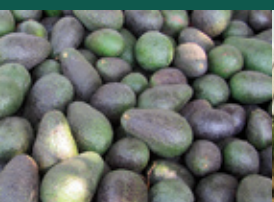




# VENTURA COUNTY'S Crop & Livestock Report 2013



*Local and World Marketplace*





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

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

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

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GSA Business Support/Graphics



August 5, 2014

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



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

In 2013, there were a number of weather phenomenon including another year of drought that adversely affected crops. The Springs Fire damaged crops and impacted harvesting. Strawberries were hurt by cold weather that slowed production and the market was impacted by storms in the Midwest. Nonetheless, strawberries were still the number one crop at \$608,765,000. However, this represents a 12% decrease from 2012. This significant drop is attributed to the untimely weather even though planted acreage increased. On a more positive note, the weather favored some crops, especially avocados. Avocados had a tremendous year with value jumping to \$209,723,000. This represents an 85% increase in value over 2012, and moved avocados to second place. Raspberries continued to rise in value to \$196,370,000, and also retained the third place ranking. This is almost 5% more than 2012. Nursery stock also retained its ranking with a value of \$190,889,000. This 2% increase in nursery crops is much less than the 14% increase of 2012. Lemons dropped in value, ranking and acreage, even with a slight increase in production per acre. This moved lemons down to fifth place with a reduction in total value of just over 6% to \$188,926,000. Celery was another pleasant surprise with a 35% increase in value to \$180,864,000, but still dropped in ranking from fifth to sixth due to the increase in avocados. Tomatoes kept the seventh place ranking even with a 4% decrease in value to \$72,512,000. Peppers had an 8% increase in value to \$52,370,000, while keeping the eighth place ranking. In the ninth spot is cut flowers, even with a decrease of 8% to \$43,079,000. Cilantro held the tenth spot with a \$29,096,000 value, representing a 24% increase over 2012. The increase in cilantro is a result of an increase in planted acreage and per ton value, despite a modest reduction in per acre production.

It is always worth keeping in mind that this report reflects gross values only and does not represent the net return to farmers or the multiplier effect on the surrounding economy.

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

Respectfully submitted,

Henry S. Gonzales  
Agricultural Commissioner  
County of Ventura

– Serving Ventura County since 1895 –



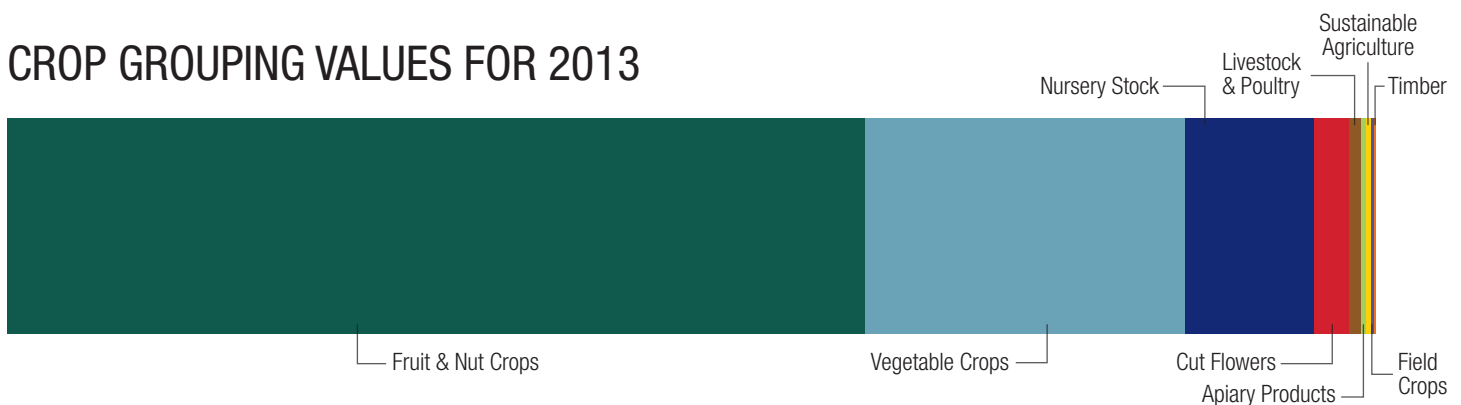


# Recapitulation & Index 2012-2013

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

\* Ventura County has approximately 92,273 acres of irrigated cropland <sup>1</sup> Figures are rounded off to nearest \$1,000 <sup>2</sup> Includes Cut Christmas Trees

## CROP GROUPING VALUES FOR 2013



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

## LOCAL VIEWPOINT:

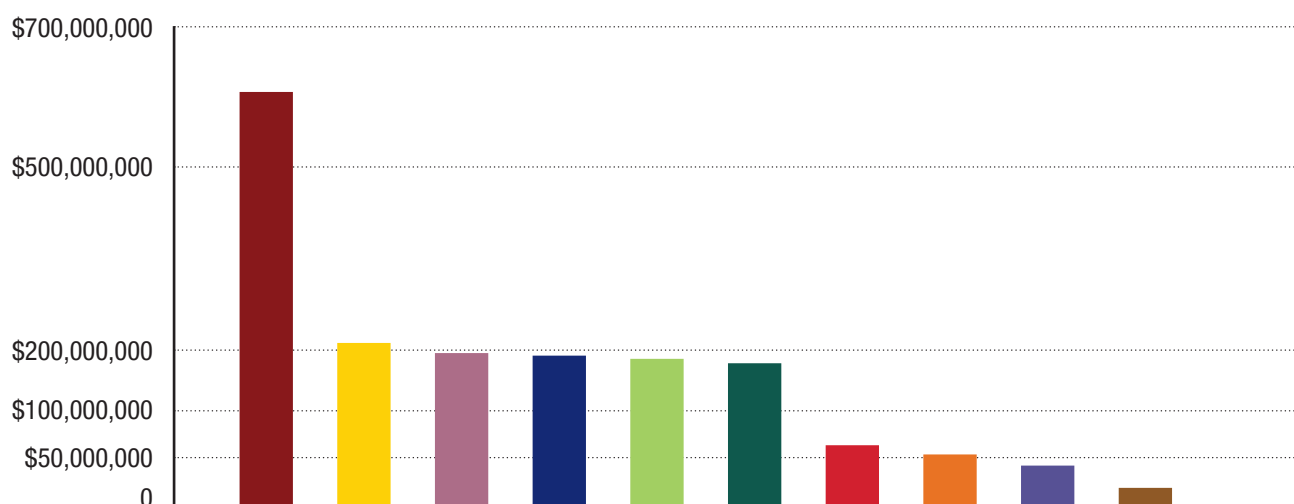
## Strawberry Decrease

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



# Ten Leading Crops for 2013

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



## Other Million Dollar Crops

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

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

\* Included in Nursery Stock total above





ACREAGE, PRODUCTION AND VALUES | 2012-2013

# Fruit & Nut Crops

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

<sup>3</sup> MISC. FRUITS AND NUTS include Apples, Apricots, Asian Pears, Bushberries, Cherimoya, Grapes, Guavas, Kiwi, Limes, Olives, Persimmons, Macadamias, Walnuts; and miscellaneous citrus, deciduous, and subtropical fruit.





# Vegetable Crops

ACREAGE, PRODUCTION AND VALUES | 2012-2013

| PRODUCTION                                 |      |         |          |         |      | VALUE      |               |
|--------------------------------------------|------|---------|----------|---------|------|------------|---------------|
| Crop                                       | Year | Acreage | Per Acre | Total   | Unit | Per Unit   | Total         |
| <b>Beans</b><br>Green Limas,<br>Green Snap | 2013 | 3,191   | 1.67     | 5,323   | tons | \$1,402.57 | \$7,465,000   |
|                                            | 2012 | 3,450   | 2.29     | 7,896   | tons | \$1,017.98 | \$8,038,000   |
| <b>Beets</b>                               | 2013 | 176     | 11.92    | 2,098   | tons | \$1,138.15 | \$2,388,000   |
|                                            | 2012 | 439     | 3.14     | 1,376   | tons | \$2,573.40 | \$3,541,000   |
| <b>Broccoli</b><br>Fresh & Processed       | 2013 | 399     | 7.75     | 3,087   | tons | \$1,920.86 | \$5,930,000   |
|                                            | 2012 | 1,607   | 9.17     | 14,738  | tons | \$513.84   | \$7,573,000   |
| <b>Cabbage</b>                             | 2013 | 3,872   | 23.98    | 92,849  | tons | \$290.18   | \$26,943,000  |
|                                            | 2012 | 3,111   | 20.18    | 62,783  | tons | \$249.05   | \$15,636,000  |
| <b>Carrots</b>                             | 2013 | 330     | 32.09    | 10,583  | tons | \$217.50   | \$2,302,000   |
|                                            | 2012 | 170     | 30.54    | 5,191   | tons | \$178.19   | \$925,000     |
| <b>Celery</b>                              | 2013 | 11,273  | 35.88    | 404,481 | tons | \$447.15   | \$180,864,000 |
|                                            | 2012 | 10,598  | 37.53    | 397,717 | tons | \$337.57   | \$134,258,000 |
| <b>Cilantro</b>                            | 2013 | 4,106   | 7.03     | 28,871  | tons | \$1,007.78 | \$29,096,000  |
|                                            | 2012 | 3,397   | 8.38     | 28,463  | tons | \$823.46   | \$23,438,000  |
| <b>Cucumbers<sup>4</sup></b>               | 2013 | 51      | 55.11    | 2,837   | tons | \$1,433.75 | \$4,069,000   |
|                                            | 2012 | 67      | 153.03   | 10,253  | tons | \$928.90   | \$9,524,000   |
| <b>Greens<sup>5</sup></b>                  | 2013 | 1,535   | 7.03     | 10,797  | tons | \$1,728.82 | \$18,666,000  |
|                                            | 2012 | 1,265   | 8.28     | 10,479  | tons | \$1,981.87 | \$20,768,000  |
| <b>Kale</b>                                | 2013 | 1,648   | 8.60     | 14,168  | tons | \$1,767.30 | \$25,038,000  |
|                                            | 2012 | 677     | 13.42    | 9,084   | tons | \$2,332.12 | \$21,185,000  |
| <b>Lettuce - Total</b>                     | 2013 | 2,417   | 11.18    | 27,017  | tons | \$542.03   | \$14,644,000  |
|                                            | 2012 | 1,994   | 13.10    | 26,126  | tons | \$560.13   | \$14,634,000  |
| <b>Head</b>                                | 2013 | 198     | 11.35    | 2,251   | tons | \$671.86   | \$1,513,000   |
|                                            | 2012 | 196     | 13.72    | 2,688   | tons | \$726.56   | \$1,953,000   |
| <b>Leaf</b>                                | 2013 | 937     | 8.97     | 8,405   | tons | \$748.71   | \$6,293,000   |
|                                            | 2012 | 916     | 10.95    | 10,028  | tons | \$694.66   | \$6,966,000   |
| <b>Romaine</b>                             | 2013 | 1,282   | 12.76    | 16,360  | tons | \$417.99   | \$6,838,000   |
|                                            | 2012 | 882     | 15.26    | 13,410  | tons | \$426.18   | \$5,715,000   |
| <b>Onions</b><br>Green & Dry               | 2013 | 194     | 6.23     | 1,211   | tons | \$1,936.19 | \$2,345,000   |
|                                            | 2012 | 183     | 5.12     | 937     | tons | \$1,340.45 | \$1,256,000   |

<sup>4</sup> Includes hydroponics    <sup>5</sup> Includes: chard, collard, mustard, turnip and watercress.



(CONTINUED)

## Vegetable Crops

| PRODUCTION                                                                 |      |               |          |        |      | VALUE      |                      |
|----------------------------------------------------------------------------|------|---------------|----------|--------|------|------------|----------------------|
| Crop                                                                       | Year | Acreage       | Per Acre | Total  | Unit | Per Unit   | Total                |
| <b>Oriental Vegetables</b>                                                 | 2013 | 746           | 13.61    | 10,156 | tons | \$1,291.27 | \$13,114,000         |
|                                                                            | 2012 | 999           | 8.22     | 8,206  | tons | \$1,097.98 | \$9,010,000          |
| <b>Parsley</b>                                                             | 2013 | 485           | 14.41    | 6,995  | tons | \$1,582.68 | \$11,070,000         |
|                                                                            | 2012 | 301           | 18.90    | 5,689  | tons | \$1,262.26 | \$7,181,000          |
| <b>Peppers<br/>Bell &amp; Chili</b>                                        | 2013 | 3,407         | 28.83    | 98,242 | tons | \$533.08   | \$52,370,000         |
|                                                                            | 2012 | 3,146         | 28.01    | 88,116 | tons | \$549.22   | \$48,395,000         |
| <b>Pumpkin</b>                                                             | 2013 | 183           | 10.86    | 1,990  | tons | \$190.42   | \$379,000            |
|                                                                            | 2012 | 116           | 12.23    | 1,418  | tons | \$273.63   | \$388,000            |
| <b>Radishes</b>                                                            | 2013 | 873           | 17.42    | 15,211 | tons | \$560.67   | \$8,528,000          |
|                                                                            | 2012 | 597           | 12.12    | 7,234  | tons | \$615.98   | \$4,456,000          |
| <b>Spinach</b>                                                             | 2013 | 1,380         | 7.43     | 10,253 | tons | \$1,959.07 | \$20,087,000         |
|                                                                            | 2012 | 1,548         | 7.72     | 11,945 | tons | \$970.70   | \$11,595,000         |
| <b>Sweet Corn</b>                                                          | 2013 | 357           | 7.43     | 2,653  | tons | \$513.69   | \$1,363,000          |
|                                                                            | 2012 | 134           | 7.05     | 945    | tons | \$376.72   | \$356,000            |
| <b>Tomatoes<sup>6</sup></b>                                                | 2013 | 559           | 84.04    | 46,995 | tons | \$1,542.98 | \$72,512,000         |
|                                                                            | 2012 | 1,734         | 48.43    | 83,978 | tons | \$902.84   | \$75,819,000         |
| <b>Vegetables, Misc.<sup>7</sup><br/>Field, Indoor &amp;<br/>Processed</b> | 2013 | 1,702         | ---      | ---    | ---  | ---        | \$54,905,000         |
|                                                                            | 2012 | 1,322         | ---      | ---    | ---  | ---        | \$42,304,000         |
| <b>TOTAL</b>                                                               | 2013 | <b>41,302</b> |          |        |      |            | <b>\$568,722,000</b> |
|                                                                            | 2012 | <b>36,855</b> |          |        |      |            | <b>\$460,280,000</b> |

<sup>6</sup> Includes hydroponics<sup>7</sup> Includes: artichokes, arugula, asparagus, baby vegetables, cauliflower, eggplant, endive, garlic, gourds, herbs, kohlrabi, leeks, melons, mushrooms, peas, radicchio, sprouts, squash, tomatillos, and turnips.

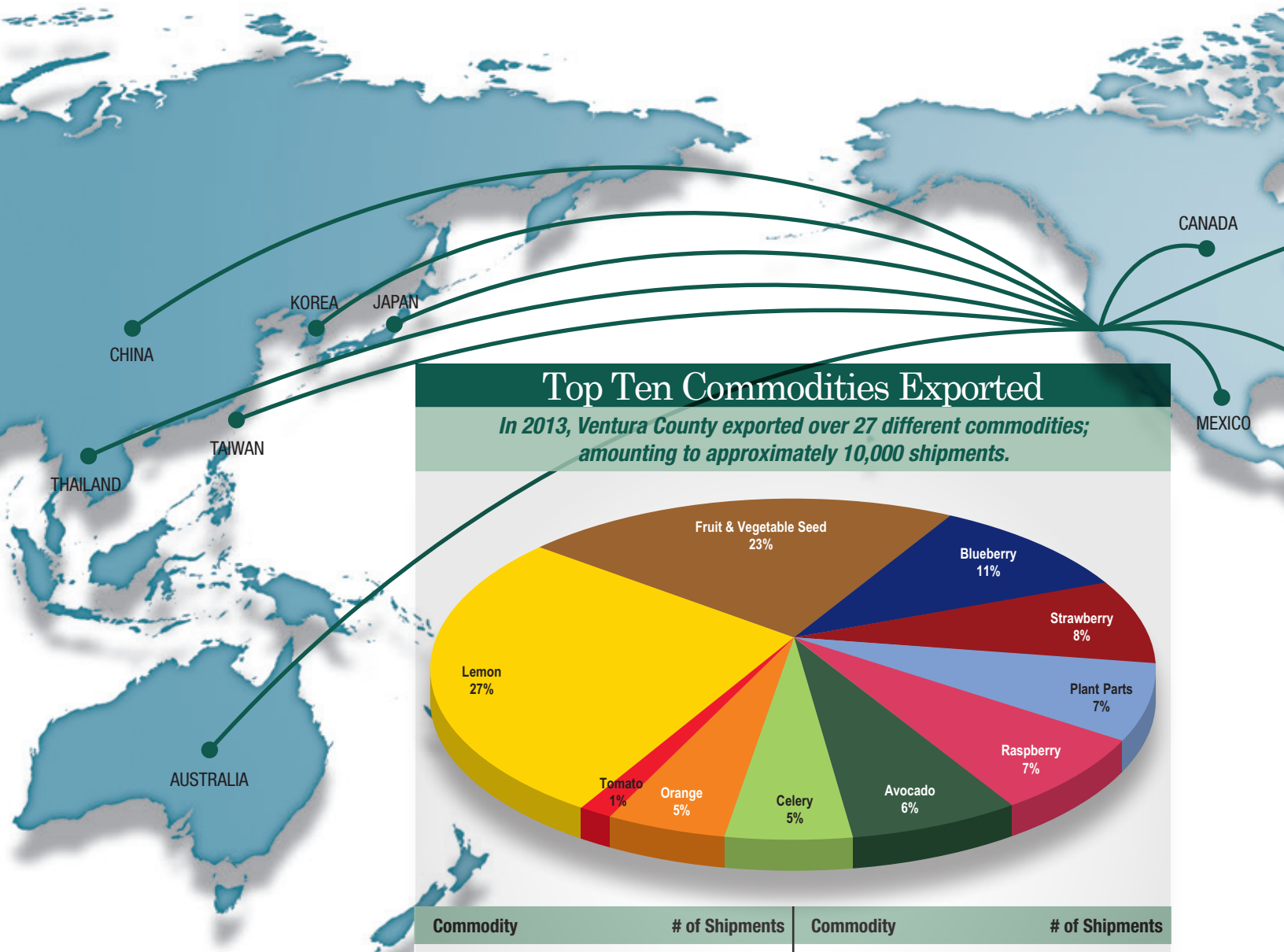
## LOCAL VIEWPOINT:

## Celery Increase

Initially we started the 2013 season with the transition from the Salinas Valley with very light volumes coming from that area; that area cut back their acreage on the tail end of their deal. We started the Oxnard season with very high demand due to the Thanksgiving pull with light supplies. When you get into the Holiday season with light supplies, the supply issue remains because shippers have contract commitments and could very well have to reach early into fields to have the product to honor those commitments, thus making non-contracted product more valuable. Another factor that affected volume was the bolting period. There were a lot of seeders that year, thus keeping the market strong. A somewhat forgiving winter back east played a lot into the good markets as well; there were no shipping issues and we were able to move the celery without any glitches. When you have to start building inventory in the coolers or in the field because you can't move the product that is a problem. There were also some front-end production issues in the Desert that contributed to less volume in the market. **Danny Pereira, Rio Farms**



# VENTURA COUNTY *Local and*

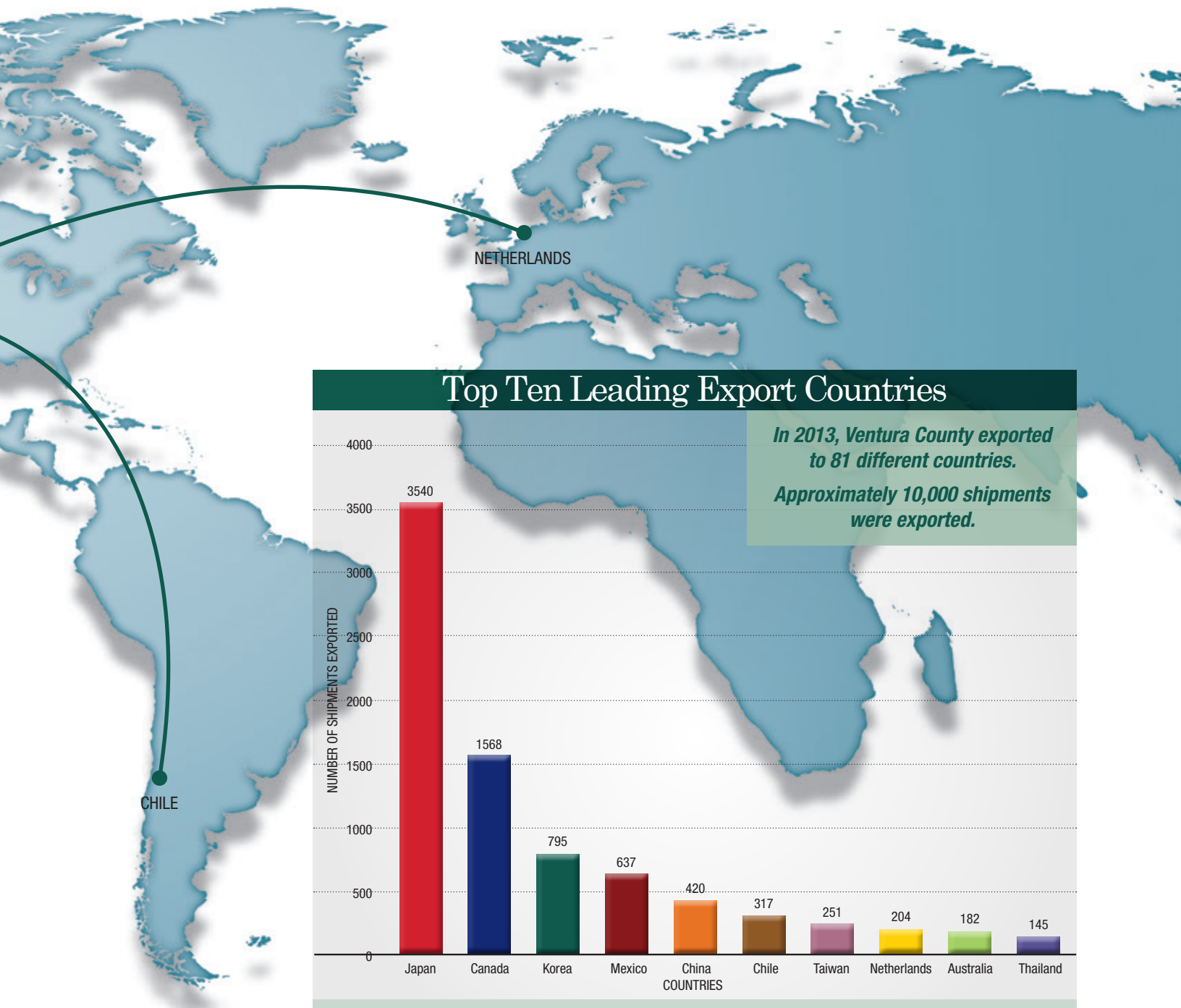


| Commodity              | # of Shipments | Commodity | # of Shipments |
|------------------------|----------------|-----------|----------------|
| Lemon                  | 2,635          | Raspberry | 666            |
| Fruit & Vegetable Seed | 2,237          | Avocado   | 625            |
| Blueberry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

*Percentages based on number of total shipments exported.*

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





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

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

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

## LOCAL VIEWPOINT:

### Drought and ACP

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







## PRODUCTION AND VALUES | 2012-2013 **Cut Flowers**

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



# Field Crops

ACREAGE, PRODUCTION AND VALUES | 2012-2013

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

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

# Livestock & Poultry

PRODUCTION AND VALUES | 2012-2013

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

## LOCAL VIEWPOINT:

### Added Value of Livestock

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

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







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

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

## PRODUCTION AND VALUES | 2012-2013 **Timber**

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



# Sustainable Agriculture

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

# Organic Farming

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



# Certified Farmers' Markets

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

## LOCAL VIEWPOINT:

### Retail & Competition

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



# Story of the Avocado:

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

Museum of Ventura County Agriculture Museum

## LEGENDARY BEGINNINGS



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

**Link Leavens, Grower**



## FAMILY ROOTS



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

**Lee Cole, Grower**



## PRESERVING THE LEGACY



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

**Bob Pinkerton, Grower**



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

**Henry Gonzales, Ventura County Agricultural Commissioner**



# Ventura County Born, Raised and Consumed

*as told through the words of the industry*

## EXPERIENCE AND INNOVATION



*Calavo's packinghouse at 655 W. Main St in Santa Paula was established in 1955 and currently packs over one million pounds of avocados daily during peak season. Calavo markets and sells avocados for over 500 Ventura County producers. Calavo's Value Added Depot at 15765 W. Telegraph Rd in Santa Paula was built in 1975 as an avocado processing facility. In 2005 it was renovated as a fresh avocado shipping and ripening facility, currently shipping over two hundred million pounds and ripening over eighty million pounds annually.*



*Calavo moved its corporate headquarters from Orange County in 2004 to the Limoneira Ranch at 1141 Cummings Rd., Santa Paula, and has over 400 hundred employees in Ventura County. With steadily increasing avocado demand, consumption and value, there is a great opportunity for Ventura County growers due to our excellent growing conditions and local quality.*

**Calavo Growers, Inc.**



## LOOKING TO THE FUTURE

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

**Mission Produce**



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

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

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

**Ray Van Kummer, Store Employee**



## CONSUMER SATISFACTION

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

**Linda Bellamy, Consumer**

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

**Patricia Morehart, Consumer**







Office of Agricultural Commissioner | 555 Airport Way, Suite E | Camarillo, CA 93010  
Telephone (805) 388-4343 | FAX (805) 388-4331  
*Serving Ventura County since 1895*

