

2021 ANNUAL CROP REPORT

COUNTY OF SAN LUIS OBISPO
DEPARTMENT OF AGRICULTURE | WEIGHTS AND MEASURES



2021 Annual Crop Report

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FINANCIAL REPORT FOR FISCAL YEAR 2020-2021

| REVENUE | \$6,857,271 | |
|----------------|--------------------|-----|
| State Funds | \$2,776,096 | 40% |
| Federal Funds | \$965,673 | 14% |
| County Funds | \$2,452,582 | 36% |
| Collected Fees | \$662,920 | 10% |

| EXPENDITURES | \$6,857,271 | |
|---------------------|--------------------|------|
| Salaries & Benefits | \$5,855,945 | 85% |
| Services & Supplies | \$598,752 | 9% |
| Overhead | \$392,055 | 6% |
| Equipment | \$10,520 | 0.2% |

FUNDING DISTRIBUTION BY PROGRAM AREAS:

| AGRICULTURAL RESOURCES | \$435,408 | |
|------------------------|------------------|-------|
| State Funds | -\$27,110 | -6%* |
| County Funds | \$441,181 | 101%* |
| Collected Fees | \$21,337 | 5% |

| PEST MANAGEMENT | \$680,563 | |
|-----------------|------------------|-----|
| State Funds | \$487,051 | 72% |
| County Funds | \$193,511 | 28% |
| Collected Fees | \$0 | 0% |

*Due to prior year correction.

| WEIGHTS AND MEASURES | \$812,469 | |
|----------------------|------------------|-----|
| State Funds | \$8,799 | 1% |
| County Funds | \$466,128 | 57% |
| Collected Fees | \$337,542 | 42% |

| PRODUCT QUALITY | \$299,617 | |
|-----------------|------------------|-----|
| State Funds | \$199,878 | 67% |
| County Funds | \$71,290 | 24% |
| Collected Fees | \$28,449 | 9% |

| PESTICIDE USE ENFORCEMENT | \$1,831,790 | |
|---------------------------|--------------------|-------|
| State Funds | \$909,334 | 49.7% |
| County Funds | \$892,398 | 48.7% |
| Collected Fees | \$30,058 | 1.6% |

| PEST PREVENTION | \$2,797,424 | |
|-----------------|--------------------|-------|
| State Funds | \$1,198,144 | 42.8% |
| Federal Funds | \$965,673 | 34.5% |
| County Funds | \$388,074 | 13.9% |
| Collected Fees | \$245,533 | 8.8% |

County of San Luis Obispo

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Ag Department Staff and as
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Cover Photo: Laura Ramage

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The Department would like to thank Lynda Auchinachie for the lasting contributions made during her 20+ years of professional service with the County. We wish her well in her retirement.



County of San Luis Obispo

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**Karen Ross, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors
San Luis Obispo County**

In accordance with Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to release the 2021 Annual Crop Report for the County of San Luis Obispo. The values outlined in this report do not represent net profits, but rather, the gross value of agricultural production within the county.

2021 marks a record year for the overall crop value in the county which is estimated to be \$1,081,952,000. This estimate puts the 2021 crop production value at 10.6% above that of 2020.

Fruit and nut crops, anchored by strong strawberry, wine grape, and avocado values ended the year at \$713,904,000, representing an 18.3% increase over 2020. Through a combination of increased acreage and prices, strawberries remained the number one crop in the county with a value of \$319,901,000. Wine grapes and avocados rebounded significantly with respective increases of \$63,279,000 and \$10,588,000 over 2020 values.

Despite several challenges including labor shortages, drought conditions, and highly variable pricing, vegetable crops remained relatively stable in value in 2021. Vegetable crops represent \$233,548,000 of the county's overall production value. As in the past, broccoli is the highest value vegetable produced in the county and remains our number one international export.

Ongoing drought continues to impact our local animal industry. Overall values fell by \$3,401,000 as animal weights dropped due to the lack of natural forage. Cattle prices were up 4.5% at \$139/Cwt (hundredweight) and the number of head sold was relatively stable on the year.

Also impacted by ongoing drought conditions were field crops ending the year with a value 26% lower than calendar year 2020. Many field crops rely entirely on annual rainfall and with very little precipitation on the year, yields were very low, and many acres were left unharvested as the cost to harvest exceeded the value of the crop.

The value of nursery products remained relatively stable when compared to 2020. The markets for nursery products are dynamic, and our local producers have become quite adept at anticipating changing consumer demands and preparing to meet those demands each year. Nursery products ended the year with a value of \$76,503,000 or 0.8% over that of 2020.

Thank you to all of the contributors to this report including our industry members and my staff. The production of this report would not be possible without your support and cooperation.

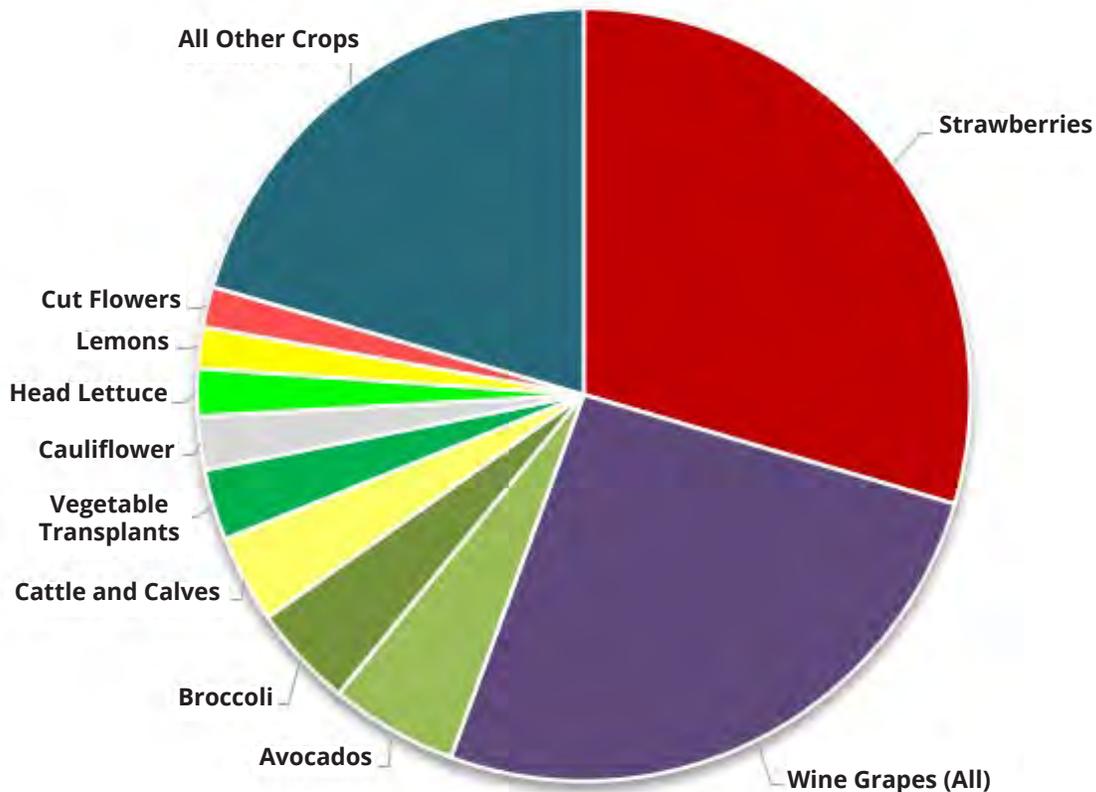
Respectfully,

Martin Settevendemie
Agricultural Commissioner/Sealer

Top 10 Crops

| CROP | VALUE | PERCENTAGE* |
|-----------------------|----------------------|---------------|
| Strawberries | \$319,901,000 | 29.57% |
| Wine Grapes (All) | \$281,517,000 | 26.02% |
| Avocados | \$57,757,000 | 5.34% |
| Broccoli | \$46,524,000 | 4.30% |
| Cattle and Calves | \$39,754,000 | 3.67% |
| Vegetable Transplants | \$32,150,000 | 2.97% |
| Cauliflower | \$24,272,000 | 2.24% |
| Head Lettuce | \$21,433,000 | 1.98% |
| Lemons | \$18,583,000 | 1.72% |
| Cut Flowers | \$18,382,000 | 1.70% |
| TOP TEN TOTAL | \$860,273,000 | 79.51% |

* Percentage is representative of the ratio of total crop value.



Agricultural Sector Highlights

Crop values recorded for San Luis Obispo County reached a record high in 2021, as total farmgate value topped out at \$1,081,952,000. This marks only the second time that the county's annual agricultural value has exceeded one billion dollars, and it represents a 10% increase in total value over 2020. Although the COVID-19 pandemic continued to affect the agricultural industry and markets still experienced significant shifts throughout the year, the overall market for agricultural goods was strong in 2021 as prices rebounded from the downturns seen at the height of the pandemic.

Strawberries remained the top valued crop in the county for the third straight year, reaching its highest valuation in county history at nearly 320 million dollars. The Fruit & Nut category bolstered the overall county crop values. The vegetable and nursery sectors remained steady, and the cattle and field crops sectors struggled under the challenges of severe drought conditions.

ANIMAL INDUSTRY

The total value of the county's animal industry decreased slightly in 2021 as local ranchers continued to struggle with the ongoing drought. Although cattle prices were relatively strong and the total number of head sold was relatively stable compared to 2020, individual cattle weight was down significantly due to the lack of available forage. Conditions for the cattle industry could take years to rebound as many ranchers have had to sell off most of their herds these past few years in response to the dry weather and poor rangeland conditions.

FIELD CROPS

The overall value of field crops produced in the county fell significantly again in 2021 with a 26% reduction in gross value caused primarily by the extremely dry conditions. Although prices were high for both grain hay and barley, yields fell significantly since those crops are dependent on winter rainfall and not supplemental irrigation. In addition to the low yields for those acres that were harvested, there were hundreds of planted acres that weren't harvested at all due to the lack of growth brought on by the continued drought.

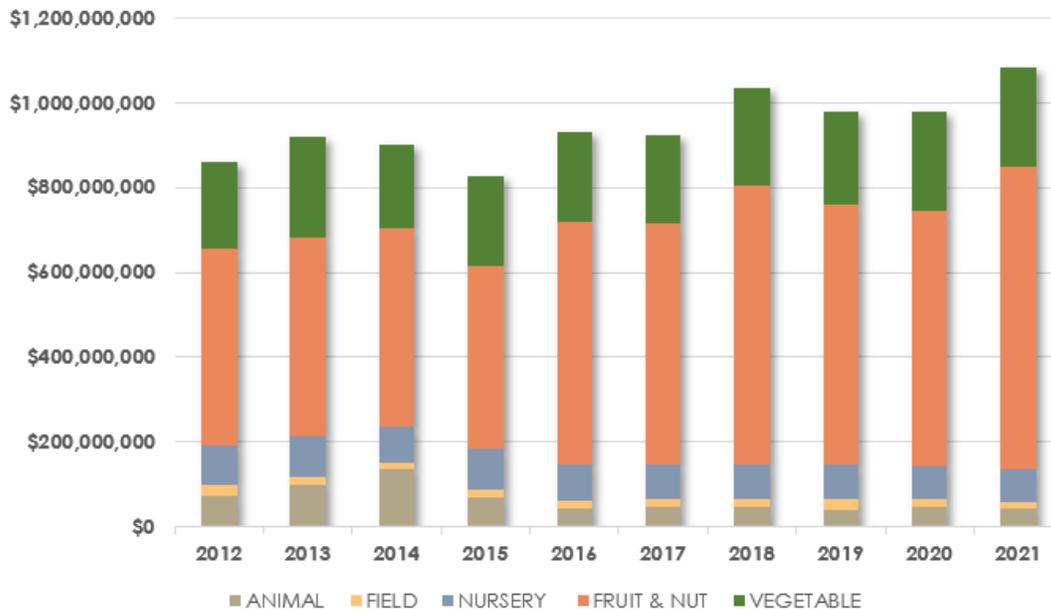
NURSERY PRODUCTS

Nursery values ticked up slightly in 2021 as markets stabilized after the chaos experienced in 2020 due to the pandemic. Local output varied as some greenhouses were brought back into production and other businesses left houses unused. The industry continues to struggle with labor shortages and rapidly shifting demand from consumers, but local nurseries remain optimistic about the future of the industry as foreign competition has decreased slightly and opened additional market opportunities.

| | ANIMAL | FIELD | NURSERY | FRUIT & NUT | VEGETABLE | TOTAL |
|-------------|---------------------|---------------------|---------------------|----------------------|----------------------|------------------------|
| 2012 | \$73,857,000 | \$24,612,000 | \$95,155,000 | \$463,296,000 | \$204,900,000 | \$861,820,000 |
| 2013 | \$100,865,000 | \$16,365,000 | \$97,651,000 | \$468,355,000 | \$237,896,000 | \$921,132,000 |
| 2014 | \$135,017,000 | \$16,812,000 | \$84,394,000 | \$468,518,000 | \$195,329,000 | \$900,070,000 |
| 2015 | \$70,659,000 | \$15,600,000 | \$99,511,000 | \$428,344,000 | \$214,059,000 | \$828,173,000 |
| 2016 | \$45,350,000 | \$16,784,000 | \$86,933,000 | \$568,129,000 | \$212,734,000 | \$929,930,000 |
| 2017 | \$47,909,000 | \$16,679,000 | \$82,802,000 | \$566,592,000 | \$210,716,000 | \$924,698,000 |
| 2018 | \$48,596,000 | \$18,777,000 | \$81,190,000 | \$656,609,000 | \$230,327,000 | \$1,035,499,000 |
| 2019 | \$41,073,000 | \$24,180,000 | \$80,566,000 | \$615,218,000 | \$217,972,000 | \$979,009,000 |
| 2020 | \$46,509,000 | \$20,217,000 | \$75,883,000 | \$603,283,000 | \$232,783,000 | \$978,675,000 |
| 2021 | \$43,108,000 | \$14,889,000 | \$76,503,000 | \$713,904,000 | \$233,548,000 | \$1,081,952,000 |

Agricultural Sector Highlights

10 YEAR GROUP COMPARISON



FRUIT & NUT CROPS

The fruit and nut sector had a record year in 2021, as strawberries held on to the title for top crop in the county and wine grapes rebounded from a difficult year in 2020. Despite a reduction in the harvested acres of wine grapes, as disease pressures and market forces continue to spur widespread replanting in our area, favorable growing conditions led to increased yields for all varieties. Those increased yields, along with strong prices for most varieties, helped to provide one of the biggest years on record.

Despite some challenging growing conditions seen in 2021 that included drought, heat spells, and high winds, the overall values for avocados and lemons also increased. Bearing acreage for both crops continues to increase in the county and both saw higher prices than in 2020, leading to a 22% increase in value for avocados and an 11% increase for lemons.

VEGETABLE CROPS

Vegetable values increased slightly in 2021, as favorable weather conditions enabled growers to withstand the challenges brought on by labor shortages, increased costs, and lower overall prices for some of our main crops, such as broccoli and cauliflower. Although markets were steadier than the previous year, growers still experienced wide swings in farmgate prices throughout the year, and that market instability along with increasing input costs, greatly affected the profitability for local growers.

Broccoli remained the county's highest value vegetable crop, as acreage and production was up significantly. Cauliflower and head lettuce are the other local vegetable crops that remain within the top 10 valued crops in the county.

Growing Opportunity Through

San Luis Obispo County provides ideal growing conditions for an abundance of crops. Local farmers and ranchers take advantage of the rich soils, temperate weather, and diverse microclimates to produce incredible fruits, nutritious vegetables, hearty beef, and award-winning wines. Places with the agricultural capacity and diversity of San Luis Obispo County are few and far between, and our growers utilize that productive farmland to feed satisfied customers from the local area to far reaching global markets.

For only the second time in the county's history, the total annual value of agricultural crops produced in San Luis Obispo exceeded one billion dollars. Clearly, when the value of an industry has exceeded a billion dollars, that's an enormous sum with a huge impact on the overall local economy, but that total doesn't explain the full picture of how agriculture bolsters the economics of our area. The full impact is considerably greater than that one billion dollar "farmgate" value, as the effect of that gross value provides for thousands of local jobs and creates positive economic "ripple effects" through purchases made by farmers, ranchers, and ag related business and the subsequent purchases made by staff those businesses employ. These added economic inputs, collectively known as the multiplier effect, more than doubles the actual impact of the agricultural industry on the local economy.

In 2019, our department commissioned a study on the full economic analysis of the contributions of agriculture in the county – [*Economic Contributions of San Luis Obispo County Agriculture*](#), Crop Report Plus (October 2019). Based on 2017 data, when our annual crop report was at just under \$925 million dollars, the economic impact exceeded \$2.5 billion when the full reach of local farming and ranching was assessed.



Diversification and Creative Marketing



Photo credit: Kyle Nessen



That's an impressive amount, and it's safe to assume that as the gross value of the county's agricultural products have increased, the overall impact on the economy has likewise grown. But there's another side to that story. The values that are reported by our local farmers and ranchers and included in our annual crop report are gross values and don't represent the struggles that many growers are facing to make ends meet. Gross values don't always correlate to net profit, and as the overall positive impact of agriculture continues to spur the local economy, the difficulties in maintaining a healthy, prosperous, and profitable agricultural business persist.

Nationally, the agriculture industry is still comprised primarily of small and medium family farms, which is also the case in San Luis Obispo County. However, farmland is increasingly being consolidated into the hands of larger, corporate growers and the percentage of production stemming from these larger growers has increased. For small and medium growers, the key to economic success is often diversification and finding new and innovative methods for marketing their products and connecting with consumers.

We invite you to meet just a few of our local entrepreneurs in the agricultural industry that are striving to create new business opportunities by expanding the way their products are marketed and reach their consumers. These innovators include some of our county's most well established, historical farming families, along with relatively recent additions to the local food scene. The growers, ranchers, and businesses represented here, along with many more across the county, endeavor daily to spread the word about the quality of SLO County's meat, wine, and produce and bring those products to both new and returning customers. These efforts help keep profits from our agricultural industry here in our area, driving our local economy, creating significant employment opportunities, and growing our booming food and wine scene.

Growing Opportunity Through Diversification

ANDREA CHAVEZ - PROGRAM MANAGER TALLEY FARMS BOX PROGRAM



Photo credit: Kendra Aronson

Andrea Chavez has been the manager at the Talley Farms Box Program, a subscription-based farm-to-box community supported agriculture (CSA) program bringing fresh produce directly to Central Coast residents, for over a decade. Andrea utilizes her wealth of experience in California's produce industry, along with tireless energy and enthusiasm, to bring local produce to their 8,000 CSA customers.

Andrea speaks highly of the Talley Farms Box Program's ability to connect with consumers and bolster the overall profitability of Talley Farms, a 4th generation San Luis Obispo County family farm. Between those staff in the field, the packing shed, drivers, and the office, their CSA employs approximately 30 people, and the program benefits the business by bringing in a steady and available cash flow. The program does require utilizing marketing techniques that may be outside of the norm for traditional growers – such as managing a subscription digital software program, creating and maintaining a strong social media presence, and developing recipes and educational outreach

opportunities for their customers – but the dividends in both consumer awareness and economic stability are tremendous.

Andrea's advice to other growers is to be creative and diversify. Talley Farms is not limited to their successful box program, and their ag ventures also include producing wholesale vegetables, growing avocados and lemons that are contracted out to several different packers, and making world class wines.

"If we can educate consumers about agriculture and food, that will increase their consumption of fruits and vegetables, improve the overall health of our population, and contribute to the local economy."

Andrea Chavez, Talley Farms Box Program



and Creative Marketing, continued

LYNETTE SONNE - FOUNDER FARMSTEAD ED

Lynette Sonne started FARMstead ED back in 2014, motivated by a desire to educate locals about the bounty of wonderful agricultural products available right at their fingertips. Lynette was inspired to support family farmers in San Luis Obispo County by organizing events bringing growers together with the community and serving as a bridge between consumers and local producers. After eight years of persistent effort, FARMstead ED has established a strong foothold in the community, benefiting local growers by providing unique outlets for their products and helping educate community members about where and how their food is produced.

Lynette has earned the nickname - the "Agricultural Matchmaker" - connecting local businesses with customers that may otherwise be difficult to reach. FARMstead ED works directly with a wide variety of business types - beginning with farms and nurseries as the foundation and moving beyond that to

restaurants, retail outlets, tourism organizations, and even artisans and small manufacturers who utilize locally grown crops to produce skin and body care products. These connections pay dividends not just to local farms' profitability - although that's a huge benefit of the FARMstead ED programs - but also as an educational outlet that helps the public gain a better understanding and appreciation for local agriculture.

One of FARMstead ED's newest and biggest ventures is Open Farm Days, which just wrapped up its second successful year. The event took place over three days and involved eighteen different farms on five different tour routes. This hands-on agricultural experience brings agritourists into the county, successfully educating people about the importance of farming while simultaneously boosting both the finances of individual farms and the overall county economy.



Photo credit: Yvette Roman

"Participation in our local agricultural networks introduces and creates opportunities for small family farms to showcase their commodities via tours, workshops and agricultural experiences. These added agritourism activities provide increased opportunity for an additional income stream to help keep these smaller operations in business. It all comes full circle - both tourists and townies want to learn more about and consume our locally grown and made, while it's the income from farm tours and markets that help keep these small farms in business!"

Lynette Sonne, FARMstead ED

Growing Opportunity Through Diversification and Creative Marketing, continued

DANIEL SINTON - AVENALES RANCH



Photo credit: John Troxell

There are few families in San Luis Obispo County that can match the rich history and tradition of the Sinton family, who have been ranching the oak savannas and grasslands of the Avenales Ranch located in the Pozo valley since 1875. Daniel Sinton, along with his sister and cousins, represent the 5th generation of the family run business to work the ranch, and the family has a strong commitment to preserve the ranch for future generations.

Even a family with roots as deep as the Sintons has had to diversify and innovate to remain a successful agricultural operation. In the early 1970's, the Sintons planted 120 acres of wine grapes, making it one of the earlier vineyards in the county and today operate the only winery in the Paso Robles Highlands District. Avenales Ranch is a small winery using estate grown fruit from their nearby Shell Creek Vineyards, a

vineyard that emphasizes quality and responsible growing practices, as evidenced by their certification in the SIP (Sustainability in Practice) program.

In addition to making award winning wines, the Avenales Ranch continues its longstanding history as a working cattle ranch. Although the focus on tradition and sustainability has never wavered, the methods the ranch has used to market and sell their meats have changed over the years.

In the past decade, the Avenales Ranch has moved into the grass-fed meat market along with obtaining organic certification for the ranch. The ranch has also been certified for their high standards of animal welfare through the Global Animal Partnership, achieving that organization's GAP-4 Certification, and recently the ranch became Audubon Certified, achieving that designation through their dedication to using sustainable practices and their enhancement of beneficial wildlife habitat.

A few years ago, Avenales Ranch began offering their organic, grass-fed, and dry aged beef direct to consumers. Their locally processed meats, which provide another boost to our county's economy by utilizing a processing business based in the area, sell out quickly and are delivered to nearby consumers and shipped to other eager customers within California. These direct sales are still expanding, and Sinton is enthusiastic about the effect this "vertical integration" has on the family business' bottom line. Daniel is confident that there's potential for even further growth using their current model and that this new direction in reaching their customers will enable the Avenales Ranch to remain a strong, vibrant part of the community for many generations to come.

"Selling direct to consumers provides a multitude of benefits to producers like us. Not only are we able to regain a larger piece of the profit, that has slowly slipped away from us over the past century, but we are also connecting directly with the consumer and developing long lasting buying habits."

Daniel Sinton - Avenales Ranch

Animal Industry

| COMMODITY | YEAR | # OF HEAD | TOTAL PRODUCTION | UNIT | VALUE PER CWT | TOTAL GROSS VALUE |
|-----------------|------|-----------|------------------|------|---------------|-------------------|
| CATTLE & CALVES | 2021 | 45,253 | 285,999 | CWT | \$139.00 | \$39,754,000 |
| | 2020 | 46,940 | 323,886 | CWT | \$133.00 | \$43,077,000 |
| *MISCELLANEOUS | 2021 | | | | | \$3,353,724 |
| | 2020 | | | | | \$3,432,000 |
| TOTAL | 2021 | | | | | \$43,108,000 |
| | 2020 | | | | | \$46,509,000 |

* Eggs, Goats, Hogs, Lambs, Sheep, Beeswax, Honey, Milk, Pollination

Field Crops

| CROP | YEAR | PLANTED ACRES | HARV. ACRES | YIELD / ACRE (TONS) | TOTAL PRODUCTION | UNIT | VALUE PER UNIT | TOTAL GROSS VALUE |
|-------------------|------|---------------|-------------|---------------------|------------------|------|----------------|-------------------|
| ALFALFA HAY | 2021 | 1,423 | 1,423 | 5.24 | 7,457 | TON | \$251.00 | \$1,872,000 |
| | 2020 | 1,062 | 1,062 | 5.23 | 5,554 | TON | \$275.00 | \$1,527,000 |
| BARLEY | 2021 | 6,005 | 4,130 | 0.66 | 2,726 | TON | \$295.00 | \$804,000 |
| | 2020 | 9,794 | 8,258 | 1.44 | 11,892 | TON | \$186.00 | \$2,212,000 |
| ++GRAIN HAY | 2021 | 7,948 | 7,489 | 2.13 | 15,952 | TON | \$215.00 | \$3,430,000 |
| | 2020 | 11,467 | 11,045 | 2.25 | 24,851 | TON | \$186.00 | \$4,622,000 |
| RANGELAND, GRAZED | 2021 | | | | | ACRE | \$7.00 | \$7,084,000 |
| | 2020 | | 1,012,000 | | | ACRE | \$10.00 | \$10,120,000 |
| *MISC. | 2021 | 1,773 | 2,230 | | | | | \$1,699,000 |
| | 2020 | 2,911 | 8,339 | | | | | \$1,736,000 |
| TOTAL | 2021 | 17,149 | | | | | | \$14,889,000 |
| | 2020 | 25,234 | 1,040,704 | | | | | \$20,217,000 |

* Irrigated Pasture, Oats, Safflower, Sudan Hay, Wheat, Greenchop, Seed, Grain Stubble (Grazed), Teff, Dried Beans, Straw

++ Includes winter forage

Nursery Products

| CROP | YEAR | FIELD PRODUCTION (ACRES) | GREENHOUSE PRODUCTION (SQ. FT.) | TOTAL GROSS VALUE |
|------------------------------------|------|--------------------------|---------------------------------|-------------------|
| ++CUT FLOWERS & GREENS | 2021 | 20 | 3,508,224 | \$18,382,000 |
| | 2020 | 18 | 5,794,974 | \$21,284,000 |
| OUTDOOR ORNAMENTALS | 2021 | 48 | 56,720 | \$6,766,000 |
| | 2020 | 47 | 54,403 | \$6,078,000 |
| VEGETABLE & ORNAMENTAL TRANSPLANTS | 2021 | 36 | 1,316,060 | \$32,150,000 |
| | 2020 | 37 | 1,477,340 | \$33,305,000 |
| *MISCELLANEOUS | 2021 | 37 | 1,155,777 | \$19,205,000 |
| | 2020 | 39 | 822,237 | \$15,216,000 |
| TOTAL | 2021 | 141 | 6,036,781 | \$76,503,000 |
| | 2020 | 141 | 8,148,954 | \$75,883,000 |

++ Includes cut flowers grown in greenhouse and field

* Aquatic, Bedding plants, Bulbs, Cacti, Christmas Trees, Fruit-Nut trees, Ground Cover, Herbs, Indoor Decorative, Propagative plants, Flower seed, Sod, Specialty plants, Succulents



Vegetable Crops

| CROP | YEAR | HARV. ACRES | YIELD/ ACRES (TONS) | TOTAL PRODUCTION | VALUE PER TON | TOTAL GROSS VALUE |
|-----------------|------|-------------|---------------------|------------------|---------------|-------------------|
| BROCCOLI | 2021 | 6,028 | 7.218 | 43,510 | \$1,069.27 | \$46,524,000 |
| | 2020 | 4,258 | 5.856 | 24,935 | \$1,247.52 | \$31,107,000 |
| BRUSSEL SPROUTS | 2021 | 1,033 | 9.709 | 10,029 | \$1,457.47 | \$14,618,000 |
| | 2020 | 708 | 10.706 | 7,580 | \$1,582.29 | \$11,994,000 |
| CABBAGE | 2021 | 1,292 | 19.792 | 25,571 | \$443.30 | \$11,336,000 |
| | 2020 | ** | ** | ** | ** | ** |
| CAULIFLOWER | 2021 | 3,202 | 10.813 | 34,623 | \$701.03 | \$24,272,000 |
| | 2020 | 3,494 | 9.798 | 34,234 | \$901.92 | \$30,877,000 |
| CELERY | 2021 | 1,006 | 28.105 | 28,274 | \$337.53 | \$9,543,000 |
| | 2020 | 1,062 | 28.808 | 30,594 | \$476.10 | \$14,566,000 |
| CILANTRO | 2021 | 1,299 | 6.812 | 8,849 | \$1,148.32 | \$10,161,000 |
| | 2020 | 1,382 | 7.604 | 10,509 | \$1,004.32 | \$10,554,000 |
| LETTUCE, HEAD | 2021 | 2,624 | 20.178 | 52,947 | \$404.80 | \$21,433,000 |
| | 2020 | 3,317 | 19.493 | 64,658 | \$384.49 | \$24,860,000 |
| LETTUCE, LEAF | 2021 | 1,368 | 12.538 | 17,152 | \$768.09 | \$13,174,000 |
| | 2020 | 706 | 12.356 | 8,723 | \$1,204.33 | \$10,506,000 |
| *MISCELLANEOUS | 2021 | 9,783 | | | | \$82,487,000 |
| | 2020 | 10,675 | | | | \$98,319,000 |
| TOTAL | 2021 | 27,635 | | | | \$233,548,000 |
| | 2020 | 25,602 | | | | \$232,783,000 |

* Anise, Arugula, Basil, Beans, Beets, Bell Peppers, Bok Choy, Carrots, Chard, Chili Peppers, Collards, Cucumbers, Daikon, Dandelion, Dill, Endive, Escarole, Fennel, Garlic, Green Onions, Herbs, Kale, Leeks, Melons, Mizuna, Mushrooms, Mustard Greens, Napa Cabbage, Onions, Parsley, Peas, Potatoes, Pumpkins, Radishes, Spinach, Squash, Sweet Corn, Tomato, Tomatillo

**Not Available



Fruit and Nut Crops

| CROP | YEAR | PLANTED ACRES | BEARING ACRES | YIELD / ACRE (TONS) | TOTAL PROD. | VALUE PER TON | TOTAL GROSS VALUE |
|------------------------------------|------|---------------|---------------|---------------------|-------------|---------------|----------------------|
| Avocados | 2021 | 4,861 | 4,496 | 4.697 | 21,118 | \$2,735.00 | \$57,757,000 |
| | 2020 | 4,673 | 4,238 | 5.892 | 24,970 | \$1,889.00 | \$47,169,000 |
| Grapes, Wine (All) | 2021 | 46,507 | 41,302 | | 166,473 | | \$281,517,000 |
| | 2020 | 47,193 | 43,818 | | 133,280 | | \$218,238,000 |
| Lemons | 2021 | 2,463 | 2,044 | 13.253 | 27,089 | \$686.00 | \$18,583,000 |
| | 2020 | 2,249 | 1,680 | 17.156 | 28,822 | \$583.00 | \$16,803,000 |
| Strawberries (All) | 2021 | | 4,168 | | 124,969 | | \$319,901,000 |
| | 2020 | | 4,071 | | 130,581 | | \$287,562,000 |
| Fresh | 2021 | | | 22.626 | 94,305 | \$2,989.00 | \$281,878,000 |
| | 2020 | | | 24.125 | 98,213 | \$2,602.00 | \$255,550,000 |
| Processed | 2021 | | | 7.357 | 30,664 | \$1,240.00 | \$38,023,000 |
| | 2020 | | | 7.951 | 32,369 | \$989.00 | \$32,012,000 |
| *Miscellaneous | 2021 | 4,826 | 4,113 | | | | \$36,146,000 |
| | 2020 | 4,804 | 4,142 | | | | \$33,511,000 |
| TOTAL FRUIT & NUT CROPS | 2021 | 58,657 | 56,123 | | | | \$713,904,000 |
| | 2020 | 58,919 | 57,949 | | | | \$603,283,000 |

* Apples, Apricots, Asian Pears, Blueberries, Blackberries, Feijoas, Gooseberries, Grapefruit, Kiwis, Mandarins, Murcott Tangelos, Navel Oranges, Olives, Passion Fruit, Peaches, Persimmons, Pistachios, Pomegranates, Raspberries, Specialty Citrus, Table Grapes, Tangerines, Valencia Oranges, White Sapote



Wine Grape Varietals

| CROP | YEAR | BEARING ACRES | YIELD/ ACRE (TONS) | TOTAL PROD. | VALUE PER TON | TOTAL GROSS VALUE |
|--------------------|------|---------------|--------------------|-------------|---------------|-------------------|
| CHARDONNAY | 2021 | 2,658 | 5.141 | 13,665 | \$1,559.00 | \$21,303,000 |
| | 2020 | 2,963 | 3.548 | 10,513 | \$1,286.00 | \$13,519,000 |
| SAUVIGNON BLANC | 2021 | 967 | 9.999 | 9,669 | \$1,558.00 | \$15,064,000 |
| | 2020 | 1,008 | 7.476 | 7,536 | \$1,439.00 | \$10,844,000 |
| WHITE WINE (OTHER) | 2021 | 1,531 | 4.000 | 6,124 | \$2,111.00 | \$12,928,000 |
| | 2020 | 1,664 | 2.893 | 4,814 | \$2,250.00 | \$10,831,000 |
| CABERNET SAUVIGNON | 2021 | 19,344 | 4.205 | 81,342 | \$1,624.00 | \$132,099,000 |
| | 2020 | 20,381 | 3.237 | 65,973 | \$1,500.00 | \$98,960,000 |
| MERLOT | 2021 | 3,122 | 3.858 | 12,045 | \$1,446.00 | \$17,417,000 |
| | 2020 | 3,340 | 2.625 | 8,768 | \$1,581.00 | \$13,861,000 |
| PINOT NOIR | 2021 | 2,124 | 3.340 | 7,094 | \$2,210.00 | \$15,678,000 |
| | 2020 | 2,265 | 2.809 | 6,362 | \$2,384.00 | \$15,168,000 |
| SYRAH | 2021 | 2,575 | 3.534 | 9,100 | \$2,161.00 | \$19,665,000 |
| | 2020 | 2,786 | 2.590 | 7,216 | \$2,113.00 | \$15,247,000 |
| ZINFANDEL | 2021 | 2,050 | 2.719 | 5,574 | \$1,736.00 | \$9,676,000 |
| | 2020 | 2,197 | 2.086 | 4,583 | \$1,673.00 | \$7,667,000 |
| RED WINE (OTHER) | 2021 | 6,931 | 3.154 | 21,860 | \$1,724.00 | \$37,687,000 |
| | 2020 | 7,214 | 2.428 | 17,516 | \$1,835.00 | \$32,141,000 |



Certified Farmers' Markets

Year-round, these markets offer fresh fruit, vegetables, nuts, meats, cheeses, and flowers. The Department of Agriculture/Weights and Measures verifies that fresh products sold in the certified markets are grown by the certified producer. In addition, farmers' markets offer a venue for consumers to interact personally with many of the county's agricultural producers.

| Market Day | Market | Time of Operation* | Market Location* |
|------------|------------------|--------------------|---|
| Monday | Baywood/Los Osos | 14:00 - 16:30 | Santa Maria St. between 2nd St. & 3rd St. |
| Tuesday | Paso Robles | 09:00 - 11:30 | 11th St. & Spring St. |
| | San Luis Obispo | 15:00 - 18:00 | 224 Tank Farm Rd (Farm Supply Parking Lot) |
| Wednesday | Arroyo Grande | 08:30 - 11:00 | 1464 East Grand Ave (Smart and Final Parking Lot) |
| | Atascadero | 15:00 - 18:00 | Atascadero Sunken Gardens - East Mall Ave |
| | Pismo Beach | 16:00 - 19:00 | Pismo Beach Pier Plaza - Market Open from March through October |
| Thursday | Morro Bay | 14:30 - 17:00 | 2650 Main St. (Spencer's Parking Lot) |
| | San Luis Obispo | 18:00 - 21:00 | Higuera St. between Chorro St. & Osos St. |
| Friday | Cambria | 14:30 - 17:30 | 1000 Main St. |
| | Cayucos | 10:00 - 12:30 | Ocean Ave. & D St. Market open from June through August. |
| Saturday | Arroyo Grande | 12:00 - 14:30 | 214 E. Branch St. between Short St. & Mason |
| | Morro Bay | 14:30 - 17:30 | Main St. & Morro Bay Blvd. |
| | Paso Robles | 09:00 - 13:00 | 11th St. & Spring St. |
| | San Luis Obispo | 08:00 - 10:45 | 325 Madonna Rd. (World Market Parking Lot) |
| | Templeton | 09:00 - 12:30 | Templeton Park - 6th St. |

*Market operations and locations change from year to year. The list above represents those markets anticipated to be in operation during calendar year 2022.



Commercial Fishing

In 2021, commercial fishing operations working from Morro Bay and Port San Luis landed 97 different species of fish, valued at just under \$3.4 million.

This data was provided by the California Department of Fish and Wildlife Report. (Commercial fishing value represents 2021 data and is not included in overall agricultural values.)



| 2021 Commercial Fishing Landings | | |
|----------------------------------|------------------|--------------------|
| Species | Pounds | Value |
| Sablefish | 279,300 | \$489,833 |
| Salmon, Chinook | 40,639 | \$444,902 |
| Hagfish, Pacific | 319,374 | \$360,260 |
| Crab, Dungeness | 27,440 | \$247,862 |
| Rockfish, gopher | 31,705 | \$224,350 |
| Halibut, California | 37,173 | \$213,315 |
| Rockfish, brown | 28,771 | \$195,844 |
| Rockfish, black and yellow | 22,238 | \$169,907 |
| Cabezon | 25,159 | \$147,908 |
| Rockfish, grass | 13,104 | \$133,587 |
| Other species* | 290,832 | \$761,049 |
| Totals | 1,115,733 | \$3,388,817 |

*Other species include 87 species.

Organic Crops

San Luis Obispo County ranked 15th out of 58 California Counties for the number of organic registrants in 2021.

One hundred and one growers registered with San Luis Obispo County as their primary county for organic crops and rangeland production. In addition, fifteen producers based in other counties registered organic production sites within the county.

| Acres Registered as Organic | |
|-----------------------------|---------|
| Year | Acres |
| 2021 | 87,371 |
| 2020 | 80,413 |
| 2019 | 78,220 |
| 2018 | 73,894 |
| 2017 | 54,936* |

*2017 data is an approximation; commodity data reporting was restructured as a result of regulation changes.

| Top 5 Organic Crops Grown in SLO County | | |
|---|---|---------|
| Rank | Crop | Acreage |
| 1 | Cattle | 49,106 |
| 2 | All Other Field Crops (including pasture and rangeland) | 36,715 |
| 3 | Wine grapes | 5,909 |
| 4 | Seed crops | 3,100 |
| 5 | Carrots | 2,680 |

Sustainable Agriculture

PEST PREVENTION

The California Food & Agricultural Code mandates pest prevention programs to prevent the introduction and spread of pests. Pest prevention involves various activities and programs, including Pest Exclusion, Pest Detection, Pest Eradication, Pest Management, and Biological Control.

PEST EXCLUSION

The goal of the department's Pest Exclusion Program is to keep exotic agricultural and environmental

pests out of the county and to prevent or limit the spread of newly discovered pests within the county. To accomplish this goal, county staff assessed nearly 16,000 shipments of incoming plant material and physically inspected over 11,100 of those shipments at parcel delivery facilities, nurseries, farms, and landscape sites. Through these inspections, county staff intercepted 164 actionable pests and diseases. The plant material associated with each of these shipments was rejected for violations of state and federal quarantines.

PIERCE'S DISEASE CONTROL PROGRAM (PDCP)

The PDCP protects the agricultural and nursery industries by providing inspection services of incoming plant shipments from areas where populations of the Glassy-winged Sharpshooter (GWSS), a vector for Pierce's Disease, are well established. Pierce's Disease can have severe impacts to local industry and this program is in place to ensure there is no introduction of this unwanted disease vector.

Department inspectors and technicians work with industry to inspect incoming nursery stock to ensure it is free from GWSS as it enters the county. In 2021, staff completed a total of 2,398 inspections at 863 individual sites. A total of 3 shipments were noncompliant and 21 notices of rejection were issued for incoming GWSS shipments not meeting legal requirements. There were no GWSS interceptions reported, and the county remains GWSS free.

PHYTOSANITARY CERTIFICATION PROGRAM

With this program, staff ensured that plants and other agricultural commodities exported out of state and to foreign countries met pest and disease requirements. In 2021, staff inspected and certified over 2,800 shipments destined for 20 countries. The ten countries that local growers exported products to most frequently are listed in the table below.

| Activity | Number |
|----------------------|--------|
| Shipments profiled: | 15,930 |
| Shipments inspected: | 11,108 |

| Types of Pests Intercepted | Number of Rated, Actionable Pests Found |
|----------------------------|---|
| Scale Insects | 57 |
| Mealybugs | 36 |
| Fungi | 14 |
| Spider Mites | 13 |
| Ants | 11 |
| Thrips | 7 |
| Eggs/immature insects | 7 |
| Weeds | 6 |
| Lepidoptera | 4 |
| Slugs | 3 |
| Aphids | 3 |
| Whiteflies | 2 |
| Termites | 1 |
| Total | 164 |

| Top 10 Export Countries | | | | | |
|-------------------------|--------------|--------------------|--------------|----------------|--------------|
| Country | Certificates | Country | Certificates | Country | Certificates |
| Canada | 1,725 | Mexico | 65 | United Kingdom | 10 |
| Taiwan | 416 | Korea, Republic of | 52 | New Zealand | 8 |
| Japan | 379 | Netherlands | 46 | | |
| Belgium | 67 | French Polynesia | 20 | | |

Sustainable Agriculture

NOXIOUS/INVASIVE WEED CONTROL

The department's Invasive Weed Control program protects agriculture, sensitive habitats, and native wildlife by controlling noxious and invasive weeds. Roadside treatment programs performed along county roads enhance safety by improving visibility and clearance, reducing fire risk, and improving access to pull-out areas. Treating roadside weeds also reduces potential spread of invasive weed seeds to new areas by eliminating seeds that can be picked up in tires and carried to new places.

| Type | Size |
|----------------------|-------|
| Gross Acres Surveyed | 3,074 |
| Gross Acres Treated | 621 |
| Net Acres Treated | 242 |
| Properties Surveyed | 185 |
| Properties Treated | 113 |

Residents and visitors to San Luis Obispo County can help reduce the spread of invasive weeds by cleaning their boots or tires after hiking or biking, paying attention for unusual plants, and informing the department if they suspect an invasive plant in our county.

BIOLOGICAL CONTROL

Biological control releases of live *Tamarixia radiata* wasps to suppress the Asian Citrus Psyllid (ACP) were conducted by California Department of Food & Agriculture staff. These tiny, predatory wasps feed on the nymph stage of ACP, providing long-term, natural control.



Sustainable Agriculture

PEST DETECTION PROGRAM

Pest detection is the systematic search for exotic pests arriving from an outside infested area or for pests not known to occur in California. The detection of pests at their lowest population level is essential to the success of eradication efforts. Pest Detection uses visual inspection and insect traps that target specific exotic insects of high agricultural and economic importance.

San Luis Obispo County is host to many varied crops that thrive in the diverse geographic regions and microclimates within the county. Exotic, invasive insects and pathogens threaten agricultural crops, residential gardens, and wildlands.

In 2021, 9,534 residences hosted 2,535 specialized insect traps designed to intercept invasive insects. These residential traps were checked 35,365 times. During the 2021 trapping season, three Light Brown Apple Moths (LBAM) were intercepted in established localized quarantine areas in the county.

Commercial traps were placed in plant nurseries and croplands throughout the county for the detection of GWSS, LBAM, European Grapevine Moth, and the European Pine Shoot Moth. These 1,478 additional traps were checked 8,382 times throughout the trapping season.

| Target Pest | Insect Hosts | Traps Placed | Trap Servicing |
|----------------------------|---------------------------------|--------------|----------------|
| Mediterranean Fruit Fly | Fruit Trees | 191 | 3,334 |
| Melon Fruit Fly | Vegetable Gardens | 99 | 1,790 |
| Mexican Fruit Fly | Fruit Trees | 172 | 5,314 |
| Oriental Fruit Fly | Fruit Trees | 191 | 3,334 |
| Misc. Fruit Fly | Fruits and Vegetables | 160 | 2,069 |
| Spongy Moth (Gypsy Moth) | Shade Trees | 135 | 878 |
| Japanese Beetle | Turf, Roses | 126 | 835 |
| Trogoderma Beetle | Stored Grains | 16 | 16 |
| Light Brown Apple Moth | Ornamental/ Commercial Crops | 182 | 1,770 |
| European Grapevine Moth | Grapes | 1,100 | 4,155 |
| Asian Citrus Psyllid | Citrus | 1,088 | 13,628 |
| Glassy Winged Sharpshooter | Ornamental/ Commercial Crops | 340 | 4,318 |
| European Corn Borer | Corn, Various Crops | 66 | 748 |
| European Pine Shoot Moth | Pines | 2 | 2 |
| Invasive Shothole Borer | Various Trees and Avocados | 118 | 1,123 |
| Brown Marmorated Stink Bug | Fruits and Vegetables | 7 | 171 |
| False Codling Moth | Fruit and Ornamental Trees | 19 | 242 |
| Various | General Purpose High Hazard | 1 | 20 |
| Total: | | 4,013 | 43,747 |

Community participation is a key element to a successful detection program. By allowing traps to be placed, residents support local agriculture and help protect the environment.



Weights and Measures

The Department of Agriculture/Weights and Measures provides consumer protection services on activities involving commercial transactions whose method of sale is by weight, measure, or count. Weights and measures inspectors oversee transaction accuracy and promote fairness in commerce through inspection services in the areas of commercial weighing and measuring devices, packaging inspections, price accuracy at point of sales, weighmaster audit inspections, and petroleum signs and fuel quality inspections. Weights and measures inspectors completed a total of 14,284 inspections in all program areas while maintaining a 24-hour response time to over 95% of consumer complaints received. San Luis Obispo County weights and measures officials continue to obtain specialized equipment and training on new technologies and methods of sale to ensure the department meets annual mandated inspection frequencies for all weighing and measuring devices.

| Measuring Device Inspections | | Weighing Device Inspections | | Petroleum Signs and Labeling Inspections | | |
|---|-----------------------|---|-----------------------|---|---|--|
| Device Type | Inspections Completed | Device Type | Inspections Completed | Number of Inspections Completed | | 94 |
| Retail Motor Fuel Dispensers | 2,528 | Retail Computing Scales | 652 | Quality Control Inspections | | |
| Propane Meters | 52 | Counter Scales | 134 | Price Verification Inspections | | |
| Compressed Natural Gas (Motor Fuel) | 5 | Hanging Scales | 52 | Retail Locations Inspected | Packages Inspected for Price Accuracy | Overall Compliance for All Locations |
| Vehicle Tank / Wholesale Meters | 55 | Crane Scales | 4 | 356 | 6,292 | 53.6% |
| Water Vending Machines | 145 | Hopper Scales | 18 | Packaging and Labeling Inspections | | |
| Electric Submeters | 513 | Livestock Scales | 72 | Number of Lots Inspected | # of Packages Inspected for Net Contents and Labeling | Overall Compliance |
| Gas Vapor Submeters | 444 | Animal Scale (Single Head) | 4 | 128 | 1,561 | 58.3% |
| Water Submeters | 910 | Platform Scales | 331 | Regulatory Activity for 14,284 Inspections | | |
| Wire/Rope/Cordage Meters | 37 | Vehicle Scales | 87 | Consumer Complaints | | |
| Misc. Measuring Devices | 15 | Monorail/Meatbeam Scales | 8 | Price Accuracy Complaints | Complaints Responded to in 24 Hours | Department Response Time by Percentage |
| Total Measuring Devices Inspected | 4,704 | Class II, Low Capacity Scales | 35 | 48 | 46 | 95.8% |
| | | Total Weighing Devices Inspected | 1,397 | Enforcement Actions Taken | | |
| Overall Commercial Device Compliance Rate: 94.5% | | | | Civil Administrative Actions Taken | Violations Issued | |
| | | | | 58 | 368 | |



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