


# SAN MATEO COUNTY

## 1997 AGRICULTURAL CROP REPORT



GROWN-PACKED-SHIPPED BY  
**KUWAHARA BROS.**  
LEVEL LEA FARM  
PESCADERO --- CALIFORNIA


Grade



GROWN AND PACKED BY  
**JELICH RANCH**  
PORTOLA VALLEY, SAN MATEO COUNTY, CALIFORNIA

**LUCCHESE BROS.**  
PURISSIMA, CALIF.

*Glamour Girl*  
BRAND  
"TOP QUALITY"  
CALIFORNIA VEGETABLES  
GROWERS AND SHIPPERS HALF-MOON BAY GROWERS ASSN., SAN FRANCISCO, CALIF.



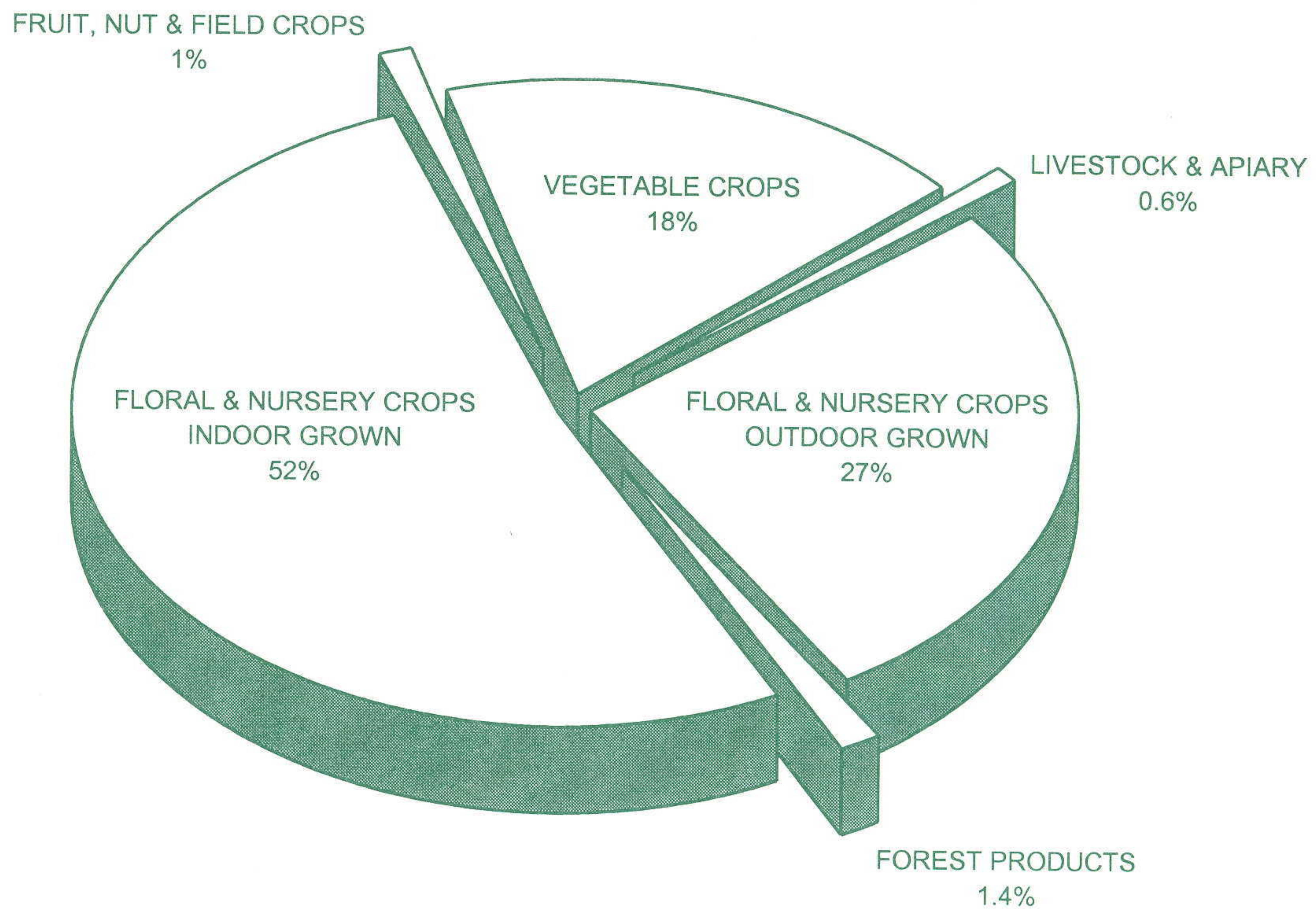
**COAST QUEEN**  
California VEGETABLES

**PESCADERO**  
BRAND  
**PEAS**



# SAN MATEO COUNTY 1997 CROP SUMMARY

TOTAL PRODUCTION VALUE \$218,644,000



## *On The Cover:*

Our 1997 Crop Report recalls produce labels from years past which were used by San Mateo County fruit and vegetable growers. These labels were in use between 1930 and the mid-1950's, with the exception of the Lucchesi Bros. label which was in use during the 1920's. Many of the labels from this time period were "stock" labels. A label printer would travel from farm to farm with an assortment of preprinted labels for various crops. Growers would select the label they wanted for their own produce boxes, and the name and address of the grower would be added to the label right at the ranch. Examples of stock labels include Lucchesi Bros., Kuwahara Bros., and Jelich Ranch. Other growers and packers designed their own labels. Examples of custom labels include Coast Queen, Fog Belt, Glamour Girl and Pescadero Peas.

Our department would like to thank Jack Olsen with the San Mateo County Farm Bureau for providing the produce labels. We also extend our congratulations to San Mateo County Farm Bureau on their 50th anniversary of incorporation.

SAN MATEO COUNTY DEPARTMENT OF AGRICULTURE/WEIGHTS & MEASURES  
728 Heller Street • P.O. Box 999 • Redwood City, California 94064-0999  
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**SAN MATEO COUNTY**  
**DEPARTMENT OF AGRICULTURE/WEIGHTS AND MEASURES**

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**Ann M. Veneman, Secretary**  
California Department of Food and Agriculture

and

**San Mateo County Board of Supervisors**

Mary Griffin, 1st District  
Tom Huening, 2nd District  
Richard S. Gordon, 3rd District  
Ruben Barrales, 4th District  
Michael D. Nevin, 5th District

I am pleased to submit the 1997 Agricultural Crop Report for San Mateo County in compliance with Section 2279 of the California Food and Agricultural Code. Also included is the Sustainable Agriculture Report in accordance with Section 2272 of the Code.

The production values in this report represent gross values and do not reflect the cost of production. The total gross value of San Mateo County agricultural production for 1997 was \$218,644,000. This represents a 5.5% increase over the total production value for 1996, and is an all-time high for the San Mateo County agricultural industry. The total gross value does not reflect the real impact agricultural production has on the local economy. For every dollar of agricultural production, a multiplier factor of 3.5 may be applied. Using this factor, the estimated economic impact on San Mateo County for 1997 was \$765,254,000.

Vegetables and field flower crops rebounded from the 1996 storm damage; however, late spring rains in 1996 took a toll on production levels for some crops such as wine grapes. Increases in production value were evident for artichokes, snap beans, leeks and for a number of floral and nursery crops. Additionally, board feet and value of harvested timber remained high.

I wish to express my appreciation to all individuals, growers and agencies who contributed information for the preparation of this crop report. Special thanks goes to Ronald Pummer on my staff who helped compile the report.

Respectfully submitted,

**Gail M. Raabe**  
Agricultural Commissioner  
Sealer of Weights and Measures

# FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Square Feet	Production	Unit	VALUE	
					Per Unit	Total
<b>Cut Flowers</b>						
Alstroemeria	1997	761,000	518,000	Bunch	\$ 1.71	\$ 886,000
	1996	647,000	496,000	Bunch	1.75	868,000
Carnations	1997	497,000	3,656,000	Bloom	.20	731,000
	1996	558,000	5,301,000	Bloom	.15	795,000
Roses	1997	535,000	6,946,000	Bloom	.27	1,875,000
	1996	544,000	10,680,000	Bloom	.25	2,670,000
Snapdragons	1997	2,920,000	2,628,000	Bunch	2.50	6,570,000
	1996	2,240,000	3,580,000	Bunch	2.80	10,024,000
Miscellaneous <sup>1</sup> Cut Flowers	1997	868,000				2,761,000
	1996	729,000				2,715,000
<b>Potted Plants</b>						
Flowering						
Chrysanthemums	1997	474,000	1,095,000	Pot	3.20	3,504,000
	1996	467,000	1,054,000	Pot	3.20	3,373,000
Lilies <sup>2</sup>	1997	654,000	847,000	Pot	5.13	4,345,000
	1996	654,000	841,000	Pot	4.80	4,037,000
Orchids	1997	489,000	570,000	Pot	13.85	7,895,000
	1996	457,000	462,000	Pot	13.75	6,353,000
Poinsettias	1997	597,000	1,002,000	Pot	4.55	4,559,000
	1996	557,000	949,900	Pot	4.50	4,275,000
Miscellaneous <sup>3</sup>	1997	6,910,000				52,287,000
	1996	6,765,000				49,573,000
Foliage <sup>4</sup>	1997	3,675,000				26,093,000
	1996	2,497,000				25,487,000
Subtotal	1997	18,380,000				\$111,506,000
	1996	16,115,000				110,170,000
<b>Propagated</b>						
Bedding Plants (Ivy, Impatiens, Marigolds, etc.)	1997	431,000				1,365,000
	1996	496,000				1,651,000
Cuttings and Liners (Ferns, Hydrangea, Ivy, etc.)	1997	184,000				416,000
	1996	191,000				402,000
<b>TOTAL</b>	1997	18,995,000				\$113,287,000
	1996	16,802,000				112,223,000
		Total Glass and Plastic Areas		5,970,000 Square Feet		

<sup>1</sup> Includes Chrysanthemum, Freesia, Gardenia, Lilies, Orchids, etc.

<sup>2</sup> Includes Calla Lilies, Easter Lilies, Hybrid Lilies, Oriental Lilies, etc.

<sup>3</sup> Includes Azaleas, Cyclamen, Gardenias, Gerberas, Hydrangea, Primula, Roses, Tulips, etc.

<sup>4</sup> Includes Dieffenbachia, Ficus, Ivy, Philodendron, Pothos, etc.

# FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Production	Unit	VALUE	
					Per Unit	Total
Daisies	1997	196	2,140,000	Bunch	\$ .80	\$ 1,712,000
	1996	201	2,252,000	Bunch	.80	1,802,000
Gypsophila	1997	47	314,000	Bunch	2.00	628,000
	1996	47	211,000	Bunch	1.75	369,000
Heather	1997	76	182,000	Bunch	2.25	410,000
	1996	79	206,000	Bunch	2.00	412,000
Iris	1997	60	1,109,000	Bunch	3.10	3,438,000
	1996	57	1,145,000	Bunch	2.50	2,863,000
Larkspur	1997	31	130,000	Bunch	2.87	373,000
	1996	30	101,000	Bunch	2.80	283,000
Stock	1997	66	240,000	Bunch	2.63	631,000
	1996	67	296,000	Bunch	2.11	625,000
Strawflowers <sup>1</sup>	1997	77	164,000	Bunch	1.75	287,000
	1996	77	250,000	Bunch	1.50	375,000
Sunflowers	1997	42	261,000	Bunch	2.35	613,000
	1996	*	*		*	*
Miscellaneous Flower/Foliage <sup>2</sup>	1997	265				4,517,000
	1996	299				4,980,000
Subtotal	1997	860				\$12,609,000
	1996	857				11,709,000
<b>Ornamentals</b>						
Herbaceous Perennials <sup>3</sup>	1997	21				3,693,000
	1996	21				3,474,000
Christmas Trees	1997	177				342,000
	1996	290				395,000
Nursery Stock <sup>4</sup>	1997	264				41,923,000
	1996	264				41,856,000
<b>TOTAL</b>	1997	1,322				\$58,567,000
	1996	1,432				57,434,000

\* Previously included in Miscellaneous Cut Flowers.

<sup>1</sup> Includes Fresh and Dried.

<sup>2</sup> Includes Calla Lily, Delphinium, Eucalyptus, Pittosporum, Statice, Yarrow, etc.

<sup>3</sup> Includes Cinerarias, Fuchsias, Impatiens, Primrose, etc.

<sup>4</sup> Includes Heather, Mini Christmas trees, other trees and shrubs.

## VEGETABLE CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Artichokes <sup>1</sup>	1997	468	2.50	1,170	Ton	\$1,410.00	\$ 1,650,000
	1996	575	1.89	1,087	Ton	1,200.00	1,304,000
Beans, Snap	1997	215	3.33	716	Ton	1,000.00	716,000
	1996	226	3.26	737	Ton	969.00	714,000
Brussels Sprouts <sup>1</sup>	1997	870	7.85	6,830	Ton	590.00	4,030,000
	1996	839	8.09	6,788	Ton	472.00	3,204,000
Leeks	1997	190	12.96	2,462	Ton	525.00	1,293,000
	1996	168	8.23	1,383	Ton	575.00	795,000
Mushrooms	1997	17					20,804,000
	1996	17					18,276,000
Peas	1997	571	1.59	908	Ton	844.00	766,000
	1996	582	1.49	867	Ton	833.00	722,000
Pumpkins	1997	261	11.96	3,122	Ton	120.00	375,000
	1996	248	14.95	3,708	Ton	117.00	434,000
Miscellaneous Vegetables Field and Indoor Grown <sup>2</sup>	1997	728					9,727,000
	1996	365					4,280,000
<b>TOTAL</b>	1997	3,320					\$39,361,000
	1996	3,020					29,729,000

<sup>1</sup> Includes Processed.

<sup>2</sup> Includes Bean Sprouts, Cabbage, Corn, Herbs, Leaf Lettuce, Potatoes, Spinach, Swiss chard, etc.

## FIELD CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Beans, Dry Edible <sup>1</sup>	1997	200	2.00	400	Ton	\$ 729.00	\$ 292,000
	1996	200	1.50	300	Ton	676.00	203,000
Grain							
Barley	1997	300	.72	216	Ton	132.00	29,000
	1966	300	.88	264	Ton	320.00	85,000
Oats	1997	1,300	.82	1,066	Ton	304.00	324,000
	1996	1,200	.84	1,008	Ton	293.00	295,000
Hay							
Oats	1997	1,500	2.50	3,750	Ton	160.00	600,000
	1996	1,500	2.50	3,750	Ton	125.00	469,000
Volunteer	1997	300	1.80	540	Ton	120.00	65,000
	1996	300	1.80	540	Ton	60.00	32,000
Pasture							
Irrigated	1997	300				140.00	42,000
	1996	300				140.00	42,000
Other	1997	30,000				9.00	270,000
	1996	30,000				9.00	270,000
<b>TOTAL</b>	1997	33,900					\$ 1,622,000
	1996	33,800					1,396,000

<sup>1</sup> Includes Cranberry, Fava, etc.

## FRUIT AND NUT CROPS

Item	Year	Acres	Total Value
Bushberries .....	1997	30	\$ 185,000
	1996	30	172,000
Strawberries .....	1997	31	329,000
	1996	31	267,000
Wine Grapes .....	1997	52	200,000
	1996	56	362,000
Miscellaneous <sup>1</sup> .....	1997	58	127,000
	1996	57	124,000
<b>TOTAL</b> .....	1997	171	\$ 841,000
	1996	174	925,000

<sup>1</sup> Includes Apples, Kiwi, Pears, Walnuts, etc.

## LIVESTOCK

Item	Year	Number Head Sold	Total Value
Cattle and Calves .....	1997	2,300	\$ 1,031,000
	1996	2,200	955,000
Sheep and Lambs .....	1997	400	28,000
	1996	200	16,000
Hogs and Pigs .....	1997	900	102,000
	1996	200	24,000
Other <sup>1</sup> .....	1997	1,400	109,000
	1996	*	*
<b>TOTAL</b> .....	1997		\$ 1,270,000
	1996		995,000

\* Previously not reported

<sup>1</sup> Includes chickens, turkeys, goats

## LIVESTOCK AND APIARY PRODUCTS

Item	Year	Production	Unit	VALUE	
				Per Unit	Total
Wool .....	1997	4,000	LB.	\$1.25	\$ 5,000
	1996	4,000	LB.	1.25	5,000
Honey .....	1997	45,000	LB.	2.50	113,000
	1996	45,000	LB.	2.50	113,000
Beeswax .....	1997	500	LB.	6.00	3,000
	1996	500	LB.	6.00	3,000
<b>TOTAL</b> .....	1997				\$121,000
	1996				121,000

# FOREST PRODUCTS

<b>TOTAL</b> .....	1997	8,022,000 Board Feet	\$3,575,000
	1996	7,170,000 Board Feet	3,687,000

## Department of Agriculture COASTSIDE RAIN STATIONS

	Half Moon Bay	Pescadero
1986/1987 .....	19.58 inches	21.26 inches
1987/1988 .....	14.34 inches	13.21 inches
1988/1989 .....	13.79 inches	8.41 inches
1989/1990 .....	11.87 inches	9.35 inches
1990/1991 .....	13.43 inches	21.10 inches
1991/1992 .....	25.31 inches	28.98 inches
1992/1993 .....	33.17 inches	29.87 inches
1993/1994 .....	17.93 inches	15.45 inches
1994/1995 .....	37.48 inches	31.00 inches
1995/1996 .....	30.69 inches	25.56 inches
1996/1997 .....	26.05 inches	19.31 inches

### 50 YEARS AGO . . . . .

#### Top Ten Agricultural Commodities in 1947

ITEM		TOTAL VALUE
1. Dairy Cattle	11,083 Head	\$2,735,809
2. Hogs	30,408 Head	1,805,752
3. Chrysanthemums (Field Grown)	176 Acres	1,147,495
4. Cabbage	16,368 Acres	900,240
5. Brussels Sprouts	1,190 Acres	708,050
6. Gardenias (Glass House Grown)	517,680 Sq. ft.	616,500
7. Flax (Seed)	5,861 Acres	593,426
8. Artichokes	1,977 Acres	593,100
9. Lettuce (All var.)	681 Acres	527,053
10. Heather (Field Grown)	250 Acres	450,900



# RECAPITULATION

## PRODUCTION VALUES

	1997	1996
FLOWER AND NURSERY CROPS .....	\$171,854,000	\$169,657,000
VEGETABLE CROPS .....	39,361,000	29,729,000
FOREST PRODUCTS .....	3,575,000	3,687,000
FIELD CROPS .....	1,622,000	1,396,000
LIVESTOCK .....	1,270,000	995,000
FRUIT AND NUT CROPS .....	841,000	925,000
LIVESTOCK AND APIARY PRODUCTS .....	121,000	121,000
<b>TOTAL</b> .....	<b>\$218,644,000</b>	<b>\$206,510,000</b>

## MILLION DOLLAR CROPS

	1997	1996
Ornamental Nursery Stock .....	\$41,923,000	\$41,856,000
Potted Foliage Plants .....	26,093,000	25,487,000
Mushrooms .....	20,804,000	18,276,000
Orchids (potted) .....	7,895,000	6,353,000
Snapdragons .....	6,570,000	10,024,000
Poinsettia (potted) .....	4,559,000	4,275,000
Lillies (potted) .....	4,345,000	4,037,000
Brussels Sprouts .....	4,030,000	3,204,000
Herbaceous Perennials .....	3,693,000	3,474,000
Forest Products .....	3,575,000	3,678,000
Chrysanthemum (potted) .....	3,504,000	3,373,000
Iris .....	3,438,000	2,863,000
Roses .....	1,875,000	2,670,000
Daisies .....	1,712,000	1,802,000
Artichokes .....	1,650,000	1,304,000
Bedding Plants .....	1,365,000	1,651,000
Leeks .....	1,293,000	795,000
Cattle and Calves .....	1,031,000	955,000

# SAN MATEO COUNTY 1997 SUSTAINABLE AGRICULTURE REPORT

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Sustainable Agriculture is the implementation of agricultural programs and practices designed to promote the economic viability of agriculture, while minimizing the impact of agricultural practices on natural resources and the environment. This report includes information on San Mateo County's programs for the eradication, control or detection of pests, as well as the enforcement of quarantines to exclude such pests. Also included is information on alternative pest control measures employed by the agricultural industry and organic farming.

## — COUNTY PROGRAMS —

### BIOLOGICAL CONTROL

Pest	Agent/Mechanism	Scope of Program
Yellow Star Thistle	<u>Bangasternus orientalis</u> , weevil <u>Eustenopus villosus</u> , weevil	Monitored established populations of these two bio-control agents at 13 sites.
	<u>Urophora sirunaseva</u> , gall fly	Monitored established populations at 5 sites.
Ash Whitefly	The release and natural disbursement of <u>Encarsia partenopea</u> and <u>Clitostethus arcuatus</u> since 1991 has been highly successful in keeping the Ash Whitefly under control. These bio-control agents have now become established and no further releases are planned.	

### PEST ERADICATION

Skeletonweed, Chondrilla juncea, was treated at two locations. This is an "A" rated pest. Pests with this designation are detrimental to agriculture and require complete eradication.

### PEST DETECTION

#### **Insect Trapping for Exotic Pests**

3,608 insect traps were deployed for exotic pests, with 68,430 trap servicings during the year. This included traps for the following economically significant insects: Mediterranean Fruit Fly, Mexican and Oriental Fruit Fly, Melon Fly, Gypsy Moth, Japanese Beetle, Khapra Beetle, European Pine Shoot Moth and European Corn Borer.

### PEST EXCLUSION

Inspection of incoming shipments of plant products and other high risk articles to prevent the introduction of pests and diseases harmful to California's agricultural industry. Shipments are rejected due to the presence of live pests, improper container markings, or lack of valid certification.

Type of Shipment	Number Inspected*	Number Rejected
Parcel Carriers	13,680	60
Truck	3,547	0
Air	7,677	104
Sea Containers	7	0
Household Goods	138	0

\* Revised method of reporting

### Exotic Pests Intercepted\*

<b>Pest</b>	<b>Rating</b>	<b>Number of Interceptions</b>	<b>Pest</b>	<b>Rating</b>	<b>Number of Interceptions</b>
<u>Aleurodicus dispersus</u> , spiraling whitefly	Q	9	<u>Philephedra tuberculosa</u> , a soft scale	Q	2
<u>Anastrepha suspensa</u> , Caribbean fruit fly	A	1	<u>Pinnaspis uniloba</u> , one lobed scale	Q	2
<u>Anoplophora glabripennis</u> , Asian longhorned beetle	A	1	<u>Pinnaspis strachani</u> , lesser snow scale	A	1
<u>Ceroplastes rubens</u> , red wax scale	A	2	<u>Planococcus minor</u> , Pacific mealybug	Q	2
<u>Coccus acutissimus</u> , slender soft scale	Q	1	<u>Pseudaulacaspis cockerelli</u> , magnolia white scale	A	5
<u>Coccus viridis</u> , green scale	Q	9	<u>Pseudaulacaspis major</u> , lychee bark scale	Q	2
<u>Empoasca sp.</u> , a leafhopper	Q	2	<u>Pseudococcus sp.</u> , mealybug	Q	2
<u>Nipaecoccus sp.</u> , undescribed mealybug	Q	1	<u>Sapodoptera sp.</u> , a noctuid moth	Q	2
<u>Orchamoplatus mammaeferus</u> , croton whitefly	Q	2	<u>Solenopsis invicta</u> , red imported fire ant	A	1
<u>Pheidole megacephala</u> , bigheaded ant	Q	9	<u>Technomyrmex albipes</u> , an ant	Q	5

\*Pest rating designation of "A" or "Q" requires that quarantined plant products be destroyed, treated under departmental supervision, or shipped out of state.

## — AGRICULTURAL INDUSTRY —

### ALTERNATIVE PEST CONTROL METHODS


<u>Bacillus thuringiensis</u> , bacteria	Indoor, Outdoor Ornamentals; Vegetables
Lacewings	Indoor Ornamentals; Vegetables
Ladybird Beetles	Indoor Ornamentals; Vegetables
Parasitic Nematodes	Indoor Ornamentals; Vegetables
Parasitic Wasps	Indoor, Outdoor Ornamentals; Vegetables
Predatory Mites	Indoor, Outdoor Ornamentals; Vegetables
Insect Monitoring, Pheromone Traps	Indoor Ornamentals; Vegetables
Botanicals	Indoor Ornamentals; Vegetables
Insect Growth Regulators	Indoor Ornamentals; Vegetables
Insecticidal Soaps	Indoor, Outdoor Ornamentals
Refined Oils	Indoor, Outdoor Ornamentals; Vegetables
Cover Crops	Vegetables
Crop Rotation	Indoor, Outdoor Ornamentals; Vegetables
Steam Sterilization of Soils	Indoor, Outdoor Ornamentals; Vegetables
Weed Covers	Indoor, Outdoor Ornamentals; Vegetables
Other	Indoor, Outdoor Ornamentals; Fruit; Vegetables

### ORGANIC FARMING

<b>Number of Farms</b>	<b>Estimated Acres</b>	<b>Crops</b>
14	98	Apples, artichokes, beans, berries, beets, cabbage, carrots, chard, corn, cucumbers, eggs (chicken, duck, goose), eggplant, garlic, herbs, flowers, kale, leeks, lettuce, mushrooms, onions, peas, peppers, potatoes, pumpkins, spinach, sprouts, squash, tomatoes.

SAN MATEO COUNTY  
Department of Agriculture/Weights & Measures  
728 Heller Street  
P.O. Box 999  
Redwood City, California 94064-0999

**PRODUCE OF U.S.A.**



*Selected*  
CALIFORNIA  
VEGETABLES

PACKED & SHIPPED BY  
DAVENPORT PRODUCERS ASSN.  
DAVENPORT...CALIF.

SPENCER UNION, S.F.