



County of San Luis Obispo 2024 Annual Crop Report



Department of Agriculture/Weights & Measures

County of San Luis Obispo Department of Agriculture/ Weights & Measures

2024 Annual Crop Report

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Thank You!

The Department would like to recognize **Marc Lea, Edwin Moscoso, Heidi Quiggle and Doris Thirup** for their lasting contributions made during their 88 years of combined professional service with the County. We thank them for all of their efforts throughout their tremendous careers and wish them well in their retirements.

Agricultural Commissioner/Sealer of Weights & Measures

Martin Settevendemie

Assistant Agricultural Commissioner/Sealer of Weights & Measures

Marc Lea

Administrative Services Manager

Wenonah O'Rourke

Deputy Agricultural Commissioner/Sealer of Weights & Measures

David Aguayo	Samuel Bettien	Tom Morgan
	Edwin Moscoso	

Department Automation Specialist

Jonathan Wilding

Geographic Information Systems Analyst

Richard Brown

Agricultural Resource Specialist

Ian Landreth

Supervising Agricultural/Weights & Measures Inspector

Rogelio Ayon

Agricultural Inspector/Biologists

Laine Bauer	Amy Breschini	Jonathan Briggs
Kasi Day	Tom Donlon	Maria Gutierrez
Ismael Guzman-Berdejo	Stephanie Kennedy	Crystal Kirkland
Manuel Mendoza-Calderon	James Moore	Oscar Morales
Pedro Murguia	Jocelyn Prieto-Garcia	Heidi Quiggle
Laura Ramage	Daniel Reyes	CeRae Speidel
Jennifer Steele		Cara Taylor

Weights & Measures Inspectors

Evan Brownlee	Kenn Burt	Margherita Lebsack
	Vincent Peinado	

Agricultural/Weights & Measures Technicians

Rhonda Earing	Rebecca Holt	Ethan Marking
Madison Morford	Abigail Patterson	Doris Thirup
	Rebecca Vestre	

Accountant

Carolyn Tran

Supervising Administrative Clerk

Melissa Hamann

Administrative Services Staff

Destiny Brazil	Corryn Engdahl	Jessica Gin
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Project Managers

David Aguayo	Ian Landreth
--------------	--------------

Photography

Ag Department Staff and as designated

Graphic Design

Richard Brown



County of San Luis Obispo DEPARTMENT OF AGRICULTURE/WEIGHTS AND MEASURES

2156 Sierra Way, Suite A, San Luis Obispo CA 93401-4556

Martin Settevendemie
Agricultural Commissioner/Sealer
www.slocounty.ca.gov/agcomm

Phone: (805)781-5910
Fax: (805)781-1035
AgCommSLO@co.slo.ca.us



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

In accordance with Section 2279 of the California Food and Agricultural Code, I am pleased to release the 2024 annual crop and livestock report for the County of San Luis Obispo. It is important to note that the values represented in this report do not reflect net profits for producers, but rather the gross value of agricultural commodities produced within the county.

The overall crop value decreased by 8% to \$1,015,871,000 compared to that of 2023. Despite the decrease, this is the fourth consecutive year where overall commodity values exceeded the billion-dollar mark and the fifth time in the County's history.

Strawberries overtook wine grapes to claim the number one spot despite a decrease in planted acres and prices which contributed to a 12% drop in value. Strawberries ended the year with a value of just over \$242 million.

Wine grapes suffered a significant drop in value driven by a combination of declining market demand, lower prices per ton and slightly lower bearing acreage. Sales dropped by nearly 40% with the value of wine grapes ending the year at just under \$195 million.

The animal industry fared well, ending the year with a value of \$67.7 million. Cattle production contributed to the overall sector value influenced by favorable grazing conditions, a 3% increase in the number of head sold and a 12% increase in price per hundred weight.

Vegetable production was bolstered by a 27% increase in harvested acres which led to a \$35.7 million increase in value. The vegetable industry in San Luis Obispo County ended the year at \$279.5 million and represents 28% of the overall farmgate value.

Field crop production benefited from ample and timely seasonal rainfall, ending the year with a value of \$20.1 million. Overall, field crops remained steady in 2024 despite some variability in yields and market conditions.

Nursery products showed a 7% decline in overall value primarily due to a decline in indoor cut flower production. The industry continues to be challenged by international competition, variability in consumer demand and rising input costs.

I would like to thank all the farmers, ranchers and businesses who provided key information to this report. Without their knowledge, expertise and desire to contribute, this report would not be possible. I would also like to express gratitude to my staff for their efforts in compiling and analyzing this information and for their continued dedication to our mission of protecting agriculture both locally and abroad.

Respectfully submitted,

Martin Settevendemie
Agricultural Commissioner/Sealer

San Luis Obispo Office
2156 Sierra Way, Suite A
San Luis Obispo, CA 93401
(805) 781-5910

Arroyo Grande Office
810 W. Branch Street
Arroyo Grande, CA 93420
(805) 473-7090

Templeton Office
350 N. Main Street, Suite A
Templeton, CA 93465
(805) 434-5950

Mission Statement

Through the effective and efficient use of resources, the Department of Agriculture/Weights and Measures is committed to serving the community by protecting agriculture, the environment, and the health and safety of its citizens, and by ensuring equity in the marketplace.

Financial Report

Revenue \$ 8,164,939

State Funds	\$3,317,970	41%
Federal Funds	\$866,819	11%
County Funds	\$3,397,578	41%
Collected Fees	\$582,571	7%

Expenditures \$ 8,164,939

Salaries & Benefits	\$7,015,788	86%
Services & Supplies	\$744,335	9%
Overhead	\$404,816	5%
Equipment	\$0	0%



Funding by Program Area

Agricultural Resources \$ 528,037

State Funds	\$91,888	17%
County Funds	\$420,682	80%
Collected Fees	\$15,467	3%

Pest Management \$ 758,094

State Funds	\$555,410	73%
County Funds	\$202,684	27%
Collected Fees	\$0	0%

Pest Prevention \$ 3,182,616

State Funds	\$1,600,490	50%
Federal Funds	\$866,819	27%
County Funds	\$511,143	16%
Collected Fees	\$204,163	7%

Pesticide Use Enforcement \$ 2,405,244

State Funds	\$905,419	38%
County Funds	\$1,480,245	62%
Collected Fees	\$19,580	<1%

Product Quality \$ 231,431

State Funds	\$157,244	68%
County Funds	\$48,957	21%
Collected Fees	\$25,230	11%

Weights & Measures \$ 1,059,517

State Funds	\$7,519	1%
County Funds	\$733,867	69%
Collected Fees	\$318,131	30%



Top 10 Crops



Rank	Crop	Value	%
1	Strawberries	\$242,370,000	23.86%
2	Wine Grapes all	\$194,981,000	19.19%
3	Cattle and Calves	\$65,531,000	6.45%
4	Avocados	\$56,247,000	5.54%
5	Broccoli	\$53,758,000	5.29%
6	Lettuce, Head	\$35,412,000	3.49%
7	Vegetable & Ornamental Transplants	\$32,307,000	3.18%
8	Lettuce, Leaf	\$23,153,000	2.28%
9	Lemons	\$22,906,000	2.25%
10	Cauliflower	\$21,392,000	2.11%
Top Ten Total		\$748,057,000	73.64%

Agricultural Sector Highlights

In 2024, the total crop value for San Luis Obispo County exceeded \$1 billion for the fourth consecutive year, reflecting the continued strength and diversity of the county's agricultural industry. Thanks to the varied microclimates and a relatively healthy wet season, most crops continued to thrive across all growing regions. Despite periods of heavy rainfall early in the year and high temperatures in late summer, overall production remained strong and largely unaffected. Market demand, along with international influences for the various commodities offered by local producers impacted select agricultural products, however overall, San Luis Obispo County's agricultural value remained steady.

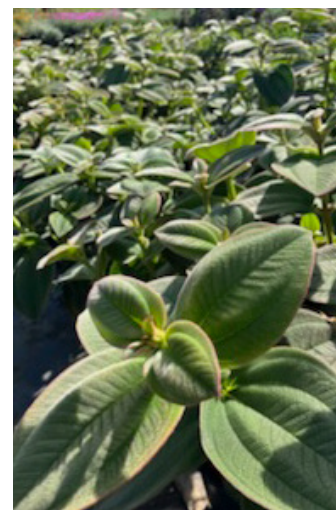
Strawberries reclaimed their position as the county's top-valued crop in 2024, overtaking winegrapes, which experienced a notable decline in sales. Together, these two crops accounted for more than 43% of the county's total crop value. The vegetable sector experienced the most significant growth, with an increase of over \$35.7 million, a 15% rise compared to 2023.



Vegetable Crops

Growing conditions strongly favored vegetables, particularly broccoli, cabbage, cilantro, and both head and leaf lettuce. The overall value of the vegetable sector rose 15% over 2023, marking the second-highest gross value in the past decade. Broccoli, cabbage, cilantro, and lettuce stood out as the top performers, supported by expanded acreage and increased price per ton. Head lettuce dominated with a significant increase in gross value, followed by leaf lettuce.

The vegetable industry remains a major contributor to the agriculture industry, contributing over 28% of the total farmgate value. Among the county's top ten highest valued crops, four belong to the vegetable sector: broccoli, head lettuce, leaf lettuce, and cauliflower ranked 5th, 6th, 8th, and 10th, respectively.



Nursery Products

The nursery industry continued to navigate challenging market conditions and shifting consumer preferences by adjusting production across most sectors, including outdoor ornamental, and vegetable transplants. Despite these efforts, the local industry reported a 7% decrease in total gross value. This decline was largely driven by reduced consumer demand, heightened international competition, and rising labor costs. Cut flower production experienced the most significant decline within greenhouse operations of cut flowers and greens, while production levels for outdoor ornamentals and both vegetable and ornamental transplants remained relatively stable compared to previous years.

Fruit & Nut Crops



The fruit and nut sector continued to lead the way for San Luis Obispo County crop values. Strawberries took a step back with a 12% reduction in total value compared to 2023, due to slight reductions in both planted acreage and market prices across fresh and processed channels. Meanwhile, avocados experienced a favorable upward trend. Thanks to a 24% bump in yields and a strong price rebound of 27%, the combination delivered a 64% jump in total value for the avocado sector. Lemons followed an upward trajectory and provided a 95% surge overall in value. Bearing acreage increased by 4%, total production rose 28%, and average values per ton soared by 52%. In contrast, winegrapes experienced a decline from that of previous years, with a drop in gross value of 40% across all varietals. A combination of late summer heatwaves and early spring frosts impacted yields, while shifting consumer preferences to other options on the market impacted demand. Despite the drop, winegrapes still managed to exceed \$190 million in farmgate value.

Animal Industry

The overall value of the animal sector in 2024 remained steady, supported by continued strength in the cattle market. There was a slight head count increase of 3% along with a 12% increase in cattle prices over the previous year, marking another favorable year for local livestock producers. Early seasonal rainfall supported strong forage growth during the primary grazing period, helping maintain healthy grazing conditions and contributing to stable cattle weights consistent with 2023 levels. Record-high market prices further enhanced returns for this industry and reinforced the economic resilience of the county's livestock sector.



Field Crops

The overall field crop sector remained stable in 2024, despite some variability in yields and market values for selected crops. While some crops experienced lower yields compared to the previous year, market price increases favored overall gross values for most crops in this sector. Hay grain experienced a decrease in total production and yield, but with an increase in price per ton, it experienced an overall increase in total gross value of nearly 18%. Alfalfa hay led the overall increase in this sector with a total production increase of more than 36%, and an overall gross value increase of 43% compared to that of 2023. While the overall field crop sector showed a slight decline of 1% from that of 2023, the overall value remained at just over \$20 million.

Year	Animal	Field	Nursery	Fruit/Nut	Vegetable	Total
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
2022	\$48,247,000	\$20,056,000	\$88,640,000	\$624,332,000	\$293,656,000	\$1,074,931,000
2023	\$61,960,000	\$20,439,000	\$88,970,000	\$688,753,000	\$243,848,000	\$1,103,970,000
2024	\$67,741,000	\$20,137,000	\$82,526,000	\$565,892,000	\$279,575,000	\$1,015,871,000

Spotlight on Weights & Measures

A Measure of History - Weights and Measures and Forging a National Standard

When making a purchase, have you ever wondered if the amount of product purchased is true and accurate? How do you know you're getting what you pay for? Well, the concept of accurate weights and measures has been a concern to all civilizations engaged in commerce throughout history.

In the vast industry of American agriculture and industrial commerce, where a variety of products are produced, harvested, shipped and sold, the silent partner of weights and measures has played a crucial role in providing equity and trust in the marketplace. This system ensures that a gallon of fuel in California measures the same as a gallon in Florida, and a pound of apples in New York is the same in Oregon. The journey to this standardization is a tale of innovation, adaptation, and the pursuit of fairness.

Before the United States declared independence in 1776, the Thirteen Colonies operated under the English system of measurement. However, inconsistencies arose, leading to confusion and disputes in trade. Recognizing the need for uniformity, the Articles of Confederation granted the central government the authority to "fix the Standard of Weights and Measures."

This commitment was reaffirmed in the U.S. Constitution, empowering Congress to establish consistent measurement standards. The practical implementation of these standards required a dedicated effort and a mass organization of multiple parties throughout the country to accomplish this endeavor.

In 1832 the U.S. formalized its customary system of units, laying the groundwork for nationwide consistency. The Metric Act of 1866 permitted the use of the metric system in commerce, and the U.S. became a signatory to the Metre Convention in 1875, emphasizing its commitment to global measurement standards. The Mendenhall Order of 1893 further refined this system by redefining U.S. customary units in terms of the metric system, aligning U.S. measurements with international standards.

The establishment of the National Institute of Standards and Technology (NIST) in 1901 marked a significant milestone for the pursuit of measurement uniformity in the United States. NIST's role in developing and maintaining measurement standards has been instrumental in ensuring fairness in trade and commerce.

In agriculture and in commerce, standardized measurements are vital. They ensure that agriculturists receive just compensation for their products, buyers get what they pay for, and markets operate fairly. From weighing cattle to measuring fuels, consistent standards have been the foundation of trust in all commercial transactions.

As technology advances and global trade methods expand, the importance of standardized, accurate measurements continues to grow. The nation's journey toward measurement uniformity reflects its broader commitment to fairness, innovation, and collaboration. In the changing landscape of commerce, these standards remain as crucial as they were at the turn of the century.



The Sinton Canyon Ranch livestock scale has been inspected and sealed by the Department for nearly 100 years.



Quantity control inspection circa 1960s

Setting Weights and Measures Standards in California

The regulation of weights and measures in California began in 1850, after the Legislature passed Chapter 53 at its first legislative session in April of that year. This established a system under which the Secretary of State served as Sealer and county clerks acted as County Sealers. The Secretary of State was to procure official standards from the federal government and distribute them to counties, but this was delayed for 25 years. By 1875, only 12 out of the existing 52 California counties had obtained them.

By 1880, the office of Sealer was largely undeveloped and in 1907 the Legislature repealed all related laws to weights and measures. A turning point came in 1911, when a constitutional amendment authorized the establishment of uniform weights and measures laws. Although an early bill failed, the revised version supported by the federal Bureau of Standards as a model law was successfully passed in 1913. This reinstated weights and measures regulation statewide and required each county to appoint a Sealer, with the state filling vacancies where counties did not have an appointed Sealer.

The new system quickly gained traction. Standards and equipment were purchased throughout the state, conferences were held starting in 1915 to discuss enforcement, and Governor Hiram Johnson voiced strong support for honest commerce. The 1913 Act incorporated requirements still familiar today, including the Net Container Act which provided oversight on packaged goods to protect against deceptive packaging such as slack fill or false bottom containers along with the Public Weighmaster Act of 1915 which required businesses who certify bulk goods based on weight, measure, or count to be licensed and comply with certain laws for full transparency and protection in the transaction.

Growth in oversight activities was dramatic. In 1916, only 20 deputy county sealers and four state employees oversaw inspections, compared to 194 county deputies and inspection staff along with 40 state employees by 1956. Currently there are an estimated 350 county deputy sealers and weights and measures officials throughout California dedicated to upholding state weights and measures laws and regulations.

Since 1850, California's Weights and Measures system matured into a statewide institution safeguarding fairness in commerce, protecting consumers, and ensuring accuracy in trade and commerce. Currently, the California Division of Measurement Standards is the state division tasked to oversee statewide weights and measures activities, working closely with county sealers to oversee the five major programs in weights and measures. This includes the Device Enforcement program, the Quantity Control program, the Petroleum program, the Weighmaster program, and the Registered Service Agency program.



San Luis Obispo County - A Rich History of Weights and Measures

San Luis Obispo County's Department of Agriculture/Weights and Measures has a rich history in supporting local commerce and trade. Since its inception, the Department has actively promoted agriculture and fair-trade practices through collaborative efforts with a diverse range of stakeholders. Through conducting regular inspections, investigating complaints, and providing outreach, the department has helped promote a fair and equitable marketplace for the residents and businesses of San Luis Obispo County.

The County Agricultural Commissioner/Sealer role has adapted to ever changing challenges, serving as facilitators of change in response to advances in technology, legislation, and policy priorities. California Agricultural Commissioners/Sealers are members of the California Agricultural Commissioner and Sealers Association, or CACASA. This statewide association brings together County Agricultural Commissioners/Sealers from all 58 California counties along with partners from the United States Department of Food and Agriculture, the California Department of Food and Agriculture, and the California Department of Pesticide Regulation to discuss various statewide activities and developments in both agriculture and weights and measures.

In addition to their core duties, Agricultural Commissioner's historically assumed various other responsibilities, including the oversight of Weights and Measures as the County Sealer. In 1913, pursuant to the constitutional amendment, legislation established a standard weights and measures system requiring each county board of supervisors to appoint a County Sealer. San Luis Obispo County's first Horticultural Commissioner was Mr. Frank McCoppin in 1883. There have been 14 County Commissioners serving over a 142-year period, and 7 County Sealers serving since 1915. The County had its first combined County Agricultural Commissioner and County Sealer in 1927 and since then has had 5 County Agricultural Commissioner/Sealers.



Board of Horticultural Commissioners (1883-1884)

Frank McCoppin

J.C. Currier

Horticultural and Agricultural Commissioners (since 1915)

1915-1916	Carl Nichols	Horticultural Commissioner
1916-1918	S.V. Christerson	Horticultural Commissioner
1918-1919	C.C. Staunton	Horticultural Commissioner
1919-1921	Harold E. Alley	Horticultural Commissioner
1921-1922	Clifford G. Tanner	Horticultural Commissioner
1922-1925	Everett L. Smith	Horticultural Commissioner
1925-1927	Edwin W. Howe	Horticultural Commissioner
1927-1963	Thomas Chalmers	Agricultural Commissioner
1963-1984	Earl R. Kalar	Agricultural Commissioner
1984-2002	Richard D. Greek	Agricultural Commissioner
2002-2010	Robert F. Lilley	Agricultural Commissioner
2011-Present	Martin Settevendemie	Agricultural Commissioner

County Sealers (since 1915)

1915-1931	R.L. Dempsey	County Sealer
1931-1955	A.B. Hitchcock	County Sealer
1955-1963	Thomas Chalmers*	County Sealer

(*also Agricultural Commissioner 1927-1963)

1963-1984	Earl R. Kalar	Agricultural Commissioner/Sealer
1984-2002	Richard D. Greek	Agricultural Commissioner/Sealer
2002-2010	Robert F. Lilley	Agricultural Commissioner/Sealer
2011-Present	Martin Settevendemie	Agricultural Commissioner/Sealer

Weights and Measures - Protecting Trade and Commerce

The San Luis Obispo's County Department of Agriculture/Weights and Measures mission is to safeguard measurement accuracy and ensure market integrity when providing oversight and consumer protection activities throughout the county. This includes an equitable and fair marketplace for businesses and consumers to thrive in. Weights and measures officials work as licensed inspectors to oversee activities in commerce involving all commercial transactions of weight, measure, or count. In addition to the licensing requirements obtained from the California Department of Food and Agriculture, weights and measures inspectors must complete specialized training on various device types and enforcement areas covered by weights and measures law.

Specialized staff work in five major areas. These five programs operate on the core principles of consumer protection, fairness, and equity in commerce.

The Device Inspection program oversees all weighing and measuring devices used in commercial transactions by registering and testing every device for compliance. The specifications and tolerances are assigned to each device as set in regulation.

The Weighmaster program oversees bulk commodity transactional activity by assuring individuals or businesses who weigh, measure, or count any commodity are issuing a proper certification of the sale.

The Petroleum program ensures the compliance of signage and labeling of all petroleum products, including the performance standards of fuels and automotive products. Inspections occur at regular frequencies as required by law.



The Registered Service Agency program oversees businesses and those licensed people who repair and/or install commercial weighing and measuring devices, and ensure they are doing so in compliance with California regulations.

The Quantity Control program oversees the pricing, packaging, and labeling accuracy of all commodities at distribution and retail locations throughout the county.



Consumer Protection at Retail - The Price Verification Program

In today's fast-paced retail environment, where consumers increasingly rely on digital tools and electronic pricing systems, the accuracy of prices at the checkout has never been more important. That's why the County's Department of Agriculture/Weights and Measures actively implements the Quantity Control program, a consumer protection program which includes price verification activities.

The Price Verification program is designed to ensure that consumers are charged the correct, lowest advertised price for products, whether it's posted on a store shelf, in a flyer, or online. In a time where pricing is often managed electronically through barcode scanners and digital systems, the role of weights and measures inspectors is to ensure fairness in every retail transaction, protecting both consumers and businesses.

Over the past decade, San Luis Obispo County weights and measures inspectors have worked diligently to increase inspection activity in the Price Verification program by conducting routine inspections of businesses across the county. These inspections provide oversight on retailers who use electronic scanning systems at the register to recall pricing information. While these systems offer convenience, they can also lead to errors, most often unintentionally resulting in customers being overcharged.



To protect consumers, inspectors follow established procedures from a National Institute of Standards and Technology, Office of Weights and Measures Handbook. Inspectors randomly select items from store shelves and compare the price displayed on packaging, signage, or online listings to the price that appears at checkout. These comparisons include evaluating sale prices, membership discounts, and special sale programs such as digital coupons. If an item is charged at a higher price or lower price than advertised, the inspector documents the discrepancy. When overcharges are confirmed, immediate corrective actions are taken, and if necessary, formal violations are issued. This ensures that pricing errors are corrected promptly, protecting not only the consumer but also maintaining the retailer's integrity.

Increased automation and digital marketing in the retail sector means that mistakes in pricing can become more common and harder for the average shopper to detect. The Price Verification program serves as a critical safeguard for consumers, offering several key benefits:

- **Protects Your Wallet:** No one wants to pay more than they should. Our inspectors make sure you're charged the lowest advertised price.
- **Supports Honest Business Practices:** Retailers are held to the same standards of accuracy and transparency, supporting equity in the marketplace.
- **Builds Consumer Confidence:** Knowing there is oversight encourages consumers to shop with trust and peace of mind.
- **Promotes Accountability and Education:** Businesses are educated on California law and the requirements to maintain pricing systems and honor their advertised promotions.

Whether you're shopping for groceries, gasoline, or agricultural products, accurate pricing is your right. Even minor overcharges, particularly if widespread, can add up to significant consumer losses. By regularly inspecting businesses of all sizes, the Department of Agriculture/Weights and Measures ensures that every customer is charged accurately, retailers operate with integrity and every transaction reflects the advertised price of the product.

As the retail landscape continues to evolve with new technology and marketing strategies, the Department remains committed to staying ahead of the curve. We work closely with other California counties, the State's Division of Measurement Standards, and the local District Attorney to investigate potential pricing violations and misleading business practices. When necessary, our department assists in holding businesses accountable for any form of price misrepresentation. These collaborative efforts help maintain a level playing field in the marketplace, ensuring not only that consumers are protected, but also that businesses who follow the law are competing in an equitable marketplace.

Consumers - What You Can Do ?

Consumers play an important role in the success of the Price Verification program. Always check your receipt, and if you notice a price discrepancy while shopping, or suspect you've been overcharged, we encourage you to report it. From shelf to scanner, our job is to make sure you are getting what you pay for and at the lowest advertised price.

Together, we can make sure that accuracy, fairness, and transparency remain at the core of every retail transaction.

To file a complaint or learn more about your rights as a consumer, visit our website. Scan the QR code to contact the San Luis Obispo County Department of Agriculture/Weights and Measures directly.



Technology in Weights and Measures

Changing technology has and will continue to alter the landscape of trade and commerce. Weights and measures officials receive the required education on new technologies as they are introduced into the marketplace. From electric vehicle charging stations, to mass flow meters used to meter materials by density, inspectors are constantly receiving specialized training to understand the science behind the equipment and how to apply accurate inspection processes on this advancing technology.



Inspection of an electric vehicle charging station



Heavy capacity truck with 1000 lbs testing standards



Inspection of a scale at checkout



Liquid propane gas dispenser inspection

Weights & Measures

Device Inspections

Device Type	*Inspections	Device Type	*Inspections
Retail Motor Fuel Dispensers	2,865	Retail Computing Scales	766
Electric Vehicle Supply Equipment	253	Counter Scales	132
Propane Retail Meter and Wholesale	77	Class II and Low Capacity Scales	26
Wholesale Meter	8	Hanging Scales	43
Vehicle Tank Meter	56	Crane Scales	2
Water Vending	161	Hopper Scales	19
Wire/Fabric/Cordage Meter	54	Platform Scales	349
Electric Submeter	339	Vehicle Scales	63
Water Submeter	933	Mono/Meat Beam Scales	9
Vapor Submeter	184	Livestock Scales	65
Total Measuring Devices Inspected	4,930	Total Weighing Devices Inspected	1,474

*Overall Commercial Device Compliance Rate: 88.3% includes out-of-county water submeters

Inspection staff ensure transaction accuracy and fairness in commerce through a range of services, including the inspection of commercial weighing and measuring devices, inspecting packages for net content and labeling, verifying price accuracy at retail, auditing weighmasters, and examining petroleum signs and fuel quality throughout the county. This year, the four weights and measures inspectors completed 9,424 inspections across all program areas and responded to 100% of consumer complaints within 24 hours.

Licensed inspectors frequently enhance their expertise with continuing education and specialized training in emerging fields, while also actively participating in the Western Weights and Measures Association (WWMA) and the National Council on Weights and Measures (NCWM). These professional organizations play a critical role in the development and review of new and existing regulations nationwide. This involvement ensures San Luis Obispo County weights and measures inspectors stay at the forefront of emerging technologies, such as innovative applications of weighing-in-motion systems and automated multi-dimensional measuring tools. Notably, the County of San Luis Obispo contributed to the national standards development process by serving as presiding Chairpersons of the Specification and Tolerances Committee at both the WWMA and NCWM annual meetings.



Quantity Control Inspections

Price Verification

Retail locations Inspected: 136

Packages Inspected: 2,820

Overall Compliance for All Locations: 60.2%

Test Purchases/Sales

Retail locations Inspected: 18

Purchases or Sales Made: 34

Overall Compliance for All Locations: 50.0%

Petroleum Signs & Labeling

Inspections: 106

Enforcement Actions

Civil Administrative Actions: 24

Violations Issued: 369



Field Crops

Crop	Year	Planted Acres	Harvested Acres	Yield/Acre	Total Production	Unit	Value/Unit	Total Gross Value
Alfalfa Hay	2024	1,715	1,688	5.15	8,693	Ton	\$266	\$2,312,000
	2023	1,138	1,131	5.66	6,401	Ton	\$253	\$1,620,000
Grain Hay*	2024	9,044	8,769	2.20	19,292	Ton	\$251	\$4,842,000
	2023	10,245	9,336	2.25	21,006	Ton	\$196	\$4,117,000
Rangeland, Grazed	2024		1,012,000			Acre	\$7	\$7,084,000
	2023		1,012,000			Acre	\$11	\$11,132,000
Miscellaneous**	2024	6,779	7,034					\$5,899,000
	2023	1,158	1,627					\$2,142,000
Total	2024	17,583	1,029,491					\$20,137,000
	2023	16,951	1,028,484					\$20,439,000

* includes winter forage

** barley, irrigated pasture, oats, safflower, Sudan grass, wheat, greenchop, seed, grain stubble (grazed), teff, dried beans, straw

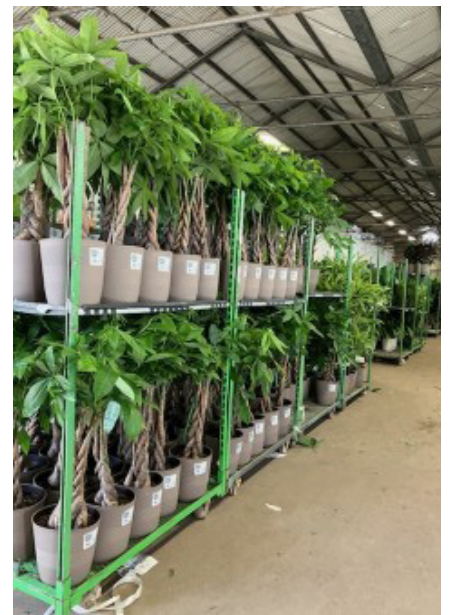


Animal Industry

Commodity	Year	# of Head	Total Production	Unit	Value/CWT	Total Gross Value
Cattle and Calves	2024	37,055	259,014	CWT	\$253	\$65,531,000
	2023**	35,986	259,459	CWT	\$225	\$58,378,000
Miscellaneous*	2024					\$2,210,000
	2023					\$3,582,000
Total	2024					\$67,741,000
	2023					\$61,960,000

*eggs, goats, hogs, lambs, sheep, beeswax, honey, milk, pollination

**revised



Nursery Products

Nursery Crop	Year	Field Production (acres)	Greenhouse Production (sq. ft.)	Total Gross Value
Cut Flowers & Greens*	2024	17	2,729,225	\$17,026,000
	2023	17	2,899,225	\$19,067,000
Outdoor Ornamentals	2024	44	199,748	\$7,477,000
	2023	52	203,820	\$7,626,000
Vegetable & Ornamental Transplants	2024	26	1,449,525	\$32,307,000
	2023	31	1,450,685	\$33,543,000
Miscellaneous**	2024	86	1,672,226	\$25,716,000
	2023	72	1,654,327	\$28,734,000
Total	2024	173	6,050,724	\$82,526,000
	2023	172	6,208,057	\$88,970,000

* includes cut flowers grown in greenhouse and field

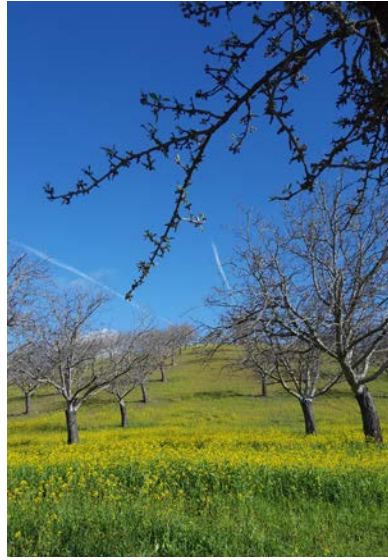
** bedding plants, bulbs, cacti, Christmas trees, fruit & nut trees, ground cover, indoor decorative, propagative plants, flower seed, sod, specialty plants, succulents



Vegetable Crops

Crop	Year	Harvested Acres	Yield/ Acre	Total Production	Unit	Value/ Unit	Total Gross Value
Broccoli	2024	4,947	6.409	31,705	Ton	\$1,695.54	\$53,758,000
	2023	4,585	6.224	28,537	Ton	\$1,267.97	\$36,184,000
Brussels Sprouts	2024	490	10.410	5,101	Ton	\$1,695.44	\$8,648,000
	2023	1,098	10.881	11,947	Ton	\$2,059.35	\$24,604,000
Cabbage	2024	1,301	21.159	27,528	Ton	\$606.46	\$16,695,000
	2023	1,101	22.088	24,319	Ton	\$411.90	\$10,017,000
Cauliflower	2024	3,848	5.652	21,749	Ton	\$983.61	\$21,392,000
	2023	2,644	7.436	19,661	Ton	\$1,047.92	\$20,603,000
Celery	2024	1,155	24.214	27,967	Ton	\$486.95	\$13,619,000
	2023	984	30.161	29,678	Ton	\$544.91	\$16,172,000
Cilantro	2024	1,655	6.571	10,875	Ton	\$1,740.29	\$18,926,000
	2023	1,216	6.299	7,660	Ton	\$1,764.18	\$13,513,000
Lettuce, Head	2024	4,294	14.325	61,512	Ton	\$575.70	\$35,412,000
	2023	1,748	17.779	31,078	Ton	\$463.08	\$14,391,000
Lettuce, Leaf	2024	2,260	10.276	23,224	Ton	\$996.95	\$23,153,000
	2023	1,259	11.232	14,141	Ton	\$843.29	\$11,925,000
Miscellaneous*	2024	6,432					\$87,972,000
	2023	6,177					\$96,439,000
Total	2024	26,382					\$279,575,000
	2023	20,812					\$243,848,000

* 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



Fruit & Nut Crops

Crop	Year	Planted Acres	Bearing Acres	Yield/ Acre	Total Production	Unit	Value/ Ton	Total Gross Value
Avocados	2024	5,334	4,961	3.820	18,951	Ton	\$2,968	\$56,247,000
	2023	5,265	4,739	3.079	14,591	Ton	\$2,344	\$34,202,000
Grapes, Wine (All)	2024	48,459	44,121		103,538	Ton		\$194,981,000
	2023	49,206	44,696		171,491	Ton		\$323,952,000
Lemons	2024	2,901	2,495	16.022	39,975	Ton	\$573	\$22,906,000
	2023	2,734	2,406	12.949	31,155	Ton	\$377	\$11,746,000
Strawberries (All)	2024	3,980	3,980		107,157	Ton		\$242,370,000
	2023	4,403	4,403		120,233	Ton		\$274,072,000
Fresh	2024			22.082	87,886	Ton	\$2,567	\$225,604,000
	2023			22.167	97,601	Ton	\$2,598	\$253,568,000
Processed	2024			4.842	19,271	Ton	\$870	\$16,766,000
	2023			5.140	22,631	Ton	\$906	\$20,504,000
Miscellaneous*	2024	4,687	3,809					\$49,388,000
	2023	5,037	3,880					\$44,781,000
Total	2024	65,361	59,365					\$565,892,000
	2023	66,645	60,124					\$688,753,000

* almonds, apples, apricots, blackberries, blueberries, English walnuts, feijoas, grapefruit, kiwis, mandarins, navel oranges, nectarines, olives, passion fruit, peaches, pears, persimmons, pistachios, pomegranates, raspberries, specialty citrus, table grapes, tangerines, Valencia oranges



Wine Grape Varietals

Crop	Year	Bearing Acres	Yield/Acre	Total Production	Unit	Value/Ton	Total Gross Value
Chardonnay	2024	2,688	3.342	8,983	Ton	\$1,561	\$14,023,000
	2023	2,729	4.942	13,487	Ton	\$1,677	\$22,617,000
Sauvignon Blanc	2024	1,081	5.204	5,626	Ton	\$1,560	\$8,776,000
	2023	1,073	7.620	8,176	Ton	\$1,600	\$13,082,000
White Wine (Other)	2024	1,694	2.538	4,299	Ton	\$2,256	\$9,699,000
	2023	1,803	3.512	6,332	Ton	\$2,373	\$15,026,000
Cabernet Sauvignon	2024	21,217	2.460	52,194	Ton	\$1,750	\$91,339,000
	2023	21,048	4.247	89,391	Ton	\$1,755	\$156,881,000
Merlot	2024	2,965	2.424	7,187	Ton	\$1,413	\$10,155,000
	2023	3,069	3.949	12,119	Ton	\$1,676	\$20,312,000
Pinot Noir	2024	2,015	1.698	3,421	Ton	\$2,483	\$8,496,000
	2023	2,185	2.955	6,457	Ton	\$2,252	\$14,540,000
Syrah	2024	2,665	2.154	5,740	Ton	\$2,714	\$15,579,000
	2023	2,688	3.077	8,271	Ton	\$2,617	\$21,645,000
Zinfandel	2024	1,953	1.334	2,605	Ton	\$2,225	\$5,797,000
	2023	2,025	2.326	4,710	Ton	\$1,940	\$9,138,000
Red Wine (Other)	2024	7,843	1.719	13,482	Ton	\$2,308	\$31,117,000
	2023	8,076	2.792	22,548	Ton	\$2,249	\$50,711,000

Organic Crops



The California State Organic Program, administered by the California Department of Food and Agriculture (CDFA), enforces federal and state organic standards to ensure the integrity of organic products grown and sold in California. All operations producing or handling organic products must register with the program to verify compliance with these standards. San Luis Obispo County Department of Agriculture/Weights and Measures inspection staff work with CDFA officials to support the program at the local level.

Top 5 Organic Crops

Rank	Crop	Acreage
1	Field Crops (includes pasture and rangeland)	40,066
2	Wine Grapes	4,361
3	Carrots	3,114
4	Nut Crops (excludes almonds)	950
5	Seed Crops	498

Acres Registered Organic

Year	Acres
2024	81,342
2023	82,073
2022	87,136
2021	87,371
2020	80,413

In 2024, San Luis Obispo County continued to rank 11th out of California's 58 counties for the number of organic registrations. While overall organic acreage in the county has gradually declined over the past four years, the number of organic registrants experienced a modest increase compared to the previous year. A total of 110 growers registered San Luis Obispo as their primary county for organic crops. Additionally, 12 out-of-county producers registered organic production sites within the county.

2024 Commercial Fishing Landings



In 2024, commercial fishing operations working from Morro Bay and Port San Luis landed 86 different species of fish, valued at nearly \$3.7 million.

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

Species	Pounds	Value
Sablefish	390,799	\$630,730
Thornyhead, shortspine	29,482	\$338,645
Halibut, California	44,503	\$267,234
Rockfish, brown	33,978	\$255,000
Cabazon	35,335	\$254,957
Rockfish, gopher	29,128	\$246,102
Squid, market	306,659	\$170,808
Rockfish, black-and-yellow	17,953	\$159,015
Rockfish, grass	9,896	\$117,621
Lingcod	26,330	\$93,206
Other species*	684,438	\$1,144,963
Totals	1,608,502	\$3,678,280

**Other species included 76 species.*

Certified Farmers' Markets



The San Luis Obispo County Department of Agriculture/Weights and Measures certifies local farmers' markets and agricultural producers, ensuring integrity and transparency in the sale of locally grown products. Through certification, local producers are authorized to sell the fruits of their labor directly to consumers, strengthening the connection between farm and table. Department staff conduct inspections of farms and ranches throughout the county to verify that certified producers are growing what they sell and are actively engaged in agricultural practices. This process helps maintain consumer trust and protects the authenticity of locally sourced goods.

For consumers, certified farmers' markets offer a unique opportunity to purchase fresh, seasonal produce directly from the people who grow it. For producers, certified markets open valuable direct-to-consumer sales channels, often resulting in better prices and customer loyalty. It also supports small farms and diversified operations that contribute to the county's agricultural diversity and resilience. The county is home to over 108 certified agricultural producers and hosts 15 certified farmers' markets. These vibrant hubs benefit the local economy, support sustainable farming, and offer consumers fresh, locally grown food.

Day	Market	Time	Market Location*
Monday	Baywood/Los Osos	2:00 - 4:30	Santa Maria St between 2nd St & 3rd St
Tuesday	Paso Robles	9:30 - 12:00	11th St & Spring St
	San Luis Obispo	2:30 - 5:30	224 Tank Farm Rd (Farm Supply parking lot)
Wednesday	Arroyo Grande	08:30 - 11:00	1463 East Grand Ave (Smart & Final parking lot)
	Atascadero	3:00 - 6:00	Atascadero Sunken Gardens - East Mall Ave
Thursday	Morro Bay	2:30 - 4:30	2650 Main St (Spencer's parking lot)
	San Luis Obispo	6:00 - 9:00	Higuera St between Chorro St & Osos St
Friday	Avila Beach	4:00 - 10:00	Front St Promenade (May - August)
	Cambria	2:30 - 5:30	1000 Main St
	Cayucos	10:00 - 12:30	Ocean Ave & D St (June - August)
Saturday	Arroyo Grande	12:00 - 2:30	214 E Branch St between Short St & Mason St
	Morro Bay	2:30 - 5:30	Main St & Morro Bay Blvd
	Paso Robles	9:00 - 1:00	11th St & Spring St
	San Luis Obispo	8:00 - 10:45	325 Madonna Rd (World Market parking lot)
	Templeton	9:00 - 12:30	City 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 2025.

Sustainable Agriculture

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 Detection, Pest Management, Pest Eradication, and Pest Exclusion.

Pest Detection

San Luis Obispo County is home to a wide variety of crops that thrive in its diverse geography and microclimates. However, this rich agricultural landscape is constantly at risk from invasive insects and plant pathogens that threaten farms, home gardens, and wildlands alike.

In 2024, the Pest Detection program deployed 2,315 specialized insect traps at thousands of residences across the county. These traps are designed to intercept destructive, invasive and exotic pests before they become established. Pest Detection staff inspected these traps 31,478 times throughout the year. Additionally, 45 visual surveys were conducted specifically to monitor for the Spotted Lanternfly, a destructive pest currently spreading in other regions of the country.

While 2024 was a particularly active year for invasive fruit fly detections statewide, San Luis Obispo County successfully avoided any arrival of these destructive pests.

In addition to residential areas, 389 commercial traps were strategically placed in wholesale nurseries, croplands, and grain/feed storage sites to monitor for high-risk pests such as the Glassy-winged Sharpshooter, European Grapevine Moth, Light Brown Apple Moth, and Khapra Beetle. These commercial traps were inspected 4,089 times during the trapping season.

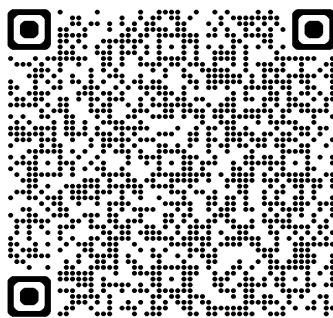
Early detection is critical to protecting local agriculture, as it allows pests to be intercepted at low population levels, when eradication is still possible. This work would not be successful without the strong support of the community. By allowing traps on their properties, residents play a vital role in safeguarding San Luis Obispo County's agriculture, natural resources, and environment.



Target Pest	Insect Hosts	Traps Placed	Trap Servicings
Asian citrus psyllid	Citrus	925	11,686
Glassy-winged sharpshooter	Ornamental and Commercial Crops	351	3,409
European Grapevine Moth	Grapes	190	1,838
Mediterranean fruit fly	Fruit Trees	178	3,120
Mexican fruit fly	Fruit Trees	162	5,126
Oriental fruit fly	Fruit Trees	178	3,120
Melon fruit fly	Vegetable Gardens and Fruit Trees	93	1,674
Various Exotic Fruit Flies	Fruits and Vegetables	154	1,931
Light brown apple moth	Ornamental and Commercial Crops	68	824
European Corn Borer	Corn and Sorghum	45	417
Spongy moth	Shade Trees	135	857
Japanese beetle	Turf and Flowers	128	825
Khapra Beetle	Stored grains	8	68
Invasive Shothole Borers	Many tree species including Avocados	62	335
Brown Marmorated Stink Bug	Ornamental and Commercial Crops	7	144
False Codling Moth	Orchard and Field Crops	19	124
Spotted Lantern Fly	Tree of Heaven near Transportation Corridors	0	45
High Hazard	Parks	1	24
Total		2,704	35,567

Interested in hosting insect traps?

Scan the QR code or go to <https://forms.office.com/g/yCN1V10rra> and fill out the online "Permission to Trap in My Yard" form or contact the County Agricultural Commissioner's office at 805-781-5910.



Pierce's Disease Control Program

The Pierce's Disease Control program remains a cornerstone in protecting San Luis Obispo County's viticulture and nursery industries from the devastating effects of Pierce's Disease and its primary insect vector, the Glassy-winged Sharpshooter (GWSS). These threats are endemic in several regions of California; however, due to the continued efforts of this program, San Luis Obispo County has successfully prevented their establishment locally.

Over the past year, Department technicians and inspectors profiled 3,136 shipments of nursery stock originating from GWSS infested areas of California. Of these, 1,771 individual shipments were inspected across 337 distinct sites within the county. As a result, 13 notices of rejection were issued for non-compliant shipments, helping to ensure that only pest-free material enters the county.

The ongoing success of this program depends on strong partnerships and collaboration between the Department, California Department of Food and Agriculture, local residents, and the nursery and grape industries. Together, these efforts continue to safeguard the region's agricultural economy and maintain San Luis Obispo County's status as free from Pierce's Disease.



Sustainable Agriculture

Pest Exclusion

Type of Pest Intercepted	# of Rated, Actionable Pests Found
Ants	6
Aphids	3
Bacteria	2
Beetles	1
Eggs/Immature Insects	8
Fungi	40
Mealybugs	32
Mites	11
Moths	2
Phytophthora	1
Psyllids	1
Scale Insects	25
Slugs/snails	4
Thrips	2
Virus	7
Weeds	4
Whiteflies	2
Total	121

To protect San Luis Obispo County's agricultural and natural resources, the Department of Agriculture/Weights and Measures operates a comprehensive pest exclusion program, following the California Department of Food and Agriculture's statewide model. Pest exclusion serves as a critical line of defense in preventing the introduction and spread of invasive pests that are not yet established in the region.

As part of this effort, agricultural inspectors carry out inspections at key points of entry for plant material, including parcel delivery hubs, nurseries, and landscape sites. In 2024, the Department profiled 13,967 incoming plant shipments and conducted physical inspections on 10,858 to check for the presence of invasive pests.

California utilizes a comprehensive pest rating system to assess and respond to intercepted pests. Pests with the greatest potential to harm agriculture or the environment are classified as actionable. When actionable pests are detected, appropriate measures are taken, such as returning shipments to the sender, requiring treatments, or destroying the commodity to eliminate the threat.

Through effective barriers of entry, the Pest Exclusion program plays a vital role in maintaining the health of San Luis Obispo County's agricultural industries and protecting California's broader ecosystem from the costly impacts of invasive species.



Sustainable Agriculture

Phytosanitary Certification

Country	Certificates
Canada	1,859
Taiwan	201
Mexico	64
French Polynesia	37
Belgium	32
Netherlands	25
Japan	24
United Kingdom	13
China	4
New Zealand	4
Bahamas	3
Chile	3
Costa Rica	3
Italy	3
Panama	3

The Phytosanitary Certification program plays a key role in supporting San Luis Obispo County’s agricultural exports by ensuring that commodities shipped internationally meet the requirements of importing countries. This program helps maintain access to global markets and protects the supply chain for local growers.

In collaboration with the United States Department of Agriculture, the Department of Agriculture/Weights and Measures employs trained inspectors certified as Accredited Certifying Officials. These inspectors are federally authorized to inspect agricultural shipments and issue phytosanitary certificates, serving as official documents that verify the commodity meets the import requirements of the destination country.

In 2024, San Luis Obispo County issued more than 2,200 phytosanitary certificates. Broccoli and cauliflower remained the top exported crops requiring certification. The table to the left highlights the fifteen countries that received the highest number of certified shipments from the Department.



Sustainable Agriculture

Noxious/Invasive Weed Control

The Department of Agriculture/Weights and Measures’ Invasive Weed Control program protects agriculture, and native habitats by controlling noxious and invasive weeds. Multiple efforts span throughout the county with focus on areas of concern where the Department can actively control the spread or eliminate noxious, invasive, or rated weeds in the county. Roadside treatments performed along county roads and state highways help reduce the spread of invasive weed populations.

In 2024, the Weed Abatement program marked the completion of the California Department of Food and Agriculture grant work featured in the Department’s 2023 Crop Report. A key highlight of this work was the use of drones to reach and treat otherwise inaccessible areas. These efforts focused on controlling listed noxious weeds along the Highway 1 corridor, from San Luis Obispo north to the county line, with particular attention to jubata grass (*Cortaderia jubata*) populations. This grant has since been extended through 2027, enabling continued work in these sensitive landscapes. Initial

results indicated successful initiation and execution, resulting in extended funding, allowing the Department to expand its treatment areas and continue the monitoring of previously identified sites. Partnerships with California State Parks, the Coastal San Luis Resource Conservation District, the Morro Bay National Estuary Program, and private land managers make this all possible.

The Department is a member of the San Luis Obispo County Weed Management Area, a cooperative effort that includes several County departments, multiple state and federal agencies, and many non-profit groups equally concerned with minimizing and eliminating the spread of invasive weeds.

Residents and visitors to San Luis Obispo County can help reduce the spread of invasive weeds by cleaning their boots or tires and grooming their pets or horses before leaving the trails. While out enjoying our trail systems and roadways, keep an eye out for unusual plants, and if you suspect an invasive plant you can help by informing the Department.

Activity	Amount
Locations Visited	193
Surveyed	4,648 Acres
Roadside Surveyed	465 Miles
Treated*	641 Acres
Removal by Hand	18 Acres

**herbicide applied within all acres and miles surveyed*



Pesticide Use Enforcement

Pesticide Use Permits Issued

Total

Restricted Material* Agricultural	530
Restricted Material* Non-Agricultural	15
Operator Identification Numbers**	519

Notices of Intent

Total

Notices of Intent Received***	697
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Investigations

Total

Investigations Completed	23
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Pesticide Use Inspections

Total

Agricultural Use	160
Pre-application	243
Structural Use	71
Pest Control Headquarters	43
Fieldworker Safety	85
Pest Control Business Headquarters	32
Total Inspections	634
Overall Inspection Compliance Rate	94%
Agricultural & Structural Civil Penalties	16



The Department of Agriculture/Weights and Measures is responsible for enforcing Federal and State pesticide laws and regulations at the local level, with oversight from the California Department of Pesticide Regulation. The Pesticide Use Enforcement (PUE) program focuses on safeguarding the health and safety of workers, the public, the environment, and our food supply.

PUE inspectors conduct surveillance throughout the county to check that pesticide applications are operating safely and responsibly and ensure compliance with worker protection standards by verifying pesticide safety training, notification, and safety equipment requirements.

PUE inspectors carefully review applications and issue operator identification numbers and restricted material permits to qualified growers and businesses, review notices of intent, investigate pesticide-related complaints, and provide education to the public and county stakeholders on pesticide compliance.

*Restricted Material: A pesticide that may be purchased and used only by or under the supervision of a certified commercial or private applicator under a permit issued by the County Agricultural Commissioner.

**Operator Identification Number: A unique identification number issued to a qualified business to enable tracking of agricultural and commercial uses of pesticides through pesticide use reporting.

***Notice of Intent: A notification submitted to the commissioner prior to the use of a restricted pesticide associated with a permit.



San Luis Obispo Office
2156 Sierra Way, Suite A
San Luis Obispo, CA 93401
(805) 781-5910

Arroyo Grande Office
810 West Branch St
Arroyo Grande, CA 93420
(805) 473-7090

Templeton Office
350 North Main St, Suite A
Templeton, CA 93465
(805) 434-5950



Department of Agriculture/Weights & Measures