



A Tradition of Stewardship
A Commitment to Service

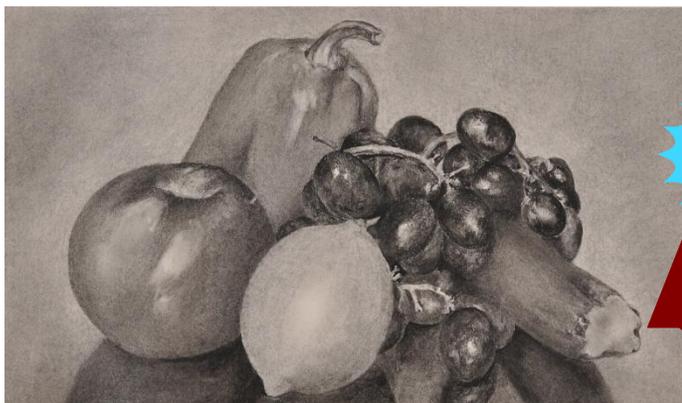
2011 Agricultural Crop Report



2011 Agricultural Crop Report *Cover Art Contest*

Cover Artist: Kathleen Deck
Title: "The Colors of Napa Valley"
Medium: Colored Pencil

Kathleen, a senior attending Vintage High School, enjoys running, baking, reading, painting, drawing, and creating art work for her friends and family. "I plan to major in art and do what I love."



Second Prize Winner: Haley Kastner
Title: "Bountiful Harvest"
Medium: Charcoal

Haley is a sophomore at Vintage High School. In addition to her artistic endeavors, Haley likes to swim and play water polo. Her brother David is also a talented artist, and one of his paintings adorned the cover of the 2010 Crop Report.

Third Prize Winner: Ekin Cifter
Title: "Crop Report"
Medium: Oil Pastels

Ekin, a junior attending New Technology High School, enjoys drawing, watching movies, listening to music, and playing volleyball.



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 and individuals:
Michael Wolf Vineyard Services, Glendale Ranch Vineyards, and Dana Estensen & Tony Fernandez.



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Department of Agriculture and Weights and Measures
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April 10, 2012

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

CHAIR, Keith Caldwell – District 5

Brad Wagenknecht – District 1
Diane Dillon – District 3

Mark Luce – District 2
Bill Dodd – District 4

It is a pleasure to present the 2011 Napa County Crop Report pursuant to the provisions of Section 2279 of the California Food and Agricultural Code. The gross value of all production was \$430,503,500– a decrease of \$30,976,600 from 2010. This 6.7% decrease in gross value was primarily due to a decrease in winegrape production. The total value of the winegrape crop was down 6.7% (\$30,440,600.00), while overall production decreased by 16,970 tons, or 12.2%.

While the overall production 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 or the industry as a whole.

This year in our center section, the Napa County Crop Report highlights the retirements of three department employees: Jeff Erwin, Gene Rose and Eddie Goymerac. These exceptional individuals are missed and we wish them well in all future endeavors! We also continue our focus on local food production with information about community gardens in our County. Please turn to the center section of this report to view information and photographs.

Special recognition for the production of this report goes to Anna Norton, Sommer Woolley and Chad Godoy and all of the staff who assisted in compiling this information and improving the quality of the report. In addition, I would also like to express our appreciation to the producers, processors, government agencies and others who contributed vital information to make the report possible.

A handwritten signature in cursive script 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

Joe Croxdale

ADMINISTRATIVE OFFICE ASSISTANT

Marcia Blackmon

SENIOR ACCOUNT CLERK

Candace Fiske

SENIOR OFFICE ASSISTANT

Arlene Parker

OFFICE ASSISTANT II

Terrie Burnett

AGRICULTURAL BIOLOGISTS AND WEIGHTS & MEASURES INSPECTORS

Lance Bingham

Craig Graffin

Anna Norton

Jose Chang

Naomi Greeson

Terry Samansky

Tracy Cleveland

Joel King

Lisa Stewart

Kurt Dorrough

Toosdi Malito

Branden Woolley

Chad Godoy

Greg Music

Sommer Woolley

AGRICULTURAL STANDARDS SERVICE WORKERS

Jen Borgen

Jenny Gossett

Richard Petkus

Nelly Castro Lobovsky

Don Jamison

Gene Rose

FEDERAL WILDLIFE SERVICES STAFF

Eddie Goymerac

Tony Lombardi

Greg Wamsley

2011 CROP REPORT SUMMARY: CROP AND LIVESTOCK VALUES

FRUIT AND NUT CROPS	2011	\$423,625,500
	2010	\$454,711,500
VEGETABLE CROPS	2011	\$225,000
	2010	\$323,400
FLORAL & NURSERY CROPS	2011	\$2,303,400
	2010	\$2,466,900
FIELD CROPS	2011	\$443,000
	2010	\$406,700*
LIVESTOCK	2011	\$3,326,200
	2010	\$3,090,000
POULTRY & OTHER ANIMAL PRODUCTS	2011	\$580,400
	2010	\$742,800
GRAND TOTAL	2011	\$430,503,500
	2010	\$461,480,100

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.

**Reflects correction from 2010 Crop Report*

All Crops & Animal Products 2011

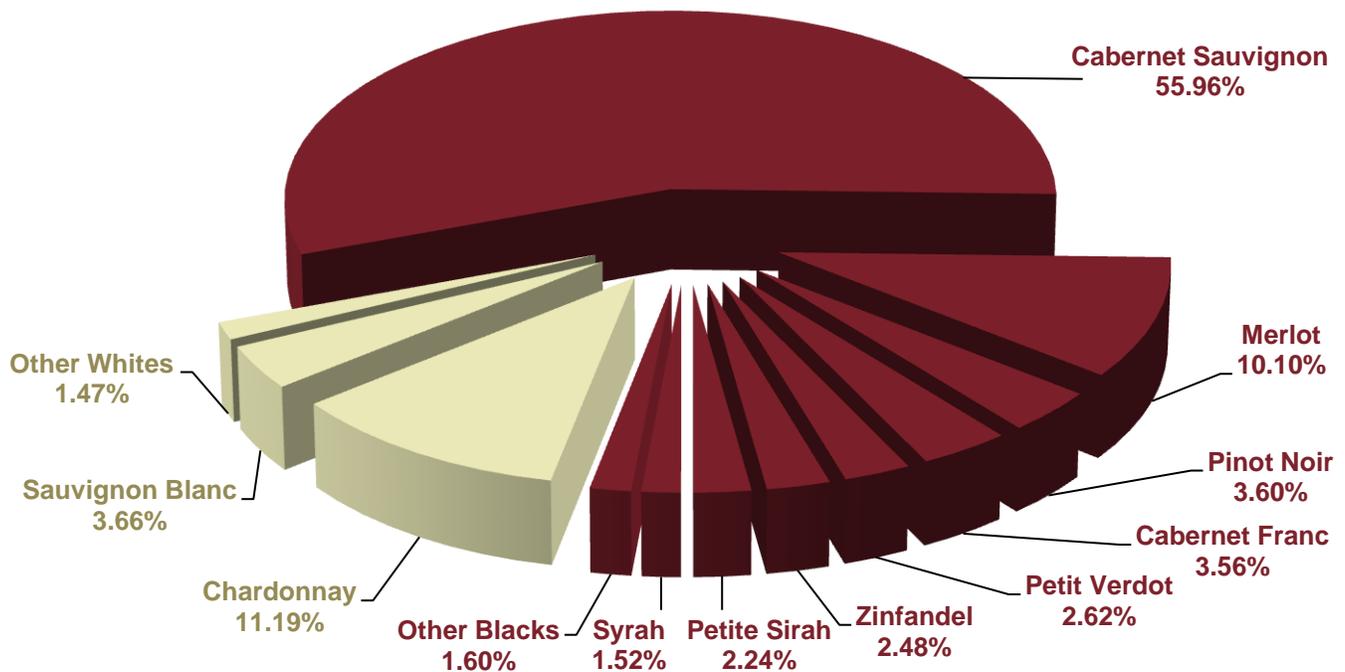
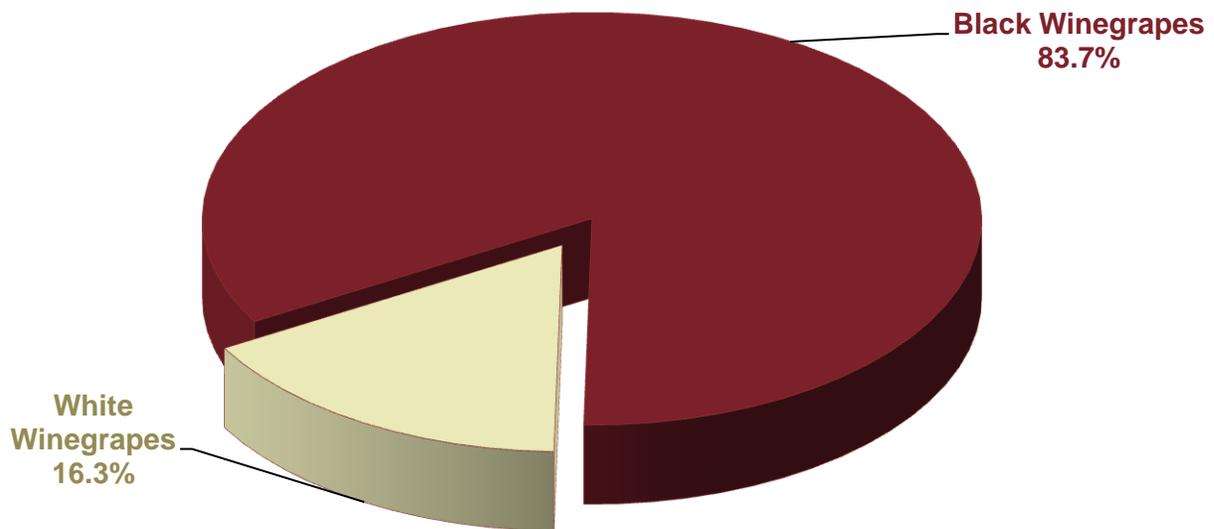
<i>Crop</i>	<i>Year</i>	<i>Producing Acres</i>	<i>Tons/Acre</i>	<i>Total Tonnage</i>	<i>Value In \$</i>	
Black Winegrapes	2011	33,289	2.70	89,835	\$354,299,900	
	2010	33,059	2.86	96,605	\$365,351,900	
White Winegrapes	2011	10,292	3.11	32,037	\$69,142,000	
	2010	10,208	4.13	42,237	\$88,530,600	
Winegrapes (SubTotal)	2011	43,581	2.77	121,872	\$423,441,900	
	2010	43,267	3.20	138,842	\$453,882,500	
Olives	2011	200	1.00	200	\$67,500	
	2010	202	4.24	856	\$666,400	
Other Fruits & Nuts (Inc. Strawberries & Walnuts)	2011				\$116,100	
	2010				\$162,700	
Total Fruits & Nuts	2011				\$423,625,500	
	2010				\$454,711,500	
Vegetables	2011				\$225,000	
	2010				\$323,400	
Floral & Nursery	2011				\$2,303,400	
	2010				\$2,466,900	
		<i>Acres</i>	<i>Yield / Acre</i>	<i>Tons</i>	<i>\$ per Ton</i>	
Oat Hay	2011	265	2.9	779	145.00	\$113,000
	2010	365	2.5	913	84.00	\$76,700
Pasture and Rangeland	2011	95,000				\$330,000
	2010	95,000				\$330,000*
Total Field Crops	2011					\$443,000
	2010					\$406,700*
		<i>Production in CWT**</i>			<i>\$ per CWT**</i>	
Cattle and Calves	2011		24,988		142.00	\$3,548,300
	2010		28,581		104.00	\$2,972,400
Sheep and Lambs	2011		708		102.00	\$72,200
	2010		760		90.60	\$68,900
Other Livestock	2011					\$60,500
	2010					\$48,700
Total Livestock	2011					\$3,326,200
	2010					\$3,090,000
Poultry & Other Animal Products	2011					\$580,400
	2010					\$742,800

* CORRECTED VALUE FROM 2010 CROP REPORT ** CWT = 100 POUNDS

All Winegrapes 2011

<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	33,289	1,430	34,719	89,835	\$3,944
White Varieties	10,292	425	10,701	32,037	\$2,158
Totals	43,581	1,855	45,420	121,872	\$3,474

PERCENTAGE OF TOTAL VALUE OF ALL VARIETALS



A JOB WELL DONE!

2011 marked a year of career celebrations as Gene Rose, Eddie Goymerac and Jeffrey Erwin began their retirements. With a combined 52 years of service, our office wishes to recognize the contributions and magnificent careers these three gentlemen performed on behalf of the Napa Valley.

Jeff Erwin's career included work in the private industry before transitioning to serve in local government. Jeff advanced to become a Deputy Commissioner in neighboring Solano County. As many of us remember, the fight against the Glassy-winged Sharpshooter officially began in the spring of 2000. Shortly thereafter, Napa County realized the need for an experienced individual to help lead the program and our fight to protect the Napa Valley. With his diverse background and years of experience, Jeff was the natural choice when Napa County opened recruitment in late 2001. On January 14, 2002, Jeff officially became a part of our Napa County family as a Deputy Agriculture Commissioner. Throughout Jeff's decade of service, our community, industry and fellow agencies benefited from Jeff's kind, articulate and thoughtful devotion to service. Mr. Erwin



Jeffrey Erwin, Deputy Agriculture Commissioner

retired on December 30, 2011, ringing in 2012 with a laundry list of hobbies and adventures.

Once named one of the best insect trappers in the state, Gene Rose papered the valley in detection traps and charm.



Eddie Goymerac, Wildlife Trapper

Prior to joining Napa County, Gene headed the produce department of a local Lucky Supermarket. After retiring from Lucky, Gene was hired on as a seasonal insect trapper on March 25, 1998. Nearing

the end of his third season, Gene transitioned to the full-time Agriculture and Standards Service Worker II position on September 16, 2000, adding plant inspections to his trapping assignments. Gene continues to raise and train doves, manage his home vineyard, make wine, and enjoy life with a smile. Mr. Rose retired on March 1, 2011.

A lifelong Napan, Eddie Goymerac began serving as a wildlife trapper for the United State Department of Agriculture in August of 1983. As a

federal employee, Eddie worked in cooperation with our local office to protect Napa County residents and their property from damage caused by such non-domestic animals as skunks, opossums, raccoons, coyotes, and mountain lions. For 28 years, Eddie provided years of expert protection and educational outreach to the residents, livestock industry, and grape growers of Napa County. Eddie's deep roots throughout the community and decades of service provided a foundation for Eddie's unmatched storytelling abilities. Mr. Goymerac retired in July 2011.

The Ag Commissioner's Office wishes Jeff, Gene and Eddie wonderful adventures and enjoyment in their well deserved retirements.



Gene Rose, Agriculture & Standards Service Worker II

COMMUNITY GARDENS PRODUCE A BETTER NAPA COUNTY

Community gardens throughout Napa County represent commodities valued off the normal spreadsheets. Rather than place a dollar value on commodity sales, community gardens serve as a source of engagement, education, and food for our neighbors in need. Stretching the length of the Valley, community gardens have sprung up in Calistoga, St. Helena, Napa and American Canyon.

The Calistoga Community Garden has operated on City of Calistoga property for about ten years. Thirty plots are cultivated by members of the community on a “first come, first served” basis. Plot holders tend to be an assortment of farm workers, retired people, and apartment dwellers who maintain their gardens year round. The Calistoga Community Garden plans to begin growing food for the Calistoga Cares Food Bank on a more formal basis during the 2012 season.

St. John’s Lutheran Mission Farm began in 2009 when the church recognized the growing needs arising in our community. Utilizing its vacant land, the church started the Mission Farm to assist the local Food Bank and others in need.

Since then, volunteers have come forward from Napa and surrounding communities to work and support the farm, which last year alone was able to harvest and donate over

St. John’s Lutheran Mission Farm



**Abigail Munoz picking beets with her first grade class.
Photo provided by Holli Scheumann**

St. Helena Community Garden



Photo provided by Susann Nortega

9,000 pounds of fresh produce to the local Napa Valley Food Bank. This produce has included potatoes, yellow and red onions, garlic, beets, zucchini, tomatoes, carrots, peppers, cabbage, red and green lettuces, spaghetti squash, artichokes, fava beans, mustard and peas along with dozens of eggs.

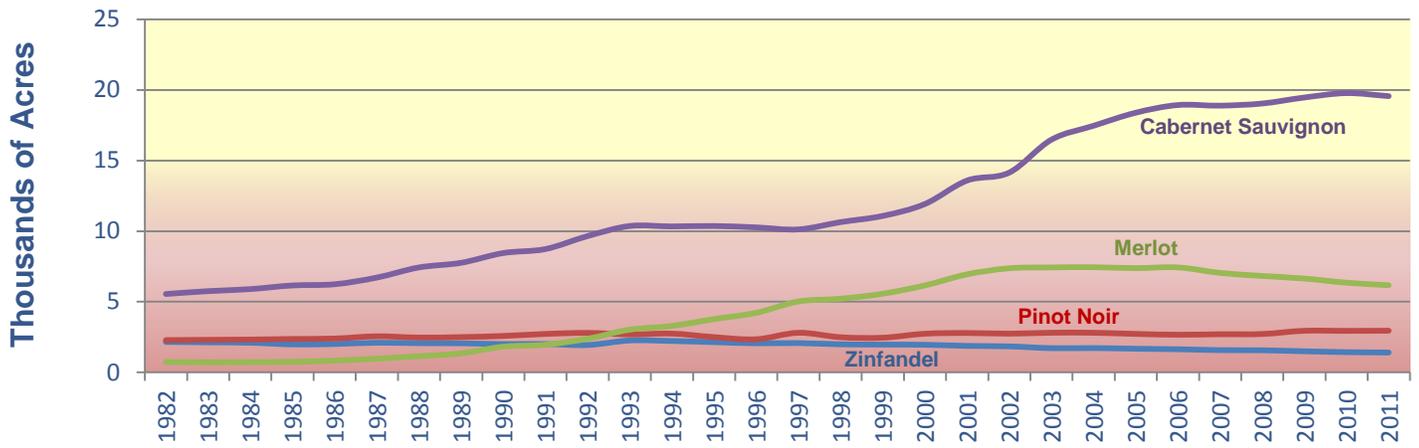
St. Helena Community Garden, Inc. is a nonprofit volunteer organization created by a small group of residents for the purpose of renting and maintaining a community garden to allow local residents the opportunity to grow healthful organic produce for themselves and their families, close to home and to discover the rewards of gardening and deepening community roots by working together in a cooperative setting.

The City of American Canyon hosts a community garden located at Elliott Park. The garden was first located on private property (Hwy 29 near Donaldson Way) owned by Mickey and Dollie Mikolajcik. In 1986, the garden relocated to land owned by the

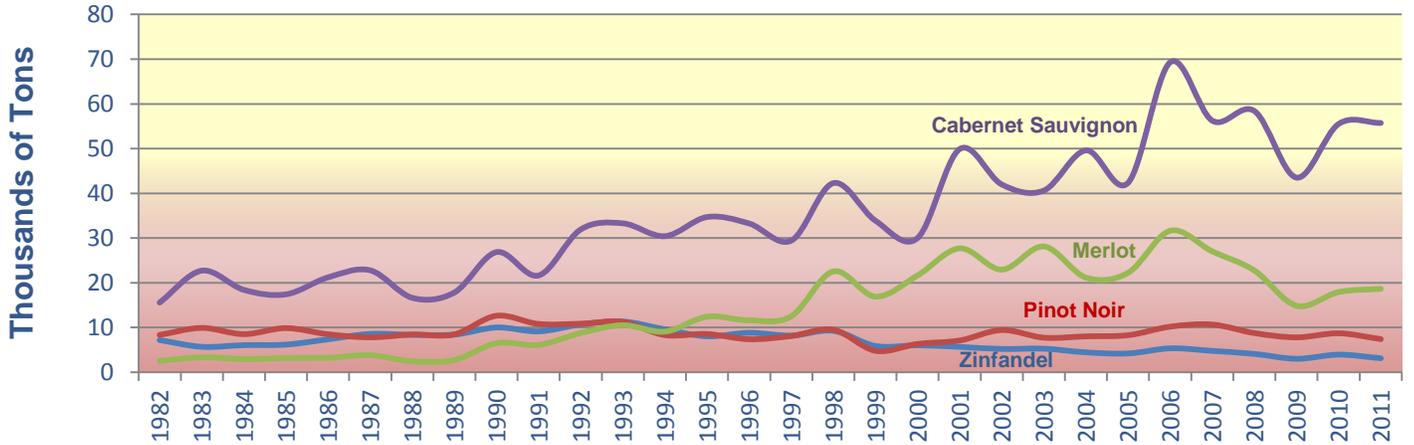
Water District on Elliott Drive. The garden predates the incorporation of the City of American Canyon, making it the longest running community garden in Napa County.

Our community gardens provide residents of Napa County invaluable opportunities for a united effort to strengthen the health of our neighborhoods and communities. We would like to recognize and thank the unsung heroes working to keep our community gardens open, tended and producing a better Napa County.

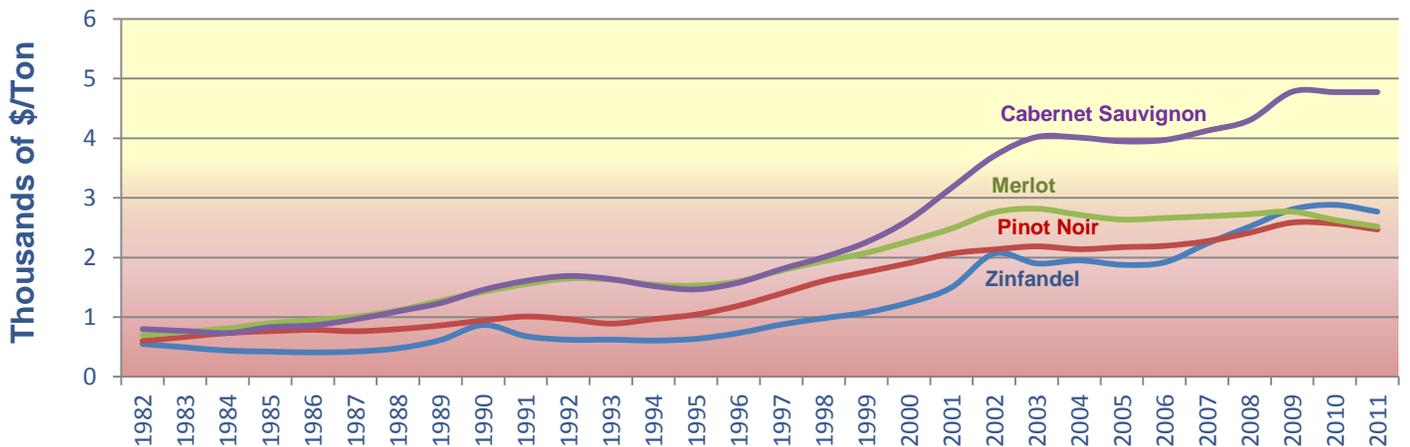
Total Black Winegrape Acreage 1982-2011



Total Black Winegrape Tonnage 1982-2011



Price Per Ton of Black Winegrapes 1982-2011



Black Winegrape Varieties 2011

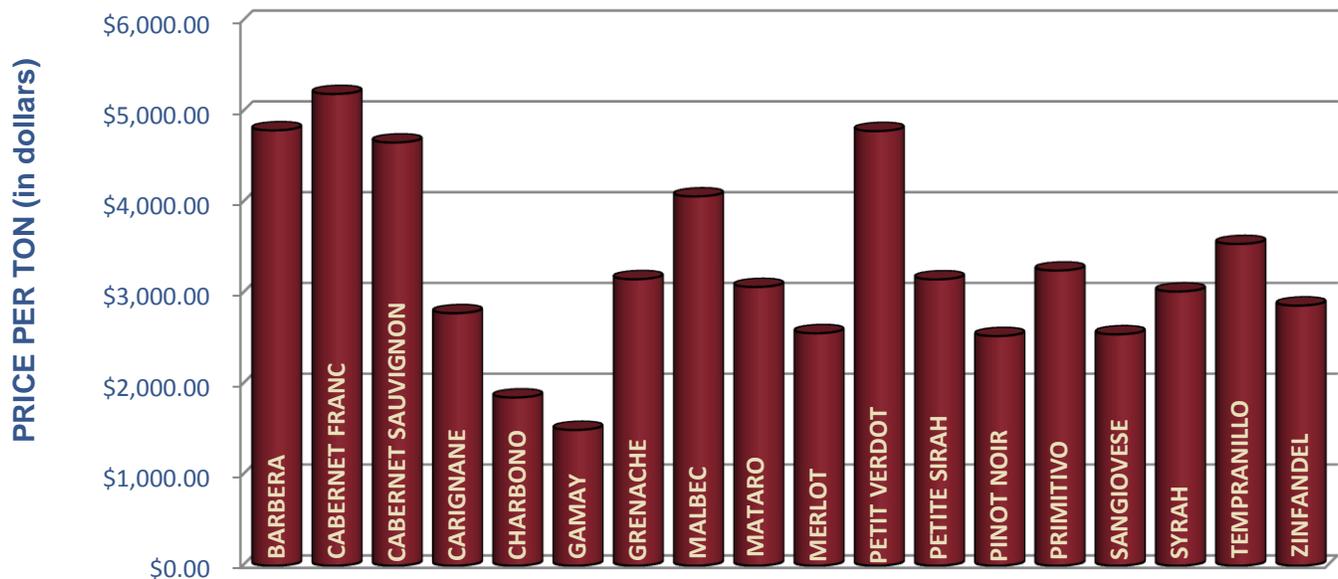
VARIETY	BEARING ACRES	NON-BEARING ACRES	TOTAL ACRES	TONS**	PRICE PER TON**
BARBERA	10	0	10	20.5	\$ 4,794
CABERNET FRANC	1,120	52	1,172	2,899.4	\$ 5,194
CABERNET SAUVIGNON	18,849	954	19,803	50,846.7	\$ 4,660
CARIGNANE	8	0	8	14.7	\$ 2,781
CHARBONO	45	2	47	182.1	\$ 1,852
GAMAY (NAPA)	18	0	18	50.3	\$ 1,495
GRENACHE	31	5	36	102.5	\$ 3,155
MALBEC	366	47	413	906.0	\$ 4,066
MATARO	16	0	16	20.4	\$ 3,069
MERLOT	5,853	104	5,957	16,697.4	\$ 2,560
PETIT VERDOT	682	56	738	2,321.5	\$ 4,786
PETITE SIRAH	746	36	782	3,010.7	\$ 3,153
PINOT NOIR	2,885	81	2,966	6,022.9	\$ 2,529
PRIMITIVO	42	5	47	21.4	\$ 3,250
SANGIOVESE	161	1	162	493.8	\$ 2,548
SYRAH	959	9	968	2,130.3	\$ 3,019
TEMPRANILLO	26	5	31	106.6	\$ 3,542
ZINFANDEL	1,365	29	1,394	3,660.4	\$ 2,864
OTHER BLACKS*	107	44	152	327.6	\$ 1,374***
TOTAL BLACK	33,289	1,430	34,720	89,835.2	\$ 3,944***

*OTHER BLACKS INCLUDES MINOR AND MIXED VARIETIES.

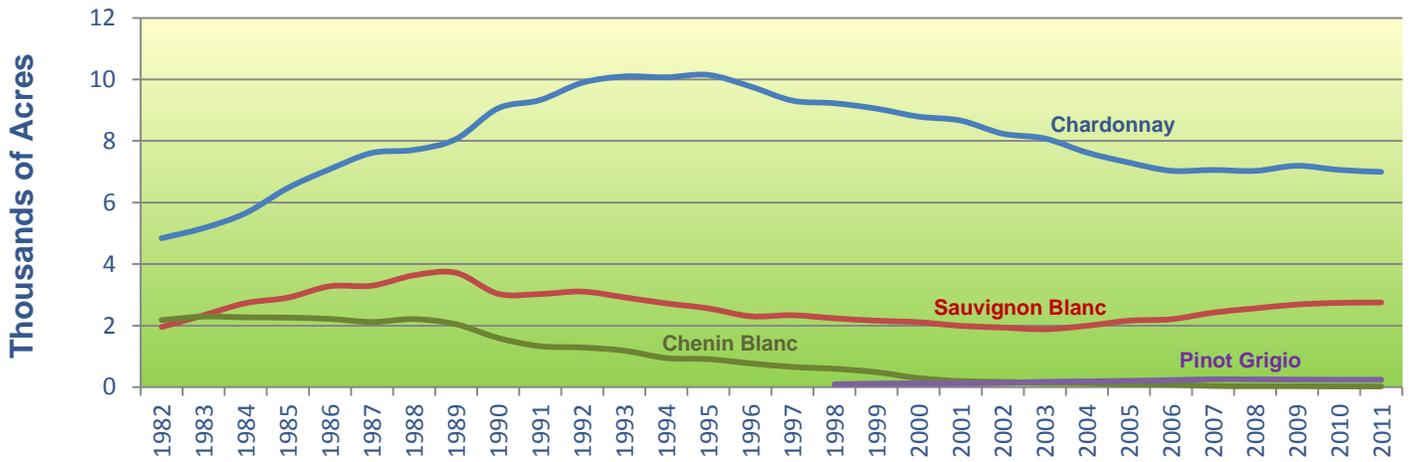
**TONNAGE AND PRICE PER TON OBTAINED FROM FINAL GRAPE CRUSH REPORT 2011 CROP.

*** WEIGHTED AVERAGE VALUE

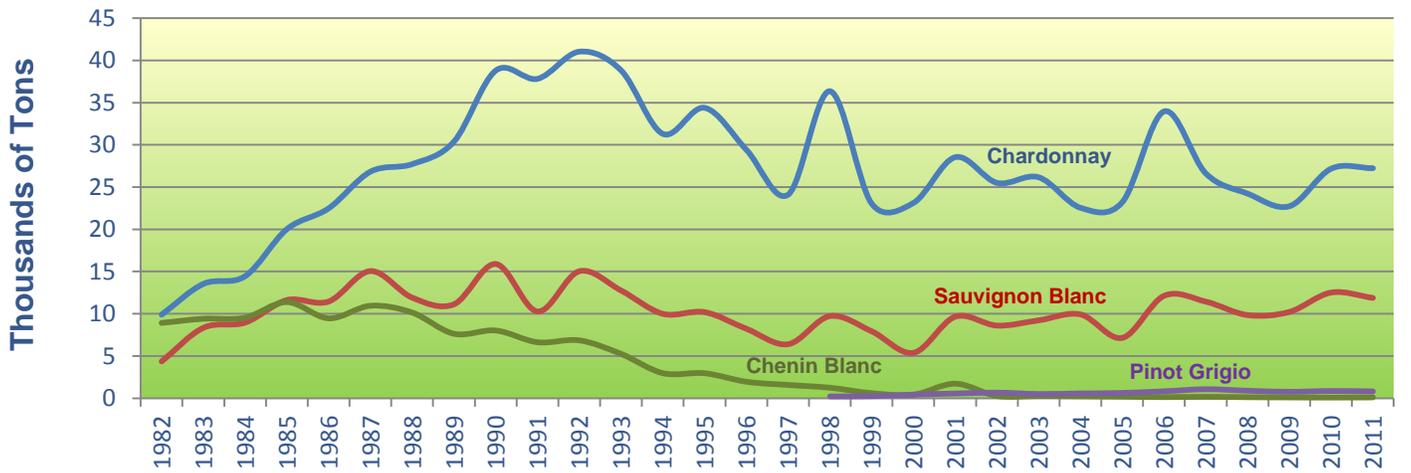
PRICE PER TON COMPARISON FOR BLACK WINEGRAPE VARIETIES



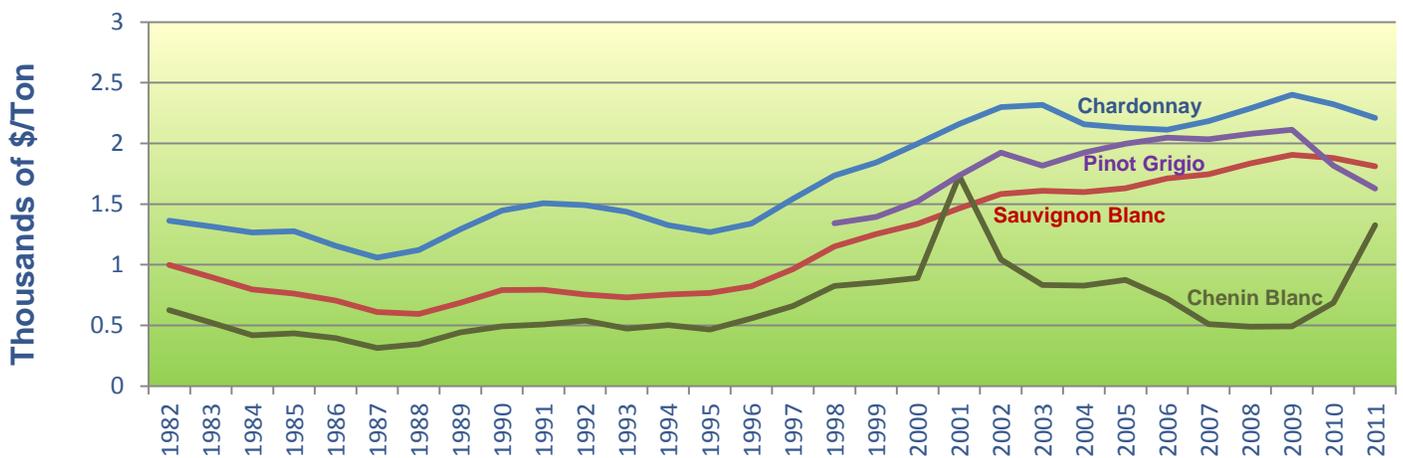
Total White Winegrape Acreage 1982-2011



Total White Winegrape Tonnage 1982-2011



Price Per Ton of White Winegrapes 1982-2011



White Winegrape Varieties 2011

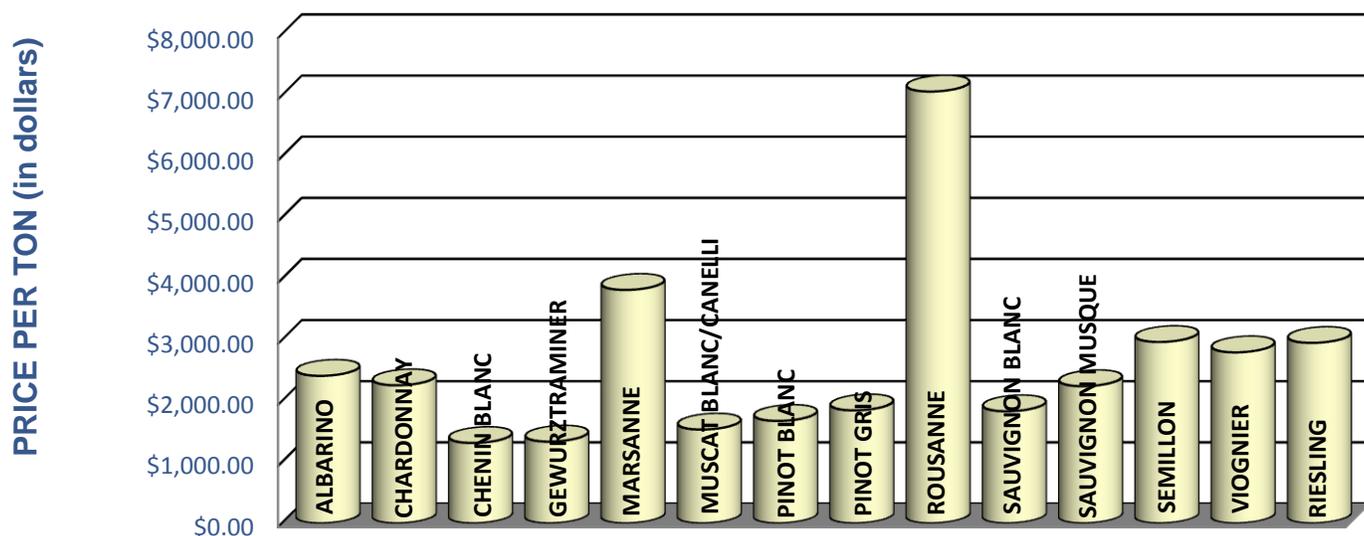
VARIETY	BEARING ACRES	NON-BEARING ACRES	TOTAL ACRES	TONS**	PRICE PER TON**
ALBARINO	18	0	18	47.8	\$ 2,411
CHARDONNAY	6,772	213	6,985	21,014.7	\$ 2,255
CHENIN BLANC	24	0	24	96.0	\$ 1,312
GEWURZTRAMINER	15	0	15	17.4	\$ 1,334
MARSANNE	10	1	11	38.1	\$ 3,815
MUSCAT BLANC	66	0	66	204.2	\$ 1,532
PINOT BLANC	12	0	12	56.3	\$ 1,673
PINOT GRIS / GRIGIO	234	1	235	566.9	\$ 1,846
ROUSSANNE	15	1	16	39.7	\$ 7,061
SAUVIGNON BLANC	2,590	186	2,776	8,470.3	\$ 1,831
SAUVIGNON MUSQUE	107	0	107	174.2	\$ 2,241
SEMILLON	161	16	177	688.6	\$ 2,964
VIIGNIER	102	6	108	159.2	\$ 2,795
WHITE RIESLING	137	0	137	356.3	\$ 2,949
OTHER WHITES*	30	1	31	107.2	\$ 1,549***
TOTAL WHITES	10,293	425	10,718	32,036.9	\$ 2,158***

*OTHER WHITES INCLUDES MINOR AND MIXED VARIETIES.

**TONNAGE AND PRICE PER TON OBTAINED FROM FINAL GRAPE CRUSH REPORT 2011 CROP.

*** WEIGHTED AVERAGE VALUE

PRICE PER TON COMPARISON FOR WHITE WINEGRAPE VARIETIES



2011 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 2011.

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; 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>)	16	GM	0	0
Glassy-winged Sharpshooter (<i>Homalodisca vitripennis</i>)	2,037	GWSS	0	0
Sudden Oak Death (<i>Phytophthora ramorum</i>)	47	SOD	0	0
All Other Incoming Shipments	38	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 2011	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. A "SOD Blitz" event conducted in June by a UC Berkeley Lab and a group of local, trained volunteers surveyed the county and confirmed the presence of *Phytophthora ramorum*, the pathogen which causes Sudden Oak Death (SOD), at 27 new sites. In addition to finds in the typical forested areas, several infestations were discovered in urban, residential neighborhoods.

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 2011	Total Confirmed Sites
Sudden Oak Death / Ramorum Blight (<i>Phytophthora ramorum</i>)	27	54
Vine Mealybug (<i>Planococcus ficus</i>)	6	93

2011 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. A comprehensive trapping program for EGVM in both cropland and urban areas was expanded in 2011 to cover every region of the county. County staff deployed and maintained 4,873 EGVM traps throughout the region. The total number of adult moths captured in the 2011 trapping season was 111.

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 and weighmaster 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 2011, they inspected and tested approximately 70 cranes scales, 350 dormant scales, 15 platform scales, 5 livestock/animal scales and 55 vehicle scales related to agriculture. Inspectors also conduct weighmaster audits and tare verifications to ensure compliance with applicable state laws and regulations.

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 Value	% Total Organic Value	% Total County Value
Winegrapes	2011	149	3,536	\$26,750,600	97.91	6.32%
	2010	107	2,970	\$32,657,300	97.74	7.20%
Olives	2011	20	55	\$8,700	0.03	12.89%
	2010	18	31	\$167,900	0.50	25.20%
Other Fruits & Vegetables	2011	13	18	\$124,600	0.46	20.81%
	2010	10	41	\$149,400	0.45	30.73%
Eggs and Honey	2011	2	n/a	\$12,000	0.04	10.49%
	2010	3	n/a	\$7,600	0.02	8.38%
Cut Flowers & Nursery Stock	2011	6	8	\$426,900	1.56	18.53%
	2010	8	8	\$429,500	1.29	17.41%
Totals	2011	161*	3,617	\$27,649,200	100.00	6.35%
	2010	123*	3,050	\$33,411,700	100.00	7.24%

*SOME FARMS PRODUCE MULTIPLE COMMODITIES



NAPA COUNTY
Department of Agriculture and Weights & Measures
1710 Soscol Avenue, Suite #3
Napa, CA 94559-1315

RETURN SERVICE REQUESTED

A Tradition of Stewardship
A Commitment to Service

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In 2010, with assistance from the California Department of Food and Agriculture, 4,236 special detection traps placed throughout Napa County caught 100,793 adult European Grapevine Moths.

In 2011 we increased the trap count to 4,873; however the number of these highly destructive pests caught that year declined sharply to just 111.

Thanks to everyone's cooperation and extraordinary efforts, for every 908 moths caught in 2010, only 1 was found in 2011.