



# 2013 Agricultural Crop Report

A Tradition of Stewardship  
A Commitment to Service



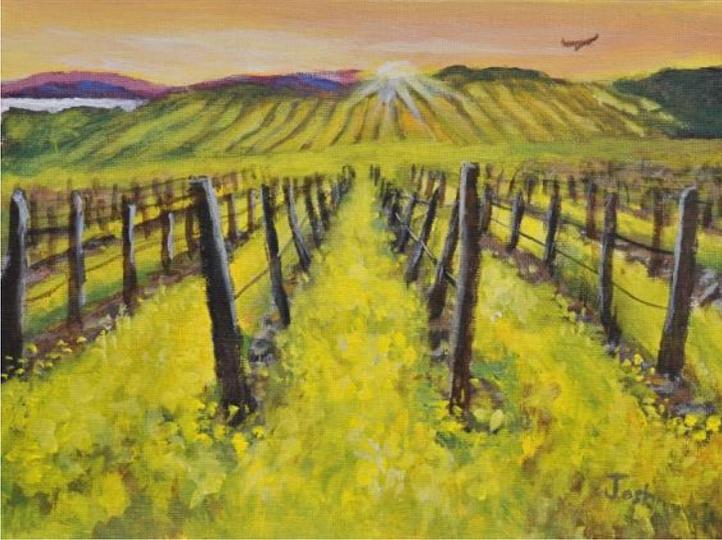
*“Neither blight nor failure visit Napa valley, but plenty, peace and prosperity seem to be the lot of the residents of this favored spot of California.”*

# 2013 Cover Artwork Contest

The Crop Report Cover Artwork Contest is sponsored by the Napa County Farm Bureau's Ag in the Classroom (AITC) program. AITC provides resources to local teachers 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.

2013 marks the tenth year that the Crop Report has highlighted artwork submitted by Napa County middle and high school students who participate in AITC.

2013 Artwork Contest prize money generously donated by **Michael Wolf Vineyard Services** and **PG&E**.



*First Prize: \$250 and cover artwork*

*Artist: **Josh Coffman***

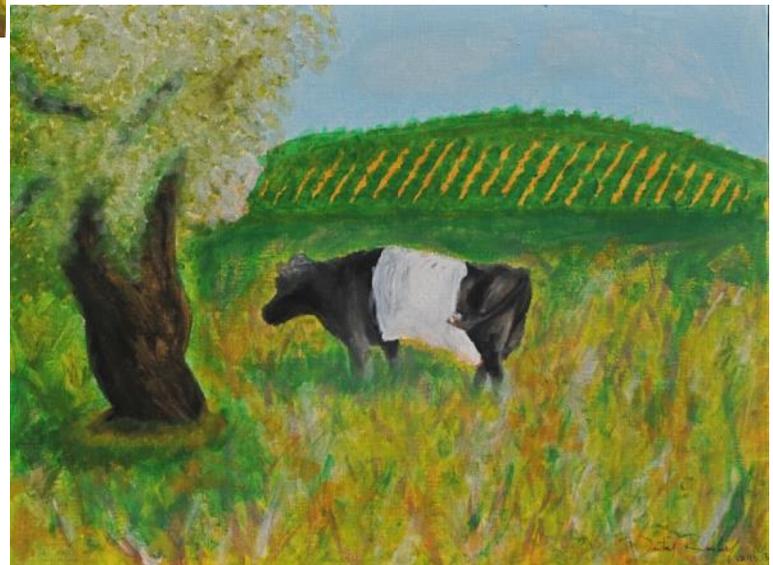
*Title: **"Mustard Sunrise"***

*Medium: Acrylic*

Josh is in the sixth grade at Sunrise Montessori. He enjoys art, writing stories, pets, nature and wildlife, camping, archery, swimming, karate, building and construction.

*Second Prize \$150*  
*Artist: **Destiny Rawdon***  
*Title: **"Grazing by a Vineyard"***  
*Medium: Acrylic*

Destiny is a senior at New Technology High School. Her passions include reading, poetry and drawing. She also adores listening to music: "Without it, life would be a drag."



*Third Prize \$100*  
*Artist: **Grace Murphy***  
*Title: **"Bounty of Nature"***  
*Medium: Colored Pencil*

Grace is a freshman at New Technology High School. She swims for both the Napa Valley and Vintage High School swim teams. She also enjoys reading and being outdoors. She is interested in all media of art and loves the creative process.



For more information on Ag In The Classroom please visit [www.napafarmbureau.org/aic](http://www.napafarmbureau.org/aic)



A Tradition of Stewardship  
A Commitment to Service

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**Gregory R. Clark**  
Agricultural Commissioner/  
Sealer of Weights & Measures

May 6, 2014

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

CHAIR, Mark Luce – District 2

Brad Wagenknecht – District 1

Diane Dillon – District 3

Bill Dodd – District 4

Keith Caldwell – District 5

It is a pleasure to present the 2013 Napa County Crop Report pursuant to the provisions of Sections 2272 and 2279 of the California Food and Agricultural Code. The Napa County wine grape industry had another exceptional year! The gross value of winegrape production was \$656,234,900. Overall winegrape values increased 4.4% while total tonnage decreased by 4.6%. The total value of all agricultural production was \$662,177,500.

It is important to note that the figures provided here are gross values and do not represent nor reflect net profit or loss experienced by individual growers or the industry as a whole.

This year marked several big changes for the Ag Commissioner's Office. We experienced the retirement of our Agricultural Commissioner Dave Whitmer, who is highlighted on page 10 and 11. Additionally, two other staff members retired this year, Agricultural Biologist Joel King and Administrative Office Assistant Marcia Blackmon (highlighted on page 17). We will miss each of these folks, but wish them well in their retirement adventures!

We would especially like to acknowledge Nancy Levenberg, Executive Director and Alexandria Brown, Research Librarian of the Napa County Historical Society for much of the historical content found throughout this report. The wonderful historical photographs and information truly capture the rich and diverse agricultural history of Napa County. Special recognition for the production of this report goes to Chad Godoy and his team, including Anna Norton, Terry Samansky, Sommer Woolley, and all of the staff who assisted in compiling and analyzing the information. I would also be remiss if I did not also express our appreciation to the producers, processors, government agencies and others who contributed vital information to make the report possible.

A handwritten signature in black ink that reads "Greg Clark".

Greg Clark  
Agricultural Commissioner/Sealer

## MISSION STATEMENT

The Napa County Department of Agriculture, is a regulatory agency 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.

Napa County Department of Agriculture and Weights & Measures  
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### 2013 Staff Listing

#### **Agricultural Commissioner and Sealer**

David R. Whitmer

#### **Assistant Agricultural Commissioner and Sealer**

Greg Clark

#### **Deputy Agricultural Commissioners**

John Cooledge                      Chad Godoy                      Humberto Izquierdo

#### **Chief Deputy Sealer**

Joe Croxdale

#### **Staff Services Analyst**

Jaspreet Faller

#### **Senior Account Clerk**

Candace Fiske

#### **Administrative Office Assistant**

Marcia Blackmon

#### **Senior Office Assistant**

Arlene Parker

#### **Office Assistant II**

Terrie Burnett

#### **Agricultural Biologist and Weights and Measures Inspectors**

Jose Chang	Joel King	Anna Norton
Tracy Cleveland	Toosdi Malito	Terry Samansky
Kurt Durrough	Greg Music	Lisa Stewart
Craig Graffin	Andre Napolitano	Branden Woolley
Naomi Greeson		Sommer Woolley

#### **Agricultural & Standards Service Workers**

Jen Borgen	Jenny Gossett	Don Jamison
Nelly Castro Lobovsky		Richard Petkus

#### **Federal Wildlife Services Staff**

Matthew Campbell	Tony Lombardi	Greg Wamsley
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## Administrative Support Team

The Agriculture Department's administrative support team consists of Marcia Blackmon, administrative office assistant; Jaspreet Faller, staff services analyst; Candace Fiske, senior account clerk; Arlene Parker, senior office assistant; and Terrie Burnett, office assistant II.



From left: Candace Fiske, Terrie Burnett, Jaspreet Faller, and Arlene Parker. Not pictured: Marcia Blackmon

Marcia Blackmon retired on Dec. 6, 2013(see page 17).

Jaspreet provides administrative support for the fiscal aspects of the department, including reconciling work plans with department contracts, billing accordingly and preparing the budget and annual financial report. She enjoys hiking, camping, traveling abroad and making memories with her family and friends.

Candace is a member of the accounting team. She is also the go-to person for all department matters - providing support, supplies and guidance to our department's various programs and staff. Candace enjoys spending time with her children and says (in reference to the rock band Queen), "I love to ride my bicycle, I love to ride my bike, I ride it where I can..."

Arlene and Terrie provide clerical support to the department. Their duties include front office reception at the counter and on the phone; taking enforcement calls for emergencies, plant inspections and Federal Wildlife Services; spreadsheet maintenance; file management; data entry into the CalAgPermits system; processing of correspondences; and providing a variety of supportive duties for the trapping and pesticide use enforcement programs. Arlene enjoys spending time with her grandchildren, particularly taking them to see the big blockbuster sci-fi movies. Terrie spends a good amount of her days cheering for her two daughters as they play fast pitch softball.

# Gross Production Values

<b>FRUIT &amp; NUT CROPS</b>	<b>2013</b>	<b>\$656,612,600</b>
	2012	\$657,064,500
<b>VEGETABLE CROPS</b>	<b>2013</b>	<b>\$451,700</b>
	2012	\$228,700
<b>FLORAL &amp; NURSERY CROPS</b>	<b>2013</b>	<b>\$2,061,400</b>
	2012	\$3,074,100
<b>FIELD CROPS</b>	<b>2013</b>	<b>\$495,000</b>
	2012	\$637,800
<b>LIVESTOCK</b>	<b>2013</b>	<b>\$2,204,800</b>
	2012	\$3,709,500
<b>POULTRY &amp; OTHER ANIMAL PRODUCTS</b>	<b>2013</b>	<b>\$352,000</b>
	2012	\$583,500
<b>GRAND TOTAL</b>	<b>2013</b>	<b>\$662,177,500</b>
	2012	\$665,298,100



Photo courtesy of [Napa County Historical Society](#)

Local farmers who helped construct the Mt. George Farm Center, 1916

*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. All values are rounded after final calculation.*

# Napa County Agricultural History

Napa County's agricultural production history reaches back to the 1820s and 1830s, when the territory was part of Mexico. The Spanish arrived and began cattle ranching. George Yount earned the first land grant and eventually built Napa's first flour mill. The 1840s brought Napa's first orchards and the Bale Grist Mill. After the end of the Mexican-American War, Napa became one of California's 27 original counties. By 1850, steam ships carrying passengers and commodities ran between Napa and San Francisco. With expanded markets, Napa experienced a burst of agricultural growth throughout the following decades. By 1889, Napa was the second largest wheat producer in the state. Wine grapes had already been planted and, by the turn of the century, nearly 140 wineries were in operation in Napa County. Throughout nearly two hundred years of agricultural history, Napa County's major commodities have included cattle, cherries, prunes, walnuts, pears, barley and grapes.

The graph below compares the values of major commodities over the 92 years of the Agricultural Commissioner's records. Prices are adjusted for relative inflation.



Cherry pickers, possibly on Atlas Peak, ca. 1890.

Photo courtesy of Napa County Historical Society

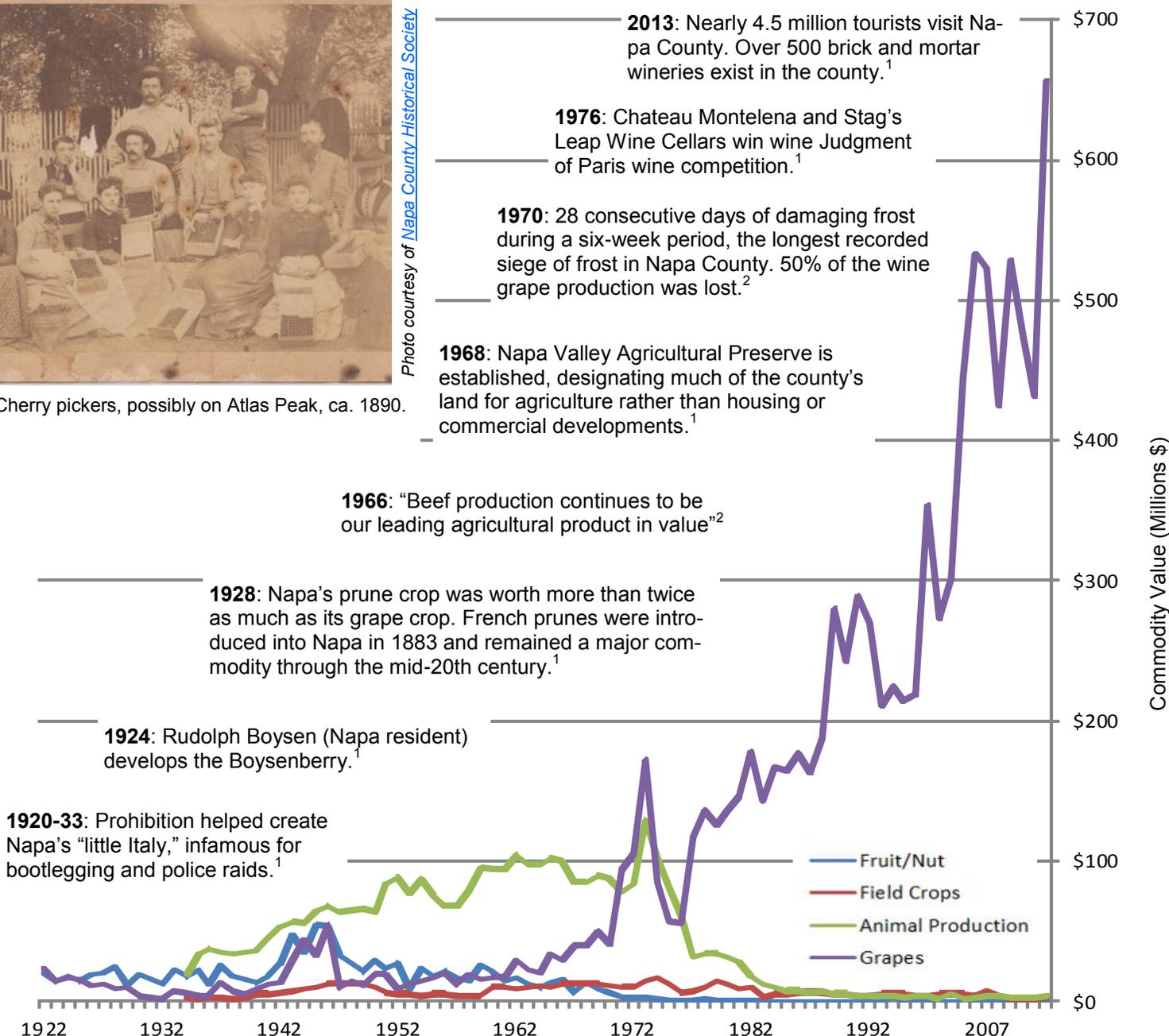




Photo courtesy of [Napa County Historical Society](http://Napa_County_Historical_Society)

Grape picking on the old home northwest of Henry Darms' land, north of Napa, west side of highway, ca. 1906.

## Fruit and Nut Crops

The 2013 crop was another incredible year for Napa production, just missing the 2012 record. The value of the 2013 Napa County winegrape harvest totaled over \$656 million, just short of the 2012 record by approximately \$1,200. Total harvested tonnage exceeded 174,000, approximately 8,000 fewer tons than 2012. Two years of seemingly ideal growing conditions met favorable market conditions to continue to strengthen Napa's grape values. Grapes produced in Napa County received an average\* of \$3,753 per ton, up 4.4% from 2012.

Olive growers experienced high levels of damage caused by olive fruit fly. Ripening occurred early, which provided higher oil yields. Lower-than-expected fall precipitation resulted in smaller olives for the second year in a row.

\*Total price values are calculated weighted averages.

Crop	Year	Producing Acres	Tons Per Acre	Total Tonnage	Value
Red Winegrapes	2013	33,233	3.66	121,637	\$535,663,000
	2012	32,973	4.01	132,108	\$544,264,500
White Winegrapes	2013	10,335	5.15	53,210	\$120,571,900
	2012	10,234	4.96	50,750	\$111,971,600
Winegrapes Subtotal	2013	43,568	4.01	174,847	\$656,234,900
	2012	43,207	4.23	182,859	\$656,236,100
Olives	2013	280	1	51	\$228,400
	2012	191	1.5	287	\$664,700
Other Fruits and Nuts*	2013				\$149,300
	2012				\$163,700
Total Fruits and Nuts	2013				\$656,612,600
	2012				\$657,064,500

\*Other fruits and nuts include Almonds, Apples, Apricots, Blueberries, Cherries, Citrus, Figs, Nectarines, Peaches, Pears, Persimmons, Plums, Pluots, Pomegranates, Prunes, Quince, Raspberries, Strawberries and Walnuts.



Fruit Dryer ca 1890. Photographer: Mark H. Strong

Photo courtesy of [Napa County Historical Society](#)

## Vegetable Crops

Crop	Year	Harvested Acreage	Value
Vegetables	2013	27	\$451,700
	2012	21	\$228,700

Vegetables include Beets, Broccoli, Carrots, Corn, Cucumbers, Eggplants, Garlic, Greens, Herbs, Lettuce, Melons, Onions, Peas, Potatoes, Pumpkins, Radishes, Squash and Tomatoes.

## Historical Highlight

*"Napers planted just about everything. Besides wine grapes, farmers dabbled in hops production, growing raisins, and even planted mulberry trees in an attempt to produce silk. Rice fields were laid out around what is now Meadowood Luxury Resort in St. Helena. Anna Brannan, wife of Sam Brannan, founder of Calistoga, tried to grow tea plants."*

-Napa County Historical Society



Photo courtesy of [Napa County Historical Society](#)

Display of farm produce, probably at the celebration for the completion/opening of the Mt. George Farm Center, 1916

## Nursery and Flower Products

Crop	Year	Production Area (Square Feet)	Value
Floral & Nursery	2013	522,400	\$2,061,400
	2012	850,700	\$3,074,100



Grain thresher, undated

Photo courtesy of [Napa County Historical Society](#)

## Field Crops

Commodity	Year	Production Acreage	Yield Per Acre	Total Tonnage	Price	Value
Hay	2013	770	1.5	1155	\$120	\$139,000
	2012	624	2.5	1560	\$150	\$234,000
Pasture & Rangeland	2013	95,000				\$356,000
	2012	95,000				\$403,800
Total Field Crops	2013	95,770				\$495,000
	2012	95,624				\$637,800



Mr. Duffy (holding bull) and associates, ca 1935. Photographer: McCurry

Photo courtesy of [Napa County Historical Society](#)

## Livestock & Poultry

Commodity	Year	Production (CWT)	Weighted Average Price Per CWT	Value
Cattle and Calves	2013	10,920	\$144	\$1,444,400
	2012	27,188	\$111	\$3,018,800
Sheep and Lambs	2013	5,232	\$150	\$742,400
	2012	560	\$116	\$71,200
Other Livestock	2013			\$18,000
	2012			\$36,000
Livestock Subtotal	2013			\$2,204,800
	2012			\$3,126,000
Poultry & Other Animal Products	2013			\$352,000
	2012			\$583,500
Total Animal Products	2013			\$2,463,800
	2012			\$3,709,500

CWT is hundredweight and equals 100 lbs.

# Agricultural Commissioner and Sealer Dave Whitmer retires



Dave Whitmer retired as the Napa County Agricultural Commissioner and Sealer of Weights and Measures on Dec. 28, 2013, after 33 years of stellar service protecting and promoting Napa County and California agriculture.

Born and raised in Napa, Dave attended Napa Valley College before moving on to California State University, Chico, where he received his Bachelor's Degree in Biology in 1978. After a brief stint as a seasonal inspector at California Department of Food and Agriculture's Mt. Shasta border inspection station, Dave began his career with the Napa County Agriculture Department in 1981 as an Agricultural Biologist. In the early years, Dave gained experience working in many of the department's programs, including pest detection, pest management, plant quarantine and pesticide law enforcement.

In 1986, Dave was promoted to Deputy Agricultural Commissioner, where he oversaw the pesticide regulatory program. Dave was appointed by the Napa County Board of Supervisors as Agricultural Commissioner in 1994 and Sealer of Weights and Measures in 1995.

Some of the pest issues presented about the biggest challenges in his career. "The hardest part of this job is to know when to 'ring the bell' to organize the industry and community over a significant issue," said Dave. A couple of times that Dave had to ring the bell occurred when he worked cooperatively with industry, government and the community to develop the glassy-winged sharpshooter (GWSS) program in the late 1990s and, more recently, to launch the eradication effort to rid Napa County and California of the European Grapevine Moth (EGVM).

In 2002, Dave was recognized by then-Senator Wes Chesboro and Assemblywoman Patricia Wiggins as a "peacemaker" for involving the community in the development of the GWSS program. For his efforts in putting together the EGVM program, Dave was awarded the first ever *Special Achievement – Manager Award* by the California Agricultural Commissioners and Sealers Association this past October. Dave expressed "This award is particularly gratifying to me because it was presented to me by my peers. I must admit that while it is great to be personally recognized, much of my success can be attributed to a tremendous staff, great relationships and response from the local wine grape industry, state and federal agencies."

Along with fellow agricultural commissioners, Dave helped develop a lobbying presence in Washington, D.C., to advance the causes and needs of California agriculture and to secure much-needed funding for important pest exclusion programs. He helped write the pest prevention language in the 2008 Farm Bill, which was included in the bill when it was reauthorized in 2014. "It's been gratifying to know the state is better protected because of the relationships we've built in Washington, D.C.," Dave said.

What Dave has enjoyed most about his career is the feeling he made a difference and had a role in protecting Napa County agriculture. He said, "the Napa Valley is a special place because of the diversity of soils, the amazing climate and the dedicated industry. I feel a great deal of satisfaction in having brought people together and to have had the opportunity to represent this wonderful place." Dave is also excited about the local food initiative and eager to see the direction the Napa County Local Food Advisory Council will take in promoting local food production and creating a more sustainable local food system.

Since hanging up his commissioner hat, Dave continues to work with a group in the community to bring the national anti-poverty initiative *Circles* to Napa County with the goal of empowering the poor. The program will connect the poor with existing private non-profit and governmental organizations so they can overcome the roadblocks to poverty and provide mentors to support individuals in their progress to greater self-sufficiency.

Dave said, "I've had a long and enjoyable career. The department is in good shape with staff in place to keep the programs moving forward. We have good relationships with industry and with our state and federal partners. It's the right time for me to retire."

Dave will do some traveling with Loie, his wife of 35 years; and spend more time with his kids Lindsay and Dale; and plans to see more of the U.S. traveling with their fifth wheel. "I've flown over the country many times, but I'd like to see more of it from the ground," he said.

We wish Dave an enjoyable and fruitful time in his much-deserved retirement.

# Dave Whitmer: 33 Years of Service with Integrity, Vision and Heart

Dave's motivation as a leader, peer and advocate can be summed up in one word: relationships. His commitment to building personal, professional and community relationships set a high standard of service for the department. The Agriculture Department's culture is built on the foundation of hard work, integrity and a genuine love of this valley and its people. With gratitude and pride, we will continue to build upon this tradition of service. In addition to the sentiments of the department, many of Dave's associates from industry, government agencies and community organizations contributed their reflections on working with him throughout the years, some of which are included below.



Dave Whitmer 1994

*"Dave was a strong advocate of protecting the Ag Preserve, resolving Right-to-Farm Ordinance issues, and working with other agencies to protect agricultural lands by using outstanding leadership and collaboration skills. Our agricultural industry and community grew stronger and greener during his term."*

-Sandy Elles, Napa County Farm Bureau

*"The words that come to mind when working with Dave are: communicator, teamwork, competent, tough, fair, savvy, strategic, humorous."*

-Beth Stone-Smith, USDA APHIS PPQ California

*"Dave had the respect of the entire California wine industry and all the State officials. Without Dave's diligence with EGVM and other new pests, the threat would certainly have been much more serious."*

-Robert Steinhauer, Viticultural Consultant



*"Dave was a fantastic leader for Napa County agriculture and specifically the wine industry. He served as an advocate for our region and our wines, both at home and abroad. Dave's a lot like our wines: authentic, the real deal, top-notch, world-class. "*

-Linda Reiff, Napa Valley Vintners



Dave and Loie Whitmer 2009

*"Dave has been a great ambassador for Napa agriculture. He never missed an opportunity to educate people on the economic, health and scenic benefits of agriculture – or to advocate on ag's behalf both at home and in Washington, D.C."*

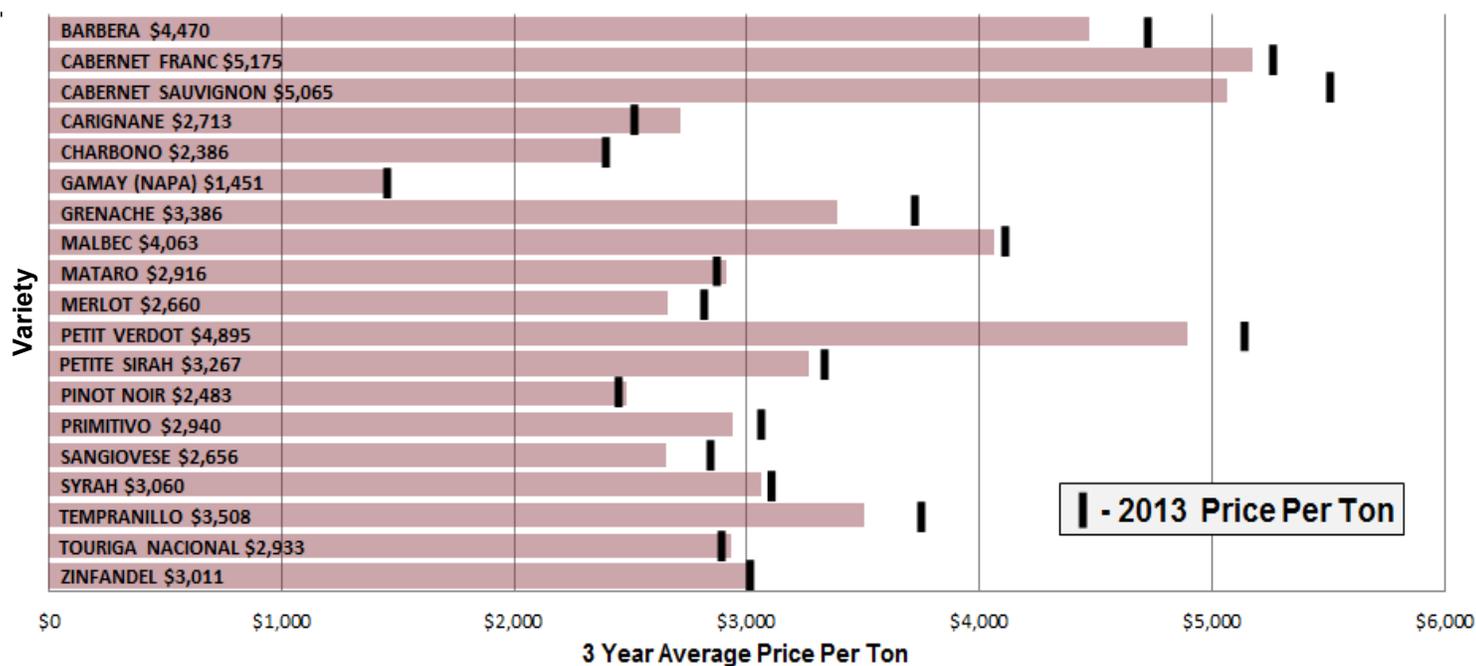
-Jen Putnam, Napa Grapegrowers

# Red Winegrape Varieties

Variety	Bearing Acres	Non-Bearing Acres	Total Acres	Tons	Price Per Ton 2013	Price Per Ton 2012	Price Per Ton 2011
Barbera	10	0	10	48	\$4,712	\$3,903	\$4,794
Cabernet Franc	1,128	37	1,165	3,766	\$5,249	\$5,083	\$5,194
Cabernet Sauvignon	19,365	1,071	20,436	65,919	\$5,474	\$5,060	\$4,660
Cargnane	7	0	7	25	\$2,489	\$2,868	\$2,781
Charbono	43	0	43	132	\$2,396	\$2,910	\$1,852
Gamay/Valdiguie	18	0	18	61	\$1,456	\$1,403	\$1,495
Grenache	37	4	41	225	\$3,679	\$3,325	\$3,155
Malbec	422	24	445	2,441	\$4,106	\$4,016	\$4,066
Mataro/Mourvedre	6	0	6	35	\$2,782	\$2,807	\$3,069
Merlot	5,348	58	5,406	21,038	\$2,771	\$2,649	\$2,560
Petit Verdot	754	28	781	2,787	\$5,129	\$4,769	\$4,786
Petite Sirah	763	72	835	3,484	\$3,356	\$3,292	\$3,153
Pinot Noir	2,785	53	2,838	12,039	\$2,451	\$2,469	\$2,529
Primitivo	43	5	48	68	\$3,097	\$2,472	\$3,250
Sangiovetto/Sangiovese	138	1	139	633	\$2,791	\$2,629	\$2,548
Syrah (French)/Shiraz	816	1	817	2,803	\$3,129	\$3,031	\$3,019
Tempranillo	30	0	30	122	\$3,770	\$3,213	\$3,542
Touriga	17	0	17	70	\$2,866	\$3,000	N/A
Zinfandel	1374	30	1404	5,338	\$3,140	\$3,030	\$2,864
Other Reds*	119	9	128	603	\$2,414	\$1,153	\$1,374
<b>Total**</b>	<b>33,233</b>	<b>1,390</b>	<b>34,624</b>	<b>121,637</b>	<b>\$4,404</b>	<b>\$4,120</b>	<b>\$3,944</b>

\*Other reds are identified in the United States Department of Agriculture (USDA) National Agricultural Statistics Service website: [www.nass.usda.gov/](http://www.nass.usda.gov/)

\*\* Total price values are calculated weighted averages.

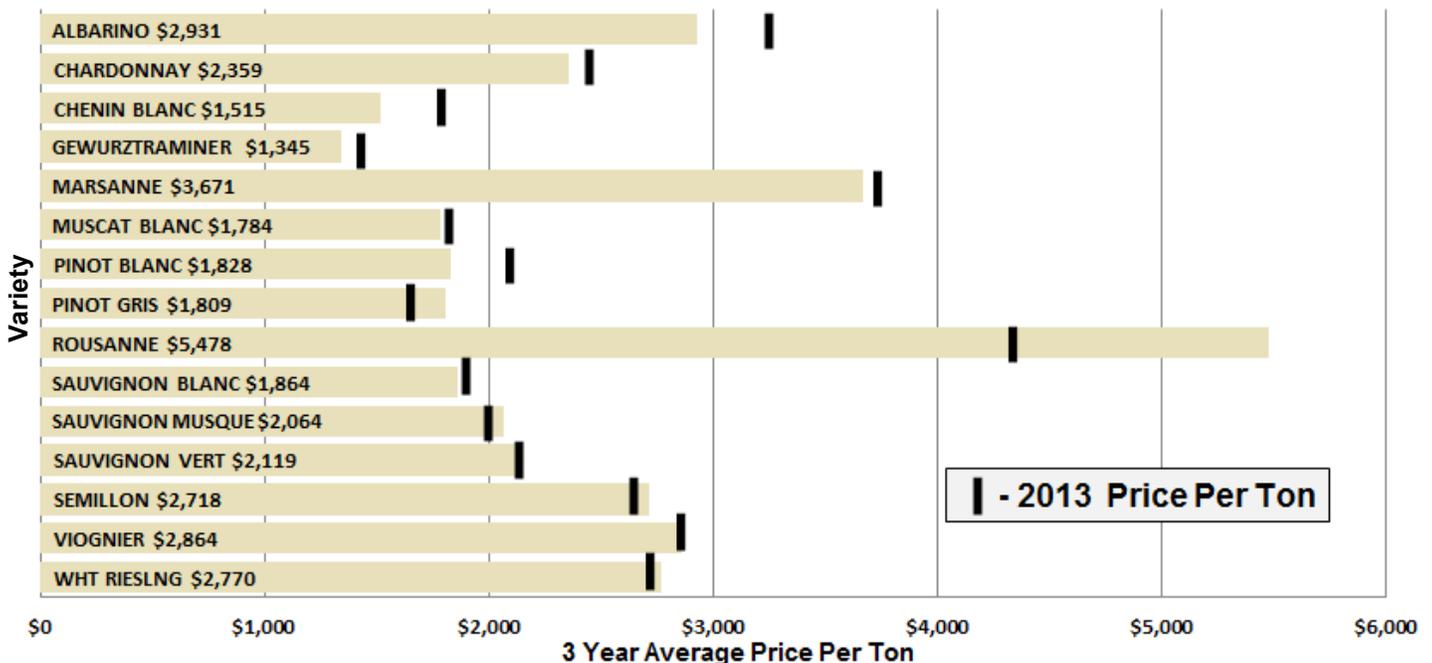


# White Winegrape Varieties

Variety	Bearing Acres	Non-Bearing Acres	Total Acres	Tons	Price Per Ton 2013	Price Per Ton 2012	Price Per Ton 2011
Albarino	18	0	18	57	\$3,224	\$3,158	\$2,411
Chardonnay	6,770	182	6952	31,228	\$2,469	\$2,354	\$2,255
Chenin Blanc	16	0	16	108	\$1,710	\$1,524	\$1,312
Gewurtztraminer	13	0	13	32	\$1,400	\$1,300	\$1,334
Marsanne	11	0	11	71	\$3,717	\$3,480	\$3,815
Muscat Blanc/Canelli	76	6	82	471	\$1,980	\$1,840	\$1,532
Pinot Blanc	11	0	11	80	\$2,073	\$1,737	\$1,673
Pinot Gris/Grigio	183	0	183	677	\$1,686	\$1,896	\$1,846
Rousanne	17	1	17	72	\$4,330	\$5,044	\$7,061
Sauvignon Blanc	2,708	160	2,868	18,010	\$1,900	\$1,861	\$1,831
Sauvignon Musque	108	8	115	392	\$1,971	\$1,983	\$2,241
Sauvignon Vert	6	0	6	11	\$2,152	\$2,161	\$2,044
Semillon	160	16	176	952	\$2,593	\$2,598	\$2,964
Viognier	103	4	107	401	\$2,843	\$2,954	\$2,795
White Riesling	114	0	114	462	\$2,707	\$2,654	\$2,949
Other Whites*	22	0	22	189	\$1,915	\$1,797	\$1,549
<b>Total**</b>	<b>10,335</b>	<b>376</b>	<b>10,711</b>	<b>53,210</b>	<b>\$2,266</b>	<b>\$2,206</b>	<b>\$2,158</b>

\*Other whites are identified in the United States Department of Agriculture (USDA) National Agricultural Statistics Service website: [www.nass.usda.gov/](http://www.nass.usda.gov/)

\*\* Total price values are calculated weighted averages.

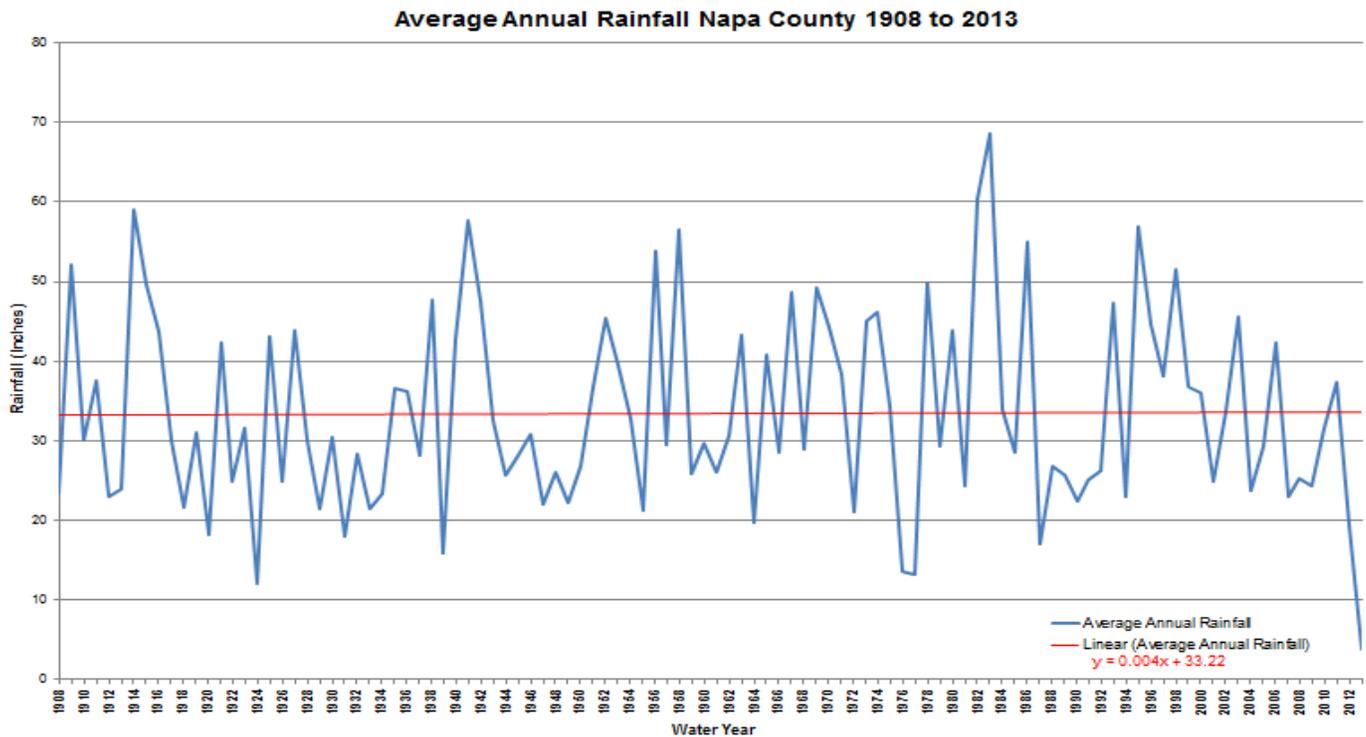


# Napa's Rain History

California agriculture relies on two primary sources of water: groundwater and surface water. Groundwater resides under the earth surface and must be tapped for use. During periods of drought and low surface water availability, Californian's dependence on groundwater increases, drawing down aquifers. Surface water includes rivers, lakes, streams, reservoirs and other sources available on the surface of the planet. These sources are fed through precipitation, springs and sources like snowmelt.

Climatologists use a "water year" rather than a typical calendar year to track and report surface-water supply data. A "water year" spans October 1 to September 30. For example, 2013's water year began on October 1, 2012 and ended September 30, 2013.

The graph below displays average cumulative precipitation for Napa County by water year from 1908 through 2013. Although Napa has experienced periods of drought and high precipitation, overall Napa's average precipitation has remained almost level throughout the 105 years.



## 2013 Climate and Growing Season

University of California Davis Land Air and Water Resources Department provided the following overview of the climate in Napa during 2013, using climatologic data from the CIMIS Carneros station.

The 2013 rainy season (Oct. 2012 to May 2013) was dry with 14.3 inches of rain, only 77% of the normal yearly precipitation (normal precipitation = 18.6 inches per year). Regarding temperature, 2013 was a normal year, with an average temperature of 55°F, which is 99% of the normal temperature 55.7°F. Relative humidity (the content of water in the air) was also close to normal, with an average relative humidity of 70.3%, which is 94% of the normal average humidity of 75.1%.

For more information please visit [www.lawr.ucdavis.edu](http://www.lawr.ucdavis.edu)



Blackberry pickers on Charles Stelzner Farm, ca 1920

Photo courtesy of [Napa County Historical Society](http://Napa County Historical Society)

# Pest Highlight: European Grapevine Moth



Since the European Grapevine Moth (EGVM) was first discovered in Napa County in 2009, great progress has been made in eradicating it from Napa County. The pest has been successfully eradicated from seven counties throughout California, where it was found in relatively low numbers. The success Napa County has seen up to now stems from the cooperative efforts of the Agricultural Commissioner's Office, the California Department of Food and Agriculture, the United States Department of Agriculture and the winegrape industry. Program support has also been provided by UC Cooperative Extension Farm Advisors Dr. Monica Cooper

and Dr. Lucia Varela, as well as by the Agricultural Commissioner's grower liaison Martin Mochizuki.

In 2013, we implemented the Technical Working Group (TWG) recommendation of trapping at a higher density of 100 traps per square mile (compared to 25/square mile in 2012) in order to begin the quarantine deregulation process. Napa County deployed 11,561 EGVM detection traps in commercial vineyards and urban areas and caught a total of only 40 moths.

Growers treated approximately 9,000 acres in vineyards within 500 meters of 2012 and 2013 finds. Isomate mating disruption dispensers (MD) were placed on approximately 2,700 acres in 2013, in contrast to the placement of dispensers on 23,071 acres in 2012. MD was deployed around select 2012 finds in the Greenfield Road and Olive Hill Lane areas and within 500 meters of new 2013 finds. The MD was provided to the growers free of charge by the Agricultural Commissioner's Office.



## EGVM Eradication Program Progress

	2010	2011	2012	2013
<b># of Moths Trapped</b>	100,793	113	77	40
<b># Sites</b>	1,309	240	54	18
<b>Acres Under Mating Disruption</b>	6,278	13,342	23,071	3,068

CDFA conducted treatments and flower/fruit removal in grapevines in urban settings in 2013 where 2012 and 2013 finds occurred. In addition, MD was deployed in residential settings associated with 2012 and 2013 finds.

Even though we still had EGVM detections in 2013, the trapping of just 40 moths is particularly significant due to the increased density of trapping. Additionally, much less mating disruption (MD) was used throughout the county. This is important because MD uses the same pheromone as the traps, and can interfere with the trap's ability to detect moths. The higher trap density and reduction in MD use greatly increased our ability to detect small moth populations, getting us closer to our goal of eradicating EGVM from Napa County.

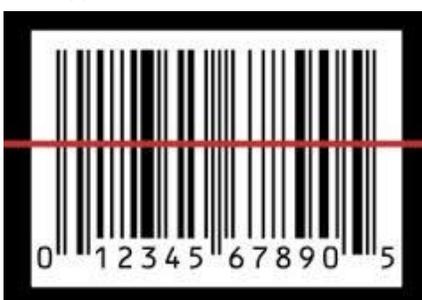
# Weights and Measures

## PRICE VERIFICATION PROGRAM

One of the multiple responsibilities of the Weights and Measures staff is verifying pricing accuracy throughout Napa county. This is accomplished through the price verification inspection program, which ensures that the price charged for a commodity matches the advertised or posted price.

The purpose of the price verification program is to protect both consumers and businesses from pricing discrepancies that lead to overcharges or undercharges. Weights and Measures staff inspect business pricing systems by selecting random items and determining if they are priced correctly at checkout.

Many checkout registers use scanner/point-of-sale technology that reference a database of product pricing often linked to a Universal Product Code (UPC symbol). The



scanner reads the code and pulls the corresponding price from the database and adds it to the bill. The emergence and application of this technology provide retailers substantial benefits concerning the tracking of sales and inventory; however, the remote location of the price database and its maintenance has increased the frequency of price discrepancies between an item's advertised price on the store shelf and what the consumer is charged when checking out at the register.

Beginning in 2007, Napa County Weights and Measures began routinely inspecting the approximately 225 different locations that use the estimated 900 scanner/point-of-sale devices in Napa County. Previously, these inspections were only performed as a result of a complaint. Currently, our office has registered over 250 local businesses, and each of them is inspected for price accuracies at least once a year. If any business fails a price verification inspection, our inspectors are authorized to follow up with increased inspections. Last year, staff inspected over 9,500 items for pricing accuracy. Our office continues to respond to consumer complaints regarding such discrepancies. If the business is proven to be lax in its pricing controls, it can be fined for being out of compliance.

Be a smart shopper, review your receipts and pay attention to what you are being charged. If you need help resolving a pricing issue, please call our office at (707) 944-8714.



Joe Croxdale, Kurt Durrrough and Branden Woolley

## Historical Highlight

*“Around 1883 French prunes were introduced in the valley between Yountville and Napa. Other orchards were planted with peaches, apples, pears, apricots, walnuts and almonds. From an estimated 300,000 fruit trees in 1899, some 500,000 fruit and nut trees were planted in the valley by 1909.”*

-Historical Overview of Napa County,  
Norton King, 1967



Bottling works at a Napa Valley winery, ca. 1960

Photo courtesy of [Napa County Historical Society](#)

## Joel King



Agricultural Biologist Joel King retired on Dec. 6, 2013, after 33 ½ years of service to the Agricultural Commissioner's Office. A native of Illinois, Joel earned a bachelor's degree in biology from Northwestern University in 1976, and master's degree in entomology from the University of Minnesota in 1978.

Joel began his regulatory career with the California Department of Food and Agriculture as a seasonal employee conducting insect trapping and survey duties. He was hired by the Napa County Agricultural Commissioner's Office in July 1980. He began working in all programs, though primarily in pest prevention, which includes pest exclusion, detection and management activities, as well as biological control programs for weeds and insects. Joel also supported the pesticide use enforcement program in issuing operator IDs and permits during the renewal season.

Joel managed the field activities of the glassy-winged sharpshooter program from its inception in 1999 and worked with staff and the winegrape industry to manage the spread of vine mealybug. Joel was known for the great customer service he provided to growers and the public alike in identifying all types of insects, and he worked to impart his entomological knowledge to his fellow ag biologists.

As an avid bicycle commuter, Joel rode his bike to work nearly every day for 31 of his 33 years of service, braving freezing temperatures and searing heat. In retirement, Joel will continue with his bicycle advocacy work as the president of the Napa Bike Coalition and as a member of the Vine Trail Coalition.



Joel plans to do some traveling during retirement, including a trip to the Canadian Rockies. He will undoubtedly continue to follow major league baseball and international soccer – go Deutschland! Joel's unique laugh and sense of humor and all of his historical knowledge will be missed by all. Without question, he will continue to ride his bike and look at bugs. We wish him the best in his much-deserved retirement.

## Marcia Blackmon

Administrative Office Assistant Marcia Blackmon retired on Dec. 6, 2013, after serving nearly 19 years with the Ag Commissioner's Office. Marcia began her career with the County in the Health Department in 1989.

Marcia attended Napa High School and after graduating headed down to San Luis Obispo to work for the Office of Education. While in San Luis Obispo, Marcia attended night school at Cuesta College in Morro Bay. In 1974, Marcia returned to Napa and began a career in the newspaper industry as a copy typist for the Napa Register. Marcia expanded her resume at the Register and, in 1979, moved over to the Vallejo Times Herald as a printer. She rounded out her newspaper career as acting production manager before retiring from the newspaper business in 1989.



Marcia is a self-proclaimed dreamer and adventurer always looking for something – from starting her own karaoke DJ business to knitting fashionable scarves for Giants fans. She loves to read, travel, camp, fish and spend time at the beach, particularly summers at Pismo Beach. Marcia is looking forward to sharing many of these experiences with her four grandchildren.

In Marcia's own words: "This has been a fantastic job and I have met many wonderful people, clients and co-workers. I have learned so much and am thankful to be able to go home and apply my newfound knowledge to my flowers, vegetables and fruit trees." We wish Marcia well in her retirement.



# 2013 Sustainability Report

## Organic

Organic farming practices aim to focus on maintaining ecological system health and balance through promoting biodiversity and soil health while minimizing pollutants. Organic farming practices exclude the use of synthetic pesticides, fertilizers and genetically modified organisms.

Organic farms which produce more than \$5,000 annual sales must be inspected and certified by a third-party agency in order to market their products with an organic label. Once certified, organic producers register annually with the California Department of Food & Agriculture (CDFA). The Napa Agricultural Commissioner's Office performs inspections on behalf of CDFA for first-time registrants and producers that make less than \$5,000 annual sales, and spot checks at farmers markets. For more information on organic farming, please visit CDFA's website [www.cdfa.ca.gov/is/i & c/organic.html](http://www.cdfa.ca.gov/is/i%20&%20c/organic.html).

Crop	Year	# of Organic Farms	Production Acreage
Winegrapes	2013	135	3,670
	2012	133	4,032
Olives	2013	22	56
	2012	17	45
Other Fruits & Vegetables	2013	21	17
	2012	16	15
Eggs and Honey	2013	2	N/A
	2012	2	N/A
Cut Flowers & Nursery Stock	2013	6	7
	2012	7	7
Total	2013	150*	3,764
	2012	146*	4,099

\*Some farms produce multiple commodities.

## Historical Highlight

*"So far as Napa County is concerned the soil is unsurpassed in fertility. It is an accumulation of loam and debris to a depth of more than twenty feet and with proper management the farms will be as productive a hundred years hence as they are today."*

-Illustrations of Napa County, California with Historical Sketch.  
Smith and Elliott Publishers. 1878

## Detection—Survey Program

The survey program monitors populations of plant pests and diseases currently found in Napa County. In 2013, a group of local volunteers supervised by a UC Berkeley Lab conducted a "SOD Blitz", searching for *Phytophthora ramorum*, the pathogen that causes the plant disease Sudden Oak Death (SOD). This effort resulted in no new finds located within the borders of Napa County. However, earlier in 2013, a local arborist discovered one new infestation, which brings the total number of confirmed sites in Napa County to 67 since the SOD surveys began in 2000.

Vine mealybug (VMB) traps were placed throughout the county at a rate of 25 traps per square mile in vineyard areas. With this density of trapping we were able to monitor established populations as well as locate new infestation areas. For more information please visit [www.countyofnapa.org/AgCommissioner/Pests/](http://www.countyofnapa.org/AgCommissioner/Pests/).

## Pest Detection—Trapping Program

Napa County's insect trapping program monitors for populations of pests that cause potentially devastating crop, forest and ornamental plant damage. Traps are placed throughout the county in host plants and high-risk areas and are inspected by county staff every two weeks during the trapping season.

Suspect insects are sent to the California Department of Food and Agriculture Lab for evaluation.

Pest	# of Traps	Pest	# of Traps
European Grapevine Moth	11,717	Gypsy Moth	184
Glassy-Winged Sharpshooter	1,740	Light Brown Apple Moth	26
Vine Mealybug	3,804	Japanese Beetle	50
Western Grapeleaf Skeletonizer	181	Exotic Fruit Flies*	350

\*Exotic fruit flies include: Mediterranean Fruit Fly, Melon Fruit Fly, Oriental Fruit Fly, Peach Fruit Fly and Olive Fruit Fly.

## Historical Highlight

1999: Glassy-winged sharpshooter, a type of leafhopper insect, becomes the latest vineyard pest as it migrates up from Southern California and the Central Valley. It carries Pierce's Disease, an incurable bacterial disease that kills grapevines.

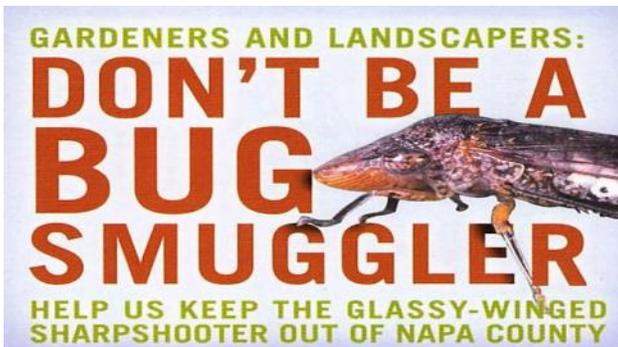
2002: Vine mealybug is detected in Napa County for the first time. The honeydew exuded by this pest promotes development of sooty mold. Vine mealybug is also an important vector of various grape virus diseases.

2009: European grapevine moth is detected and reported in Napa County; the first discovery of this destructive pest in the United States.

## Exclusion

All incoming plants and other host material originating from known areas of pest or disease infestations are thoroughly inspected to help protect Napa County. The introduction of glassy-winged sharpshooter (GWSS), for example, is still a potential threat to the health of grapevines. GWSS can spread *Xylella fastidiosa*, the pathogen which causes the deadly Pierce's Disease.

Out-of-state shipments may contain pests or diseases of economic importance, such as the gypsy moth (GM) and Sudden Oak Death (SOD). The state agricultural border stations notify us of incoming shipments. When a shipment arrives, it is inspected for pests, general cleanliness and compliance with all applicable federal, state and county regulations.



For more information please visit [www.bugspot.org](http://www.bugspot.org)

Pest	# of Inspections
Gypsy Moth ( <i>Lymantria dispar</i> )	21
Glassy-Winged Sharpshooter ( <i>Homalodisca vitripennis</i> )	1978
Sudden Oak Death ( <i>Phytophthora ramorum</i> )	91
All Other Incoming Shipments	7



A Tradition of Stewardship  
A Commitment to Service

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

