



2014 Agricultural Crop Report

A Tradition of Stewardship
A Commitment to Service



2014 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.

This marks the 11th year that the Crop Report has highlighted artwork submitted by Napa County middle and high school students who participate in AITC.

The 2014 Artwork Contest prize money was generously donated by **Michael Wolf Vineyard Services** and **PG&E**.



First Prize: \$250 and cover artwork

*Artist: **Josh Coffman***

*Title: **"Vineyard Sunset"***

Medium: Acrylic

Josh is in the seventh grade at Silverado Middle School. He enjoys the outdoors, animals, camping, swimming, hunting, skiing and riding his scooter. Josh also won first prize in the 2013 Crop Report Cover Artwork Contest.

Second Prize: \$150
*Artist: **Paola Delgado***
*Title: **"Watching Over the Valley"***
Medium: Acrylic

Paola is a junior at New Technology High School. Her favorite pastimes include animating, drawing, painting, watching movies, gardening, and practicing karate.



Third Prize: \$100
*Artist: **Jacob McLaughlin***
*Title: **"Holding Hands"***
Medium: Digital - Photoshop

Jacob is a sophomore at New Technology High School. He enjoys drawing, reads quite a bit, and is teaching himself how to make video games.

For more information on Ag In The Classroom, please visit www.napafarmbureau.org/aitc



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

May 12, 2015

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

CHAIR, Diane Dillon – District 3

Brad Wagenknecht – District 1

Mark Luce – District 2

Alfredo Pedroza – District 4

Keith Caldwell – District 5

It is my pleasure to present the 2014 Napa County Crop Report pursuant to the provisions of Sections 2272 and 2279 of the California Food and Agricultural Code. The Napa County winegrape industry had an outstanding year! The gross value of winegrape production was a record setting \$718,256,100. Overall winegrape values increased nearly 9.5% while total tonnage changed less than 0.1%. The total value of all agricultural production was \$724,276,900.

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.

In addition to reporting information on the status of agriculture in the county, our office is also highlighting Napa County Farm Bureau's "Agriculture in the Classroom" program and the Napa County Local Food Advisory Council's "Napa Local Food" website. The goal of "Agriculture in the Classroom" is to increase awareness and understanding of agriculture among Napa County teachers and students, including participation in programs like "Harvest of the Month" and annual events like Ag Day. The Napa Local Food Advisory Council created the website NapaLocalFood.com as a place where residents and visitors can find information about locally grown, sustainable food.

I am especially appreciative of the hard work performed in producing this report and thank Jose Chang, Craig Graffin, Anna Norton, Naomi Greeson, and Sommer Woolley, as well as all of the staff who assisted in compiling and analyzing the information. I express our appreciation for the cooperation of the producers, processors, government agencies and others who contributed vital information to make the report possible.

Respectfully submitted,

A handwritten signature in cursive script 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.

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Chief Deputy Sealer

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Joy Hilton	Anna Norton	Sommer Woolley

Agricultural Biologist

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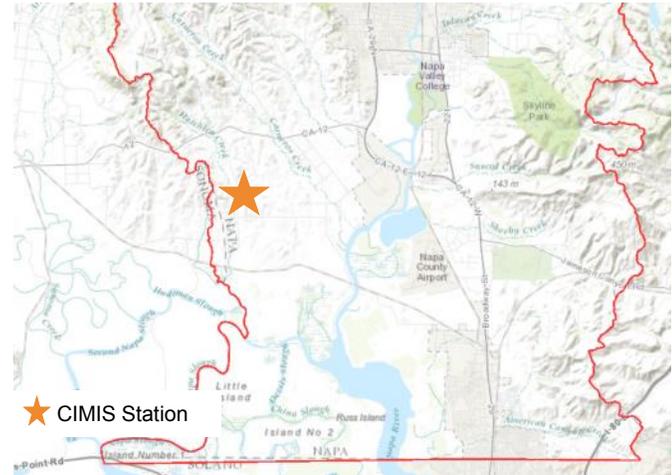
Jen Borgen	Richard Petkus
Don Jamison	Vhea Poppe

Federal Wildlife Services Staff

Tony Lombardi	Greg Wamsley
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2014 Growing Conditions and Climate Information

The University of California Davis Land Air and Water Resources Department (LAWR) collects climate related data year-round from the California Irrigation Management Information System (CIMIS) weather station number 109 located in Carneros.



The CIMIS station gathers data on temperature, precipitation and humidity. This data, analyzed by UC Davis LAWR Department, provides a snapshot of the 2014 growing conditions. Additional climate information and reports from CIMIS can be acquired at <http://www.cimis.water.ca.gov/cimis/welcome.jsp>.

Water years are calculated by totaling precipitation from October through September. The 2014 water year, October 2013 – September 2014, was the second driest recorded year in 20 years. While normal precipitation for Napa is 19.9 inches per year, Napa received only 53% of the normal yearly precipitation with 10.5 inches of rain.

The normal average temperature for Napa is 55.8°F. The average temperature for Napa in 2014 was only slightly higher at 58°F.

Relative humidity is used to report the content of water in the air. The relative humidity for Napa in 2014 was also a normal year, with an average of 75%. This value is very close to the normal average humidity of 75.2%.

The overall growing conditions were within normal ranges. However, the lower than normal levels of precipitation continue the drought trends experienced throughout California.

For information, updates and resources on the California drought please visit <http://ca.gov/drought/>.

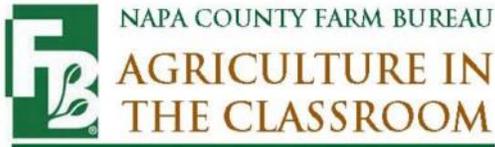
Gross Production Values

FRUIT & NUT CROPS	2014	\$719,035,200
	2013	\$656,612,600
VEGETABLE CROPS	2014	\$504,900
	2013	\$451,700
FLORAL & NURSERY CROPS	2014	\$1,907,900
	2013	\$2,061,400
FIELD CROPS	2014	\$496,300
	2013	\$495,000
LIVESTOCK	2014	\$1,827,900
	2013	\$2,204,800
POULTRY & OTHER ANIMAL PRODUCTS	2014	\$504,700
	2013	\$352,000
GRAND TOTAL	2014	\$724,276,900
	2013	\$662,177,500

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.



Agriculture in the Classroom



Agriculture in the Classroom (AIRC) is dedicated to helping students and teachers throughout Napa County gain an understanding of how agriculture provides the daily essentials necessary to make our society and our world

function. We do this by engaging students and educators in meaningful ways: developing and sharing unique classroom curriculum, supporting school garden efforts, spreading our message at local Ag Days, honoring outstanding educators, rewarding students who learn and write stories about agriculture, and so much more.

Ag Day, at the Napa Valley Exposition, is AIRC's biggest annual event. Ag in the Classroom collaborates with the Ag Commissioner's Office to produce this event. Thirty-seven exhibitors and about 950 Napa County school children attended. Teachers and students came from throughout the county, and most students were in second or third grade. Schools did not need to pay for transportation costs; buses were paid for by local donors. The interactive day included animals: a dairy cow, sheep,



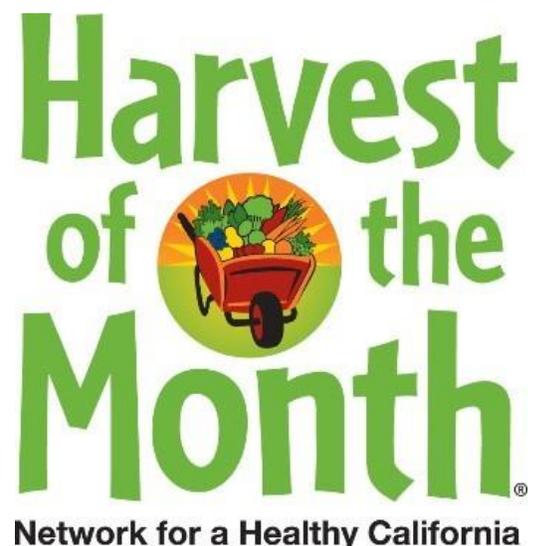
Napa County Ag Commissioner Greg Clark with Sharpie (l) and Clo (r)



Napa County Ag Commissioner's Booth at Ag Day

miniature horses, chickens, dogs, and alpacas. There were costumed characters such as Sharpie, the Glassy-winged Sharpshooter, and Clo the cow. One of the exhibitors taught kids how to spin wool, another taught them about the importance of bats, and another taught them about the Napa River watershed. About 80 high school Future Farmers of America (FFA) students from St Helena High and Vintage High served as tour guides. The goal of the event was to increase awareness and understanding of agriculture among California educators and students. The vision is an appreciation of agriculture by all.

The newest Ag in the Classroom program is Harvest of the Month (HOTM). In the fall of 2012, Ag in the Classroom received a three-year Specialty Crop Block grant for \$252,148 from the California Department of Food and Agriculture for the HOTM program. The goals of HOTM are to increase student nutrition knowledge, promote Ag literacy, increase student consumption of locally produced fresh fruits and vegetables, and to partner with the Napa Valley Unified School District and Sodexo, the Napa Unified Food Service company, to bring locally grown produce into school cafeterias. Ag in the Classroom began implementing HOTM in schools in February of 2013. Each month local produce is purchased fresh from California growers and served to classrooms at all 20 Napa Unified School District elementary schools. Farmers are interviewed and a film crew goes out to the farm to film the crops and the growers so that students can see where their food comes from. Newsletters from the Harvest of the Month website inform students about recipes and nutrition values of the produce. Sodexo also serves this same fresh produce in the school cafeterias. Elizabeth Skylar is the chef/nutritionist who helps implement the program and delivers produce to the schools. Some of the popular produce items that students have tasted are mandarins, kiwis, kale, carrots, peppers, and strawberries. To view the Farmer of the Month videos go to www.napafarmbureau.org/videos.



Fruit and Nut Crops

Breaking \$700,000,000 for the first time, 2014 proved to be another record setting year for Napa winegrape producers. Favorable growing conditions helped spur another successful year for the region. While average production held relatively stable, market value rose, driving the overall crop to record status.

Olive yields increased in 2014 even as growers reported losses due to damage from the olive fruit fly (*Bactrocera oleae*).

Crop	Year	Producing Acres	Tons Per Acre	Total Tonnage	Value*
Red Winegrapes	2014	33,340	3.70	123,355	\$600,398,100
	2013	33,233	3.66	121,637	\$535,663,000
White Winegrapes	2014	10,251	4.97	50,960	\$117,858,000
	2013	10,335	5.15	53,210	\$120,571,900
Winegrapes Subtotal	2014	43,591	4.00	174,315	\$718,256,100
	2013	43,568	4.01	174,847	\$656,234,900
Olives	2014	292	1.8	138	\$645,900
	2013	280	1	51	\$228,400
Other Fruits and Nuts**	2014				\$133,200
	2013				\$149,300
Total Fruits and Nuts	2014				\$719,035,200
	2013				\$656,612,600

*Price values are calculated weighted averages.

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

Organic Highlight

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 and fertilizers as well as genetically modified organisms.

The Napa County Agricultural Commissioner's Office performs inspections on behalf of California Department of Food and Agriculture (CDFA) for first-time registrants and producers that make less than \$5,000 annual sales, and spot checks at farmers markets are conducted. For more information on organic farming, please visit CDFA's website www.cdfa.ca.gov/is/i_c/organic.html.

Crop	Year	# of Organic Farms	Production Acreage
Winegrapes	2014	126	3,430
	2013	135	3,670
Olives	2014	20	49
	2013	22	56
Other Fruits & Vegetables	2014	28	31
	2013	21	17
Cut Flowers & Nursery Stock	2014	6	7
	2013	6	7
Total	2014	163	3,517
	2013	150*	3,764

*Some farms produce multiple commodities.



NAPA LOCAL FOOD

The Napa County local food movement officially started in September 2009. The Board of Supervisors established a strategic objective calling upon the Agricultural Commissioner’s Office to organize a Local Food Forum and initiate a community discussion regarding local food production, sourcing, and distribution. The Board’s establishment of this strategic objective was consistent with the Napa County General Plan that includes a policy statement recognizing that “increasing local food production in Napa County and increasing local food purchases by County residents and institutions such as the jail, schools, and hospitals will contribute to greater food security, increase agricultural diversity, and create a reliable market for small-scale farmers” (Policy AG/LU-19).

A Local Food Forum was held in April 2010. Hundreds of people attended the event and demonstrated a desire to address local food issues. In June 2010, the Board expressed its desire to capitalize on the community interest and momentum created by the forum by recommending the establishment of an advisory council.

In October 2010, the Board adopted a resolution authorizing establishment of the Napa County Local Food Advisory Council (LFAC). The LFAC consists 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 unincorporated portions of Napa County. The LFAC advises the Agricultural Commissioner and Board of Supervisors on issues related



NAPA LOCAL FOOD

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to developing and promoting a sustainable local food system in Napa County. It helps set priorities, develop strategies, and carry out plans for improving sustainable food production in Napa County.

The LFAC has been hard at work since being established in 2010. It established an annual Food Day event which coincides with National Food Day on October 24. The LFAC created the Local Food Policies Frequently Asked Questions document which is available on the Ag Commissioner’s web page. In conjunction



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with local beekeepers, the LFAC revised the Napa County Code for regulating Beekeeping, which is being adopted by cities and towns within Napa County. The LFAC was also the impetus for creating a new Local Food Website, NapaLocalFood.com.

The new site, which has been three years in the making, provides extensive content pertaining to local food issues. It was created to provide an easy way for Napa County residents to find locally grown, sustainable food, learn more about local food resources, and come together as a community to support the local food system.

NapaLocalFood.com is intended to be a one stop shop for all things local food in Napa County. On the site you can find a list of the local growers, retailers, farm stands, farmers markets, and community supported agriculture (CSA). In addition, you can find community groups that run food banks, community gardens, and sustainable agriculture programs.

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An extensive event calendar is featured, as well as a “Food for Thought” page with interesting articles and links to food related information. An educational aspect to the site provides information about seasonality, healthy eating, and gardening tips. If you are interested in growing food in Napa County, there are resources for becoming Organic Certified and an Approved Source, and information is presented about local food ordinances. We hope you find the Napa Local Food website informative and easy to use. The site will continue its evolution introducing new content and enhancements. Visit us regularly to stay connected in Napa County.

In 2015, the LFAC hopes to utilize the web site to promote local food production by encouraging landowners to consider converting a piece of their property into food farming. In our county, there is an increasingly high demand for locally grown produce, as well as many outlets and opportunities to market and sell these goods.

The local food movement is growing in Napa County. It is our hope that, in the near future, more food will be produced within the county and utilized by businesses, institutions, and residents.





Vegetable Crops

Napa County vegetable harvest increased by approximately 9 acres in 2014. This is equivalent to a 33% growth in our local vegetable production crops.

Crop	Year	Harvested Acreage	Value
Vegetables	2014	36	\$504,900
	2013	27	\$451,700

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



Nursery and Flower Products

The nursery and flower production in Napa County held relatively steady compared to the previous year.

Crop	Year	Production Area (Square Feet)	Value
Floral & Nursery	2014	553,200	\$1,907,900
	2013	522,400	\$2,061,400

Crops include grapevines, lavender, begonias, poinsettias, vegetable starts, cut flowers, Christmas trees, and ornamental nursery stock.

Field Crops

The county had fewer acres of oats in production. Some of it was converted to vineyard or was tilled into the ground. Some of the oat acreage was used for fodder and tilled back into the ground as well. The price of hay also increased due to the drought. Conversely the value of rangeland decreased due to less foraging capacity. The federal grazing fee has not changed.

Commodity	Year	Production Acreage	Yield Per Acre	Total Tonnage	Price	Value
Hay	2014	650	1.4	910	\$180	\$163,800
	2013	770	1.5	1,155	\$120	\$139,000
Pasture & Rangeland	2014	95,000				\$332,500
	2013	95,000				\$356,000
Total Field Crops	2014	95,650				\$496,300
	2013	95,770				\$495,000



Livestock & Poultry

Cattle and sheep numbers were reduced even further due to drought conditions. Many ranchers made the decision not to place cattle, cows or ewes late in 2013 since no rain had occurred.

Commodity	Year	Production (CWT)	Weighted Average Price Per CWT	Value
Cattle and Calves	2014	8,720	\$139	\$1,215,000
	2013	10,920	\$144	\$1,444,400
Sheep and Lambs	2014	4,240	\$140	\$594,900
	2013	5,230	\$150	\$742,400
Other Livestock	2014			\$18,000
	2013			\$18,000
Livestock Subtotal	2014			\$1,827,900
	2013			\$2,204,800
Poultry & Other Animal Products	2014			\$504,700
	2013			\$352,000
Total Animal Products	2014			\$2,332,600
	2013			\$2,463,800

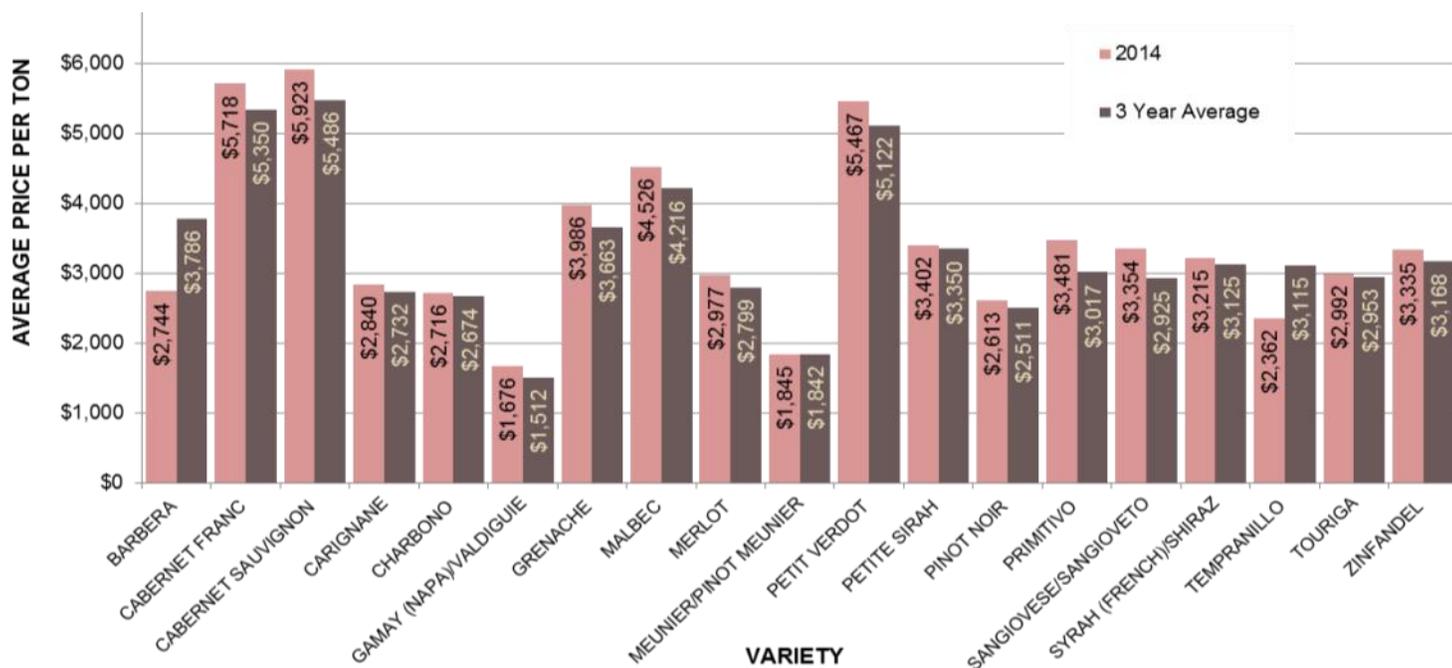
CWT is hundredweight and equals 100 lbs.

Red Winegrape Varieties

Variety	Bearing Acres	Non-Bearing Acres	Total Acres	Tons	Price Per Ton 2014	Price Per Ton 2013	Price Per Ton 2012
Barbera	10	0	10	54	\$2,744	\$4,712	\$3,903
Cabernet Franc	1,121	32	1,153	3,864	\$5,718	\$5,249	\$5,083
Cabernet Sauvignon	19,533	1,090	20,623	72,119	\$5,923	\$5,474	\$5,060
Carignane	6	0	6	12	\$2,840	\$2,489	\$2,868
Charbono	43	0	43	193	\$2,716	\$2,396	\$2,910
Gamay/Valdiguie	20	0	20	62	\$1,676	\$1,456	\$1,403
Grenache	47	1	48	216	\$3,986	\$3,679	\$3,325
Malbec	407	29	436	2,104	\$4,526	\$4,106	\$4,016
Merlot	5,259	65	5,324	19,451	\$2,977	\$2,771	\$2,649
Meunier/Pinot Meunier	71	0	71	301	\$1,845	\$1,840	\$1,841
Petit Verdot	766	26	792	2,942	\$5,467	\$5,129	\$4,769
Petite Sirah	801	31	832	3,483	\$3,402	\$3,356	\$3,292
Pinot Noir	2,797	133	2,930	10,518	\$2,613	\$2,451	\$2,469
Primitivo	49	0	49	52	\$3,481	\$3,097	\$2,472
Sangiovese/Sangiovese	143	1	144	547	\$3,354	\$2,791	\$2,629
Syrah (French)/Shiraz	785	2	787	2,713	\$3,215	\$3,129	\$3,031
Tempranillo	29	0	29	144	\$2,362	\$3,770	\$3,213
Touriga	17	0	17	52	\$2,992	\$2,866	\$3,000
Zinfandel	1,367	21	1,388	4,251	\$3,335	\$3,140	\$3,030
Other Reds*	69	2	71	277	\$1,834	\$2,414	\$1,153
Total**	33,340	1,433	34,773	123,355	\$4,867	\$4,404	\$4,120

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

** Total price values are calculated weighted averages.

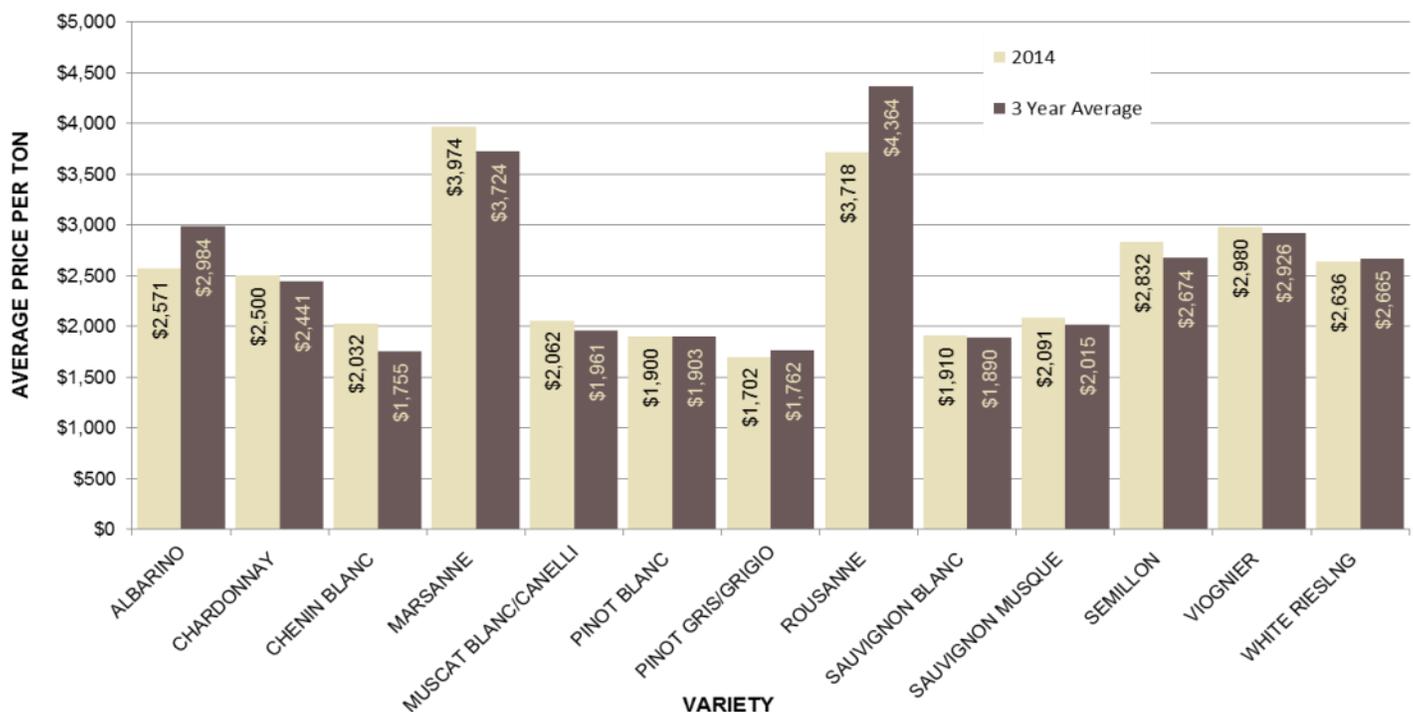


White Winegrape Varieties

Variety	Bearing Acres	Non-Bearing Acres	Total Acres	Tons	Price Per Ton 2014	Price Per Ton 2013	Price Per Ton 2012
Albarino	19	0	19	86	\$2,571	\$3,224	\$3,158
Chardonnay	6,662	225	6,887	31,729	\$2,500	\$2,469	\$2,354
Chenin Blanc	16	0	16	59	\$2,032	\$1,710	\$1,524
Marsanne	9	0	9	38	\$3,974	\$3,717	\$3,480
Muscat Blanc/Canelli	76	8	84	372	\$2,062	\$1,980	\$1,840
Pinot Blanc	11	0	11	81	\$1,900	\$2,073	\$1,737
Pinot Gris/Grigio	165	0	165	539	\$1,702	\$1,686	\$1,896
Rousanne	17	1	18	64	\$3,718	\$4,330	\$5,044
Sauvignon Blanc	2,767	110	2,877	15,746	\$1,910	\$1,900	\$1,861
Sauvignon Musque	104	8	112	385	\$2,091	\$1,971	\$1,983
Semillon	165	4	169	847	\$2,832	\$2,593	\$2,598
Viognier	104	1	105	451	\$2,980	\$2,843	\$2,954
White Riesling	98	0	98	372	\$2,636	\$2,707	\$2,654
Other Whites*	38	0	38	191	\$2000	\$1,915	\$1,797
Total**	10,251	357	10,608	50,960	\$2,313	\$2,266	\$2,206

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

** Total price values are calculated weighted averages.



2014 Sustainability Report

European Grapevine Moth Program Update

Since the European Grapevine Moth (EGVM) was first discovered in Napa County in 2009, great progress has been made in the attempt to eradicate it from Napa County. In 2014, no moths were detected in Napa County in any of the 11,600 traps deployed. Subsequently, Napa County achieved its first significant EGVM quarantine reduction with the release of 12,500 farmed acres, encompassing 348 sites, from regulation in August 2014.

In 2014, staff of the Agricultural Commissioner's Office conducted on site verifications of pesticide applications conducted by growers on 3,300 vineyard acres associated with 2012 and 2013 EGVM finds. Additionally, staff verified the placement of mating disruption dispensers that growers had deployed at 92 different sites on 1,900 acres. The verifications of first and second flight treatments occurred during late evening, early morning and weekend applications. Through these visits, our office was confident that all of the necessary applications were conducted

The success Napa County has seen up to now stems from a cooperative effort by 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 and others. With continued cooperation, the goal of eradicating EGVM from Napa County will soon become a reality.



	2010	2011	2012	2013	2014
Moths Trapped	100,793	113	77	40	0
Agricultural Sites Affected	1,309	240	54	18	0
Acres Under Mating Disruption	6,278	13,342	23,071	3,068	1,907

Pest Exclusion

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, excluding this pest 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 contain pests or diseases of economic importance, such as the Gypsy Moth (GM) and Sudden Oak Death (SOD). 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.

Pest	# of Inspections
Gypsy Moth (<i>Lymantria dispar</i>)	16
Glassy-Winged Sharpshooter (<i>Homalodisca vitripennis</i>)	1,935
Sudden Oak Death (<i>Phytophthora ramorum</i>)	105
All Other Incoming Shipments	8



Pest Detection—Trapping and Survey Programs

Napa County’s insect trapping program monitors for invasive pests that can cause potentially devastating crop, forest, and ornamental plant damage. If left unchecked, these pests can cause millions of dollars in damage to agriculture and can trigger an increase in pesticide use within the county. Pest detection trappers place traps throughout the county using species specific pheromones, food lures, or visual attractors to detect insects of quarantine significance. At the first sign of an invasive pest, actions are taken to ensure that the population does not become established.

Pest	Traps	Servicing's	Duration
Asian Citrus Psyllid	118	236	Nov-Jan
European Grapevine Moth	11,669	125,173	Feb-Oct
Fruit Flies*	283	3,630	May-Oct
Glassy-Winged Sharpshooter	1,611	15,038	Jan-Dec
Grape Leaf Skeletonizer	188	1,408	May-Oct
Gypsy Moth	186	314	June-Sept
Japanese Beetle	50	100	June-Sept
Light Brown Apple Moth	34	210	Jan-Dec
Vine Mealybug	3,761	5,807	June-Oct

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

Napa County Winegrape Pest and Disease Control District

Assessments collected from growers through the Napa County Winegrape Pest and Disease Control District help to fund valuable pest detection and management programs that are not funded by the California Department of Food and Agriculture or the United States Department of Agriculture. The activities include: enhanced trapping and plant shipment inspections for Glassy-Winged Sharpshooter life stages beyond state protocols; a sentinel trapping program for early detection of new injurious winegrape pests; and vine mealybug (VMB) trapping and parasitic wasp releases to aid growers in their management of VMB.



Sentinel Trapping Pests	Traps
Brown Marmorated Stink Bug	34
European Grape Berry Moth	278
Grape Berry Moth	278
Grape Tortrix Moth	278
Honeydew Moth	278
Olive Moth*	51

*Funds for Olive Moth trapping provided by Agricultural Commissioner’s Office



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