

***Santa Barbara County***  
***Agricultural Production Report***



***2002***

*The cover . . .*

*. . . shows beekeeper Larry Pender working his bees in a lemon orchard in Goleta. While commercial beekeeping is critically important to agriculture for crop pollination, the arrival of Africanized Honeybee in Santa Barbara County is one more obstacle for the industry to overcome.*

*The photograph for the cover of this year's report was taken by Guy Tingos.*

April 14, 2003

**The Honorable Board of Supervisors**

Santa Barbara County

and

**William J. Lyons, Jr., Secretary**

California Department of Food and Agriculture

I am pleased to submit the 2002 Santa Barbara County Agricultural Production Report. This annual report presents statistical information on the acreage, yield, and value of Santa Barbara County agricultural products.

Agriculture continues to be the County's major producing industry. The 2002 gross production was valued at \$775,051,153. This is a \$65.9 million (9.3%) increase in gross value when compared with the 2001 figures.

Santa Barbara County's diversified agriculture continues to provide a strong base for our local economy. Through the multiplier effect, it has a local impact in excess of \$1.5 billion dollars.

It must be emphasized that the values in this report are gross values and in no way reflect net income. All of the various costs of production must be subtracted to determine the net income.

I wish to express my appreciation for the cooperation of all the growers, organizations and individuals who provided the information necessary for this report and special thanks to the members of my staff, particularly Mike Champion, who worked so hard at compiling it.

Respectfully submitted,

*William D. Gillette*

William D. Gillette  
Agricultural Commissioner



This year's report is dedicated to Curt Sayer, long-time employee of the Agricultural Commissioner's Office and producer of the Agricultural Production Report for almost twenty years. Curt passed away in 2002 after a brief and valiant struggle against cancer.

The portrait of Curt was drawn by Lisa Ziemba.

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## Vegetable Crops

	Year	Harvested Acreage	Production		Unit	Unit Wt.	Per Unit	Value
			Per Acre	Total				Total
Bell Pepper	2002	408	937.67	382,569	CTN	25#	\$6.36	\$2,433,139
	2001	245	924.76	226,566	CTN	25#	4.89	1,107,908
Broccoli	2002	25,163	636.26	16,010,210	CTN	22#	6.22	99,583,506
	2001	24,080	613.01	14,761,281	CTN	22#	5.29	78,087,177
Cabbage	2002	1,918	824.23	1,580,873	CTN	50#	6.22	9,833,030
	2001	1,157	943.99	1,092,196	CTN	50#	5.56	6,072,610
Cauliflower	2002	9,427	703.28	6,629,821	CTN	25#	6.83	45,281,677
	2001	8,216	613.85	5,043,392	CTN	25#	6.63	33,437,689
Celery	2002	4,083	1,226.86	5,009,269	CTN	60#	6.85	34,313,493
	2001	3,222	1,312.09	4,227,554	CTN	60#	6.66	28,155,510
Lettuce, Head	2002	11,625	701.07	8,149,939	CTN	50#	5.93	48,329,138
	2001	12,093	793.49	9,595,675	CTN	50#	5.81	55,750,872
Lettuce, Leaf	2002	2,950	796.76	2,350,442	CTN	30#	5.86	13,773,590
	2001	2,595	722.04	1,873,694	CTN	30#	6.89	12,909,752
Peas, Edible Pod	2002	1,394	783.84	1,092,673	CTN	10#	9.19	10,041,665
	2001	1,645	716.71	1,178,988	CTN	10#	9.37	11,047,118
Spinach	2002	1,104	802.79	886,280	CTN	20#	6.41	5,681,055
	2001	808	860.39	695,195	CTN	20#	5.68	3,948,708
Squash, Summer	2002	1,487	601.54	894,490	CTN	26#	5.44	4,866,026
	2001	1,359	601.88	817,955	CTN	26#	4.60	3,762,593
Miscellaneous	2002	10,276						51,583,828
	*2001	11,887						48,244,357
Total	2002	69,835						\$325,720,147
	*2001	67,307						\$282,524,294

\* Revised

## Field Crops

	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Beans, Lima	2002	4,450	10.35	46,058	CWT	\$53.53	\$2,465,485
	2001	4,050	16.07	65,084	CWT	\$61.02	\$3,971,426
Alfalfa	2002	1,080	7.19	7,765	TON	122.08	947,951
	2001	1,265	7.37	9,323	TON	130.36	1,215,346
Hay, Grain	2002	3,012	1.68	5,060	TON	112.95	571,527
	2001	3,751	2.37	8,890	TON	85.00	755,650
Pasture							
Irrigated	2002	5,300				120.00	636,000
	2001	5,500				120.00	660,000
Non-irrigated**	2002	589,640				7.25	4,274,890
	2001	589,640				7.50	4,422,300
Silage	2002	701	13.96	9,786	TON	21.66	211,965
	2001	615	18.60	11,439	TON	22.00	251,658
Miscellaneous	2002	502					836,454
	*2001	2,709					771,852
<hr/>							
Total	2002	604,685					\$9,944,272
	2001	607,530					\$12,048,232
<hr/>							

\* Revised

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

## Fruit & Nut Crops

	Year	Harvested Acreage	Per Acre	Production		Per Unit	Value
				Total	Unit		Total
Avocado	2002	8,620	2.80	24,136	TON	\$1,861.63	\$44,932,302
	2001	8,166	2.19	17,884	TON	\$1,839.96	\$32,905,845
Grape, Wine	2002	16,667	2.93	48,834	TON	1,482.04	72,373,941
	2001	16,634	5.52	91,820	TON	1,288.70	118,328,434
Lemon	2002	1,904	13.90	26,466	TON	478.77	12,671,127
	2001	1,867	10.99	20,518	TON	370.74	7,606,843
Strawberry Total	2002	3,725					115,807,473
	2001	3,092					75,875,341
Fresh	2002		3,560.97	13,264,613	12#	6.56	{ 87,015,861}
	2001		2,901.42	8,971,191	12#	6.06	{ 54,365,418}
Processing	2002		11.30	42,093	TON	684.00	{ 28,791,612}
	2001		11.21	34,661	TON	620.58	{ 21,509,923}
Miscellaneous	2002	1,360					5,973,728
	2001	1,764					7,385,681
Total	2001	32,276					\$251,758,571
	2001	31,523					\$242,102,144

# Nursery Products

	Year	Production Area		Value
		House Sq. Ft.	Field Acres	Total
<b><u>Cut Flowers &amp; Cut Greens</u></b>				
Aster	2002	620,076		\$1,228,749
	2001	921,165		\$2,246,964
Chrysanthemum	2002	3,025,180		10,670,113
	2001	3,223,040		9,269,087
Delphinium	2002		54.84	1,368,042
	2001		74.23	1,462,362
Gerbera	2002	2,308,060		15,533,306
	2001	2,216,040		13,317,745
Gypsophila	2002		32.23	366,935
	2001		49.20	524,633
Lily	2002	1,944,960		9,634,017
	*2001	1,720,730		3,755,844
Orchid	2002	1,168,120		6,281,083
	2001	1,080,855		5,094,643
Rose	2002	1,329,650		5,691,524
	2001	880,518		5,475,038
Snapdragon	2002	307,000	13.00	1,221,281
	2001	580,000	17.00	1,002,377
Miscellaneous Cut Flowers	2002	733,780	1,362.38	22,200,368
	2001	1,382,992	1,557.60	21,206,107
Total Cut Flowers	2002	11,436,826	1,462.45	{74,195,418}
	2001	12,005,340	1,698.03	{63,354,800}
Cut Greens	2002		14.88	186,472
	2001		35.63	219,499
<b><u>Potted Plants</u></b>				
Foliage Plants	2002	838,210		2,571,273
	2001	581,000		5,341,268
Orchid Plants	2002	1,185,400		6,627,780
	2001	1,296,214		6,855,043
Poinsettia	2002	385,960		1,284,892
	2001	583,000		1,759,593
Miscellaneous Potted Plants	2002	2,879,540	6.53	23,344,355
	2001	3,214,849	23.83	19,371,785

## Nursery Products cont.

	Year	Production Area		Value
		House Sq. Ft.	Field Acres	Total
Herbaceous Perennials, Ground Covers, Turf, Bulbs & Bedding Plants	2002	668,000	122.92	10,170,957
	2001	1,439,253	126.49	10,233,856
Transplants: Vegetables, Fruit Trees & Vines	2002	1,371,884	22.68	16,435,323
	*2001	760,000	20.00	6,745,254
Woody Ornamentals & Ground Covers	2002	168,324	128.10	9,670,851
	*2001	161,140	113.50	7,111,007
Total	2002	18,934,144	1,757.56	\$144,487,321
	*2001	20,040,796	2,017.48	\$120,992,105

\*Revised

## Seed Crops

	Year	Production			Value	
		Harvested Acreage	Per Acre	Total	Per Unit	Total
Bean Seed	2002	450				\$ 616,827
	2001	598				\$ 867,300
Flower Seed	2002	588				4,775,696
	2001	746				5,854,069
Vegetable Seed	2002	267				1,872,093
	2001	387				1,703,245
Total	2002	1,305				\$7,264,616
	2001	1,731				\$8,424,614

## *Livestock & Poultry*

	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	2002	40,205	261,474	CWT	\$74.10	\$19,375,223
	2001	47,300	326,843	CWT	\$69.80	\$22,813,641
Miscellaneous	2002					4,251,318
	2001					4,678,082
Total	2002					\$23,626,541
	2001					\$27,491,723

## *Livestock, Poultry & Dairy Products*

	Year	Production	Unit	Value	
				Per Unit	Total
Milk and Milk Products	2002	532,180	CWT	\$ 11.35	\$6,040,243
	2001	597,512	CWT	\$ 14.38	\$8,592,223
Miscellaneous	2002				6,209,442
	2001				6,941,777
Total	2002				\$12,249,685
	2001				\$15,534,000

## MISCELLANEOUS CROPS

### VEGETABLE CROPS

**Includes:** Anise, artichoke, arugula, asparagus, beets, brussel sprouts, carrots, chard, Chinese cabbage, cilantro, corn, cucumber, dandelion, diakon, endive, escarole, frisee, green beans, herbs, kale, kohlrabi, leeks, mache, mizuma, mixed vegetables, mustard greens, onions, parsley, peppers, potato, pumpkin, radicchio, radish, squash (winter), tomatillo, tomato, turnips and watercress.

### FIELD CROPS

**Includes:** Fava, pinto, white, yellow beans and small grains.

### FRUIT AND NUT CROPS

**Includes:** Apple, cantelope, cherimoya, grapefruit, guava, lime, macadamia nut, olive, passion fruit, peach, persimmon, pistachio, raspberry, sapote, and walnut.

### NURSERY PRODUCTS

#### **Cut flowers**

**Includes:** Agapanthus, alstromeria, amaranthus, anemone, anthurium, bird of paradise, bouvardia, calla lily, carnation, craspedia, dahlia, dianthus, freesia, gardenia, gladiola, godetia, hydrangia, hypericum, iris, larkspur, liatris, lilac, limonium, lisianthus, misty blue, monte casino, phlox, protea, Queen Anne's lace, ranunculus, solidago, statice, stock, sunflower, sweet pea, trachelium, tuberose, tulip, and yarrow.

#### **Potted plants**

**Includes:** African violet, agapanthus, alstroemeria, begonia, calla lily, carnation, chrysanthemum, cineraria, cyclamen, exacum, ferns, fuchsia, gardenia, geranium, gerbera, hydrangea, impatiens, kalanchoe, lily, lisianthus, palm, peppers, rose, and scaevola.

### LIVESTOCK AND POULTRY

**Includes:** Aquaculture, breeding stock, llamas, and sheep.

### LIVESTOCK, POULTRY AND APIARY PRODUCTS

**Includes:** Apiary products (honey, bees wax, pollen, pollination), eggs, fertilizer, and wool.

## LEADING DOLLAR PRODUCTS

### 2002 Ranking

### 2001 Ranking

1	Strawberry	115,807,473	3
2	Broccoli	99,583,506	2
3	Grape, Wine	72,373,941	1
4	Head Lettuce	48,329,138	4
5	Cauliflower	45,281,677	5
6	Avocado	44,932,302	6
7	Celery	34,313,493	7
8	Cattle	19,375,223	8
9	Gerbera	15,533,306	9
10	Lettuce, Leaf	13,773,590	10
11	Lemon	12,671,127	15
12	Chrysanthemum, Cut	10,670,113	13
13	Peas, edible pod	10,041,665	11
14	Cabbage	9,833,030	17
15	Lily	9,634,017	12
16	Orchid, potted	6,627,780	16
17	Orchid, Cut	6,281,083	21
18	Milk	6,040,243	14
19	Rose, cut	5,691,524	19
20	Spinach	5,681,055	23
21	Summer Squash	4,866,026	24
22	Flower Seed	4,775,696	18
23	Foliage Plants	2,571,273	20
24	Beans, Lima	2,465,485	22
25	Bell Pepper	2,433,139	31
26	Vegetable Seed	1,872,093	28
27	Delphinium	1,368,042	29
28	Poinsettia	1,284,892	27
29	Aster, Cut	1,228,749	26
30	Snapdragon, Cut	1,221,281	32

**SUMMARY**

	<b><u>YEAR</u></b>	<b><u>ACREAGE</u></b>	<b><u>FOB VALUE</u></b>
<b>Vegetables</b>	<b>2002</b>	<b>69,835</b>	<b>\$325,720,147</b>
	2001	67,307	\$282,524,294
<b>Field Crops</b>	<b>2002</b>	<b>604,685</b>	<b>9,944,272</b>
	2001	607,530	12,048,232
<b>Fruit &amp; Nut Crops</b>	<b>2002</b>	<b>32,276</b>	<b>251,758,571</b>
	2001	31,523	242,102,144
<b>Nursery Products</b>	<b>2002</b>	<b>2,192</b>	<b>144,487,321</b>
	*2001	2,478	120,992,105
<b>Seed Crops</b>	<b>2002</b>	<b>1,305</b>	<b>7,264,616</b>
	2001	1,731	8,424,614
<b>Livestock and Poultry</b>	<b>2002</b>		<b>23,626,541</b>
	2001		27,491,723
<b>Livestock, Poultry and Apiary Products</b>	<b>2002</b>		<b>12,249,685</b>
	2001		15,534,000
<hr/>			
<b>Total</b>	<b>2002</b>	<b>710,293</b>	<b>\$775,051,153</b>
	*2001	710,569	\$709,117,112

\*Revised

**COMPARATIVE AGRICULTURAL VALUES**

<b>2002</b> .....	<b>\$775,051,153</b>
*2001 .....	\$709,117,112
2000 .....	735,003,901
1999 .....	656,969,259
1998 .....	611,859,484
1997 .....	625,974,591
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

## SANTA BARBARA COUNTY SUSTAINABLE AGRICULTURAL SUMMARY

### COUNTY BIOLOGICAL CONTROL EFFORTS

<u>PEST</u>	<u>BIO-CONTROL AGENT</u>	<u>SCOPE OF PROGRAM</u> <sup>(1)</sup>
Ash Whitefly <i>Siphonius phillyreae</i>	Hymenoptera (parasitic wasp) <i>Encarsia partenopea</i>	County-wide+
Western Grapeleaf Skeletonizer <i>Harrisina brillians</i>	Diptera (larval parasitic fly) <i>Ametadoria sp.</i>	6 sites (Cuyama Valley)+
Grape Leafhopper <i>Erythroneura elegantula</i>	Hymenoptera (egg parasitic wasp) <i>Anagrus epos</i>	200 acres (Santa Ynez)
Russian Wheat Aphid <i>Diuraphis noxia</i>	Hymenoptera (parasitic wasp) <i>Aphelinus sp.</i> <i>Diaeretiella rapae</i>	40 acres (Santa Ynez and Santa Maria)+
Woolly Whitefly <i>Aleurothrixus floccosus</i>	Hymenoptera (parasitic wasp) <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 (County-wide)
Ice Plant Scale <i>Pulvinaria mesembryanthemi</i>	Hymenoptera (parasitic wasp) <i>Metaphycus sp.</i>	Various sites (County-wide)+
Eugenia Psyllid <i>Trioza eugeniae</i>	Hymenoptera (parasitic wasp) Eulophidae: <i>Tamarixia sp.</i>	Various sites (County-wide)+
Blue Gum Psyllid <i>Ctenarytaina eucalypti</i>	Hymenoptera (parasitic wasp) <i>Psyllaephagus pilosus</i>	Various sites (County-wide)+
Red Gum Lerp Psyllid <i>Glycaspis brimblecombei</i>	Hymenoptera (parasitic wasp) <i>Psyllaephagus bliteus</i>	2 sites (Goleta and Santa Barbara)
Eucalyptus Longhorned Borer <i>Phoracantha semipunctata</i>	Hymenoptera (parasitic wasp) <i>Avetianella longoi</i> (egg parasite) <i>Syngaster lepidus</i> (larval parasite) <i>Doryctes sp.</i> (larval parasite)	Various sites (County-wide)
Eucalyptus Snout Beetle <i>Gonipterus scutellatus</i>	Hymenoptera (parasitic wasp) <i>Anaphes nitens</i>	3 sites (Summerland, Carpinteria & Goleta)
Yellow Starthistle <i>Centaurea solstitialis</i>	Coleoptera: Curculionidae <i>Bangasternus orientalis</i> ( <i>a bud weevil</i> ) <i>Eustenopus villosus</i> ( <i>Hairy weevil</i> ) <i>Larinus curtis</i> ( <i>a flower weevil</i> ) Diptera: Tephritidae <i>Urophora sirunaseva</i> ( <i>a gall fly</i> ) <i>Chaetorellia succineas</i> ( <i>seedhead fly</i> )	Several sites (Los Padres National Forest) 26 sites (Los Padres National Forest) 1 site (Los Padres National Forest) 3 sites (Los Padres National Forest) 2 sites (Los Padres National Forest)

(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.

**SUSTAINABLE AGRICULTURE cont.**

**COUNTY BIOLOGICAL CONTROL EFFORTS**

<b><u>PEST</u></b>	<b><u>BIO-CONTROL AGENT</u></b>	<b><u>SCOPE OF PROGRAM</u></b>
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>	3 sites (County-wide)
Giant Whitefly <i>Dialeurodicus dugesii</i>	Hymenoptera (parasitic wasp) <i>Entedononecremnus krauteri</i> (larval parasite) <i>Encarsiella noyesii</i> (larval parasite) <i>Idioporus affinis</i> (larval parasite)	Various sites (south coast)
Olive Fruit Fly <i>Acteroce oloae</i>	Hymenoptera (parasitic wasp) <i>Tsyttalia concolor</i> (larval parasite)	9 sites (Santa Barbara & Monticito)
Nesting Whitefly <i>Paraleurodes minei</i>	Coleoptera: Coccinellidae <i>Nephaspis sp</i> (a ladybug)	3 sites (Goleta, Santa Barbara & Carpinteria)
Australian Tortoise Beetle <i>Trachymela sloanei</i>	Hymenoptera (parasitic wasp) <i>Enoggera reticulata</i>	1 site (Goleta)

**PEST EXCLUSION**

<b><u>PEST (RATING)</u></b>	<b><u>HOST/MECHANISM/ORIGIN</u></b>	<b><u>NUMBER/DISPOSITION</u></b>
<b>SCALE INSECTS:</b>		
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Destroyed
Pit Scale (Q) <i>Asterolecanium sp.</i>	Nursery Stock/Common Carrier/Peru	1 Rejected/Returned
an armored scale (Q) <i>Niveaspis sp.</i>	Nursery Stock/Common Carrier/Peru	1 Rejected/Returned
<b>ANTS:</b>		
an ant (Q) <i>Pheidole sp.</i>	Nursery Stock/Common Carrier/Peru	1 Rejected/Returned
White-footed Ant (Q) <i>Technomyrmex albipes</i>	Cut Flowers/Common Carrier/Hawaii	2 Rejected/Treated
an ant (Q) <i>Hypoclinea sp</i>	Nursery Stock/ Common Carrier/Peru	1 Rejected/Returned
<b>APHIDS:</b>		
An aphid (Q) <i>Aphididae.</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Treated
<b>WHITEFLYS:</b>		
Spiraling Whitefly (Q) <i>Aleurodicus dispersus</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Treated

## **PEST EXCLUSION cont.**

### **WEEDS:**

*Asteraceae* Nursery Stock/Common Carrier/Oregon 1 Rejected/Treated

### **THRIPS:**

*Thrips palmi* (A) Nursery Stock/Common Carrier/Florida 1 Rejected/Destroyed

### **MOTHS:**

*Cosmopterygidae* (Q) Nursery Stock/Common Carrier/Peru 1 Rejected/Returned

### **CHINCH BUGS:**

*Mysuis sp.* (Q) Cut Flowers/Common Carrier/Hawaii 1 Rejected/Treated

### **LEAF HOPPERS:**

a plant hopper (Q) Nursery Stock/Common Carrier/Florida 1 Rejected/Treated

*Ormenaria rufifascia*

Glassy-winged Sharpshooter (B) Nursery Stock/Common Carrier/California 4 Rejected/Returned

*Homalodisca coagulate* 2 Rejected/Treated

### **MITES:**

*Tetranychus sp.* (Q) Nursery Stock/Common Carrier/Florida 1 Rejected/Treated

### **RUST DISEASES:**

*Uredo sp.* (Q) Nursery Stock/Common Carrier/Peru 1 Rejected/Returned

### 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.

"B" – An organism of known economic importance subject to: eradication, containment, control, or other holding action at the discretion of the individual County Agricultural Commissioner.

## **ORGANIC FARMING**

**62 Organic Farms were registered in Santa Barbara County in 2002. Utilizing organic principles as required by the California Organic Products Act of 2003, these farms produce a wide variety of crops.**

### **VEGETABLE CROPS**

**Includes:** Anise, arugula, asparagus, basil, beans, beets, bell peppers, broccoli, cabbage, carrots, cauliflower, celery, chard, cherry tomato, chili peppers, chives, cilantro, corn, cucumber, eggplant, endive, garlic, gourmet specialty vegetables, green onions, herbs, kale, lettuce, leeks, melons, mizuma, mustard greens, nopales, onions, oriental vegetables, parsley, peas, potato, pumpkin, radish, rhubarb, spinach, squash, sweet potato, tomato, tomatillo, turnip, and vegetable transplants.

### **FRUIT AND NUT CROPS**

**Includes:** Apple, apricot, avocado, banana, berries, cherimoya, fig, grapefruit, grape, guava, jujube, kiwi, lemon, lime, loquat, macadamia nut, mandarin, nectarine, olive, orange, passion fruit, peach, persimmon, plum, raspberry, sapote, strawberry, tangelo, tangerine, and watermelon.

### **FIELD CROPS**

**Includes:** Pasture and rangeland.

## **DEPARTMENT STAFF**

### **Commissioner/Director**

William D. Gillette

### **Deputy Commissioners**

Joe Karl                      Guy Tingos

### **Entomologist**

Jerry Davidson

### **Plant Pathologist**

Heather Scheck

### **Supervising Agricultural Biologists**

David Chang                      Curtis Sayer  
Debbie Trupe

### **Supervising Weights and Measures Inspector**

Diane Green

### **Business Manager**

Elena Morelos

### **Computer Systems Specialist**

Gus Maio

### **Administrative Staff**

Judi Douglass                      Traci Lewis  
Joyce Kougl                      Veronica Reyes  
Jenny Simentales

### **Weights and Measures Inspectors**

Dennis Gibson                      Rod Ross

### **Agricultural Biologists**

Susan Bryant                      Harriet Heath  
Alma Cangelosi                      Lottie Martin  
Mike Champion                      Ken Masuda  
Kevin Cheesman                      Mary Ann Rajala  
Elizabeth Davis                      Mike Roberts  
Tom Donlon                      Jeff Saleen  
Maria Grijalva                      Stephanie Stark

April 14, 2003

### **NEWS RELEASE**

The Santa Barbara County Agricultural Commissioner's Office announces the release of the 2002 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 production, transportation, and marketing costs 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 of \$775,051,153 in 2002. This is an increase of more than \$65.9 million, or approximately 9.3%, when compared with the figures reported in the 2001 report. Since Santa Barbara County's agriculture is so diverse, 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 well over 1.5 billion dollars.

Strawberries were the County's leading crop in 2002, grossing \$115.8 million. More acreage, higher yields, and slightly higher prices all contributed to \$40 million increase over 2001. Broccoli production remained in second place in Santa Barbara County with a value of \$99.6 million. Wine grapes dropped from first place last year to third place in 2002. Dramatically lower yields of smaller grapes led to the decline in overall value, down to \$72.4 million from \$118.3 million in 2001. Head lettuce, with gross receipts of \$48.3 million, and the \$45.3 million cauliflower crop complete the list of the top five commodities produced in 2002.

Santa Barbara County is California's 13<sup>th</sup>-ranked county in total agricultural production. The success of Santa Barbara County's agriculture is in the diversity of the crops grown here. Fifty-seven different crops produced in 2002 reported gross receipts over \$1 million.

Copies of the Santa Barbara County Agricultural Production Report may be obtained at no charge at any of the Agricultural Commissioner's offices. It can also be found online at: [www.countyofsb.org/agcomm/crops.asp](http://www.countyofsb.org/agcomm/crops.asp).

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