

Looking Back... Q & A With Former Deputy Agricultural Commissioners

What did you enjoy about working for VCAC?

Ellen: That the work the department was tasked with was worth doing.

Kerry: I loved being part of an organization (VCAC) with a history of over 100 years of service to Ventura County agriculture and as part of California's unique county system for agricultural support and enforcement.

Susan: I was amazingly lucky since I had a job for almost 40 years that I loved. I did not love every day but there was rarely a week when I did not have a majority of satisfying days.

How did being a woman in a primarily male dominated industry effect the way you performed your job?

Ellen: I wasn't a part of the "first wave" in this department, so my experience may be different than women who started before me. By the time I started, even though there were not many female inspectors, I didn't feel my experience was unique because I was a woman.

Kerry: My basic guidelines for work in a male dominated industry was to always carry the responsibility for work I was assigned and to be sure and hold up my end. Equally important, was to support and treat everyone with dignity and respect. Being a part of the transition from a predominantly male workplace to a mixed one meant toes and feelings got stepped on from both directions.

Susan: I think I sort of ignored the whole thing most of the time. I was the second or third women hired as an inspector in Kern County and the first Pesticide Use Enforcement Deputy in the Central Valley. Of course, there was a lot of resistance from the Good Old Boys, but I was used to them.

What aspects do you believe women bring to the table in the workforce?

Ellen: Every individual brings something different. For a generalization, I would say women often tend to be a bit more detail oriented.

Kerry: I think women brought to the office a greater sense of collaboration and willingness to ask for help from other staff members, biologists, management, other departments, and agencies. This helped lessen territorial concerns about resource sharing and helped build cooperation between programs.

Susan: Women are collaborators and bring a spirit of cooperation to the table. There are more women than men in the Commissioner system. The more diverse your workforce the better it will function.



County of Ventura



Women in Ag

Crop & Livestock Report



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Acknowledgments

We dedicate the 2020 Ventura County Crop & Livestock Report to the many women involved in agriculture in Ventura County. Although we recognize that there are many more women in agriculture in Ventura County that are not represented, we hope you enjoy the stories of the women featured. We would like to thank Sarah Snow for her assistance with data collection and interviews, Melonie Morgan for her photography, and Seen Robinson (GSA) for his graphic design. The Ventura County Agricultural Commissioner's Office would like to acknowledge the following for providing quotes and allowing our staff to photograph their facilities and/or properties:

Apricot Lane Farms, Beylik Family Farms, California Women for Agriculture (CWA), Central Coast Alliance United for a Sustainable Economy (CAUSE), Cornejo's Ranch, Escape Garden Nursery, GJ Farms, Joseph & Sons, Limoneira, Maciel's Flowers, Midtown Ventura Farmers' Market, Mixteco/Indigena Community Organizing Project (MICOP), Morris Bee Co., Norman's Nursery, Patty Farms, Peterson Ranch Fruit Stand, Prancer's Ranch, Prime Time, Rancho Rio Vista, Silent Springs Organic, Thousand Oaks Farmers' Market, Underwood Farms, West Coast Berry Farm.

The Ventura County Agricultural Commissioner's Office extends their sincerest appreciation to the agricultural industry of Ventura County. Without your information, this report would not be possible.

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Edmund E. Williams
Agricultural Commissioner

July 27, 2020

Karen Ross, Secretary
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and
The Honorable Board of Supervisors of Ventura County
Matt Lavere, 1st District
Linda Parks, 2nd District, Chair
Kelly Long, 3rd District
Robert Huber, 4th District
Carmen Ramirez, 5th District

Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2020 Ventura County Crop and Livestock Report. This report reflects gross values only and does not represent the net return to growers or the multiplier effect on the local economy. From these totals, growers pay their workers, water, fuel and electricity bills, bank loans or land leases, insurance, taxes, equipment, materials and all other farming costs.

The estimated gross value of Ventura County's agriculture for calendar year 2020 is \$1,985,365,000. This represents a 0.2% decrease in comparison to 2019. Strawberries were again the number one crop at \$575,373,000, increasing by 13.0%. Lemons moved back into second place with a value of \$216,190,000, increasing by 2.0%. Nursery Stock moved up into third place with a value of \$193,135,000, increasing by 3.0%. Avocados moved up into fourth place with a value of \$179,727,000, increasing by 54.0%. Raspberries moved down to fifth place with a value of \$141,547,000, decreasing by 30.0%. Celery moved down to sixth place with a value of \$126,870,000, decreasing by 48.0%. Tomatoes remained in seventh place with a value of \$54,387,000, increasing by 17.0%. Peppers moved up into eighth place with a value of \$41,165,000, but decreased by 4.0%. Blueberries entered the top ten for the first time, landing in ninth place with a value of \$38,781,000, with a tremendous increase of 119.0%! Cabbage replaced Hemp as the number ten crop at \$37,135,000, increasing by 8.0% from 2019.

Our report this year features the diverse stories of women in Ventura County agriculture. Women who grow crops, manage a farm, connect farmworkers to resources, distribute wholesale produce, manage farmers' markets, advocate for farmworker rights and services, provide agricultural education, contract farm labor, provide farm labor housing, oversee food safety, provide legal counsel, provide pest control advice, conduct agricultural research, and protect the industry, the public and the environment by regulating agriculture.

Our thanks and gratitude to the agricultural industry for providing the information used to produce this report. Special recognition goes to Agricultural Commissioner's staff, Sarah Snow, for her assistance in data collection and interviews, and to Melonie Morgan for her photography and interviews. Special thanks to Seen Robinson, Graphic Designer with the Ventura County General Services Agency, for the graphic design and layout; and Korinne Bell, Chief Deputy Agricultural Commissioner, for the overall coordination and production of this report.

Respectfully submitted,



Edmund E. Williams
Agricultural Commissioner

Recapitulation & Index

VENTURA COUNTY CROP GROUPING VALUES

CROP GROUPING	YEAR	VALUE*
■ 1. Fruit & Nut Crops	2020	\$1,240,837,000
	2019	\$1,104,656,000
■ 2. Vegetable Crops	2020	\$497,124,000
	2019	\$601,454,000
■ 3. Nursery Stock	2020	\$193,135,000
	2019	\$187,467,000
■ 4. Cut Flowers	2020	\$33,917,000
	2019	\$46,153,000
■ 5. Field Crops	2020	\$7,464,000
	2019	\$37,337,000
■ 6. Apiary Products	2020	\$5,792,000
	2019	\$4,784,000
■ 7. Livestock & Poultry	2020	5,209,000
	2019	\$6,536,000
■ 8. Biological Control	2020	\$1,887,000
	2019	\$1,713,000
GRAND TOTAL	2020	\$1,985,365,000
	2019	\$1,990,100,000

* Figures are rounded off to nearest \$1,000.

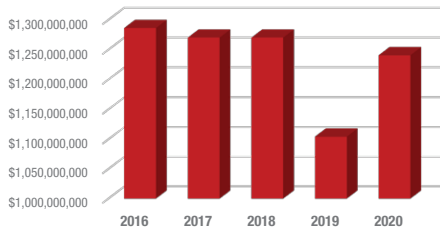
Irrigated Cropland

2015	2016	2017	2018	2019	2020
95,802 acres	96,625 acres	95,850 acres	91,350 acres	95,813 acres	96,523 acres

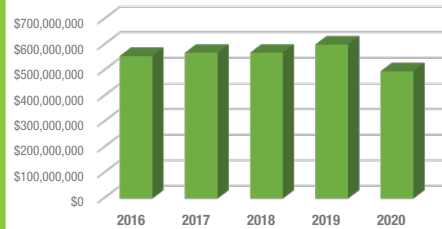
Five Year Comparison

VENTURA COUNTY CROP GROUPING VALUES

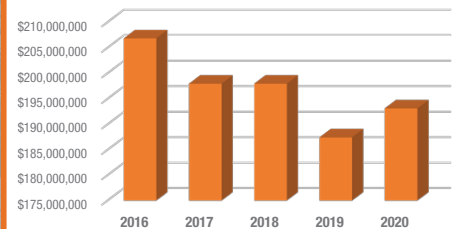
FRUIT & NUT CROPS



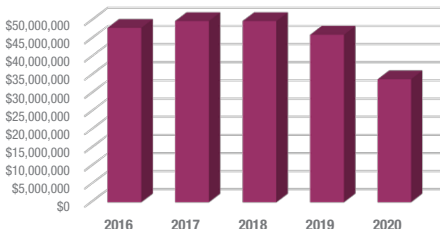
VEGETABLE CROPS



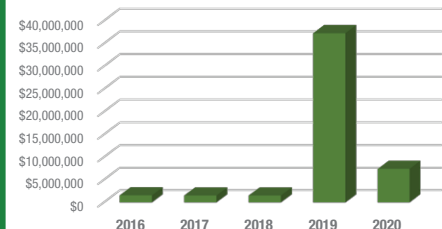
NURSERY STOCK



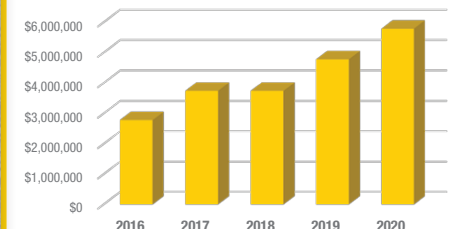
CUT FLOWERS



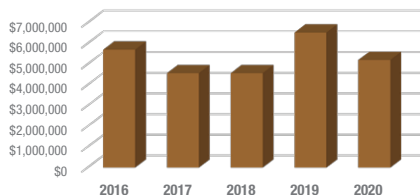
FIELD CROPS



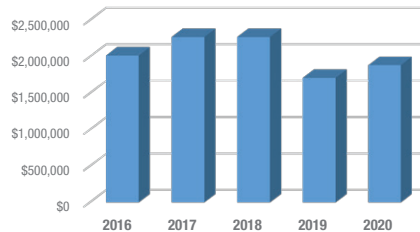
APIARY PRODUCTS



LIVESTOCK & POULTRY PRODUCTS



BIOLOGICAL CONTROL



2020 Top Leading Crops

RANK	CROP	VALUE
1st	Strawberries	\$575,373,000
2nd	Lemons	\$216,190,000
3rd	Nursery Stock	\$193,135,000
4th	Avocados	\$179,727,000
5th	Raspberries	\$141,547,000
6th	Celery	\$126,870,000
7th	Tomatoes	\$54,387,000
8th	Peppers	\$41,165,000
9th	Blueberries	\$38,781,000
10th	Cabbage	\$37,135,000

Other Million Dollar Crops

CROP/PRODUCT	VALUE
Woody Ornamentals*	\$71,426,000
Bedding Plants, Ground Cover & Turf*	\$46,821,000
Blackberries	\$34,340,000
Cut Flowers	\$33,917,000
Kale	\$30,596,000
Lettuce, Leaf	\$27,699,000
Fruit & Nut Trees*	\$26,017,000
Mandarins & Tangelos	\$21,953,000
Cucumbers	\$21,197,000
Cilantro	\$20,477,000

CROP/PRODUCT	VALUE
Oranges, Valencia	\$19,075,000
Parsley	\$18,342,000
Asian Vegetables	\$18,125,000
Vegetable Transplants*	\$17,625,000
Spinach	\$15,987,000
Potted Plants*	\$13,756,000
Herbaceous Perennials*	\$13,264,000
Greens	\$10,439,000
Radishes	\$9,200,000
Artichokes	\$7,154,000

* Included in Nursery Stock total above

Fruit & Nut Crops

ACREAGE, PRODUCTION & VALUES

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION	UNIT	PER UNIT	VALUE
Avocados	2020	16,435	4.28	70,299	tons	\$2,556.61	\$179,727,000
	2019	16,491	3.02	49,775	tons	\$2,350.20	\$116,981,000
Blackberries	2020	656	7.85	5,151	tons	\$6,666.67	\$34,340,000
Blueberries	2020	636	7.46	4,742	tons	\$8,178.19	\$38,781,000
	2019	570	3.13	1,786	tons	\$9,918.25	\$17,714,000
Lemons	2020	17,015	20.08	341,640	tons	\$632.80	\$216,190,000
	2019	14,407	21.04	303,064	tons	\$696.57	\$211,104,000
Mandarins & Tangelos	2020	1,609	9.76	15,696	tons	\$1,398.64	\$21,953,000
	2019	1,618	6.15	9,959	tons	\$1,094.29	\$10,898,000
Oranges (Navel)	2020	498	17.36	8,646	tons	\$390.12	\$3,373,000
	2019	446	14.70	6,555	tons	\$400.61	\$2,626,000
Oranges (Valencia)	2020	2,167	16.37	35,472	tons	\$537.75	\$19,075,000
	2019	2,524	13.58	34,279	tons	\$466.70	\$15,998,000
Raspberries	2020	2,856	6.46	18,449	tons	\$7,672.34	\$141,547,000
	2019	3,968	18.60	73,799	tons	\$2,758.00	\$203,538,000
Strawberries - Total	2020	8,801	25.73	226,467	tons	\$2,540.65	\$575,373,000
	2019	8,687	24.91	216,393	tons	\$2,349.30	\$508,371,000
Fresh	2020	---	---	176,753	tons	\$2,960	\$523,189,000
	2019	---	---	158,571	tons	\$2,851.11	\$452,103,000
Processed	2020	---	---	49,714	tons	\$1,049.68	\$52,184,000
	2019	---	---	57,822	tons	\$973.13	\$56,268,000
Miscellaneous Fruits & Nuts*	2020	809	---	---	tons	---	\$10,478,000
	2019	1,365	---	---	tons	---	\$17,426,000
TOTAL	2020	51,480					\$1,240,837,000
	2019	50,076					\$1,104,656,000

*Includes: apricots, Asian pears, bushberries, cherimoya, grapefruit, grapes, guavas, kiwi, limes, macadamias, melons, olives, persimmons, walnuts; and miscellaneous citrus, deciduous, and subtropical fruit.

Vegetable Crops

ACREAGE, PRODUCTION & VALUES

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION	UNIT	PER UNIT	VALUE
Artichokes	2020	702	5.72	4,015	tons	\$1,781.82	\$7,154,000
	2019	762	6.45	4,914	tons	\$1,800.98	\$8,850,000
Asian Vegetables	2020	460	21.72	9,990	tons	\$1,814.31	\$18,125,000
	2019	528	17.68	9,336	tons	\$1,756.96	\$16,403,000
Beans Limas, Snap	2020	3,098	1.19	3,672	tons	\$840.41	\$3,086,000
	2019	1,693	1.31	2,212	tons	\$745.93	\$1,650,000
Beets	2020	289	14.48	4,184	tons	\$1,589.63	\$6,651,000
	2019	239	19.45	4,649	tons	\$1,100.45	\$5,116,000
Broccoli	2020	142	9.61	1,364	tons	\$2,240.47	\$3,056,000
	2019	109	10.88	1,186	tons	\$1,717.54	\$2,037,000
Brussels Sprouts	2020	568	10.05	5,707	tons	\$834.41	\$4,762,000
	2019	483	10.36	5,006	tons	\$1,033.96	\$5,176,000
Cabbage	2020	3,194	28.47	90,918	tons	\$408.44	\$37,135,000
	2019	3,150	28.30	89,135	tons	\$385.75	\$34,384,000
Carrots	2020	273	33.23	9,073	tons	\$288.00	\$2,613,000
	2019	314	41.91	13,150	tons	\$264.94	\$3,484,000
Celery	2020	14,063	35.56	500,132	tons	\$253.67	\$126,870,000
	2019	13,896	34.88	484,624	tons	\$502.36	\$243,455,000
Cilantro	2020	3,492	7.98	27,880	tons	\$734.47	\$20,477,000
	2019	3,796	8.85	33,590	tons	\$684.97	\$23,008,000
Cucumbers	2020	81	106.20	8,602	tons	\$2,464.19	\$21,197,000
	2019	75	86.24	6,468	tons	\$2,560.30	\$16,560,000
Greens	2020	778	9.96	7,751	tons	\$1,346.79	\$10,439,000
	2019	1,081	10.86	11,744	tons	\$1,058.16	\$12,427,000
Kale	2020	1,174	3.85	4,520	tons	\$6,769.03	\$30,596,000
	2019	1,440	4.45	6,411	tons	\$5,392.61	\$34,572,000
Lettuce - Leaf	2020	587	19.19	11,266	tons	\$2,458.64	\$27,699,000
	2019	590	19.19	11,323	tons	\$2,472.05	\$27,991,000
Romaine	2020	1,044	17.94	18,733	tons	\$194.15	\$3,637,000
	2019	1,040	17.93	18,648	tons	\$193.00	\$3,599,000
Parsley	2020	731	26.52	19,387	tons	\$946.10	\$18,342,000
	2019	925	18.38	17,006	tons	\$1,008.00	\$17,142,000

Vegetable Crops

ACREAGE, PRODUCTION & VALUES

CROP	YEAR	ACREAGE	PER ACRE	PRODUCTION	UNIT	PER UNIT	VALUE
Peppers Bell & Chili	2020	1,850	54.01	99,920	tons	\$411.98	\$41,165,000
	2019	2,605	45.66	118,952	tons	\$360.48	\$42,880,000
Pumpkin	2020	323	14.82	4,788	tons	\$476.19	\$2,280,000
	2019	250	14.85	3,712	tons	\$365.57	\$1,357,000
Radishes	2020	857	15.05	12,898	tons	\$713.29	\$9,200,000
	2019	893	19.09	17,051	tons	\$709.81	\$12,103,000
Spinach	2020	1,481	8.63	12,775	tons	\$1,251.43	\$15,987,000
	2019	1,299	8.48	11,013	tons	\$1,824.30	\$14,148,000
Tomatoes	2020	376	63.02	23,697	tons	\$2,295.10	\$54,387,000
	2019	390	65.34	25,481	tons	\$1,824.30	\$46,485,000
Miscellaneous Vegetables	2020	2,040	---	---	---	---	\$32,266,000
	2019	2,105	---	---	---	---	\$38,627,000
TOTAL	2020	37,703					\$497,124,000
	2019	37,618					\$601,454,000

* Includes: arugula, asparagus, baby vegetables, cauliflower, eggplant, endive, garlic, gourds, herbs, kohlrabi, leeks, lettuce (head), mushrooms, onions, peas, radicchio, sprouts, squash, sweet corn, tomatillos, turnips and watercress.

JAN BERK - CHIEF OPERATING OFFICER, SAN MIGUEL PRODUCE



I was formally introduced to ag through two local farming operations, San Miguel Produce and Gills Onions, who I did a little marketing for in the late 80's early 90's. I did not fully move into ag till 2001. I love working with our staff and watching them grow. I also enjoy working with industry leaders and sharing ideas and challenges that we can work on together. Today, with almost 20 years behind me, I have learned a great deal. My advice for women in ag:

1. Look for good mentors and learn from them, both the good and bad leaders have important lessons to learn from.
2. Find a healthy balance of work and family. This is especially hard for us women.
3. Take risks --- when that opportunity knocks, open the door and go for it with all you got! You might end up in a new career. Tough to do but it builds character.
4. Volunteer and give back to the industry, you will find mentors, resources and learn so much.
5. Last, this is especially for you ladies out there. Don't let anyone --- not even yourself --- tell you that you can't do that job because you are a woman.

Golda Meir, the first woman prime minister of Israel in the 60's, once said - "Whether women are better than men I cannot say - but I can say they are certainly no worse."



Women in Ag

YISSEL BARAJAS - HUMAN RESOURCES MANAGER, REITER AFFILIATED COMPANIES

I am the proud granddaughter and daughter of migrant farm workers. Through the help of many angels in my life (family, friends, teachers), I was the first in my family to go to college. My housing work led me to Reiter Affiliated Companies (RAC), as they were looking to develop a housing strategy for their employees. I was hesitant at first to work in the ag industry because I did not think it was the right place for me. In my experience, there were only farm workers and farmers, and I was not qualified to do either role. As I became more involved in the industry, I was surprised to learn about the different careers within agriculture, and the opportunities for growth in both operational and administrative roles. I have stayed in agriculture because the industry provides a unique opportunity to continuously collaborate with community stakeholders to improve the wellbeing of our communities. I currently lead the human resources function at RAC I constantly strive to provide a work environment where farm worker families can thrive and provide opportunities for their children. There is often a negative perception of ag employers and worker welfare. Similar to most ag employers, RAC and its partners recognize farm workers are the backbone of our industry. Providing a respectful and thriving work environment, working in partnership with community organizations, industry groups, government agencies and elected officials is key to the viability of agriculture. Today's industry is constantly evolving, providing a unique opportunity to feed the world through leading edge innovation. There is a variety of specialized roles within ag, such as irrigators, scientists, engineers, mechanics, agronomists, accountants, lawyers, programmers, among others. We need more inclusion and representation of women and minorities within agriculture, and most importantly, within leadership roles. The diverse experiences they bring to the table enrich our ability to problem solve and create sustainable solutions. Being a Latina in the male-dominated ag industry has been difficult at times, but always exciting. It has made me both vulnerable and confident. I encourage women, and especially daughters of farm workers, to work in agriculture. The more we can bring our experiences to contribute to innovation, collaboration and problem-solving, the more we will develop comprehensive solutions that consider and respect the Front Line. This is essential to the success of our industry and our community.



LOUISE LAMPARA - EXECUTIVE DIRECTOR, VENTURA COUNTY COALITION OF LABOR, AGRICULTURE, AND BUSINESS (VC COLAB)



I am “newcomer” to agricultural advocacy, but not to the regulatory issues surrounding agriculture and farming. I began my career over 25 years ago in regulatory compliance and government policy. A few years later, I went to work with the U.S. Fish and Wildlife Service, again working on water quality issues in the Central Valley before branching off into hazardous materials investigations and endangered species permitting. So, when the position to become a full-time advocate for agriculture and business at VC CoLAB presented itself in 2019, it was truly a “dream job” opportunity. No one argues the valuable role of agriculture in our local economy and culture, but most people are unaware of the regulatory burden that our farmers deal with every day. There are rules surrounding water supply, land use, crop management methods, where you can store equipment or build a barn – and the list goes on. We need to balance regulatory requirements to allow growers to afford to continue to produce here in Ventura County. There is still so much more to do to keep agriculture sustainable in our county and our growers need more voices to speak out in support.



Women in Ag

MELISSA H. SAYER - ATTORNEY, MATILJA LAW INC.



I did not grow up in ag, but I was introduced when we bought our ranch in 2001, my introduction to ag and water was an offshoot of owning our ranch. I have a fair number of ag clients where I work in private water rights, land use, and other ag related issues. So much of the agriculture in California is focused on the Central Valley where they do not have nearly as many challenges within an ag urban interface that we do in our county. Ventura County growers are uniquely adaptive to the consumers wants and can pivot crop production based on different water needs and the regional topography. One of the things I love about my job is that there are a lot of different things going on in ag – it is like a puzzle. We are more on the forefront now, but women have always been an integral part of ag since day one. There are not very many of us who are both an attorney and working in agriculture. It has been a relatively male dominated field, but I do not view that as a disadvantage or that I am treated any differently. I am an attorney who is helping people in ag, and not a women attorney who is helping people in ag. As time goes on, ag is becoming more complex to be in, and helping each other out is one of the main ways we can all navigate new and challenging issues.

“ Being a Latina in the male-dominated ag industry has been difficult at times, but always exciting. It has made me both vulnerable and confident.
 - Yissel Barajas - Human Resources Manager, Reiter Affiliated Companies

ZULETH LUCERO - COMMUNITY ORGANIZER, CAUSE

I grew up in a small town in Mexico where my parents were farmworkers, and I was surrounded by agriculture. I am now the Oxnard Community Organizer for CAUSE where I work to build and connect with the local farmworker and immigrant community through a grassroots movement. Agriculture in our county is not possible without the farmworkers and the hard work that they provide. Many of them are pregnant and working mothers who don't get to take time off for their families. They are the essential workers that we keep hearing about throughout this pandemic. Advocating for workers rights, safe working conditions, and clean air, as well as assisting in vocational training and youth outreach, is just some of the programs that CAUSE champions. It is important to note that being a woman in the advocacy and agriculture industry is not easy. I have found that I'm not taken seriously when meeting with legislators or local boards, and I feel that my age and my gender is a factor in that. As a woman, I'm able to make deeper connections with those in my community and with farmworkers who are women. I am encouraged to see many younger people entering the agriculture industry!



Livestock & Poultry

PRODUCTION & VALUES

CROP	YEAR	VALUE
Livestock	2020	\$3,629,000
Cattle, Hogs, Sheep & Goats	2019	\$4,380,000
Poultry	2020	\$1,133,000
Chickens & Eggs	2019	\$1,536,000
Other Livestock	2020	\$447,000
Alpaca & Squab	2019	\$620,000
TOTAL	2020	\$5,209,000
	2019	\$6,536,000

Field Crops

ACREAGE, PRODUCTION AND VALUES

CROP	YEAR	ACREAGE	VALUE
Hemp**	2020	584	\$5,968,000
	2019	3,470	\$35,460,000
Pasture, Hay & Grain	2020	625	\$323,000
	2019	607	\$253,000
Rangeland *	2020	197,026	\$127,000
	2019	197,736	\$93,000
Seed & Dry Beans	2020	365	\$1,046,000
	2019	440	\$1,531,000
TOTAL	2020	198,600	\$7,464,000
	2019	202,253	\$37,337,000

* Includes fallow cropland

**Includes biomass, flower, seed and transplants

Apiary Products

PRODUCTION & VALUES

CROP	YEAR	PRODUCTION	UNIT	PER UNIT	VALUE
Beeswax & Pollen	2020	25,382	lbs	\$4.02	\$102,000
	2019	30,270	lbs	\$3.70	\$112,000
Honey	2020	1,446,552	lbs	\$2.32	\$3,356,000
	2019	629,536	lbs	\$3.19	\$2,011,000
Pollination Use	2020	---	---	---	\$2,334,000
	2019	---	---	---	\$2,661,000
TOTAL	2020				\$5,792,000
	2019				\$4,784,000

MARY MARANVILLE - CEO, SEEAG

I grew up on a dairy farm in upstate New York called the Ideal Dairy Farm, where we raised Holstein cows. Since living in Ojai, where we are surrounded by the citrus trees, I am amazed at the scale and scope of agriculture in our county. I believe strongly in community and education of the community. I feel it is my responsibility to educate our community, which is why we founded Ventura County Farm Day. I would like consumers to know that growers in our county are dedicated to social responsibility and they are enthusiastic about food safety, especially during a global pandemic. The average consumer does not understand that there are myriad job opportunities in agriculture. I feel that women bring a unique view on production. Women bring a certain compassion as it relates to not just the production side, but to other female farmworkers and forewomen on ranches and farms. Women bring a new and fresh perspective because we think differently; we bring a multi-pronged approach to an industry that thrives off new ideas.



Biological Control

ITEM	AGENT	TARGET	SCOPE OF PROGRAM
BIOLOGICAL CONTROL COMMERCIAL INSECTARIES	Predatory Mites, Predatory Beetles, Predatory Wasps, Predatory Nematodes, Various Predatory Insects	Scale, Mealybug, Snails, Aphids, Mites, Whitefly, Psyllid, Thrip, Nematodes, Flies	657,005,875 beneficials, released on 8,722 acres Valued at \$1,887,000



Women in Ag

LISA TATE SOURY - GROWER, CALIFORNIA COFFEE COLLECTIVE



I am a 5th generation Ventura County resident, and a 3rd generation female farmer. My family came over in the 1800's and were one of the settlers in Ventura County. I grew up in Moorpark but visited my grandparent's ranch in Santa Paula. We carved out about an acre and a half for coffee in early 2016, where our Geisha and Caturra plants have flourished. Our brand California Coffee Collective, aims to educate consumers about luxury coffee as well as support other farmers in our community who are endeavoring to grow this niche crop. Roughly three years ago, I decided to get back into family farming, and around that time a few other women decided to get back into their family business. Women in ag are incredibly important to me, when we harvest our crops, I specifically ask for women pickers. I try to set the tone where all women are welcome and to find a safe space for women to work. It's also important to be good stewards of the land. I just planted some trees, that my great grandchildren will be taking care of in the future. At first, I was very intimidated entering this male dominated field, but I have found the men in this industry to be incredibly welcoming and supportive. They seem to be excited to see younger people wanting to take on the craft which they have worked so hard at getting right. The more that we allow different points of view, the better ideas we will have for the future.

KAREN WETZEL SCHOTT - OPERATIONS MANAGER, CERTIFIED FARMERS' MARKETS

The only ag background I have was growing up participating in 4H and working at the County Fair. I was recruited by Earl McPhail, in 1989, to apply for a new position as the Operations Manager for Ventura County's Certified Farmers' Markets. I thought that I would only be doing this for a year or two, but now I have been enjoying my position for the past 30 years. As an Operations Manager, it is my job to ensure that the operations are in working order so farmers can sell their products every single day. Our mission is to help people know where their food comes from. Farmers work hard every day to produce our food and make a living in agriculture. I would like the consumers to know that we have a lot of standards in place to guarantee their food is safe and local. I love working with the people I encounter through this job! They all are like family, from the farmers, to customers, and their children. To women, we may or may not always be the front face, but we do supply many of the supporting roles that take care of the business side of agriculture. To anyone who is thinking of a career in ag, know your business, be willing to learn, and find out what you love, because you are going to sacrifice for it -- but you are going to be so gratified.





Women in Ag

DIANA MARTINEZ - GROWER, CBD PHARMS INC.

I come from a family of ag workers -- from my grandmother who worked in the lettuce, almond and cotton fields here in California back in the early 1980's, to my late father who worked in the state of Florida in the citrus farms. My actual interest in the agricultural industry began in my early 20's, however my interest was not in typical ag, but more in the Cannabis Industry.

I love my job in every aspect, from searching for the best seeds to plant, to ensuring that the plants have the best care. I am proud to be the only female in my grow sites. First and foremost, I feel that men get intimidated by women working in ag, especially if you are running the business. Ag has always been a male dominated field but that is slowly changing. Women bring so much to the ag industry, not only are we good at running our households but we know how to better manage our time, therefore the business. My advice to other women wanting to enter the ag industry is to go for it. Just know that the work is not easy and of course keep up with all the laws and regulations. Come with an open mind and tough skin.



SANDRA GUERRERO - PRESIDENT, CALIFORNIA HARVESTING INC.



Both my parents worked in ag labor. My mom was in the lemon orchards and my father was a forklift driver and a truck driver. I have been in the fields since I was 5 years old, accompanying my mother when she didn't have anybody to watch me. My father started his own company in agriculture, and I worked for him. After he sold the company, I stayed on as the new owner. I keep on working for my children. My whole life has been surrounded in agriculture and have been working in this industry for the past 35 years. I currently am the President of California Harvesting, Inc. I mainly stay in the office taking care of payroll, time sheets, and calls. I enjoy my job and wouldn't want to change anything. I have the opportunity to work with my family and pass on what I learn to my children. I think that most people don't realize that agriculture, as a business, is bigger than what they think it is. There is a lot of hard work and production involved. I have been working in this field for so long with men and women working together side-by-side, that I see no disadvantages with women working in ag.

CATHERINE P. KEELING - GROWER, STRATA HOLDINGS



I am a fourth-generation farmer here in Santa Paula where I grew up. There is something wonderful about doing something every day that contributes to the global food system. There is a big misconception right now about commercial farmers and the impact we have on the environment. Our livelihood depends on healthy soil and we put a lot of time and resources into that. We create a safe environment for our children to run around and pay our employees a living wage. Farmers are quite progressive in our management practices, employee and labor relations, utilizing new technology, and how we grow our crops. You do not need a degree in agriculture or business to do this job, it may be helpful, but I do this every day without an ag degree. Remember to wear sunscreen!!

Nursery Stock

ACREAGE, PRODUCTION & VALUES

CROP	YEAR	GREENHOUSE SQ. FT.	FIELD ACRES	PRODUCTION	UNIT	PER UNIT	VALUE
Bedding Plants, Ground Cover & Turf	2020	562,941	935	15,624,792	flats	\$3.00	\$46,821,000
	2019	458,262	930	11,343,709	flats	\$3.79	\$43,001,000
Fruit & Nut Trees	2020	---	274	1,516,778	trees	\$17.15	\$26,017,000
	2019	---	246	1,233,153	trees	\$18.67	\$23,024,000
Herbaceous Perennials	2020	75,626	99	3,457,344	containers	\$3.84	\$13,264,000
	2019	72,646	98	3,197,470	containers	\$3.95	\$12,632,000
Potted Plants	2020	2,103,562	32	3,680,464	pots	\$3.74	\$13,756,000
	2019	1,894,231	30	2,506,101	pots	\$3.66	\$9,169,000
Propagative Material	2020	697,471	1	61,962,446	cuttings	\$0.07	\$4,226,000
	2019	765,482	1	63,542,662	cuttings	\$0.08	\$5,083,000
Vegetable Transplants	2020	1,637,521	111	3,996,523	flats	\$4.41	\$17,625,000
	2019	1,725,469	110	4,805,065	flats	\$4.10	\$19,716,000
Woody Ornamentals	2020	90,854	1,686	4,968,774	trees/shrubs	\$14.37	\$71,426,000
	2019	92,460	1,695	5,069,226	trees/shrubs	\$14.76	\$74,842,000
TOTAL	2020	5,167,975	3,138				\$193,135,000
	2019	5,008,550	3,110				\$187,467,000

Q & A WITH THE TEAM FROM MIXTECO/INDEGENA

Q: What is your current role in the industry?

Ofelia Flores: My current position is with the organization MICOP. I am currently serving as a Safety and Health Coordinator.

Eulalia Mendoza: My current position is with MICOP. I am currently serving as a Community Organizer

Marilu Gonzalez: My current position is with MICOP. I am serving as the Community Labor Justice Advocate.

Q: Could you explain your experiences as a woman in Agriculture?

Ofelia Flores: I worked 6 years as a supervisor in the agriculture fields. I had a lot of adversity for being a woman and specifically a woman from Oaxaca. There were times when I wanted to quit but I kept pushing forward because I knew

I had a lot to contribute. But now I am proud to work for my Mixteco/Indígena community and being able to provide for my family.

Eulalia Mendoza: When I was a harvester and worked in the orchards, I had a very difficult time with carrying the heavy weight of the fruit. I am proud of where I come from and what I know now, which gives me the enthusiasm to share my experience and knowledge with my Mixteco/Indígena community.

Marilu Gonzalez: Being a woman and working in the fields is hard. The culture is hard. The physical environment is hard. It can be difficult to work alongside the men because culturally in Latin America, the men are used to women submitting to them but when we are here in the United States, we are equal.

Cut Flowers

ACREAGE & VALUES

CROP	YEAR	ACREAGE	VALUE
Aster, Gypsophila, Lace & Statice	2020	95	\$3,730,000
	2019	99	\$4,441,000
Chrysanthemums & Sunflowers	2020	62	\$5,985,000
	2019	54	\$5,491,000
Delphinium, Larkspur, Snapdragons & Stock	2020	152	\$5,682,000
	2019	172	\$7,037,000
Lilies & Irises	2020	136	\$11,215,000
	2019	138	\$19,154,000
Lisianthus	2020	24	\$2,318,000
	2019	25	\$2,466,000
Miscellaneous Cut Flowers and Foliage*	2020	92	\$4,987,000
	2019	78	\$2,591,000
TOTAL	2020	561	\$33,917,000
	2019	614	\$46,153,000

*Includes: alstroemeria, amaranthus, anemone, anthurium, bells of ireland, bird of paradise, bupleurum, carnation, celosia, dahlia, dianthus, freesia, gardenia, gladiolus, hyacinth, hydrangea, kangaroo paw, liatris, limonium, narcissus, orchid, ornithogalum, protea, ranunculus, rose, solidago, solidaster, stepanotis, sweet pea, tuberosa, tulip, and veronica.

COMMUNITY ORGANIZING PROJECT (MICOP)

I had to remember to be brave and to know my worth

Q: What would your advice be for other women wanting to enter Agriculture as a career?

Ofelia Flores: If you have the chance to work in agriculture, take it. If you want to learn about agriculture, do it. Remember to value agriculture and to value the work of the farmworker.

Eulalia Mendoza: Whatever your job position may be, always do it with love and always do your best.

Marilu Gonzalez: If you have love for the environment, you can find yourself within the open air. Many women working in the fields come from small towns and I want them to know that there are many opportunities they can work up to. Value yourself and value your work and you will end up at the top.





Women in Ag

MAUREEN MCGUIRE - BUSINESS DEVELOPER, GOOD FARMS



I grew up in south east Idaho. About 8 years ago, I had the opportunity to work in ag in Ventura County and was excited about all the leadership opportunities that were available.

I currently work in business development, assessing new projects and preliminary applied research. One of the great things about ag is that there is so much opportunity that you can design the job that you want. You can customize your career path and engage your entrepreneurial spirit.

For those who may have challenges entering professional environments, there are myriad opportunities in ag that are offered. My experience as a woman in ag has been greatly influenced by the quality of mentorship from men -- which has been unbelievable. I feel so much gratitude for all those who have stepped up to make space for young women in the industry. Often, people were more kind and generous with their time and forgiving of mistakes. I feel very thankful as there is no way I could have the job that I do today without people supporting and mentoring me.

There are many women at Good Farms stepping up into different roles such as female forepersons, supervisors, and district managers. I believe that this is because Good Farms has made it clear that the position is open to anyone who is willing to work hard with integrity.

My message to Ventura County residents is that the agriculture industry is motivated to work together for the socioeconomic development of Ventura County for a health community and sustainable supply chain. That involves educating youth who want to stay in our communities so that we have robust jobs for people, all the way down to protecting the environment and the water system. Additionally, we want to help create a system where interactions between our neighbors and ourselves are positive in a way that enhances the community.

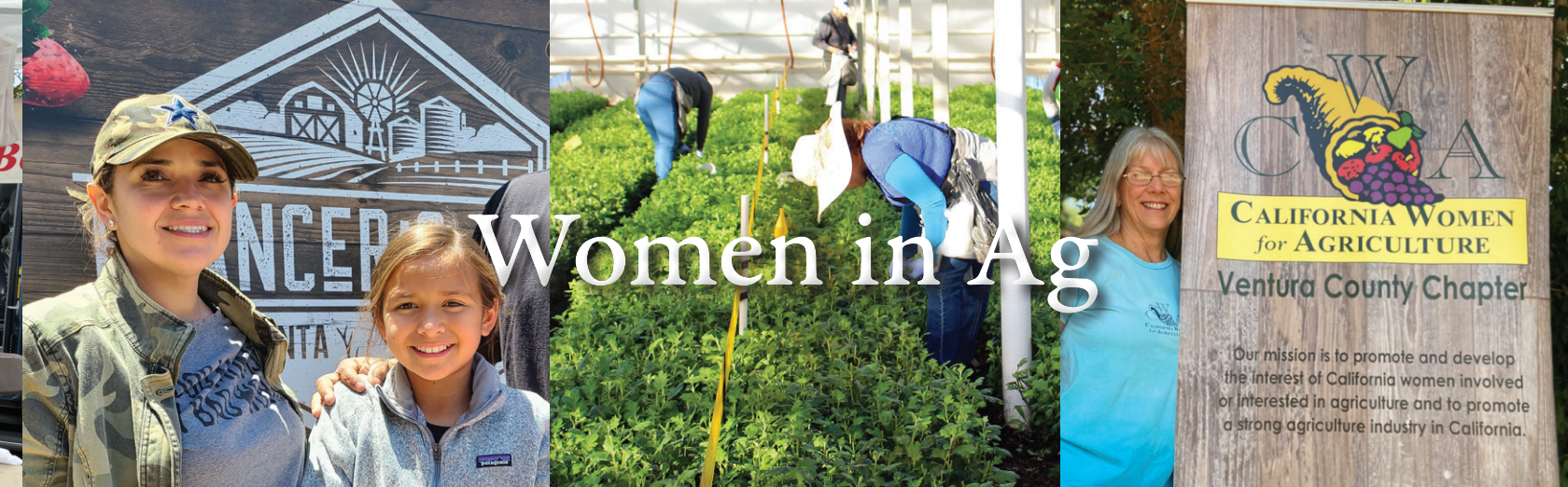
“ The agriculture industry is not as easy as it may appear. There are so many factors that can lead to a poor production year, and climate is one of those factors.

- Karla and Karen Maciel - Maciel's Flowers Inc.

CHRISTINA VILLASEÑOR - OWNER, FILLMORE LABOR CAMP



I was introduced to the industry when I met my husband who owns and operates the Fillmore Labor Camp, one of the last remaining camps here in Ventura County which houses and feeds approximately 150 single men who are farmworkers and laborers. I was surprised to learn how truly big the industry is Ventura County. Having lived here just about my whole life, I've always known that we're very much an ag-based economy. I enjoy being at the Camp and bringing our daughter with me when I need to get some work done, so that she understands what the Camp is, how it's run and that we are truly a family-run business. As a woman I have had to speak up, not let things get glossed over or pushed aside, and give a higher valuation for those support structures, such as our own, that are part of this system to help farmworkers and ag in general. I think women are more adaptable, more open to change and can be catalysts for bringing innovation into ag in Ventura County.



Women in Ag

DR. ANNEMIEK SCHILDER - DIRECTOR, UC COOPERATIVE EXTENSION VENTURA COUNTY / HANSEN REC

I am a descendant from centuries of dairy farmers in The Netherlands. I completed my high school education in the Netherlands and then completed my undergraduate degree in Agronomy at the university of Louisiana where I was introduced to different kinds of agriculture practices. I also studied Plant Sciences at Wageningen Agricultural University in The Netherlands. I then went on to pursue my MS and PhD degrees in plant pathology from Cornell University. I later moved to Nigeria in west Africa, where I spent three years working in agricultural development investigating seed health and testing seeds for disease. I was then an Associate Professor who taught at Michigan State University for 20 years. I worked on investigating and the management of disease of grapes and other berry crops. I have been working in Ventura county for a little over three years as the director of the farm here at UC Hansen Center as well as the cooperative extension office.

When I arrived in Ventura, I was happy to see the wide variety of crops that are grown and the year-round production that Ventura is able to provide. The constraints that water holds on production was also interesting to learn as I come from a background where crops are primarily rain-fed. This county produces more than some other states in the US, which many people do not realize.

I find it interesting that some people are not connected to the fields that they live next to and that there is such a disconnect between the agriculture industry and the urban population. I really want consumers to understand that if you eat food, you support and subsequently need agriculture. Farming is difficult as regulations have increased, costs have soared, and pressures from those who do not necessarily understand how the food process works. It is important for consumers to understand that working together is for the benefit of everyone.

My advice to women wanting to enter agriculture is to have an education behind you in case you want to pursue other careers later. Agriculture is not always an easy job, but it can be very rewarding and hope to see more diversity in ethnicity and gender within the industry.



KARLA AND KAREN MACIEL - OWNERS, MACIEL'S FLOWERS INC.

Our father started this business in 1996 with a small pickup truck, buying flowers from local growers and then selling them to the few Whole Foods stores in Los Angeles that existed at the time. That business model has morphed into our company today. It can be difficult to be a woman in agriculture because you are up against men who have been growers for so many years. It is an industry where you do need to prove yourself and your skills, but once you have proven that you are here to stay, you gain respect. It is unique having a young woman's perspective in flowers, as we bring a fresh outlook into what consumers wants are and how to meet those changing demands. The agriculture industry is not as easy as it may appear. There are so many factors that can lead to a poor production year, and climate is one of those factors. We would love to see more women included in agriculture and to help produce agricultural products for the next generation.



BIODYNAMIC ★ ORGANIC

ORGANIC CROPS	YEAR	ACRES	VALUE
Registered Growers	2020		207
	2019		192
Vegetables & Herbs	2020	1,590	\$22,136,000
	2019	2,693	\$26,236,000
Fruits & Nuts	2020	5,522	\$167,047,000
	2019	7,583	\$161,065,000
Field & Seed Crops	2020	615	\$1,640,000
	2019	281	\$54,000
Cut Flowers & Nursery Stock	2020	25	\$23,000
	2019	50	\$42,000
Specialty Crops	2020	10	\$5,000
	2019	10	\$6,000
Livestock & Poultry	2020	99	\$7,000
	2019	99	\$9,000
TOTAL*	2020	8,963**	\$190,858,000
	2019	12,523**	\$187,412,000

* Included in all other total values.

** Includes 1,102 acres of fallow cropland.

MARTHA HERRERA - OWNER, GRISELDA'S NURSERY

My involvement in Agriculture began at a young age in Zacatecas, Mexico where my family farmed mostly beans, corn, and pumpkins. With this background, I never pictured myself growing flowers, let alone owning my own nursery with my husband, Palemon Herrera. We decided to name the nursery after our daughter, Griselda. As an owner, I have a lot of responsibilities. I arrive to the nursery when the sun rises, usually around 5am, and begin irrigating the plants with some of the employees. It is important to remain on schedule when irrigating and fertilizing because these plants depend on us to provide the proper nutrients they need for growth. I would like for consumers to understand and appreciate the hard work that goes into the agricultural industry. The food on our tables and the beautiful plants that bring smiles to our faces would not be possible without Earth's resources and the hands that cultivate it. As a woman in the industry, I let my hard work speak for itself. For anyone choosing to pursue a career in agriculture there will be difficult times. But, if you are doing something you love, then it will all be worth it.



Certified Farmers' Market

CITY	DAY/TIME	TYPE	MARKET & LOCATION	CONTACT
Camarillo	SAT / 8 AM – 12 PM	y/r	Camarillo Hospice – 2220 Ventura Blvd.	Ruff Smith / 805-389-6870 info@camarillohospice.org
Ojai	SUN / 9 AM – 1 PM	y/r	Ojai – 300 E. Matilija St.	Cynthia Korman / 805-698-5555 ojaifarmersmarket@cox.net
Oxnard	SUN / 10 AM – 2 PM	y/r	Channel Islands Harbor – 3350 S. Harbor Blvd. @ Cabezone Way, Harbor Side	Melissa Farwell / 818-591-8216 Melissa@ccfm.com
Oxnard	THU / 9 AM – 1:30 PM	y/r	Downtown Oxnard – Downtown Plaza Park 500 S. C Street @ 5th and C St.	The Oxnard Heritage Foundation 805-247-0197 / info@oxnarddowntowners.org
Simi Valley	FRI / 11 AM – 3:30 PM	y/r	Simi Valley @ Civic Center Plaza Tapo Canyon @ Alamo St.	Mark Rochin / 805-643-6458 pacific209@hotmail.com
Thousand Oaks	THU / 12 PM – 5 PM	y/r	Thousand Oaks – The Oaks Shopping Center 222 W. Hillcrest Dr. (East End Parking Lot)	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	SAT / 8:30 AM – 12 PM	y/r	Downtown Ventura – Santa Clara and Palm St. City Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	WED / 9 AM – 1 PM	y/r	Midtown Ventura – Pacific View Mall Front West Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Westlake Village	SUN / 10 AM – 2 PM	y/r	Westlake Village – 2797 Agoura Rd.	Melissa Farwell / 818-591-8216 Melissa@ccfm.com
Ojai	THU / 2 PM – 7 PM	y/r	Ojai Community Farmers Market 414 E Ojai Ave	Grace Malloy / 805-223-0774 gracebmalloy@gmail.com
Moorpark	SUN / 9 AM – 2 PM	y/r	Moorpark Certified Farmer's Market 799 Moorpark Ave	Jason Davis 310-779-1152
Oxnard	SAT / 8 AM – 2 PM	y/r	The Collection @ Riverpark Collection Blvd/Park View Court	Melissa Farwell / 818-591-8216 Melissa@ccfm.com

MICHELLE HAASE - PEST CONTROL ADVISOR, OXNARD PEST CONTROL

My grandfather came over from Germany in the late 1800's and settled in Fillmore, where our family farmed for over 100 years. I grew up on the family farm and went to school in Fillmore. As a PCA, Pest Control Advisor, I advise growers on insects, pests, mites, disease, weeds and vertebrate issues. I also have my QAL, Qualified Applicators License, which allows me to run a spray crew. In the citrus and avocado industry, we have been heavily driven by pest management, using beneficials while trying to use the softest chemistry to mitigate the issues we face. Working with growers is one of my most favorite aspects about my job as a PCA. We research and use the best possible solution for the issues that may come up. It is important to note that pesticides are expensive, and many consumers may not know that. Growers do not want to take out that expense unless it is absolutely needed, which is why having an integrated pest management system is so important. One of the most important things that the agriculture industry can do is to educate people. As the county grows, the agriculture- urban interface continues to develop and educating people on what grows next to them or what they see on their commutes to work, is incredibly important.





Women in Ag

H ELAINE MEHLSCHAU CAVALETTO - GROWER, RANCHO CREAM, INC.

I grew up on a cattle ranch in San Luis Obispo County. My parents were products of generations of farmers from Denmark and the mid-west USA. When I was 15, we moved to a small vegetable farm where my dad taught us about the importance of being stewards of the land, and if we treat the land well, it will take care of us.

I am in awe of the hard work, long hours, and, in many cases, moving into unknown territories when I look back to prior generations. Many advances have been made in equipment, ways to farm, and types of crops grown. Life on the farm today has kept many of the same qualities as in the past, such as, good neighbors, good soil, fair prices, and growing so many different crops that make their way around the world. But there is another side of farming like water, land prices, labor, government regulations, immigration, and, of course, the multitude of meetings that makes our work difficult. Increased population has made continued learning a must for the farmer, as well as the consumers. We must begin to listen to each other. Today I belong to Farm Bureau, California Women for Agriculture, and CoLab, which all bring different viewpoints to the table. In the end, we all want to continue to farm and help feed the world.

Women bring different aspects to the industry that men may not necessarily think of, or practice. There are so many different aspects of farming where women can excel in like marketing, finance, law, engineering, technology, PCA's, advocates, and so much more. This is an industry where your hard work can be rewarded and there are many different roles that you can fill. Since the population explosion in Ventura County, we need more people in agriculture to help feed and educate the future generations. My advice to anyone thinking about a career in agriculture is to ask questions and to be open to new ideas. Our world is changing rapidly, and we need young people to take on the tasks and bring their creative thinking to the agriculture industry.



“ I am in awe of the hard work, long hours, and, in many cases, moving into unknown territories when I look back to prior generations.

- H Elaine Mehlschau Cavaletto - Rancho Cream, Inc.

LAURA MILLER - FOOD SAFETY MANAGER, LIMONEIRA

My family and I moved to this community from Texas when I was 10 years old. It was then that I was introduced to agriculture through my grandfather Juan Manzano, who was a foreman on a nearby lemon ranch. I currently teach food safety policies and practices to people of all levels within our organization. I work with people at each step, from the harvest workers, farm workers, packing house workers, supervisors, managers, and executives. I do a variety of daily tasks including everything from customer food safety compliance, to regulatory food safety compliance, to correcting any deviations from our food safety plan at both facilities. Although I am a woman in a male dominated industry, I have found that most people are very respectful. I constantly remind myself to be true to my authenticity and the value that I bring to the table. It is important to surround yourself with strong women role models and actively seek mentors to continue learning and thriving.





The Year of COVID-19

COVID-19 OUTREACH EFFORTS

- Distributed 10,000-15,000 copies (each) of 9 different flyers, designed by the Farmworker Resource Program, to agricultural businesses to be placed in employee's weekly paychecks
- Provided bilingual translation on all informational email blasts and website postings
- Provided bilingual and trilingual staff to help support the Farmworker Resource Program in their outreach efforts
- Distributed 20,000 Agricultural Worker Identification cards to assist in allowing essential workers to continue to go to work during lock-down periods throughout the pandemic
- Served as a distribution center for COVID supplies and Personal Protective Equipment (PPE) earmarked for agricultural workers: 1,500,000 surgical masks, 49 pallets of hand sanitizer, 150,000 pairs of vinyl gloves, 300,000 N-95 masks, and 600 COVID Testing kits
- Participated in a weekly (and now biweekly) meeting designed to discuss all COVID-related issues that impact farmworkers
- Assisted in drafting, publishing and distributing a Ventura County specific advisory for Agricultural Workers and Employers entitled, "ADVISORY FOR AGRICULTURAL WORKER PROTECTION DURING COVID-19 CRISIS"
- Accompanied Public Health in visits to packinghouses and Farmworker housing facilities in order to educate these facilities on appropriate health and hygiene protocols to implement during the pandemic
- Facilitated a bilingual training on the new Cal OSHA regulations regarding COVID and Agricultural Workers
- Provided Bilingual staff for weekend COVID vaccination clinics



TALIA BARRERA - MANAGER, FARMWORKER RESOURCE PROGRAM

During the COVID-19 pandemic, the Farmworker Resource Program (FRP) remained open; never closing its doors during the "Stay at Home Order" to continue supporting our farmworkers. FRP has helped distribute thousands of bottles of hand sanitizer, face masks, food, and supported the process and distribution of over six million dollars in funding under the Farmworker Household Assistance program, led by partners from the private sector and community-based organizations. Working closely with other county agencies (such as the Agricultural Commissioner's Office), community-based organizations, and growers, the group identified the various needs and ways to support our farmworker community. FRP was creative in meeting needs. One example is the "Cultivating Health in Agriculture" partnership with the County Health Care Agency and county doctors to visit local farms. FRP provided crucial information related to COVID-19 and addressed any other health education issues brought up by farmworkers. FRP was key in assisting with the Farm Mobile Vaccine clinics and on-site vaccine education efforts. Additionally, FRP created COVID-19 and vaccine outreach videos, messaging, and flyers specifically for agriculture and our farmworkers.



Programs

GLASSY WINGED SHARPSHOOTER PROGRAM

The Glassy Winged Sharpshooter (GWSS) program benefits the nursery industry in Ventura County by the inspection and certification of nursery stock to be shipped to Northern California and the Central Valley. The GWSS program helps prevent the spread of the GWSS from Ventura County to key grape growing areas of California. The GWSS is an insect that transmits a bacterial disease (Pierce's Disease) that can seriously damage grapevines. The GWSS is widespread in Southern California and has reduced the ability of growers in Southern California to produce wine grapes. Most of the funding for the GWSS program is provided through a contract with the CDFG, which is made possible through an assessment paid by wine grape growers. In 2020, there was a significant increase in shipments from 2019.

DIRECT MARKETING/CERTIFIED FARMERS MARKET PROGRAM

The Direct Marketing Program benefits the consumer and the agricultural community by supplying fresh produce for consumers at local Certified Farmer's Markets (CFMs) while providing growers with an alternative method to sell their agricultural products. These products include California-grown fresh fruits, nuts, vegetables, honey and eggs. Producers at these markets are called certified producers and to participate must obtain a certificate from the Ventura County Agricultural Commissioner (CAC) that documents what they produce and where they produce it. Growing grounds are inspected by Agricultural Inspectors and each CFM is inspected throughout the year.

ORGANIC PROGRAM

The Ventura County Agricultural Commissioner (CAC) and our staff enforce regulations adopted under the National Organic Program (NOP) through residue sampling of fruit and vegetables, organic audits and pesticide use record checks. The Ventura County Agricultural Commissioner (CAC) and our staff also investigate organic complaints and register businesses (producers, handlers, and retailers) prior to sales of organic products with the California Department of Food and Agriculture (CDFA).

STANDARDIZATION PROGRAM

Standardization laws establish minimum standards for maturity, quality, size, standard container and pack, and container markings. The Ventura County Agricultural Commissioner (CAC) and our staff enforce standards at the local level. Inspections take place in fields and packinghouses, at wholesale markets retail distribution centers, and retail outlets.

GREEN MATERIAL PROGRAM

The goal of the Green Material Program is to monitor movement of any high risk green waste that could be harboring invasive pests from other counties or from infested areas of the county into non-infested areas. Pests of concern associated with green material include but are not limited to Invasive Shot Hole Borer, Light Brown Apple Moth, Asian Citrus Psyllid with Huanglongbing; and Sudden Oak Death (Phytophthora ramorum). Currently, the Agricultural Commissioner's Office is involved with a pilot experiment assisting University California Extension Farm Advisor to monitor the effect of mulching and piling Invasive Shot Hole Borer (ISHB) and Fusarium Dieback infested trees, removed by the Agricultural Commissioner's Office's ISHB removal program. The theory is that mulch, when properly piled, can reach temperatures up to 170 degrees, effectively killing pathogens and insects. Properly heat treated mulch can then be safely reused in local citrus orchards to help improve soils. The goal of the experiment is to identify a defined kill step for ISHB and its associated Fusarium fungus, while providing a free source of clean mulch to local farmers and avoiding the movement of infested green material across the county.

Shipments Inspected	8,965
Containers Inspected	828,404
Flats Inspected	18,771
GWSS Finds Outgoing	29
GWSS Finds at Destination	3

GWSS = Glassy Winged Sharpshooter

Certified Producer Certificates (CPC's) Renewals	119
CPC Amendments	56
Certified Farmer's Markets Inspected	26
Warning Letters Issued	13
Notices of Proposed Action (NOPA's) Issued	7

Registrations	207
Audits Performed	16
Samples Collected	13

Premises Visited	52
Lots Inspected	1970
Citrus Maturity Tests Conducted	15



Programs

BULK CITRUS PROGRAM

The pests known as Asian Citrus Psyllid (ACP) and Huanglongbing (HLB) present a real and ongoing threat to the agricultural industry, environment and economy of the State of California. In response to this threat, growers, transporters and packing houses of bulk citrus are required to work under Compliance Agreements (CA) with the California Department of Food and Agriculture. The Ventura County Agricultural Commissioner is responsible for assisting and educating industry members, performing inspections at orchards, bulk citrus packing/handling facilities, and issuing enforcement actions to ensure that compliance is being met. Through these efforts and various mitigation methods, the risk of unintentional movement of ACP has been greatly reduced.

New CA's	16
Updated CA's	9
Total CA's Issued	25
Compliance Inspections	434
Notices of Violation Issued	24
NOPA's Issued	5

INVASIVE SHOT HOLE BORER PROGRAM

The Invasive Shot Hole Borer (ISHB) program was created in 2019 to limit the spread of ISHB (*Euwallacea* sp.), an invasive beetle that attacks over 110 different trees. These tiny beetles tunnel into host trees and spread *Fusarium Dieback* (FD), a fungal disease. FD is caused by *Fusarium euwallaceae*, a fungus that disrupts the transport of water and nutrients inside the tree, leading to branch dieback and overall decline. Together, ISHB and FD present a pest-disease complex that is responsible for the death of thousands of Southern California trees and poses an ongoing threat to the health and longevity of urban, natural, and agricultural trees and increases fire risk. Movement of infested green waste and firewood has proven to be a transportation vector for the beetles, allowing them to spread to new areas.

Traps Deployed	386
Traps with Polyphagous Shot Hole Borer Finds	78
Trees Removed:	
Boxelder (<i>Acer negundo</i>)	7
Lombardy Poplar (<i>Populus nigra</i>)	1
Sycamore (<i>Platanus</i> sp.)	5

The University of California Agriculture and Natural Resources (UCANR), CAL FIRE, and the California Department of Food and Agriculture (CDFA) finalized a coordinated statewide plan for surveying, trapping beetles, research, green waste and removing trees. The Agricultural Commissioner's Office organized local stakeholder meetings in Ventura County for education, outreach, and planning.

In 2020, over three hundred Invasive Shot Hole Borer Traps were placed throughout Ventura County including on the northern edge of the known ISHB infestation as well as additional high-risk sites. Trees were surveyed for ISHB fungus and wood samples were taken. ISHB beetles were found in many traps in a large portion of Ventura County south of the Los Padres National Forest. For more information see <https://ucanr.edu/sites/pshb/>

CAL FIRE funded removal of heavily infested trees. Before removal, *Fusarium euwallaceae* is identified from a wood sample or an ISHB beetle taken from the infested tree. After removal, green waste is processed using approved protocols to prevent the spread of the beetle or fungus. Boxelder (*Acer negundo*) is considered the top host of the ISHB and had the most removals in 2020.

WEED MANAGEMENT PROGRAM

The Agricultural Commissioner's Office works to survey, detect, map, and remove California Department of Food and Agriculture (CDFA) "A" rated weed populations before they expand in size and become more difficult and costly to remove. The CDFA's "A" rating includes weeds that have large negative impacts to agriculture and the environment but are still limited in numbers/acreage. We work with partners to detect, map and remove CDFA "A" and less common "B" rated weeds. Weed mapping is done using Calflora and iNaturalist applications. When a target CDFA "A" or "B" rated weed is identified in Calflora or iNaturalist, follow up surveys, mapping, and sampling is done to confirm plant identification and infestation location.

The Ventura County Weed Management Area was restarted in 2019 and continued to meet in 2020 with one in person meeting and then three Zoom meetings. The Weed Management Area provides individuals, groups, and agencies the opportunity to share knowledge and partner to solve invasive weed issues in Ventura County.

Survey, Mapping, and Control of CDFA "A" Rated Invasive Weeds

- Scotch Thistle (*Onopordum acanthium*): One location: surveying, mapping, and removal (mechanical)
- Spotted Knapweed (*Centaurea stoebe*): Two locations surveying, mapping, and removal (mechanical)
- Skeletonweed (*Chondrilla juncea*): One location-surveying, mapping, and control (with partner Santa Monica Mountains National Recreation Area National Park Service)
- Dalmation Toadflax (*Linaria genistifolia* ssp. *dalmatica*): One location surveying, mapping, control with biocontrol by USDA ARS using the beetle *Mecinus janthiniformis*

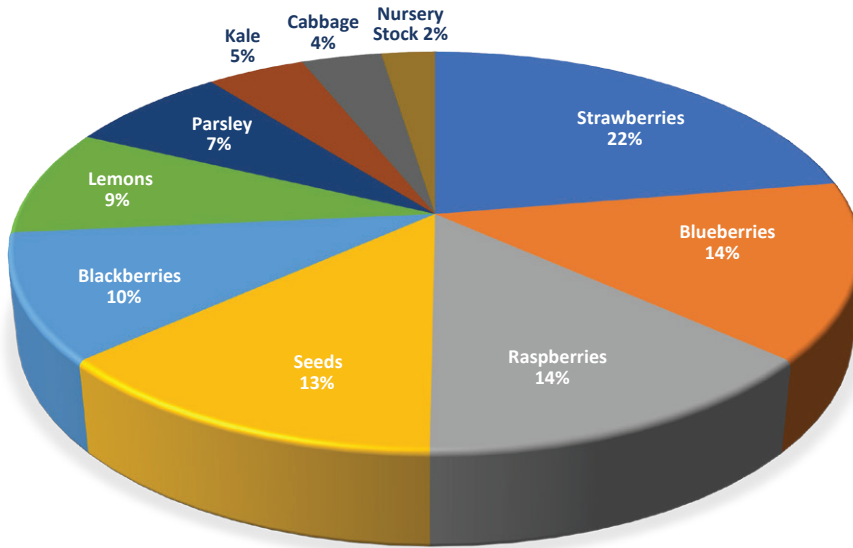
Survey and Mapping of CDFA "B" Rated Invasive Weeds

- Geraldton carnation spurge (*Euphorbia terracina*)
- Russian Knapweed (*Acroptilon repens*)
- Artichoke thistle (*Cynara cardunculus*)
- Silverleaf Nightshade (*Solanum elaeagnifolium*)
- Stinkweed (*Dittrichia graveolens*)
- Tree Spurge (*Euphorbia dendroides*)
- Distaff Thistle (*Carthamus* sp.)



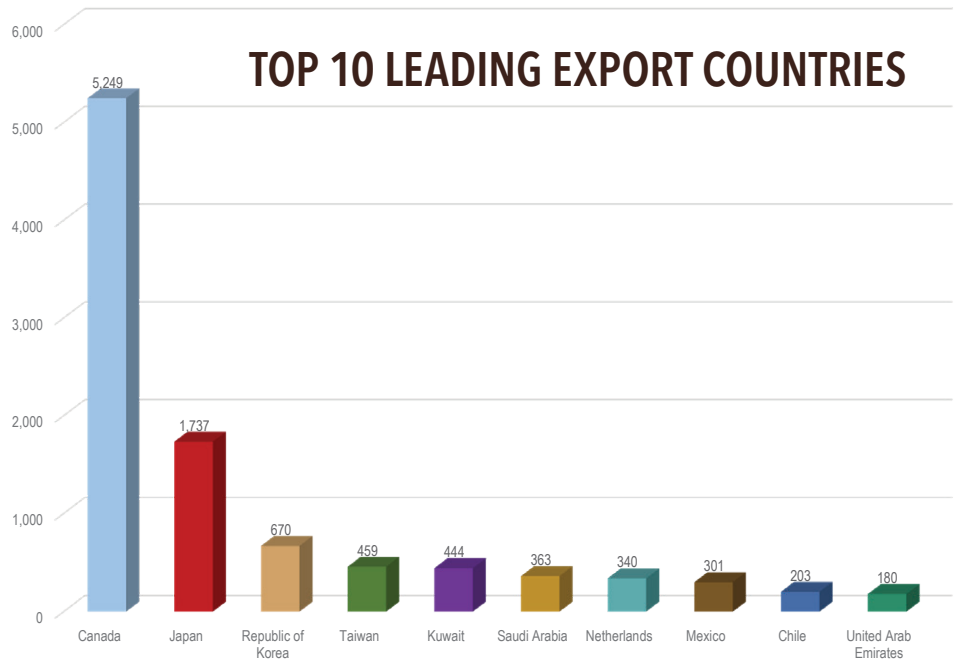
Programs

TOP 10 COMMODITIES EXPORTED



COMMODITY	# OF SHIPMENTS including Commodity
Strawberries	3330
Blueberries	2128
Raspberries	2010
Seeds	1961
Blackberries	1513
Lemons	1285
Parsley	1089
Kale	663
Cabbage	544
Nursery Stock/ Propagative Material	364

COUNTRY EXPORTED TO	# OF EXPORTS
Canada	5,249
Japan	1,737
Republic of Korea	670
Taiwan	459
Kuwait	444
Saudi Arabia	363
Netherlands	340
Mexico	301
Chile	203
United Arab Emirates	180



Shipped to 79 countries in 2020 (this includes the top ten): All countries certified export to: Algeria, Argentina, Australia, Bahamas, Bahrain, Barbados, Belgium, Belize, Bhutan, Plurinational State of Bolivia, Brazil, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Curacao, Czech Republic, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, France, French Guiana, French Polynesia, Georgia, Germany, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Hong Kong, Iceland, India, Indonesia, Islamic Republic of Iran, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Republic of Korea, Kuwait, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nicaragua, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Qatar, Saint Kitts and Nevis, Saint Lucia, Saudi Arabia, Singapore, South Africa, Spain, Sudan, Taiwan, Thailand, Togo, Trinidad and Tobago, United Arab Emirates, United Kingdom, Uruguay, Bolivarian Republic of Venezuela, Vietnam.

These numbers include the total number of exports (domestic and foreign grown commodities) that were exported from Ventura County in 2020.



Programs

PEST EXCLUSION & PLANT QUARANTINE			
INCOMING SHIPMENTS	INSPECTIONS	OUTGOING SHIPMENTS	TOTAL
Fed Ex	3716	Federal Phytosanitary Certificates	11,955
UPS	1499	State Phytosanitary Certificates	504
Truck Inspections	670	Certificates of Quarantine Compliance	413
Ocean Freight Inspections	148	PESTS INTERCEPTED	
Household Goods (Gypsy Moth Inspections)	12	A Rated	3
Notices of Rejection	10	Q Rated	15

PESTICIDE USE ENFORCEMENT REGULATORY PROGRAM

PERMITS AND OPERATOR ID'S			
Calendar Year	Agricultural Permits	Non-Agricultural Permits	Operator ID's
2020	438	74	556
2019	446	69	550

Permits are required to apply Restricted Materials, a subset of more tightly regulated pesticides. Operator ID Numbers are issued to growers not using Restricted Materials, for pesticide use reporting.

NOI'S & PRE-APPLICATION INSPECTIONS			
Calendar Year	NOI's Received	Pre-Application Inspections	Percent Pre-Application Monitored
2020	1740	199	11.4
2019	2024	191	9.7

Notices of Intent (NOI's) are sent to the Ag Commissioner before the use of a pesticide requiring a permit. All are carefully evaluated. The state of CA requires the Ag Commissioner to do a site inspection of at least 5% of these prior to application. NOI numbers often go up when new pesticides are classed as Restricted Materials.

ENFORCEMENT RESPONSES				
Calendar Year	Agricultural Civil Penalties	Structural Civil Penalties	Notices of Violations	Decision Reports
2020	117	16	128	4
2019	15	14	72	1

Note: Many 2019 violations enforced in 2020. Civil Penalties are fines levied. Compliance Actions are measures, such as violation notices or letters of reprimand which give notice of non-compliance but do not impose a penalty. Decision Reports are a type of Compliance Action in which the Ag Commissioner is required to justify to the CA Department of Pesticide Regulation why it is not administering a penalty.

INVESTIGATIONS	
Calendar Year	Investigations Completed
2020	84
2019	80

These represent all investigations of suspected misuse of pesticides, including agricultural, other commercial, and home use.

PESTICIDE USE INSPECTIONS								
Calendar Year	Agricultural Use	Structural Use (Homes and Buildings)	Farm Headquarters	Pest Control Business HQ	Fieldworker safety	Commodity Fumigation	Pre-Application (from NOI)	Total
2020	410	122	5	4	51	1	199	792
2019	273	104	24	25	70	5	197	698

Note: HQ and FWS numbers down due to Covid-19 limitations