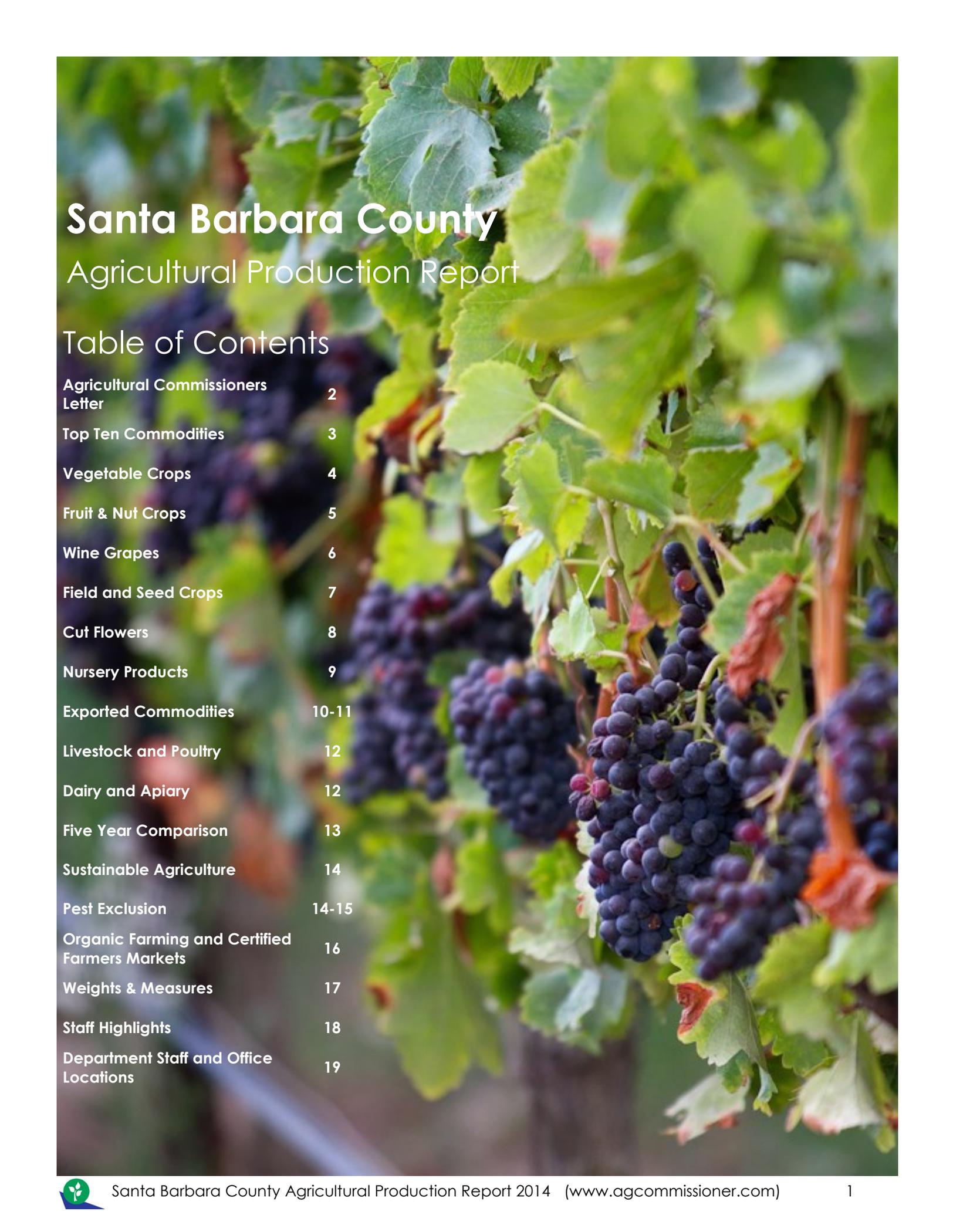


SANTA BARBARA COUNTY

AGRICULTURAL PRODUCTION REPORT





Santa Barbara County

Agricultural Production Report

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Agricultural Commissioner's Office

Weights & Measures ■ County of Santa Barbara

Karen Ross Secretary
California Department of Food & Agriculture and



The Honorable Board of Supervisors of Santa Barbara County

Janet Wolf	District 2, Chair
Peter Adam	District 4, Vice Chair
Supervisor Carbajal	District 1
Supervisor Farr	District 3
Supervisor Lavagnino	District 5

It is a pleasure to present the 2014 Santa Barbara County Crop Report that is prepared pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of **\$1,489,980,853** for Santa Barbara County, which is an increase of 3.71% or \$53,329,435 million over the previous year. 2014 is the ninth year in a row that agriculture surpassed the one billion dollar benchmark. Agriculture is the number one contributor to the county's economy and through the multiplier effect, contributes a total of \$2.8 billion to the local economy and provides 25,370 jobs.

The 2014 crop report has been updated and now includes information that describes reasons behind certain fluctuations for some of the commodity groups. The different wine grape varieties are now listed individually as well as raspberries.

A third year of drought created challenging circumstances for many commodity groups. The continued drought, lack of available grass for grazing, and the high cost of supplemental feed forced cattle ranchers to reduce their herd size by 40 – 50%. Cattle producers ended the year with a total production value of \$23 million which is a reduction of \$9,591,450 from the previous year.

The strawberry industry remained strong in 2014 and was ranked again the number one crop with a total value over \$464 million which is a slight reduction from the previous year. Fresh strawberries experienced a reduction of acreage but slight gain in production while processed strawberries experienced a 16% increase in value.

Wine grapes remained the number two ranked commodity for the second year. Early spring bud break resulted in an unusually early harvest. Harvest acreage and production increased, however there was a reduction of total value of \$8,106,626. Many vegetable crops, organic and conventional, suffered significant losses from the Bagraada Bug (*Bagraada hilaris*). This highly destructive pest arrived in California in 2008 and has quickly spread throughout the county and state.

The avocado industry also suffered from the effects of a third year of drought. There was a reduction in production acres due to growers being forced to stump trees to reduce leaf canopy that helps to mitigate a reduction or loss of irrigation. The concentration of mineral levels in the soil from lack of leaching rains also caused damage to trees. Fruit quality was excellent which resulted in an increase of total value of \$10,289,018.

Nursery stock producers experienced a transitional market and the shift to production of drought tolerant plants. Regardless of the challenges in 2014, the nursery industry experienced an increase of \$1,260,226.

It is always important to note that the figures provided in the annual crop report are gross values and do not represent or reflect net profit or loss experienced by individual growers or by the industry as a whole. Growers do not have control over most input costs, such as fuel, fertilizers, and packaging, nor can they significantly affect market prices. The fact that the gross value of agriculture is holding steady reflects positively on the importance of our agricultural industry.

Every year, this report is our opportunity to recognize the growers, shippers, ranchers, and other businesses ancillary to and supportive of agriculture. We would like to extend our thanks to the industry for their continued effort to provide vital information that enables the compilation of the Santa Barbara County Crop Report; without their assistance, this report would not be possible.

Thank you to all staff members that have contributed to the production of this crop report. Special recognition is for Chris Tyler, Ruth Jensen, Lottie Martin, Alicia Morales and Violeta Casner for their contributions and Gus Maio for the crop report cover.

Respectfully submitted,

Cathleen M. Fisher
Agricultural Commissioner/Director
Weights & Measures



The Top Ten Commodities



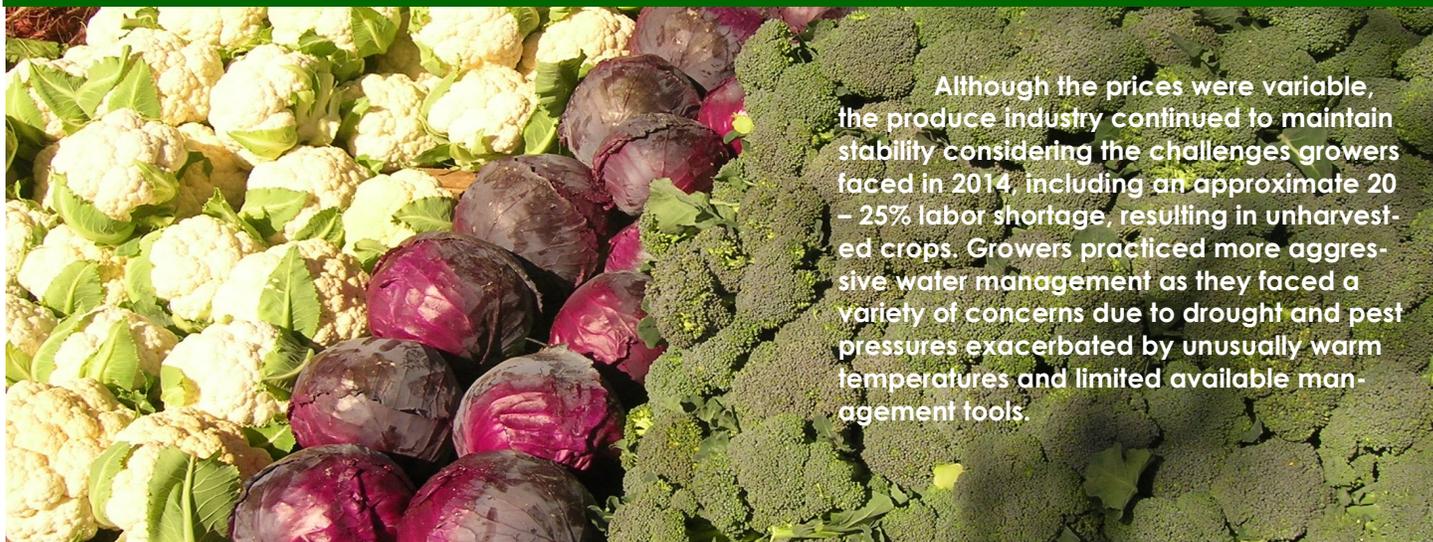
1. Strawberry	\$464,721,467	6. Head Lettuce	\$80,464,119
2. Wine Grapes	\$155,255,791	7. Avocado	\$59,935,818
3. Broccoli	\$137,379,835	8. Cauliflower	\$59,757,432
4. Cut Flower	\$104,936,868	9. Raspberry	\$45,155,060
5. Nursery Products	\$86,092,464	10. Celery	\$40,474,087

Other Million Dollar Products

11. Leaf Lettuce	\$26,456,333	17. Bell Pepper	\$4,280,065
12. Cattle	\$22,888,800	18. Summer Squash	\$3,064,005
13. Lemon	\$12,882,062	19. Vegetable Seed	\$2,872,400
14. Spinach	\$12,405,243	20. Beans, Dry Edible	\$2,199,901
15. Cabbage	\$8,939,117	21. Hay & Grain	\$1,919,444
16. Flower Seed	\$5,084,000		



Vegetable Crops



Although the prices were variable, the produce industry continued to maintain stability considering the challenges growers faced in 2014, including an approximate 20 – 25% labor shortage, resulting in unharvested crops. Growers practiced more aggressive water management as they faced a variety of concerns due to drought and pest pressures exacerbated by unusually warm temperatures and limited available management tools.

Crop	Year	Harvested Acreage	Yield Per Acre	Total Production	Unit	Price Per Unit	Total Value
Bell Pepper	2014	463	1,085	502,355	25lb CTN	\$8.52	\$4,280,065
	2013	425	1,100	467,500	25lb CTN	\$7.75	\$3,623,125
Broccoli	2014	27,371	623.5	17,065,818	22lb CTN	\$8.05	\$137,379,835
	2013	27,376	625.6	17,126,426	22lb CTN	\$7.95	\$136,155,087
Cabbage	2014	1,143	1025	1,171,575	50lb CTN	\$7.63	\$8,939,117
	2013	1,068	926.79	989,812	50lb CTN	\$7.05	\$6,978,175
Cauliflower	2014	8,148	760	6,192,480	25lb CTN	\$9.65	\$59,757,432
	2013	7,850	712	5,589,200	25lb CTN	\$8.15	\$45,551,980
Celery	2014	4,125	1,070	4,413,750	60lb CTN	\$9.17	\$40,474,087
	2013	4,120	1,051	4,328,760	60lb CTN	\$10.25	\$44,369,790
Lettuce, Head	2014	10,197	732	7,464,204	50lb CTN	\$10.78	\$80,464,119
	2013	9,805	725.1	7,109,606	50lb CTN	\$10.67	\$75,859,496
Lettuce, Leaf	2014	4,044	598	2,418,312	30lb CTN	\$10.94	\$26,456,333
	2013	4,085	589.45	2,407,903	30lb CTN	\$10.42	\$25,090,349
Spinach	2014	1,445	834.3	1,205,563	20lb CTN	\$10.29	\$12,405,243
	2013	1,350	784.93	1,059,656	20lb CTN	\$9.82	\$10,405,822
Squash, Summer	2014	633	655	414,615	26lb CTN	\$7.39	\$3,064,005
	2013	720	798.86	575,179	26lb CTN	\$7.02	\$4,037,757
Miscellaneous Vegetables	2014	11,939					\$120,415,493
	2013	11,850					\$119,519,100
Total	2014	69,508					\$493,635,729
	2013	68,649					\$471,590,681



Fruit and Nut Crops



The 2014 avocado production was less than the 2013 production. The decrease is largely attributed to the alternate bearing tendency of avocados, but also due to water availability. While production was down, the fruit quality was excellent and solid pricing on all fruit sizes resulted in above average per acre returns.

Item	Year	Harvested Acreage	Yield Per Acre	Total Production	Unit	Price Per Unit	Total Value
Avocados	2014	7,301	3.61	26,357	TON	\$2,274.00	\$59,935,818
	2013	7,450	3.92	29,204	TON	\$1,700.00	\$49,646,800
Lemons	2014	1,350	14.84	20,034	TON	\$643.01	\$12,882,062
	2013	1,492	16.88	25,184	TON	\$535.84	\$13,494,595
Raspberries	2014	1,460	6.87	10,030	TON	\$4,502.00	\$45,155,060
Strawberries Total	2014	7,837					\$464,721,467
	2013	7,313					\$464,723,994
Fresh	2014	---	4,940	38,714,793	12#	\$10.41	\$403,020,995
	2013	---	5,258	38,451,754	12#	\$11.08	\$426,045,434
Processed	2014	---	9.306	72,932	TON	\$846.00	\$61,700,472
	2013	---	7.496	54,815	TON	\$705.62	\$38,678,560
Miscellaneous Fruits and Nuts *	2014	2,674					\$12,652,139
	2013	3,874					\$18,074,485
Total	2014	20,220					\$595,346,546
	2013	20,129					\$545,939,874

* Miscellaneous Fruit and Nuts includes: Includes: Apple, apricot, blackberry, blueberry, cherimoya, goose berry, guava, kiwi, lime, melons, olive, orange, passionfruit, persimmon, pistachio, plum, pluot, sapote, tangerine, walnut, and watermelon.



Wine Grapes

2014 was the third consecutive year of drought in Santa Barbara County. The lack of rain and warm winter temperatures brought on earlier bud breaks - by three weeks in February. June and July brought clear skies and little marine layer, allowing flowers to set fruit and size, resulting in higher juice yields.

Variety	Harvested Acreage	Yield Per Acre	Total Production	Price Per Ton	Total Value
Pinot Noir	5,561.93	3.76	20,913	\$2,655	\$55,524,015
Chardonnay	7,529.53	4.57	34,410	\$1,247	\$42,909,270
Syrah	1,928.48	3.23	6,229	\$2,211	\$13,772,319
Sauvignon Blanc	798.68	6.05	4,832	\$1,201	\$5,803,232
Grenache	484.19	4.11	1,990	\$2,027	\$4,033,730
Cabernet Sauvignon	466.20	3.66	1,706	\$1,609	\$2,744,954
Viognier	280.98	4.71	1,323	\$1,966	\$2,601,018
Cabernet Franc	205.03	3.89	798	\$2,907	\$2,319,786
Pinot Grigio/Gris	361.21	4.77	1,723	\$1,300	\$2,239,900
Merlot	313.10	4.11	1,287	\$1,182	\$1,521,234
Sangiovese	127.50	3.95	504	\$2,019	\$1,017,576
White Riesling	98.57	4.49	443	\$1,294	\$573,242
Misc Red	1,322.07	4.16	5,500	\$1,639	\$9,014,500
Misc White	1,574.40	5.65	8,895	\$1,257	\$11,181,015
Year	Harvested Acreage	Yield Per Acre	Total Production	Price Per Ton	Total Value
2014	21,052	4.37	90,553	\$1,751	\$155,255,791
2013	20,962	4.17	87,411	\$1,868.90	\$163,362,417



Field and Seed Crops



Crop	Year	Acreage	Total Value
Rangeland	2014	585,450	\$5,854,500
	2013	585,450	\$4,683,600
Pasture	2014	3,885	\$625,485
	2013	3,700	\$518,000
Beans, Dry Edible	2014	2,678	\$2,199,901
	2013	2,819	\$2,749,877
Hay & Grain	2014	3,798	\$1,919,444
	2013	3,998	\$2,020,468
Miscellaneous	2014	3,086	\$1,626,995
	2013	3,248	\$1,721,626
Total	2014	598,897	\$12,226,325
	2013	559,215	\$11,693,571
Crop	Year	Harvested Acreage	Total Value
Bean Seed	2014	585	\$951,210
	2013	610	\$990,592
Flower Seed	2014	656	\$5,084,000
	2013	668	\$5,176,655
Vegetable Seed	2014	668	\$2,872,400
	2013	675	\$2,903,409
Total	2014	1,909	\$8,907,610
	2013	1,953	\$9,070,656



Cut Flowers & Cut Foliage



An important sector of the Santa Barbara County agricultural economic picture are the cut flower growers. They represent a large percentage of California's cut flower sales. They specialize in field and greenhouse production with high value crops such as gerbera daisies, lillies, and orchids.

Cut Flowers:	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Chrysanthemum	2014	1,565,196	12	\$8,518,680
	2013	1,519,740	10	\$8,392,789
Gerbera	2014	3,698,400	---	\$28,833,782
	2013	3,606,200	---	\$25,452,031
Lily	2014	2,535,120	26	\$20,043,806
	2013	2,816,800	28	\$22,270,896
Miscellaneous Cut Flowers	2014	5,332,241	925	\$47,540,600
	2013	5,279,447	915	\$46,838,030
Total Cut Flowers	2014	13,130,957	963	\$104,936,868
	2013	13,278,187	993.75	\$106,465,337
Cut Foliage	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Cut Foliage	2014	8,160	3.92	\$156,506
	2013	8,000	3.85	\$154,193

Miscellaneous Cut Flowers Includes: Alstroemeria, amaranthus, anemone, anthurium, aster, bells of Ireland, bird of paradise, bupleurum, calla lily, carnation, celosia, dahlia, delphinium, dianthus, freesia, gardenia, gladiolus, gypsophila, hyacinth, hydrangea, iris, kangaroo paw, larkspur, liatris, limonium, lisianthus, narcissus, orchid, ornithogalum, protea, Queen Anne's lace, ranunculus, rose, snapdragon, solidago, solidaster, statice, stephanotis, stock, sunflower, sweet pea, tuberose, tulip, and veronica.



Nursery Crops



Potted Plants:	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Foliage	2014	481,120	---	\$1,033,639
	2013	496,000	---	\$1,075,587
Orchid	2014	2,687,358	21	\$17,741,134
	2013	2,620,450	21.5	\$17,565,480
Poinsettia	2014	246,750	---	\$967,830
	2013	235,000	---	\$921,743
Miscellaneous Potted Plants	2014	1,686,700	29	\$17,619,599
	2013	1,493,340	27.5	\$17,116,995
Other Nursery Products *	2014	3,019,698	371	\$48,730,262
	2013	3,050,200	390	\$44,144,037
Total Potted Plants	2014	8,121,626	421.00	\$86,092,464
	2013	8,081,750	417.50	\$84,832,238

* Other Nursery Products: Includes Herbaceous Perennials, Ground Covers, Turf, Bulbs, Bedding Plants, Vegetable Transplants, Fruit Trees and Vines, Palms, and Woody Ornamentals

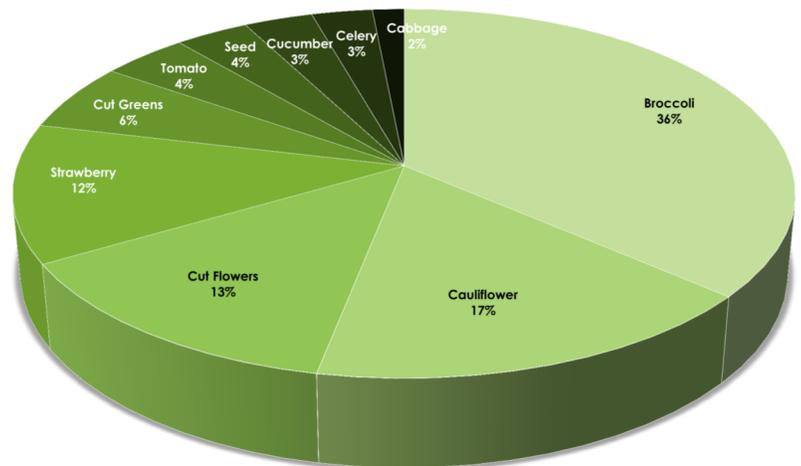


Exported Commodities



Top Ten Exported Commodities

In 2014 Santa Barbara County exported over 13,000 shipments, which consisted of: 36 different vegetables, 6 different fruits, 130 different cut flower/foilage, and 14 different plant forms.





Top Ten Export Countries

Canada	9055
Japan	3038
Mexico	436
Thailand	161
United Arab Emirates	160
Taiwan	134
China	61
Korea	56
French Polynesia	30
Brazil	27
Panama	27

In 2014 Santa Barbara County exported to 34 different countries

Countries exported to (in decreasing order): Canada, Japan, Mexico, Thailand, United Arab Emirates, Taiwan, China, Republic of Korea, French Polynesia, Brazil, Panama, Hong Kong, Cayman Islands, Costa Rica, Kuwait, Chile, Guatemala, United Kingdom, Netherlands, Australia, Philippines, Spain, Saudi Arabia, India, Indonesia, Italy, Argentina, Russian Federation, Singapore, Mauritius, New Caledonia, New Zealand, Portugal, Sri Lanka



Livestock and Poultry

The cattle industry is experiencing their third year of drought. Since forage production depends almost entirely upon the amount and timing of rainfall each year, it directly affects the number of livestock the land can support. Ranchers reported having to reduce their herd numbers by 50% or more. If the drought continues much longer the impact to Santa Barbara County cattle industry could be catastrophic.



Item	Year	Number of Head	Production	Unit	Price Per Unit	Total Value
Cattle and Calves	2014	19,800	168,300	CWT	\$136.00	\$22,888,800
	2013	33,000	255,750	CWT	\$127.00	\$32,480,250
Miscellaneous	2014					\$1,939,184
	2013					\$2,423,980
Total	2014					\$24,827,984
	2013					\$34,904,230

Dairy and Apiary



Item	Year	Total Value
Miscellaneous	2014	\$8,595,030
	2013	\$8,638,221
Total	2014	\$8,595,030
	2013	\$8,638,221



Five Year Comparison

	2010	2011	2012	2013	2014
Vegetable Crops	\$436,289,402	\$437,149,140	\$437,426,912	\$471,590,681	\$493,635,729
Fruit & Nut Crops	\$460,819,923	\$442,705,593	\$515,353,303	\$545,939,874	\$595,346,546
Wine Grapes	\$97,374,658	\$76,958,637	\$91,107,064	\$163,362,417	\$155,255,791
Field & Seed Crops	\$21,868,288	\$21,525,912	\$21,275,910	\$20,764,227	\$21,133,935
Cut Flower & Cut Foliage	\$107,223,780	\$108,336,974	\$105,433,124	\$106,619,530	\$105,093,374
Nursery Products	\$65,154,577	\$70,951,710	\$77,770,472	\$84,832,238	\$86,092,464
Livestock and Poultry	\$23,176,168	\$28,662,090	\$34,143,839	\$34,904,230	\$24,827,984
Dairy and Apiary Products	\$8,088,609	\$8,089,000	\$8,460,550	\$8,638,221	\$8,595,030
Total	\$1,219,995,405	\$1,194,379,056	\$1,290,971,174	\$1,436,651,418	\$1,489,980,853



Sustainable Agriculture

Pest Detection

Santa Barbara county had 3,698 traps set for the detection of 13 different exotic pests. These include the Mediterranean, Oriental, and Melon Fruit flies, Asian Citrus Psyllid, Glassy-Winged Sharpshooter, and Light Brown Apple moth. These traps were set at various densities per square mile and serviced as frequently as every two weeks.



Biological Control

During 2014 Santa Barbara County made several live insect releases to suppress existing pests. In conjunction with CDFA, our department released over 200 *Tamarixia radiata* wasps. These releases occurred at two locations where two small isolated pockets of the Asian Citrus Psyllids were detected.



Additionally, two releases of *Gonatocerus morgana* and *Gonatocerus morilli*, both egg parasitic wasps, were made to suppress Glassy-Winged Sharpshooter.



Weed Abatement

The department assisted in the control of 4 different weeds; Pampas grass (*Cortaderia selloana*), Japanese Dodder (*Cuscuta cf. japonica*), *Arundo donax*, and Artichoke thistle (*Cynara cardunculus*).

Exotic Weed/Pest Species Intercepted in 2014

Pest (common, scientific)	Rating	Number Rejected / Destroyed
Fungi		
Alternaria Leaf Spot <i>Alternaria crassa</i>	Q	1
Cherry Rust <i>Tranzschelia mexicana</i>	Q	1
Guava Rust <i>Puccinia psidi</i>	B	5
Papaya powdery mildew <i>Podosphaera caricae-papayae</i>	Q	5
Gladiolus rust <i>Uromyces transversalis</i>	Q	10
Palm Wilt <i>Fusarium oxysporum f.sp. canariensis</i>	A	1
Noxious Weeds		
Common Water Hyacinth <i>Eichhornia crassipes</i>	Q	1
Potentilla <i>Potentilla sp.</i>	Q	1
Artichoke Thistle <i>Cynara cardunculus</i>	W	1
Japanese dodder <i>Cuscuta japonica</i>	W	1
Canada thistle <i>Cirsium arvense</i>	W	1
Hairy Crabweed <i>Fatoua villosa</i>	W	1
Bladder Flower <i>Araujia sericifera</i>	W	1



Pest (common, scientific)	Rating	Number Rejected / Destroyed
Scale and MealyBugs		
bamboo mealybug <i>Palmicultor lumpurensis</i>	B	2
black thread scale <i>Ischnaspis longirostris</i>	A	1
boxwood scale <i>Pinnaspis buxi</i>	A	1
cycad aulacaspis scale <i>Aulacaspis yasumatsui</i>	Q	1
grass mealybug <i>Miscanthococcus miscanthi</i>	Q	1
green scale <i>Coccus viridis</i>	A	2
kirkaldys whitefly <i>Dialeurodes kirkaldyi</i>	Q	1
lesser snow scale <i>Pinnaspis strachani</i>	A	5
magnolia white scale <i>Pseudaulacaspis cockerelli</i>	A	2
mealybug <i>Paracoccus</i> sp.	Q	2
mealybug <i>Planococcus</i> sp.	B	1
mealybug <i>Pseudococcus</i> sp.	Q	2
pacific mealybug <i>Planococcus minor</i>	Q	1
trilobe scale <i>Pseudaonidia trilobitiformis</i>	Q	1
unilobed scale <i>Pinnaspis uniloba</i>	Q	1
vine mealybug <i>Planococcus ficus</i>	B	2
Leaf Hoppers and Plant Hoppers		
glassy-winged sharpshooter <i>Homalodisca vitripennis</i>	B	13
planthopper <i>Kallitaxila granulata</i>	Q	1
Ants		
ant <i>Pheidole</i> sp.	Q	1
ant <i>Technomyrmex albipes</i>	Q	2
red imported fire ant <i>Solenopsis invicta</i>	A	1
Moths		
light brown apple moth <i>Epiphyas postvittana</i>	A	706
Thrips		
ficus thrips <i>Gynaikothrips uzeli</i>	Q	2
thrips <i>Thrips palmi</i>	A	2
thrips <i>Thrips</i> sp.	Q	2
ficus thrips <i>Gynaikothrips uzeli</i>	Q	2

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.

"W"- A species currently on the California Code of Regulations Section 4500 list of noxious weeds



Organic Farming

Consumer demand for organic products has increased over the past decade, resulting in an increase in the number of organic producers in Santa Barbara County. There are currently 142 Organic Farms that were registered in Santa Barbara County in 2014. Utilizing organic principles as required by the California Organic Products Act of 2003, these farms produce a wide variety of crops. Anyone interested in learning more about the Organic Program in California may do so by contacting their local County Agricultural Commissioner's office or visit: <http://cosb.countyofsb.org/agcomm/agcomm.aspx?id=11850>

Top 10 Registered Organic Crops Grown in Santa Barbara County by Acreage

1.	Strawberry	319
2.	Broccoli	227
3.	Tomato	199
4.	Carrot	178
5.	Avocado	168
6.	Head Lettuce	150
7.	Beet	139
8.	Chard	134
9.	Bell Pepper	114
10.	Cauliflower	93



Certified Farmers' Market



Santa Barbara County offers a variety of microclimates ideal for growing many different types of produce. The mild coastal climate also allows for active Certified Farmers Markets (CFMs) all year long. Currently there are 15 CFMs in Santa Barbara County.

Many consumers have already discovered the benefits of buying locally grown, fresh picked fruit and vegetables available at local CFMs. A CFM is a place where the consumer can meet California growers and get an understanding of the daily challenges associated with growing the food they eat. In addition, direct marketing often allows the grower and consumer to save money by cutting out shipping, packing, and wholesale costs associated with large volume distributing and marketing. With the growing concerns about food safety, consumers are beginning to realize that buying California-grown means they are getting produce that is grown under some of the strictest food safety guidelines in the world.

If you are interested in becoming a Certified Producer or opening a Certified Farmers Market, contact the County Agricultural Commissioner in the county where you grow your commodities or visit: <http://cosb.countyofsb.org/agcomm/agcomm.aspx?id=11582>

Santa Barbara County Farmers Market Schedule



Sun	Mon	Tue	Wed	Thu	Fri	Sat
Goleta 10am-2pm Storke Rd. & Hollister Ave Lompoc Village 10am-2pm Burton Mesa & Constellation Rd.	NO MARKETS	Orcutt 10am-1pm Bradley St. & Clark Ave. Santa Barbara Summer: 4-7:30pm Winter: 3-6:30pm 500-600 blocks State Street	Santa Maria 12:30-4:30pm Broadway & Main Street Solvang 2:30-6:30pm Copenhagen Drive & 1st Street UCSB 12:00-3:00pm SRB/Faculty Club Parking Lot 23 on UCSB Campus	Carpinteria 3-6pm 800 Block Linden Ave Goleta 3-6pm Storke Rd. & Hollister Ave	Montecito 8-11:15am 1100-1200 blocks Coast Village Road Lompoc 2-6pm Ocean Ave & I Street Santa Maria 1st Friday of the Month—4-7PM— 800 S. College Dr. (Lot 1)	Santa Barbara 8:30am-1:00pm Santa Barbara St & Cota St. Goleta 11am-3pm 5748 Calle Real Santa Maria 9:00am-1:00pm 371 Town Center

Santa Barbara Certified Farmers Market Association
Village Farmers Market Association
Gaucha Certified Farmers Market @ UCSB

Central Cities Certified Farmers Market Association
Santa Maria Town Center Farmers Market Experience
First Friday Artisan Market - Allan Hancock College



Weights & Measures

The Santa Barbara County Division of Weights and Measures ensures accuracy in the marketplace by protecting buyers and sellers in all commercial transactions. This is accomplished by inspecting commercial weighing and measuring devices for accuracy. The Division also verifies the net quantity of packaged goods and price accuracy of point of sale systems. Weights and Measures supports the agricultural community by testing the devices used to weigh crops and livestock, verifying the accuracy of the meters that deliver fertilizers and fuels, and protecting the industry workers by ensuring the scales used to calculate transaction are accurate.

Weighing Device	Number of inspections	Measuring Device	Number of inspections
Computing/Counter Scales	1100	Retail Fuel Meters	2590
Vehicle Scales	60	Taxi Meters	360
Dormant/Platform Scales	243	Wholesale Meters	74
Livestock Scales	36	Liquid Propane Gas Meters	55
Hanging/Crane Scales	55	Vapor/Water/Electric Submeters	1600
Jewelry Scales	41	Vehicle Meters	57
Miscellaneous Weighing Devices	6	Truck Rental/Emergency Vehicle Odometers	110

Price and Quantity Verification	Number of Inspections	Items Sampled	Results
Price verification Inspections	746	15298	20% of inspections had overcharges
Package & Labeling Inspections	81	17823	7892 packages ordered off sale
Undercover Test Purchases	65	450	93 overcharges

120 retail fuel stations inspected for accuracy and signage



Staff Highlights

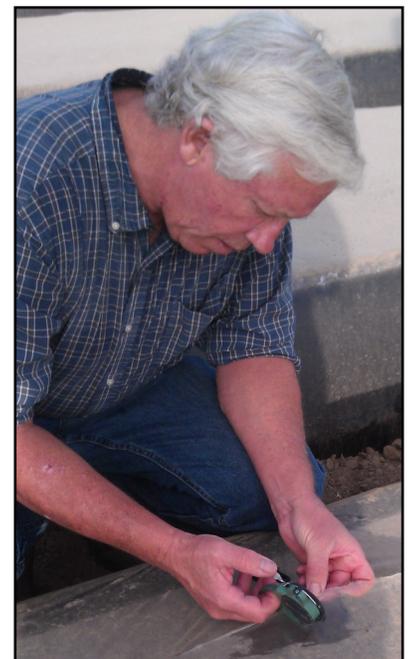
Roderick "Rod" Ross

In February of 2014 Rod Ross retired from the Santa Barbara County Agricultural Commissioner Weights & Measures Department after 33 years of service.

Rod was a resident of Santa Maria for 35 years. He received a Bachelor's of Science Degree in Physical Education in 1977 from the California State University at Fullerton. Rod worked in a few different fields before starting his career with the department in December of 1981 as a Weights & Measures Inspector. Rod's passion was for heavy capacity scales, especially livestock. During his tenure with the department Rod earned a high level of respect and credibility from our state partners and local industry members, receiving a Resolution of Commendation upon his retirement from the County of Santa Barbara.



After retiring, Rod and his wife Karen moved to the "Ross Retreat", a cabin in the Mt Pinos area. Rod and Karen celebrated with a post-retirement vacation to the Grand Canyon via Route 66. Rod continues to be creative in the kitchen. He and Karen are busy planning an extended trip around the US to visit many of our other states.



Department Staff

Commissioner/Sealer

Cathleen M. Fisher

Assistant Commissioner/Sealer

Rudy Martel

Deputy Commissioners

Lottie Martin
Stephanie Stark
Debbie Trupe

Deputy Sealer

Matthew Maiten

Supervising Agricultural Biologists

Alma Cangelosi
Mary Ann Rajala

Agricultural Biologists

Tom Donlon	Harriet Heath
Stephanie Kennedy	Brian Lombardi
Tashina Sanders	Chad Schmid
Kirk Schram	Matthew Victoria

Weights and Measures Inspectors

Sam Ansari	Daniel Garcia
Sally Leon-Tondro	Scott Perkins
Chris Tyler	

Entomologist

Brian Cabrera

Plant Pathologist

Heather Scheck

Administrative Staff

Violeta Casner	Traci Lewis
Alicia Morales	Kendra Stites

IT Systems Analyst

Gus Maio

Agricultural Technician/Extra Help

Julia Kosowitz	Claudia Sancho
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Agricultural Project Aide

Ruth Jensen

We would like to give a sincere thank you to the following 2014 employees who are no longer with our department:

Guy Tingos, Ken Masuda, Katie Bell, Bree Belyea, Katie Caterino, David Chang, Pedro Murguia, Robbie Towne

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