

*1997 Santa Barbara County
Agricultural Production Report*

*The cover depicts the rapidly expanding Wine Grape industry in Santa Barbara County. First reported in the annual production report in 1973 with just 200 harvested acres, vineyard plantings now exceed 14,000 acres of premium varieties.
The artwork for the cover of this year's report was drawn by Santa Ynez artist Robert Trupe.*

April 20, 1998

NEWS RELEASE

The Santa Barbara County Agricultural Commissioner's Office announces the release of the 1997 Agricultural Production Report. This report documents the acreage, yield and gross dollar value of agricultural commodities produced in Santa Barbara County. **It must be emphasized that the values in this report represent gross values and that production, transportation and marketing costs must be subtracted to determine the net returns to growers.**

Agriculture continues to be the County's major producing industry with a gross production value in 1997 of \$626,434,460, an all time high. This represents an increase of 7.7% in overall value when compared to the 1996 figures. Because of the diversity of Santa Barbara County's agriculture, its contribution to the local economy has remained stable in comparison to other industries. Agriculture continues to provide a strong base for our local economy, and through the multiplier effect, has a total contribution of over one billion dollars.

Broccoli, with nearly 22,000 harvested acres in the county, was the leading crop in 1997, grossing nearly \$73.6 million. The \$68.5 million strawberry crop continues to hold second rank in Santa Barbara County, even with nearly a 1200 acre decline in acreage. This was in large part due to higher prices received for processing fruit. Head lettuce saw strong market values late in the season and jumped to third rank with gross receipts of \$54.7 million, a \$12.4 million increase from the 1996 figures. Wine grapes were valued at \$51.4 million in 1997 and slipped from third to fourth rank. Wine grape acreage has increased rapidly in the last few years and stands at nearly 14,500 acres. However, approximately 5,000 acres have not begun bearing fruit and are not included in this report. Avocados with gross receipts of \$33.3 million completes the list of the top five commodities produced in 1997.

Santa Barbara County is California's 15th ranked county in total agricultural production and of California's top 70 crops, Santa Barbara County is among the leading five California counties in the production of: lettuce, flowers and foliage, strawberries, broccoli, avocados, celery, cauliflower, asparagus, and spinach. A large part of the success of agriculture in Santa Barbara County is the diversity of the crops grown here.

Copies of the Santa Barbara County Agricultural Production Report may be obtained at no charge at any of the Agricultural Commissioner's offices.

For more information contact Curtis Sayer at 681-5600 or 934-6200.

TABLE OF CONTENTS

VEGETABLE CROPS	1
FIELD CROPS	2
FRUIT AND NUT CROPS	3
NURSERY PRODUCTS	4
SEED CROPS	5
LIVESTOCK AND POULTRY	6
LIVESTOCK, POULTRY AND APIARY PRODUCTS	6
MISCELLANEOUS CROPS	7
LEADING DOLLAR PRODUCTS	8
SUMMARY	9
COMPARATIVE AGRICULTURAL VALUES	10
SUSTAINABLE AGRICULTURAL SUMMARY	11
DEPARTMENT STAFF	14

	Year	Production			Unit	Value		
		Harvested Acreage	Per Acre	Total		Unit Wt.	Per Unit	Total
Asparagus	1997	957	207.53	198,606	CTN	15#	\$23.16	\$4,599,715
	1996	826	233.50	192,871	CTN	15#	\$26.77	\$5,163,157
Bell Pepper	1997	1,088	1,143.08	1,243,671	CTN	25#	4.60	5,720,887
	1996	1,994	663.31	1,322,640	CTN	25#	6.01	7,949,066
Broccoli Total	1997	21,860						73,571,801
	1996	22,006						64,495,904
Fresh	1997	20,409	636.99	13,000,329	CTN	22#	5.33	{69,291,754}
	1996	20,426	643.42	13,142,497	CTN	22#	4.63	{60,849,761}
Frozen	1997	1,451	5.95	8,634	TON	TON	495.72	{4,280,047}
	1996	1,580	6.23	9,843	TON	TON	370.43	{3,646,143}
Cabbage	1997	1,325	762.49	1,010,299	CTN	50#	5.58	5,637,468
	1996	1,387	902.48	1,251,740	CTN	50#	5.10	6,383,874
Cauliflower	1997	8,196	685.92	5,621,800	CTN	25#	5.39	30,301,502
	1996	7,944	651.38	5,174,563	CTN	25#	5.49	28,408,351
Celery	1997	3,087	1,251.70	3,863,998	CTN	60#	6.82	26,352,466
	1996	2,993	1,132.98	3,391,009	CTN	60#	5.08	17,226,326
Lettuce, Head	1997	11,409	746.01	8,511,228	CTN	50#	6.43	54,727,196
	1996	11,707	681.82	7,982,067	CTN	50#	5.30	42,304,955
Lettuce, Leaf	1997	1,678	692.29	1,161,663	CTN	30#	5.36	6,226,514
	1996	1,571	658.92	1,035,163	CTN	30#	5.14	5,320,738
Peas, Edible Pod	1997	1,201	467.98	562,044	CTN	10#	9.03	5,075,257
	1996	1,295	586.07	758,961	CTN	10#	10.09	7,657,917
Spinach	1997	935	717.22	670,601	CTN	20#	4.41	2,957,350
	1996	840	684.81	575,240	CTN	20#	4.70	2,703,628
Squash, Summer	1997	985	603.42	594,369	CTN	26#	4.95	2,942,127
	1996	969	683.21	662,031	CTN	26#	6.43	4,256,859
Miscellaneous	1997	11,038						41,420,256
	1996	11,682						43,481,059
Total	1997	63,759						\$259,532,539
	1996	65,214						\$235,351,834

	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Beans							
Lima	1997	3,777	16.81	63,491	CWT	\$54.59	\$3,465,974
	1996	4,244	14.86	63,066	CWT	\$58.20	\$3,670,441
Miscellaneous	1997	556					756,559
	1996	592					558,907
Alfalfa	1997	1,558	8.74	13,617	TON	122.45	1,667,402
	1996	1,968	7.09	13,953	TON	112.86	1,574,736
Hay, Grain	1997	5,136	2.23	11,453	TON	111.91	1,281,705
	1996	3,402	2.52	8,573	TON	87.94	753,910
Pasture	1997						
Irrigated	1997	5,975				122.00	728,950
	1996	6,148				121.00	743,908
Non-irrigated*	1997	597,662				7.30	4,362,933
	1996	597,662				7.32	4,374,886
Silage	1997	679	20.82	14,137	TON	16.05	226,899
	1996	510	22.51	11,480	TON	15.76	180,925
Small Grains	1997	4,723	18.22	86,053	CWT	10.07	866,554
	1996	2,345	14.58	34,190	CWT	12.76	436,264
Miscellaneous	1997	{300}					27,000
	1996	{500}					45,000
Total	1997	620,066					\$13,383,976
	1996	616,871					\$12,338,977

*Grazing land as reported by Farmland Mapping & Monitoring Program (Excludes Federal grazing allotments)

	Year	Production			Value		
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados	1997	8,381	1.79	15,002	TON	\$2,216.63	\$33,253,883
	1996	8,748	2.26	19,771	TON	\$1,656.60	\$32,752,639
Grape, Wine	1997	9,369	4.63	43,379	TON	1,183.81	51,352,494
	1996	9,018	4.34	39,138	TON	1,317.77	51,574,882
Lemon	1997	1,636	19.33	31,624	TON	377.50	11,938,060
	1996	1,695	16.57	28,086	TON	389.29	10,933,599
Strawberry Total	1997	3,373					68,503,889
	1996	4,548					64,327,191
Fresh	1997		3,030.91	10,223,259	12#	4.57	{46,720,294}
	1996		2,472.11	11,243,156	12#	4.33	{48,682,866}
Processing	1997		11.58	39,059	TON	557.71	{21,783,595}
	1996		8.88	40,386	TON	387.37	{15,644,325}
Miscellaneous	1997	1,767					6,864,587
	1996	1,680					6,631,983
Total	1997	24,526					\$171,912,913
	1996	25,689					\$166,220,294

	Year	House Sq. Ft.	Field Acres	Total
<u>Cut Flowers & Cut Greens</u>				
Aster	1997	1,192,316		\$2,451,111
	1996	1,457,558		\$1,590,330
Chrysanthemum	1997	4,718,220		11,671,911
	1996	4,582,100		9,594,803
Gerbera	1997	1,377,560		8,866,008
	1996	1,261,020		8,011,931
Gypsophila	1997		139.51	1,991,427
	1996		173.49	1,873,197
Lily	1997	1,249,500		8,043,651
	1996	632,370		4,538,798
Orchid	1997	1,709,292		4,540,710
	1996	1,721,740		5,284,883
Rose	1997	2,397,000		13,794,354
	1996	2,103,000		15,515,487
Snapdragon	1997	1,664,540	5.50	1,685,302
	1996	1,515,600		2,445,077
Statice	1997		113.10	972,366
	1996		138.81	1,291,426
Miscellaneous Cut Flowers	1997	3,663,310	1,030.31	22,811,457
	+1996	1,627,760	677.45	9,406,833
Cut Greens	1997		150.66	868,780
	1996		84.79	733,347
<u>Potted Plants</u>				
Chrysanthemum	1997	456,036		1,428,536
	1996	602,460		2,154,536
Foliage Plants	1997	339,800		3,440,500
	1996	332,500	4.0	4,399,819
Orchid Plants	1997	920,022		4,278,617
	1996	1,044,319		4,954,229
Poinsettia	1997	895,000		2,054,383
	1996	849,400		2,161,243
Miscellaneous Flowering Plants	1997	3,224,649		18,859,206
	1996	3,146,170		13,200,082

+Revised

	Year	Production Area		Value	
		House Sq. Ft.	Field Acres	Total	
Herbaceous Perennials, Ground Covers, Turf, Bulbs & Bedding Plants	1997	2,056,000		170.50	7,656,759
	1996	748,455		148.50	5,564,637
Transplants: Vegetables, Fruit Trees & Vines	1997	4,251,487		312.70	12,651,172
	1996	4,017,000		333.00	16,128,690
Woody Ornamentals & Ground Covers	1997	13,000		145.25	6,642,366
	1996	26,000		147.00	7,218,678
Total	1997	30,127,732		2,067.53	\$134,708,616
	+1996	25,667,452		1,707.04	\$116,068,026

	Year	Production			Value		
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Bean Seed	1997	2,473	18.44	45,602	CWT	\$72.43	\$3,302,953
	1996	1,972	16.29	32,006	CWT	\$63.16	\$2,021,499
Flower Seed	1997	681					4,760,244
	1996	925					6,788,521
Vegetable Seed	1997	461					1,186,562
	1996	377					845,794
Total	1997	3,615					\$9,249,759
	1996	3,274					\$9,655,814

	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	1997	48,000	333,115	CWT	\$59.00	\$19,653,785
	1996	54,000	388,260	CWT	\$54.22	\$21,051,457
Miscellaneous	1997					4,950,000
	1996					5,100,000
Total	1997					\$24,603,785
	1996					\$26,151,457

	Year	Production	Unit	Value	
				Per Unit	Total
Apiary	1997				\$632,142
	1996				\$601,246
Milk and Milk Products	1997	593,793	CWT	\$12.66	7,517,419
	1996	584,271	CWT	\$13.90	8,121,367
Miscellaneous	1997				4,893,311
	1996				7,128,083
Total	1997				\$13,042,872
	1996				\$15,850,696

MISCELLANEOUS CROPS

VEGETABLE CROPS

Includes: Anise, artichoke, arugula, beans, beets, carrots, celery root, chard, chinese cabbage, cilantro, corn, cucumber, eggplant, endive, escarole, frisee, green beans, green onions, herbs, kale, kohlrabi, leeks, mache, mizuma, mixed vegetables, greens, onions, parsley, peppers, potato, pumpkin, radicchio, radish, squash (winter), tomatillo, tomatoe, and turnip.

FIELD CROPS

Miscellaneous beans

Includes: Garbanzo, fava, pinto, white and yellow beans.

Miscellaneous

Includes: Bean and pea straw.

FRUIT AND NUT CROPS

Includes: Apple, cherimoya, guava, lime, macadamia nut, olive, passion fruit, peach, persimmon, pistachio, sapote, and walnut.

NURSERY PRODUCTS

Miscellaneous cut flowers

Includes: Agapanthus, ageratum, alstromeria, anemone, bouvardia, calla lily, carnation, celosia, cirsium, cosmos, crespedia, dahlia, delphinium, freesia, gardenia, gladiola, godetia, iris, larkspur, leptospermum, liatris, limonium, lisianthus, misty blue, monte casino, Queen Anne's lace, protea, ranunculus, solidago, stock, sunflower, tuberosa, tulip, and yarrow.

Miscellaneous flowering plants

Includes: African violet, begonia, carnation, cineraria, cuacuma, cyclamen, exacum, fuchsia, geranium, gerbera, gloxinia, hydrangea, impatiens, ivy, kalanchoe, lily, lisianthus, palm, primula, and rose.

LIVESTOCK AND POULTRY

Includes: Aquaculture, breeding stock, chickens, llamas, pigs and sheep.

LIVESTOCK, POULTRY AND APIARY PRODUCTS

Includes: Eggs, fertilizer, and wool.

LEADING DOLLAR PRODUCTS

1997 Ranking

1996 Ranking

1	Broccoli	73,571,801	1
2	Strawberry	68,503,889	2
3	Head Lettuce	54,727,196	4
4	Grape, Wine	51,352,494	3
5	Avocado	33,253,883	5
6	Cauliflower	30,301,502	6
7	Celery	26,352,466	8
8	Cattle	19,653,785	7
9	Rose, cut	13,794,354	9
10	Lemons	11,938,060	10
11	Chrysanthemum, cut	11,671,911	11
12	Gerbera	8,866,008	13
13	Lily	8,043,651	
14	Milk	7,517,419	12
15	Leaf Lettuce	6,226,514	18
16	Bell Pepper	5,720,887	14
17	Cabbage	5,637,468	17
18	Peas, edible pod	5,075,257	15
19	Flower Seed	4,760,244	16
20	Asparagus	4,599,715	20
21	Orchid, cut	4,540,710	19
22	Orchid, potted	4,278,617	21
23	Beans, lima	3,465,974	25
24	Foliage Plants	3,440,500	22
25	Bean Seed	3,302,953	29
26	Spinach	2,957,350	26
27	Summer Squash	2,942,127	24
28	Aster, cut	2,451,111	
29	Pointsettia	2,054,383	27
30	Gypsophila	1,991,427	30
31	Snapdragon, cut	1,685,302	
32	Alfalfa	1,667,402	31
33	Chrysanthemum, potted	1,428,536	28
34	Hay, grain	1,281,705	
35	Vegetable seed	1,186,562	

SUMMARY

	<u>YEAR</u>	<u>ACREAGE</u>	<u>FOB VALUE</u>
Vegetables	1997	63,759	\$259,532,539
	1996	65,214	\$235,351,834
Field Crops	1997	620,066	13,383,976
	1996	616,871	12,338,977
Fruit & Nut Crops	1997	24,526	171,912,913
	1996	25,689	166,220,294
Nursery Products	1997	2,759	134,708,616
	+1996	2,296	116,068,026
Seed Crops	1997	3,615	9,249,759
	1996	3,274	9,655,814
Livestock and Poultry	1997		24,603,785
	1996		26,151,457
Livestock, Poultry and Apiary Products	1997		13,042,872
	1996		15,850,696
<hr/>			
Total	1997	714,725	\$626,434,460
	+1996	713,344	\$581,637,098

+Revised

COMPARATIVE AGRICULTURAL VALUES

1997	\$626,434,460
+1996	\$581,637,098
1995	539,328,233
1994	509,777,967
1993	500,517,903
1992	443,228,285
1991	500,067,241
1990	508,517,249
1989	481,283,756
1988	436,515,018
1987	381,670,169
1986	348,169,389
1985	341,811,369
1984	323,110,206
1983	318,903,463
1982	317,152,978
1981	308,773,222
1980	299,862,444

+Revised

SANTA BARBARA COUNTY SUSTAINABLE AGRICULTURAL SUMMARY*

COUNTY BIOLOGICAL CONTROL EFFORTS

<u>PEST</u>	<u>BIO-CONTROL AGENT</u>	<u>SCOPE OF PROGRAM</u> ⁽¹⁾
Ash Whitefly <i>Siphonius phillyreae</i>	Hymenopteran wasp <i>Encarsia partenopea</i>	County-wide+
Western Grapeleaf Skeletonizer <i>Harrisina brillians</i>	Diptera fly (larval parasite) <i>Ametadoria sp.</i>	6 sites (Cuyama Valley)+
Grape Leafhopper <i>Erythroneura elegantula</i>	Hymenopteran wasp <i>Anagrus epos</i>	200 acres (Santa Ynez Valley)
Russian Wheat Aphid <i>Diruaphis noxia</i>	Hymenopteran wasps <i>Aphelinus sp.</i> <i>Diaeretiella rapae</i>	40 acres (Santa Ynez and Santa Maria)+
Woolly Whitefly <i>Aleurothrixus floccosus</i>	Hymenopteran wasps <i>Cales sp.</i> <i>Amitus sp.</i>	Various sites (County-wide)+
Horn and Face Flies <i>Musca autumnalis</i> <i>Haematobia irritans</i>	Coleoptera: scarabaeidae <i>Onthophagus taurus</i> <i>O. gazella</i> <i>O. alexis</i>	76,000 acres
Ice Plant Scale <i>Pulvinariella mesembryanthemi</i>	Hymenoptera wasps <i>Metaphycus sp.</i>	Various sites (County-wide)+
Eugenia psyllid <i>Trioza eugeniae</i>	Hymenoptera wasp Eulophidae: <i>Tamarixia sp.</i>	Various sites (County-wide)+
Blue Gum Psyllid <i>Ctenarytaina eucalypti</i>	Hymenoptera wasp <i>Psyllaephagus pilosus</i>	Various sites (County-wide)+
Eucalyptus Longhorned Borer <i>Phoracantha semipunctata</i>	Hymenoptera wasps <i>Avetianella longoi</i> (egg parasite) <i>Syngaster lepidus</i> (larval parasite) <i>Doryctes sp.</i> (larval parasite)	Various sites (County Wide)
Eucalyptus Snout Beetle <i>Gonipterus scutellatus</i>	Hymenoptera wasps <i>Anaphes nitens</i>	1 site
Yellow Starthistle <i>Centaurea solstitialis</i>	Coleoptera: Curculionidae <i>Bangasternus orientalis</i> (a bud weevil) <i>Eustenopus villosus</i> (Hairy weevil) Diptera: Tephritidae <i>Urophora sirunaseva</i> (a Gall fly) <i>Chaetorellia arstralis</i> (a Peacock fly)	2 sites (USF Los Padres National Forest) 3 sites (USF Los Padres National Forest) 3 sites (USF Los Padres National Forest) 2 sites (USF Los Padres National Forest)

* Section 2272 of the Food and Agricultural Code requires the Agricultural Commissioner to include a summary of sustainable agriculture in the Annual Report.

(1) Represents total number of individual sites, acres, etc. incorporated in the program efforts.

+ Bio-control agent effectively controlling target pest in Santa Barbara County.

Sustainable Agriculture cont.

Giant Whitefly <i>Dialeurodicus dugesii</i>	Hymenopteran Wasp <i>Entedononecremnus krauteri</i>	4 sites
Italian Thistle <i>Carduus pycnocephalus</i>	Coleoptera: Curculionidae <i>Rhinocyllus conicus</i>	Various sites (500 acres)
Puncture Vine <i>Tribulus terrestris</i>	Coleoptera: Curculionidae <i>Microlarinus spp.</i>	2 site (County-wide)

PEST EXCLUSION

<u>PEST (RATING)</u>	<u>HOST/MECHANISM/ORIGIN</u>	<u>NUMBER/DISPOSITION</u>
SCALE INSECTS:		
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Nursery Stock/Common Carrier/Hawaii	2 Rejected/Destroyed
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Destroyed
Coconut Scale (A) <i>Aspidiotus destructor</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed
Boxwood Scale (Q) <i>Pinnaspis buxi</i>	Cut Flowers/Common Carrier/Hawaii	2 Rejected/Destroyed
Slender Soft Scale (Q) <i>Coccus acutissimus</i>	Nursery Stock/Common Carrier/Hawaii	1 Rejected/Destroyed
ANTS:		
White-footed Ant (Q) <i>Technomyrmex albipes</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Destroyed
WHITEFLYS:		
Spiraling Whitefly (Q) <i>Aleurodicus dispersus</i>	Foliage/Common Carrier/Hawaii	8 Rejected/Destroyed
SNAILS/SLUGS:		
a slug (Q) <i>Pyilomyces sp.</i>	Foliage/Common Carrier/Hawaii	1 Rejected/Destroyed

Rating definitions:

"A" - An organism of known economic importance subject to enforcement action involving eradication, quarantine regulation, containment, rejection, or other holding action.

"Q" - An organism or disorder requiring temporary "A" action pending determination of a permanent quarantine rating. The organism is suspected to be of economic importance, but its status is uncertain because of incomplete identification or inadequate information.

ORGANIC FARMING

48 Organic Farms were registered in Santa Barbara County in 1997. Utilizing organic principles as required by the California Organic Food Act of 1990, these farms produce a wide variety of crops.

VEGETABLE CROPS

Includes:

Anise, arugula, basil, beans, beets, bell peppers, broccoli, cabbage, carrots, cauliflower, celery, chard, cherry tomato, corn, peppers, chives, cilantro, cucumber, eggplant, endive, garlic, gourmet specialty vegetables, green onions, greens, herbs, kale, lettuce, leeks, melons, mizuna, nopales, onions, oriental vegetables, parsley, peas, potato, pumpkin, radish, rhubarb, spinach, sweet potato, tomato, tomatillo, turnip, various squash, and vegetable transplants.

FRUIT AND NUT CROPS

Includes:

Apple, apricot, avocado, banana, berries, cherimoya, fig, grapefruit, grape, guava, kiwi, lemon, lime, loquat, macadamia nut, mandarin, olive, orange, peach, persimmon, plum, sapote, strawberry and tangerine.

FIELD CROPS

Includes:

Pasture and rangeland.

DEPARTMENT STAFF

Commissioner/Director

William D. Gillette

Deputy Commissioners

Joe Karl

Guy Tingos

Entomologist

Jerry Davidson

Supervising Agricultural Biologists

Debbie Trupe

David Chang

Curtis Sayer

Supervising Weights and Measures Inspector

Diane Green

Departmental Assistant

Vicki Overbay

Administrative Staff

Judi Douglass

Joyce Murray

Mary Lou Howard

Veronica Reyes

Weights and Measures Inspectors

Dennis Gibson

Rod Ross

Agricultural Biologists

Gary Burns

Glenn Janssen

Mike Champion

Steve Loyal

Kevin Cheesman

Ken Masuda

Nicole Clark

Mike Roberts

Elizabeth Davis

Maryann Rajala

Harriet Heath

Jeff Saleen

Stephanie Stark