



# VENTURA COUNTY'S Crop & Livestock Report 2013



*Local and World Marketplace*





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*Sincerest thanks to staff members, both present and past, who contributed to this report. Special recognition goes to Brittnee Carter for assisting in data collection and to Linda Bellamy and Ingus Richters for their beautiful photography. Thank you to those industry members who provided their quotes and "Local Viewpoints."*

*We would like to thank the following for allowing our staff to photograph their commodities and/or facilities:*

Rio Mesa Farms, Calavo Growers Inc, Mission Avocados, Port of Hueneme, Duda Farm Fresh Foods, Oxnard Lemon Company, Underwood Family Farms, Petersen Ranch, Pablo's Produce, Reiter Brothers Inc., Faria Ranch, Silent Springs Growers, Francisco's, Eclipse Berry Farms, Houwelings Tomatoes, Joseph and Sons, Ball Horticultural Company, Do Right's Plant Growers, Herb Bunch, Associates Insectary, Chambersburg School 4H Ranch, Vons Marketing, Nava, Brokaw Nursery, La Verne Nursery, San Miguel Produce, Inc.

Our appreciation to Ventura County's agricultural industry. Without your information this report would not be possible.

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August 5, 2014

**Karen Ross, Secretary**  
**California Department of Food & Agriculture**  
*and*  
**The Honorable Board of Supervisors of Ventura County**  
**Steve Bennett, 1st District, Chair**  
**Linda Parks, 2nd District**  
**Kathy Long, 3rd District**  
**Peter C. Foy, 4th District**  
**John C. Zaragoza, 5th District**



Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2013 Ventura County Crop and Livestock Report. The estimated gross value for Ventura County agriculture for calendar year 2013 is \$2,094,915,000. This represents a 6.7% increase over 2012, or \$131,117,000.

In 2013, there were a number of weather phenomenon including another year of drought that adversely affected crops. The Springs Fire damaged crops and impacted harvesting. Strawberries were hurt by cold weather that slowed production and the market was impacted by storms in the Midwest. Nonetheless, strawberries were still the number one crop at \$608,765,000. However, this represents a 12% decrease from 2012. This significant drop is attributed to the untimely weather even though planted acreage increased. On a more positive note, the weather favored some crops, especially avocados. Avocados had a tremendous year with value jumping to \$209,723,000. This represents an 85% increase in value over 2012, and moved avocados to second place. Raspberries continued to rise in value to \$196,370,000, and also retained the third place ranking. This is almost 5% more than 2012. Nursery stock also retained its ranking with a value of \$190,370,000. This 2% increase in nursery crops is much less than the 14% increase of 2012. Lemons dropped in value, ranking and acreage, even with a slight increase in production per acre. This moved lemons down to fifth place with a reduction in total value of just over 6% to \$188,926,000. Celery was another pleasant surprise with a 35% increase in value to \$180,864,000, but still dropped in ranking from fifth to sixth due to the increase in avocados. Tomatoes kept the seventh place ranking even with a 4% decrease in value to \$72,512,000. Peppers had an 8% increase in value to \$52,370,000, while keeping the eighth place ranking. In the ninth spot is cut flowers, even with a decrease of 8% to \$43,079,000. Cilantro held the tenth spot with a \$29,096,000 value, representing a 24% increase over 2012. The increase in cilantro is a result of an increase in planted acreage and per ton value, despite a modest reduction in per acre production.

It is always worth keeping in mind 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 to Deputy Agricultural Commissioner, Korinne Bell for the overall production of this report and to industry members that provided her with their individual information. Special recognition goes to Ventura County's General Services Agency, Graphic Designers, Matt Kreiger and Donna Schmidt for the graphic design and layout.

Respectfully submitted,

Henry S. Gonzales  
Agricultural Commissioner  
County of Ventura

*— Serving Ventura County since 1895 —*





## Recapitulation & Index 2012-2013

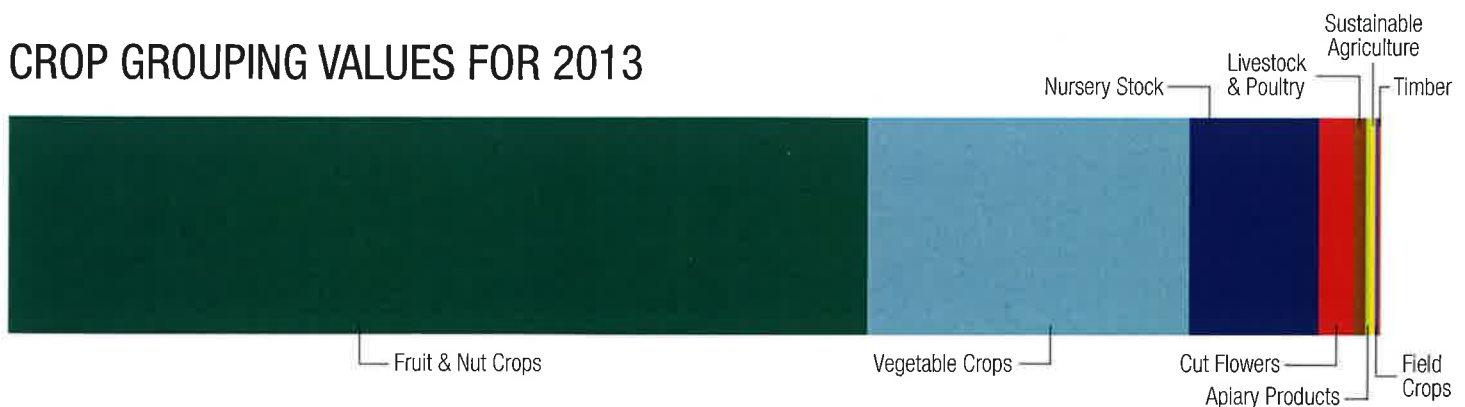
CROP GROUPING	YEAR	VALUE <sup>1</sup>
1. Fruit & Nut Crops	2013	\$1,280,274,000
	2012	\$1,254,592,000
2. Vegetable Crops	2013	\$568,722,000
	2012	\$460,280,000
3. Nursery Stock <sup>2</sup>	2013	\$190,889,000
	2012	\$186,351,000
4. Cut Flowers	2013	\$43,079,000
	2012	\$46,829,000
5. Livestock & Poultry	2013	\$6,517,000
	2012	\$6,872,000
6. Apiary Products	2013	\$1,392,000
	2012	\$3,326,000
7. Sustainable Agriculture	2013	\$3,557,000
	2012	\$3,045,000
8. Field Crops	2013	\$474,000
	2012	\$2,491,000
9. Timber	2013	\$11,000
	2012	\$12,000
GRAND TOTAL*	2013	\$2,094,915,000
	2012	\$1,963,798,000

\* Ventura County has approximately 92,273 acres of irrigated cropland

<sup>1</sup> Figures are rounded off to nearest \$1,000

<sup>2</sup> Includes Cut Christmas Trees

### CROP GROUPING VALUES FOR 2013



	2009	2010	2011	2012	2013
<b>Fruit &amp; Nut Crops</b>	\$867,759,000	\$1,085,677,000	\$1,124,860,000	\$1,254,592,000	\$1,280,274,000
<b>Vegetable Crops</b>	\$509,248,000	\$533,473,000	\$490,233,000	\$460,280,000	\$568,722,000
<b>Livestock &amp; Poultry Products</b>	\$7,494,000	\$6,161,000	\$6,075,000	\$6,872,000	\$6,517,000
<b>Apiary Products</b>	\$698,000	\$1,505,000	\$2,385,000	\$3,326,000	\$1,392,000
<b>Nursery Stock</b>	\$191,300,000	\$180,057,000	\$163,793,000	\$186,351,000	\$190,889,000
<b>Cut Flowers</b>	\$42,763,000	\$47,348,000	\$52,217,000	\$46,829,000	\$43,079,000
<b>Field Crops</b>	\$2,313,000	\$2,463,000	\$1,684,000	\$2,491,000	\$474,000
<b>Timber</b>	\$9,000	\$14,000	\$13,000	\$12,000	\$11,000
<b>Sustainable Agriculture</b>	\$2,273,000	\$2,453,000	\$3,000,000	\$3,045,000	\$3,557,000
<b>GRAND TOTAL</b>	<b>\$1,623,857,000</b>	<b>\$1,859,151,000</b>	<b>\$1,844,260,000</b>	<b>\$1,963,798,000</b>	<b>\$2,094,915,000</b>

## LOCAL VIEWPOINT:

### Strawberry Decrease

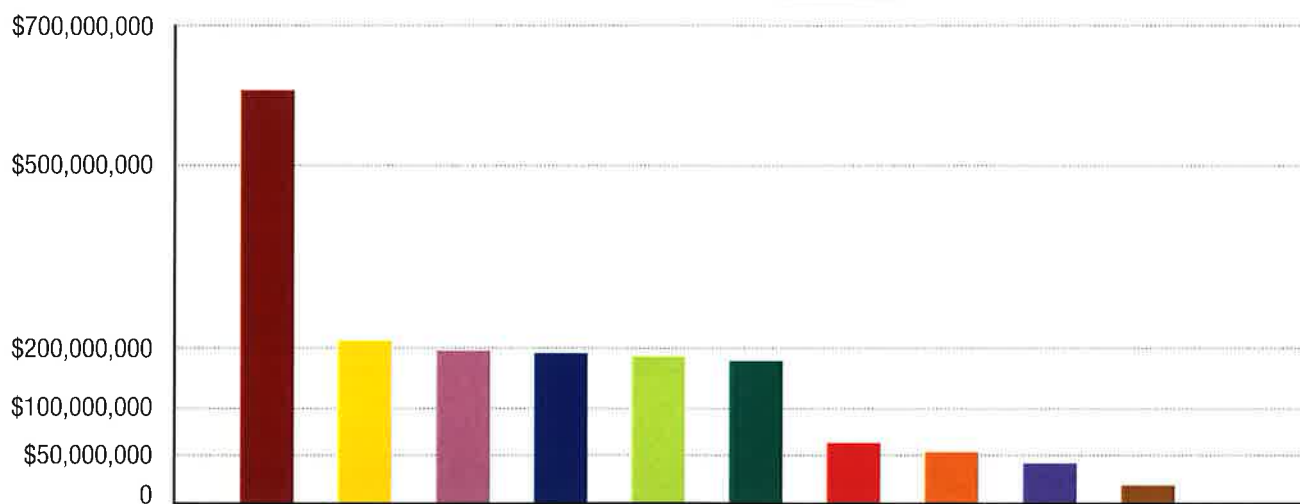
The decline in gross revenues on strawberries in 2013 from 2012 is really the result of a number of variables coming together to become, to use an overused phrase, the Perfect Storm of events. The drought, which is still in effect, played a major role with the strawberries. Due to a lack of rain insects, spider mites in particular, caused major damage to a number of strawberry fields in the county. The dry weather seems to be perfect for spider mite populations and the difficulty to manage them with predatory mites and insecticides during 2013 was unprecedented. Also, in 2013 cold weather coupled with no rain acted like a giant dehydration facility on the plants. This cold weather caused plant stress which weakens the plant and reduces its life cycle and productive capabilities. In fact, many growers removed their strawberries in early May 2013 which was a full two months earlier than normal. These two issues combined caused a shorten crop which led to less flats per acre which led to less revenue per acre that added up to historic and devastating losses in 2013. **Edgar Terry, Terry Farms**





# Ten Leading Crops for 2013

RANK	CROP	VALUE
1st	Strawberries	\$608,765,000
2nd	Avocados	\$209,723,000
3rd	Raspberries	\$196,370,000
4th	Nursery Stock	\$190,889,000
5th	Lemons	\$188,926,000
6th	Celery	\$180,864,000
7th	Tomatoes	\$72,512,000
8th	Peppers	\$52,370,000
9th	Cut Flowers	\$43,079,000
10th	Cilantro	\$29,096,000



## Other Million Dollar Crops

CROP/PRODUCT	VALUE
Cabbage	\$26,943,000
Kale	\$25,038,000
Mandarins & Tangelos	\$22,877,000
Spinach	\$20,087,000
Valencia Oranges	\$18,913,000
Greens	\$18,666,000
Blueberries	\$15,838,000
Lettuce	\$14,644,000
Oriental Vegetables	\$13,114,000
Parsley	\$11,070,000

CROP/PRODUCT	VALUE
Vegetable Transplants*	\$10,245,000
Radishes	\$8,528,000
Beans	\$7,465,000
Broccoli	\$5,930,000
Cucumber	\$4,069,000
Poinsettia*	\$2,600,000
Navel Oranges	\$2,568,000
Beets	\$2,388,000
Onions	\$2,345,000
Carrots	\$2,302,000

\* Included in Nursery Stock total above



ACREAGE, PRODUCTION AND VALUES | 2012-2013

## Fruit & Nut Crops

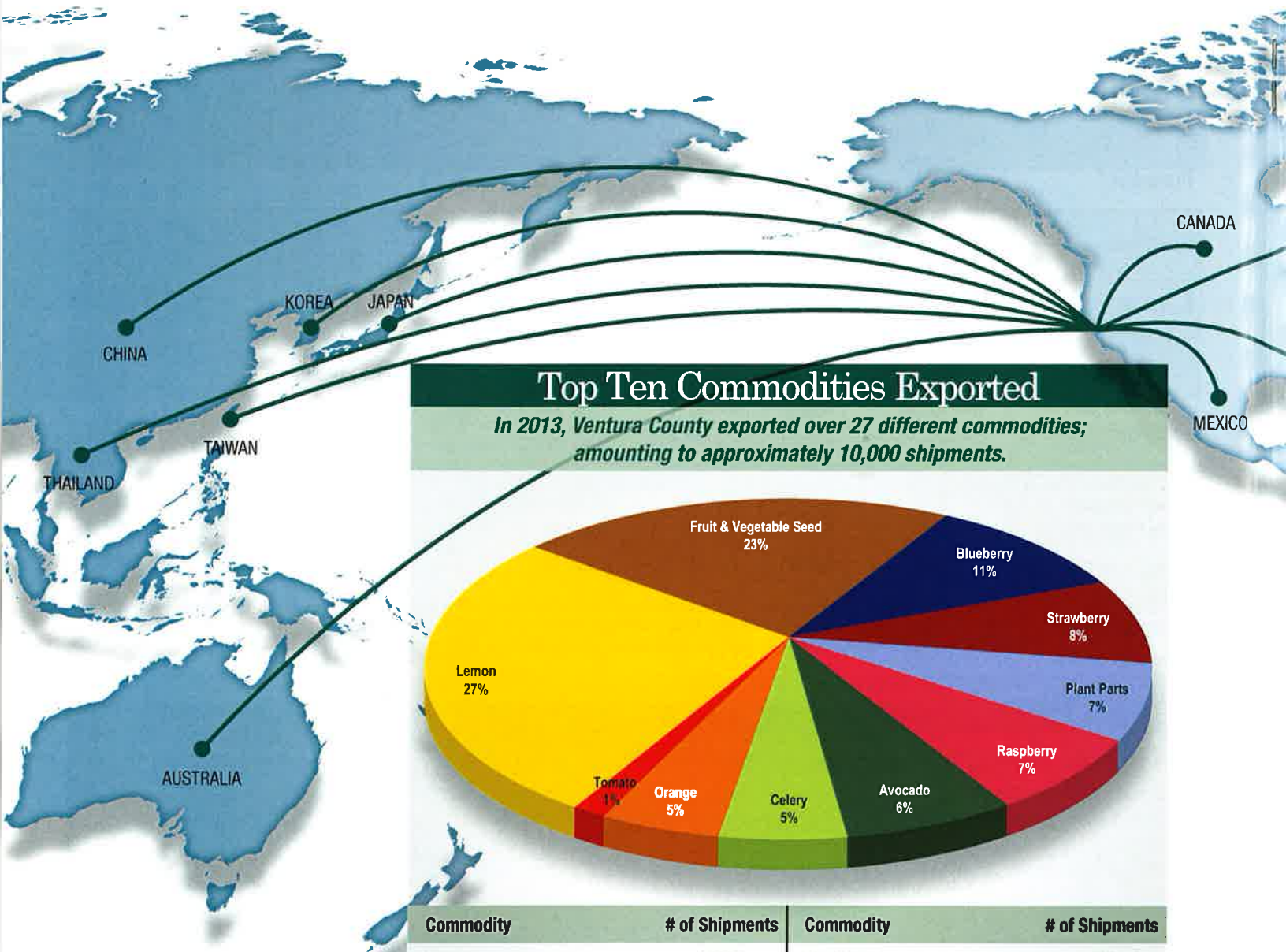
Crop	Year	PRODUCTION				VALUE	
		Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados	2013	20,121	5.64	113,406	tons	\$1,849.32	\$209,723,000
	2012	19,284	3.40	65,451	tons	\$1,731.30	\$113,315,000
Blueberries	2013	531	3.02	1,603	tons	\$9,882.23	\$15,838,000
	2012	526	3.05	1,603	tons	\$8,620.09	\$13,818,000
Grapefruit	2013	104	24.43	2,541	tons	\$389.46	\$990,000
	2012	104	12.31	1,280	tons	\$518.75	\$664,000
Lemons	2013	15,345	19.47	298,747	tons	\$632.39	\$188,926,000
	2012	15,562	19.41	302,083	tons	\$668.10	\$201,820,000
Mandarins & Tangelos	2013	2,135	7.21	15,398	tons	\$1,485.69	\$22,877,000
	2012	1,348	7.07	9,531	tons	\$1,083.62	\$10,328,000
Oranges (Navel)	2013	448	12.80	5,736	tons	\$447.68	\$2,568,000
	2012	451	16.26	7,333	tons	\$389.20	\$2,854,000
Oranges (Valencia)	2013	2,874	13.15	37,797	tons	\$500.39	\$18,913,000
	2012	3,004	14.02	42,106	tons	\$411.51	\$17,327,000
Raspberries	2013	4,286	8.12	34,812	tons	\$5,640.82	\$196,370,000
	2012	3,076	11.17	34,346	tons	\$5,452.66	\$187,277,000
Strawberries - Total	2013	13,555	23.45	317,865	tons	\$1,915.17	\$608,765,000
	2012	11,419	30.91	352,961	tons	\$1,958.58	\$691,303,000
Fresh	2013	---	---	223,299	tons	\$2,446.60	\$546,323,000
	2012	---	---	257,704	tons	\$2,425.85	\$625,151,000
Processed	2013	---	---	94,566	tons	\$660.30	\$62,442,000
	2012	---	---	95,257	tons	\$694.45	\$66,152,000
Misc. Fruits & Nuts <sup>3</sup>	2013	784	---	---	tons	---	\$15,304,000
	2012	914	---	---	tons	---	\$15,886,000
TOTAL	2013	60,182					\$1,280,274,000
	2012	55,688					\$1,254,592,000

<sup>3</sup> 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.



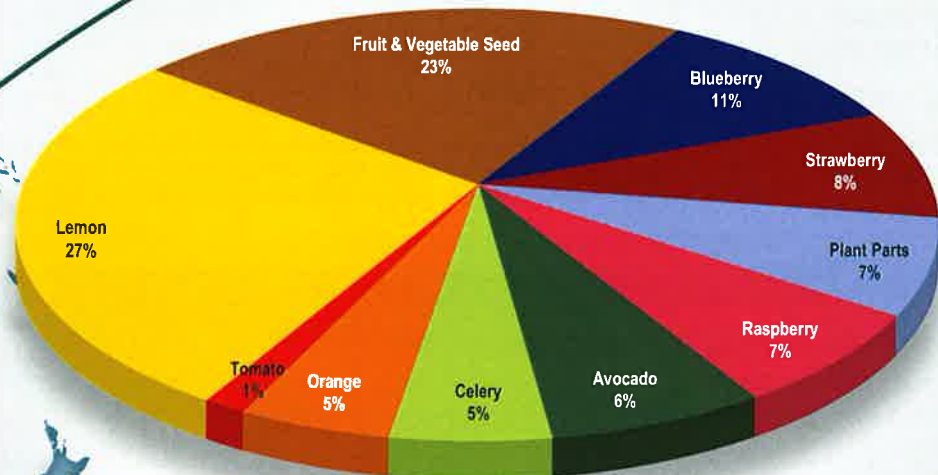


# VENTURA COUNTY *Local and*



## Top Ten Commodities Exported

*In 2013, Ventura County exported over 27 different commodities; amounting to approximately 10,000 shipments.*

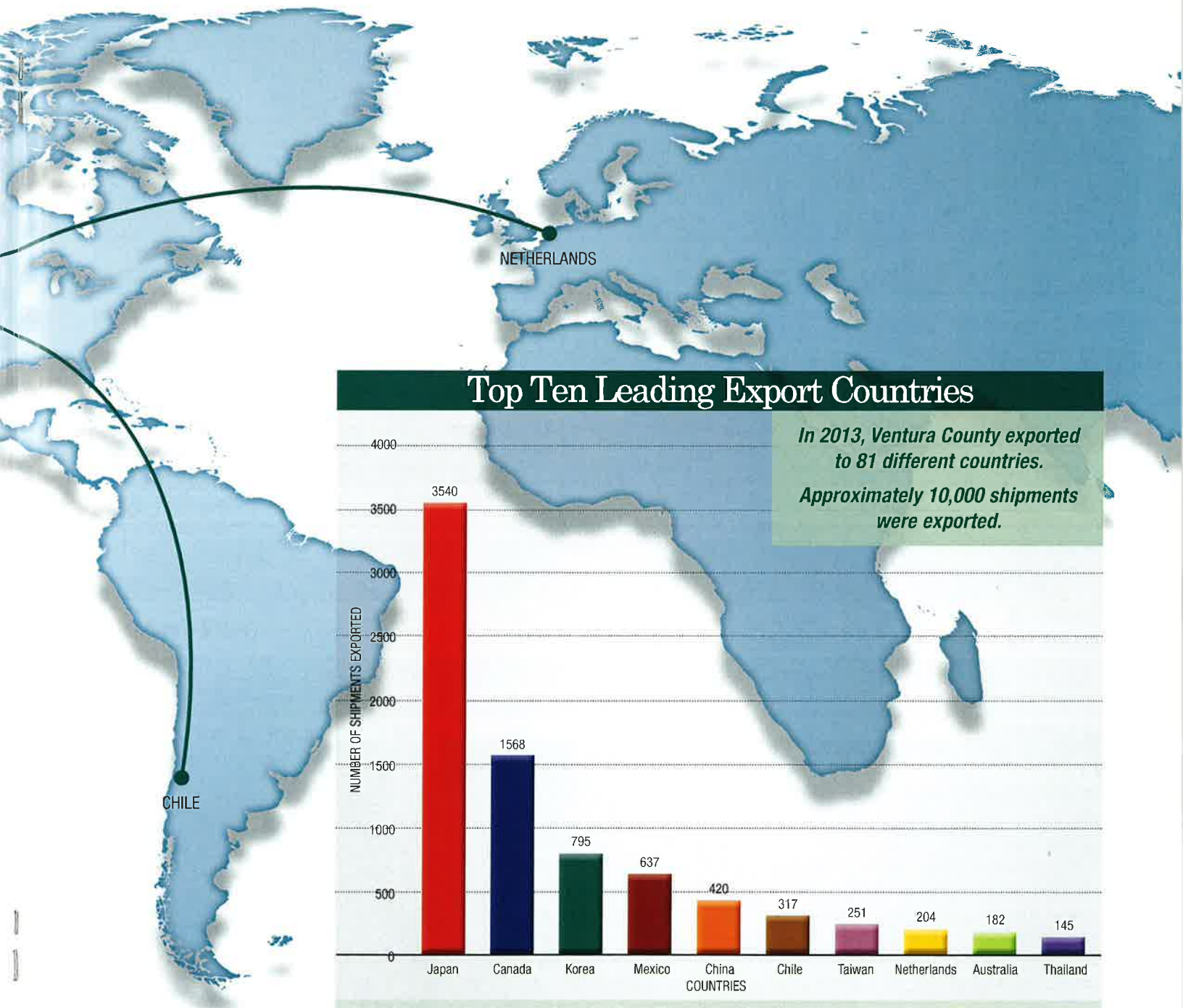


Commodity	# of Shipments	Commodity	# of Shipments
Lemon	2,635	Raspberry	666
Fruit & Vegetable Seed	2,237	Avocado	625
Blueberry	1,031	Celery	459
Strawberry	804	Orange	438
Plant Parts	680	Tomato	124

*Percentages based on number of total shipments exported.*

**Commodities exported:** Lemon, Fruit & Vegetable Seed, Blueberry, Strawberry, Plant Parts, Raspberry, Avocado, Celery, Orange, Tomato, Cabbage, Mango, Flower Seed, Grapefruit, Blackberry, Artichoke, Banana, Tangerine, Leeks, Cilantro, Lettuce, Parsley, Green Onion, Kale, Spinach, other.





**Countries exported to** (in descending order): Japan, Canada, Korea, Republic of, Mexico, China, Chile, Taiwan, Netherlands, Australia, Thailand, Guatemala, United Arab Emirates, Brazil, French Polynesia, Panama, Turkey, Kuwait, Honduras, Peru, Trinidad and Tobago, Iran, Islamic Republic of, Egypt, Costa Rica, Argentina, Philippines, Jordan, Jamaica, Lebanon, Colombia, Dominican Republic, Saudi Arabia, India, Pakistan, Puerto Rico, Israel, Kazakhstan, Martinique, Indonesia, France, Guadeloupe, New Zealand, Bolivia, Plurinational State of Tunisia, Iraq, Syrian Arab Republic, Bolivarian Republic of Venezuela, Sri Lanka, El Salvador, Nicaragua, Ecuador, Northern Marina Islands, Singapore, Algeria, Morocco, Oman, Qatar, Uruguay, Belize, South Africa, Viet Nam, Curaçao, United Kingdom, Antigua and Barbuda, Cyprus, Kenya, Paraguay, Bahrain, Italy, Russian Federation, Germany, Grenada, Libya, Senegal, Spain, Brunei Darussalam, Fiji, Guam, Hong Kong, Hungary, Malaysia, Yemen.

Item	Year	Production	PRODUCTION AREA		Per Unit	Total
			Greenhouse Sq Ft	Field Acres		
Nursery Stock	2013	---	4,240,967	3,499	---	\$190,889,000
	2012	---	7,001,236	3,194	---	\$186,351,000
Fruit & Nut Trees	2013	1,007,444 trees	---	273	\$17.25	\$17,383,000
	2012	861,556 trees	---	269	\$15.78	\$13,595,000
Potted Plants	2013	2,611,548 pots	2,072,941	48	\$4.23	\$11,053,000
	2012	3,279,526 pots	3,539,255	23	\$4.22	\$13,837,000
Propagative Material	2013	66,135,344 cuttings	621,521	3	\$0.12	\$7,936,000
	2012	41,047,998 cuttings	644,155	16	\$0.22	\$8,788,000
Herbaceous Perennials	2013	3,291,298 containers	66,660	90	\$3.64	\$11,997,000
	2012	3,897,226 containers	41,700	130	\$2.91	\$11,355,000
Woody Ornamentals <sup>8</sup>	2013	5,804,776 tree/shrubs	---	1,535	\$13.39	\$77,728,000
	2012	5,257,814 tree/shrubs	326,460	1,638	\$14.60	\$76,777,000
Bedding Plants, Ground Cover & Turf	2013	27,721,898 flats	378,630	1,447	\$1.97	\$54,547,000
	2012	21,914,879 flats	1,006,732	1,086	\$2.25	\$49,382,000
Vegetable Transplants	2013	2,658,998 flats	1,101,215	104	\$3.85	\$10,245,000
	2012	3,849,783 flats	1,442,934	32	\$3.28	\$12,617,000
TOTAL	2013					\$190,889,000
	2012					\$186,351,000

<sup>8</sup> Includes cut Christmas Trees

## LOCAL VIEWPOINT:

### Drought and ACP

With another year of drought and the Asian Citrus Psyllid (ACP) looming, Citrus growers right now are at a standstill; waiting. Waiting for it to rain, waiting for HLB (Huanglongbing)...two things that could drastically change what we do. The effect of this is compounding. I see it at the nursery, picking up trees. Farmers are reluctant to replant. Farm labor contractors are asking about the outlook for next year. People in the packinghouse are wondering whether there will be any fruit next year to pack. It's a scary time. Values are up, so on paper everyone looks like they are making money. But between the costs of labor and water and having to save for a psyllid spray, there is little profit. Most citrus growers in the Ojai area don't spray insecticides. This will be a big cultural change. I don't even own a spray rig. **Emily Ayala, Friends Ranches**







PRODUCTION AND VALUES | 2012-2013

## Cut Flowers

Crop	Year	Acres	Production	Unit	Per Unit	Total Value
<b>Flower Blooms &amp; Stems</b>	2013	37	13,111,287	blooms	---	\$3,612,000
	2012	26	13,465,491	blooms	---	\$4,101,000
<b>Cut Greens &amp; Dried Flowers</b>	2013	97	328,610	bunches	---	\$1,045,000
	2012	86	441,816	bunches	---	\$1,229,000
<b>Flower Bunches - Total</b>	2013	533	14,249,788	bunches	---	\$38,422,000
	2012	737	14,119,176	bunches	---	\$41,499,000
<b>Statice, Lace, Aster &amp; Gypsophila</b>	2013	109	1,247,957	bunches	\$2.72	\$3,398,000
	2012	88	1,994,572	bunches	\$1.91	\$3,798,000
<b>Chrysanthemums &amp; Sunflowers</b>	2013	69	2,716,029	bunches	\$1.65	\$4,487,000
	2012	76	3,054,502	bunches	\$1.92	\$5,918,000
<b>Lilies &amp; Irises</b>	2013	71	3,806,566	bunches	\$4.62	\$17,599,000
	2012	79	4,331,620	bunches	\$4.04	\$17,504,000
<b>Lisianthus</b>	2013	47	393,588	bunches	\$3.99	\$1,569,000
	2012	32	437,730	bunches	\$4.20	\$1,839,000
<b>Delphinium, Larkspur, Stock &amp; Snapdragons</b>	2013	149	4,946,637	bunches	\$1.73	\$8,533,000
	2012	242	2,622,094	bunches	\$2.71	\$7,115,000
<b>Miscellaneous</b>	2013	88	1,139,011	bunches	\$2.49	\$2,836,000
	2012	220	1,678,658	bunches	\$3.17	\$5,325,000
<b>TOTAL</b>	2013	667				<b>\$43,079,000</b>
	2012	849				<b>\$46,829,000</b>



# Field Crops

ACREAGE, PRODUCTION AND VALUES | 2012-2013

Crop	Year	Acreage	Total
Rangeland*	2013	97,058	\$35,000
Pasture, Hay & Grain*	2013	906	\$96,000
Seed & Dry Beans <sup>9</sup>	2013	57	\$343,000
<b>TOTAL</b>		<b>9,821</b>	<b>\$474,000</b>

\* Recategorized from 2012 <sup>9</sup> New category in 2013

# Livestock & Poultry

PRODUCTION AND VALUES | 2012-2013

Item	Year	Production	Unit	Value	
				Per Unit	Total
<b>Livestock</b>	2013	13,726	cwt	\$121.35	\$1,478,000
<b>Cattle, Hogs &amp; Sheep</b>	2012	16,268	cwt	\$114.77	\$1,867,000
<b>Poultry</b>	2013	---	---	---	\$4,689,000
<b>Chickens &amp; Eggs</b>	2012	---	---	---	\$4,914,000
<b>Other Livestock</b>	2013	---	---	---	\$350,000
<b>Alpaca &amp; Squab</b>	2012	---	---	---	\$91,000
<b>TOTAL</b>	<b>2013</b>				<b>\$6,517,000</b>
	2012				\$6,872,000

## LOCAL VIEWPOINT:

### Added Value of Livestock

Although Ventura County's cattle industry has declined over the past fifty years, it continues to make a significant contribution both directly and indirectly to the overall county economy. Ventura County exports feeder cattle (calves weaned from mother cows) to the Midwest where they are fattened and processed in areas where grain products are much less expensive and then returned to our state as boxed beef for consumption. Approximately 6 million lbs of beef is consumed by Ventura County residents each year at a conservative cost of \$4.00 per lb; \$24 million of beef imported back into Ventura County from other states. The cattle numbers in Ventura County only reflect the cash sale value of this agricultural commodity, and not the finished product. There is also added value which is very hard to quantify but can be seen in items such as fire mitigation, for example. One AMU (animal unit) will consume approximately 45 lbs of potential fire fuel per day. Taking into account that in a non drought year it takes 25 acres to sustain that same AMU, that makes 16,425 lbs of feed or potential fire fuel reduced through one cow grazing. It is estimated it costs the County Fire Department upwards of \$8,000 + dollars per acre to fight a wildfire where cattle actually help reduce the fuel load and the possibility of fire by removing the fuel, at no cost to Ventura County. Taking into account cattlemen graze approximately 97,000 acres in Ventura County that figure becomes quite substantial.

**Tom Crocker, President, Ventura County Cattlemen's Association**







## PRODUCTION AND VALUES | 2012-2013 **Apiary Products**

Item	Year	Production	Unit	Value	
				Per Unit	Total
<b>Honey</b>	2013	80,763	lbs	\$3.74	\$302,000
	2012	767,570	lbs	\$2.17	\$1,664,000
<b>Beeswax &amp; Pollen</b>	2013	11,391	lbs	\$6.73	\$77,000
	2012	9,090	lbs	\$2.97	\$27,000
<b>Pollination Use</b>	2013	---	---	---	\$1,013,000
	2012	---	---	---	\$1,635,000
<b>TOTAL</b>	2013				<b>\$1,392,000</b>
	2012				<b>\$3,326,000</b>

## PRODUCTION AND VALUES | 2012-2013

## **Timber**

Crop	Year	Total
<b>Timber</b>	2013	\$11,000
	2012	\$12,000
<b>TOTAL</b>	2013	<b>\$11,000</b>
	2012	<b>\$12,000</b>



# Sustainable Agriculture

Item	Agent	Pest	Scope of Program
<b>Biological Control Commercial Insectaries</b>	Aphytus melinus, Cryptolemus, Decollate snails, various predators, parasitic wasps and nematodes	Red and black scale, Mealybug, snails, various aphids, mites and flies	13,827,687,841 beneficials, released on approx. 20,000 acres Valued at \$3,494,000
<b>Colonization of Beneficial Organisms</b>	---	---	---
<b>Manure</b>	6,047 tons	---	Valued at \$63,000
<b>TOTAL</b>			<b>\$3,557,000</b>
<b>Pest Eradications</b>	Mechanical/Digging	Dalmation Toadflax, Scotch Thistle, Spotted Knapweed, Euphorbia terracina	1 site each
<b>Pest Exclusion</b>	<u>Incoming Shipments</u> UPS/Fed Express (Shipments) Truck/Air Freight Household Goods (Inspections)	Various  Gypsy Moth	1,692 676 63 <hr/> Total: 2,431

# Organic Farming

Crops	Year	# of Registered Growers	Acres
	2013	85	
	2012	88	
Vegetables & Herbs	2013		3,205
	2012		1,755
Fruits & Nuts	2013		3,061
	2012		3,431
Field & Seed Crops	2013		124
	2012		2
Flowers/Nursery Stock	2013		4
	2012		14
<b>TOTAL ACREAGE</b>	<b>2013</b>		<b>6,394</b>
	2012		5,202



# Certified Farmers' Markets

City	Day/Time	Market	Type	Address	Contact
Camarillo	Sat 8 AM - 12 PM	Camarillo Hospice	y/r	2220 Ventura Blvd	Ruff Smith / 805-389-6870 info@camarillohospice.org
Camarillo	Wed 3 PM - 7 PM	Pleasant Valley	y/r	Camarillo Community Center Park 1605 E. Burnley Rd.	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Moorpark	Fri 3 PM - 7 PM	Sunshine	y/r	Village @ Moorpark Shopping Ctr 730 New Los Angeles Ave.	Patrice Powell / 805-479-9699 openaireproduce@aol.com
Newbury Park	Sat 9 AM - 2 PM	Newbury Park	y/r	2311 Borchard Rd	Helen Lee / 323-272-9171 helenlee101@live.com
Ojai	Sun 9 AM - 1 PM	Ojai	y/r	300 E. Matilija St	Cynthia Korman / 805-698-5555 ojafarmersmarket@cox.net
Oxnard	Sun 10 AM - 2 PM	Channel Islands Harbor	y/r	3350 S. Harbor Blvd. @ Cabezone Way, Harbor Side	Bryn Prichard / 818-591-8161 info@rawinspiration.org
Oxnard	Thu 9 AM - 2 PM	Downtown Oxnard	y/r	Downtown Plaza Park 500 S. C Street @ 5th and C St.	Mark Rochin / 805-643-6458 pacific209@hotmail.com
Oxnard	Sat 9 AM - 1 PM	Oxnard Historic	y/r	1251 N. Gottfried Place	Veronica P. Centeno / 805-988-8810 ohfpfarmersmarket@gmail.com
Simi Valley	Fri 11 AM - 3:30 PM	Simi Valley @ Civic Center	y/r	Simi Civic Center Plaza Tapo Cyn @ Alamo St.	Mark Rochin / 805-643-6458 pacific209@hotmail.com
Simi Valley	Fri 4 PM - 8:30 PM	Simi Valley Town Center	y/r	Simi Valley Town Center 1555 Simi Town Center Way	Bill Bettis / 805-526-3349 bill@farmersmx.com
Thousand Oaks	Thu 1:30 PM - 6 PM	Thousand Oaks	y/r	The Oaks Shopping Center 222 W. Hillcrest Dr. East End Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	Sat 8:30 PM - 12 PM	Downtown Ventura	y/r	Santa Clara and Palm St. City Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	Wed 9 AM - 1 PM	Midtown Ventura	y/r	Pacific View Mall Front West Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	Thu 3 PM - 7 PM	East Ventura	y/r	901 S Kimball Rd	Patrice Powell / 805-479-9699 openaireproduce@aol.com
Ventura	Wed 10 AM - 2 PM	West Ventura	y/r	800 Ventura Ave	Patrice Powell / 805-479-9699 openaireproduce@aol.com
Westlake Village	Sun	Westlake Village	y/r	2797 Agoura Rd	Jason Bryant / 818-591-8161 info@rawinspiration.org

## LOCAL VIEWPOINT:

### Retail & Competition

*The Petersen Ranch Fruit Stand has been here for 15 years. At first there was very little competition and business was brisk...at times it was necessary to have up to three employees working at the stand. As time passed competition increased...over the span of 15 years it became vital that the quality of the fruit and produce was our number 1 concern, especially considering the economy and people's desire to get their money's worth. If the price is higher than the competition, the product better be good...I taste what we sell. If it doesn't pass, it's not here... To survive today we must go beyond great produce. When people come in we try to provide an experience and an adventure. Clean facility, colorful displays and friendly courteous service...It's a great county to do business in. **Ray Swiertz, Petersen Ranch Fruit Stand***



# Story of the Avocado:

Avocado trees were first planted in Ventura County in 1871. During the next one-hundred years, avocado growers here and throughout the world planted avocado seed and grafted the resulting seedlings with clippings from avocado trees known to have good fruit. Hank Brokaw changed all that...

Museum of Ventura County Agriculture Museum

## LEGENDARY BEGINNINGS



*Our family has been growing avocados for more than 50 years. The trees tend to be alternate bearing and the 2013 crop year was one for the record books in terms of production. The weather was perfect during the spring 2012 bloom period and the trees set an enormous crop. They can't do that year after year so the 2014 crop is a fraction of last year's as the trees recover. Avocados are delicious and packed with nutritional value, and the orchards are magnificent. We're fortunate to be growers and take pride in providing this healthful product to consumers the world over.*

**Link Leavens, Grower**



*The Cole family grows 700 acres of avocados in Ventura County and plans on doubling the acreage in the next five years. As one of the largest avocado producers in Ventura County, I've often been asked why I chose to grow avocados. The reason is simple; avocados love the climate in Ventura County. Just give them water and fertilizer and they take care of themselves. It is nice to grow something that is so healthy and such a great food value for the consumer.*

**Lee Cole, Grower**

## FAMILY ROOTS

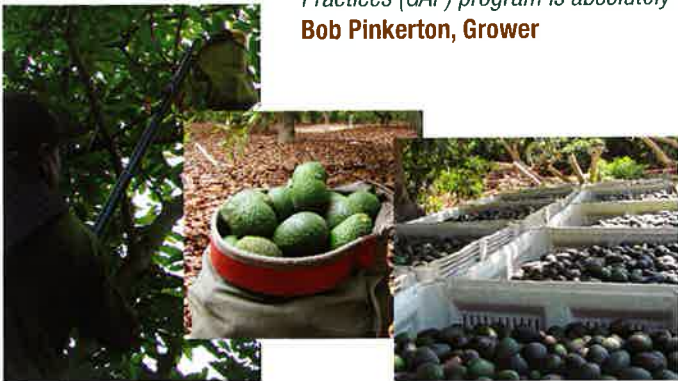


## PRESERVING THE LEGACY



*I would never farm without being GAP certified...it truly is the only way to say that we produce the best and most safe, wholesome, and nutritious avocados and lemons that we can. It is our guarantee to the ultimate buyer, whether they be here in Ventura County, or across the United States in New York City, or even overseas. Yes, the record keeping is detailed, but once you are in the habit of daily recording each irrigation, fertilizer, pesticide application (which is required anyway), and general sanitation and documented training procedures it becomes just second nature. Our harvesting crews from our labor contractor, Coastal Harvesting, are also annually GAP Certified for harvesting practices...The Good Agricultural Practices (GAP) program is absolutely essential and mandatory for me.*

**Bob Pinkerton, Grower**



*In recent years, avocado acreage has increased in Ventura County. I believe this trend will continue based on Ventura County's favorable conditions and the opportunity to increase the market. We need to learn more about looming threats like Polyphagous Shot Hole Borer and take appropriate steps to protect the trees...This pest-host-disease complex has not been detected in Ventura County. However, it has been found in neighboring Los Angeles County.*

**Henry Gonzales, Ventura County Agricultural Commissioner**



# Ventura County Born, Raised and Consumed

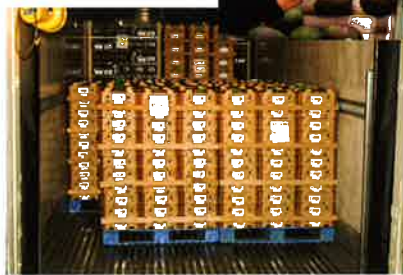
*as told through the words of the industry*

## EXPERIENCE AND INNOVATION



Calavo's packinghouse at 655 W. Main St in Santa Paula was established in 1955 and currently packs over one million pounds of avocados daily during peak season. Calavo markets and sells avocados for over 500 Ventura County producers. Calavo's Value Added Depot at 15765 W. Telegraph Rd in Santa Paula was built in 1975 as an avocado processing facility. In 2005 it was renovated as a fresh avocado shipping and ripening facility, currently shipping over two hundred million pounds and ripening over eighty million pounds annually. Calavo moved its corporate headquarters from Orange County in 2004 to the Limoneira Ranch at 1141 Cummings Rd, Santa Paula and has over 400 hundred employees in Ventura County. With steadily increasing avocado demand, consumption and value, there is a great opportunity for Ventura County growers due to our excellent growing conditions and local quality.

**Calavo Growers, Inc.**



## LOOKING TO THE FUTURE

Avocado demand worldwide continues to grow. In the US and Canada, the demand has grown at 10% compounded annually for the last 14 years, and there is still room to grow. Ventura County is a key to the California industry, with a good climate and soil conditions. Water supply could be suspect if we don't get a wet winter, however.

**Mission Produce**



According to statistics compiled by the California Avocado Commission, Ventura County continues to contribute significantly to the annual production of the California avocado crop. This past year, the Commission's Board of Directors acknowledged the importance of northern growers and the role they will play in the future of the industry by establishing a Commission field office in Santa Paula. The Commission also entered into a long-term ground lease with California Polytechnic State University for 11 acres of the historic Pine Tree Ranch in Santa Paula for use as a demonstration grove. Several field days have already taken place on site and 9 of the 11 acres are presently being planted in accordance with a development plan approved by the Commission Board for growers across the state.

**Ed McFadden, Chair, California Avocado Commission**

*I am thankful for the opportunity to work in the Pavilions produce department. I am very proud to play a role in providing some of the best fruits and vegetables from our local growers here in Ventura County.*

**Ray Van Kummer, Store Employee**



## CONSUMER SATISFACTION

*Avocados are my favorite fruit. They are so versatile and healthy. I only buy California Hass Avocados.*

**Linda Bellamy, Consumer**

*Guacamole is by far the best dip. I try to use Ventura County grown avocados in as many recipes as possible.*

**Patricia Morehart, Consumer**







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*Serving Ventura County since 1895*

