



A Tradition of Stewardship
A Commitment to Service

2010 Agricultural Crop Report



2010 Agricultural Crop Report *Cover Art Contest*

Cover Artist: David Kastner
Title: "The Hands of Harvest"
Medium: Oil

David is a senior attending Vintage High School. He enjoys swimming, water polo, playing guitar, and spending time with family and friends.



Second Prize Winner: Harry Mathiasson
Title: "The Farmstead"
Medium: Still-Life Photo

A 7th grader at Harvest Middle School, Harry spends his time reading, skiing, jumping on the trampoline, and going on walks with his dog.



Third Prize Winner: Chris Collins
Title: "Big Red"
Medium: Watercolor/Acrylic

Chris, a junior attending St. Helena High School, balances his interests in art and engineering with various outdoor activities, especially biking and skiing.



This year's crop report cover contest was open to all Napa County middle and high school students. Napa County Farm Bureau's "Ag in the Classroom" (AITC) program and the Napa County Agricultural Commissioner's Office sponsored this contest. AITC is a grassroots program coordinated by the United States Department of Agriculture. Its goal is to help students gain a greater awareness of the role of agriculture in the economy and society, so that they may become citizens who support wise agricultural policies.

The prize money for the contest winners was donated by the following local businesses:
Michael Wolf Vineyard Services, Heitz Wine Cellar, and Nissen Vineyard Services.



A Tradition of Stewardship
A Commitment to Service

Department of Agriculture and Weights and Measures
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April 12, 2011

Karen Ross, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors of Napa County

CHAIR, Bill Dodd – District 4

Brad Wagenknecht – District 1
Diane Dillon – District 3

Mark Luce – District 2
Keith Caldwell – District 5

It is a pleasure to present the 2010 Napa County Crop Report that is prepared pursuant to the provisions of Section 2279 of the California Food and Agricultural Code. The gross value of all agricultural production was \$461,480,106 – a decrease of \$40,756,475 from 2009. This 8.1% decrease in gross value was primarily due to a decrease in the value of wine grapes. The total value of the wine grape crop was down 8.3% or \$41,136,243, while overall production decreased by 4,134 tons, or 2.9%. While the overall value shows a decrease over the prior year, it is always important to note that the figures provided here are gross values and do not represent or reflect net profit or loss experienced by individual growers.

This year the Napa County Crop Report highlights the local food initiative, recognizing the appointment of the first Napa County Local Food Advisory Council. The Council was created to advise the Agricultural Commissioner on the development and facilitation of a sustainable local food system and to provide a forum for public input on related issues. Please turn to the center section of this report to view information and photographs highlighting this important new development in Napa County's rich agricultural history.

I would like to thank all my staff who worked hard to create this report and also to express our appreciation to the producers, processors, government agencies and others who contributed vital information to make the report possible. I would specifically like to acknowledge Anna Norton and Humberto Izquierdo, who worked diligently to ensure the quality and appearance of the report.

A handwritten signature in black ink that reads "David R. Whitmer".

David R. Whitmer
Agricultural Commissioner/Sealer

Mission Statements and Staff

The Napa County Department of Agriculture, as a regulatory agency, is dedicated to sustaining a healthy agricultural industry, while protecting the environment, the agricultural workforce, and the community.

The mission of the Napa County Department of Weights and Measures is to provide fair competition and equity in the marketplace and to ensure that the interests of the buyer and seller are protected through education, inspection, and enforcement.

AGRICULTURAL COMMISSIONER/SEALER

David R. Whitmer

ASSISTANT AGRICULTURAL COMMISSIONER/SEALER

Greg Clark

DEPUTY AGRICULTURAL COMMISSIONERS

John Cooledge

Jeffrey Erwin

Humberto Izquierdo

CHIEF DEPUTY SEALER

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ADMINISTRATIVE OFFICE ASSISTANT

Marcia Blackmon

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Arlene Parker

OFFICE ASSISTANT II

Terrie Burnett

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Jose Chang

Tracy Cleveland

Kurt Dorrough

Chad Godoy

Craig Graffin

Naomi Greeson

Joel King

Toosdi Malito

Greg Music

Anna Norton

Lisa Stewart

Branden Woolley

Sommer Woolley

AGRICULTURAL STANDARDS SERVICE WORKERS

Don Jamison

Richard Petkus

Gene Rose

FEDERAL WILDLIFE SERVICES STAFF

Eddie Goymerac

Greg Wamsley

2010 CROP REPORT SUMMARY: CROP AND LIVESTOCK VALUES

FRUIT AND NUT CROPS	2010	\$454,711,536
	2009	\$495,558,444
VEGETABLE CROPS	2010	\$323,360
	2009	\$200,471
FLORAL & NURSERY CROPS	2010	\$2,466,899
	2009	\$2,272,755
FIELD CROPS	2010	\$145,529
	2009	\$365,610
LIVESTOCK	2010	\$3,089,980
	2009	\$3,326,224
POULTRY & OTHER ANIMAL PRODUCTS	2010	\$742,802
	2009	\$513,077



GRAND TOTAL	2010	\$461,480,106
	2009	\$502,236,581

Please Note: The amounts in this report represent estimated gross values, regardless of utilization. No attempt is made to reflect net income to the producer or cost of production. Due to declining production, timber values will not be reported.

All Crops & Animal Products 2010

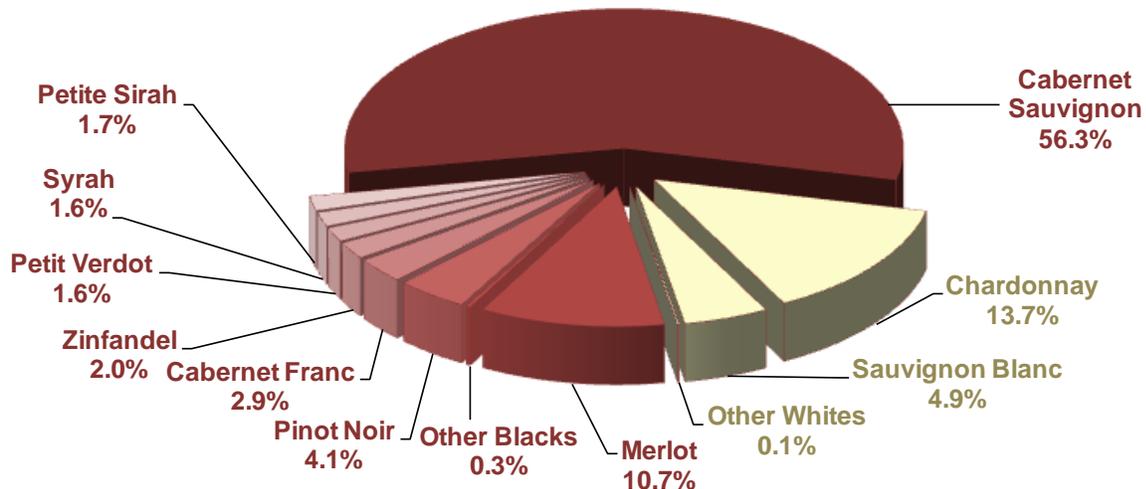
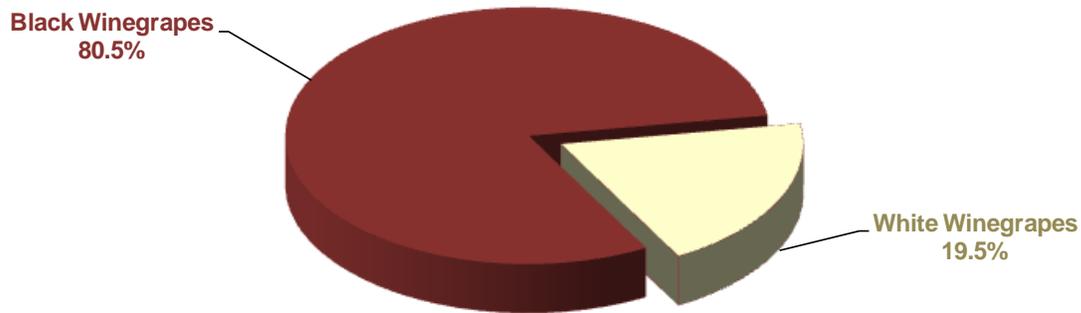
<i>Crop</i>	<i>Year</i>	<i>Producing Acres</i>	<i>Tons/Acre</i>	<i>Total Tonnage</i>	<i>Value In \$</i>
Black Winegrapes	2010	33,059	2.86	96,605	\$365,351,892
	2009	32,947	3.03	99,680	\$400,358,260
White Winegrapes	2010	10,208	4.13	42,237	\$88,530,610
	2009	10,084	4.29	43,296	\$94,660,485
Winegrapes (SubTotal)	2010	43,267	3.20	138,842	\$453,882,502
	2009	43,031	3.32	142,976	\$495,018,745
Olives	2010	202	4.24	856	\$666,383
	2009	207	1.38	286	\$297,059
Other Fruits & Nuts (Inc. Strawberries & Walnuts)	2010				\$162,651
	2009				\$242,646
Total Fruits & Nuts	2010				\$454,711,536
	2009				\$495,558,444
Vegetables	2010				\$323,360
	2009				\$200,471
Floral & Nursery	2010				\$2,466,899
	2009				\$2,272,755
		<i>Acres</i>	<i>Yield / Acre</i>	<i>Tons</i>	<i>\$ per Ton</i>
Oat Hay	2010	365	2.5	913	84.00
	2009	283	2.0	566	60.00
Pasture and Rangeland	2010	95,000			\$68,879
	2009	95,000			\$331,650
Total Field Crops	2010				\$145,529
	2009				\$365,610
		<i>Production in CWT*</i>			<i>\$ per CWT*</i>
Cattle and Calves	2010	28,581			104.00
	2009	30,907			104.00
Sheep and Lambs	2010	760			90.60
	2009	699			90.60
Other Livestock	2010				\$48,676
	2009				\$48,538
Total Livestock	2010				\$3,089,980
	2009				\$3,326,224
Poultry & Other Animal Products	2010				\$742,802
	2009				\$513,077

* CWT = 100 pounds

All Winegrapes 2010

<i>Winegrapes</i>	<i>Bearing Acres</i>	<i>Non-bearing Acres</i>	<i>Total Acres</i>	<i>Tons</i>	<i>Average Price Per Ton</i>
Black Varieties	33,060	1,672	34,732	96,605	\$3,781.82
White Varieties	10,208	524	10,732	42,237	\$2,096.04
Totals	43,268	2,196	45,463	138,842	\$3,268.99

PERCENTAGE OF TOTAL VALUE OF ALL VARIETALS



NAPA LOCAL FOODS

BRINGING COMMUNITY TO THE TABLE

Why Local Foods Matter

The development of a local food system complements environmental, business and economic, health, and community issues with practical, home grown solutions. We all benefit, as small entrepreneurs develop businesses that provide the connection between farmers and the community. Local restaurateurs, chefs, and food connoisseurs all benefit from the nutrition, freshness and quality offered by local crops. Increases in crop diversity influence sustainability in a positive manner. Extending active growing and harvest seasons through increased crop diversity reduces seasonal labor layoffs. Food security improves as the abundance and distribution of local food sources increases. The local food movement includes plans to work with community institutions to try and incorporate, to the extent possible, fresh local crops in season. In total, each and every member of our community stands to benefit from the development of a more sustainable local food system in Napa County.



The Movement

The local food movement in Napa County has experienced many great achievements in 2010. In April, the Agricultural Commissioner's Office partnered with the Napa Valley Expo and other industry groups and community members from throughout Napa County to host the Napa Local Food Forum, the first event of its kind in the county. Approximately 300 local food enthusiasts, community activists, and concerned citizens gathered together to discuss the opportunities and challenges in developing and implementing a strong local food system in Napa County. The result was inspiring: the Forum was a tremendous success, and the community's enthusiasm, dedication, and passion for the local food movement was evident during the lively discussions and brainstorming activities that occurred throughout the day.

Local Food Advisory Council

A couple of months after the Food Forum event, Agricultural Commissioner Dave Whitmer made two presentations to the Board of Supervisors that resulted in the creation of the Napa County Local Food Advisory Council. The Council is composed of fifteen members appointed by the Board of Supervisors, including representatives of agriculture, public and private institutions, health and nutrition, community advocates, the incorporated cities and towns, and the unincorporated portion of Napa County.



Photo by David Alosi

The Council will serve to advise and make recommendations to the Ag Commissioner and Board of Supervisors regarding the prioritization, planning, and implementation of programs to improve the environmental, economic, and social sustainability of food production in Napa County, and to provide a forum for public input on related issues. The Council represents a variety of community sources, including teachers, community organizers, farmers, chefs, restaurant owners, wineries, government officials, and interested citizens.



Napa County Local Food Advisory Council

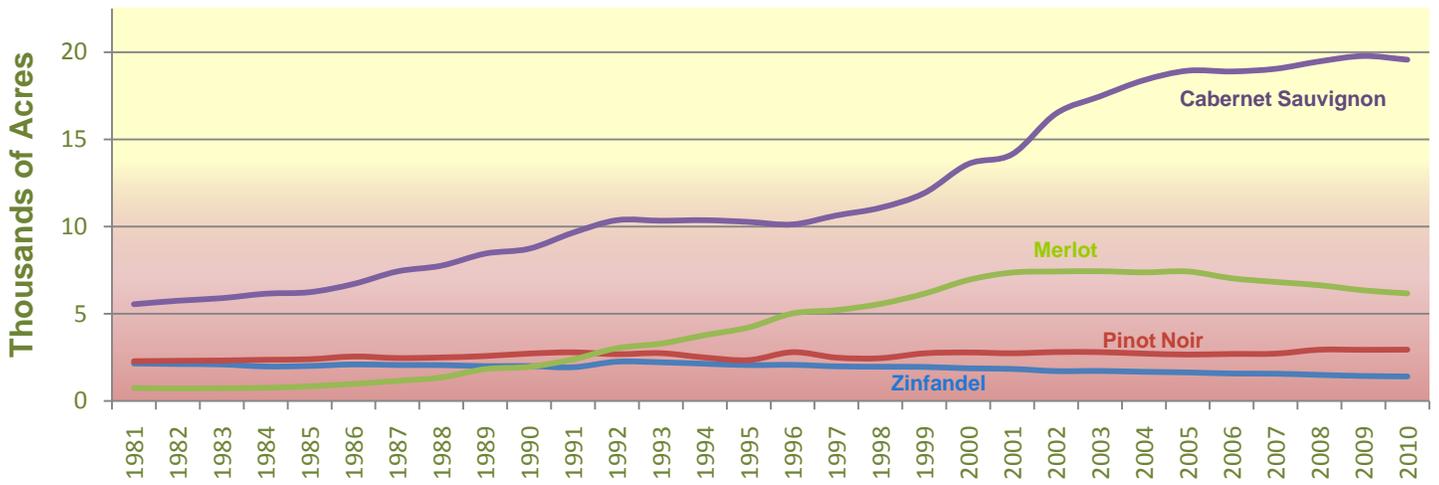
Front row L to R: Annette Shafer, County Supervisor Diane Dillon, Karen Schuppert (Chair.) Kara Scoggins, Kathy Arizon. **Middle row L to R:** Michael Cromwell, Napa Councilmember Juliana Inman, Ted Hall, Lisa Paulson, Kristina Muelrath; **Back row L to R:** Lynn Brown, Holli Scheumann, Mark Dommen and Peter Jacobsen. Not pictured: Joanna Winter (Vice Chair.)

What's Next

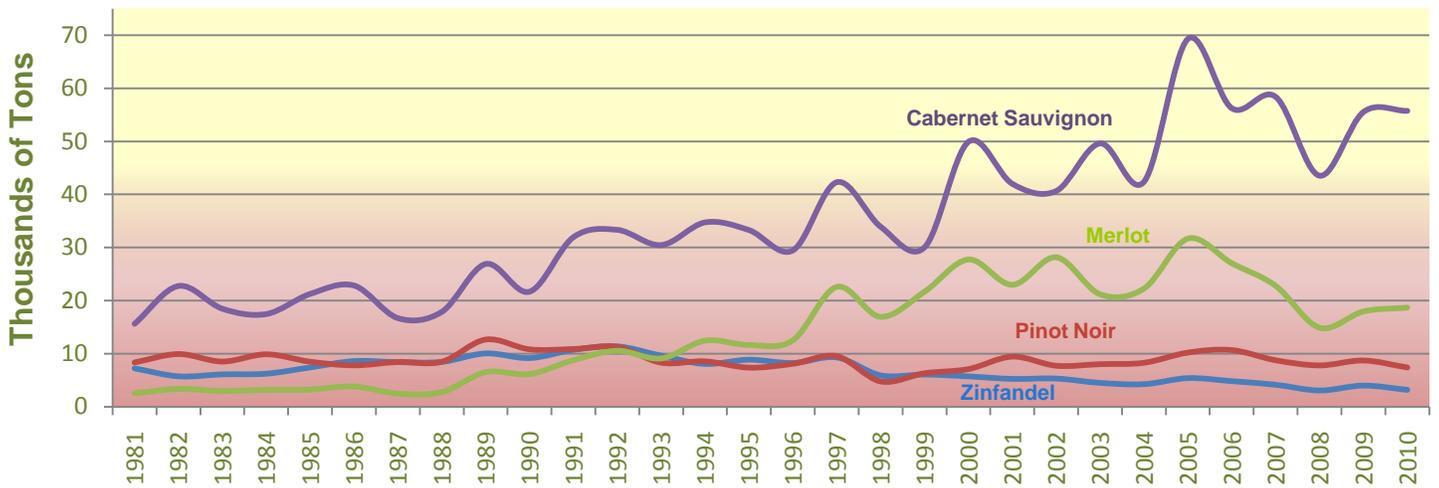
The future of the Napa Local Food Council involves developing strategies to promote expansion of local food production and distribution in Napa County. Similarly, food access and security along with community education, outreach and involvement will be needed if we are to collectively enrich and foster the development of the Napa County local food movement into the future.

For more information about the local food movement in Napa County, visit the Napa Local Food Group online on Facebook: *Napa Local Food Forum*; on the web at www.countyofnapa.org/AgCommissioner/NLFF; or at www.NapaLocalFood.com.

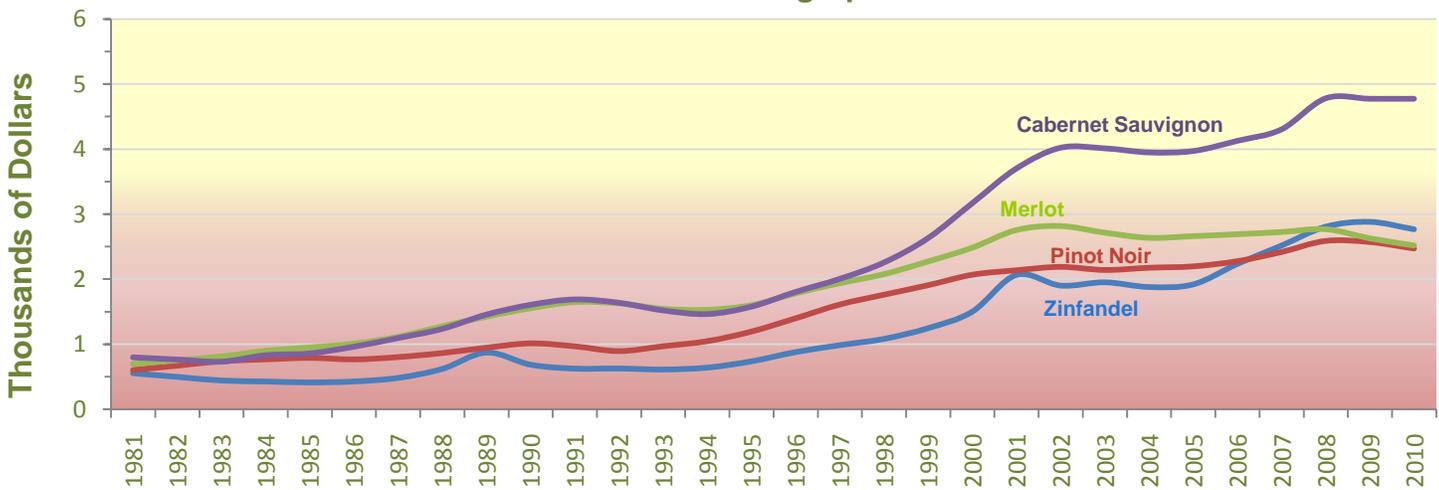
Total Black Winegrape Acreage 1981-2010



Total Black Winegrape Tonnage 1981-2010



Price Per Ton of Black Winegrapes 1981-2010



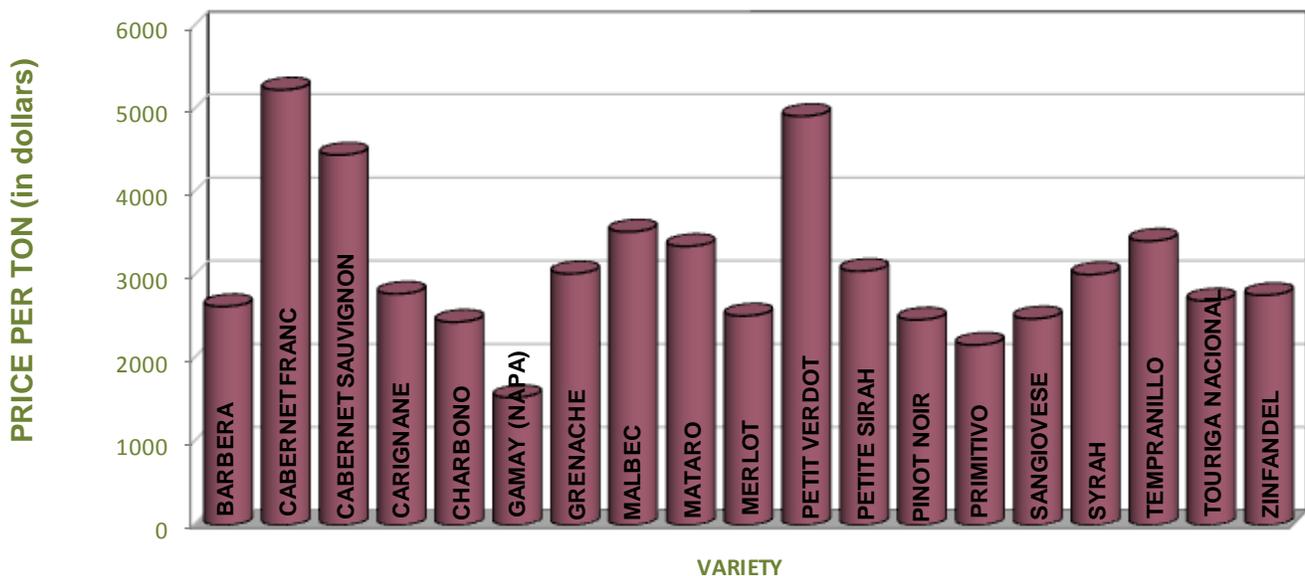
Black Winegrape Varieties 2010

VARIETY	BEARING ACRES	NON-BEARING ACRES	TOTAL ACRES	TONS**	PRICE PER TON**
BARBERA	10	1	11	50.7	\$2,631.02
CABERNET FRANC	1,067	97	1,164	2,467.8	5,236.40
CABERNET SAUVIGNON	18,426	1,131	19,557	55,752.0	4,453.09
CARIGNANE	9	0	9	24.7	2,782.10
CHARBONO	50	2	52	132.0	2,444.08
GAMAY (NAPA)	19	0	19	64.4	1,536.39
GRENACHE	27	1	28	72.7	3,025.74
MALBEC	319	52	371	922.6	3,529.38
MATARO	16	0	16	21.0	3,355.00
MERLOT	6,089	83	6,172	18,677.1	2,518.39
PETIT VERDOT	643	96	739	1,462.7	4,919.13
PETITE SIRAH	707	40	747	2,780.1	3,055.93
PINOT NOIR	2,840	103	2,943	7,397.2	2,471.38
PRIMITIVO	36	0	36	44.1	2,168.43
SANGIOVESE	266	4	270	558.4	2,484.33
SYRAH	997	6	1,003	2,386.2	3,015.15
TEMPRANILLO	25	4	29	117.4	3,418.50
TOURIGA NACIONAL	17	0	17	32.6	2,700.00
ZINFANDEL	1,384	25	1,409	3,147.2	2,766.37
OTHER BLACKS*	113	27	140	494.2	2,226.00
TOTAL BLACK	33,060	1,672	34,732	96,605.1	\$3,781.82

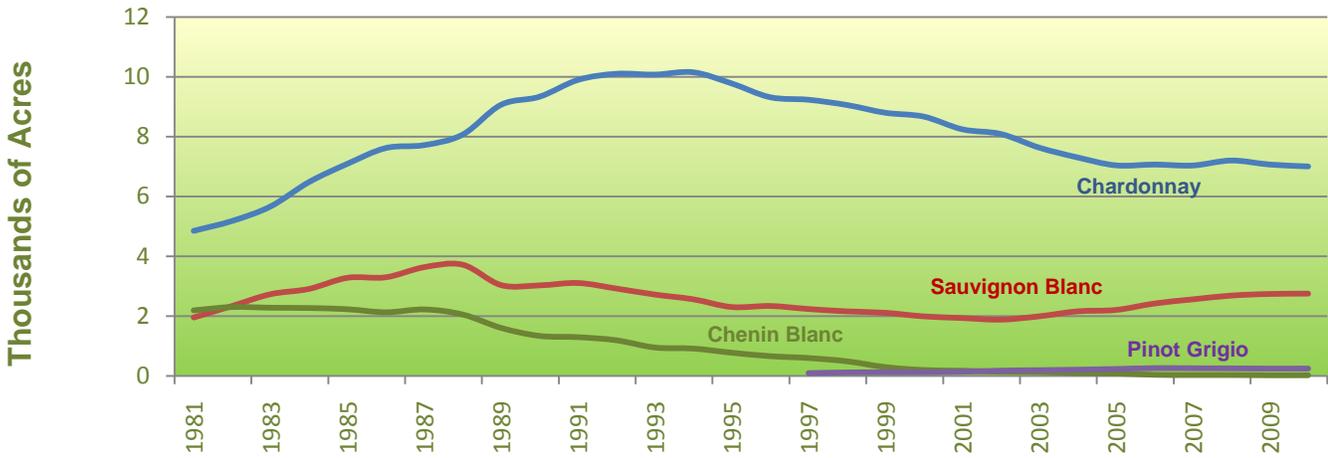
*THE FOLLOWING VARIETIES ARE INCLUDED IN "OTHER BLACKS": AGLIANICO, ALEATICO, ALICANTE BOUCHET, BLAUFRAENKISCH, BRUNELLO, CARMENERE, CINSULT, CORVINA, COUNOISE, DOLCETTO, EARLY BURGUNDY, FREISA, GAMAY BEAUJOLAIS, GRACIANO, GRIGNOLINO, MEUNIER, MONTEPULCIANO, MUSCAT HAMBURG, NEBBIOLO, NERO D'AVOLA, PELOURSIN, PINOT MEUNIER, PINOTAGE, PORT, REFOSCO/MONDEUSE, RUBIRED, SAGRANTINO, ST. LARENT, ST. MACAIRE, SOUZA, TANNAT, TINTA CAO, TINTA MADEIRA, TOURIGA FRANCESA AND VERDELHO TINTO.

**TONNAGE AND PRICE PER TON OBTAINED FROM FINAL GRAPE CRUSH REPORT 2010 CROP.

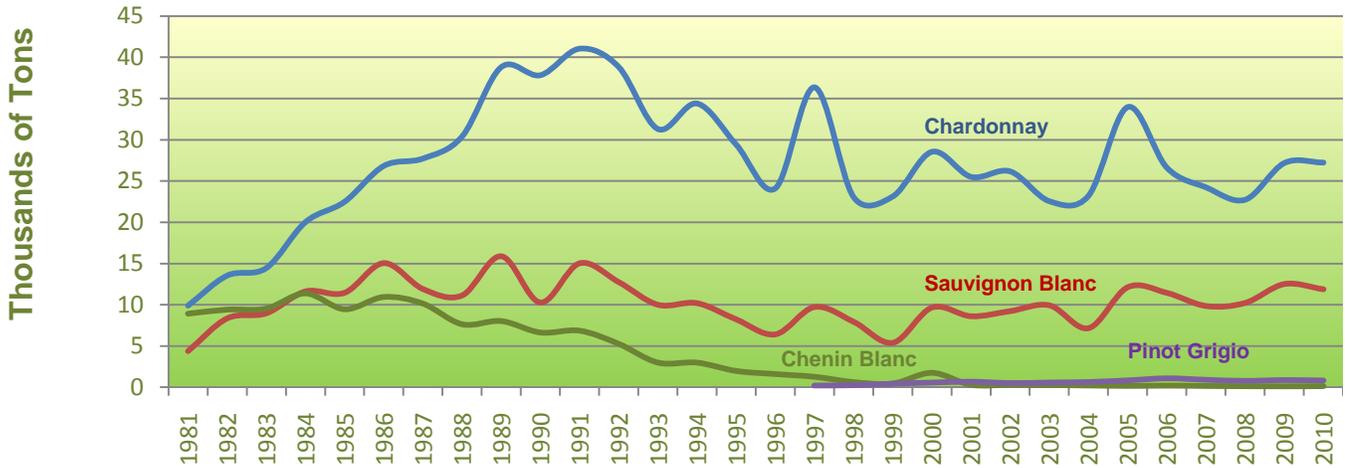
PRICE PER TON COMPARISON FOR BLACK WINEGRAPE VARIETIES



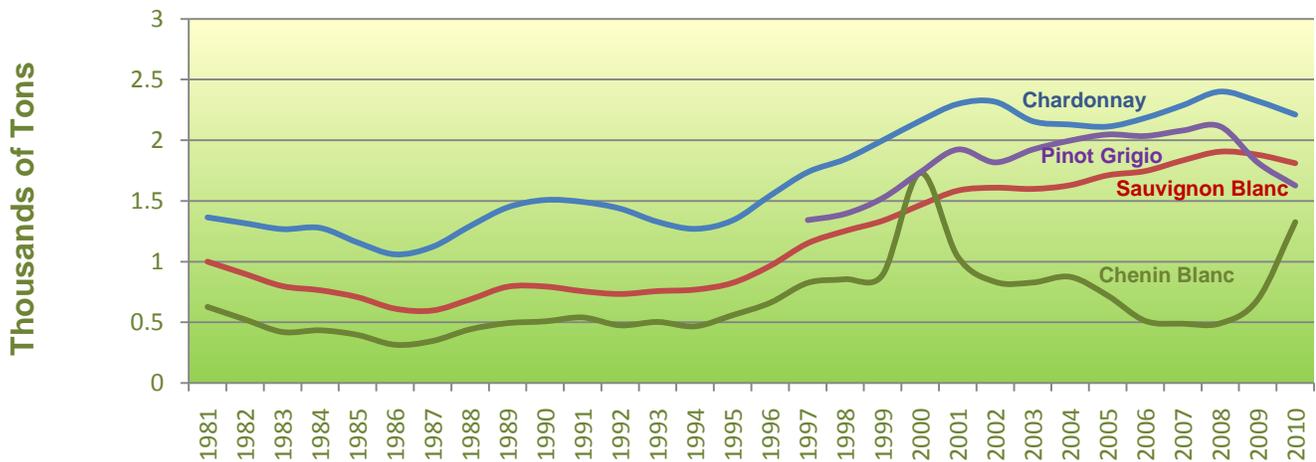
Total White Winegrape Acreage 1981-2010



Total White Winegrape Tonnage 1981-2010



Price Per Ton of White Winegrapes 1981-2010



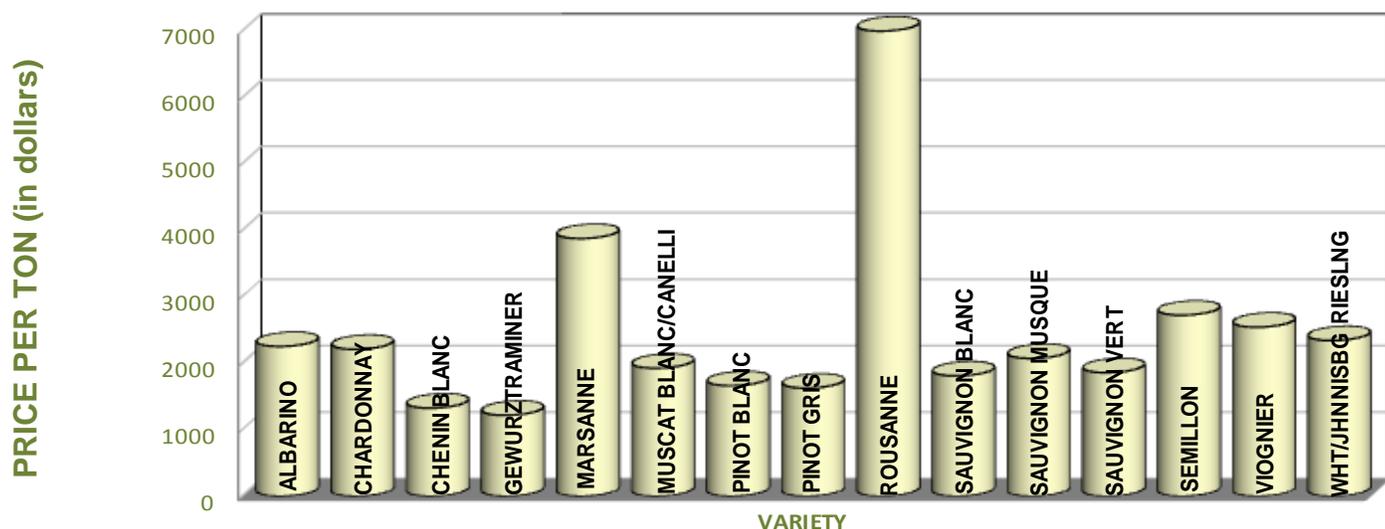
White Winegrape Varieties 2010

VARIETY	BEARING ACRES	NON-BEARING ACRES	TOTAL ACRES	TONS**	PRICE PER TON**
ALBARINO	13	0	13	31.6	\$ 2,253.54
CHARDONNAY	6,729	271	7,000	27,241.1	2,210.56
CHENIN BLANC	23	1	24	116.1	1,326.05
GEWURZTRAMINER	15	0	15	19.2	1,218.03
MARSANNE	10	1	11	34.1	3,878.02
MUSCAT BLANC	55	7	62	285.7	1,926.23
PINOT BLANC	18	1	19	69.4	1,662.79
PINOT GRIS / GRIGIO	245	1	246	806.8	1,626.62
ROUSSANNE	15	1	16	42.2	7,000.00
SAUVIGNON BLANC	2,539	213	2,752	11,879.3	1,810.44
SAUVIGNON MUSQUE	102	3	105	330.6	2,073.69
SAUVIGNON VERT	6	0	6	4.9	1,859.18
SEMILLON	166	7	173	707	2,724.44
VIIGNIER	109	6	115	194.4	2,544.17
WHITE RIESLING	128	13	141	276.5	2,342.68
OTHER WHITES*	34	0	34	198.3	1,958.58
TOTAL WHITES	10,208	524	10,732	42,237.2	\$2,096.04

*THE FOLLOWING VARIETIES ARE INCLUDED IN "OTHER WHITES": FLORA, FRENCH COLOMBARD, GRAY RIESLING, GREEN HUNGARIAN, GRENACHE BLANC, GRUNER VELTLINER, MALVASIA, BIANCA, MONTONICO, MUSCAT ORANGE, MUSCHEL BLANC, PALOMIINO/GOLDEN CHASSELAS, RIBOLLA GIALLA, SCHEUREBE, TOCAI FRIULANO, VERDELHO, AND VERMENTINO.

**TONNAGE AND PRICE PER TON OBTAINED FROM FINAL GRAPE CRUSH REPORT 2010 CROP.

PRICE PER TON COMPARISON FOR WHITE WINEGRAPE VARIETIES



2010 Agricultural Crop Report

The Napa County Agricultural Commissioner's mandate to protect agriculture is demonstrated through several important programs. Following are highlights of the work performed during 2010.

EXCLUSION – NURSERY AND INCOMING SHIPMENT INSPECTIONS

The Glassy-winged Sharpshooter (GWSS) is still a potential threat to the health of grapevines in Napa County. GWSS can spread *Xylella fastidiosa*, which causes the deadly Pierce's disease. As such, exclusion of this pest from Napa County is a top priority. In an effort to provide the greatest level of exclusion, all incoming nursery shipments are inspected for the presence of GWSS.

Out-of-state shipments may harbor pests or pathogens of economic importance, such as the Gypsy Moth (GM), Sudden Oak Death (SOD), and many more. The state agricultural border stations will notify us of incoming shipments, and once the shipment arrives, it is inspected for signs of incoming pests, general cleanliness, and compliance with all applicable state and county regulations.

Type of Inspection	# of Inspections	Pest	# of Infested Shipments	# of Rejections
Gypsy Moth (residential relocation) (<i>Lymantria dispar</i>)	9	GM	0	0
Glassy-winged Sharpshooter (<i>Homalodisca vitripennis</i>)	2,158	GWSS	0	0
All Other Incoming Shipments	80	SOD	0	0
Sudden Oak Death (<i>Phytophthora ramorum</i>)	19	Various	0	0

ERADICATION – WEED ERADICATION PROGRAM

Rush skeleton weed was first identified over two decades ago at a single location in Napa County. Since then, we have discovered and eradicated two other small infestations. We continue to apply eradication techniques for the original find and a newer satellite infestation.

Weed	# of Sites in 2010	Progress
Rush Skeleton Weed (<i>Chondrilla juncea</i>)	2	Continue to disc, hand weed, and apply herbicides.

DETECTION – SURVEY PROGRAM

Monitoring the spread of established pest and pathogen locations within Napa County falls under our detection and survey program. The Sudden Oak Death (SOD) program involves surveying for symptomatic vegetation in our wild lands. Suspect plant tissue samples are submitted to the CDFA lab for confirmation.

The Vine Mealybug (VMB) program involves placing insect traps throughout the county to continuously monitor established populations and to delimit new sites. All suspect VMB samples are sent to the CDFA lab for confirmation. We are working with local growers to find ways to eliminate damage caused by VMB.

Pest	New Confirmations in 2010	Total Confirmed Sites
Sudden Oak Death (<i>Phytophthora ramorum</i>)	0	27
Vine Mealybug (<i>Planococcus ficus</i>)	9	87

2010 Agricultural Crop Report

PEST DETECTION – TRAPPING PROGRAM

Under the direction of the California Department of Food and Agriculture (CDFA), the Napa County Agricultural Commissioner's Office deploys and monitors traps for the following insects of economic importance: European Grapevine Moth (EGVM), Glassy-winged Sharpshooter, Vine Mealybug, Western Grapeleaf Skeletonizer, Gypsy Moth, Light Brown Apple Moth, Japanese Beetle, Mediterranean Fruit Fly, Melon Fly, Oriental Fruit Fly, and other exotic fruit flies. With the assistance of CDFA personnel and resources, a comprehensive trapping program for EGVM in both cropland and urban areas was expanded in 2010 to cover every region of the county.

WEIGHTS AND MEASURES PROGRAMS

The Agricultural Commissioner is also the County Sealer of Weights and Measures, responsible for verifying the accuracy of all weighing and measuring devices used in commercial transactions. Weights and Measures inspectors perform various activities to help ensure that there is equity in the marketplace. The inspectors play a very important role in the county's agriculture-based economy; during 2010, they inspected and tested 70 cranes scales, 335 dormant scales, 15 platform scales, 5 livestock scales, and 55 vehicle scales related to agriculture.

WEED AND INSECT BIOCONTROL PROGRAMS

An active biocontrol program has been established to deal with many common pests. Biocontrol agents are natural enemies that are introduced into the environment to lower pest population levels.

Pest	Agent/Mechanism Common Name	Agent/Mechanism Scientific Name	Scope of Program
Yellow Starthistle	Flower Weevil	<i>Larinus curtus</i>	5 Sites
Klamath Weed	Case Bearing Moth	<i>Coleophora klimeschiella</i>	9 sites
Poison Hemlock	Seed Weevil	<i>Bangasternus fausti</i>	4 Sites
Purple Starthistle	Flower Weevil	<i>Larinus minutus</i>	2 Sites
Salt Cedar / Tamarisk	Salt Cedar Beetle	<i>Diorhabda elongata</i>	1 Site

ORGANIC FARMING STATISTICS

Crop	Year	# of Farms	Production Acres	Gross Sales	% Organic Sales	% All Sales
Winegrapes	2010	107	2,970	\$32,657,300	97.74	6.61
	2009	100	2,751	\$22,799,300	98.02	4.54
Olives	2010	18	31	\$167,900	0.50	0.03
	2009	17	29	\$28,000	0.12	.01
Other Fruits & Vegetables	2010	10	41	\$149,400	0.45	0.03
	2009	7	40	\$61,500	.26	.01
Eggs and Honey	2010	3	n/a	\$7,600	0.02	0.00
	2009	2	n/a	\$5,300	0.02	.00
Cut Flowers & Nursery Stock	2010	8	8	\$429,500	1.29	0.09
	2009	6	7	\$365,300	1.57	.07
Totals	2010	146	3,050	\$33,411,700	100.00	6.76
	2009	132	2,827	\$23,259,400	100.00	4.63



A Tradition of Stewardship
A Commitment to Service

NAPA COUNTY

**Department of Agriculture and Weights & Measures
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Napa, CA 94559-1315**

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