



***Santa Barbara County  
Agricultural Production Report***

***2003***

*The cover . . .*

*. . . shows a farm crew cutting and packing celery in the field. Celery has been one of the top 10 crops in Santa Barbara County for over 30 years.*

*The photograph for the cover of this year's report was taken by Guy Tingos.*

April 12, 2004

**The Honorable Board of Supervisors**  
Santa Barbara County  
and  
**A. G. Kawamura, Secretary**  
California Department of Food and Agriculture

I am pleased to submit the 2003 Santa Barbara County Agricultural Production Report. This annual report presents statistical information on the acreage, yield, and value of Santa Barbara County agricultural products.

Agriculture continues to be the County's major producing industry. The 2003 gross production was valued at \$858,016,583. This is an \$86.4 million (11%) increase in gross value when compared with the 2002 figures.

Santa Barbara County's diversified agriculture continues to provide a strong base for our local economy. Through the multiplier effect, it has a local impact in excess of \$1.7 billion dollars.

It must be emphasized that the values in this report are gross values and in no way reflect net income. All of the various costs of production must be subtracted to determine the net income.

I wish to express my appreciation for the cooperation of all the growers, organizations and individuals who provided the information necessary for this report and special thanks to the members of my staff, particularly Mike Champion, who worked so hard at compiling it.

Respectfully submitted,

*William D. Gillette*

William D. Gillette  
Agricultural Commissioner

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	<u>Production</u>				<u>Value</u>			
	<u>Year</u>	<u>Harvested Acreage</u>	<u>Per Acre</u>	<u>Total</u>	<u>Unit</u>	<u>Unit Wt.</u>	<u>Per Unit</u>	<u>Total</u>
<b>Bell Pepper</b>	<b>2003</b>	<b>481</b>	<b>1,163.25</b>	<b>559,523</b>	<b>CTN</b>	<b>25#</b>	<b>\$5.66</b>	<b>\$3,166,900</b>
	2002	408	937.67	382,569	CTN	25#	\$6.36	\$2,433,139
<b>Broccoli</b>	<b>2003</b>	<b>27,131</b>	<b>652.60</b>	<b>17,705,691</b>	<b>CTN</b>	<b>22#</b>	<b>6.63</b>	<b>117,388,731</b>
	2002	25,163	636.26	16,010,210	CTN	22#	6.22	99,583,506
<b>Cabbage</b>	<b>2003</b>	<b>1,567</b>	<b>727.05</b>	<b>1,139,287</b>	<b>CTN</b>	<b>50#</b>	<b>6.37</b>	<b>7,257,258</b>
	2002	1,918	824.23	1,580,873	CTN	50#	6.22	9,833,030
<b>Cauliflower</b>	<b>2003</b>	<b>7,602</b>	<b>760.57</b>	<b>5,781,853</b>	<b>CTN</b>	<b>25#</b>	<b>7.54</b>	<b>43,595,172</b>
	2002	9,427	703.28	6,629,821	CTN	25#	6.83	45,281,677
<b>Celery</b>	<b>2003</b>	<b>3,769</b>	<b>1,284.84</b>	<b>4,842,562</b>	<b>CTN</b>	<b>60#</b>	<b>6.95</b>	<b>33,655,806</b>
	2002	4,083	1,226.86	5,009,269	CTN	60#	6.85	34,313,493
<b>Lettuce, Head</b>	<b>2003</b>	<b>11,666</b>	<b>760.47</b>	<b>8,871,643</b>	<b>CTN</b>	<b>50#</b>	<b>8.03</b>	<b>71,239,293</b>
	2002	11,625	701.07	8,149,939	CTN	50#	5.93	48,329,138
<b>Lettuce, Leaf</b>	<b>2003</b>	<b>3,279</b>	<b>832.29</b>	<b>2,729,079</b>	<b>CTN</b>	<b>30#</b>	<b>8.65</b>	<b>23,606,533</b>
	2002	2,950	796.76	2,350,442	CTN	30#	5.86	13,773,590
<b>Peas, Edible Pod</b>	<b>2003</b>	<b>1,237</b>	<b>649.96</b>	<b>804,001</b>	<b>CTN</b>	<b>10#</b>	<b>8.56</b>	<b>6,882,249</b>
	2002	1,394	783.84	1,092,673	CTN	10#	9.19	10,041,665
<b>Spinach</b>	<b>2003</b>	<b>927</b>	<b>858.65</b>	<b>795,969</b>	<b>CTN</b>	<b>20#</b>	<b>7.94</b>	<b>6,319,994</b>
	2002	1,104	802.79	886,280	CTN	20#	6.41	5,681,055
<b>Squash, Summer</b>	<b>2003</b>	<b>1,229</b>	<b>812.71</b>	<b>998,821</b>	<b>CTN</b>	<b>26#</b>	<b>6.02</b>	<b>6,012,902</b>
	2002	1,487	601.54	894,490	CTN	26#	5.44	4,866,026
<b>Miscellaneous</b>	<b>2003</b>	<b>11,523</b>						<b>56,966,586</b>
	2002	10,276						51,583,828
<b>Total</b>	<b>2003</b>	<b>70,411</b>						<b>\$376,091,424</b>
	2002	69,835						\$325,720,147

	Year	Harvested Acreage	Production		Unit	Value	
			Per Acre	Total		Per Unit	Total
Beans, Lima	2003	4,283	14.93	63,945	CWT	\$54.01	\$3,453,670
	2002	4,450	10.35	46,058	CWT	\$53.53	\$2,465,485
Alfalfa	2003	935	7.60	7,106	TON	110.10	782,371
	2002	1,080	7.19	7,765	TON	122.08	947,951
Hay, Grain	2003	4,113	3.22	13,244	TON	80.98	1,072,499
	2002	3,012	1.68	5,060	TON	112.95	571,527
Pasture Irrigated	2003	5,300				120.00	636,000
	2002	5,300				120.00	636,000
Non-irrigated**	2003	589,640				7.25	4,274,890
	2002	589,640				7.25	4,274,890
Silage	2003	1,439	12.94	18,621	TON	21.61	402,400
	2002	701	13.96	9,786	TON	21.66	211,965
Miscellaneous	2003	528					630,491
	2002	502					836,454
<hr/>							
Total	2003	606,238					\$11,252,321
	2002	604,685					\$9,944,272
<hr/>							

\*\* 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
Avocado	2003	8,352	2.95	24,638	TON	\$2,247.98	\$55,385,731
	*2002	7,970	2.80	22,316	TON	\$1,861.63	\$41,544,135
Grape, Wine	2003	16,667	2.88	48,001	TON	1,371.81	65,848,251
	2002	16,667	2.93	48,834	TON	1,482.04	72,373,941
Lemon	2003	1,870	14.36	26,853	TON	281.11	7,548,647
	2002	1,904	13.90	26,466	TON	478.77	12,671,127
Strawberry Total	2003	3,763					142,898,737
	2002	3,725					115,807,473
Fresh	2003		4,299.30	16,178,266	12#	6.88	{111,306,470}
	2002		3,560.97	13,264,613	12#	6.56	{ 87,015,861}
Processing	2003		15.00	56,445	TON	559.70	{31,592,267}
	2002		11.30	42,093	TON	684.00	{ 28,791,612}
Miscellaneous	2003	1,221					3,292,576
	2002	1,360					5,973,728
Total	2003	31,873					\$274,973,942
	*2002	31,626					\$248,370,404

\* revised

	Year	Production Area		Value
		House Sq. Ft.	Field Acres	Total
<b><u>Cut Flowers &amp; Cut Greens</u></b>				
Aster	2003	516,808		\$1,196,900
	2002	620,076		\$1,228,749
Chrysanthemum	2003	3,182,780		13,684,775
	2002	3,025,180		10,670,113
Delphinium	2003		61.57	1,717,842
	2002		54.84	1,368,042
Gerbera	2003	2,589,160		18,035,705
	2002	2,308,060		15,533,306
Gypsophila	2003		18.23	286,582
	2002		32.23	366,935
Lily	2003	2,131,180		11,253,843
	2002	1,944,960		9,634,017
Orchid	2003	919,634		4,996,132
	2002	1,168,120		6,281,083
Rose	2003	2,083,650		10,351,089
	2002	1,329,650		5,691,524
Snapdragon	2003	623,480	6.00	1,718,116
	2002	307,000	13.00	1,221,281
Miscellaneous Cut Flowers	2003	1,473,302	1,347.59	23,997,666
	2002	733,780	1,362.38	22,200,368
Total Cut Flowers	2003	13,519,994	1,433.39	{87,238,650}
	2002	11,436,826	1,462.45	{74,195,418}
Cut Greens	2003		10.03	155,024
	2002		14.88	186,472
<b><u>Potted Plants</u></b>				
Foliage Plants	2003	1,229,290		2,879,272
	2002	838,210		2,571,273
Orchid Plants	2003	1,586,049		6,486,588
	2002	1,185,400		6,627,780
Poinsettia	2003	363,600		1,182,622
	2002	385,960		1,284,892
Miscellaneous Potted Plants	2003	3,309,885	15.73	21,228,113
	2002	2,879,540	6.53	23,344,355



Nursery Products cont.

	Year	Production Area		Value
		House Sq. Ft.	Field Acres	Total
Herbaceous Perennials, Ground Covers, Turf, Bulbs & Bedding Plants	2003	3,927,124	150.27	\$19,182,923
	*2002	1,539,884	122.92	\$20,170,957
Vegetable Transplants, Fruit Trees, & Vines	2003	816,663	19.60	6,113,839
	*2002	500,000	22.68	6,435,323
Woody Ornamentals & Ground Covers	2003	199,345	123.10	7,017,794
	2002	168,324	128.10	9,670,851
Total	2003	24,951,950	1,752.12	\$151,484,825
	2002	18,934,144	1,757.56	\$144,487,321

\*Revised

	Year	Production			Value		
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Bean Seed	2003	633	15.51	9,818	CWT	\$65.31	\$641,214
	2002	450	21.03	9,464	CWT	\$65.18	\$616,864
Flower Seed	2003	651					4,379,685
	2002	588					4,775,696
Vegetable Seed	2003	289					996,629
	2002	267					1,872,093
Total	2003	1,573					\$6,017,528
	2002	1,305					\$7,264,616

	Year	Production		Unit	Value	
		No. of Head	Total Liveweight		Per Unit	Total
Cattle and Calves	2003	44,225	287,463	CWT	\$81.51	\$23,431,109
	2002	40,205	261,474	CWT	\$74.10	\$19,375,223
Miscellaneous	2003					4,398,000
	2002					4,251,318
Total	2003					\$27,829,109
	2002					\$23,626,541

	Year	Production	Unit	Value	
				Per Unit	Total
Milk and Milk Products	2003	334,614	CWT	\$12.87	\$4,306,482
	2002	532,180	CWT	\$11.35	\$6,040,243
Miscellaneous	2003				6,060,952
	2002				6,209,442
Total	2003				\$10,367,434
	2002				\$12,249,685

## **MISCELLANEOUS CROPS**

### **VEGETABLE CROPS**

**Includes:** Anise, artichoke, arugula, asparagus, baby vegetables, beets, brussel sprouts, carrots, chard, Chinese cabbage, cilantro, corn, cucumber, endive, escarole, fava beans, frisee, green beans, herbs, kale, kohlrabi, leeks, mache, mizuma, mustard greens, onions, parsley, peppers, potato, radicchio, radish, salad mix, squash (winter), tomatillo, tomato, turnips and watercress.

### **FIELD CROPS**

**Includes:** Fava, pinto, and small grains.

### **FRUIT AND NUT CROPS**

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

### **NURSERY PRODUCTS**

#### **Cut flowers**

**Includes:** Agapanthus, alstromeria, amaranthus, anemone, anthurium, bells of Ireland, bupleurum, calla lily, carnation, celosia, corn flower, crocosmia, dahlia, dianthus, freesia, gardenia, gladiola, godetia, hydrangia, iris, larkspur, liatris, limonium, lisianthus, misty blue, mix, monte casino, myrtle, millet, phlox, protea, Queen Anne's lace, ranunculus, safflower, solidago, statice, stock, sunflower, sweet pea, sweet william, tuberosa, and tulip.

#### **Potted plants**

**Includes:** African violet, agapanthus, alstroemeria, begonia, calla lily, carnation, chrysanthemum, cineraria, cyclamen, exacum, ferns, fuchsia, gardenia, geranium, gerbera, hydrangea, impatiens, kalanchoe, lily, lisianthus, palm, peppers, rose, and scaevola.

### **LIVESTOCK AND POULTRY**

**Includes:** Breeding stock, llamas, and sheep.

### **LIVESTOCK, POULTRY AND APIARY PRODUCTS**

**Includes:** Apiary products (honey, bees wax, pollen, pollination), eggs, fertilizer, and wool.

## LEADING DOLLAR PRODUCTS

### 2003 Ranking

### 2002 Ranking

1	Strawberry	142,898,737	1
2	Broccoli	117,388,731	2
3	Head Lettuce	71,239,293	4
4	Grape, Wine	65,848,251	3
5	Avocado	55,385,731	6
6	Cauliflower	43,595,172	5
7	Celery	33,655,806	7
8	Lettuce, Leaf	23,606,533	10
9	Cattle	23,431,109	8
10	Gerbera, Cut	18,035,705	9
11	Chrysanthemum, Cut	13,684,775	12
12	Lily, Cut	11,253,843	15
13	Rose, Cut	10,351,089	19
14	Lemon	7,548,647	11
15	Cabbage	7,257,258	14
16	Peas, edible pod	6,882,249	13
17	Orchid, potted	6,486,588	16
18	Spinach	6,319,994	20
19	Summer Squash	6,012,902	21
20	Orchid, Cut	4,996,132	17
21	Flower Seed	4,379,685	22
22	Milk	4,306,482	18
23	Beans, Lima	3,453,670	24
24	Bell Pepper	3,166,900	25
25	Snapdragon, Cut	1,718,116	30
26	Delphinium, Cut	1,717,842	27
27	Aster, Cut	1,196,900	29
28	Poinsettia	1,182,622	28
29	Hay, Grain	1,072,499	-

**SUMMARY**

	<b><u>YEAR</u></b>	<b><u>ACREAGE</u></b>	<b><u>FOB VALUE</u></b>
<b>Vegetables</b>	<b>2003</b>	<b>70,411</b>	<b>\$376,091,424</b>
	2002	69,835	\$325,720,147
<b>Field Crops</b>	<b>2003</b>	<b>606,238</b>	<b>11,252,321</b>
	2002	604,685	9,944,272
<b>Fruit &amp; Nut Crops</b>	<b>2003</b>	<b>31,873</b>	<b>274,973,942</b>
	*2002	31,626	248,370,404
<b>Nursery Products</b>	<b>2003</b>	<b>2,325</b>	<b>151,484,825</b>
	2002	2,192	144,487,321
<b>Seed Crops</b>	<b>2003</b>	<b>1,573</b>	<b>6,017,528</b>
	2002	1,305	7,264,616
<b>Livestock and Poultry</b>	<b>2003</b>		<b>27,829,109</b>
	2002		23,626,541
<b>Livestock, Poultry and Apiary Products</b>	<b>2003</b>		<b>10,367,434</b>
	2002		12,249,685
<b>Total</b>	<b>2003</b>	<b>712,420</b>	<b>\$858,016,583</b>
	*2002	709,643	\$771,662,986

\*Revised

**COMPARATIVE AGRICULTURAL VALUES**

<b>2003</b> .....	<b>\$858,016,583</b>
*2002.....	771,662,986
2001.....	709,117,112
2000.....	735,003,901
1999.....	656,969,259
1998.....	611,859,484
1997.....	625,974,591
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

\* revision

## SUSTAINABLE AGRICULTURE

### BIOLOGICAL CONTROL EFFORTS

<u>PEST</u>	<u>BIO-CONTROL AGENT</u>	<u>SCOPE OF PROGRAM <sup>(1)</sup></u>
Ash Whitefly <i>Siphonius phillyreae</i>	Hymenoptera (parasitic wasp) <i>Encarsia partenopea</i>	County-wide+
Western Grapeleaf Skeletonizer <i>Harrisina brillians</i>	Diptera (larval parasitic fly) <i>Ametadoria sp.</i>	6 sites (Cuyama Valley)+
Grape Leafhopper <i>Erythroneura elegantula</i>	Hymenoptera (egg parasitic wasp) <i>Anagrus epos</i>	200 acres (Santa Ynez)
Russian Wheat Aphid <i>Diuraphis noxia</i>	Hymenoptera (parasitic wasp) <i>Aphelinus sp.</i> <i>Diaeretiella rapae</i>	40 acres (Santa Ynez and Santa Maria)+
Woolly Whitefly <i>Aleurothrixus floccosus</i>	Hymenoptera (parasitic wasp) <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 (County-wide)
Ice Plant Scale <i>Pulvinaria mesembryanthemi</i>	Hymenoptera (parasitic wasp) <i>Metaphycus sp.</i>	Various sites (County-wide)+
Eugenia Psyllid <i>Trioza eugeniae</i>	Hymenoptera (parasitic wasp) Eulophidae: <i>Tamarixia sp.</i>	Various sites (County-wide)+
Blue Gum Psyllid <i>Ctenarytaina eucalypti</i>	Hymenoptera (parasitic wasp) <i>Psyllaephagus pilosus</i>	Various sites (County-wide)+
Red Gum Lerp Psyllid <i>Glycaspis brimblecombei</i>	Hymenoptera (parasitic wasp) <i>Psyllaephagus bliteus</i>	2 sites (Goleta and Santa Barbara)
Eucalyptus Longhorned Borer <i>Phoracantha semipunctata</i>	Hymenoptera (parasitic wasp) <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 (parasitic wasp) <i>Anaphes nitens</i>	3 sites (Summerland, Carpinteria & Goleta)
Yellow Starthistle <i>Centaurea solstitialis</i>	Coleoptera: Curculionidae <i>Bangasternus orientalis</i> (a bud weevil) <i>Eustenopus villosus</i> (Hairy weevil) <i>Larinus curtis</i> (a flower weevil) Diptera: Tephritidae <i>Urophora sirunaseva</i> (a gall fly) <i>Chaetorellia succineas</i> (seedhead fly)	Several sites (Los Padres National Forest) various sites (Los Padres National Forest) 2 sites (Los Padres National Forest) 3 sites (Los Padres National Forest) 2 sites (Los Padres National Forest)

(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.

### BIOLOGICAL CONTROL EFFORTS

<u>PEST</u>	<u>BIO-CONTROL AGENT</u>	<u>SCOPE OF PROGRAM</u>
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>	3 sites (County-wide)
Giant Whitefly <i>Dialeurodicus dugesii</i>	Hymenoptera (parasitic wasp) <i>Entedononecremnus krauteri</i> (larval parasite) <i>Encarsiella noyesii</i> (larval parasite) <i>Idioporus affinis</i> (larval parasite)	Various sites (south coast)
Olive Fruit Fly <i>Bactocera oleae</i>	Hymenoptera (larval parasitic wasps) <i>Tsyttalia concolor &amp; lounsburyi</i> <i>Utetes africanus</i>	Various sites (Santa Barbara & Montecito)
Nesting Whitefly <i>Paraleurodes minei</i>	Coleoptera: Coccinellidae <i>Nephaspis sp</i> (a ladybug)	3 sites (Goleta, Santa Barbara & Carpinteria)
Australian Tortoise Beetle <i>Trachymela sloanei</i>	Hymenoptera (parasitic wasp) <i>Enoggera reticulata</i>	1 site (Goleta)
Arundo <i>Arundo donax</i>	hand/mechanical removal	50 tons removed
Pampas Grass <i>Cortaderia selloana</i>	hand/mechanical removal	150 tons removed
Saint John's Wort <i>Hypericum perforatum</i>	hand removal	7 plants removed



**PEST EXCLUSION**

<b><u>PEST (RATING)</u></b>	<b><u>HOST/MECHANISM/ORIGIN</u></b>	<b><u>NUMBER/DISPOSITION</u></b>
<b>SCALE INSECTS:</b>		
Magnolia White Scale (A) <i>Pseudaulacaspis cockerelli</i>	Nursery Stock/Common Carrier/Hawaii	1 Rejected/Destroyed
	Nursery Stock/Common Carrier/Florida	2 Rejected/Destroyed
Lesser Snow Scale (A) <i>Pinnaaspis strachani</i>	Cut Flowers/Common Carrier/Hawaii	1 Rejected/Destroyed
<b>ANTS:</b>		
an ant (Q) Pheidole sp.	Cut Flowers/Common Carrier/Hawaii	2 Rejected/Treated
<b>WHITEFLYS:</b>		
Croton Whitefly (Q) <i>Orchamoplatus mammaeferus</i>	Cut Flowers/Common Carrier/Hawaii	2 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.

"B" - An organism of known economic importance subject to: eradication, containment, control, or other holding action at the discretion of the individual County Agricultural Commissioner.

**ORGANIC FARMING**

**58 Organic Farms were registered in Santa Barbara County in 2003. Utilizing organic principles as required by the California Organic Products Act of 2003, these farms produce a wide variety of crops.**

**VEGETABLE CROPS**

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

**FRUIT AND NUT CROPS**

**Includes:** Apple, apricot, avocado, banana, berries, cherimoya, fig, grapefruit, grape, guava, jujube, kiwi, lemon, lime, loquat, macadamia nut, mandarin, nectarine, olive, orange, passion fruit, peach, persimmon, plum, raspberry, sapote, strawberry, tangelo, tangerine, and watermelon.

**FIELD CROPS**

**Includes:** Pasture and rangeland.

## **DEPARTMENT STAFF**

### **Commissioner/Director**

William D. Gillette

### **Deputy Commissioners**

Joe Karl                      Guy Tingos

### **Entomologist**

Jerry Davidson

### **Plant Pathologist**

Heather Scheck

### **Supervising Agricultural Biologists**

David Chang                      Debbie Trupe

### **Supervising Weights and Measures Inspector**

Diane Green

### **Business Manager**

Elena Morelos

### **Computer System Specialist**

Gus Maio

### **Administrative Staff**

Judi Douglass                      Michael Filtz

Joyce Kougl                      Traci Lewis

### **Weights and Measures Inspectors**

Dennis Gibson                      Rod Ross

### **Agricultural Biologists**

Susan Bryant                      Harriet Heath

Alma Cangelosi                      Lottie Martin

Mike Champion                      Ken Masuda

Kevin Cheesman                      Mary Ann Rajala

Elizabeth Davis                      Mike Roberts

Tom Donlon                      Jeff Saleen

Maria Grijalva                      Stephanie Stark

April 12, 2004

### **NEWS RELEASE**

The Santa Barbara County Agricultural Commissioner's Office announces the release of the 2003 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 of \$858,016,583 in 2003. This is an increase of more than \$86.3 million, or approximately 11.2%, when compared with the figures in the 2002 report. Since Santa Barbara County's agriculture is so diverse, 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 1.7 billion dollars.

Strawberries were the County's leading crop in 2003, grossing \$142.8 million. More acreage, higher yields, and slightly higher prices all contributed to a \$27 million increase over 2002. Broccoli production remained in second place in Santa Barbara County with a value of \$117.4 million. Head lettuce, with gross receipts of \$71.2 million, moved up one place to third due to good yields and strong prices. Wine grapes dropped from third place to fourth place in 2003; another year of low yields and soft prices led to the decline in overall value, down to \$65.8 million from \$72.4 million in 2002. The \$55.4 million avocado crop completes the list of the top five commodities produced in 2003.

Santa Barbara County is California's 14<sup>th</sup>-ranked county in total agricultural production. The success of Santa Barbara County's agriculture is in the diversity of the crops grown here. Over fifty different crops produced in 2003 reported gross receipts over \$1 million.

Copies of the Santa Barbara County Agricultural Production Report may be obtained at no charge at any of the Agricultural Commissioner's offices. It can also be found online at: [www.agcommissioner.com/crops.asp](http://www.agcommissioner.com/crops.asp).

For more information contact Bill Gillette or Mike Champion at 681-5600 or 934-6200.