



Mendocino County  
2012 Crop Report



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**MS. KAREN ROSS, SECRETARY**  
**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE**  
**and**  
**THE HONORABLE BOARD OF SUPERVISORS OF MENDOCINO COUNTY**

Dear Secretary and Board Members,

In accordance with Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2012 annual crop report for Mendocino County. **This report reflects the gross value of agricultural commodities produced in the county and not the net returns for producers.**

The **total gross agricultural value** for all commodities produced in 2012 was **\$216,550,651**, which represents an increase of 24% compared to the 2011 value of \$174,492,400. The leading agricultural commodity continues to be wine grapes, which posted a record value of **\$102,305,700**. Agricultural production, excluding timber, was valued at **\$144,962,700**. Timber represents the second highest value commodity, with a gross "at mill" value of **\$71,587,951**. Mendocino County ranked 4<sup>th</sup> in the state in timber volumes and produced roughly 9% of the states total timber harvest in 2012.

The increase in the overall gross value for 2012 resulted primarily from increases in wine grapes and timber. Most notably, favorable growing conditions in 2012 allowed for a 23% increase in wine grape yields and with higher prices being realized for nearly all varieties, the overall value of wine grapes was 43% greater than the previous year. The increase in timber values resulted from increases in the total board feet harvested and increased logging and hauling costs, resulting in an "at mill" value that was 21% higher compared to 2011.

Both the pear industry and cattle operations posted respectable gains compared to 2011 values. The pear industry realized good production yields and market prices which were improved over 2011. Cattle returns were higher based on good market prices and a subsequent reduction in inventory to take advantage of the up market. Total milk valuation dropped significantly on slightly less production and a 9% reduction in the price paid to producers. The nursery industry showed a 22% reduction based primarily on the loss of production acreage and greenhouses.

I would like to extend my gratitude and appreciation to all of our agricultural producers who furnish the necessary information that make this report possible. I would also like to thank the University of California Cooperative Extension and my outstanding staff, particularly Jennifer Krauss, for their invaluable assistance and contributions to this report.

Respectfully submitted,

Chuck Morse  
Agricultural Commissioner/Sealer

**MENDOCINO COUNTY  
DEPARTMENT OF AGRICULTURE  
ANNUAL CROP REPORT FOR 2012**

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**MENDOCINO COUNTY BOARD OF SUPERVISORS**

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**CHUCK MORSE**




Agricultural Commissioner / Sealer of Weights and Measures

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Amanda Ekstrand  
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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>2012</b>	<b>230</b>	<b>6.7</b>	<b>1,541</b>	<b>\$ 610</b>	<b>\$ 880,900</b>
	2011	227	10	2,270	\$ 432	\$ 987,900
<i>Fresh</i>	<b>2012</b>			<b>724</b>	<b>\$ 938</b>	<b>\$ 679,100</b>
	2011			704	\$ 974	\$ 685,700
<i>Other</i>	<b>2012</b>			<b>817</b>	<b>\$ 247</b>	<b>\$ 201,800</b>
<i>(Dried, Juice, etc.)</i>	2011			1,566	\$ 193	\$ 302,200
<b>WINE GRAPES, TOTAL</b>	<b>2012</b>	<b>16,750</b>	<b>4.2</b>	<b>71,095</b>	<b>\$ 1,439 <sup>(4)</sup></b>	<b>\$ 102,305,700</b>
	2011	16,679	3.4	57,383	\$ 1,237	\$ 71,595,800
<i>White</i>	<b>2012</b>	<b>6,143</b>	<b>5.1</b>	<b>31,087</b>		
<i>Varieties</i>	2011	6,110	4	24,375		
<i>Red</i>	<b>2012</b>	<b>10,607</b>	<b>3.8</b>	<b>40,008</b>		
<i>Varieties</i>	2011	10,569	3.1	33,008		
						
<b>PEARS, TOTAL (1)</b>	<b>2012</b>	<b>1,339</b>	<b>19.1</b>	<b>25,599</b>	<b>\$ 470</b>	<b>\$ 12,041,400</b>
	2011	1,355	20.5	27,718	\$ 415	\$ 11,505,700
<i>Bartlett (2)</i>	<b>2012</b>	<b>1,178</b>	<b>20</b>	<b>23,537</b>	<b>\$ 420</b>	<b>\$ 9,894,400</b>
	2011	1,183	20.6	24,425	\$ 347	\$ 8,477,900
<i>Canning</i>	<b>2012</b>			<b>17,352</b>	<b>\$ 293</b>	<b>\$ 5,084,100</b>
	2011			16,665	\$ 239	\$ 3,982,900
<i>Fresh (2)</i>	<b>2012</b>			<b>5,032</b>	<b>\$ 930</b>	<b>\$ 4,682,600</b>
	2011			5,582	\$ 769	\$ 4,292,500
<i>Other</i>	<b>2012</b>			<b>1,150</b>	<b>\$ 111</b>	<b>\$ 127,700</b>
<i>(Baby Food</i>	2011			2,178	\$ 93	\$ 202,500
<i>Dried, Paste)</i>						
<i>Bosc (2)</i>	<b>2012</b>	<b>104</b>	<b>13.0</b>	<b>1,347</b>	<b>\$ 855</b>	<b>\$ 1,151,700</b>
	2011	105	22.1	2,321	\$ 789	\$ 1,831,300
<i>Red (2)</i>	<b>2012</b>	<b>57</b>	<b>12.5</b>	<b>715</b>	<b>\$ 1,392</b>	<b>\$ 995,300</b>
	2011	67	14.5	972	\$ 1,231	\$ 1,196,500
<b>MISC. TOTAL (3)</b>	<b>2012</b>	<b>234</b>				<b>\$ 1,100,000</b>
	2011	222				\$ 1,250,000
<b>TOTALS</b>	<b>2012</b>	<b>18,553</b>				<b>\$ 116,328,000</b>
	2011	18,483				\$ 85,339,400

(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 2012 were: Bartlett \$320, Bosc \$488, and Reds \$471.

for 2011 were: Bartlett \$249, Bosc \$265, and Reds \$363.

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

(4) Weighted average

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
APPLES	254	0	254
WINE GRAPES, TOTAL	16,885	373	17,258
Red	10,665	211	10,876
White	6,220	162	6,382
OLIVES	107	6	113
PEARS, TOTAL	1,358	10	1,368
Bartlett	1,178	7	1,185
Red	57	0	57
Bosc	104	0	104
Other	19	3	22
WALNUTS, ENGLISH	38	0	38
MISCELLANEOUS*	70	0	70
<b>TOTALS</b>	<b>18,712</b>	<b>389</b>	<b>19,101</b>

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



## LIVESTOCK INVENTORIES

COMMODITY	2012	2011
All Cattle and Calves	18,100	18,800
Beef Cows and Heifers, 2 years and older	8,500	8,800
Milk Cows	1,110	1,425
Sheep and Lambs, all	9,000	9,200
Swine	1,450	1,500

## LIVESTOCK PRODUCTION

COMMODITY	YEAR	NO. OF HEAD	TOTAL CWT** LIVE WT.	\$ PER	\$ VALUES
CATTLE AND CALVES	<b>2012</b>	<b>9,400</b>	<b>65,800</b>	<b>\$129</b>	<b>\$8,488,200</b>
	2011	9,100	63,700	\$118	\$7,516,600
SHEEP AND LAMBS	<b>2012</b>	<b>3,100</b>	<b>2,697</b>	<b>\$159</b>	<b>\$428,800</b>
	2011	3,500	2,905	\$158	\$459,000
SWINE	<b>2012</b>	<b>750</b>	<b>1,215</b>	<b>\$69</b>	<b>\$83,700</b>
	2011	800	1,256	\$67	\$83,500
MISCELLANEOUS*	<b>2012</b>				<b>\$750,000</b>
	2011				\$800,000
<b>TOTALS</b>	<b>2012</b>				<b>\$9,750,700</b>
	2011				\$8,859,100

\*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	<b>2012</b>	<b>192,833 CWT.</b>	<b>\$19.00</b>	<b>\$3,663,800</b>
	2011	236,752 CWT.	\$20.85	\$4,936,800
WOOL	<b>2012</b>	<b>31,200 LB.</b>	<b>\$1.92</b>	<b>\$59,900</b>
	2011	32,400 LB.	\$2.05	\$66,400
MISCELLANEOUS*	<b>2012</b>			<b>\$1,800,000</b>
	2011			\$1,950,000
<b>TOTALS</b>	<b>2012</b>			<b>\$5,523,700</b>
	2011			\$6,953,200

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



## NURSERY PRODUCTION

COMMODITY	YEAR	GREENHOUSE SQUARE FEET	FIELD ACRES	\$ VALUES
Nursery*	2012	96,769	31	\$1,611,900
	2011	152,049	52	\$2,087,000
Christmas Trees	2012	N/A	N/A	\$15,000
	2011	N/A	N/A	\$18,000
<b>TOTALS</b>	2012	96,769	31	\$1,626,900
	2011	152,049	52	\$2,105,000

\*Includes turf and cut flowers



## VEGETABLE CROPS

COMMODITY	YEAR	ACRES	\$ VALUES
Miscellaneous Vegetables*	2012	320	\$900,000
	2011	320	\$900,000

\*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	2012	6,000	9.00 AUM*	54,000	\$20.00	\$1,080,000
	2011	6,000	9.00 AUM*	54,000	\$19.00	\$1,026,000
PASTURE, other (grassland, coast bench)	2012	365,000	1.03 AUM*	376,000	\$11.10	\$4,173,600
	2011	365,000	1.08 AUM*	394,200	\$11.10	\$4,375,600
RANGE	2012	355,000	.71 AUM*	252,100	\$8.25	\$2,079,800
	2011	355,000	.74 AUM*	262,700	\$7.80	\$2,049,000
MISCELLANEOUS**	2012					\$3,500,000
	2011					\$3,800,000
<b>TOTALS</b>	2012					\$10,833,400
	2011					\$11,250,600

\*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

<b>TIMBER</b>	<b>2012</b>	<b>2011</b>
Log Production (board feet)	<b>121,850,000</b>	89,795,000
Total Stumpage Value, net	<b>\$28,940,451</b>	\$25,761,584
Total Value at Mill, gross	<b>\$71,587,951</b>	\$59,085,110

- 1) Calendar year 2012 showed a slight increase in timber harvest activity when compared to 2011.
- 2) The modest increase in harvest yields for Mendocino County from the previously reported year is the result of a slight increase in stumpage values. The harvest activity in Mendocino County represents 100% extraction from private lands.
- 3) The average price for stumpage based on the information provided by the Board of Equalization is approximately \$237/mbf for the timber harvested within Mendocino County.
- 4) The combined value of delivered value at the mill includes both stumpage (\$237/mbf) and logging and hauling costs (approx. \$350/mbf) for a total value of \$587/mbf=\$71,587,951.
- 5) Mendocino County produced approximately 9% of the total timber produced in the state in 2012.
- 6) Mendocino County ranked 4th in the state in timber volumes for 2012. The top ranking counties in 2012 were Humboldt, Shasta, Siskiyou, Mendocino, and Lassen.

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

### 10 YEAR COMPARISON (LOG PRODUCTION)

<b>YEAR</b>	<b>Log Production (Board Feet)</b>	<b>Value at Mill (Gross)</b>
<b>2012</b>	<b>121,850,000</b>	<b>\$71,587,951</b>
2011	89,795,000	\$59,085,110
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





## SUSTAINABLE AGRICULTURE

### ORGANIC ACRES

<b>CROPS</b>	<b>ACRES</b>
Wine grapes	4,132
Fruits & Nuts	274
Vegetables	33
Herbs	107
Pasture/Forage/Grain	5,672
Nursery & Cut Flowers	6
<b>TOTAL</b>	<b>10,224</b>



## PEST EXCLUSION

### Parcel Post & Truck Shipment Inspections

<b>SHIPMENTS INSPECTED</b>	<b>EXOTIC PESTS INTERCEPTED</b>	<b>SHIPMENTS REJECTED</b>
1928	5	10

## BIOLOGICAL CONTROL

<b>BIO-CONTROL AGENT</b>	<b>SCOPE OF PROGRAM</b>
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
Yellow Starthistle Peacock Fly.....	Widely Distributed



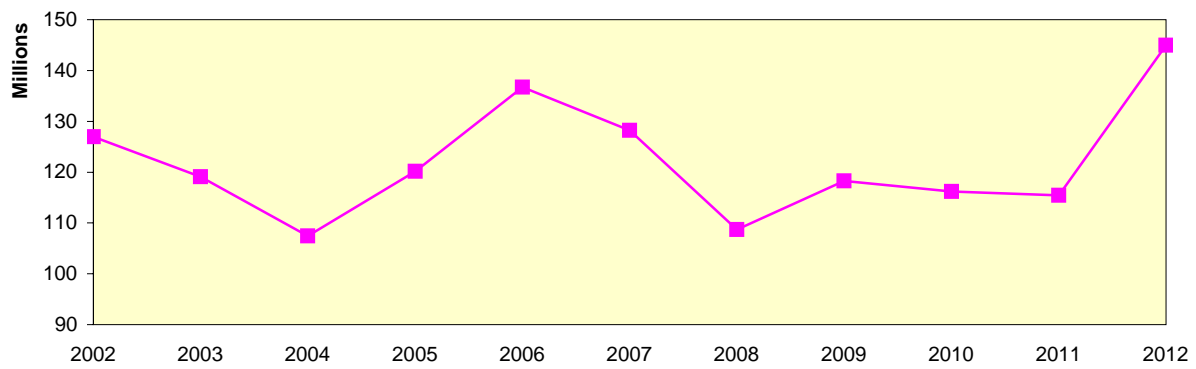
Yellow Starthistle Hairy Weevil



Tansy Ragwort Cinnabar Moth

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

**VALUE OF MENDOCINO COUNTY AGRICULTURE (EXCLUDING TIMBER)  
2002 - 2012**



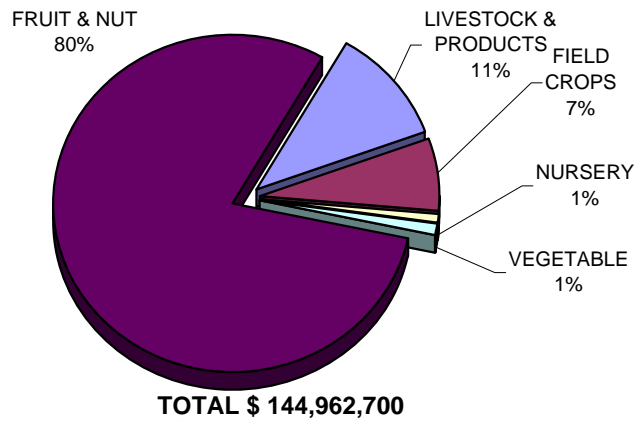
**MILLION DOLLAR CROPS**

WINE GRAPES	\$	102,305,700
TIMBER	\$	71,587,951
BARTLETT PEARS	\$	9,894,400
CATTLE & CALVES	\$	8,488,200
PASTURE	\$	4,173,600
MILK	\$	3,663,800
NURSERY	\$	1,626,900
BOSC PEARS	\$	1,151,700
PASTURE, IRRIGATED	\$	1,080,000

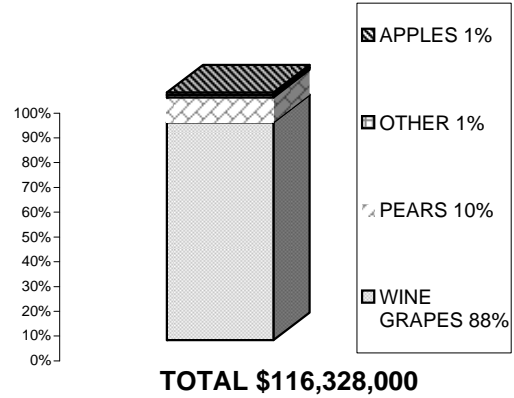


## SHARES OF AGRICULTURAL VALUE

### ALL AGRICULTURE (EXCLUDING TIMBER)



### FRUIT & NUT CROPS



## SUMMARY OF PRODUCTION

COMMODITY	2012	2011
FRUITS AND NUTS	\$ 116,328,000	\$ 85,339,400
LIVESTOCK PRODUCTION	\$ 9,750,700	\$ 8,859,100
LIVESTOCK AND POULTRY PRODUCTS	\$ 5,523,700	\$ 6,953,200
NURSERY PRODUCTION	\$ 1,626,900	\$ 2,105,000
VEGETABLE CROPS	\$ 900,000	\$ 900,000
FIELD CROPS	\$ 10,833,400	\$ 11,250,600
FOREST PRODUCTS	\$ 71,587,951	\$ 59,085,110
<b>TOTALS</b>	<b>\$ 216,550,651</b>	<b>\$ 174,492,410</b>



## SUPPLEMENT TO CROP REPORT: COMMERCIAL FISH CATCH

COMMODITY	TOTAL LBS	TOTAL VALUE
CRAB, DUNGENESS	1,939,398	\$ 6,829,698
SALMON, CHINOOK	604,619	\$ 2,798,353
SEA URCHIN, RED	3,197,470	\$ 2,555,719
SABLEFISH	672,640	\$ 1,842,791
SOLE, DOVER	975,525	\$ 436,785
ROCKFISH, CHILIPEPPER	342,447	\$ 233,671
SOLE, PETRALE	128,438	\$ 178,137
THORNYHEAD, LONGSPINE	334,162	\$ 168,053
ROCKFISH, GROUPSLOPE	159,449	\$ 111,575
SWORDFISH	24,922	\$ 99,716
MICELLANEOUS	504,959	\$ 425,759
TOTALS	8,884,029	\$ 15,680,257



## COMMERCIAL FISH CATCH TEN YEAR VALUE COMPARISON

YEAR	POUNDS	VALUE
2012	8,884,029	\$ 15,680,257
2011	8,187,209	\$ 12,438,515
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

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>
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	2011-12	23.50
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		
1950-51	42.28	1990-91	26.00		



### 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
2012	\$ 116,328,000	\$ 9,750,700	\$ 5,523,700	\$ 1,626,900	\$ 900,000	\$ 10,833,400	\$ 144,962,700
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



## TOP TEN GRAPE VARIETY VALUES

VARIETY	Acres Bearing	Acres Total	TONS	VALUE PER TON	TOTAL VALUE
Chardonnay	4691	4840	24,447.9	\$1,272.72	\$31,115,331
Pinot Noir	2601	2636	8,657.4	\$2,704.18	\$23,411,167
Cabernet Sauvignon	2428	2547	8,249.3	\$1,589.23	\$13,110,035
Zinfandel	1936	1962	8,151.2	\$1,443.08	\$11,762,833
Merlot	1550	1550	7,066.2	\$1,176.19	\$8,311,194
Sauvignon Blanc	745	757	3,251.5	\$1,180.98	\$3,839,956
Syrah	698	698	2,602.1	\$1,263.88	\$3,288,742
Petite Sirah	559	562	2,036.4	\$1,444.22	\$2,941,010
Gewurtzraminer	218	218	1,030.8	\$1,172.01	\$1,208,108
Carignane	355	355	1,150.4	\$1,005.60	\$1,156,842



# MENDOCINO COUNTY

## WINE GRAPE VALUE VS TIMBER VALUE

