

VENTURA COUNTY'S
CROP & LIVESTOCK REPORT 2014



Resilience During Drought



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Resiliency in Drought

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The Ventura County Agricultural Commissioner's Office extends their sincerest appreciation to the agricultural industry of Ventura County. Without your information, this report would not be possible.

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November 3, 2015

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and
The Honorable Board of Supervisors of Ventura County
Steve Bennett, 1st District
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Kathy Long, 3rd District, Chair
Peter C. Foy, 4th District
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Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2014 Ventura County Crop and Livestock Report. The estimated gross value for Ventura County agriculture for calendar year 2014 is \$2,137,033,000. This represents a 2.01% increase over 2013, or \$42,118,000.

As is the history of agriculture in Ventura County, and the rest of the world, some crops increased in value while others dropped. With over fifty crops that each generate over \$1 million in gross receipts, it is clear that crop diversity is one of Ventura County agriculture's strengths. Another strength is the innovative spirit of farmers themselves in dealing with droughts or weather influenced phenomena such as pest pressure. Farmers are agile by necessity. That pioneering spirit is embodied in the technological advancement that has become a hallmark of farmers and agriculture here in Ventura County. That strength and innovation is especially evident in the resilience of Ventura County's farmers during the 2014 drought.

In 2014, strawberries were again the number one crop at \$627,964,000. This constituted a 3.154% increase over 2013, even with a decrease in total harvested acreage. Avocados and lemons alternated, with lemons holding the second place spot in the top ten. Lemons established a new record in value at \$269,428,000. Raspberries were again in third place and continued to increase in value to \$240,662,000. This was also a record, but not enough to beat lemons. Nursery stock came in at \$180,499,000 a drop of 5.44% from 2013, but still enough to keep fourth place. Celery suffered a 19.464% decrease, but moved from sixth to fifth place. Avocados had the largest percentage drop in value from 2013 to 2014, with a 29.241% decrease; moving down to sixth place. Tomatoes, peppers and cut flowers kept their seventh, eighth and ninth places respectively. In recent years we saw cilantro enter the list of top ten crops for the first time. Now, it is kale that has taken the precarious tenth spot at \$35,932,000.

This report reflects gross values only and does not represent the net return to farmers or the multiplier effect on the surrounding economy. From these totals farmers pay their workers, water and electricity bills, bank loans, taxes and everything else. In some instances farmers may not have made any profit and only paid their bills.

Deputy Agricultural Commissioner, Korinne Bell deserves well-earned recognition for the overall production of this report. Our thanks to Ventura County's General Services Agency, Graphic Designer, Matt Kreiger for the graphic design and layout.

Respectfully submitted,

Henry S. Gonzales
Agricultural Commissioner
County of Ventura

— Serving Ventura County since 1895 —



Recapitulation & Index

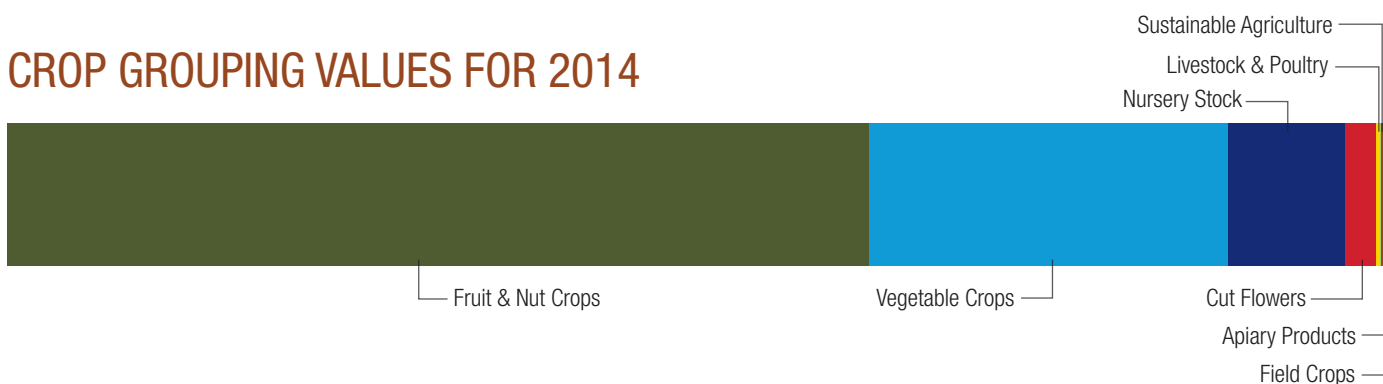
2013-2014

CROP GROUPING	YEAR	VALUE ¹
1. Fruit & Nut Crops	2014	\$1,338,004,000
	2013	\$1,280,274,000
2. Vegetable Crops	2014	\$557,614,000
	2013	\$568,722,000
3. Nursery Stock	2014	\$180,499,000
	2013	\$190,889,000
4. Cut Flowers	2014	\$47,615,000
	2013	\$43,079,000
5. Livestock & Poultry	2014	\$7,887,000
	2013	\$6,517,000
6. Apiary Products	2014	\$554,000
	2013	\$1,392,000
7. Sustainable Agriculture	2014	\$3,443,000
	2013	\$3,557,000
8. Field Crops	2014	\$1,417,000
	2013	\$474,000
GRAND TOTAL²	2014	\$2,137,033,000
	2013	\$2,094,915,000

¹ Figures are rounded off to nearest \$1,000

² Ventura County has approximately 93,376 acres of irrigated cropland. Our total farmed acreage is 190,434 (97,058 is in Rangeland).

CROP GROUPING VALUES FOR 2014



	2010	2011	2012	2013	2014
Fruit & Nut Crops	\$1,085,677,000	\$1,124,860,000	\$1,254,592,000	\$1,280,274,000	\$1,338,004,000
Vegetable Crops	\$533,473,000	\$490,233,000	\$460,280,000	\$568,722,000	\$557,614,000
Livestock & Poultry Products	\$6,161,000	\$6,075,000	\$6,872,000	\$6,517,000	\$7,887,000
Apiary Products	\$1,505,000	\$2,385,000	\$3,326,000	\$1,392,000	\$554,000
Nursery Stock	\$180,057,000	\$163,793,000	\$186,351,000	\$190,889,000	\$180,499,000
Cut Flowers	\$47,348,000	\$52,217,000	\$46,829,000	\$43,079,000	\$47,615,000
Field Crops	\$2,463,000	\$1,684,000	\$2,491,000	\$474,000	\$1,417,000
Sustainable Agriculture	\$2,453,000	\$3,000,000	\$3,045,000	\$3,557,000	\$3,443,000
GRAND TOTAL	\$1,859,151,000	\$1,844,260,000	\$1,963,798,000	\$2,094,915,000	\$2,137,033,000

LOCAL VIEWPOINT:

Conservation Measures

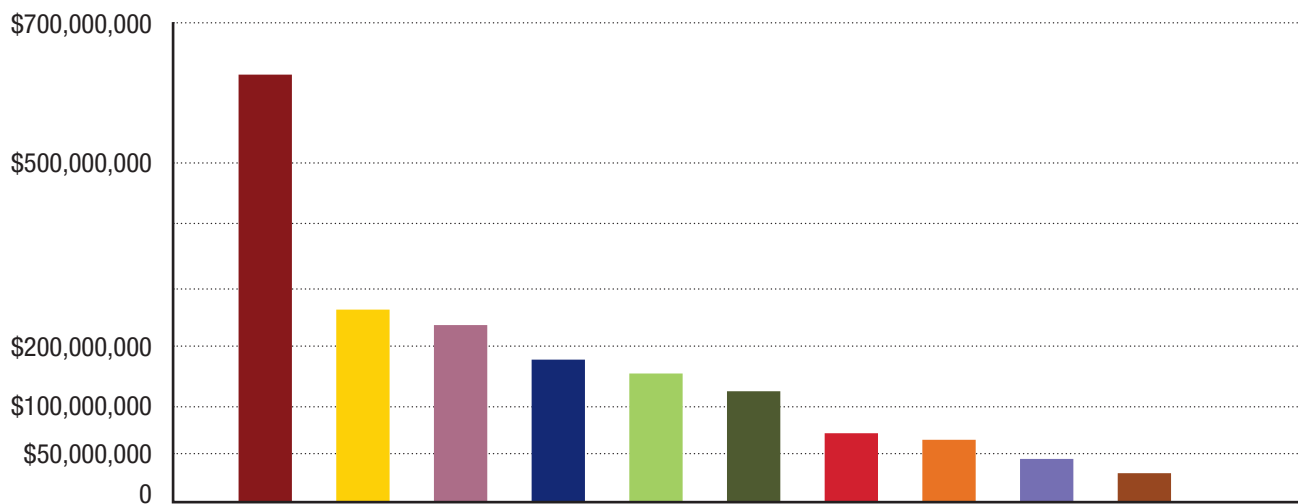
The majority of Driscoll's growers have converted to establishment of strawberries with micro sprinklers. Those that haven't converted, possible for economic reasons, have significantly reduced the duration of aluminum solid set sprinkler use. This significantly reduced the amount of water used during the months of October and November. There has been some fallowing of ground in the berry farming community as well, some due to water availability and some in order to generate a fallow credit under the GMA Emergency Ordinance. We are working to maximize the use of recycled waters. There has been an increase in the use of soil moisture sensors/telemetry as an irrigation decision support tool. Some growers claim that this tool has reduced their water use sufficiently to fall under the new Fox Canyon GMA water allocations. The adoption of these tools started in the early 2000's but really ramped up in the last 5 years.

James Du Bois, Driscoll Berry Water Resource Manager



Ten Leading Crops for 2014

RANK	CROP	VALUE
1st	Strawberries	\$627,964,000
2nd	Lemons	\$269,428,000
3rd	Raspberries	\$240,662,000
4th	Nursery	\$180,499,000
5th	Celery	\$152,153,000
6th	Avocados	\$127,978,000
7th	Tomatoes	\$72,207,000
8th	Peppers	\$67,268,000
9th	Cut Flowers	\$47,615,000
10th	Kale	\$35,932,000



Other Million Dollar Crops

CROP/PRODUCT	VALUE
Cabbage	\$34,864,000
Blueberry	\$23,855,000
Cilantro	\$23,323,000
Lettuce	\$21,796,000
Vegetable Transplants*	\$18,520,000
Greens	\$17,550,000
Orange (Valencia)	\$17,010,000
Parsley	\$15,949,000
Asian Vegetables	\$14,734,000
Mandarins & Tangelos	\$11,532,000

CROP/PRODUCT	VALUE
Spinach	\$11,341,000
Radishes	\$9,435,000
Cucumber	\$8,615,000
Beans	\$7,868,000
Broccoli	\$4,214,000
Carrots	\$3,829,000
Oranges (Navel)	\$3,384,000
Onions	\$2,964,000
Orchids*	\$2,846,000
Poinsettias*	\$2,613,000

* Included in Nursery Stock total above



ACREAGE, PRODUCTION AND VALUES | 2013-2014

Fruit & Nut Crops

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados	2014	19,709	2.46	48,439	tons	\$2,642.07	\$127,978,000
	2013	20,121	5.64	113,406	tons	\$1,849.32	\$209,723,000
Blueberries	2014	528	3.91	2,066	tons	\$11,549.08	\$23,855,000
	2013	531	3.02	1,603	tons	\$9,882.23	\$15,838,000
Grapefruit	2014	100	2.93	293	tons	\$1,965.69	\$576,000
	2013	104	24.43	2,541	tons	\$389.46	\$990,000
Lemons	2014	14,926	18.70	279,115	tons	\$965.29	\$269,428,000
	2013	15,345	19.47	298,747	tons	\$632.39	\$188,926,000
Mandarins & Tangelos	2014	1,980	4.25	8,418	tons	\$1,369.88	\$11,532,000
	2013	2,135	7.21	15,398	tons	\$1,485.69	\$22,877,000
Oranges (Navel)	2014	457	11.93	5,448	tons	\$621.15	\$3,384,000
	2013	448	12.80	5,736	tons	\$447.68	\$2,568,000
Oranges (Valencia)	2014	2,414	14.21	34,307	tons	\$495.82	\$17,010,000
	2013	2,874	13.15	37,797	tons	\$500.39	\$18,913,000
Raspberries	2014	4,629	9.28	42,943	tons	\$5,604.16	\$240,662,000
	2013	4,286	8.12	34,812	tons	\$5,640.82	\$196,370,000
Strawberries - Total	2014	11,630	26.27	305,520	tons	\$2,055.39	\$627,964,000
	2013	13,555	23.45	317,865	tons	\$1,915.17	\$608,765,000
Fresh	2014	---	---	222,677	tons	\$2,516.25	\$560,310,000
	2013	---	---	223,299	tons	\$2,446.60	\$546,323,000
Processed	2014	---	---	82,843	tons	\$816.64	\$67,653,000
	2013	---	---	94,566	tons	\$660.30	\$62,442,000
Misc. Fruits & Nuts ³	2014	848	---	---	tons	---	\$15,615,000
	2013	784	---	---	tons	---	\$15,304,000
TOTAL	2014	56,821					\$1,338,004,000
	2013	60,182					\$1,280,274,000

³ MISC. FRUITS AND NUTS include Apples, Apricots, Asian Pears, Bushberries, Cherimoya, Grapes, Guavas, Kiwi, Limes, Olives, Persimmons, Macadamias, Walnuts; and miscellaneous citrus, deciduous, and subtropical fruit.



Vegetable Crops

ACREAGE, PRODUCTION AND VALUES | 2013-2014

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Asian Vegetables*	2014	810	13.23	10,714	tons	\$1,375.16	\$14,734,000
	2013	746	13.61	10,156	tons	\$1,291.27	\$13,114,000
Beans Green Limas, Green Snap	2014	3,568	1.76	6,272	tons	\$1,254.39	\$7,868,000
	2013	3,191	1.67	5,323	tons	\$1,402.57	\$7,465,000
Beets	2014	164	14.00	2,292	tons	\$1,056.61	\$2,422,000
	2013	176	11.92	2,098	tons	\$1,138.15	\$2,388,000
Broccoli Fresh & Processed	2014	359	8.46	3,038	tons	\$1,387.03	\$4,214,000
	2013	399	7.75	3,087	tons	\$1,920.86	\$5,930,000
Cabbage	2014	3,922	31.62	124,001	tons	\$281.16	\$34,864,000
	2012	3,872	23.98	92,849	tons	\$290.18	\$26,943,000
Carrots	2014	665	33.48	22,264	tons	\$171.98	\$3,829,000
	2013	330	32.09	10,583	tons	\$217.50	\$2,302,000
Celery	2014	11,003	35.38	389,308	tons	\$390.83	\$152,153,000
	2012	11,273	35.88	404,481	tons	\$447.15	\$180,864,000
Cilantro	2014	3,303	7.39	24,393	tons	\$956.12	\$23,323,000
	2012	4,106	7.03	28,871	tons	\$1,007.78	\$29,096,000
Cucumbers⁴	2014	59	63.49	3,760	tons	\$2,291.51	\$8,615,000
	2013	51	55.11	2,837	tons	\$1,433.75	\$4,069,000
Greens⁵	2014	1,480	14.58	21,576	tons	\$813.40	\$17,550,000
	2013	1,535	7.03	10,797	tons	\$1,728.82	\$18,666,000
Kale	2014	1,898	11.08	21,028	tons	\$1,708.73	\$35,932,000
	2013	1,648	8.60	14,168	tons	\$1,767.30	\$25,038,000
Lettuce - Total	2014	2,456	15.44	37,919	tons	\$574.80	\$21,796,000
	2013	2,417	11.18	27,017	tons	\$542.03	\$14,644,000
Head	2014	160	11.65	1,863	tons	\$1,133.77	\$2,112,000
	2013	198	11.35	2,251	tons	\$671.86	\$1,513,000
Leaf	2014	911	15.63	14,232	tons	\$948.39	\$13,497,000
	2013	937	8.97	8,405	tons	\$748.71	\$6,293,000
Romaine	2014	1,385	15.76	21,825	tons	\$283.48	\$6,187,000
	2013	1,282	12.76	16,360	tons	\$417.99	\$6,838,000

* Formerly referred to as Oriental Vegetables

⁴ Includes hydroponics

⁵ Includes: chard, collard, mustard, turnip and watercress.

(CONTINUED)

Vegetable Crops

PRODUCTION						VALUE	
Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Onions Green & Dry	2014	328	17.39	5,703	tons	\$519.71	\$2,964,000
	2013	194	6.23	1,211	tons	\$1,936.19	\$2,345,000
Parsley	2014	549	20.20	11,094	tons	\$1,437.68	\$15,949,000
	2013	485	14.41	6,995	tons	\$1,582.68	\$11,070,000
Peppers Bell & Chili	2014	4,352	39.78	173,115	tons	\$388.58	\$67,268,000
	2013	3,407	28.83	98,242	tons	\$533.08	\$52,370,000
Pumpkin	2014	155	15.06	2,334	tons	\$339.72	\$793,000
	2013	183	10.86	1,990	tons	\$190.42	\$379,000
Radishes	2014	999	16.28	16,271	tons	\$579.87	\$9,435,000
	2013	873	17.42	15,211	tons	\$560.67	\$8,528,000
Spinach	2014	1,261	8.21	10,353	tons	\$1,095.45	\$11,341,000
	2013	1,380	7.43	10,253	tons	\$1,959.07	\$20,087,000
Sweet Corn	2014	444	7.41	3,289	tons	\$516.88	\$1,700,000
	2013	357	7.43	2,653	tons	\$513.69	\$1,363,000
Tomatoes⁶	2014	466	89.66	41,740	tons	\$1,729.93	\$72,207,000
	2013	559	84.04	46,995	tons	\$1,542.98	\$72,512,000
Vegetables, Misc.⁷ Field, Indoor & Processed	2014	1,532	---	---	---	---	\$48,657,000
	2013	1,702	---	---	---	---	\$54,905,000
TOTAL	2014	39,671					\$557,614,000
	2013	41,302					\$568,722,000

⁶ Includes hydroponics⁷ Includes: artichokes, arugula, asparagus, baby vegetables, cauliflower, eggplant, endive, garlic, gourds, herbs, kohlrabi, leeks, melons, mushrooms, peas, radicchio, sprouts, squash, tomatillos, and turnips.

LOCAL VIEWPOINT:

Dealing with Challenges



Ventura County has always had Farmers and Ranchers who were very creative and progressive when dealing with challenges. It will be the same with the current drought.

Dan Pinkerton, Grower

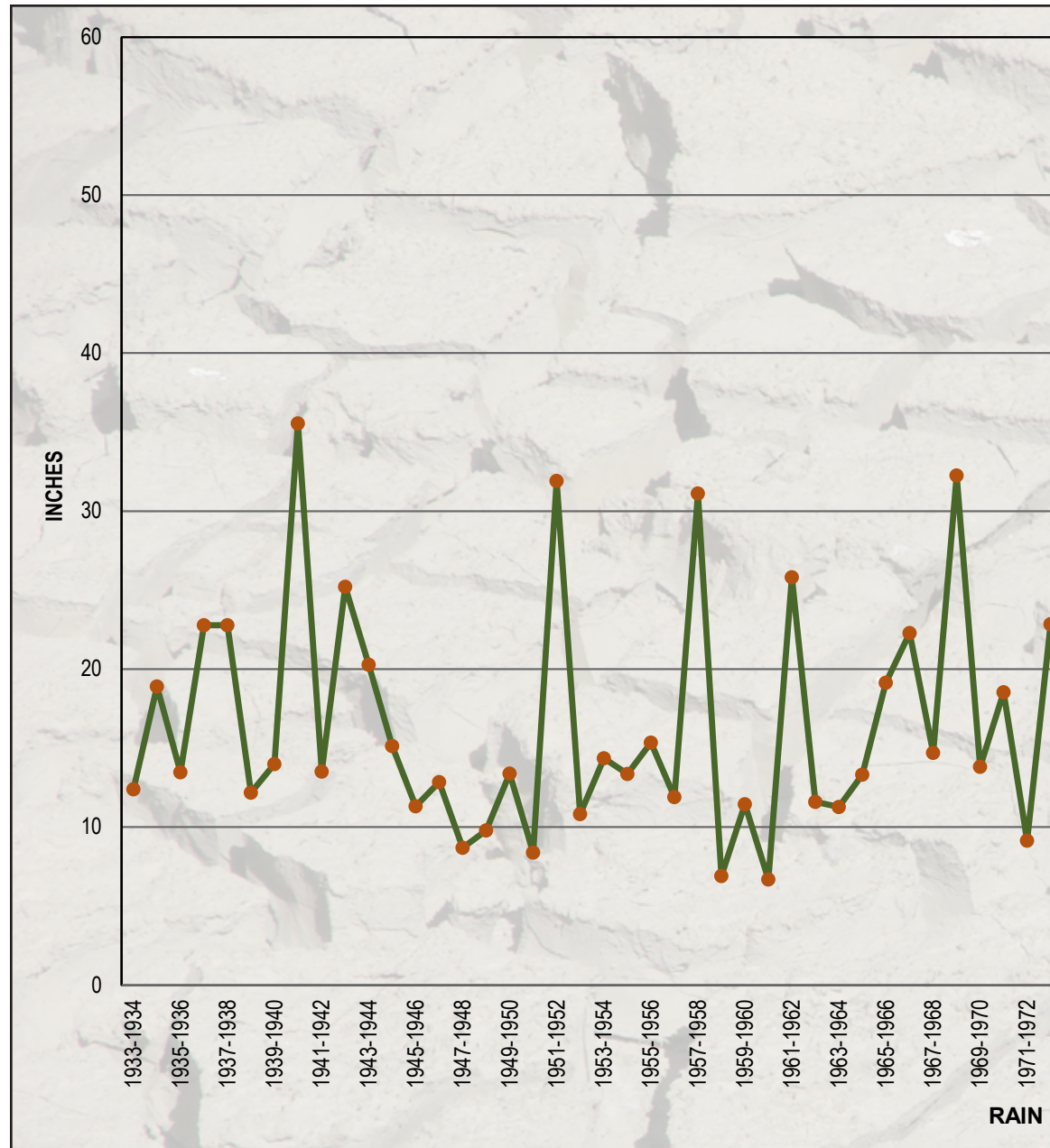
In the last year we have had to change our irrigation scheduling and also try and irrigate late afternoons and nights, just to try and prevent evaporation.

Mario Martinez, G & N White Ranch

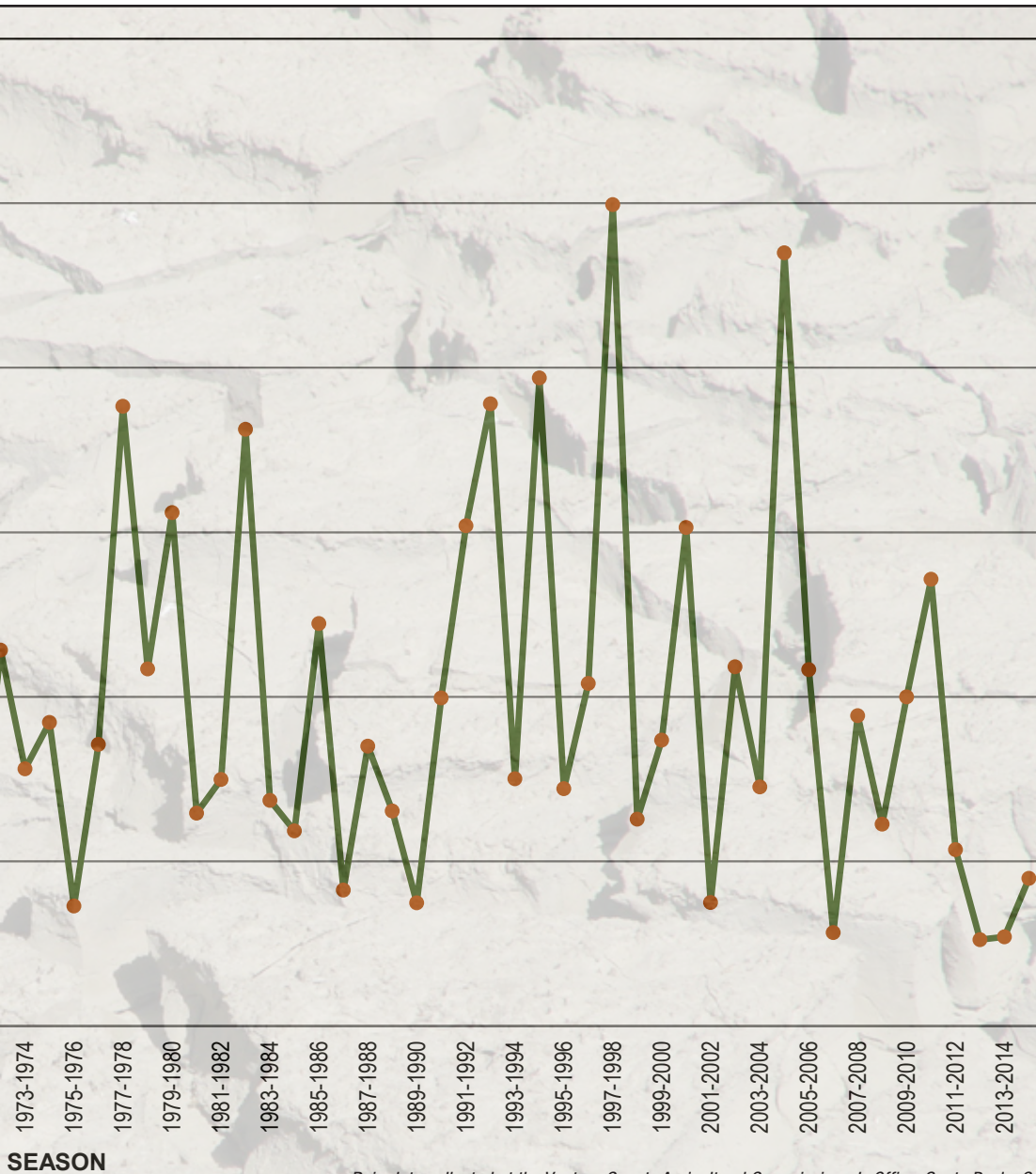


Ventura County Rainfall

RAIN SEASON	SEASON TOTAL
1930-1931	11.31
1931-1932	18.07
1932-1933	9.91
1933-1934	12.41
1934-1935	18.90
1935-1936	13.47
1936-1937	22.78
1937-1938	22.77
1938-1939	12.19
1939-1940	13.99
1940-1941	35.54
1941-1942	13.52
1942-1943	25.21
1943-1944	20.28
1944-1945	15.13
1945-1946	11.33
1946-1947	12.86
1947-1948	8.70
1948-1949	9.79
1949-1950	13.39
1950-1951	8.39
1951-1952	31.91
1952-1953	10.82
1953-1954	14.37
1954-1955	13.36
1955-1956	15.35
1956-1957	11.91
1957-1958	31.11
1958-1959	6.91
1959-1960	11.45
1960-1961	6.70
1961-1962	25.82
1962-1963	11.60
1963-1964	11.28
1964-1965	13.33
1965-1966	19.15
1966-1967	22.28
1967-1968	14.70
1968-1969	32.26
1969-1970	13.83
1970-1971	18.54



Years 1930 – 2014



RAIN SEASON	SEASON TOTAL
1971-1972	9.14
1972-1973	22.84
1973-1974	15.62
1974-1975	18.45
1975-1976	7.30
1976-1977	17.11
1977-1978	37.67
1978-1979	21.70
1979-1980	31.21
1980-1981	12.94
1981-1982	14.98
1982-1983	36.27
1983-1984	13.71
1984-1985	11.87
1985-1986	24.45
1986-1987	8.26
1987-1988	17.00
1988-1989	13.06
1989-1990	7.50
1990-1991	19.94
1991-1992	30.4
1992-1993	37.81
1993-1994	15.02
1994-1995	39.38
1995-1996	14.43
1996-1997	20.83
1997-1998	49.91
1998-1999	12.57
1999-2000	17.37
2000-2001	30.30
2001-2002	7.51
2002-2003	21.84
2003-2004	14.53
2004-2005	46.98
2005-2006	21.66
2006-2007	5.68
2007-2008	18.85
2008-2009	12.28
2009-2010	20.01
2010-2011	27.16
2011-2012	10.71
2012-2013	5.26
2013-2014	5.42
2014-2015	8.98



Nursery Stock

Item	Year	Production	PRODUCTION AREA		Per Unit	Total
			Greenhouse Sq. Ft.	Field Acres		
Nursery Stock	2014	---	5,364,522	3,326	---	\$180,499,000
	2013	---	4,240,967	3,499	---	\$190,889,000
Fruit & Nut Trees	2014	1,080,209 trees	---	231	\$18.71	\$20,213,000
	2013	1,007,444 trees	---	273	\$17.25	\$17,383,000
Potted Plants	2014	2,865,639 pots	2,266,058	36	\$3.71	\$10,644,000
	2013	2,611,548 pots	2,072,941	48	\$4.23	\$11,053,000
Propagative Material	2014	59,718,231 cuttings	679,109	1	\$0.12	\$7,222,000
	2013	66,135,344 cuttings	621,521	3	\$0.12	\$7,936,000
Herbaceous Perennials	2014	2,816,863 containers	54,139	96	\$3.06	\$8,628,000
	2013	3,291,298 containers	66,660	90	\$3.64	\$11,997,000
Woody Ornamentals ⁸	2014	5,887,516 tree/shrubs	128,161	1,605	\$12.52	\$73,739,000
	2013	5,804,776 tree/shrubs	---	1,535	\$13.39	\$77,728,000
Bedding Plants, Ground Cover & Turf	2014	19,128,110 flats	594,230	1,220	\$2.17	\$41,533,000
	2013	27,721,898 flats	378,630	1,447	\$1.97	\$54,547,000
Vegetable Transplants	2014	4,453,981 flats	1,642,825	136	\$4.16	\$18,520,000
	2013	2,658,998 flats	1,101,215	104	\$3.85	\$10,245,000
TOTAL	2014					\$180,499,000
	2013					\$190,889,000

⁸ Includes cut Christmas Trees

LOCAL VIEWPOINT:

Security and Supply



The Drought has changed our mind set like no other. I remember well the experience of going seven years of rainfall shortages and hot dry weather, but never feared we might run out of water. It is different now. Our wells have held up, so we have grown normal crops. Using drip irrigation, our water budgeting has become more rigorous. The drought has increased our anxiety for the future and focused our attention on farming where water supplies are the most secure.

Craig Underwood, Underwood Family Farms





PRODUCTION AND VALUES | 2013-2014

Cut Flowers

Crop	Year	Acres	Production	Unit	Per Unit	Total Value
Flower Blooms & Stems	2014	49	19,636,178	blooms	---	\$5,740,000
	2013	37	13,111,287	blooms	---	\$3,612,000
Cut Greens & Dried Flowers	2014	61	257,395	bunches	---	\$506,000
	2013	97	328,610	bunches	---	\$1,045,000
Flower Bunches - Total	2014	626	12,596,809	bunches	---	\$41,369,000
	2013	533	14,249,788	bunches	---	\$38,422,000
Statice, Lace, Aster & Gypsophila	2014	100	1,509,032	bunches	\$2.45	\$3,693,000
	2013	109	1,247,957	bunches	\$2.72	\$3,398,000
Chrysanthemums & Sunflowers	2014	56	2,263,594	bunches	\$1.81	\$4,104,000
	2013	69	2,716,029	bunches	\$1.65	\$4,487,000
Lilies & Irises	2014	135	3,861,067	bunches	\$4.86	\$18,766,000
	2013	71	3,806,566	bunches	\$4.62	\$17,599,000
Lisianthus	2014	35	522,324	bunches	\$3.36	\$1,757,000
	2013	47	393,588	bunches	\$3.99	\$1,569,000
Delphinium, Larkspur, Stock & Snapdragons	2014	191	2,935,548	bunches	\$3.17	\$9,319,000
	2013	149	4,946,637	bunches	\$1.73	\$8,533,000
Miscellaneous	2014	108	1,505,244	bunches	\$2.48	\$3,730,000
	2013	88	1,139,011	bunches	\$2.49	\$2,836,000
TOTAL	2014	736				\$47,615,000
	2013	667				\$43,079,000

Field Crops

ACREAGE, PRODUCTION AND VALUES | 2013-2014

Crop	Year	Acreage	Total
Rangeland	2014	97,058	\$33,000
	2013	97,058	\$35,000
Pasture, Hay & Grain	2014	739	\$199,000
	2013	906	\$96,000
Seed & Dry Beans*	2014	404	\$1,185,000
	2013	57	\$343,000
TOTAL	2014	98,201	\$1,417,000
	2013	98,021	\$474,000

* The increase in the Seed & Dry Beans total actually spans a two year period. Information was missed in 2013 by the County Agricultural Commissioner's Office. The 2013 acreage should have been 282 acres and the 2013 value should have been \$1,099,000.

Livestock & Poultry

PRODUCTION AND VALUES | 2013-2014

Item	Year	Production	Unit	Value	
				Per Unit	Total
Livestock ⁹ Cattle, Hogs, Sheep & Goats	2014	21,030	cwt	---	\$3,014,000
	2013	13,726	cwt	---	\$1,478,000
Poultry Chickens & Eggs	2014	---	---	---	\$4,697,000
	2013	---	---	---	\$4,689,000
Other Livestock Alpaca & Squab	2014	---	---	---	\$176,000
	2013	---	---	---	\$350,000
TOTAL	2014				\$7,887,000
	2013				\$6,517,000

⁹ 2014 includes goats

LOCAL VIEWPOINT:

Struggling to Maintain Traditions

The past 5 years have been very difficult for the Beef Cattle Industry not only across the nation but specifically California and Ventura County. Selling producing cows for 25% of their replacement cost because there is no pasture to be had is very expensive and so is the alternative of buying feed. At this point our feed costs to maintain 150 cows are about \$4500-4700 every 13 days. Literally every dollar a producer might make in calf sales is eaten up by feed costs. My choice to feed our cows rather than liquidate is an attempt to maintain our genetic base. We have decades of selection and culling involved in our herd. These animals have the ability to survive and reproduce well in our Ventura County environment. Loss of these traits will mean not only repopulating the herd but starting a genetic selection process all over again. It may take many years to make up for the losses cattlemen have experienced over this drought period. We do, however, look forward to an excellent rain year that will revitalize our pastures and allow us to carry on our ranching traditions and add to the Ventura County Agricultural economy once again.

A.E.'Bud' Sloan, DVM





PRODUCTION AND VALUES | 2013-2014

Apiary Products

Item	Year	Production	Unit	Value	
				Per Unit	Total
Honey	2014	65,551	lbs	\$2.09	\$137,000
	2013	80,763	lbs	\$3.74	\$302,000
Beeswax & Pollen	2014	4,695	lbs	\$6.73	\$19,000
	2013	11,391	lbs	\$6.73	\$77,000
Pollination Use	2014	---	---	---	\$398,000
	2013	---	---	---	\$1,013,000
TOTAL	2014				\$554,000
	2013				\$1,392,000

Sustainable Agriculture

Item	Agent	Target	Scope of Program
Biological Control Commercial Insectaries	Predatory Mites, Predatory Beetles, Predatory Wasps, Predatory Nematodes, Various Predatory Insects	Scale, Mealybug, Snails, Aphids, Mites, Whitefly, Psyllid, Thrip, Nematodes, Flies	1,030,509,042 beneficials, released on 15,385 acres Valued at \$3,443,000
Pest Mitigation	Mechanical/Digging	Dalmation Toadflax, Scotch Thistle, Euphorbia Terracina	1 site each
Pest Eradications	Mechanical/Digging	Spotted Knapweed	1 site
Pest Exclusion & Plant Quarantine*	<u>Incoming Shipments</u>		<u>Inspections</u>
	UPS/Fed Express (Shipments)	Various	1,616
	Truck/Air Freight	Various	1,194
	Household Goods (Inspections)	Gypsy Moth	61
	<u>Outgoing Shipments</u>		
	Federal Certificates	Various	10,333
	State Certificates	Various	1,175

* In 2014, Ventura County exported approximately 27 different commodities to 89 different countries



Organic Farming 2013-2014

Crops	Year	Acres	Total Value
# of Registered Growers	2014		95
	2013		85
Vegetables & Herbs	2014	3,148	\$38,438,000
	2013	3,205	
Fruits & Nuts	2014	3,944	\$83,006,000
	2013	3,061	
Field & Seed Crops	2014	134	\$1,020,000
	2013	124	
Cut Flowers/Nursery Stock	2014	4	\$127,000
	2013	4	
Specialty Crops	2014	<1	\$1,000
TOTAL*	2014	7,232	\$122,592,000
	2013	6,394	

* Included in all other total values. 2013 data was not included.

LOCAL VIEWPOINT:

Historical Perspective

Ives Vanoni is 96 years old and has been farming in Ventura County for most of his life. He has always enjoyed growing things; starting with lima beans, then switching to citrus and avocados. Drought has never been a problem in the past for the Vanoni Ranches. This is the first time they are feeling the effects and have had to make adjustments. Historically, their wells were never pumped, producing 400-500 gallons per minute. Since the drought, their wells are pumped constantly, averaging 100 gallons per minute.



Certified Farmer's Markets

City	Day/Time	Market	Type	Address	Contact
Camarillo	Sat 8 AM - 12 PM	Camarillo Hospice	y/r	2220 Ventura Blvd.	Ruff Smith 805-389-6870 info@camarillohospice.org
Newbury Park	Sat 9 AM - 2 PM	Newbury Park	y/r	2311 Borchard Rd.	Helen Lee 323-272-9171 helenlee101@live.com
Ojai	Sun 9 AM - 1 PM	Ojai	y/r	300 E. Matilija St.	Cynthia Korman 805-698-5555 ojaifarmersmarket@cox.net
Oxnard	Sun 10 AM - 2 PM	Channel Islands Harbor	y/r	3350 S. Harbor Blvd. @ Cabezone Way, Harbor Side	Bryn Prichard 818-591-8161 info@rawinspiration.org
Oxnard	Thu 9 AM - 2 PM	Downtown Oxnard	y/r	Downtown Plaza Park 500 S. C Street @ 5th and C St.	The Oxnard Heritage Foundation 805-247-0197 dofm_info@rock.com
Oxnard	Thu 4 PM - 8 PM	The Collection	y/r	2751 Park View Court	Lina Gallardo 818-591-8161 info@rawinspiration.org
Oxnard	Sat 10 AM - 2 PM	Hueneme Beach	y/r	550 E. Surfside Drive	Carol De La Santos 818-591-8161 info@rawinspiration.org
Simi Valley	Fri 11 AM - 3:30 PM	Simi Valley @ Civic Center	y/r	Simi Civic Center Plaza Tapo Cyn @ Alamo St.	Mark Rochin 805-643-6458 pacific209@hotmail.com
Thousand Oaks	Thu 1:30 PM - 6 PM	Thousand Oaks	y/r	The Oaks Shopping Center 222 W. Hillcrest Dr. East End Parking Lot	Karen Wetzel Schott 805-529-6266 www.vccfarmersmarket.com
Ventura	Sat 8:30 AM - 12 PM	Downtown Ventura	y/r	Santa Clara and Palm St. City Parking Lot	Karen Wetzel Schott 805-529-6266 www.vccfarmersmarket.com
Ventura	Wed 9 AM - 1 PM	Midtown Ventura	y/r	Pacific View Mall Front West Parking Lot	Karen Wetzel Schott 805-529-6266 www.vccfarmersmarket.com
Ventura	Thu 3 PM - 7 PM	East Ventura	y/r	901 S Kimball Rd.	Patrice Powell 805-479-9699 openaireproduce@aol.com
Ventura	Thu 2 PM - 6 PM	Patagonia Farm Stand	y/r	259 W. Santa Clara St. Front Reception Area	Micah Knox 805-643-8616 micah.knox@patagonia.com
Westlake Village	Sun 10 AM - 2 PM	Westlake Village	y/r	2797 Agoura Rd.	Jason Bryant 818-591-8161 info@rawinspiration.org

Ventura County Farmers...

In 2014, we saw the resilience of Ventura County agriculture work through yet another year of drought and establish a new record high in total receipts. Water will continue to be a challenge for farmers, and Ventura County farmers will continue to step-up to the challenge. Through hard work and the use of innovative technologies, Ventura County farmers will continue to provide us with a bounty of fresh and healthy fruits, vegetables, and animal proteins, as well as beautiful ornamental plants, trees, shrubs and flowers.

Henry Gonzales, Ventura County Agricultural Commissioner

EXPERIENCE AND INNOVATION



Utilizing State-of-the-art technology, we are able to see how much water our raspberry plants are using in real time. Our irrigation system then provides just enough replacement water and a leaching fraction when needed. We are able to save as much as 30% on irrigation, by using technology that precisely measures actual plant water use.

**Martin Gramckow, Vice President –
Southland Sod Farms**

*This drought gives a whole new meaning to the term “Dry Farming.”
We’ve rebuilt one well and replaced another. All we need now is the rain.*

This drought is like no other.

Phil McGrath, McGrath Family Farm



Even if we do get plenty of rain this winter, the problem is not conservation, the problem is reservoir capacity and ground water recharge. We need more.

Scott Klittich, Otto & Sons Nursery

At Berylwood Tree Farm, water conservation efforts have been in place for over 3 decades. Our founder, Rolla J. Wilhite began using drip irrigation methods of his own design during the 1960’s in landscapes he created and installed. He began implementing these drip irrigation methods at Berylwood in the 1970’s. Today, we are using a type of emitter know as a “Spot Spitter” to water our boxed and field grown trees. Recently, we have begun using a “Down Spray Spot Spitter” that directs the spray in a downward rather than outward pattern. This helps to keep the water within the box and to avoid spraying over the sides. We are mulching over the tops of the root balls on our field grown trees to encourage moisture retention. In addition, we are experimenting with mulching on the boxed trees to discourage quick evaporation. Another way that we are conserving water is with a Rainwater Catch Basin that was installed in 1999. The caught water is pumped into our pond and then used for irrigating the trees. The drought has made us more aware of the need to conserve water wherever possible and our irrigation team is trained to always be watching for any areas that may need repairs or improvement.

Victoria Culver, General Manager, Berylwood Tree Farm

Resiliency in Drought

as told through the words of the industry

LOOKING TO THE FUTURE

Following yet another winter that wasn't, in terms of snowpack and rainfall, and with levels in key reservoirs well below average, virtually the entire state is facing unprecedented water supply challenges. In the midst of what truly is a historical drought and with intensifying calls for increased water conservation reaching far and wide, it is imperative that those of us entrusted with providing reliable water supplies take aggressive steps to ensure the region's social and economic vitality by both reducing our collective water use footprint and developing new water resources. With each passing day a growing number of Californian's are becoming more anxious about what Mother Nature has in store for us in 2016...and beyond.

Eric Bergh, Manager of Resources at Calleguas Municipal Water District



The drought is certainly at the top of my mind. The two most effective ways to combat the water shortage is through the

adoption of technology

and by reducing planted-acres. Both are expensive options.

Eventually, the technology will pay for itself (theoretically), while the reduction in acres causes a loss in revenue that is never recovered.

William Terry, Terry Farms Inc.

We have always been concerned about water at La Verne Nursery with or without drought. We built an elaborate water recycling system in the early 2000's as we were expanding the nursery. This system has allowed us to recapture runoff, blend it with fresh water when needed, treat for pathogens and reuse. The current drought has certainly affected our business. We have seen an increase in sales among the more drought tolerant material we sell like dragon fruit, napales, figs and olives to mention a few. Working with our retailers,

we are teaching people to reduce

nitrogen fertilizer applications, keep trees pruned small to reduce water demand and mulch. This will still produce enough fruit for an average family while helping save water in the landscape.

Daniel Nelson, Director of Nursery Operations, La Verne Nursery



Our entire livelihood depends on water. So it is incumbent that we use this precious resource as efficiently and effectively as possible. We strive to apply a sufficient amount of water without wasting water. Through the years we have updated our irrigation systems to include pressure regulators and pressure-compensating micro sprinklers. We are using various methods and technologies to monitor soil moisture so that we may better schedule irrigation. We use three different methods to determine soil moisture; by hand, electronic soil probes and irrigation monitoring through an outside laboratory. This ranch, before micro sprinklers, took ten days to irrigate. Now it only requires two days, with much less water per day.

Randy Axell, Grower



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Serving Ventura County since 1895

