AGRICULTURAL PRODUCTION REPORT

2015

SANTA BARBARA COUNTY

Honoring our family farms...

Santa Barbara County Agricultural Production Report 2015

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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, County of Santa Barbara
Peter Adam, *Chairman*
Salud Carbajal
Janet Wolf
Doreen Farr
Steve Lavagnino

Mona Miyasato, *County Executive Officer*

In accordance with the provisions of Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to submit the 2015 Santa Barbara County Crop Report. This report summarizes the acreage, production, and gross value of Santa Barbara County's agricultural commodities.

Santa Barbara County agricultural commodities grossed **$1,479,092,562** for 2015, which is a decrease of .7% or $10,888,291 from the previous year. A fifth consecutive year of below normal precipitation and increasing production costs, the 2015 growing season was challenging for some but not all commodity groups. 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. 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.

SIGNIFICANT EVENTS OF THE 2015 CROP YEAR

- Strawberries continue to be the number one commodity with an overall gross value of $438,327,559 however, this represents a reduction of approximately $26 million from 2014. Regardless of the reduction, strawberries gross value accounts for approximately 30% of the total production of all commodities in Santa Barbara County.
- Cane Berries experienced another robust year in 2015. Blackberries had a gross value over $13 million and raspberries experienced a $15 million increase from 2014 and blueberries just fell short of the million dollar mark. Part of the success of Santa Barbara County's cane berry industry is the ability to harvest early in the morning and quickly transport to nearby distribution centers by noon the same day. Cane Berries are then shipped to many international markets as well as domestic markets throughout the country.
- Avocado prices experienced a drastic reduction in 2015 along with a slight decrease in production. Overall, avocado gross values show a $13 million reduction from 2014 which has led to avocados now slipping from 7th to the 9th most valuable commodity in the county. Growers reduced the number of acres in production by "stumping" trees due to the drought.
- Wine grape growers had a very difficult year in 2015. The drought caused a very early bud break, which coincided with windy conditions during the early part of spring. This caused a poor fruit set which resulted in very low production for wine grapes. There were 24,190 tons less in 2015 compared to 2014. Low prices in 2015 compounded the problem for Santa Barbara County grape growers as well. Total gross production value was $49,057,619 less than 2014. Prices for red varieties were down 12% and white varieties had a 9% reduction from the previous year however, growers in Santa Barbara County had better prices than the state average. Due to the challenging year, wine grapes slipped from second to the third highest valued commodity in the county being replaced by broccoli.
- Cattle prices rebounded in 2015 with an increase of $6,280,969 which helped to offset the impacts of a fifth consecutive year of drought.

I wish to express my sincere thanks to our farmers and ranchers, industry representatives and the members of my staff who assisted in the gathering of data for this report. Without their assistance, this report would not be possible.

Special recognition is for Chris Tyler, Ruth Jensen, Lottie Martin and Alicia Morales for their contributions and Gus Maio for the crop report graphics and cover.

Respectfully submitted,

Cathleen M. Fisher

Agricultural Commissioner/Director Weights & Measures

The Top 10 Commodities

1. Strawberry	$438,327,559	6. Head Lettuce	$79,817,810
2. Broccoli	$163,828,758	7. Cauliflower	$66,491,734
3. Wine Grapes	$106,198,172	8. Raspberry	$60,480,271
4. Cut Flower	$105,160,437	9. Avocado	$46,901,268
5. Nursery Products	$85,816,058	10. Celery	$43,445,322
Other Million Dollar Products			
11. Leaf Lettuce	$35,876,653	17. Flower Seed	$4,778,960
12. Cattle	$29,169,769	18. Bell Pepper	$4,476,731
13. Blackberry	$13,700,180	19. Summer Squash	$3,178,914
14. Lemon	$13,203,988	20. Vegetable Seed	$2,728,780
15. Spinach	$11,522,793	21. Dry Beans	$2,133,904
16. Cabbage	$10,819,225	22. Hay	$1,765,889

Vegetable Crops

"Drought, labor shortages and increasing land rents were the biggest hurdle, but vegetable prices have been above average for the last four years."

Jason Gamble
Babe Farms

Crop	Year	Harvested Acreage	Yield Per Acre	Total Production	Unit	Price Per Unit	Total Value
Bell Pepper	**2015**	**472**	**1,009**	**476,248**	**25lb CTN**	**$9.40**	**$4,476,731**
	2014	463	1,085	502,355	25lb CTN	$8.52	$4,280,065
Broccoli	**2015**	**26,276**	**692**	**18,182,992**	**22lb CTN**	**$9.01**	**$163,828,758**
	2014	27,371	623.5	17,065,818	22lb CTN	$8.05	$137,379,835
Cabbage	**2015**	**1,257**	**1002**	**1,259,514**	**50lb CTN**	**$8.59**	**$10,819,225**
	2014	1,143	1025	1,171,575	50lb CTN	$7.63	$8,939,117
Cauliflower	**2015**	**8,630**	**738**	**6,368,940**	**25lb CTN**	**$10.44**	**$66,491,734**
	2014	8,148	760	6,192,480	25lb CTN	$9.65	$59,757,432
Celery	**2015**	**3,720**	**1,055**	**3,924,600**	**60lb CTN**	**$11.07**	**$43,445,322**
	2014	4,125	1,070	4,413,750	60lb CTN	$9.17	$40,474,087
Lettuce, Head	**2015**	**9,837**	**751.3**	**7,390,538**	**50lb CTN**	**$10.80**	**$79,817,810**
	2014	10,197	732	7,464,204	50lb CTN	$10.78	$80,464,119
Lettuce, Leaf	**2015**	**4,178**	**748**	**3,125,144**	**30lb CTN**	**$11.48**	**$35,876,653**
	2014	4,044	598	2,418,312	30lb CTN	$10.94	$26,456,333
Spinach	**2015**	**1,460**	**796.4**	**1,162,744**	**20lb CTN**	**$9.91**	**$11,522,793**
	2014	1,445	834.3	1,205,563	20lb CTN	$10.29	$12,405,243
Squash, Summer	**2015**	**623**	**617**	**384,391**	**26lb CTN**	**$8.27**	**$3,178,914**
	2014	633	655	414,615	26lb CTN	$7.39	$3,064,005
Miscellaneous Vegetables*	**2015**	**12,012**					**$120,388,557**
	2014	11,939					$120,415,493
Total	**2015**	**68,465**					**$539,846,497**
	2014	69,508					$493,635,729

* Miscellaneous Vegetables includes: Artichoke, arugula, asparagus, baby vegetables, basil, beet, Brussels sprout, carrot, celery root, chard, chervil, Chinese cabbage, cilantro, sweet corn, collard greens, cress, cucumber, dandelion, eggplant, endive, escarole, fennel, green beans, herbs, kale, kohlrabi, leeks, maize, mustard greens, dry onion, green onion, parsley, peas (edible pod), pepper, potato, pumpkin, radicchio, radish, winter squash, tomatillo, and tomato.

Fruit and Nut Crops

"The area didn't get its normal chill hours, and normal rainfall, but the biggest problem was a lack of labor for the harvest. This lead to reduced quality and crop loss. Prices were lower because other fruit crops came in early and took the market away from strawberries."

Randy Sharer
Sharer Brothers

Item	Year	Harvested Acreage	Yield Per Acre	Total Production	Unit	Price Per Unit	Total Value
Avocados	**2015**	**6,513**	**3.6**	**23,447**	**TON**	**$2,000.31**	**$46,901,268**
	2014	7,301	3.61	26,357	TON	$2,274.00	$59,935,818
Blackberries	**2015**	**979**	**2.34**	**2,291**	**TON**	**$5,980.00**	**$13,700,180**
Lemons	**2015**	**1,311**	**16.8**	**22,025**	**TON**	**$599.50**	**$13,203,988**
	2014	1,350	14.84	20,034	TON	$643.01	$12,882,062
Raspberries	**2015**	**2,144**	**5.78**	**12,392**	**TON**	**$4,880.59**	**$60,480,271**
	2014	1,460	6.87	10,030	TON	$4,502.00	$45,155,060
Strawberries	**2015**	**7,895**	**5146**	**40,627,670**	**12#**	**$10.79**	**$438,327,559**
	2014	7,837	---	---	---	---	$464,721,467
Miscellaneous Fruits and Nuts *	**2015**	**2,005**					**$9,489,104**
	2014	2,674					$12,652,139
Total	**2015**	**20,847**					**$582,102,370**
	2014	20,220					$595,346,546

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

Wine Grapes

"2015 was a perfect storm of poor weather. Drought and terrible winds during blooming which caused a poor fruit set, and the mild summer all lead to a very poor yield for grapes. "

Kevin P. Merrill

Mesa Vineyard Management

Variety	Harvested Acreage	Yield Per Acre	Total Production	Price Per Ton	Total Value
Chardonnay	7,715	3.45	26,617	$1,258	$33,484,186
Pinot Noir	5,568	2.85	15,869	$1,881	$29,849,589
Syrah	1,935	1.97	3,812	$2,353	$8,969,636
Sauvignon Blanc	801	3.52	2,820	$1,880	$5,301,600
Grenache	495	3.7	1,832	$2,413	$4,420,616
Cabernet Sauvignon	447	1.976	883	$2,536	$2,239,288
Cabernet Franc	209	2.78	581	$2,763	$1,605,303
Pinot Grigio/Gris	363	2.39	868	$1,697	$1,472,996
Viognier	281	2.43	683	$1,790	$1,222,570
Merlot	310	2.47	766	$1,550	$1,187,300
Sangiovese	130	3.08	400	$1,712	$684,800
White Riesling	102	2.73	278	$1,076	$299,128
Misc Red	1,335	3.88	5,180	$1,558	$8,070,440
Misc White	1,604	3.6	5,774	$1,280	$7,390,720

Year	Harvested Acreage	Yield Per Acre	Total Production	Price Per Ton	Total Value
2015	**21,295**	**2.91**	**66,363**	**$1,839**	**$106,198,172**
2014	21,052	4.37	90,553	$1,751	$155,255,791

Field and Seed Crops

"2015 was a great year for bean prices but a very difficult year production wise. Production was down due to the extremely dry year and sudden prolonged hot spells during the growing season."

Bob Campbell
Bob Campbell Ranches

Crop	Year	Acreage	Total Value
Rangeland	**2015**	**582,523**	**$5,825,230**
	2014	585,450	$5,854,500
Pasture	**2015**	**3846**	**$722,279**
	2014	3885	$625,485
Beans, Dry Edible	**2015**	**2,597**	**$2,133,904**
	2014	2,678	$2,199,901
Hay & Grain	**2015**	**3,494**	**$1,765,889**
	2014	3,798	$1,919,445
Miscellaneous*	**2015**	**2870**	**$1,529,375**
	2014	3086	$1,626,995
Total	**2015**	**595,330**	**$11,976,677**
	2014	598,897	$12,226,325

Seed Crops	Year	Harvested Acreage	Total Value
Bean Seed	**2015**	**538**	**$903,650**
	2014	585	$951,210
Flower Seed	**2015**	**604**	**$4,778,960**
	2014	656	$5,084,000
Vegetable Seed	**2015**	**621**	**$2,728,780**
	2014	668	$2,872,400
Total	**2015**	**1,763**	**$8,411,390**
	2014	1,909	$8,907,610

* Miscellaneous Field Crops include: Straw, small grains, silage, alfalfa, oats, and pea hay.

Cut flowers and Cut Foliage

"Mothers' Day was a good holiday for cut-flower growers in 2015. The product looked good and demand was strong. This was a nice upturn to a sluggish year."

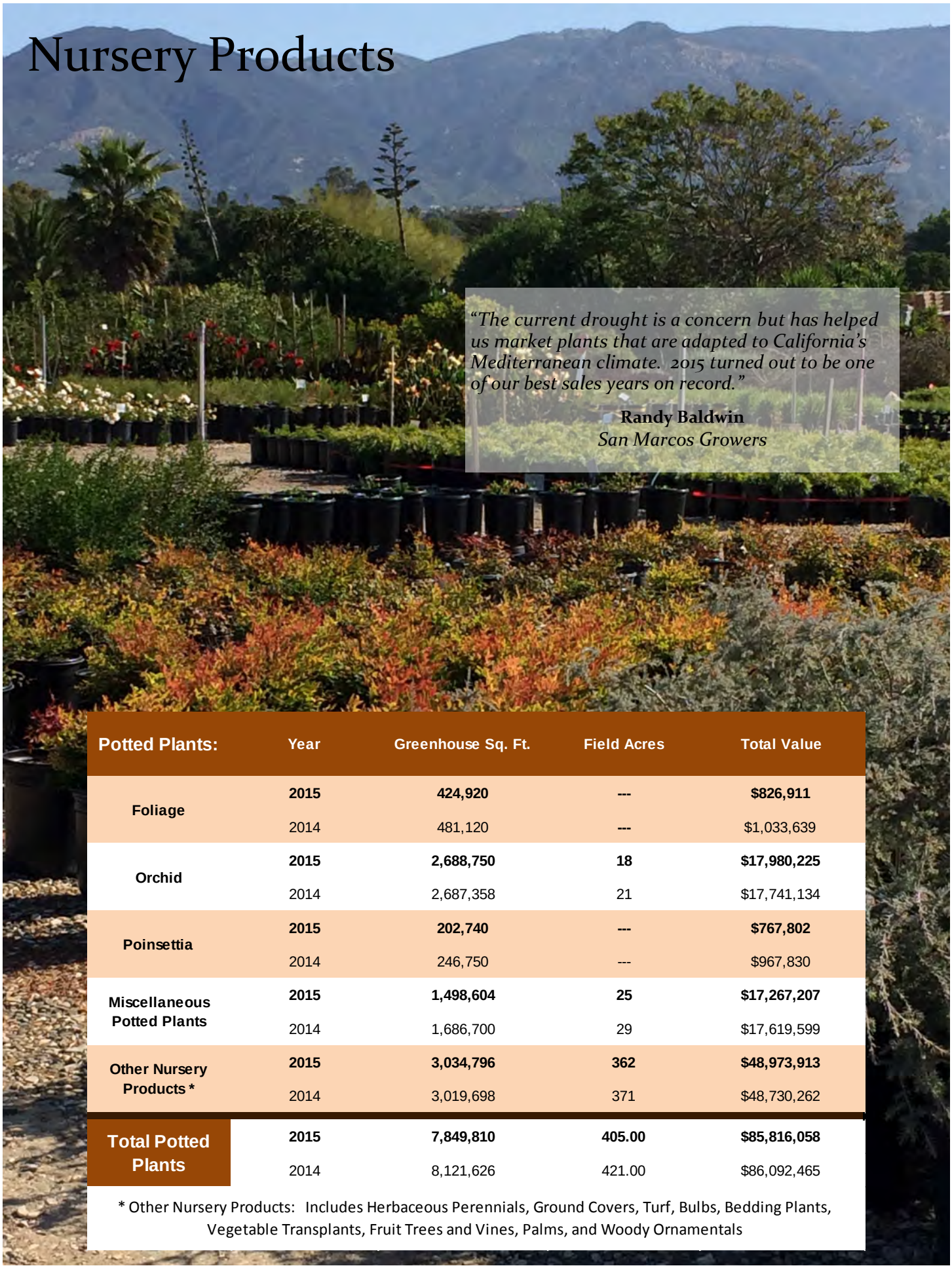
June Van Wingerden
Ocean Breeze

Cut Flowers:	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Chrysanthemum	**2015**	**1,525,196**	**4**	**$8,859,427**
	2014	1,565,196	12	**$8,518,680**
Gerbera	**2015**	**3,328,560**	**---**	**$27,968,768**
	2014	3,698,400	---	$28,833,782
Lily	**2015**	**2,230,906**	**8**	**$17,939,206**
	2014	2,535,120	26	$20,043,806
Miscellaneous Cut Flowers	**2015**	**5,665,465**	**875**	**$50,393,036**
	2014	5,332,241	925	$47,540,600
Total Cut Flowers	**2015**	**13,130,957**	**963**	**$105,160,437**
	2014	13,130,957	963	$104,936,868

Cut Foliage	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Cut Foliage	**2015**	**8,050**	**1.25**	**$126,446**
	2014	8,160	3.92	$156,506

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 Products



"The current drought is a concern but has helped us market plants that are adapted to California's Mediterranean climate. 2015 turned out to be one of our best sales years on record."

Randy Baldwin
San Marcos Growers

Potted Plants:	Year	Greenhouse Sq. Ft.	Field Acres	Total Value
Foliage	**2015**	**424,920**	**---**	**$826,911**
	2014	481,120	---	$1,033,639
Orchid	**2015**	**2,688,750**	**18**	**$17,980,225**
	2014	2,687,358	21	$17,741,134
Poinsettia	**2015**	**202,740**	**---**	**$767,802**
	2014	246,750	---	$967,830
Miscellaneous Potted Plants	**2015**	**1,498,604**	**25**	**$17,267,207**
	2014	1,686,700	29	$17,619,599
Other Nursery Products *	**2015**	**3,034,796**	**362**	**$48,973,913**
	2014	3,019,698	371	$48,730,262
Total Potted Plants	**2015**	**7,849,810**	**405.00**	**$85,816,058**
	2014	8,121,626	421.00	$86,092,465

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

Historic Families of North

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Adam Family Ardantz Family Donati Family
Lundberg Family Mahoney

Please enjoy these personal ac

THE ADAM FAMILY

Pioneer William Laird Adam left Cork County Ireland about 1850 at the age of 14 and arrived in Santa Maria in 1869 after living and farming in San Jose, Pajaro and Salinas the previous 13 years. W.L. Adam was instrumental in the organization of the Santa Maria Union High School with L.E. Blochman and he served as the first president of that organization. He was a pioneer in the development of water supplies in the Santa Maria Valley through his founding of the Santa Maria Water Company.

The legacy of water development continued with John F. Adam Senior (farming as the Adam Brothers) through his relentless work with Capp Twitchell in the development of the Santa Maria Valley Water Conservation District. This entity ultimately solved the water supply issues of the day through the construction of the Twitchell Reservoir. John F. Adam was also a partner in Bonita Packing.

The next generation, including John F. Adam, Jr. (Jack) and Richard E. Adam (farming as Adam Farms) contributed in its own right to developing water supplies. Jack initiated the purchase of State Water by the City of Santa Maria as City Councilman at the time of the vote. Richard spent 20 years on the Santa Maria Valley Water Conservation District managing operations at Twitchell Reservoir. Family members were also partners in Gold Coast Packing.

Historically, seed beans, broccoli and cauliflower were the agricultural products grown by the Adam Family. A year of severe rains in the 70s destroyed the family's bean crop which ultimately pushed the family into growing produce.

The present generation of the Adam family still in farming (not counting the numerous other related farming entities) include the Adam Brothers, Adam Brothers Produce Sales and Innovative Produce organizations. The family also partnered in Fresh Kist Produce and Beachside Produce. This generation pioneered drip tape retrieval systems, which greatly improved the conservation of water in the Santa Maria Valley. These businesses continue to be at the forefront of irrigation and transplant technologies which are instrumental in modern day water conservation.

The Adam family has a history of public service and collaboration and attributes its success to several factors. The family is solution oriented, faithfully perseverant, entitlement adverse, focused on what really matters and has a long term community commitment.

THE SHEEHY FAMILY

The Sheehy family came from County Cork, Ireland in the 1840's and settled in Watsonville, California. Patrick H. Sheehy was born in Watsonville and married Isabel Adam, daughter of William Laird Adam, the Santa Maria Valley pioneer.

During World War II, Patrick's sons, Ken and Rod, began to talk with Ned Driscoll, founder of Driscoll Strawberry Associates. They felt there would be good demand for fresh berries after the war. So Ken and Rod decided to move to Santa Maria.

The Sheehy's first farm in Santa Maria was called the Gardena Ranch located on Donovan Road. Prior to this strawberries had not been grown commercially in Santa Maria. Ken's sons, Bob and Terry, who were both serving in the military, received letters telling them to return to Santa Maria instead of Watsonville.

The Sheehy's were instrumental in bringing back Japanese-Americans to grow for them. Many Japanese-American families that worked for the Sheehy's (including the Furakawas, Kagawas and the Matsumotos) went on to form their own berry companies.

Ken died in 1953 followed by Rod in 1956. Bob and Terry eventually formed their own separate companies in 1985. Bob passed away in 1993 and Terry in 2007. Bob's sons, Rob & Patrick and Terry's son Brian are still actively growing berries in Santa Maria.

The Sheehy's have always taken pride in their fair treatment of employees and workers and their many innovations in the Santa Maria area include the following:

- 1st air shipments of berries-1947
- 1st drip irrigated berries-1968
- 1st in house pest control department for berries-1972
- 1st laser leveler- 1976
- 1st use of predatory mites-1988
- 1st Bug Vacuum-1989

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Clifford Don
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ond" Families

Ferini Family Frazier Family Freitas Family
Family Rice Family Sheehy Family

counts provided by the families.

NATI FAMILY

ati, father of Richard in San Luis Obispo in local dairy farmer and of a family of seven milking cows at an ear- l working in the family ime in the mid-thirties. s beginning to transition ture and Clifford, along n leveling land for hire alley with a Caterpillar In about 1938 his dad section of land which is onovan, Railroad, Alvin d after having a well mily became one of the es in the Valley who gave s and took up their plow

farming a couple of own land and managing e acres when he died in working for him at the t to carry on the work d. Dick continued man- nber of acres between adalupe and by the late inority owner in the naging. The partner de- etire a few years later nd himself in a position er and start a new com-

ny, Rancho Guadalupe, ange of commodities on ong with co-owner Jim e capable guidance of Cisney, the Company is ic plan to carry its Mis- ch vows to take care of de a safe working envi- kers while producing well into the 21st century.

THE MAHONEY FAMILY

Patrick Mahoney, one of ten children, came to Santa Maria Valley from Cork County, Ireland in 1906 when older brother Jerry Mahoney, already here, sent for him.

Patrick worked farms in Nipomo, Garey, and Guadalupe, saving his hard-earned money for his dream to own land. The naturalized citizen married Katherine "Kate" Grissingher of Nipomo and realized his dream, purchasing the Scaroni Ranch near Guadalupe, the Oso Flaco Ranch near Nipomo, and the "DAR G" Ranch southwest of Santa Maria.

Beginning with a dairy, his interest led him to cattle ranching and vegetable farming. Early on the family lived in Guadalupe growing beans, potatoes, lettuce, broccoli and cauliflower.

Kate and Pat Mahoney had three children: Gerald, Gene and Annette. The sons joined their father in farming after serving in the U.S. Navy. Patrick Mahoney died in 1954. Gene and Gerald continued in family farming as Mahoney Brothers, Inc. Gene oversaw cattle operations and Gerald managed vegetable growing. A perfect partnership to stay out of each other's hair!

Partnering with Leo Acquistapace, Gene and Gerald also grew artichokes under the "Shamrock" label. This included a thorn-less perennial variety enjoyed for many years as a BBQ'd appetizer at the Hitching Post.

` Gene married Glenna O'Dell in 1949 and had four daughters. After 53 years of marriage, Gene passed at the age of 74. The herd was sold, ending the Mahoney Brothers cattle operation.

Gerald married Patricia Ann Adam in 1947. Pat was the daughter of vegetable grower William P. Adam and great-granddaughter of William Laird Adam. Pat and Gerald had seven children; four sons and three daughters. After 43 years of marriage Gerald passed in 1990. Three of his four sons (Mike, Jerry and Danny) followed in their father's footsteps as vegetable growers. Mahoney Brothers continues to grow broccoli, cauliflower, celery and lettuce in the Santa Maria Valley.

THE LUNDBERG FAMILY

The grandparents of company founder Judy Lundberg-Wafer, Joseph and Anna Machado, emigrated from the island of Pico in the Azores in the early 1900s and settled in the Santa Rita Hills east of Lompoc.

In the 1940s, Judy's father and mother, Ed and Margaret Cardoza, settled west of Lompoc in the rich, fertile fields of the Lompoc Valley. Judy worked in the fields with her family, hoeing beans, driving a tractor and moving sprinkler pipe.

The family moved to the Santa Maria Valley in the early 1960s and Judy graduated from Santa Maria High School. The family was now growing lettuce, broccoli and celery. The entire family was involved in the operation. Judy married Frank Lundberg and they formed Cardoza & Lundberg Farms. The couple took over the operation when her father retired, Frank managed the production while Judy kept the books and raised three children, Jeff, Brad and Kim.

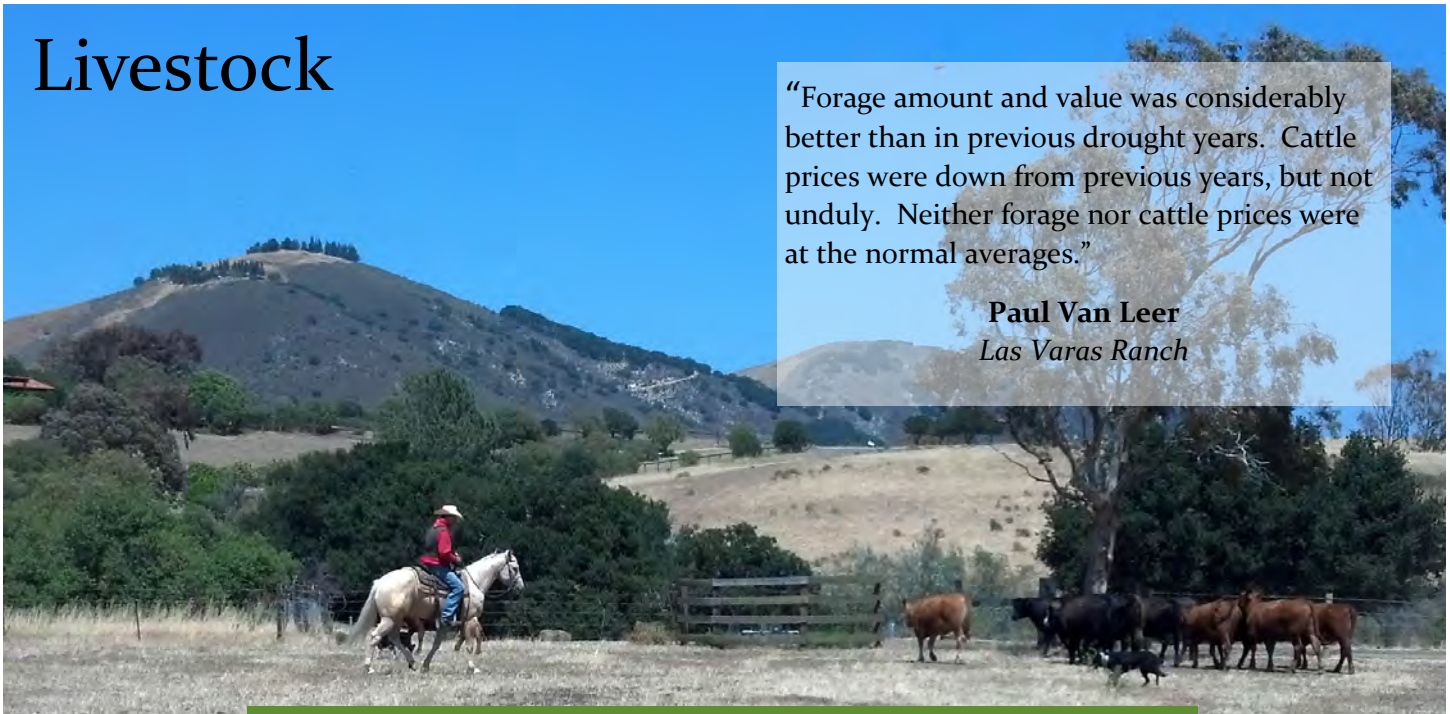
In the early 1980s, Frank Lundberg was approached by Will Souza to help manage and steer Souza and Boster Farms, this evolved in Frank immersing himself in this new specialty veggie direction. Babé Farms was established by Frank and Judy in 1986, along with partners Will Souza and Greg Pedigo.

In 2004 Judy's husband of 39 years passed away. Knowing the farm was worth fighting for, the decision was made to buy out the remaining partners in July, 2005. Judy and her son Jeff have taken the company to the next level in the specialty vegetable industry.

The torch was passed to the fourth generation in 2015 when Judy's son, Jeff Lundberg took on the role of President and CEO. Like his father, Jeff studied Agriculture at Cal Poly San Luis Obispo. He grew up working the fields, with his mother and father and like grandfather and great-grandfather, he loved the farm. As a young boy he always knew that he would follow their footsteps.

Today the Lundberg family manages over 1,400 acres of specialty and baby vegetables. They have over 300 full-time employees who they credit as the most important asset in making this operation the success that it is today. Although it has become a large operation, Babé Farms still has the heart of a small family farm which reflects the way they were raised.

Livestock



"Forage amount and value was considerably better than in previous drought years. Cattle prices were down from previous years, but not unduly. Neither forage nor cattle prices were at the normal averages."

Paul Van Leer
Las Varas Ranch

Item	Year	Number of Head	Total Value
Cattle Total	**2015**	**23,435**	**$29,169,769**
	2014	19,800	$22,888,800
Breeding		**7,250**	**---**
Market		**16,185**	---
Miscellaneous*	**2015**		**$1,861,617**
	2014		$1,939,184
Total	**2015**		**$31,031,386**
	2014		$24,827,984

*Miscellaneous includes: Aquaculture, breeding stock, chickens, goats, sheep, and swine.

Dairy and Apiary

Item	Year	Total Value
Miscellaneous*	**2015**	**$8,423,129**
	2014	$8,595,030

***Miscellaneous Includes: Apiary products (honey, beeswax, pollen, and pollination), milk, and milk products.**

Five Year Comparison

	2011	2012	2013	2014	2015
Vegetable Crops	$437,149,140	$437,426,912	$471,590,681	$493,635,729	**$539,846,497**
Fruit & Nut Crops	$442,705,593	$515,353,303	$545,939,874	$595,346,546	**$582,102,370**
Wine Grapes	$76,958,637	$91,107,064	$163,362,417	$155,255,791	**$106,198,172**
Field & Seed Crops	$21,525,912	$21,275,910	$20,764,227	$21,133,935	**$20,388,067**
Cut Flower & Cut Foliage	$108,336,974	$105,433,124	$106,619,530	$105,093,374	**$105,286,883**
Nursery Products	$70,951,710	$77,770,472	$84,832,238	$86,092,464	**$85,816,058**
Livestock and Poultry	$28,662,090	$34,143,839	$34,904,230	$24,827,984	**$31,031,386**
Dairy and Apiary Products	$8,089,000	$8,460,550	$8,638,221	$8,595,030	**$8,423,129**
Total	$1,194,379,056	$1,290,971,174	$1,436,651,418	$1,489,980,853	**$1,479,092,562**

Export Commodities

Top 10 Export Countries

1	Canada
2	Japan
3	Mexico
4	Thailand
5	Costa Rica
6	Chile
7	China
8	Taiwan
9	United Kingdom
10	Korea
10	Netherlands

Top 10 Commodities

1	Broccoli
2	Strawberry
3	Cauliflower
4	Cut Flower
5	Seeds
6	Cucumber
7	Tomato
8	Nursery Bare Root
9	Celery
10	Napa Cabbage

In 2015 Santa Barbara County exported to 40 different countries: Argentina, Australia, Brazil, Bermuda, Canada, Cayman Islands, Chile, China, Costa Rica, France, French Polynesia, Germany, Guatemala, Guyana, Hong Kong, Hungary, India, Israel, Italy, Japan, Kenya, South Korea, Kuwait, Mexico, Nepal, Netherlands, New Zealand, Panama, Philippines, Portugal, Qatar, Saudi Arabia, Singapore, South Africa, Spain, Taiwan, Thailand, United Arab Emirates, United Kingdom, Uruguay.

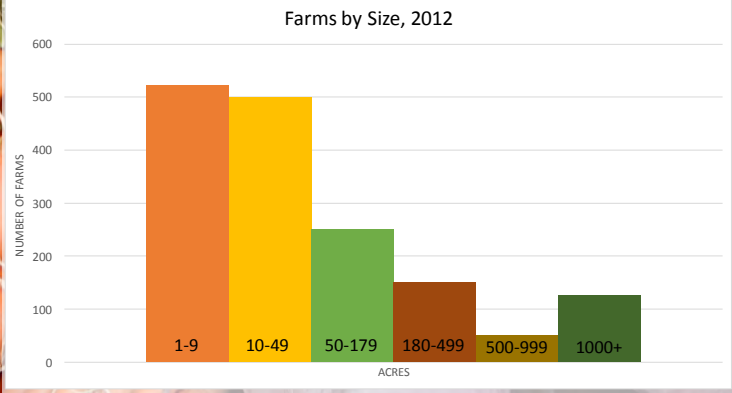
Farm Facts – 2012USDA Census of Agriculture for Santa Barbara County

- Number of Farms - 1597
- Registered Organic -163
- Land in Farms - 701,039 acres
- Demographics

  Male as principal operator - 1269 farms
  Female as principal operator—328 farms
  Average age of Farmer—61.2 years old

- Average Size of Farm: 439 Acres

  522 Farms 1-9 Acres
  500 Farms 20-49 Acres
  250 Farms 50-179 Acres
  150 Farms 180-499 Acres
  50 Farms 500-999 Acres
  125 Farms 1,000+ Acres



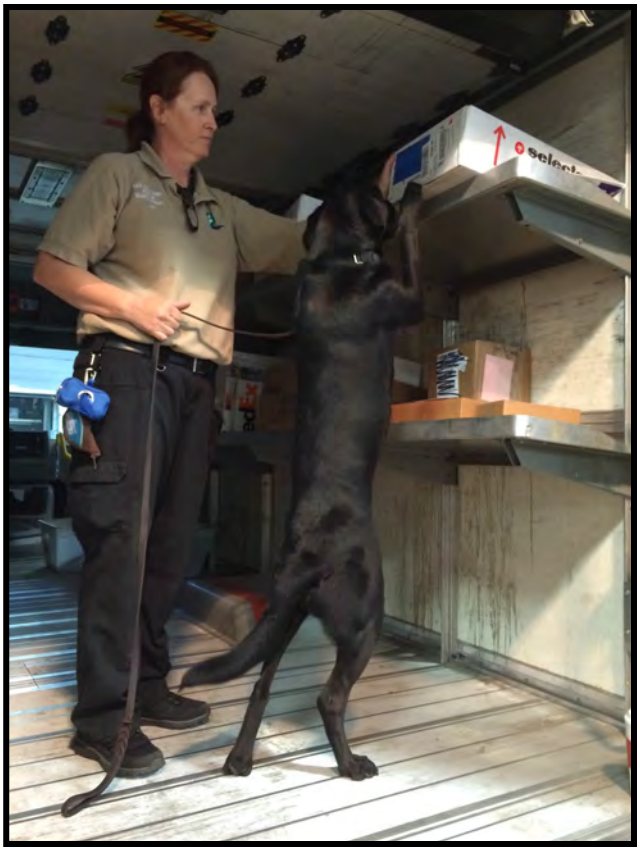
Exclusion

The Santa Barbara County Agricultural Commissioner's Office is actively involved in preventing invasive pests from becoming established in our agricultural lands and communities. The Agricultural Commissioner regulates the commercial and private transport of plants into and out of Santa Barbara County.

Pest exclusion is the first line of defense against invasion by exotic pests. The Agricultural Commissioner enforces all laws, rules and regulations relative to the prevention of the introduction or spread of plant pests and diseases that are potentially devastating to agricultural crops and livestock. Incoming commercial and private shipments of plant material are subject to inspection for compliance with plant import regulations. Inspections take place at the common carriers like UPS and FedEx as well as on incoming shipments of plant material to local nurseries and landscapers.

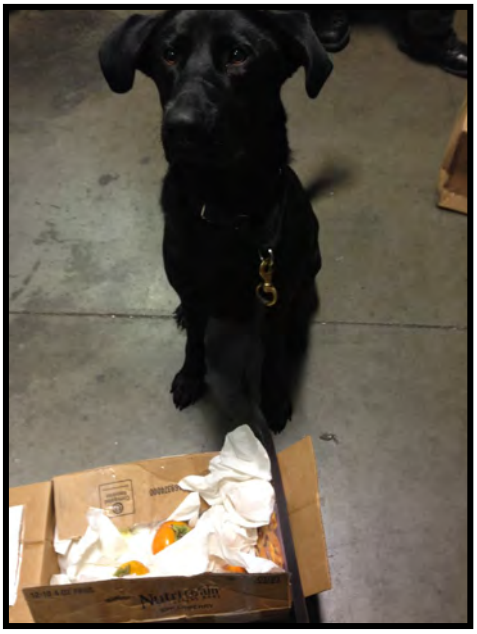
Pest detection is the second line of defense against exotic pests becoming established. Regulatory actions or eradication projects may be conducted on incipient infestations. Due to the constant movement of people, products and commercial shipments into the State of California, the risk for new insect pests to become established is very high. Early detection of these pests is vitally important before they spread to urban or agricultural land. These pests, once established, can cause much destruction, especially in commodities such as fruits and vegetables rendering them inedible. As a result, food quality declines. The Santa Barbara County Agricultural Commissioner's Office along with the California Department of Food and Agriculture place hundreds of insect traps throughout the entire county to aid in the early detection and control of these pests. When feasible, the department works towards the long term biological control of newly introduced pests.

Detection Dog Team



Santa Barbara County was recently awarded funding through the USDA Farm Bill to bring a Detection Dog Team to the County. Our team is made up of handler, Chris Tyler, and canine, Doomis. Doomis, a 75 lb. Shephard/Hound/Labrador mix was rescued from an animal shelter in Barrow County, Georgia in December 2014. Chris Tyler is a graduate of Cal Poly San Luis Obispo with a degree in Environmental Horticultural Science. She has been with the department for 9 years and has worked in all programs. They are one of 14 dog teams throughout the State.

The purpose of the California Dog Teams is to enhance inspection and surveillance activities related to plant products entering the State of California via parcel delivery facilities and airfreight terminals. Dogs and handlers must complete an intense 10-week training through the USDA National Detector Dog Training Center prior to beginning inspections in California. Dogs are initially trained to detect citrus, apple, mango, guava and stone fruit target odors in parcels.



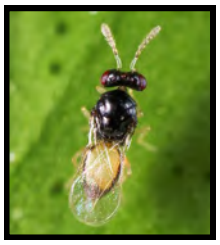
Doomis with his first interception that contained live pests.

Once the teams have mastered the five target odors, handlers work with their partners to increase their repertoire to plants, soil, insects, etc. Once fully trained, the dogs alert on marked and unmarked parcels that contain agricultural product. Trained biologists then inspect the packages that the dogs have alerted on for any unwanted plant pests, including insect species, diseases or other harmful organisms that may pose a threat to the economic well-being of the State. Currently, California Dog Teams conduct inspections at UPS, FedEx, OnTrac and other private parcel carriers throughout California.

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, Gold Spotted Oak Borer, Polyphagus Shothole Borer, and Light Brown Apple moth. These traps were set at various densities per square mile and serviced as frequently as every two weeks.



Tamarixia radiate
Photo courtesy of UC Riverside

Biological Control

During 2015, Santa Barbara County made several live insect releases to suppress existing pests. *Tamarixia radiata wasps were released to suppress Asian Citrus Psyllid and Gonatocerus morgana and Gonatocerus morrilli, both egg parasitic wasps, were released to suppress Glassy-Winged Sharpshooter.*

Weed Abatement

The department assisted in the control of 6 different weeds; Pampas grass (*Cortaderia selloana),* Japanese Dodder (*Cuscuta cf. japonica), Arundo donax,* Carnation Spurge (Euphorbia terracina), Onionweed (*Asphodelus fistulosus*) and Artichoke thistle *(Cynara cardunculus).*

Exotic Weed/Pest Species Intercepted in 2015

Pest, (Common, Scientific)	Rating	Number Rejected / Destroyed
Diseases and Fungi		
Citrus Greening (huanglongbing) *Candidatus Liberibacter asiaticus*	A	7
Eucalyptus and Guava Rust *Puccinia psidii*	B	9
Capulin Cherry Rust *Tranzschelia mexicana*	B	1
Palm Wilt *Fusarium oxsporum f.sp. canariensis*	A	1
Melaluca rust Puccinia psidii	B	4
White Pine Blister Rust *Cronartium ribicola*	B	1
Palm Wilt *Fusarium oxysporum*	A	1
Rust on Prunus spp. *Tranzschelia mexicana*	Q	1
Weeds		
Onionweed *Asphodelus fistulosus*	B	2
Canyon Dodder *Cuscuta subinclusa*	W	1
Poaceae Sp	W	1
Stinkwort *cf. Dittrichia graveolens*	W	1
Tamarisk *Tamarix sp.*	W	1
Geraldton Carnation Spurge *Euphorbia terracina*	W	1

Pest, (Common, Scientific)	Rating	Number Rejected / Destroyed
Mealy bugs and scale		
purple scale *Lepidosaphes beckii*	B	4
boxwood scale *Pinnaspis buxi*	A	2
Mealybug *Phenacoccus/peruvianus*	A	1
Chaff Scale *Parlatoria pergandii*	B	3
Mining Scale *Howardia biclavis*	A	1
Vine Mealybug *Planococcus ficus*	B	11
Urban Soft Scale *Pulvinaria urbicola*	B	2
Cycad Poliaspis Scale *Poliaspis media*	Q	1
Trilobe Scale *Pseudaonidia trilobitiformis*	Q	1
Mealybug *Paracoccus/gillianae*	Q	2
Mealybug *Pseudococcus sp. A*	Q	5
Cycad Aulacaspis Scale *Aulacaspis yasumatsui*	Q	1
Mealybug sp.	Q	3
Mealybug *Delottococcus/confusus*	Q	1
Armored Scale *Pseudoparlatoria sp.*	Q	3
Pacific Mealybug *Planococcus minor*	Q	2
Wax Scale *Ceroplastes sp.*	Q	3
Aphids, leaf hoppers and Psyllids		
Asian citrus psyllid *Diaphorina citri*	A	6
Glassy-winged sharpshooter *Homalodisca vitripennis*	B	14
Aphid sp.	Q	1
Ants		
Ant *Ochetellus glaber*	A	1
Ant *Pheidole sp.*	Q	1
Moths		
Light Brown Apple Moth *Epiphyas postvittana*	A	159
Thrips		
Thrips *Thrips/florum*	A	1
Thrips sp.	Q	1
Ficus Thrips *Gynaikothrips uzeli*	Q	1
Mites		
Tetranychid Mite *Tetranychus sp.*	Q	1

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 163 growers registered organic in Santa Barbara County in 2015. Utilizing organic principles as required by the California Organic Products Act of 2003, these growers 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 Acerage	
1. Strawberry	1,647
2. Carrots	1,025
3. Spinach	962
4. Leaf Lettuce	563
5. Cauliflower	536
6. Broccoli	521
7. Avocado	496
8. Celery	414
9. Kale	411
10. Romaine Lettuce	378

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 16 CFMs in Santa Barbara County.

Many consumers have already discovered the benefits of buying locally grown, fresh picked fruits 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** Stork 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 Maria** **5-8PM** Town Center West	**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
Gaucho 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 and 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 transactions are accurate.

Weighing Device	Number of inspections	Measuring Device	Number of inspections
Computing/Counter Scales	1135	Retail Fuel Meters	2800
Vehicle Scales	60	Taxi Meters	250
Dormant/Platform Scales	235	Wholesale Meters	73
Livestock Scales	43	Liquid Propane Gas Meters	57
Hanging/Crane Scales	48	Vapor/Water/Electric Submeters	1750
Jewelry Scales	30	Vehicle Meters	46
Miscellaneous Weighing Devices	4	Truck Rental/Emergency Vehicle Odometers	100
Price and Quantity Verification	**Number of Inspections**	**Items Sampled**	**Results**
Price verfication Inspections	900	19,900	22% of locations had overcharges
Package & Labeling Inspections	90	130,000	1276 packages ordered off sale

Weights and Measures Inspector Sam Ansari testing the odometer in an emergency vehicle.

Staff Highlights

Guy Tingos

Guy Tingos was an essential part of the Agricultural Commissioners office for 30 years. Guy joined the department as an Extra Help insect trapper in 1984, then moved up to Agricultural Biologist where he served for seven years. In 1991, Guy was promoted to Deputy Agricultural Commissioner for pest prevention programs. Guy was promoted to the Assistant Agricultural Commissioner in 2013. In addition to his time with the department, Guy was a member of the Board of Directors for the California Cut Flowers and Nursery Growers Association for 5 years and served as Chair of the Agricultural Preserve Advisory Committee for 4 ½ years.

Since retiring, Guy has taught several birding classes for the Natural History Museum, has lead field trips for Santa Barbara Audubon and the Santa Ynez Natural History Society, and conducts weekly bird population surveys at UCSB's Sedgwick Reserve. He can also be found regularly on local beaches perfecting his surf fishing techniques. Guy and his wife Betsy recently traveled to France and are planning more travel in the near future. Guy highly recommends retirement!

Ken Masuda

Ken Masuda was an integral part of the department for over 33 years. Ken started with the department as an Agricultural Biologist in 1981. During his tenure, Ken worked in all agricultural programs, exhibiting the highest level of integrity and work ethic. His attention to details, extensive knowledge of our local industry, and experience in disseminating new information about our ever changing regulations to the industry we regulate, have greatly benefited the department.

Since retiring, Ken and his wife took an extended visit to Oahu, Hawaii to spend time with their family. Ken also enjoys spending time in his garden.

Department Staff

Commissioner/Sealer
Cathleen M. Fisher

Assistant Commissioner/Sealer
Rudy Martel

Deputy Commissioners
Lottie Martin (SM)
Stephanie Stark (SB)
Debbie Trupe

Deputy Sealer
Matthew Maiten

IT Systems Analyst
Gus Maio

Supervising Agricultural Biologists
Alma Cangelosi
Mary Ann Rajala

Administrative Staff
Traci Lewis
Alicia Morales
Mirtha Pantoja
Kendra Stites

Agricultural Biologists
Daniel Delfin
Harriet Heath
Julia Kosowitz
Rocio Lara
Cortney Poole
Adriana Rosales
Claudia Sancho
Tashina Sanders
Chad Schmid
Kirk Schram
Connor Shanahan
Ian Swisher
Chris Tyler
Matthew Victoria

Agricultural Detection Canine
Doomis, handled by Chris Tyler

Weights and Measures Inspectors
Sam Ansari
Sally Leon-Tondro
Daniel Garcia
Scott Perkins

Agricultural Technician/Extra Help
Edgar Meneses
Jennyfer Savin

Agricultural Project Aide
Ruth Jensen

Agricultural IPM Specialist
Vacant

Photos: Agricultural Commissioner W&M Staff.
Thank you for your assistance: Randy Baldwin, Bob Campbell, Mark English, Jason Gamble, Kevin P. Merrill, Randy Sharer, Paul Ven Leer, June Van Wingerden, Froylan Vazquez, Babe Farms, Saint Augustine Ranch, San Marcos Growers and Santa Barbara Blueberries