

Sonoma County Food Forum



UNIVERSITY OF CALIFORNIA

Division of Agriculture & Natural Resources



UNIVERSITY
— of —
CALIFORNIA



NATURAL
RESERVE
SYSTEM



CALIFORNIA 4-H



YOUTH DEVELOPMENT
PROGRAM

Circle 10/22/01
Made 10/22/01

UC IPM Online 

UNIVERSITY OF CALIFORNIA STATEWIDE INTEGRATED PEST MANAGEMENT PROJECT

					
ABOUT UC IPM	HOW TO MANAGE PESTS	PESTICIDES: EDUCATION & DATABASES	OTHER RESOURCES	UC IPM FUNDED PROJECTS	WHAT'S NEW?

Where ANR research and extension happen

- | Laboratories on 3 campuses (Davis, Berkeley, Riverside)
- | Ten off-campus centers for research and extension (Hopland Field Station)
- | Cooperative Extension in each county

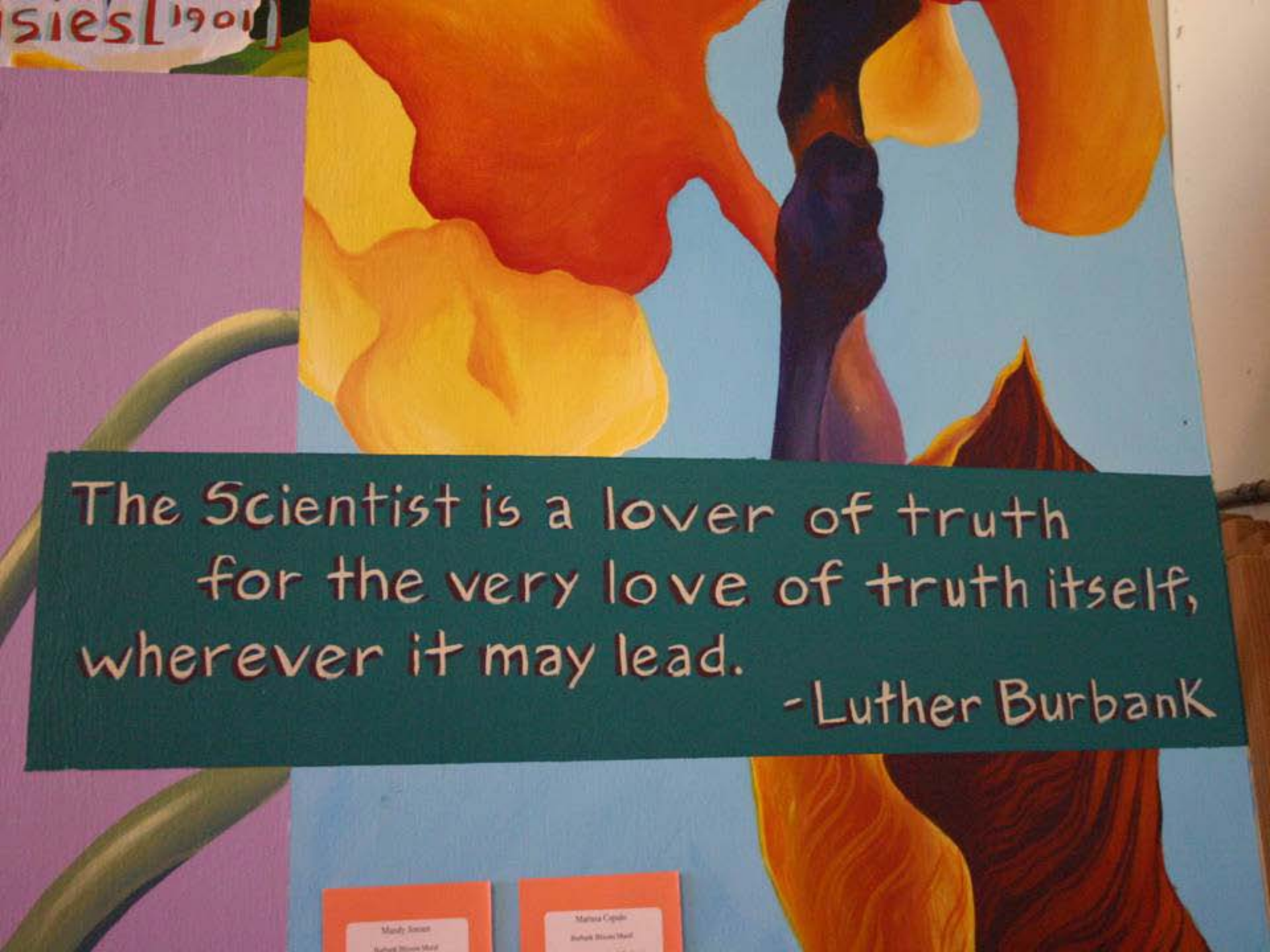


UC Cooperative Extension

- Dairy and Livestock
- Wine Grapes
- Horticulture
- IPM
- Seafood
- Watershed
- 4-H
- Family Nutrition



sies [1901]



The Scientist is a lover of truth
for the very love of truth itself,
wherever it may lead.

-Luther Burbank

Mandy Smart
Burbank House Wall

Melissa Caplin
Burbank House Wall

What is Special About Sonoma County?



The Specialness of Sonoma

- Natural beauty - diversity
- Climate
- Good soils
- Water
- Clean air
- High quality wine
- Diversity of products





42°N

**Cold
Ocean
Current**

**Sonoma
County
influenced
by fog
pattern**

California

S.F.

L.A.

33°N

P A C I F I C O C E A N

Snowy Mountains & Clean Air

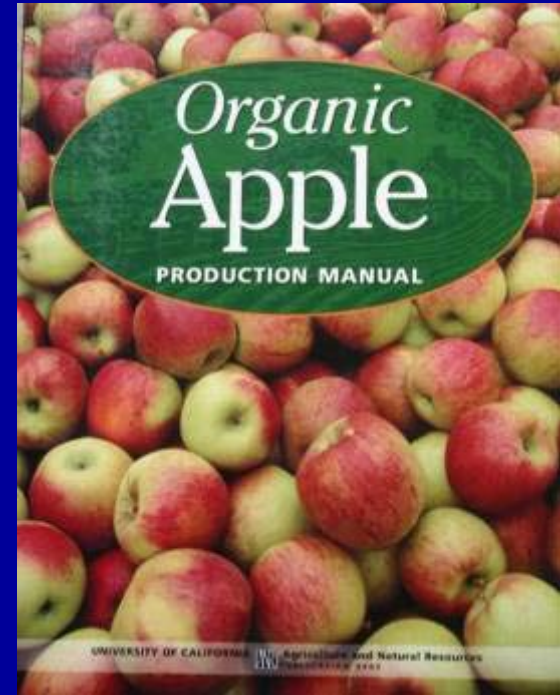
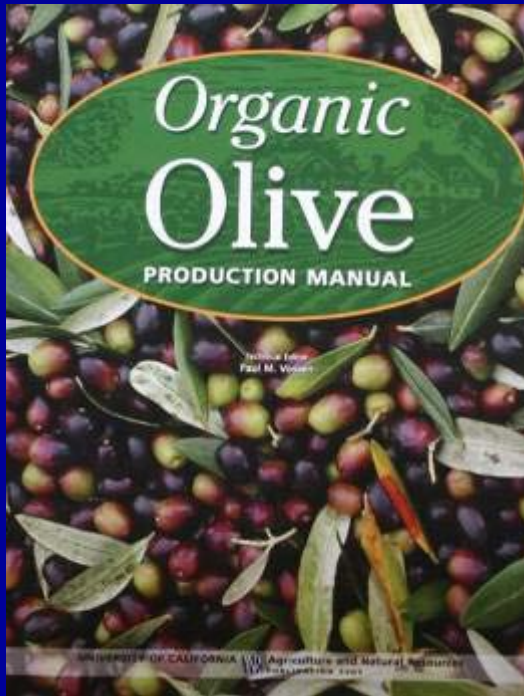


Agriculturally Special

- Reputation for High Quality Wine
- And High Quality Milk (cheese, butter)
- Lots of Innovation
- Very Organic – Sustainable Minded



Organic Growers



- 18,503 acres – 3rd in the state
- 191 growers – 3rd in the state
- \$44 million in sales – 4th in the state
- Small-scale – 65% < \$100,000 gross

Organic Milk



North Coast Excellence - Humane



CLOVER
STORNETTA

This milk is from cows **NOT** treated with the growth hormone rBST.

FAT FREE
Milk

GOOD SOURCE OF PROTEIN
VITAMIN A & D

ONE GALLON (3.78 L)



KD

Very Special Foods



Sonoma County Wine



We invented Salad Mix



**Eating vegetables is a lot easier
with olive oil**



Demonstration - Chef



IV

P. PASQUA

Healthy Food with olive oil



Heirloom Tomatoes



Great Tomatoes & Great Cheese



Cheese Making



Healthy Foods





Arkansas
Black



Baldwin



Greening



Bellflower



Jonathan



Sierra
Beauty



Red Gold



Winesap



Wagener

You can grow your own food



Freeze or can some Produce



Pickle some olives

Make some olive oil



Vegies – Herbs – Flowers



Small & Beautiful & Healthy



Salad Planter Box



Natural Art



Connect to Nature



Picking Fruit



Master Gardener Food Specialists



MG's helping to start a garden



Ask a Master Gardener

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The Buzz Box

FREE COFFEE ON EARTH DAY

In honor of Earth Day, Sebastopol Cookie Company will be offering coffee (up to 16 cups maximum) to anyone bringing in a reusable container, according to owner Kathleen Gallagher. Master Gardeners who prefer espresso drinks will receive a 50 cent discount on their beverage. The offer will apply on Friday, April 21 and Saturday, April 22. The Sebastopol Cookie Company is located at 100 North Main Street in downtown Sebastopol.

EARTH ELDERS ON EARTH DAY

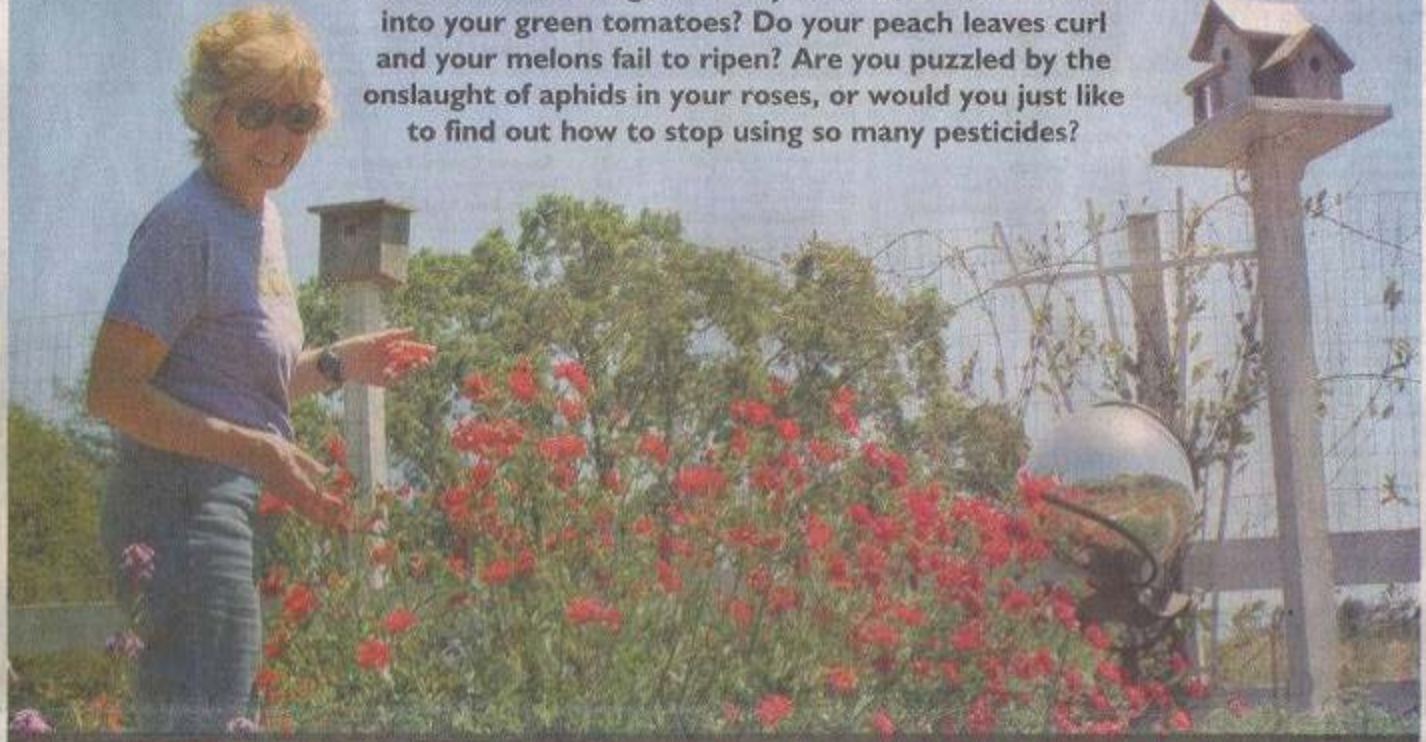
The Earth Elders will celebrate their annual Earth Day Celebration on Friday, April 22 from 2 p.m. at the Gold Point Luther Burbank's Experiment Farm in Sebastopol. Call 824-XXXX or visit www.earth-elders.org.

More Box

Master Gardeners

share their wealth of gardening knowledge

Do tomato worms get under your skin, not to mention into your green tomatoes? Do your peach leaves curl and your melons fail to ripen? Are you puzzled by the onslaught of aphids in your roses, or would you just like to find out how to stop using so many pesticides?



Learning -Gardening & Farming





SRJC Farm

Kids like Gardening



Gardens are Fun



Horticultural Therapy



Community Gardens



Petaluma Bounty





Sonoma County

FARM MARKET



Farmers Markets

Cloverdale Certified Farmers' Market	Fridays June through September 5:30 p.m. to 9:30 p.m.
Cotati Farmers' Market	Thursdays June 4 through September 4:30 p.m. to 7:30 p.m.
Healdsburg Farmer's Market	Saturdays May through November 9:00 a.m. to 12 and Tuesdays June-Oct. 4:00 to 6:30 pm
Oakmont Farmers' Market	Saturdays Open All Year 9:00 a.m. to 12:00 Noon
Occidental Bohemian Farmers' Market	Fridays June through October 4:00 p.m. to Dusk
Petaluma Farmers' Market	Saturdays May 22 through October 30 2:00 p.m. to 5:00 p.m.
Petaluma Evening Farmers' Market	Wednesdays June 2 through September 1 4:30 p.m. to 8:00 p.m.
Rohnert Park Farmers' Market	Fridays June through October 5:00 p.m. to 8:00 p.m.
Santa Rosa Certified Markets	Wednesday Open All Year 8:30 a.m. to 12 Noon Saturdays 8:30 am to Noon
Santa Rosa Farmers' Market	Wednesday Nights May 26 through September 1 5:00 p.m. to 8:30 p.m.
Sebastopol Farmers' Market	Sundays April through November 10 a.m. to 1:30 p.m.
Sonoma Community Center	Saturdays July 10 through September 25 8:00 a.m. to 12 Noon
Sonoma Valley Certified Farmers' Markets	Fridays Open All Year 9:00 a.m. to 12 Noon and Tuesdays April to November 5:30 to Dusk
Windsor Certified Farmers' Markets	Sundays May to Nov. 10:00 a.m. to 1:00 pomp and Thursdays June to August 5-8pm

Farmers Market





CSA

Community Supported Agriculture

Subscription
Membership
Farm

Home on the Range Our Veggies (CSA) Our Animals Our Products Events/News Contact Us



Sign Up for our CSA Today!

CSA Sign Up - Summer Season

Welcome to the Canvas Ranch CSA! We grow seasonal vegetables so only provide our family with the best food they can eat. We also support small family farms that possess a wide variety of seasonal produce. We also offer a "Share-Week" program for our members - help explain or wash or store what you have a week in advance for your veggies.

We have two CSA seasons - our Summer Season runs from June to Thanksgiving and our Winter Season runs from December through February, March and April. We'll let you know about getting the spring and winter crop-planted. We currently deliver to central crop-districts the following towns:

- Mill Valley
- Corte Madera
- San Rafael
- Point Pinole Farmers Market - (415) 460-0100
- Sausalito
- Petaluma East
- Petaluma West
- Two Rock/Tombos
- Santa Rosa Saturday Farmers Market

Sign up for the full or half season and receive a discount! Cut down the order form to complete and send with your payment. If you'd like to organize a group of 10 or more of your co-members or friends to join, we'll give you a 10% discount off the price of the order form - and you get a free credit!

— DOWNLOAD THE CSA SIGNUP FORM

Canvas Ranch | 20700 Redwood, Petaluma, CA 94954 | info@canvasranch.com | 707.261.1111 | FAX: 707.261.8188
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Laguna Farm

Community Shared Agriculture

HOME COMMUNITY-SHARED AGRICULTURE CSA QUESTIONS & ANSWERS MEMBER STORE & DROP-OFFS CONTACT LAGUNA FARM

Archive for the 'CSA Program' Category

Membership and dropoff sites

May 29th, 2011 | 1 Comment

Our CSA program is currently at capacity, but there are a few spaces available if you are interested in a dropoff site. Signing up for a dropoff site means that the boxes are delivered to a home or business that has offered to host, and you pick up your box there. We currently have sites in Santa Rosa, our Santa Rosa, Cotati, and two Paradises. Fill our Sign Up sheet by clicking on "CSA Signup" to the right, and we'll email you to give you more detail.

Member CSA Program | No Comments

Accepting New Members: Farm Pick up Tuesday, Thursday

April 28th, 2011 | 1 Comment

We have increased our harvest so we can now offer membership for Tuesday or Thursday farm pick-up only. Our trade is still packed full so our only opening are if you can come to the farm and pick up. To become a member, fill out our Sign Up Sheet to the right and our administrative staff will get back to you within a week or so.

If you would like to be on a waiting list for a drop site in Santa Rosa or Paradise, please email info@lagunafarm.com and we will add you to our drop site waiting list.

Member CSA Program | No Comments

CSA Sign Up



Tierra Vegetable

harvestors of the local harvest

home food farm about features contact order

food...

sustainably produced, delicious, vegetables, and food products

With our Farm Share!

CSA Menu

Community Supported Agriculture

The 2010 CSA Season begins June 1st and runs for 30 weeks through the end of December.

It is never too late to join!

Like Surprises? If you answer "yes" to any one of the questions below then you should consider subscribing to your own local farm in Sonoma County.

- Need some fresh recipe ideas??
- Love to eat fresh locally grown produce but can't make it to the farmers' markets?
- Have a garden of your own but want a wider variety of produce than you can grow on your own?

No Watering, No Weeding, Just Good Old Fashioned Eating!

Why Tierra? Is this farm and CSA right for you? At Tierra, everything grows from our farm. We grow it right there in the field at Airport Boulevard where you gather up your shares. You always have the option to walk

CSA's

Meat Buying Club









Sonoma County Produced Meats

University of California Cooperative Extension

Home

Delivery Sites

Local Meat Producers

Recipes

Range to Plate

Sonoma Direct

Hagemann Meat Company

Contact Us

Join our mailing list!

Sonoma County Meat Buying Club



Have you heard of Community Supported Agriculture and their wonderful vegetable boxes filled with fresh local produce? Now you'll be able to make the meal complete by also ordering locally grown meats.

The University of California Cooperative Extension in Sonoma County is partnering with local meat producers to begin a program that will allow you to have a variety of locally grown meats delivered right to a central pick-up point. Members will receive a monthly delivery of Sonoma grown chicken, beef, pork, and lamb, plus much more...

- recipes from Chef Steven May
- details about the ranches that raised your meats
- we are starting to feature a local Agricultural Company each month through our club! There products will be available for members to purchase at the pick up locations that month. Alexander Valley Gourmet is our featured producer of the month. We will be offering their home made pickels for purchase this month. For more information please visit: <http://www.abvalgourmet.com/>
- Last Month's Featured Producer Peters' Chocolates is a couple specializing in home made chocolate truffles in Sebastopol. For more information please visit: <http://peterschocolates.com/>
- June's order will include Grass Fed Beef from Allbrand Cattle Company, pasture raised lamb from Don Gillardi of Red Hill Farms, and humanely raised pork raised from the Gleason Ranch. We will have pasture raised chickens from Gleason Ranch.

*Some exchanges of equal value will be allowed (ie exchange pork for lamb in the small order). We will have selected cuts available for exchange.

Calendar

06/21/10	San Francisco Meat Pick up for June
06/22/10	Carnas Ranch Meat Pick up for June
06/22/10	Tierra Vegetables Meat Pick up for June
06/23/10	Relish Culinary Adventures Meat Pick up for June
06/24/10	Laguna Farms June Meat Pick Up

[Show All Events](#)

What's New?!

June is almost Here!

The June Shipment will be available for pick up:

Monday June 21st from 4:30pm to 6:00pm in San Francisco

Tuesday June 22nd from 5:30pm to 7:00pm at Tierra Vegetables and Carnas Ranch

Tuesday June 22nd from 4:30pm to 6:00pm at Carnas Ranch

Wednesday June 23rd from 5:30pm to 7:00 pm at Relish Culinary Center

Thursday June 24th from 5:00 pm to 7:00 pm at Laguna Farms

Please feel free to stop by the Tierra Vegetables (Tuesday), Relish Culinary Adventures

registered customer? email: password: [log in](#) (Not registered? No problem - you can register once you've completed your order.)

[Gifts](#) [Oil & Vinegar](#) [Wine](#) [Herbs & Jams](#) [Accessories](#) [Cosmetics](#) [Clothing](#)

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Welcome to the DaVero Store!

Click any tab!

We think you'll find this store really easy to use.

Just click on any of the tabs above (such as 'Gifts'), and you'll see a list of all of our products in that category. Click on any product to see its details, which will show up in the green panel to the right.

The shopping cart is below (scroll down if you can't see it). It automatically calculates shipping cost and sales tax - once you've entered the shipping address, of course - along with any discounts.

How to save on shipping: Unlike many online merchants, we pass through shipping at our cost. The first pound costs us the most, so by ordering two or more items you'll pay much less freight per item.

To see these instructions at any time, just click on the 'Help' link, above. And if you have questions, feel free to give us a call at (707) 431-8000 - we're always happy to hear from you.

Thanks!

Note: Save on your whole order when you buy 6 or more bottles of any of our wines, olive oils, or vinegars!
Order 6-11 bottles and save **10%**; 12-23 saves you **15%**; and 24 or more saves you **20%**!



If you have a promotion code, please enter it here:

Order Summary

Shipping Method:

Shipping Information

Billing Information:

paypal.com

Web Sales

Supermarket Food



Food Systems = Agriculture



2009 Sonoma County Crop Report – Ag Commissioner

MILLION DOLLAR CROPS

1	Winegrapes ~ All	\$465,036,400
2	Market Milk	\$64,524,700
3	Miscellaneous Poultry	\$41,034,600
4	Misc. Livestock and Poultry Products	\$26,398,700
5	Nursery ~ Ornamentals	\$10,214,900
6	Cattle and Calves	\$9,290,400
7	Vegetables	\$7,520,100
8	Misc. Nursery Products	\$6,037,800
9	Apples ~Late Varieties	\$3,788,000
10	Nursery ~ Bedding Plants	\$4,697,000
11	Nursery ~ Cut Flowers	\$2,360,000
12	Sheep and Lambs	\$1,851,700
13	Apples ~ Gravenstein	\$1,329,800
14	Oat Silage	\$1,209,800
15	Oat Hay	\$1,153,400

Crops Lost since 1940-50

- Prunes: 20,000 acres worth \$6 million
- Hops: 2,800 acres worth \$2 million
- Walnuts: 1,100 acres worth \$800,000
- Pears: 3,000 acres worth \$630,000
- Cherries: 1,000 acres worth \$624,000
- Berries: 670 acres worth \$178,000
- Peaches: 200 acres
- Kiwi: 44 acres
- Figs: 13 acres



Sonoma County Prunes



Sonoma County Prunes



Sonoma County Prunes



Sonoma County Cherries



Redwoods to Apples



Booming Apple Industry

- **1940**: 13,875 acres - \$574,643
- \$0.60-0.70/box fresh - - - \$10/ton processed
- Could raise a family of 4 on 10 acres
- **1980**: 8,306 acres - \$55,061,600
- \$400/ton fresh packed = 3,120/acre
- \$135/ton @ 7.8 tons/acre = \$1,053/acre



1,000 + growers 1940
528 growers in 1980
320 properties in 2009
65 growers in 2009

Apple Production 08-09

Crop	Year	Bearing Acres	Tons/Acre	Total Tons	\$/Ton	Dollar Value	Total
Gravenstein	2009	833	4.46	3,717	\$ 358		\$ 1,329,800
	2008	875	9.00	7,877	\$ 266		\$ 2,099,100
Fresh	2009			353	\$ 1,602	\$ 565,600	
	2008			573	\$ 715	\$ 409,600	
Processed (a)	2009			3,364	\$ 227	\$ 764,100	
	2008			7,304	\$ 231	\$ 1,689,500	
Late Apples	2009	2,029	9.72	19,720	\$ 192		\$ 3,788,000
	2008	1,965	12.84	25,229	\$ 233		\$ 5,873,900
Fresh	2009			318	\$ 1,880	\$ 597,100	
	2008			1,675	\$ 362	\$ 606,900	
Processed (a)	2009			19,402	\$ 164	\$ 3,190,900	
	2008			23,554	\$ 224	\$ 5,266,900	
TOTAL	2009	2,862	8.19	23,437	\$ 218		\$ 5,117,800
	2008	2,840	11.66	33,106	\$ 241		\$ 7,973,000

(a) includes canned, juice, cider, and vinegar

Apple Economics 2010

- **Processed = \$195 @ 4.5 t/a = \$877/acre**
 - About 90% of the crop
- **Fresh Fruit @ \$1,780/t = \$7,144/acre**
 - About 10% of the crop



Processing Apples



Processed Apples (1 in SC)



Apple Production

Irrigated

- 3 x 12 spacing 1,000/A
- Bearing starts 2nd yr.
- Turf row middles
- Use 24 to 48 inches
- Yields of 35-50 Tons/A
- Specialty varieties @ \$1,000 to \$4,000/Ton

\$35,000 - \$200,000/acre

Dry Farmed

- 12 x 24 spacing 150/A
- Bearing starts 6th yr.
- Tilled to save water
- Use mother nature
- Yields 10 - 20 Tons/A
- Old varieties @ \$160 to \$1,650/Ton

\$1,600 - \$25,000/acre

Dry farmed apples





**Irrigated semi-dwarf
yields 40-50 tons/acre
large fruit with
good color**

**Irrigated standard
yields 50-63 tons/acre
large fruit with
poor color**



Water – Amount & Quality



1st year's growth from a feathered tree planted in February (3 months)



2nd year's growth from a feathered tree planted in February (15 months)



Yield = 5 tons per acre



Fresh Apple Industry

25 packers to 1



Fresh Apples & Looks



Non Harvested Fruit



Apples to Grapes 2004

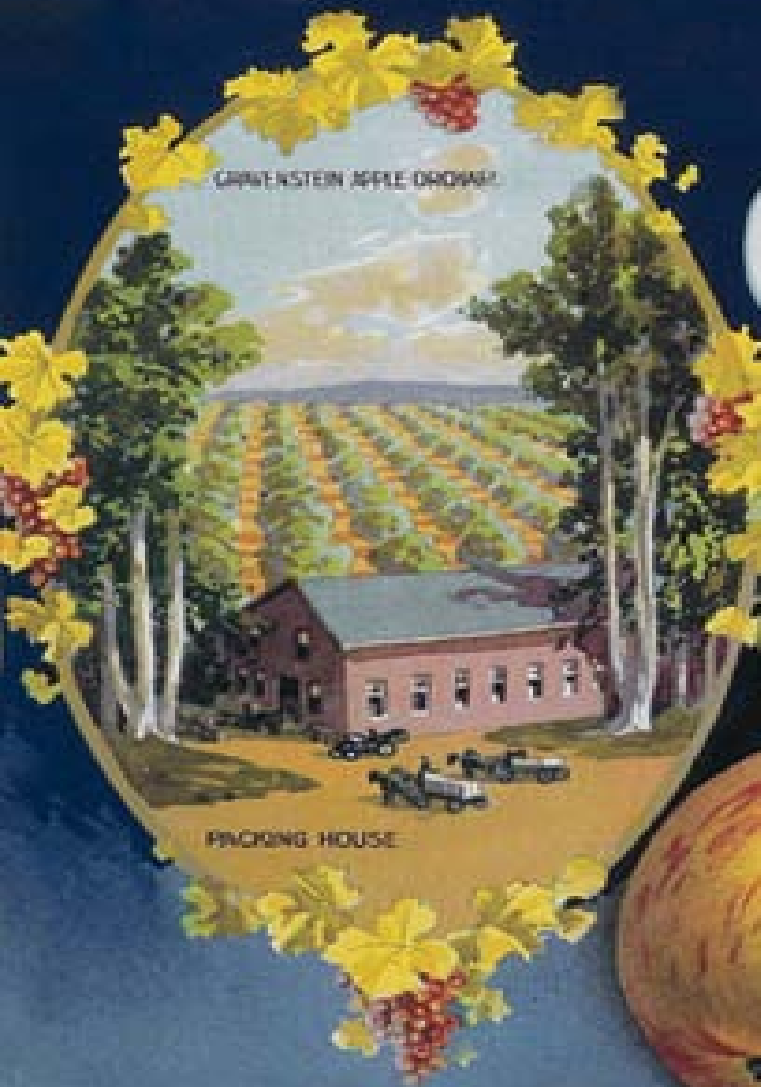


Apples to Grapes 2011



SEBASTOPOL

GRAVENSTEIN



APPLES

GROWN AND PACKED
SEBASTOPOL, CALIFORNIA.

PRODUCE OF U.S.A.

EARLIEST APPLES
GROWN IN SONOMA COUNTY

- 1,500 growers
- 40% < 20 acres
- 80% < 100 acres



UC Study - Sonoma County Wine Grape Economics *Cabernet Sauvignon 2010*

NET RETURNS PER ACRE ABOVE TOTAL COSTS

PRICE \$/ton	YIELD (ton/acre)						
	2.00	3.00	4.00	5.00	6.00	7.00	8.00
1,936	-8,399	-6,475	-4,549	-2,624	-800	1,125	3,050
2,036	-8,199	-6,175	-4,149	-2,124	-200	1,825	3,850
2,136	-7,999	-5,875	-3,749	-1,624	400	2,525	4,650
2,236	-7,799	-5,575	-3,349	-1,124	1,000	3,225	5,450
2,336	-7,599	-5,275	-2,949	-624	1,600	3,925	6,250
2,436	-7,399	-4,975	-2,549	-124	2,200	4,625	7,050
2,536	-7,199	-4,675	-2,149	376	2,800	5,325	7,850

Ave. price paid \$ 2,321.51 in 2008 and \$ 2,280.67 in 2009

Ave. Yield in 2008 = 2.75 t/a - - - 3.53 t/a in 2009

WORLD WINEGRAPE ACREAGE

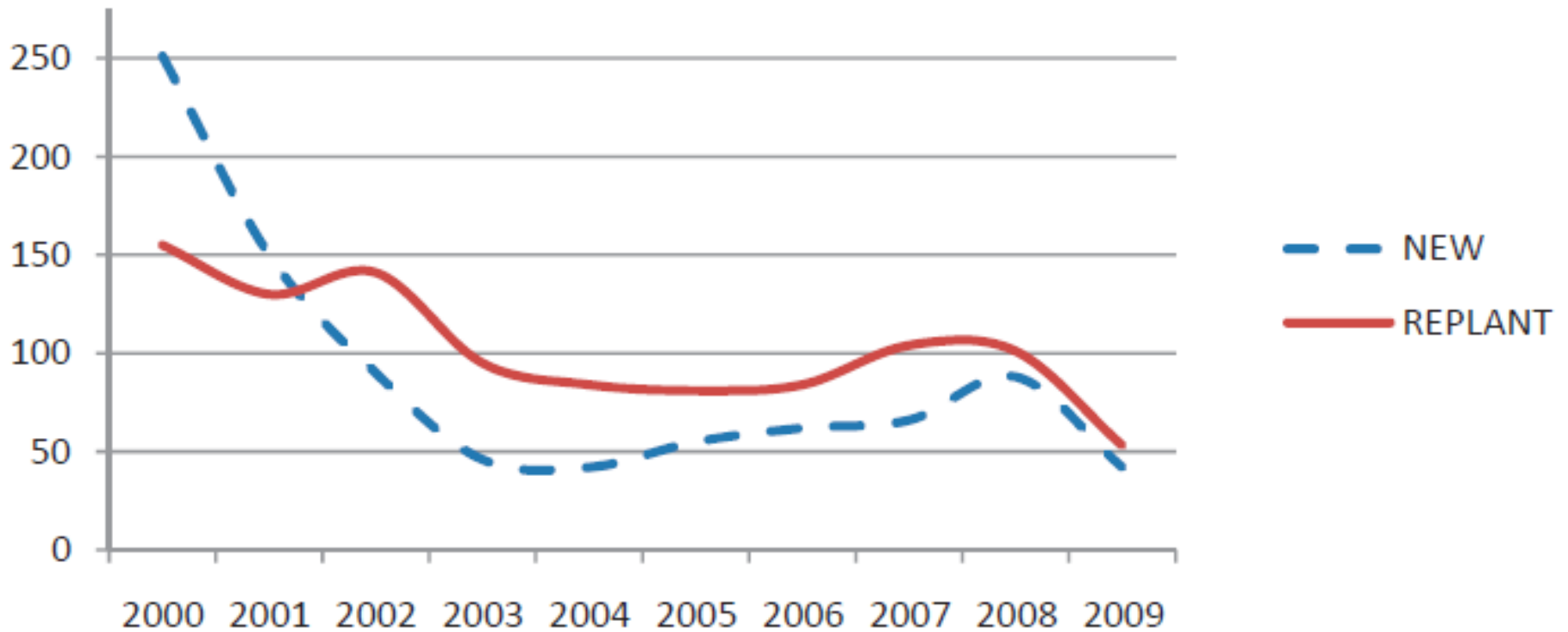
Country	Total Acreage		% Change
	2000 ¹	2006	
SPAIN	2,925,000	2,900,000	-0.86%
FRANCE	2,262,000	2,179,000	-3.66%
ITALY	2,246,000	2,063,000	-8.14%
TURKEY	1,443,000	1,410,000	-2.28%
CHINA	538,000	1,211,000	125.10%
UNITED STATES (5%)	930,000	934,000	0.41%
IRAN	678,000	745,000	9.84%
PORTUGAL	636,000	608,000	-4.33%
ROMANIA	624,000	580,000	-7.10%
ARGENTINA	514,000	543,000	5.71%
CHILE	363,000	479,000	32.10%
AUSTRALIA	263,000	400,000	52.21%
MOLDOVA	399,000	368,000	-7.88%
SOUTH AFRICA	276,000	331,000	20.09%
GREECE	323,000	296,000	-8.29%
ALL OTHER COUNTRIES	4,531,000	4,536,000	0.10%
TOTAL ACREAGE	18,951,000	19,583,000	3.34%

¹ = Acreages averaged from 1996 through 2000

Source: www.wineinstitute.org

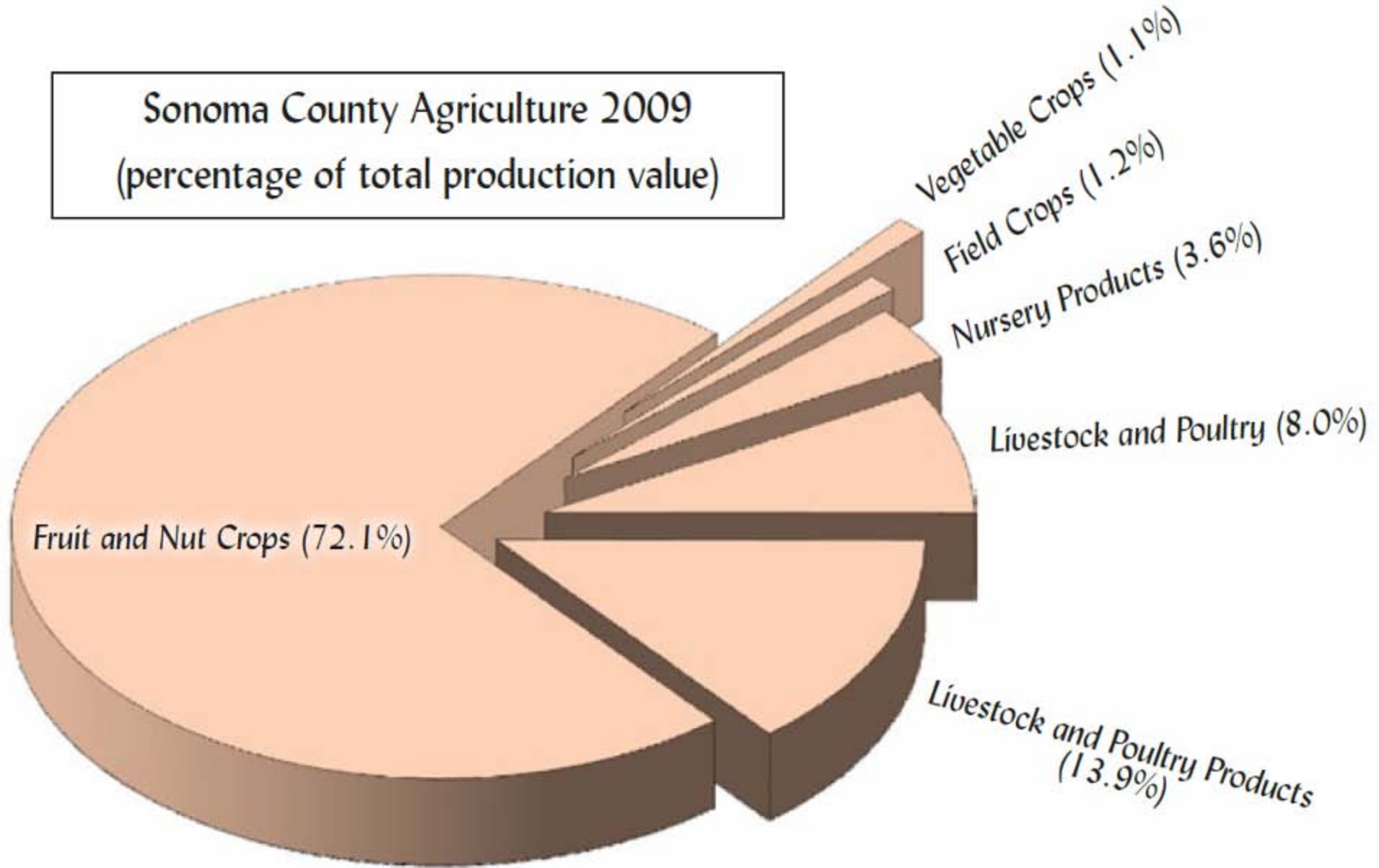


Vineyard and Orchard Plantings 2000 - 2009



Sonoma County Ag Commissioners Annual Crop Report Data

Sonoma County Agriculture 2009
(percentage of total production value)



Animal Products

LIVESTOCK AND POULTRY PRODUCTS

Item	Year	Production	Unit	\$/Unit	Total
Milk, Market	2009	5,199,404	cwt.	\$ 12.41	\$ 64,524,700
	2008	5,387,648	cwt.	\$ 17.75	\$ 95,630,800
Milk, Manufacturing	2009	7,906	cwt.	\$ 12.14	\$ 96,000
	2008	8,701	cwt.	\$ 18.85	\$ 164,000
Wool	2009	76,330	lb.	\$ 0.53	\$ 40,500
	2008	89,800	lb.	\$ 0.40	\$ 36,000
Miscellaneous Products (a)	2009				\$ 26,398,700
	2008				\$ 16,174,900
TOTAL VALUE	2009				\$ 91,059,900
	2008				\$ 112,005,700

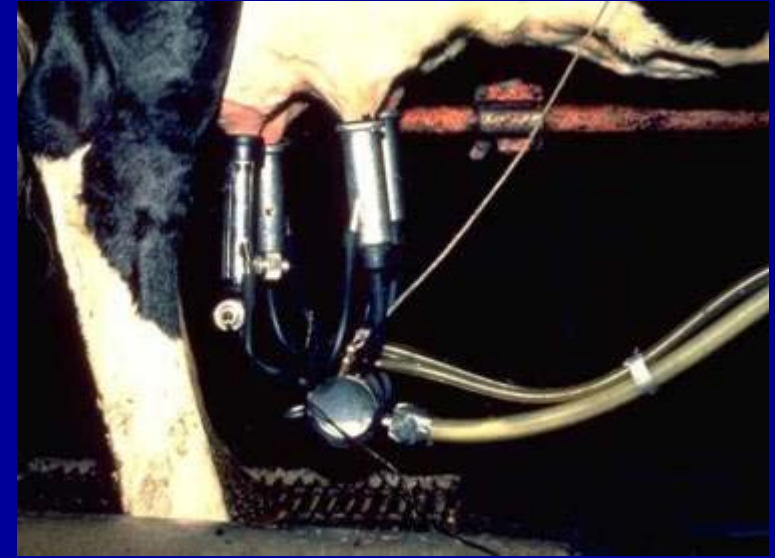
(a) includes chicken eggs for consumption, market duck eggs, turkey hatching eggs, egg by-products, and goat milk

Happy Cows



Dairy Farming

- 85 Producers
- 7 days a week (2x/day)
- Family Businesses
- Rollercoaster of Prices
- No rbst hormone
- Sustainably Managed
- Certified – Humanely treated
- Conventional 15-20 ¢ more / gallon
- Many have transitioned to organic



Bucolic Beef

50% of Land in
Sonoma County is
Rangeland



Happy Bulls



Happy Sheep



**# of seep from 140,000 to 14,000-16,000
50% of producers have < 1,000 head**

More Happy Sheep



Industry has declined

- low prices
- predator problems
- synthetic fibers

Sheep Milk



Specialty Cheeses



Goat Cow
Sheep Buffalo



Specialty Cheeses



Specialty Cheese



Sonoma County Veggies

VEGETABLES

Crop	Year	Harvested Acreage	Dollar Value
Miscellaneous	2009	701	\$ 8,066,600
Vegetables (a)	2008	543	\$ 9,058,000

(a) includes melons, mushrooms, potatoes, pumpkins, sprouts, squash, tomatoes, lettuces, etc.

Many Choices





<http://coststudies.ucdavis.edu>

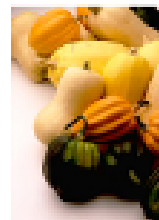
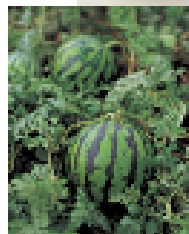
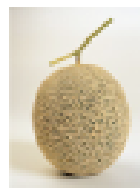
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UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2009

SAMPLE COSTS TO PRODUCE
MIXED VEGETABLES

Tomatoes, Winter Squash, Melons



Small Farm

Winter Squash & Pumpkins



Summer Squash



Lettuce



Salad Mix harvest



Salad Mix



Salad Mix

salad of mesclun & flowers



WINE
COUNTRY
CUISINE

Specialty Produce from California's Wine Country



Potatoes



Chinese Chives



Vegetables love water



*Salinas
Valley*

Agricultural Disadvantages

- Rainy winters
- Cold winters
- Expensive land
- Limited water
- High labor cost
- Small land parcels
- Limited infrastructure



Getting an Early Start



Equipment (tractor)





Bed forming with fertilizer and drip tape



Equipment (seeders)



Equipment (cultivating)



Hoop houses





Berries

**Truck
Farms**









Blackberries





Yellow Flesh Peaches

- Suncrest
- Springcrest
- June Crest
- Fay Elberta
- Red Haven
- O'Henry
- Veteran
- Loring
- Fair Time
- J-H Hale
- Indian Blood
- Frost

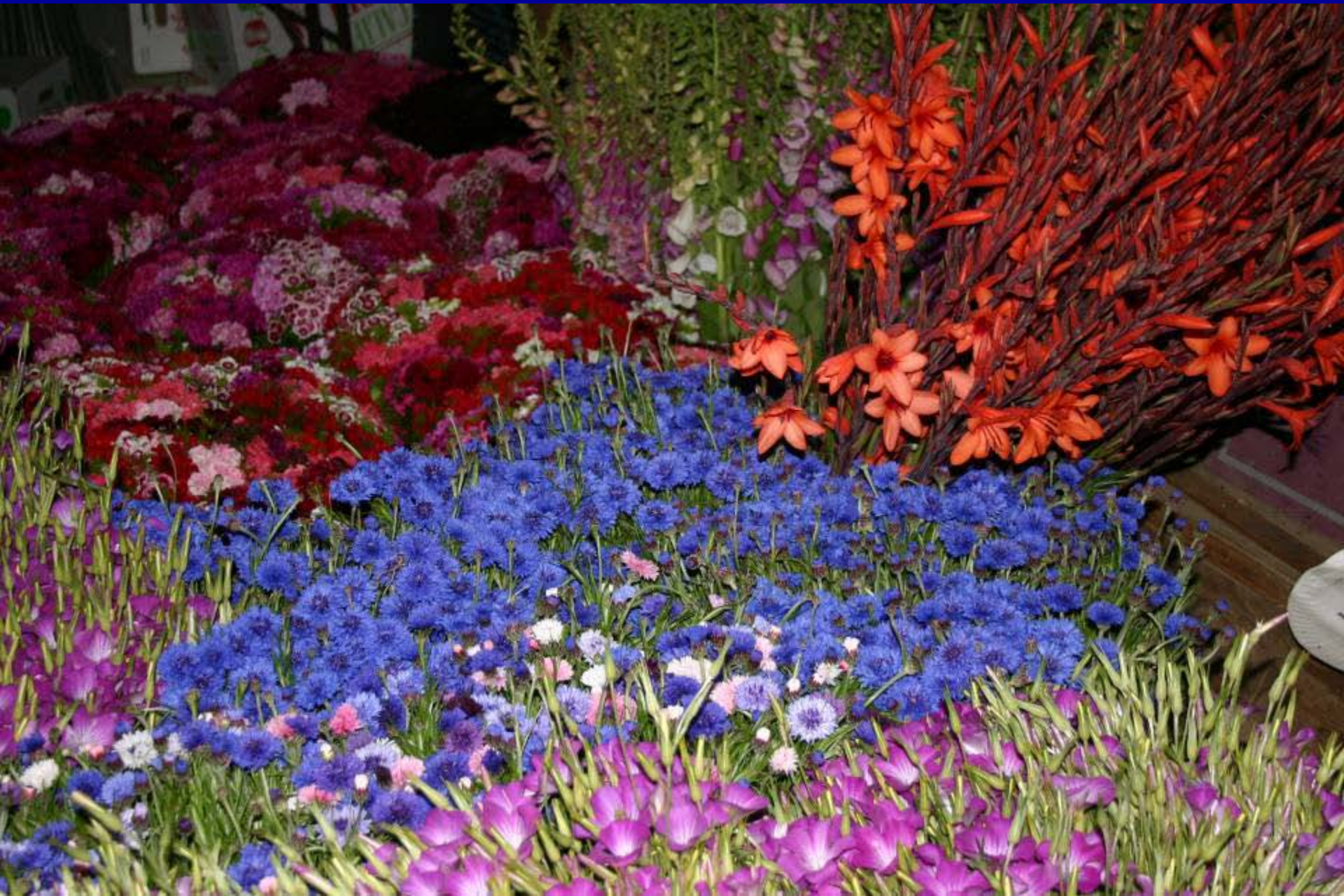




Cut Flowers



Cut Flowers Wholesale & Retail



Lavender Oil



Mushrooms



Maitake Frondosa



Alba Clamshell



Brown Clamshell



Trumpet Royale



Velvet Pioppini



Forest Nameko

Growing Fruits & Veggies for Profit

- Very technical (equipment & varieties)
- Constantly looking for something new
- T-tape drip irrigation system
- Marketing is time consuming
- Delivery in Bay Area traffic
- Back breaking work
- Margins of about 3%
- Lots of risk



2009 Bodega Bay Landings for All Species ~ 100 producers



Red Sea Urchin
22%



Hagfish
25%



California Halibut
3%



Sablefish
6%



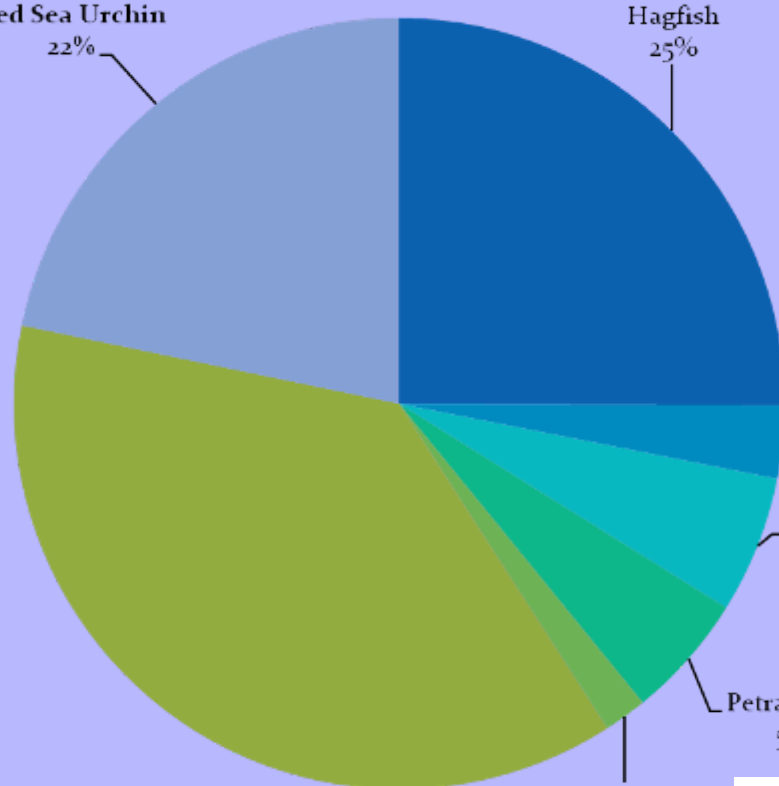
Petrale Sole
5%



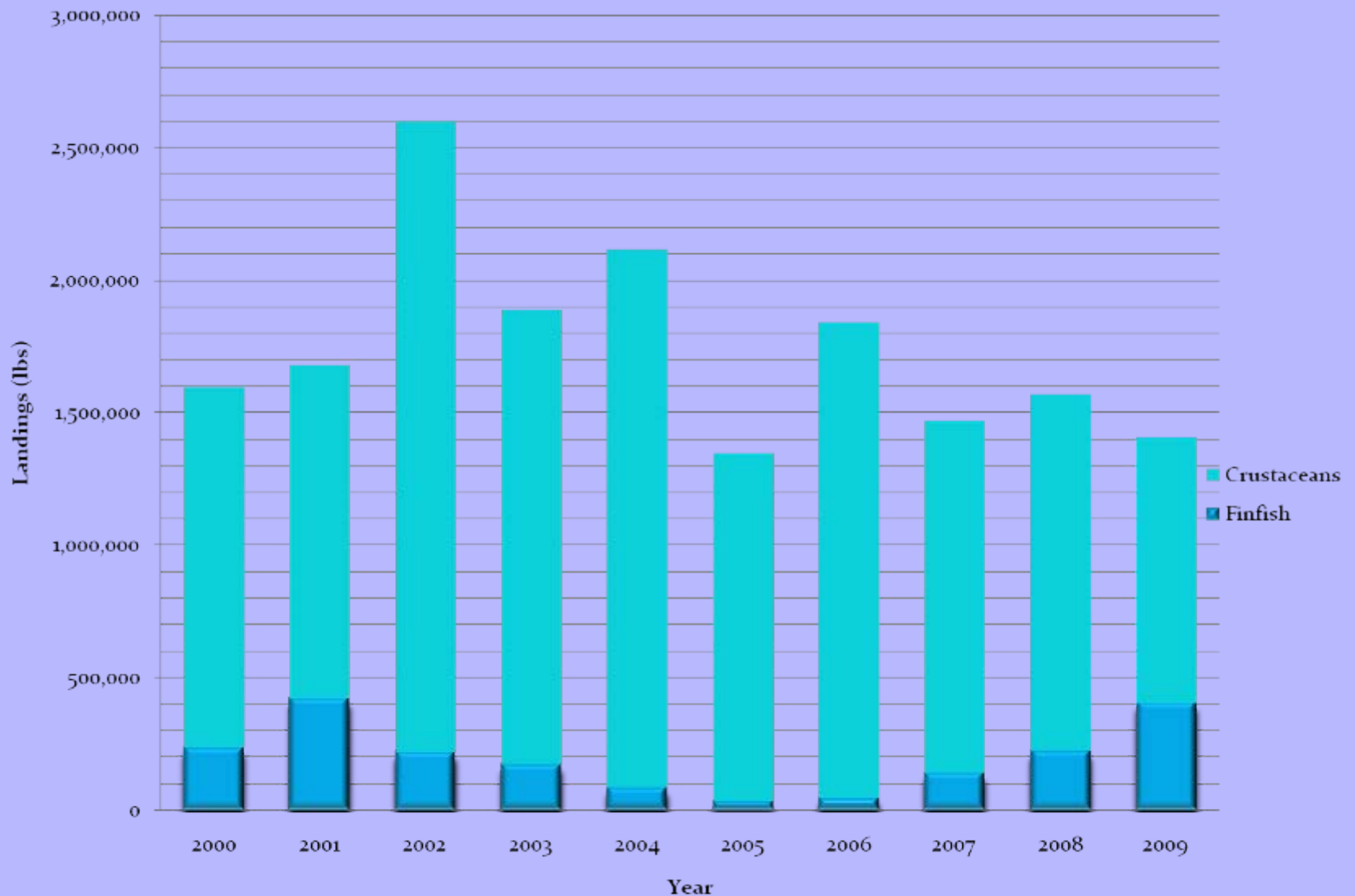
Albacore Tuna
2%



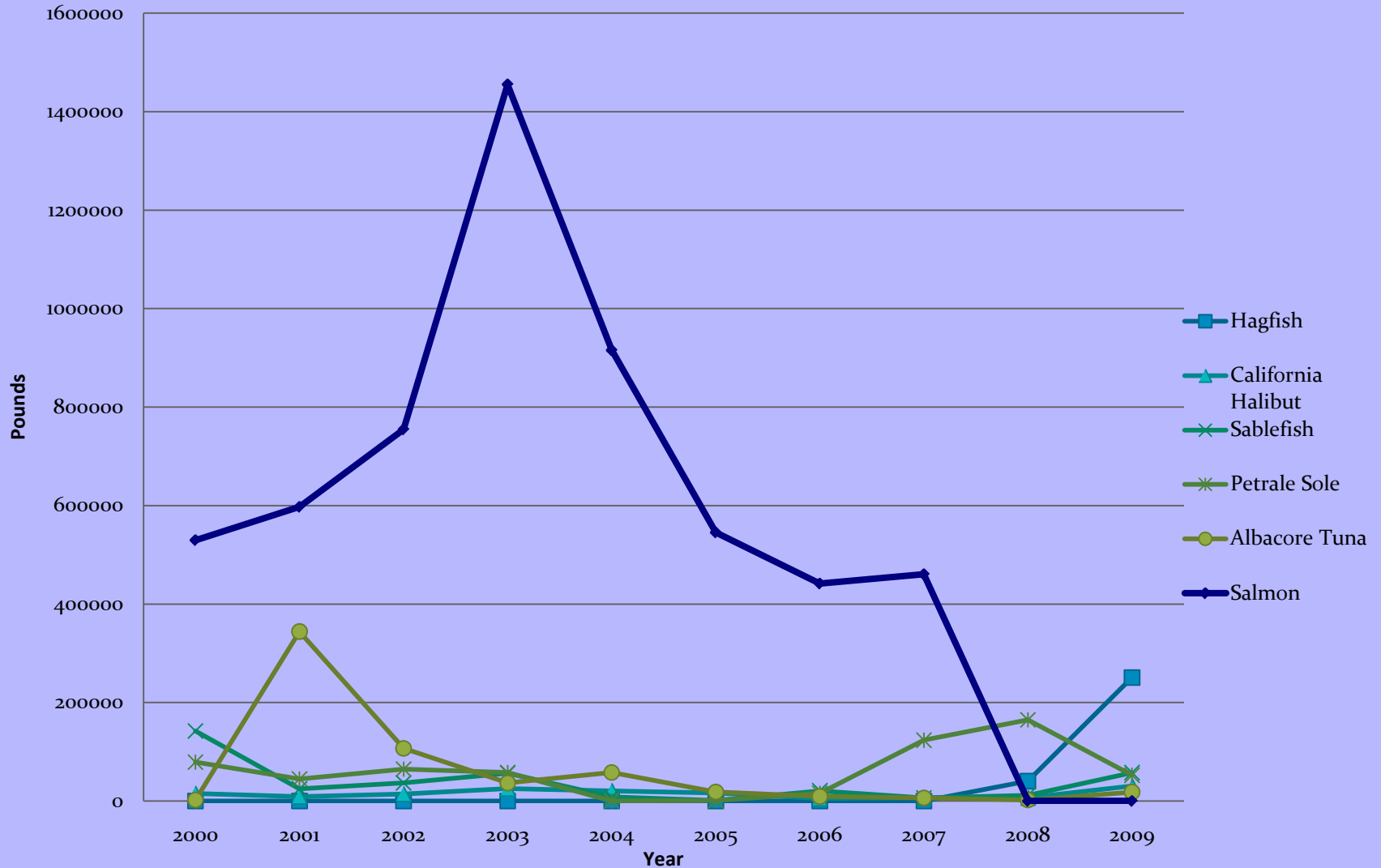
Dungeness Crab
37%



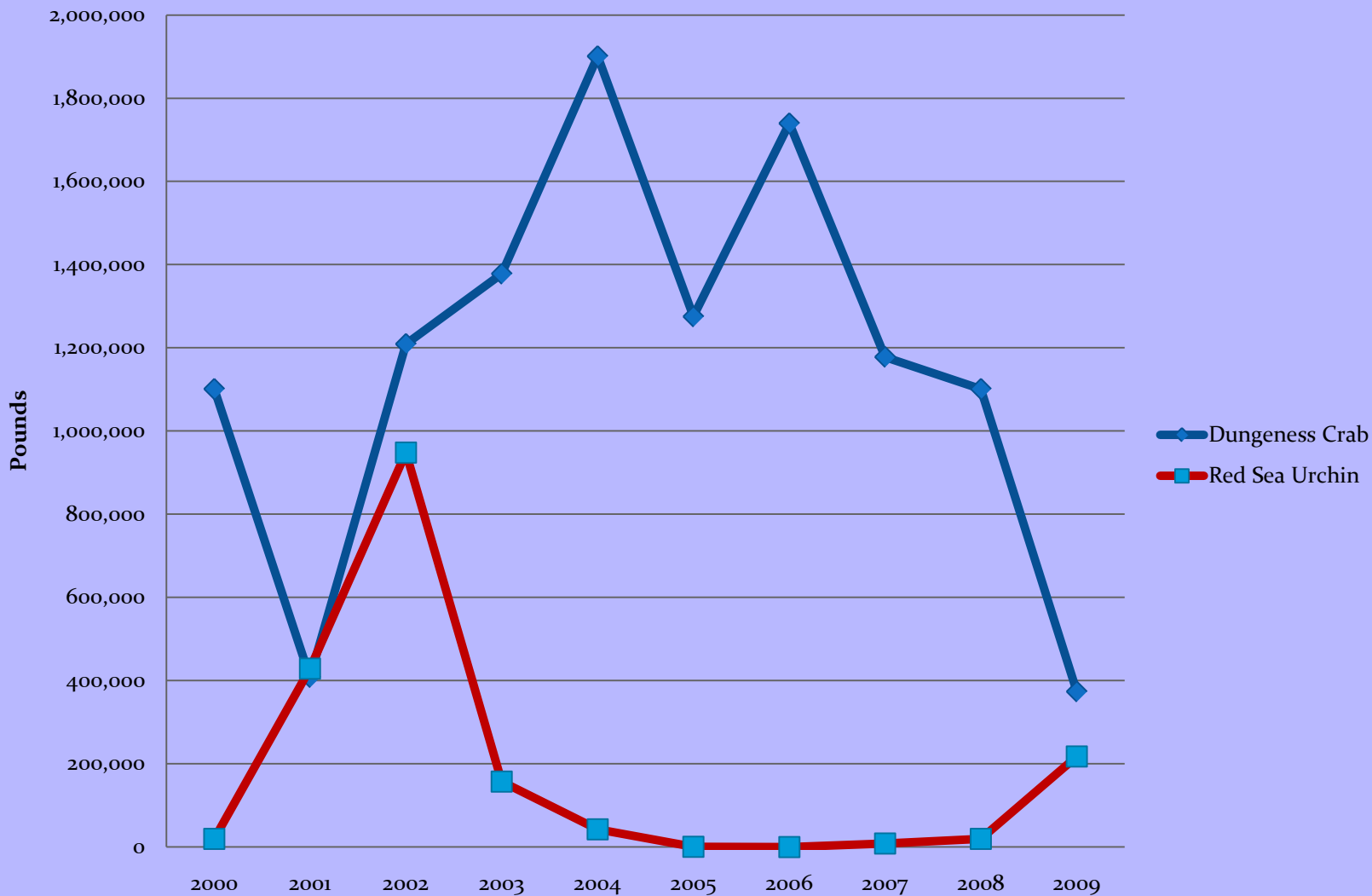
Bodega Bay Commercial Landing Totals for Selected Species



Bodega Bay Landing Totals for Selected Finfish



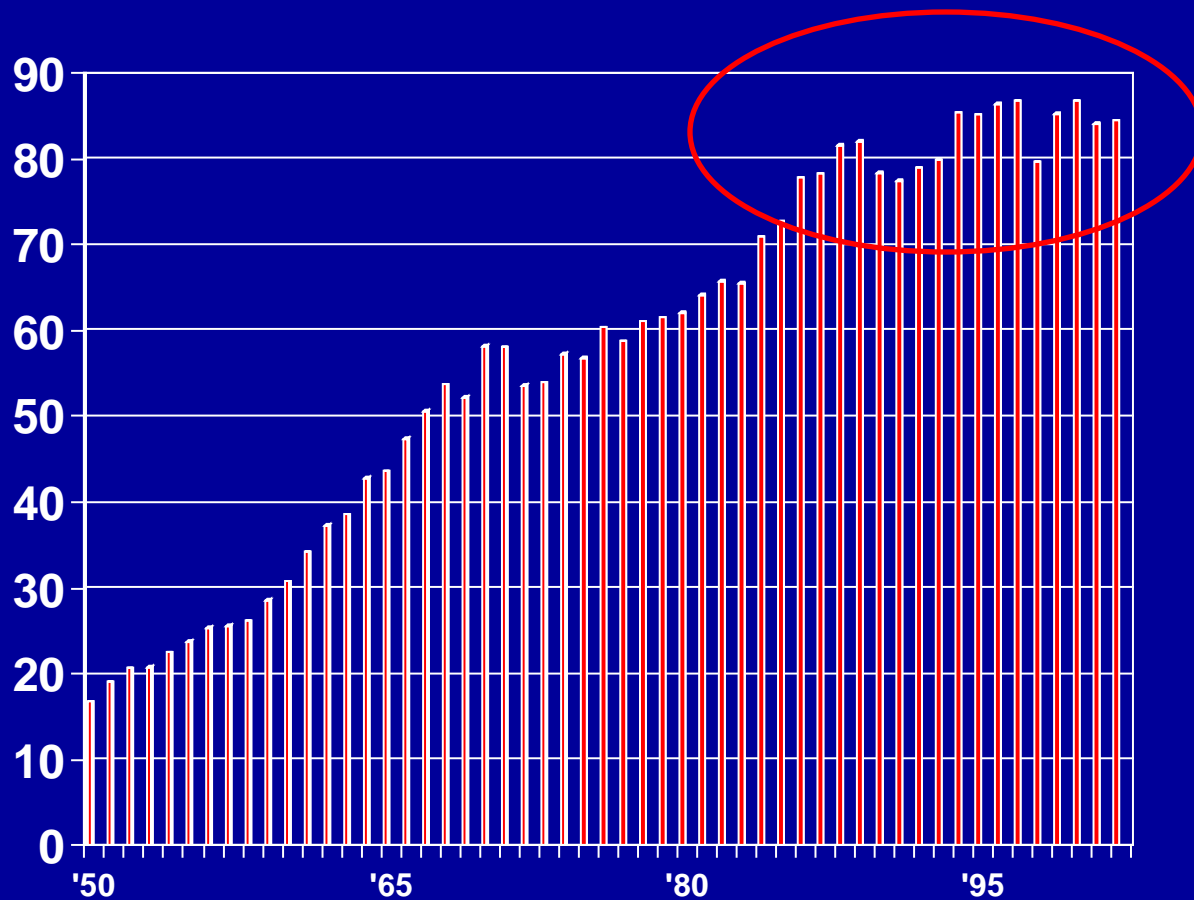
Bodega Bay Landing Totals for Selected Crustaceans



Fisheries and Aquaculture

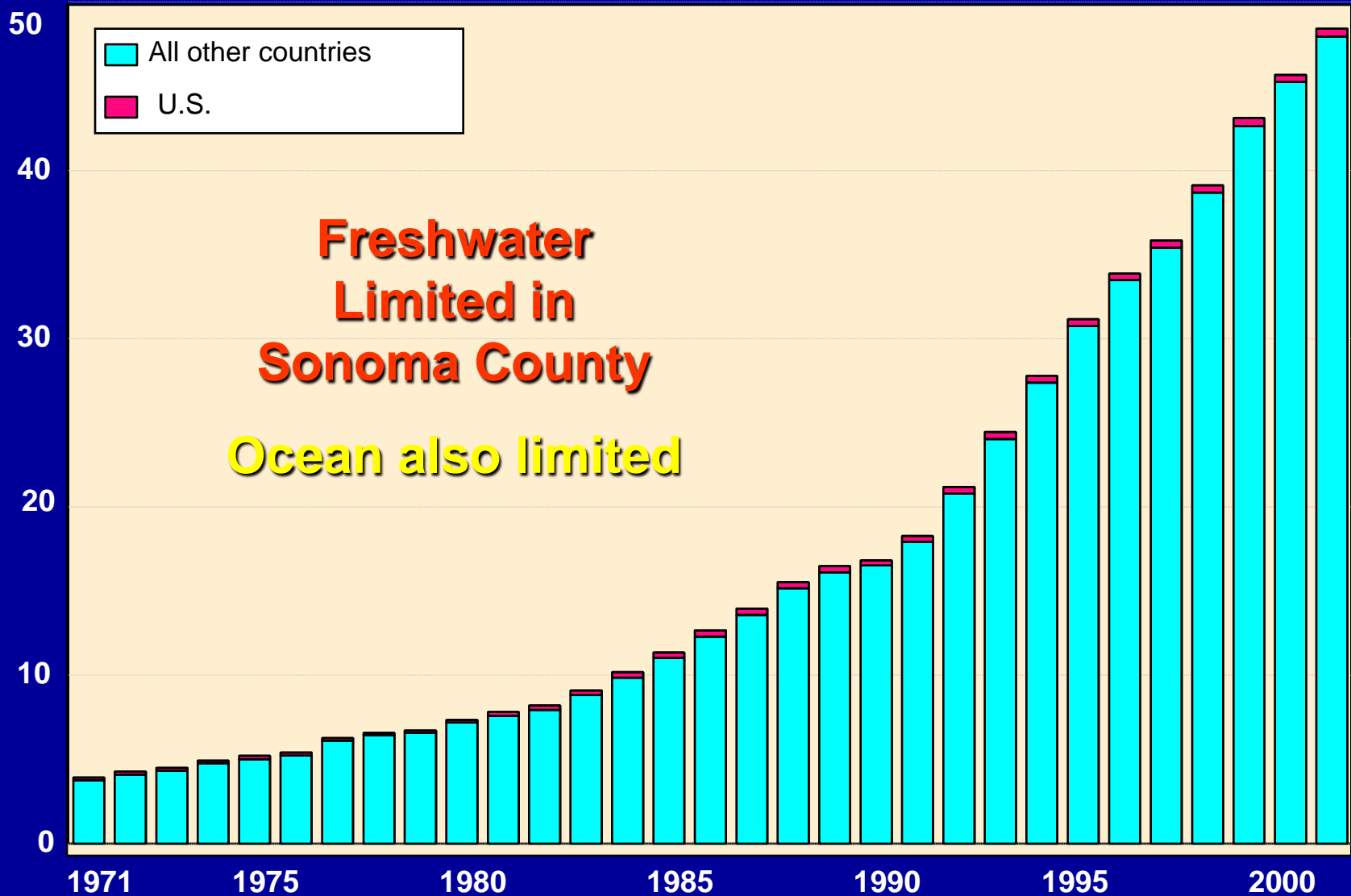
Global Fisheries Harvest

(million metric tons)

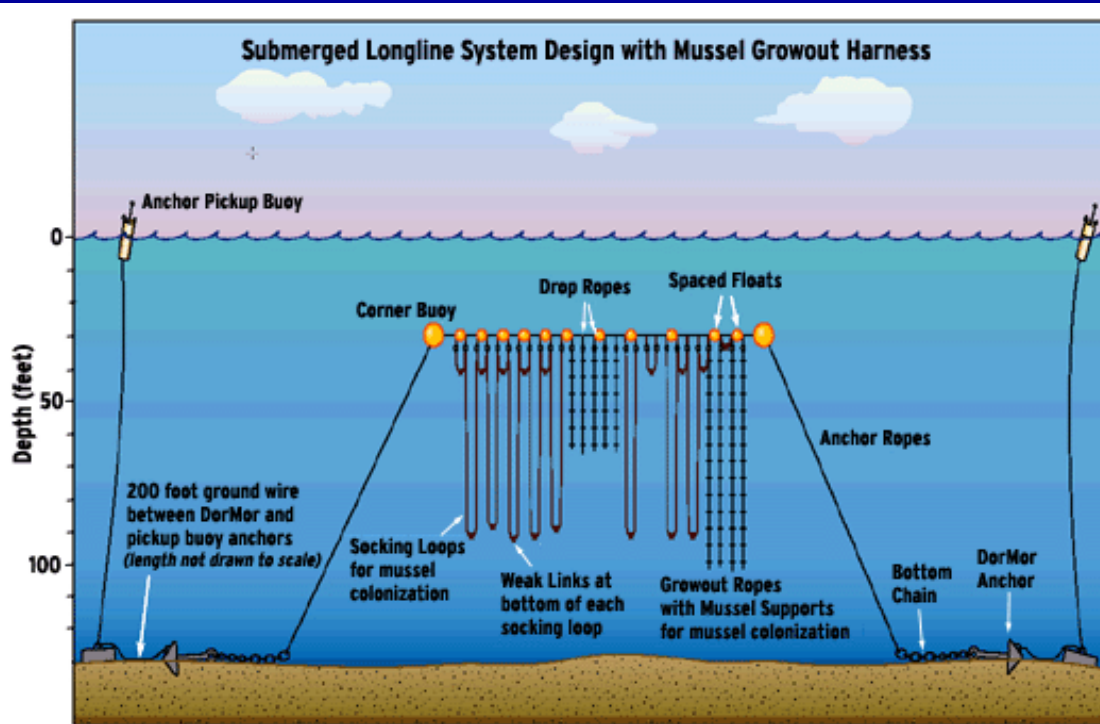


Global Aquaculture Production

Million MT



Mussel Culture



US Department of Commerce projects potential to increase shellfish production by 245,000 Ton

Marketing Help

1986-2002





SCAMP

*Taste Sonoma County's
natural wonders*



Chef's Tasting



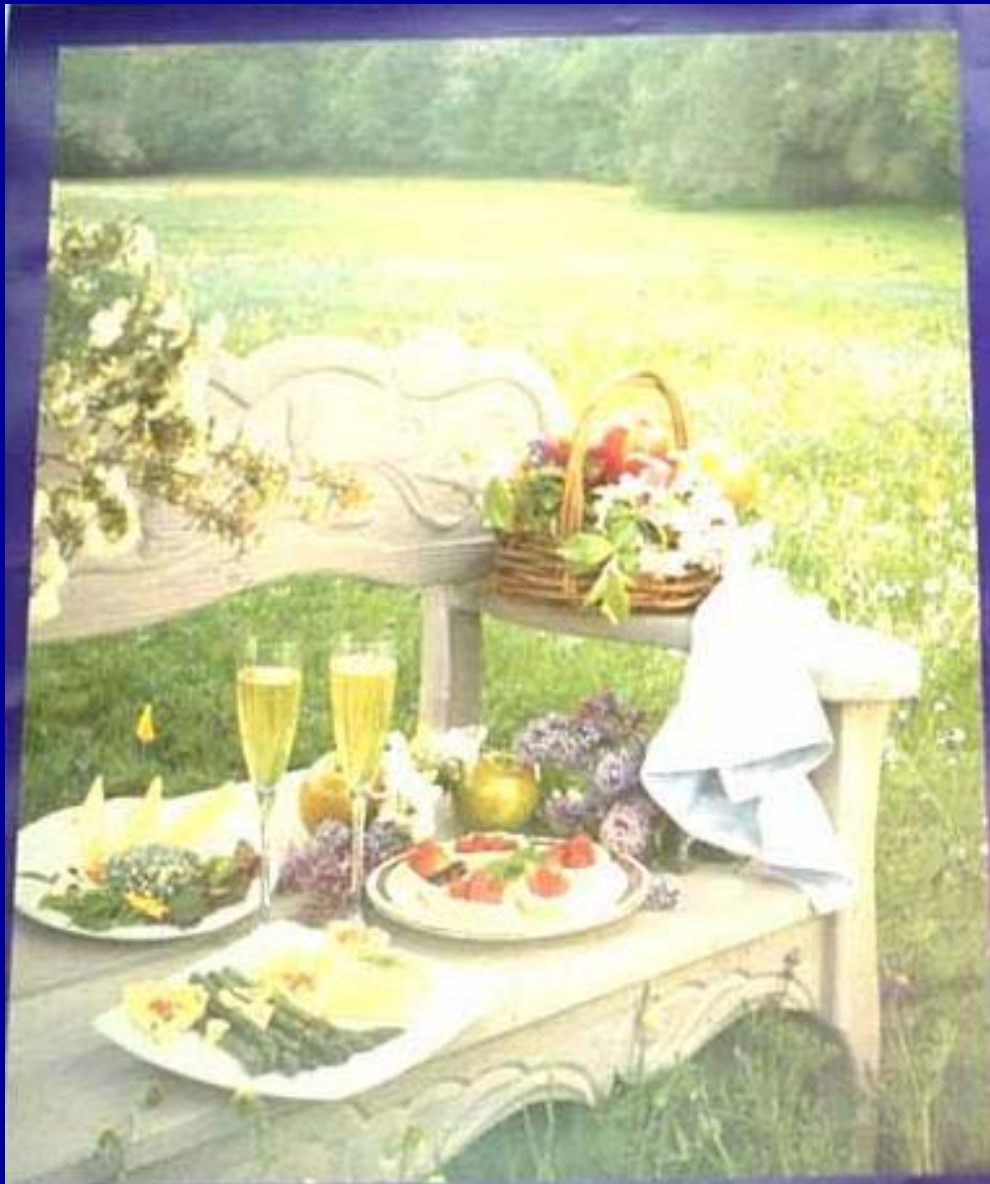
Chef's Tasting



SC Products Purchase Trial



SCAMP Marketing



A Taste OF **SONOMA COUNTY**

An August Celebration
in America's Premier
Food & Wine
Region

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SCAMP Marketing Seminar



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AMBER OAKS RASPBERRIES

Address: 2770 Shanley Rd
City/Zip: Auburn 95603
Phone: 530-885-3420
Email: frogberry51@hotmail.com
Website:

Hours: Mon., Wed., Sat., by appointment. Please call first
On Site Sales: YES
Certified Organic: NO
Tours: YES

Products: Blackberries Boysenberries Cherries Chestnuts Cut Flowers Eggplant Figs Grapes Kiwi Mandarins Melons Meyer Lemons Nursery Stock Nuts Olalaberries Peaches Pears Peppers Persimmons Plums Pomegranates Pumpkins Raspberries Registered cattle Rhubarb Squash (Summer) Squash (Winter) Strawberries Sweet Corn Thornless Blackberries Tomatoes

Description: A "pick your own" farm offering seasonal fresh berries, chestnuts, mandarins, kiwi, tomatoes, rhubarb, and many other varieties of seasonal produce. We have product year round. We also do school tours and field trips in October. It's fun - bring your family!

ANGEL ORCHARD

Address: 6165 Mt. Pleasant Road
City/Zip: Lincoln 95648
Phone:
Email:
Website:

Hours: Open 9am to 5pm
On Site Sales: YES
Certified Organic: YES
Tours: NO



Making local Agriculture Viable

- **Shop at stores that feature local products**
- **Shop at farmers markets**
- **Pay a bit more for local products**
- **Get friends and relatives to “buy Sonoma”**
- **Support Sonoma Producers**
- **Take pride in Sonoma**
- **Reduce dependence on Big Box Stores**

- **Don't put undue burden on farming**

Buy some Gravensteins



Visit a Tasting Room



**Locally produced,
fresh, great flavor**



Get a local Christmas tree



Go to a Kid Attraction



Buy a gift for someone at a Farm Store



Buy some Crab in Season

THE PRESS DEMOCRAT

WEDNESDAY, FEBRUARY 23, 2011

WWW.PRESSDEMOCRAT.COM

SANTA ROSA, CALIFORNIA

NEW MARKET FOR CRUSTACEANS

Estimated 50 percent of Bodega Bay catch being shipped to Asia



Ramzi Dymond, right, and Thomas Valdez unload crab Tuesday from the Sea Spirit, out of Fort Bragg, into a bin for North Coast Fisheries in Bodega Bay. The bounty of Dungeness crabs and the rising middle class in China has opened up a new market for fishermen.

Crabs bound for China

By CATHY BUSSEWITZ
THE PRESS DEMOCRAT

In record numbers this season, the plump Dungeness crabs fishermen have plucked from the waters out

girls who have figured out the tricky business of how to get the crabs over there alive.

"It's a market that appreciates high quality, live Dungeness crab," said Bill

from 2009 to 2010, according to customs data from the National Oceanic and Atmospheric Administration.

Exporters shipped 600,000 pounds of live, fresh, chilled or frozen crab to China

GADHAFI DEFIANT AS REGIME FRACTURES

Libyan leader pledges to fight to his 'last drop of blood'; Tripoli a war zone; key officials resign

By MAGGIE MICHAEL
and SARAH EL DEEB
ASSOCIATED PRESS

CAIRO — A defiant Muammar Gadhafi vowed to fight to his "last drop of blood" and urged his supporters to strike back against Libyan protesters to defend his embattled regime Tuesday, signaling an escalation of the crackdown that has thrown the capital into scenes of mayhem, with shooting and bodies in the streets.

But there were more signs that Gadhafi's 42-year regime was crumbling as more officials resigned and denounced him.

The speech by the Libyan leader, who shouted and punched his fists on the podium, was an all-out call for his backers to impose control over the capital and take back the cities.

After a week of upheaval, protesters backed by defectors' army units have claimed control over almost the entire eastern half of Libya's 1,000-mile Mediterranean coast, including several oil-producing areas.

"You must kill women who have Gadhafi... you must kill your brothers and fill the airports," he said. "Leave your houses and attack them in their beds."



Muammar Gadhafi

Libyan leader pledges to fight to his 'last drop of blood'; Tripoli a war zone; key officials resign

By MAGGIE MICHAEL and SARAH EL DEEB ASSOCIATED PRESS

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- 4-H Youth Development
- Master Gardeners
- Sudden Oak Death
- Viticulture
- Integrated Pest Management
- Livestock and Range Management
- Marine Science/Sea Grant
- Russian River Coho Salmon Recovery Program
- Watershed Management
- Specialty Crops and OLIVES
- Environmental Horticulture
- Nutrition and Consumer Sciences

Sonoma County Food Forum

[View Complete Calendar](#) | [Return to Partners In Creating a Sustainable Sonoma County](#)

Date: February 24, 2011

Time: 8:00 AM - 4:00 PM

Sponsor: Sonoma County

Location: Sonoma County Fairgrounds, Santa Rosa

Event Details

More information and registration [here](#), or type <http://ucanr.org/foodandfarm> into your browser.

Event Reminder

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