

Office of the AGRICULTURAL COMMISSIONER

AGRICULTURAL COMMISSIONER

Henry S. Gonzales

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Cover design by: Edelyn LeDoux



Office of AGRICULTURAL COMMISSIONER

Agricultural Commissioner Henry S. Gonzales

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July 19, 2011

TO: The Honorable Board of Supervisors of Ventura County

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

Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2010 Ventura County Agricultural Report. The estimated gross value for Ventura County agriculture for calendar year 2010 is \$1,859,151,000. This represents a 14% increase over 2009.

Strawberries are still the leading commodity in the County, with a value of \$542,127,000. This is an increase of 5% over 2009. The increase is attributed to more acres planted and a bump in value. Celery is our new second leading crop, with an estimated worth of \$182,268,000. This is an increase of 8% over 2009, and is due primarily to increases in acreage and production. Nursery stock dropped to third place, with a value of \$180,057,000. This is a decrease of 6% from 2009. This decrease is much less than the 36% decrease from 2008 to 2009 and is primarily due to a reduction in acreage. Lemons made a sizable rebound from 2009 and came in fifth in value at \$174,766,000. This 36% gain in value over 2009 is due to increases in production and value. Although raspberries had an 8% increase in value to \$164,446,000, the greater surge by lemons moved raspberries down in ranking to fifth this year. This increase over 2009 is attributed to increases in production and value. Avocados had a phenomenal year moving up from eighth to sixth place, with a whopping 240% increase over 2009 to \$148,343,000. The huge increase is due to increases in acreage and production. Tomatoes dropped in rank from sixth to seventh place, with a decrease of 6% to \$120,085,000, mostly from drops in production and value. Peppers moved from seventh to ninth place due to slight decreases in acreage and value to \$45,364,000. This represents a 1% decrease from 2009. Cut flowers moved up a spot from ninth to eighth place, reflecting an 11% increase to \$47,348,000. This increase is due to gains in production and value. Rounding out the top ten and knocking out cabbage is Valencia oranges with a 150% increase to \$28,164,000. The increase is attributed to more production and higher value.

This report reflects gross values only and does not represent the net return to farmers nor the multiplier effect on the surrounding economy. Agriculture in Ventura County continues to demonstrate a resistance to economic pressures that have decimated other industries.

Special thanks go to Kerry Dufrain for compiling the data in this report and to industry members that provided her with their individual information. Special recognition goes to Susan Johnson for the article, *Eating to Live and Living to Eat*, and to Edelyn LeDoux for the cover artwork.

Respectfully submitted,

Henry S. Gonzales Agricultural Commissioner County of Ventura

Eating to Live and Living to Eat

Food Dollars, Carbon Footprints, Locavours, and More

When evaluating the concept of Food Security, there is a noticeable difference between food producers and advocates for food access and conservation. For farmers, food security means delivering food to the consumer that is safe to consume. For food and conservation advocates, it means ready and consistent access to healthy food. Mention "locally grown" and you will get a myriad of opinions on how far is too far to still be considered locally grown.

Ventura County residents have a variety of reasons for valuing farming. It provides a wide variety of fruits and vegetables year round, gives us scenic views and open space, and makes possible our rural quality of life. People who want to consume most of their food from local sources stand a better chance of succeeding in Ventura County than almost any other place you can name. If a person chooses to plant an edible yard, they can grow a surprising variety of produce year round, even in an urban setting. Many of us have lost the concept of seasonal produce. We can walk into any major supermarket and find any fruit or vegetable any time of the year. How many of us actually examine that produce to see where it was grown? Although it takes a little effort, it is possible to discover the origin of those fruits and vegetables. Examining a carton of juice will often give you information on where the fruit was grown. It is nearly impossible to find orange juice from Ventura County unless you squeeze it yourself, but you can buy locally grown tomatoes all year round.

The concept of a "Carbon Footprint" in relation to the food we consume is relatively new. Even if your produce was grown here in Ventura County, it may have traveled many miles to Los Angeles or Orange County on its way to your table. Convenience has driven both food packaging and food production. Lettuce and other greens are packaged in cellophane bags, no chopping or slicing required. Vegetables come in bite-size pieces on plastic trays, with dip included. Tangerine trees are covered with netting to prevent pollination, so that there will be no seeds in the fruit. We are a population "on the move," often in the drive-through line for our morning coffee, a mid-morning snack, or a quick lunch. There is a growing movement to promote "Slower Food," the pleasure of a shared meal, or the sense of accomplishment that a garden provides. There is value in anticipation of spring blackberries and blueberries, summer melons, squash, peppers and eggplant, local oranges in the fall, and oh, those winter carrots, potatoes, and celery. It is possible to eat a tomato a day for a month and never eat the same tomato variety twice in a row. They come in purple, green, yellow, orange, red, and even white; as small as marbles or as large as softballs.

The place to experience the best of local farming is at one of the 15 Certified Farmers Markets (CFM) in Ventura County. Here, you can sample new varieties of heirloom tomatoes, peppers and squash; talk with your local farmer; trade recipes; and purchase some of the finest fruits, vegetables, nuts, and honey in the country. Many markets operate year round, and the produce changes with the season. It is a way to support small, local farmers, learn how your food is produced, and when it is at its peak. You can educate your palate, establish healthy eating habits in your children, and get some exercise - all at the same time.

In order to participate in a CFM, farmers must obtain a certificate from the Agricultural Commissioner. Agricultural Inspectors will visit the farm and inspect the "growing grounds" to make sure that the farmer is growing what he sells. Inspectors also visit the markets to make sure that producers are selling produce of their own production. The certificate must be posted in the seller's booth and is a great way for consumers to make sure that they are dealing with a reputable company. The certificate will tell you where the growing grounds are located and what the farmer grows.

(continued on inside back cover)

AGRICULTURAL CROP REPORT **RECAPITULATION AND INDEX** 2009 - 2010

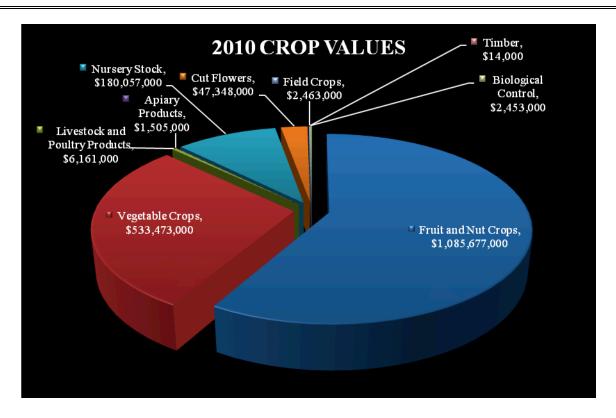
| CROP GROUPING | YEAR | \$ VALUE ¹ |
|-------------------------------|------|-----------------------|
| 1. FRUIT AND NUT CROPS | 2010 | \$1,085,677,000 |
| Page #4 | 2009 | \$867,759,000 |
| 2. VEGETABLE CROPS | 2010 | 522 472 000 |
| | | 533,473,000 |
| Page #5-6 | 2009 | 509,248,000 |
| 3. NURSERY STOCK ² | 2010 | 180,057,000 |
| Page #7 | 2009 | 191,300,000 |
| 4. CUT FLOWERS | 2010 | 47 248 000 |
| | | 47,348,000 |
| Page #8 | 2009 | 42,763,000 |
| 5. FIELD CROPS | 2010 | 2,463,000 |
| Page #8 | 2009 | 2,313,000 |
| 6. LIVESTOCK AND POULTRY | 2010 | 6,161,000 |
| Page #9 | 2009 | 7,494,000 |
| 1 αξυ π / | 2007 | 7,494,000 |
| 7. APIARY PRODUCTS | 2010 | 1,505,000 |
| Page #9 | 2009 | 698,000 |
| 8. TIMBER | 2010 | 14,000 |
| Page #9 | 2009 | 9,000 |
| 1 age #7 | 2009 | 9,000 |
| 9. SUSTAINABLE AGRICULTURE | 2010 | 2,453,000 |
| Page #10 | 2009 | 2,273,000 |
| CD AND TOTAL | 2010 | Φ1.050.151.000 |
| GRAND TOTAL | 2010 | \$1,859,151,000 |
| | 2009 | \$1,623,857,000 |

¹ Figures are rounded off to nearest \$1000 ² Includes Cut Christmas Trees

FIVE YEAR COMPARISON

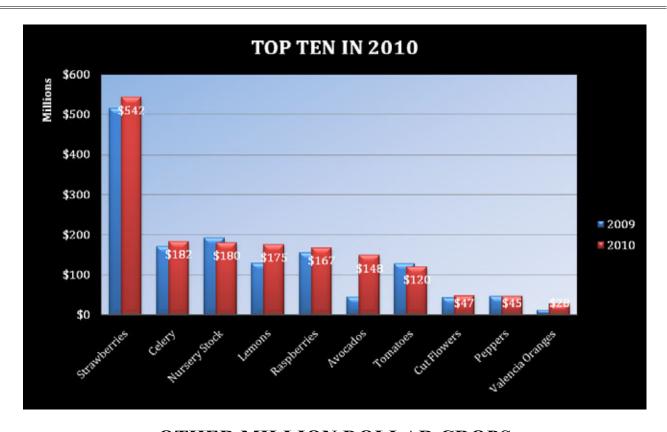
VENTURA COUNTY CROP GROUPING VALUES

| | 2006 | 2007 | 2008 | 2009 | 2010 | |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|--|
| Fruit and Nut Crops | 755,700,000 | 752,138,000 | 823,464,000 | 867,759,000 | \$1,085,677,000 | |
| Vegetable Crops | 426,659,000 | 442,220,000 | 427,742,000 | 509,248,000 | 533,473,000 | |
| Livestock and Poultry Products | 4,775,000 | 9,006,000 | 6,853,000 | 7,494,000 | 6,161,000 | |
| Apiary Products | 431, 000 | 640,000 | 463,000 | 698,000 | 1,505,000 | |
| Nursery Stock | 263,890,000 | 292,989,000 | 298,690,000 | 191,300,000 | 180,057,000 | |
| Cut Flowers | 52,456,000 | 48,646,000 | 51,297,000 | 42,763,000 | 47,348,000 | |
| Field Crops | 1,677,000 | 1,624,000 | 2,580,000 | 2,313,000 | 2,463,000 | |
| Timber | 16,000 | 17,000 | 10,000 | 9,000 | 14,000 | |
| Biological Control | 2,570,000 | 2,718,000 | 2,148,000 | 2,273,000 | 2,453,000 | |
| GRAND TOTAL | \$1,508,174,000 | \$1,549,988,000 | \$1,613,247,000 | \$1,623,857,000 | \$1,859,151,000 | |



TEN LEADING CROPS FOR 2010

| VALUE | CROP | RANK |
|---------------|------------------|-------------------|
| | | |
| \$542,127,000 | Strawberries | 1^{st} |
| 182,268,000 | Celery | 2^{nd} |
| 180,057,000 | Nursery Stock | $3^{ m rd}$ |
| 174,766,000 | Lemons | $4^{	ext{th}}$ |
| 167,446,000 | Raspberries | 5 th |
| 148,343,000 | Avocados | $6^{	ext{th}}$ |
| 120,085,000 | Tomatoes | $7^{	ext{th}}$ |
| 47,348,000 | Cut Flowers | $8^{ m th}$ |
| 45,364,000 | Peppers | 9 th |
| 28.164.000 | Valencia Oranges | $10^{ m th}$ |



OTHER MILLION DOLLAR CROPS

| Cabbage | 22,431,000 | Cucumber | 5,746,000 |
|------------------------|------------|---------------------|-----------|
| Greens | 18,277,000 | Beans (all) | 4,891,000 |
| Cilantro | 15,862,000 | Kale | 4,757,000 |
| Lettuce | 13,988,000 | Broccoli | 4,148,000 |
| Spinach | 11,680,000 | Oriental Vegetables | 4,088,000 |
| Vegetable Transplants* | 11,240,000 | Beets | 3,781,000 |
| Parsley | 7,285,000 | Carrots | 3,118,000 |
| Radishes | 7,072,000 | Orchids* | 2,611,000 |
| Livestock | 6,161,000 | Poinsettia* | 2,424,000 |
| Tangerines | 5,805,000 | Onions (all) | 1,675,000 |

^{*} Included in Nursery Stock total above

FRUIT AND NUT CROPS **ACREAGE, PRODUCTION AND VALUES 2009-2010**

| | <u>PRODUCTION</u> | | | | | <u>\$ V</u> | ALUE |
|-----------------------|-------------------|----------------------|----------------|--------------------|--------------|------------------------|----------------------------------|
| CROP | YEAR | HARVESTED ACREAGE | PER ACRE | TOTAL | UNIT | PER UNIT | TOTAL |
| AVOCADOS | | | | | _ | | |
| | 2010 2009 | 18,916 17,665 | 4.82 0.99 | 91,063 17,483 | Tons Tons | \$1,629.02 2,498.26 | \$148,343,000 43,677,000 |
| GRAPEFRUIT | | | | | | | |
| | 2010 2009 | 103 100 | 11.79 8.90 | 1,214 890 | | 476.12 502.25 | 578,000 447,000 |
| LEMONS | | | | | | | |
| 22.110110 | 2010 2009 | 16,856 17,703 | 18.14 16.61 | 305,670 293,881 | " | 571.75 438.22 | 174,766,000 128,784,000 |
| ORANGES (Navel |) | | | | | | |
| Old II (OLD (I (W)) | 2010 2009 | 449 316 | 16.15 11.88 | 7,251 3,754 | " | 493.18 372.67 | 3,576,000 1,399,000 |
| ORANGES (Valen | cia) | | | | | | |
| 010 II (020 (| 2010 2009 | 3,262 3,402 | 15.09 8.83 | 49,198 30,015 | " | 572.47 375.22 | 28,164,000 11,262,000 |
| RASPBERRIES | | | | | | | |
| | 2010 2009 | 2,630 2,838 | 9.44 9.10 | 24,806 25,800 | " | 6,750.23 6,020.43 | 167,446,000 155,327,000 |
| STRAWBERRIES | | | | | | | |
| Total | 2010 | 11,875 | 29.40 | 349,125 | " | 1,552.82 | 542,127,000 |
| | 2009 | 11,766 | 30.37 | 357,216 | | 1,442.85 | 515,406,000 |
| Fresh | 2010 2009 | | | 261,847 277,913 | " | 1,887.71 1,685.50 | 494,289,000 468,422,000 |
| Processed | 2010 | | | 07 270 | " | 548.12 | 47 929 000 |
| Processed | 2010 | | | 87,278 79,303 | " | 592.37 | 47,838,000 46,984,000 |
| TANGERINES & | | | | | | | |
| TANGELOS | 2010 | 722 | 6.90 | 4,978 | " | 1,166.14 | 5,805,000 |
| | 2009 | 477 | 4.44 | 2,114 | | 1,403.51 | 2,967,000 |
| MISC. FRUITS | | | | | | | |
| AND NUTS ³ | 2010 2009 | 1,487 842 | | | " | | 14,872,000 8,490,000 |
| TOTAL | 2010 2009 | 56,300 55,109 | | | | | \$1,085,677,000 \$867,759,000 |

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

VEGETABLE CROPS ACREAGE, PRODUCTION AND VALUES 2009-2010

| | | PRODUCT | <u>'ION</u> | | | <u>\$</u> | VALUE | |
|------------------------------------|--------------|----------------------|----------------|--------------------|--------------|----------------------|----------------------------|--|
| CROP | YEAR | HARVESTED ACREAGE | PER ACRE | TOTAL | UNIT | PER UNIT | TOTAL | |
| BEANS Green and | | | | | | | | |
| Dry Limas, Green Snap | 2010 2009 | 1,856 1,842 | 3.31 2.60 | 6,131 4,788 | Tons Tons | \$797.75 1,007.31 | \$4,891,000 4,823,000 | |
| BEETS | 2010 2009 | 446 385 | 15.44 14.98 | 6,884 5,765 | " | 549.25 546.93 | 3,781,000 3,153,000 | |
| BROCCOLI Fresh and Processed | 2010 2009 | 671 615 | 9.57 8.63 | 6,421 5,303 | " | 646.01 651.15 | 4,148,000 3,453,000 | |
| CABBAGE | 2010 | 4,046 | 26.16 | 105,816 | | 211.99 | 22,431,000 | |
| CARROTS | 2009 2010 | 3,516 378 | 22.00 20.37 | 77,335 7,697 | " | 259.31 405.10 | 20,053,000 3,118,000 | |
| eracio 10 | 2009 | 508 | 20.54 | 10,430 | | 330.40 | 3,446,000 | |
| CELERY | 2010 2009 | 11,949 11,138 | 39.59 37.67 | 473,054 419,466 | | 385.31 404.06 | 182,268,000 169,488,000 | |
| CILANTRO | 2010 2009 | 3,309 2,988 | 9.54 8.53 | 31,543 25,484 | " | 502.87 447.97 | 15,862,000 11,416,000 | |
| CUCUMBERS ⁴ | 2010 2009 | 98 108 | 27.25 58.99 | 2,670 6,370 | " | 2,152.06 1,189.02 | 5,746,000 7,574,000 | |
| GREENS ⁵ | 2010 2009 | 1,556 1,255 | 5.28 6.30 | 8,206 7,896 | " | 2,227.28 2,115.13 | 18,277,000 16,701,000 | |
| KALE | 2010 2009 | 318 307 | 14.89 15.40 | 4,732 4,727 | " | 1,005.29 879.21 | 4,757,000 4,156,000 | |
| LETTUCE | 2010 | 2,081 | 11.51 | 23,938 | | 584.35 | 13,988,000 | |
| Total | 2009 | 1,818 | 10.58 | 19,217 | | 530.06 | 10,186,000 | |
| Head | 2010 2009 | 131 60 | 20.33 11.59 | 2,663 695 | " | 398.05 414.39 | 1,060,000 288,000 | |
| Romaine | 2010 2009 | 1,129 912 | 12.46 12.40 | 14,067 11,303 | | 535.23 404.68 | 7,529,000 4,574,000 | |
| Leaf | 2010 2009 | 821 846 | 8.78 8.54 | 7,208 7,219 | cc | 749.03 737.50 | 5,399,000 5,324,000 | |

⁴ Includes hydroponics ⁵ Includes: chard, collard, mustard, turnip and watercress.

VEGETABLE CROPS ACREAGE, PRODUCTION AND VALUES 2009-2010

| | | PRODUCT | <u>ION</u> | | | <u> </u> | <u>VALUE</u> |
|------------------------------------|------|-----------|------------|---------|-----------|-----------|---------------|
| | | HARVESTED | PER | | | PER | |
| CROP | YEAR | ACREAGE | ACRE | TOTAL | UNIT | UNIT | TOTAL |
| ONIONS | 2010 | 156 | 8.77 | 1,367 | Tons | \$1225.32 | \$1,675,000 |
| Green & Dry | 2009 | 117 | 11.51 | 1,346 | Tons | 1529.72 | 2,059,000 |
| ORIENTAL | 2010 | 448 | 13.61 | 6,096 | دد | 670.61 | 4,088,000 |
| VEGETABLES | 2009 | 667 | 11.87 | 7,915 | دد | 661.66 | 5,237,000 |
| PARSLEY | 2010 | 760 | 12.87 | 9,780 | | 744.89 | 7,285,000 |
| PEPPERS | 2009 | 626 | 14.83 | 9,282 | دد | 427.50 | 3,968,000 |
| Bell and | 2010 | 2,690 | 24.40 | 65,611 | " | 691.41 | 45,364,000 |
| Chili | 2009 | 3,134 | 20.05 | 62,891 | دد | 729.87 | 45,902,000 |
| PUMPKIN | 2010 | 102 | 18.11 | 1,847 | | 208.45 | 385,000 |
| | 2009 | 152 | 13.73 | 2,086 | | 230.59 | 481,000 |
| RADISHES | 2010 | 1,123 | 12.21 | 13,702 | دد | 516.13 | 7,072,000 |
| | 2009 | 1,141 | 12.63 | 14,406 | cc | 382.97 | 5,517,000 |
| SPINACH | 2010 | 1,446 | 8.95 | 12,933 | cc | 903.12 | 11,680,000 |
| | 2009 | 1,744 | 7.02 | 12,237 | cc | 897.77 | 10,986,000 |
| SWEET CORN | 2010 | 888 | 9.38 | 8,329 | | 107.94 | 899,000 |
| | 2009 | 883 | 8.31 | 7,331 | | 231.90 | 1,700,000 |
| TOMATOES ⁶ | 2010 | 1,607 | 63.60 | 102,192 | " | 1,175.10 | 120,085,000 |
| TOMITOLS | 2009 | 1,790 | 57.51 | 102,938 | | 1,235.02 | 127,130,000 |
| VEGETABLES, | | | | | | | |
| MISC. ⁷ | 2010 | 1,718 | | | | | 55,673,000 |
| Field, Indoor, and Processed | 2009 | 1,603 | | | | | 51,819,000 |
| TOTAL | 2010 | 37,646 | | | | | \$533,473,000 |
| | 2009 | 36,337 | | | | | 509,248,000 |

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⁶ Includes hydroponics

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

NURSERY STOCK PRODUCTION AND VALUES 2009-2010

| ITEM | YEAR | PRODUCTION | | PRODUCTIO Greenhouse Square Feet | N AREA Field Acres | Per Unit | TOTAL |
|------------------|--------------|------------------------|-------------------------|--|--------------------------|----------------|------------------------------|
| NURSERY STOC | 2010 2009 | | | 7,507,545 7,067,258 | 3,589 3,989 | | \$180,057,000 191,300,000 |
| Fruit and Nut | 2010 | 1,029,606 | Trees | 61,800 | 145 | \$16.11 | 16,584,000 |
| Trees | 2009 | 728,530 | Trees | 1,800 | 119 | 14.80 | 10,782,000 |
| Potted Plants | 2010 | 3,061,113 | Pots | 3,695,361 | 23 | 3.79 | 11,572,000 |
| | 2009 | 2,869,680 | Pots | 3,412,354 | 25 | 4.21 | 12,090,000 |
| Propagative Mat | 2010 | 51,218,720 | Cuttings | 614,248 | 15 | .14 | 7,170,000 |
| | 2009 | 50,060,321 | Cuttings | 592,780 | 15 | .12 | 6,145,000 |
| Herb. Perennials | 2010 | 4,062,387 | Containers | 106,356 | 144 | 3.16 | 12,819,000 |
| | 2009 | 5,468,188 | Containers | 80,484 | 236 | 3.44 | 18,803,000 |
| Woody Orn.* | 2010 2009 | 7,046,189 9,353,841 | Tree/Shrubs Tree/Shrubs | 1,036,620 1,175,180 | 2,095 2,329 | 12.02 10.06 | 84,670,000 94,057,000 |
| Bed. Plants | 2010 | 20,439,775 | Flats | 572,210 | 1,147 | 1.77 | 36,002,000 |
| Gr. Cover & Turf | 2009 | 23,615,734 | Flats | 590,480 | 1,249 | 1.61 | 38,057,000 |
| Veg. Transplants | 2010 | 3,685,858 | Flats | 1,420,950 | 20 | 3.05 | 11,240,000 |
| | 2009 | 3,695,581 | Flats | 1,214,180 | 16 | 3.08 | 11,366,000 |
| TOTAL | 2010 | | | | | | ¢100 057 000 |
| TOTAL | 2010 2009 | | | | | | \$180,057,000 191,300,000 |

^{*}Includes cut Christmas Trees

CUT FLOWERS PRODUCTION AND VALUES 2009-2010

| ITEM | YEAR | ACRES | PRODUCTION | UNIT | TOTAL \$ VALUE |
|-----------------------|------|-------|------------|-----------|----------------|
| FLOWER BLOOMS & | 2010 | 50 | 14,259,967 | Blooms | \$4,297,000 |
| STEMS | 2009 | 55 | 13,641,066 | Blooms | 4,072,000 |
| CUT GREENS & DRIED | 2010 | 75 | 818,617 | Bunches | 1,002,000 |
| FLOWERS | 2009 | 86 | 459,875 | Bunches | 1,722,000 |
| FLOWER BUNCHES | 2010 | 738 | 14,585,340 | Bunches | 42,049,000 |
| Total | 2009 | 740 | 13,187,789 | Bunches | 36,969,000 |
| Statice, Lace, Aster | 2010 | 75 | 1,578,357 | 44 | 3,728,000 |
| And Gypsophila | 2009 | 59 | 1,208,412 | دد | 3,447,000 |
| Chrysanthemums and | 2010 | 66 | 3,081,059 | دد | 4,609,000 |
| Sunflowers | 2009 | 89 | 2,867,744 | cc | 4,737,000 |
| Lilies & Irises | 2010 | 89 | 3,999,591 | 66 | 19,417,000 |
| | 2009 | 64 | 3,583,267 | دد | 14,821,000 |
| Lisianthus | 2010 | 23 | 568,109 | cc | 1,929,000 |
| | 2009 | 24 | 476,604 | cc | 1,768,000 |
| Delphinium, Larkspur, | 2010 | 357 | 4,032,241 | cc | 8,415,000 |
| Stock & Snapdragons | 2009 | 346 | 2,523,206 | cc | 5,521,000 |
| Miscellaneous | 2010 | 128 | 1,625,983 | " | 3,951,000 |
| | 2009 | 158 | 2,528,556 | " | 6,675,000 |
| TOTAL | 2010 | 863 | | | \$47,348,000 |
| | 2009 | 881 | | | 42,763,000 |

FIELD CROPS ACREAGE, PRODUCTION AND VALUE 2009-2010

| CROP | YEAR | HARVESTED ACREAGE | TOTAL \$ VALUE |
|-----------------------------|------|----------------------|----------------|
| ALFALFA AND PASTURE | 2010 | 91,509 | \$1,105,000 |
| Irrigated and Non-Irrigated | 2009 | 100,284 | 1,556,000 |
| GRAIN ⁸ , HAY, | 2010 | 968 | 1,358,000 |
| & VEGETABLE SEED | 2009 | 1,235 | 757,000 |
| | | | |
| TOTAL | 2010 | | \$2,463,000 |
| | 2009 | | 2,313,000 |
| | | | |

⁸ Includes green barley

LIVESTOCK AND POULTRY PRODUCTION AND VALUES 2009-2010

| ITEM | YEAR | PRODUCTION | UNIT | \$ VA PER UNIT | ALUE TOTAL | |
|------------------|-------|------------|-------|-------------------|---------------|--|
| | 12/11 | THODOCHOL | 01111 | TER CIVIT | TOTTLE | |
| LIVESTOCK | | | | | | |
| Cattle, Hogs | 2010 | 16,074 | cwt. | S115.35 | \$1,854,000 | |
| Sheep | 2009 | 20,456 | cwt. | 99.44 | 2,034,000 | |
| POULTRY | | | | | | |
| Chickens and | 2010 | | | | 4,261,000 | |
| Eggs | 2009 | | | | 5,106,000 | |
| OTHER LIVESTOCK | 2010 | | | | 46,000 | |
| Alpaca and Squab | 2009 | | | | 354,000 | |
| TOTAL | 2010 | | | | \$6,161,000 | |
| 101112 | 2009 | | | | 7,494,000 | |

APIARY PRODUCTS PRODUCTION AND VALUES 2009-2010

| | | | | \$ VA | LUE | |
|-----------------|------|------------|------|----------|-------------|--|
| CROP | YEAR | PRODUCTION | UNIT | PER UNIT | TOTAL | |
| HONEY | 2010 | 562,589 | lbs | \$1.57 | \$880,000 | |
| | 2009 | 121,344 | lbs | \$1.66 | 201,000 | |
| BEESWAX | 2010 | 15,000 | | 3.40 | 51,000 | |
| AND POLLEN | 2009 | 23,310 | 66 | 2.32 | 54,000 | |
| POLLINATION USE | 2009 | | | | 574,000 | |
| | 2009 | | | | 443,000 | |
| TOTAL | 2010 | | | | \$1,505,000 | |
| 1011112 | 2009 | | | | 698,000 | |

^{*} Beeswax only

TIMBER PRODUCTION AND VALUES 2009-2010

| CROP | YEAR | \$VALUE |
|--------|--------------|-------------------|
| TIMBER | 2010 2009 | \$14,000 9,000 |

SUSTAINABLE AGRICULTURE

| ITEM | PEST | AGENT | SCOPE OF PROGRAM |
|--|---|---|--|
| BIOLOGICAL CONTROL Commercial Insectaries | Red and black scale, Mealybug, snails, various aphids, mites and flies | Aphytus melin Cryptolemus, Decollate snail various predate parasitic waspe nematodes | beneficials, released on ls, 232 ranches. ors, Valued at |
| COLONIZATION OF BENEFICIAL ORGANISMS | - | - | - |
| PEST ERADICATION | Dalmation Toadflax Scotch Thistle Spotted Knapweed Euphorbia terracina | Mechanical/ D Mechanical/ D Mechanical/ D Mechanical/Di | rigging 1 Site rigging 1 Site |
| PEST EXCLUSION | Various Gypsy Moth | Truck/Air Frei | d Express (Parcels) 3,982 |
| | Various | Swap Meets/Ethnic Markets/Mobile Venders 1 | |
| ORGANIC FARMING | YEAR | ACRES | CROPS |
| NUMBER OF REGISTERED GROWERS 79 79 | 2010 2009 | | |
| | 2010 2009 | 1,905 1,801 | VEGETABLES AND HERBS |
| | 2010 2009 | 3,265 2,723 | FRUITS AND NUTS |
| | 2010 2009 | 1 | FIELD CROPS |
| | 2010 2009 | 15 9 | FLOWERS/ NURSERY STOCK |
| Total Acreage | 2010 2009 | 5,186 4,337 | |

Certified organic produce is available in some markets, along with many non-certified products, like bakery goods, flowers, and nursery stock. Unlike markets in other areas of the state, most of the produce featured in our county is actually grown in our county. Los Angeles and Orange County host over 25% of the CFMs in the state, and most of them feature Ventura County products. Our farmers supply most of Southern California with fresh fruits and vegetables.

Visit a CFM in your area and establish a relationship with the people who feed you and improve the quality of life for us all.

VENTURA COUNTY CERTIFIED FARMERS' MARKETS

| City | <u>Day</u> | <u>Time</u> | <u>Market</u> | Address |
|---------------|------------|---------------|-------------------------|--|
| Camarillo | Sat | 7AM-1PM | Camarillo Hospice | 2220 Ventura Blvd |
| Fillmore | Wed | 3:30PM-7PM | Fillmore Community | 250 Central Av Central Av & Main |
| Moorpark | Fri | 1PM-8PM | Moorpark at the Village | Village/ Moorpark Shopping Cntr 730 New Los Angeles Av |
| Newbury Park | Sat | 8AM-2PM | Newbury Park | 2700 Teller Rd Camino Dos Rios @ Hillcrest |
| Oak Park | Sat | 9AM-1PM | Oak Park | 899 N. Kanan Rd @ Oak Park High School |
| Ojai | Sun | 9AM-1PM | Ojai | 300 E. Matilija St Between Signal & Montgomery |
| Oxnard | Sun | 10AM-2PM | Channel Islands | 3350 Harbor Blvd @ Caberzone Way, harborside |
| Oxnard | Thu | 9AM-1PM | Downtown Oxnard | Downtown Plaza Park 5 th and C Streets |
| Simi Valley | Tue | 3PM-7PM | Simi Valley Town Center | Simi Valley Town Center 1555 Simi Town Center Way |
| Simi Valley | Fri | 11AM-3:30PM | Simi Valley | Simi Civic Center Plaza Tapo Canyon @ Alamo St |
| Thousand Oaks | Thu | 1:30PM-6:30PM | Thousand Oaks | The Oaks Shopping Center T.O. Blvd and Wilbur Rd, east end |
| Thousand Oaks | Sun | 10AM-2PM | Westlake Village | 2797 Agoura Rd |
| Ventura | Sat | 8:30AM-12PM | Ventura Downtown | Santa Clara and Palm Streets |
| Ventura | Wed | 9AM-1PM | Ventura Midtown | Pacific View Mall in front of Sears |
| Ventura | Thu | 3PM-7PM | Harvest Gathering | 10269 Telephone Rd Ventura Moose Lodge |



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