



VENTURA COUNTY'S

Crop & Livestock Report

CHANGING TASTES

2012



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Thank You to all of our past and present staff members who helped put this report together. Without your tireless work and devotion to your jobs, none of this would be possible.

Thomas E. Dimock

Senior Agricultural Inspector Biologist
Retired after 25 years of service

In Memoriam

Louis A. Ortali

Senior Agricultural Inspector Biologist
12/31/2012

Photo Credits: Front Cover: *Man Hauling Sugar Beets*, property of The Museum of Ventura County (top); *Lemon Processing* by Dexter McDonald (middle); *Farmers' Market Berries* by Jamie Mastright (bottom).
Back Cover: *Top Ten Crops* by Jamie Mastright.

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July 30, 2013

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and
The Honorable Board of Supervisors of Ventura County
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Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2012 Ventura County Agricultural Report. The estimated gross value for Ventura County agriculture for calendar year 2012 is \$1,963,798,000. This represents a 1.6% increase over 2011.

Strawberries again are the leading crop in the County, with a total value of \$691,303,000. This 11% increase over 2011 is attributed to more acres planted and increased production. Lemons climbed back to second place with a strong rebound from 2011 reflected in a value of \$201,820,000. This 15% gain in total value is due to an increase in per ton value, even with a reduction in acreage and production. Although raspberries had a 1% increase in total value to \$187,277,000, the greater surge by lemons moved raspberries down in ranking to third. This increase is ascribed to increases in acreage and production. Nursery stock remained in fourth place, even with a 14% increase in total value of \$186,351,000. This increase is primarily due to increases in acreage and value, and possibly reflects the improving housing sector. Celery remained in fifth place, even with a decrease in total value of \$134,258,000. This decrease of 13% is due to decreases in per ton value and production. Avocados had another up year moving from seventh to sixth place with a 10% increase to \$113,315,000. The large increase is due to a correction of missed acreage in 2011, and additional increases in acreage and production in 2012. Tomatoes dropped in rank from sixth to seventh place, with a decrease of 24% to \$75,819,000. The reduction in tomatoes is due to fewer acres planted, less production, and a considerable decrease in per ton value. Peppers moved up from ninth to eighth place due to a 16% increase in total value to \$48,395,000. An increase in acres planted and per acre production is credited with the rise. Cut flowers moved down a spot from eighth to ninth place, reflecting a 10% decrease to \$46,829,000. This decrease is due to a decline in per item value. Moving into the top 10 for the first time and possibly reflecting changes in consumer tastes is cilantro at \$23,438,000. An overall increase of 30%, due primarily to per ton value and an increase in per acre production, negated a decrease in acreage.

Always worth keeping in mind is that this report reflects gross values only and does not represent the net return to farmers or the multiplier effect on the surrounding economy.

Special thanks go to Kerry DuFrain for compiling the data in this report and to industry members that provided her with their individual information. Special recognition goes to Korinne Bell, for the overall production of this report and to Matt Kreiger for the graphic design and layout.

Respectfully submitted,

Henry S. Gonzales
Agricultural Commissioner
County of Ventura

— Serving Ventura County since 1895 —

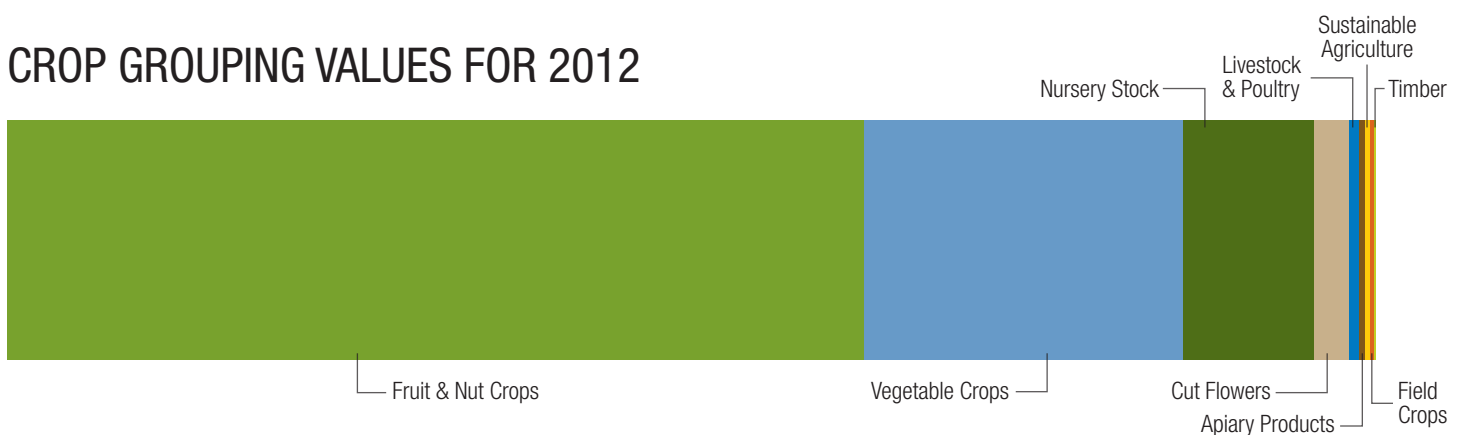


Recapitulation & Index 2011 - 2012

CROP GROUPING	YEAR	VALUE ¹
■ 1. Fruit & Nut Crops	2012	\$1,254,592,000
	2011	\$1,124,860,000
■ 2. Vegetable Crops	2012	\$460,280,000
	2011	\$490,233,000
■ 3. Nursery Stock ²	2012	\$186,351,000
	2011	\$163,793,000
■ 4. Cut Flowers	2012	\$46,829,000
	2011	\$52,217,000
■ 5. Livestock & Poultry	2012	\$6,872,000
	2011	\$6,075,000
■ 6. Apiary Products	2012	\$3,326,000
	2011	\$2,385,000
■ 7. Sustainable Agriculture	2012	\$3,045,000
	2011	\$3,000,000
■ 8. Field Crops	2012	\$2,491,000
	2011	\$1,684,000
■ 9. Timber	2012	\$12,000
	2011	\$13,000
GRAND TOTAL*	2012	\$1,963,798,000
	2011	\$1,844,260,000

* Ventura County has approximately 96,340 acres of irrigated cropland ¹ Figures are rounded off to nearest \$1,000 ² Includes Cut Christmas Trees

CROP GROUPING VALUES FOR 2012



	2008	2009	2010	2011	2012
Fruit & Nut Crops	\$823,464,000	\$867,759,000	\$1,085,677,000	\$1,124,860,000	\$1,254,592,000
Vegetable Crops	\$427,742,000	\$ 509,248,000	\$ 533,473,000	\$ 490,233,000	\$460,280,000
Livestock & Poultry Products	\$6,853,000	\$7,494,000	\$6,161,000	\$6,075,000	\$6,872,000
Apiary Products	\$463,000	\$698,000	\$1,505,000	\$2,385,000	\$3,326,000
Nursery Stock	\$298,690,000	\$191,300,000	\$180,057,000	\$163,793,000	\$186,351,000
Cut Flowers	\$51,297,000	\$42,763,000	\$47,348,000	\$52,217,000	\$46,829,000
Field Crops	\$2,580,000	\$2,313,000	\$2,463,000	\$1,684,000	\$2,491,000
Timber	\$10,000	\$9,000	\$14,000	\$13,000	\$12,000
Sustainable Agriculture	\$2,148,000	\$2,273,000	\$2,453,000	\$3,000,000	\$3,045,000
GRAND TOTAL	\$1,613,247,000	\$1,623,857,000	\$1,859,151,000	\$1,844,260,000	\$1,963,798,000

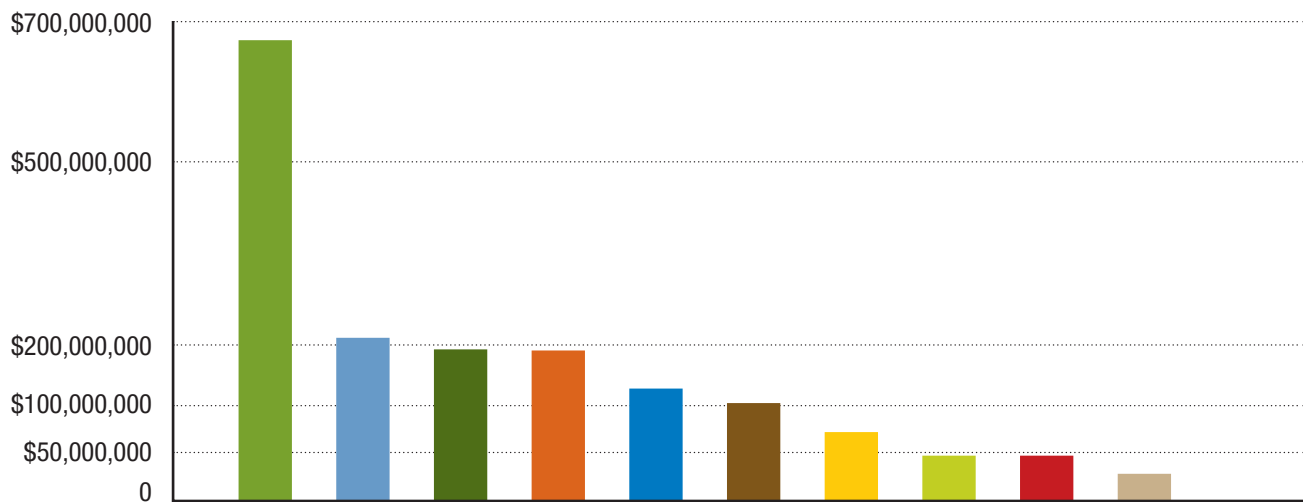
Certified Farmers' Markets (CFM's)

Certified Farmers' Markets (CFM's) are located throughout the state of California. CFM's supply produce such as fruits, nuts, vegetables, honey and eggs, from the grower directly to the consumer. CFM's provide an alternative method of sale for growers and exempts them from certain federal and state packaging and labeling requirements. CFM's gives consumers the opportunity to meet the farmers and producers and learn about how the commodities are produced. Only commodities produced by the grower can be sold at a CFM. Growers participating at the markets must obtain a Certified Producer's Certificate (CPC) from the county in which they produce their commodities. An inspector from the local County Agricultural Commissioner's Office will certify that the producer is growing what they intend to sell at the CFM and issue the CPC. In Ventura County, there are a total of 13 registered CFM's. Ventura County Agricultural Inspectors also perform routine inspections of CFM's to ensure the public is receiving fresh, locally grown produce and that farmers are only selling what they have produced.



Ten Leading Crops for 2012

RANK	CROP	VALUE
1st	Strawberries	\$691,303,000
2nd	Lemons	\$201,820,000
3rd	Raspberries	\$187,277,000
4th	Nursery Stock	\$186,351,000
5th	Celery	\$134,258,000
6th	Avocados	\$113,315,000
7th	Tomatoes	\$75,819,000
8th	Peppers	\$48,395,000
9th	Cut Flowers	\$46,829,000
10th	Cilantro	\$23,438,000



Other Million Dollar Crops

CROP/PRODUCT	VALUE
Kale	\$21,185,000
Greens	\$20,768,000
Valencia Oranges	\$17,327,000
Cabbage	\$15,636,000
Lettuce	\$14,634,000
Blueberries	\$13,818,000
Vegetable Transplants*	\$12,221,000
Spinach	\$11,595,000
Mandarins	\$10,328,000
Cucumber	\$9,524,000

CROP/PRODUCT	VALUE
Oriental Vegetables	\$9,010,000
Beans (all)	\$8,038,000
Broccoli	\$7,573,000
Parsley	\$7,181,000
Livestock	\$6,872,000
Radishes	\$4,456,000
Orchids*	\$3,592,000
Beets	\$3,541,000
Poinsettia*	\$2,586,000
Onions (all)	\$1,256,000

* Included in Nursery Stock total above



ACREAGE, PRODUCTION AND VALUES | 2011-2012

Fruit & Nut Crops

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados ³	2012	19,284	3.40	65,451	tons	\$1,731.30	\$113,315,000
	2011	16,777	1.72	28,732	tons	\$3,196.75	\$91,849,000
Blueberries ⁴	2012	526	3.05	1,603	tons	\$8,620.09	\$13,818,000
	2011	458	12.31	1,426	tons	\$6,586.74	\$9,395,000
Grapefruit	2012	104	12.31	1,280	tons	\$518.75	\$664,000
	2011	130	11.50	1,495	tons	\$381.28	\$570,000
Lemons	2012	15,562	19.41	302,083	tons	\$668.10	\$201,820,000
	2011	15,876	19.84	314,863	tons	\$555.60	\$174,937,000
Mandarins & Tangelos	2012	1,348	7.07	9,531	tons	\$1,083.62	\$10,328,000
	2011	1,080	4.89	5,281	tons	\$956.07	\$5,049,000
Oranges (Navel)	2012	451	16.26	7,333	tons	\$389.20	\$2,854,000
	2011	452	16.38	7,403	tons	\$359.86	\$2,664,000
Oranges (Valencia)	2012	3,004	14.02	42,106	tons	\$411.51	\$17,327,000
	2011	3,246	14.85	48,177	tons	\$398.49	\$19,198,000
Raspberries	2012	3,076	11.17	34,346	tons	\$5,452.66	\$187,277,000
	2011	2,981	8.95	26,673	tons	\$6,950.85	\$185,400,000
Strawberries - Total	2012	11,419	30.91	352,961	tons	\$1,958.58	\$691,303,000
	2011	11,230	28.28	317,584	tons	\$1,969.59	\$625,509,000
Fresh	2012	---	---	257,704	tons	\$2,425.85	\$625,151,000
	2011	---	---	219,145	tons	\$2,540.89	\$556,823,000
Processed	2012	---	---	95,257	tons	\$694.45	\$66,152,000
	2011	---	---	98,439	tons	\$697.76	\$68,686,000
Misc. Fruits & Nuts ⁵	2012	914	---	---	tons	---	\$15,886,000
	2011	1,387	---	---	tons	---	\$19,684,000
TOTAL	2012	55,688					\$1,254,592,000
	2011	53,159					\$1,124,860,000

³ The increase in Avocado figures reflected in the 2012 crop report actually spanned a two year period. Information changes concerning out-of-county packers was missed by the county agricultural department and the Avocado figures for 2011 were under-reported. This includes the total acres harvested, the total avocado production in tons, and the total crop value. The 2011 harvested acres should have shown an increase of approximately 2,000 acres over the number of acres in 2010.

⁴ Listed as a single commodity for the first time, enters top 30 crops

⁵ MISC. FRUITS AND NUTS include Apples, Apricots, Asian Pears, Bushberries, Cherimoya, Grapes, Guavas, Kiwi, Limes, Olives, Persimmons, Macadamias, Walnuts; and miscellaneous citrus, deciduous, and subtropical fruit.



Vegetable Crops

ACREAGE, PRODUCTION AND VALUES | 2011-2012

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Beans Green & Dry Limas, Green Snap	2012	3,450	2.29	7,896	tons	\$1,017.98	\$8,038,000
	2011	2,257	2.67	6,022	tons	\$1,087.02	\$6,546,000
Beets	2012	439	3.14	1,376	tons	\$2,573.40	\$3,541,000
	2011	513	9.81	5,030	tons	\$675.75	\$3,399,000
Broccoli Fresh & Processed	2012	1,607	9.17	14,738	tons	\$513.84	\$7,573,000
	2011	890	4.79	4,259	tons	\$747.36	\$3,183,000
Cabbage	2012	3,111	20.18	62,783	tons	\$249.05	\$15,636,000
	2011	3,225	25.44	82,014	tons	\$236.83	\$19,423,000
Carrots	2012	170	30.54	5,191	tons	\$178.19	\$925,000
	2011	362	22.07	7,987	tons	\$509.58	\$4,070,000
Celery	2012	10,598	37.53	397,717	tons	\$337.57	\$134,258,000
	2011	10,581	37.61	397,903	tons	\$388.50	\$154,584,000
Cilantro	2012	3,397	8.38	28,463	tons	\$823.46	\$23,438,000
	2011	4,234	8.13	34,399	tons	\$522.90	\$17,987,000
Cucumbers⁶	2012	67	153.03	10,253	tons	\$928.90	\$9,524,000
	2011	147	61.04	8,972	tons	\$1,156.49	\$10,376,000
Greens⁷	2012	1,265	8.28	10,479	tons	\$1,981.87	\$20,768,000
	2011	1,237	11.92	14,735	tons	\$1,405.98	\$20,717,000
Kale	2012	677	13.42	9,084	tons	\$2,332.12	\$21,185,000
	2011	460	15.89	7,308	tons	\$1,510.13	\$11,036,000
Lettuce - Total	2012	1,994	13.10	26,126	tons	\$560.13	\$14,634,000
	2011	1,432	10.14	14,518	tons	\$794.19	\$11,530,000
Head	2012	196	13.72	2,688	tons	\$726.56	\$1,953,000
	2011	116	19.79	2,295	tons	\$373.43	\$857,000
Leaf	2012	916	10.95	10,028	tons	\$694.66	\$6,966,000
	2011	958	9.91	9,493	tons	\$931.43	\$8,842,000
Romaine	2012	882	15.26	13,410	tons	\$426.18	\$5,715,000
	2011	358	7.63	2,730	tons	\$670.70	\$1,831,000
Onions Green & Dry	2012	183	5.12	937	tons	\$1,340.45	\$1,256,000
	2011	236	7.37	1,738	tons	\$755.47	\$1,313,000

⁶ Includes hydroponics

⁷ Includes: chard, collard, mustard, turnip and watercress.

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Oriental Vegetables	2012	999	8.22	8,206	ton	\$1,097.98	\$9,010,000
	2011	926	8.45	7,823	ton	\$845.59	\$6,615,000
Parsley	2012	301	18.90	5,689	ton	\$1,262.26	\$7,181,000
	2011	357	16.21	5,784	ton	\$1,619.65	\$9,368,000
Peppers Bell & Chili	2012	3,146	28.01	88,116	ton	\$549.22	\$48,395,000
	2011	2,634	26.28	69,203	ton	\$602.59	\$41,701,000
Pumpkin	2012	116	12.23	1,418	ton	\$273.63	\$388,000
	2011	128	13.24	1,694	ton	\$194.81	\$330,000
Radishes	2012	597	12.12	7,234	ton	\$615.98	\$4,456,000
	2011	824	13.03	10,733	ton	\$534.52	\$5,737,000
Spinach	2012	1,548	7.72	11,945	ton	\$970.70	\$11,595,000
	2011	1,519	6.21	9,430	ton	\$1,103.93	\$10,410,000
Sweet Corn	2012	134	7.05	945	ton	\$376.72	\$356,000
	2011	242	7.84	1,897	ton	\$176.07	\$334,000
Tomatoes⁸	2012	1,734	48.43	83,978	ton	\$902.84	\$75,819,000
	2011	1,755	51.59	90,540	ton	\$1,098.61	\$99,468,000
Vegetables, Misc.⁹ Field, Indoor & Processed	2012	1,322	---	---	---	---	\$42,304,000
	2011	1,341	---	---	---	---	\$52,106,000
TOTAL	2012	36,855					\$460,280,000
	2011	35,300					\$490,233,000

⁸ Includes hydroponics⁹ Includes: artichokes, arugula, asparagus, baby vegetables, cauliflower, eggplant, endive, garlic, gourds, herbs, kohlrabi, leeks, melons, mushrooms, peas, radicchio, sprouts, squash, tomatillos, and turnips.

Community Gardens

Community Gardens are a growing trend not only in Ventura County, but throughout the country. As yards in urban areas continue to shrink, people are continuing to find different outlets for their need and desire for gardening. Community Gardens are a shared plot of land, usually in urban locations, where a group of members from the community grow food and plants for their own personal use. The plots are rented or loaned to the groups. The gardens are usually managed and controlled by unpaid volunteers. These gardens are a great way for people to connect with their surroundings and feel a sense of community while producing fresh, healthy fruits and vegetables.



Sustainability & Changing Consumer Tastes



Consumer tastes are changing and in order to be sustainable, agriculture in Ventura County is changing with it.

Agriculture is an almost 2 billion dollar industry that has shaped and defined Ventura County since the mid 1800's. Although the existence of the agricultural industry has been a mainstay, the face of agriculture itself has changed greatly in the last two centuries. Ventura County started out as a dry land farming county. In the late 1800's, crops such as lima beans, sugar beets, walnuts and apricots were prevalent. 100 years ago, citrus dominated the landscape. Railways and shipping portals in our cities were designed to accommodate this massive sector of the industry. Citrus was "king" in this county for a century, but in 2011, Oranges fell out of the top ten completely after teetering on the edge for several years. For the past decade, strawberries have taken the number one spot in value, with a nearly half-million dollar edge over the other leading crops in Ventura County.

Agriculture in Ventura County is as rich and diverse as the people who call it home. It is not just the iconic citrus trees, or the lush, green strawberry fields. Agriculture in Ventura County is rangeland for cattle, hoop houses for berries, and greenhouses for nursery or tomatoes and cucumbers that literally grow overnight! Agriculture in Ventura County can be hydroponic, biodynamic, organic, and conventional. Agriculture can be all of these things but one thing it has to be is sustainable; sustainable both economically for the farmer, and sustainable for the environment which supports it.



There are a number of factors that impact the sustainability of agriculture in Ventura County. Availability of resources such as land, water and labor can determine not only what types of crops, but how they are grown. The depth of topsoil in the Oxnard plain makes it some of the most valuable and productive farm land in the world. The range of microclimates in this county enables farmers to grow a huge variety of fruits and vegetables year-round. Due to land values, it is also one of the most expensive places to farm. The past decade of farming has shown that berries are one of the few crops that can keep up with the rising costs of resources. However, due to years of compounding drought, farmers on the Oxnard plain were told they will be receiving approximately half the water in 2013 that they received last year during a critical time in the lifecycles of their berry plants. In addition to the drought, California is experiencing a major shortage in skilled agricultural labor. In 2012, many crops in Ventura County were incompletely harvested due to this shortage. A lack of these available resources has a severe impact on the economic sustainability of this industry.

Another major impact on agriculture in Ventura County is the introduction of invasive species such as the Asian Citrus Psyllid. This tiny insect can spread a lethal disease (Huanglongbing) that has decimated the citrus industry in Florida. The pest has arrived in Ventura County, and the disease has been found right at our back door, in neighboring Los Angeles County. Another invasive pest known as the Glassy Winged Sharpshooter has already infested our county. This insect spreads a deadly disease known as Pierce's Disease which kills grapevines. Traditionally in counties where land values are high, wine grapes were a comparable alternative to berries. With the Glassy Winged Sharpshooter, wine grapes will not be an option in our county. The presence of invasive species has an impact on the success and sustainability of crops.

The less obvious of impacts to the sustainability of agriculture in Ventura County is the industry's ability to adapt to changing consumer tastes. In 2011, greens replaced oranges by entering the top ten crops of highest value in Ventura County. This increase in value can be attributed in part, to a more health-conscious society. In recent years, a lot of press has been devoted to praising the nutritional advantages of leafy green vegetables including chard, collards and mustard greens. Berries have steadily been on the rise in value for the past



decade. Similarly, this increase can be attributed to an aging Baby Boomer population in search of antioxidant-rich foods. However, health crazes are not the only factor. Oranges, which recently fell out of the top ten for example, have not suddenly become less healthy. In 2012, cilantro entered the top ten crops in value for the first time in history. Consumer tastes are changing and in order to be sustainable, agriculture in Ventura County is changing with it.

The effect of changing consumer tastes and the sustainability of agriculture is not limited to changes in the choices of commodities grown. Changes are also being made in how these crops are grown and marketed. Farmers are constantly seeking new and different ways to make their product more accessible to consumers. In addition to traditional Packers, Coolers and Shippers, Ventura County has seen an increase in the amount of Certified Farmer's Markets (CFM's), Farm Stands, and Community Supported Agriculture (CSA's) within the last decade. Venues such as these have allowed farmers in Ventura

County the opportunity to sell their product directly to consumers in search of fresh, local produce. A health-seeking consumer public has also created a rise in the number of Registered Organic Farms. Municipalities and non-profit organizations are allowing residents to participate in producing fresh, healthy food through avenues such as Community Gardens. More and more farmers are incorporating Agritourism into their operations to show the public how their food is produced.

No one understands the importance of sustainability better than the farmer. Farmers' lives are deeply connected to the land and what it produces. Farmers are continuously making decisions which impact their future; they understand that by being good stewards of the land they are ensuring the future of agriculture for generations to come. The agricultural industry has responded to the demands created by changes in consumer tastes and will continue to do so in order to keep agriculture sustainable in Ventura County. By keeping ourselves and our children informed on what it means to eat fresh, healthy, local produce, we can help support the economic sustainability of this industry.



Item	Year	Production	PRODUCTION AREA		Per Unit	Total
			Greenhouse Sq Ft	Field Access		
Nursery Stock	2012	---	7,001,236	3,194	---	\$186,351,000
	2011	---	6,128,111	2,922	---	\$163,793,000
Fruit & Nut Trees	2012	861,556 Trees	---	269	\$15.78	\$13,595,000
	2011	1,018,057 Trees	41,520	121	\$16.39	\$16,681,000
Potted Plants	2012	3,279,526 Pots	3,539,255	23	\$4.22	\$13,837,000
	2011	2,947,725 Pots	2,882,389	15	\$3.82	\$11,245,000
Propagative Material	2012	41,047,998 Cuttings	644,155	16	\$0.22	\$8,788,000
	2011	50,939,254 Cuttings	610,804	4	\$0.15	\$7,312,000
Herbaceous Perennials	2012	3,897,226 Containers	41,700	130	\$2.91	\$11,355,000
	2011	2,759,691 Containers	83,526	203	\$4.25	\$11,720,000
Woody Ornamentals ¹⁰	2012	5,257,814 Tree/Shrubs	326,460	1,638	\$14.60	\$76,777,000
	2011	5,092,880 Tree/Shrubs	711,900	1,455	\$13.39	\$68,177,000
Bedding Plants, Ground Cover & Turf	2012	21,914,879 Flats	1,006,732	1,086	\$2.25	\$49,382,000
	2011	21,079,877 Flats	611,720	1,093	\$1.88	\$39,619,000
Vegetable Transplants	2012	3,849,783 Flats	1,442,934	32	\$3.28	\$12,617,000
	2011	3,836,037 Flats	1,186,252	31	\$2.36	\$9,039,000
TOTAL	2012					\$186,351,000
	2011					\$163,793,000

¹⁰ Includes cut Christmas Trees

Community Supported Agriculture (CSA)

Community Supported Agriculture (CSA) is a growing trend involving partnerships between growers and their consumers. CSA's allow members of the community to purchase a "share" of produce from a local participating farmer. Farmers and consumers share the risks and benefits of producing the crop. Members pay a subscription at the beginning of the growing season for a share of the anticipated harvest. During harvest, members receive boxes of local, fresh, and seasonal produce grown directly from the farmer. CSA's are a great educational experience for all ages and allow for diversity in produce options. There are many online databases developed as a guide to help members of each community contact participating farmers. Currently, the state is working on establishing regulatory authority and governance of CSA's.





PRODUCTION AND VALUES | 2011-2012 Cut Flowers

Crop	Year	Acres	Production	Unit	Per Unit	Total Value
Flower Blooms & Stems	2012	26	13,465,491	blooms	---	\$4,101,000
	2011	25	15,025,251	blooms	---	\$4,443,000
Cut Greens & Dried Flowers	2012	86	441,816	bunches	---	\$1,229,000
	2011	106	1,376,025	bunches	---	\$1,963,000
Flower Bunches - Total	2012	737	14,119,176	bunches	---	\$41,499,000
	2011	717	15,254,590	bunches	---	\$45,811,000
Statice, Lace, Aster & Gypsophila	2012	88	1,994,572	bunches	\$1.91	\$3,798,000
	2011	73	1,253,381	bunches	\$2.79	\$3,497,000
Chrysanthemums & Sunflowers	2012	76	3,054,502	bunches	\$1.92	\$5,918,000
	2011	78	3,469,654	bunches	\$1.41	\$4,894,000
Lilies & Irises	2012	79	4,331,620	bunches	\$4.04	\$17,504,000
	2011	94	4,290,745	bunches	\$4.60	\$19,723,000
Lisianthus	2012	32	437,730	bunches	\$4.20	\$1,839,000
	2011	37	556,965	bunches	\$3.88	\$2,162,000
Delphinium, Larkspur, Stock & Snapdragons	2012	242	2,622,094	bunches	\$2.71	\$7,115,000
	2011	296	3,786,821	bunches	\$2.57	\$9,721,000
Miscellaneous	2012	220	1,678,658	bunches	\$3.17	\$5,325,000
	2011	139	1,897,024	bunches	\$3.07	\$5,814,000
TOTAL	2012	849				\$46,829,000
	2011	848				\$52,217,000

Field Crops

ACREAGE, PRODUCTION AND VALUES | 2011-2012

Crop	Year	Acreage	Total
Alfalfa & Pasture Irrigated & Non-Irrigated	2012	97,058	\$1,290,000
	2011	93,113	\$1,071,000
Grain ¹¹ , Hay & Vegetable Seed	2012	1,080	\$1,201,000
	2011	759	\$613,000
TOTAL	2012		\$2,491,000
	2011		\$1,684,000

¹¹ Includes green barley

Livestock & Poultry

PRODUCTION AND VALUES | 2011-2012

Item	Year	Production	Unit	Value	
				Per Unit	Total
Livestock Cattle, Hogs & Sheep	2012	16,268	cwt	\$114.77	\$1,867,000
	2011	16,474	cwt	\$115.34	\$1,900,000
Poultry Chickens & Eggs	2012	---	---	---	\$4,914,000
	2011	---	---	---	\$4,087,000
Other Livestock Alpaca & Squab	2012	---	---	---	\$91,000
	2011	---	---	---	\$88,000
TOTAL	2012				\$6,872,000
	2011				\$6,075,000

Organic Farming

Ventura County currently has a total of 88 registered organic growers. There are a total of 5,202 acres in Organic production in Ventura County. Organic farming is defined by the United States Department of Agriculture (USDA) as, "A production system that is managed to respond to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity." The federal Organic Foods Production Act of 1990 and the California Organic Products Act of 2003 set forward guidelines and standards which must be followed by any grower, handler, processor, wholesaler, or retailer who wish to sell or advertise their product as "Organic". Producers and handlers interested in working with organic commodities must register with the California State Organic Program, and if gross sales exceed \$5,000, certification from a third party is required. Registration is initiated with the County Agricultural Commissioner's Office. Our office performs routine inspections of Organic produce at Certified Farmer's Markets, audits of records for Organic producers, processors and handlers, as well as inspections of Organic production sites.



Item	Year	Production	Unit	Value	
				Per Unit	Total
Honey	2012	767,570	lbs	\$2.17	\$1,664,000
	2011	518,887	lbs	\$1.49	\$774,000
Beeswax & Pollen ¹²	2012	9,090	lbs	\$2.97	\$27,000
	2011	17,115	lbs	\$3.56	\$61,000
Pollination Use	2012	---	---	---	\$1,635,000
	2011	---	---	---	\$1,550,000
TOTAL	2012				\$3,326,000
	2011				\$2,385,000

¹² Beeswax only

Crop	Year	Total
Timber	2012	\$12,000
	2011	\$13,000
TOTAL	2012	\$12,000
	2011	\$13,000

Farm Stands

Farm Stands can be found throughout the county and provide a wide variety of commodities, including locally grown produce. Farm Stands can operate seasonally or year-round. Most stands are located directly adjacent to production fields, others operate as retail establishments. Farm Stands offer a venue of marketing for local growers and individuals involved in the agricultural industry. The Ventura County Agricultural Commissioner's Office performs routine standardization inspections at the various stands. Our office is looking for proper container labeling, use of containers as well as proof of ownership of produce. Currently in Ventura County, there are over 50 Farm Stands.



Sustainable Agriculture

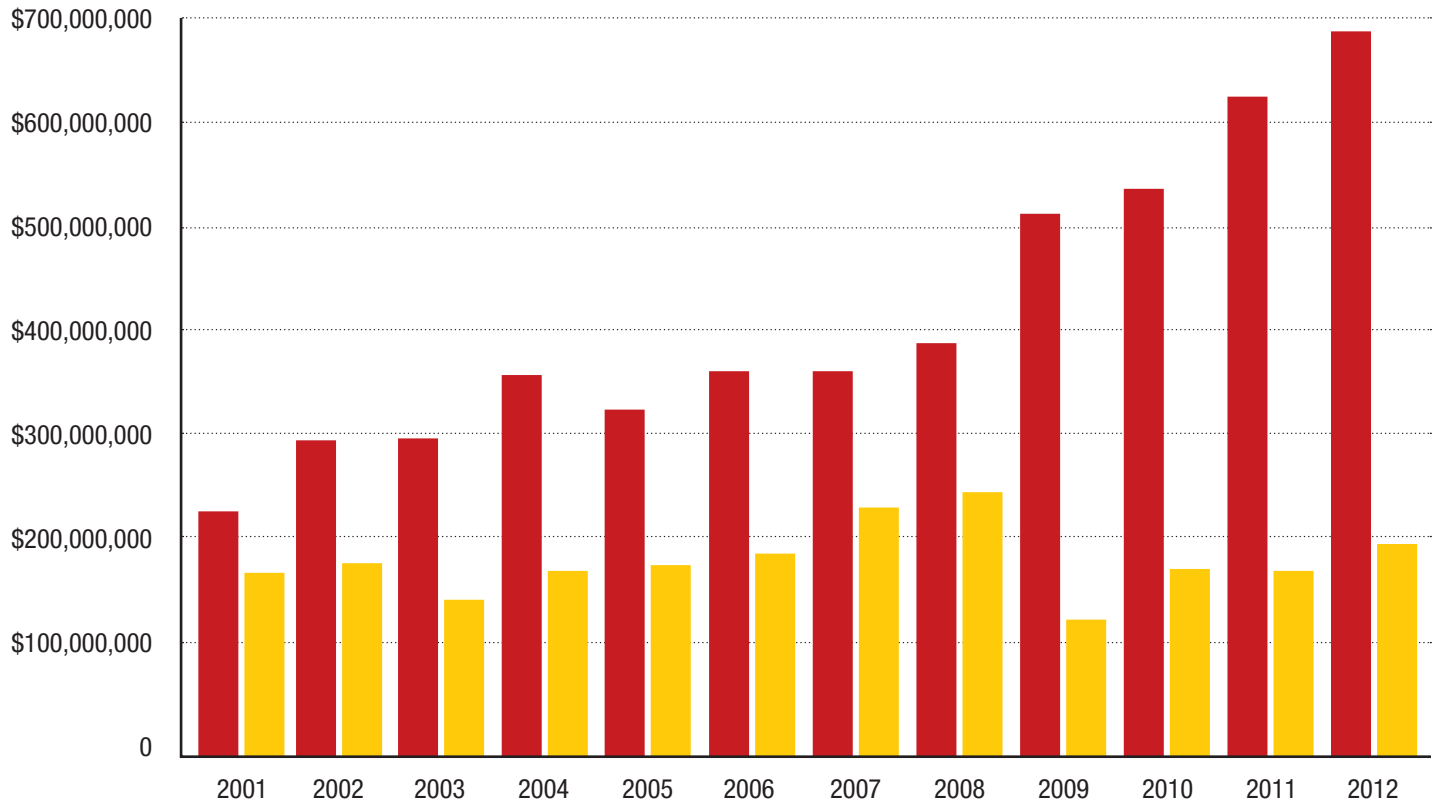
Item	Pest	Agent	Scope of Program
Biological Control Commercial Insectaries	Red and black scale, Mealybug, snails, various aphids, mites and flies	Aphytus melinus, Cryptolemus, Decollate snails, various predators, parasitic wasps and nematodes	Estimate 995,791,651 beneficials, released on 250 ranches. Valued at \$3,000,000
Colonization of Beneficial Organisms	---	---	---
Manure	---	9,500 tons	Valued at \$45,000
TOTAL			\$3,045,000
Pest Eradications	Dalmation Toadflax Scotch Thistle Spotted Knapweed Euphorbia terracina	Mechanical/Digging Mechanical/Digging Mechanical/Digging Mechanical/Digging	1 Site 1 Site 1 Site 1 Site
Pest Exclusion	Various Gypsy Moth Various	<u>Incoming Shipments</u> Postal/UPS/Fed Express (Parcels) Truck/Air Freight Household Goods (Inspections) Swap Meets/Ethnic Markets/Mobile Venders	8,442 623 61 <hr/> Total: 9,126 26

Organic Farming

Crops	Year	# of Registered Growers	Acres
	2012	88	
	2011	90	
Vegetables & Herbs	2012		1,755
	2011		2,524
Fruits & Nuts	2012		3,431
	2011		3,214
Field Crops	2012		2
	2011		2
Flowers/Nursery Stock	2012		14
	2011		11
TOTAL ACREAGE	2012		5,202
	2011		5,751

STRAWBERRIES VS. LEMONS

In 2001, Strawberries took over lemons as the number one crop in value in Ventura County.



Agritourism

Agritourism is on the rise in Ventura County, as farmers seek alternative ways to increase and diversify the economic productivity of their farms and ranches. The main goal of Agritourism is to attract and bring the community onto the farms or ranches. Agritourism allows the public to witness how their food and fiber is produced. Agritourism in Ventura County can range from educational seminars, "U-Picks", harvest festivals, tastings, pumpkin patches, plant mazes, petting zoos, farm tours, guest ranches, and agricultural venues for weddings and special events.



History of Crops TOP TEN FOR EACH YEAR

1922	
Ranking	Crop
1	Beans
2	Lemons
3	Walnuts
4	Apricots
5	Valencia Oranges
6	Sugar Beets
7	Navel Oranges
8	Hay
9	Grain
10	Misc. Citrus

1932	
Ranking	Crop
1	Lemons
2	Valencia Oranges
3	Walnuts
4	Beans
5	Sugar Beets
6	Misc. Vegetables
7	Navel Oranges
8	Hay
9	Apricots
10	Citrus Nursery Stock

1942	
Ranking	Crop
1	Lemons
2	Valencia Oranges
3	Beans
4	Walnuts
5	Misc. Vegetables
6	Livestock
7	Dairy Products
8	Hay
9	Navel Oranges
10	Poultry Products



1952	
Ranking	Crop
1	Lemons
2	Valencia Oranges
3	Beans
4	Misc. Vegetables
5	Walnuts
6	Livestock
7	Poultry Products
8	Dairy Products
9	Navel Oranges
10	Grain

1962	
Ranking	Crop
1	Lemons
2	Valencia Oranges
3	Livestock & Poultry
4	Tomatoes
5	Celery
6	Lettuce
7	Green Beans
8	Dairy Products
9	Lima Beans
10	Navel Oranges

1972	
Ranking	Crop
1	Lemons
2	Livestock, Poultry & Dairy
3	Celery
4	Tomatoes
5	Strawberries
6	Valencia Oranges
7	Lettuce
8	Avocados
9	Misc. Vegetables
10	Lima Beans

1982	
Ranking	Crop
1	Lemons
2	Celery
3	Poultry and Dairy
4	Strawberries
5	Valencia Oranges
6	Seed
7	Nursery Stock
8	Lettuce
9	Avocados
10	Broccoli

1992	
Ranking	Crop
1	Lemons
2	Strawberries
3	Celery
4	Nursery Stock
5	Valencia Oranges
6	Avocados
7	Lettuce
8	Cut Flowers
9	Broccoli
10	Cabbage



2002	
Ranking	Crop
1	Strawberries
2	Lemons
3	Nursery Stock
4	Celery
5	Avocados
6	Cut Flowers
7	Tomatoes
8	Peppers
9	Valencia Oranges
10	Raspberries

2012	
Ranking	Crop
1	Strawberries
2	Lemons
3	Raspberries
4	Nursery Stock
5	Celery
6	Avocados
7	Tomatoes
8	Peppers
9	Cut Flowers
10	Cilantro

Kerry DuFrain will retire from the Ventura County Agricultural Commissioner's Office in August of 2013, after dutifully serving the county since 1984. Kerry graduated from Cal Poly Pomona with Bachelor of Science degree in Agricultural Biology. She began her career with the department as an insect trapper and worked her way to Deputy Agricultural Commissioner in 1992. Since that time she has managed several programs including: Pest Detection, Direct Marketing, Fruit, Nut, & Vegetable Standardization, Organics, Nursery & Seed and Pierces Disease Control [also known as the GWSS]. In addition to her extensive work in these programs, Kerry has been responsible for the compilation of the annual crop report for the last 23 years. Kerry acknowledges two life-changing experiences in her career with the department as having experienced the med fly outbreak in the mid 90's and participating in the two-year CA Agricultural Leadership Program. Throughout her career, Kerry has been known for her ability to relate to people. She used those skills to build effective relationships with colleagues, growers and members of the industry. She went out of her way to find something positive or encouraging to say to her coworkers each day. Kerry's expertise in programs and institutional knowledge of the department will be greatly missed. With sincerest thanks for her many years of service, the Ventura County Agricultural Commissioner's Office would like to wish Kerry well in her much-deserved retirement.



Kerry DuFrain featured with her supervisor, Glen Hackworth earlier in her career with the department.

Coolers, Packers, Shippers

Ventura County is home to more than 2,400 farms, according to the 2007 Census of Agriculture. Commercial coolers, packers and shippers are an integral part of the produce industry supply chain. Approximately 85% of Ventura County's agricultural products are not produced for local consumption. 65% of the commodities produced in Ventura County are exported to foreign countries. The ability to export products is essential to the viability of Ventura County's almost 2 billion dollar agricultural industry. Coolers, Packers, and Shippers are designed to handle each commodity's different postharvest requirements. Coolers are large scale facilities which temporarily receive and cool product directly from the field. These facilities help not only large commercial growers, but also small farming operations by allowing farmers access to distributors and continuing the movement of their product through the supply chain. Packers sort, clean and package the commodity, preparing it for resale. Shippers transport commodities to various wholesale and retail outlets. The Ventura County Agricultural Commissioner's Office performs routine inspections of Coolers, Packers and Shippers, checking for proper container labeling, proper use of containers and proof of ownership of produce. Inspectors also certify local commodities for export shipments, both foreign and domestic. Upon completion of an inspection, Phytosanitary Certificates can be issued, attesting to the products' cleanliness from pests and diseases and to other various requirements of foreign countries.





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Serving Ventura County since 1895