

Agriculture: How We Compare

- National Ranking: **California**, Iowa, Nebraska, Texas, Illinois
- California Agriculture is a **\$49.1 billion** dollar a year industry with 69,600 farms and ranches (CDFA 2020)
- County Ranking in California: **#18** (CDFA 2021)
- Agriculture is one of the leading industries in Sonoma County with a total production value of **\$811.4 million**. (2021 Sonoma County Crop Report)
- <https://sonomacounty.ca.gov/natural-resources/agricultural-weights-and-measures/crop-reports>



Local Products

Top 2021 crops (in order):

- Winegrapes
- Milk,
- Ornamentals
- Misc. Livestock & Poultry Products
- Misc. Nursery
- Cattle and Calves
- Misc. Livestock and Poultry
- Vegetables
- Cut Flowers
- Bedding Plants
- Sheep and Lambs
- Hay Crops
- Apples
- Silage Products
- Apiary

Local Impact

- Farmers and Ranchers are paying more than 26% of all property taxes paid in Sonoma County each year.
- The agricultural industry in Sonoma County pays about \$77 million in property taxes.
- This equates to approximately 18% of the County's total budget.

Local Impact

- In 2021, 67% of total ag production came from Winegrapes.
- Winegrapes utilize only 6% of the total acreage in Sonoma County but generate more than \$830M in business activity.
- Sonoma County winegrape growers annually spend more than \$495M locally on labor, supplies, services, food, shelter, apparel, transportation, and more.
- This spending creates nearly 7,900 jobs in multiple industries.

VINEYARDS/WINEGRAPES

2000

- 42,220 Acres
- 190,789 Tons Produced
- 4.52 Tons/Acre
- \$2,043.38/Ton

• Value of \$390M

2021

- 57,078 Acres
- 206,011 Tons Produced
- 3.61 Tons/Acre
- \$2,625.85/Ton

• Value of \$541M

Photo: SOMO Village

Livestock & Poultry Products

2000

- 6.6M cwt of Milk
- \$80M Value of Milk
- 79,912 Pounds of Wool
- \$32,000 Value
- Misc Livestock and Poultry Products Value: \$10.6M

market duck eggs, turkey hatching eggs, chicken eggs for consumption, egg bi-products, and goat milk

2021

- 4.5M cwt of Milk
- \$124.5 Value of Milk
- 71,520 Pounds of Wool
- \$36,500 Value
- Misc. Livestock and Poultry Products Value: \$25.8M

market duck eggs, turkey hatching eggs, chicken eggs for consumption, egg bi-products, and feathers

Photo: NDTB Food

LIVESTOCK & POULTRY

2000

- 34,984 Cattle & Calves
- \$12.4M Value
- 20,052 Sheep/Lamb
- \$1.5M Value
- Misc Livestock and Poultry:
Value: \$40M

*Chicks, ducks, turkey poult, fryers, roasters,
turkeys, etc.*

2021

- 32,939 Cattle & Calves
- \$21M Value
- 25,400 Sheep/Lamb
- \$4.9M Value
- Misc. Livestock and Poultry
Products Value: \$12M

*Chicks, pullets, fryers, roasters, ducks, turkey poult,
turkey, rabbits, goats, etc.*

Photo: Sonoma Mountain Beef Co.

ORCHARDS AND CROPS


2000

- 3,781 Acres Apples
- 18,753 Tons Produced
- \$2.7M Value
- 659 Acres Vegetables
- \$6.6M Value
- 204,414 Acres Dry Pasture
- \$10/acre Dry Pasture

2021


- 2,145 Acres Apples
- 6,584 Tons Produced
- \$3M Value
- 447 Acres Vegetables
- \$7.6M Value
- 308,732 Acres Dry Pasture
- \$19/acre Dry Pasture

Photo: Sonoma County Farm Trails



Fast Facts About Agriculture

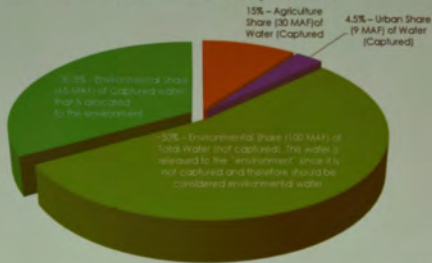
- In 2021, farmers and ranchers received only 14.5 cents out of every dollar spent on food – in 2000 it was 29 cents
- Based on population increases, by 2050, the world's farmers will need to grow 70 percent more food than produced now to feed all the people
- 25% of all farmers are beginning farmers (in business less than 10 years); their average age is 46



Today's Threats and Challenges

- Water
- Labor force
- Regulations
- Consumer ignorance-misinformation
- Cost of Production
- Wildfires
- Animal Protein Processing facilities
- Predators

How should agriculture be portrayed in California agriculture? Environmental Water includes the water that is not captured.



Note: Same slide as slides 12 and 13 with borders removed. Important to note that agriculture only uses just over three times the amount of urban water to feed the state and nation.



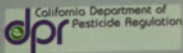
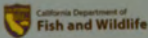
Regulations



- Food Safety
- Environmental Safety
- Water Quality
- Air Quality

- Fees & Costs
- Paperwork
- Monitoring
- Reporting
 - PRA
- Lawsuits/Extortion

Environmental Health and Safety



California Air Resources Board

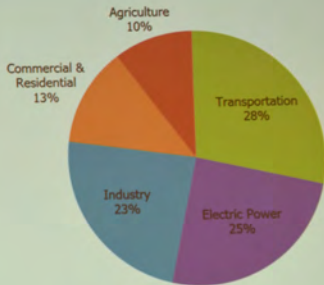



Consumer Ignorance and Misinformation

Less than 2% feeds the entire population


- Social media is a blessing and a curse
- Extreme Activists
 - Trespassing
 - Coercing
 - Sonoma County Criminal Case- poultry operations
 - Ballot Petition- eliminate dairies and poultry operations in Sonoma County

Did you know.....





Cost of Production

- SONOMA COUNTY IS EXPENSIVE!
 - Farmers do not get to increase their pay price based on their costs.
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Wildfire

- Importance of grazing and working lands
- Insurance challenges
- Crop and production protection and safety
- Post fire assistance
- Evacuation challenges- *Ag Access Verification ID Program*
- Smoke Taint



OTHERS

- **Lack of protein processing facilities**
 - Adds to cost
 - Impedes on the “local” story
 - Adds to inputs/climate contribution

- **Predators**
 - Limitations on depredation
 - Organizational/NGO protections despite unhealthy herds

STRENGTHS

- Sonoma County is bountiful
- Fertile Soil- Luther Burbank
- Microclimates promote diversity
- Temperate weather ideal for animals and plants
- Known for quality

WEAKNESSES

- The next generation is not returning
- It is expensive to live/operate here
- We tend to market, not educate

OPPORTUNITIES

- Agriculture is a climate solution
- Tourism is an opportunity to educate
 - Wineries
 - On-farm visits/Tours
 - On-farm Processing/Retail
- Increase membership and support of SCFB to elevate education and advocacy.

THREATS

- Water
- Labor
- Regulations
- Consumer ignorance-misinformation; activist extremists
- Cost of production
- Wildfire
- Others: Lack of animal protein facilities, Predators