VENTURA COUNTY'S

2015 CROP & LIVESTOCK REPORT

Agriculture's S.T.E.M.

SCIENCE

TECHNOLOGY

ENGINEERING

MATH

Contents

The Ventura County Agricultural Commissioner's Office would like to thank those staff members who helped contribute to this report, including Brittnee Carter for assisting in data collection, and Linda Bellamy, Randy Klucker and Ingus Richters for photography.

The Ventura County Agricultural Commissioner's Office would like to acknowledge the following for providing quotes and/or allowing our staff to photograph their facilities:

Barnard Ranch, Black Mountain Ranch, Brokaw Nursery LLC, Channel Islands Farmers Market, Darrell H. Nelson Farming & Consulting Services LLC, Deardorff Family Farms, Duda Farms, Eclipse Berry Farms, Fruit Growers Laboratory, Harris Corporation - Geospatial Solutions, Houwelings Tomatoes, Joseph and Sons Inc., Manuranaka Farms, Michael Meyer - Coast Water Solutions, Mission Produce, Morris Bee's, Nesti Bee's, Pinetree Ranch, Rancho Harvesting, Rio Mesa Farms, Saticoy Berry Farms, Sun Pacific, Underwood Family Farms, University of California Agriculture and Natural Resources Cooperative Extension.

Photo Credits: David Alamillo, Farm Solutions; Ricardo Sandoval, Fruit Growers Laboratory; Niels Winkels, GroLink; David Wirta, Ventura County Agricultural Commissioner's Office; Kamille Garcia, University of California Cooperative Extension.

The Ventura County Agricultural Commissioner's Office extends their sincerest appreciation to the agricultural industry of Ventura County. Without your information, this report would not be possible.

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December 13, 2016

Karen Ross, Secretary
California Department of Food & Agriculture
and
The Honorable Board of Supervisors of Ventura County
Steve Bennett, 1st District
Linda Parks, 2nd District, Chair
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 2015 Ventura County Crop and Livestock Report. The estimated gross value for Ventura County agriculture for calendar year 2015 is $2,198,555,000. This represents a 2.7% increase over 2014, or $61,522,000. In 2015, strawberries were again the number one crop at $617,832,000, despite a drop of $10,132,000 in gross receipts. Lemons also declined in value but continued to hold the second place spot in the top ten, grossing $259,539,000. Raspberries came in third, grossing $228,217,000; a 5% decrease from the prior year. Nursery stock increased by 7.8%; grossing $195,817,000 and maintained fourth place. Celery increased by 21.8%, maintained its spot in fifth place, and grossed $194,756,000. Avocados experienced the biggest increase (32%) from the prior year, grossing $188,818,000. Tomatoes and peppers switched places, with peppers leading tomatoes by $3,689,000 in gross receipts. Cut flowers remained in ninth place, with a slight increase from 2014, grossing $48,522,000. Kale, once again in the top ten, maintained the precarious tenth spot, and experienced a 5.6% increase.

Farmers have long been known for their innovative spirit following the "Necessity is the mother of invention" proverb to develop new and better ways to farm. Nowhere is it more apparent than in their use of science, technology, engineering, and mathematics (STEM) to produce more food. From animal drawn plows to laser leveled fields of plenty, farmers have used STEM to feed the world. In Ventura County we have some of the most expensive row-crop land in the state with a scarcity of water and a regulatory structure second to none. Farmers in Ventura County use STEM on a daily basis in order to continue to produce at the levels essential to stay in business. As the world's population approaches 8 billion, farmers will need to continue innovating using Agriculture's STEM.

Chief Deputy Agricultural Commissioner, Korinne Bell deserves well-earned recognition for the overall production of this report. Our thanks to Ventura County's General Services Agency, Graphic Designer, Matthew Kreiger for the graphic design and layout.

Respectfully submitted,

Henry S. Gonzales
Agricultural Commissioner
County of Ventura

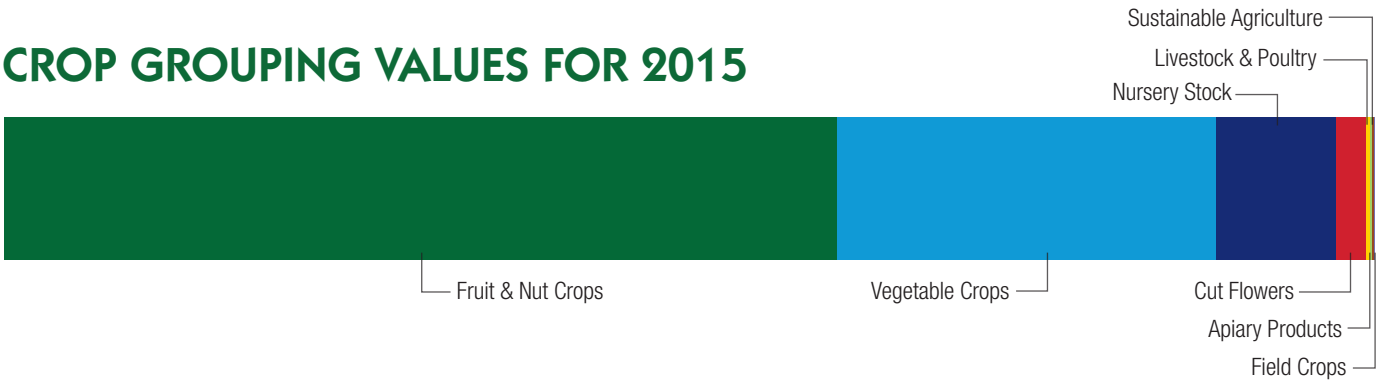
– Serving Ventura County since 1895 –

Recapitulation & Index 2014-2015

CROP GROUPING	YEAR	VALUE[1]
1. Fruit & Nut Crops	2015 2014	$1,357,101,000 $1,338,004,000
2. Vegetable Crops	2015 2014	$583,281,000 $557,614,000
3. Nursery Stock	2015 2014	$195,817,000 $180,499,000
4. Cut Flowers	2015 2014	$48,522,000 $47,615,000
5. Livestock & Poultry	2015 2014	$6,878,000 $7,887,000
6. Apiary Products	2015 2014	$2,108,000 $554,000
7. Sustainable Agriculture	2015 2014	$3,838,000 $3,443,000
8. Field Crops	2015 2014	$1,010,000 $1,417,000
GRAND TOTAL[2]	**2015** 2014	**$2,198,555,000** $2,137,033,000

[1] *Figures are rounded off to nearest $1,000*
[2] *Ventura County has approximately 95,802 acres of irrigated cropland. Our total farmed acreage is 293,549 (197,747 is in Rangeland).*

CROP GROUPING VALUES FOR 2015



VENTURA COUNTY CROP GROUPING VALUES

Five Year Comparison

	2011	2012	2013	2014	2015
Fruit & Nut Crops	$1,124,860,000	$1,254,592,000	$1,280,274,000	$1,338,004,000	$1,357,101,000
Vegetable Crops	$490,233,000	$460,280,000	$568,722,000	$557,614,000	$583,281,000
Livestock & Poultry Products	$6,075,000	$6,872,000	$6,517,000	$7,887,000	$6,878,000
Apiary Products	$2,385,000	$3,326,000	$1,392,000	$554,000	$2,108,000
Nursery Stock	$163,793,000	$186,351,000	$190,889,000	$180,499,000	$195,817,000
Cut Flowers	$52,217,000	$46,829,000	$43,079,000	$47,615,000	$48,522,000
Field Crops	$1,684,000	$2,491,000	$474,000	$1,417,000	$1,010,000
Sustainable Agriculture	$3,000,000	$3,045,000	$3,557,000	$3,443,000	$3,838,000
GRAND TOTAL	**$1,844,260,000**	**$1,963,798,000**	**$2,094,915,000**	**$2,137,033,000**	**$2,198,555,000**

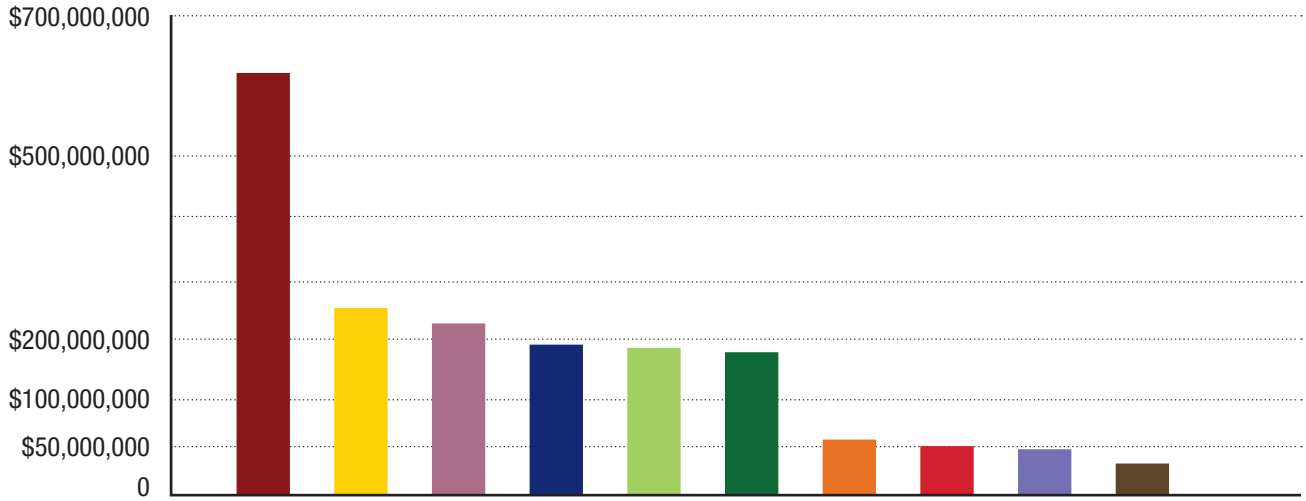
Focusing on Answers

Not all harmful pests are easy to spot, but the damage they do, as their numbers increase, is visible. Inspectors use various tools, such as high-powered microscopes, to stop the influx of harmful pests and diseases which result in lower crop yields and damage to the natural environment. With the ever increasing movement of people and goods and changes in climate, early detection of pests is more critical than ever.

Ellen Kragh, Deputy Agricultural Commissioner

Ten Leading Crops for 2015

RANK	CROP	VALUE
1st	Strawberries	$617,832,000
2nd	Lemons	$259,539,000
3rd	Raspberries	$228,217,000
4th	Nursery Stock	$195,817,000
5th	Celery	$194,756,000
6th	Avocados	$188,818,000
7th	Peppers	$54,163,000
8th	Tomatoes	$50,474,000
9th	Cut Flowers	$48,522,000
10th	Kale	$38,088,000



Other Million Dollar Crops

CROP/PRODUCT	VALUE
Woody Ornamentals*	$89,217,000
Bedding Plants, Ground Cover &Turf*	$37,501,000
Lettuce	$33,898,000
Cabbage	$29,795,000
Cilantro	$27,620,000
Fruit & Nut Trees*	$25,806,000
Blueberries	$19,972,000
Greens	$17,854,000
Vegetable Transplants*	$17,316,000
Parsley	$15,843,000

CROP/PRODUCT	VALUE
Asian Vegetables	$15,006,000
Spinach	$14,846,000
Oranges (Valencia)	$12,492,000
Cucumbers	$11,471,000
Potted Plants*	$10,603,000
Radishes	$10,550,000
Mandarins & Tangelos	$9,825,000
Herbaceous Perennials*	$8,369,000
Propagative Material*	$7,005,000
Beans	$4,141,000

** Included in Nursery Stock total above*

ACREAGE, PRODUCTION AND VALUES | 2014-2015

Fruit & Nut Crops

		PRODUCTION				VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados	2015	19,459	2.90	56,512	tons	$3,341.20	$188,818,000
	2014	19,709	2.46	48,439	tons	$2,642.07	$127,978,000
Blueberries	2015	515	3.28	1,691	tons	$11,810.76	$19,972,000
	2014	528	3.91	2,066	tons	$11,549.08	$23,855,000
Grapefruit	2015	123	3.17	390	tons	$2,256.41	$880,000
	2014	100	2.93	293	tons	$1,965.69	$576,000
Lemons	2015	14,725	17.47	257,265	tons	$1,008.84	$259,539,000
	2014	14,926	18.70	279,115	tons	$965.29	$269,428,000
Mandarins & Tangelos	2015	2,310	5.32	12,286	tons	$799.69	$9,825,000
	2014	1,980	4.25	8,418	tons	$1,369.88	$11,532,000
Oranges (Navel)	2015	444	11.81	5,243	tons	$437.92	$2,296,000
	2014	457	11.93	5,448	tons	$621.15	$3,384,000
Oranges (Valencia)	2015	2,210	10.89	24,076	tons	$518.86	$12,492,000
	2014	2,414	14.21	34,307	tons	$495.82	$17,010,000
Raspberries	2015	4,834	13.53	65,389	tons	$3,489.61	$228,217,000
	2014	4,629	9.28	42,943	tons	$5,604.16	$240,662,000
Strawberries - Total	2015	11,262	25.20	283,802	tons	$2,176.98	$617,832,000
	2014	11,630	26.27	305,520	tons	$2,055.39	$627,964,000
Fresh	2015	---	---	237,485	tons	$2,390.18	$567,633,000
	2014			222,677	tons	$2,516.25	$560,310,000
Processed	2015	---	---	46,317	tons	$1,083.81	$50,199,000
	2014			82,843	tons	$816.64	$67,653,000
Misc. Fruits & Nuts[3]	2015	1,104	---	---	tons	---	$17,230,000
	2014	848			tons		$15,615,000
TOTAL	**2015**	**56,986**					**$1,357,101,000**
	2014	56,821					$1,338,004,000

[3] *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 | 2014-2015

Crop	Year	PRODUCTION Acreage	Per Acre	Total	Unit	VALUE Per Unit	Total
Asian Vegetables	2015	755	20.63	15,579	tons	$963.22	$15,006,000
	2014	810	13.23	10,714	tons	$1,375.16	$14,734,000
Beans Green Limas, Green Snap	2015	1,622	1.84	2,987	tons	$1,386.34	$4,141,000
	2014	3,568	1.76	6,272	tons	$1,254.39	$7,868,000
Beets	2015	107	24.5	2,621	tons	$1,056.09	$2,768,000
	2014	164	14.00	2,292	tons	$1,056.61	$2,422,000
Broccoli Fresh & Processed	2015	166	12.20	2,026	tons	$1,317.37	$2,669,000
	2014	359	8.46	3,038	tons	$1,387.03	$4,214,000
Cabbage	2015	3,732	26.25	97,961	tons	$304.15	$29,795,000
	2014	3,922	31.62	124,001	tons	$281.16	$34,864,000
Carrots	2015	228	35.12	8,008	tons	$181.57	$1,454,000
	2014	665	33.48	22,264	tons	$171.98	$3,829,000
Celery	2015	11,737	35.24	413,640	tons	$470.83	$194,756,000
	2014	11,003	35.38	389,308	tons	$390.83	$152,153,000
Cilantro	2015	2,977	8.44	25,125	tons	$1,099.30	$27,620,000
	2014	3,303	7.39	24,393	tons	$956.12	$23,323,000
Cucumbers[4]	2015	62	93.03	5,768	tons	$1,988.73	$11,471,000
	2014	59	63.49	3,760	tons	$2,291.51	$8,615,000
Greens[5]	2015	973	10.70	10,408	tons	$1,715.41	$17,854,000
	2014	1,480	14.58	21,576	tons	$813.40	$17,550,000
Kale	2015	1,402	5.49	7,694	tons	$4,950.35	$38,088,000
	2014	1,898	11.08	21,028	tons	$1,708.73	$35,932,000
Lettuce - Total	2015	2,067	19.53	40,362	tons	$839.85	$33,898,000
	2014	2,456	15.44	37,919	tons	$574.80	$21,796,000
Head	2015	128	7.57	969	tons	$946.34	$917,000
	2014	160	11.65	1,863	tons	$1,133.77	$2,112,000
Leaf	2015	789	24.56	19,378	tons	$1,282.59	$24,854,000
	2014	911	15.63	14,232	tons	$948.39	$13,497,000
Romaine	2015	1,150	17.4	20,015	tons	$406.05	$8,127,000
	2014	1,385	15.76	21,825	tons	$283.48	$6,187,000

[4] *Includes hydroponics*

[5] *Includes: chard, collard, mustard, turnip and watercress.*

		PRODUCTION				VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Onions Green & Dry	2015 2014	338 328	17.83 17.39	6,025 5,703	tons tons	$446.31 $519.71	$2,689,000 $2,964,000
Parsley	2015 2014	527 549	18.37 20.20	9,683 11,094	tons tons	$1,636.16 $1,437.68	$15,843,000 $15,949,000
Peppers Bell & Chili	2015 2014	3,256 4,352	43.49 39.78	141,613 173,115	tons tons	$382.47 $388.58	$54,163,000 $67,268,000
Pumpkin	2015 2014	150 155	12.29 15.06	1,844 2,334	tons tons	$369.85 $339.72	$682,000 $793,000
Radishes	2015 2014	1,006 999	16.30 16.28	16,399 16,271	tons tons	$643.33 $579.87	$10,550,000 $9,435,000
Spinach	2015 2014	1,513 1,261	8.63 8.21	13,053 10,353	tons tons	$1,137.36 $1,095.45	$14,846,000 $11,341,000
Sweet Corn	2015 2014	535 444	7.17 7.41	3,837 3,289	tons tons	$555.12 $516.88	$2,130,000 $1,700,000
Tomatoes[6]	2015 2014	416 466	67.22 89.66	27,966 41,740	tons tons	$1,804.83 $1,729.93	$50,474,000 $72,207,000
Vegetables, Misc.[7] Field, Indoor & Processed	2015 2014	3,892 1,532	---	---	---	---	$52,384,000 $48,657,000
TOTAL	**2015** 2014	**39,528** 39,671					**$583,281,000** $557,614,000

[6] *Includes hydroponics*

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

Innovative Technologies

Here at GroLink, we've recently made several investments in new climate control technology to help us maintain our place in the industry as a high quality cutting and young plant producer and to support our slogan "creating the cutting edge".

With this new climate control system, in tandem with the newest technology in light level, temperature and humidity management, we have significantly lowered utility bills, and maintain a much better and more efficient environment in the greenhouses. Well managed lighting, temp and humidity equal higher quality plants.

The technological upgrades we've made recently have been such a huge success in our Phalaenopsis production facilities that we're currently in the process of investing in the same improvements for the rest of our greenhouses.

Martijn de Bruijn
Grolink

Agriculture's S.T.E.M.

SCIENCE

Strawberry is the most valued crop in Ventura County and also the most sensitive to salinity. Limited information on the salt tolerance associated with recurring drought has led to increased salinity levels and significant yield losses in recent years. The University of California Cooperative Extension office in Ventura is conducting a multi-year research project to assess how soil and water salinity are affecting strawberry yields of the four most widely used cultivars in California. More importantly, this project will develop salinity management guidelines for optimizing yields.

Andre S. Biscaro
University of California, Agriculture and Natural Resources

TECHNOLOGY

Multispectral imagery and data gathered from sensors on UAVs, satellites, and/or planes can offer an efficient and effective way to survey small to large scale farming operations. When this data is used with analysis software programs such as ENVI from Harris Geospatial Solutions, it's possible to pinpoint areas of crop stress and make better crop decisions such as when, where, and how much water, pesticide, and fertilizer is needed to produce a healthy crop.

Anthony Palizzi
Harris Corporation – Geospatial Solutions

ENGINEERING

Mission Produce's new state of the art facility ensures the highest quality avocados reach the market. For California harvested fruit, it starts with a hydro cooler that removes field heat and brings the core temperature of the avocados down to cold storage temperatures, while sanitizing the avocados, as soon as the avocados reach the facility. A highly automated packing and production area automatically sort the avocados for size and grade for consistency of each package. The facility and equipment are equipped to run more than 100 bins per hour and fruit that was picked one day can be processed and shipped as early as the following day. All of this is accomplished with an energy efficient facility that far exceeds title 24 standards while producing up to a megawatt of solar energy from the rooftop solar panels.

Jacob B. Nixon
Mission Produce, Inc.

MATH

Farmers in Ventura County produce more on an acre of land than most farmers do across the globe. Climatic conditions, soil fertility and plant varieties play a big part; however, much of this success can be credited to precision Ag. Engineering advances in machinery and technology have resulted in farming becoming just as much science as it is an art. Examples of this include, but not limited to, GPS mapping of fields with infrared capabilities, software guided tractor applications, sub inch listing capabilities, automated transplanting and irrigation systems. Growers appreciate good information: information that translates to or can be applied to the field. With all of the technological advances in farming one of the biggest challenges we are facing is what to do with all of the data!

Greg Lewis
Duda Farms

Nursery Stock

Item	Year	Production	PRODUCTION AREA Greenhouse Sq. Ft.	PRODUCTION AREA Field Acres	Per Unit	Total
Fruit & Nut Trees	2015 2014	1,285,601 trees 1,080,209 trees	--- ---	262 231	$20.07 $18.71	$25,806,000 $20,213,000
Potted Plants	2015 2014	2,856,802 pots 2,865,639 pots	2,206,425 2,266,058	35 36	$3.71 $3.71	$10,603,000 $10,644,000
Propagative Material	2015 2014	58,523,867 cuttings 59,718,231 cuttings	694,109 679,109	1 1	$0.11 $0.12	$7,005,000 $7,222,000
Herbaceous Perennials	2015 2014	2,591,514 containers 2,816,863 containers	72,185 54,139	95 90	$3.23 $3.06	$8,369,000 $8,628,000
Woody Ornamentals	2015 2014	6,711,768 tree/shrubs 5,887,516 tree/shrubs	125,054 128,161	1,739 1,605	$13.29 $12.52	$89,217,000 $73,739,000
Bedding Plants, Ground Cover & Turf	2015 2014	13,389,677 flats 19,128,110 flats	427,846 594,230	817 1,220	$2.80 $2.17	$37,501,000 $41,533,000
Vegetable Transplants	2015 2014	4,204,558 flats 4,453,981 flats	1,642,825 1,642,825	136 136	$4.12 $4.16	$17,316,000 $18,520,000
TOTAL	**2015** 2014		5,168,444 5,364,522	3,085 3,326		**$195,817,000** $180,499,000

Inflatable Greenhouse

Airstream Innovations works with nature, by utilizing the wind itself, to provide the most affordable greenhouses with optimal airflow and a newly patented, controllable thermal and light reflective system that extends beyond our high level of insect protection. Our goal is to afford growers the most economical means of production of high quality products, making for an easy sell and easier profits.

David Chelf, President
Airstream Innovations

PRODUCTION AND VALUES | 2014-2015

Cut Flowers

Crop	Year	Acres	Production	Unit	Per Unit	Total Value
Flower Blooms & Stems	2015 2014	52 49	22,960,665 19,636,178	blooms blooms	--- ---	$6,465,000 $5,740,000
Cut Greens & Dried Flowers	2015 2014	62 61	262,543 257,395	bunches bunches	--- ---	$515,000 $506,000
Flower Bunches - Total	2015 2014	631 626	12,759,864 12,596,809	bunches bunches	--- ---	$41,542,000 $41,369,000
Statice, Lace, Aster & Gypsophila	2015 2014	143 100	2,046,440 1,509,032	bunches bunches	$2.45 $2.45	$5,006,000 $3,693,000
Chrysanthemums & Sunflowers	2015 2014	47 56	1,901,419 2,263,594	bunches bunches	$2.04 $1.81	$3,872,000 $4,104,000
Lilies & Irises	2015 2014	142 135	4,211,067 3,861,067	bunches bunches	$4.46 $4.86	$18,768,000 $18,766,000
Lisianthus	2015 2014	32 35	508,052 522,324	bunches bunches	$2.84 $3.36	$1,444,000 $1,757,000
Delphinium, Larkspur, Stock & Snapdragons	2015 2014	204 191	3,058,181 2,935,548	bunches bunches	$3.47 $3.17	$10,621,000 $9,319,000
Miscellaneous	2015 2014	63 108	1,034,705 1,505,244	bunches bunches	$1.77 $2.48	$1,831,000 $3,730,000
TOTAL	**2015** 2014	**745** 736				**$48,522,000** $47,615,000

Livestock & Poultry

PRODUCTION AND VALUES | 2014-2015

Item	Year	Production	Unit	Value	
				Per Unit	Total
Livestock	2015	16,576	cwt	---	$1,985,000
Cattle, Hogs, Sheep & Goats	2014	21,030	cwt	---	$3,014,000
Poultry	2015	---	---	---	$4,735,000
Chickens & Eggs	2014	---	---	---	$4,697,000
Other Livestock	2015	---	---	---	$158,000
Alpaca & Squab	2014	---	---	---	$176,000
TOTAL	**2015**				**$6,878,000**
	2014				$7,887,000

Field Crops

ACREAGE, PRODUCTION AND VALUES | 2014-2015

Crop	Year	Acreage	Total
Rangeland*	2015	197,747	$41,000
	2014	97,058	$33,000
Pasture, Hay & Grain	2015	565	$168,000
	2014	739	$199,000
Seed & Dry Beans	2015	273	$801,000
	2014	404	$1,185,000
TOTAL	**2015**	**198,585**	**$1,010,000**
	2014	98,201	$1,417,000

** The increase in Rangeland acreage was the result of an error made many years ago.*

PRODUCTION AND VALUES | 2014-2015

Apiary Products

Item	Year	Production	Unit	Value	
				Per Unit	Total
Honey	2015 2014	183,843 65,551	lbs lbs	$4.75 $2.09	$873,000 $137,000
Beeswax & Pollen	2015 2014	14,300 4,695	lbs lbs	$3.99 $6.73	$57,000 $19,000
Pollination Use	2015 2014	--- ---	--- ---	--- ---	$1,178,000 $398,000
TOTAL	**2015** 2014				**$2,108,000** $554,000

Sustainable Agriculture

Item	Agent	Target	Scope of Program
Biological Control Commercial Insectaries	Predatory Mites, Predatory Beetles, Predatory Wasps, Predatory Nematodes, Various Predatory Insects	Scale, Mealybug, Snails, Aphids, Mites, Whitefly, Psyllid, Thrip, Nematodes, Flies	262,604,496,055 beneficials, released on 15,228 acres **Valued at $3,838,000**
Pest Mitigation	Mechanical/Digging	Dalmation Toadflax, Scotch Thistle, Euphorbia Terracina	1 site each
Pest Eradications	Mechanical/Digging	Spotted Knapweed	1 site
Pest Exclusion & Plant Quarantine*	<u>Incoming Shipments</u> UPS/Fed Express (Shipments) Truck/Air Freight Household Goods (Inspections) <u>Outgoing Shipments</u> Federal Certificates State Certificates	<u>Inspections</u> Various Various Gypsy Moth Various Various	<u>Inspections</u> 1,518 1094 64 9,840 843

** In 2015, Ventura County exported approximately 27 different commodities to 89 different countries*

Organic Farming 2014-2015

Crops	Year	Acres	Total Value
Registered Growers	2015 2014		137 85
Vegetables & Herbs	2015 2014	3,077 3,148	$39,377,055 $38,438,000
Fruits & Nuts	2015 2014	4,823 3,944	$121,255,734 $83,006,000
Field & Seed Crops	2015 2014	189 134	$638,305 $1,020,000
Cut Flowers & Nursery Stock	2015 2014	8 4	$63,751 $127,000
Specialty Crops	2015 2014	<1 <1	$1,313 $1,000
TOTAL*	**2015** 2014	**8,281** 7,232	**$161,336,158** $122,592,000

** Included in all other total values.*

Doing More With Less

Our business continues to focus innovation on sustainability with a business case. Essentially, finding ways to do more with less, while at the same time increasing the value of commercial proposition. The implementation of cogeneration engine technology is a prime example, where we can generate electricity on demand for use or sale to the grid, while capturing the thermal energy within the exhaust for heating our greenhouses and utilizing the remaining CO^2 to boost plant fertilization.

Casey Houweling, Owner and CEO
Houweling's Tomatoes

Certified Farmer's 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
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 ojaifarmersmarket@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.	The Oxnard Heritage Foundation 805-247-0197 dofm_info@rock.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
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 AM - 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	Thu 2 PM - 6 PM	Patagonia Farm Stand	y/r	259 W. Santa Clara St. Front Reception Area	Micah Knox 805-643-8616 micah.knox@patagonia.com
Westlake Village	Sun 10 AM - 2 PM	Westlake Village	y/r	2797 Agoura Rd.	Jason Bryant 818-591-8161 info@rawinspiration.org

Innovative Plant Protection…

Plant protection may be where science, technology, engineering, and mathematics are used to maximum benefit in developing innovative integrated pest management strategies that reduce or eliminate pesticide use. Above left are workers covering mandarin trees with specialized mesh material to protect the blooms from pollenators and providing more desirable seedless fruit. Above right is a worker operating a "bug-vac" to vacuum bugs off strawberry plants.

Henry Gonzales, Ventura County Agricultural Commissioner

Sustainable Farming

Fruit Growers Laboratory, Inc. (FGL) has provided soil, plant tissue and water analyses to growers in Ventura County since 1925. FGL utilizes state of the art technologies in its instrumentation as well as the latest science based analytical methods. We develop laboratory data that is concise and accurate in a format that is user friendly for the farming community. This data is utilized to generate efficient and effective fertilization and irrigation management programs to achieve quality and optimum yields while maintaining sustainable farming practices. Fruit Growers Laboratory Inc., has for over 80 years relied on the combined components of Science, Technology, Engineering and Mathematics in the development of analytical processes to provide our grower clients with data in a manner that is useful to them in sustaining their agricultural operations.

Darrell H. Nelson Farming & Consulting Services LLC

Smarter Agriculture

Deardorff Family Farms has invested in smart devices like iPhones and iPads to equip field personnel with the tools to access Hortau's irrigation management system, with real-time data located on its web-based monitoring systems, from either on the field or in the office. With it, they can see a variety of measurements, from soil tension, soil temperature, and humidity on different fields, allowing the company to adjust water usage precisely. "This system is a better decision tool for us; we can regulate accordingly to any changes in climate…Whether it's overcast for a week straight or sunny skies for days, we can more accurately adjust water output. In this industry, especially during the drought, as technologies develop the more efficient we will become and the more we will conserve."

Richard Martinez, Organic Production Manager for Deardorff Family Farms

Pesticide Container Recycling

In 2009, the Ventura County Agricultural Commissioner's Office held the first meeting discussing the need for a pesticide container recycling program as well as the roles each department would take on. At the time, there was nothing officially organized to streamline and capture all of the pesticide containers that could be recycled. Rather, a large portion of the plastics went directly to the landfills where further processing did not occur.

A few people within the Agricultural Commissioner's Office shared and recognized Ventura County Agricultural Commissioner Henry Gonzales's vision. It was their challenge to put the recycling event in motion and deliver it free of cost to the agricultural community stakeholders.

The event needed a facility, a recycler and participants which would make this vision a reality. Fruit Grower's Supply general manager Herman Vargas offered to hold the first ever Pesticide Container Recycling event in 2010. He provided space to set up a "drop off" station for the plastics, as well as the Interstate Ag Plastics recycling and chipping mobile facility. The three parties worked so well together, that it has become a tradition to keep the location and the recycler the same throughout the years.

Twice a year the three parties join up to make this event happen for the growers and businesses of Ventura County. Since the start of the event, and with the participation and support of all the people and businesses involved, our Pesticide Container Recycling Program has prevented over 66,000 lbs. of plastic from ending up in our local landfills. Last June 21, 2016, we recycled 13,300 lbs. and we have a total to date of 117,400 lbs. collected and recycled. To put it simply, the event has been a complete success!

Increasing Productivity

As available water supplies continue to decrease and the population continues to increase, irrigation designers and growers are forced to increase yields with the highest possible application efficiency and distribution uniformity. With improving technology and reliability of high quality irrigation products, we are able to help growers save water while increasing productivity through proper irrigation system design and functionality. We face different challenges in every irrigation design but with the same end goal in mind, we are able to calculate required pressures and flow rates as well as recommend the correct pumps, filters, valves, pipe sizes and irrigation schedules to follow in every situation. Depending on plant spacing and crop evapotranspiration, we take certain steps to calculate emission device quantities, length of hose, water requirements per acre, block sizes and duration of sets. Every day we deal with numbers including product specifications, unit conversions, and flow rate and pressure changes due to elevation and friction loss. In order to maximize yields and profits with our limited supply of water, designers and growers must continue to work together in performing excellent irrigation practices including consistent maintenance as well as the most effective and efficient scheduling and application methods.

Michael Meyer, Irrigation Designer, Coast Water Solutions

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