

July 7, 2025

Dear UC Thelma Hansen Grant Program

Re: Completion and submission of Project

Project Title: Determining Economic Viability and Sustainability of Cilantro and Parsley  
Production via Production Cost and Profitability Analyses in Ventura County, 2023-24

First, I would like to thank the Hansen Trust board and director for funding the project and their support for allowing us an extension due to the challenges we faced following personnel changes and departmental restructuring.

I am pleased to say that ANR leadership, recognizing the significance of the budget planner program, has now appointed Karen Jetter, Research Economist and Associate Director, UC ANR Policy Institute to oversee the budget planner data entry and the staff for UCCE projects.

Regarding the cilantro and parsley, both crops show profitability. In farm management growers plan and strategize how to mix crops/enterprises that maximize the farm profitability and sustainability. Hence these studies provide information relevant to how much to produce and when to produce. In addition, these studies are used as financial transaction tools such as for loan requests by growers and loan analyses by lenders, and for evaluation of insurance claims and asset appraisals by allied industries. Government agencies such as the California Department of Agriculture (CDFA) and the United States Department of Agriculture (USDA) also use the information when developing and implementing agricultural policies and programs. Attached are the reports for cilantro and parsley cost studies.

Sincerely



Etaferahu Takele

Area Farm Management Economist, Southern California