



DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

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July 2016

Karen Ross, Secretary California Department of Food and Agriculture

And

The Honorable Board of Supervisors of Sonoma County: Efren Carrillo – Fifth District, Chair Susan Gorin – First District David Rabbitt – Second District Shirlee Zane – Third District, Vice Chair James Gore – Fourth District

It is my privilege to present the 2015 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agricultural Code. The reported total value for 2015 was \$756,508,500, which represents a 14% decrease from our 2014 value of \$879,665,400. This report reflects the gross production values; not the net income or costs of production and marketing.

In 2015, Sonoma County experienced its fourth consecutive year of drought throughout the growing season. Mild to warm temperatures in January and February led to an early bud break in winegrapes. This resulted in an earlier and longer bloom period. Temperatures in May were unusually cool, preventing a uniform fruit set in winegrapes, even in the warmest parts of the county. As a result, cluster weights were down significantly and overall, winegrape tonnage was down more than 28% from 2014. Correspondingly, overall winegrape value was down almost 25% from 2014 at \$446,538,900. While unit prices were up slightly for nearly all listed varieties, these increases could not compensate for the dramatic decrease in yield compared to 2014. It should be noted that this 2015 harvest is actually closer to the average tonnage for the five years previous to 2012 when yields rose dramatically.

Field crops which include hay, silage, pasture and rangeland recovered slightly from the past three years of drought due to the rainfall we received in late 2014 and January 2015. Three consecutive years of drought reduced hay and other field crop supplies, driving up the price per unit for all field crops listed. The value of cultivated field crops increased almost 12% with a value of \$12,514,000.

Apple yields dropped for another year as a result of insufficient winter chill and a poor bloom and subsequent fruit set. 2015 apple tonnage was down more than 5.5% from 2014, which was the lowest level in recent years. Despite this poor yield, Sonoma County apple value recovered slightly from 2014, growing almost 10% to a value of \$3,752,400. This was driven by an increase in price per ton, which is attributed to the premium price and demand for organic apples, which account for over 85% of Sonoma County apple acres.

Nursery product value was up more than 30%. This is attributed to greater sales of high dollar specimen ornamentals and drought tolerant plant material as people replace lawns and other high water demand landscaping. The cut flower industry experienced an 8.6% growth from 2014.

The value of livestock and poultry production increased a modest 7.3% as beef values increased, which compensated for lower sheep and hog prices. The value of livestock and poultry products such as eggs and milk was up nearly 5.5% from 2014, which is attributed to another increase in the unit price of market and manufacturing milk. These values are driven by the premium prices received for organic market and manufacturing milk. A majority of the dairies in Sonoma County have moved to organic production with a number of other dairies currently in transition to organic. The value of egg products fell 1.6% from 2014 due to lighter volume as egg producers build their flocks back up in response to Prop 2 space requirements, which took effect January 1, 2015.

The 2015 Sonoma County Crop Report celebrates the county's history of poultry and egg production. Commercial production of eggs in the county remains a critical part of our agricultural system and accounts for over \$53.2 million dollars in annual value. Poultry production also remains strong with commercial production of chickens, turkeys and ducks. Sonoma County had the first USDA certified organic chicken on the market back in 1999. One of the ways that Sonoma County has distinguished itself from other agricultural areas of the state is by focusing on the production of premium, high quality agricultural products that are produced in a way that is sustainable, and focuses on good stewardship of the land and our natural resources. This is evident in the production of virtually all of our commodities, including dairy, winegrapes, vegetables, apples and our poultry and eggs.

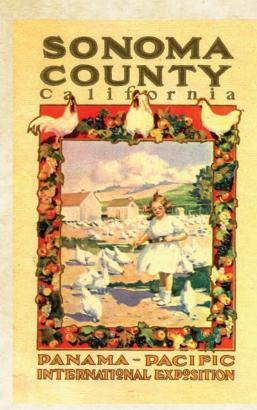
I would like to extend my gratitude and appreciation to all of the agricultural producers whose participation make this report possible. A sincere thank you goes out to Andrew Smith, Senior Agricultural Biologist, who collects and compiles these statistics, as well as the outstanding staff of the Department of Agriculture/Weights and Measures who contribute to the production of this report.

Respectfully submitted,

Tony Linegar

Agricultural Commissioner / Sealer of Weights and Measures

Sonoma County Poultry Production A FINE AND FEATHERED HISTORY



The 2015 Sonoma County Crop report celebrates the county's rich history of poultry and egg production and marks the 100 Year anniversary of the Panama-Pacific International Exposition. This exposition, held in 1915 in San Francisco, was considered the world's fair. Featured at the fair were representative displays of each county in the state. At this time, Petaluma was becoming widely known as the egg basket of the world and Sonoma County's display highlighted our robust and growing poultry industry as evidenced by the brochure cover at left. In 1918, Petaluma launched National Egg Day with a parade and activities that continue even today as the egg-centric focus of Petaluma's Butter and Egg Days Festival that occurs every April. By 1941, Sonoma County had over 4,000 egg farms, with the industry reaching its peak in 1945 with 612 million eggs (51 million dozens) laid that year. You can still find evidence of times past as dilapidated and re-purposed chicken and turkey houses dot the hillsides and flats in the outskirts of our county's cities and towns today, a nostalgic reminder of what put us on the map!

Today, Sonoma County is experiencing a resurging interest in backyard egg production fueled by the locavore movement, the economic downturn, as well as a renewed effort to recognize and appreciate where our food comes from. Highlighting this movement was the decision by the Santa Rosa City Council in 2012 to overturn a long-standing prohibition against backyard hens and allow homeowners to raise backyard hens within certain limits, primarily based on the size of the parcel. Commercial production of eggs in the county remains a critical part of our agricultural system and accounts for

over \$53.2 million dollars in annual gross value in the 2015 crop report. Currently, we have 157 individual egg producers registered in the county, a far cry from the 4,000 producers in 1941. Despite this reduction, egg production in the county remains around 30 million dozen eggs per year. In the bigger picture of California egg production, Sonoma County is a significant player. Of the 11,821,000 commercial laying hens in California, Sonoma County accounts for more than 2 million birds which represents nearly 17% of the layers in the state!

One of the ways that Sonoma County has distinguished itself from other agricultural areas of the state is by focusing on the production of premium, high quality agricultural products that are produced in a way that is sustainable, and focuses on good stewardship of the land and our natural resources. Poultry production is no exception. Petaluma Poultry, which was founded in 1969 by Allen Shainsky, is a perfect example of this philosophy. Petaluma Poultry was producing organic poultry 10 years before USDA established protocols for organic meat and poultry. Mr. Shainsky wanted to produce chicken that had that "old fashioned" chicken flavor, returning to old production methods that included an all vegetarian diet with no animal by-products, and no antibiotics, hormones or steroids. In addition to a natural diet, the chickens were allowed room



to roam naturally without being confined to a small space. As a result, Petaluma Poultry had the first third-party certified organic chicken on the market in 1999 with the USDA Organic seal.

Regretfully, Allen Shainsky passed away in 2000, but Petaluma Poultry continues to innovate. Petaluma Poultry became one of the first producers to provide tray-less packaging and one of the only companies in the region with air chill processing. It will continue to be a pioneer and add to Sonoma County's rich poultry history. The company employs more than 400 people and adds a total economic impact of \$199 million to the region. The poultry industry also supports the larger community through donations and volunteer involvement and the Petaluma Poultry food truck is a common sight throughout the year at community events.

The consumer has many choices when it comes to purchasing eggs and poultry products these days. Understanding the differences in the terms used to describe how birds are raised has become more important to the consumer when choosing

which eggs and poultry meat they buy at the store or farmers' market. Some of these terms have standards established by the U.S. Department of Agriculture or the U.S. Food and Drug Administration depending on if it relates to broiler or layer birds. Broiler is the term reserved for birds raised for their meat and layer is the term used for an egg-producing hen. In the United States, free-range regulations currently only apply to poultry production for meat, not egg production. The term free-range indicates that the animal has been given access to the outside. The quality or size of outdoor range and the duration of range time is not defined or specified. In egg production the term free-range is used mainly as a marketing term and can refer to lower stocking densities, grass-fed, or humanely raised, but does not have a legal meaning. Free-run is a term associated with egg production and is synonymous with open-floor production. This means that there are no cages in the barn, and that the birds are able to run about, forage on the floor of the barn, and enter nesting boxes along the walls to lay their eggs

Many people today seek pasture-raised birds. Pasture-raised egg and meat bird operations here in Sonoma County use rotational grazing with their birds and periodically move their false-bottomed houses around their fields to give the birds fresh pasture, allowing the previously grazed and fertilized pasture to re-grow for use later in the season or in subsequent years. Over the past ten years there has been a dramatic resurgence in free-run and pastured-raised egg and poultry production. Consumer food literacy has motivated people to produce their own eggs and choose these value-added products.

Poultry production in Sonoma County is not just limited to chickens. Sonoma County is also home to farms producing turkeys, geese and ducks. Turkey production has played a significant role in Sonoma County agricultural history. You cannot speak about turkey production in Sonoma County without speaking about Nicholas Turkey Breeding Farms. In 1939, George Nicholas, a native of Sonoma County and his wife Eileen "Johnny" Nicholas purchased a 175 acre farm in Sonoma County's Valley of the Moon to begin their turkey breeding farm. George dedicated his life to

breeding turkeys and in 1959 became world renowned for developing the "Nicholas White Turkey" which would become the industry standard for turkey production around the world.

Nicholas Turkey Breeding Farms are not the only turkey producers in Sonoma County to gain national and international recognition. Willie Bird Turkey, based in Santa Rosa has also become famous for their free-range turkeys, even having their turkeys served at the White House. Willie Bird Turkey is currently owned and operated by William Benedetti Junior, his brother Riley, and their cousin Rocky Koch. The Benedetti family has been raising turkeys in Sonoma County since 1948, but trademarked the name "Willie Bird" in 1963 when a hairdresser in Petaluma remarked, "here comes the Willie bird" as William Benedetti Senior delivered her Thanksgiving turkey. The Benedetti's had been raising free-range birds before people called them free-range. Back in the day they were called "ranch raised". In the late 1990's, Williams-Sonoma put Willie Bird turkeys in their catalogue which generated tremendous exposure and sales for the company. Even today, the sales of Willie Bird turkeys through Williams-Sonoma remains a significant part of the business as nearly 30,000 turkeys are sold annually to Williams-Sonoma catalogue customers. Willie Bird Turkey has carved out a special niche in the market and a special place in Sonoma County's agricultural history.

Despite the great successes, there are also considerable challenges that face the industry. In 2015, there was a major outbreak of Highly Pathogenic Avian Influenza (HPAI) in the Midwest. This disease is highly contagious and fatal to birds. Nearly 48 million birds were depopulated in the outbreak that occurred in the Midwest in 2015. This contributed to a marked increase in the price of eggs across the United States. Educating backyard producers about HPAI will be vital in protecting our industry. 'Information on how homeowners can protect their flock from this disease can be found at: https://www.cdfa.ca.gov/ahfss/animal_health/avian_influenza.html. Another contributor to the increase in egg costs in 2015 was the implementation of Proposition 2, California's law regulating the size of chicken cages which took effect January 1, 2015. The law requires 116 square inches per bird, increased from 69 square inches. Egg farmers across the state could either build new cages or house fewer birds; the cost of either option largely passed on to the consumer. The impact of these requirements may result in a 20% reduction in the number of eggs that California produces. Egg prices in California saw a nearly 150% increase from August 2014 compared to August 2015, going from a benchmark of \$1.45 per dozen to \$3.61 per dozen. In some retail stores in 2015, prices were topping out at \$5.99 per dozen.

As the industry evolves and grows to meet consumer demand, Sonoma County stands poised to continue our rich history of poultry and egg production, providing consumers a variety of options with wholesome, sustainable and organic eggs and poultry products produced in beautiful Sonoma County!



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MILLION DOLLAR CROPS AND NURSERY PRODUCTION

MILLION DOLLAR GROPS

| 1 | Winegrapes - All | \$446,538,900 |
|----|-------------------------------------|---------------|
| 2 | Market Milk | \$119,344,600 |
| 3 | Misc Livestock and Poultry Products | \$53,291,300 |
| 4 | Miscellaneous Livestock and Poultry | \$46,124,100 |
| 5 | Cattle and Calves | \$21,496,600 |
| 6 | Nursery - Miscellaneous | \$13,067,700 |
| 7 | Vegetables | \$12,355,200 |
| 8 | Nursery - Ornamentals | \$10,638,100 |
| 9 | Sheep and Lambs | \$6,992,900 |
| 10 | Nursery - Cut Flowers | \$4,548,400 |
| 11 | Nursery - Bedding Plants | \$4,005,800 |
| 12 | Rye and Oat Silage | \$3,228,900 |
| 13 | Apples - Late Varieties | \$2,637,400 |
| 14 | Rye and Oat Hay | \$1,338,700 |
| 15 | Apples - Gravenstein | \$1,115,000 |

NURSERY PRODUCTS

| Product | Year | Quanity | Unit | Total |
|-------------------------------|---------------------|---------------------------|-----------------------|-------------------------------------|
| Ornamentals | 2015 2014 | 496,074 390,869 | plant plant | \$10,638,100 \$7,377,400 |
| Bedding Plants | 2015 2014 | 524,437 774,477 | flat flat | \$4,005,800 \$1,136,500 |
| Christmas Trees | 2015 2014 | 6,409 9,028 | unit unit | \$325,000 \$487,600 |
| Cut Flowers | 2015 2014 | | | \$4,548,400 \$4,187,800 |
| Miscellaneous Products (a) | 2015 2014 | | | \$13,067,700 \$11,770,300 |
| TOTAL VALUE | 2015 2014 | | | \$32,585,000 \$24,959,600 |

(a) includes grapevines, deciduous fruit and nut trees, liners, bulbs, forest seedlings, house plants, orchids, cacti, herbaceous perennials, dry flowers, turf, and wreaths



FRUIT AND NUT SUMMARY AND WORLD WINEGRAPE ACREAGE

FRUIT AND NUT SUMMARY

| Product | Year | Bearing Acres | Tons/ Acre | Total Tons | \$/Ton | Total |
|-------------------|------------------|----------------------|------------------|------------------------|---------------------------|---------------------------------------|
| Apples (all) | 2015 2014 | 2,229 2,320 | 4.29 4.37 | 9,559 10,127 | \$393 \$337 | \$3,752,400 \$3,411,900 |
| Fresh | 2015 2014 | | | | | \$720,100 \$853,800 |
| Processed (a) | 2015 2014 | | | | | \$3,032,400 \$2,558,100 |
| Grapes (wine) | 2015 2014 | 58,235 58,280 | 3.14 4.39 | 182,785 255,635 | \$2,443 \$2,319 | \$446,538,900 \$592,798,000 |
| Olives | 2015 2014 | 427 422 | | | | \$521,500 \$276,100 |
| Miscellaneous (b) | 2015 2014 | | | | | \$329,400 \$486,100 |
| TOTAL | 2015 2014 | | | | | \$451,142,200 \$596,872,100 |

- (a) includes canned, juice, cider, and vinegar
- (b) includes bush-berries, cane-berries, stone fruits, pears, kiwi, tree nuts, strawberries, figs, etc.

WORLD WINEGRAPE ACREAGE

| Country | Total / | Acreage | % Change | |
|---------------------|------------|------------|----------|--|
| | 2004 | 2014 | | |
| Spain | 2,882,000 | 2,340,000 | -18.81% | |
| China | 1,134,000 | 1,974,000 | 74.07% | |
| France | 2,105,000 | 1,876,000 | -10.88% | |
| Italy | 1,944,000 | 1,705,000 | -12.29% | |
| Turkey | 1,475,000 | 1,240,000 | -15.93% | |
| United States | 933,000 | 1,035,000 | 10.93% | |
| Argentina | 526,000 | 552,000 | 4.94% | |
| Chile | 432,000 | 521,000 | 20.60% | |
| Iran | 837,000 | 507,000 | -39.43% | |
| Portugal | 550,000 | 444,000 | -19.27% | |
| Romania | 486,000 | 433,000 | -10.91% | |
| Australia | 387,000 | 341,000 | -11.89% | |
| Moldova | 342,000 | 311,000 | -9.06% | |
| South Africa | 289,000 | 316,000 | 9.34% | |
| India | 161,000 | 297,000 | 84.47% | |
| Uzbekistan | 259,000 | 287,000 | 10.81% | |
| Greece | 285,000 | 272,000 | -4.56% | |
| Germany | 243,000 | 253,000 | 4.12% | |
| Brazil | 177,000 | 220,000 | 24.29% | |
| Hungary | 230,000 | 171,000 | -25.65% | |
| All Other Countries | 3,154,000 | 2,869,000 | -9.04% | |
| | | | | |
| TOTAL ACREAGE | 18,831,000 | 17,964,000 | -4.60% | |

FRUIT AND NUT ACREAGE SUMMARY

| Crop | Bearing | Non-Bearing | Total |
|---------------------|---------|-------------|--------|
| Apples | 2,229 | 21 | 2,250 |
| Winegrapes | 58,235 | 3,901 | 62,135 |
| Olives | 427 | 0 | 427 |
| Pears | 30 | 0 | 30 |
| Plums (incl Prunes) | 21 | 0 | 21 |
| Walnuts | 124 | 0 | 124 |
| Miscellaneous | 11 | 2 | 13 |
| | | | |
| TOTAL ACREAGE | 61,077 | 3,924 | 65,001 |



SONOMA GOUNTY AVAS RANKED BY WINEGRAPE ACREAGE

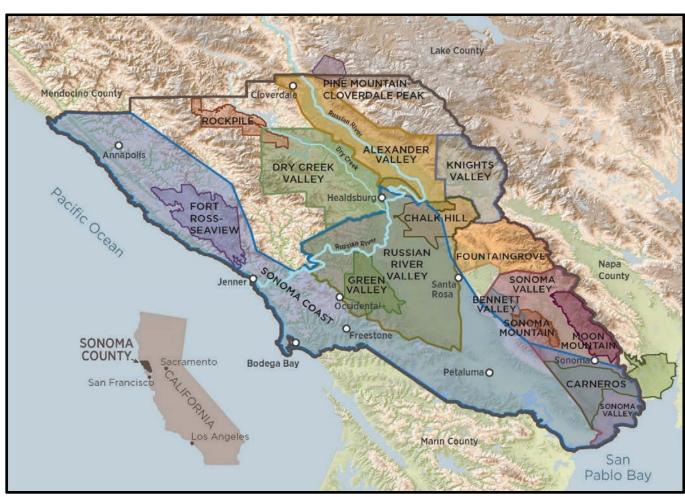


Image Courtesy of the Sonoma County Winegrape Commission

| American Viticulture Areas (AVAs) | Total Area of AVA (acres) | Total Winegrape Acreage | # 1 Variety (by acreage) | # 2 Variety (by acreage) |
|--------------------------------------|------------------------------|----------------------------|-----------------------------|-----------------------------|
| Alexander Valley | 76,961 | 14,226 | MERLOT | ZINFANDEL |
| Russian River Valley | 168,995 | 14,167 | CHARDONNAY | PINOT NOIR |
| Dry Creek Valley | 78,324 | 7,599 | CABERNET SAUVIGNON | MERLOT |
| Los Carneros | 37,236 | 7,261 | PINOT NOIR | CHARDONNAY |
| Sonoma Coast | 516,191 | 4,725 | PINOT NOIR | CHARDONNAY |
| Sonoma Valley | 114,630 | 4,003 | CHARDONNAY | CABERNET SAUVIGNON |
| Green Valley of Russian River Valle | y 19,010 | 2,549 | PINOT NOIR | CHARDONNAY |
| Knights Valley | 37,177 | 2,476 | CABERNET SAUVIGNON | MERLOT |
| Chalk Hill | 22,642 | 1,516 | CHARDONNAY | CABERNET SAUVIGNON |
| Moon Mountain of Sonoma Count | y 17,698 | 1,496 | CABERNET SAUVIGNON | ZINFANDEL |
| Bennett Valley | 8,348 | 850 | PINOT NOIR | CHARDONNAY |
| Sonoma Mountain | 5,802 | 752 | CABERNET SAUVIGNON | CHARDONNAY |
| Fountaingrove District | 36,819 | 200 | CABERNET SAUVIGNON | CHARDONNAY |
| Pine Mountain - Cloverdale Peak | 4,602 | 158 | CABERNET SAUVIGNON | MERLOT |
| Rockpile | 14,704 | 132 | ZINFANDEL | CABERNET SAUVIGNON |
| Fort Ross - Seaview | 32,042 | 31 | SYRAH | PINOT NOIR |



WINEGRAPE PRODUCTION

TOP 12 BY VALUE RED VARIETIES

| | Acreage | | | | | Production | |
|-----------------------------------|------------------|--------------------------|-------------------------|---------------------------|----------------------------|---------------------------------|---------------------------------------|
| Varietal | Year | Bearing | Non-Bearing | Total | Tons | \$/Tons | Total Value |
| Cabernet Franc | 2015 2014 | 569.9 571.8 | 34.3 15.8 | 604.1 587.6 | 1,357.8 1,913.9 | \$2,794.59 \$2,669.35 | \$3,794,400 \$5,108,900 |
| Cabernet Sauvignon | 2015 2014 | 11,808.8 11 689.7 | 1,014.7 1,078.2 | 12,823.4 12,767.9 | 32,947.3 45,772.0 | \$2,724.17 \$2,614.37 | \$89,754,100 \$119,665,000 |
| Carignane | 2015 2014 | 162.7 178.8 | 0.0 1.0 | 162.7 179.8 | 305.8 478.8 | \$2,195.62 \$1,947.37 | \$671,500 \$932,500 |
| Grenache | 2015 2014 | 146.4 119.3 | 3.7 5.2 | 150.1 124.5 | 567.4 701.7 | \$2,901.69 \$2,830.53 | \$1,646,500 \$1,986,200 |
| Malbec | 2015 2014 | 540.5 491.0 | 12.9 41.8 | 553.4 532.8 | 1,896.3 2,688.9 | \$2,636.24 \$2,427.49 | \$4,999,200 \$6,527,300 |
| Merlot | 2015 2014 | 4,108.2 4,308.6 | 43.4 27.7 | 4,151.6 4,336.2 | 12,031.4 16,989.6 | \$1,717.25 \$1,651.47 | \$20,661,000 \$28,057,900 |
| Petite Sirah | 2015 2014 | 645.6 630.1 | 50.4 55.1 | 696.0 685.2 | 2,347.4 2,873.5 | \$2,715.79 \$2,548.12 | \$6,375,100 \$7,332,100 |
| Petite Verdot | 2015 2014 | 266.2 250.0 | 25.7 34.2 | 292.0 284.2 | 953.4 1,251.1 | \$2,719.87 \$2,667.28 | \$2,593,200 \$3,337,100 |
| Pinot Noir | 2015 2014 | 12,850.8 12,567.9 | 750.0 1,014.4 | 13,600.7 13,582.7 | 30,667.2 47,677.2 | \$3,525,42 \$3,251.49 | \$108,114,800 \$155,022,000 |
| Sangiovese | 2015 2014 | 211.3 210.2 | 0.0 0.0 | 211.3 210.3 | 929.3 1,211.9 | \$2,244.27 \$2,352.94 | \$2,085,700 \$2,851,600 |
| Syrah-Shiraz | 2015 2014 | 1,569.8 1,649.5 | 15.5 9.8 | 1,585.3 1,659.3 | 2,848.1 4,642.6 | \$2.525.16 \$2,314.44 | \$7,192,000 \$10,745,100 |
| Zinfandel | 2015 2014 | 4,988.3 5,015.8 | 85.1 112.1 | 5,073.4 5,127.9 | 13,070.9 15,597.2 | \$2,711.07 \$2,543.78 | \$35,436,200 \$39,675,900 |
| TOTAL REDS Includes other Reds | 2015 2014 | 38,917.8 38,775.8 | 2,679.1 3,037.2 | 41,596.9 41,813.0 | 101,800.1 144,021.5 | \$2,819.84 \$2,685.05 | \$287,060,000 \$386,705,000 |



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| | Acreage | | | | | Production | | | |
|------------------------------------|------------------|--------------------------|------------------------|--------------------------|----------------------------|---------------------------------|---------------------------------------|--|--|
| Varietal | Year | Bearing | Non-Bearing | Total | Tons | \$/Tons | Total Value | | |
| Chardonnay | 2015 2014 | 15,669.8 15,607.6 | 706.7 776.8 | 16,376.4 16,384.5 | 64,208.9 87,380.5 | \$2,084.79 \$1,990.38 | \$133,862,100 \$172,920,400 | | |
| Gewürztraminer | 2015 2014 | 113.9 124.0 | 7.1 5.5 | 121.1 129.5 | 202.5 443.4 | \$1,803.12 \$1,505.66 | \$365,200 \$667,700 | | |
| Muscat Blanc | 2015 2014 | 14.3 12.2 | 1.0 3.2 | 15.3 15.4 | 154.8 99.8 | \$2,202.96 \$2,321.27 | \$341,100 \$231,700 | | |
| Pinot Blanc | 2015 2014 | 65.0 62.8 | 1.1 2.1 | 66.0 64.9 | 187.6 262.3 | \$1,825.03 \$1,551.72 | \$342,400 \$407,100 | | |
| Pinot Gris | 2015 2014 | 62.0 417.3 | 8.6 4.9 | 70.6 422.2 | 1,363.9 2,268.7 | \$1,704.28 \$1,686.67 | \$2,324,500 \$3,828,300 | | |
| Rousanne | 2015 2014 | 29.6 27.9 | 1.0 0.0 | 30.6 27.9 | 91.3 81.7 | \$2,538.09 \$2,522 89 | \$235,900 \$206,200 | | |
| Sauvignon Blanc | 2015 2014 | 2,553.1 2,438.9 | 179.8 220.9 | 2,732.8 2,659.8 | 12,537.1 17,540.6 | \$1,611.31 \$1,532.51 | \$20,201,200 \$26,881,200 | | |
| Semillon | 2015 2014 | 102.7 101.0 | 0.0 0.0 | 102.7 101.0 | 376.1 556.1 | \$2,370.14 \$1,839.60 | \$891,500 \$1,023,100 | | |
| Viognier | 2015 2014 | 235.7 229.1 | 5.8 8.1 | 241.5 237.2 | 564.1 967.6 | \$2,371.21 \$2,296.93 | \$1,337,600 \$2,222,600 | | |
| White Riesling | 2015 2014 | 35.7 35.7 | 0.0 0.0 | 35.7 35.7 | 240.6 283.9 | \$2,145.99 \$2,102.85 | \$516,400 \$597,000 | | |
| TOTAL WHITES Includes other Whites | 2015 2014 | 19,317.7 19,504.6 | 1,221.5 1,333.0 | 20,539.1 20,837.6 | 80,984.4 111,613.9 | \$2,010.35 \$1,902.86 | \$162,807,000 \$212,385,700 | | |
| | | | | | | | | | |
| TOTAL WINEGRAPES | 2015 2014 | 58,235.5 58,280.4 | 3,900.6 4,370.2 | 62,136.0 62,650.6 | 182,784.5 255,635.4 | \$2,442.98 \$2,318.92 | \$446,538,900 \$592,798,000 | | |



APPLE PRODUCTION, APIARY PRODUCTS, AND VEGETABLES

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| Varietal | Year | Bearing Acres | Tons/ Acres | Total Tons | \$/Tons | Dollar Value | Total |
|---------------|------------------|-----------------------|---------------------|------------------------|---------------------------|-----------------------------------|-----------------------------------|
| Gravenstein | 2015 2014 | 704 732 | 3.87 4.64 | 2,725 3,395 | \$409 \$318 | | \$1,115,000 \$1,079,800 |
| Fresh | 2015 2014 | | | 126 131 | \$2,014 \$1,984 | \$253,794 \$260,580 | |
| Processed (a) | 2015 2014 | | | 2,559 3,264 | \$331 \$251 | \$861,161 \$819,181 | |
| Late Appled | 2015 2014 | 1,524 1,588 | 4.48 4.24 | 6,834 6,731 | \$386 \$346 | | \$2,637,400 \$2,332,100 |
| Fresh | 2015 2014 | | | 273 290 | \$1,709 \$2,044 | \$466,241 \$593,195 | |
| Processed (a) | 2015 2014 | | | 6,562 6,441 | \$331 \$270 | \$2,171,194 \$1,738,898 | |
| TOTAL | 2015 2014 | 2,229 2,320 | 4.29 4.37 | 9,559 10,127 | \$393 \$337 | | \$3,752,400 \$3,411,900 |

⁽a) includes canned, juice, vinegar, and cider

APIARY PRODUCTS

| TOTAL VALUE (a) | 2015 | \$97,400 |
|-----------------|------|-----------|
| | 2014 | \$128,400 |

(a) includes honey, wax, and hives rented for pollination

VEGETABLES

| Crop | Year | Harvested Acreage | Dollar Value |
|---------------------------------|------------------|-------------------|-------------------------------------|
| Miscellaneous Vegetables (a) | 2015 2014 | 512 535 | \$12,355,200 \$12,613,200 |

(a) includes crucifers, squash, melons, mushrooms, potatoes, peppers, tomatoes, sprouts, lettuces, etc



LIVESTOCK AND POULTRY

IVESTOCK AND POULTRY

| Livestock | Year | Number of Head | Live Weight | Unit | \$/Unit | Total |
|-------------------|---------------------|-------------------------|-------------------------|---------------------|-----------------------------|--------------------------------------|
| Cattle/Calves | 2015 2014 | 30,013 29,868 | 153,306 152,326 | cwt. cwt. | \$140.22 \$103.98 | \$21,496,600 \$15,838,900 |
| Sheep/Lambs | 2015 2014 | 41,615 37,123 | 50,200 44,781 | cwt. cwt. | \$139.30 \$169.11 | \$6,992,900 \$7,572,900 |
| Hogs | 2015 2014 | 1,245 1,132 | 3,424 3,112 | cwt. cwt. | \$76.82 \$87.00 | \$263,100 \$270,900 |
| Miscellaneous (a) | 2015 2014 | | | | | \$46,124,100 \$46,095,200* |
| TOTAL | 2015 2014 | | | | | \$74,876,700 \$69,777,900 |

(a) includes chicks, ducks, turkey poults, fryers, roasters, turkeys, goats, etc

LIVESTOCK AND OULTRY PRODUCTS

| Item | Year | Production | Unit | \$/Unit | Total |
|---------------------|---------------------|-------------------------------|---------------------|---------------------------|---------------------------------------|
| Milk, Market | 2015 2014 | 4,871,205 4,754,378 | cwt. cwt. | \$24.50 \$23.04 | \$119,344,600 \$109,540,900 |
| Milk, Manufacturing | 2015 2014 | 6,202 7,239 | cwt. cwt. | \$26.05 \$23.21 | \$161,600 \$168,000 |
| Wool | 2015 2014 | 111,149 90,947 | lb. lb. | \$0.95 \$1.30 | \$105,600 \$118,300 |
| Miscellaneous (a) | 2015 2014 | | | | \$53,291,300 \$54,198,100 |
| TOTAL | 2015 2014 | | | | \$172,903,100 \$164,025,300 |

(a) includes market duck eggs, turkey hatching eggs, chicken eggs for consumption, and egg by-products

LIVESTOCK AND POULTRY INVENTORY

| Item | Number |
|---|-----------|
| Cattle and Calves (all)* | 71,227 |
| Milk Cows and Heifers (2 years and older) | 29,000 |
| Beef Cows and Heifers (2 years and older) | 12,214 |
| Sheep and Lambs (all) | 31,757 |
| Hogs | 1,369 |
| Laying Hens, Pullets, and Broilers | 3,373,169 |
| Goats | 2,562 |

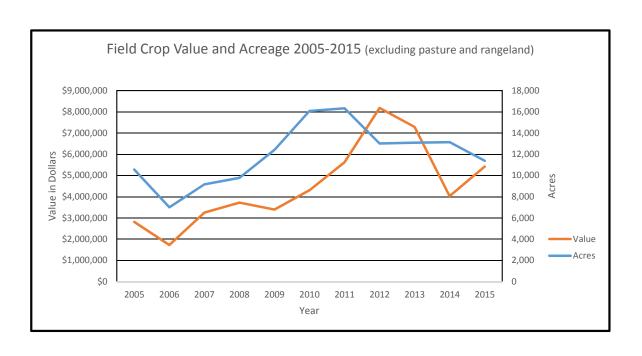
^{*} Number of Head as of January 1, 2016



^{*} Revised from 2014

| Crop | Year | Harvested Acreage | Tons/Acre | Total Tons | Unit | Per Unit | Total |
|-------------------------|------------------|------------------------|-------------------|----------------------|---------------------|-----------------------------|-------------------------------------|
| Hay, Rye and Oat | 2015 2014 | 4,064 5,692 | 2.4 1.9 | 9,845 10,644 | ton ton | \$135.97 \$130.22 | \$1,338,700 \$1,386,100 |
| Hay, Volunteer | 2015 2014 | 253 288 | 1.3 1.7 | 340 481 | ton ton | \$112.06 \$104.67 | \$38,100 \$50,300 |
| Green Chop (a) | 2015 2014 | 1,327 2,074 | 2.5 3.1 | 3,277 6,429 | ton ton | \$26.40 \$25.00 | \$86,500 \$160,700 |
| Oats, Grain | 2015 2014 | 528 548 | 0.8 0.8 | 419 438 | ton ton | \$285.54 \$356.58 | \$119,700 \$156,200 |
| Silage, Corn (a) | 2015 2014 | 174 60 | 12.0 25.0 | 2,085 1,500 | ton ton | \$58.80 \$50.00 | \$122,600 \$75,000 |
| Silage, Rye and Oat (a) | 2015 2014 | 5,039 4,480 | 15.4 10.2 | 77,463 45,855 | ton ton | \$41.68 \$34.00 | \$3,228,900 \$1,559,100 |
| Straw | 2015 2014 | | | | | | \$60,300 \$78,800 |
| Miscellaneous (b) | 2015 2014 | | | | | | \$430,800 \$562,700 |
| Pasture (c) | 2015 2014 | 6,521 6,587 | | | acre acre | \$100.00 \$100.00 | \$652,100 \$658,700 |
| Rangeland (c) | 2015 2014 | 321,816 325,067 | | | acre acre | \$20.00 \$20.00 | \$6,436,300 \$6,501,300 |
| TOTAL | 2015 2014 | 339,722 344,796 | | | | | \$12,514,000 \$11,188,900 |

- (a) much of the green chop and silage is not sold but used on the farm; value is determined by its feed equivalent
- (b) includes alfalfa, barley, safflower, wheat, vetch, Sudan, etc.
- (c) average potential grazing value per acre of forage



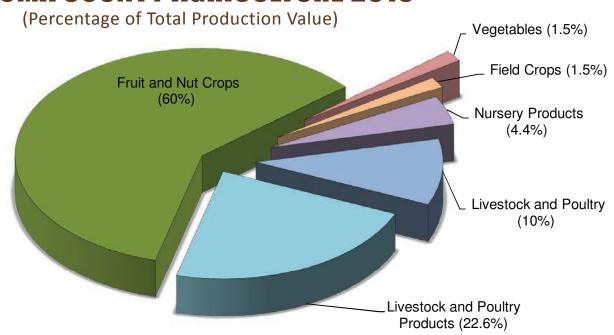
RECAPITULATION

| | 2014 | 2015 | % Change |
|--------------------------------|----------------|---------------|----------|
| Apiary Products | \$128,400 | \$97,400 | -24 1% |
| Field Crops | \$11,188,900 | \$12,514,000 | 11.8% |
| Vegetable Crops | \$12,613,200 | \$12,390,100 | -1.8% |
| Nursery Products | \$24,959,600 | \$32,585,000 | 30.6% |
| Livestock and Poultry | \$69,777,900* | \$74,876,700 | 7.3% |
| Livestock and Poultry Products | \$164,025,300 | \$172,903,100 | 5.4% |
| Fruit and Nut Crops | \$596,872,100 | \$451,142,200 | -24.4% |
| | | | |
| TOTAL VALUE | \$879,665,400* | \$756,508,500 | -14.0% |

^{*} Revised from 2014



SONOMA COUNTY AGRICULTURE 2015



ORGANIC FARMING STATISTICS (298 TOTAL REGSITRANTS)*

| Commodity | Registrants | Units | Value |
|-------------------------------------|-------------|-------------------|---------------|
| Eggs | 21 | 322,911 Birds | \$20,430,300 |
| Fruits/Nuts | 186 | 2,149 Acres | \$3,948,300 |
| Field Crops | 69 | 17,478 Acres | \$2,026,100 |
| | | | |
| Meat (poultry, beef, goat, lamb, po | rk) 20 | 1,062,582 Animals | \$120,355,000 |
| Diary | 43 | 28,541 Animals | \$96,406,700 |
| Nurseries | 31 | 17 Acres | \$1,188,800 |
| Vegetables | 68 | 313 Acres | \$2,638,400 |
| Winegrapes | 76 | 1,578 Acres | \$18,604,800 |

^{*} Values as reported to California Department of Food and Agriculture Organic program by registrants

Pest Detection Trapping

There were 7,776 traps placed for the detection of exotic insect pests including Mediterranean, Oriental and Melon Fruit Flies, Gypsy Moth, Japanese beetle, European Grapevine Moth, Light Brown Apple Moth, and Asian Citrus Psyllid. These traps were serviced 96,281 times. There were 482 traps placed in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), which were serviced 4,910 times. There were no European Grapevine Moths detected in 2015.

Pest Exclusion

A total of 2,064 premise visits occurred in 2015, and during these visits we inspected 13,222 shipments of plant material. Inspections occurred at express carriers, nurseries, post offices, feed mills, vineyards, orchards, and other farms. 51 rejections of plant material were issued, which is a 3% decrease from 2014. Rejected plant material is returned to the shipper, reconditioned and released, or destroyed. To prevent the spread of GWSS into Sonoma County, department personnel inspected 1,407 shipments of nursery stock arriving from infested counties in California. There were 5 shipments of plant material rejected for the presence of GWSS egg masses or other life stages. To assist our industry, we issued 112 federal phytosanitary documents for international shipments and 20 state phytosanitary documents for shipments to other states.

Exotic Pest Species Intercepted

| Light Brown Apple Moth <i>Epiphyas postvittana</i> | Glassy-Winged Sharpshooter Homalodisca vitripennis | Apple Maggot Rhagoletis pomonella |
|---|---|---|
| Hemlock Scale <i>Hemiberlesia ithacae</i> | Diaspidid Scale Aonidiella aurantii | Bagrada Bug Bagrada hilaris |
| Dagger Flower Centaurea salmantica | Rush Skeletonweed Chondrilla juncea | Sudden Oak Death <i>Phytophthora ramorum</i> |

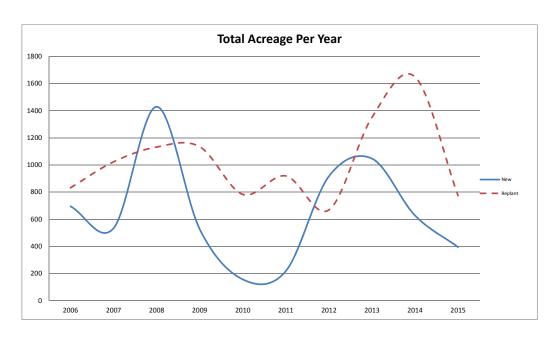
VINEYARD AND ORCHARD DEVELOPMENT

Under a County ordinance originally adopted by the Sonoma County Board of Supervisors in 2000, prior to developing and planting or replanting a vineyard, an application and plans are reviewed for approval by the Department of Agriculture/ Weights & Measures. The purpose of the ordinance is to assist in preventing soil erosion and protect water quality and other natural resources. In 2008, the Vineyard Erosion and Sediment Control Ordinance (VESCO) was updated to include requirements and review of orchard planting and agricultural grading and drainage. During 2012, the Ordinance was further enhanced by adding standards to address potential erosion when projects involve the removal of trees. These standards incorporate an engineering geologist review for areas of instability and use of Universal Soil Loss Equation or Revised Universal Soil Loss Equation to ensure no net increase in erosion from pre-development. The environmental review for vineyard and orchard development expanded further in 2014 with the requirement that all projects have a biological assessment completed, which focuses on mitigating impacts to endangered species as well as sensitive aquatic habitats such as streams, wetlands, and vernal pools.

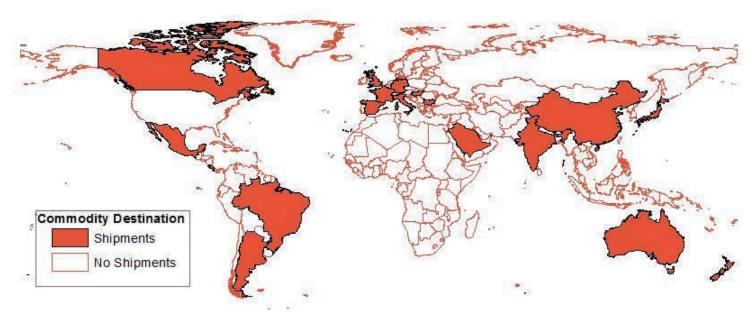
In 2014, the Board of Supervisors approved the creation of the Land Stewardship Division within the Department of Agriculture / Weights & Measures. The VESCO program now resides within this new division along with other local environmental protection programs. Through VESCO, the dedicated staff of the Land Stewardship Division strive to support our significant winegrape and orchard industry while protecting the beautiful and vital natural resources of Sonoma County.

PROJECTS SUBMITTED

| | Lev | el 1 | Lev | el 2 | Project | Acreage | Lev | el 1 | Lev | el 2 | Project | Acreage | | |
|------|----------|---------|----------|---------|---------|---------|----------|---------|----------|---------|---------|---------|----------|---------|
| Year | Projects | Acreage | Projects | Acreage | Total | Total | Projects | Acreage | Projects | Acreage | Total | Total | Projects | Acreage |
| 2006 | 49 | 544 | 13 | 151 | 62 | 695 | 78 | 785 | 6 | 47 | 84 | 832 | 146 | 1,527 |
| 2007 | 45 | 419 | 21 | 115 | 66 | 534 | 100 | 1,001 | 4 | 22 | 104 | 1,023 | 170 | 1,557 |
| 2008 | 61 | 1,157 | 27 | 272 | 88 | 1,429 | 97 | 1,110 | 4 | 22 | 101 | 1,132 | 189 | 2,561 |
| 2009 | 24 | 150 | 20 | 377 | 44 | 527 | 57 | 1,046 | 5 | 88 | 62 | 1,134 | 106 | 1,661 |
| 2010 | 10 | 82 | 13 | 75 | 23 | 157 | 51 | 783 | 0 | 0 | 51 | 783 | 74 | 940 |
| 2011 | 19 | 132 | 8 | 86 | 37 | 218 | 67 | 769 | 4 | 150 | 71 | 919 | 98 | 1,137 |
| 2012 | 35 | 327 | 11 | 589 | 46 | 916 | 50 | 633 | 4 | 35 | 54 | 668 | 100 | 1,584 |
| 2013 | 41 | 580 | 23 | 467 | 64 | 1,047 | 80 | 1,242 | 7 | 108 | 87 | 1,350 | 151 | 2,397 |
| 2014 | 25 | 307 | 22 | 321 | 47 | 628 | 76 | 1,546 | 7 | 103 | 83 | 1,649 | 130 | 2,277 |
| 2015 | 38 | 278 | 15 | 117 | 53 | 395 | 68 | 680 | 5 | 94 | 73 | 774 | 126 | 1,169 |



COMMODITY EXPORTS



| Destination Number of Certificates | Destination | Number of Certificates |
|------------------------------------|-------------|------------------------|
|------------------------------------|-------------|------------------------|

| Australia | 26 |
|----------------|----|
| Mexico | 22 |
| Japan | 17 |
| Spain | 9 |
| Italy | 8 |
| Costa Rica | 7 |
| Saudi Arabia | 4 |
| Canada | 3 |
| China | 3 |
| Germany | 2 |
| New Zealand | 2 |
| United Kingdom | 2 |
| Argentina | 1 |
| Brazil | 1 |
| Bulgaria | 1 |
| France | 1 |
| Hong Kong | 1 |
| Hungary | 1 |
| India | 1 |
| | |

Commodities Shipped

| Bare Root Plants | | | | |
|---------------------------|--|--|--|--|
| Coffee Beans | | | | |
| Grapevines | | | | |
| Herbs/Spices | | | | |
| In-Vitro Plants | | | | |
| Lumber | | | | |
| Nursery Plants | | | | |
| Oak Pieces for Winemaking | | | | |
| Oak Wine Barrels | | | | |
| Vegetable Seed | | | | |
| Winegrapes | | | | |

In 2015, the Sonoma County Department of Agriculture/Weights & Measures issued 112 Federal Phytosanitary Certificates for international shipments to 19 countries, and 20 State Phytosanitary Certificates for shipments within the United States. These certificates were issued by staff to assist the agricultural industry and ensure products produced or processed in Sonoma County meet the necessary import requirements. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state or country.

TIMBER HARVEST AND COMMERCIAL FISH LANDINGS

TIMBER HARVEST

COMMERCIAL FISH LANDINGS*

| Year | Production | Unit | Value (a) |
|------|------------|------------|-------------|
| 2015 | 13,722,000 | board feet | \$4,604,208 |

(a) value of timber immediately before cutting Source: www boe ca gov/proptaxes/timbertax htm Informational only

| Species | Year | Pounds | Value |
|---------------------|---------------------|----------------------------|-------------------------------------|
| Crab, Dungeness | 2015 2014 | 2,840,660 2,705,014 | \$9,552,212 \$8,129,251 |
| Salmon, Chinook | 2015 2014 | 403,486 632,506 | \$2,320,680 \$3,727,970 |
| Rockfish, all | 2015 2014 | 14,427 9,884 | \$32,187 \$35,170 |
| Halibut, California | 2015 2014 | 1,105 703 | \$5,873 \$3,456 |
| Miscellaneous | 2015 2014 | 730,279 150,919 | \$415,411 \$145,796 |
| Sablefish | 2015 2014 | 159,675 111,003 | \$511,564 \$336,869 |
| Lingcod | 2015 2014 | 1,392 1,082 | \$3,555 \$3,811 |
| Tuna, Albacore | 2015 2014 | 9,469 15,244 | \$16,571 \$27,444 |
| Cabeson | 2015 2014 | 726 1,136 | \$3,065 \$5,637 |
| TOTAL | 2015 2014 | 4,161,219 3,627,491 | \$12,861,118 \$12,415,404 |

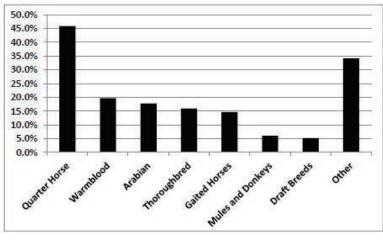
 $[\]ensuremath{^{*}}$ Most recent figures provided by California Department of Fish and Wildlife Informational only



2014 Equine Population Information

There is an estimated 26,217 horses in Sonoma County. The table to the right depicts the types of horses owned in the county. Those classified as "other" include Mustangs, Morgans, Miniatures, Friesians, Appaloosas, and Welsh ponies.

Information courtesy of the Center for Regional Economic Analysis at Sonoma State University and the Sonoma County Horse Council, 2014.



AGRICULTURE DIVISION

The Agriculture Division:

Administers state and federal quarantine restrictions to combat the spread of the European Grapevine Moth. Staff placed and serviced approximately 6,271 traps for early detection, performed 40 winery inspections, completed 58 grape hauler inspections, and provided outreach through emails, and website updates.

In 2015, the Division performed 92 inspections related to commercial and agricultural pesticide use in the County. These inspections include field worker and applicator inspections in the field as well as headquarter/records inspections.

In February of 2015, the Division organized a workshop for nursery operators to provide information regarding the best management practices for controlling Light Brown Apple Moth (LBAM). During this workshop, we brought together nursery operators, experts from the University of California, the California Department of Food and Agriculture (CDFA) and the United States Department of Agriculture (USDA) to share information about how to control LBAM in production nurseries.

The Division cooperated with other counties and industry groups to provide data to the CDFA and the USDA regarding the handling practices of commercially produced winegrapes. As a result, the USDA exempted commercially produced winegrapes from the requirements of the LBAM quarantine, saving hundreds of winegrape growers, haulers, and receivers the time and cost of complying with the quarantine.

In 2015, the Agriculture Division:

- Inspected approximately 14,629 incoming shipments of plant material at nurseries and shipping terminals for exotic, invasive, and agricultural pests
- Issued 137 Producer Certificates and 23 Farmers' Market certificates for Certified Farmers' Markets
- Registered 33 additional organic producers
- Inspected over 2 8 million chicken eggs for defects via representative sampling
- Issued 112 phytosanitary certificates for the export of plant material produced in Sonoma County
- Diverted 25,200 pounds of plastic containers from the landfill through the Division's two recycling events with approximately 150 growers participating
- Inspected 36 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining items such as BBQs, boats, cars, firewood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Gypsy Moth
- Surveyed over 1,100 Sonoma County producers in preparation for the 2015 Agricultural Crop Report
- Issued 479 Operator Identification Numbers and Restricted Material Permits for agricultural pesticide use, and conducted 41 investigations for suspected illnesses and complaints as part of the Pesticide Use Enforcement program



LAND STEWARDSHIP AND WEIGHTS & MEASURES DIVISIONS

The Land Stewardship Division:

Was established by the Sonoma County Department of Agriculture/Weights & Measures at the beginning of 2015 to consolidate enforcement of several local County environmental programs under one team in an effort to more effectively serve the public. This Division oversees the issuance of vineyard and orchard development permits (VESCO), agriculture grading and drainage permits, frost protection registrations (within the Russian River watershed), hazardous materials storage and waste generator permits, and enforces County-wide riparian corridor protections. The Land Stewardship Division is also working with local regional water quality control boards to help the agricultural community meet upcoming State Water Board requirements by leveraging ongoing practices designed to protect water quality. To further these efforts, Land Stewardship was able to obtain a grant from the California Department of Food and Agriculture's Specialty Crop Block Grant Program. This grant project is designed to increase vineyard and orchard operators' abilities to comply with the emerging storm water runoff regulations through education and by providing resources necessary to achieve compliance. The creation of the Land Stewardship Division enhances the Department's responsiveness to the increased emphasis on the environmental impacts of agriculture while maintaining support for the economic sustainability of agriculture in Sonoma County

In 2015, the Land Stewardship Division:

- Regulated over 350 agricultural facilities which store or generate hazardous materials
- Conducted several county-wide informational workshops to explain the impacts of the County's Riparian Corridor
 Ordinance to the agricultural community
- Reviewed a total of 126 vineyard/orchard development projects (106 Level I and 20 Level II) which included 53 new projects (38 level I and 15 level II) and 73 replant projects (68 level I and 5 level II), representing a 3 1% decrease in projects from 2014
- Regulated 488 Frost Protection systems within the Russian River watershed including registering 6 new systems

The Weights & Measures Division:

Has been serving Sonoma County residents and businesses as the local enforcement agency of California weights and measures laws and regulations since 1912. The Weights & Measures Division is committed to protecting the economic health of the community by preserving and maintaining confidence in the accuracy of weighing and measuring devices used to buy and sell goods and services. In addition to enforcing product standards and labeling accuracies under the federal Fair Packaging and Labeling Act, we also enforce fair business practices amongst companies conducting business here in Sonoma County.

In 2015, the Weights & Measures Division:

Registered 31,866 commercial devices and inspected over 8,266 of these devices, which included:

- 4,390 retail fuel meters (fuel pumps)
- 1,610 grocery store scales
- 475 utility electric meters
- 407 utility gas meters

- 573 utility water meters
- 141 taxi meters
- 150 liquid propane meters (LPG)
- 132 vehicle scales

Over the years, our role as a regulatory agency of scales and fuel pumps has expanded to include the verification of pricing accuracies at local retailers. With the growth of alternative motor vehicle fuels, our agency has to implement enforcement and inspection protocols for devices used in the sale of electricity, and in the future, hydrogen as a motor vehicle fuel. Additionally, new technologies that use satellite global positioning systems (GPS) in combination with mobile phone services are changing how the traditional taxi industry conducts its ride sharing services through businesses like Uber and Lyft.

WINNING AG DAYS ESSAY

Ag Days is a Sonoma County tradition. The Sonoma County Farm Bureau annually sponsors the two-day event, which is a celebration of Sonoma County agriculture and the rich heritage that continues to define a way of life for Sonoma County residents. Ag Days offer an opportunity for thousands of school children to learn more about farming and where their food comes from, allowing them to connect with the farms and ranches that blanket the county. An essay writing contest is one of many farm-themed contests held each year, which also include posters, murals, scarecrow building, and farm photography Following is the winning Ag Days Essay. The theme this year is "Sonoma County – Farm Powered".





Sonoma County - Four Seasons to Grow

Alessandra Melara, 2nd Grade St. Rose School

Once upon a time there was a blue bird named Olive. Olive flew all over Sonoma County. She was so lucky she saw beautiful trees everywhere she flew. She learned about the trees in the four seasons.

In Spring some trees reproduce. They grow taller, and the trees sprout leaves.

In Summer the trees provide shade. The leaves are green, and the trees are strong. Olive learned more.

In the Fall the leaves change color, they lose their leaves, and the trees make piles of leaves for the children to play in. Last but not least, in the winter the leaves are brown, the trees slowly grow, and they have little water.

Especially if there is a drought. Olive knew how special she was to see the trees in all of the seasons.

The End

Sonoma County Wins Best of Show - Golden Bear Award at the State Fair!

It is with great pride and pleasure that we share this achievement with the rest of the county and all those who make this county such a wonderful place to live, work, and play. California counties create representative displays to showcase their county at the State Fair held in Sacramento each year. Sonoma County's exhibit at the 2015 California State Fair won a gold medal, Best Marketing Presentation, and Best of Show, also known as a Golden Bear. Our exhibit highlights Sonoma County's agricultural bounty through displays of local foods and wine, recreational opportunities, our abundant natural resources, and scenic wonders.

Sonoma County has participated in the counties exhibit competition since 1988, winning several gold medal awards, and now winning top honors with our first Best of Show award. Sonoma County's exhibit is created through a collaborative partnership with the Board of Supervisors, Sonoma County Tourism, the Sonoma County Winegrape Commission, and led by the Department of Agriculture/Weights & Measures. A special thank you goes out to our partners and the Richard Bay Puppet Theater Company, our 2015 exhibit designer/builder.

The California State Fair is held in Sacramento each year at the California Exposition grounds. Over 700,000 people attend the fair each year and the county exhibits are a must see for any visitor of the fair. Each county prepares a 90-second presentation for the judges who are evaluating the exhibit in a number of categories from overall creativity, to how well the county markets itself through the use of agricultural commodities. Below is the narrative presentation of the Golden Bear winning exhibit.







With just over one million acres, Sonoma County is ideally situated. Our climate is near perfect; and Luther Burbank, renowned horticulturalist, was right when he called Sonoma County "the chosen spot as far as nature is concerned".

Sonoma County is a unique combination of agriculture and recreation and our working landscapes protect and conserve our natural resources, sustain the diverse agricultural heritage that has made Sonoma County what it is today, and provide for the countless recreational opportunities available to you. There is plenty to do here!

Travel through Sonoma County and explore our scenic beauty as you meander up the 50 miles of coastline and frolic in tide pools and on beaches along the way.

Head inland along the Russian River through majestic redwood forests where you can hike, camp, and fish. As you make your way inland you'll see dense forests open into oak gladed pastures, vineyards, orchards, dairies, and ranches, which form the patchwork of this agrarian mosaic.

Explore Sonoma County from above by balloon, traverse our roads by bicycle along one of numerous scenic routes, or head out onto one of our dozen golf courses for an unforgettable round.

You can pamper yourself at one of our many spas and delight your senses through our fine dining establishments. There are hundreds of wineries and several well-known craft breweries to visit while here in Sonoma and you may want to tour a wine cave as part of your tasting experience.

Sonoma County has something to offer for everyone, young and old alike and this diversity of opportunity is what makes Sonoma County a premium tourist destination the world over and one of the most beautiful places to live and work. After all..., It IS the Chosen Spot! So come and see us in Sonoma. You'll be glad you did!



VISION

A thriving agricultural industry, healthy community, environment, and economy

MISSION

To promote and protect agriculture, the health and safety of our community, environment and the economy through education and the enforcement of laws and regulations

AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS & MEASURES Tony Linegar

ASSISTANT AGRICULTURAL COMMISSIONER

Lisa Correia

CHIEF DEPUTY AGRICULTURAL COMMISSIONER

Sue Ostrom

CHIEF DEPUTY SEALER OF WEIGHTS & MEASURES

Fernando Vasquez

DEPUTY AGRICULTURAL COMMISSIONER

Pete Albers | Dan Curtin | Priscilla Lane

SENIOR AGRICULTURAL BIOLOGIST / STANDARD SPECIALIST

Michael Barrett | Alex McVicker | Andrew Smith Paul Turano | Marilyn Vernon

AGRICULTURAL BIOLOGIST / STANDARDS SPECIALIST

Colleen Boe | Gayle Carter | Jessica Cassatt Nathan Desjarlais | John Guardino | Travis Howard David Jagdeo | Thomas LeClere | Katy McCoy Michael Milligan | Jeff Yparraguirre

WILDLIFE SPECIALIST

Jeff Furlong | Justin Felton

ENVIRONMENTAL SPECIALIST

Cree Morgan | Adam Weinberg

AG & VINEYARD CONSERVATION COORDINATOR

Andy Casarez | Gail Davis

VINEYARD EROSION ENGINEERING TECHNICIAN

John Bishop

ADMINISTRATIVE SERVICES OFFICER

Gina Lehl

ADMINISTRATIVE AIDE

Michelle Johnson

DEPARTMENT ANALYST

Esther Martinez

ADMINISTRATIVE SUPPORT STAFF

Jen Charter | Sue Fellbaum | Mary Halasz Kamal Kaur | Nina Reeser

SENIOR AGRICULTURAL PROGRAM ASSISTANT

Maggie Furlong

AGRICULTURAL PROGRAM ASSISTANT

Jordan Ash | Anna Ashbeck | Pierpaolo Aymar Kyle Bradford | David Burtis | Kristina Cassidy Kim Covington | Kelly Dabney | Lareina Earls Carmen Giuffre | Beverly Hammond | Joey Juarez Brian O'Malley | Daniel Pfeifer | Tim Van Deren Jody Vent | Ben Walker | Cody Wilson



Marilyn Vernon, Senior Agricultural Biologist

Marilyn Vernon came to the Sonoma County Department of Agriculture/Weights & Measures back in November of 1980 and worked here for nearly 35 years, hanging her inspector hat up and retiring in October of 2015. Marilyn was born and raised here in Sonoma County and grew up in the Vineburg/Schell-Vista area. She attended Sassarini and Prestwood Elementary schools in Sonoma and was in the last eighth grade class to attend Prestwood as Altimira junior high opened the following year. Growing up, Marilyn would help her father tend to some of his 300 bee hives and help her sister in the garden with fruits, veggies, and their great grandmother's collection of nearly 100 rose bushes. Marilyn and her siblings picked apples, prunes and walnuts on their home ranch and extracted honey from her father's hives. After graduating from Sonoma Valley High School in 1972, Marilyn attended UC Davis where she earned a degree in Entomology in 1976. After college Marilyn returned home to the Sonoma Valley and worked for the California Department of Food and Agriculture (CDFA) on the Dutch elm disease project, which lasted four summers. This work included survey, sampling, insect trapping, and lab work. Between those summers Marilyn worked at Wedekind's Nursery on Broadway, as well as for Willie Bird Turkeys. In October, 1980 Marilyn went back to work for CDFA on their Medfly project in Campbell and applied insecticides within the quarantine area for the project. In November of 1980 she

found her place in the Sonoma County Department of Agriculture and over the next 34 years worked inspecting eggs, mixing bait, compiling acreage statistics, surveying the county for insect pests and weeds, spraying and removing weeds by hand, inspecting nurseries and shipments of plant material, insect collection, issuing pesticide permits, publishing newsletters, and pest detection trapping in urban and orchard/vineyard settings. Marilyn had also worked in the Department's Hazmat, Export Certification, Bio-control, Organic, Pesticide Use Enforcement, Direct Marketing, and Plastic Recycling programs.

Outside of work Marilyn has always enjoyed playing in her bowling league and you can still find her down at the bowling alley every Tuesday. She also loves camping and got her love for camping and the outdoors from her time in the Girl Scouts where she had the opportunity to participate in the Girl Scout National Camp and tour through the wilds of Wyoming, Idaho, Nevada and Utah. Marilyn enjoys relaxing in her garden on the ranch that she grew up on over off East MacArthur Street in Sonoma and sitting under the family's big pecan tree. Marilyn also likes to read, cross- stitch, and scrapbook, and has most recently spent time on Ancestry com tracing her family's roots. Every summer Marilyn travels up the coast to Manchester where she spends two weeks camping and surf fishing with her extended family.

Some of Marilyn's fondest memories here at the department include weed surveys for Biddy-biddy on the coast, hiking throughout Annadel Park with fellow staff looking for Bearded Creeper, and surveying for Hydrilla in Sonoma County waterways. Over her time in the department she hiked, swam, and canoed through creeks from Spring Lake to the coast several times and she enjoyed traversing the county for pesticide use inspections. She always worked to make the office a fun place with food and seasonal decorations and she has always loved networking with growers and ranchers and all of our other constituents. She is and will continue to be loved and respected by the agricultural community she served over her nearly 35 years with the Ag Department. We will miss you and we wish you all the best in your retirement. Thank You for all of your time and energy that you have dedicated to Sonoma County agriculture.

