

The cover . . .

. . . a cornucopia filled with fruits, nuts and vegetables . . . depicts the tremendous diversity of agricultural products that are produced in Santa Barbara County.

The artwork for the cover of this year's report was drawn by Santa Ynez artist Robert Trupe.

April 7, 1997

NEWS RELEASE

The Santa Barbara County Agricultural Commissioner's Office announces the release of the 1996 Agricultural Production Report. This report documents the acreage, yield and gross dollar value of agricultural commodities produced in Santa Barbara County. It must be emphasized that the values in this report represent gross values and that the cost of production, transportation and marketing must be subtracted to determine the net returns to growers.

Agriculture continues to be the County's major producing industry with a gross production value in 1996 of \$581,637,098, an all time high. This represents an increase of 7.8% in overall value when compared to the 1995 figures. Because of the diversity of Santa Barbara County's agriculture, its contribution to the local economy has remained stable in comparison to other industries. Agriculture continues to provide a strong base for our local economy, and through the multiplier effect, has a total contribution of over one billion dollars.

Broccoli, with the greatest planted acres of any crop in the county, was the leading crop in 1996 grossing nearly \$64.5 million. The strawberry crop, with a sharp decrease in market value of \$13.75 million, slipped to second position with gross receipts of \$64.3 million. The decline in strawberry value in 1996 in large part can be attributed to unfounded reports of California strawberries being contaminated with cyclospora. Wine grapes jumped from seventh position in 1995 to third position in 1996. With the 1996 harvest better than twice the 1995 yield per acre and with higher per ton values, wine grapes realized an overall increase of more than \$30 million. Head lettuce with gross receipts of \$42 million was the fourth ranked crop in 1996. Avocados with gross receipts of \$32.75 million completes the list of the top five commodities produced in 1996.

Santa Barbara County is California's 15th ranked county in total agricultural production. Santa Barbara County is among the leading five California counties in the production of: lettuce, flowers and foliage, strawberries, broccoli, avocados, celery, cauliflower, asparagus, spinach and cabbage. A large part of the success of agriculture in Santa Barbara County is the diversity of the crops grown here.

Copies of the Santa Barbara County Agricultural Production Report may be obtained at no charge at any of the Agricultural Commissioner's offices.

For more information contact Bill Gillette at 681-5600 or 934-6200.

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	Year	Production			Value			Unit
		Harvested Acreage	Per Acre	Total	Unit	Per Wt.	Per Unit	
Total								
Asparagus	1996	826	233.50	192,871	CTN	15#	\$26.77	\$5,163,157
	1995	674	207.92	140,138	CTN	15#	\$25.17	\$3,527,273
Bell Peppers	1996	1,994	663.31	1,322,640	CTN	25#	6.01	7,949,066
	1995	1,451	887.19	1,287,313	CTN	25#	4.57	5,883,020
Broccoli Total	1996	22,006						64,495,904
	1995	21,698						70,892,781
Fresh	1996	20,426	643.42	13,142,497	CTN	22#	4.63	{60,849,761}
	1995	18,853	644.75	12,155,472	CTN	22#	5.32	{64,667,111}
Frozen	1996	1,580	6.23	9,843	TON	TON	370.43	{3,646,143}
	1995	2,845	5.50	15,698	TON	TON	396.59	{6,225,670}
Cabbage	1996	1,387	902.48	1,251,740	CTN	50#	5.10	6,383,874
	1995	1,406	704.81	990,963	CTN	50#	5.20	5,153,008
Cauliflower	1996	7,944	651.38	5,174,563	CTN	25#	5.49	28,408,351
	1995	7,733	539.51	4,172,031	CTN	25#	6.20	25,866,592
Celery	1996	2,993	1,132.98	3,391,009	CTN	60#	5.08	17,226,326
	1995	3,007	1,049.62	3,156,207	CTN	60#	5.58	17,611,635
Lettuce, Head	1996	11,707	681.82	7,982,067	CTN	50#	5.30	42,304,955
	1995	11,343	623.68	7,074,402	CTN	50#	7.34	51,926,111
Lettuce, Leaf	1996	1,571	658.92	1,035,163	CTN	30#	5.14	5,320,738
	1995	1,450	743.05	1,077,423	CTN	30#	5.51	5,936,601
Peas, Edible Pod	1996	1,295	586.07	758,961	CTN	10#	10.09	7,657,917
	1995	1,497	533.28	798,320	CTN	10#	9.16	7,312,611
Spinach	1996	840	684.81	575,240	CTN	20#	4.70	2,703,628
	1995	572	663.11	379,299	CTN	20#	5.88	2,230,278
Squash, Summer	1996	969	683.21	662,031	CTN	26#	6.43	4,256,859
	1995	747	739.05	552,070	CTN	26#	3.91	2,158,594
Miscellaneous	1996	11,682						43,481,059
	1995	9,965						41,960,650
<hr/>								
Total	1996	65,214						\$235,351,834
	1995	61,543						\$240,459,154
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	Harvested		Production		Unit	Value	
	Year	Acreage	Per Acre	Total		Per	Unit
Total							
Beans							
Lima	1996	4,244	14.86	63,066	CWT	58.20	\$3,670,441
	1995	3,877	17.29	67,033	CWT	56.13	\$3,762,562
Miscellaneous	1996	592					558,907
	1995	388					563,370
Alfalfa	1996	1,968	7.09	13,953	TON	112.86	1,574,736
	1995	1,777	8.00	14,216	TON	106.40	1,512,582
Hay, Grain	1996	3,402	2.52	8,573	TON	87.94	753,910
	1995	5,719	2.62	14,984	TON	77.20	1,156,765
Pasture							
Irrigated	1996	6,148				121.00	743,908
	1995	6,223				120.00	746,760
Non-irrigated*	1996	597,662				7.32	4,374,886
	1995	597,662				7.30	4,362,933
Silage	1996	510	22.51	11,480	TON	15.76	180,925
	1995	580	23.95	13,891	TON	21.61	300,185
Small Grains	1996	2,345	14.58	34,190	CWT	12.76	436,264
	1995	4,381	20.69	90,643	CWT	3.79	343,537
Miscellaneous	1996	{500}					45,000
	1995	{548}					44,900
Total	1996	616,871					\$12,338,977
	1995	620,607					\$12,793,594

*Grazing land as reported by Farmland Mapping & Monitoring Program (Excludes Federal grazing allotments)

	Year	Production			Value		
		Harvested Acreage	Per Acre	Total	Total	Per Unit	Unit
Total							
Avocados	1996	8,748	2.26	19,771	TON	\$1,656.60	\$32,752,639
	1995	8,772	2.42	21,228	TON	\$1,667.47	\$35,397,053
Grapes	1996	9,018	4.34	39,138	TON	1,317.77	51,574,882
	1995	8,731	2.00	17,462	TON	1,152.73	20,128,971
Lemons	1996	1,695	16.57	28,086	TON	389.29	10,933,599
	1995	1,609	14.97	24,087	TON	334.15	8,048,671
Strawberries							
Total	1996	4,548					64,327,191
	1995	4,497					78,067,902
Fresh	1996		2,472.11	11,243,156	12#	4.33	{48,682,866}
	1995		2,248.85	10,113,079	12#	5.64	{57,037,766}
Processing	1996		8.88	40,386	TON	387.37	{15,644,325}
	1995		9.65	43,396	TON	484.61	{21,030,136}
Walnuts	1996	691	1.16	802	TON	1,428.38	1,145,561
	1995	590	1.09	643	TON	1,280.00	823,040
Miscellaneous	1996	989					5,486,422
	1995	998					4,673,545
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Total	1996	25,689					\$166,220,294
	1995	25,197					\$147,139,182
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	<u>Production Area</u>		<u>Value</u>
	<u>Year</u>	<u>House Sq. Ft.</u>	<u>Field Acres</u> <u>Total</u>
<u>Cut Flowers & Cut Greens</u>			
Carnations	1996	395,560	\$650,746
	1995	485,250	\$485,879
Chrysanthemums	1996	4,582,100	9,594,803
	1995	5,214,750	9,502,000
Gerbera	1996	1,261,020	8,011,931
	1995	1,147,024	5,878,467
Gypsophila	1996		173.49 1,873,197
	1995		187.00 1,821,962
Orchids	1996	1,721,740	5,284,883
	1995	1,748,480	4,920,101
Roses	1996	2,103,000	15,515,487
	+1995	2,067,554	14,060,214
Statice	1996		138.81 1,291,426
	1995		90.50 650,325
Miscellaneous Flowers	1996	2,312,200	728.75 17,330,292
	1995	1,185,310	724.38 13,005,709
Miscellaneous Greens, Trees and Wood Products	1996		84.79 733,347
	1995		77.54 584,045
<u>Potted Plants</u>			
Chrysanthemums	1996	602,460	2,154,536
	1995	1,827,000	2,648,200
Foliage Plants	1996	332,500	4.0 4,399,819
	1995	401,380	16.13 4,400,167
Orchid Plants	1996	1,044,319	4,954,229
	1995	936,000	5,073,453
Poinsettias	1996	849,400	2,161,243
	1995	491,000	1,594,922
Miscellaneous Flowering Plants	1996	3,146,170	13,200,082
	1995	2,678,725	10,943,044

+Revised

Nursery Products cont.

	Year	Production Area		Value
		House Sq. Ft.	Field Acres	Total
Herbaceous Perennials, Ground Covers, Turf, Bulbs & Bedding Plants	1996	748,455	148.50	5,564,637
	1995	835,000	95.25	3,582,633
& Vines	Transplants: Vegetables, Fruit Trees			
	1996	4,017,000	333.00	16,128,690
	1995	4,007,800	215.75	6,108,285
Woody Ornamentals & Ground Covers	1996	26,000	147.00	7,218,678
	1995	96,900	132.75	7,149,628
Total	1996	23,141,924	1,758.34	\$116,068,026
	1995	23,122,173	1,539.30	\$92,409,034

+Revised

	Year	Production			Unit	Value	
		Harvested Acreage	Per Acre	Total		Per Unit	Total
Bean Seed	1996	1,972	16.29	32,006	CWT	\$63.16	\$2,021,499
	1995	1,944	25.23	45,159	CWT	\$45.57	\$2,057,896
Flower Seed	1996	925					6,788,521
	1995	605					2,835,041
Vegetable Seed	1996	377					845,794
	1995	453					1,100,496
Total	1996	3,274					\$9,655,814
	1995	3,002					\$5,993,433

	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	1996	54,000	388,260	CWT	\$54.22	\$21,051,457
	1995	53,875	387,900	CWT	\$58.40	\$22,653,360
Miscellaneous	1996					5,100,000
	1995					5,156,076
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Total	1996					\$26,151,457
	1995					\$27,809,436

	Year	Production	Unit	Value	
				Per Unit	Total
Apiary	1996				\$601,246
	1995				\$779,843
Milk and Milk Products	1996	584,271	CWT	\$13.90	8,121,367
	1995	494,915	CWT	\$12.01	5,943,929
Miscellaneous	1996				7,128,083
	1995				6,000,628
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Total	1996				\$15,850,696
	1995				\$12,724,400

MISCELLANEOUS CROPS

VEGETABLES

Includes: Anise, artichokes, beets, carrots, chinese cabbage, cilantro, corn(sweet), cucumbers, endive, escarole, frisee, green beans, herbs, kale, leeks, mixed vegetables, onions, parsley, peppers, potatoes, pumpkins, squash (winter), tomatillos, tomatoes, and turnips.

FIELD CROPS

Miscellaneous beans

Includes: Garbanzo, fava, pinto, white and yellow beans.

Miscellaneous

Includes: Oat seed, sudan seed and straw.

FRUIT AND NUT CROPS

Includes: Apples,, cherimoyas, guavas, melons, olives, passion fruit, peaches, persimmons, pistachios, and sapotes.

NURSERY PRODUCTS

Miscellaneous cut flowers

Includes: Agapanthus, alstromeria, anemone, asters, bouvardia, calla lilies, daisies, delphinium, freesias, gardenias, gladiolas, godetia, iris, larkspur, leptospermum, lilies, proteas, snap dragons, stock, sunflowers, tuberose and tulips.

Miscellaneous flowering plants

Includes: African violets , begonias , carnations, cineraria, cyclamen, exacum, fuchsias, geraniums, gerberas, hydrangeas, impatiens, kalanchoe, lilies, palms, and roses.

LIVESTOCK AND POULTRY

Includes: Breeding stock, chickens, llamas, pigs and sheep.

LIVESTOCK, POULTRY AND APIARY PRODUCTS

Includes: Eggs and fertilizer.

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LEADING DOLLAR PRODUCTS

<u>1996 Ranking</u>			<u>1995</u>
1	Broccoli	64,495,904	2
2	Strawberries	64,327,191	1
3	Grapes	51,574,882	7

4	Head Lettuce	42,304,955	3
5	Avocados	32,752,639	4
6	Cauliflower	28,408,351	5
7	Cattle	21,051,457	6
8	Celery	17,226,326	8
9	Roses, cut	15,515,487	12
10	Lemons	10,933,599	13
11	Chrysanthemums, cut	9,594,803	11
12	Milk	8,121,367	17
13	Gerberas	8,011,931	20
14	Bell Peppers	7,949,066	19
15	Peas, edible pods	7,657,917	14
16	Flower Seeds	6,788,521	29
17	Cabbage	6,383,874	21
18	Leaf Lettuce	5,320,738	18
19	Orchids, cut	5,284,883	23
20	Asparagus	5,163,157	28
21	Orchids, potted	4,954,229	22
22	Foliage Plants	4,399,819	24
23	Pasture, non-irrigated	4,374,886	25
24	Summer Squash	4,256,859	32
25	Beans, lima	3,670,441	26
26	Spinach	2,703,628	31
27	Pointsettias	2,161,243	35
28	Chrysanthemums, potted	2,154,536	30
29	Bean Seed	2,021,499	33
30	Gypsophila	1,873,197	34
31	Alfalfa	1,574,736	36
32	Statice	1,291,426	
33	Walnuts	1,145,561	

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SUMMARY

<u>FOB VALUE</u>	<u>YEAR</u>	<u>ACREAGE</u>	
Vegetables	1996	65,214	\$235,351,834
	1995	61,543	\$240,459,154
Field Crops	1996	616,871	12,338,977
	1995	620,607	12,793,594

Fruit & Nut Crops	1996	25,689	166,220,294
	1995	25,197	147,139,182
Nursery Products	1996	2,290	116,068,026
	+1995	2,070	92,409,034
Seed Crops	1996	3,274	9,655,814
	1995	3,002	5,993,433
Livestock and Poultry	1996		26,151,457
	1995		27,809,436
Livestock, Poultry and Apiary Products	1996		15,850,696
	1995		12,724,400
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Total	1996	713,338	\$581,637,098
	+1995	712,419	\$539,328,233
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+Revised

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COMPARATIVE AGRICULTURAL VALUES

1996	\$581,637,098
+1995	\$539,328,233
1994	509,777,967
1993	500,517,903
1992	443,228,285
1991	500,067,241
1990	508,517,249
1989	481,283,756

1988	436,515,018
1987	381,670,169
1986	348,169,389
1985	341,811,369
1984	323,110,206
1983	318,903,463
1982	317,152,978
1981	308,773,222
1980	299,862,444

+Revised

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SANTA BARBARA COUNTY SUSTAINABLE AGRICULTURAL SUMMARY*
COUNTY BIOLOGICAL CONTROL EFFORTS

<u>PEST</u>	<u>BIO-CONTROL AGENT</u>	<u>SCOPE OF PROGRAM</u> ⁽¹⁾
Ash Whitefly <i>Siphonius phillyreae</i>	Hymenoptera wasp <i>Encarsia partenopea</i>	County-wide+
Western Grapeleaf Skeletonizer <i>Harrisina brillians</i>	Diptera fly <i>Ametadoria sp.</i>	6 sites (Cuyama Valley)+
Grape Leafhopper <i>Erythroneura elegantula</i>	Hymenoptera wasp <i>Anagrus epos</i>	200 acres (Santa Ynez Valley)
Russian Wheat Aphid <i>Diuraphis noxia</i>	Hymenoptera wasps <i>Aphelinus sp.</i> <i>Diaeretiella rapae</i>	40 acres (Santa Ynez and Santa Maria)+
Woolly Whitefly <i>Aleurothrixus floccosus</i>	Hymenoptera wasps <i>Cales sp.</i> <i>Amitus sp.</i>	Various sites (County-wide)+
Horn and Face Flies <i>Musca autumnalis</i> <i>Haematobia irritans</i>	Coleoptera: scarabaeidae <i>Onthophagus taurus</i> <i>O. gazella</i> <i>O. alexis</i>	76,000 acres
Ice Plant Scale <i>Pulvinariella mesembryanthemi</i>	Hymenoptera wasps <i>Metaphycus sp.</i>	Various sites (County-wide)+
Eugenia psyllid <i>Trioza eugeniae</i>	Hymenoptera wasp Eulophidae: <i>Tamarixia</i> <i>Eugenia myrtifolia</i>	Various sites (County-wide)+
Blue Gum Psyllid <i>Ctenarytaina eucalypti</i>	Hymenoptera wasp <i>Psyllaephagus pilosus</i>	Various sites (County-wide)+
Eucalyptus Longhorned Borer	Hymenoptera wasps	3 sites

<i>Phoracantha semipunctata</i>	<i>Avetianella longoi</i> <i>Syngaster lepidus</i> <i>Doryctes sp.</i>	
Eucalyptus Snout Beetle <i>Gonipterus scutellatus</i>	Hymenoptera wasps <i>Anaphes nitens</i>	1 site
Yellow Starthistle <i>Centaurea solsiitialis</i>	Coleoptera: Curculionidae <i>Bangasternus orientalis</i> (a bud weevil)	2 sites (USF Los Padres National Forest)
	Diptera: Tephritidae <i>Urophora sirunaseva</i> (a Gall fly)	3 sites (USF Los Padres National Forest)
	<i>Chaetorellia arstralis</i> (a Peacock fly)	2 sites (USF Los Padres National Forest)
	Coleoptera: Curculionidae: <i>Eustenopus villosus</i> (Hairy weevil)	3 sites (USF Los Padres National Forest)

* Section 2272 of the Food and Agricultural Code requires the Agricultural Commissioner to include a summary of sustainable agriculture in the Annual Report.

(1) Represents total number of individual sites, acres, etc. incorporated in the program efforts.

+ Bio-control agent effectively controlling target pest in Santa Barbara County.

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Sustainable Agriculture cont.

Italian Thistle <i>Carduus pycnocephalus</i>	Coleoptera: Curculionidae <i>Rhinocyllus conicus</i>	Various sites (500 acres)
Puncture Vine <i>Tribulus terrestris</i>	Coleoptera: Curculionidae <i>Microlarinus spp.</i>	2 site (County-wide)

PEST EXCLUSION

<u>PEST (RATING)</u>	<u>HOST/MECHANISM/ORIGIN</u>	<u>NUMBER/DISPOSITION</u>
SCALE INSECTS:		
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Nursery Stock/Common Carrier/Hawaii	2 Rejected/Destroyed
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Nursery Stock/Common Carrier/Florida	3 Rejected/Destroyed
Red Wax Scale (A) <i>Ceroplastes rubens</i>	Nursery Stock/Common Carrier/Florida	1 Rejected/Destroyed
Boxwood Scale (Q) <i>Pinnaspis buxi</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed
Green Scale (Q) <i>Coccus viridis</i>	Nursery Stock/Common Carrier/Hawaii	1 Rejected/Destroyed
Bamboo Pit Scale (Q) <i>Bambusapis miliaris</i>	Nursery Stock/Common Carrier/Hawaii	1 Rejected/Destroyed
ANTS:		
Black Headed Ant (Q) <i>Tapinoma melanocephalum</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Treated
Big Headed Ant (Q) <i>Pheidole magacephla</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Treated
WHITEFLYS:		
Spiraling Whitefly (Q) <i>Aleurodicus dispersus</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed
Croton Whitefly (Q) <i>Orohamoplapus mamesferis</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed
LEAFHOPPERS:		
leafhopper (Q) <i>Sophonia rufouascia</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed
NEMATODES:		
Reniform Nematode (A) <i>Rotylenchulus reniformis</i>	Nursery Stock/Common Carrier/Florida	1 Rejected/Destroyed

Rating definitions:

"A" - An organism of known economic importance subject to enforcement action involving eradication, quarantine regulation, containment, rejection, or other holding action.

"Q" - An organism or disorder requiring temporary "A" action pending determination of a permanent quarantine rating. The organism is suspected to be of economic importance, but its status is uncertain because of incomplete identification or inadequate information.

49 Organic Farms were registered in Santa Barbara County in 1996. Utilizing organic principles as required by the California Organic Food Act of 1990, these farms produce a wide variety of crops.

VEGETABLE CROPS

Includes:

Anise, arugula, bellpeppers, broccoli, carrots, cauliflower, chard, cherry tomatoes, chili peppers, cucumbers, eggplant, garlic, gourmet specialty vegetables, green onions, greens, herbs, kale, lettuce, leeks, melons, nopales, onions, oriental vegetables, parsley, potatoes, pumpkins, radish, rhubarb, snap beans, spinach, sweet corn, table beets, tomatoes, tomatillos, turnips, various squash and vegetable transplants.

FRUIT AND NUT CROPS

Includes:

Apples, apricots, avocados, bananas, berries, cherimoya, figs, grapefruit, grapes, guava, kiwi, lemons, limes, macadamia nuts, mandarins, olives, oranges, peaches, persimmons, plums, strawberries and tangerines.

FIELD CROPS

Includes:

Grain, hay and rangeland.

DEPARTMENT STAFF

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Entomologist

Jerry Davidson

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