

# COUNTY OF VENTURA

## FAMILY FARMS



GERRY FAMILY



TERRY FAMILY



KLITICH FAMILY



VANONI FAMILY



MURANAKA FAMILY



WATERS FAMILY



ORTIZ FAMILY

2019

# CROP & LIVESTOCK REPORT

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# ACKNOWLEDGMENTS

We dedicate the 2019 Ventura County Crop & Livestock Report to the many farming families that helped shape Ventura County. Although we recognize that there are many more family farms in Ventura County that are not represented, we hope you enjoy the stories of the families featured.

The Ventura County Agricultural Commissioner's Office would like to thank Linda Bellamy for assisting, collecting data and for her photography. Special thanks to Matthew Kreiger, Graphic Designer with the Ventura County General Services Agency, for the design and layout of the report.

The Ventura County Agricultural Commissioner's Office would like to acknowledge the following for providing quotes and allowing our staff to photograph their facilities and/or properties:

Faria Farms, Gerry Ranch, Grether Farms, Josephs and Sons Inc., Muranaka Farms Inc., Otto and Sons, Pablo's Produce, J.K. Thille Ranches, Waters Ranches, Vanoni Ranch.

The Ventura County Agricultural Commissioner's Office extends their sincerest appreciation to the agricultural industry of Ventura County. Without your information, this report would not be possible.

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**Edmund E. Williams**  
*Agricultural Commissioner*

July 28, 2020

**Karen Ross, Secretary**  
**California Department of Food & Agriculture**  
**and**  
**The Honorable Board of Supervisors of Ventura County**  
**Steve Bennett, 1st District, Chair**  
**Linda Parks, 2nd District**  
**Kelly Long, 3rd District**  
**Robert O. Huber, 4th District**  
**John Zaragoza, 5th District**

Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2019 Ventura County Crop and Livestock Report. This report reflects gross values only and does not represent the net return to growers or the multiplier effect on the local economy. From these totals, growers pay their workers, water, fuel and electricity bills, bank loans or land leases, insurance, taxes, equipment, materials and all other farming costs.

The estimated gross value of Ventura County's agriculture for calendar year 2019 is \$1,990,100,000. This represents an overall decrease of 5% in comparison to 2018. We decided to dedicate the 2019 Ventura County Crop & Livestock Report to the farming families that have helped shape agriculture over the years and make our county what it is today. Although we recognize that there are many more family farms in Ventura County that are not represented, we hope you enjoy learning a little more about the families featured.

Strawberries were again the number one crop at \$508,371,000, but decreased by 24% from 2018. Celery, for the first time moved up into second place, displacing Lemons, with a value of \$243,455,000, increasing by 18%. Lemons dropped into third place with a value of \$211,104,000, decreasing by 14%. Raspberries rose to fourth place with a value of \$203,538,000, increasing by 11%. Nursery Stock dropped to fifth place with a value of \$187,467,000, decreasing by 4%. Avocados remained in sixth place with a value of \$116,981,000, and increased by 12%. Tomatoes remained in seventh place with a value of \$46,485,000, but decreased by 5%. Cut Flowers remained in eighth place, with a value of \$46,153,000, but decreased by 5%. Peppers remained in ninth place, with a value of \$42,880,000, but decreased by 1%. Hemp, a crop that was reintroduced into Ventura County in 2018, replaced Cabbage as the tenth leading crop, with a value of \$35,460,000.

Our thanks and gratitude to the agricultural industry for providing the information used to produce this report. Special recognition goes to Agricultural Commissioner's staff, Chief Deputy Agricultural Commissioner Korinne Bell, for coordinating and compiling the report, Linda Bellamy, for her photography and interviews and Matthew Kreiger, Graphic Designer with the Ventura County General Services Agency, for the design and layout of the report.

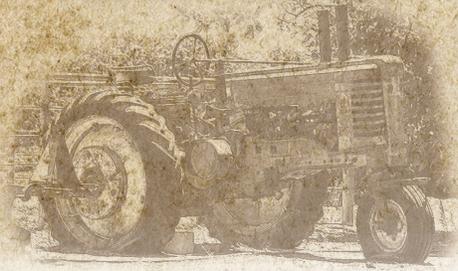
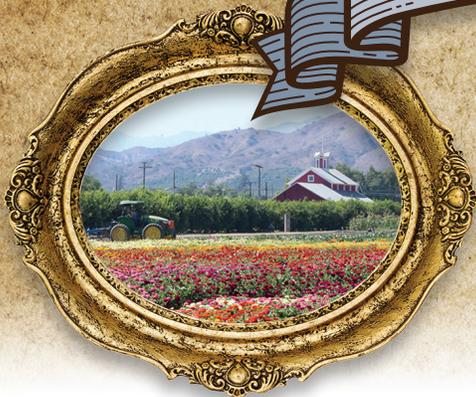
Respectfully submitted,



**Edmund E. Williams**  
*Agricultural Commissioner*

2018-2019

# RECAPITULATION & INDEX



CROP GROUPING	YEAR	VALUE*
■ 1. Fruit & Nut Crops	2019	\$1,104,656,000
	2018	\$1,272,715,000
■ 2. Vegetable Crops	2019	\$601,454,000
	2018	\$572,631,000
■ 3. Nursery Stock	2019	\$187,467,000
	2018	\$194,495,000
■ 4. Cut Flowers	2019	\$46,153,000
	2018	\$48,442,000
■ 5. Field Crops	2019	\$37,337,000
	2018	\$3,566,000
■ 6. Livestock & Poultry	2019	\$6,536,000
	2018	\$5,564,000
■ 7. Apiary Products	2019	\$4,784,000
	2018	\$3,972,000
■ 8. Biological Control	2019	\$1,713,000
	2018	\$1,847,000
<b>GRAND TOTAL</b>	<b>2019</b>	<b>\$1,990,100,000</b>
	<b>2018</b>	<b>\$2,103,232,000</b>

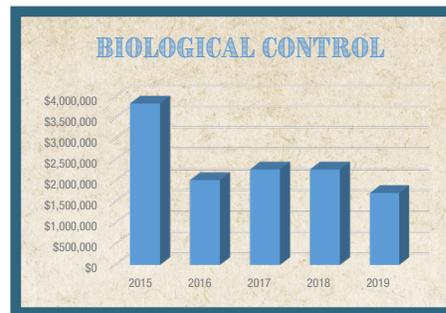
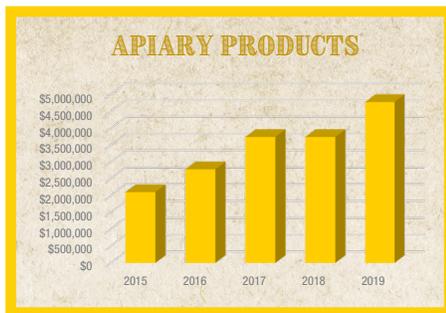
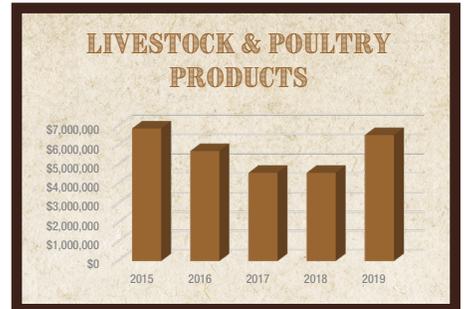
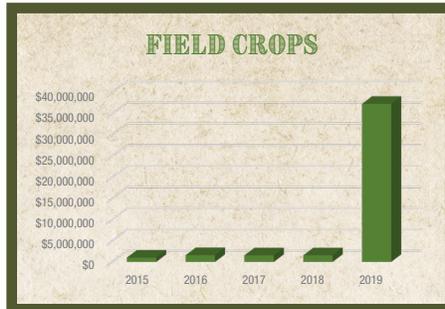
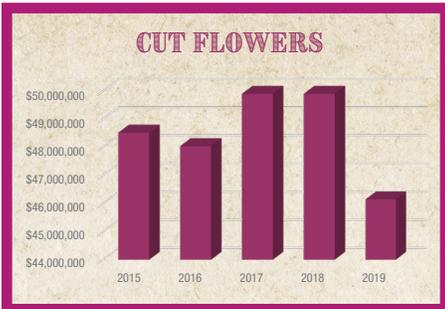
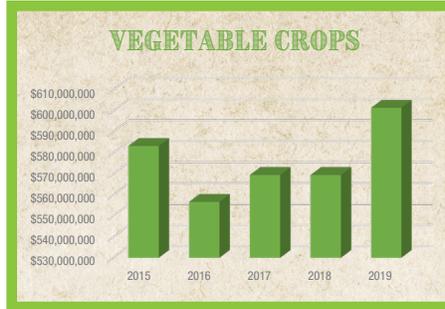
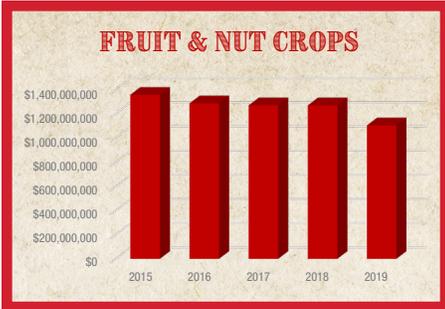
\* Figures are rounded off to nearest \$1,000.

## IRRIGATED CROPLAND

2015	2016	2017	2018	2019
95,802 acres	96,625 acres	95,850 acres	91,350 acres	95,813 acres

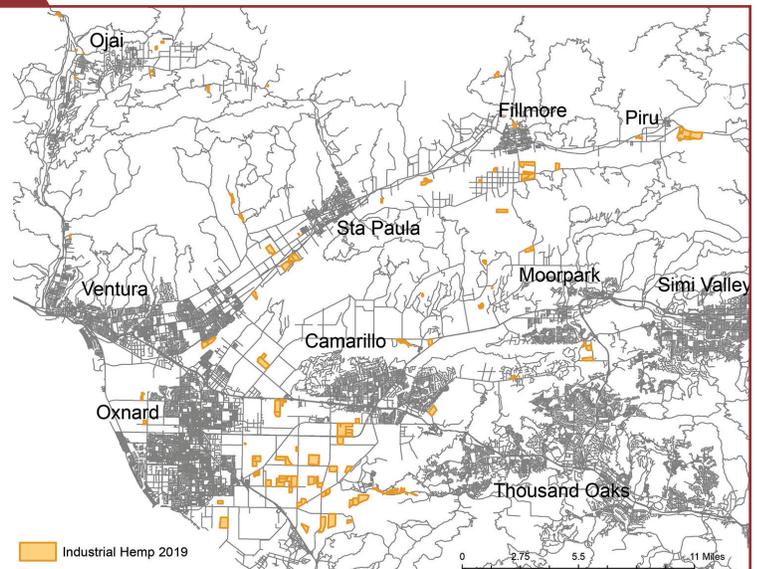
# FIVE YEAR COMPARISON

VENTURA COUNTY CROP GROUPING VALUES



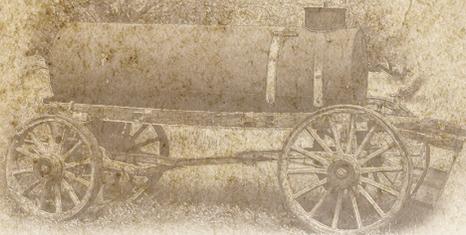
## 2019 SPOTLIGHT

**V**entura County farmers grew some 3,600 acres of industrial hemp, about one tenth of the state total. The bulk of the plantings were on the Oxnard Plain, east of the city of Oxnard and south of Camarillo. A few hemp farms were located in north Ventura County, off the map shown.

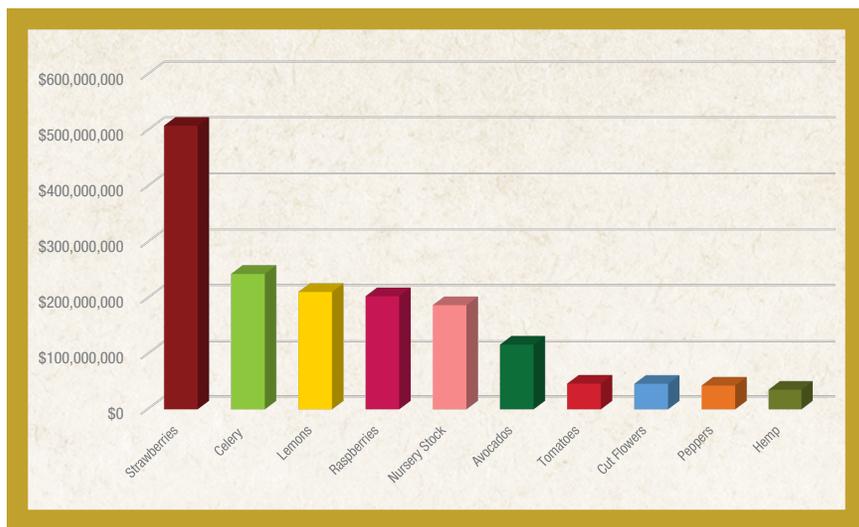


2019

# TOP LEADING CROPS



RANK	CROP	VALUE
1st	Strawberries	\$508,371,000
2nd	Celery	\$243,455,000
3rd	Lemons	\$211,104,000
4th	Raspberries	\$203,538,000
5th	Nursery Stock	\$187,467,000
6th	Avocados	\$116,981,000
7th	Tomatoes	\$46,485,000
8th	Cut Flowers	\$46,153,000
9th	Peppers	\$42,880,000
10th	Hemp	\$35,460,000



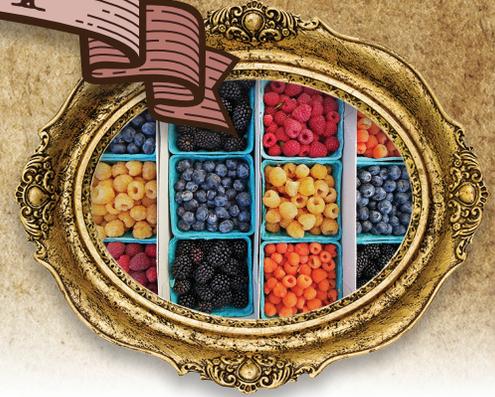
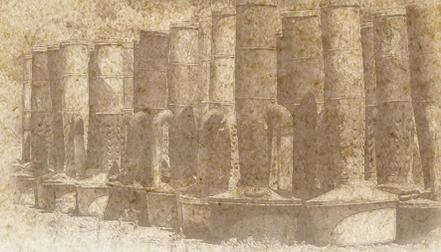
## OTHER MILLION DOLLAR CROPS

CROP/PRODUCT	VALUE
Woody Ornamentals*	\$74,842,000
Bedding Plants, Ground Cover & Turf*	\$43,001,000
Kale	\$34,572,000
Cabbage	\$34,384,000
Lettuce Leaf	\$27,991,000
Fruit & Nut Trees*	\$23,024,000
Cilantro	\$23,008,000
Vegetable Transplants*	\$19,716,000
Lilies & Irises**	\$19,154,000
Blueberries	\$17,714,000

CROP/PRODUCT	VALUE
Parsley	\$17,142,000
Cucumbers	\$16,560,000
Asian Vegetables	\$16,403,000
Oranges (Valencia)	\$15,998,000
Spinach	\$14,148,000
Herbaceous Perennials*	\$12,632,000
Greens	\$12,427,000
Radishes	\$12,103,000
Mandarins & Tangelos	\$10,898,000
Potted Plants*	\$9,169,000

\* Included in Nursery Stock total above  
 \*\* Included in Cut Flower total above

# FRUIT & NUT CROPS



Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
Avocados	2019	16,491	3.02	49,775	tons	\$2,350.20	\$116,981,000
	2018	17,116	3.08	52,663	tons	\$1,960.62	\$103,252,000
Blueberries	2019	570	3.13	1,786	tons	\$9,918.25	\$17,714,000
	2018	620	2.72	1,685	tons	\$11,946.59	\$20,130,000
Lemons	2019	14,407	21.04	303,064	tons	\$696.57	\$211,104,000
	2018	14,201	18.38	261,050	tons	\$935.35	\$244,173,000
Mandarins & Tangelos	2019	1,618	6.15	9,959	tons	\$1,094.29	\$10,898,000
	2018	1,658	6.24	10,339	tons	\$1,682.75	\$17,398,000
Oranges (Navel)	2019	446	14.70	6,555	tons	\$400.61	\$2,626,000
	2018	379	8.46	3,206	tons	\$412.66	\$1,323,000
Oranges (Valencia)	2019	2,524	13.58	34,279	tons	\$466.70	\$15,998,000
	2018	2,209	12.40	27,402	tons	\$729.76	\$19,997,000
Raspberries	2019	3,968	18.60	73,799	tons	\$2,758.00	\$203,538,000
	2018	4,008	16.15	64,736	tons	\$2,807.25	\$181,730,000
Strawberries - Total	2019	8,687	24.91	216,393	tons	\$2,349.30	\$508,371,000
	2018	9,109	39.48	359,623	tons	\$1,865.05	\$670,716,000
Fresh	2019	---	---	158,571	tons	\$2,851.11	\$452,103,000
	2018	---	---	213,154	tons	\$2,618.35	\$558,112,000
Processed	2019	---	---	57,822	tons	\$973.13	\$56,268,000
	2018	---	---	146,469	tons	\$768.79	\$112,604,000
Misc. Fruits & Nuts*	2019	1,365	---	---	tons	---	\$17,426,000
	2018	1,021	---	---	tons	---	\$13,996,000
<b>TOTAL</b>	<b>2019</b>	<b>50,076</b>					<b>\$1,104,656,000</b>
	<b>2018</b>	<b>50,404</b>					<b>\$1,272,715,000</b>

\* MISC. FRUITS AND NUTS include apples, apricots, Asian pears, blackberries, bushberries, cherimoya, grapefruit, grapes, guavas, kiwi, limes, macadamias, olives, persimmons, walnuts; and miscellaneous citrus, deciduous, and subtropical fruit.

2018-2019  
ACREAGE, PRODUCTION & VALUES

# VEGETABLE CROPS



Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
<b>Artichokes</b>	2019	762	6.45	4,914	tons	\$1,800.98	\$8,850,000
	2018	---	---	---	tons	---	---
<b>Asian Vegetables</b>	2019	528	17.68	9,336	tons	\$1,756.96	\$16,403,000
	2018	733	16.76	12,283	tons	\$1,467.48	\$18,025,000
<b>Beans Green Limas, Green Snap</b>	2019	1,693	1.31	2,212	tons	\$745.93	\$1,650,000
	2018	1,820	1.43	2,602	tons	\$1,378.17	\$3,586,000
<b>Beets</b>	2019	239	19.45	4,649	tons	\$1,100.45	\$5,116,000
	2018	206	19.63	4,043	tons	\$1,228.54	\$4,967,000
<b>Broccoli</b>	2019	109	10.88	1,186	tons	\$1,717.54	\$2,037,000
	2018	92	12.16	1,119	tons	\$1,492.40	\$1,670,000
<b>Brussels Sprouts</b>	2019	483	10.36	5,006	tons	\$1,033.96	\$5,176,000
	2018	---	---	---	tons	---	---
<b>Cabbage</b>	2019	3,150	28.30	89,135	tons	\$385.75	\$34,384,000
	2018	3,795	25.12	95,343	tons	\$387.78	\$36,972,000
<b>Carrots</b>	2019	314	41.91	13,150	tons	\$264.94	\$3,484,000
	2018	211	46.66	9,845	tons	\$184.36	\$1,815,000
<b>Celery</b>	2019	13,896	34.88	484,624	tons	\$502.36	\$243,455,000
	2018	12,151	36.28	440,865	tons	\$450.66	\$198,680,000
<b>Cilantro</b>	2019	3,796	8.85	33,590	tons	\$684.97	\$23,008,000
	2018	4,126	8.39	34,629	tons	\$746.54	\$25,852,000
<b>Cucumbers</b>	2019	75	86.24	6,468	tons	\$2,560.30	\$16,560,000
	2018	73	82.04	5,989	tons	\$2,513.61	\$15,054,000
<b>Greens</b>	2019	1,081	10.86	11,744	tons	\$1,058.16	\$12,427,000
	2018	916	10.26	9,395	tons	\$958.49	\$9,005,000
<b>Kale</b>	2019	1,440	4.45	6,411	tons	\$5,392.61	\$34,572,000
	2018	1,437	4.06	5,828	tons	\$5,442.18	\$31,717,000

# VEGETABLE CROPS

Crop	Year	Acreage	Per Acre	Total	Unit	Per Unit	Total
<b>Lettuce – Leaf</b>	2019	590	19.19	11,323	tons	\$2,472.05	\$27,991,000
	2018	594	22.97	13,642	tons	\$2,035.55	\$27,769,000
<b>Romaine</b>	2019	1,040	17.93	18,648	tons	\$193.00	\$3,599,000
	2018	1,036	20.22	20,953	tons	\$195.20	\$4,090,000
<b>Parsley</b>	2019	925	18.38	17,006	tons	\$1,008.00	\$17,142,000
	2018	746	19.65	14,660	tons	\$1,025.72	\$15,037,000
<b>Peppers Bell &amp; Chili</b>	2019	2,605	45.66	118,952	tons	\$360.48	\$42,880,000
	2018	3,065	42.18	129,296	tons	\$336.58	\$43,519,000
<b>Pumpkin</b>	2019	250	14.85	3,712	tons	\$365.57	\$1,357,000
	2018	257	15.04	3,864	tons	\$379.40	\$1,466,000
<b>Radishes</b>	2019	893	19.09	17,051	tons	\$709.81	\$12,103,000
	2018	888	17.78	15,788	tons	\$782.24	\$12,350,000
<b>Spinach</b>	2019	1,299	8.48	11,013	tons	\$1,824.30	\$14,148,000
	2018	1,427	9.08	12,956	tons	\$1,125.81	\$14,586,000
<b>Tomatoes</b>	2019	390	65.34	25,481	tons	\$1,824.30	\$46,485,000
	2018	381	67.15	25,583	tons	\$1,912.68	\$48,932,000
<b>Vegetables, Misc.* Field, Indoor &amp; Processed</b>	2019	2,105	---	---	---	---	\$38,627,000
	2018	3,794	---	---	---	---	\$54,569,000
<b>TOTAL</b>	<b>2019</b>	<b>37,618</b>					<b>\$601,454,000</b>
	<b>2018</b>	<b>38,245</b>					<b>\$572,631,000</b>

\* Includes: arugula, asparagus, baby vegetables, cauliflower, eggplant, endive, garlic, gourds, herbs, kohlrabi, leeks, lettuce (head), melons, mushrooms, onions, peas, radicchio, sprouts, squash, sweet corn, tomatillos, and turnips.

## 2019 SPOTLIGHT

**W**eighing in at about a ton, this is a bale of hemp “biomass.” That’s the term for the harvested hemp plant destined for processing into oil. Mulched plant pulp does not require a tender touch, so, unlike most Ventura County crops, which are harvested by hand, the larger hemp fields were reaped by hulking combines more at home on the Nebraska Prairie than on the chaste polygons of the Oxnard Plain.



# FAMILY FARMS

## ~ Ortiz Family ~

Growing flowers is in our blood, my dad Jose Ortiz Sr. has been growing and shipping flowers for over 50 years here in Ventura County and in Mexico. He is the founder of Joseph and Sons Inc. Some people say he was born with a green thumb, and it is evident. Joseph and Sons Inc. has been in business for over 16 years. After serving in the U.S. Airforce, I returned home to join my family in the flower business. I have been growing flowers for the past 12 years. We now have two generations of our family working on the farm. My parents are still very active in the business, and we feel we have worked to ensure that the future generation will be just as successful by investing in land and growing our infrastructure. I have served on the California Cut Flower Commission, and State Fair Board to serve the flower industry and stay up to date in the latest varieties.

We feel Ventura County has the best weather necessary for our flowers to grow. Varieties have improved over time, and there is no longer only one variety for the whole year. Now we have summer/winter varieties that do better with the temperatures. And this is important, as our flowers are shipped from California to New York, they must be kept at a certain temperature to arrive in pristine condition.

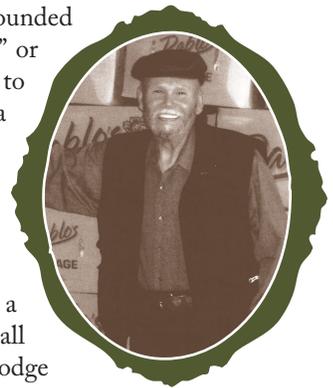


One would think growing flowers is an easy task, but the competition is tough; we feel a competing pressure from other countries who grow the same products. Those countries receive help from their governments and have lower costs to grow. As a result, they disrupt the market. So, we must make our adjustments in labor hours to avoid overtime. As hours go down and salaries go up our price must go up. Unfortunately, we can't go up too high or else we won't be able to sell our flowers. But one thing is for sure, we grow the highest quality sought after flowers in the floral industry and as a veteran, it gives me a great sense of pride that our flowers are Certified American Grown.

## ~ Peralta Family ~

What once was a small-time business, over the years Pablo's Produce has grown into a major vegetable grower and producer in Ventura County.

Pablo's Produce Inc. was founded 1972 by our Grandfather "tata" or Pablo Peralta. He migrated to the United States from Sonora Mexico and began working as a harvester. After gaining years of experience in the produce business, he and his wife Margarita decided to start a business of their own. It was a small operation at first, so small in fact that he only used his Dodge pick-up truck!



As time went on, his business grew and he hired a family friend, Jorge Cueto to assist him as a truck driver. Over the years, Pablo taught Jorge everything he knew about the produce business. Jorge eventually married Pablo's eldest daughter, Myrna. In 1982, Pablo incorporated the company and just two years later, he retired. He wanted to keep the business in the family, knowing they would carry on the same quality as he did, so he sold the company to his son-in-law.

Once a small-time business, over the years, Pablo's Produce Inc. has changed shape and grown into what it is now. What started as a very small business is now one that grows cabbage, celery, cilantro and leaf lettuces on over 1,700 acres throughout Ventura County. Pablo's harvests and ships all over the world.

Since the early 2000's, two of Jorge's four daughters have become heavily involved in the business. Jessica Luna is the current Vice President and Vanessa Meierhoff is the Food Safety Coordinator.



# FAMILY FARMS

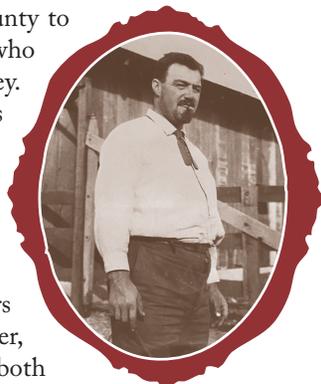
Both positions are vital to the success and future of the business. Jessica's husband Ricardo Luna is also involved in the company managing the warehouse. The fourth generation, Jorge and Myrna's grandchildren, are already showing interest in the family business.

We look forward to what the future holds and what the future generations can bring to the table. At Pablo's Produce quality is our main priority.



## ~ Grether Family ~

The economic situation in Europe was quite depressed in the years leading up to World War I when, as a young man, my grandfather Carl Grether left Southern Germany to seek better opportunities in the New World. Though originally intending to join his older brother in Bolivia, he traveled first to Ventura County to meet a family acquaintance who was farming beans and barley. Carl liked the opportunities and decided to lease some land near what is now the midtown area of Ventura. In 1910, he purchased his first farmland in the Del Norte area of the West Las Posas Valley. Some years later he married my grandmother, Helen, who was Swiss, and they both soon became United States citizens. Initially, they grew lima beans and grains. A few years later, they planted walnut trees, which became the primary crop for many years. That original farm on Walnut Avenue and Highway 118 is still the base of our farming activities today.



My father, Bob Grether, grew up on the farm. While attending the University of California at Berkeley, he enlisted in the Marines. In 1947, after serving in World War II, my father and mother Sally joined my grandparents in the farming business, growing beans, sugar beets and tomatoes. Though I had worked summer vacations on the farm as a teenager, I started farming full-time with my father in 1976. By then, the walnut trees were gone, lima beans were in decline and we had transitioned to seed crops, vegetables and our first citrus orchards.

Today, Grether Farming Company is a fourth-generation farming company. My wife Betsy and I have three sons, two of whom, Rob and Ted, have joined the family business full-time and are continuing the family-tradition of farming in Ventura County. Currently we grow lemons, avocados and mandarins. While those crops are well suited to our climate, soil and limited

water resources, I would not be surprised if the crops change once again in the years to come.

Over the past hundred years, the basic elements of agriculture have not changed. One must still adapt to the soil, the weather, and the characteristics of each crop. However, today we must also be more attuned to the advances in plant science, irrigation and fertilizer technology, and better integrate production and market data into our decision-making. More sophisticated information is available to us from market reports, leaf and water analysis, production records and fruit-quality reports. When all of this is put together, it allows farming to be more precise and allows us to efficiently grow more and better food for people.



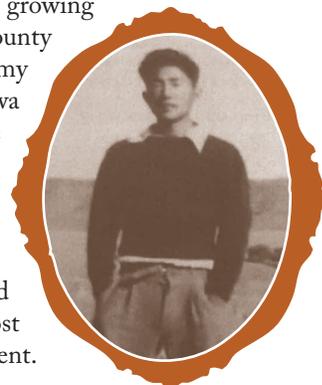
My family looks forward to continuing to farm in the decades to come. We, like other Ventura County farmers, are proud and happy that we can provide healthy, tasty and quality food. Nonetheless, there are significant difficulties ahead.

The storybook image of the idyllic American family farm is threatened by the challenges of lower-cost offshore production, legal and physical disputes jeopardizing our water supply, devastating pests and diseases, stringent and costly regulations, and urban neighbors who have little concern or understanding about the issues facing agriculture. Nevertheless, farmers are resilient. Historically they have adapted to their environment and overcome potential challenges with different crops and better technology. I am optimistic and hopeful that the fifth generation of Grethers – all now less than seven-years-old – will someday continue our family tradition of farming.



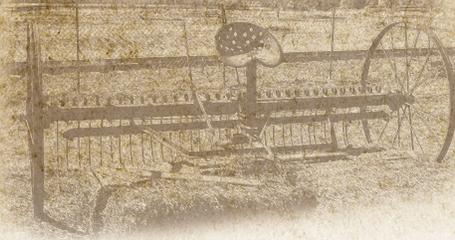
## ~ Hasegawa Family ~

Faria Farms has been growing strawberries in Ventura County since the 1970's. In 1960, my grandfather Ginjiro Hasegawa originally farmed in Orange County California, at that time he grew assorted vegetables he called "truck crops". But in just a decade's time, he could see the writing on the wall, land in Orange County was being lost to more and more development.



See Hasegawa Family, page 12

# NURSERY STOCK



Item	Year	Greenhouse Sq. Ft.	Field Acres	Production	Unit	Per Unit	Total
Fruit & Nut Trees	2019	---	246	1,233,153	trees	\$18.67	\$23,024,000
	2018	---	245	1,105,967	trees	\$18.42	\$20,375,000
Potted Plants	2019	1,894,231	30	2,506,101	pots	\$3.66	\$9,169,000
	2018	1,919,613	31	2,624,189	pots	\$3.84	\$10,076,000
Propagative Material	2019	765,482	1	63,542,662	cuttings	\$0.08	\$5,083,000
	2018	783,372	1	64,873,092	cuttings	\$0.12	\$7,953,000
Herbaceous Perennials	2019	72,646	98	3,197,470	containers	\$3.95	\$12,632,000
	2018	68,971	97	2,933,459	containers	\$3.65	\$10,705,000
Woody Ornamentals	2019	92,460	1,695	5,069,226	trees/shrubs	\$14.76	\$74,842,000
	2018	93,181	1,690	5,632,473	trees/shrubs	\$14.29	\$80,475,000
Bedding Plants, Ground Cover & Turf	2019	458,262	930	11,343,709	flats	\$3.79	\$43,001,000
	2018	472,755	942	13,833,792	flats	\$3.24	\$44,793,000
Vegetable Transplants	2019	1,725,469	110	4,805,065	flats	\$4.10	\$19,716,000
	2018	1,834,638	112	4,953,675	flats	\$4.06	\$20,118,000
<b>TOTAL</b>	<b>2019</b>	<b>5,008,550</b>	<b>3,110</b>				<b>\$187,467,000</b>
	<b>2018</b>	<b>5,172,530</b>	<b>3,118</b>				<b>\$194,495,000</b>

## 2019 SPOTLIGHT

This sign marks the edge of a hemp field. Its presence is required by California law which prohibits “clandestine cultivation” of industrial hemp. This is just one part of a regulatory framework aimed at making sure hemp growers and “cannabis” growers stay in their lanes. “Industrial hemp,” defined as being *Cannabis sativa* which is low in the psychoactive agent Tetrahydrocannabinol (THC), was permitted in Ventura County in 2019, while “cannabis,” which is the legal term for anything which is more than three-tenths of one percent THC, was not.



# CUT FLOWERS



Crop	Year	Acres	Production	Unit	Per Unit	Total Value
Flower Blooms & Stems	2019	48	20,624,336	blooms	---	\$4,973,000
	2018	51	24,365,157	blooms	---	\$5,322,000
Flower Bunches - Total	2019	566	12,233,627	bunches	---	\$41,180,000
	2018	554	11,908,497	bunches	---	\$43,120,000
Stative, Lace, Aster & Gypsophila	2019	99	1,710,459	bunches	\$2.60	\$4,441,000
	2018	98	1,660,640	bunches	\$2.55	\$4,229,000
Chrysanthemums & Sunflowers	2019	54	2,488,832	bunches	\$2.21	\$5,491,000
	2018	53	2,272,906	bunches	\$2.03	\$4,614,000
Lilies & Irises	2019	138	3,889,524	bunches	\$4.93	\$19,154,000
	2018	140	3,931,379	bunches	\$5.80	\$22,802,000
Lisianthus	2019	25	428,550	bunches	\$5.75	\$2,466,000
	2018	23	382,634	bunches	\$5.24	\$2,005,000
Delphinium, Larkspur, Stock & Snapdragons	2019	172	2,310,623	bunches	\$3.05	\$7,037,000
	2018	165	2,322,234	bunches	\$3.06	\$7,115,000
Miscellaneous*	2019	78	1,405,639	bunches	\$1.84	\$2,591,000
	2018	75	1,338,704	bunches	\$1.76	\$2,355,000
<b>TOTAL</b>	<b>2019</b>	<b>614</b>				<b>\$46,153,000</b>
	2018	605				\$48,442,000

\* Includes: cut greens and dried flowers.

## 2019 SPOTLIGHT

**T**he hemp plant brings its own geometries. Take the palmate leaf of the hemp plant. "Palmate" leaves are so named because they look like a hand. Here, the leaf comprises seven elegant saw-toothed leaflets on a long stalk going all the way back to the stem. In the back you can see the conical heads of other plants, giving the field the look of a thriving Christmas tree farm.



# FAMILY FARMS

Hasegawa Family, continued from page 9

In search for another area to farm, he along with my father Wataru Hasegawa decided to move the operation and family north to Ventura County where more land was available. My grandfather and father felt Ventura County had great soil, good climate, and the environment was a good place to farm. So, they remained here and started growing strawberries and a small amount of lemons. Unfortunately, my father is gone now, but this family is here to stay.



I enjoy being outside, and today the family still works together in this business. My brother Ken and my sister Susan and I each have our own responsibilities. It is a team effort and we are proud of what we have accomplished. We are lucky we grow strawberries – it’s a popular fruit in the produce isle, and people love them. Growing wholesome strawberries and providing good food to our customers, we feel as if we are contributing to society.

We recognize that people are becoming more involved and wanting to know where their food comes from, but it starts with clean stock plants and healthy soil. As chemicals and labor become more expensive, we are transitioning to organic strawberries. There is a lot of risk, but there is also a lot of reward. We are fortunate in Ventura County we can grow an early strawberry crop as it gets tougher to compete with Mexican products. But at the end of the day, it is all about working with mother nature.



## ~ Vanoni Family ~

I’m a native of Ventura County; the Vanoni Family has been here farming well over 100 years. In the late 1890’s my great-grandfather, Battista, moved here from Italy and began farming, and in 1910 bought 100 acres in the Las Posas Valley. His son, Attilio, who was my grandfather, purchased 126 acres in 1916 in Saticoy. That is where my father, Leo, his sisters and brothers grew up. Just after the war in 1949 Leo and a brother, Albert, and sister, Melba, bought a ranch in the Las Posas Valley that adjoined Battista’s ranch and named it Rancho Bella Vista. That’s where I grew up and have raised my family.



I’m the 4th generation in farming and started helping and working on the farm at a young age, ultimately earning a degree in farm management from Cal Poly. I continue to farm 42 acres on Bella Vista today. Battista’s ranch and the rest of Bella Vista are all owned and operated by members of the extended family, I’m proud that we’ve been able to hold on to what they started. We grow lemons, avocados and rent out part of the land for row crops; we’re fairly well diversified, for a small family farm.

When I was 10 years old, I joined 4-H, and about that time, 1956, my dad realized that the county was urbanizing and it was important to start to educate people about agriculture. My parents, Leo and Rita Vanoni, joined by other 4-H leaders in the area, created Uncle

Leo’s Barn at the Ventura County Fair, that is still a mainstay and attraction at the fair today. They started out in a tent and would bring a variety of farm animals for children to see. Now in it’s 63rd year, it is a combined community and family effort with many volunteers. I’m proud that the family has always tried to give back to the community in this way. It’s a lot of work but our motto is to engage, educate, and entertain fair-guests about the importance of agriculture to Ventura County.



## ~ Klittich Family ~

Otto and Sons Nursery came to Ventura County in 1978. We first had a small nursery in Chatsworth, California where my dad, Otto was a landscape contractor servicing Southern California since 1958. We first had a half acre then an acre then 2 acres, growing the nursery to supply plants for his projects. We sold that property in Chatsworth and moved to Fillmore. He chose Fillmore because it had mild climate, plenty of good water available, the land was relatively flat, and the price was right. The property originally had Valencia oranges on it, and we were able to remove portions of the orchard so it could be graded and then irrigated.

The products we grew at the time were general landscaping plants like junipers, nandina, pine and eucalyptus trees. The market was saturated with these types of plants which made it challenging to make a living on these products. Specialization was needed so we first moved into growing daylilies. We had acquired a large selection of daylilies and were developing a market, but the enthusiasm was limited as many did not flower year-round. At the time we did a lot of brokering, getting lists from customers and collecting the plants. One item that

# FAMILY FARMS

repeatedly showed up on these lists were roses. There were only 2 suppliers of potted roses at the time and one of them had quality issues; wrong names on plants and pest issues were common. We saw an opportunity and purchased 60 varieties totaling 3,000 plants.

The first year had an excellent response so we kept increasing our quantity and varieties. Today we grow almost 200,000 roses with over 600 varieties. Roses have an aesthetic value in many gardens and bring beauty to our world. We ship to Southern and Central California to nurseries, landscapers, designers, gardeners and we have a small garden shop to service the general public. But we are also flexible and able to follow trends in the nursery industry. The edible market is huge in 2019 as many want to raise their own food. We can supply fruit trees, berries, vegetable starts, and other edibles selected for our climate.

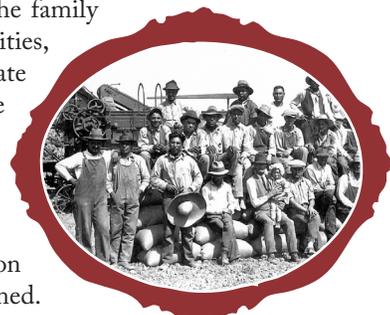
But starting out wasn't easy, growing up in the nursery industry in the 70's when there were no plastic pots was challenging. All the pots we could get were metal cans. We would drive around to restaurants and collect soup and tomato cans and bring them back, wash them out and cut drain holes in the bottoms. After a while we started to dip them in hot roofing tar so they would last longer. All the potting was done by hand. We would mix our own potting soil from manure from different horse facilities. The best was from the horse corals where they used shavings to bed the horses rather than straw. I still remember forking the manure out of trailers with the ammonia smell. Now, we have a potting machine, the potting soil is put into a hopper with a tractor; much easier than before. We no longer water the plants with one water hose, now we have sprinklers on individual pots with pressure-controlled regulators. We also have overhead irrigation that is controlled by sprinkler clocks which are connected through the internet to weather stations that increase or decrease based on the weather of the day. We can monitor the cycles through our phone or office computer. We also offer an online store for our customers.

Not only has our nursery grown, but our family has grown as well. We now have three generations working at the nursery. We keep our kids involved by respecting their opinions, listening to their ideas, and always welcoming their presence and work at the nursery. With their help, we have evolved from general landscaping plants to specializing in roses and edibles to meet current consumer demands.



## ~ Terry Family ~

Generational farming is the key to success; it runs deep in the Terry family farm. My great grandfather father, Joe Terry, emigrated from the Azores, Portugal, around 1890 to Arroyo Grande, Ca. He moved his family to Ventura County around 1900 and started farming. My mother's grandparents, Alphonso and Sarah Moon, traveled down from Hanford, Ca. and started farming in the Montalvo area, at what is now the Ventura Auto Center, in 1894. In fact, we continue to farm some of that same ground and lease it from the same family as in 1894. Both sides of the family were looking for opportunities, and they felt that the climate in Ventura County was the best place to grow various types of row crops, citrus and cattle. Today, Terry Farms produces 2,000 crop acres of vegetables on land both leased and owned.



The diverse micro-climates in Ventura County, ranging from the Montalvo area to Fillmore, allow for the production of high-quality vegetables and other industrial type crops. Also, the Terry Family operates a strawberry stand, Terry Berries, during the spring-time for the public to purchase fresh strawberries grown by Terry Farms.

We are now into the fifth generation of farming in Ventura County. Farming, as everyone knows, is a complicated business that tries to adapt to every curve ball thrown at it. As the old saying goes: What is old is new again. Many of the crops grown in the County still require the same amount of labor to grow and harvest as they did 40 years ago. There are, however, bigger implements and more powerful tractors, providing operator comfort, that makes for faster turn-around times. Also, improvements in computer technology have and will bring higher productivity in the years to come. One area that is not becoming more efficient is the amount of bureaucratic reporting. That is one area of owning and operating any business that is growing exponentially!

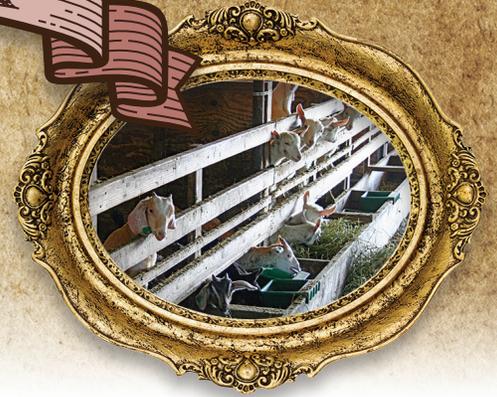
Farming is one of the few industries that can proudly demonstrate its productivity by how many people an American farmer feeds. One farmer fed four people in the 1930s. Today a farmer feeds more than 166 people. And remember, that is with less than one percent of the population involved in farming in 2019. I feel, in some small way, our farm has contributed to that over its 126-year history.

Like any modern business, farming today is a competitive global industry. Farmers the world over are always improving at producing quality fruits and vegetables. They have access to the same technology that local growers do and are deploying, in

See Terry Family, page 16

2018-2019  
PRODUCTION & VALUES

LIVESTOCK  
& POULTRY



Item	Year	Production	Unit	Per Unit	Total
Livestock Cattle, Hogs, Sheep & Goats	2019	27,031	cwt	---	\$4,380,000
	2018	21,625	cwt	---	\$3,476,000
Poultry Chickens & Eggs	2019	---	---	---	\$1,536,000
	2018	---	---	---	\$1,972,000
Other Livestock Alpaca & Squab	2019	---	---	---	\$620,000
	2018	---	---	---	\$116,000
<b>TOTAL</b>	<b>2019</b>				<b>\$6,536,000</b>
	2019				\$5,564,000

FIELD CROPS

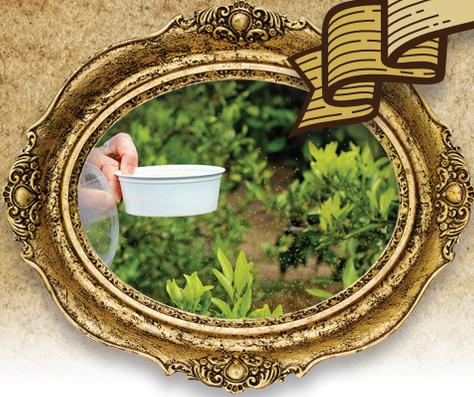
ACREAGE, PRODUCTION AND VALUES | 2018-2019

Crop	Year	Acreage	Total
Rangeland*	2019	197,736	\$93,000
	2018	220,120	\$75,000
Pasture, Hay & Grain	2019	607	\$253,000
	2018	562	\$230,000
Seed & Dry Beans	2019	440	\$1,531,000
	2018	400	\$1,221,000
Hemp**	2019	3,470	\$35,460,000
	2018	63	\$2,040,000
<b>TOTAL</b>	<b>2019</b>	<b>202,253</b>	<b>\$37,337,000</b>
	2018	221,145	\$3,566,000

\* Includes fallow cropland

\*\* Includes biomass, flower, seed and transplants

# APIARY PRODUCTS



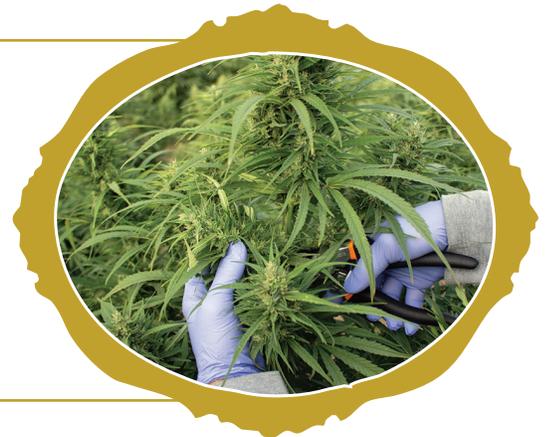
Item	Year	Production	Unit	Per Unit	Total
Honey	2019	629,536	lbs	\$3.19	\$2,011,000
	2018	503,629	lbs	\$3.69	\$1,857,000
Beeswax & Pollen	2019	30,270	lbs	\$3.70	\$112,000
	2018	22,849	lbs	\$3.72	\$85,000
Pollination Use	2019	---	---	---	\$2,661,000
	2018	---	---	---	\$2,030,000
<b>TOTAL</b>	<b>2019</b>				<b>\$4,784,000</b>
	<b>2018</b>				<b>\$3,972,000</b>

## BIOLOGICAL CONTROL

Item	Agent	Target	Scope of Program
<b>Biological Control Commercial Insectaries</b>	Predatory Mites, Predatory Beetles, Predatory Wasps, Predatory Nematodes, Various Predatory Insects	Scale, Mealybug, Snails, Aphids, Mites, Whitefly, Psyllid, Thrip, Nematodes, Flies	3,977,115,605 beneficials, released on 10,352 acres <b>Valued at \$1,713,000</b>

## 2019 SPOTLIGHT

**E**very hemp crop must be sampled to test the level of the psychoactive compound tetrahydrocannabinol (THC) in the flowering tips. Under the Agricultural Commissioner's supervision, two parts are taken from each of five randomly selected plants and sent to an accredited analytic laboratory. If the lot is found to be no more than 0.3 % THC, the grower receives a certificate of analysis proclaiming, "PASSED AS CALIFORNIA INDUSTRIAL HEMP" and the harvest is greenlit. In 2019, three fields totaling 123 acres failed the drug test and had to be destroyed.



# FAMILY FARMS

Terry Family, continued from page 12

some cases, much quicker than domestic growers. Consumers will not simply pay more for agricultural products just because they are grown in Ventura County. The worldwide competition of agriculture allows consumers in the United States to spend the least amount of disposable income on food of any country in the world.

Even though production techniques continually change, it is still challenging to find growing methods that ultimately reduce the cost of production on a per acre base basis. For example, weeds still need to be pulled, and crops still need to be irrigated! You hope that newer growing techniques can ultimately increase the productivity of whatever is grown. More units per acre, lower cost per unit is the way to think about it. Ventura County is a systemically expensive area to run a business. For farming to remain competitive, growers will look to non-traditional crops that can command some margin. Change is good, and continual change is just a fact of life!

My son, William, runs the day-to-day operations for Terry Farms. My daughter, Alyssa, manages our farm labor entity, and my wife, Martha, operates the fruit stand and deals with the benefits and compliance issues for our different entities. It makes me proud to have all of them involved and to keep the family farm a family tradition.



helps a lot. I have been fortunate in that regard. Going back a long way, my family were farmers in Maine before coming to California. At that time, an uncle came out here for oil but started a partnership with another and bought property to farm. There is one parcel that I'm farming that has been in the family since 1910. In the twenties, there was more land purchased, and later some more and you just added the parcel next to you if it came up on the market.

I had told my family to go work for someone else before they ever worked for me, and they did. One had become a computer programmer, then later, became a farmer. Another a mechanical engineer who designed race cars and now farms still keeping his hand in the engineering. Another became an archivist and now a farmer. They have all had and have varied occupations and interests.

I have one son and a daughter who own property in the county who farm avocados. I have another son who farms in San Luis Obispo County. Farmers are farmers: it's in the family genes. I think one of the most important techniques in farming is being able to walk the orchard, "the best fertilizer is the farmers footsteps", that's what my father used to say. And my oldest says, the trees talk to you when you walk the orchard, and they do, they let you know when and if they are not happy.

For a longtime we avocado growers in California fought any other fruit coming into the country. When the US first permitted avocados into the US some packers started marketing them, and what we learned very quickly was we didn't have to buy our shelf space back every year. Meaning, in the grocery store there is shelf space and if avocados were there for say six months, then gone, then that space would need to be bought back. In other words, you must pay for space again by selling fruit at a low price to begin with. So, with Mexico, it has been a benefit to the California growers, most of us, at least. Look at the people that eat avocados now that didn't, and now they want avocados all year long and with that they are always there. So now, you have filled the market, you have taught a lot of people to eat avocados now that didn't and wouldn't. It's the demand that we brought forth that helps us.



There are so many reports and new pests to deal with today. Farmers would do better by spending that time walking the orchards or fields and actually farming. My family and I are fortunate to be able to live as farmers. It's the best way to raise a family. It's the best way to do lots of things.



## ~ Thille Family ~

Even though my husband's family has been farming here since 1910, I personally have been farming in Ventura County since 1972. At that time, my second husband had passed away and we had six children. I had four hundred plus acres to farm or not. Back then, I was asked by the president of Limomeira Company if they could farm the land for me, and I said "well, I think I'm just stubborn enough and too cheap to pay someone else to do what I think I might be able to do myself". So, I started out doing it myself and well, I'm still doing it myself. I have always had good help, good employees and a good ranch manager, so that



# FAMILY FARMS

## ~ Waters Family ~

The Waters family has been farming in Ventura County for over a hundred years. It all began in the early 1900's when great-grandfather Mose Waters along with other relatives traveled out west from Marysville, Tennessee. After traveling to the West Coast, Mose fell in love with the vast open area. Mose bought a farm in the Moorpark area then went back to Tennessee for his wife Nan who was expecting their first child, Andy Sr. In 1917, Mose and Nan packed up the baby along with everything they had and traveled back to the farm in Ventura County.

As times were tough during the Great Depression, the family traded land for a smaller farm also, in the Moorpark area. The land was barren with tumble weeds and sage brush at that time, nothing grew on the property. There were very few homes in the area and only about 500 people living in Moorpark. Waters Ranch's in Moorpark was established. The children attended school and as they grew, they always had plenty of work to do on the farm. There was no irrigation for crops in the area, they had to dry farm relying on the weather. Early farming was called dry farming relying on rain.



Andy Sr. graduated high school in 1935 and attended Oregon State University. Grandfather Andy Waters Senior returned home to marry Jane Waters. He continued dry farming the land as his parents did. In the late 1930's he bought a ranch and started raising turkeys becoming one of the largest turkey growers in Ventura County. Shortly afterwards, he drilled one of the first successful water wells in the Fox Canyon Aquifer. With water now being available, he started planting lemons in the 1940's. He helped make Ventura County the lemon capital of the world. Andy and his wife Jane had one son, James Waters Jr. was born in 1947.

Later, James Waters graduated college and returned home to become a third-generation farmer and continue the tradition of his family working on Waters Ranches. He married Patty and they had two children, Andrew and Josh Waters.

Many things have changed over the years, yet the family continues to follow the footsteps set before them. Now, being fourth generation farmers, Andrew and Josh are proud farmers and continue to provide good healthy food to the world. Farming is a fluid business, and nothing ever stays the same. The longest crop we have had is lemons, but today we also grow avocados, blueberries and other crops.

Farming constantly changes and the future holds different issues that all farmers will have to deal with. Not only the weather can be a problem, but now government and regulations have become a hindrance for most family farms.

As farmers in California and Ventura County, we are always innovating and creating better farming practices. Farming is a way of life for my family and we love growing good healthy food. Being one of the early pioneers, we feel that the farmers have helped build this county. We have drilled for water to grow food, built schools, built roads and have made major contributions to this community. We are always looking for innovative practices to improve farming techniques, and we love what we do.



We have helped make Ventura County the beautiful county that it is. The farmers help make our communities the place other people want to live and raise their families. We are proud to be the fourth-generation farmers, working 365 days and some nights a year growing the good, healthy food to feed people here and across the U.S.A.



## ~ Gerry Family ~

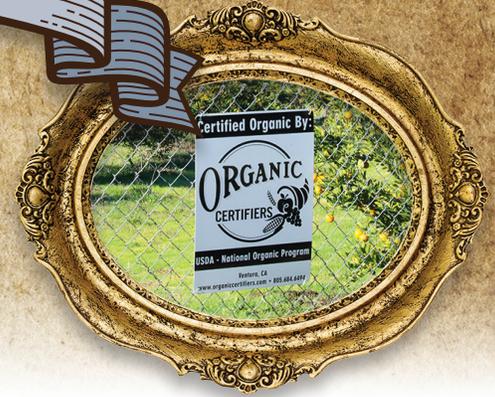
It was my great-grandfather Waite Gerry who had the desire to move to California. After receiving his education in Massachusetts, his principle life was devoted to agricultural pursuits. He got married and had six children. In 1864, he was engaged in the Civil War. In 1866, after returning from the war, and having a love for the pioneer life, he moved his family to Missouri and bought a small farm. At that time, he was a business man and made several trips out west. However, he always felt that California was the land of fruit and gold.

In 1872, while in Ventura County working for a telegraph company repairing poles, my great-grandfather made enough money to send for his family. The family arrived on the West Coast by train to Oakland. But their destination was Ventura County, so



See Gerry Family, page 20

# ORGANIC FARMING



Crops	Year	Acres	Total Value
Registered Growers	2019		192
	2018		180
Vegetables & Herbs	2019	2,693	\$26,236,000
	2018	1,235	\$25,591,000
Fruits & Nuts	2019	7,583	\$161,065,000
	2018	4,222	\$150,452,000
Field & Seed Crops	2019	281	\$54,000
	2018	74	\$52,000
Cut Flowers & Nursery Stock	2019	50	\$42,000
	2018	9	\$41,000
Specialty Crops	2019	10	\$6,000
	2018	1	\$1,000
Livestock & Poultry	2019	99	\$9,000
	2018	4	\$3,000
<b>TOTAL*</b>	<b>2019</b>	<b>12,523<sup>^</sup></b>	<b>\$187,412,000</b>
	<b>2018</b>	<b>7,341<sup>^</sup></b>	<b>\$176,140,000</b>

\* Included in all other total values.  
<sup>^</sup> Includes 1,807 acres of fallow cropland.

## 2019 SPOTLIGHT

**T**his silage reaper is used to harvest hemp in Ventura County. The crop is mowed and mulched to “biomass” and hauled to a processor to extract the cannabidiol (CBD). Growers have their eye on hemp varieties rich in other cannabinoids such as cannabigerol (CBG) and cannabitol (CBN).



CERTIFIED

# FARMERS' MARKET



City	Day/Time	Type	Market & Location	Contact
Camarillo	SAT / 8 AM – 12 PM	y/r	Camarillo Hospice – 2220 Ventura Blvd.	Ruff Smith / 805-389-6870 info@camarillohospice.org
Ojai	SUN / 9 AM – 1 PM	y/r	Ojai – 300 E. Matilija St.	Cynthia Korman / 805-698-5555 ojaifarmersmarket@cox.net
Oxnard	SUN / 10 AM – 2 PM	y/r	Channel Islands Harbor – 3350 S. Harbor Blvd. @ Cabezone Way, Harbor Side	Melissa Farwell / 818-591-8161 info@rawinspiration.org
Oxnard	THU / 9 AM – 1:30 PM	y/r	Downtown Oxnard – Downtown Plaza Park 500 S. C Street @ 5th and C St.	The Oxnard Heritage Foundation 805-247-0197 / info@oxnarddowntowners.org
Simi Valley	FRI / 11 AM – 3:30 PM	y/r	Simi Valley @ Civic Center Plaza Tapo Canyon @ Alamo St.	Mark Rochin / 805-643-6458 pacific209@hotmail.com
Thousand Oaks	THU / 12 PM – 5 PM	y/r	Thousand Oaks – The Oaks Shopping Center 222 W. Hillcrest Dr. (East End Parking Lot)	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	SAT / 8:30 AM – 12 PM	y/r	Downtown Ventura – Santa Clara and Palm St. City Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	WED / 9 AM – 1 PM	y/r	Midtown Ventura – Pacific View Mall Front West Parking Lot	Karen Wetzel Schott / 805-529-6266 www.vccfarmersmarket.com
Ventura	THU / 2:30 PM – 6:30 PM	y/r	East Ventura – 901 S Kimball Rd.	Patrice Powell / 805-479-9699
Westlake Village	SUN / 10 AM – 2 PM	y/r	Westlake Village – 2797 Agoura Rd.	Melissa Farwell / 818-591-8161 info@rawinspiration.org

## 2019 SPOTLIGHT

**I**t may not look like it, but this is a hemp plant in full flower. These nondescript, pale green masses tucked close to the stem are the female flowers of hemp, *Cannabis sativa*. Like most wind-pollinated flowers, these are small and drab. If you don't have to attract pollinators, you don't have to be attractive. To capture airborne pollen from male plants, these female flowers produce tiny droplets of sticky cannabinoids, such as cannabidiol (CBD), which is the commodity for which the pictured crop was grown.



# FAMILY FARMS

*Gerry Family, continued from page 17*

they traveled by steamboat to the Ventura Pier. After getting settled, the family worked picking oranges and took other jobs throughout Ventura County.

In 1896, my grand-father Ellsworth Gerry bought and sold many farms moving throughout California, but he wanted to return to Ventura County. He had become familiar with many residents of Ventura County and bought a farm at Briggs Road and Foothill Road in Santa Paula. It was the birth place of seven of eight the Gerry children. By 1917, WW 1 had sent family members to war. Many had to down size their farms. Some families were living in barns and tents. But after the war ended in 1927, electricity and water had come to the Santa Rosa Valley where the family built a large home and settled. They farmed lima beans and oranges.

My father, Richard Gerry, with the help of his brother Willard, established this ranch in 1945 in the Santa Rosa Valley. When I was about 10 years old, I remember telling my father "I'm bored." He gave me a hoe and I spent the next six hours hoeing weeds. I'm a fourth-generation farmer in Ventura County, and part of the original pioneers. I started working on the farm full-time in 1974. Many

things have changed since the early days, but I still use my dad's transit and rod purchased in the 1940s for surveying the layout of new orchards and irrigation systems, and I use a land plane built in the 1920s to level fields before planting. If one wants to try a new crop perhaps it is best to only plant one acre, thinking back to the one acre of kiwis that we planted in 1977 that didn't turn out so well. I have always thought that the "best way to farm hasn't been found yet", and a diligent farmer will walk through his fields a lot."

Today, we grow blueberries and avocados, and have a wedding venue. My middle daughter and her husband, along with a partner, grow organic blueberries and strawberries on one acre that I lease to them and a partner. My youngest daughter takes care of the Gerry Ranch weddings. "Jo-ann, my wife since 1975, is my partner and CFO. I'm blessed to have her by my side."



## ~ Muranaka Family ~

Muranaka Farm, Inc., was founded by Minoru Muranaka and his wife, Matsue in 1947. Minoru's trucking fleet hauled vegetable produce daily from the Japanese-American farms in the Culver City area to the Downtown LA market. Through this business Minoru and Matsue were introduced to the farming industry. They started as celery sharecroppers, but within a short time the Muranakas succeeded to become independent growers acquiring their first 60 acres of land in the San Fernando Valley in Southern California.



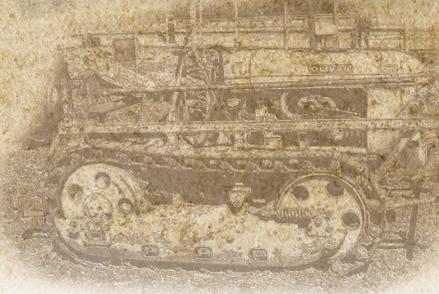
In search of better ground and microclimates, the Muranakas farmed various ground from the San Fernando Valley into Simi Valley before eventually arriving in Moorpark. Moorpark has been our home ranch since 1969. It is our intention to remain deeply rooted here in Moorpark supporting the local farming community with year-round work opportunities. The moderate climate of Ventura County allows our radishes, kales, cilantro parsleys, leeks, and beets to grow successfully year-round across all seasons. Our uncompromising commitment to harvest at the optimal time for peak freshness, quality, and taste brings a farm to table experience to the entire Southern California clientele. One of our primary focuses was the Southern California retail supermarkets and growing in Moorpark enabled us to supply the freshest crop year-round to the stores. We proudly represent many California locally-grown farmers to complement our year-round production in Moorpark.

As we have grown, so has our legacy in carrying on the tradition of being a family owned and operated business. Sons, Harry and Roy Muranaka took stewardship of the farm upholding our philosophy to be the best growers of our crops and lead the industry in fresh, safe, consistently available produce.

The 3rd generation of our Muranaka family is now represented by Roy's son, Charles Minoru Muranaka, who shares his Grandfather's name and continues our family commitment to yours.



# PROGRAMS & SERVICES



## Glassy Winged Sharpshooter Program

The Glassy Winged Sharpshooter (GWSS) program benefits the nursery industry in Ventura County by the inspection and certification of nursery stock to be shipped to Northern California and the Central Valley. The GWSS program helps prevent the spread of the GWSS from Ventura County to key grape growing areas of California. The GWSS is an insect that transmits a bacterial disease (Pierce’s Disease) that can seriously damage grapevines. The GWSS is widespread in Southern California and has reduced the ability of growers in Southern California to produce wine grapes. Most of the funding for the GWSS program is provided through a contract with the CDFA, which is made possible through an assessment paid by wine grape growers. In 2019, there was a significant increase in shipments from 2019.

Shipments Inspected	7,046
Containers Inspected	758,734
Flats Inspected	22,082
GWSS Finds Outgoing	29
GWSS Finds at Destination	3

*GWSS = Glassy Winged Sharpshooter*

## Direct Marketing/Certified Farmers Market Program

The Direct Marketing Program benefits the consumer and the agricultural community by supplying fresh produce for consumers at local Certified Farmer’s Markets (CFMs) while providing growers with an alternative method to sell their agricultural products. These products include California-grown fresh fruits, nuts, vegetables, honey and eggs. Producers at these markets are called certified producers and to participate must obtain a certificate from the Ventura County Agricultural Commissioner (CAC) that documents what they produce and where they produce it. Growing grounds are inspected by Agricultural Inspectors and each CFM is inspected throughout the year.

Certified Producer Certificates (CPC’s) Renewals	118
CPC Amendments	74
Certified Farmer’s Markets Inspected	21
Warning Letters Issued	20
Notices of Proposed Action (NOPA’s) Issued	6

## Organic Program

The Ventura County Agricultural Commissioner (CAC) and our staff enforce regulations adopted under the National Organic Program (NOP) through residue sampling of fruit and vegetables, organic audits and pesticide use record checks. The Ventura County Agricultural Commissioner (CAC) and our staff also investigate organic complaints and register businesses (producers, handlers, and retailers) prior to sales of organic products with the California Department of Food and Agriculture (CDFA).

Registrations	192
Audits Performed	13
Samples Collected	10

## Standardization Program

Standardization laws establish minimum standards for maturity, quality, size, standard container and pack, and container markings. The Ventura County Agricultural Commissioner (CAC) and our staff enforce standards at the local level. Inspections take place in fields and packinghouses, at wholesale markets retail distribution centers, and retail outlets.

Premises Visited	58
Lots Inspected	498
Citrus Maturity Tests Conducted	32

# PROGRAMS

## Bulk Citrus Program

The pests known as Asian Citrus Psyllid (ACP) and Huanglongbing (HLB) present a real and ongoing threat to the agricultural industry, environment and economy of the State of California. In response to this threat, growers, transporters and packing houses of bulk citrus are required to work under Compliance Agreements (CA) with the California Department of Food and Agriculture. The Ventura County Agricultural Commissioner is responsible for assisting and educating industry members, performing inspections at orchards, bulk citrus packing/handling facilities, and issuing enforcement actions to ensure that compliance is being met. Through these efforts and various mitigation methods, the risk of unintentional movement of ACP has been greatly reduced.

New CA's Issued	30
CA's Updated	5
Total CA's Reviewed	35
Compliance Inspections*	471
Notices of Violation Issued	43
NOPA's Issued	4

## Invasive Shot Hole Borer Program

The Invasive Shot Hole Borer (ISHB) program was created in 2019 to limit the spread of ISHB (*Euwallacea* sp.), an invasive beetle that attacks dozens of common native, landscape, and orchard trees. The tiny beetles tunnel into host trees and spread Fusarium Dieback (FD), a fungal disease known to infect over 110 tree species. FD is caused by *Fusarium euwallaceae*, a fungus that disrupts the transport of water and nutrients inside the tree, leading to branch dieback and overall decline. Infested trees become breeding sites for the beetles and often become a fire hazard to neighborhoods and wild land. The UC Extension, CAL FIRE, and the California Department of Food and Agriculture (CDFA) led stakeholder meetings to develop protocols, plans, and funding in the Spring and Summer of 2019. This led to a coordinated statewide plan for surveying, trapping beetles, and removing trees, green waste, and firewood. CAL FIRE will fund removal of infested trees and CDFA will fund trapping for the next few years. The Department organized two local stakeholder meetings in Ventura County for education, outreach, and planning. The program hosted an ISHB classroom and field training for recognizing and surveying for ISHB. ISHB traps were placed on the northern edge of the known infestation and in some high-risk sites. Removal of infested trees requires *Fusarium euwallaceae* to be identified from a wood sample taken from the infested tree. After removal, the processing of green waste using approved protocols is done to prevent spread of the beetle or fungus.

Traps Deployed	82
Traps with Polyphagous Shot Hole Borer Finds	10

## Weed Management Program

The Agricultural Commissioner's Office works to survey, detect, map, and remove California Department of Food and Agriculture (CDFA) "A" rated weed populations before they expand in size and become more difficult and costly to remove. The CDFA's "A" rating includes weeds that have large negative impacts to agriculture and the environment but are still limited in numbers/acreage. Our office works with partners to detect and map CDFA "A" and less common "B" rated weeds. Mapping is done with I-Naturalist and Calflora, two weed tracking apps that utilize GPS. When a new weed is identified on Calflora or I-Naturalist, staff follows up with survey, mapping, and sampling to confirm the plant identification and infestation location. In 2019 we recommenced the Ventura County Weed Management Area. The Weed Management Area will provide individuals, groups, and agencies the opportunity share knowledge and partner to solve invasive weed issues in Ventura County.

### Survey, Mapping, and Control of CDFA "A" Rated Invasive Weeds

- Scotch Thistle (*Onopordum acanthium*): One location: surveying, mapping, and removal (mechanical)
- Spotted Knapweed (*Centaurea stoebe*): One location surveying, mapping, and removal (mechanical)
- Skeletonweed (*Chondrilla juncea*): One location-surveying, mapping, and control (with partner Santa Monica Mountains National Recreation Area National Park Service)
- Dalmation Toadflax (*Linaria genistifolia. ssp. dalmatica*): One location surveying, mapping, control with biocontrol by USDA ARS using the beetle *Mecinus janthiniformis*

### Survey and Mapping of CDFA "B" Rated Invasive Weeds

- Geraldton carnation spurge (*Euphorbia terracina*)
- Russian Knapweed (*Acroptilon repens*)
- Artichoke thistle (*Cynara cardunculus*)
- Silverleaf Nightshade (*Solanum elaeagnifolium*)

# PROGRAMS

## Green Material Program

The goal of the Green Material Program is to monitor movement of any high risk green waste that could be harboring invasive pests from other counties or from infested areas of the county into non-infested areas. Pests of concern associated with green material include but are not limited to Invasive Shot Hole Borer, Light Brown Apple Moth, Asian Citrus Psyllid with Huanglongbing; and Sudden Oak Death (*Phytophthora ramorum*). Currently, the CAC is involved with a pilot experiment assisting University California Extension Farm Advisor to monitor the effect of mulching and piling Invasive Shot Hole Borer (ISHB) and Fusarium Dieback infested trees, removed by the CAC's ISHB removal program. The theory is that mulch, when properly piled, can reach temperatures up to 170 degrees, effectively killing pathogens and insects. Properly heat treated mulch can then be safely reused in local citrus orchards to help improve soils. The goal of the experiment is to identify a defined kill step for ISHB and its associated Fusarium fungus, while providing a free source of clean mulch to local farmers and avoiding the movement of infested green material across the county.

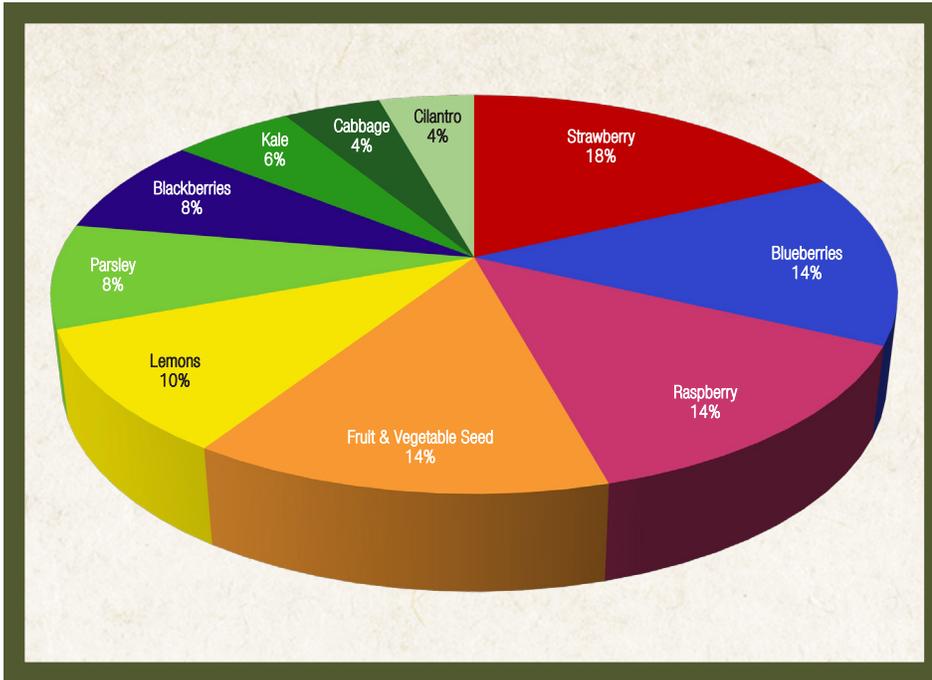
## VENTURA COUNTY GROWN EXPORTS OF FRUITS & VEGETABLES IN 2019



The total number of phytosanitary certificates issued for these commodities is higher than actual number of certificates issued. This can be accounted for by the fact that many of the certificates certified more than one crop. The total number of cartons includes "trays" and cases.

# PROGRAMS

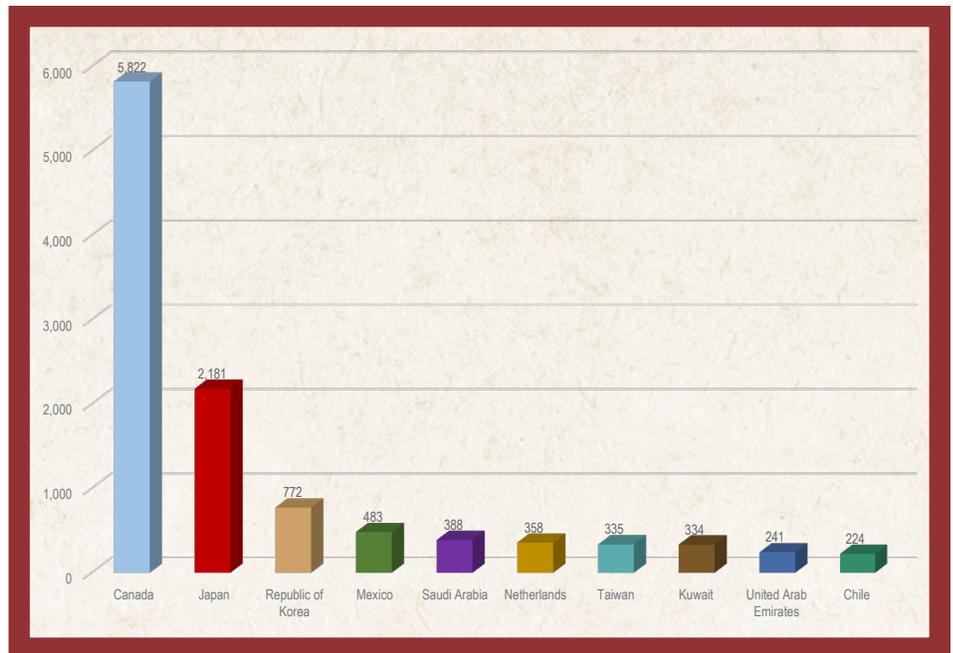
## TOP 10 COMMODITIES EXPORTED



Commodity	# of Shipments including Commodity
Strawberry	3,185
Blueberries	2,464
Raspberry	2,429
Fruit & Vegetable Seed	2,384
Lemons	1,780
Parsley	1,489
Blackberries	1,407
Kale	976
Cabbage	787
Cilantro	767

## TOP 10 LEADING EXPORT COUNTRIES

Country Exported To	# of Exports
Canada	5,822
Japan	2,181
Republic of Korea	772
Mexico	483
Saudi Arabia	388
Netherlands	358
Taiwan	335
Kuwait	334
United Arab Emirates	241
Chile	224



**Shipped to 79 countries in 2019 (this includes the top ten):** Algeria, Argentina, Australia, Bahrain, Barbados, Belize, Bolivia, Brazil, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Curaçao, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, France, French Polynesia, Georgia, Germany, Grenada, Guadalupe, Guatemala, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Korea, Kuwait, Lebanon, Malaysia, Mexico, Nepal, Netherlands, New Zealand, Nicaragua, Nigeria, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Portugal, Qatar, Saint Kitts and Nevis, Saint Lucia, Saudi Arabia, Singapore, South Africa, Spain, Syria, Taiwan, Thailand, Trinidad and Tobago, Tunisia, Turkey, United Arab Emirates, United Kingdom, Uruguay, Uzbekistan, Venezuela, Vietnam, Zimbabwe.

*These numbers include the total number of exports (domestic and foreign grown commodities) that were exported from Ventura County in 2019.*

# PROGRAMS

## Pest Exclusion & Plant Quarantine

Incoming Shipments	Inspections
Fed-Ex	1,865
UPS	1,289
Truck Inspections	579
Ocean Freight Inspections	137
Household Goods (Gypsy Moth Inspections)	22
Notices of Rejection	54

Outgoing Shipments	Total
Federal Phytosanitary Certificates	13,218
State Phytosanitary Certificates	151
Certificates of Quarantine Compliance	561

## PESTICIDE USE ENFORCEMENT REGULATORY PROGRAM BY CALENDAR YEAR

### PERMITS AND OPERATOR ID'S

Calendar Year	Agricultural Permits	Non-Agricultural Permits	Operator ID's
2017	467	68	555
2018	462	66	543
2019	446	69	550

Permits are required to apply Restricted Materials, a subset of more tightly regulated pesticides. Operator ID Numbers are issued to growers not using Restricted Materials, for pesticide use reporting.

### ENFORCEMENT RESPONSES

Calendar Year	Agricultural Civil Penalties	Structural Civil Penalties	Notices of Violations	Decision Reports
2017	4	3	47	17
2018	9	13	47	4
2019	15	14	72	1

Civil Penalties are fines levied. Compliance Actions are measures, such as violation notices or letters of reprimand which give notice of non-compliance but do not impose a penalty. Decision Reports are a type of Compliance Action in which the Ag Commissioner is required to justify to the CA Department of Pesticide Regulation why it is not administering a penalty.

### NOI'S & PRE-APPLICATION INSPECTIONS

Calendar Year	NOI's Received	Pre-Application Inspections	Percent Pre-Application Monitored
2017	2,539	161	6.3%
2018	2,628	227	8.6%
2019	2,024	191	9.7%

Notices of Intent (NOI's) are sent to the Ag Commissioner before the use of a pesticide requiring a permit. All are carefully evaluated. The state of CA requires the Ag Commissioner to do a site inspection of at least 5% of these prior to application. NOI numbers often go up when new pesticides are classed as Restricted Materials.

### INVESTIGATIONS

Calendar Year	Investigations Completed
2017	78
2018	59
2019	80

These represent all investigations of suspected misuse of pesticides, including agricultural, other commercial, and home use.

### PESTICIDE USE INSPECTIONS

Calendar Year	Agricultural Use	Structural Use (Homes and Buildings)	Farm Headquarters	Pest Control Business HQ	Fieldworker safety	Commodity Fumigation	Pre-Application (from NOI)	Total
2017	213	62	35	16	61	0	161	529
2018	339	113	34	14	72	5	227	804
2019	273	104	24	25	70	5	197	698

# FAMILY FARMS



PERALTA FAMILY



GREYER FAMILY



THILLE FAMILY



HASEGAWA FAMILY