

COUNTY OF SAN DIEGO

DEPARTMENT OF  
AGRICULTURE, WEIGHTS AND MEASURES

2010  
CROP STATISTICS  
&  
ANNUAL REPORT



**LISA M. LEONDIS**  
AGRICULTURAL COMMISSIONER/  
SEALER OF WEIGHTS & MEASURES

# County of San Diego

## DEPARTMENT OF AGRICULTURE, WEIGHTS AND MEASURES

9325 Hazard Way, Suite 100, San Diego, CA 92123

Phone: (858) 694-2739 FAX (858) 467-9697

<http://www.sdcawm.org>

**WEIGHTS & MEASURES**  
(858) 694-2778  
FAX (858) 467-9278

**SAN MARCOS OFFICE**  
(760) 752-4700  
FAX (760) 724-4098

Karen Ross, Secretary  
California Department of Food and Agriculture  
and  
The Honorable Board of Supervisors of the County of San Diego  
Supervisor Bill Horn, Chairman, 5th District  
Supervisor Ron Roberts, Vice-Chairman, 4th District  
Supervisor Greg Cox, 1st District  
Supervisor Dianne Jacob, 2nd District  
Supervisor Pam Slater-Price, 3rd District

I respectfully submit the report of acreage, yield, and value of agricultural production for San Diego County. In 2010, the value of agriculture totaled \$1,652,422,032. This represents a 7% increase from 2009's total of \$1,548,196,332. Although the value increased, the acreage devoted to commercial agriculture decreased slightly by 4,578 acres or -1.5%.

This report also contains detailed crop information and highlights of the many diverse programs within the Department of Agriculture, Weights and Measures that support the County's focus on our children, the environment and safe and livable communities.

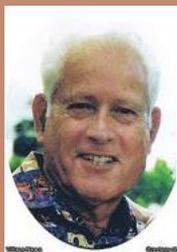
Thank you to the many farmers, ranchers, nursery men and women and industry groups who provided information for this report. Additionally, I would like to express my appreciation to the dedicated Agriculture, Weights and Measures staff who continually strive to provide our customers with superior service.

Sincerely,

Lisa M. Leondis  
Agricultural Commissioner/  
Sealer of Weights and Measures

All reported figures represent Freight on Board (F.O.B.) values for products. These are not net values and do not reflect cost of production. Total values may not add precisely due to rounding. Gross value of farm products does not reflect the total value to the economy.

# REMEMBERING HOWARD METCALF



The 2010 crop report is dedicated to Ralph “Howard” Metcalf, Jr., who passed away on October 3, 2010. Howard began as an inspector for the San Diego County Department of Agriculture, Weights and Measures (AWM) in 1963 and rose to the esteemed level of Deputy Agricultural

Commissioner before he retired in 1998. Howard’s dedication to his profession inspired many young inspectors during his tenure as Deputy over the Plant Health and Pest Prevention, Pest Detection, and Integrated Pest Control programs. No detail was

too small with Howard and he enjoyed sharing his vast knowledge with everyone. Passionate about his work, he soon returned from retirement and worked part-time doing what he loved: inspecting plants for newly emerging pests such as Glassy-winged sharpshooters and diseases such as Sudden Oak Death. Each spring, we looked forward to Howard’s return as a “retire-rehire.” And now, even though he won’t be returning to AWM again, we know Howard is somewhere waiting for us, learning everything there is to know, so that when we meet with him again, he’ll smile and say, “let me show you how to do a nursery inspection here...”

## 2010 SUMMARY OF MAJOR CROPS



<b>Total Value</b>	<b>\$1,652,422,032</b>
<b>Change in Value from 2009</b>	<b>\$104,225,701</b>
<b>Percent Change</b>	<b>7%</b>
<b>Total Acreage</b>	<b>302,713</b>
<b>Change in Acreage from 2009</b>	<b>-4,578</b>
<b>Percent Change</b>	<b>-1.5%</b>
<b>Highest Value Crop, Per Acre</b>	<b>Indoor Flowering and Foliage Plants</b>
<b>Value Per Acre</b>	<b>\$450,000</b>
<b>Lowest Value Crop, Per Acre</b>	<b>Range</b>
<b>Value Per Acre</b>	<b>\$6</b>

The value of Nursery and Cut Flower crops continued to rise in San Diego County in 2010. The number one crop, Ornamental Trees and Shrubs increased in value 14.69% to \$418,841,523. The number two crop, Indoor Flowering & Foliage Plants, increased in value by 0.56% to \$292,500,000. Overall acreage for nurseries and cut flowers increased slightly by 0.05%. The total value for all nursery products (including cut flowers and foliage) was well above the one billion dollar mark for a grand total of \$1,107,558,336.

Overall, Fruit and Nut Crops increased in value 19.33% to \$261,399,642, although decreased in acreage -10.59%. Avocados remain the highest value fruit crop. The value increased by 12.70% to \$147,051,864, even with avocado acreage decreasing significantly by -22.49%. Water played an important role in this change. First, the shortage of water and subsequent increase in water cost resulted in significant avocado acreage taken out of production. Fortunately with the increase in price per ton, growers were able to have some relief from 2009. Growers reported citrus increased both in value by 29.48% and acreage by 5.43%. This increase is partially attributed to the 198% increase in the value of Kumquats.

Vegetables and Vine fruits decreased -9.97% in value and -13.86% in acreage. The largest crop decrease of -80.95% was in Oriental Vegetables due to a reduction in acreage.

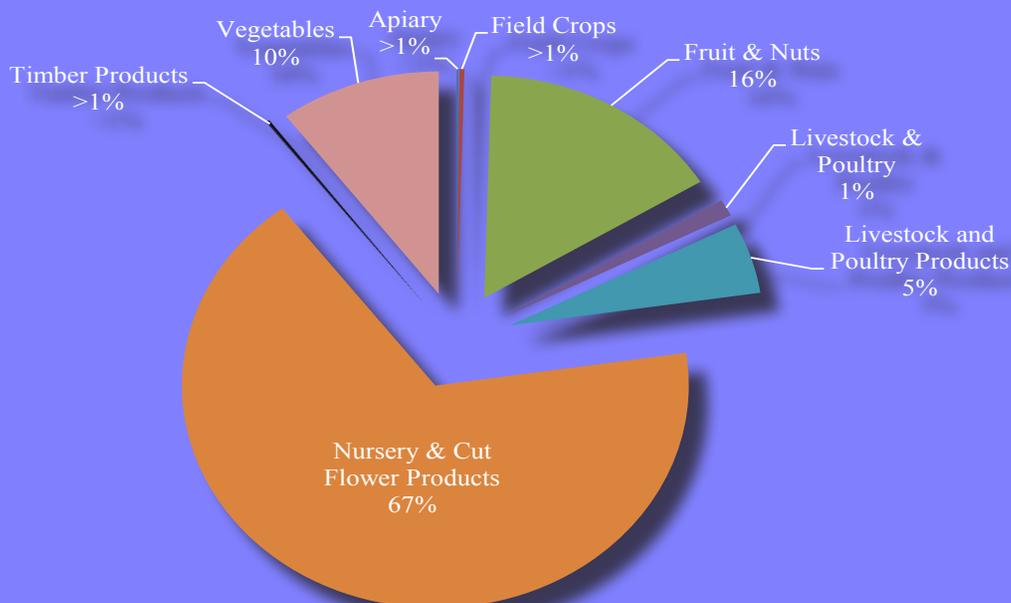
Livestock and Poultry increased in value (29.05%) with the largest increase seen in cattle and calves. Ratite products increased (101.52%) largely due to the increase in the value of Emu oil.

# SUMMARY OF MAJOR CATEGORIES

	Year	Acres	Total Value
Total Nursery & Cut Flower Products	2010	12,606	\$1,107,558,336
	2009	11,498	\$1,054,314,220
Total Fruit & Nuts	2010	36,239	\$261,399,642
	2009	40,532	\$219,053,918
Total Vegetables	2010	6,303	\$169,803,464
	2009	7,318	\$188,603,198
Total Field Crops	2010	247,565	\$5,117,287
	2009	247,943	\$5,414,955
Total Apiary	2010		\$2,168,007
	2009		\$2,055,545
Total Timber Products	2010		\$778,527
	2009		\$757,474
Total Livestock & Poultry	2010		\$20,472,006
	2009		\$15,863,725
Total Livestock and Poultry Products	2010		\$85,124,763
	2009		\$62,133,298
Grand Totals	2010	302,713	\$1,652,422,032
	2009*	307,291	\$1,548,196,332

\*2009 total changed due to corrections made in apiary

# MAJOR CROP PERCENTAGES

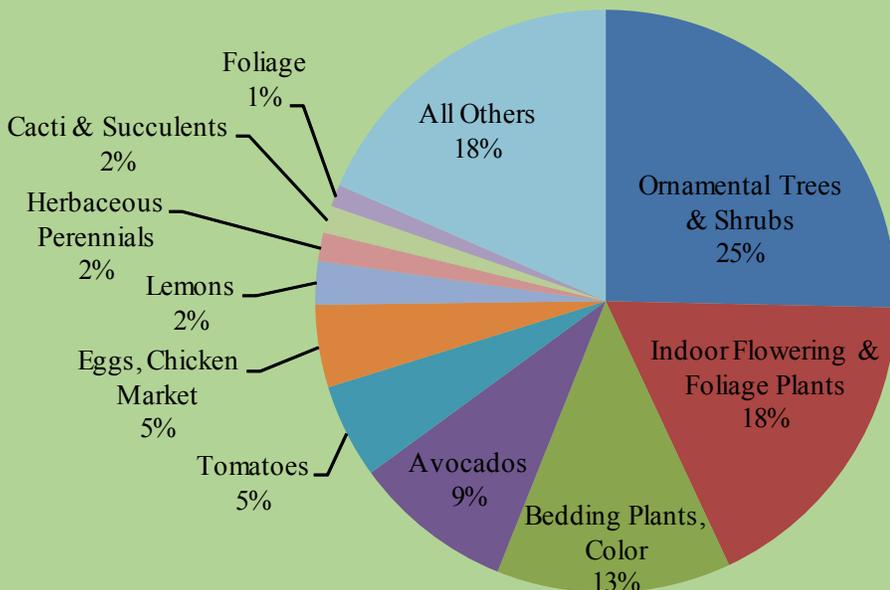


# 2010 TOP TEN CROPS



Crop	Value
Ornamental Trees & Shrubs	\$418,841,523
Indoor Flowering & Foliage Plants	\$292,500,000
Bedding Plants, Color	\$214,941,018
Avocados	\$147,051,864
Tomatoes	\$86,774,565
Eggs, Chicken Market	\$75,904,920
Lemons	\$39,885,636
Herbaceous Perennials	\$26,235,355
Cacti & Succulents	\$25,153,520
Foliage	\$19,986,120

## TOP TEN CROPS



# WHAT MAKES SAN DIEGO COUNTY AGRICULTURE UNIQUE....



***San Diego County*** is the most southwestern county in the continental United States with a geographic area of 4,200 square miles, approximately the size of Connecticut, and a population of more than 3 million.

***The National Weather Service*** describes the San Diego climate as the most nearly perfect in America, characterized as Mediterranean, with warm winters and cool summers.



***San Diego County's*** varied topography creates a wide fluctuation of microclimates resulting in nearly 30 different types of vegetation communities. This diversity allows for San Diego to grow over 200 different agricultural commodities - from strawberries along the coast, apples in the mountain areas, to palm trees in the desert.

***San Diego County*** has the 5th\* highest urban population among counties in the United States, and the 17th\* largest agricultural economy. (\*updated)



***Agriculture*** in San Diego County covers 302,713 acres and is a key contributor to San Diego County's economy, along with defense, manufacturing, tourism and biotechnology.

***San Diego County*** has 6,687 farms, more than any other county in the United States. 68% of San Diego County farms are 1-9 acres. Nearly 27% of farms in San Diego County are operated by women.



***The high cost of water and land*** make farming in San Diego County expensive and encourages growers to raise products with a high dollar value per acre. San Diego produces the highest dollar value per acre of any county in California!

***The median size farm*** is just 4 acres and yet our county's farmers rank number one in both California and the nation in the production value of nursery, floriculture and avocados.



***Statewide, San Diego County*** is in the top five counties for cucumbers, mushrooms, tomatoes, boysenberries, strawberries, grapefruit, Valencia oranges, tangelos and tangerines, honey, and eggs.

***San Diego County farmers*** produce 44 crops valued at over \$1 million dollars annually.

# NURSERY AND CUT FLOWER CROPS

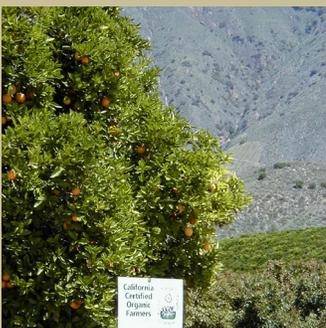
Crop	Year	Acres	Total
Bedding Plants, Color	2010	937	\$214,941,018
	2009	941	\$227,796,845
Bulbs, Corms, Rhizomes, Roots, Tubers	2010	58	\$5,842,456
	2009	57	\$5,643,000
Cacti & Succulents	2010	280	\$25,153,520
	2009	275	\$23,640,375
Citrus, Avocado, & Subtropical Fruit Trees	2010	280	\$15,351,996
	2009	279	\$15,297,167
Herbaceous Perennials	2010	373	\$26,235,355
	2009	374	\$26,340,718
Indoor Flowering & Foliage Plants	2010	650	\$292,500,000
	2009	646	\$290,880,000
Ornamental Trees & Shrubs	2010	5,283	\$418,841,523
	2009	4,518	\$365,203,494
Poinsettia	2010	155	\$19,375,000
	2009	156	\$19,500,000
Turf and Cut Christmas Trees	2010	709	\$12,000,000
	2009	709	\$12,082,069
<b>Total Nursery Products</b>	2010	8,725	\$1,030,240,868
	2009	7,955	\$986,383,668



Crop	Year	Acres	Total
Leptospermum	2010	398	\$2,984,016
	2009	400	\$3,000,400
Proteas	2010	571	\$4,436,233
	2009	565	\$4,237,500
Wax Flowers	2010	780	\$4,685,460
	2009	783	\$5,448,114
Other Cut Flowers	2010	1,292	\$45,225,640
	2009	960	\$35,372,832
Foliage	2010	840	\$19,986,120
	2009	835	\$19,871,706
<b>Total Flower Products</b>	2010	3,881	\$77,317,469
	2009	3,543	\$67,930,552
<b>Total Nursery &amp; Cut Flower Products</b>	2010	12,606	\$1,107,558,336
	2009	11,498	\$1,054,314,220



# FRUIT & NUT CROPS



Crop	Year	Acres	Tons/ Acre	Tons Total	US \$/ Ton	Total
Apples	2010	286	1	372	\$730	\$271,414
	2009	266	1	346	\$496	\$171,517
Total Avocados	2010	19,133	4	81,467		\$147,051,864
	2009	24,684	2	45,779		\$130,478,067
Hass	2010	17,621	4	77,637	\$1,806	\$140,190,413
	2009	22,896	2	40,660	\$2,844	\$115,618,818
Lamb-Hass	2010	1,031	3	3,088	\$1,994	\$6,156,152
	2009	998	4	4,368	\$3,121	\$13,630,488
Other	2010	481	2	742	\$951	\$705,298
	2009	790	1	752	\$1,634	\$1,228,761
Berries, Misc.	2010	369	7	2,399	\$4,615	\$11,069,078
	2009	216	6	1,296	\$4,000	\$5,184,000
Total Citrus	2010	14,287	13.6	194,559		\$78,482,839
	2009	13,550	14	190,193		\$60,615,936
Total Grapefruit	2010	1,750	21	36,750		\$14,332,500
	2009	1,747	24	41,935		\$12,926,451
Fresh Market	2010		18	27,563	\$502	\$13,836,375
	2009		18	31,451	\$382	\$12,014,366
Byproduct	2010		3	9,188	\$54	\$496,125
	2009		6	10,484	\$87	\$912,085
Kumquats	2010	137	6	822	\$3,500	\$2,877,000
	2009	224	3	591	\$1,632	\$965,100
Total Lemons	2010	4,456	16	71,288		\$39,885,636
	2009	3,486	18	62,748		\$32,419,800
Fresh Market	2010		14	62,377	\$625	\$38,985,625
	2009		15	52,290	\$600	\$31,374,000
Byproduct	2010		2	8,911	\$101	\$900,011
	2009		3	10,458	\$100	\$1,045,800
Total Limes	2010	408	10	3,876		\$1,378,224
	2009	310	11	3,255		\$1,016,025
Fresh Market	2010		7	2,856	\$454	\$1,296,624
	2009		7	2,015	\$455	\$916,825
Byproduct	2010		3	1,020	\$80	\$81,600
	2009		4	1,240	\$80	\$99,200

# FRUIT & NUT CROPS

Crop	Year	Acres	Tons/ Acre	Tons Total	US \$/ Ton	Total
Total Navel	2010	1,175	17	19,740		\$5,879,935
	2009	1,200	14	16,452		\$3,484,800
Fresh Market	2010		11	12,925	\$379	\$4,898,575
	2009		9	10,800	\$260	\$2,808,000
Byproduct	2010		6	6,815	\$144	\$981,360
	2009		5	5,640	\$120	\$676,800
Total Valencia	2010	5,282	9	47,538	\$204	\$9,681,906
	2009	5,500	9	50,050	\$115	\$5,775,000
Fresh Market	2010		7	36,974	\$237	\$8,762,838
	2009		7	38,500	\$138	\$5,313,000
Byproduct	2010		2	10,564	\$87	\$919,068
	2009		2	11,550	\$40	\$462,000
Total Tangerines	2010	1,079	13	14,545		\$4,447,638
	2009	1,083	14	15,162		\$4,028,760
Fresh Market	2010		12	12,948	\$319	\$4,130,412
	2009		12	12,996	\$293	\$3,807,828
Byproduct	2010		2	2,158	\$147	\$317,226
	2009		2	2,166	\$102	\$220,932
Grapes, Wine	2010	447	2	760	\$1,033	\$784,977
	2009	489	2	734	\$1,204	\$883,134
Macadamia Nuts	2010	67	1	67	\$2,397	\$160,599
	2009	70	1	49	\$3,000	\$147,000
Misc. Fruit & Nuts	2010	982				\$7,203,952
	2009	724				\$5,311,264
Persimmons	2010	421	4	1,768	\$600	\$1,060,920
	2009	300	7	2,190	\$500	\$1,095,000
Total Strawberries	2010	247	31	7,657	\$2,000	\$15,314,000
	2009	233	30	6,990		\$15,168,000
Fresh Market	2010		31	7,000	\$1,600	\$11,200,000
	2009		18	8,190	\$1,600	\$13,104,000
Processing	2010		0	657	\$400	\$262,800
	2009		12	5,160	\$400	\$2,064,000
Total Fruit & Nuts	2010	36,239				\$261,399,642
	2009	40,532				\$219,053,918



# VEGETABLE CROPS

Crop	Year	Acres	Tons /Acre	Tons	US \$ /Ton	Total
Beans, Snap	2010	299	5	1,615	\$1,400	\$2,260,440
	2009	398	5	2,149	\$1,440	\$3,094,848
Bunch Vegetables*	2010	462				\$4,072,530
	2009	473				\$4,169,495
Corn, Sweet	2010	153	3	497	\$1,000	\$497,250
	2009	143	3	429	\$1,440	\$617,760
Cucumbers	2010	266	22	5,847	\$582	\$3,405,528
	2009	299	23	6,728	\$640	\$4,305,600
Herbs	2010	380	11	4,256	\$4,028	\$17,143,168
	2009	467	12	5,417	\$3,827	\$20,731,624
Lettuce	2010	575	11	6,095	\$412	\$2,511,140
	2009	580	11	6,380	\$403	\$2,571,140
Melons	2010	204	4	816	\$400	\$326,400
	2009	167	5	835	\$400	\$334,000
Mushrooms	2010	28	155	4,296	\$2,861	\$12,291,628
	2009	39	142	5,534	\$3,260	\$18,041,166
Oriental Vegetables**	2010	12				\$98,424
	2009	63				\$516,726
Peppers	2010	173	18	3,114	\$1,000	\$3,114,000
	2009	176	19	3,300	\$1,000	\$3,300,000
Potatoes	2010	203	15	3,045	\$291	\$886,095
	2009	728	13	9,486	\$301	\$2,855,238
Squash	2010	486	11	5,249	\$390	\$2,047,032
	2009	418	11	4,389	\$384	\$1,685,376
Tomatoes	2010	2,296	42	96,202	\$902	\$86,774,565
	2009	2,267	45	101,448	\$900	\$91,303,425
Misc. Vegetables***	2010	767				\$34,375,264
	2009	1,100				\$35,076,800
Total Vegetables	2010	6,303				\$169,803,464
	2009	7,318				\$188,603,198

\*Includes collards, green onions, mustard and turnip greens, parsley, radishes, and spinach

\*\*Includes bok choy and asian greens

\*\*\*Includes cauliflower, celery, chayote, tomatillos and others



# FIELD AND SPECIALTY CROPS

Crop	Year	Acres	Tons /Acre	Tons Total	US \$ /Ton	Total
Barley, Grain	2010	670	1	335	\$170	\$56,950
	2009	700	0	60	\$100	\$6,000
Greenchop	2010	24	20	480	\$48	\$23,040
	2009	30	20	600	\$20	\$12,000
Hay, Oat	2010	4,793	1	4,793	\$200	\$958,600
	2009	5,043	1	7,060	\$163	\$1,147,283
Pasture, Irrigated	2010	1,422				\$2,674,127
	2009	1,513				\$2,844,816
Range	2010	240,630				\$1,395,653
	2009	240,630				\$1,395,653
Silage*	2010	26	13	340	\$26	\$8,917
	2009	27	13	351	\$26	\$9,203
Total Field Crops	2010	247,565				\$5,117,287
	2009	247,943				\$5,414,955

\*Correction made to 2009 Silage total



## TIMBER CROPS

Crop	Year	Total
Timber	2010	\$8,527
	2009	\$7,474
Firewood	2010	\$770,000
	2009	\$750,000
Total Timber Products	2010	\$778,527
	2009	\$757,474



## APIARY CROPS

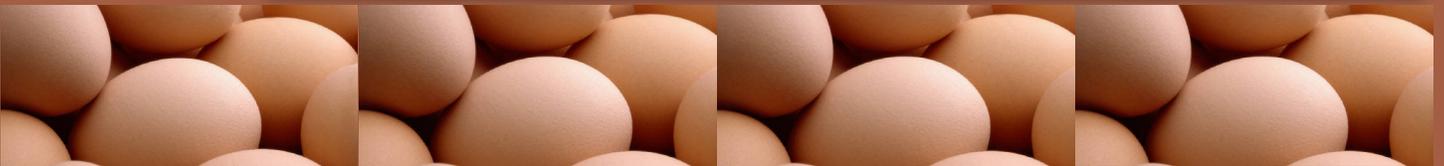
Crop	Year	Total
Honey	2010	\$800,464
	2009	\$589,015
Bees Wax	2010	\$45,943
	2009	\$9,200
Bees & Queens	2010	\$101,600
	2009	\$80,500
Pollen	2010	\$70,000
	2009*	\$65,000
Pollination	2010	\$1,150,000
	2009	\$1,311,830
Total Apiary	2010	\$2,168,007
	2009	\$2,055,545

\*Pollen value was corrected for 2010 report

# LIVESTOCK & POULTRY



	Year	Number of Head	Total Weight CWT*	US \$ /CWT	Total
Cattle and Calves	2010	17,000	153,000	\$106	\$16,248,600
	2009	17,000	127,500	\$92	\$11,768,250
Hogs and Pigs	2010	640	1,600	\$55	\$87,840
	2009	800	2,000	\$42	\$84,600
Chickens	2010				\$1,353,255
	2009				\$1,070,400
Ratites Meat	2010				\$0
	2009				\$3,500
Lambs and Sheep	2010	1,000	1,000	\$76	\$75,800
	2009	1,000	1,000	\$60	\$59,900
Miscellaneous	2010				\$2,706,510
	2009				\$2,877,075
Total Livestock & Poultry	2010				\$20,472,006
	2009				\$15,863,725

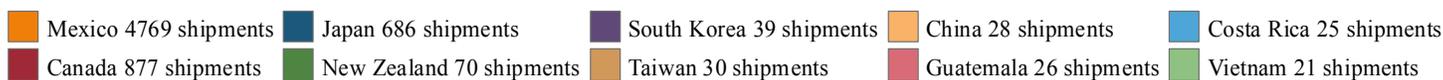
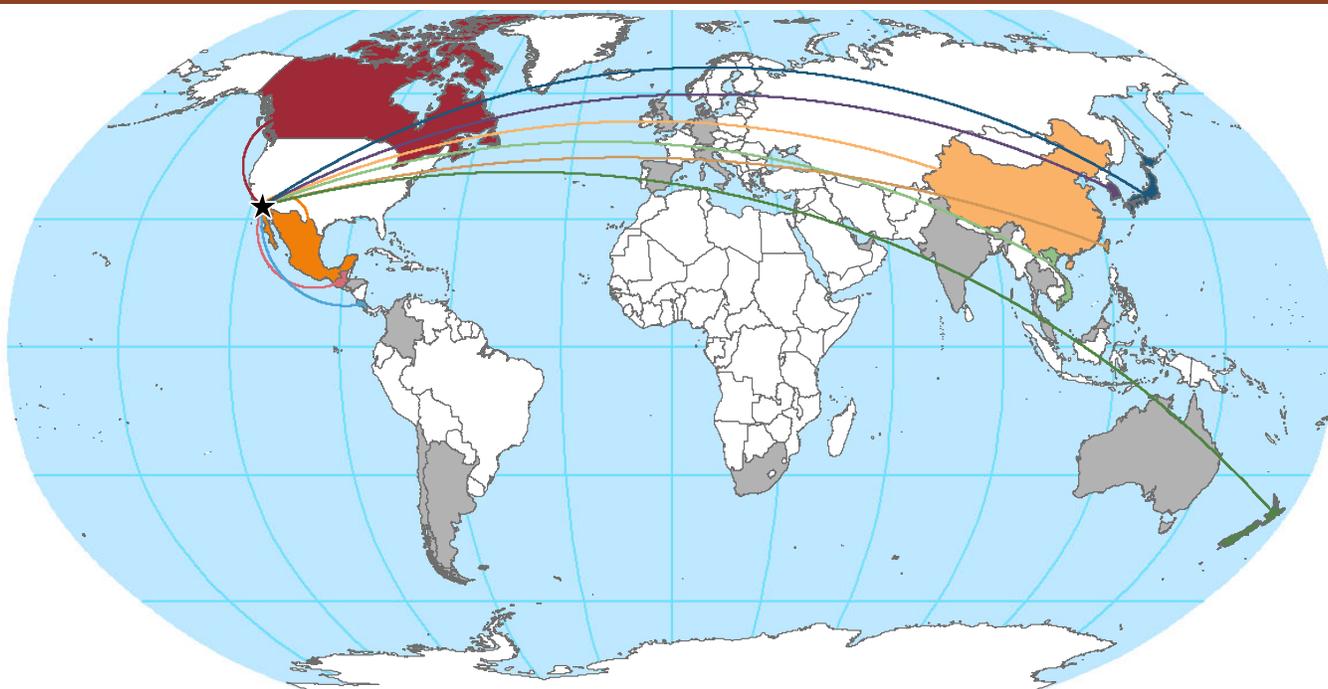


# LIVESTOCK & POULTRY PRODUCTS



Product	Year	Number	Total Weight CWT	US \$/ Unit	Total
Milk, Market	2010		536,724	\$15	\$7,889,843
	2009		546,072	\$12	\$6,285,298
Eggs, Chicken Market	2010	83,412,000 dz		\$1	\$75,904,920
	2009	76,650,000 dz		\$1	\$55,188,000
Ratite Products Total	2010	1,000 gal			\$1,330,000
	2009	1,100 gal			\$660,000
Ratite Oil	2010	1,000 gal		\$1,330	\$1,330,000
	2009	1,100 gal		\$600	\$660,000
Total Livestock and Poultry Products	2010				\$85,124,763
	2009				\$62,133,298

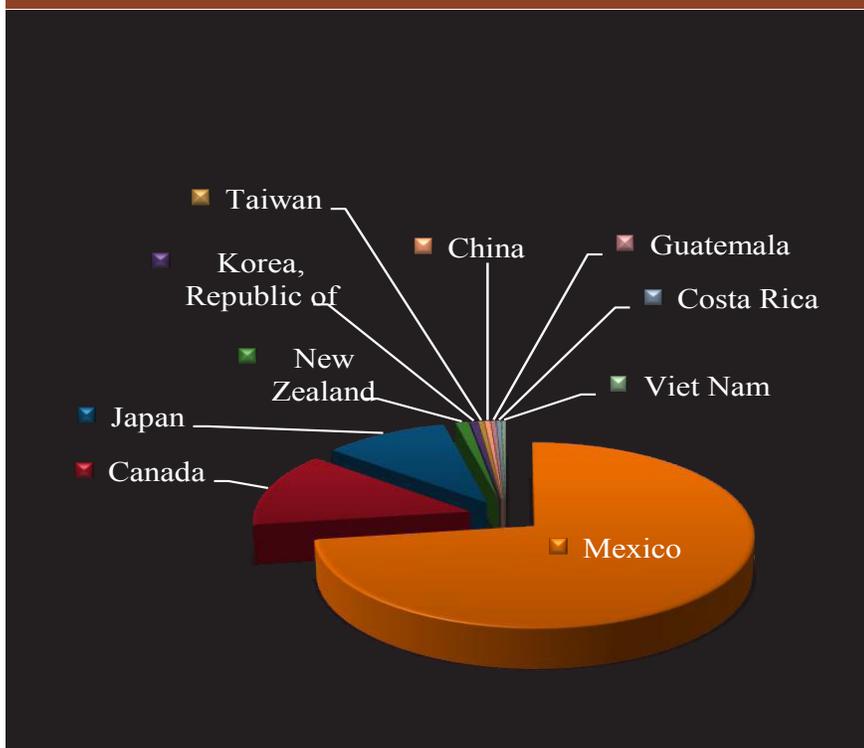
# INTERNATIONAL TRADING PARTNERS



Total Number of Countries: 47  
 Total Number of Shipments: 6,750

■ Countries with 1 - 13 Shipments  
 ★ San Diego County

## SAN DIEGO'S TOP TEN TRADING PARTNERS



Country	% of Total Shipments
Mexico	73%
Canada	13%
Japan	10%
New Zealand	1%
South Korea	1%
Taiwan	1%
China	1%
Guatemala	<1%
Costa Rica	<1%
Vietnam	<1%

# SUSTAINABLE AGRICULTURE

Sustainable Agriculture promotes the economic viability of agriculture while preserving natural resources and the environment. Pest prevention activities are essential to inhibiting the spread of exotic pests and ensuring a sustainable agricultural industry in California.

The Department of Agriculture, Weights and Measures administers programs for the detection, control and eradication of insect pests, plant diseases and invasive weeds, as well as for the enforcement of quarantines to prevent the spread of invasive pests.

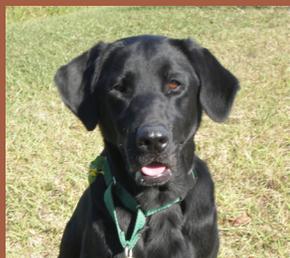


A - Rated Pest Finds	Number Found
<i>Allopeas clavulinum</i> , allopeas snail	4
<i>Aulacaspis yasumatsui</i> , cycad aulacaspis scale	2
<i>Ceroplastes rubens</i> , red wax scale	3
<i>Ceroplastes rusci</i> , fig wax scale	1
<i>Epiphyas postvittana</i> , light brown apple moth	6
Family Subulinidae, subulinid snail	5
<i>Fusarium oxysporum</i> f. sp., palm wilt	2
<i>Pinnaspis buxi</i> , boxwood scale	1
<i>Pinnaspis strachani</i> , lesser snow scale	12
<i>Pseudaulacaspis cockerelli</i> , magnolia white scale	33
<i>Solenopsis invicta</i> , red imported fire ant	7

Q - Rated Pest Finds	Number Found
Cicadellidae, egg masses, sharpshooter	1
Coccidae, wax scale	1
<i>Dialeurodes schefflerae</i> , schefflera whitefly	3
Family Diaspididae, armored scale	3
Family Orthalicidae, snail	1
Family Pseudococcidae, mealybug	10
Family Subulinidae, subulinid snail	5
Family Veronicellidae, slug	1
<i>Kallitaxila granulata</i> , planthopper larva	1
<i>Paracoccus solani</i> , agave mealybug	1
<i>Pheidole megacephala</i> , bigheaded ant	4
<i>Phenacoccus</i> sp., mealybug	1
<i>Planococcus minor</i> , Pacific mealybug	1
<i>Ripersiella hibisci</i> , root mealybug	4
thrips	2
<i>Uromyces transversalis</i> , gladiolus rust	1
<i>Vinsonia stellifera</i> , stellate scale	1
<i>Zachrysia provisoria</i> , Cuban land snail	4

# SUSTAINABLE AGRICULTURE

## DOG TEAM INSPECTIONS



Commercial Shipping Locations*	labeled Packages with Plant Material Found	Unlabeled Packages with Plant Material Found
Location 1	2,741	260
Location 2	2,345	105
Location 3	1,465	66
Location 4	416	21
Location 5	220	33
Location 6	900	72
Location 7	792	62
Location 8	1692	128
Totals	10571	747

\*Dog Teams routinely inspected packages at 8 locations

# ORGANIC FARMING

San Diego County is at the forefront of organic farming with 368 registered organic producers. In 2010, San Diego organic growers produced over 140 different crops, from the usual oranges and avocados to the unusual such as jujube and Feijoa. The USDA's National Organic Standards Board defines "organic agriculture" as an ecological production management system that promotes and enhances biodiversity, biological cycles, and soil biological activity. It is based on minimal use of off-farm inputs and on management practices that restore, maintain, and enhance ecological harmony.

## San Diego County's Top Ten Organically Produced Crops

Crop	Acres	Crop	Acres
1. Avocados	2,236	6. Chard	133
2. Oranges	1,282	7. Cucumber	72
3. Lemon	889	8. Bean	60
4. Grapefruit	450	9. Persimmon	42
5. Tangelo/ Tangerine	207	10. Squash	41

# INVASIVE WEED CONTROL

Weed	Rating	Removal Method	Scope of Treatment
Spotted knapweed, <i>Centaurea maculosa</i>	A	Hand Removal	1 site, 7.7 acres
Purple loosestrife, <i>Lythrum salicaria</i>	B	Herbicides/Hand Removal	1 site, 1 acre
Perennial pepperweed, <i>Lepidium latifolium</i>	B	Herbicides	43 sites, 202 acres
Tamarisk, <i>Tamarix parviflora</i>	B	Herbicides	1 site, 20.6 acres
Yellow starthistle, <i>Centaurea solstitialis</i>	C	Herbicides/Hand Removal	10 sites, 39.8 acres

# A NEW WAY OF DOING BUSINESS

*By taking advantage of new technology,* San Diego County Department of Agriculture, Weights and Measures (AWM) has embarked on a journey of transforming how we do business. Our goal is to increase efficiency to better serve our customers while safeguarding agriculture, consumers and the environment. In 2010, we worked to achieve our goal by implementing the following :

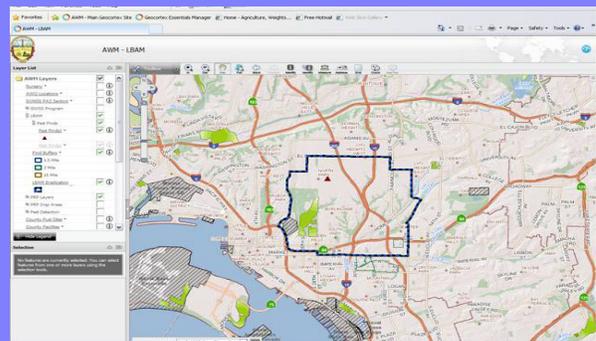


**Government Without Walls:** AWM implemented a new field inspection data system. This system tracks all inspections, eliminates costly time for staff to re-enter data into computers from inspection forms, and provides managers with real-time information on program productivity. This allowed AWM to conduct a pilot project called “Government Without Walls” (GWOW). GWOW supports a mobile worker model, which reduces the amount of time inspectors spend driving to and from the office, as well as time in the office. Our initial results in the Weights and Measures program showed a 31% higher productivity for GWOW inspectors.



**Second Detector Dog Team:** Funding through Section 10201 of the Farm Bill, The Plant Pest and Disease Management and Disaster Prevention fund, allowed AWM to add a second detector dog team. Success with our first

detector team, consisting of Friday and handler Jeremy, resulted in San Diego County being awarded a contract for a second dog team, Drake and handler Ted. With two dog teams, we inspected more locations finding more packages of unmarked fruit and plants. Last year Drake, Friday and their handlers inspected 10,571 marked parcels, found 747 unmarked parcels containing fruit and plants and issued 445 Notices of Rejection. Packages of illegal plant products represent a route of entry for unwanted, damaging pests.



**Increased Efficiency of Mapping:** Our web based Geographic Information System (GIS) was upgraded increasing the efficiency of mapping and special analysis of AWM activities. This upgrade allowed AWM staff to customize maps for quarantines, pesticide applications, insect trapping, nursery inspections, verification of commercial agriculture, various weights and measures activities, as well as any emergency event. This improved system was instrumental in the mapping of several significant quarantines, allowing for spatial information to be shared with staff as soon as boundaries were determined.

**USDA Phytosanitary Certification Issuance and Tracking (PCIT):** Another technological advancement is the use of the electronic USDA PCIT program in cooperation with United States Department of Agriculture. The PCIT program assures phytosanitary certificates reach their destination with the shipment and are recoverable if lost, unlike the old paper copies. This system also allows AWM to collect fees online, eliminating the need for trust accounts and for AWM inspectors to return to the office every day to deposit money. PCIT charges are electronically submitted to USDA and AWM receives a monthly itemized account of the certificates issued.

# PROGRAMS AND SERVICES

***Agricultural Water Quality*** performs inspections at nurseries, greenhouses, golf courses, cemeteries, and pest control businesses ensuring compliance with the County's Stormwater Permit, mandated by the San Diego Regional Water Quality Control Board. Inspections, education, and investigations are aimed at stopping the potential for discharging pollutants such as fertilizers, pesticides, and sediment into local waterways. Highlights for 2010 include:

- 362 inspections completed
- 28 complaints investigated

***Civil Actions*** advocates for the department on actions brought against a person or businesses due to violations found through inspections. Number of cases for 2010:

- 21 Certified Farmers' Markets
- 370 Weights & Measures (including scanners)
- 36 Agricultural and 39 Structural Pesticides
- 2 Quarantine Compliance

***Integrated Pest Control*** works under the Board of Supervisors' policy mandating an integrated pest management (IPM) approach when using pesticides at all county facilities. Mechanical methods are used whenever possible in the control of invasive weeds and structural pest control. Highlights for 2010 include:

- 2,928 acres of weed control performed on county roadside rights of way, airports, landfills, parks, water pollution control facilities, and flood control sites
- 98 acres of invasive weeds treated with herbicides
- 7.7 acres of mechanical weed removal
- 613 acres surveyed for invasive weeds
- American Recovery and Reinvestment Act funding (ARRA) provided for the treatment of all 52 known exotic invasive weed sites within the county

- 156 County facilities treated for structural pests
- 21,867 pounds of rodent bait manufactured

***Entomology and Plant Pathology Labs*** provide rapid insect and plant disease identification allowing a quick response in the fight against pests. Highlights for 2010:

- Entomology lab determined 38,506 insect samples
- Plant Pathology Lab processed 7,341 samples
- Other notable finds in addition to A and Q finds on page 13 include: *Phytophthora foliorum* (B) on azalea; guava rust *Puccinia psidii* (B) found for the first time on Melaleuca in California, and downy mildew, *Peronospora radii* (C) found for the first time on chrysanthemum in San Diego

***Pesticide Regulation*** enforces state laws and regulations. Inspections, complaint and illness investigations, and evaluations of restricted material permits all serve to ensure pesticides are used in a safe and effective manner while protecting human and animal health and the environment. Highlights for 2010 include:

- Received the highest possible Effectiveness Evaluation Rating from the California Department of Pesticide Regulation
- Hosted the San Diego Structural Fumigation Enforcement Committee meetings
- Held 31 outreach sessions for regulated industries
- Developed Bee Protection Practice Guidelines
- Developed Pesticide Drift Plan for exposures resulting from a pesticide drift incident
- Prosecuted an unlicensed structural pest control company using agricultural pesticides around homes
- Successfully revoked the license of a structural pest control company with numerous safety violations



**Environmental Services** prepares crop information, provides agricultural expertise for land use projects, performs verification of agriculture inspections for farm worker housing, coordinates media and outreach, and maintains AWM's website.

**Plant Health and Pest Prevention** is the first line of defense in keeping unwanted pests out of our county. Inspections of incoming and outgoing plant shipments and production nurseries look for pests harmful to agricultural production here or at the shipment destination.

Highlights for 2010:

- 11,968 shipments inspected with 101 pest finds
- 747 unmarked parcels intercepted by Dog Teams containing plant material, 8 with actionable pest finds
- 320 nurseries comprising 5,482 acres inspected for sudden oak death disease, *Phytophthora ramorum*
- 517 nurseries inspected comprising 8,673 acres

**Pest Detection** is a critical component of our statewide

pest prevention network and is our county's second line of defense against the introduction and spread of insect pests, such as exotic fruit flies, Japanese beetle, and Gypsy moth. 261,050 trap inspections were conducted in 2010.

**Standards Enforcement** protects consumers by testing commercial weighing and measuring devices, performing price verification on Point-of-Sale systems (scanners), inspecting certified producers and farmers' markets and conducting organic registrations and shell egg quality inspections. Highlights for 2010:

- 47,269 commercial weighing and measuring devices inspected, 94.5% were in compliance
- 48 active farmers' markets and 193 local growers certified in San Diego County
- 368 growers registered as organic
- 309 inspections at 164 egg facilities
- 373 consumer complaints investigated regarding commercial meters, petroleum, and price overcharges



**OUR SAN DIEGO OFFICES HAVE MOVED!**

*Our new address!* 9325 Hazard Way, Suite 100, San Diego, CA 92123  
 (The San Marcos office is at the same location)  
 Main Phone: (858) 694-2739  
 Website: [www.sdcawm.org](http://www.sdcawm.org)  
 Email: [sdcawm@sdcounty.ca.gov](mailto:sdcawm@sdcounty.ca.gov)

Program	Services	Number
Agricultural Water Quality	Stormwater; agricultural hazardous material storage	(858) 694-8980
Entomology	Insect identification; apiary registration; pest surveys	(858) 614-7738
Environmental Services	Crop statistics; land use issues; public information	(858) 614-7770
Integrated Pest Control	Invasive weed control	(858) 614-7750
Plant Health & Pest Prevention	Licenses to sell nursery products, flowers, & foliage; shipping certificates;	(760) 752-4700
	Inspections: incoming/outgoing shipments; nursery; glassy-winged sharpshooter; sudden oak death Inspection Request Line	(760) 752-4713
Pest Detection	Exotic insect trapping/eradication	(858) 614-7770 (800) 300-TRAP
Pesticide Regulation	Voluntary compliance inspections; registration; operator identification numbers; pesticide use reporting; restricted materials permits; employee pesticide training requirements; pesticide complaints	(858) 694-8980
Plant Pathology	Plant disease diagnostic services; plant disease surveys	(858) 614-7734
Standards Enforcement	Certified farmers' markets; certified producer certificates; organic handler/producer; egg producer/handler; scanner registration; commercial weighing & measuring devices; device serviceperson; weighmaster	(858) 694-2778

The 2010 Crop Statistics and Annual Report was produced by Deputy Agricultural Commissioner/Sealer Dawn Nielsen and Senior Agricultural/Standards Inspector Colleen Carr with assistance from GIS Analyst John Taylor. Cover photo by Deputy Agricultural Commissioner/Sealer Karen Melvin.

# DEPARTMENT PERSONNEL 2010

Robert G. Atkins

Agricultural Commissioner/Sealer of Weights & Measures

Sandy Parks  
Deputy Director

Lisa Leondis  
Assistant Director

## ADMINISTRATION

Veronica Allen, Prin Admin Analyst  
Susie Aragaki, Prin Admin Analyst  
Armando Belenzo, Accounting Technician  
Shirley Chin, HR Officer  
Erlinda Espiritu, Purchasing Clerk  
Aida Foronas, Senior Accountant  
Linda Goff, Admin Trainee  
Christina Lardy, Temp  
Cynthia Lerma-Chavira, Admin Analyst III  
Cirila Pieper, Account Clerk  
Marci Powell, Admin Sec IV  
Belinda Rushton, HR Asst  
Paul Rushton, Office Assistant  
Sutjipto Widjaja, Office Assistant  
Karmen Yung, Temp  
Doris Chen, Temp

## PLANT HEALTH & PEST PREVENTION

Karen Melvin  
Deputy Commissioner, Sealer  
Delores Brandon, Supv ASI  
Katie Dobbins, Supv ASI  
David Fritz, Supv ASI  
Megan Moore, Supv ASI  
Merle Van Cleve, Sr IDS  
Jim Wynn  
Deputy Commissioner, Sealer  
Tracy Ellis, Ag Scientist  
Pat Nolan, Ag Scientist  
Charity McGuire, Admin Sec II  
Robin Royall, Office Asst  
Avery Throop, Student

### Agricultural/Standards Inspectors

Warren Bacon	Saiqa Javed	Jason Sapp
Chris Betschart	Robert MacGregor	Andrea Savage
Kristi Conway	Narriman McNair	Kristina Scott
Robert Delaval	Ted Matsumoto	Ann Sixtus
Manige Farhoomand	Jorge Olivares	Greg Terhall
Mike Feeley	Ted Olsen	Ryan Wann
Jaime Garza	Elizabeth Onan	Jeff Westrick
Kahsai Ghebretseha	Jeremy Partch	Lindsay Worcester
Nicole Goss	Vicente Rodriguez	Muluneh Wube
		Priscilla Yeany

### Insect Detection Specialists

Sulpicio Agnes, Jr.	Edith Heaton	Joan Thewlis
Rishi Avila	Evelyn Hill	Armando Torres
Daniel Desserich	Ryan Joynt	Ivonne Torres
Michael Duchek	Steve Robinson	Bill Waldrop
Chase Goodman	Gene Seeby	Daniel Wristen

## INFORMATION TECHNOLOGY/GIS

Vince Acosta, Sr ASI  
John Taylor, GIS Analyst

## CIVIL ACTIONS

Sally Lorang, Civil Actions Investigator

Sandra Murphy, Office Support Specialist  
Laura Schencker, Student

## PESTICIDE REGULATION

Nganha Dang, Deputy Commissioner & Sealer

Marco Mares, Supv ASI	Sabumon Joseph, Office Asst
Stasi Redding, Supv ASI	Suzanne Raymond, Office Asst
Gemma Bilog, Sr Office Asst	Tina Thomas, Office Asst

### Agricultural/Standards Inspectors

Abdel Amador	Travis Elder	Nestor Silva
Veronica Anzaldo	Dinna Estrella	Kathryn Springer
Jose Arriaga	Jennifer Jones-Fox	Nancy Syzonenko
Tony Avina	Adrienne Moss	Kara Roskop-Waters
Nick Basinski	Robert Roma	

## FARM & HOME ADVISOR

Terri Barratt, Office Support  
Helen Chan, Office Support  
Barbara Henderson, Office Support  
Roland Hills, Office Asst  
Colleen Tschumperlin, Volunteer Coordinator  
Gary Tanizaki, Field Asst  
Theresa Walker, HR

## STANDARDS ENFORCEMENT

Jim Byers, Deputy Commissioner & Sealer

Nancy Appel, Supv ASI	Mark Roughton, Sr Office Asst
Cindy Davis, Supv ASI	Ris Burton, Office Asst
Rick Williams, Supv ASI	Renee Roux, Temp

### Agricultural/Standards Inspectors

Tom Bloomer	Lynn Gordon	Jennifer Tate-Murphy
Glenn Braaten	Mark Griffin	Quang Ong
Robert Bryant	Lee Guidry	Kevin Porter
Neil Connelly	Edith Heaton	Robert Roma
Janice Deguzman	Tim Holbrook	Brad Shipley
Louis Deneau	Atlaw Kebede	Annie Silva
Paula Dewall	Mark Lyles	Mazen Stevens
		Claudia Torres

## PEST DETECTION

Dawn Nielsen, Deputy Commissioner & Sealer

Tim Breuninger, Sr IDS	David Kellum, Ag Scientist
Linda Feeley, Sr IDS	George Jones, Ent/Apiary
Charles Gross, Sr IDS	Tina Duh, Student
Cameron Guyot, Dept Clerk	Christine Thomas, Student

### Insect Detection Specialists

Luis Alarid	Peter Egea	Linda McCombs
Orlando Alfaro	Jorge Fregoso	Bob Miller
Guy Allingham	Alberto Hernandez	Belinda Moss
Richard Arne	Gabriel Hernandez	Daniel Oluwasakin
Linda Blank	Dustin Hylton	Ivan Robles
Brian Burkman	Kim Hoek	Mary Rowin
Raul Burquez	Mohamed Jama	George Shanto
Mark Buttner	Richard Jones	Alan Sharon
Manuel Casillas	Roy Joseph	John Velardi
Casey Choate	Bill Leech	Valerie Wagner

## ENVIRONMENTAL SERVICES

Colleen Carr, Sr ASI

## INTEGRATED PEST CONTROL

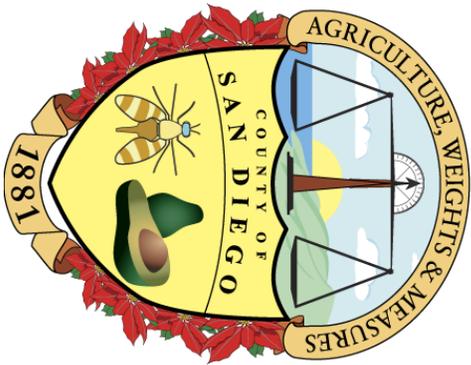
Mark Martinez, Supv PM Tech	Bill Winans, Sr ASI
Walter Graves, Env Planner	

### Pest Management Technicians

Paul Cadena	Marshall Randol
James Daly	Heath Sada
Gabriel Hernandez	Ray Wood

## WILDLIFE SERVICES

Joe Albee  
Terry Cox  
Eric Gibson



Department of Agriculture, Weights and Measures  
9325 Hazard Way, Suite 100  
San Diego, CA 92123  
[www.sdcawmn.org](http://www.sdcawmn.org)