

# 2011 Crop Report



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**COUNTY OF MENDOCINO**  
DEPARTMENT OF  
AGRICULTURE  
890 N BUSH STREET

**KAREN ROSS, SECRETARY**  
**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE**  
and

**THE HONORABLE BOARD OF SUPERVISORS OF MENDOCINO COUNTY**

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I am pleased to submit, in accordance with Section 2279 of the California Food and Agricultural Code, the 2011 Mendocino County Crop Report.

The **total gross agricultural value** for all commodities produced in 2011 was **\$174,492,410**, which represents a very slight increase from 2010. The leading category in agricultural commodities was wine grapes, with a value of **\$71,595,800**. Agricultural production, excluding timber, had a value of **\$115,407,300**. Timber represents the second highest value commodity, with a gross mill value of **\$59,085,110**. Mendocino County ranked 4<sup>th</sup> in the state in timber volumes for 2011.

The 2011 growing season was characterized by an extended wet spring, notable June rains, a cooler than average summer and significant early fall rains. These weather conditions negatively impacted grape and nut crops but improved pasture and rangeland quality and valuations. Pears experienced an 11% overall increase in revenues on very strong production volumes combined with good cannery prices. Livestock and livestock products also had positive gains in 2011, reflecting improved market conditions for these commodities.

This crop report represents only the gross value of agricultural commodities and livestock produced in Mendocino County. It does not reflect net farm income or the costs of production.

I would like to express my gratitude to all those who contributed to this report, including all of the growers, packers and processors that provided the necessary information. I would also like to thank the University of California Cooperative Extension, and my staff, particularly Jennifer Krauss, for their invaluable assistance and contributions.

Respectfully submitted,

Chuck Morse  
Agricultural Commissioner/Sealer

**MENDOCINO COUNTY  
DEPARTMENT OF AGRICULTURE**

**CHUCK MORSE**  
Agricultural Commissioner / Sealer of Weights and Measures

**ANNUAL CROP REPORT FOR 2011**

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## FRUIT AND NUT CROPS

COMMODITY	YEAR	BEARING ACREAGE	TONS PER ACRE	PRODUCTION IN TONS	\$ PER TON	VALUE
<b>APPLES, TOTAL</b>	<b>2011</b>	<b>227</b>	<b>10</b>	<b>2,270</b>	<b>\$ 432.00</b>	<b>\$ 987,900</b>
	2010	225	8.8	1,982	\$ 659.00	\$ 1,305,600
<i>Fresh</i>	<b>2011</b>			<b>704</b>	<b>\$ 974.00</b>	<b>\$ 685,700</b>
	2010			1,070	\$ 1,050.00	\$ 1,123,500
<i>Other (Dried, Juice, etc.)</i>	<b>2011</b>			<b>1,566</b>	<b>\$ 193.00</b>	<b>\$ 302,200</b>
	2010			912	\$ 210.00	\$ 191,500
<b>WINE GRAPES, TOTAL</b>	<b>2011</b>	<b>16,679</b>	<b>3.4</b>	<b>57,383</b>	<b>\$ 1,237</b>	<b>\$ 71,595,800</b>
	2010	16,657	4.0	65,844*	\$ 1,122	\$73,800,900*
<i>White Varieties</i>	<b>2011</b>	<b>6,110</b>	<b>4</b>	<b>24,375</b>		
	2010	6,068	5	30,505		
<i>Red Varieties</i>	<b>2011</b>	<b>10,569</b>	<b>3.1</b>	<b>33,008</b>		
	2010	10,590	3.3	35,339		
<b>PEARS, TOTAL (1)</b>	<b>2011</b>	<b>1,355</b>	<b>20.5</b>	<b>27,718</b>	<b>\$ 415.10</b>	<b>\$ 11,505,700</b>
	2010*	1,357	15.0	21,619	\$ 477.60	\$ 10,325,300
<i>Bartlett (2)</i>	<b>2011</b>	<b>1,183</b>	<b>20.6</b>	<b>24,425</b>	<b>\$ 347.10</b>	<b>\$ 8,477,900</b>
	2010*	1,192	16	19,243	\$ 395.00	\$ 7,611,700
<i>Canning</i>	<b>2011</b>			<b>16,665</b>	<b>\$ 239.00</b>	<b>\$ 3,982,900</b>
	2010			12,824	\$ 270.00	\$ 3,462,500
<i>Fresh (2)</i>	<b>2011</b>			<b>5,582</b>	<b>\$ 769.00</b>	<b>\$ 4,292,500</b>
	2010			4,846	\$ 827.00	\$ 4,007,600
<i>Other (Baby Food Dried, Paste)</i>	<b>2011</b>			<b>2,178</b>	<b>\$ 93.00</b>	<b>\$ 202,500</b>
	2010			1,573	\$ 90.00	\$ 141,600
<i>Bosc (2)</i>	<b>2011</b>	<b>105</b>	<b>22.1</b>	<b>2,321</b>	<b>\$ 789.00</b>	<b>\$ 1,831,300</b>
	2010	107	15.0	1,605	\$ 1,024.00	\$ 1,643,500
<i>Red (2)</i>	<b>2011</b>	<b>67</b>	<b>14.5</b>	<b>972</b>	<b>\$ 1,231.00</b>	<b>\$ 1,196,500</b>
	2010*	58	11.5	771	\$ 1,388.00	\$ 1,070,100
<b>MISC. TOTAL (3)</b>	<b>2011</b>	<b>222</b>				<b>\$ 1,250,000</b>
	2010*	236				\$ 1,600,000
<b>TOTALS</b>	<b>2011</b>	<b>18,483</b>				<b>\$ 85,339,400</b>
	2010*	18,497				\$ 87,134,900

(1) Does not include misc./other pears. See (3)

(2) The fresh values listed for pears are FOB values. The actual average prices paid per ton to the growers (farm gate values) for 2011 were: Bartlett \$249, Bosc \$265, and Reds \$363.  
for 2010 were: Bartlett \$280, Bosc \$475, and Reds \$401.

(3) Miscellaneous includes berries, cherries, chestnuts, olives, other pears, peaches, persimmons, pistachios and walnuts

\*2010 revised

Some Values throughout this report may not compute exactly due to computational rounding.

## FRUIT, NUT, AND GRAPEVINE ACREAGE

CROP	ACRES BEARING	ACRES NON-BEARING	TOTAL
<b>APPLES</b>	252	1	253
<b>WINE GRAPES, TOTAL</b>	16,679	490	17,169
Red	10,569	214	10,783
White	6,110	276	6,386
<b>OLIVES</b>	88	17	105
<b>PEARS, TOTAL</b>	1,379	9	1,388
Bartlett	1,183	9	1,192
Red	67	0	67
Bosc	105	0	105
Other	24	0	24
<b>WALNUTS, ENGLISH</b>	41	0	41
<b>MISCELLANEOUS*</b>	68	3	71
<b>TOTALS</b>	<b>18,507</b>	<b>520</b>	<b>19,027</b>

\*Miscellaneous includes: Berries, cherries, chestnuts, guava, peaches, persimmons, pistachios, plums, and table grapes.



## LIVESTOCK INVENTORIES

COMMODITY	2011	2010
<b>All Cattle and Calves</b>	<b>18,800</b>	18,000
<b>Beef Cows and Heifers, 2 years and older</b>	<b>8,800</b>	8,600
<b>Milk Cows</b>	<b>1,425</b>	1,400
<b>Sheep and Lambs, all</b>	<b>9,200</b>	9,000
<b>Swine</b>	<b>1,500</b>	1,500

## LIVESTOCK PRODUCTION

COMMODITY	YEAR	NO. OF HEAD	TOTAL CWT** LIVE WT.	\$ PER	\$ VALUES
CATTLE AND CALVES	2011	9,100	63,700	\$118.00	\$7,516,600
	2010	8,900	61,766	\$105.00	\$6,485,400
SHEEP AND LAMBS	2011	3,500	2,905	\$158.00	\$459,000
	2010	3,300	2,871	\$109.00	\$312,900
SWINE	2011	800	1,256	\$66.50	\$83,500
	2010	850	1,275	\$54.90	\$70,000
MISCELLANEOUS*	2011				\$800,000
	2010				\$850,000
<b>TOTALS</b>	2011				<b>\$8,859,100</b>
	2010				<b>\$7,718,300</b>

\*Miscellaneous includes goats, pigeons, poultry, rabbits, turkeys, bison and aquaculture (fish farms).

\*\*CWT= 100 lbs.



## LIVESTOCK AND POULTRY PRODUCTS

COMMODITY	YEAR	PRODUCTION IN LBS.	PER UNIT	\$ VALUE
MILK	2011	236,752 CWT.	\$20.85	\$4,936,800
	2010	232,251 CWT.	\$16.71	\$3,882,000
WOOL	2011	32,400 LB.	\$2.05	\$66,400
	2010	31,000 LB.	\$1.99	\$61,700
MISCELLANEOUS*	2011			\$1,950,000
	2010			\$2,100,000
<b>TOTALS</b>	2011			<b>\$6,953,200</b>
	2010			<b>\$6,043,700</b>

\*Miscellaneous includes apiary, eggs, emus, cheese, manure, and ostriches.

## NURSERY PRODUCTION

COMMODITY	YEAR	GREENHOUSE SQUARE FEET	FIELD ACRES	\$ VALUES
Nursery*	2011	152,049	52	\$2,087,000
	2010	190,834	59	\$3,167,000
Christmas Trees	2011	N/A	N/A	\$18,000
	2010	N/A	N/A	\$20,000
<b>TOTALS</b>	<b>2011</b>	<b>152,049</b>	<b>52</b>	<b>\$2,105,000</b>
	2010	190,834	59**	\$3,187,000

\*Includes turf and cut flowers

\*\*2010 revised



## VEGETABLE CROPS

COMMODITY	YEAR	ACRES	\$ VALUES
Miscellaneous Vegetables*	2011	320	\$900,000
	2010	320	\$1,200,000

\*Includes beans, sweet corn, garlic, herbs, melons, peas, potatoes, squash, tomatoes, etc.

## FIELD CROPS

COMMODITY	YEAR	ACRES	YIELD/ ACRE	TOTAL YIELD	PER AUM	\$ VALUES
IRRIGATED PASTURE	2011	6,000	9.00 AUM*	54,000	\$19.00	\$1,026,000
	2010	6,000	9.00 AUM*	54,000	\$19.00	\$1,026,000
PASTURE, other (grassland, coast bench)	2011	365,000	1.08 AUM*	394,200	\$11.10	\$4,375,600
	2010	365,000	.98 AUM*	357,700	\$11.10	\$3,970,500
RANGE	2011	355,000	.74 AUM*	262,700	\$7.80	\$2,049,000
	2010	355,000	.69 AUM*	245,000	\$7.80	\$1,911,000
MISCELLANEOUS**	2011					\$3,800,000
	2010					\$4,000,000
<b>TOTALS</b>	<b>2011</b>					<b>\$11,250,600</b>
	2010					\$10,907,500

\*AUM means Annual Unit Month (food required to feed a 1,000 pound steer for one month).

\*\*Miscellaneous includes alfalfa, barley, beans, corn, hay and oats.

## FOREST PRODUCTS

TIMBER	2011	2010
Log Production (board feet)	<b>89,795,000</b>	94,724,000
Total Stumpage Value, net	<b>\$25,761,584</b>	\$29,256,218
Total Value at Mill, gross	<b>\$59,085,110</b>	\$57,673,418

- 1) Calendar year 2011 demonstrated a relatively stable state in timber harvest activity when compared to 2010.
- 2) The modest decrease in harvest yields for Mendocino County from the previously reported year is due to chance and is not considered a significant drop in production from the previous year. The harvest level in Mendocino County represents 100% extraction from private lands. Humboldt County was the only other "timber county" whose production was entirely from private lands.
- 3) The average price for stumpage based on the information provided by the Board of Equalization is approximately \$308/mbf for the timber harvested within Mendocino County. This figure is unchanged from 2010.
- 4) The combined value of delivered value at the mill includes both stumpage (\$308/mbf) and logging and hauling costs (approx. \$350/mbf) for a total value of \$658/mbf=\$59,085,110. The increase in logging and hauling costs from the previous year (2010=\$300/mbf) reflects inflationary impacts of fuel and loss of milling infrastructure requiring longer haul distances.
- 5) Mendocino County produced 7% of the total timber produced in the state in 2011.
- 6) Mendocino County ranked 4th in the state in timber volumes for 2011. The top ranking counties in 2011 were Humboldt, Siskiyou (21% public timber), Shasta (3% public timber), Mendocino and Lassen (7% public timber).

Data based on information from Gregory A. Giusti, U.C. Cooperative Extension.

### 10 YEAR COMPARISON (LOG PRODUCTION)

YEAR	Log Production (Board Feet)	Value at Mill (Gross)
<b>2011</b>	<b>89,795,000</b>	<b>\$59,085,110</b>
2010	94,724,000	\$57,673,418
2009	43,801,000	\$25,448,400
2008	92,652,000	\$67,004,000
2007	103,031,000	\$74,594,400
2006	110,168,000	\$86,481,900
2005	120,841,000	\$89,441,000
2004	109,548,000	\$66,605,200
2003	112,568,000	\$68,496,100
2002	97,722,000	\$53,942,500



# SUSTAINABLE AGRICULTURE IN 2011

## ORGANIC ACRES

CROPS	ACRES
Wine grapes	3,994
Fruits & Nuts	303
Vegetables	37
Herbs	45
Pasture/Forage/Grain	5,420
Nursery & Cut Flowers	7
<b>TOTAL</b>	<b>9,806</b>



## PEST EXCLUSION

### Parcel Post & Truck Shipment Inspections

SHIPMENTS INSPECTED	EXOTIC PESTS INTERCEPTED	SHIPMENTS REJECTED
1380	3	4

## BIOLOGICAL CONTROL

BIO-CONTROL AGENT	SCOPE OF PROGRAM
Bull Thistle Gall Fly.....	3 Sites
Gorse Weevil.....	Generally Distributed
Gorse Spider Mite.....	Generally Distributed
Italian Thistle Seed Head Weevil.....	Widely Distributed
Klamath Weed Beetles.....	Widely Distributed
Klamath Weed Root Borers.....	Widely Distributed
Puncture Vine Seed Weevil.....	Generally Distributed
Puncture Vine Stem Weevil.....	Generally Distributed
Tansy Ragwort Cinnabar Moth.....	Established
Tansy Ragwort Flea Beetle.....	Established
Yellow Starthistle Seed Head Weevil.....	Widely Distributed
Yellow Starthistle Gall Forming Fly.....	Widely Distributed
Yellow Starthistle Hairy Weevil.....	Generally Distributed
Ash Whitefly Stingless Wasp.....	Established
Peacock Fly #2 ( <i>Chaetorellia succinea</i> ).....	Widely Distributed



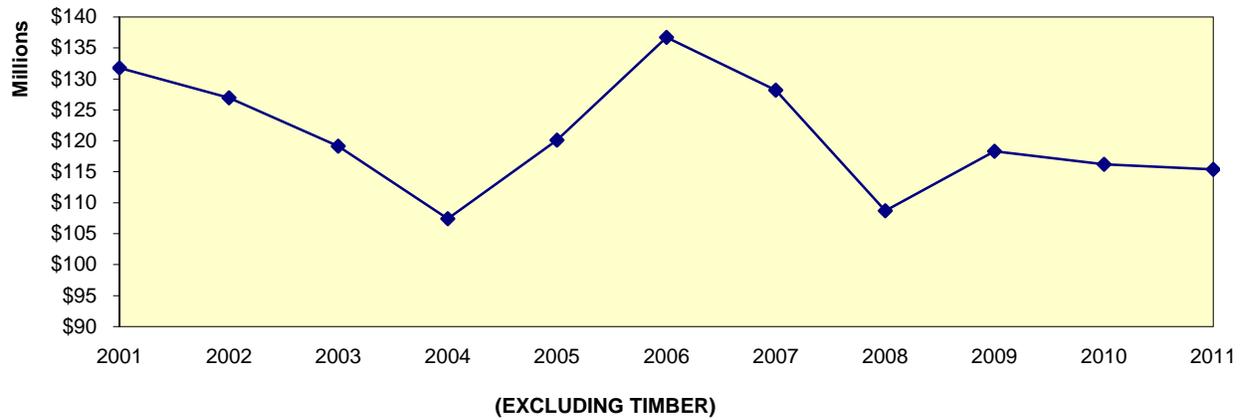
Yellow Starthistle Hairy Weevil



Tansy Ragwort Cinnabar Moth

Photos taken by and courtesy of Mark Schwarzlander, University of Idaho, bugwood.org

**VALUE OF MENDOCINO COUNTY AGRICULTURE  
2001 - 2011**



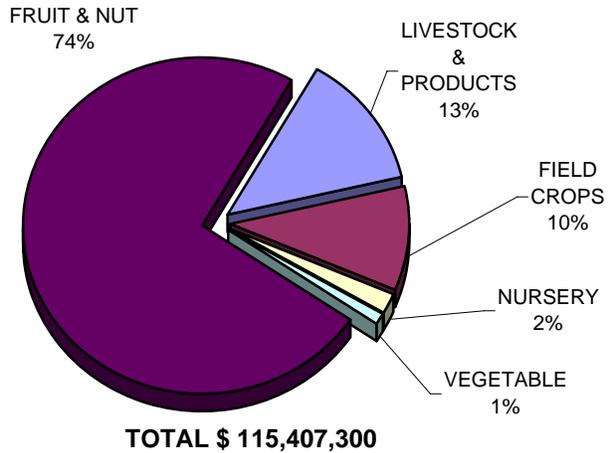
**2011 MILLION DOLLAR CROPS**

<b>WINE GRAPES</b>	\$	71,595,800
<b>TIMBER</b>	\$	59,085,110
<b>BARTLETT PEARS</b>	\$	8,477,900
<b>CATTLE &amp; CALVES</b>	\$	7,516,600
<b>MILK</b>	\$	4,936,800
<b>PASTURE</b>	\$	4,375,600
<b>NURSERY</b>	\$	2,105,000
<b>BOSC PEARS</b>	\$	1,831,300
<b>RED PEARS</b>	\$	1,196,500
<b>PASTURE, IRRIGATED</b>	\$	1,026,000

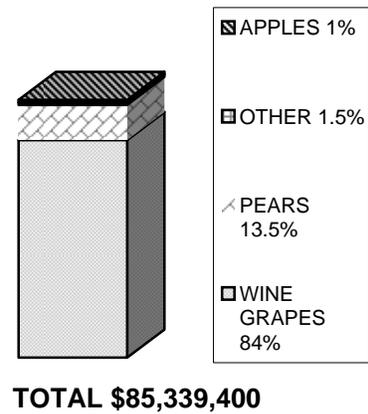


# SHARES OF AGRICULTURAL VALUE MENDOCINO COUNTY 2011

## ALL AGRICULTURE (EXCLUDING TIMBER)



## FRUIT & NUT CROPS



## SUMMARY OF PRODUCTION

COMMODITY	2011	2010
FRUITS AND NUTS	\$ 85,339,400	\$ 87,134,900
LIVESTOCK PRODUCTION	\$ 8,859,100	\$ 7,718,300
LIVESTOCK AND POULTRY PRODUCTS	\$ 6,953,200	\$ 6,043,700
NURSERY PRODUCTION	\$ 2,105,000	\$ 3,187,000
VEGETABLE CROPS	\$ 900,000	\$ 1,200,000
FIELD CROPS	\$ 11,250,600	\$ 10,907,500
FOREST PRODUCTS	\$ 59,085,110	\$ 57,673,418
<b>TOTALS</b>	<b>\$ 174,492,410</b>	<b>\$ 173,864,818</b>

## SUPPLEMENT TO CROP REPORT: COMMERCIAL FISH CATCH

COMMODITY	TOTAL LBS	TOTAL VALUE
SABLEFISH	733,056	\$ 3,115,434
SALMON, CHINOOK	591,200	\$ 2,775,050
SEA URCHIN, RED	3,310,111	\$ 2,454,458
CRAB, DUNGENESS	875,964	\$ 2,393,459
SOLE, DOVER	1,250,357	\$ 559,392
ROCKFISH, CHILIPEPPER	512,746	\$ 325,004
SOLE, PETRALE	96,139	\$ 134,407
THORNYHEAD, LONGSPINE	322,092	\$ 134,321
THORNYHEAD, SHORTSPINE	125,365	\$ 110,186
CABEZON	12,784	\$ 65,224
MICELLANEOUS	357,395	\$ 371,580
<b>TOTALS</b>	<b>8,187,209</b>	<b>\$ 12,438,515</b>



## COMMERCIAL FISH CATCH TEN YEAR VALUE COMPARISON

YEAR	POUNDS	VALUE
2011	<b>8,187,209</b>	<b>\$ 12,438,515</b>
2010	7,784,183	\$ 7,691,243
2009	8,172,353	\$ 7,434,164
2008	7,203,296	\$ 7,112,954
2007	5,931,839	\$ 7,038,220
2006	5,468,557	\$ 5,763,048
2005	6,603,170	\$ 6,615,121
2004	7,058,011	\$ 7,941,313
2003	9,615,994	\$ 10,993,736
2002	10,666,604	\$ 8,260,477

Source - State of California Department of Fish and Game

All figures are rounded - figures are preliminary

## UKIAH 100 YEAR RAINFALL DATA (FROM UKIAH FIRE DEPARTMENT RECORDS)

<u>SEASON</u>	<u>TOTAL</u>	<u>SEASON</u>	<u>TOTAL</u>	<u>SEASON</u>	<u>TOTAL</u>
1910-11	32.99	1950-51	42.28	1990-91	26.00
1911-12	25.73	1951-52	47.74	1991-92	31.38
1912-13	33.40	1952-53	45.06	1992-93	50.49
1913-14	54.85	1953-54	35.74	1993-94	23.73
1914-15	49.28	1954-55	25.63	1994-95	58.88
1915-16	34.80	1955-56	51.09	1995-96	44.10
1916-17	30.23	1956-57	32.36	1996-97	39.07
1917-18	23.43	1957-58	58.87	1997-98	63.95
1918-19	37.23	1958-59	26.42	1998-99	34.77
1919-20	19.05	1959-60	32.60	1999-00	33.81
1920-21	47.94	1960-61	34.89	2000-01	26.68
1921-22	28.74	1961-62	31.46	2001-02	31.74
1922-23	30.35	1962-63	44.45	2002-03	49.70
1923-24	16.19	1963-64	24.96	2003-04	38.99
1924-25	47.44	1964-65	50.84	2004-05	41.46
1925-26	26.33	1965-66	35.46	2005-06	60.39
1926-27	47.32	1966-67	43.16	2006-07	26.15
1927-28	34.94	1967-68	32.95	2007-08	31.64
1928-29	24.44	1968-69	51.28	2008-09	22.68
1929-30	31.08	1969-70	48.71	2009-10	40.51
1930-31	20.06	1970-71	38.31	2010-11	42.78
1931-32	27.67	1971-72	25.61		
1932-33	24.71	1972-73	42.09		
1933-34	25.21	1973-74	57.09		
1934-35	33.05	1974-75	38.60		
1935-36	37.83	1975-76	18.75		
1936-37	29.24	1976-77	14.20		
1937-38	55.13	1977-78	53.66		
1938-39	22.86	1978-79	30.23		
1939-40	41.01	1979-80	44.79		
1940-41	56.92	1980-81	26.82		
1941-42	48.21	1981-82	55.82		
1942-43	40.41	1982-83	70.19		
1943-44	26.19	1983-84	43.76		
1944-45	31.74	1984-85	27.40		
1945-46	36.11	1985-86	48.68		
1946-47	25.90	1986-87	25.25		
1947-48	32.93	1987-88	30.22		
1948-49	27.53	1988-89	31.48		
1949-50	29.75	1989-90	26.91		



### FISCAL YEAR DATA

## FIVE YEAR VALUE COMPARISON

\*\*ALL COMMODITIES\*\*

YEAR	FRUIT/ NUTS	LIVESTOCK PRODUCTION	LIVESTOCK AND POULTRY PRODUCTS	NURSERY PROD.	VEG PROD.	FIELD CROPS	TOTAL
2011	\$ 85,339,400	\$ 8,859,100	\$ 6,953,200	\$ 2,105,000	\$ 900,000	\$ 11,250,600	\$ 115,407,300
2010	\$ 87,134,900	\$ 7,718,300	\$ 6,043,700	\$ 3,187,000	\$ 1,200,000	\$ 10,907,500	\$ 116,191,400
2009	\$ 91,537,300	\$ 7,229,500	\$ 5,973,900	\$ 2,900,000	\$ 1,000,000	\$ 9,509,000	\$ 118,149,700
2008	\$ 80,760,400	\$ 7,179,700	\$ 8,153,500	\$ 3,704,600	\$ 900,000	\$ 7,993,200	\$ 108,691,400
2007	\$ 95,765,700	\$ 7,719,800	\$ 8,619,700	\$ 3,583,500	\$ 1,100,000	\$ 11,416,900	\$ 128,205,600



## TOP TEN GRAPE VARIETY VALUES 2011

VARIETY	Acres Bearing	Acres Total	TONS	VALUE PER TON	TOTAL VALUE
Chardonnay	4571	4800	18,043.7	\$1,051.56	\$18,974,033
Pinot Noir	2553	2639	6,723.9	\$2,476.89	\$16,654,360
Cabernet Sauvignon	2392	2442	10,102.3	\$1,315.75	\$13,292,101
Zinfandel	1923	1952	4,432.1	\$1,284.93	\$5,694,638
Merlot	1588	1588	5,394.9	\$943.83	\$5,091,868
Sauvignon Blanc	754	776	3,618.7	\$1,026.17	\$3,713,401
Syrah	691	691	2,014.5	\$1,132.99	\$2,282,408
Petite Sirah	513	556	1,728.5	\$1,216.19	\$2,102,184
Gewurtzraminer	213	213	762.4	\$1,225.12	\$934,031
Carignane	355	355	1,003.1	\$853.97	\$856,617

# MENDOCINO COUNTY

## WINE GRAPE VALUE VS TIMBER VALUE

