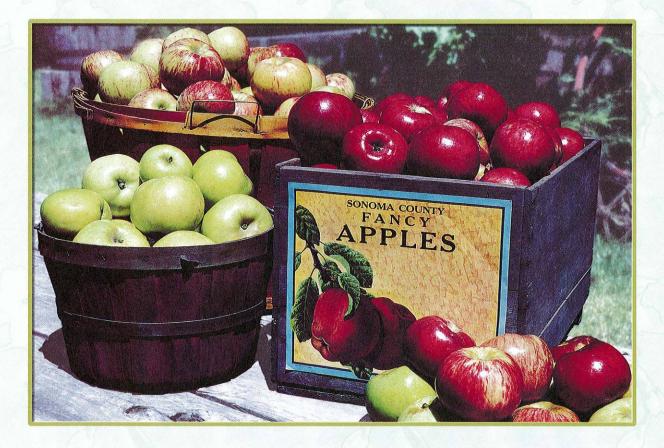
# Sonoma County

## Agricultural Crop Report 1997



Dedicated to the Apple Industry of Sonoma County

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#### OFFICE OF THE AGRICULTURAL COMMISSIONER

Ann M. Veneman, Secretary California Department of Food and Agriculture April, 1998

| Sonoma County Board of Supervisors: | Paul L. Kelley, Chairman - District 4 |
|-------------------------------------|---------------------------------------|
| Michael J. Cale, District 1         | Jim Harberson, District 2             |
| Tim Smith, District 3               | Mike Reilly, District 5               |

The value of Sonoma County's agricultural production for 1997, grew by a phenomenal 30% over last year's record. Primarily due to the contribution of the wine grape industry, Sonoma County agricultural value exceeded a half of a billion dollars for the first time ever with a new record production value of \$507 million.

This year, in keeping with our recent tradition of recognizing various segments of our agricultural community, we highlight the apple industry. Although apple production has diminished in recent years, this important commodity is steeped in a rich history and continues to contribute to the diversity and value of our agricultural industry. As a result, we highlight the importance of this industry and recognize the value of its continued promotion. The Apple Blossom Fair and the Gravenstein Apple Fair are just two examples of efforts to involve the community, promote tourism and increase the public's knowledge of this valuable segment of agricultural industry.

The 1997 *Wine Grape* crop exceeded the previous record tonnage by 42,000 tons. That combined with the highest average price ever paid for wine grapes in Sonoma County explains why our growers received nearly \$123 million more for this crop than ever before.

Although the wine grape industry accounts for the most notable increase, other segments of the agricultural industry contributed to the overall strength of the 1997 production total. *Livestock, Poultry and Aquaculture* increased \$2.3 million on the strength of increased beef prices, along with increases in the value of ducks, chickens, shellfish and turkeys. The value of *Vegetable Crops* increased by \$2.25 million as production acreage increased by 218 acres. *Livestock and Poultry Products* decreased slightly as manufacturing milk production price and production fell. *Market Milk* production was the highest ever recorded: however, the price per hundred weight fell by nearly 7.7%. The number of dairies and herd numbers continue to decline, but fortunately, production per head continues to increase. *Nursery Products* appears to show a decrease this year, although this is a result of an error in the previous reporting of grapevines grown in Sonoma County. In the past, a portion of what has been reported as sold here, was actually grown out-of-county. In any case, demand for grapevines remains very high. Other segments of the *Nursery* category, including ornamentals, bedding plants and cut flowers showed significant increases. *Field Crops* increased in value by \$250,000, with oat and volunteer hay crops benefitting from a dry spring.

Although the 1997 crop value is extraordinary, and bodes well for agriculture in Sonoma County, it in no way reflects the profit or loss experienced by individual growers. The risk in agriculture production can be rewarding as was the experience for many grape growers this past year, but each year provides examples of successes or failures which reminds us of the industry's dependency on Mother Nature.

Thanks to all growers and others who provide information for this report as they ultimately contribute to the promotion of Sonoma County's agricultural industry. Special recognition also goes to Bonnie Sallee of our staff, for another tremendous report, and to David Henderson of Sonoma County's Reprographics Division for his continuing support and his special effort on this year's cover.

Respectfully submitted,

Eric Lauritzen Agricultural Commissioner

#### Sonoma County Apple Industry

Contributing to the Success and Diversity of Sonoma County Agriculture

This year's Sonoma County Crop Report is dedicated to our Apple Industry. The apple has a mythological history in world literature. From Adam and Eve in the Bible, to tales about Johnny Appleseed, this multicolored, crisp, fragrant and delicious fruit has been desired by mankind for centuries.

The apple is one fruit that the earliest California settlers planted for family use and remains a standard in many residential gardens today. In those early days, where home plantings did exceedingly well and produced large amounts of quality fruit, some individuals with agricultural instincts, opted to plant commercial orchards. Although the Russians planted apples in the early 1800's at Fort Ross, Green Valley and Mark West, records indicate that the first truly commercial apple orchard in Sonoma County was established in 1865 on Laguna Road in Sebastopol. That orchard consisted of 150 Gravenstein apple trees that were obtained from a nursery in Ohio.

After that original orchard was planted in 1865, the Sebastopol district led the County in apple plantings. In 1911, Luther Burbank, in his opening address at the second annual Gravenstein Apple Fair, recognized the Marshalls, McCristians, and the Maddocks families as the originators of an industry that had, "grown from the hazel brush, wild coffee, scrub oak and Douglas spruce-covered hills to great commercial orchards, extensive canneries, dryers and numerous packing houses." The plant wizard went on to describe the success of the Gravenstein apple variety and told of a single older tree, at the Harbine place, that yielded twenty-six boxes. By 1937, there were more than 15,000 acres of apples planted in Sonoma County, 75% of which were in Sebastopol. Other plantings were located in Healdsburg, Geyserville, Annapolis, Sonoma and Vineburg. 65-70% of the apple acreage was the Gravenstein variety, which was normally harvested in July and supplied the eastern market with the first boxed apples of the season.

By 1963, the acreage dropped to 8,500 acres in Sonoma County, but these orchards still produced 5-6 million bushels of apples annually, or approximately 5% of the nation's total, and 1.5% of the world's apple crop. Even then, 90% of the crop was canned as sauce or slices, dried or pressed into juice and cider. The saying at the time was, "the favorite secret weapon of the apple industry was a can opener in the hands of the American housewife."

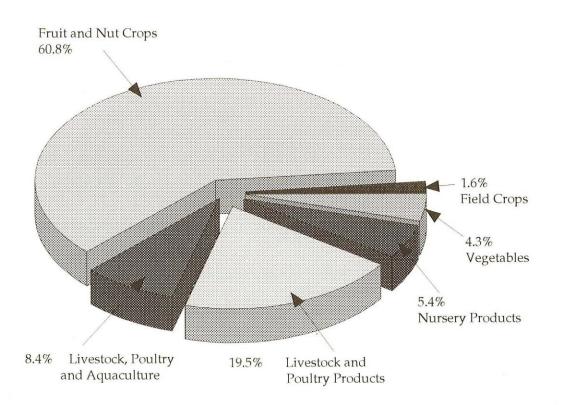
Today, the citizens of Sonoma County have followed Luther Burbank's lead by building healthy, happy homes in the midst of our beautiful apple growing districts. This fulfillment of the American dream, coupled with the replanting to wine grapes and competition from other areas of California, the nation and the world, have caused a steady reduction in Sonoma County apple acreage, which now sits at 4,458 acres. Once familiar apple grower names like Bertoli, Furusho, Coelho, Keegan and others are no longer heard. Some pioneer families have new generations tending their trees, but more often than not, the tradition is not being carried on. Regardless of the changes over the years, with a value of \$9.1 million in 1997, our apple industry continues to thrive and contributes substantially to the beauty and agricultural bounty of this County. Oh, and don't forget, these growers still provide our community with the most delicious apples in the world each and every year!

## Apple Blosson Festival last weekend in April Gravenstein Apple Fair August 15 ~ 16, 1998

Both events are held in Sebastopol

## R E C A P I T U L A T I O N

|                                    | 1996              | 1997              |
|------------------------------------|-------------------|-------------------|
| APIARY                             | \$<br>90,200      | \$<br>93,700      |
| FIELD CROPS                        | \$<br>7,633,700   | \$<br>7,880,400   |
| FRUIT AND NUT CROPS                | \$<br>187,358,800 | \$<br>308,244,300 |
| LIVESTOCK, POULTRY and AQUACULTURE | \$<br>40,449,200  | \$<br>42,736,200  |
| LIVESTOCK AND POULTRY PRODUCTS     | \$<br>101,441,800 | \$<br>98,964,600  |
| NURSERY PRODUCTS                   | \$<br>33,078,300  | \$<br>27,427,000  |
| VEGETABLE CROPS                    | \$<br>19,519,200  | \$<br>21,774,000  |
| TOTAL                              | \$<br>389,571,200 | \$<br>507,120,200 |



## FRUIT AND NUT CROP SUMMARY

|                     |          | BEARING ACRES     | NIACRE        | TOTALTON                    |           |             | LAR          | v            | ALUE        |
|---------------------|----------|-------------------|---------------|-----------------------------|-----------|-------------|--------------|--------------|-------------|
| CROP                | YEAR     | \$V               | 5             | 10<br>10                    | -         | \$/TON      |              | A CONTRACTOR | TOTAL       |
| Apples (all)        | 1997     | 4,458             | 11.47         | 15,718                      | \$        | 178.67      |              | \$           | 9,136,400   |
|                     | 1996     | 4,407             | 11.23         | 49,500                      | \$        | 210.00      |              | \$           | 10,395,200  |
| Fresh               | 1997     |                   |               | den de la sela como vecario |           |             | \$ 1,142,794 | ٦            |             |
|                     | 1996     |                   |               |                             |           |             | \$ 2,384,495 |              |             |
| Processed (a)       | 1997     |                   |               |                             |           |             | \$ 7,993,641 |              |             |
|                     | 1996     |                   |               |                             | operation |             | \$ 8,010,658 |              |             |
| Grapes (wine)       | 1997     | 34,121            | 5.50          | 187,674                     | \$        | 1,588.64    |              | \$           | 298,147,300 |
| -                   | 1996     | 33,703            | 3.80          | 127,990                     | \$        | 1,371.76    |              | \$           | 175,572,200 |
| Pears, Bartlett (b) | 1997     | 96                | 1.88          | 180                         | \$        | 236.67      |              | \$           | 42,600      |
|                     | 1996     | 88                | 1.99          | 175                         | \$        | 367.57      |              | \$           | 64,300      |
| Prunes (c)          | 1997     | 491               | 1.06          | 521                         | \$        | 893.47      |              | \$           | 465,500     |
|                     | 1996     | 503               | 1.45          | 729                         | \$        | 896.43      |              | \$           | 653,500     |
| Walnuts             | 1997     | 266               | 0.34          | 89                          | \$        | 1,209.20    |              | \$           | 107,800     |
|                     | 1996     | 258               | 0.26          | 67                          | \$        | 1,415.68    |              | \$           | 94,300      |
| Misc. (d)           | 1997     |                   |               |                             |           |             |              | \$           | 344,700     |
|                     | 1996     |                   |               |                             |           |             |              | \$           | 579,300     |
| TOTAL               | 1997     |                   |               |                             |           |             |              | \$           | 308,244,300 |
|                     | 1996     |                   |               |                             |           |             |              | \$           | 187,358,800 |
| (a)                 | Includes | s canned, juice/  | cider, vineg  | gar and drie                | d         |             |              |              |             |
| (b)                 | Includes | s fresh and proc  | cessed.       |                             |           |             |              |              |             |
| (c)                 | Dry tons | S                 |               |                             |           |             |              |              |             |
| (d)                 | Includes | s cherries, bush- | -berries, kiv | vi, black wal               | nuts      | , plums, As | ian pears,   |              |             |

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s cherries, bush-berries, kiwi, black walnuts, plums, Asian pears, Inc strawberries, figs, chestnuts, olives, etc.

## **APIARY PRODUCTS**

|             |        |           |      | DOL        | LAR V | ALUE   |
|-------------|--------|-----------|------|------------|-------|--------|
| ITEM        | YEAR P | RODUCTION | UNIT | \$/UNIT    |       | TOTAL  |
| Honey       | 1997   | 39,675    | lb.  | \$<br>1.42 | \$    | 56,200 |
|             | 1996   | 49,194    | lb.  | \$<br>0.83 | \$    | 40,900 |
| Wax         | 1997   | 710       | lb.  | \$<br>1.55 | \$    | 1,100  |
|             | 1996   | 710       | lb.  | \$<br>8.87 | \$    | 6,300  |
| Pollination | 1997   |           |      |            | \$    | 36,400 |
|             | 1996   |           |      |            | \$    | 43,000 |
| TOTAL       | 1997   |           |      |            | \$    | 93,700 |
|             | 1996   |           |      |            | \$    | 90,200 |

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## FIELD CROPS

|                    |                     | HARVESTED                      | TON/                | TOTAL                   |                  | I        | DOLLAR                |          | VALUE                         |
|--------------------|---------------------|--------------------------------|---------------------|-------------------------|------------------|----------|-----------------------|----------|-------------------------------|
| CROP               | YEAR                | ACREAGE                        | ACRE                | TONS                    | UNIT             |          | \$/UNIT               |          | TOTAL                         |
|                    |                     |                                |                     |                         |                  | •        |                       | ¢        |                               |
| Hay, Oat           | <b>1997</b><br>1996 | <b>9,890</b><br>9 <b>,7</b> 99 | <b>1.78</b><br>2.04 | <b>17,594</b><br>20,015 | ton<br>ton       | \$<br>\$ | <b>97.01</b><br>71.56 | \$<br>\$ | <b>1,706,900</b><br>1,432,200 |
| Hay, Volunteer     | 1997                | 1,430                          | 1.83                | 2,616                   | ton              | \$       | 76.65                 | \$       | 200,500                       |
| <i>.</i>           | 1996                | 1,047                          | 1.47                | 1,538                   | ton              | \$       | 60.49                 | \$       | 93,000                        |
| Green Chop (a)     | 1997                | 539                            | 6.46                | 3,484                   | ton              | \$       | 24.25                 | \$       | 84,500                        |
|                    | 1996                | 706                            | 10.10               | 7,129                   | ton              | \$       | 16.65                 | \$       | 118,700                       |
| Oats, Grain        | 1997                | 1,357                          | 0.78                | 1,064                   | ton              | \$       | 379.75                | \$       | 403,900                       |
|                    | 1996                | 1,118                          | 0.79                | 887                     | ton              | \$       | 237.12                | \$       | 210,400                       |
| Ensilage, Corn (a) | 1997                | 214                            | 20.56               | 4,400                   | ton              | \$       | 47.34                 | \$       | 208,300                       |
|                    | 1996                | 230                            | 21.83               | 5,020                   | ton              | \$       | 44.00                 | \$       | 220,900                       |
| Oats, Silage (a)   | 1997                | 4,228                          | 9.14                | 38,651                  | ton              | \$       | 42.33                 | \$       | 1,636,100                     |
| 0                  | 1996                | 4,795                          | 9.91                | 47,498                  | ton              | \$       | 39.00                 | \$       | 1,852,400                     |
| Hops (b)           | 1997                |                                |                     | 133                     | lb               | \$       | 4.47                  | \$       | 600                           |
|                    | 1996                |                                |                     | 102                     | lb               | \$       | 5.00                  | \$       | 500                           |
| Straw              | 1997                |                                |                     | 1,958                   | ton              | \$       | 31.78                 | \$       | 62,200                        |
|                    | 1996                |                                |                     | 858                     | ton              | \$       | 67.39                 | \$       | 57,800                        |
| Pasture, Irrigated | 1997                | 9,500                          |                     |                         | acre             | \$       | 100.00                | \$       | 950,000                       |
|                    | 1996                | 9,500                          |                     |                         | acre             | \$       | 100.00                | \$       | 950,000                       |
| Grassland          | 1997                | 206,425                        |                     |                         | acre             | \$       | 10.00                 | \$       | 2,064,300                     |
|                    | 1996                | 206,450                        |                     |                         | acre             | \$       | 10.00                 | \$       | 2,064,500                     |
| Woodland           | 1997                | 172,800                        |                     |                         | acre             | \$       | 1.00                  | \$       | 172,800                       |
|                    | 1996                | 172,800                        |                     |                         | acre             | \$       | 1.00                  | \$       | 172,800                       |
| Miscellaneous (c)  | 1997                |                                |                     |                         |                  |          |                       | \$       | 390,900                       |
|                    | 1996                |                                |                     |                         |                  |          |                       | \$       | 461,000                       |
| TOTAL              | 1997                |                                |                     |                         |                  |          |                       | \$       | 7,880,400                     |
|                    | 1996                |                                |                     |                         |                  | L        |                       | \$       | 7,633,700                     |
| (a)                |                     | the green chop a               |                     |                         |                  |          |                       |          | value is                      |
|                    | determi             | ned by its feed ea             | quivalent o         | of hay after            | r it is cut, loa | ade      | d and ensile          | ed.      |                               |
| (b)                | This inc            | ludes Mt. Hood,                | Tetnanger           | , Willamet              | te, Cascade      | anc      | l miscellane          | ous      | varieties.                    |
| (c)                | Includes            | s alfalfa, barley, s           | afflower,           | wheat, rye              | , vetch, suda    | an, e    | etc.                  |          |                               |

## **VEGETABLE CROPS**

|                     |      | HARVESTED | DOLLAR        |
|---------------------|------|-----------|---------------|
| CROP                | YEAR | ACREAGE   | VALUE         |
| Miscellaneous Truck | 1997 | 1,507     | \$ 21,774,000 |
| farms (d)           | 1996 | 1,289     | \$ 19,519,200 |

(d)

Includes melons, mushrooms, potatoes, pumpkins, sprouts, squash, tomatoes, lettuces, etc.

| ITEM              | YEAR     | number<br>Of<br>Head | TOTAL<br>LIVE<br>WEIGHT  | UNIT            | DO        | D L L A R<br>\$/UNIT | 1     | <b>V A L U E</b><br>TOTAL |
|-------------------|----------|----------------------|--|-----------------|-----------|----------------------|-------|---------------------------|
| Cattle/Calves     | 1997     | 45,181               | 265,027  | cwt             | \$        | 54.61                | \$    | 14,473,700                |
|                   | 1996     | 48,938               | 281,965  | cwt             | \$        | 46.00                | \$    | 12,970,800                |
| Sheep/Lambs       | 1997     | 11,758               | 12,699   | cwt             | \$        | 80.52                | \$    | 1,022,500                 |
| •                 | 1996     | 13,591               | 14,678   | cwt             | \$        | 77.96                | \$    | 1,144,300                 |
| Hogs              | 1997     | 2,610                | 6,238  | cwt             | \$        | 51.49                | \$    | 321,200                   |
|                   | 1996     | 2,610                | 6,235  | cwt             | \$        | 47.78                | \$    | 297,900                   |
| Miscellaneous (a) | 1997     |                      |  |                 |           |                      | \$    | 26,918,800                |
|                   | 1996     |                      |  |                 |           |                      | \$    | 26,036,200                |
| TOTAL             | 1997     |                      | and a second |                 |           |                      | \$    | 42,736,200                |
|                   | 1996     |                      |  |                 |           |                      | \$    | 40,449,200                |
| (a)               | Includes | chicks, ducks        | , turkey pou   | lts, fryers, ro | asters, s | shellfish, turk      | keys, | etc.                      |

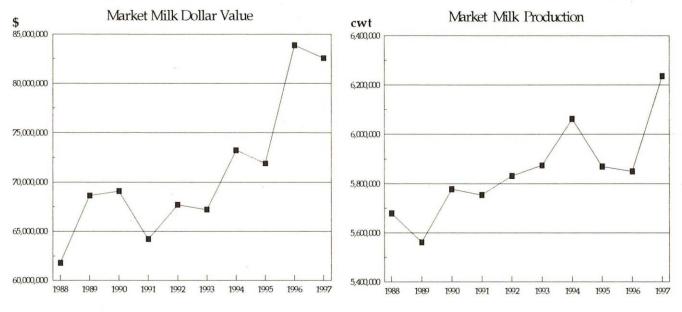
## LIVESTOCK, POULTRY and AQUACULTURE

## LIVESTOCK and POULTRY PRODUCTS

|                    |           |                        |                 | DC        | DLLAR        | ,    | VALUE       |
|--------------------|-----------|------------------------|-----------------|-----------|--------------|------|-------------|
| ITEM               | YEAR      | PRODUCTION             | UNIT            |           | \$/UNIT      |      | TOTAL       |
| Milk               | 1997      | 6,235,778 (b)          | cwt             | \$        | 13.24        | \$   | 82,561,700  |
| (Market)           | 1996      | 5,849,219              | cwt             | \$        | 14.34        | \$   | 83,877,800  |
| Milk               | 1997      | 84,249                 | cwt             | \$        | 11.62        | \$   | 979,000     |
| (Manufacturing)    | 1996      | 16 <b>7,</b> 060       | cwt             | \$        | 13.09        | \$   | 2,186,800   |
| Wool               | 1997      | 116,404                | lb.             | \$        | 0.65         | \$   | 75,700      |
|                    | 1996      | 134,592                | lb.             | \$        | 0.77         | \$   | 104,300     |
| Misc. Products (c) | 1997      |                        |                 |           |              | \$   | 15,348,200  |
|                    | 1996      |                        |                 |           |              | \$   | 15,272,900  |
| TOTAL              | 1997      |                        |                 |           |              | \$   | 98,964,600  |
|                    | 1996      |                        |                 |           |              | \$   | 101,441,800 |
| (b)                | Prelimina | ary                    |                 |           |              |      |             |
| (c)                | Includes  | market duck eggs, turl | key hatching eg | gs, chicl | ken eggs for | cons | sumption,   |

Includes market duck eggs, turkey hatching eggs, chicken eggs for consumption, egg bi-products and goat milk.

#### A TEN YEAR COMPARISON ~ 1988 thru 1997



## NURSERY PRODUCTS

|                    |      | UNIT      |               |     | D  | OLLA    | R  | VALUE      |
|--------------------|------|-----------|---------------|-----|----|---------|----|------------|
| ITEM               | YEAR | SOLD      | UNIT          |     |    | \$/UNI] | Γ  | TOTAL      |
| Grapevines (all)   | 1997 | 6,560,581 | plant/cutting | (a) |    |         | \$ | 6,560,600  |
|                    | 1996 | 8,462,828 | plant/cutting |     |    |         | \$ | 14,248,000 |
|                    |      |           |               |     |    |         |    |            |
| Ornamentals        | 1997 | 1,345,363 | plant         | (b) | \$ | 5.05    | \$ | 6,793,200  |
|                    | 1996 | 1,174,167 | plant         |     | \$ | 5.34    | \$ | 6,274,100  |
|                    |      |           |               |     |    |         |    |            |
| Bedding Plants     | 1997 | 322,843   | flat          |     | \$ | 11.82   | \$ | 3,816,700  |
|                    | 1996 | 263,561   | flat          |     | \$ | 10.78   | \$ | 2,840,000  |
| Cut Flowers        | 1997 |           |               |     |    |         | \$ | 2,661,900  |
|                    | 1996 |           |               |     |    |         | \$ | 2,352,300  |
| Christmas Trees    | 1997 | 13,888    | each          |     | \$ | 27.90   | \$ | 387,500    |
|                    | 1996 | 15,234    | each          |     | \$ | 25.89   | \$ | 394,400    |
| Misc. Products (c) | 1997 |           |               |     |    |         | \$ | 7,207,100  |
| (c)                | 1996 |           |               |     |    |         | \$ | 6,969,500  |
| TOTAL              | 1997 |           |               |     |    |         | \$ | 27,427,000 |
| 7                  | 1996 |           |               |     |    |         | \$ | 33,078,300 |

(a) Includes green, dormant rootings and bench grafts.

(b) Average unit price includes all type trade containers

Includes deciduous fruit and nut trees, bulbs, forest seedlings, house plants,
liners, orchids, cacti, herbaceous perennials, dry flowers, turf and wreaths.

## MILLION DOLLAR CROPS

| 1.  | WINE GRAPES                              | \$<br>298,147,300 |
|-----|--|-------------------|
| 2.  | MARKET MILK                              | \$<br>82,561,700  |
| 3.  | MISC. LIVESTOCK, POULTRY and AQUACULTURE | \$<br>26,918,800  |
| 4.  | VEGETABLES                               | \$<br>21,774,000  |
| 5.  | MISC. LIVESTOCK AND POULTRY PRODUCTS     | \$<br>15,348,200  |
| 6.  | CATTLE AND CALVES                        | \$<br>14,473,700  |
| 7.  | MISC. NURSERY PRODUCTS                   | \$<br>7,207,100   |
| 8.  | NURSERY ~ ORNAMENTALS                    | \$<br>6,793,200   |
| 9.  | GRAPEVINES                               | \$<br>6,560,600   |
| 10. | APPLES $\sim$ LATE VARIETIES             | \$<br>6,429,200   |
| 11. | NURSERY ~ BEDDING PLANTS                 | \$<br>3,816,700   |
| 12. | APPLES $\sim$ GRAVENSTEINS               | \$<br>2,707,200   |
| 13. | NURSERY ~ CUT FLOWERS                    | \$<br>2,661,900   |
| 14. | OAT HAY                                  | \$<br>1,706,900   |
| 15. | OAT SILAGE                               | \$<br>1,636,100   |
| 16. | SHEEP AND LAMBS                          | \$<br>1,022,500   |

| A P P  |                      | E                            | P R                        | ΟΙ              | o u  | С     | ΤI                       | (  | O N             |
|--|----------------------|------------------------------|----------------------------|-----------------|--|-------|--------------------------|----|-----------------|
|  |                      | BEARING ACRES                | CRE                        | 1075            | DOL  | LA    | R V                      | A  | LUE             |
|  |                      | ARING                        | TONSIACRE                  | TAL             | 14   |       |                          |    |                 |
| CROP   | YEAR                 | BL                           | <0 ×                       | ,0              | \$ / TON   | 1     | The Martin Colored and a | -  | TOTAL           |
| Gravenstein  | 1997                 | 1,361                        | 11.55                      | 15,718          | \$ 172.2   | 4     |                          | \$ | 2,707,200       |
|  | 1996                 | 1,364                        | 8.15                       | 11,113          | \$ 208.0   | 9     |                          | \$ | 2,312,500       |
| Fresh  | 1997                 | ,                            |                            | 459             | \$ 782.4   | 7 \$  | 359,345                  |    |                 |
|  | 1996                 |                              |                            | 899             | \$ 580.0   |       | 521,444                  |    |                 |
| Processed  | 1997                 |                              |                            | 15,259          | \$ 153.8   | 7 \$  | 2,347,882                |    |                 |
| (a)  | 1996 .               |                              |                            | 10,214          | \$ 175.3   | 5\$   | 1,791,022                |    |                 |
| Late Apples  | 1997                 | 3,097                        | 11.44                      | 35,417          | \$ 181.5   | 3     |                          | \$ | 6,429,200       |
| -PP-00   | 1996                 | 3,043                        | 12.61                      | 38,387          | \$ 210.5   |       |                          | \$ | 8,082,700       |
|  |                      | .,                           |                            |                 |  |       |                          |    | -,,,            |
| Fresh  | 1997                 |                              |                            | 981             | \$ 798.4   | 7 \$  | 783,449                  |    |                 |
|  | 1996                 |                              |                            | 1,777           | \$ 1,048.4   |       | 1,863,051                |    |                 |
| Processed  | 1997                 |                              |                            | 34,436          | \$ 163.9   |       | 5,645,759                |    |                 |
| (a)  | 1996                 |                              |                            | 36,610          | \$ 169.8   | 9 \$  | 6,219,636                |    |                 |
| TOTAL  | 1997                 | 4,458                        | 11.47                      | 51,135          | \$ 178.6   | 7     |                          | \$ | 9,136,400       |
|  | 1996                 | 4,407                        | 11.23                      | 49,500          | \$ 210.0   |       |                          | \$ | 10,395,200      |
| 120,000<br>100,000<br>60,000<br>40,000<br>20,000<br>0<br>1977 1979 198 |                      | Tonnage<br>arly <b>L</b> ate | 993 1995 1997              |                 |  | Early | Late<br>987 1989 199     |    | 93 1995 1997    |
| Т  | I M                  | I B E                        |                            | H               | A  | R     | V E                      | 3  | S T             |
| CROP   | YEAR                 | p                            | (Informat<br>RODUCTION     | tional Only )   | UNIT (b  | )     |                          |    | VALUE           |
|  |                      |                              |                            |                 | and the second |       |                          |    |                 |
| Timber   | 199 <b>7</b><br>1996 | THI                          | S INFORMATIO<br>32,698,000 | on was no       | Г AVAILABLE<br>board fee   |       | ME OF PRIN<br>\$         |    | G<br>14,060,000 |
|  | (b)                  | Board feet is the            | . ,                        |                 |  |       |                          |    |                 |
|  | (c)                  | value of the tin             | nber immediatel            | y before cuttir | ig   |       |                          | _  |                 |

| W | H | I | T | F |  |
|---|---|---|---|---|--|
|   |   |   |   |   |  |

#### WINE

GRAPE

PRODUCTION

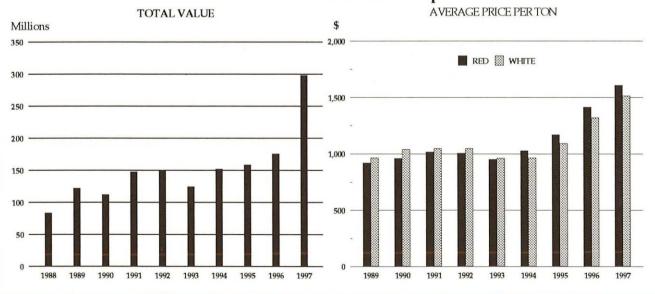
PRODUCTION

#### A С R

| Ε | S |
|---|---|
|   |   |

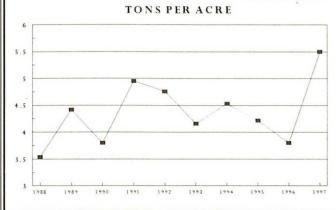
| VARIETY         | YEAR | BEARING | NON-<br>BEARING | TOTAL  | TONS   | DOLLAR<br>PER TON | TOTAL<br>VALUE    |
|-----------------|------|---------|-----------------|--------|--------|-------------------|-------------------|
| Chardonnay      | 1997 | 12,277  | 1,381           | 13,658 | 71,456 | \$<br>1,646.60    | \$<br>117,660,100 |
| ,               | 1996 | 12,597  | 1,235           | 13,832 | 47,458 | \$<br>1,455.61    | \$<br>69,080,300  |
| Chenin Blanc    | 1997 | 211     | 0               | 211    | 1,182  | \$<br>596.52      | \$<br>705,200     |
|                 | 1996 | 251     | 0               | 251    | 1,043  | \$<br>575.96      | \$<br>600,400     |
| French          | 1997 | 321     | . 0             | 321    | 2,531  | \$<br>532.53      | \$<br>1,347,800   |
| Colombard       | 1996 | 383     | 0               | 383    | 2,129  | \$<br>480.20      | \$<br>1,022,100   |
| Gewurztraminer  | 1997 | 272     | 7               | 279    | 1,312  | \$<br>988.03      | \$<br>1,296,000   |
|                 | 1996 | 321     | 7               | 328    | 1,333  | \$<br>915.70      | \$<br>1,220,700   |
| Muscat Blanc    | 1997 | 29      | 1               | 30     | 142    | \$<br>1,428.87    | \$<br>203,500     |
|                 | 1996 | 41      | 0               | 41     | 114    | \$<br>1,143.07    | \$<br>130,000     |
| Pinot Blanc     | 1997 | 121     | 2               | 123    | 438    | \$<br>1,120.55    | \$<br>490,700     |
|                 | 1996 | 80      | 5               | 85     | 410    | \$<br>1,018.04    | \$<br>417,500     |
| Sauvignon Blanc | 1997 | 1,384   | 231             | 1,615  | 9,609  | \$<br>1,074.19    | \$<br>10,322,300  |
| -               | 1996 | 1,417   | 153             | 1,570  | 5,411  | \$<br>933.20      | \$<br>5,049,500   |
| Semillion       | 1997 | 132     | 22              | 154    | 829    | \$<br>1,104.35    | \$<br>915,400     |
|                 | 1996 | 157     | 36              | 193    | 655    | \$<br>906.88      | \$<br>594,200     |
| Viognier        | 1997 | 73      | 50              | 123    | 377    | \$<br>1,541.99    | \$<br>581,500     |
| -               | 1996 | 36      | 42              | 78     | 164    | \$<br>1,341.81    | \$<br>219,900     |
| White Riesling  | 1997 | 161     | 4               | 165    | 509    | \$<br>904.33      | \$<br>915,400     |
|                 | 1996 | 172     | 6               | 178    | 534    | \$<br>824.88      | \$<br>440,100     |
| Other Whites    | 1997 | 99      | 150             | 249    | 781    | \$<br>888.62      | \$<br>694,100     |
|                 | 1996 | 181     | 30              | 215    | 692    | \$<br>654.91      | \$<br>453,200     |
| TOTAL WHITES    | 1997 | 15,080  | 1,848           | 16,928 | 89,167 | \$<br>1,515.50    | \$<br>135,132,000 |
|                 | 1996 | 15,636  | 1,514           | 17,150 | 59,942 | \$<br>1,321.75    | \$<br>79,227,900  |

#### WINE GRAPES - A Ten Year Comparison

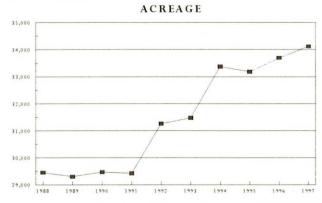


| RED            | WI   | NE      | GRA     | ΡΕ     | PR     | 0                       | D  | uc      | T                         | ΙΟ     | N               |
|----------------|------|---------|---------|--------|--------|-------------------------|----|---------|---------------------------|--------|-----------------|
|                |      | A       | C R     | E S    | PR     | 0                       | D  | u c     | ст                        | ΙΟ     | N               |
|                |      |         | NON-    |        |        |                         |    | DOLLA   | R                         | TOT    | AL              |
| VARIETY        | YEAR | BEARING | BEARING | TOTAL  | TON    | the state of the second |    | PER TO  | Contraction of the second | VAL    | the property of |
| Cabernet Franc | 1997 | 479     | 38      | 517    | 2,49   | 8 5                     | \$ | 1,784.3 | 6 \$                      | 4,45   | 6,500           |
|                | 1996 | 474     | 26      | 500    | 1,86   |                         | \$ | 1,482.4 | 9 \$                      | 2,75   | 8,500           |
| Cabernet       | 1997 | 6,272   | 987     | 7,259  | 29,04  | 6 5                     | \$ | 1,761.2 | 6 \$                      | 51,15  | 8,300           |
| Sauvignon      | 1996 | 6,289   | 803     | 7,092  | 19,61  | 9 5                     | \$ | 1,496.2 | 8 \$                      | 29,35  | 5,100           |
| Carignane      | 1997 | 223     | 0       | 223    | 97     | 6 5                     | \$ | 1,075.6 | 4 \$                      | 1,05   | 0,000           |
|                | 1996 | 285     | 9       | 294    | 71     | 1 5                     | \$ | 898.4   | 0 \$                      | 63     | 8,700           |
| Merlot         | 1997 | 3,873   | 1,420   | 5,293  | 25,21  | 3 5                     | \$ | 1,784.4 | 8 \$                      | 44,99  | 1,900           |
|                | 1996 | 3,290   | 1,446   | 4,736  | 14,30  | 8 5                     | \$ | 1,660.1 | 3 \$                      | 23,75  | 2,600           |
| Meunier        | 1997 | 97      | 24      | 121    | 60     | 7 5                     | 5  | 1,255.2 | 9 \$                      | 76     | 1,700           |
|                | 1996 | 65      | 8       | 73     | 39     | 2 \$                    | 5  | 1,043.6 | 5 \$                      | 40     | 9,500           |
| Napa Gamay     | 1997 | 165     | 0       | 165    | 1,03   | 4 8                     | \$ | 931.8   | 5 \$                      | 96     | 3,300           |
|                | 1996 | 186     | 6       | 192    | 45     | 1 5                     | \$ | 849.8   | 3 \$                      | 38     | 3,600           |
| Petite Sirah   | 1997 | 254     | 16      | 270    | 72     | 0 5                     | \$ | 1,508.4 | 5 \$                      | 1,08   | 5,900           |
|                | 1996 | 261     | 33      | 294    | 48     | 5 5                     | \$ | 1,275.5 | 6 \$                      | 61     | 9,200           |
| Petite Verdot  | 1997 | 86      | 12      | 98     | 25     | 5 5                     | 5  | 1,715.5 | 4 \$                      | 43     | 8,100           |
|                | 1996 | 63      | 30      | 93     | 15     | 8 5                     | \$ | 1,500.2 | 1 \$                      | 23     | 7,500           |
| Pinot Noir     | 1997 | 3,040   | 884     | 3,924  | 17,38  | 4 5                     | \$ | 1,584.0 | 1 \$                      | 27,53  | 6,400           |
|                | 1996 | 2,701   | 327     | 3,028  | 13,56  | 7 5                     | \$ | 1,312.1 | 6 \$                      | 17,80  | 1,900           |
| Sangiovese     | 1997 | 161     | 81      | 242    | 1,28   | 8 5                     | \$ | 1,575.2 | 3 \$                      | 2,02   | 8,600           |
|                | 1996 | 85      | 107     | 192    | 57     | 4 5                     | \$ | 1,422.9 | 1 \$                      | 81     | 7,200           |
| Syrah-shiraz   | 1997 | 175     | 124     | 299    | 1,26   | 5 5                     | \$ | 1,628.4 | 1 \$                      | 2,06   | 0,400           |
|                | 1996 | 159     | 61      | 220    | 65     | 8 5                     | \$ | 1,302.8 | 6 \$                      | 85     | 6,600           |
| Zinfandel      | 1997 | 3,845   | 261     | 4,106  | 16,77  | 1 5                     | \$ | 1,445.6 | 8 \$                      | 24,24  | 5,200           |
|                | 1996 | 3,836   | 242     | 4,078  | 14,13  | 4 5                     | \$ | 1,221.4 | 5 \$                      | 17,26  | 3,500           |
| Other Reds     | 1997 | 371     | 185     | 556    | 1,45   |                         | \$ | 1,544.3 |                           | 2,23   | 9,000           |
|                | 1996 | 373     | 93      | 457    | 1,13   |                         | \$ | 1,283.3 |                           |        | 0,400           |
| TOTAL REDS     | 1997 | 19,041  | 4,032   | 23,073 | 98,50  | 7 5                     | \$ | 1,654.8 | 7 \$                      | 163,01 | 5,300           |
|                | 1996 | 18,072  | 3,191   | 21,263 | 68,04  | 8 3                     | \$ | 1,415.8 | 3 \$                      | 96,34  | 4,300           |
| TOTAL ALL      | 1997 | 34,121  | 5,880   | 40,001 | 187,67 | 4                       | \$ | 1,588.6 | 4 \$                      | 298,14 | 7,300           |
| WINE GRAPES    | 1996 | 33,703  | 4,696   | 38,399 | 127,99 | 0                       | S  | 1,371.7 | 76 s                      | 175,57 | 72.200          |

#### WINE GRAPES - 1988 THRU 1997



.



| FRUIT, M      | NUT and           | GRAPEVINE   | ACREAGE |
|---------------|-------------------|-------------|---------|
| CROP          | BEARING           | NON-BEARING | TOTAL   |
| Apples        | 4,458             | 54          | 4,512   |
| Cherries      | 3                 | 0           | 3       |
| Figs          | 0                 | 4           | 4       |
| Wine Grapes   | 34,121            | 5,880       | 40,001  |
| Kiwi          | 28                | 0           | 28      |
| Peaches       | 8                 | 0           | 8       |
| Pears         | 96                | 0           | 96      |
| Plums         | 9                 | 0           | 9       |
| Prunes        | 491               | 27          | 518     |
| Walnuts       | 266               | 22          | 288     |
| Miscellaneous | 18                | 2           | 20      |
| TOTAL ACREA   | GE <b>39,49</b> 8 | 5,989       | 45,487  |

## INVENTORIES OF LIVESTOCK AND POULTRY

| ITEM            | (Number of Head as of Januar              | ry 1, 1998) | NUMBER  |
|-----------------|---|-------------|---------|
| Cattle and Calv | ves, all                                  |             | 100,652 |
|                 | Milk cows and heifers<br>2 years and over | 37,468      |         |
|                 | Beef cows and heifers<br>2 years and over | 25,750      |         |
| Sheep and Lam   | bs, all                                   |             | 15,390  |
| Hogs            |   |             | 2,900   |
| Laying Hens an  | d Pullets                                 |             | 984,319 |
| Turkey Breede   | rs  |             | 20,761  |

## COMMERCIAL FISH CATCH ~ 1996

| ormation Only) |  |  |
|----------------|--|--|
| POUNDS         |  | VALUE  |
| 504,161        | \$   | 914,191  |
| 290,488        | \$   | 433,911  |
| 517,745        | \$   | 403,134  |
| 317,725        | \$   | 395,332  |
| 1,212,500      | \$   | 359,208  |
| 332,115        | \$   | 283,575  |
| 391,678        | \$   | 135,351  |
| 229,453        | \$   | 92,399   |
| 144,723        | \$   | 75,056   |
| 20,709         | \$   | 66,768   |
| 55,481         | \$   | 58,816   |
| 28,515         | \$   | 46,472   |
| 18,537         | \$   | 39,645   |
| 101,582        | \$   | 38,239   |
| 31,612         | \$   | 37,686   |
| 84,771         | \$   | 36,164   |
| 51,460         | \$   | 26,338   |
| 99,286         | \$   | 25,030   |
| 54,072         | \$   | 24,374   |
| 56,754         | \$   | 20,829   |
| 8,545          | \$   | 20,168   |
| 156,974        | \$   | 109,607  |
| 4,708,886      | \$   | 3,642,293  |
|                | POUNDS       504,161       290,488       517,745       317,725       1,212,500       332,115       391,678       229,453       144,723       20,709       55,481       28,515       18,537       101,582       31,612       84,771       51,460       99,286       54,072       56,754       8,545       156,974 | POUNDS       504,161     \$       290,488     \$       517,745     \$       317,725     \$       1,212,500     \$       332,115     \$       391,678     \$       229,453     \$       229,453     \$       20,709     \$       20,709     \$       55,481     \$       28,515     \$       101,582     \$       31,612     \$       31,612     \$       31,612     \$       99,286     \$       54,072     \$       56,754     \$       8,545     \$       156,974     \$ |

The figures are provided by the California Department of Fish and Game. The 1997 figures were not available at time of printing.

## HORSES

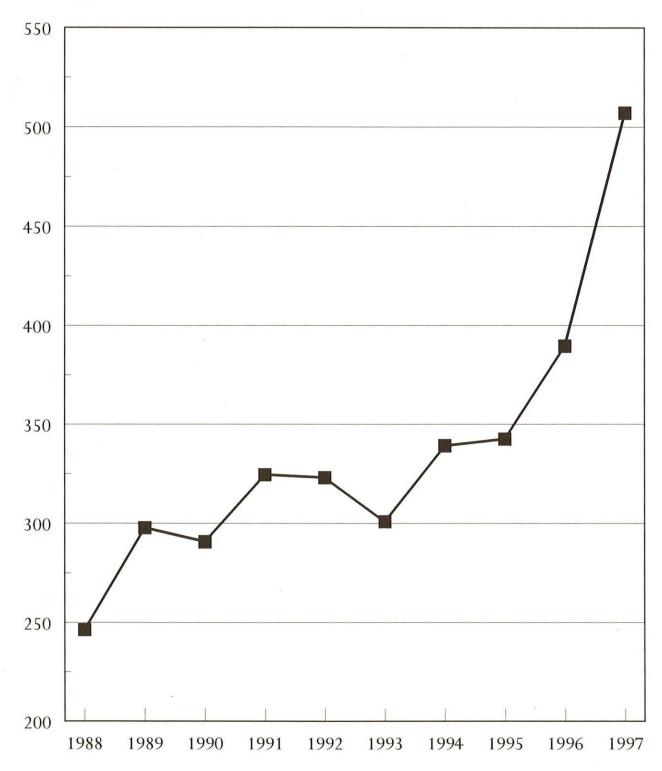
#### (Informational Only)

|           |         | TOTAL       |
|-----------|---------|-------------|
| BACK YARD | BOARDED | VALUE       |
| 10,991    | 4,049   | \$1,200,000 |

These figures were furnished by Dr. Carlos Benito, Professor of Economics at Sonoma State University. Another survey will be done in 1998. This survey will be more extensive and will appear in our 1998 crop report.

## SONOMA COUNTY TOTAL CROP VALUE 1988 ~ 1997





#### Sonoma County 1997 Sustainable Agriculture Report

#### BY PRISCILLA LANE

#### **BIOLOGICAL CONTROL PROGRAM**

| BIOLOGICAL CONTROL  | # OF RELEASE SITES |
|---|--------------------|
| Yellow Starthistle Seedhead Weevil<br>(Bangasternus_orientalis) | 3                  |
| Yellow Starthistle Hairy Weevil ( <u>Eustenopus villosus</u> )  | 5                  |

#### ORGANIC FARMING STATISTICS 181 organic producers were registered in 1997

|               | Producers | Properties | Acres   |
|---------------|-----------|------------|---------|
| Eggs          | 3         | 3          |         |
| Fruits / Nuts | 87        | 481        | 1,816.5 |
| Milk          | 2         | 2          |         |
| Vegetables    | 84        | 85         | 325.2   |
| Wine Grapes   | 13        | 18         | 282.5   |

#### PEST DETECTION

TRAPPING: 11,607 trap servicings for exotic insect pests. (Includes Mediterranean and Oriental Fruit Fly, Melon Fly, Gypsy Moth, Japanese Beetle, Khapra Beetle and Western Grapeleaf Skeletonizer)

ENTRYWAY SURVEY: 719 miles and 143 properties were surveyed for the presence of noxious weed and disease pests. Eleven pet stores were inspected as well as one property for karnal bunt and 2 properties for chrysanthemum white rust.

|                   | WEED SURVEY            |                     |                        |                    |                        |  |  |
|-------------------|------------------------|---------------------|------------------------|--------------------|------------------------|--|--|
| Pest              | Gross Acres<br>Treated | Pest                | Gross Acres<br>Treated | Pest               | Gross Acres<br>Treated |  |  |
| Artichoke Thistle | 250                    | Iberian Starthistle | 750                    | Purple Starthistle | 500                    |  |  |

#### PEST EXCLUSION

A total of 1,760 premise inspections for incoming shipments of plant material were made by the Sonoma County Agricultural Commissioner's Office. Inspections occurred at the express carriers, nurseries, post office, feed mills, ethnic markets, post entry inspections and United Parcel Service. 284 rejections of plant material were made. Rejected plant material was either destroyed or reconditioned and released. Listed below are a few of the economically important pest species intercepted in 1997:

| Gypsy Moth                    | Mite   | Quack Grass                        | Silverleaf Whitefly                        |
|-------------------------------|--|------------------------------------|--|
| Lymantria dispar              | Tetranychus  | Elytrigia repens                   | Homoptera aleyrodidae                      |
| Snail<br>Zachrysia prouisoria | Western Grapeleaf<br>Skeletonizer<br>Harrisina brillians | Wisteria Gall<br>Erwinia herbicola | Tropical Palm Scale<br>Hemiberlesia palmae |

#### NATIONAL AGRICULTURAL DAY GRAND PRIZE ESSAY / POEM to to to to to to

#### WHAT HAPPENS IN SONOMA COUNTY? By Ian Thompson

This winning poem 'hat happens in the Spring in Sonoma County? from the Beautiful flowers sprout, Agricultural Day all about. essay / poem Farmers pull out all the weeds, and plant their seeds. contest, sponsored Grapevines grow new shoots, by the North Bay with energy from the roots. Chapter, California That's what happens in the Spring in Sonoma County. Women for That happens in the Summer in Sonoma County? Agriculture, Farmers water their plants, and keep off the ants. Sonoma County From flowers on the vine, Farm Bureau and the grapes will grow in good time. Press Democrat is It's a good season to pick berries, apples, pears and cherries. reprinted with the That's what happens in the Summer in Sonoma County. permission of Ian Thompson and his 'hat happens in the Fall in Sonoma County? It's harvest time for many crops, parents. which usually are tops. The grapes are picked from the vines, which are made into great wines. Ian is a third grade There's also the Harvest Fair, student at Matanzas most of the best crops and livestock are there. School in Santa That's what happens in the Fall in Sonoma County. Rosa. Ian's prize 'hat happens in the Winter in Sonoma County? winning poem is As the year grows older, titled: the temperature gets colder. Farmers store some seeds, WHAT HAPPENS for next year's planting needs. **IN SONOMA** The final harvest fills us all with glee, for it is when we pick our Christmas tree. COUNTY? That's what happens in the Winter in Sonoma County.

#### Eric Lauritzen

Agricultural Commissioner

#### John Westoby

Assistant Agricultural Commissioner

#### Jim Sallee

Chief Deputy Agricultural Commissioner

#### Lisa Correia ~ Mike Smith

Deputy Agricultural Commissioner

## Gary Bjork ~ Pierre Gadd ~ Joseph Gray Priscilla Lane ~ Bruce McArthur ~ Stefan Parnay Alexis Ramey ~ Marilyn Vernon Agricultural Biologist / Standards Specialist III

#### Michael Milligan ~ Bonnie Sallee Senior Agricultural Program Assistant

#### James O'Brien County Trapper

### Esther Martinez ~ Tracy Mulvihill ~ Jeann Nelson Administrative Support Staff

#### Dan Curtin ~ Helen Rivera Support Staff

#### Stan Peterson ~ Renee Milligan Detection Trappers



