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Agricultural Commissioner releases 2023 Napa County Agricultural Crop Report

NAPA, CA – (May 7, 2024) Napa County saw an increase in the gross value of all agricultural production in the county, totaling $1,207,919,300 in 2023 – a 35.1 percent increase from the previous year. Agricultural Commissioner Tracy Cleveland released the numbers as part of the 2023 Napa County Agricultural Crop Report during the May 7 Board of Supervisors meeting.

Wine grape production
The total value of the 2023 winegrape crop was $1,204,427,300, up 35.2 percent or $313,515,900 from the previous year, setting a new record. Total winegrape production increased by approximately 39,670 tons or 30.2 percent from 2022. The total winegrape tonnage for the 2023 crop (170,814 tons from 46,245 bearing acres) was 16.7 percent higher than the previous 10-year average of 146,402 tons, and the total winegrape value was 61.2 percent higher than the previous 10-year average. The average price paid per ton for all winegrapes was $7,051, a 3.8 percent increase from 2022. In 2023, the highest average price paid for a major Napa County winegrape variety was $10,633 per ton for Cabernet Franc. There were 1,224 bearing acres of Cabernet Franc in 2023.

Top wine grape varieties
In 2023, the top three varieties in total value were Cabernet Sauvignon, Chardonnay and Merlot. Approximately 92,847 tons of Cabernet Sauvignon (25,000 acres) were harvested and sold at an average price of $9,235 per ton. Chardonnay (5,628 acres) exceeded Merlot (3,632 acres) by 1,996 bearing acres, but sold at $1,026 less per ton on average. Merlot production was 12,300 tons, valued at an average of $4,716 per ton. Chardonnay production of 22,683 tons was valued on average at $3,690 per ton. These three varieties together accounted for approximately 75 percent of all production and 83 percent of the total winegrape value.

Value of other crops and livestock
Olive production increased by 193 tons in 2023. Despite continuing pressure from olive fruit flies, many growers reported substantially higher harvested acres and total tonnage than the previous year. Total livestock and poultry values decreased $427,600 from those reported in 2023, and field crops decreased $36,100. Vegetable crop values were $94,500 higher in 2023 with a slight increase in harvested acreage. Floral and nursery production area and value were also higher this year, primarily due to a surge in small family farms cultivating cut flowers, cacti, and succulents.

Pest exclusion and pest detection activities
County staff completed 63,962 pest detection traps servicings in 2023, looking for pests that could harm the county’s agriculture and natural ecosystems. The team continued to survey for all life stages of the glassy-winged sharpshooter (GWSS) this year. 2,789 plant shipments were inspected for GWSS and other invasive pests and released in 2023.

Featured articles
This year’s crop report includes a very informative article on the Neighborhood Alliance for Vineyard Protection (NAViP). The report also highlights several staff retirements and the Napa County 4-H Youth Development Program.
About the report
The Crop Report Cover Artwork Contest, a partnership between the Ag Commissioner’s office and Napa County Farm Bureau’s “Ag in the Classroom” program, seeks to promote agricultural awareness through student participation in the contest.

This year's crop report cover art was created by Evelyn Sosa, an eighth grade student at Pope Valley Elementary School. Evelyn's watercolor and marker presentation, titled "Poppy Field," was selected as the winning entry of this year's Crop Report Cover Artwork Contest. Second place went to Jessica Hernandez and third place was awarded to Karolina Becerra.

The report is available online, at each of the county’s libraries, and at the Agricultural Commissioner’s Office located at 1710 Soscol Avenue, Suite 3 in Napa.

For questions, please contact Tracy Cleveland at agcommissioner@countyofnapa.org.

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