

Sonoma County CROP REPORT 2017





DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

Tony Linegar

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Karen Ross, Secretary
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Sonoma County:

Susan Gorin – First District

David Rabbitt – Second District, Vice Chair

Shirlee Zane – Third District

James Gore – Fourth District, Chair

Lynda Hopkins – Fifth District

It is my privilege to present the 2017 Sonoma County Crop Report as prepared pursuant to Section 2279 of the California Food and Agriculture Code. The reported total value for 2017 was \$894,182,900 which represents a 0.45% decrease from our 2016 value of \$898,125,200. This report reflects the gross production values, not the net income or costs of production and marketing.

The 2017 growing season was anything but “normal” and included deluges of rain, heat waves, and devastating wildfires. The wildfires came October 8th, thankfully late in the season when most crops had already been harvested, reducing the impacts to agriculture. The season started out wet with over 49 inches of rain spanning from January through June. This welcome rainfall alleviated concerns over continued drought conditions, filling reservoirs, and replenishing the soil profile. Grapevines grew vigorously, and more effort was given to cover crops, tillage, and managing canopies. August delivered some of the longest, hottest periods seen in recent years, which resulted in the winegrape harvest starting with a sprint. The value per ton for winegrapes increased by 8.3% to \$2,806 per ton, however, tonnage overall was down 8.9% from 2016. As a result, total winegrape value was down 1.4% compared to 2016 at \$578,312,900.

Apple yields dropped significantly from 2016 after a year of insufficient chill hours and considerable rainfall during bloom. 2017 apple tonnage was down nearly 43% from 2016 putting it on par with the low yields of 2014, which was one of the worst apple crops in recent history. Despite apple prices per ton increasing by more than 7% and continued demand and premium price for organic apples, overall value of apples dropped 39% compared to 2016.

The overall value of livestock and poultry products decreased slightly from 2016. The driving factor behind the reduction was a 5% decrease in market milk production coupled with a continuing decrease in milk value per unit.

Nursery product value was up 8.3% from 2016. Bedding plants saw an increase of over 300%, while deciduous fruit trees, cacti, and houseplants saw an increase of over 9.4%. This is attributed to increased landscaping replacement across the county as more residents replace lawns with drought-resistant plants in response to rising water costs.

This year’s crop report honors Sonoma County Farm Trails. Since 1973, Sonoma County Farm Trails has fostered a connection between farmers and consumers and played an important role in educating the public about how their food is produced. In addition, they have been pioneers in agritourism while advocating for farmers and sustainable agriculture.

I would like to extend my gratitude and appreciation to all of the agricultural producers whose participation made this report possible. A sincere thank you to Pierpaolo Aymar, Agricultural Biologist, who collected and compiled these statistics, as well as the outstanding staff of the Department of Agriculture/Weights & Measures who contributed to the production of this report.

Respectfully submitted,

A handwritten signature in black ink that reads 'Tony Linegar'.

Tony Linegar
Agricultural Commissioner/Sealer of Weights & Measures



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Photo credit: Devoto

Front cover photo credits, clockwise from top left: pigs by Tara Firma Farms, radishes by Tierra Vegetables, eggs at Redwood Hill Capracopia by Dawn Heumann, dahlias by Aztec Dahlias

FARM TRAILS

A SONOMA COUNTY LEGACY

In the spring of 1973, before certified farmers' markets were established, and before any campaigns to shop locally were in existence, there was a glaring need to create a way for farmers to sell directly to consumers. In addition, there was not a good way for the consumer to meet the farmer growing their food and learn about how or where it was grown. It was then that a group of forward thinking farmers in Sonoma County set out to change all of that. Anchored by a feasibility study done by the University of California Cooperative Extension and supported by county farm advisors John Smith and Stanley Coates, a plan was devised to create a map and guide of local agriculture. Then on March 15, 1973, with seed money provided from the bed tax by the Sonoma County Board of Supervisors, the group filed articles of incorporation as a non-profit and Sonoma County Farm Trails was born. The concept was immediately supported by 95 family farms and has continued to grow to this day.

The mission of Sonoma County Farm Trails is to "ensure the continuing economic viability of Sonoma County agriculture by instilling an appreciation of agriculture as a vital part of our community and lifestyle". To accomplish this mission, Farm Trails publishes a map and guide of participating artisanal producers and family farms, produces the Gravenstein Apple Fair, organizes seasonal farm tours, hosts farm-to-table feasts, and funds scholarships for aspiring young farmers. You could say that Sonoma County Farm Trails was into "agritourism" before that word even existed!

Under the leadership of Executive Director Carmen Snyder and the Farm Trails Board of Directors, Farm Trails has put on some very successful seasonal farm tours. In spring of 2017, Blossoms, Bees & Barnyard Babies afforded participants the opportunity to visit the farms of their choice. They could meet a beekeeper and learn about bees and honey production, watch and learn how to shear sheep, harvest and arrange their own bouquet, or visit baby farm animals. This family friendly event was a huge success, drawing over 7,500 guests to Farm Trails over the course of the weekend. Despite having to cancel the historic Fall Tour due to the devastating wildfires in October, Farm Trails followed up with Holiday Along the Farm Trails, bringing thousands of people from around the Bay Area to Sonoma County to promote holiday spending in our local agricultural community.

The real strength of the organization has been its membership and the supporting partners. Today, with 127 member farms and producers and 64 supporting partners, a strong network has formed to promote and sustain local agriculture. Over the years, Farm Trails' influence and involvement has expanded to include collaborating with a wide variety of organizations and agencies to advocate for a thriving local food system and to preserve and promote greater financial viability for farmers and producers. Undoubtedly, Sonoma County Farm Trails will remain a part of the agricultural fabric and culture of Sonoma County for years to come.

Photo credits, clockwise from top left: bean pods at Two Belly Farms by Dawn Heumann, pumpkins at Tara Firma Farms by Cindi Stephan, lambs by Cindi Stephan, persimmons at Two Belly Farms by Dawn Heumann





MILLION DOLLAR CROPS AND NURSERY PRODUCTS

MILLION DOLLAR CROPS

1	Winegrapes - All	\$578,312,900
2	Market Milk	\$137,185,800
3	Miscellaneous Livestock and Poultry	\$47,354,900
4	Miscellaneous Livestock and Poultry Products	\$39,749,200
5	Cattle and Calves	\$20,404,700
6	Nursery - Miscellaneous	\$14,230,800
7	Nursery - Ornamentals	\$11,717,200
8	Sheep and Lambs	\$9,627,400
9	Vegetables	\$8,448,200
10	Nursery - Bedding Plants	\$5,078,500
11	Nursery - Cut Flowers	\$4,174,900
12	Rye and Oat Silage Crops	\$2,995,100
13	Apples - Late Varieties	\$2,244,000
14	Apples - Gravenstein	\$1,092,600
15	Rye and Oat Hay	\$1,048,500

NURSERY PRODUCTS

Product	Year	Quantity	Unit	Total
Ornamentals	2017	1,060,968	plant	\$11,717,200
	2016	1,849,031	plant	\$14,321,700
Bedding Plants	2017	150,240	flat	\$5,078,500
	2016	445,668	flat	\$1,245,300
Christmas Trees	2017	2,575	units	\$209,400
	2016	4,775	units	\$236,000
Cut Flowers	2017			\$4,174,900
	2016			\$3,894,400
Miscellaneous Products (a)	2017			\$14,230,800
	2016			\$13,001,700
TOTAL VALUE	2017			\$35,410,800
	2016			\$32,699,100

(a) includes grapevines, deciduous fruit and nut trees, liners, bulbs, forest seedlings, house plants, orchids, cacti, herbaceous perennials, dry flowers, turf, and wreaths



WINEGRAPE PRODUCTION - REDS

RED VARIETIES

TOP 13 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Cabernet Franc	2017	565.0	35.6	600.6	1,382.4	\$3,335.31	\$4,610,700
	2016	578.5	28.5	607.0	1,382.5	\$2,955.14	\$4,085,500
Cabernet Sauvignon	2017	12,530.9	530.4	13,061.3	43,157.9	\$3,071.98	\$132,580,200
	2016	12,456.7	560.0	13,016.7	41,575.7	\$2,964.60	\$123,255,300
Carignane	2017	162.7	0.0	162.7	260.4	\$2,665.76	\$694,200
	2016	162.7	0.0	162.7	305.8	\$2,195.62	\$671,500
Grenache	2017	153.8	8.0	161.8	854.7	\$3,076.99	\$2,630,000
	2016	152.7	3.6	156.3	739.7	\$2,995.16	\$2,215,500
Malbec	2017	536.0	11.3	548.3	1,700.8	\$2,953.95	\$5,024,100
	2016	551.5	4.7	556.2	2,960.5	\$2,629.78	\$7,785,500
Mataro/ Mouvedere	2017	41.6	0.9	42.5	158.2	\$2,895.20	\$458,000
	2016	41.6	0.9	42.5	771.5	\$2,119.36	\$1,635,100
Merlot	2017	3,978.8	22.6	4,001.4	11,611.1	\$1,922.95	\$22,327,400
	2016	4,115.7	24.6	4,140.3	13,761.0	\$1,818.10	\$25,018,900
Petite Sirah	2017	688.8	4.2	693.0	2,536.3	\$2,905.75	\$7,370,000
	2016	694.5	4.2	698.7	3,266.3	\$2,797.89	\$9,138,700
Petit Verdot	2017	284.3	9.9	294.2	915.6	\$3,156.58	\$2,890,200
	2016	278.3	16.5	294.8	1,332.0	\$2,976.71	\$3,965,000
Pinot Noir	2017	13,414.3	423.8	13,838.1	43,439.1	\$3,912.46	\$169,953,700
	2016	13,343.1	385.2	13,728.3	42,566.3	\$3,680.50	\$156,665,300
Sangiovese	2017	316.5	0.0	316.6	916.8	\$2,400.63	\$2,200,900
	2016	316.9	0.0	316.9	1,091.1	\$2,314.48	\$2,525,300
Syrah-Shiraz	2017	1,571.7	8.5	1,580.2	3,216.5	\$2,779.67	\$8,940,800
	2016	1,575.6	13.5	1,589.1	3,618.1	\$2,596.01	\$9,392,600
Zinfandel	2017	4,976.9	16.9	4,993.9	12,874.5	\$3,006.42	\$38,706,200
	2016	5,070.5	20.0	5,090.5	15,287.7	\$2,840.06	\$43,418,000
TOTAL ALL REDS including other reds	2017	39,996.5	1,658.8	41,655.3	124,787.5	\$3,219.57	\$401,762,100
	2016	39,821.4	1,342.0	41,163.5	130,589.3	\$3,008.75	\$392,910,600



WINEGRAPE PRODUCTION - WHITES

WHITE VARIETIES

TOP 10 BY VALUE - LISTED ALPHABETICALLY

Varietal	Year	Acreage			Production		
		Bearing	Non-Bearing	Total	Tons	\$/Ton	Total Value
Chardonnay	2017	15,906.9	353.5	16,260.4	61,052.3	\$2,335.36	\$142,579,100
	2016	16,078.1	505.5	16,583.6	74,954.2	\$2,162.97	\$162,123,700
Gewürtztraminer	2017	121.1	0.0	121.1	241.7	\$1,868.51	\$451,600
	2016	116.4	4.7	121.1	284.2	\$1,599.07	\$454,500
Muscat Blanc/ Muscat Canelli	2017	15.4	0.0	15.4	131.9	\$2,327.32	\$307,000
	2016	15.0	0.0	15.0	165.6	\$2,373.82	\$393,100
Pinot Blanc	2017	66.0	0.0	66.0	241.7	\$2,146.29	\$518,800
	2016	66.0	0.0	66.0	230.6	\$2,017.30	\$465,200
Pinot Gris	2017	468.2	4.0	472.2	1,498.8	\$1,804.43	\$2,704,500
	2016	472.2	0.0	472.2	1,496.3	\$1,744.00	\$2,609,500
Roussanne	2017	30.6	0.0	30.6	102.1	\$3,260.35	\$332,900
	2016	29.6	1.0	30.6	91.3	\$2,583.09	\$235,900
Sauvignon Blanc	2017	2,645.9	106.0	2,751.9	15,815.2	\$1,737.25	\$27,475,000
	2016	2,709.6	144.9	2,854.5	16,144.4	\$1,687.23	\$27,239,300
Semillon	2017	98.7	0.6	99.3	430.9	\$2,138.82	\$921,700
	2016	102.7	0.0	102.7	407.9	\$2,256.90	\$920,600
Viognier	2017	242.0	0.7	242.7	500.9	\$2,572.92	\$1,288,800
	2016	236.0	6.2	242.2	545.9	\$2,433.54	\$1,328,500
White Reisling	2017	66.5	0.0	66.5	198.0	\$2,213.34	\$438,200
	2016	63.3	0.0	63.3	317.7	\$2,263.02	\$719,000
TOTAL ALL WHITES Including other whites	2017	19,975.1	835.5	20,810.6	81,309.7	\$2,213.41	\$179,971,700
	2016	20,187.1	759.3	20,946.3	95,852.3	\$2,018.90	\$193,516,200

TOTAL WINEGRAPES Including all reds and whites	2017	59,971.6	2,494.3	62,465.9	206,097.2	\$2,806.02	\$578,312,900
	2016	60,008.5	2,101.3	62,019.8	226,441.6	\$2,590.15	\$586,517,700

FRUIT AND NUT SUMMARY

FRUIT AND NUT SUMMARY

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Apples (all)	2017	2,190	3.87	8,471	\$394		\$3,336,600
	2016	2,193	6.80	14,913	\$367		\$5,466,800
Fresh	2017					\$721,000	
	2016					\$711,700	
Processed (a)	2017					\$2,615,700	
	2016					\$4,755,000	
Grapes (wine)	2017	59,972	3.44	206,097	\$2,806		\$578,312,900
	2016	60,009	3.77	226,442	\$2,590		\$586,517,700
Olives	2017	381					\$893,800
	2016	381					\$701,000
Miscellaneous (b)	2017						\$422,300
	2016						\$599,500
TOTAL	2017						\$582,965,600
	2016						\$593,285,000

(a) includes canned, juice, cider, and vinegar

(b) includes bush-berries, cane-berries, stone fruits, pears, kiwi, tree nuts, strawberries, figs, etc.

TONS OF SONOMA COUNTY GRAPES CRUSHED 2001-2017

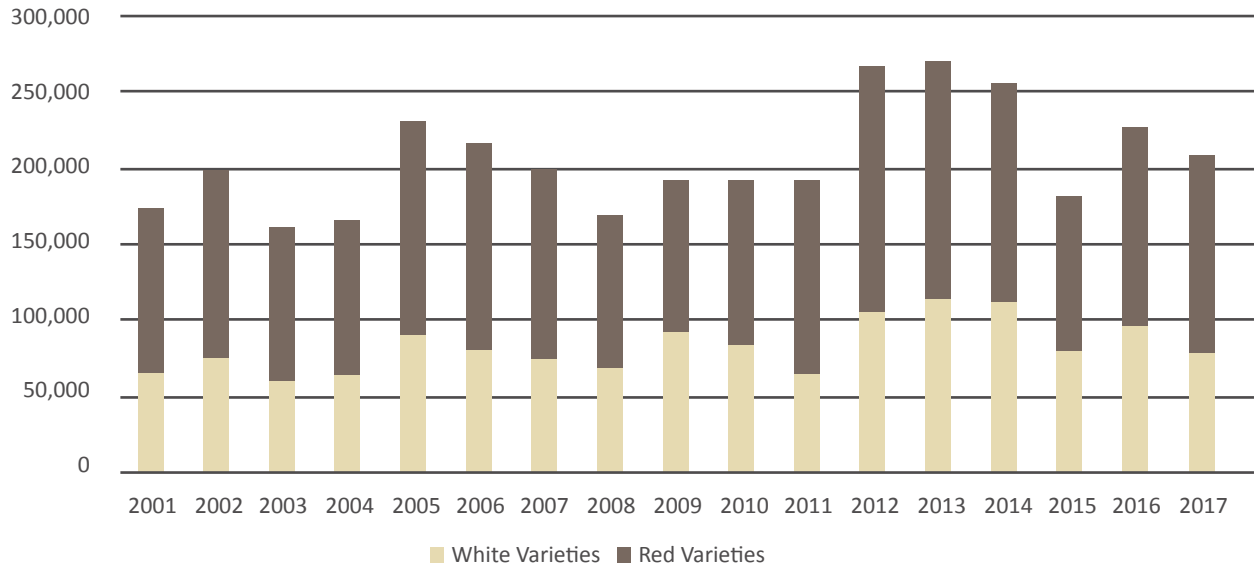


Photo credit: Tara Firma Farms by Cindi Stephan



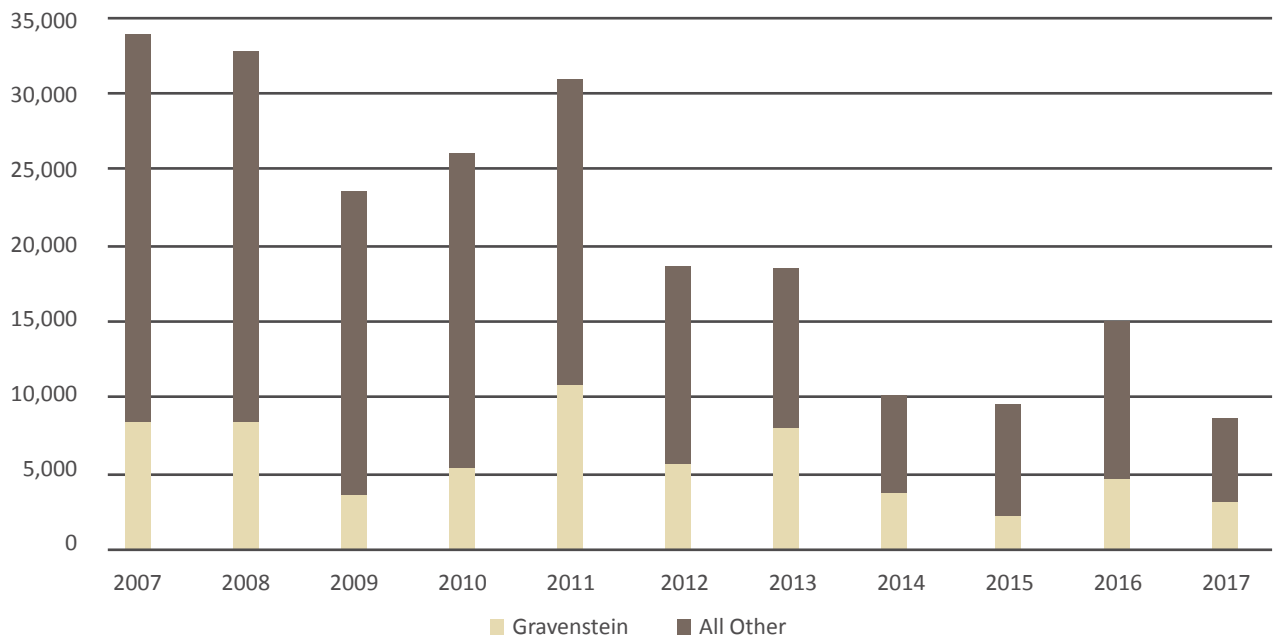
APPLE PRODUCTION

APPLE PRODUCTION

Crop	Year	Bearing Acres	Tons/ Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2017	704	3.78	2,663	\$410		\$1,092,600
	2016	704	6.72	4,730	\$337		\$1,595,000
Fresh	2017			79	\$1,248	\$98,991	
	2016			43	\$1,873	\$79,991	
Processed (a)	2017			2,584	\$385	\$993,626	
	2016			4,687	\$323	\$1,514,980	
Late Apples	2017	1,486	3.91	5,807	\$386		\$2,244,000
	2016	1,489	6.84	10,183	\$380		\$3,871,800
Fresh	2017			290	\$2,142	\$621,962	
	2016			251	\$2,522	\$631,739	
Processed (a)	2017			5,517	\$294	\$1,621,998	
	2016			9,933	\$326	\$3,240,054	
TOTAL	2017	2,190	3.87	8,471	\$394		\$3,336,600
	2016	2,193	6.80	14,913	\$367		\$5,466,800

(a) includes canned, juice, vinegar, and cider

TONS OF APPLES PRODUCED 2007-2017



VEGETABLE, FIELD CROPS, AND APIARY PRODUCTION

VEGETABLES

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous Vegetables (a)	2017	441	\$8,448,200
	2016	482	\$9,961,300

(a) includes crucifers, squash, melons, mushrooms, potatoes, peppers, tomatoes, sprouts, lettuces, etc.



FIELD CROPS

Crop	Year	Harvested Acreage	Tons/Acre	Total Tons	Unit	\$/Unit	Total
Hay, Rye and Oat	2017	4,756	2.0	9,531	ton	\$110.00	\$1,048,500
	2016	5,489	2.8	15,387	ton	\$61.00	\$938,600
Hay, Volunteer	2017	883	3.5	3,053	ton	\$140.00	\$427,400
	2016	1,739	2.2	3,861	ton	\$132.22	\$510,500
Green Chop (a)	2017	1,260	4.9	6,155	ton	\$28.50	\$175,400
	2016	1,130	14.2	16,030	ton	\$27.21	\$436,100
Oats, Grain	2017	428	1.0	407	ton	\$224.30	\$91,300
	2016	521	0.9	451	ton	\$243.24	\$109,700
Silage, Corn (a)	2017	124	27.6	3,423	ton	\$49.77	\$170,400
	2016	184	20.2	3,724	ton	\$48.82	\$181,800
Silage, Rye and Oat (a)	2017	5,015	12.1	60,876	ton	\$49.20	\$2,995,100
	2016	8,462	12.1	102,605	ton	\$39.15	\$4,016,500
Straw	2017						\$99,300
	2016						\$83,000
Miscellaneous (b)	2017						\$223,300
	2016						\$277,700
Pasture (c)	2017	7,506			acre	\$91.00	\$683,000
	2016	8,258			acre	\$90.92	\$750,800
Rangeland (c)	2017	315,412			acre	\$20.28	\$6,396,600
	2016	318,598			acre	\$20.28	\$6,461,200
TOTAL	2017	335,383					\$12,310,300
	2016	341,195					\$13,765,900

(a) much of the green chop and silage is not sold but used on the farm - value determined by its feed equivalent

(b) includes alfalfa, barley, safflower, wheat, vetch, Sudan, etc.

(c) average potential grazing value per acre of forage



APIARY PRODUCTS

Total Value (a)	2017	\$231,000
	2016	\$263,200

(a) includes honey, wax, and hives rented for pollination

Photo credits, l-r, t-b: crops at Redwood Hill Capracopia by Dawn Heumann, carrots at Tara Firma Farms by Cindi Stephan, cattle at Stemple Creek by Paige Green, eggs at Tara Firma Farms by Cindi Stephan, bee at Tilted Shed Ciderworks by Samantha Harmon, beekeeper by Cindi Stephan, goats at Redwood Hill Farm Capracopia by Dawn Heumann, chickens at Tara Firma Farms by Cindi Stephan.



LIVESTOCK AND POULTRY

LIVESTOCK AND POULTRY

Livestock	Year	Number of Head	Live Weight	Unit	\$/Unit	Total
Cattle/Calves	2017	32,442	165,892	cwt.	\$123.00	\$20,404,700
	2016	31,336	160,302	cwt.	\$128.27	\$20,561,900
Sheep/Lambs	2017	52,296	63,085	cwt.	\$152.61	\$9,627,400
	2016	46,651	56,275	cwt.	\$150.70	\$8,480,600
Hogs	2017	1,658	4,144	cwt.	\$62.91	\$260,700
	2016	1,479	3,768	cwt.	\$71.82	\$270,600
Miscellaneous (a)	2017					\$47,354,900
	2016					\$40,823,200
TOTAL	2017					\$77,647,700
	2016					\$70,316,300

(a) includes chicks, pullets, fryers, roasters, ducks, turkey poult, turkeys, rabbits, goats, etc.

LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2017	4,663,013	cwt.	\$29.42	\$137,185,800
	2016	4,904,417	cwt.	\$29.87	\$146,475,400
Milk, Manufacturing	2017	3,798	cwt.	\$32.91	\$125,000
	2016	4,083	cwt.	\$32.23	\$131,600
Wool	2017	121,485	lb.	\$0.90	\$109,300
	2016	115,700	lb.	\$0.94	\$108,800
Miscellaneous (a)	2017				\$39,749,200
	2016				\$31,298,600
TOTAL	2017				\$177,169,300
	2016				\$178,014,400

(a) includes market duck eggs, turkey hatching eggs, chicken eggs for consumption, egg by-products, and feathers

LIVESTOCK AND POULTRY INVENTORY

Item	Number
Cattle/Calves (all)*	75,582
Milk cows and heifers (2 years and older)	30,051
Beef cows and heifers (2 years and older)	13,089
Sheep/Lambs (all)	39,908
Hogs	1,658
Laying Hens, Pullets, and Broilers	2,332,340
Goats	3,060

* Number of head as of January 1, 2018

RECAPITULATION, TIMBER, AND FISHERIES

RECAPITULATION

	2016	2017	% Change
Apiary Products	\$263,200	\$231,000	-12.2%
Vegetable Crops	\$9,961,300	\$8,448,200	-15.2%
Field Crops	\$13,765,900	\$12,310,300	-10.6%
Nursery Products	\$32,699,100	\$35,410,800	8.3%
Livestock and Poultry	\$70,136,300	\$77,647,700	10.7%
Livestock and Poultry Products	\$178,014,400	\$177,169,300	-0.5%
Fruit and Nut Crops	\$593,285,000	\$582,965,600	-1.7%
TOTAL VALUE	\$898,125,200	\$894,182,900	-0.4%

TIMBER HARVEST

Year	Production	Unit	Value (a)
2017	14,875,000	board feet	\$8,109,678
2016	9,510,000	board feet	\$3,417,223

(a) value of timber immediately before cutting
 Source: www.boe.ca.gov/proptaxes/timbertax.htm
 Informational only.

COMMERCIAL FISH LANDINGS

Species	Year	Pounds	Value
Crab, Dungeness	2016	3,932,567	\$12,184,460
	2015	345,891	\$1,813,703
Salmon, Chinook	2016	103,638	\$790,271
	2015	84,132	\$573,103
Rockfish, all	2016	9,004	\$16,711
	2015	11,978	\$25,526
Halibut, California	2016	2,965	\$19,245
	2015	4,900	\$29,994
Miscellaneous	2016	234,356	\$217,655
	2015	1,495,171	\$680,473
Sablefish	2016	176,056	\$620,185
	2015	170,074	\$558,080
Lingcod	2016	8,532	\$33,568
	2015	10,215	\$35,598
Tuna, Albacore	2016	5,109	\$9,752
	2015	0	\$0
Cabezon	2016	25	\$202
	2015	804	\$3,250
TOTAL	2016	4,472,252	\$13,892,049
	2015	2,123,165	\$3,719,727

Source: <https://www.wildlife.ca.gov/Fishing/Commercial/Landings#260041493-2016>
 Data listed is most recent information available for commercial fisheries.
 Informational only.



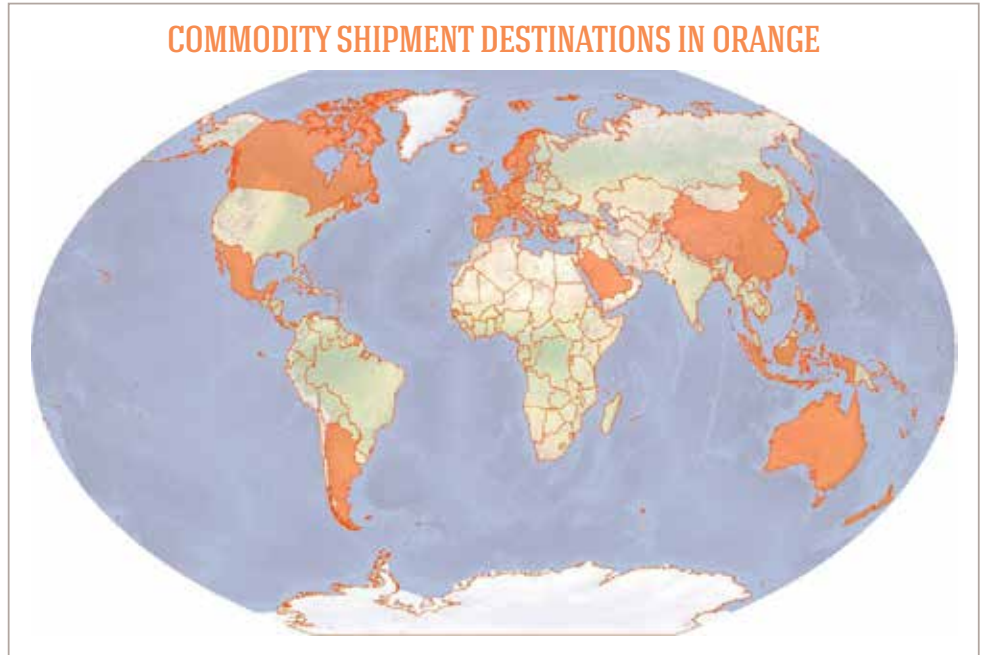
COMMODITY EXPORTS

In 2017, the Sonoma County Department of Agriculture/Weights & Measures issued 177 federal phytosanitary certificates for international shipments to 24 countries and 16 state phytosanitary certificates for shipments within the United States. These certificates were issued by staff to ensure products produced or processed in Sonoma County meet the necessary import requirements. Phytosanitary certificates document that materials to be shipped have been inspected and certified free from pests as required by the importing state or country.

DESTINATION / CERTIFICATES

- China - 66
- Mexico - 27
- Spain - 18
- Australia - 14
- Japan - 8
- Italy - 7
- Costa Rica - 5
- Republic of Korea - 5
- Germany - 3
- New Zealand - 3
- France - 3
- Canada - 2
- Singapore - 2
- Sweden - 2
- Taiwan - 2
- United Kingdom - 2
- Argentina - 1
- Bermuda - 1
- Bulgaria - 1
- Indonesia - 1
- Netherlands - 1
- Norway - 1
- Saudi Arabia - 1
- Switzerland - 1

COMMODITY SHIPMENT DESTINATIONS IN ORANGE



COMMODITIES EXPORTED

- Animal Feed
- Flower and Vegetable Seed
- Grapevines
- Herbs and Spices
- Lumber and Logs
- Nursery Stock
- Oak Pieces for Winemaking
- Oak Wine Barrels
- Oak Wood Chips



AGRICULTURE DIVISION SUMMARY

Agriculture is one of the main industries in Sonoma County and it provides a very significant base to the county's economy. The Department accomplishes the promotion and protection of agriculture through educational outreach and enforcement of federal, state, and county regulations.

Since 2010, Sonoma County has been working to eradicate the European Grapevine Moth (EGVM). In August of 2016, the pest was officially declared eradicated from North America by the United States Department of Agriculture, although Sonoma County continues to monitor for EGVM to ensure that our county remains free of this pest. There were no EGVM detected in 2017.

PEST DETECTION TRAPPING PROGRAM

Our Pest Detection trappers search for pests outside of a known infested area or for pests not known to occur in California. The purpose of this program is to detect pests before they become established over an area so large that eradicating the pest is no longer feasible. In 2017, we placed 7,790 traps for the detection of exotic insect pests including Mediterranean, Oriental and Melon Fruit Flies, Gypsy Moth, Japanese beetle, European Grapevine Moth, Light Brown Apple Moth, and Asian Citrus Psyllid. These traps were serviced 83,250 times.

After detecting one Oriental Fruit Fly in a trap in Cotati in 2016, an 81 square mile delimitation area was established around the find. The delimitation survey concluded in 2017 with no additional detections.

There were 506 traps placed in nurseries and urban areas for the detection of Glassy-Winged Sharpshooter (GWSS), which were serviced 4,626 times. There were no GWSS detected in our traps in 2017.

PEST EXCLUSION PROGRAM

The goal of our Pest Exclusion Program is to prevent the introduction and spread of exotic weeds, plant diseases, insect pests, or animal pests, which might be harmful to Sonoma County agriculture and our environment. To accomplish this goal, the Division inspects incoming plant shipments and rejects infested plant material. We visit the FedEx terminal in Petaluma daily to inspect packages, inspect incoming out-of-state shipments of nursery stock at nurseries, vineyards, and farms, inspect incoming shipments at feed mills, and inspect outdoor household articles from areas known to be infested with Gypsy Moth. A total of 483 premise visits occurred in 2017 and during these visits we inspected 9,412 shipments of plant material. 28 shipments of plant material were rejected for violations of state or federal quarantines. To prevent the spread of GWSS into Sonoma County, Division personnel inspected 1,472 shipments of nursery stock arriving from infested counties in California.

PESTICIDE USE ENFORCEMENT PROGRAM

The Division performed 52 inspections related to commercial and agricultural pesticide use in the County. These inspections included in-progress inspections of the applicator and application equipment, post-application field worker safety inspections, and employee safety inspections at headquarters to review records and storage areas.

In 2017, the Division issued 130 private applicator certificates, 701 operator identification numbers and restricted material permits for agricultural pesticide use, and reviewed 203 notices of intent for restricted materials. The Division registered 221 agricultural or structural pest control businesses, 58 pest control advisors, and 86 farm labor contractors. Additionally, 34 investigations for suspected pesticide illnesses or complaints were completed.

Photo credit: UC Statewide IPM Program by Jack Kelly Clark



EXOTIC/INVASIVE PEST SPECIES INTERCEPTED

Light Brown Apple Moth
Epiphyas postvittana

Glassy-Winged Sharpshooter
Homalodisca vitripennis

Sudden Oak Death
Phytophthora ramorum

Magnolia White Scale
Pseudaulacaspis cockerelli

Gypsy Moth
Lymantria dispar

Vine Mealybug
Planococcus ficus

Quack Grass
Elymus repens

Apple Maggot
Rhagoletis pomonella

Knapweed
Centaurea sp.

Flower Scarab Beetle
Hoplia sp.

Unilobed Scale
Pinnaspis uniloba

Stellate Scale
Ceroplastes stellifer



Photo credit: UC Statewide IPM Program by Jack Kelly Clark

ORGANIC PRODUCTION

Beginning January 1, 2017, changes to the Organic Food and Farming Act no longer require organic registrants in California to provide detailed commodity information and acreage to the state upon initial registration or during renewal. Before these changes, the state and its counties had been collecting detailed information on specific crop commodities, their acreage, and associated value. This allowed counties to evaluate the contribution of organic agriculture to the overall county economy and to ascertain the ratio of organic to conventional acreage. The total production acreage is now reported by registrant rather than by commodity. Due to these changes, the Department can only report on the total organic acreage farmed in Sonoma County. We have 305 organic registrants farming approximately 73,500 acres. It is important to note that the acreage number may be inflated due to multiple commodities being registered per parcel.

For more information on the Organic Food and Farming Act, please visit the California Department of Food and Agriculture's State Organic Program website at www.cdffa.ca.gov/is/i_&c/organic.html.

IN 2017, THE AGRICULTURE DIVISION:

- Inspected over 2.7 million chicken eggs for defects via representative sampling.
- Issued 177 federal phytosanitary certificates for international shipments and 16 state phytosanitary certificates for domestic shipments to promote the movement of Sonoma County agricultural commodities.
- Diverted 19,200 pounds of plastic containers from the landfill through the Division's two recycling events with over 100 participating growers.
- Surveyed over 1,100 Sonoma County producers in preparation for the 2017 Agricultural Crop Report.
- Conducted 11 continuing education sessions reaching over 815 attendees.
- Verified compliance with the California Seed Law for all seed producers in Sonoma County.
- Inspected 92 nursery growing areas, totaling more than 225 acres.
- Inspected 37 shipments of household articles for the presence of Gypsy Moth, which includes thoroughly examining outdoor items such as BBQs, boats, cars, firewood, recreational vehicles, patio furniture, and other articles originating from portions of the United States infested with Gypsy Moth.
- Issued 193 certified producer certificates and 27 farmers' market certificates for certified farmers' markets.

LAND STEWARDSHIP DIVISION SUMMARY

The Land Stewardship Division oversees the issuance of vineyard and orchard development permits, agricultural grading and drainage permits, frost protection system registrations within the Russian River watershed, enforces county-wide riparian corridor protections, and serves on the Sonoma County Project Review and Advisory Committee.

VINEYARD AND ORCHARD DEVELOPMENT

Under the Vineyard Erosion and Sediment Control Ordinance (VESCO) originally adopted by the Sonoma County Board of Supervisors in 2000, prior to developing and planting or replanting a vineyard or orchard, an application and plans are reviewed for approval by the Department of Agriculture/Weights & Measures. The purpose of the ordinance is to assist in preventing soil erosion and to protect water quality and other natural resources.

Through VESCO, the dedicated Division staff strive to support our significant winegrape and orchard industry while protecting the beautiful and vital natural resources of Sonoma County.

LAND STEWARD'S GUIDE TO VINEYARD AND ORCHARD EROSION CONTROL

The Land Stewardship Division is working with local Regional Water Quality Control Boards to help the agricultural community meet upcoming State Water Board requirements by leveraging ongoing practices designed to protect water quality. To further these efforts, the Division was able to obtain a grant from the California Department of Food and Agriculture's Specialty Crop Block Grant Program. This grant project is designed to increase vineyard and orchard operators' abilities to comply with the emerging stormwater runoff regulations through education and the creation of an instructional manual titled the Land Steward's Guide to Vineyard and Orchard Erosion Control.



Photo credits: Department staff



IN 2017, THE LAND STEWARDSHIP DIVISION:

- Created the Land Steward's Guide to Vineyard and Orchard Erosion Control, a best management practices manual to help vineyard and orchard managers maintain their properties.
- Reviewed a total of 164 vineyard/orchard development projects representing a 13% increase in projects from 2016. Of the 71 new projects, 49 were Level I and 22 were Level II. Of the 93 replant projects, 73 were Level I and 20 were Level II.
- Regulated 496 frost protection systems within the Russian River watershed, including registering two new systems.

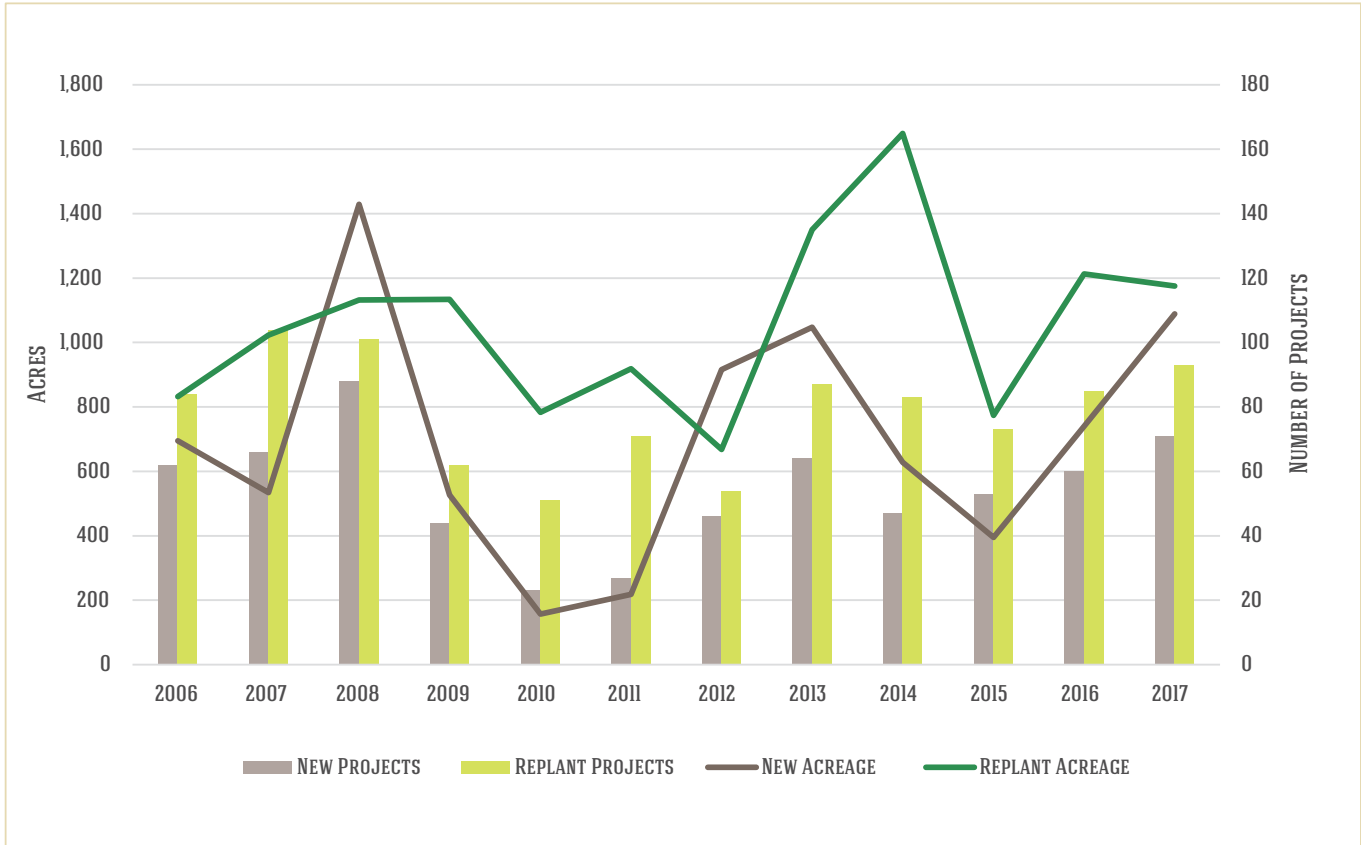
Photo credit: McEvoy Ranch



PROJECTS SUBMITTED

Year	New						Replants						Total	
	Level I		Level II		Projects Total	Acreage Total	Level I		Level II		Projects Total	Acreage Total	Projects	Acreage
	Projects	Acreage	Projects	Acreage			Projects	Acreage	Projects	Acreage				
2006	49	544	13	151	62	695	78	785	6	47	84	832	146	1,527
2007	45	419	21	115	66	534	100	1,001	4	22	104	1,023	170	1,557
2008	61	1,157	27	272	88	1,429	97	1,110	4	22	101	1,132	189	2,561
2009	24	150	20	377	44	527	57	1,046	5	88	62	1,134	106	1,661
2010	10	82	13	75	23	157	51	783	0	0	51	783	74	940
2011	19	132	8	86	27	218	67	769	4	150	71	919	98	1,137
2012	35	327	11	589	46	916	50	633	4	35	54	668	100	1,584
2013	41	580	23	467	64	1,047	80	1,242	7	108	87	1,350	151	2,397
2014	25	307	22	321	47	628	76	1,546	7	103	83	1,649	130	2,277
2015	38	278	15	117	53	395	68	680	5	94	73	774	126	1,169
2016	38	434	22	306	60	740	72	1,128	13	301	85	1,429	145	2,169
2017	49	836	22	253	71	1,089	73	949	20	226	93	1,175	164	2,264

ACREAGE AND PROJECTS PER YEAR 2006-2017



WEIGHTS & MEASURES DIVISION SUMMARY

The Weights & Measures Division is committed to protecting the economic health of Sonoma County by maintaining confidence in the accuracy of weighing and measuring instruments, product standards, and business practices in our local economy. The Division enforces California weights and measures laws, regulations, and local county ordinances. Through registration, inspection, and verification services, the economic interests of Sonoma County buyers and sellers are protected through the following programs.

DEVICE INSPECTION PROGRAM

The device inspection program regulates "commercial devices" used for buying and selling goods and services. Commercial devices are defined by law as any approved "device used in the determination of the weight, measure, or count of any commodity or thing which is sold on the basis of weight, measure, count or thing upon which determination of a charge for service is based." The most common commercial devices that consumers run into on a daily basis are the retail motor fuel pump (gas dispenser) and grocery store scale. The accuracy of these devices are crucial to the average family budget.

VERIFICATION AND INSPECTION PROGRAMS

The Price Verification Program enforces price accuracy standards at local businesses. Retailers using an automated "price look-up" system are required to register their business with Weights & Measures and undergo an annual price accuracy inspection. An automated price look-up system is defined as "Individual and separate equipment that is capable of recovering electronically stored price information that is used to charge consumers for the purchase of commodities. This includes but is not limited to, equipment that uses Universal Product Code scanners (UPCs), price look-up codes (PLUs) and any other system of commerce between a retailer and consumer."

Under the Petroleum Inspection Program, the Division regulates and inspects petroleum advertisements, dispenser labeling, underground fuel tank storage requirements, product labeling, and disabled driver assistance requirements. Fuel contamination and fuel specification complaints are also investigated in order to ensure that locally sold fuels meet required automotive product specifications.

Under the Package Inspection Program, the Division verifies labeling requirements under the Federal Fair Package and Labeling Act. This federal act regulates how consumer packages are to be labeled for Identity, Responsibility, and Quantity. This is commonly referred to as the IRQ label requirement and is an important consumer protection that offers product safety protections as well as financial protections. Items found to be labeled incorrectly are removed from sale through an "off-sale" order.

CONSUMER COMPLAINTS

The Division also investigates and assists consumers with a spectrum of complaints that deal with false advertisement claims, deceptive packaging issues, improper product labeling, short measure firewood sales, fuel contamination, utility sub-meter complaints, and more. In a given calendar year, the Division logs and investigates over 100 consumer complaints related to a wide range of weights and measures consumer issues.



Photo credit: Department staff

IN 2017, THE WEIGHTS & MEASURES DIVISION:

- Registered 1,877 business and commercial device owners operating over 38,181 commercial devices in Sonoma County. 6,897 of these devices were inspected, including:
 - 2,035 retail motor fuel meters
 - 452 utility natural gas meters
 - 58 winery crane scales
 - 1,427 grocery store scales
 - 253 winery bin scales
 - 55 winery vehicle scales
 - 681 utility water meters
 - 98 liquid propane meters
 - 51 taxi meters
 - 448 utility electric meter
 - 71 vehicle scales (non-winery)
 - 16 livestock scales
- Registered 720 local businesses.
- Performed 766 price verification inspections at local businesses.
- Inspected price accuracy of over 20,469 individual items offered for sale and confirmed 382 items as over-charges resulting in an average over-charge error of 1.86% of total selected items.

SONOMA COUNTY FARMERS' MARKETS

BODEGA BAY

2255 Highway 1
May – October
Sunday, 10:00 am – 2:00 pm

COTATI

La Plaza Park
June – August
Thursday, 4:30 pm – 7:30 pm

FORESTVILLE

6990 Front Street
June – September
Tuesday, 4:00 pm – 7:30 pm

GUERNEVILLE / RUSSIAN RIVER

16290 5th Street
May – September
Thursday, 3:00 pm – 7:00 pm

HEALDSBURG

Vine Street and North Street
May – December
Saturday, 8:30 am – 12:00 pm
June – October
Wednesday, 4:00 pm – 7:00 pm

KENWOOD

9000 Sonoma Highway
June – September
Sunday, 11:00 am – 3:00 pm

OCCIDENTAL / BOHEMIAN

Main Street and 2nd Street
June – October
Friday, 4:00 pm – Dusk

PETALUMA / EAST SIDE

Lucchesi Park
January – December
Tuesday, 10:00 am – 1:30 pm

PETALUMA / EVENING

Theater Square
June – August
Wednesday, 4:30 pm – 8:00 pm

PETALUMA / KAISER

3900 Lakeville Highway
March – December
Wednesday, 10:00 am – 3:00 pm

PETALUMA / WALNUT PARK

Walnut Park
May – November
Saturday, 2:00 pm – 5:30 pm

ROHNERT PARK

500 City Center Drive
June – August
Friday, 5:00 pm – 8:00 pm

SANTA ROSA / COMMUNITY

1351 Maple Avenue
January – December
Wednesday and Saturday
8:30 am – 1:00 pm

SANTA ROSA / DOWNTOWN

4th Street
May – August
Wednesday, 5:00 pm – 8:30 pm

SANTA ROSA / OAKMONT

6585 Oakmont Drive
January – December
Friday, 9:00 am – 12:00 pm

SANTA ROSA / ORIGINAL

50 Mark West Springs Road
January – December
Wednesday and Saturday
8:30 am – 1:00 pm

SANTA ROSA / WEST END

Railroad Square
April – November
Sunday, 9:30 am – 2:00 pm

SANTA ROSA / WIC

1450 Guerneville Road
July – September
Thursday, 8:30 am – 1:00 pm

SEBASTOPOL

6901 McKinley Street
January – December
Sunday, 10:00 am – 1:30 pm

SONOMA / SONOMA VALLEY

Arnold Field
January – December
Friday, 9:00 am – 12:30 pm

SONOMA / THE SPRINGS

329 De Chene Avenue
July – September
Sunday, 4:00 pm – 7:00 pm

SONOMA / VALLEY OF THE MOON

Sonoma Plaza
May – September
Tuesday, 5:30 pm – Dusk

WINDSOR

Windsor Town Green
April – December
Sunday, 10:00 am – 1:00 pm
June – August
Thursday, 5:00 pm – 8:00 pm

Photo credit: Bohemian Creamery by Dawn Heumann



WINNING AG DAYS ESSAY

Ag Days is a Sonoma County tradition. The Sonoma County Farm Bureau annually sponsors the two day event, which is a celebration of Sonoma County agriculture and the rich heritage that continues to define a way of life for Sonoma County residents. Ag Days offer an opportunity for thousands of schoolchildren to learn about farming and where their food comes from, allowing them to connect with the farms and ranches that blanket the county. An essay writing contest is one of many farm-themed contests held each year, including posters, murals, scarecrow building, and farm photography. Following is the winning Ag Days Essay. The 2017 theme was "The Year of Water and Soil."



THE YEAR OF WATER AND SOIL

WILDER LARRAIN
HILLCREST MIDDLE SCHOOL
6TH GRADE

Did you know that agriculture use of water accounts for nearly 70 percent of water usage? The majority of this water is used for irrigating. While nearly 70 percent of the world is covered by water, only 2.5 percent of it is fresh. Even then, just 1 percent of our fresh water is easily accessible. That means farmers have to find ways to save water. They are doing this by using various practices such as; drip irrigation, capturing and storing water, irrigation scheduling, planting drought tolerant crops, dry farming, rotational grazing, composting and mulching, using cover crops, conservation tillage, and going organic. These practices help conserve water and help protect the soil needed to grow crops. Healthy soil absorbs the water the plants need. Water is precious to the earth, we need to understand that.



VISION

A thriving agricultural industry, healthy community, environment, and economy

MISSION

To promote and protect agriculture, the health and safety of our community, environment, and the economy through education and the enforcement of laws and regulations

AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS & MEASURES

Tony Linegar

ASSISTANT AGRICULTURAL COMMISSIONER

Sue Ostrom

CHIEF DEPUTY AGRICULTURAL COMMISSIONER

Pete Albers

CHIEF DEPUTY SEALER OF WEIGHTS & MEASURES

Fernando Vasquez

DEPUTY AGRICULTURAL COMMISSIONER

Dan Curtin – Priscilla Lane – Andrew Smith

SENIOR AGRICULTURAL BIOLOGIST / SENIOR STANDARDS SPECIALIST

Michael Barrett – Travis Howard – Alex McVicker
Paul Turano

AGRICULTURAL BIOLOGIST / STANDARDS SPECIALIST

Jordan Ash – Pierpaolo Aymar – Colleen Boe
Jessica Cassatt – John Guardino – Beverly Hammond
David Jagdeo – Thomas LeClere – Katy McCoy
Greg Peters – Daniella Reagan – Cody Wilson

SENIOR AGRICULTURAL PROGRAM ASSISTANT

Maggie Furlong

WILDLIFE SPECIALIST

Jeff Furlong – Justin Felton

AGRICULTURE & VINEYARD CONSERVATION COORDINATOR

Andy Casarez

VINEYARD EROSION ENGINEERING TECHNICIAN

John Bishop

ENVIRONMENTAL SPECIALIST

Shelley Janek

ADMINISTRATIVE SERVICES OFFICER

Gina Lehl

ADMINISTRATIVE AIDE

Michelle Johnson

DEPARTMENT ANALYST

Esther Martinez

ADMINISTRATIVE STAFF

Jen Charter – Mary Halasz – Collene Hoaglin
Sonja Moug – Nina Reeser

AGRICULTURAL PROGRAM ASSISTANT

Anna Ashbeck – Kyle Bradford – David Burtis
Kristina Cassidy – Lloyd Cook – Brian Coverston
Kim Covington – Kelly Dabney – Christina David
Janice Griffin – Rachel Horton – Bryan O'Malley
Noah Macchia – Jeff Menacho – Michelle Nozzari
Rich Svetlecic – Tim Van Deren – Jody Vent
Ben Walker – Connor Wirtz

SONOMA COUNTY FARM TRAILS - MEMBERS

American Made Miniatures	Front Porch Farm	Let's Go Farm	Rodney Strong Vineyards
Apple-A-Day	Gabriel Farm	Live Oak Farm	Santa's Trees
Artful Arrangements	Garden Valley Ranch	Lowell's Restaurant & Two Belly Acre Farm	Shone Farm at Santa Rosa Junior College
Atwood Ranch	Garlock Tree Farm	Luther Burbank's Experiment Farm	Singing Frogs Farm
Aztec Dahlias	Glenhill Farm & Gardens	Lynn's Lavender	Soap Cauldron
Bale of Fun Farm	Golden Nectar Farm	Manzana Products Co.	SoMar Farms
Balletto Vineyards	Golden State Cider	Martinelli Winery	Sonoma County Poultry
Bamboo Soucery	Green Goose Farm	Matanzas Creek Winery	Sonoma Garden Park
Bee-Well Farms	Green Star Farm	McClelland's Dairy	Sonoma Horticultural Nursery
Bees N Blooms	Green String Farm	McEvoy Ranch	Sonoma Wool Company
Belden Barns	Green Valley Farm + Mill	Momiji Nursery/Japanese Maples	Spirit Works Distillery
Bellwether Farms	Grow Gardens Nursery	Monte-Bellaria di California	Stemple Creek Ranch
Belos Cavalos	Harmony Farm Supply & Nursery	Muelrath Ranches	Straus Family Creamery
Beltane Ranch	Heart Felt Fiber Farm	Nana Mae's Organics	Tara Firma Farms
Bernier Farms	Hector's Honey	New Carpati Farm	Tierra Vegetables
Bloomfield Cutting Garden	Horse & Plow	The Nursery at Emerisa Gardens	Tilted Shed Ciderworks
Bodega Bay Oyster Co.	Icsonoma Farms Well Trained Horses	Oak Hill Farm of Sonoma	Tolay Springs
Bohemian Creamery	Imwalle Gardens	Occidental Arts and Ecology Center	Tomales Farmstead Creamery
Burnt House Farm	Island Breezes Nursery	Olympia's Orchard	Truett Hurst Winery
Clover Sonoma	JoLee Blooms & Design	Open Field Farm	Two Rock Valley Goat Cheese
Confluence Farm	Jordan Vineyard & Winery	PaPa's Pumpkin Patch	Valley Ford Cheese Co.
Cottage Gardens of Petaluma	Kendall-Jackson Wine Estate & Gardens	Permaculture Artisans	Vella Cheese
Cowgirl Creamery	Korbel Champagne Cellars	Petaluma Bounty	Victorian Farmstead
Davis Family Vineyards	Kozlowski Farms	Piano Farm	Walker Apples
Dry Creek Peach & Produce	Laguna Farm	Porter Creek Vineyards	William Cofield Cheesemakers
Dry Creek Vineyard	Lala's Jam Bar & Urban Farmstand	Pozzi Ranch	Willie Bird Turkeys
Duckworth Family Farm	Larsen's Christmas Tree Farm	Preston Farm and Winery	Wind & Rye
Dutton Ranch	Larson Family Winery	Rainbow's End Farm	Wise Acre Farm
Dutton-Goldfield Winery	Lavender Bee Farm	Red H Farm	Woodfour Brewing Co.
Ethic Ciders	Leland Street Country Club	Redwood Hill Farm/Capracopia	Yenni Ranch
Ferrari-Carano Vineyards and Winery		Reis River Ranch Vineyard	Zazu Restaurant + Farm

SONOMA COUNTY FARM TRAILS - PARTNERS

American AgCredit	Firefly Catering Rocker	Mom's Apple Pie	Sonoma County Ag Preservation
Andy's Produce Market	Oysterfeller's	Mommy's Yammy's	+ Open Space District
Antique Society	Flakey Bakery	Nick's Cove	Sonoma County Farm Bureau
Backyard	Food System Alliance	Nightingale Breads	Sonoma County GoLocal
Barlow Printing	Forestville Farmers Market	Occidental Bohemian Farmers Market	Cooperative
Bar B Que Smokehouse	Fork Roadhouse	Panizerra Meat Co.	Sonoma County Regional Parks
Beekind	Freestone Artisan Cheese	Papas and Pollo	Sonoma County Tourism
Bud's Custom Meats	girl and the fig	Petaluma Eastside Farmers Market	Sonoma County Wildlife Rescue
California Artisan Cheese Guild	Grab N' Grow	Petaluma KOA Campground	Sonoma County Winegrape
Clark Wolf Company	Handline	Petaluma Seed Bank	Commission
Community Alliance w/ Family Farmers	Hazel	Rohnert Park Farmers Market	Sonoma West Times & News
Cotati Farmers Market	Healdsburg Farmers Market	Santa Rosa Community Farmers Market	Three Leaves Foods
Cumbria Guest House	Healdsburg SHED	School Garden Network	Torkelson & Associates, LLP
Dan Gilbert Art Group	John Ash & Co.	Sebastopol Chamber of Commerce	CPAs
Esterio Cafe	Kenwood Community Farmers Market	Sebastopol Farmers Market	Union Hotel
Exchange Bank	Laguna de Santa Rosa Foundation	Slow Food Russian River	Visit Santa Rosa
Farmers' Guild	Lydia's Foods		Western Farm Center
The Farmer's Wife	Michele Anna Jordan		Wine Road Northern Sonoma County
F.E.E.D. Sonoma			





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