

SAN MATEO COUNTY

AGRICULTURAL CROP REPORT

1975



April 12, 1976

Dr. Luther T. Wallace, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
San Mateo County

Gentlemen:

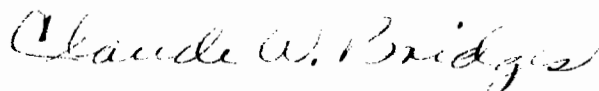
In accordance with Section 2279 of the California Food and Agricultural Code, I herewith submit a report of the condition, acreage, production and value of the agricultural products of San Mateo County for the year 1975.

The total gross value of \$57,026,200.00 exceeded the previous year by \$12,992,700.00. This is the greatest single year increase of record and can be attributed almost entirely to increased production and price of potted flowering and green foliage plants.

Values revealed in this report are estimated gross values only, and are based upon the best available authoritative sources. It would not be possible to arrive at a net return because of the variability of costs in producing, harvesting, packaging and marketing our products.

To all those who contributed information for this report and to my staff for gathering and compiling the information, I give my sincere appreciation.

Respectfully,



Claude W. Bridges
Agricultural Commissioner
San Mateo County

CWB:cls
4/76

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Typist Clerk II

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Typist Clerk I

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Predatory Animal Hunter

Vincent Belleci

* COVER PHOTO COURTESY OF GOLDEN GATE PRODUCE MARKET, SOUTH SAN FRANCISCO *

FUNCTIONS AND ACTIVITIES

SAN MATEO COUNTY DEPARTMENT OF AGRICULTURE

YEAR - - - - 1975

As provided for in the California Food and Agricultural Code San Mateo County has a Department of Agriculture whose chief officer is the Agricultural Commissioner.

His primary responsibility is to promote and protect the agricultural industry as it affects both producer and consumer. He and his appointed assistants enforce provisions of the agricultural and administrative codes, certain federal regulations and county ordinances in order to protect the environment and the health and welfare of all citizens.

The following briefly summarizes departmental activities and presents a statistical analysis of the harvested acreage, production and gross value of San Mateo County crops for the year 1975.

ENVIRONMENTAL PROTECTION

Pest Detection

To prevent the introduction and spread of serious agricultural pests such as the devastatingly destructive Japanese Beetle, Gypsy Moth, Oak Wilt Disease and Elm Tree Diseases annual countywide surveys are carried out by staff biologists. If these pests are not detected and eradicated before they become well established our food, fiber and ornamental crops can suffer millions of dollars in damage. A most comprehensive survey will be conducted in early spring to determine if Dutch Elm Disease exists in San Mateo County.

An additional detection tool is our insect trapping program. Specially developed traps baited with distinctive lures and scents are strategically located throughout the county. Staff Biologists periodically examine the catch and replenish the lure.

Pest Eradication

Currently the department is directing the eradication of serious noxious weeds such as Artichoke Thistle, Skeleton Weed, Dalmation Toadflax, Klamath Weed and Perennial Peppergrass. Eradicative measures are also in progress on several primary noxious weeds under a service agreement with the Southern Pacific Railroad Company. The County is reimbursed for control work done under contractual agreements with other agencies.

Staff members specially certified by the State Department of Food and Agriculture assist and advise growers, pest control operators, nurserymen and others with various problems relating to agricultural pest eradication.

Pest Management

Since it is not economically feasible to eradicate certain serious agricultural pests because of their wide distribution this activity is an attempt to reduce their population to levels which agriculture can sustain without suffering great financial loss.

An integral part of this program is the use of Biological Control. Often times a target species can be biologically reduced to a level where eradication measures are feasible. Advice and assistance is given to agriculturalists and to the general public in their efforts to control pests.

A. Rodent and Vertebrate Pest Control

Ground squirrels are known carriers of certain serious human diseases such as Bubonic Plague and Tularemia and are also serious agricultural pests. A countywide control program, financed with county funds, is carried on by the department.

Assistance is also provided the County Public Health Department in their urban area rodent control program.

B. Weed Control

Control programs are carried on against certain noxious weeds that are not considered to be serious agricultural pests statewide but are quite noxious and a definite threat to areas free from such pests. Uninfested coastal farm areas are protected from invasion by such weeds because of our program and this results in considerable savings to farmers of that area.

Pest Exclusion

To prevent the introduction into or spread within the state and county of serious agricultural pests, plant material is inspected at points of entry such as air, rail and truck terminals, bus depots, nurseries, post offices, express offices and other places.

Each shipment of produce or plant material being exported to a foreign country is inspected and certified by a staff biologist prior to departure in accordance with state and federal regulations.

The departments laboratory prepares and processes insects, diseased plant material, roots and foliage specimens for determination by the State Laboratory Services Division in Sacramento.

Pesticide Use Enforcement

The department enforces county and state laws and regulations governing agricultural pest control. Each pest control operator must obtain a state license and register annually with the Agricultural Commissioner in whose county he conducts business. Pest control operators and growers who purchase or use pesticides designated by state law as restricted materials or herbicides must first secure a permit from the agricultural commissioners office.

Pesticide Advisors and Dealers must be examined and annually licensed by the State Department of Food and Agriculture. Additionally they must register each year with the Agricultural Commissioner of each county in which they intend to operate and make sales.

This department also devotes a substantial amount of its resources toward the enforcement of farm worker safety and environmental protection regulations. These laws are designed to protect the agricultural worker and our environment from pesticides and other farm hazards.

CONSUMER PROTECTION REGULATION

Nursery and Seed Regulation

A. Nursery Regulation

San Mateo County has 373 nurseries with a gross annual business in excess of 49 million dollars. State regulations provide for periodic inspections at each location to insure over-all pest cleanliness and plant health. As in Pest Exclusion, samples are processed for identification or final determination by the State Laboratory Services Division.

B. Seed Inspection

All agricultural and vegetable seed offered for sale in California must comply with the California Seed Law as to labeling and specifications stated on the label.

Both wholesale and retail seed stocks are regularly inspected to protect the consumer against poor quality, fraud and deception.

The State Department of Food and Agriculture in cooperation with the Agricultural Commissioner maintains a seed potato disease test plot near Half Moon Bay.

Fruit and Vegetable Quality Control

To protect the producer and assure the consumer a good quality product, a major activity of this department is the regular inspection of all fresh fruits and vegetables, nuts and honey offered for sale at grocery and retail markets.

One of the largest wholesale outlets for fruits and vegetables in Northern California is the Golden Gate Produce Terminal in South San Francisco. They receive and sell produce throughout California, the United States and many foreign countries. Gross receipts for 1975 were reportedly in excess of \$110,404,800.00 from the sale of 9,340,643 packages.

In order to provide the consumer with a superior product and the grower with a good return, certain agricultural commodities are controlled by industry requested marketing orders. The department cooperates with several advisory boards in their enforcement of these marketing orders.

Egg Quality Control

All retail and wholesale egg outlets in the county are regularly inspected to determine if the eggs meet the requirements of their marked grades, and, to insure that there are no inedible eggs in any lot. Inspections are made under a cooperative agreement with the U.S.D.A., California Department of Food and Agriculture and San Mateo County.

SPECIAL SERVICES

Apiary Regulation

Each year, by law, beekeepers must register their apiaries with the Agricultural Commissioner. Apiaries are annually inspected by staff biologists to prevent the spread of American Foulbrood disease which is highly contagious and incurable. If this fatal disease is found the bees are destroyed and the hive and its contents are either sent to a wax salvage plant for processing or burned.

Crop Statistics

State law provides that the Agricultural Commissioner compile and publish an annual report showing the acreage, production and value of all crops grown in the county. The information is gathered by staff members under a pledge of confidentiality. Published information is used by other government agencies, educational institutions, private individuals and by allied agricultural industries. Statistical data regarding specific crops is furnished upon request.

OTHER ACTIVITIES

Fairs

The Agricultural Commissioner is an Ex-officio member of the Board of Directors for the San Mateo County Fair and Floral Fiesta. He and his staff assist with the organization and judging of the agricultural division. When directed, the department enters non-competitive exhibits in our County Fair and in other trade fairs. These exhibits are usually designed to explain departmental services and functions.

Civil Defense

As the county representative to the Food Administration Division of the California Disaster Office the Commissioner and his staff maintain an inventory of all wholesale food in the county. This inventory is made available in event of a serious emergency.

Predatory Animal Control

This function is primarily directed toward livestock protection. Many of the smaller predators, however, are potential rabies carriers. Control is carried on by a full time predatory animal trapper whose services are maintained under a cooperative agreement between the United States Department of Interior and San Mateo County.

Laboratory

To more fully assist nurserymen and home gardeners the department maintains a laboratory capable of testing well water to determine its saline content. The facilities are also used to extract nematodes from the roots of certain plants so that they can be submitted to the State Laboratory for determination.

COOPERATIVE ACTIVITIES

1. The public called upon the department 13,609 times in 1975 for help with problems involving plant pest control, home garden and agricultural problems.
2. Staff members attended 249 meetings involving professional problems in cooperation with or at the request of the State Department, the University of California, scientific groups and various agricultural organizations.
3. Staff members give educational talks on the various phases of agriculture to farm, garden and service organizations as well as to school children and other youth groups.
4. Annual and monthly reports are prepared for the Director of Food and Agriculture. Special reports are prepared for the Board of Supervisors.
5. Weekly reports on the harvesting and handling of crops and livestock and the effects of weather on them are prepared for the California State Crop and Livestock Reporting Service.
6. Imported foreign plant material growing grounds are given regular post entry inspections.
7. A library of technical publications issued by University of California, United States Department of Agriculture, State Department of Food and Agriculture, other institutions and other sources is maintained within the department.

8. Under the jurisdiction of the Bay Area Air Pollution Control Board and in cooperation with local fire marshalls the Agricultural Commissioner issues permits to burn agricultural and horticultural plant material harboring detrimental pests.
9. The Commissioner, a member of the County Consumer Protection Committee assists in the planning and development of procedural policy and the department investigates all complaints falling within its area of responsibility.

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Department Expenditures	1974-1975	\$312,712.00
Department Revenue	1974-1975	43,270.00

MILLION DOLLAR CROPS

Pot Plants	\$20,840,000	up	\$10,010,000
Ornamental Nursery Stock	5,957,000	up	492,000
Carnations	4,897,000	up	420,000
Chrysanthemums	3,477,000	up	55,000
Brussels Sprouts	2,158,000	up	112,000
Marguerites	1,607,000	up	149,000
Roses	1,600,000	up	7,000
Strawflowers	1,430,000	up	322,000
Cattle and Calves	1,430,000	up	484,000

SAN MATEO COUNTY POPULATION

1940	112,000
1945	167,000
1950	239,000
1955	345,000
1960	444,000
1965	527,000
1970*	557,200
1971*	559,900
1972*	560,900
1973*	565,500
1974*	568,900
1975	571,100

*REVISED

ANNUAL CROP REPORT

VEGETABLE CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Artichoke	1975	750	3.40	2,550	Ton	\$338.00	\$ 862,000
Total	1974	440	3.25	1,430	"	346.00	495,000
Beans, Snap	1975	130	5.81	755	"	453.00	342,000
	1974	175	5.10	892	"	384.00	343,000
Beets, Table	1975	19	5.21	99	"	354.00	35,000
	1974	18	5.00	90	"	300.00	27,000
Brussels Sprouts							
Total	1975	1,100	5.28	5,800	"	372.00	2,158,000
	1974	1,120	5.25	5,880	"	348.00	2,046,000
Cabbage	1975	52	10.23	532	"	88.00	47,000
	1974	56	11.25	630	"	86.00	54,000
Celery	1975	9	26.00	234	"	154.00	36,000
	1974	10	28.00	280	"	116.00	32,500
Chard	1975	15	8.00	120	"	333.00	40,000
	1974	14	7.71	108	"	311.00	33,600
Corn, Sweet	1975	45	4.62	208	"	229.00	47,600
	1974	40	3.80	152	"	186.00	28,300
Greenleaf Vegetables*	1975	19	10.80	205	"	771.00	158,000
	1974	18	10.40	187	"	722.00	135,000
Leeks	1975	24	8.17	196	"	337.00	66,000
	1974	22	7.86	173	"	289.00	50,000
Lettuce	1975	152	6.29	956	"	150.00	144,000
All Var.	1974	146	6.00	874	"	150.00	131,000
Parsley	1975	6	6.67	40	"	380.00	15,200
	1974	6	6.33	38	"	355.00	13,500
Peas, Mkt.	1975	830	2.12	1,760	"	437.00	769,000
	1974	580	1.84	1,070	"	370.00	396,000

*Includes Kale, Mustard Greens, Etc.

VEGETABLE CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Potatoes	1975	67	14.70	985	Ton	\$121.00	\$ 119,000
	1974	80	17.50	1,400	"	74.30	104,000
Radish	1975	136	3.74	509	"	556.00	283,000
	1974	170	3.60	612	"	520.00	318,000
Spinach	1975	62	7.89	489	"	278.00	136,000
	1974	60	7.17	430	"	251.00	108,000
Squash Pumpkins	1975	128	9.69	1,240	"	140.00	174,000
	1974	120	9.33	1,120	"	120.00	134,000
Summer	1975	13	10.00	130	"	400.00	52,000
	1974	12	9.58	115	"	374.00	43,000
Miscellaneous Vegetables, Field and Indoor Grown*	1975	30					5,368,000
	1974	42					5,172,000
TOTAL	1975	3,587					\$10,851,800
	1974	3,079					9,663,900

*Includes Anise, Garlic, Mushrooms, Parsnips, Tomatoes, Etc.

FIELD CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Beans, Dry Edible*	1975	26	.46	12	Ton	\$442.00	\$ 5,300
	1974	38	.74	28	"	543.00	15,200
Barley	1975	586	1.23	720	"	149.00	107,000
	1974	484	.93	450	"	119.00	53,600
Hay Grain	1975	3,090	1.76	5,440	"	65.40	356,000
	1974	3,100	1.73	5,350	"	63.60	340,000
Other Tame	1975	780	1.45	1,130	"	64.60	73,000
	1974	740	1.03	797	"	64.00	51,000
Oats	1975	1,120	.32	356	"	153.00	54,500
	1974	990	.26	262	"	122.00	32,200
Pasture Irrigated	1975	542			Acre	90.00	49,000
	1974	448			"	87.00	39,000
Other	1975	45,600			"	7.43	339,000
	1974	43,800			"	7.15	313,000
*Includes Fava Beans, Dry							
TOTAL	1975	51,744					\$983,800
	1974	49,600					843,800

SEED CROPS

Bean Seed	1975		93	Cwt.	\$ 25.00	\$ 2,300
	1974		150	"	30.00	4,500
Flower Seed	1975		7,200	Lb.	1.67	12,000
	1974		8,000	"	1.75	14,000
TOTAL	1975					\$ 14,300
	1974					18,500

FRUIT AND NUT CROPS

Crop	Year	Acres	PRODUCTION		Unit	VALUE	
			Per Acre	Total		Per Unit	Total
Apples, Total	1975	36	3.36	121	Ton	\$117.00	\$ 14,000
	1974	35	3.31	116	"	132.00	15,300
Prunes	1975	12	1.33	22	"	259.00	5,700
	1974	12	1.67	20	"	275.00	5,500
Strawberries	1975	3	21.00	63	"	667.00	42,000
	1974	4	21.50	86	"	616.00	53,000
Walnuts	1975	139	1.19	165	"	428.00	70,600
	1974	81	.96	78	"	400.00	31,200
Miscellaneous Fruits*	1975	23					63,000
	1974	20					61,000
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TOTAL	1975	213					\$195,300
	1974	152					166,000

*Includes Apricots, Grapes, Pears, Plums and Bushberries.

FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Production	Unit	VALUE	
					Per Unit	Total
Acacia	1975	22	97,000	Bag	\$ 1.25	\$ 121,000
	1974	24	106,000	"	1.00	106,000
Agapanthus	1975	8	16,000	Doz.	1.75	28,000
	1974	9	18,000	"	1.92	34,600
Chrysanthemum Pompon	1975	9	137,000	Bunch	.72	99,000
	1974	13	260,000	"	.85	221,000
Cut Foliage	1975	40	116,000	Bunch	.82	95,000
	1974	43	79,400	"	.90	71,500
Heather	1975	143	166,000	Bunch	.88	146,000
	1974	163	177,000	"	1.00	177,000
Iris	1975	43	331,000	Bunch	1.05	348,000
	1974	41	362,000	"	1.00	362,000
Marguerites	1975	364	3,349,000	Bunch	.48	1,607,000
	1974	347	3,102,000	"	.47	1,458,000
Narcissus	1975	22	2,354,000	Bloom	.045	106,000
	1974	23	2,731,000	"	.040	109,000
Shasta Daisy	1975	28	5,100,000	Bloom	.057	291,000
	1974	28	5,460,000	"	.050	273,000
Strawflowers	1975	180	59,600	Box	24.00	1,430,000
	1974	164	44,300	"	25.00	1,108,000
Yarrow	1975	18	88,000	Doz.	1.15	101,000
	1974	12	72,000	"	1.13	81,000
Miscellaneous Flowers*	1975	84	597,000	Bunch	.83	496,000
	1974	83	575,000	"	.88	506,000
Sub-Total	1975	961				\$4,860,000
	1974	954				4,520,100

*Includes Begonias, Sweet William, Tulips, Aster, Calla Lily, Stock, Violets, Etc.

FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Production	Unit	VALUE	
					Per Unit	Total
<u>Ornamentals</u>						
Herbaceous Perennials	1975	21	1,344,000	Plant	\$.25	\$ 336,000
	1974	18	1,302,000	"	.23	299,000
Christmas Trees	1975	150	19,000	Tree	8.63	164,000
	1974	158	21,000	"	8.00	168,000
Nursery Stock	1975	123				5,957,000
	1974	100				5,465,000
TOTAL	1975	1,255				\$11,325,000
	1974	1,230				10,452,100

FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Square Feet	Production	Unit	VALUE	
					Per Unit	Total
<u>Cut Flowers</u>						
Carnations	1975	2,654,000	54,410,000	Bloom	\$.09	\$ 4,897,000
	1974	3,198,000	63,960,000	"	.070	4,477,000
Chrysanthemums Total	1975	5,149,000				3,378,000
	1974	6,077,000				3,201,000
Standard*	1975	(3,589,000)	9,869,000	Bloom	.215	(2,122,000)
	1974	(3,818,000)	9,930,000	"	.166	(1,650,000)
Pompon	1975	(1,560,000)	1,570,000	Bunch	.80	(1,256,000)
	1974	(2,259,000)	2,982,000	"	.52	(1,551,000)
Roses	1975	681,000	10,530,000	Bloom	.15	1,600,000
	1974	645,000	12,255,000	"	.13	1,593,000
Snapdragons	1975	378,000	400,000	Bunch	1.63	652,000
	1974	450,000	477,000	"	1.63	778,000
Miscellaneous Cut Flowers**	1975	176,000				236,000
	1974	322,000				410,000

*Includes Fujii, Spiders, Disbuds, Anemone, Etc.

**Includes Gardenias, Orchids, Lilies, Stephanotis, Fnesia, Etc.

FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Square Feet	Production	Unit	VALUE	
					Per Unit	Total
<u>Pot Plants</u>						
Chrysanthemums	1975	347,000				\$ 1,600,000
Potted	1974	540,000				1,841,000
Foliage Plants	1975	3,616,000				19,240,000
	1974	2,724,000				8,989,000
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Sub-Total	1975	13,001,000				31,603,000
	1974	13,956,000				21,289,000
<hr/>						
<u>Propagated</u>						
Bedding Plants	1975	60,000	40,000	Flats	\$3.75	\$ 150,000
	1974	58,500	39,000	"	3.72	145,000
Cuttings and Liners	1975	94,000	2,400,000	Plant	.032	77,000
	1974	119,000	3,002,000	"	.030	90,000
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TOTAL	1975	13,155,000				\$31,830,000
	1974	14,133,500				21,524,000
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Total Glass and Plastic Area				9,641,000	Square Feet	
TOTAL VALUE ALL FLORAL CROPS			1975	\$36,635,000		
			1974	25,977,100 -		
TOTAL VALUE ALL NURSERY CROPS			1975	\$ 6,520,000		
			1974	5,999,000		

LIVESTOCK

Item	Year	PRODUCTION		Unit	VALUE	
		Number Head	Total Liveweight		Per Unit	Total
Cattle and Calves	1975	6,600	24,700	Cwt.	\$ 41.21	\$1,430,000
	1974	8,450	44,400	"	21.30	946,000
Milkers Sold	1975	354		Head	444.00	157,000
	1974	400		"	275.00	110,000
Sheep and Lambs	1975	344	844	Cwt.	42.00	35,500
	1974	1,470	1,470	"	40.00	58,800
Hogs and Pigs	1975	300	360	Cwt.	49.00	17,600
	1974	300	360	"	51.40	18,500
TOTAL	1975					\$1,640,100
	1974					1,133,300

LIVESTOCK AND APIARY PRODUCTS

Item	Year	Production	Unit	VALUE	
				Per Unit	Total
Milk, Market	1975	20,800	Cwt.	\$7.99	\$166,000
	1974*	27,600	"	7.22	199,000
Milk, Manufacturing	1975	-----	----	----	-----
	1974*	590	Cwt.	7.42	4,380
Wool	1975	6,800	Lb.	.47	3,200
	1974	10,100	"	.40	4,100
Honey	1975	20,000	Lb.	.57	11,400
	1974	23,000	"	.60	17,000
Beeswax	1975	2,400	Lb.	2.20	5,300
	1974	3,200	"	2.34	7,500
TOTAL	1975				\$185,900
	1974*				231,900

*REVISED

JANUARY 1 INVENTORY OF LIVESTOCK - 1975 - 1976

Item	January 1, 1975	January 1, 1976
Cattle and Calves		
All	10,800	7,900
Milk Cows, 2 years and over	200	200
Sheep and Lambs	1,000	800
Hogs and Pigs*	100	100

*As of December 1, 1974 and 1975

R E C A P I T U L A T I O N

Production Values

	1974	1975
Vegetable Crops	\$ 9,663,900	\$10,851,800
Flower and Nursery Crops	31,976,100	43,155,000
Field Crops	843,800	983,800
Seed Crops	18,500	14,300
Fruit and Nut Crops	166,000	195,300
Livestock	1,133,300	1,640,100
Livestock and Apiary Products	231,900*	185,900
*Revised		
TOTAL	\$44,033,500	\$57,026,200

COMPARATIVE PRODUCTION VALUES

1940	\$ 7,724,811
1945	19,752,883
1950	15,765,707
1955	14,689,756
1960	17,389,074
1965	18,633,251
1970	33,298,470
1971	36,776,745
1972	42,817,610
1973	42,164,730