

# SANTA BARBARA COUNTY AGRICULTURAL COMMISSIONER

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AGRICULTURAL COMMISSIONER  
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**1978  
CROP  
REPORT**

*The cover . . . . .*

*depicts the multi-million dollar strawberry industry of Santa Barbara County.*

*Strawberries produced in this area are recognized for their high quality throughout the United States and World markets.*

*The drawing for this 1978 Agricultural Crop Report was done by Nat D. Fast, art professor at Allen Hancock College in Santa Maria.*

Richard E. Rominger, Director  
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Santa Barbara County

David Yager, Chairman, 1st District  
Robert Kallman, 2nd District  
William Wallace, 3rd District  
Robert Hedlund, 4th District  
Harrell Fletcher, 5th District

Gentlemen:

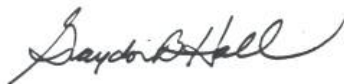
The stability of agriculture in Santa Barbara County is reflected in the 1978 Annual Crop Report. This year saw a record gross value production of \$208,076,538.

This number one industry in the county provides a strong economic base through its diversification and is not dependent on just a few major products. Agriculture, through its multiplier effect, had a total financial impact in Santa Barbara County of over one-half billion dollars during 1978.

The figures in the report are gross values returned to the economy of Santa Barbara County and in no way reflect net returns to the grower. Inflation created record high production costs in 1978 and they must be subtracted to determine net income.

To the staff of this office who compiled this report and the many individuals, organizations, and companies who provided the information for it, I would like to say thank you.

Sincerely yours,



Graydon B. Hall  
Agricultural Commissioner

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## VEGETABLE CROPS

|                     | Year | Harvested Acreage | Production |         |      | Value    |            |
|---------------------|------|-------------------|------------|---------|------|----------|------------|
|                     |      |                   | Per Acre   | Total   | Unit | Per Unit | Total      |
| Artichokes          | 1978 | 366               | 4.00       | 1,464   | TON  | \$648.00 | \$ 948,671 |
|                     | 1977 | 326               | 5.50       | 1,793   | TON  | 360.00   | 645,480    |
| Beans, Lima, Frozen | 1978 | 800               | 0.90       | 720     | TON  | 320.00   | 230,400    |
|                     | 1977 | 900               | 1.50       | 1,350   | TON  | 300.00   | 405,000    |
| Broccoli, Total     | 1978 | 14,800            | 3.86       | 57,104  | TON  | 314.65   | 17,967,960 |
|                     | 1977 | 13,771            | 4.19       | 57,751  | TON  | 302.17   | 17,450,780 |
| Market              | 1978 |                   |            | 20,774  | TON  | 384.00   | 7,977,210  |
|                     | 1977 |                   |            | 16,891  | TON  | 380.00   | 6,418,580  |
| Frozen              | 1978 |                   |            | 36,330  | TON  | 275.00   | 9,990,750  |
|                     | 1977 |                   |            | 40,860  | TON  | 270.00   | 11,032,200 |
| Cabbage             | 1978 | 1,464             | 19.50      | 28,548  | TON  | 131.25   | 3,746,920  |
|                     | 1977 | 990               | 21.50      | 21,285  | TON  | 147.00   | 3,128,890  |
| Carrots             | 1978 | 2,144             | 26.50      | 56,816  | TON  | 74.00    | 4,204,380  |
|                     | 1977 | 1,910             | 25.90      | 49,469  | TON  | 65.00    | 3,215,480  |
| Cauliflower, Total  | 1978 | 3,958             | 4.68       | 18,522  | TON  | 428.17   | 7,930,490  |
|                     | 1977 | 3,450             | 4.72       | 16,272  | TON  | 369.93   | 6,019,420  |
| Market              | 1978 |                   |            | 6,994   | TON  | 528.16   | 3,693,950  |
|                     | 1977 |                   |            | 5,768   | TON  | 388.00   | 2,237,980  |
| Frozen              | 1978 |                   |            | 11,528  | TON  | 367.50   | 4,236,540  |
|                     | 1977 |                   |            | 10,504  | TON  | 360.00   | 3,781,440  |
| Celery              | 1978 | 1,795             | 29.80      | 53,491  | TON  | 197.78   | 10,579,450 |
|                     | 1977 | 1,616             | 27.25      | 44,036  | TON  | 149.50   | 6,583,380  |
| Corn, Sweet         | 1978 | 413               | 7.00       | 2,891   | TON  | 270.00   | 780,570    |
|                     | 1977 | 605               | 7.60       | 4,598   | TON  | 211.00   | 970,170    |
| Lettuce, Leaf       | 1978 | 890               | 15.00      | 13,350  | TON  | 191.50   | 2,556,520  |
|                     | 1977 | 820               | 16.50      | 13,530  | TON  | 174.00   | 2,354,220  |
| Lettuce, Head       | 1978 | 8,990             | 14.00      | 125,860 | TON  | 183.00   | 23,032,380 |
|                     | 1977 | 8,140             | 16.75      | 136,345 | TON  | 124.00   | 16,906,780 |
| Peppers, Dry        | 1978 | 806               | 1.50       | 1,209   | TON  | 790.00   | 955,110    |
|                     | 1977 | 774               | 1.55       | 1,200   | TON  | 765.00   | 918,000    |
| Potatoes            | 1978 | 1,420             | 16.75      | 23,785  | TON  | 74.00    | 1,760,050  |
|                     | 1977 | 1,790             | 16.50      | 29,535  | TON  | 77.50    | 2,288,960  |

## VEGETABLE CROPS Continued

|                     | Year | Harvested<br>Acreage | Production  |        |      | Value       |              |
|---------------------|------|----------------------|-------------|--------|------|-------------|--------------|
|                     |      |                      | Per<br>Acre | Total  | Unit | Per<br>Unit | Total        |
| Pumpkins and Squash | 1978 | 345                  | 6.40        | 2,208  | TON  | \$108.12    | \$ 238,729   |
|                     | 1977 | 260                  | 6.60        | 1,716  | TON  | 83.00       | 142,428      |
| Spinach, Total      | 1978 | 816                  | 9.00        | 7,344  | TON  | 179.30      | 1,316,790    |
|                     | 1977 | 570                  | 9.00        | 5,130  | TON  | 253.04      | 1,298,115    |
| Market              | 1978 |                      |             | 3,294  | TON  | 310.00      | 1,021,140    |
|                     | 1977 |                      |             | 3,150  | TON  | 368.10      | 1,159,515    |
| Frozen              | 1978 |                      |             | 4,050  | TON  | 73.00       | 295,650      |
|                     | 1977 |                      |             | 1,980  | TON  | 70.00       | 138,600      |
| Tomatoes            | 1978 | 1,964                | 24.50       | 48,118 | TON  | 62.90       | 3,026,622    |
|                     | 1977 | 1,960                | 27.00       | 52,920 | TON  | 60.10       | 3,180,492    |
| Miscellaneous       | 1978 | 1,461                |             |        |      |             | 1,631,700    |
|                     | 1977 | 686                  |             |        |      |             | 493,420      |
| Total               | 1978 | 42,432               |             |        |      |             | \$80,906,804 |
|                     | 1977 | 38,568               |             |        |      |             | 66,001,042   |



## FIELD CROPS

|                        | Year | Harvested<br>Acreage | Production  |        |      | Value       |            |
|------------------------|------|----------------------|-------------|--------|------|-------------|------------|
|                        |      |                      | Per<br>Acre | Total  | Unit | Per<br>Unit | Total      |
| Barley, Including seed | 1978 | 4,020                | .80         | 3,216  | TON  | \$102.00    | \$ 328,032 |
|                        | 1977 | 5,300                | .65         | 3,445  | TON  | 87.00       | 299,715    |
| Beans, Total           | 1978 | 11,754               |             |        |      |             | 5,774,087  |
|                        | 1977 | 9,216                |             |        |      |             | 6,115,499  |
| Small Whites           | 1978 | 804                  | .75         | 603    | TON  | 401.00      | 241,803    |
|                        | 1977 | 520                  | 1.07        | 556    | TON  | 600.00      | 333,600    |
| Limas                  | 1978 | 4,885                | .80         | 3,908  | TON  | 783.60      | 3,062,309  |
|                        | 1977 | 6,480                | .93         | 6,026  | TON  | 744.20      | 4,484,549  |
| Garbanzos              | 1978 | 5,720                | .40         | 2,288  | TON  | 1,000.00    | 2,288,000  |
|                        | 1977 | 2,112                | .50         | 1,056  | TON  | 1,175.00    | 1,240,800  |
| Miscellaneous          | 1978 | 345                  | .84         | 290    | TON  | 627.50      | 181,975    |
|                        | 1977 | 104                  | .75         | 78     | TON  | 725.00      | 56,550     |
| Hay, Alfalfa           | 1978 | 11,216               | 7.50        | 84,120 | TON  | 68.75       | 5,783,250  |
|                        | 1977 | 10,700               | 7.50        | 80,250 | TON  | 67.10       | 5,384,775  |

FIELD CROPS Continued

|                       | Year  | Harvested<br>Acreage | Production  |        |      | Value       |              |
|-----------------------|-------|----------------------|-------------|--------|------|-------------|--------------|
|                       |       |                      | Per<br>Acre | Total  | Unit | Per<br>Unit | Total        |
| Hay, Grain            | 1978  | 10,900               | 2.06        | 22,454 | TON  | \$ 58.00    | \$ 1,302,332 |
|                       | 1977  | 11,950               | 1.94        | 23,183 | TON  | 60.00       | 1,390,980    |
| Oats, Including seed  | 1978  | 320                  | .65         | 208    | TON  | 160.00      | 33,280       |
|                       | 1977  | 475                  | .60         | 285    | TON  | 224.00      | 63,840       |
| Pasture, Irrigated    | 1978  | 10,999               |             |        |      | 52.76       | 580,307      |
|                       | 1977  | 10,340               |             |        |      | 50.50       | 522,170      |
| Pasture, Nonirrigated | 1978  | 785,000              |             |        |      | 3.88        | 3,045,800    |
|                       | 1977  | 785,080              |             |        |      | 3.90        | 3,061,812    |
| Silage, Corn          | 1978  | 1,038                | 30.50       | 31,659 | TON  | 16.00       | 506,544      |
|                       | 1977  | 990                  | 28.20       | 27,918 | TON  | 16.00       | 446,688      |
| Sugar Beets           | +1978 | 645                  | 19.04       | 12,284 | TON  | 24.39       | 299,607      |
|                       | *1977 | 1,387                | 29.52       | 40,944 | TON  | 26.67       | 1,091,976    |
| Wheat                 | 1978  | 4,070                | .80         | 3,256  | TON  | 97.00       | 315,832      |
|                       | 1977  | 5,400                | .70         | 3,780  | TON  | 92.50       | 349,650      |
| Miscellaneous         | 1978  | 2,520                |             |        |      |             | 151,825      |
|                       | 1977  | 2,466                |             |        |      |             | 145,635      |
| Total                 | +1978 | 842,482              |             |        |      |             | \$18,120,896 |
|                       | *1977 | 843,304              |             |        |      |             | 18,872,740   |



FRUIT AND NUT CROPS

|               | Year | Planted | Bearing | Production  |        |      | Value       |              |
|---------------|------|---------|---------|-------------|--------|------|-------------|--------------|
|               |      |         |         | Per<br>Acre | Total  | Unit | Per<br>Unit | Total        |
| Avocados      | 1978 | 5,260   | 4,140   | 4.80        | 19,872 | TON  | \$960.00    | \$19,077,120 |
|               | 1977 | 4,954   | 4,095   | 5.40        | 22,113 | TON  | 820.00      | 18,132,660   |
| Lemons, Total | 1978 | 2,678   | 2,425   | 11.75       | 28,500 | TON  | 228.08      | 6,500,400    |
|               | 1977 | 3,052   | 2,900   | 14.36       | 41,650 | TON  | 182.50      | 7,601,240    |
| Market        | 1978 |         |         |             | 14,890 | TON  | 400.00      | 5,956,000    |
|               | 1977 |         |         |             | 24,870 | TON  | 280.00      | 6,963,600    |
| Processing    | 1978 |         |         |             | 13,610 | TON  | 40.00       | 544,400      |
|               | 1977 |         |         |             | 16,780 | TON  | 38.00       | 637,640      |

+Preliminary  
\*Revised

FRUIT AND NUT CROPS Continued

|               | Year | Planted | Bearing | Production |        |      | Value    |              |
|---------------|------|---------|---------|------------|--------|------|----------|--------------|
|               |      |         |         | Per Acre   | Total  | Unit | Per Unit | Total        |
| Oranges       | 1978 | 56      | 50      | 6.84       | 342    | TON  | \$200.00 | \$ 68,400    |
|               | 1977 | 40      | 32      | 5.00       | 160    | TON  | 200.00   | 32,000       |
| Strawberries  | 1978 | 858     | 858     | 15.50      | 13,299 | TON  | 602.02   | 8,006,210    |
|               | 1977 | 774     | 774     | 25.00      | 19,350 | TON  | 592.00   | 11,455,200   |
| Market        | 1978 |         |         |            | 10,685 | TON  | 660.00   | 7,052,100    |
|               | 1977 |         |         |            | 14,706 | TON  | 640.00   | 9,411,840    |
| Processing    | 1978 |         |         |            | 2,614  | TON  | 365.00   | 954,110      |
|               | 1977 |         |         |            | 4,644  | TON  | 440.00   | 2,043,360    |
| Walnuts       | 1978 | 1,328   | 1,230   | .84        | 1,033  | TON  | 1,100.00 | 1,136,300    |
|               | 1977 | 1,273   | 1,208   | 1.12       | 1,353  | TON  | 720.00   | 974,160      |
| Grapes, Wine  | 1978 | 6,027   | 5,470   | 2.16       | 11,815 | TON  | 521.74   | 6,164,358    |
|               | 1977 | 5,948   | 5,116   | 2.85       | 14,581 | TON  | 502.50   | 7,326,953    |
| Miscellaneous | 1978 | 49      | 46      |            |        |      |          | 61,943       |
|               | 1977 | 83      | 77      |            |        |      |          | 134,932      |
| Total         | 1978 | 16,256  | 14,219  |            |        |      |          | \$41,014,731 |
|               | 1977 | 16,124  | 14,202  |            |        |      |          | 45,657,145   |



SEED CROPS

|                | Year | Harvested Acreage | Production |       |      | Value    |              |
|----------------|------|-------------------|------------|-------|------|----------|--------------|
|                |      |                   | Per Acre   | Total | Unit | Per Unit | Total        |
| Bean Seed      | 1978 | 5,500             | .85        | 4,675 | TON  | \$705.00 | \$ 3,295,875 |
|                | 1977 | 5,286             | 1.00       | 5,286 | TON  | 648.50   | 3,427,971    |
| Flower Seed    | 1978 | 884               |            |       |      |          | 2,467,629    |
|                | 1977 | 1,845             |            |       |      |          | 3,063,848    |
| Vegetable Seed | 1978 | 236               |            |       |      |          | 166,168      |
|                | 1977 | 237               |            |       |      |          | 270,641      |
| Miscellaneous  | 1978 | 1,307             |            |       |      |          | 324,700      |
|                | 1977 | 1,097             |            |       |      |          | 248,928      |
| Total          | 1978 | 7,927             |            |       |      |          | \$ 6,254,372 |
|                | 1977 | 8,465             |            |       |      |          | 7,011,388    |





## NURSERY PRODUCTS

|   | Year | Production Area |             | Value        |
|---|------|-----------------|-------------|--------------|
|   |      | *House Sq. Ft.  | Field Acres | Total        |
| Fruit Trees and Grape Vines                           | 1978 | 53,000          | 59          | \$ 202,983   |
|   | 1977 | 48,000          | 40          | 107,724      |
| Orchid Plants   | 1978 | 589,000         |             | 1,016,040    |
|   | 1977 | 613,500         |             | 596,352      |
| **Indoor Decorative Potted Plants                     | 1978 | 2,585,700       |             | 9,226,199    |
|   | 1977 | 2,533,400       |             | 8,006,747    |
| Ground Covers, Bedding,<br>Vegetable Plants and Bulbs | 1978 | 987,200         | 69          | 2,625,650    |
|   | 1977 | 1,140,000       | 35          | 2,235,468    |
| Ornamental Trees and Shrubs                           | 1978 | 658,600         | 135         | 3,553,950    |
|   | 1977 | 630,600         | 143         | 3,020,625    |
| Orchids   | 1978 | 1,367,000       |             | 3,078,537    |
|   | 1977 | 1,057,000       |             | 2,591,078    |
| Carnations  | 1978 | 550,000         |             | 676,785      |
|   | 1977 | 550,000         |             | 598,500      |
| Chrysanthemums  | 1978 | 6,486,000       |             | 5,842,848    |
|   | 1977 | 6,265,000       |             | 4,996,777    |
| Gypsophila  | 1978 |                 | 422         | 2,039,641    |
|   | 1977 |                 | 275         | 1,538,707    |
| Greenhouse Grown Flowers and Foliage                  | 1978 | 359,200         |             | 1,205,214    |
|   | 1977 | 410,000         |             | 765,009      |
| Field Grown Flowers and Foliage                       | 1978 |                 | 312         | 655,258      |
|   | 1977 |                 | 313         | 467,074      |
| Total   | 1978 | 13,635,700      | 997         | \$30,123,105 |
|   | 1977 | 13,247,500      | 806         | 24,924,061   |

\*Net production area per crop; i.e., 1,000 sq. ft. cropped 3 times per year = 3,000 sq. ft.

\*\*Includes Potted Chrysanthemums



## LIVESTOCK AND POULTRY

|                   | Year | Production  |                  | Unit | Value    |              |
|-------------------|------|-------------|------------------|------|----------|--------------|
|                   |      | No. of Head | Total Liveweight |      | Per Unit | Total        |
| Cattle and Calves | 1978 | 51,935      | 407,860          | Cwt. | \$45.70  | \$18,639,202 |
|                   | 1977 | 53,876      | 453,856          | Cwt. | 36.00    | 16,338,816   |
| Sheep and Lambs   | 1978 | 6,848       | 7,713            | Cwt. | 55.59    | 428,766      |
|                   | 1977 | 6,605       | 7,568            | Cwt. | 46.00    | 348,128      |
| Hogs and Pigs     | 1978 | 4,976       | 10,421           | Cwt. | 49.25    | 513,234      |
|                   | 1977 | 3,758       | 7,700            | Cwt. | 42.70    | 328,790      |
| Chickens          | 1978 | 162,000     | 607,500          | Lbs. | .04      | 24,300       |
|                   | 1977 | 159,150     | 557,000          | Lbs. | .10      | 55,700       |
| Miscellaneous     | 1978 |             |                  |      |          | 247,366      |
|                   | 1977 |             |                  |      |          | 244,775      |
| Total             | 1978 |             |                  |      |          | \$19,852,868 |
|                   | 1977 |             |                  |      |          | 17,316,209   |



## LIVESTOCK, POULTRY AND APIARY PRODUCTS

|                             | Year  | Production | Unit      | Value    |              |
|-----------------------------|-------|------------|-----------|----------|--------------|
|                             |       |            |           | Per Unit | Total        |
| Milk and Milk Products, Cow | +1978 | 675,200    | Cwt.      | \$10.45  | \$ 7,055,840 |
|                             | *1977 | 687,000    | Cwt.      | 9.62     | 6,608,940    |
| Milk, Goat                  | 1978  | 3,980      | Lbs. B.F. | 4.35     | 17,313       |
|                             | 1977  | 3,556      | Lbs. B.F. | 4.55     | 16,180       |
| Wool                        | 1978  | 87,100     | Lbs.      | .66      | 57,486       |
|                             | 1977  | 59,800     | Lbs.      | .68      | 40,664       |
| Eggs, Chicken               | 1978  | 7,244,000  | Doz.      | .56      | 4,056,640    |
|                             | 1977  | 7,787,180  | Doz.      | .56      | 4,360,821    |
| Apiary                      | 1978  |            |           |          | 616,483      |
|                             | 1977  |            |           |          | 98,806       |
| Total                       | +1978 |            |           |          | \$11,803,762 |
|                             | *1977 |            |           |          | 11,125,411   |

+Preliminary  
\*Revised

**SUMMARY**

|  | <u>YEAR</u> | <u>ACREAGE</u> | <u>FOB VALUE</u> |
|--|-------------|----------------|------------------|
| Vegetables                             | 1978        | 42,432         | \$80,906,804     |
|  | 1977        | 38,568         | 66,001,042       |
| Field Crops                            | +1978       | 842,482        | 18,120,896       |
|  | *1977       | 843,304        | 18,872,740       |
| Fruit and Nut Crops                    | 1978        | 16,256         | 41,014,731       |
|  | 1977        | 16,124         | 45,657,145       |
| Seed Crops                             | 1978        | 7,927          | 6,254,372        |
|  | 1977        | 8,465          | 7,011,388        |
| Nursery Products                       | 1978        | 1,310          | 30,123,105       |
|  | 1977        | 1,110          | 24,924,061       |
| Livestock and Poultry                  | 1978        |                | 19,852,868       |
|  | 1977        |                | 17,316,209       |
| Livestock, Poultry and Apiary Products | +1978       |                | 11,803,762       |
|  | *1977       |                | 11,125,411       |
| <hr/>                                  |             |                |                  |
| TOTAL                                  | +1978       | 910,407        | \$208,076,538    |
|  | *1977       | 907,571        | 190,907,996      |

+Preliminary  
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1978 MILLION DOLLAR PRODUCTS

| <u>1978 Ranking</u> |  |              | <u>1977 Ranking</u> |
|---------------------|--|--------------|---------------------|
| 1                   | Lettuce, Head  | \$23,032,380 | 3                   |
| 2                   | Avocados   | 19,077,120   | 1                   |
| 3                   | Cattle & Calves  | 18,639,202   | 4                   |
| 4                   | Broccoli   | 17,967,966   | 2                   |
| 5                   | Celery   | 10,579,450   | 10                  |
| 6                   | Indoor Decorative Potted Plants                          | 9,226,199    | 6                   |
| 7                   | Strawberries   | 8,006,210    | 5                   |
| 8                   | Cauliflower  | 7,930,491    | 12                  |
| 9                   | Milk and Milk Products, Cows                             | 7,055,840    | 9                   |
| 10                  | Lemons   | 6,500,400    | 7                   |
| 11                  | Grapes, Wine   | 6,164,356    | 8                   |
| 12                  | Chrysanthemums, Cut                                      | 5,842,848    | 14                  |
| 13                  | Hay, Alfalfa   | 5,783,250    | 13                  |
| 14                  | Dry Beans  | 5,774,087    | 11                  |
| 15                  | Carrots  | 4,204,384    | 17                  |
| 16                  | Eggs   | 4,056,640    | 15                  |
| 17                  | Cabbage  | 3,746,925    | 19                  |
| 18                  | Ornamental Trees and Shrubs                              | 3,553,950    | 22                  |
| 19                  | Bean Seed  | 3,295,875    | 16                  |
| 20                  | Orchids  | 3,078,537    | 23                  |
| 21                  | Pasture, Nonirrigated                                    | 3,045,800    | 21                  |
| 22                  | Tomatoes   | 3,026,622    | 18                  |
| 23                  | Ground Cover, Bedding and<br>Vegetable Plants, and Bulbs | 2,625,650    | 26                  |
| 24                  | Lettuce, Leaf  | 2,556,525    | 24                  |
| 25                  | Flower Seed  | 2,467,629    | 20                  |
| 26                  | Gypsophila   | 2,039,641    | 27                  |
| 27                  | Potatoes   | 1,760,090    | 25                  |
| 28                  | Spinach  | 1,316,790    | 29                  |
| 29                  | Hay, Grain   | 1,302,332    | 28                  |
| 30                  | Greenhouse Grown Flowers and Foliage                     | 1,205,214    | —                   |
| 31                  | Walnuts  | 1,136,300    | —                   |
| 32                  | Orchid Plants  | 1,016,040    | —                   |

COMPARATIVE AGRICULTURAL VALUES

|       |               |
|-------|---------------|
| +1978 | \$208,076,538 |
| *1977 | 190,907,996   |
| 1976  | 165,867,484   |
| 1975  | 157,762,384   |
| 1974  | 151,245,967   |
| 1973  | 152,492,076   |
| 1972  | 115,140,543   |
| 1971  | 108,725,570   |
| 1970  | 97,533,460    |
| 1969  | 92,773,860    |
| 1968  | 90,363,720    |

+Preliminary  
\*Revised