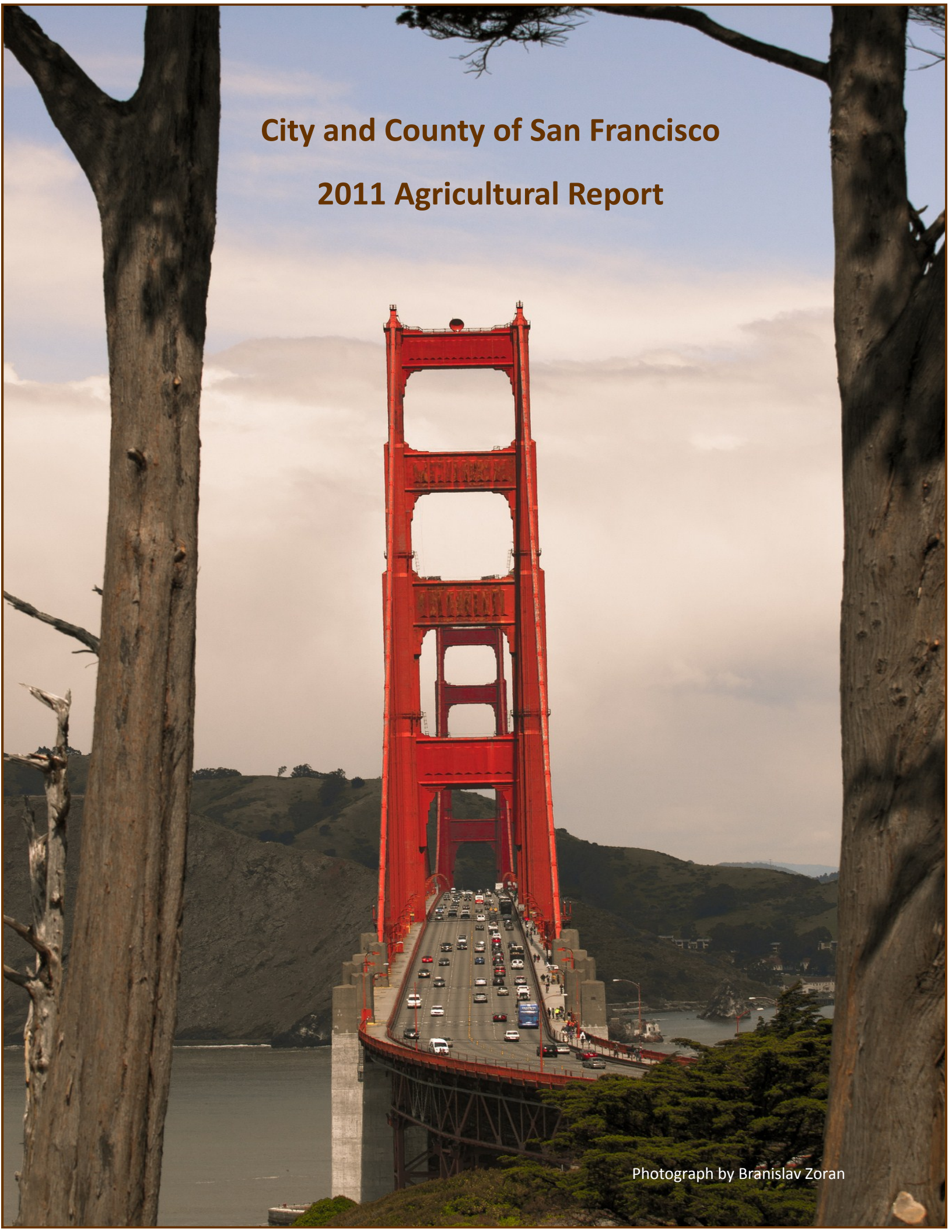


City and County of San Francisco
2011 Agricultural Report



Photograph by Branislav Zoran



Edwin M. Lee
Mayor

Barbara Garcia MPA
Director of Health

Rajiv Bhatia MD, MPH
Director of Environmental Health

July 17, 2012

Karen Ross, Secretary
Department of Food and Agriculture

Edwin M. Lee, Mayor
City and County of San Francisco

The Honorable Board of Supervisors
City and County of San Francisco

Naomi M. Kelly, City Administrator
City and County of San Francisco

In compliance with the provisions of Section 2279 of the California Food and Agriculture Code, I respectfully submit this report of the agricultural production for the City and County of San Francisco for the calendar year 2011. This report represents the gross value for crops produced in the County and does not reflect net farm income or profit and loss value for these commodities.

My appreciation goes to the individuals and growers for their cooperation in providing the necessary information for the preparation of this crop report. I also especially thank the members of my staff for their assistance in compiling this report.

Respectfully submitted,



A handwritten signature in black ink that reads "Miguel A. Monroy".

Miguel A. Monroy

Agricultural Commissioner
Sealer of Weights and Measures

Agriculture Program

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2011 San Francisco County Agriculture Report

	AREA (sq. ft.)	GROSS VALUE
NURSERY PRODUCTS		
<i>Cut Flower & Indoor Decorative</i>		
Orchids	<u>25,500</u>	<u>\$483,000.00</u>
Total	25,500	\$483,000.00

MISCELLANEOUS FARM PRODUCTS		
Sprouts	<u>5,500</u>	<u>\$472,600.00</u>
Total	5,500	\$472,600.00

NURSERY PRODUCTION	0.6 ACRES	\$483,000.00
MISCELLANEOUS	<u>0.1 ACRES</u>	<u>\$472,000.00</u>
TOTAL	0.7 ACRES	\$955,000.00



Annual Sustainable Agriculture Report

- ◆ Visited 1,911 establishments for Pest Exclusion Inspections
- ◆ Inspected 6,756 shipments for Pest Exclusion
- ◆ Issued 149 Federal Phytosanitary Certificates
- ◆ Issued 344 State Phytosanitary Certificates
- ◆ Inspected 304 Glassy-Winged Sharpshooter Traps
- ◆ Inspected 1,232 Plant Shipments for Glassy-Winged Sharpshooter
- ◆ Approved 21 Certified Farmer's Markets



San Francisco County Certified Farmers Markets



Monday

Fremont

Tuesday

Crocker Galleria

Ferry Plaza

Yerba Buena

Wednesday

Castro

Heart of City

Mission Bay

Rincon Center

SF Kaiser

UCSF Parnassus (UCMC)

Upper Haight

Thursday

Crocker Galleria

Ferry Plaza

San Francisco State University

Friday

Mint Plaza

Saturday

Alemany

Ferry Plaza

Fillmore

Noe Valley

Sunday

Divisadero

Fort Mason

Glen Park

Heart of City

Inner Sunset

North Beach

Stonestown



The San Francisco Wholesale Produce Market



The San Francisco Wholesale Produce Market has been the hub for San Francisco's fresh food system for 137 years. The Market has been a major supplier of fresh produce to restaurants and local grocers generating close to \$500 million in gross annual revenue across its tenant base. Currently, the Market occupies approximately 300,000 square feet of space in 10 buildings and employs 650 people full-time.

The original produce market was established in the 1870's in the vicinity of the Embarcadero Center. In the early 1960's, the City of San Francisco, in conjunction with its merchant tenants, relocated the Market to the Bayview district in order to accommodate the redevelopment of what is now the Golden Gateway area. The new Market location was anchored by a long-term ground lease with the City and County of San Francisco.

On May 15th of 2012, San Francisco Mayor Ed Lee announced that he was submitting legislation to the Board of Supervisors of a new 60 year, long-term lease for the market property. In addition, a multi-phase \$100 million development project is planned that will improve and expand the Market's infrastructure to better meet industry trends as well as the space needs of its growing tenants. This investment and expansion project will create an additional 350 permanent jobs and will provide an overall economic benefit to the City of San Francisco. Upon expansion to approximately 500,000 square feet, the Market is projected to contribute direct, indirect and induced regional economic impacts of almost \$1.4 billion. This reinvestment project is essential to the Market's "Growing Our Legacy" initiative, which will enable it to attract additional local produce businesses and entrench its position as an important connector between farmers, local restaurants and grocers to meet the ever-growing fresh food needs of the San Francisco urban community.

Weights and Measures Program

DEVICE INSPECTION PROGRAM

The San Francisco Sealer of Weights and Measures is responsible for the inspection, testing and certification of all commercial scales and meters within the City and County of San Francisco. In 2011 staff inspected 4024 devices in the city/county to insure accuracy of measurement within State of California tolerances. These devices were inspected at 2210 locations throughout the City/County. There were 2271 scales and 1753 meters inspected at wholesale and retail locations.



Testing a Retail Motor Fuel Dispenser (RMF).

PETROLEUM INSPECTION PROGRAM

The petroleum program conducts inspections at retail fueling outlets to ensure the proper labeling, advertising and quality of fuel that is sold in the City/County. This program includes the investigation of complaints and sampling of motor fuels and lubricants. There were 96 establishments inspected in the City/County.

Weights and Measures Program

WEIGHMASTER ENFORCEMENT PROGRAM

Weighmasters are persons or entities that weigh or measure bulk commodities and issue certificates of accuracy. This includes those persons who purchase and sell precious metals, such as gold. These persons are licensed by the State Division of Measurement Standards and subject to our inspections of documentation and accuracy of measurement. Department staff inspected 23 licensed weighmasters in 2011.

DEVICE REPAIRMAN PROGRAM

Any person who installs or repairs a weighing or measuring device in the City and County of San Francisco must be a registered service agent with the Sealer of Weights and Measures. Registered service agents must successfully complete an examination demonstrating their knowledge of Weights & Measures laws and regulations. The examination is administered by the State of California, Division of Measurement Standards. Registered service agents who install or repair a device are required to notify the Sealer that they have placed the device in service. This assures that weighing and measuring devices are accurately calibrated.



Testing the accuracy of weighing devices.

Weights and Measures Program

Automated Point-of-Sale Registration and Inspection Program

The Automated Point of Sale Inspection program was adopted by the San Francisco Board of Supervisors in July of 2010. This program requires that all retail stores using automated point-of-sale systems, i.e. scanners, price look up codes, PLU and SKU codes, must be registered with the Sealer of Weights and Measures for the City and County. Department staff conducts price verification inspections to test the point-of-sale systems to verify the accuracy of the transactions in regards to overcharges and undercharges. "It is unlawful under California Business and Professions Code to charge, at the time of sale, a price that is more than the price that is advertised or posted. The purpose of this program is to ensure that the advertised or posted price of a commodity is the correct price charged for that commodity." (Sec 115, Ordinance 195-10.) Consumers are entitled to pay the lowest quoted price as posted by the retailer on their shelves, tags, or advertising medium. In addition, the department responds to consumer complaints relative to overcharges in transactions and/or misrepresentation or misleading pricing.