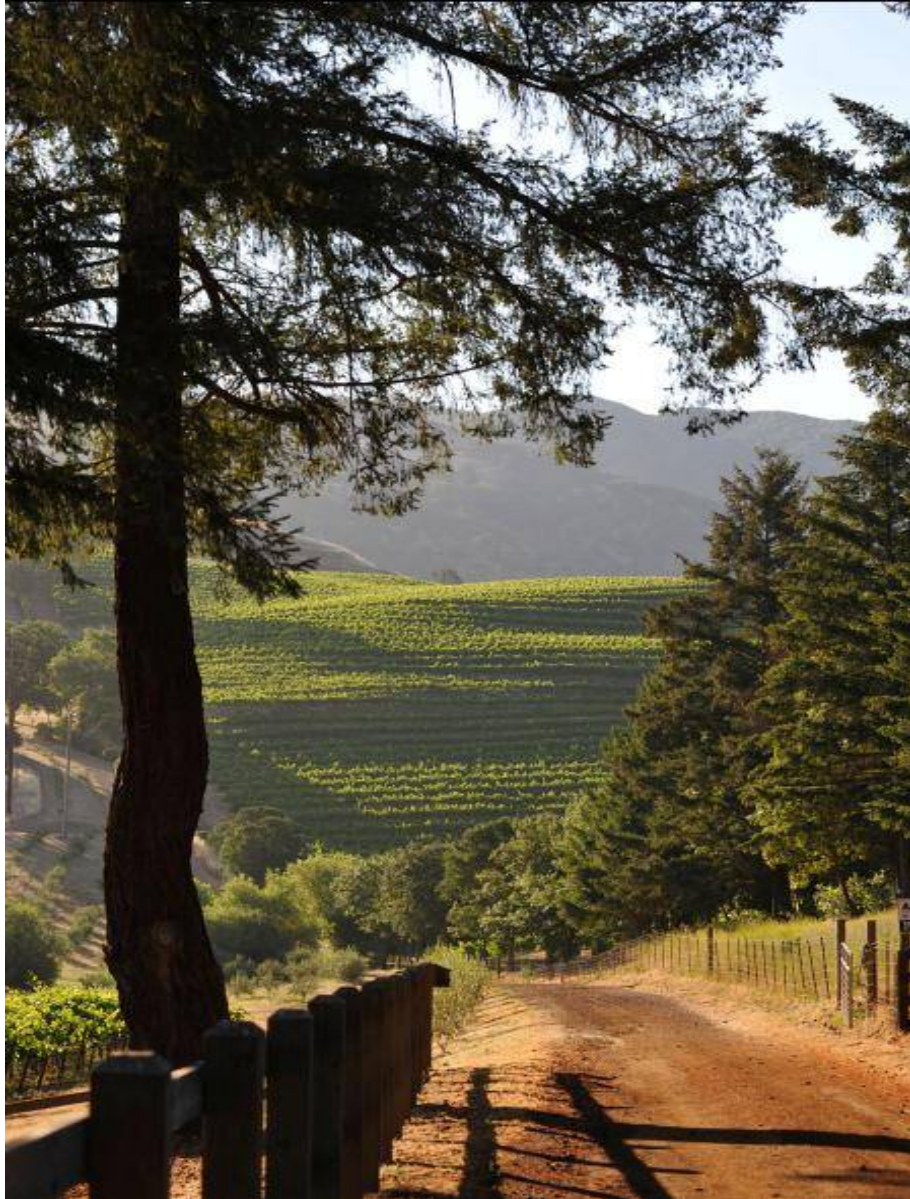


Mendocino County



2010 Crop Report

“Mendocino County, America’s Greenest Wine Region” is the slogan used by the Mendocino Wine and Winegrape Commission to describe this unique county and its commitment to sustainable agriculture. Mendocino county leads the state in organic winegrape acreage, boasting nearly 4000 acres of organic winegrapes that span ten distinct appellations. In addition to winegrapes, Mendocino also produces over 3000 acres of organic fruits, nuts, vegetable and forage crops. The commitment to sustainable agriculture takes many forms, including thousands of acres that are farmed biodynamically or under conservation programs such as Fish Friendly Farming. This commitment to sustainable agriculture enjoys strong community support with ten certified farmers markets and numerous CSA farms (Community Supported Agriculture). This approach to sustainability even extends to silviculture, with Mendocino County modeling sustainable forestry by managing forests not only for timber production, but also for watershed health, biodiversity, fisheries and wildlife. With the coastal zone and numerous inland valleys, Mendocino county supports a wide diversity of agricultural crops, making Mendocino county the agricultural gem of the north coast.

Cover Photo: Paul Dolan’s “Dark Horse Vineyards” taken by Tom Liden Photography

Published with the support of the Mendocino Wine and Winegrape Commission

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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

Carre Brown – District 1
John McCowen – District 2

John Pinches – District 3
Kendall Smith – CHAIR - District 4
Dan Hamburg – District 5

I am pleased to submit, in accordance with Section 2279 of the California Food and Agricultural Code, the 2010 Mendocino County Crop Report.

The **total gross agricultural value** for commodities produced in 2010 was **\$173,864,800**, a 21% increase from 2009. This increase is primarily due to the increase in timber values. The leading category in agricultural commodities was **winegrapes** with a value of **\$73,904,000**. Agricultural production, excluding timber, had a value of **\$116,191,400**, which is a decrease from 2009 of 1.5%. The decrease is mainly attributable to a 15% decrease in grape prices. This decline was partially offset by an increase in field and forage crops as well as improved cattle prices. The 2010 growing season experienced a wet spring followed by a cooler than average summer. These weather conditions negatively impacted fruit and nut crops, resulting in a late harvest, but improved rangeland quality which had suffered in recent years due to drought.

Timber was the second leading crop with a value of **\$57,673,418**. This was an increase of 127% from 2009, which represented the least board feet harvested since 1965 when these records were first kept. Mendocino County ranked 4th in the state in timber volumes for 2010.

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 and Caralyn Gulseth, for their contributions.

Respectfully submitted,

Tony Linegar
Agricultural Commissioner/Sealer

**MENDOCINO COUNTY
DEPARTMENT OF AGRICULTURE**

TONY LINEGAR
Agricultural Commissioner
Sealer of Weights and Measures

ANNUAL CROP REPORT FOR YEAR 2010

STAFF

CHUCK MORSE..... Assistant Agricultural Commissioner
Assistant Sealer of Weights & Measures

RAY HARRIE Ag/Measurement Standards Specialist III

DIANE CURRY Ag/Measurement Standards Specialist III

BARRY MCKEE..... Ag/Measurement Standards Specialist I

JENNIFER KRAUSS ... Office Manager

CARALYN GULSETH Staff Assistant II




SEASONAL INSPECTORS

Peggy Backup
Sheryl Greene
Aaron Hult
Tom Piper
Bill Kubran
Nan Tylicki

BOARD OF SUPERVISORS

CARRE BROWN..... District 1
JOHN MCCOWEN..... District 2
JOHN PINCHES... District 3
KENDALL SMITH, District 4
DAN HAMBURG..... District 5

FRUIT AND NUT CROPS

COMMODITY	YEAR	BEARING ACREAGE	TONS PER ACRE	PRODUCTION IN TONS	\$ PER TON	VALUE		
APPLES, TOTAL	2010	225	8.8	1,982	\$ 659.00	\$ 1,305,600.00		
	2009	237	10.8	2,560	\$ 481.00	\$ 1,232,900.00		
								
<i>Fresh</i>	2010			1,070	\$ 1,050.00	\$ 1,123,500.00		
	2009			1,408	\$ 676.00	\$ 951,800.00		
<i>Other (Dried, Juice, etc.)</i>	2010			912	\$ 210.00	\$ 191,500.00		
	2009			1,152	\$ 244.00	\$ 281,100.00		
WINE GRAPES, TOTAL	2010	16,657	4.0	65,884	\$ 1,122.00	\$ 73,904,000.00		
	2009	16,616	3.5	59,617	\$ 1,317.00	\$ 78,502,500.00		
								
<i>White</i>	2010			6,068	5	30,505		
<i>Varieties</i>	2009			6,069	4.4	26,914		
<i>Red</i>	2010			10,590	3.3	35,339		
<i>Varieties</i>	2009			10,547	3.1	32,703		
PEARS, TOTAL	2010	1,408	15.0	21,619	\$ 477.60	\$ 10,325,300.00		
	2009	1,398	18.4	25,744	\$ 391.00	\$ 10,065,900.00		
								
<i>Bartlett (1)</i>	2010			1,234	16	19,243	\$ 395.00	\$ 7,611,700.00
	2009			1,240	18.7	23,234	\$ 360.00	\$ 8,364,200.00
<i>Canning</i>	2010					12,824	\$ 270.00	\$ 3,462,500.00
	2009					15,564	\$ 265.00	\$ 4,124,500.00
<i>Fresh (1)</i>	2010					4,846	\$ 827.00	\$ 4,007,600.00
	2009					6,250	\$ 664.00	\$ 4,150,000.00
<i>Other (Baby Food Dried, Paste)</i>	2010					1,573	\$ 90.00	\$ 141,600.00
	2009					1,420	\$ 70.00	\$ 99,400.00
<i>Bosc (1)</i>	2010			107	15.0	1,605	\$ 1,024.00	\$ 1,643,500.00
	2009			107*	16.4	1,492	\$ 700.00	\$ 1,044,400.00
<i>Red (1)</i>	2010			67	11.5	771	\$ 1,388.00	\$ 1,070,100.00
	2009	67	15.2	1,018	\$ 660.00	\$ 671,900.00		
MISC. TOTAL (2)	2010	346				\$ 1,600,000.00		
	2009	339				\$ 1,736,000.00		
TOTALS	2010	18,636				\$ 87,134,900.00		
	2009	18590				\$ 91,537,300.00		

(1) The fresh values listed for pears are FOB values. The actual average prices (farm gate values) to the growers for 2010 were: Bartlett \$280, Bosc \$475, and Reds \$401. for 2009 were: Bartlett \$234, Bosc \$204, and Reds \$219.

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

*2009 revised

FRUIT, NUT, AND GRAPEVINE ACREAGE

CROP	ACRES BEARING	ACRES NON-BEARING	TOTAL
APPLES	250	2	252
WINE GRAPES, TOTAL	16,658	599	17,257
Red	10,590	276	10,866
White	6,068	323	6,391
OLIVES	86	5	91
PEARS, TOTAL	1,431	9	1,440
Bartlett	1,234	9	1,243
Red	67	0	67
Bosc	107	0	107
Other	23	0	23
WALNUTS, ENGLISH	39	0	39
MISCELLANEOUS*	175	5	180
TOTALS	18,639.0	620	19,259

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

LIVESTOCK INVENTORIES

COMMODITY	2010	2009
All Cattle and Calves	18,000	17,000
Beef Cows and Heifers, 2 years and older	8,600	9,000
Milk Cows	1,400	1,500
Sheep and Lambs, all	9,000	9,000
Swine	1,500	1,500



LIVESTOCK PRODUCTION

COMMODITY	YEAR	NO. OF HEAD	TOTAL CWT** LIVE WT.	\$ PER	\$ VALUES
CATTLE AND CALVES	2010	8,900	61,766	\$105.00	\$6,485,400
	2009	9,700	77,600	\$74.98	\$5,818,400
SHEEP AND LAMBS	2010	3,300	2,871	\$109.00	\$312,900
	2009	3,777	3,761	\$101.00	\$379,900
SWINE	2010	850	1,275	\$54.90	\$70,000
	2009	800	1,920	\$42.30	\$81,200
MISCELLANEOUS*	2010				\$850,000
	2009				\$950,000
TOTALS	2010				\$7,718,300
	2009				\$7,229,500

*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	2010	232,251 CWT.	\$16.71	\$3,882,000
	2009	274,498 CWT.	\$12.97	\$3,560,200
WOOL	2010	31,000 LB.	\$1.99	\$61,700
	2009	36,200 LB.	\$1.76	\$63,700
MISCELLANEOUS*	2010			\$2,100,000
	2009			\$2,350,000
TOTALS	2010			\$6,043,700
	2009			\$5,973,900

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

NURSERY PRODUCTION

COMMODITY	YEAR	GREENHOUSE SQUARE FEET	FIELD ACRES	\$ VALUES
Nursery*	2010	190,834	59	\$3,167,000
	2009	190,834	59	\$2,879,000
Christmas Trees	2010	N/A	N/A	\$20,000
	2009	N/A	N/A	\$21,000
TOTALS	2010	190,834	64	\$3,187,000
	2009	190,834	64	\$2,900,000

*Includes turf and cut flowers



VEGETABLE CROPS

COMMODITY	YEAR	ACRES	\$ VALUES
Miscellaneous Vegetables*	2010	320	\$1,200,000
	2009	320	\$1,000,000

*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	2010	6,000	9.00 AUM*	54,000	\$19.00	\$1,026,000
	2009	6,000	9.00 AUM*	54,000	\$19.00	\$1,026,000
PASTURE, other (grassland, coast bench)	2010	365,000	.98 AUM*	357,700	\$11.10	\$3,970,500
	2009	365,000	.70 AUM*	255,000	\$11.10	\$2,830,500
RANGE	2010	355,000	.69 AUM*	245,000	\$7.80	\$1,911,000
	2009	355,000	.50 AUM*	177,500	\$7.80	\$1,384,500
MISCELLANEOUS**	2010					\$4,200,000
	2009					\$4,000,000
TOTALS	2010					\$11,107,500
	2009					\$9,241,000

*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	2010	2009
Log Production (board feet)	94,724,000	43,801,000
Total Stumpage Value, net	\$29,256,218	\$12,315,524
Total Value at Mill, gross	\$57,673,418	\$25,448,381

1) Calendar year 2010 demonstrated an improvement in timber harvest activity over 2009 [the lowest rate of harvest since initiation of Mendocino County timber data collection (1965)]

2) The year saw a 118% increase in harvest yields for Mendocino County from the previously reported year. The harvest level represents 100% extraction 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 reflects a 9% increase from the 2009 value of \$281/mbf.

4) The combined value of delivered value at the mill includes both stubpage (\$308/mbf) and logging and hauling costs (approx. \$300/mbf) for a total value of \$608/mbf=\$57,673,418.

5) Mendocino County produced 8.01% of the total timber produced in the state in 2010.

6) Mendocino County ranked 4th in the state in timber volumes for 2010. The top ranking counties in 2010 were Humboldt, Siskiyou, Shasta, Mendocino and Plumas.

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)
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
2001	117,596,000	\$80,072,500



SUSTAINABLE AGRICULTURE IN 2010

ORGANIC ACRES

CROPS	ACRES
Wine grapes	3,923
Fruits & Nuts	270
Vegetables	307
Herbs	36
Pasture/Forage/Grain	2,867
Nursery & Cut Flowers	4
TOTAL	7,407

BIOLOGICAL CONTROL

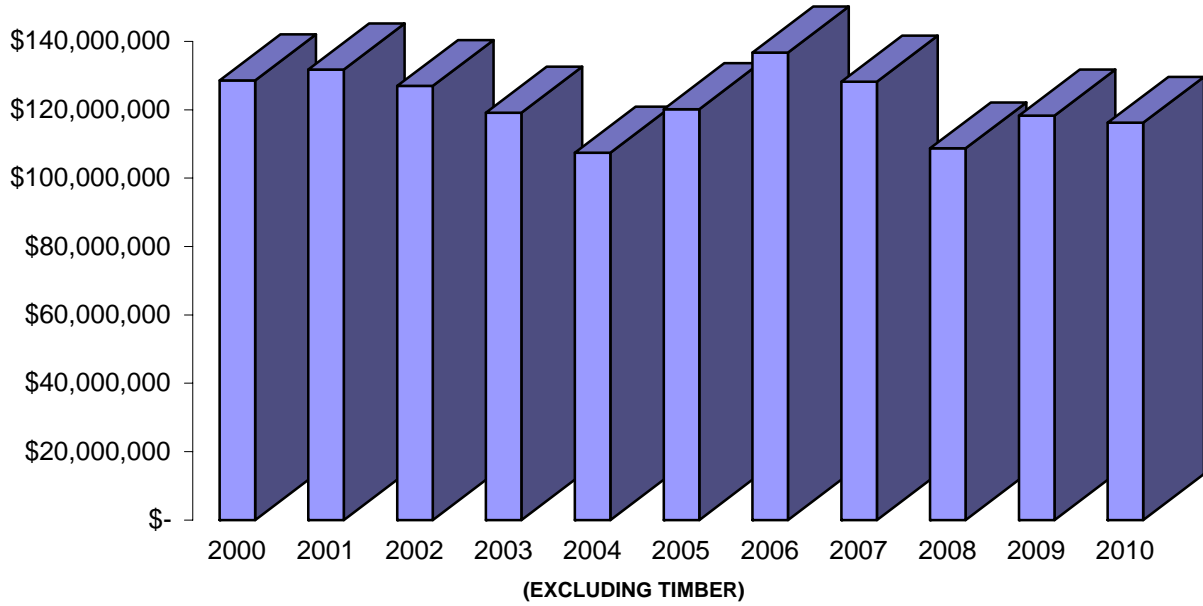
BIO-CONTROL AGENT	SCOPE OF PROGRAM
Bull Thistle Gall Fly	3 Sites
Gorse Weevil	Generally Distributed
Gorse Spider Mite	Generally Distributed
Italian Thistle Seed Head Weevil	Widely Distributed
Klamath Weed Beetles	Widely Distributed
Klamath Weed Root Borers	Widely Distributed
Puncture Vine Seed Weevil	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 Rust (<i>Puccinea jaceae</i>)	6 Sites (Failed to establish)

PEST EXCLUSION

Parcel Post & Truck Shipment Inspections

SHIPMENTS INSPECTED	EXOTIC PESTS INTERCEPTED	SHIPMENTS REJECTED
1401	5	8

**VALUE OF MENDOCINO COUNTY AGRICULTURE
2000 - 2010**

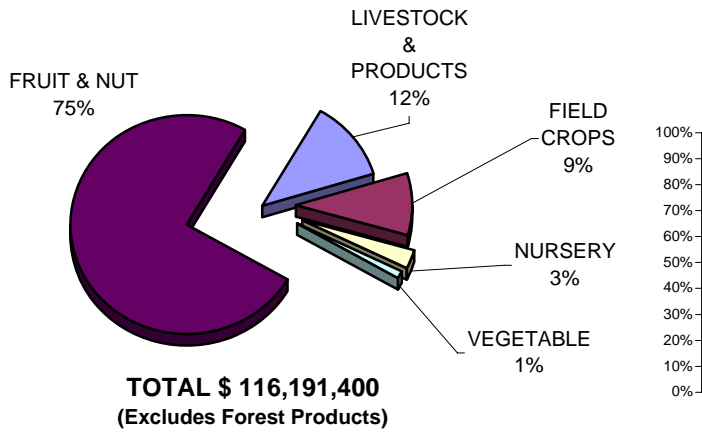


2010 MILLION DOLLAR CROPS

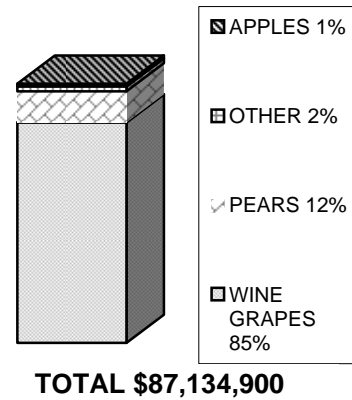
WINE GRAPES	\$	73,904,000
TIMBER	\$	57,673,418
CATTLE & CALVES	\$	9,485,400
BARTLETT PEARS	\$	7,611,700
PASTURE	\$	3,970,500
MILK	\$	3,882,000
NURSERY	\$	3,167,000
BOSC PEARS	\$	1,643,500
APPLES	\$	1,305,600
RED PEARS	\$	1,070,100
PASTURE, IRRIGATED	\$	1,026,000

SHARES OF AGRICULTURAL VALUE MENDOCINO COUNTY 2010

ALL AGRICULTURE (EXCLUDING TIMBER)



FRUIT & NUT CROPS



SUMMARY OF PRODUCTION

COMMODITY	2010	2009
FRUITS AND NUTS	\$ 87,134,900	\$ 91,537,300
LIVESTOCK PRODUCTION	\$ 7,718,300	\$ 7,229,500
LIVESTOCK AND POULTRY PRODUCTS	\$ 6,043,700	\$ 5,973,900
NURSERY PRODUCTION	\$ 3,187,000	\$ 2,900,000
VEGETABLE CROPS	\$ 1,200,000	\$ 1,000,000
FIELD CROPS	\$ 10,907,500	\$ 9,509,000
FOREST PRODUCTS	\$ 57,673,418	\$ 25,448,400
TOTALS	\$ 173,864,818	\$ 143,598,100

SUPPLEMENT TO CROP REPORT: COMMERCIAL FISH CATCH

COMMODITY	TOTAL LBS	TOTAL VALUE
SABLEFISH	1,010,370	\$ 2,487,053
SEA URCHIN, RED	3,167,529	\$ 2,050,317
SALMON, CHINOOK	171,442	\$ 966,477
CRAB, DUNGENESS	274,088	\$ 521,294
SOLE, DOVER	1,512,266	\$ 450,233
ROCKFISH, CHILIPEPPER	368,075	\$ 209,846
TUNA, ALBACORE	159,968	\$ 196,440
THORNYHEAD, SHORTSPINE	196,956	\$ 178,707
SOLE, PETRALE	124,291	\$ 138,713
THORNYHEAD, LONGSPINE	401,169	\$ 123,768
MICELLANEOUS	398,029	\$ 368,395
TOTALS	7,784,183	\$ 7,691,243



COMMERCIAL FISH CATCH TEN YEAR VALUE COMPARISON

YEAR	POUNDS	VALUE
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
2001	8,390,895	\$ 7,488,535

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>
1909-10	29.89	1942-43	40.41	1975-76	18.75
1910-11	32.99	1943-44	26.19	1976-77	14.20
1911-12	25.73	1944-45	31.74	1977-78	53.66
1912-13	33.40	1945-46	36.11	1978-79	30.23
1913-14	54.85	1946-47	25.90	1979-80	44.79
1914-15	49.28	1947-48	32.93	1980-81	26.82
1915-16	34.80	1948-49	27.53	1981-82	55.82
1916-17	30.23	1949-50	29.75	1982-83	70.19
1917-18	23.43	1950-51	42.28	1983-84	43.76
1918-19	37.23	1951-52	47.74	1984-85	27.40
1919-20	19.05	1952-53	45.06	1985-86	48.68
1920-21	47.94	1953-54	35.74	1986-87	25.25
1921-22	28.74	1954-55	25.63	1987-88	30.22
1922-23	30.35	1955-56	51.09	1988-89	31.48
1923-24	16.19	1956-57	32.36	1989-90	26.91
1924-25	47.44	1957-58	58.87	1990-91	26.00
1925-26	26.33	1958-59	26.42	1991-92	31.38
1926-27	47.32	1959-60	32.60	1992-93	50.49
1927-28	34.94	1960-61	34.89	1993-94	23.73
1928-29	24.44	1961-62	31.46	1994-95	58.88
1929-30	31.08	1962-63	44.45	1995-96	44.10
1930-31	20.06	1963-64	24.96	1996-97	39.07
1931-32	27.67	1964-65	50.84	1997-98	63.95
1932-33	24.71	1965-66	35.46	1998-99	34.77
1933-34	25.21	1966-67	43.16	1999-00	33.81
1934-35	33.05	1967-68	32.95	2000-01	26.68
1935-36	37.83	1968-69	51.28	2001-02	31.74
1936-37	29.24	1969-70	48.71	2002-03	49.70
1937-38	55.13	1970-71	38.31	2003-04	38.99
1938-39	22.86	1971-72	25.61	2004-05	41.46
1939-40	41.01	1972-73	42.09	2005-06	60.39
1940-41	56.92	1973-74	57.09	2006-07	26.15
1941-42	48.21	1974-75	38.60	2007-08	31.64
				2008-09	22.68
				2009-10	40.51

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
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
2006	\$ 107,151,500	\$ 8,158,500	\$ 5,685,400	\$ 3,278,900	\$ 954,600	\$ 11,907,100	\$ 137,136,000



TOP TEN GRAPE VARIETY VALUES 2010

VARIETY	Acres Bearing	Acres Total	TONS	VALUE PER TON	TOTAL VALUE
Chardonnay	4539	4665	23,625.1	\$969.77	\$22,910,913
Pinot Noir	2405	2514	6,726.7	\$2,357.42	\$15,857,657
Cabernet Sauvignon	2405	2461	9,811.0	\$1,144.39	\$11,227,610
Zinfandel	1957	1983	4,743.6	\$1,323.84	\$6,279,767
Merlot	1708	1708	7,041.8	\$757.05	\$5,330,994
Sauvignon Blanc	742	780	3,740.6	\$1,002.82	\$3,751,048
Syrah	718	718	2,587.5	\$1,072.44	\$2,774,938
Petite Sirah	512	554	1,830.3	\$1,307.76	\$2,393,593
Gewurtzraminer	215	216	837.4	\$1,164.86	\$975,453
Carignane	385	385	994.6	\$704.79	\$700,984

MENDOCINO COUNTY'S 2005-2010 EXPORT TRADE PARTNERS

Mendocino County commodities have been exported to these thirty-one countries.



"Agriculture, for an honorable and high-minded man," says Xenophon, "is the best of all occupations and arts by which men procure the means of living."

-Amos Bronson Alcott

MENDOCINO COUNTY
Tony Linegar, Agricultural Commissioner

WINE GRAPE VALUE VS TIMBER VALUE

