

# **MENDOCINO COUNTY**



## **2014 CROP REPORT**

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

October, 2015

**and**

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

**Carre Brown, 1<sup>st</sup> District, Chair      John McCowen, 2<sup>nd</sup> District      Tom Woodhouse, 3<sup>rd</sup> District**  
**Dan Gjerde, 4<sup>th</sup> District, Vice Chair      Dan Hamburg, 5<sup>th</sup> District**

In accordance with Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2014 annual crop report for Mendocino County. This report reflects the total **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 2014 was **\$214,475,900**, which represents a slight decrease compared to the 2013 value of \$222,683,200. The leading agricultural commodity continues to be wine grapes, at **\$ 93,691,300**. Agricultural production, excluding timber, totaled **\$139,295,900**. Timber represents the second highest value commodity, with a gross "at mill" value of **\$74,980,000**. Mendocino County ranked 5<sup>th</sup> in the state in timber volumes and produced roughly 8% of the state's total timber harvest in 2014.

The small decrease in the overall gross value for 2014 resulted primarily from light production figures for both wine grapes and pears. A 20 % reduction in wine grape tonnage, coupled with stable to slightly elevated prices, resulted in a commensurate reduction in gross valuation. Overall pear returns were down as well, although the price per ton paid for all varieties was the best seen in many years. Again, decreased tonnage counteracted the elevated price per ton returns.

Cattle returns were once again higher, driven by very favorable market prices and a subsequent reduction in inventory to take advantage of the up market while also responding to the drought. Milk valuation was elevated on stable production, hence this sector showed better returns compared to 2013.

I wish to express my sincere appreciation to the many producers and agencies that furnish the necessary information that make this report possible. I would also like to thank the University of California Cooperative Extension and all the members of my staff, particularly Jennifer Krauss, for their hard work, valuable input and assistance in producing this report.

Respectfully submitted,

Chuck Morse  
Agricultural Commissioner/Sealer

**MENDOCINO COUNTY  
DEPARTMENT OF AGRICULTURE  
ANNUAL CROP REPORT FOR 2014**

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**MENDOCINO COUNTY BOARD OF SUPERVISORS**

Carre Brown (Chair) . . . District 1  
John McCowen . . . District 2      Dan Gjerde . . . . District 4  
Tom Woodhouse . . . District 3      Dan Hamburg . . . District 5

\*\*\*\*\*

**Department of Agriculture**

**CHUCK MORSE**

Agricultural Commissioner / Sealer of Weights and Measures

DIANE CURRY . . . . . Assistant Agricultural Commissioner /  
Assistant Sealer of Weights & Measures

RAY HARRIE . . . . . Ag/Measurement Standards Specialist III

AARON HULT . . . . . Ag/Measurement Standards Specialist III

MATT DAUGHERTY . . . . . Ag/Measurement Standards Specialist I

ANDY WALKER . . . . . Ag/Measurement Standards Specialist I




JENNIFER KRAUSS . . . . . Office Manager

CARALYN GULSETH . . . . . Staff Assistant II

**SEASONAL INSPECTORS**

Amanda Ekstrand	Sheryl Greene
Ray Hall	Bill Kubran
Kevin Gonsalves	Ernst Lehmann
Cassandra Taaning	Brett Dumond

# FRUIT AND NUT CROPS

COMMODITY	YEAR	BEARING ACREAGE	TONS PER ACRE	PRODUCTION IN TONS	\$ PER TON	VALUE
<b>APPLES, TOTAL</b>	<b>2014</b>	<b>215</b>	<b>3.4</b>	<b>738</b>	<b>\$ 751 <sup>(4)</sup></b>	<b>\$ 553,900</b>
	2013	221	6.1	1,348	\$ 612 <sup>(4)</sup>	\$ 825,000
<i>Fresh</i>	<b>2014</b>			<b>263</b>	<b>\$ 1,415</b>	<b>\$ 372,100</b>
	2013			676	\$ 963	\$ 651,000
<i>Other</i>	<b>2014</b>			<b>475</b>	<b>\$ 383</b>	<b>\$ 181,800</b>
<i>(Dried, Juice, etc.)</i>	2013			672	\$ 258	\$ 173,400
<b>WINE GRAPES, TOTAL</b>	<b>2014</b>	<b>16,909</b>	<b>3.7</b>	<b>61,959</b>	<b>\$ 1,512 <sup>(4)</sup></b>	<b>\$ 93,691,300</b>
	2013	16,750	4.7	77,920	\$ 1,452 <sup>(4)</sup>	\$ 113,139,800
<i>White</i>	<b>2014</b>	<b>6,058</b>	<b>4.5</b>	<b>27,199</b>		
<i>Varieties</i>	2013	6,091	6	36,355		
<i>Red</i>	<b>2014</b>	<b>10,851</b>	<b>3.2</b>	<b>34,760</b>		
<i>Varieties</i>	2013	10,659	3.9	41,565		
						
<b>PEARS, TOTAL (1)</b>	<b>2014</b>	<b>1,316</b>	<b>15.9</b>	<b>20,893</b>	<b>\$ 553 <sup>(4)</sup></b>	<b>\$ 11,553,800</b>
	2013	1,339	20.7	27,663	\$ 467 <sup>(4)</sup>	\$ 12,918,600
<i>Bartlett (2)</i>	<b>2014</b>	<b>1,164</b>	<b>16..8</b>	<b>19,577</b>	<b>\$ 511 <sup>(4)</sup></b>	<b>\$ 10,003,800</b>
	2013	1,173	22	25,830	\$ 421 <sup>(4)</sup>	\$ 10,881,700
<i>Canning</i>	<b>2014</b>			<b>13,762</b>	<b>\$ 361</b>	<b>\$ 4,968,100</b>
	2013			17,997	\$ 298	\$ 5,363,100
<i>Fresh (2)</i>	<b>2014</b>			<b>4,738</b>	<b>\$ 1,020</b>	<b>\$ 4,832,800</b>
	2013			6,249	\$ 857	\$ 5,355,400
<i>Other</i>	<b>2014</b>			<b>1,077</b>	<b>\$ 217</b>	<b>\$ 233,700</b>
<i>(Baby Food</i>	2013			1,584	\$ 103	\$ 163,200
<i>Dried, Paste)</i>						
<i>Bosc (2)</i>	<b>2014</b>	<b>91</b>	<b>9.7</b>	<b>886</b>	<b>\$ 1,091</b>	<b>\$ 966,600</b>
	2013	104	12.1	1,260	\$ 939	\$ 1,183,100
<i>Red (2)</i>	<b>2014</b>	<b>61</b>	<b>7</b>	<b>430</b>	<b>\$ 1,456</b>	<b>\$ 626,100</b>
	2013	62	9.2	573	\$ 1,450	\$ 830,900
<b>MISC. TOTAL (3)</b>	<b>2014</b>	<b>274</b>				<b>\$ 900,000</b>
	2013	247				\$ 1,000,000
<b>TOTALS</b>	<b>2014</b>	<b>18,714</b>				<b>\$ 106,699,000</b>
	2013	18,557				\$ 127,883,400

(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 2014 were: Bartlett \$386, Bosc \$683, and Reds \$573.  
for 2013 were: Bartlett \$317, Bosc \$593, and Reds \$621.

(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	215	2	217
WINE GRAPES, TOTAL	16,909	436	17,345
Red	10,851	210	11,061
White	6,058	226	6,284
OLIVES	113	4	117
PEARS, TOTAL	1,335	6	1,341
Bartlett	1,164	2	1,166
Red	61	0	61
Bosc	91	3	94
Other	19	0	19
WALNUTS, ENGLISH	35	0	35
MISCELLANEOUS*	80	0	80
<b>TOTALS</b>	<b>18,687</b>	<b>448</b>	<b>19,135</b>

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



## LIVESTOCK INVENTORIES

COMMODITY	2014	2013
All Cattle and Calves	16,800	17,400
Sheep and Lambs, all	10,000	10,100
Hogs and Pigs	1,120	1,270
Other Livestock*	4,705	2,280

\*Other Livestock includes goats, bison, llama, poultry and rabbits

## LIVESTOCK PRODUCTION

COMMODITY	YEAR	NO. OF HEAD	TOTAL CWT** LIVE WT.	\$ PER	\$ VALUES
CATTLE AND CALVES	<b>2014</b>	<b>9,700</b>	<b>63,050</b>	<b>\$188</b>	<b>\$11,853,400</b>
	2013	9,500	61,750	\$141	\$8,706,800
SHEEP AND LAMBS	<b>2014</b>	<b>4,200</b>	<b>3,906</b>	<b>\$146</b>	<b>\$570,300</b>
	2013	4,150	4,150	\$121	\$502,200
HOGS AND PIGS	<b>2014</b>	<b>730</b>	<b>1,299</b>	<b>\$94</b>	<b>\$122,100</b>
	2013	730	1,329	\$78	\$103,700
MISCELLANEOUS*	<b>2014</b>				<b>\$700,000</b>
	2013				\$650,000
<b>TOTALS</b>	<b>2014</b>				<b>\$13,245,800</b>
	2013				\$9,962,700

\*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>2014</b>	<b>184,222 CWT.</b>	<b>\$25.17</b>	<b>\$4,636,900</b>
	2013	188,466 CWT.	\$19.75	\$3,721,800
WOOL	<b>2014</b>	<b>33,700 LB.</b>	<b>\$2.01</b>	<b>\$67,700</b>
	2013	39,600 LB.	\$1.96	\$77,600
MISCELLANEOUS*	<b>2014</b>			<b>\$1,500,000</b>
	2013			\$1,500,000
<b>TOTALS</b>	<b>2014</b>			<b>\$6,204,600</b>
	2013			\$5,299,400

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

## NURSERY PRODUCTION

COMMODITY	YEAR	GREENHOUSE SQUARE FEET	FIELD ACRES	\$ VALUES
Nursery*	2014	115,200	32	\$1,361,800
	2013	93,539	30	\$1,445,500
Christmas Trees	2014	N/A	N/A	\$18,200
	2013	N/A	N/A	\$12,100
<b>TOTALS</b>	2014	115,200	32	\$1,380,000
	2013	93,539	30	\$1,445,500

\*Includes turf and cut flowers



## VEGETABLE CROPS

COMMODITY	YEAR	ACRES	\$ VALUES
Miscellaneous Vegetables*	2014	340	\$1,452,000
	2013	340	\$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	2014	4,000	9.00 AUM*	36,000	\$22.00	\$792,000
	2013	6,000	9.00 AUM*	54,000	\$22.00	\$1,188,000
PASTURE, other (grassland, coast bench)	2014	363,000	1.01 AUM*	366,630	\$12.00	\$4,399,600
	2013	363,000	1.01 AUM*	366,630	\$12.00	\$4,399,600
RANGE	2014	355,000	.65 AUM*	230,750	\$10.50	\$2,422,900
	2013	355,000	.67 AUM*	237,850	\$9.00	\$2,140,700
MISCELLANEOUS**	2014					\$2,900,000
	2013					\$3,100,000
<b>TOTALS</b>	2014					\$10,514,500
	2013					\$10,828,300

\*AUM means Animal 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>2014</b>	<b>2013</b>
Log Production (board feet)	<b>115,197,000</b>	111,574,000
Total Stumpage Value, net	<b>\$34,661,018</b>	\$26,975,151
Total Value at Mill, gross	<b>\$74,980,000</b>	\$66,051,800

- 1) Calendar year 2014 showed a slight increase in timber harvest volume when compared to 2013.
- 2) The average price for stumpage based on the information provided by the Board of Equalization is approximately \$300/mbf for reported timber harvested in Mendocino County.
- 3) Stumpage values were slightly higher - \$300/mbf for 2014 compared to \$242/mbf for 2013.
- 4) The combined value of delivered value at the mill includes both stumpage (\$300/mbf) and logging and hauling costs (approx. \$350/mbf) for a total value of \$650/mbf = \$74,979,968.
- 5) Mendocino County produced approximately 8% of the total timber produced in the state in 2014.
- 6) The State's reported total timber harvest volume for 2014 - 1.465.691 mbf. Compared to 2013 (1,645,446 mbf) represents roughly a 11% decrease in total state harvest volume.
- 7) Mendocino County ranked 5th in the state in timber volumes for 2014. The top ranking counties in 2014 were Humboldt, Shasta, Siskiyou, Tuolumne, and Mendocino.

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>2014</b>	<b>115,197,000</b>	<b>\$74,980,000</b>
2013	111,574,000	\$66,051,800
2012	121,850,000	\$71,587,951
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



## SUSTAINABLE AGRICULTURE

### ORGANIC ACRES

CROPS	ACRES
Wine grapes	4,083
Fruits & Nuts	323
Vegetables	54
Herbs	17
Pasture/Forage/Grain	15,324
Nursery & Cut Flowers	6
<b>TOTAL</b>	<b>19,807</b>



## PEST EXCLUSION

### Parcel Post & Truck Shipment Inspections

SHIPMENTS INSPECTED	EXOTIC PESTS INTERCEPTED	SHIPMENTS REJECTED
1,218	3	6

## 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
Yellow Starthistle Peacock Fly.....	Widely Distributed

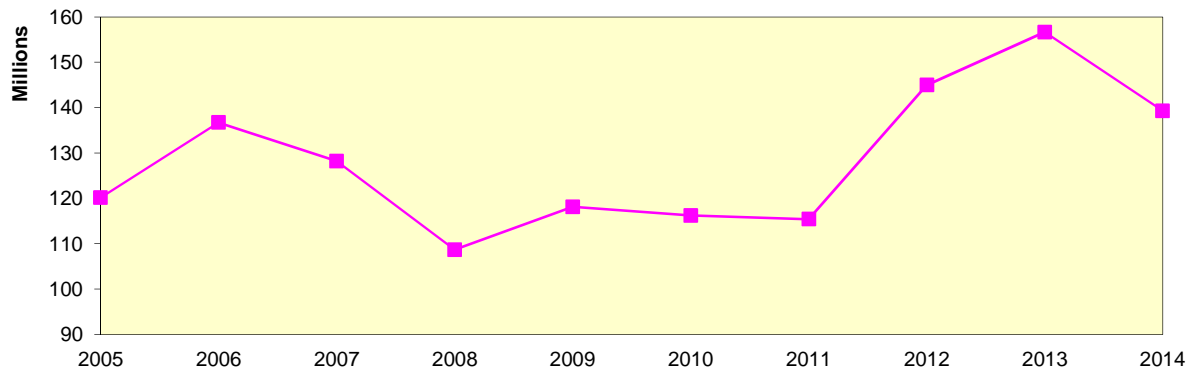


Gorse Seed Weevil  
Image by George Markin, USDA  
Forest Service, Bugwood.org



False Peacock Fly  
Image by Mark Schwarzlander,  
University of Idaho, Bugwood.org

**VALUE OF MENDOCINO COUNTY AGRICULTURE (EXCLUDING TIMBER)  
2003- 2013**



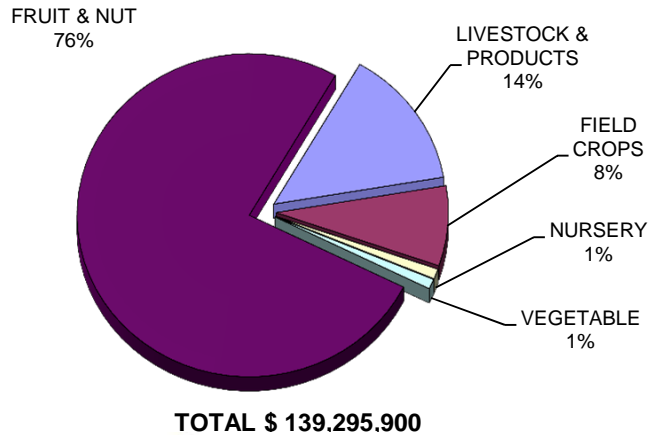
**MILLION DOLLAR CROPS**

WINE GRAPES	\$	93,691,300
TIMBER	\$	74,980,000
CATTLE & CALVES	\$	13,245,800
BARTLETT PEARS	\$	10,003,800
MILK	\$	4,636,900
PASTURE	\$	4,399,600
NURSERY	\$	1,380,000

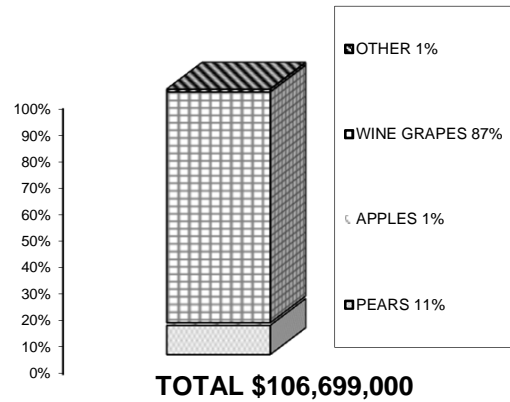


## SHARES OF AGRICULTURAL VALUE

### ALL AGRICULTURE (EXCLUDING TIMBER)



### FRUIT & NUT CROPS



## SUMMARY OF PRODUCTION

COMMODITY	2014	2013
FRUITS AND NUTS	\$ 106,699,000	\$ 127,883,400
LIVESTOCK PRODUCTION	\$ 13,245,800	\$ 9,962,700
LIVESTOCK AND POULTRY PRODUCTS	\$ 6,204,600	\$ 5,299,400
NURSERY PRODUCTION	\$ 1,380,000	\$ 1,457,600
VEGETABLE CROPS	\$ 1,452,000	\$ 1,200,000
FIELD CROPS	\$ 10,514,500	\$ 10,828,300
FOREST PRODUCTS	\$ 74,980,000	\$ 66,051,800
<b>TOTALS</b>	<b>\$ 214,475,900</b>	<b>\$ 222,683,200</b>

## SUPPLEMENT TO CROP REPORT: COMMERCIAL FISH CATCH

COMMODITY	TOTAL LBS	TOTAL VALUE
SALMON, CHINOOK	1,036,674	\$ 5,118,564
SEA URCHIN, RED	3,596,047	\$ 3,021,955
CRAB, DUNGENESS	537,081	\$ 2,273,703
SABLEFISH	810,222	\$ 1,912,219
SOLE, PETRALE	358,698	\$ 498,761
SOLE, DOVER	1,023,204	\$ 456,211
ROCKFISH, CHILIPEPPER	319,861	\$ 218,044
THORNYHEAD, LONGSPINE	470,626	\$ 189,641
THORNYHEAD, SHORTSPINE	153,142	\$ 157,270
LINGCOD	35,713	\$ 68,417
MICELLANEOUS	516,159	\$ 441,730
<b>TOTALS</b>	<b>8,857,427</b>	<b>\$ 14,356,515</b>



## COMMERCIAL FISH CATCH TEN YEAR VALUE COMPARISON

YEAR	POUNDS	VALUE
<b>2014</b>	<b>8,857,427</b>	<b>\$ 14,356,515</b>
2013	10,278,045	\$ 17,280,900
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

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>
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	2012-13	24.05
1933-34	25.21	1973-74	57.09	* 2013-14	28.86
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		
1951-52	47.74	1991-92	31.38		
1952-53	45.06	1992-93	50.49		



### FISCAL YEAR DATA

\*Starting water year 2013-2014 (October 1 - September 30), data source changed from Ukiah Fire Department records to Ukiah Municipal Airport readings.

## FIVE YEAR VALUE COMPARISON

\*\*ALL COMMODITIES\*\*

YEAR	FRUIT/ NUTS	LIVESTOCK PRODUCTION	LIVESTOCK AND POULTRY PRODUCTS	NURSERY PROD.	VEG PROD.	FIELD CROPS	TOTAL
2014	\$ 106,699,000	\$ 13,245,800	\$ 6,204,600	\$ 1,380,000	\$ 1,252,000	\$ 10,514,500	\$ 139,295,900
2013	\$ 127,883,400	\$ 9,962,700	\$ 5,299,400	\$ 1,457,600	\$ 1,200,000	\$ 10,828,300	\$ 156,631,400
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



## TOP TEN GRAPE VARIETY VALUES

VARIETY	Acres Bearing	Acres Total	TONS	VALUE PER TON	TOTAL VALUE
Chardonnay	4,669	4,892	21,134	\$1,287.67	\$27,213,617
Pinot Noir	2,661	2,714	7,566	\$2,729.06	\$20,648,067
Cabernet Sauvignon	2,622	2,720	8,958	\$1,852.88	\$16,598,099
Zinfandel	1,904	1,936	5,242	\$1,514.76	\$7,940,372
Merlot	1,460	1,460	5,508	\$1,234.17	\$6,797,808
Sauvignon Blanc	721	722	3,435	\$1,285.67	\$4,416,276
Petite Sirah	556	571	2,072	\$1,618.75	\$3,354,050
Syrah	701	701	2,474	\$1,322.55	\$3,271,989
Carignane	355	355	1,033	\$1,065.28	\$1,100,434
Gewurtzraminer	212	212	564	\$1,305.99	\$736,578

# MENDOCINO COUNTY WINE GRAPE VALUE VS TIMBER VALUE

