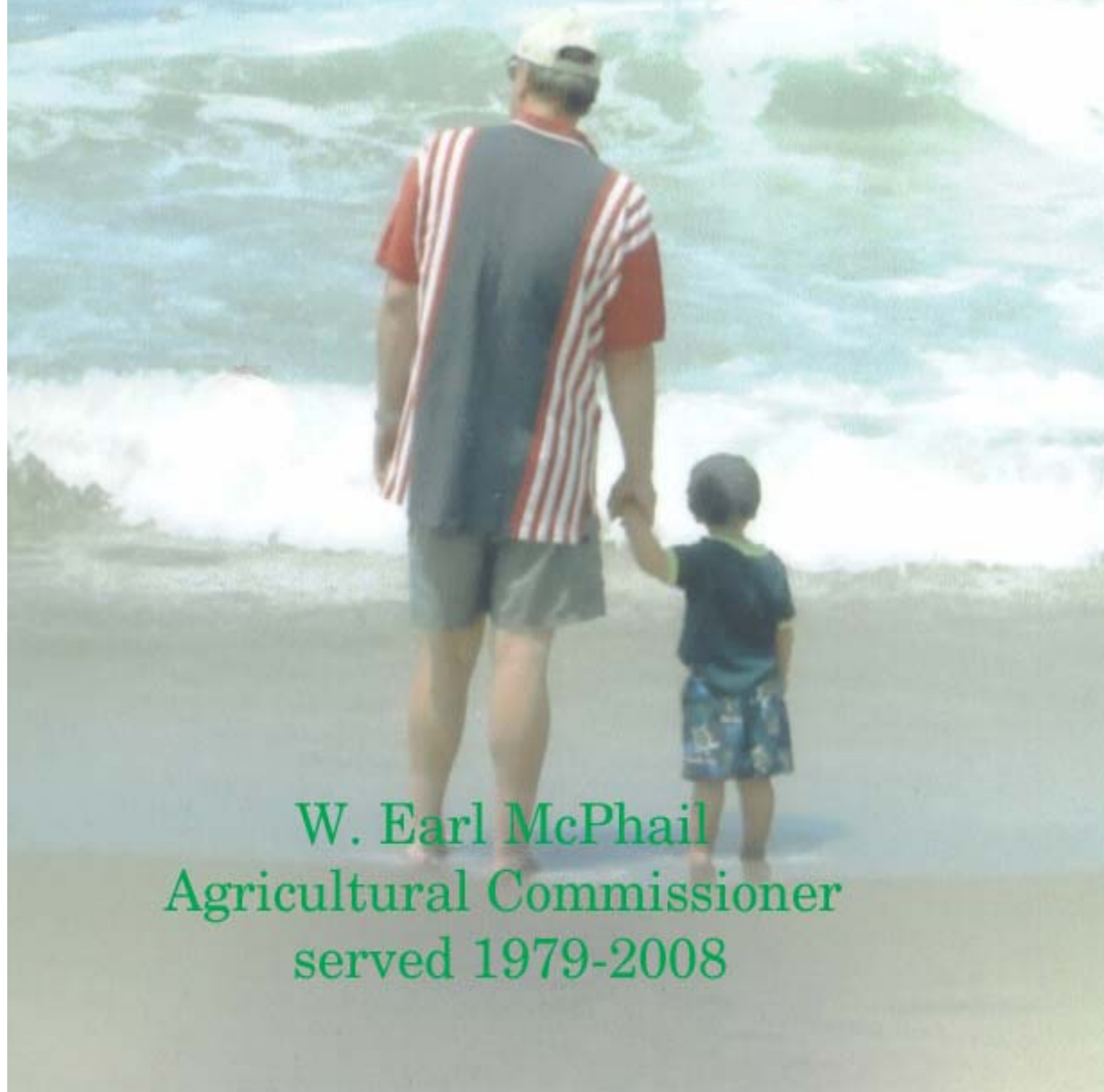


Ventura County Crop Report 2007



W. Earl McPhail
Agricultural Commissioner
served 1979-2008



Office of
AGRICULTURAL COMMISSIONER

P.O. Box 889, Santa Paula, CA 93061
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Agricultural Commissioner

W. Earl McPhail

Chief Deputy

Susan L. Johnson

July 13, 2008

TO: THE HONORABLE BOARD OF SUPERVISORS OF VENTURA COUNTY

LINDA PARKS	District 2
STEVE BENNETT	District 1
KATHY LONG	District 3
PETER FOY-chair	District 4
JOHN K. FLYNN	District 5
and	
A. G. KAWAMURA, SECRETARY, California State Department of Food and Agriculture	

Pursuant to Section 2279 of the California Food and Agricultural Code, I hereby submit the Ventura County Annual Crop and Livestock Report for 2007.

The estimated gross value for Ventura County agriculture for Calendar year 2007 is \$1,549,988,000. This is an overall increase of \$41,812,000 from 2006. This report reflects gross values only and does not represent the net return to growers.

Highlights of the 2007 Crop Report are as follows:

- Strawberries are, once again, the leading commodity in 2007 with a value of \$366,428,000.
- Nursery Stock second in crop value increased by \$ 29,099,000.
- Lemons recovered well from the freeze in 2006 and increased in value by \$43,573,000
- Raspberries surpassed Avocados but decreased in value by \$11,885,000
- Avocados devastated by the 2006 freeze decreased in value by \$34,480,000

I wish to thank all the individuals, producers, processors, and government agencies whose co-operation and assistance contributed to preparing this report. My sincerest thanks and appreciation must be especially extended to my Deputy Agricultural Commissioner Kerry DuFrain, as well as all department staff for their efforts in compiling and finalizing this report.

Respectfully submitted,

W. Earl McPhail
Agricultural Commissioner
County of Ventura

Dedication



The 2007 Ventura County Crop Report is dedicated to "Da Boss". W. Earl McPhail came to Ventura County in 1979 as the youngest Agricultural Commissioner ever appointed in California. His wife Willa and two children Wayne and Rachael came with him from El Centro and settled in Santa Paula, where Willa began a 20 year teaching career. She took a break, in 1981 when their third child Adam, now with County Animal Regulation, came along. Earl was born and raised in the Imperial Valley. He married Willa, his college sweetheart, while attending California Polytechnic University at Pomona. After graduating with a degree in Agricultural Biology, Earl went to work for the Santa Cruz Agricultural Commissioner. After a short stint on the coast he returned to El Centro where he filled various positions with the Agricultural Commissioner until he was hired by Ventura County.

During his nearly thirty years as Agricultural Commissioner he has dealt with disastrous fires, floods, freezes and 70 mph Santa Ana winds. In 1994 the Northridge earthquake leveled parts of the Santa Clarita Valley. He has seen Ventura County go from an area dominated by oranges, lemons and celery to one in which urban interests compete with agriculture for some of the most productive land in the world. Strawberries and nursery stock are now the dominant crops in value. Avocados joined citrus and celery in the top ten crop list. Ventura County, always an area where open space and rural life were valued, is now one of the "Innovators" in promoting slow growth, and open space in California. Only 60 miles north of Los Angeles, agriculture and the view that comes with it still dominate the landscape. This has posed unique challenges for the Commissioner as schools, residential areas and parks move in just across the street from crops, and most of the population has never worked on or in agriculture. Earl approached it all with class and a level head, no matter how hard the boat rocked.



The staff at the Agricultural Commissioners office wishes "the best boss we ever had" and his family a wonderful retirement. We know that he will continue to be active, on the Sheriff's Posse, the Rotary and in various community organizations. But we are sure that his best role will be as "Pop" to grandson Noah Jacob, born to veterinarians Rachael and Phillip in 2005.



**Office of the
AGRICULTURAL COMMISSIONER**

W. Earl McPhail – AGRICULTURAL COMMISSIONER

CHIEF DEPUTY AGRICULTURAL COMMISSIONER:

Susan L. Johnson

DEPUTY AGRICULTURAL COMMISSIONERS:

Kerry L. DuFrain Rudy Martel Alan D. Laird

CLERICAL:

Deanna Bowling Bernice Muñoz Lidia Harrison

FIELD STAFF:

SUPERVISING AGRICULTURAL BIOLOGISTS:

David Van Epp

AGRICULTURAL BIOLOGISTS:

Korinne Bell, Herb Bunch, Andy Calderwood, Ryan Casey, Tom Dimock, Tina Dwyer
Tim Fritch, Freddi Hermann, Ellen Kragh, Meredith Martin, Dexter McDonald
George Mendoza, Louis Ortali, Michael Silverman, Bruce Spiller, Heidi Wong

AGRICULTURAL PLANNER:

Rita Graham

INSECT DETECTION SPECIALISTS:

Clifford Ball, Becky Battleson, Linda Bellamy, Douglas Crissman, Francisco Hernandez, Barbara, Miller,
Amado Mijares, Jose Muñoz, Connie Ratner, John Salzwedel, David Soriano

EXTRA HELP

Glen Hackworth, Rosie Leidig, Monica McPhail, Vida Sondors

Front Cover Photo:

Earl and Noah at the beach

AGRICULTURAL CROP REPORT

Recapitulation and Index

2006 – 2007

CROP GROUPING	YEAR	\$ VALUE ¹
1. FRUIT AND NUT CROPS Page #4	2007	\$752,138,000
	2006	\$755,700,000
2. VEGETABLE CROPS Page #5-6	2007	442,220,000
	2006	426,659,000
3. NURSERY STOCK ² Page #7	2007	292,989,000
	2006	263,890,000
4. CUT FLOWERS Page #8	2007	48,646,000
	2006	52,456,000
5. FIELD CROPS Page #8	2007	1,624,000
	2006	1,677,000
6. LIVESTOCK AND POULTRY Page #9	2007	9,006,000
	2006	4,775,000
7. APIARY PRODUCTS Page #9	2007	640,000
	2006	431,000
8. TIMBER Page #9	2007	17,000
	2006	16,000
9. SUSTAINABLE AGRICULTURE Page #10	2007	2,718,000
	2006	2,570,000
GRAND TOTAL	2007	\$1,549,998,000
	2006	\$1,508,174,000

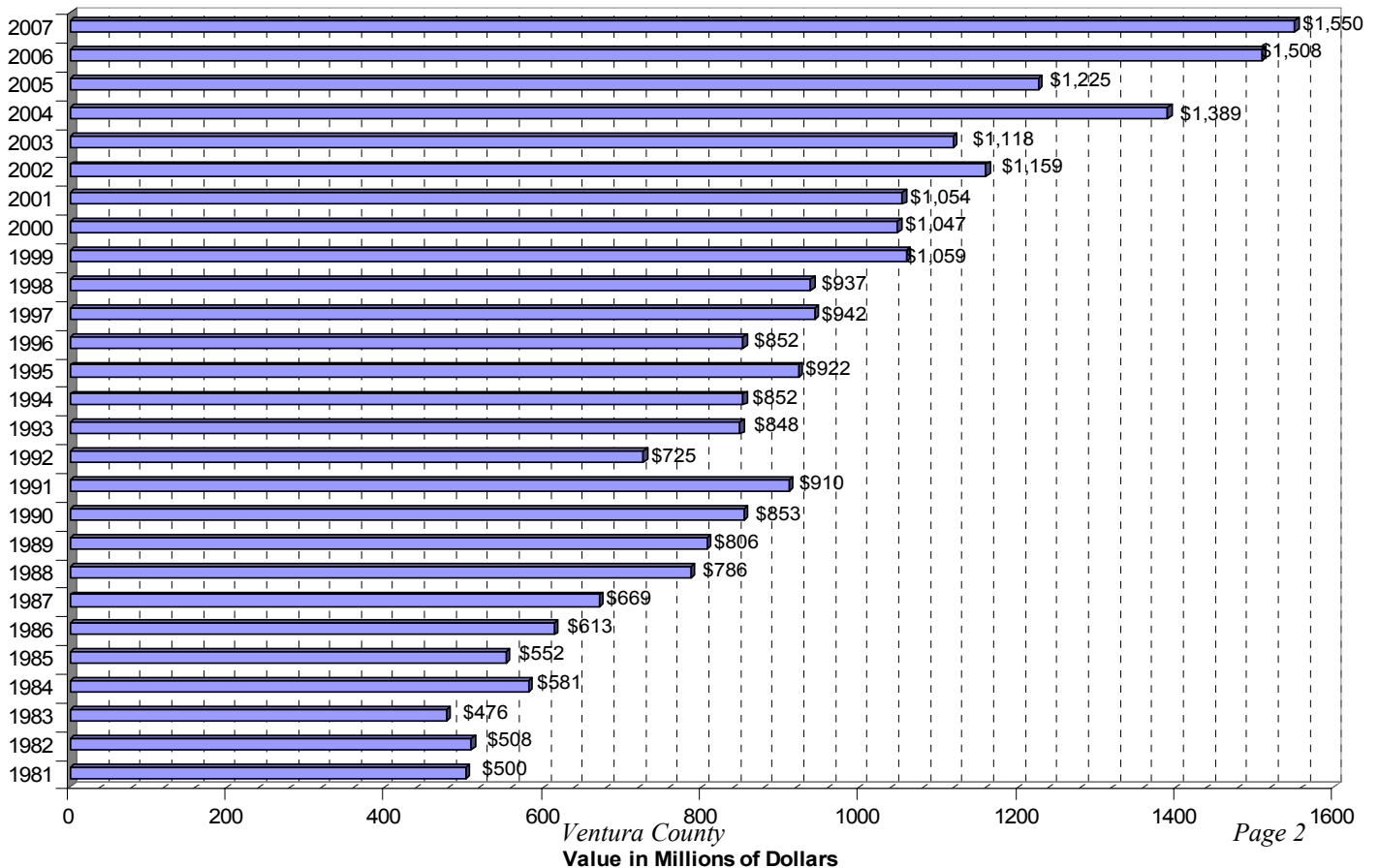
¹ Figures are rounded off to nearest \$1000

² Includes Cut Christmas Trees

Five Year Comparison Of Ventura County Crop Values

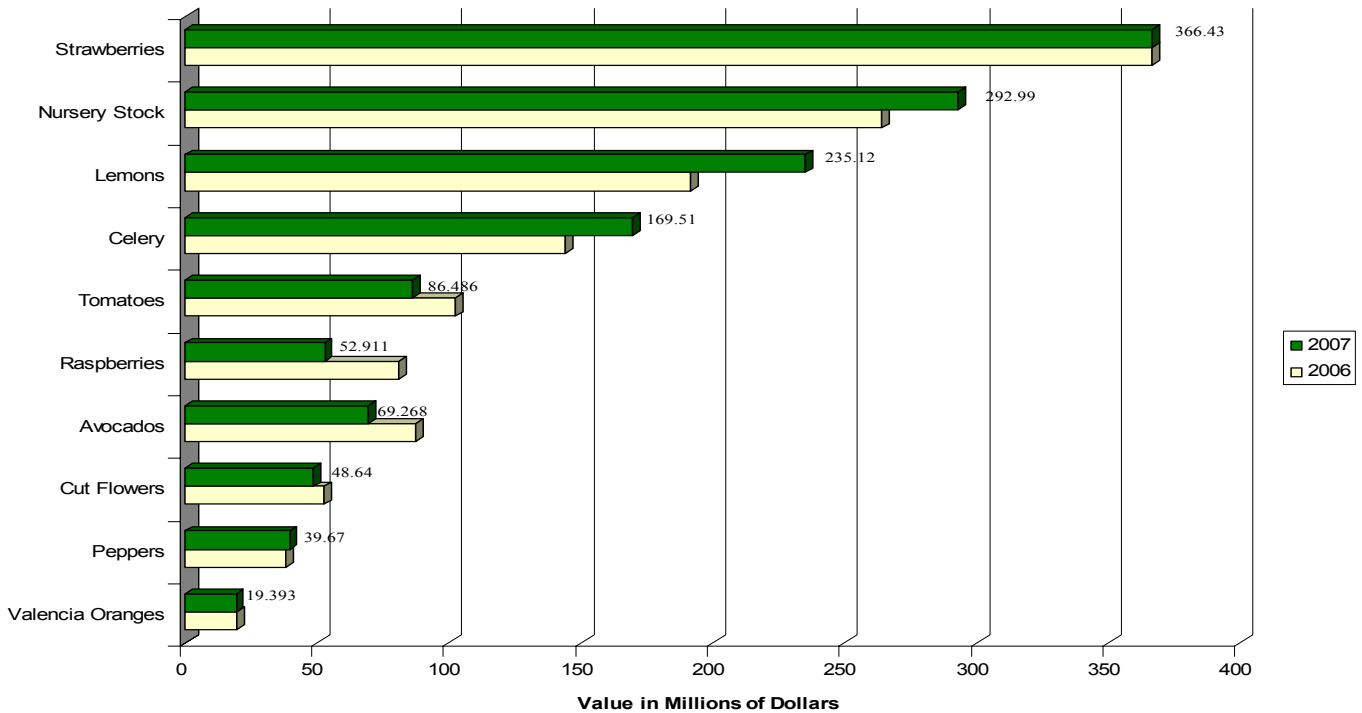
	2003	2004	2005	2006	2007
Fruit and Nut Crops	591,667,000	740,039,000	652,777,000	755,700,000	752,138,000
Vegetable Crops	298,743,000	354,514,000	330,269,000	426,659,000	442,220,000
Livestock and Poultry Products	2,216,000	1,942,000	2,150,000	4,775,000	9,006,000
Apiary Products	1,339,000	362,000	509,000	431,000	640,000
Nursery Stock	173,262,000	222,514,000	213,661,000	263,890,000	292,989,000
Cut Flowers	44,515,000	65,663,000	51,751,000	52,456,000	48,646,000
Field Crops	3,108,000	2,270,000	1,193,000	1,667,000	1,624,000
Timber	61,000	71,000	62,000	16,000	17,000
Biological Control	2,807,000	2,337,000	1,999,000	2,570,000	2,718,000
GRAND TOTAL	\$1,117,628,000	\$1,389,452,000	\$1,225,109,000	1,508,174,000	1,549,988,000

Total Crop Values 1981-2007



TEN LEADING CROPS FOR 2007

RANK	CROP	VALUE
1 st	Strawberries	\$366,428,000
2 nd	Nursery Stock	292,989,000
3 rd	Lemons	235,124,000
4 th	Celery	169,512,000
5 th	Tomatoes	86,486,000
6 th	Raspberries	69,268,000
7 th	Avocados	52,911,000
8 th	Cut Flowers	48,646,000
9 th	Peppers	39,676,000
10 th	Valencia Oranges	19,393,000



OTHER MILLION DOLLAR CROPS

Greens	16,478,000	Carrots	5,043,000
Cilantro	13,420,000	Orchids*	3,926,000
Cabbage	10,602,000	Oriental Vegetables	3,665,000
Lettuce	9,660,000	Onions (all)	3,579,000
Spinach	9,206,000	Beet	3,125,000
Livestock	9,006,000	Kale	3,078,000
Veg. Transplants*	7,085,000	Cucumber	2,967,000
Parsley	6,883,000	Beans (all)	2,894,000
Radishes	5,931,000	Poinsettia*	2,105,000
Broccoli	5,610,000	Naval Oranges	1,822,000

* Included in Nursery Stock total above

FRUIT AND NUT CROPS ACREAGE, PRODUCTION AND VALUES 2006-07

CROP	YEAR	PRODUCTION			UNIT	\$ VALUE	
		HARVESTED ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
AVOCADOS	2007	16,050	1.63	26,160	Tons	\$2,022.59	\$52,911,000
	2006	16,417	4.85	79,646	"	1,097.24	87,391,000
GRAPEFRUIT							
Total	2007	83	8.25	685	"	672.99	461,000
	2006	85	7.46	634	"	820.19	520,000
LEMONS							
Total	2007	18,892	16.67	320,592	"	733.41	235,124,000
	2006	19,100	20.68	394,958	"	484.99	191,552,000
ORANGES (Navel)	2007	394	9.52	3,752	"	485.61	1,822,000
Total	2006	455	9.27	4,218	"	341.63	1,441,000
ORANGES (Valencia)							
Total	2007	4,273	9.25	39,522	"	490.69	19,393,000
	2006	4,377	12.14	53,146	"	371.32	19,734,000
RASPBERRIES	2007	1,592	7.50	11,940	"	5,801.34	69,268,000
	2006	1,492	8.36	12,473	"	6,506.29	81,153,000
STRAWBERRIES							
Total	2007	12,048	24.17	291,227	"	1,258.22	366,428,000
	2006	11,936	26.76	319,418	"	1,146.80	366,310,000
Fresh	2007			183,559	"	1,604.02	294,432,000
	2006			237,168	"	1,342.09	318,301,000
Processed	2007			107,668	"	668.69	71,996,000
	2006			82,250	"	583.70	48,009,000
TANGERINES & TANGELOS	2007	349	3.88	1,355	"	1,608.12	2,179,000
	2006	253	7.40	1,872	"	977.03	1,829,000
MISC. FRUITS AND NUTS ³	2007	733					4,552,000
	2006	526					5,770,000
<hr/>							
TOTAL	2007	54,414					\$752,138,000
	2006	54,641					\$755,700,000
<hr/>							

³ MISC. FRUITS AND NUTS include Apples, Apricots, Asian Pears, Bushberries, Cherimoya, Grapes, Guavas, Kiwi, Limes, Persimmons, Macadamias, Walnuts; and miscellaneous citrus, deciduous, and subtropicals

VEGETABLE CROPS

ACREAGE, PRODUCTION AND VALUES 2006-07

CROP	YEAR	PRODUCTION			UNIT	\$ VALUE	
		HARVESTED ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
BEANS							
Green and Dry Limas,	2007	1,458	2.52	3,673	Tons	\$787.91	\$2,894,000
Green Snap	2006	2,724	2.29	6,233	"	\$742.66	\$4,629,000
BEETS							
	2007	385	11.66	4,490	"	695.99	3,125,000
	2006	261	9.02	2,354	"	1,008.50	2,374,000
BROCCOLI							
Fresh and Processed	2007	1,059	8.91	9,431	"	594.85	5,610,000
	2006	1,140	8.42	9,596	"	694.46	6,664,000
CABBAGE							
	2007	2,420	18.83	45,577	"	232.62	10,602,000
	2006	2,768	25.89	71,671	"	210.66	15,098,000
CARROTS							
	2007	963	25.19	24,260	"	207.87	5,043,000
	2006	571	19.21	10,967	"	302.64	3,319,000
CELERY							
	2007	11,585	36.34	421,026	"	402.62	169,512,000
	2006	11,917	36.93	440,151	"	327.87	144,313,000
CILANTRO							
	2007	3,037	8.56	25,988	"	516.39	13,420,000
	2006	1,490	7.79	11,614	"	731.44	8,495,000
CUCUMBERS⁴							
	2007	60	29.43	1,766	"	1,680.07	2,967,000
	2006	117	19.09	2,233	"	1,315.72	2,938,000
GREENS⁵							
	2007	1,459	6.76	9,867	Tons	1,670.01	16,478,000
	2006	1,488	-	1,917,852	Ctns	8.35	16,007,000
KALE							
	2007	270	12.51	3,378	Tons	911.19	3,078,000
	2006	215	5.25	1,128	"	1,106.38	1,248,000
LETTUCE							
Total	2007	1,782	11.45	20,412	"	473.25	9,660,000
	2006	2,530	11.08	28,041	"	494.35	13,862,000
Head							
	2007	198	17.63	3,490	"	226.07	789,000
	2006	388	16.09	6,244	"	359.22	2,243,000
Romaine							
	2007	861	12.42	10,697	"	402.54	4,306,000
	2006	987	13.61	13,435	"	360.40	4,842,000
Leaf							
	2007	723	8.61	6,225	"	733.33	4,565,000
	2006	1,155	7.24	8,362	"	810.45	6,777,000

⁴ Includes hydroponics

⁵ Includes: chard, collard, mustard, turnip and watercress.

VEGETABLE CROPS ACREAGE, PRODUCTION AND VALUES 2006-07

CROP	YEAR	PRODUCTION			UNIT	\$ VALUE	
		HARVESTED ACREAGE	PER ACRE	TOTAL		PER UNIT	TOTAL
ONIONS	2007	395	20.53	8,111	Tons	\$441.25	\$3,579,000
Green & Dry	2006	595	13.44	7,995	“	\$616.26	\$4,927,000
ORIENTAL VEG.	2007	544	10.93	5,948	“	616.17	3,665,000
	2006	1,175	8.51	10,003	“	613.32	6,135,000
PARSLEY	2007	501	18.46	9,246	“	744.43	6,883,000
	2006	349	9.81	3,424	“	868.57	2,947,000
PEPPERS							
Bell and	2007	3,029	23.65	71,630	“	553.90	39,676,000
Chili	2006	2,483	21.24	52,745	“	723.06	38,138,000
PUMPKIN	2007	131	13.79	1,807	“	178.75	323,000
	2006	98	10.79	1,057	“	298.96	316,000
RADISHES	2007	984	12.68	12,476	“	475.39	5,931,000
	2006	754	11.80	8,898	“	462.24	4,113,000
SPINACH	2007	1,791	5.81	10,414	“	884.00	9,206,000
	2006	1,256	9.29	11,671	“	728.99	8,508,000
SWEET CORN	2007	272	6.88	1,872	“	520.03	974,000
	2006	467	7.01	3,273	“	273.14	894,000
TOMATOES ⁶	2007	1,540	54.34	83,685	“	1,033.47	86,486,000
	2006	1,741	63.26	110,140	“	929.96	102,426,000
VEGETABLES, MISC. ⁷	2007	1,539					43,108,000
Field, Indoor, and Processed	2006	1,594					39,308,000
TOTAL	2007	35,204					\$442,220,000
	2006	35,733					\$426,659,000

⁶ Includes hydroponics

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

NURSERY STOCK

PRODUCTION AND VALUES 2006-07

ITEM	YEAR	PRODUCTION	PRODUCTION AREA		Per Unit	TOTAL	
			Greenhouse Square Feet	Field Acres			
NURSERY STOCK							
	2007			7,569,379	4,914	\$292,989,000	
	2006	----- Trees		6,443,219	4,588	\$263,890,000	
Fruit and Nut	2007	711,392 Trees			93	14.29	10,166,000
Trees	2006	841,299 Trees			130	14.29	12,025,000
Potted Plants	2007	3,445,402 Pots		2,928,135	48	4.08	14,073,000
	2006	2,916,719 Pots		2,255,902	45	4.26	12,420,000
Propagative Mat	2007	51,407,075 Cuttings		724,320	15	.14	7,112,000
	2006	53,356,142 Cuttings		497,360	10	.09	4,554,000
Herb. Perennials	2007	7,846,081 Containers		852,384	144	2.46	19,330,000
	2006	4,149,303 Containers		765,465	115	2.87	11,905,000
Woody Orn.*	2007	14,294,495 Tree/Shrubs		737,900	2,688	11.85	169,377,000
	2006	12,735,362 Tree/Shrubs		695,150	2,064	11.30	143,788,000
Bed. Plants	2007	57,772,388 Flats		571,690	1,924	1.14	65,846,000
Gr. Cover & Turf	2006	62,399,363 Flats		730,200	2,218	1.10	68,714,000
Veg. Transplants	2007	3,043,410 Flats		1,754,950	2	2.33	7,085,000
	2006	4,280,914 Flats		1,499,142	6	2.45	10,484,000
TOTAL	2007						\$292,989,000
	2006						\$263,890,000

*Includes cut Christmas Trees

CUT FLOWERS PRODUCTION AND VALUES 2006-07

ITEM	YEAR	ACRES	PRODUCTION	UNIT	TOTAL \$ VALUE
FLOWER BLOOMS & STEMS	2007	30	13,887,547	Blooms	\$4,130,000
	2006	29	12,804,501	Blooms	\$3,791,000
CUT GREENS & DRIED FLOWERS	2007	152	498,546	Bunches	1,463,000
	2006	88	438,444	Bunches	658,000
FLOWER BUNCHES Total	2007	738	14,099,052	Bunches	43,053,000
	2006	803	17,972,092	Bunches	48,007,000
Statice, Lace, Aster And Gypsophila	2007	104	1,619,489	"	3,917,000
	2006	113	1,891,849	"	4,031,000
Chrysanthemums and Sunflowers	2007	59	2,136,414	"	4,013,000
	2006	56	3,511,000	"	4,609,000
Lilies & Irises	2007	62	3,087,443	"	15,973,000
	2006	61	3,129,386	"	15,339,000
Lisianthus	2007	27	630,515	"	2,133,000
	2006	33	582,433	"	2,298,000
Delphinium, Larkspur, Stock & Snapdragons	2007	284	2,776,686	"	5,699,000
	2006	281	4,306,411	"	9,749,000
Miscellaneous	2007	202	3,848,505	"	11,318,000
	2006	259	4,549,000	"	11,981,000
TOTAL	2007	920			\$48,646,000
	2006	920			\$52,456,000

FIELD CROPS ACREAGE, PRODUCTION AND VALUE 2006-07

CROP	YEAR	HARVESTED ACREAGE	TOTAL \$ VALUE
ALFALFA AND PASTURE Irrigated and Non-Irrigated	2007	100,106	\$1,071,000
	2006	100,085	\$1,005,000
GRAIN ⁸ , HAY, & VEGETABLE SEED	2007	1,248	553,000
	2006	972	672,000
TOTAL	2007		\$1,624,000
	2006		\$1,677,000

⁸ Includes green barley

**LIVESTOCK AND POULTRY
PRODUCTION AND VALUES 2006-07**

ITEM	YEAR	PRODUCTION	UNIT	\$ VALUE	
				PER UNIT	TOTAL
LIVESTOCK					
Cattle, Hogs	2007	20,339	cwt.	108.41	\$2,205,000
Sheep	2006	20,270	cwt.	117.61	\$2,384,000
POULTRY					
Chickens and Eggs	2007				6,531,000
	2006				2,376,000
OTHER LIVESTOCK					
	2007				270,000
	2006				15,000
TOTAL					
	2007				\$9,006,000
	2006				\$4,775,000

**APIARY PRODUCTS
PRODUCTION AND VALUES 2006-07**

CROP	YEAR	PRODUCTION	UNIT	\$ VALUE	
				PER UNIT	TOTAL
HONEY					
	2007	210,605	lbs	\$1.32	\$279,000
	2006	264,114	lbs.	\$1.02	\$269,000
BEE SWAX					
	2007	2,340	"	2.14	5,000
	2006	7,740	"	1.94	15,000
POLLINATION USE					
	2007				356,000
	2006				147,000
TOTAL					
	2007				\$640,000
	2006				\$431,000

**TIMBER
PRODUCTION AND VALUES 2006-07**

CROP	YEAR		\$VALUE
TIMBER⁹			
	2007		\$17,000
	2006		\$16,000

SUSTAINABLE AGRICULTURE

ITEM	PEST	AGENT	SCOPE OF PROGRAM															
BIOLOGICAL CONTROL																		
Commercial Insectaries	Red and black scale, Mealybug, snails, various aphids mites and flies	<u>Aphytus melinus</u> , <u>Cryptolemus</u> , Decollate snails, various predators, parasitic wasps and nematodes	Estimate 616,577,300 beneficials, released on 238 ranches. Valued at \$2,718,000															
COLONIZATION OF BENEFICIAL ORGANISMS	Yellow Star Thistle	<u>Puccinia jacaeca</u>	1 site/1 release 100 mg spores/sq. meter															
PEST ERADICATION	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	<u>Incoming Shipments</u> Postal/UPS/Fed Express (Parcels) Truck/Air Freight Household Goods (Inspections)	 10,940 1,414 85 <hr style="width: 100%; margin-left: 0;"/> Total 12,439															
ORGANIC FARMING	Number of registered growers	67	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Vegetables & Herbs</td> <td style="width: 10%;">Acreage</td> <td style="width: 40%;">1,500</td> </tr> <tr> <td>Fruits and Nuts</td> <td>Acreage</td> <td>3,045</td> </tr> <tr> <td>Field Crops</td> <td>Acreage</td> <td>361</td> </tr> <tr> <td>Flowers</td> <td>Acreage</td> <td>11</td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black;">Total Acreage</td> <td style="border-top: 1px solid black;">4,917</td> </tr> </table>	Vegetables & Herbs	Acreage	1,500	Fruits and Nuts	Acreage	3,045	Field Crops	Acreage	361	Flowers	Acreage	11	Total Acreage		4,917
Vegetables & Herbs	Acreage	1,500																
Fruits and Nuts	Acreage	3,045																
Field Crops	Acreage	361																
Flowers	Acreage	11																
Total Acreage		4,917																

