

# **SAN MATEO COUNTY**

## **2012 AGRICULTURAL CROP REPORT**





**SAN MATEO COUNTY  
DEPARTMENT OF AGRICULTURE  
&  
WEIGHTS AND MEASURES**

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# SAN MATEO COUNTY

## DEPARTMENT OF AGRICULTURE/WEIGHTS AND MEASURES

**Karen Ross, Secretary**  
California Department of Food & Agriculture  
and

### **San Mateo County Board of Supervisors**

Dave Pine, District 1, Vice-President  
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The San Mateo County Department of Agriculture/Weights and Measures is honored to present the 2012 Agricultural Crop Report per Section 2279 of the California Food and Agriculture Code. The values represented in this report are agricultural production gross values, which excludes commodity production costs and net profits.

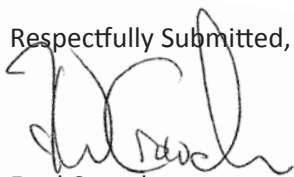
The total gross value for the 2012 agricultural production year was \$140,032,000, an overall increase of 2.2% from the previous year. With the exception of a \$730,000 decrease in Forest Products, which reflects rotational harvesting practices along the county border, production was up for all commodity categories. Indoor Grown Floral and Nursery Crops posted a production value total of \$92,176,000, an increase of 1.8%, while Outdoor Grown Floral and Nursery Crops improved to a total value of \$21,668,000, an increase of 3.7%. These modest gains were accomplished even though nursery operations continue to seek economic stability.

After a challenging 2011, climatic conditions in 2012 proved to be advantageous for the local wine grape producers who contributed to the Fruit and Nut Crops \$1,764,000 production value, a 5.9% increase overall. Vegetable Crops placed an additional 93 acres in production which contributed to an overall gross value of \$17,385,000, an increase of 4.4%. The expansion of backyard beekeepers and chicken egg producers increased the value for Livestock Products and Apiary to \$1,668,000, a 12.9% improvement over the previous year. Due to better survey response, the total production value for Field Crops increased to \$933,000, a 22% higher value over 2011. The county's Livestock had a total value of \$2,459,000, a 6.4% increase, largely due to a higher dollar value per pound.

San Mateo County's cattle industry is featured on the cover of this year's crop report. It is a less conspicuous segment of our agricultural industry that provides additional diversity to the San Mateo agricultural community. The cool climate of coastal San Mateo County is ideal for the development of heavy forage and an extended grazing season reduces the need to provide supplemental feed. California range lands evolved with grazing animals and when properly managed, cattle can contribute to healthier grasslands and weed free range.

This report is only possible by the efforts of all the individuals, growers and agencies who contributed information, for which I am grateful. I also want to recognize the hard work that Kelly Mayer and the rest of my dedicated staff put into creating the 2012 Crop Report to represent our local agricultural industry.

Respectfully Submitted,



Fred Crowder  
Agricultural Commissioner  
Sealer of Weights and Measures

## FLORAL AND NURSERY CROPS INDOOR GROWN

Crop	Year	Square Feet	Total Value
<b>Potted Plants</b>			
Flowering <sup>1</sup>	2012	7,217,000	\$81,551,000
	2011	6,774,000	79,520,000
Foliage <sup>2</sup>	2012	558,000	2,931,000
	2011	643,000	3,800,000
<hr/>			
<b>Subtotal</b>	2012	7,775,000	\$84,482,000
	2011	7,417,000	83,320,000
<hr/>			
<b>Cut Flowers<sup>3</sup></b>	2012	1,580,000	\$7,083,000
	2011	1,708,000	6,503,000
<hr/>			
<b>Bedding Plants, Cuttings and Liners<sup>4</sup></b>	2012	171,000	\$611,000
	2011	192,000	718,000
<hr/>			
<b>TOTAL</b>	2012	9,526,000	\$92,176,000
	2011	9,317,000	90,541,000

1 Includes Hydrangeas, Lavender, Lilies, Orchids, Poinsettias, etc.

2 Includes Ferns, Ivy, etc.

3 Includes Alstroemeria, Asiatic and Oriental Lilies, Roses, Snapdragons, etc.

4 Includes Grasses, Ivy, Vegetables, etc.

## FLORAL AND NURSERY CROPS OUTDOOR GROWN

Crop	Year	Acres	Total Value
<b>Ornamentals</b>			
Nursery Stock <sup>1</sup>	2012	127	\$15,638,000
	2011	133	15,010,000
Christmas Trees (cut)	2012	145	333,000
	2011	145	348,000
<hr/>			
<b>Subtotal</b>	2012	272	\$15,971,000
	2011	278	15,358,000
<hr/>			
<b>Cut Flowers<sup>2</sup></b>	2012	355	\$5,697,000
	2011	412	5,532,000
<hr/>			
<b>TOTAL</b>	2012	627	\$21,668,000
	2011	690	20,890,000

1 Includes herbaceous perennials, shrubs and trees.

2 Includes Hydrangeas, Lilies, Tulips, Yarrow, etc.

## VEGETABLE CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Artichokes	2012	64	4.15	266	Ton	\$1,047	\$279,000
	2011	56	3.94	221	Ton	1,127	249,000
Beans, Fava	2012	168	2.99	502	Ton	1,300	653,000
	2011	210	2.29	481	Ton	1,164	560,000
Beans, Snap	2012	110	3.48	383	Ton	1,263	484,000
	2011	94	3.61	339	Ton	1,148	389,000
Brussels Sprouts <sup>1</sup>	2012	759	10.04	7,620	Ton	1,195	9,106,000
	2011	655	10.59	6,936	Ton	1,277	8,857,000
Leeks	2012	158	10.11	1,597	Ton	875	1,397,000
	2011	160	10.75	1,720	Ton	876	1,507,000
Peas	2012	211	2.05	433	Ton	1,568	679,000
	2011	218	2.12	462	Ton	1,598	738,000
Pumpkins	2012	183	9.67	1,770	Ton	420	743,000
	2011	226	10.67	2,411	Ton	265	639,000
Miscellaneous Vegetables Field and Indoor Grown <sup>2</sup>	2012	389					4,044,000
	2011	330					3,709,000
<b>TOTAL</b>	2012	2,042					\$17,385,000
	2011	1,949					16,648,000

<sup>1</sup> Includes Processed

<sup>2</sup> Includes Herbs, Broccoli, Cauliflower, Kale, Lettuce, Peppers, Swiss Chard, Tomatoes, etc.



## FRUIT AND NUT CROPS

Crop	Year	Acres	Total Value
Wine Grapes	2012	131	\$694,000
	2011	135	508,000
Miscellaneous <sup>1</sup>	2012	95	1,070,000
	2011	108	1,158,000
<b>TOTAL</b>	2012	226	\$1,764,000
	2011	243	1,666,000

<sup>1</sup> Includes Apples, Citrus, Strawberries, etc.



## LIVESTOCK PRODUCTS AND APIARY

Commodity	Year	Production	Unit	VALUE	
				Per Unit	Total
Honey	2012	51,000	lbs	\$8.44	\$430,000
	2011	39,000	lbs	8.61	336,000
Beeswax	2012	946	lbs	5.93	6,000
	2011	910	lbs	4.86	4,000
Other <sup>1</sup>	2012				1,232,000
	2011				1,138,000
<b>TOTAL</b>	2012				\$1,668,000
	2011				1,478,000

<sup>1</sup> Includes Goat Cheese, Eggs, Wool, etc.



## LIVESTOCK

Commodity	Year	Number Head Sold	Total Value
Cattle and Calves	2012	2,008	\$1,843,000
	2011	2,393	1,755,000
Other <sup>1</sup>	2012	5,665	616,000
	2011	5,774	557,000
TOTAL	2012		\$2,459,000
	2011		2,312,000

<sup>1</sup> Includes Sheep, Swine, Goats, Chickens, Turkeys, etc.

## FIELD CROPS

Commodity	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Beans, Dry Edible <sup>1</sup>	2012	58	1.02	59	Ton	\$5,503	\$325,000
	2011	78	1.06	83	Ton	4,364	362,000
Grain <sup>2</sup>	2012	361	0.60	216	Ton	298	64,000
	2011	356	0.62	221	Ton	298	66,000
Hay							
Oat & Rye	2012	292	2.76	806	Ton	184	148,000
	2011	309	2.21	683	Ton	150	102,000
Volunteer	2012	162	2.94	476	Ton	75	36,000
	2011	177	2.86	506	Ton	61	31,000
Pasture							
Irrigated	2012	193				140	27,000
	2011	198				149	30,000
Other	2012	22,218				15	333,000
	2011	19,326				9	174,000
TOTAL	2012	23,284					\$933,000
	2011	20,444					765,000

1 Includes Cranberry, Fava, etc.

2 Includes Barley, Oats, Rye and Wheat

## FOREST PRODUCTS

Year	Board Feet	Total Value
2012	5,547,000	\$1,979,000
2011	6,060,000	2,709,000



## RECAPITULATION

	2012	2011	Net Difference	Percentage
Floral and Nursery Crops	\$113,844,000	\$111,431,000	\$2,413,000	2.2%
Vegetables	17,385,000	16,648,000	737,000	4.4%
Livestock	2,459,000	2,312,000	147,000	6.4%
Forest Products	1,979,000	2,709,000	-730,000	-26.9%
Fruit and Nut Crops	1,764,000	1,666,000	98,000	5.9%
Livestock Products and Apiary	1,668,000	1,478,000	190,000	12.9%
Field Crops	933,000	765,000	168,000	22.0%
<b>TOTAL</b>	<b>\$140,032,000</b>	<b>\$137,009,000</b>	<b>\$3,023,000</b>	<b>2.2%</b>



## MILLION DOLLAR CROPS

	2012	2011
Flowering Potted Plants (Indoor Grown)	\$81,551,000	\$79,520,000
Ornamental Nursery Stock	15,638,000	15,010,000
Brussels Sprouts	9,106,000	8,857,000
Cut Flowers (Indoor Grown)	7,083,000	6,503,000
Cut Flowers (Outdoor Grown)	5,697,000	5,532,000
Foliage Potted Plants (Indoor Grown)	2,931,000	3,800,000
Forest Products	1,979,000	2,709,000
Cattle and Calves	1,843,000	1,755,000
Leeks	1,379,000	1,507,000
Livestock Products (Cheese, Eggs, Wool, etc.)	1,232,000	1,138,000



# SAN MATEO COUNTY

## 2012 SUSTAINABLE AGRICULTURE REPORT

San Mateo County's Sustainable Agricultural programs include pest exclusion, detection, eradication and organic farming with an emphasis on practicing integrated pest management. These programs and practices exist to help reduce the environmental impact of agricultural production and stabilize the agricultural economy.

### PEST EXCLUSION

Introduction of exotic insects, weeds and plant diseases that are transported on shipments from other counties, states and countries is prevented by inspecting goods as they are imported into San Mateo County. The Pest Exclusion Program acts as the primary defense against harmful pests and diseases that can cause hardship to the county's agricultural production and economy. Shipments may be rejected due to presence of live pests, improper container markings, or lack of valid certification.

Type of Shipment	Inspections	Rejections	Pests Intercepted
Parcel Carriers	19,604	145	3
Truck	1,594	10	6
Air	2,960	195	196
Sea Containers	27	0	0
Household Goods (Gypsy Moth)	98	0	0
Nursery Stock (GWSS)	2,050	0	0
Other	31	0	2

### EXOTIC PESTS INTERCEPTED\*

Pest	Rating	Number of Interceptions	Pest	Rating	Number of Interceptions
<i>Aonidiella orientalis</i> Oriental scale	A	2	<b>Crickets &amp; Grasshoppers</b> (various species)	Q	1
<i>Hydrilla verticillata</i> hydrilla	A	1	<b>Leaf &amp; Plant hoppers</b> (various species)	Q	1
<i>Ischnaspis longirostris</i> black thread scale	A	1	<b>Mealybugs</b> (various species)	Q	13
<i>Pinnaspis buxi</i> boxwood scale	A	10	<b>Mites</b> (various species)	Q	12
<i>Pinnaspis strachani</i> lesser snow scale	A	3	<b>Moths</b> (various species)	Q	64
<i>Pseudaulacaspis pentagona</i> white peach scale	A	11	<b>Scales</b> (various species)	Q	58
<i>Radophulus similis</i> burrowing nematode	A	2	<b>Snails &amp; Slugs</b> (various species)	Q	1
<i>Rotylenchulus reniformis</i> reniform nematode	A	2	<b>Termites</b> (various species)	Q	2
<i>Thrips palmi</i> melon thrip	A	2	<b>Thrips</b> (various species)	Q	7
<b>Ants</b> (various species)	Q	9	<b>True Bugs</b> (various species)	Q	6
<b>Aphids</b> (various species)	Q	8	<b>Whiteflies</b> (various species)	Q	5
			<b>Other</b> (various species)	Q	10

\* "A" or "Q" pest rating requires quarantined products to be destroyed, treated, or shipped out of state.

Exported agricultural commodities are also inspected to verify they are found free from injurious pests and diseases as specified by the importing state or country. In 2012, 2,258 Federal and 787 State Phytosanitary Certificates were issued from San Mateo County to verify agricultural goods met requirements.

# SAN MATEO COUNTY

## 2012 SUSTAINABLE AGRICULTURE REPORT





### PEST DETECTION

The Pest Detection program staff deploys and monitors insect traps to help control and identify pest populations before they become a threat to agricultural production. In San Mateo County, staff set 3,965 insect traps and serviced them 44,563 times in 2012. These traps targeted the following injurious pests, without any finds during the 2012 production year:

Asian Citrus Psyllid	Glassy-winged Sharpshooter	Mediterranean Fruit Fly
European Corn Borer	Gypsy Moth	Melon Fly
European Grape Vine Moth	Japanese Beetle	Mexican Fruit Fly
European Pine Shoot Moth	Khapra Beetle	Oriental Fruit Fly

### PEST ERADICATION

The Agricultural Department is a part of the San Mateo County Weed Management Area (WMA), which includes regional public agencies, private landowners, environmental organizations and agricultural industry members. The WMA works together to prevent the introduction, establishment and spread of noxious weeds through education, detection, GIS mapping, control and monitoring. These efforts help preserve native species and endemic habitats. They also decrease fire risk and lower retroactive maintenance costs associated with invasive weeds, which helps protect the economic viability of the agricultural community and the general environment.

Weed Species	Fertile Capeweed <i>Arctotheca calendula</i>	Skeletonweed <i>Chondrilla juncea</i>	Canary Island Hypericum <i>Hypericum canariense</i>	Purple Loosestrife <i>Lythrum salicaria</i>
				
Characteristics	Perennial, rosettes, daisy-like yellow flowers, A-Rated	Perennial or biennial, basal rosettes w/ rigid, wiry stems and small yellow flowers, A-Rated	Perennial shrub, up to 5 meters tall, yellow flowers, B-Rated	Perennial, clumps, up to 3 meters tall, spikes of red-purple flowers, B-Rated
Reproduction	Seeds and vegetative stolons	Seeds and vegetative roots	Seeds and rhizomes	Seeds, up to 2 million per plant, viable up to 3 years
Distribution	Open or disturbed sites; 2 ac. in grassland near Pescadero	Disturbed land; San Carlos, near Caltrain tracks (Atherton to Burlingame) and Edgewood Road	Coastal sage scrublands and grasslands south of Pigeon Point Lighthouse	Wetlands; San Bruno Mountain County Park and La Honda
Control	Hand-pulling and herbicides	Hand-pulling, herbicides and 2 biocontrol agents: gall mite, <i>Eriophyes chondrillae</i> , and rust fungus, <i>Puccinia chondrillina</i>	Mechanical methods and herbicides	Hand-pulling and herbicides

**A - Rated** pests are highly invasive, considered detrimental to agriculture and the environment, and regulated for eradication.

**B - Rated** pests may be detrimental to agriculture and eradication and is subject to the discretion of the local Agricultural Commissioner.

# SAN MATEO COUNTY

## 2012 SUSTAINABLE AGRICULTURE REPORT

### INTEGRATED PEST MANAGEMENT

Integrated Pest Management (IPM) uses alternative pest control methods that focus on both pest life cycles and their interactions with the environment. These methods are recognized as part of a more comprehensive approach to managing injurious pest populations. Sanitation, exclusion, and promoting symbiotic environmental relationships and natural predation are some of the alternative ways agricultural producers maintain effective pest control with minimal environmental impact. Alternative pest control methods used in San Mateo County include:

<i>Bacillus thuringiensis</i> , Bacteria	Hedgerows	Owl Boxes	Refined Oils
Botanical Extracts	Insect Monitoring	Parasitic Wasps	Sticky Traps
Companion Planting	Insecticidal Soaps	Parasitic Nematodes	Soil Steam Sterilization
Cover Crops	Lacewings	Pheromone Traps	Torching Weeds
Crop Rotation	Ladybird Beetles	Predatory Mites	Weed Covers
	Mulching	Pressure Washing	Vertebrate Traps

### ORGANIC FARMING

The number of organic farms, acreage and organic commodity value in San Mateo County continues to increase in the 2012 agricultural production year. Only farms that are both organically certified by a United States Department of Agriculture accredited agency and registered with the California Department of Food and Agriculture are considered for this data. With an estimated gross agricultural production value of \$2,769,000, organic producers have found a niche in the local agricultural community.

	Organic Farms	Production Acreage
2012	18	410
2011	16	230
2010	15	220

### COASTSIDE RAIN STATIONS

Year	Half Moon Bay inches	Pescadero inches
2011/2012	16.16	18.32
2010/2011	27.75	29.38
2009/2010	25.34	30.28
2008/2009	20.74	25.69
2007/2008	20.65	21.86
2006/2007	18.29	15.13
2005/2006	35.58	30.30
2004/2005	37.83	32.61
2003/2004	23.15	19.29
2002/2003	*	24.95
2001/2002	*	22.06



\* Data not available



## COMMERCIAL FISH CATCH\*



<u>Species</u>	<u>Year</u>	<u>Pounds</u>	<u>Value</u>
Crab, Dungeness	2011	3,371,188	\$8,240,626
	2010	3,422,492	6,404,471
Squid, market	2011	1,408,943	352,700
	2010	1,480,069	370,017
Sablefish	2011	158,791	560,346
	2010	81,440	314,054
Halibut, California	2011	61,301	272,427
	2010	73,181	275,365
Rockfish, all	2011	86,727	109,583
	2010	87,453	89,272
Prawn, spot	2011	2,345	26,325
	2010	5,441	69,708
Tuna, Albacore	2011	18,055	49,861
	2010	16,996	32,667
Sole, all	2011	64,407	68,034
	2010	40,666	29,010
Seabass, white	2011	2,771	8,487
	2010	7,901	26,486
Crab, rock unspecified	2011	7,489	16,322
	2010	7,729	15,524
Sanddab	2011	24,640	12,429
	2010	36,896	13,440
Flounder, all	2011	11,440	8,545
	2010	18,671	12,221
Salmon, Chinook	2011	57,804	389,657
	2010	2,288	12,349
Lingcod	2011	4,724	16,176
	2010	5,047	10,949
Miscellaneous	2011	19,221	19,606
	2010	92,807	11,559
<b>TOTAL</b>	2011	5,299,846	\$10,151,124
	2010	5,379,077	\$7,687,092

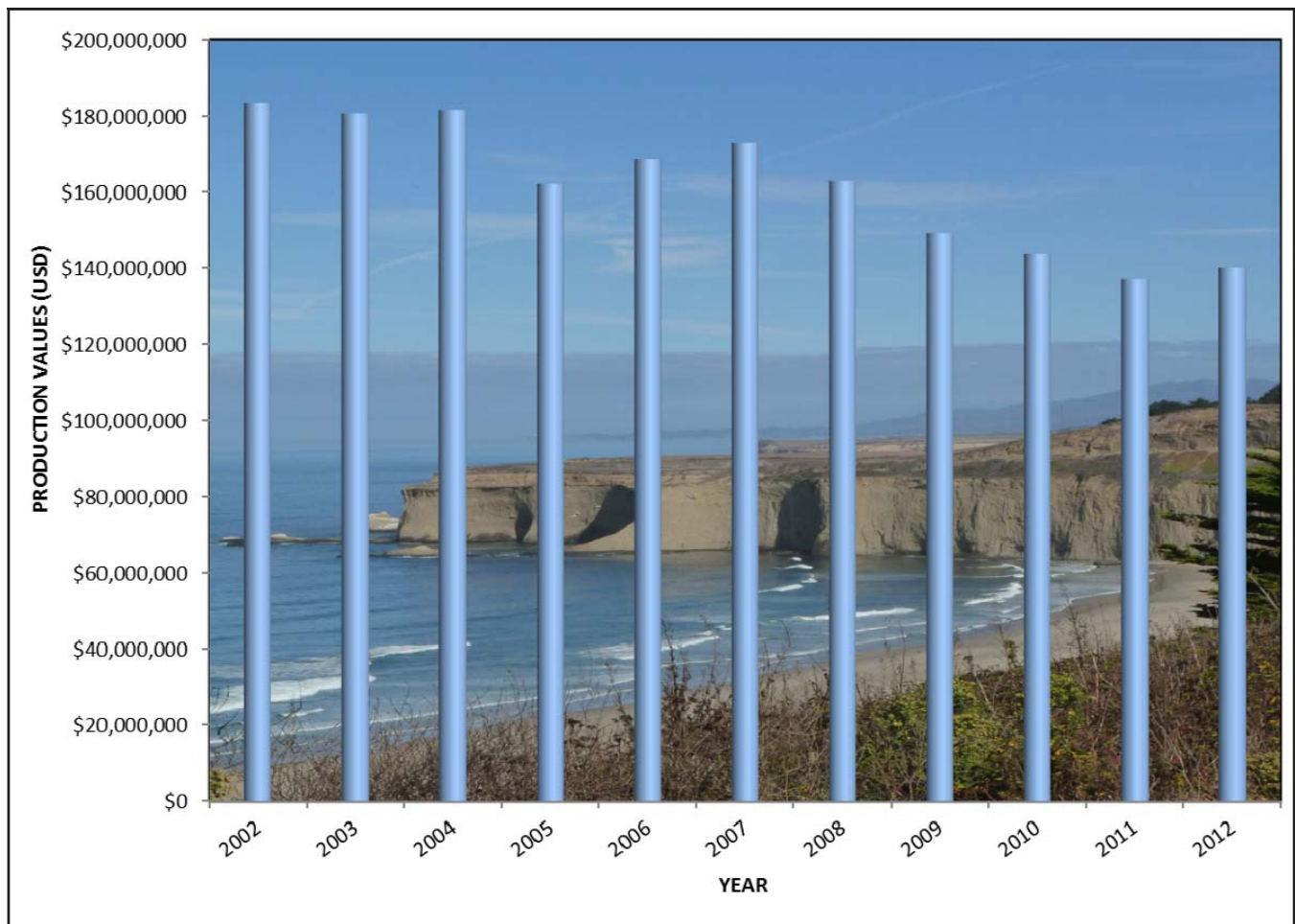
Source: California Department of Fish and Game Poundage Value of Landings for Princeton-Half Moon Bay  
Informational only, value not included in Annual Report

\*Values shown are from previous year

Photo by: D Leda



## AGRICULTURAL PRODUCTION OVER THE LAST DECADE

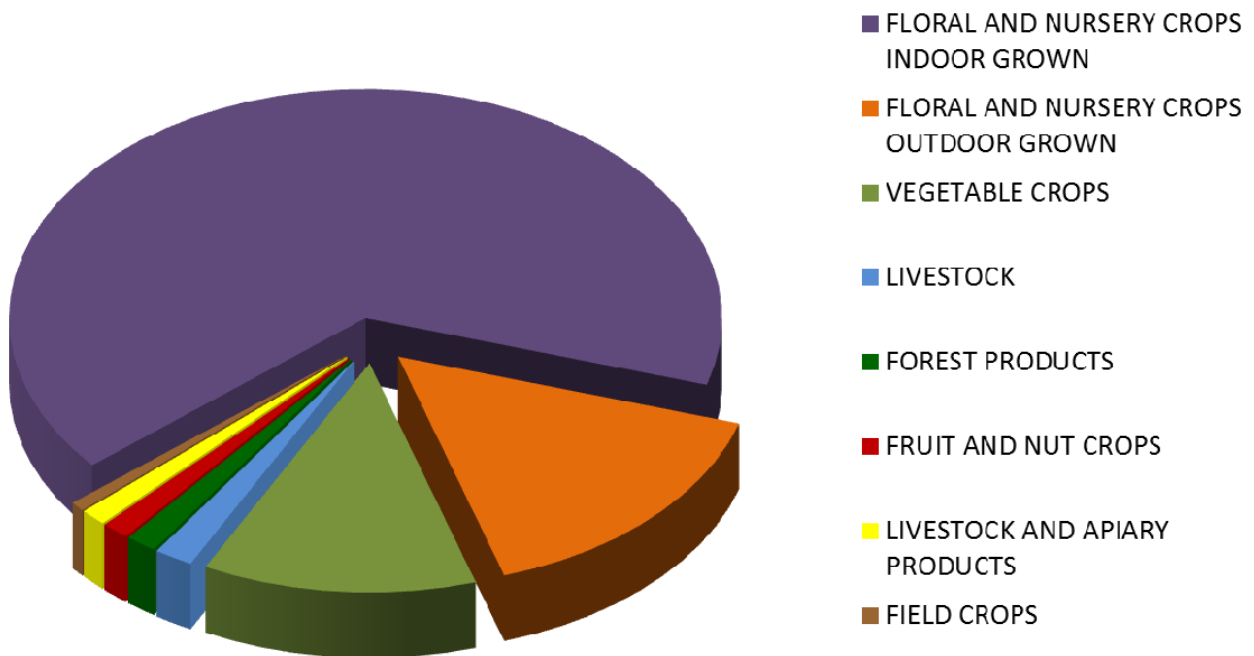


## 50 YEARS AGO...

### Top Ten Agricultural Commodities in 1962

1	Carnations (Indoor Grown)	1,889,000	Square Feet	\$1,978,800
2	Brussels Sprouts	1,665	Acres	1,842,000
3	Flowering Potted Plants (Indoor Grown)	828,000	Square Feet	1,629,100
4	Miscellaneous Vegetables	70	Acres	1,489,000
5	Ornamental Nursery Stock (Indoor Grown)	372,200	Square Feet	874,600
6	Milk (Market)	140,000	Hundredweight	656,600
7	Cattle & Calves	3,558	Head	528,400
8	Chrysanthemums (Indoor Grown)	555,700	Square Feet	512,000
9	Chrysanthemums (Outdoor Grown)	60	Acres	494,500
10	Roses (Indoor Grown)	357,775	Square Feet	439,500

## 2012 AGRICULTURAL PRODUCTION



## CERTIFIED FARMERS' MARKETS



The Agricultural Department verifies that agricultural commodities sold at Certified Farmers' Markets are produced by the seller. The markets act as a direct marketing forum where the farmers meet face-to-face with the consumers that buy their fresh produce, nuts, flowers and honey. San Mateo County currently has one of the highest number of Certified Farmers' Markets per capita in California. For a list of the current Certified Farmers' Markets in San Mateo County, please visit:

**[www.smcgov.org/agwm](http://www.smcgov.org/agwm)**



## **IN MEMORIAM**

Our department experienced a sad loss in November, 2012, with the passing of Ray Locke. Ray dedicated 36 years to San Mateo County, most of them with the Department of Agriculture/Weights and Measures. Ray lived life to its fullest and outside of work, his schedule was filled with frequent flyer mile destinations, movies and fine dining. Ray was one of a kind with a terrific sense of humor and a heart of gold. His generosity and thoughtfulness towards others set him apart. Such acts included his tireless efforts over the years to finally achieve success in getting a stop sign installed in front of our Heller Street office after many near-miss accidents. Ray was a sincere, good-natured co-worker and a friend, whom we will all miss.



## **RETIREMENT**

Deputy Agricultural Commissioner/Sealer Ronald Pummer retired this year after serving 25 years with the department. Ronald enjoyed his work masterfully handling many agricultural programs, but has long looked forward to spending time tending his garden and working on home improvement projects wearing shorts and no shoes. His sudden outbursts of laughter as he sat in his office alone will be missed by staff who found those unexpected interruptions entertaining, and left them wondering what could be so amusing. Months after his departure we are only beginning to comprehend the breadth of his “value added” contribution and true extent of his Deputy Director responsibilities like answering phones, making coffee and emptying the paper shredder. We hope he knows that he was appreciated and is missed.

**SAN MATEO COUNTY  
DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES**

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