	"	1,489.29	834,000
LEEKs	2000	298	11.11	3,310	"	811.78	2,687,000
	1999	264	11.14	2,940	"	646.94	1,902,000
LETTUCE (All)	2000	106,173					775,283,000
(See page 12 & 13)	1999	102,584					584,303,000
MISC. VEGETABLES	2000	15,660	8.96	140,390	TON	681.72	95,707,000
Total	1999	12,415	8.24	102,300	"	762.95	78,050,000
Fresh ¹	2000			9,940	"	377.16	3,749,000
	1999			37,000	"	482.14	17,839,000
Food Service ²	2000			35,670	"	858.42	30,620,000
	1999			61,880	"	935.88	57,912,000
Organic ³	2000			91,350	"	649.58	59,339,000
	1999 ⁴				"		
Processing ⁵	2000			3,430	"	582.80	1,999,000
	1999			3,420	"	672.22	2,299,000
MUSHROOMS	2000			47,246,000	LBS	1.56	73,704,000
	1999			47,584,000	"	1.29	61,400,000
NAPA	2000	474	22.57	10,700	"	371.68	3,977,000
	1999	803	22.91	18,400	"	294.24	5,414,000
ONIONS, Green	2000	1,435	12.33	17,700	"	1,130.68	20,013,000
	1999	1,718	12.28	21,100	"	976.30	20,600,000
ONIONS, Dry	2000	1,271	22.19	28,200	TON	174.18	4,912,000
Total	1999	992	21.47	21,300	"	156.06	3,324,000
Fresh	2000			5,400	"	345.74	1,867,000
	1999			5,600	"	317.68	1,779,000
Processing	2000			22,800	"	133.55	3,045,000
	1999			15,700	"	98.41	1,545,000



¹ Includes: Beans, Beets, Brussel Sprouts, Cactus Pears, Cardone, Chives, Corn, Cucumbers, Daikon, Edible Flowers, Fava Beans, Gourds, Kohlrabi, Assorted Melons, Parsnips, Pimentos, Pumpkins, Turnips. ² Includes: Radish, Mixed Vegetables, Onions. ³ Previously included in Organic total. ⁴ Included in Organic total. ⁵ Includes: Asparagus, Brussel, Sprouts, Mushrooms.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
PARSLEY	2000	1,086	8.92	9,689	TON	\$949.43	\$9,199,000
	Total 1999	1,008	8.67	8,735	"	703.26	6,143,000
Fresh	2000			4,266	"	689.87	2,943,000
	1999			6,535		548.74	3,586,000
Food Service	2000			2,327	"	1,415.99	3,295,000
	1999			290		1,293.10	375,000
Dry (Processing)	2000			3,096	"	956.40	2,961,000
	1999			1,910		1,142.41	2,182,000
PEAS	2000	436	5.19	2,264	"	1,678.45	3,800,000
	1999	317	5.17	1,640	"	1,642.07	2,693,000
PEPPERS, BELL	2000	1,584	19.44	30,789	"	313.65	9,657,000
	Total 1999	1,105	22.20	24,525	"	346.46	8,497,000
Fresh	2000			8,910	"	496.52	4,424,000
	1999			10,660		488.65	5,209,000
Processing	2000			21,879	"	239.18	5,233,000
	1999			13,865		237.14	3,288,000
PEPPERS, Chili	2000	872	7.86	6,856	"	1,037.78	7,115,000
	Total 1999	1,616	5.03	8,130	"	937.64	7,623,000
Fresh	2000			436	"	300.46	131,000
	1999			1,730		278.03	481,000
Processing	2000			6,420	"	1,087.85	6,984,000
	1999			6,400		1,115.94	7,142,000
RADICCHIO	2000	1,688	3.23	5,455	"	1,554.54	8,480,000
	1999 ¹	1,367	3.24	4,430	"	1,793.45	7,945,000
RADISH	2000	221	13.82	3,054	"	815.32	2,490,000
	1999	200	14.20	2,840	"	770.77	2,189,000

¹ Correction to last year's figures per acre & per unit.

VEGETABLE CROPS - Continued

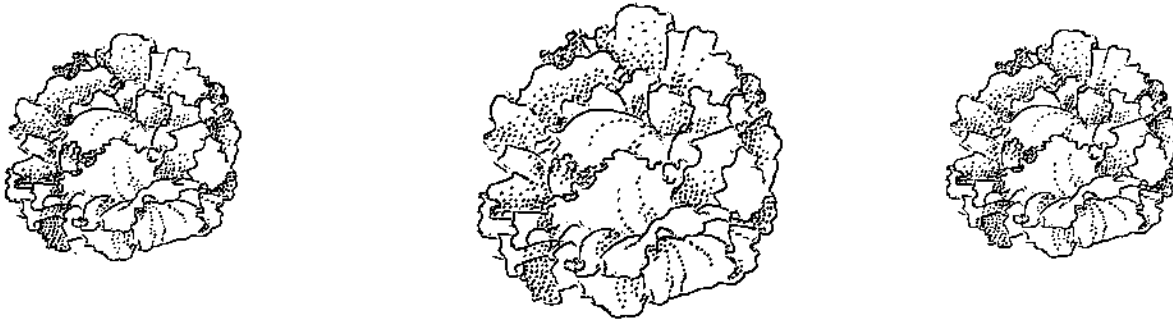
CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
RAPPINI	2000	2,650	4.66	12,340	TON	\$920.34	\$11,357,000
	1999	2,320	4.26	9,890	"	886.05	8,763,000
SALAD PRODUCTS	2000			40,099,000	CTN	8.36	335,228,000
	1999			35,891,000	"	7.88	282,821,000
SPRING MIX ¹	2000	8,915	7.62	67,900	TON	986.69	66,996,000
	Total	1999	7,775	7.08	55,046	"	1,023.29
Fresh	2000			49,360	"	973.42	48,048,000
	1999				"		
Organic ²	2000			18,540	"	1,022.01	18,948,000
	1999 ³				"		
SPINACH	2000	13,890	7.03	97,591	"	784.96	76,605,000
	Total	1999	13,001	7.27	94,503	"	687.38
Fresh	2000			55,509	"	681.02	37,803,000
	1999			45,735	"	607.96	27,805,000
Food Service	2000			19,443	"	1,833.31	35,645,000
	1999			18,688	"	1,753.91	32,777,000
Processing	2000			22,639	"	139.45	3,157,000
	1999			30,080	"	145.51	4,377,000
SQUASH	2000	391	10.60	4,145	"	441.74	1,831,000
	Total	1999	661	10.03	6,628	"	462.88
Fresh	2000			4,070	"	447.17	1,820,000
	1999			6,478	"	469.13	3,039,000
Processing	2000			75	"	146.67	11,000
	1999			150	"	193.33	29,000
TOMATOES	2000	1,296	18.11	23,471	"	335.95	7,885,000
	Total	1999	1,308	17.80	23,286	"	228.12
Fresh	2000			18,341	"	419.17	7,688,000
	1999			17,596	"	291.43	5,128,000
Processing	2000			5,130	"	38.40	197,000
	1999			5,250	"	35.05	184,000
TOMATOES Cherry	2000	31	17.90	555	"	709.91	394,000
	1999	52	10.58	550	"	712.73	392,000



¹ May contain: Tango, Magenta Orach, Red Perella, Red Nagoya, Little Gem, Mizuna, Red Feathering Kale, Green Perella, New Red Fire, Arugula, Beet Tops, Royal Red Oak Leaf, Baby Spinach, Mache, Green Mustard, Dinosaur Kale, Green Kale, Baby Red Romaine, Belgian Endive, Red Butter Lettuce, Tat-Soi, Frisee, Sierra, Cocard, Green Chard, Red Chard, Baby Green Romaine, Red Russian Kale, Red Mustard, Lollo Rosa. ² Previously included in Organic total, this is the 1st year itemized. ³ Included in Organic total.

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			F. O. B. VALUE		
		ACREAGE	PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
LETTUCE, Head							
Spring	2000	16,982					
	1999	16,695					
Summer	2000	18,499					
	1999	19,588					
Fall	2000	22,319					
	1999	23,351					
Naked Pack	2000			11,181,000	CTN	\$10.24	\$114,493,000
	1999			12,126,000	"	5.68	68,876,000
Wrapped Pack	2000			23,241,000	"	12.20	285,614,000
	1999			21,630,000	"	7.77	168,093,000
Bulk for Shredding	2000			21,293,000	"	3.40	72,396,000
	1999			19,189,000	"	4.10	78,675,000
<hr/>							
SEASON TOTAL	2000	57,800	966.87	55,885,000	CTN	\$8.4549	\$472,503,000
	1999	59,634	901.90	53,784,000	"	5.8687	\$315,644,000



HEAD LETTUCE	2000	57,800	966.87	55,885,000	CTN	\$8.4549	\$472,503,000
TOTALS	1999	59,634	901.90	53,784,000	"	\$5.8687	\$315,644,000

VEGETABLE CROPS - Continued

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
LEAF LETTUCE							
BUTTER LETTUCE	2000	1,860	895.16	1,665,000	CTN	\$5.08	\$8,458,000
	1999	1,885	786.21	1,482,000	"	6.99	10,359,000
GREEN LEAF	2000	8,800	986.82	8,684,000	"	6.87	59,659,000
	1999	9,059	840.05	7,610,000	"	6.14	46,725,000
ENOIVE	2000	500	600.00	300,000	"	6.45	1,935,000
	1999	508	860.24	437,000	"	5.62	2,456,000
ESCAROLE	2000	290	958.62	278,000	"	4.35	1,209,000
	1999	239	861.92	206,000	"	6.41	1,320,000
RED LETTUCE	2000	4,150	993.73	4,124,000	"	6.31	26,022,000
	1999	4,382	842.31	3,691,000	"	6.05	22,331,000
ROMAINE	2000	32,773	876.12	28,713,000	"	7.156	205,479,000
	Total	1999	26,877	887.12	23,843,000	"	7.778
Fresh	2000			20,744,000	"	5.949	123,406,000
	1999			16,710,000	"	6.950	116,135,000
Food Service	2000			7,969,000	"	10.299	82,073,000
	1999			7,133,000	"	9.720	69,333,000
LEAF LETTUCE	2000	48,373	904.66	43,761,000	CTN	\$6.918	\$302,762,000
TOTALS	1999	42,950	867.73	37,269,000	"	\$7.21	\$268,659,000



LETTUCE CROP	2000	106,173	HEAD & LEAF LETTUCE		\$775,283,000
TOTALS	1999	102,584	TOTAL VALUE		\$584,303,000



VEGETABLE CROPS	2000	268,489	VEGETABLE CROPS	\$2,216,764,000
TOTAL ACRES 1	1999	252,758	TOTAL VALUE	\$1,754,923,000

1 Total acreage represents multiple plantings.

FRUITS AND NUTS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
APPLES	2000	114.00	8.89	1,013	TON	\$212.24	\$215,000
Total	1999 ¹	153.00	16.09	2,463	"	161.59	398,000
Fresh	2000			99	"	141.41	14,000
	1999 ¹			522	"	74.71	39,000
Processing	2000			914	"	219.91	201,000
	1999			1,941	"	184.96	359,000
							
AVOCADOS	2000	157.00	0.54	85	"	764.71	65,000
	1999	104.00	0.92	96	"	760.42	73,000
BUSHBERRIES ²	2000	81.45	3.90	318	"	3,503.15	1,114,000
	1999	23.50	4.13	97	"	4,298.97	417,000
CITRUS	2000	1,220.00	6.83	8,331	"	394.67	3,288,000
	1999	925.00	7.07	6,535	"	223.41	1,460,000
GRAPES ³	2000	45,043.00	4.71	170,729	"	1,267.68	216,430,000
	1999	34,187.00	3.49	119,143	"	1,325.52	157,926,000
KIWI FRUIT	2000	8.50	2.47	21	"	1,285.71	27,000
	1999	5.00	5.40	27	"	814.82	22,000
RASPBERRIES	2000	172.00	2.87	494	"	4,281.38	2,115,000
	1999	41.00	3.42	140	"	3,107.14	435,000
STRAWBERRIES	2000	6,990.00	32.33	225,966	"	1,008.93	227,984,000
Total	1999	6,864.00	22.46	154,180	"	1,411.34	217,600,000
Fresh	2000			205,500	"	1,069.31	219,743,000
	1999			124,752	"	1,628.60	203,171,000
Organic ⁴	2000			1,392	"	1,199.00	1,669,000
	1999 ⁵				"		
							
Processing	2000			19,083	"	344.39	6,572,000
	1999			29,427	"	490.33	14,429,000
WALNUTS	2000	450.00	0.69	312	"	1,240.38	387,000
	1999	450.00	0.57	255	"	894.12	228,000
MISCELLANEOUS	2000 ⁶				"		
	1999 ⁷			38	"	631.58	24,000
FRUITS AND NUTS	2000	54,235.95		FRUITS AND NUTS			\$451,625,000
TOTAL ACRES	1999	42,771.75		TOTAL VALUE			\$378,666,000

¹ Corrected figures. ² Includes: Logan, Olalla, Chester, Blackberries, Blueberries. ³ Represents bearing acres. ⁴ Previously included in Organic total, this is the 1st year itemized. ⁵ Included in Organic total. ⁶ Insufficient to report. ⁷ Includes Processed Raspberries & Bushberries.

GRAPE SUPPLEMENTARY

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
GRAPES	TOTAL	45,043					
Bearing	2000	36,265	4.71	170,729	TON	\$1,267.68	\$216,430,000
Nonbearing or not harvested		8,778					
GRAPES	TOTAL	41,415					
Bearing	1999	34,187	3.49	119,143.00	TON	1,325.52	157,926,000
Nonbearing or not harvested		7,228					



TOTAL ACREAGE OF WINE GRAPES BY VARIETY

VARIETY	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	NON-BEARING ACRES ³
Cabernet Franc	205	1,256	936	96
Cabernet Sauvignon	5,094	1,322	14,625	2,387
Chardonnay	17,446	1,380	92,107	1,990
Chenin Blanc	921	582	7,292	182
Gamay (Napa)	71	754	495	0
Gamay Beaujolais	192	1,182	274	0
Gewurztraminer	529	861	2,782	165
Grenache	130	794	980	14
Malbec	46	1,308	111	29
Merlot	4,243	1,287	18,533	1,258
Muscat Blanc/M. Cannelli	78	725	465	50
Muscat Orange	36	1,584	117	0
Petit Sirah	345	926	1,235	50
Pinot Blanc	348	1,125	1,538	135
Pinot Gris	201	1,363	968	20
Pinot Noir	2,160	1,560	9,525	1,185
Sangiovese	160	4,146	684	42
Sauvignon Blanc	964	874	4,382	322
Semillon	123	670	394	0
Syrah	459	1,369	1,692	660
Viognier	115	2,944	219	20
White Riesling	1,159	824	6,216	0
Zinfandel	800	753	2,977	82
Other Red ¹	118	2,022	294	26
Other White ²	322	704	1,888	65

¹ Alicante Bouschet, Barbera, Charbono, Cinsault, Dolcetto, Freisa, LaGrein, Malbec, Mourvedre, Nebbiolo, Petit Verdot, Refosco, Souzao, Valdiguie.

² French Colombard, Inzolia, Malvasia bianca, Marsanne, Rousanne, Sauvignon musque, Sylvaner.

³ Non-bearing and newly planted acres.

FIELD CROPS

CROP	YEAR	PRODUCTION		TOTAL	UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE			PER UNIT	TOTAL
BARLEY, Grain	2000	3,830	0.87	3,350	TON	\$90.75	\$304,000
	1999	6,450	0.82	5,318	"	82.55	439,000
BEANS, Dry Large Lima	2000	1,450	1.31	1,905	"	1,219.95	2,324,000
	1999	825	1.20	988	"	1,220.00	1,205,000
BEANS, Misc. Dry	2000	24	1.42	34	"	714.71	24,300
	1999	42	1.31	55	"	763.64	42,000
HAY, Alfalfa	2000	450	5.96	2,680	"	128.73	345,000
	1999	995	5.83	5,804	"	121.00	702,000
HAY, Oat	2000	2,015	2.84	5,720	"	88.64	507,000
	1999	1,265	3.17	4,005	"	88.39	354,000
PASTURE Dry Land	2000	1,076,031			ACRE	7.00	7,532,000
	1999	1,107,500			"	6.50	7,199,000
PASTURE Irrigated	2000	1	AU †	100	"	178.00	17,800
	1999	90		90	"	178.00	16,000
SAFFLOWER	2000	275	0.14	38	"	215.79	8,200
	1999	768	0.63	480	"	281.25	135,000
WHEAT, Grain	2000	1,970	1.01	1,989	"	87.98	175,000
	1999	1,594	0.76	1,205	"	94.61	114,000



FIELD CROPS	2000	1,086,046	FIELD CROPS	\$11,237,300
TOTAL ACRES	1999	1,119,529	TOTAL VALUE	\$10,206,000


† AU = 1,000 LB animal unit: Formula 1AU /Acre/Year @ \$12.00/month x \$12.00/month = \$144/year x 500 AU = \$72,000

NURSERY CROPS

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>GREENHOUSE CUT FLOWERS</u>			BLOOMS SOLD	PER BLOOM	
ROSE	2000	93.50	37,456,000	0.24	\$8,989,000
	1999	91.70	45,761,000	0.26	11,898,000
MINIATURE ROSE	2000	11.15	5,534,000	0.15	830,000
	1999	10.38	7,781,000	0.17	1,323,000
CARNATION	2000	48.70	21,261,000	0.14	2,977,000
	1999	73.33	27,639,000	0.14	3,870,000
CARNATION (Miniature)	2000	24.02	2,710,000	1.85	5,014,000
	1999	23.69	2,334,000	0.90	2,101,000
CHRYSANTHEMUM (Standard)	2000	17.57	2,901,000	0.66	1,915,000
	1999	16.03	3,058,000	0.57	1,743,000
GARDENIAS	2000				
	1999		749,400	1.00	749,000
			BUNCHES SOLD	PER BUNCH	
ORCHID	2000		128,000	1.81	232,000
	1999		105,000	1.80	189,000
INDOOR CUT FLOWERS	2000	194.94	INDOOR CUT FLOWERS		\$19,957,000
TOTAL ACRES	1999	215.13	TOTAL VALUE		\$21,873,000
<u>FIELD GROWN FLOWERS</u>			BUNCHES SOLD	PER BUNCH	
ALSTROEMERIA	2000	44.28	1,021,000	1.63	1,664,000
	1999	36.59	1,235,000	1.55	1,914,000
EUCALYPTUS ²	2000	452.98	2,424,000	2.25	5,454,000
	1999	535.01	1,934,000	2.49	4,816,000
GYPSOPHILA	2000	1.22	12,100	3.06	37,000
	1999	5.56	8,000	2.63	21,000
IRIS	2000	17.46	653,000	2.62	1,711,000
	1999	16.66	329,100	2.55	839,000
SNAPDRAGON ²	2000	46.40	746,000	2.71	2,022,000
	1999	85.74	2,281,000	2.29	5,224,000
STATICE	2000	57.52	491,600	1.94	954,000
	1999	56.23	421,800	3.72	1,569,000

¹ 2000 total included in Outdoor Plants. ² Includes multiple harvested acres.

NURSERY CROPS - Continued

CROP	YEAR	ACREAGE	AMOUNT SOLD	AVERAGE PRICE	TOTAL
<u>POTTED PLANTS</u>			PLANTS SOLD	PER PLANT	
BEDDING PLANTS					
Commercial & Organic Vegetable ¹	2000	99.80	2,459,000,000	\$0.03	\$73,770,000
	1999	90.00	1,745,634,000	0.03	57,019,000
ORCHIDS	2000	27.00	1,548,000	10.04	15,542,000
	1999	22.35	742,000	10.64	7,896,000
POINSETTIA	2000	34.40	1,097,000	3.72	4,081,000
	1999	35.41	827,000	3.79	3,134,000
PROPAGATIVE STOCK ²	2000	140.80	13,440,000	0.75	10,080,000
	1999	171.14	15,934,000	0.94	14,921,000
<u>OTHER PLANTS</u>			PLANTS SOLD	PER PLANT	
MISCELLANEOUS Indoor Decorative ³	2000	42.34	4,222,000	4.23	17,859,000
	1999	56.38	5,778,000	3.58	20,669,000
OUTDOOR Woody Ornamentals	2000	83.50	2,191,000	4.07	8,917,000
	1999	45.06	726,000	5.69	4,131,000
MISC FIELD CROPS ⁴	2000	1,414.80	39,633,000	0.75	29,725,000
	1999	1,025.81	30,998,000	0.97	30,057,000
CHRISTMAS TREES	2000	20.00	1,400	27.50	38,500
	1999	34.16	3,300	29.40	97,000
LILLIES ⁵	2000	18.40	2,302,000	1.06	2,440,000
	1999 ⁶	18.30	1,669,000	1.22	2,036,000
					
NURSERY CROPS	2000	1,881.04	NURSERY CROPS		\$194,251,500
TOTAL ACRES*****	1999	2,635.49	TOTAL VALUE		\$180,822,000

¹ Includes: All vegetable transplants. ² Includes: Bedding plants, Carnations, Fruit tree transplants, Grape cuttings, Mums, Roses. ³ Includes: African Violet, Azallas, Cyclamen, Dieffenbachia, Ficus sp., Gardenias, Gloxinia, Kalanchoe, Potted Mums, Seasonal potted plants, Spathiphyllum, Spring bulbs. ⁴ Includes: Agapanthus, Bulbs, Cactus, Cornflower, Colum Stock, Curly willow, Dianthus, Foliage, Foxglove, Freesia, Godetia, Heather, Larkspur, Leptospermum, Lilies, Lisanthus, Myrtle, Seafoam Stock, Succulents, Strawflower, Sunflower, Thistles, Tillandsia, Turf, Yarrow. ⁵ Previously included in Misc. ⁶ Corrected figures, total acreage represents multiple plantings.

Coler spot - veg
Barcolos. -

SEED CROPS

CROP	YEAR	PRODUCTION			UNIT	F. O. B. VALUE	
		ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
BROCCOLI	2000	215.0	0.13	27.85	TON	40,287.25	\$1,122,000
	1999	91.0	0.08	6.83	"	241,581.26	1,650,000
CAULIFLOWER	2000	453.0	0.27	123.00	"	25,878.04	3,183,000
	1999	194.5	0.12	24.26	"	61,665.29	1,496,000
PEAS	2000	610.0	1.36	832.00	"	628.61	523,000
	1999	443.0	1.41	624.35	"	1,435.09	896,000
BEANS, (All)	2000	1,945.0	1.32	2,559.00	"	1,226.65	3,139,000
	1999	2,396.2	0.98	2,339.24	"	1,370.53	3,206,000
MISC. SEED ¹	2000	1,087.0	0.79	861.70	"	927.24	799,000
	1999	1,935.4	0.50	963.23	"	467.18	450,000
SEED CROPS	2000	4,310.0		SEED CROPS			\$8,766,000
TOTAL ACRES	1999	5,060.1		TOTAL VALUE			\$7,698,000



APIARY

CROP	YEAR	COLONIES	PRODUCTION	UNIT	F.O.B. VALUE	
					PER UNIT	TOTAL
HONEY	2000		35,000	LBS	0.55	\$19,250
	1999		37,708	"	0.48	18,100
POLLINATION ²	2000	1,200		COLONY	26.00	31,200
	1999	1,100		"	24.00	26,400
WAX	2000		990	LBS	2.12	2,100
	1999		970	"	2.01	1,950
APIARY	2000					\$52,550
TOTAL VALUE	1999					\$46,450

¹ Includes: Barley, Corn, Cucumber, Endive, Native grasses, Oats, Peppers, Squash, Watermelon, Western maize.

² Crops Pollinated: Apple, Broccoli, Carrot, Cauliflower, Cucumber, Fava Bean, Melon, Onion, Parsley, Pepper, Spinach, Squash.

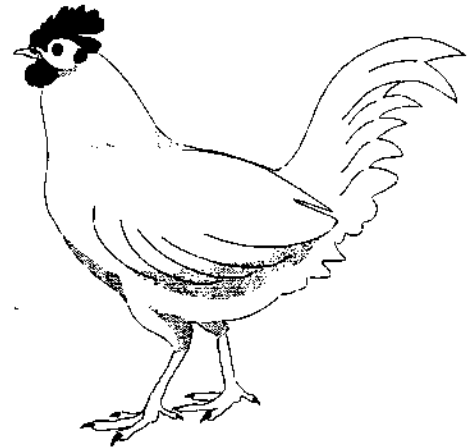
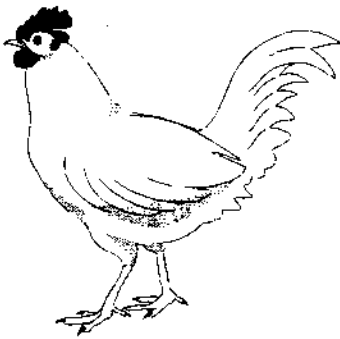
LIVESTOCK & DAIRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
BEEF CATTLE	2000	88,300		CWT		\$25,892,000
Total	1999	80,800		"		19,469,000
Cattle & Calves	2000	46,800	294,600	"	65.00	19,149,000
	1999	46,300	291,690	"	49.00	14,293,000
Stocker	2000	41,500	96,605	"	69.80	6,743,000
	1999	34,500	80,500	"	64.30	5,176,000
SHEEP & LAMB	2000	2,500	3,756	"	78.00	293,000
	1999	2,500	3,750	"	74.93	281,000
WOOL	2000		18,000	LBS	0.20	3,600
	1999		18,000	"	0.22	4,000
HOGS	2000	1,600	304,545	"	0.44	134,000
	1999	1,500	285,000	"	0.35	100,000
DAIRY	2000	3,366		HEAD		11,846,000
Total	1999	5,220		"		14,341,000
Dairy Cows	2000	2,200		"	1,500.00	3,300,000
	1999	3,500		"	1,400.00	4,900,000
Cull Cows	2000	517		"	500.00	259,000
	1999	900		"	450.00	405,000
Calves	2000	649		"	40.00	26,000
	1999	820		"	30.49	25,000
Fertilizer	2000		6,000	TON	6.00	36,000
	1999		13,500	"	5.93	80,000
Milk, Market Marketing	2000		600,000	CWT	13.62	8,172,000
	1999		646,000	"	13.74	8,876,000
Manufactured	2000		3,883	"	13.64	53,000
	1999		3,993	"	13.77	55,000
LIVESTOCK & DAIRY TOTAL VALUE	2000					\$38,201,000
	1999					\$34,195,000



POULTRY

CROP	YEAR	HEAD	PRODUCTION	UNIT	F. O. B. VALUE	
					PER UNIT	TOTAL
POULTRY	2000	496,200		HEAD	4.85	\$2,406,500
Total	1999	528,600		"	4.63	2,560,000
Broilers, Fryers	2000	492,000	3,254,000	LBS	0.43	1,399,000
Roasters	1999	525,000	3,533,000	"	0.43	1,519,000
Meat Hens	2000	4,200	29,400	"	0.42	12,250
	1999	3,600	18,000	"	0.50	9,000
Misc. Poultry †	2000					974,000
	1999					1,005,000
Eggs	2000		17,000	DOZ	1.25	21,250
	1999		38,000	"	1.42	54,000



POULTRY	2000	\$2,406,500
TOTAL VALUE	1999	\$2,624,000

† Includes: Duck Eggs, Ducklings, Fryers, Goslings, Pullets.

TREND OF MAJOR CROPS IN MONTEREY COUNTY

CROP	YEAR	ACRES	VALUE
ARTICHOKES	2000	6,780	\$43,494,000
	1990	6,970	23,147,800
	1980	7,890	26,652,400
BROCCOLI	2000	61,500	355,713,000
	1990	48,700	129,195,000
	1980	43,395	74,147,000
CAULIFLOWER	2000	17,480	118,528,000
	1990	22,340	85,115,000
	1980	18,180	40,514,000
CELERY	2000	8,136	108,240,000
	1990	7,290	53,346,000
	1980	6,430	33,005,000
GRAPES	2000	45,043	216,430,000
	1990	33,154	63,719,000
	1980	33,724	36,885,000
LETTUCE, Head	2000	57,800	472,521,000
	1990	78,811	415,748,000
	1980	62,614	184,123,000
LETTUCE, Leaf	2000	48,373	302,762,000
	1990	20,531	90,729,000
	1980	5,070	18,390,000
MUSHROOMS	2000	47,246,000	LBS 73,704,000
	1990	46,412,000	"
	1980	20,876,000	"
NURSERY CROPS	2000	1,881	194,251,500
	1990	1,672	112,447,800
	1980	832	53,215,000
SPINACH	2000	13,890	76,605,000
	1990	7,300	14,099,000
	1980	4,217	4,690,000
STRAWBERRIES	2000	6,990	227,984,000
	1990	5,830	181,459,000
	1980	2,785	45,279,000

MILLION DOLLAR CROPS

1.	LETTUCE, Head.....	\$472,503,000
2.	BROCCOLI.....	359,286,000
3.	LETTUCE, Leaf.....	302,762,000
4.	STRAWBERIES.....	227,984,000
5.	GRAPES.....	216,430,000
6.	NURSERY, All.....	194,252,000
7.	CAULIFLOWER.....	118,528,000
8.	CELERY.....	108,240,000
9.	SPINACH.....	76,605,000
10.	MUSHROOM.....	73,704,000
11.	SPRING MIX.....	66,996,000
12.	ARTICHOKES.....	43,494,000
13.	BEEF CATTLE, All.....	25,892,000
14.	ONIONS, Green.....	20,013,000
15.	ASPARAGUS.....	19,483,000
16.	CARROTS.....	17,721,000
17.	DAIRY, All.....	11,846,000
18.	RAPPINI.....	11,357,000
19.	PEPPERS, Bell.....	9,657,000
20.	PARSLEY.....	9,199,000
21.	SEEDS, All.....	8,766,000
22.	RADICCHIO.....	8,480,000
23.	CABBAGE, All.....	8,458,000
24.	TOMATOES.....	7,885,000
25.	KALE.....	7,672,000
26.	PASTURE, Dry Land.....	7,532,000
27.	PEPPERS, Chili.....	7,115,000
28.	ONIONS, Dry.....	4,912,000
29.	CILANTRO.....	4,166,000
30.	NAPA.....	3,977,000
31.	PEAS.....	3,800,000
32.	BOK CHOY.....	3,611,000
33.	CITRUS.....	3,288,000
34.	ANISE.....	3,248,000
35.	CHARD.....	2,802,000
36.	LEEKS.....	2,687,000
37.	RADISH.....	2,490,000
38.	POULTRY, All.....	2,407,000
39.	BEANS, Dry.....	2,324,000
40.	RASPBERRIES.....	2,115,000
41.	SQUASH.....	1,831,000
42.	GARLIC.....	1,592,000
43.	HERBS.....	1,143,000
44.	BUSHBERRIES.....	1,114,000

SUMMARY

	YEAR	TOTAL VALUE
FRUITS & NUTS	2000	\$451,625,000
	1999	378,666,000
VEGETABLE CROPS	2000	2,216,764,000
	1999	1,754,923,000
FIELD CROPS	2000	11,237,300
	1999	10,206,000
NURSERY CROPS	2000	194,251,000
	1999	180,822,000
SEED CROPS	2000	8,766,000
	1999	7,698,000
APIARY	2000	52,550
	1999	46,450
LIVESTOCK, POULTRY, AND DAIRY	2000	40,574,000
	1999 ¹	36,819,000
ORGANIC	2000 ²	89,853,000
	1999	72,652,000
SUMMARY TOTAL VALUE	2000	\$2,923,269,850 ✓
	1999 ¹	\$2,441,832,450

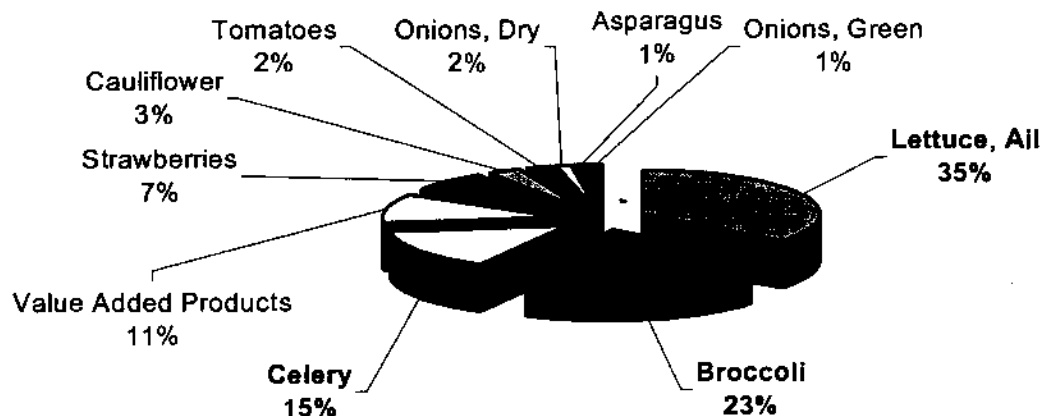
¹ Corrected figure. ² Included in commodity categories.

MONTEREY COUNTY EXPORTS TOP 20 PRODUCE SUMMARY

	2000 - lbs	1999 - LBS	1998 - LBS	1997 - LBS	1996 - LBS	1995 - LBS
Lettuce, All	236,767,966	297,400,325	243,698,976	238,140,469	217,465,530	147,012,550
Broccoli	150,631,493	186,575,971	164,855,249	163,852,454	146,890,694	139,810,302
Celery	100,022,878	122,955,927	125,497,213	90,061,531	77,230,648	61,381,696
Value Added Products	72,376,117	10,146,575	12,511,883			
Strawberries	48,233,159	24,969,409	36,164,228	20,902,272	18,599,424	21,008,409
Cauliflower	20,820,866	23,800,696	31,842,622	24,120,687	15,641,147	10,578,865
Tomatoes	14,100,292	6,493,480	4,617,300	21,942,986	9,952,990	6,112,647
Onions, Dry	10,691,492	2,676,138	11,285,950	18,705,624	13,094,008	26,932,646
Asparagus	7,486,764	5,006,032	9,007,220	2,951,756	4,016,687	2,629,458
Onions, Green	6,732,095	8,731,713	8,203,607	1,027,703	1,817,907	1,515,567
Spinach	5,304,212	4,903,269	4,865,825	5,128,886	2,118,825	1,560,969
Cabbage, All	5,255,202	6,155,129	3,505,431	7,224,858	6,716,805	4,441,672
Anise	4,747,159	3,994,252	3,643,679	3,583,752	3,099,406	2,085,059
Radicchio	4,435,099	3,419,585	4,623,629	7,598,946	6,371,481	3,473,185
Artichokes	4,031,952	4,219,472	3,851,801	2,529,890	610,307	266,893
Carrots	3,833,651	6,421,226	6,691,060	5,810,790	7,718,010	7,632,676
Raspberry	2,785,976	195,520	1,243,768	904,716	758,944	
Rappini	2,775,300	2,176,949	1,812,446	2,176,661	1,529,515	1,874,367
Peppers	1,504,257	1,637,847	1,371,124	473,354	101,838	167,785
Brussel Sprouts	1,441,575	884,640	715,518	278,960	165,219	442,050
Total For All						
Produce Exported	712,939,115	723,554,753	956,306,342	928,319,699	778,199,265	680,567,420
All Seed	4,150,593	5,670,752	4,866,104	7,364,998	4,781,155	7,515,380
Cut Flowers (Stems)	1,019,131	3,915,540	4,749,773	5,502,984	3,165,981	3,681,774
Other Nursery Plants	13,888,190	10,742,703	9,654,207	10,302,093	15,257,473	24,770,048

¹ Data not available.

TOP TEN EXPORTS BY COMMODITY Percent by Lbs. Exported



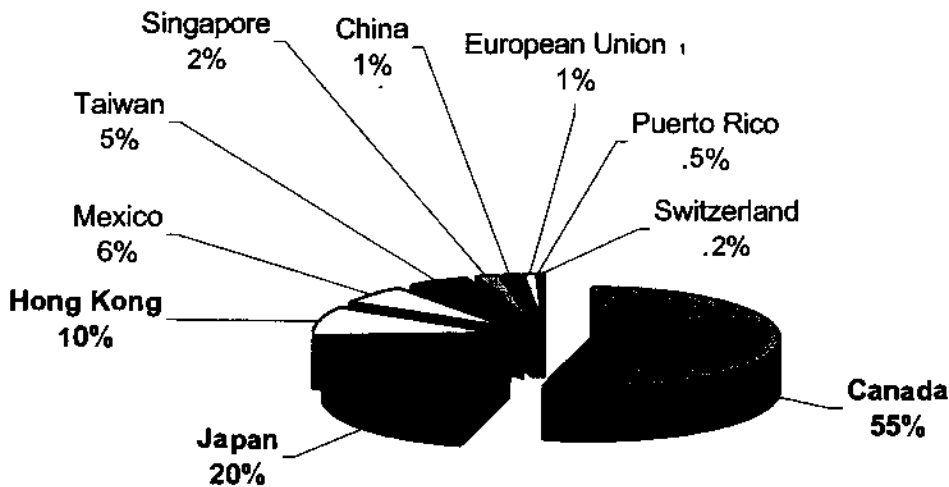
SUMMARY OF PRODUCE EXPORTS BY COUNTRY

	2000 - lbs	1999 - lbs	1998 - lbs	1997 - lbs	1996 - lbs
Canada	382,593,934	317,174,273	351,537,601	300,810,959	241,197,640
Japan	139,474,103	164,064,167	138,056,542	146,507,247	127,676,318
Hong Kong	67,210,702	149,690,472	98,578,133	87,575,229	83,077,219
Mexico	42,437,675	25,075,966	20,085,728	30,577,604	13,840,443
Taiwan	37,650,194	44,485,523	35,551,233	32,914,374	39,185,450
Singapore	13,382,118	20,088,506	13,512,225	18,246,240	20,552,757
China	10,422,296	11,494,142	11,824,150	5,717,880	2,022,420
European Union ¹	6,658,568	11,359,848	16,049,672	10,205,619	10,478,836
Puerto Rico	3,300,155	²	²	²	²
Switzerland	1,489,209	133,750	2,946,912	485,758	2,023,805
Kuwait	1,475,000	1,546,214	1,077,411	1,596,298	458,360
Malaysia	1,311,800	1,959,502	387,940	100	5,568
Philippines	1,105,933	²	877,652	832,330	559,169
United Arab Emirates	918,522	610,878	1,943,656	6,401,520	3,512,860
Panama	491,747	1,316,977	2,465,910	931,785	508,846
Republic Of Korea	368,582	414,116	921,198	878,205	5,555,530
Australia	355,336	142,492	210,442	227,830	265,600
Saudi Arabia	316,200	105,812	1,428,302	83,752	107,878
Pakistan	280,000	²	²	²	²
Trinidad & Tobago	133,170	11,936	²	²	²

¹ Includes: Austria, Belgium, Denmark, Finland, France, French Guiana, Germany, Greece, Guadeloupe, Ireland, Italy, Luxembourg, Martinique, Monaco, Netherlands, Portugal, Reunion, San Marino, Spain, Sweden, United Kingdom, Vatican City State.

² Data not available.

EXPORTS - TOP TEN 10 COUNTRIES



SUMMARY OF MONTEREY COUNTY SUSTAINABLE AGRICULTURAL ACTIVITIES

PEST	AGENT/MECHANISM	SCOPE OF PROGRAM ¹
COUNTY BIOLOGICAL CONTROL		
Yellow Starthistle, <i>Centaurea solstitialis</i>	Seedhead Weevils/Fly, <i>Bangasternus orientalis</i> , <i>Eustenopus villosus</i>	39 sites
Italian thistle, <i>Carduus</i> spp.	<i>Urophora sirunaseva</i> , <i>Larinus curtus</i> Seedhead weevil, <i>Rhinocyllus conicus</i>	General distribution
Russian thistle, <i>Salsola australis</i>	Leaf & stem mining moths, <i>Coleophora</i> spp.	7 sites
Puncture vine, <i>Tribulus terrestris</i>	Stem & seed weevils, <i>Microlarinus</i> spp.	General and local distribution,
Aphid species	Seven-spotted lady beetle, <i>Coccinella septempunctata</i>	1 site
Ash whitefly, <i>Siphoninus phillyreae</i>	Parasitic wasp, <i>Encarsia inaron</i>	General distribution
PEST ERADICATION		
Taurian thistle, <i>Onopordum tauricum</i>	Mechanical/chemical	5 plants treated
Scotch thistle, <i>Onopordum acanthium</i>	Mechanical/chemical	279 plants treated
Skeletonweed, <i>Chondrilla juncea</i>	Mechanical/chemical	1 infestation
Puna grass, <i>Achnatherum brachychaetum</i>	Mechanical/chemical	11 infestations
Spotted knapweed, <i>Centaurea maculosa</i>	Mechanical/chemical	1 plant found/removed
Fertile Capeweed, <i>Arctotheca calendula</i>	Mechanical/chemical	2 infestations

Diffuse Knapweed (*Centaurea diffusa*), Hydrilla (*Hydrilla verticillata*), and biddy-biddy (*Acaena novae-zelandiae*) have been eradicated.

PEST MANAGEMENT

Roadside (virus host) weeds	Chemical	825 miles, County right-of-ways
Lettuce Mosaic Virus	Virus-free seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-free period	No lettuce above ground 12/71-12/21
Celery Mosaic Virus	Host-free period	No celery above ground in January

PEST EXCLUSION

Pest exclusion terminal inspections involved 4,837 hours, during which 22,320 incoming shipments were inspected. One hundred forty-four shipments were rejected in violation of quarantine regulations.

PEST DETECTION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect the insects before they become established over an area prior to eradication no longer being biologically or economically feasible. The County Agricultural Commissioner's offices perform detection trapping as follows:

TARGET PEST	INSECT HDSTS	NO. OF TRAPS
Medfly	Fruit Trees	287
Melon Fruit Fly	Vegetable Gardens	57
Mexican Fruit Fly	Fruit Trees	77
Oriental Fruit Fly	Fruit Trees	93
Gypsy Moth	Shade Trees	271
Japanese Beetle	Turf, Roses	187
Apple Maggot	Apple Orchards	10
European Corn Borer	Corn	3
Nantucket Pine Tip Moth	Monterey Pine	4
Trogoderma Beetle	High Hazard Commodities	15
Glassy Winged-Sharpshooter	Grapes, Ornamentals	236

Pest detection trapping activities accounted for 3,910.5 hours, with a total of 12,658 trap services made. Eight and a half hours were applied to inspecting 15 commercial crop sites of 7 net acres/330 gross acres. Eighteen calls to residences were made for investigation of suspect reports and 69.5 hours were used on inspection/identification of public-reported pests. Eight high hazard locations were inspected and 278 miles of entryways were surveyed, accounting for 20.5 and 28.5 hours respectively. Special surveys were made for exotic aquatic weeds, Red imported fire ant, other pests (ethnic markets, etc. HR exclusive) and Glassy-Winged Sharpshooter.

¹ Represents total number of individual sites, plants, incorporated in program effort (surveys, collection, releases, etc.)

DIRECT MARKETING

Direct marketing is not a new concept. The concept of the farmer selling his fruits, nuts, vegetables, eggs and flowers directly to the consumer had a renaissance some 20 years ago. Certified Farmers' Markets (CFM's) in California and other states have seen a growing increase in popularity and have developed into activities that benefit the consumer, community and the producer. The Certified Farmers' Marketing concept is an effort to reestablish the traditional link between farmers and consumers in California. Put simply, Certified Farmers' Markets are the "real thing", places where genuine farmers sell their crops directly to the public. It is where the agrarian community relates to the urban community. More specifically, a CFM is a location approved by the County Agricultural Commissioner where Certified Farmers offer for sale only those agricultural crops they grow themselves. California Certified Farmers' Markets are operated in accordance with regulations established in 1977 by the California Department of Food and Agriculture.

The Certified Farmers' markets offer a unique and rewarding experience for the consumer.

- The number one reason quoted is quality
- Fresh produce is often picked just hours before purchased
- The diversity of produce available, heirloom varieties and unique commodities not available at local markets
- Availability of tree and vine ripened fruit, which is too delicate for conventional packing and shipping
- Cost savings for consumer, because no middleman marketing is allowed
- Markets highlight the seasons and the food that is available locally
- A unique friendly social activity to meet neighbors and local farmers

Communities benefit from Certified Farmers' Markets in several ways:

- CFM's are non-profit community service organizations that contribute to the social and economic welfare of the town or city they operate in

The producer also benefits by:

- Promoting the small local farmer and encouraging sustainable agriculture
- Eliminating the middleman marketing and passing on the saving to the consumer
- Elimination of pack and grade requirements if selling at a CFM

Locally in Monterey County we currently have five Certified Farmer's Markets. Each market offers its own flair, unique atmosphere, diverse produce and good plain bargains

1. NAME: Old Monterey Market Place
LOCATION: Alvarado Street
CITY: Monterey
DAYS: Tuesday
HOURS: 4:00 p.m. - 7:00 p.m., Winter & 4:00 p.m. - 8:00 p.m. Summer
MONTHS: Year Round
MARKET MANAGER: Rick Johnson
PHONE NUMBER: (831) 655-8070
FAX NUMBER: (831) 655-8072
2. NAME: Northridge Farmers Market
LOCATION: Northridge Mall, Parking Lot, South side of mall parking
CITY: Salinas
DAYS: Sunday
HOURS: 8:00 a.m. - 12:00 p.m.

(Continued Northridge Farmers Market)

MONTHS: Year Round
MARKET MANAGER: Catherine Barr
PHONE NUMBER: (831) 728-5060
FAX NUMBER: (831) 726-1878

1. NAME: M.P.C. Farmers Market
LOCATION: MPC, North Side Lower Level Parking Lot
CITY: Monterey
DAYS: Thursday
HOURS: 2:00 p.m. - 6:00 p.m.
MONTHS: Year Round
MARKET MANAGER: Catherine Barr
PHONE NUMBER: (831) 728-5060
FAX NUMBER: (831) 728-1878

2. NAME: The Barnyard Market
LOCATION: The Barnyard Parking Lot
CITY: Carmel
DAYS: Tuesday
HOURS: 2:00 p.m. - 6:00 p.m.
MONTHS: May - October
MARKET MANAGER: Catherine Barr
PHONE NUMBER: (831) 728-5060
FAX NUMBER: (831) 728-1878

3. NAME: Alisal Community Farmers Market
LOCATION: 632 East Alisal Street
CITY: Salinas
DAYS: Monday & Friday
HOURS: 9:00 a.m. - 4:00 p.m.
MONTHS: March - October
MARKET MANAGER: Joann Goday
PHONE NUMBER: (831) 757-1819
FAX NUMBER: (831) 757-3286

Monterey County has approximately 100 Certified Producers registered to participate in Direct Marketing at California Certified Farmers Markets.

California currently has approximately 330 Certified Farmers Markets (half seasonal and half year round) and approximately 2,500 Certified Producers registered to participate in Direct Marketing.

Nationally, Farmers Markets are also increasing in popularity. In 1998 there were 2,746 reported markets nationally.

Web sites that help to locate farmers markets:
<http://www.ams.usda.gov/farmersmarkets/map.htm>
<http://farmersmarket.ucdavis.edu/>
<http://www.montereybayfarmers.org/home.html>

FOOD SERVICE PRODUCTS

Starting in 1988 new commodity utilization was added to the Monterey County Annual Crop report. The utilization of agricultural commodities in the traditional fresh and processing marketing from prior years was augmented by food service or value added products.

Broccoli and Cauliflower florets that were manually prepared were the first commodities to be used for this new value added , ready to eat product. Spinach, Carrots, Celery, Kale, Onions, Cilantro, Parsley and Radish also quickly found their way into this high-end market segment.

The years 1983 to about 1990 were the fledging years for the vegetable food service industry. Markets were created and products developed. From 1990 until the current year the vegetable food service industry in Monterey County has seen a steady increase in total value.

The food service industry in 2000 is quite diverse and different than the simple broccoli and cauliflower florets of earlier years. Spring mix (Mesculin) and whole leaf lettuce Romaine have added to the diversity in recent years. The initial use of these food service products was typically institutional in the earlier years. As products improved and consumers were made aware of the usefulness of ready to eat products, food service products are equally accepted by institutional or consumer as an item they cannot do without.

SALAD PRODUCTS INDUSTRY IN MONTEREY COUNTY 1969 – 2000

1969-1970

The Salad Products Industry became a part of Monterey County agriculture about 1969. At the outset, bulk lettuce was harvested during the regular head lettuce harvest season. This bulk lettuce was purchased from individual growers, and harvested from fields that had always previously been cut, perhaps several times. Crews that sought out and cut this lettuce were called "Bulkers." Bulk lettuce was shipped to sources outside the County for further preparation. Supplies of lettuce harvested in bulk during this period were often erratic, because growers would not divert lettuce for this purpose if there were a strong market to package it in other forms. Quantity and quality was unpredictable because of the many factors that influenced diversion of head lettuce for this purpose. Market conditions, and product supply were but two of these deciding conditions.

The standard container for bulk lettuce evolved into a wood or fiberboard bin that would accommodate approximately 1,000 pounds of lettuce. Smaller plastic bins are a later development.

1970

The first operating Salad Products plant began functioning in Monterey County. The market for salad product at this time was institutional, and was not initially intended for the consumer. The most obvious and immediate problem with this new agricultural innovation was an excessive amount of moisture in the finished product. This was unacceptable from a quality standpoint, and this fact was the spark that ignited the regulatory process.

It was soon discovered that when head lettuce was converted into Salad Products, there were many unique problems requiring inspection procedures quite unlike the inspection process to which the head lettuce had already been subjected. Salad Products were not considered processed; therefore fresh vegetable tolerances needed to be established for this product in order to assure uniformity of product and quality to the consumer.

1972

The California Department of Food and Agriculture held hearings, and regulations were established for the minimum quality standards of Salad Products.

1973-1983

The Salad Products industry in Monterey County developed gradually during this period. The initial response from the Head Lettuce industry ranged from toleration to antagonism. The "Bulkers" purchased lettuce that might otherwise be lost, however they were viewed by some as detrimental to the overall quality and reputation of the Salinas Valley lettuce industry. The inspection of Salad Products, while regulations now existed was not mandatory in Monterey County during this period. Inspections were made on a random basis, as time and staff permitted. The industry continued to grow, and by 1980 some members of the "legitimate" grower/shippers had expanded their marketing strategies to include a Salad Products operation. The Salad Products Industry was now respectable in Monterey County. It was also becoming a profitable endeavor that was growing in volume each year.

1984

In cooperation with the Industry, a voluntary mandatory inspection program was initiated in Monterey County. This was the first Salad Inspection program in California.

1983-2000

Salad Products were first listed as a reportable commodity in the 1983 Monterey County Crop Report. Monterey County produced 55,000,000 pounds of Salad Product in 1983 and the total gross value was \$18,012,000. From 1983 till 1990 the Monterey County salad industry was developing its product base as well as its markets. In 1991 the Salad Product industry in Monterey County went mainstream and laced on its climbing boots. In 2000 the total value of Salad Products hit 400 million dollars.

In the early 1990's the demand for ready to eat Salad Products exceeded supply. The demand for special salad blends, both organic and conventional prompted the industry to respond. In 1996 Spring Mix was reported as a distinct commodity in the Monterey Crop Report. 10,220,000 pounds of Spring Mix was reported in the Monterey County Crop Report in 1996 for a total value of \$3,290,000. Sometimes also called Mesculin this traditionally small whole leaf product may contain as many as a dozen different ingredients.

The Salad Product industry has continued to expand each year. New companies are getting into the Salad Product business yearly. Many are bringing lettuce into Monterey County from other areas during the entire winter, making Salad Products a 12-month operation in the Salinas Valley. Technical and mechanical innovations over the years have aided in the development of what has become a very important segment of Monterey County's agricultural income.

If Iceberg Lettuce is the king of vegetables in Monterey County then the Salad Product has become the undisputed queen and Spring Mix the shining princess.

U.S. and California Weights and Measures - A Brief History

There is a measure in every thing.

- SHAKESPEARE

George Washington, in his first annual message to Congress in 1790 said: "Uniformity in the currency, weights and measures of the United States is an object of great importance, and will, I am persuaded, be duly attended to." George, like many other politicians (Thomas Jefferson and John Quincy Adams), said the right words but Congress did nothing to address commercial weights and measures for some time. Action was not taken until 1832 when Congress instructed the Treasury Department to develop standards for custom services making the yard of 36 inches, the avoirdupois (meaning "goods of weight") pound of 7,000 grains, the gallon of 231 cubic inches and the bushel 2,150.42 cubic inches.

Congress subsequently passed two resolutions regarding the adoption of these standards. In 1836, the Secretary of the Treasury was directed to develop standards and send them to the governors of the states with the intention of making uniform standards throughout the United States. In 1838, Congress directed the Secretary of the Treasury to have one standard balance made for each state. The resolutions contained a provision creating the Office of Weights and Measures under the direction of the Superintendent of the Coast Survey. As new states were admitted to the Union, they were also supplied with standards. In 1866, Congress passed an act to legalize the metric system, thus making it lawful, but not compulsory, to use metric weights and measures in all commercial transactions and legal proceedings.

As slow as Congress was in acting on commercial weights and measures issues, they were quicker to act on coinage of money. In 1828, the troy pound from England was adopted as a standard. Copies were made and given to all the United States' mints and became the standard for the weight of a pound of gold. *Note- a troy pound is equal to 5,760 grains whereas the avoirdupois pound is equal to 7,000 grains. Further complicating matters is the fact that there are 12 troy ounces to 1 troy pound and 16 avoirdupois ounces to 1 avoirdupois pound!*

Although the states had copies of standards, there began an increasing inability of the United States Office of Weights and Measures to provide the growing number of standards required by the rapid progress of science and industry. Variations between standards were becoming greater between the states. The time had come to form a government agency to develop standards to ensure uniformity and fairness in the marketplace.

In 1901, the National Bureau of Standards (NBS) was formed, which included the Office of Weights and Measures, and transferred to the new Department of Commerce. Shortly after the establishment of NBS, the Director of the Weights and Measures Division originated the idea of an annual conference of state and local officers who were charged with the control of weights and measures in their respective their jurisdictions. The goal of the annual conferences was to help ensure the uniform application of standards in the marketplace.

With respect to weights and measures, the National Bureau of Standards functions as the custodian of national reference standards; tests the state reference standards; cooperates closely with state and local weights and measures officials on technical matters; advises on administration problems and provides personnel training. In 1988 the NBS was renamed the National Institute of Standards and Technology (NIST). Even with the name change the agency functions as an advisory institution and has no enforcement authority.

When California became a state in 1850 and formulated a constitution, the legislature passed an act to establish standard weights and measures in conformity with the standards established by Congress. The California Act also made the Secretary of State Ex-officio State Sealer of Weights and Measures and the clerks of the county courts ex-officio county sealers and required all persons using weights and measures to have them certified by county sealers.

The years 1850 through 1911 were fraught with uncertainty with weights and measures laws. They were amended several times and completely repealed twice, once in 1863 and again in 1907. The laws did not provide the enforcement language to ensure state uniformity and relied on the voluntary compliance of weights and measures users to bring them forward for certification. Many counties did not have the proper equipment or standards to comply as well. In 1911 a proposed amendment to the California Constitution was submitted to the people of California and carried by the largest vote of any amendment submitted. However, the legislation did not pass because funding was not provided for in the bill for purchase of missing and additional standards. It was not until June 16, 1913 that a new weights and measures law was enacted to carry out the provisions of the constitutional amendment.

This new legislation provided for the appointment of a superintendent of weights and measures by the Governor and for a sealer of weights and measures to be appointed in each county by the board of supervisors.

From 1913 to 1972, the duties and responsibilities of state and county weights and measures officials have varied and administrative changes were common. Responsibilities included inspection of weighing and measuring devices, weighmaster enforcement, mattress and pillow quality inspections requiring labeling of contents, upholsterer licensing, petroleum product inspections and petroleum labeling enforcement. Administrative changes included moving the State Department of Weights and Measures into the newly reorganized State Department of Agriculture in 1921. In 1939, the Division of Weights and Measures was made a Bureau and placed under the Division of Economics. In 1948, the Bureau was reorganized under the Division of Marketing, and later placed under the Division of Compliance.

In 1972, the Department of Agriculture was renamed the Department of Food and Agriculture (CDFA) and later, the Bureau of Weights and Measures became the Division of Measurement Standards in this department. Today, weights and measures enforcement activity is devoted to consumer protection and investigations in the areas of quantity control (prepackaged commodities, undercover test purchases and scanner price verification), commercial weighing and measuring device inspection and certification, weighmaster and petroleum enforcement.

The county sealers are the primary enforcement arm of CDFA in the execution of weights and measures laws and regulations. County weights and measures inspectors are the front line guardians of marketplace equity and they ensure a fair and level playing field for both buyers and sellers leading to a competitive marketplace for industry and value comparison for consumers.

Dividing up the Farm Pie

The increasing gap between retail prices and farm prices continues, due largely to the consolidation of market power. The corporate retailers continue to get larger, mostly by acquisition of smaller chains or independents. According to local sales offices, the number of buyers continue to get smaller, giving the corporate retailer more bargaining power in offering price to growers. Regardless of market price changes, the costs of delivering products continue to escalate.

The County Crop Report reflects gross, not net, returns, and no allowances have been made for shipping, processing, or sales and marketing costs. The figures do not reflect the remaining net crop value (if any) that would be returned to the farm to pay the costs of growing the crop. It is possible that, while a crop's value countywide may show an increase in value, the net returns to the farm may decrease in value on a per acre basis. The following data represent typical break-even costs per carton for various commodities. Based upon this analysis, the grower would need to receive more than this typical price to make a profit.

AVERAGE GROWING COSTS FOR A SALINAS VALLEY VEGETABLE FARM					
Break Even Growing and Shipping Costs					
	Head Lettuce Flat Pack 24's	Romaine 24's	Broccoli 14's	Cauliflower 12's	Mix Lettuce 24's
Average Yield per Carton per Acre	850	850	800	750	950
Growing Costs per Carton	\$3.33	\$3.31	\$3.38	\$3.81	\$2.95
Shipping Costs per Carton	\$5.15	\$5.50	\$5.05	\$5.35	\$5.10
Total Sales Charge Required to Break Even (Growing and Shipping per Carton)	\$8.48	\$8.81	\$8.43	\$9.16	\$8.05

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

UNIT/CROP	POUNDS PER CARTON
ANISE	37
APPLES	38
ARTICHOKES	23
ASPARAGUS	25
AVOCADOS	26
BOK CHOY	50
BROCCOLI	23
BRUSSELS SPROUTS	25
BUSHBERRIES	9
CABBAGE, All	50
CACTUS PEARS	23
CARROTS	50
CAULIFLOWER	23
CELERY	60
ENDIVE	25
ESCAROLE	25
KALE	20
KIWI FRUIT	7
LETTUCE, Head	50
LETTUCE, Leaf	25
NAPA	50
ONIONS, Dry	50
ONIONS, Green	13
PARSLEY	21
PEPPERS, Bell	30
RADICCHIO	9
RADISHES	12
RAPPINI	23
RASPBERRIES	6
ROMAINE	37
SALAD PRODUCTS	20
SNOW PEAS	12
SPINACH	20
SQUASH	30
STRAWBERRIES	12
TOMATOES	25
TOMATOES, Cherry	12

AGRICULTURAL COMMISSIONER'S STAFF

AGRICULTURAL COMMISSIONER

Eric Lauritzen

ASSISTANT AGRICULTURAL COMMISSIONER

Robert Roach

CHIEF DEPUTY AGRICULTURAL COMMISSIONER

Katherine Smith-Borchard Ken Corbishley

DEPUTY AGRICULTURAL COMMISSIONER

Patty Murray William Waddle Gerry Willey

STAFF BIOLOGIST

Brad Oliver

AGRICULTURAL INSPECTOR/BIOLOGISTS

Kenneth Allen Robert Bohn Guillermo Bravo Johnny Bunch, Jr. Michael Casey Teo Gonzalez Estrella Guzman
Yvette Hilber Expedito Ibarbia Paul Josselyn Steve Oimsted Victor Pongo Daniel Prakash

AGRICULTURAL AIDES

Laurie Campos Pam Cope Benny Espiritu Michael Henshaw Anizeto Pedroza Leslie Sutton

PRODUCE INSPECTORS

Juanita Adame Bill Albright Tina Arroyo Luz Cadena Toni Cadena-Rice Joyce Camany Celia Cervantes
Manuel Duran Jim Edens Anna Fernandez Richard Fleming Danny Garcia Sam Garcia Linda Gonzalez
Joel Hill Danny Mallobox, Jr. Danny Mallobox, III Doug McGinn Patrick McLaughlin Joe Pacheco Terri Rush
Michael Sharigian Lori Silvas Tom Spradling Juli Sumter Ron Thomas Daniel Torres Joe Torres Rex Tucker
Gary Ura

KING CITY BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER

Henry Gonzales

ADMINISTRATIVE SUPPORT

Pam Everett Sr. Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS

Lawrence Mora Jesus Ramirez William Taylor Maria Vidauri

MONTEREY BRANCH OFFICE

AGRICULTURAL INSPECTOR/BIOLOGIST

Richard Ordonez

PAJARO BRANCH OFFICE

DEPUTY AGRICULTURAL COMMISSIONER

Charles Nuñez

ADMINISTRATIVE SUPPORT

Pat Bissett Sr. Typist Clerk

AGRICULTURAL INSPECTOR/BIOLOGISTS

David Murphy Higinio Ramirez

WEIGHTS AND MEASURES DIVISION

DIRECTOR OF WEIGHTS & MEASURES

Robert Keadle

WEIGHTS & MEASURES INSPECTORS

James Abercrombie Carol Montgomery

ADMINISTRATIVE SUPPORT

Jenny Neuber	Admin. Secretary	Massiel Cruz	Typist Clerk II	Kyle Stewart	Finance Manager
Syble Brown	Sr. Typist Clerk	Karla Tinajero	Typist Clerk II	Andrea Polanco	Sr. Account Clerk
Jane Wiggs-Grubb	Sr. Typist Clerk	Ruby Sease	Data Entry II	Gloria Campa	Account Clerk
Rosanne Rubino	Personnel Analyst	Emmett Ashurst	Info. Syst. Coord.	Dianne Yancey	Account Clerk
		Carrie Ramirez	Personnel Tech.		