

San Mateo County



2011 Agricultural Crop Report

**San Mateo County
Department of Agriculture
&
Weights and Measures**

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SAN MATEO COUNTY

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California Department of Food & Agriculture
and



San Mateo County Board of Supervisors

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In accordance with Sections 2279 and 2272 of California's Food and Agricultural Code, I am pleased to submit the 2011 Agricultural Crop Report for San Mateo County.

The total gross value of agricultural production for 2011 was \$137,009,000, a 4.7% decrease from the previous year's value of \$143,700,000.

It is important to note that the production values in this report represent gross values and do not reflect crop production costs. Additionally, these values do not reflect the overall economic contribution of agricultural production to the community; activities such as harvesting, processing, and distribution result in economic multipliers between 1.62 to 3.5 per dollar of agricultural production.

Although most agricultural commodities remained stable or increased in value, there were significant reductions in *Floral and Nursery Crops*, which posted a loss in value of 6.6%. This commodity group, as featured on the cover, represents more than half of San Mateo County's agricultural production value, so any reduction has a considerable impact on the overall agricultural production value for the county. The losses in *Floral and Nursery Crops* were due to adjustments in commodity values, as well as transition within the industry. Another significant decline was seen in *Fruit and Nut Crops*, which recorded a \$617,000, or 27% reduction in value. Losses in this commodity group were the result of unseasonably late rains and changes in production practices.

San Mateo County did experience positive growth in gross production values of the additional agricultural commodities in 2011. The value for *Vegetable Crops* continued moving upward at 4.3%, or \$693,000 more than 2010. This increase was largely due to a higher dollar value received for the top crops of Brussels sprouts and leeks. A greater amount of planted acreage for *Field Crops*, including oat hay and grain, and dry beans raised production by 29.1%, or \$173,000. Production also went up in *Forest Products* by 18.2% (\$418,000) and 1,234,000 board feet. *Livestock Products and Apiary* posted an increase of 56.9% (\$536,000) due to interest in beekeeping, as well as increased reporting in dairy and egg production.

I want to express my appreciation for all the individuals, growers and agencies who contributed the information to prepare this report; and special thanks to Kelly Mayer and the rest of my dedicated staff who worked so hard to compile the necessary data.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Fred Crowder", is written over a light blue rectangular background.

Fred Crowder

Agricultural Commissioner

Sealer of Weights and Measures

FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Square Feet	Total
Potted Plants			
Flowering ¹	2011	6,774,000	\$79,520,000
	2010	6,924,000	88,797,000
Foliage ²	2011	643,000	3,800,000
	2010	680,000	4,443,000
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Subtotal	2011	7,417,000	\$83,320,000
	2010	7,604,000	93,240,000
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Cut Flowers³	2011	1,708,000	\$6,503,000
	2010	1,679,000	5,415,000
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Bedding Plants, Cuttings and Liners⁴	2011	192,000	\$718,000
	2010	200,000	764,000
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TOTAL	2011	9,317,000	\$90,541,000
	2010	9,483,000	99,419,000

1 Includes Hydrangeas, Lavender, Orchids, Poinsettias, Tulips, Oriental & Asiatic Lilies, etc.

2 Includes Ferns, Ivy, etc.

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

4 Includes Ferns, Ivy, Vegetables, etc.



FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Total
Ornamentals			
Nursery Stock ¹	2011	133	\$15,010,000
	2010	128	14,950,000
Christmas Trees (cut)	2011	145	348,000
	2010	141	340,000
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Subtotal	2011	278	\$15,358,000
	2010	269	15,290,000
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Cut Flowers²	2011	412	\$5,532,000
	2010	393	4,619,000
<hr/>			
TOTAL	2011	690	\$20,890,000
	2010	662	19,909,000

1 Includes herbaceous perennials, shrubs and trees.

2 Includes Hydrangeas, Stock, Tulips, Yarrow, Calla Lilies, Larkspur, etc.

VEGETABLE CROPS

Crop	Year	Acres	PRODUCTION			VALUE	
			Per Acre	Total	Unit	Per Unit	Total
Artichokes	2011	56	3.94	221	Ton	\$1,127	\$249,000
	2010	56	3.87	217	Ton	1,555	337,000
Beans, Fava	2011	210	2.29	481	Ton	1,164	560,000
	2010	203	2.57	522	Ton	1,149	600,000
Beans, Snap	2011	94	3.61	339	Ton	1,148	389,000
	2010	142	3.61	513	Ton	1,254	643,000
Brussels Sprouts ¹	2011	655	10.59	6,936	Ton	1,277	8,857,000
	2010	671	10.69	7,173	Ton	1,100	7,890,000
Leeks	2011	160	10.75	1,720	Ton	876	1,507,000
	2010	158	10.47	1,654	Ton	818	1,353,000
Peas	2011	218	2.12	462	Ton	1,598	738,000
	2010	233	2.04	475	Ton	1,588	754,000
Pumpkins	2011	226	10.67	2,411	Ton	265	639,000
	2010	245	10.77	2,639	Ton	247	652,000
Miscellaneous Vegetables Field and Indoor Grown ²	2011	330					3,709,000
	2010	296					3,726,000
TOTAL	2011	1,949					\$16,648,000
	2010	2,004					15,955,000

¹ Includes Processed

² Includes Herbs, Broccoli, Cauliflower, Lettuce, Peppers, Swiss Chard, Tomatoes, etc.



FOREST PRODUCTS

TOTAL	2011	6,060,000 Board Feet	\$2,709,000
	2010	4,706,000 Board Feet	2,291,000



LIVESTOCK

Item	Year	Number Head Sold	Total Value
Cattle and Calves	2011	2,393	\$1,755,000
	2010	2,848	1,780,000
Sheep and Lambs	2011	749	107,000
	2010	732	92,000
Hogs and Pigs	2011	1,073	135,000
	2010	1,202	157,000
Other ¹	2011	3,952	315,000
	2010	2,101	280,000
TOTAL	2011		\$2,312,000
	2010		2,309,000

¹ Includes Goats, Chickens, Turkeys, etc.



LIVESTOCK PRODUCTS AND APIARY

Item	Year	Production	Unit	VALUE	
				Per Unit	Total
Honey	2011	39,000	LB.	\$8.61	\$336,000
	2010	34,000	LB.	7.86	267,000
Beeswax	2011	910	LB.	4.86	4,000
	2010	710	LB.	4.89	3,000
Other ¹	2011				1,138,000
	2010				672,000
TOTAL	2011				\$1,478,000
	2010				942,000

¹ Includes Goat Cheese, Eggs, Wool, etc.

FIELD CROPS

Crop	Year	PRODUCTION			Unit	VALUE	
		Acres	Per Acre	Total		Per Unit	Total
Beans, Dry Edible ¹	2011	78	1.06	83	Ton	\$4,364	\$362,000
	2010	52	1.00	52	Ton	3,982	207,000
Grain ²	2011	356	0.62	221	Ton	298	66,000
	2010	320	0.50	160	Ton	300	48,000
Hay							
Oats	2011	309	2.21	683	Ton	150	102,000
	2010	186	2.28	424	Ton	192	81,000
Volunteer	2011	177	2.86	506	Ton	61	31,000
	2010	187	2.52	471	Ton	81	38,000
Pasture							
Irrigated	2011	198				149	30,000
	2010	269				149	40,000
Other	2011	19,326				9	174,000
	2010	19,816				9	178,000
<hr/>							
TOTAL	2011	20,443					\$765,000
	2010	20,830					592,000

1 Includes Cranberry, Fava, etc.

2 Includes Barley, Oats, Rye and Wheat

FRUIT AND NUT CROPS

Item	Year	Acres	Total Value
Wine Grapes	2011	135	\$508,000
	2010	137	613,000
Miscellaneous ¹	2011	108	1,158,000
	2010	101	1,670,000
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TOTAL	2011	243	\$1,666,000
	2010	238	2,283,000

1 Includes Strawberries, Bushberries, Apples, Kiwi, etc.



RECAPITULATION

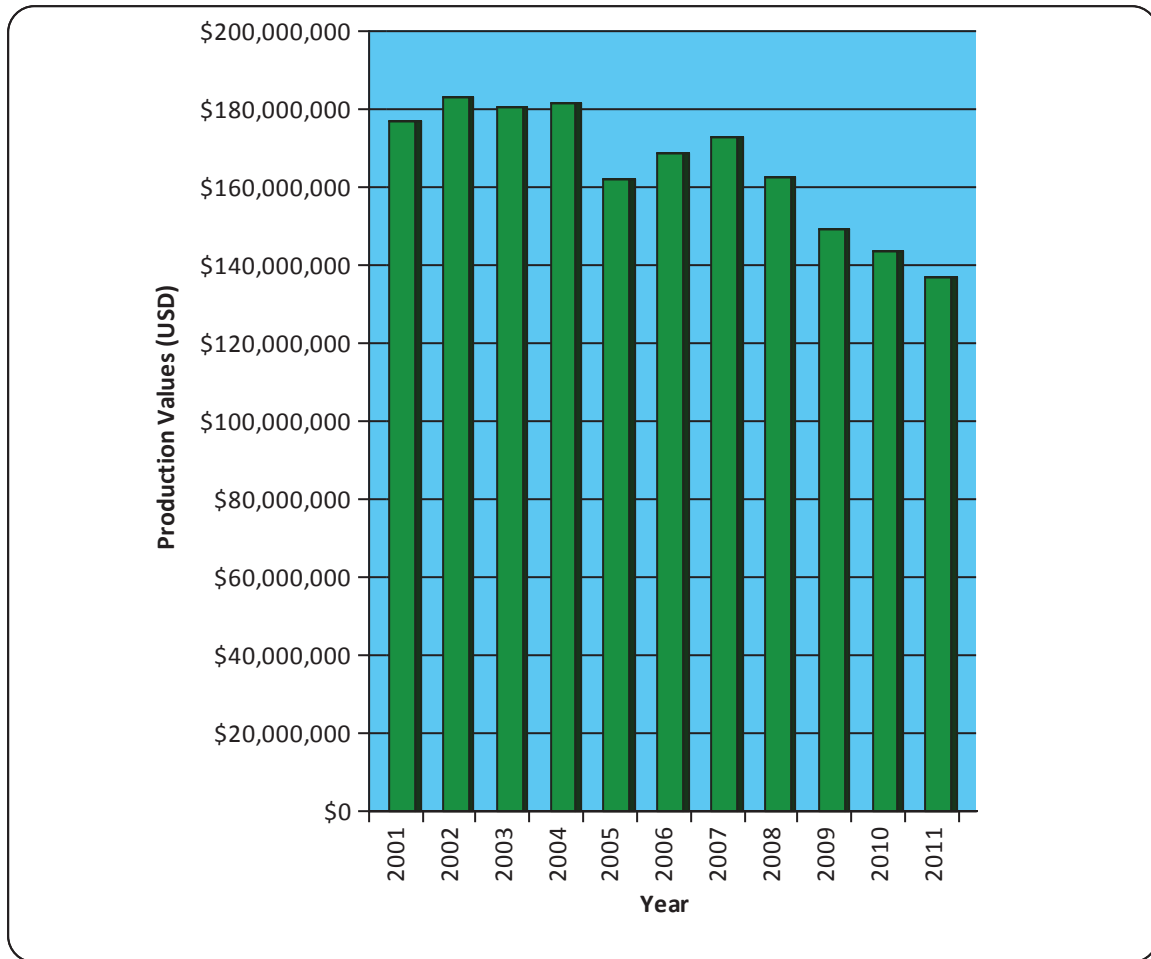
	2011	2010	Net Difference	Percentage
Floral and Nursery Crops	111,431,000	119,328,000	-7,897,000	-6.6%
Vegetables	16,648,000	15,955,000	693,000	4.3%
Livestock	2,312,000	2,309,000	3,000	0.1%
Forest Products	2,709,000	2,291,000	418,000	18.2%
Fruit and Nut Crops	1,666,000	2,283,000	-617,000	-27.0%
Livestock Products and Apiary	1,478,000	942,000	536,000	56.9%
Field Crops	765,000	592,000	173,000	29.1%
TOTAL	\$137,009,000	\$143,700,000	-\$6,691,000	-4.7%



MILLION DOLLAR CROPS

	2011	2010
Flowering Potted Plants (Indoor Grown)	79,520,000	\$88,797,000
Ornamental Nursery Stock	15,010,000	14,950,000
Brussels Sprouts	8,857,000	7,890,000
Cut Flowers (Indoor Grown)	6,503,000	5,415,000
Cut Flowers (Outdoor Grown)	5,532,000	4,619,000
Foliage Potted Plants (Indoor Grown)	3,800,000	4,443,000
Forest Products	2,709,000	2,291,000
Cattle and Calves	1,755,000	1,780,000
Leeks	1,507,000	1,353,000
Livestock Products (Cheese, Eggs, Wool, etc.)	1,138,000	672,000

PRODUCTION OVER THE LAST DECADE



50 YEARS AGO...

Top Ten Agricultural Commodities in 1961

1	Brussels Sprouts	1,626	Acres	\$1,997,000
2	Carnations (Indoor Grown)	1,810,000	Square Feet	1,883,000
3	Flowering Potted Plants (Indoor Grown)	793,900	Square Feet	1,603,000
4	Mushrooms	1,581	Tons	1,170,000
5	Chrysanthemums (Outdoor Grown)	75	Acres	704,800
6	Milk (Market)	124,000	Hundredweight	558,000
7	Cattle & Calves	3,700	Head	537,000
8	Hogs & Pigs	12,200	Head	496,000
9	Chrysanthemums (Indoor Grown)	457,200	Square Feet	482,500
10	Orchids (Indoor Grown)	214,500	Square Feet	386,100

SAN MATEO COUNTY

2011 SUSTAINABLE AGRICULTURE REPORT

Sustainable agricultural programs and practices are created to promote economic viability, while minimizing the impact of agricultural practices on the environment. San Mateo County's Sustainable Agriculture includes pest exclusion, detection, eradication, and control through integrated pest management, as well as organic farming. Early detection and eradication of harmful pests protects California's agricultural industry, home gardens, parks and natural resources and reduces the need for pesticides.

PEST DETECTION

By monitoring and employing insect traps during identifiable life cycle phases, the Pest Detection program helps control pest populations before they become established. In 2011, 4,054 insect traps were set out within San Mateo County and monitored by staff 56,445 times during the year to protect agriculture from exotic harmful insects. Fortunately, there were no findings of the following targeted pests within the year:

Mediterranean Fruit Fly
Mexican Fruit Fly
Oriental Fruit Fly
Melon Fly

Gypsy Moth
Khapra Beetle
Japanese Beetle
European Pine Shoot Moth

Glassy-winged Sharpshooter
European Grape Vine Moth
European Corn Borer
Asian Citrus Psyllid

PEST ERADICATION

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



Fertile capeweed, *Arctotheca calendula*, is a perennial found in coastal prairies. The rosettes with daisy-like yellow flowers often colonize open or disturbed sites by seed and vegetative stolons. It is currently distributed across two acres near Pescadero and without any effective biocontrols available, it is controlled by hand-pulling and herbicide treatment.



Skeletonweed, *Chondrilla juncea*, is a perennial or biennial commonly found in disturbed land. They grow from basal rosettes with rigid, wiry stems and small yellow flowers. Reproduction is by vegetative roots and seeds. These plants may be found near the Caltrain tracks in Burlingame and San Carlos, as well as north of Edgewood Road. Control methods used are handpulling and two biocontrol agents: gall mite, *Eriophyes chondrillae*, and rust fungus, *Puccinia chondrillina*.

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



Purple loosestrife, *Lythrum salicaria*, is a perennial that grows in clumps in wetlands. They can reach up to 3 meters tall with showy spikes of red-purple flowers. Each plant can produce about two million seeds that remain viable for three years. Currently, distribution is found in San Bruno Mountain County Park and La Honda. Control methods such as hand-pulling and herbicide treatments are being used to help eradicate this invasive weed.



Canary Island hypericum, *Hypericum canariense*, is a perennial found in coastal sage scrublands and grasslands. The shrubs grow up to 5 meters tall and have yellow flowers in spring and early summer. It is distributed by prolific seed production and rhizomes such as found south of Pigeon Point Lighthouse. There are currently no effective biocontrol organisms, thus removal is through mechanical methods and herbicide treatments.

SAN MATEO COUNTY

2011 SUSTAINABLE AGRICULTURE REPORT

PEST EXCLUSION

The Pest Exclusion Program provides the first line of defense for California's agricultural industry and environment from the introduction of exotic insects, weeds and plant diseases that "hitchhike" in from other states and countries. Shipments of plants and produce arrive at various locations in the County, including San Francisco International Airport and wholesale nurseries where they are inspected for harmful pests and diseases that can be detrimental to San Mateo County's agricultural industry and economy. Shipments are rejected due to the presence of live pests, improper container markings, or lack of valid certification.

Type of Shipment	Inspections	Rejections	Pests Intercepted
Parcel Carriers	14,521	144	11
Truck	1,690	6	5
Air	3,082	220	203
Sea Containers	9	0	0
Household Goods	86	0	0
Nursery Stock (GWSS)	2,522	0	0
Other	29	0	0

EXOTIC PESTS INTERCEPTED*

Pest	Rating	Number of Interceptions	Pest	Rating	Number of Interceptions
<i>Aonidiella orientalis</i> Oriental scale	A	7	Beetles (various species)	Q	6
<i>Ceroplastes rusci</i> fig wax scale	A	1	Leaf & Plant hoppers (various species)	Q	3
<i>Coccus viridis</i> green scale	A	3	Mealybugs (various species)	Q	20
<i>Epiphyas postvittana</i> light brown apple moth	A	2	Moths (various species)	Q	36
<i>Lopholeucaspis cockerelli</i> Cockerell scale	A	1	Psyllids (various species)	Q	1
<i>Pinnaspis buxi</i> boxwood scale	A	10	Scales (various species)	Q	72
<i>Pseudaulacaspis pentagona</i> white peach scale	A	28	Snails & Slugs (various species)	Q	3
<i>Selenaspidus articulatus</i> West Indian red scale	A	1	Thrips (various species)	Q	2
<i>Solenopsis invicta</i> red imported fire ant	A	1	True Bugs (various species)	Q	3
<i>Velataspis dentata</i> dentate scale	A	1	Whiteflies (various species)	Q	2
Ants (various species)	Q	9	Other (various species)	Q	10
Aphids (various species)	Q	5			

* Pest rating of "A" or "Q" requires that quarantine plant products be destroyed, treated under departmental supervision, or shipped out of state.

SAN MATEO COUNTY

2011 SUSTAINABLE AGRICULTURE REPORT

INTEGRATED PEST MANAGEMENT

Today's pest control methods utilize an integrated approach including: cultural, chemical, mechanical and biological controls. The following alternative pest control methods have been employed to control destructive insects and pathogens affecting San Mateo County's agricultural production, while maintaining environmental balance:

<i>Bacillus thuringiensis</i> , bacteria	Insect Growth Regulators	Parasitic Wasps	Sticky traps
Botanical extracts	Insect Monitoring	Parasitic Nematodes	Steam Sterilization of Soils
Chickens	Insecticidal Soaps	Pheromone Traps	Torching Weeds
Cover Crops	Lacewings	Predatory Mites	Weed Covers
Crop Rotation	Ladybird Beetles	Refined Oils	Vertebrate Traps

ORGANIC FARMING

Organic farms and production acreage in San Mateo County has been rebounding since 2009. The organic producers included in this report are both certified by a USDA accredited organic certification agency, and registered with the California Department of Food and Agriculture per the California Organic Products Act of 2003. The estimated gross production value of organic agricultural commodities in 2011 was \$2,383,000.

	Organic Farms	Acres in Production
2011	16	230
2010	15	220
2009	11	110



COASTSIDE RAIN STATIONS

Year	Half Moon Bay inches	Pescadero inches
2010/2011	30.21	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
2000/2001	22.78	20.13

* Data not available

COMMERCIAL FISH CATCH*

Species	Year	Pounds	Value
Crab, Dungeness	2010	3,422,492	\$6,404,471
	2009	791,161	1,922,182
Squid, market	2010	1,480,069	370,017
	2009	320,566	112,198
Sablefish	2010	81,440	314,054
	2009	99,193	200,277
Halibut, California	2010	73,181	275,365
	2009	85,615	307,432
Rockfish, all	2010	87,453	89,272
	2009	89,024	84,896
Prawn, spot	2010	5,441	69,708
	2009	4,530	59,010
Tuna, Albacore	2010	16,996	32,667
	2009	19,334	45,215
Sole, all	2010	40,666	29,010
	2009	110,800	84,504
Seabass, white	2010	7,901	26,486
	2009	152	487
Crab, rock unspecified	2010	7,729	15,524
	2009	6,614	13,127
Sanddab	2010	36,896	13,440
	2009	129,130	48,900
Flounder, all	2010	18,671	12,221
	2009	11,921	6,959
Salmon, Chinook	2010	2,288	12,349
	2009	0	0
Lingcod	2010	5,047	10,949
	2009	4,727	10,354
Miscellaneous	2010	92,807	11,559
	2009	16,238	7,490
TOTAL	2010	5,379,077	\$7,687,092
	2009	1,689,005	2,903,031

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

CERTIFIED FARMERS' MARKET

San Mateo County currently has 26 Certified Farmers' Markets where local growers sell their fresh produce and flowers directly to county residents.



Belmont Farmers' Market

El Camino Real at O'Neill Avenue
Sunday: 9:00 am - 1:00 pm
All Year

Brisbane Community Farmers' Market

11 Old County Road
Thursday:
2:00 pm - 5:30 pm, November - February
3:00 pm - 7:00 pm, March - October

Cañada College Farmers' Market

Cañada College, Parking Lot 7
Sunday: 9:00 am - 1:00 pm
All Year

Coastside Farmers' Market, Half Moon Bay

Shoreline Station
Saturday: 9:00 am - 1:00 pm
May - December

Coastside Farmers' Market, Pacifica

Rockaway Beach District
Wednesday: 2:30 pm - 6:30 pm
May - December

Daly City Farmers' Market

Serramonte Shopping Center
Thursday: 9:00 am - 1:00 pm
Saturday: 9:00 am - 1:00 pm
All Year

East Palo Alto Community Farmers' Market

1798 Bay Road
Wednesday: Noon - 3:00 pm
April - December

Foster City Charter Square Farmers' Market

791 Beach Park Boulevard
Saturday: 9:00 am - 1:00 pm
All Year

Kaiser Hospital - Redwood City

1150 Veterans Boulevard
Wednesday: 10:00 am - 2:00 pm
May - September

Kaiser Hospital - South San Francisco

1200 El Camino Real
Tuesday: 10:00 am - 2:00 pm
May - October

Land & Sea Farmers' Market - Princeton

Harbor Village at Pillar Point Harbor
Sunday: 10:00 am - 4:00 pm
All Year

Menlo Park Farmers' Market

Chestnut Street between
Santa Cruz Avenue & Menlo Avenue
Sunday: 9:00 am - 1:00 pm
All Year

Millbrae Farmers' Market

200 Block of Broadway
Saturday: 8:00 am - 1:00 pm
All Year

PJCC Farmers' Market, Foster City

800 Foster City Boulevard
Wednesday: 9:00 am - 12:30 pm
May - October

Pescadero Grown Farmers' Market

350 Stage Road
Thursday: 5:00 pm - 8:00 pm
June - November

Pescadero Grown La Honda Farmers' Market

8875 La Honda Road
Tuesday: 4:30 pm - 6:30 pm
June - November



Redwood City Kiwanis Farmers' Market

County Center Plaza
3rd Thursday: 10:00 am - 3:00 pm
May - October

Rotary Farmers' Market Redwood City

Hamilton Street & Broadway Street
Tuesday: 4:00 pm - 8:00 pm
May - September

San Bruno Farmers' Market

Tanforan Shopping Center
Sunday: 9:00 am - 1:00 pm
May - October

San Carlos Farmers' Market

Hot Harvest Nights
700 block of Laurel Street
Thursday: 4:00 pm - 8:00 pm
May - September

San Mateo County Employees Farmers' Market

400 County Center, Redwood City
Thursday (every other): 10:00 am - 3:00 pm
June - October

San Mateo Farmers' Market

College of San Mateo
Saturday: 9:00 am - 1:00 pm
All Year

South San Francisco Farmers' Market

Orange Memorial Park
Saturday: 9:00 am - 1:00 pm
May - October

25th Avenue Farmers' Market

194 W. 25th Avenue, San Mateo
Tuesday: 4:00 pm - 8:00 pm
May - October

The Fresh Market, Burlingame

Burlingame Avenue & Park Road
Thursday: 4:00 pm - 8:00 pm
Sunday: 9:00 am - 1:30 pm
April - December

Urban Table Farmers' Market

100 E. 4th Avenue, San Mateo
Sunday: 10:00 am - 2:00 pm
May - October

**For current information on Farmers' Markets, visit www.smcgov.org/agwm
(650) 363-4700 • FAX 367-0130 • smateoag@smcgov.org**

SAN MATEO COUNTY

DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES

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Redwood City, California 94064-0999



*Robert Mills Dairy Farm, Half Moon Bay
Photo by: D. Leda*