



# County of Ventura

## 2024 Crop & Livestock Report

DIGGING DEEP  
Ventura County's  
TOP 10 CROPS





# Contents

1

Agricultural Commissioner’s Letter

2

Recapitulation;

3

Irrigated Cropland

4

Snapshot of Ventura County’s Agriculture in 2024

6

2024 Leading Crops

8

Digging Deep into Strawberries

9

Digging Deep into Avocados

10

Fruit & Nut Crops

11

Digging Deep into Nursery Stock

12

Vegetable Crops

14

Digging Deep into Celery

15

Livestock & Poultry; Field Crops

16

Biological Control; Apiary Products

17

Digging Deep into Raspberries

18

Digging Deep into Lemons

19

Nursery Stock

20

Cut Flowers

21

Digging Deep into Peppers

22

Digging Deep into Blackberries

23

Organic Farming

24

Certified Farmers’ Markets

26

Digging Deep into Blueberries

27

Digging Deep into Tomatoes

28

Programs

Back Cover

Personnel

# Acknowledgments

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- Rio Farms
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- Terry Farms
- Thousand Oaks Farmers’ Market
- Underwood Ranches
- Villa Park Packing House
- West Coast Berry Farms

Please scan to view reference information used for some of the sections of the articles and their statistics.



The Department of Agriculture/Weights & Measures extends their sincerest appreciation to the agricultural industry of Ventura County. Without your information, this report would not be possible.



Agricultural Commissioner Korinne Bell  
Sealer John Beall  
Chief Deputy Greta Varien

Karen Ross, Secretary  
California Department of Food & Agriculture  
and The Honorable Board of Supervisors of Ventura County  
Matt LaVere, 1st District,  
Jeff Gorell, 2nd District,  
Kelly Long, 3rd District,  
Janice S. Parvin, 4th District,  
Vianey Lopez, 5th District,  
and Dr. Sevet Johnson, CEO.

June 24, 2025

Pursuant to Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2024 Ventura County Crop and Livestock Report. This report “digs deep” into the top ten commodities grown in Ventura County in 2024. The report presents gross values only, which represent total revenue before expenses and do not reflect growers’ actual financial returns or the broader economic impact on the community.

The graph on page two displays total gross revenues over the past 20 years. While the first decade shows a steady upward trend, the past ten years have remained relatively flat. At the same time, production costs have risen sharply—what used to be a \$12 salad now costs \$24—yet growers have not experienced a corresponding increase in revenue.

The estimated gross value of Ventura County’s agriculture for calendar year 2024, is \$2,312,556,000. This represents a 7% increase in comparison to 2023.

Strawberries remained the number one crop at \$708,690,000, decreasing by 3% from 2023. Avocados jumped back into the number two spot with a value of \$338,968,000, increasing by an astounding 170%. Nursery stock fell to third place with a value of \$186,669,000, decreasing by 10%. Celery stayed at fourth place with a value of \$163,436,000, decreasing by 3%. Raspberries stayed at fifth place with a value of \$162,284,000, decreasing by 3%. Lemons dropped to sixth place with a value of \$117,851,000, decreasing by 43%. Peppers moved up to seventh place with a value of \$111,044,000, increasing by 91%. Blackberries moved down to eighth place with a value of \$71,558,000 increasing by 2%. Blueberries returned to the top ten at ninth place with \$46,858,000, increasing by 46% from 2023. Tomatoes dropped to tenth place with a value of \$41,820,000, increasing by 2%.

Our thanks and gratitude to the agricultural industry for providing the information used to produce this report.

Respectfully submitted,

*K. Bell*

Korinne Bell, Agricultural Commissioner





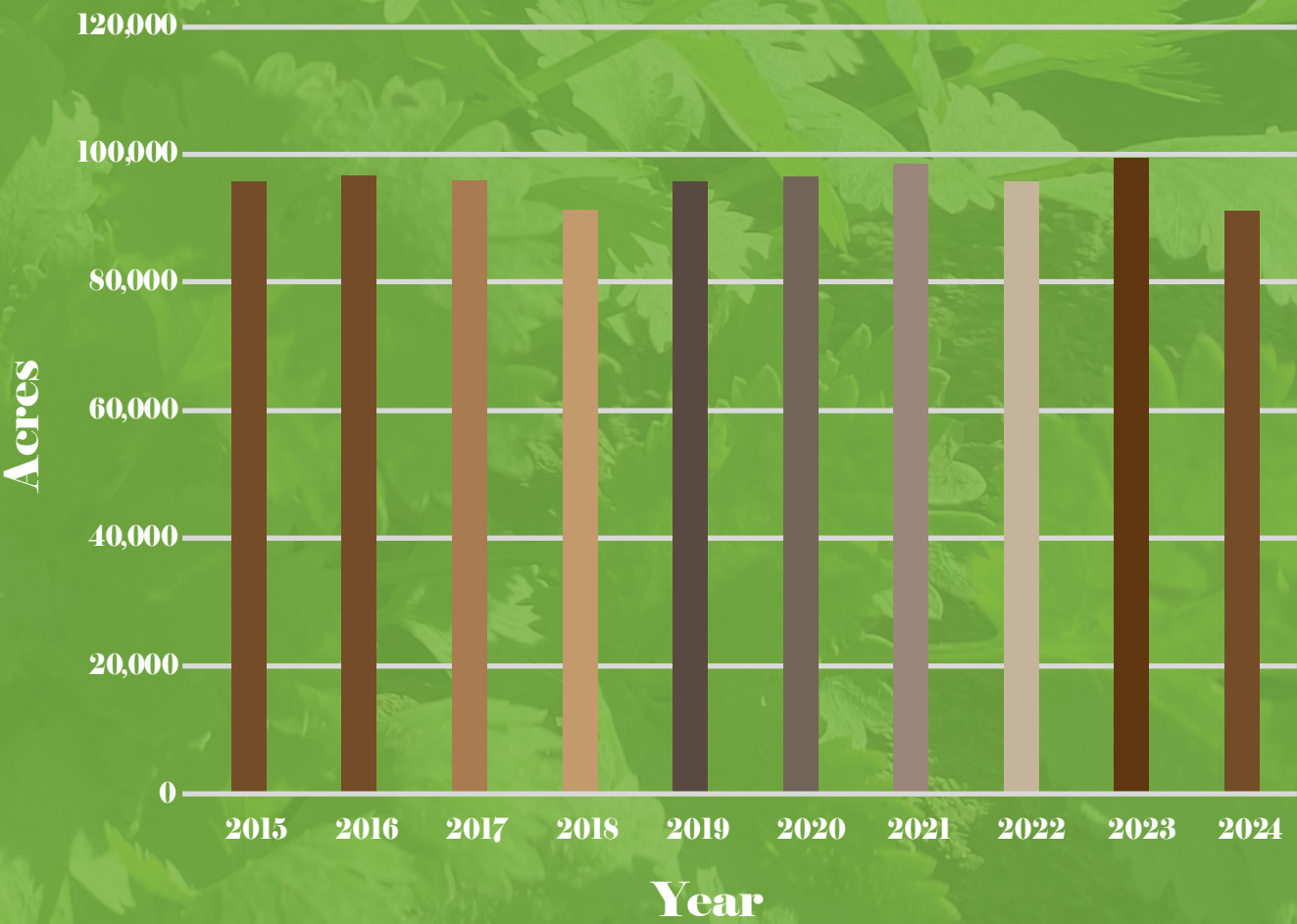
# Recapitulation

Crop Grouping	Year	Value
1. Fruit & Nut Crop	2024	\$1,481,362,000
	2023	\$1,379,162,000
2. Vegetable Crops	2024	\$579,580,000
	2023	\$486,110,000
3. Nursery Stock	2024	\$186,669,000
	2023	\$208,169,000
4. Cut Flowers	2024	\$29,872,000
	2023	\$30,515,000
5. Field Crops	2024	\$11,586,000
	2023	\$6,006,000
6. Livestock & Poultry	2024	\$8,556,000
	2023	\$43,282,000
7. Biological Control	2024	\$7,921,000
	2023	\$7,595,000
8. Apiary Products	2024	\$7,010,000
	2023	\$9,404,000
TOTAL	2024	\$2,312,556,000
	2023	\$2,170,243,000

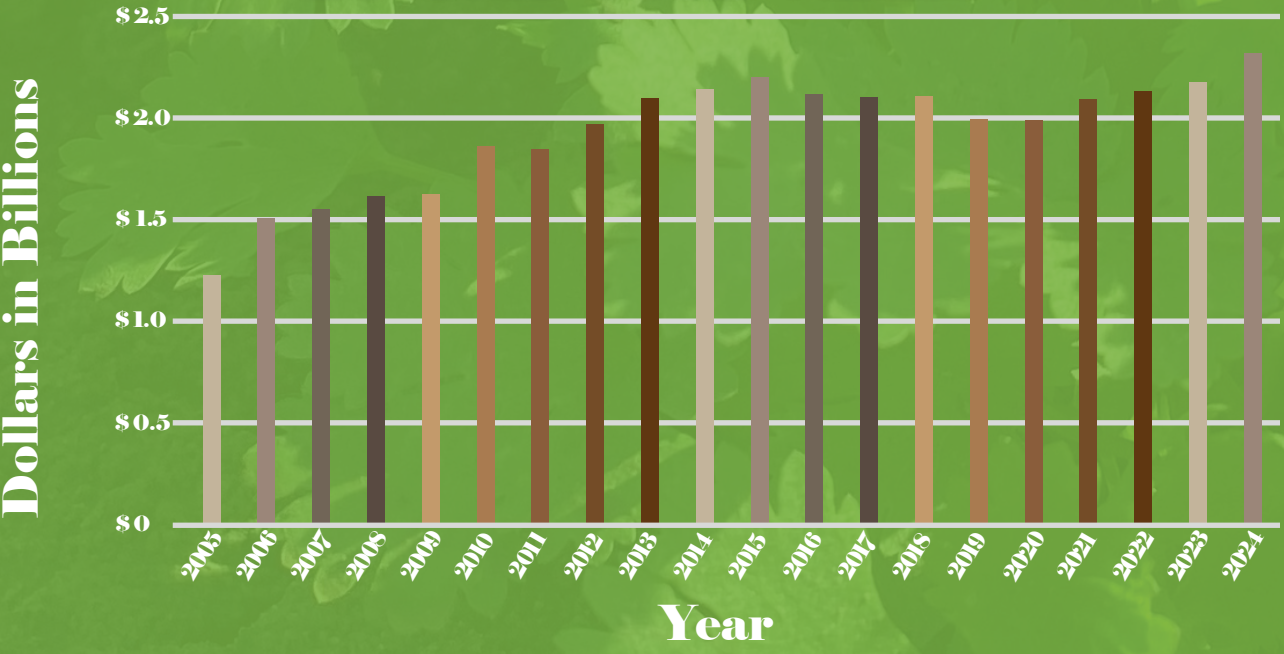
# Irrigated Cropland

Year	Acres
2019	95,813
2020	96,523
2021	98,549
2022	95,785
2023	99,433
2024	93,025

# 10-Year Irrigated Cropland



# 20-Year Total Values







## A Snapshot of Ventura County's Agriculture in 2024

The Mountain Fire as seen from Heritage Valley.

Ventura County's agricultural industry in 2024 demonstrated resilience through strong crop performances and proactive initiatives. However, challenges such as regulatory changes, socio-economic issues, resource shortages and natural disasters highlighted the need for continued collaboration and adaptive strategies to sustain and enhance the sector's vitality.

### 2024 Regulatory Changes in Agriculture

**January:** Implementation of Proposition 12 began, which mandates more spacious housing conditions for certain farm animals, thereby influencing production practices and associated costs.

At the federal level, farm employers who hire H-2A workers must pay the workers a higher wage after the U.S. Department of Labor announced it was raising the Adverse Effect Wage Rate (AEWR) for the program. In California, the AEWR rate increased from \$18.65 to \$19.97.

**May:** The Farmworker Protection Rule expanded employment protections for H-2A visa program participants. Effective June 28, 2024, the rule ensures fair treatment of temporary agricultural workers.

**June:** The Tau Fruit Fly was officially declared eradicated. Similar to the 2023 Queensland Fruit Fly quarantine—the first of its kind in North America—the Tau Fruit Fly quarantine in neighboring Los Angeles County was also unprecedented. Although the infestation never spread to Ventura County, the quarantine boundary remained close for several months, causing concern among local farmers about the potential impact if their farms were to be included.

**July:** The Queensland Fruit Fly was removed from the quarantine in Ventura County. This action released 90 square miles covering 3,379 acres of commercial agriculture from a nine month quarantine.

**August:** The U.S. Environmental Protection Agency suspended all registrations of pesticide products containing dimethyl tetrachloroterephthalate (DCPA), also marketed under the trade name Dacthal, due to fetal

impacts to pregnant farmworkers resulting in changes in fetal thyroid hormone levels.

**September:** AB 2240 and AB 3035 were enacted, which streamlined the development process for farmworker housing and facilitates the construction of safe and affordable accommodations.

**October:** Grower members of the Ventura County Agricultural Irrigated Lands Group (VCAILG) were surveyed requiring documentation of their water management practices to aid in the assessment and improvement of sustainable farming methods within the county.

**November:** There was a release of a comprehensive guide detailing the four types of agricultural worker housing permitted in unincorporated Ventura County. This document outlines the development standards and permitting processes for each housing type, providing clarity for farmers seeking to develop or upgrade accommodations for their workers. During the statewide general election, the Climate-resilient Farms, Sustainable Healthy Food Access and Farmworker Protection Bond Act of 2024 which aimed to invest in creating a more equitable and climate-resilient food and farming system, was approved by voters as Proposition 4.

**December:** The Ventura County Board of Supervisors approved an expansion of the Land Conservation Act (LCA) program, also known as the Williamson Act. This initiative allows more landowners to benefit from reduced property taxes by committing their land to agricultural use, animal grazing, or open space preservation to support agriculture and protect natural resources within the county.

### 2024 Natural Disasters that Impacted Agriculture

**October:** Crops were hit with a heat wave that saw temperatures reaching up to 117°F in some areas of the county.

**November:** High winds damage crops every year, and this year was no exception. The winds escalated the Mountain Fire, devastating the county's agricultural industry and homes. The wildfire burned approximately 19,904 acres, destroyed 238 structures and damaged an additional 93. Notably, 16,758 acres of farmland were affected including avocado, citrus and berry crops. The estimated agricultural damage was nearly \$9 million, underscoring the vulnerability of the sector to natural disasters.

Despite these challenges, Ventura County's agricultural sector demonstrated resilience through adaptive measures, policy advancements and collaborative efforts, ensuring the industry's continued growth and sustainability.



Avocados damaged from the October heat wave.

### Ventura County Facts & Statistics

#### Land

- ◊ 1,840.79 sq. miles of total land.
- ◊ 145.35 sq. miles of irrigated land (approx. 7.90% of total land).
- ◊ 26th largest county by area

#### Population

- ◊ 835,427 people.
- ◊ 12th largest county by population.

#### Economy

- ◊ Over \$2.3 billion annual crop value.
- ◊ 7.5% of Ventura County industries are related to agriculture, forestry, fishing, and hunting.
- ◊ \$22/hour for the average fieldworker salary.
- ◊ Ventura County is ranked 10th in California state agricultural production.

#### Ventura County's rank in commodity values in California

- ◊ Number 1 for Lemons, Avocados, Raspberries and Parsley
- ◊ Number 2 for Celery, Peppers, and Cabbage
- ◊ Number 3 for Strawberries, Blueberries, and Blackberries;
- ◊ Number 4 for Nursery Stock
- ◊ Number 5 for Oranges, Tangerines & Manderins, Carrots, Spinach, and Brussels Sprouts





# 2024 Leading Crops



**1** Strawberries  
\$708,690,000



**2** Avocados  
\$338,968,000



**3** Nursery Stock  
\$186,669,000



**4** Celery  
\$163,436,000



**5** Raspberries  
\$162,284,000



**6** Lemons  
\$117,851,000



**7** Peppers  
\$111,044,000



**8** Blackberries  
\$71,558,000



**9** Blueberries  
\$46,858,000



**10** Tomatoes  
\$41,820,000

- 11** Woody Ornamentals\*  
\$82,103,000
- 12** Lettuce  
\$39,045,000
- 13** Bedding, Ground Cover & Turf\*  
\$38,809,000
- 14** Cilantro  
\$35,197,000
- 15** Herbaceous Perennials & Potted Plants\*  
\$30,389,000
- 16** Kale  
\$24,133,000
- 17** Cabbage  
\$20,009,000
- 18** Fruit & Nut Trees\*  
\$18,773,000
- 19** Cucumbers  
\$16,614,000
- 20** Propagative Material & Vegetable Transplants\*  
\$16,595,000
- 21** Artichokes  
\$16,242,000
- 22** Valencia Oranges  
\$15,997,000
- 23** Radishes  
\$13,923,000
- 24** Brussels Sprouts  
\$12,921,000
- 25** Parsley  
\$11,616,000
- 26** Spinach  
\$11,384,000
- 27** Asian Vegetables  
\$9,327,000
- 28** Herbs  
\$8,642,000
- 29** Greens  
\$8,024,000
- 30** Hemp  
\$7,770,000



\* Included in Nursery Stock total.





# #1 Strawberries

Ventura County's leading crop since 1999.

Strawberries did not appear in Ventura County's *Crop & Livestock Report* until 1929, when 17,335 boxes were produced and valued at \$2,598.51. Through the years, Strawberries were overlooked for production by most growers for other higher valued commodities but slowly grew in popularity among consumers driving more growers to plant them. In 1964, Strawberries landed in the eighth position of the County's top ten most valued crops. By 1999, Strawberries were valued at over \$220 million making them the number one commodity in the *Crop & Livestock Report* for the first time. Strawberries have held the spot ever since.

According to the 2022-2023 *California Agricultural Statistics Review*, Ventura County produces 22.3% of California's Strawberry production, ranking it third in the state. Strawberries were reported as California's seventh most valuable crop at \$2.68 billion and ranked as the 11th most valuable export at \$482 million.

Strawberry growers in Ventura County face numerous challenges impacting operations and profitability. Rising land costs force continuous planting on the same plots, increasing susceptibility to soil-borne diseases and pests. Labor shortages further strain the industry as Strawberry harvesting is labor-intensive, time-sensitive and costly. Environmental factors, including drought and natural disasters, require costly adaptations. Economic pressures from market fluctuations and global competition create pricing volatility. These uncertainties, combined with operational challenges, demand a multifaceted approach to sustain Strawberry farming in the region.

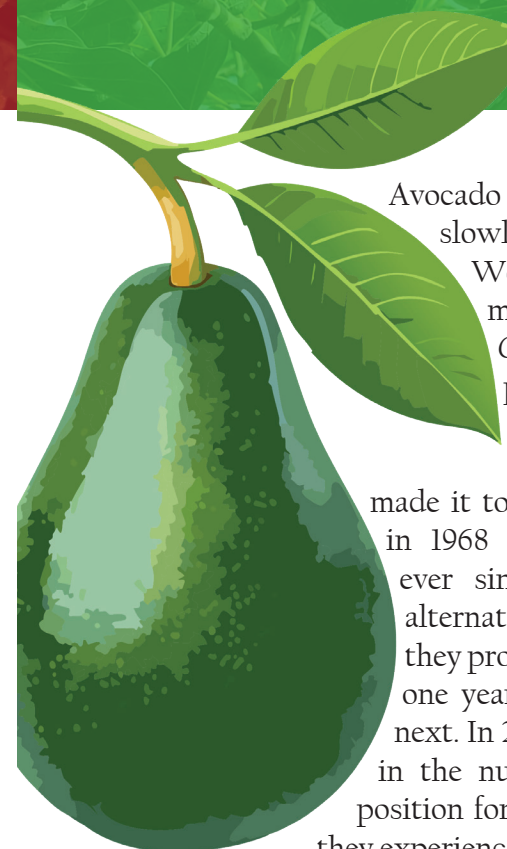
## Strawberry Facts

- ♦ Strawberries first entered the *Crop & Livestock Report* in 1929.
- ♦ Ventura County growers produced almost 25% of the Strawberries grown in California and ranked third in the state in production value.
- ♦ Strawberries were California's 7th leading crop in value.
- ♦ California grew 90% of the U.S. Strawberry production.
- ♦ The US ranked 2nd in Strawberry production worldwide and produced 1.3 million tons of crop.



# #2 Avocados

Ventura County is number 1 in California's Avocado production.



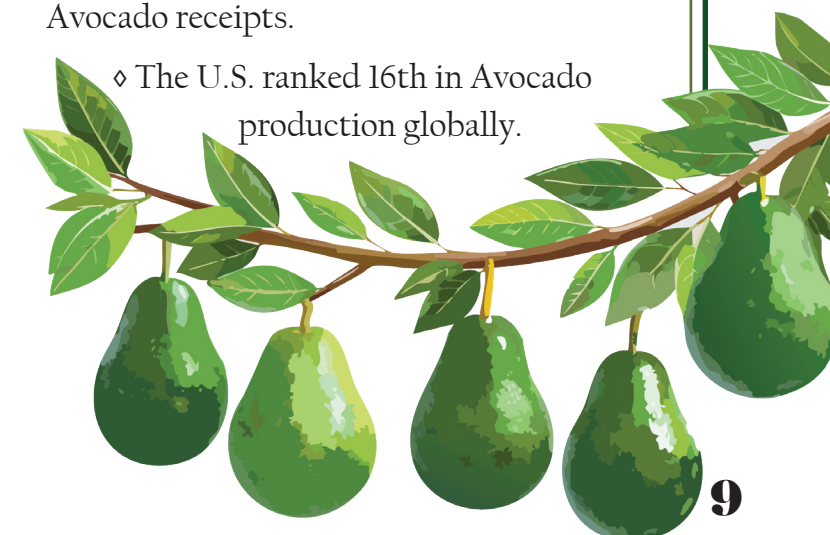
Avocado production came slowly in Ventura County. We first saw Avocados mentioned in the 1925 *Crop & Livestock Report* producing 425 boxes valued at \$12.25/box. Eventually, Avocados made it to the top ten crops list in 1968 and has stayed there ever since. Avocados are an alternate-bearing crop meaning they produce a heavy crop yield one year and a light yield the next. In 2022, we saw Avocados in the number two crop value position for the first time because they experienced a heavy year coupled with the winter storms that brought plenty of rain.

Avocado production in Ventura County continued to evolve through the years. Growers faced challenges such as pest infestations, including the arrival of the avocado thrips in 1996, which significantly impacted groves and required the development of new pest management strategies. One of the primary concerns is the continued escalating cost and availability of water. Water is essential for Avocado cultivation, but the region has experienced increased water costs, partly due to infrastructure changes by local water districts. The agricultural sector relies heavily on a consistent and skilled workforce for tasks such as planting, maintenance, and harvesting. However, the availability of farm labor has been declining, exacerbated by factors such as limited affordable housing for workers and competition from other

industries. Environmental factors, particularly wildfires, have also posed significant threats to Avocado orchards in Ventura County. For instance, the Mountain Fire in November 2024 devastated several Avocado farms, destroying trees and infrastructure. Such natural disasters not only lead to immediate crop losses but also have long-term effects on soil health and farm viability, posing substantial recovery challenges for affected growers. Despite these obstacles, the industry has demonstrated resilience and adaptability.

## Avocado Facts

- ♦ Avocados first entered the *Crop & Livestock Report* in 1925.
- ♦ Ventura County growers produced 44.5% of the Avocados produced in California.
- ♦ Ventura County ranked first in California Avocado production value.
- ♦ California held 97% shares of the U.S. Avocado receipts.
- ♦ The U.S. ranked 16th in Avocado production globally.





# Fruit & Nut Crops

# #3 Nursery Stock

Ventura County has 2,895 acres of Nursery Stock.

Crop	Year	Acres	Tons/Acre	Production in Tons	Value/Ton	Gross Value
Avocados	2024	19,282	5.35	103,067	\$3,288.81	\$338,968,000
	2023	16,947	2.71	45,945	\$2,736.49	\$125,728,000
Blackberries	2024	1,033	11.77	12,159	\$5,885.19	\$71,558,000
	2023	1,023	10.93	11,186	\$6,273.65	\$70,177,000
Blueberries	2024	672	6.69	4,496	\$10,422.15	\$46,858,000
	2023	669	4.82	3,226	\$9,938.31	\$32,061,000
Lemons	2024	16,067	19.13	307,344	\$383.45	\$117,851,000
	2023	18,159	19.20	348,695	\$595.20	\$207,542,000
Mandarins & Tangelos	2024	1,159	7.72	8,946	\$ 828.86	\$7,415,000
	2023	1,602	7.61	12,198	\$858.83	\$10,476,000
Oranges -Navel	2024	395	13.71	5,415	\$715.42	\$3,874,000
	2023	503	13.13	6,602	\$610.57	\$4,031,000
Oranges -Valencia	2024	1,119	10.62	11,888	\$1,345.64	\$15,997,000
	2023	2,524	8.74	22,061	\$573.32	\$12,648,000
Raspberries	2024	2,501	6.03	15,074	\$10,765.82	\$162,284,000
	2023	2,702	7.02	18,969	\$8,804.26	\$167,008,000
Strawberries -Fresh	2024	---	---	217,550	\$3,026.67	\$658,452,000
	2023	---	---	208,303	\$3,306.66	\$688,788,000
Strawberries -Processed	2024	---	---	52,727	\$952.79	\$50,238,000
	2023	---	---	44,663	\$995.66	\$44,469,000
Strawberries -Total	2024	10,941	24.70	270,277	2,622.09	\$708,690,000
	2023	10,402	24.33	253,081	\$2,897.32	\$733,257,000
Miscellaneous Fruits & Nuts*	2024	997	---	---	---	\$7,867,000
	2023	1,028	---	---	---	\$16,234,000
<b>Total</b>	<b>2024</b>	<b>54,164</b>				<b>\$1,481,362,000</b>
	<b>2023</b>	<b>55,559</b>				<b>\$1,379,162,000</b>

\*Includes: Apples, Apricots, Asian Pears, Cherimoyas, Coffee, Dragonfruit, Grapefruit, Grapes, Guavas, Kiwis, Kumquats, Limes, Macadamias, Mangos, Melons, Olives, Passionfruit, Persimmons, Pomegranates, Sapotes, Walnuts; and Miscellaneous Citrus, Deciduous and Subtropical Fruits.

In 1932, Ventura County first reported Nursery Stock in the form of 134,991 Citrus trees valued at \$114,742.35. That averages out to \$0.85 per tree! Two years later Walnut and Avocado trees were added to the list, and Ornamentals were added the following year. Due to the increased demand for landscaping around homes and businesses, Nursery Stock entered the top ten commodity crops of the county in 1967. By 1989, Nursery Stock reached second place behind Lemons. Over the past few years, Nursery Stock has competed for its second-place seating with Lemons and Avocados.



Nursery Stock is ranked third in California’s top ten valued commodities with Ventura County as its fourth leading producer. While Nursery Stock only ranked 21st for California’s leading export list, historically, it has been Ventura County’s 10th leading export.

Today, the Nursery Stock industry remains a vital component of Ventura County’s agricultural landscape. Economic pressures from market fluctuations and competition further complicate the landscape for Nursery Stock growers. The industry must adapt to changing consumer preferences, economic downturns and international competition, all of which can impact demand and pricing.



Pest and disease management remain a persistent challenge. Nursery Stock is particularly susceptible to various pests and pathogens, which can compromise plant health and marketability. The introduction of invasive species and the development of pesticide resistance necessitate continuous monitoring and the adoption of integrated pest management strategies. Ongoing inspections from the Ventura County Agriculture/Weights & Measures (VCAWM) and regulations by the California Department of Food and Agriculture (CDFA) ensure that Nursery Stock remains free from pests and diseases, maintaining the industry’s reputation for quality and contributing to the county’s economic vitality.



# Vegetable Crops

Crop	Year	Acres	Tons/ Acre	Production in Tons	Value/ Ton	Gross Value
Artichokes	2024	1,256	8.90	11,178	\$1,453.03	\$16,242,000
	2023	579	5.39	3,122	\$2,352.02	\$7,343,000
Asian Vegetables	2024	213	12.31	2,622	\$3,557.21	\$9,327,000
	2023	314	14.42	4,528	\$1,477.92	\$6,692,000
Beans	2024	1,633	7.78	12,711	\$448.82	\$5,705,000
	2023	1,005	1.80	1,812	\$2,006.62	\$3,636,000
Beets	2024	428	11.68	5,000	\$395.00	\$1,975,000
	2023	814	10.81	8,800	\$410.91	\$3,616,000
Broccoli	2024	33	4.42	146	\$2,184.93	\$319,000
	2023	436	7.09	3,092	\$1,638.42	\$5,066,000
Brussels Sprouts	2024	1,864	8.08	15,060	\$ 857.97	\$12,921,000
	2023	2,052	8.23	16,878	\$813.25	\$13,726,000
Cabbage	2024	2,083	21.29	44,356	\$451.10	\$20,009,000
	2023	2,515	21.85	54,955	\$394.30	\$21,669,000
Carrots	2024	224	28.00	6,273	\$242.15	\$1,519,000
	2023	360	32.67	11,761	\$211.29	\$2,485,000
Celery	2024	8,326	28.68	238,823	\$684.34	\$163,436,000
	2023	15,292	52.55	803,662	\$208.98	\$167,950,000
Cilantro	2024	4,907	9.15	44,893	\$784.02	\$35,197,000
	2023	4,327	5.25	22,726	\$1,265.07	\$28,750,000
Cucumbers	2024	103	67.79	6,982	\$2,379.55	\$16,614,000
	2023	95	30.05	2,855	\$4,803.50	\$13,714,000
Greens	2024	691	7.43	5,131	\$1,563.83	\$8,024,000
	2023	600	4.99	2,992	\$1,278.07	\$3,824,000

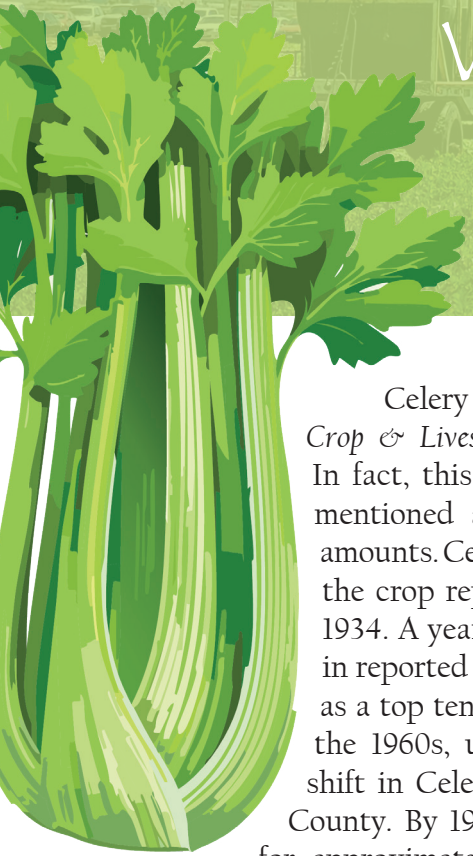
Crop	Year	Acres	Tons/ Acre	Production in Tons	Value/ Ton	Gross Value
Herbs	2024	1,092	2.29	2,504	\$ 3,451.28	\$8,642,000
	2023	1,185	1.64	1,948	\$6,624.74	\$12,905,000
Kale	2024	1,409	8.46	11,923	\$2,024.07	\$24,133,000
	2023	725	5.76	4,178	\$1,474.15	\$6,159,000
Lettuce	2024	1,893	11.00	20,821	\$1,875.27	\$39,045,000
	2023	1,422	13.40	19,053	\$2,000.42	\$38,114,000
Parsley	2024	1,456	6.77	9,863	\$1,177.73	\$11,616,000
	2023	1,149	12.96	14,891	\$1,079.18	\$16,070,000
Peppers	2024	3,733	24.86	92,807	\$ 1,196.50	\$111,044,000
	2023	3,388	15.39	52,125	\$1,113.59	\$58,046,000
Pumpkins & Squash	2024	305	15.56	4,746	\$ 1,076.49	\$5,109,000
	2023	410	12.50	5,125	\$1,047.22	\$5,367,000
Radishes	2024	786	22.90	17,996	\$773.67	\$13,923,000
	2023	739	41.04	30,329	\$417.92	\$12,675,000
Spinach	2024	488	12.70	6,197	\$1,837.02	\$11,384,000
	2023	520	9.12	4,743	\$1,171.62	\$5,557,000
Tomatoes	2024	410	54.69	22,424	\$ 1,864.97	\$41,820,000
	2023	277	86.06	23,838	\$1,722.50	\$41,061,000
Miscellaneous Vegetables*	2024	800	---	----	---	\$21,576,000
	2023	1,067	---	----	---	\$11,685,000
Total	2024	34,133				\$579,580,000
	2023	39,271				\$486,110,000

\*Includes: Arugulas, Asparagus, Baby Vegetables, Cauliflower, Eggplants, Endives, Escaroles, Leeks, Mushrooms, Onions, Peas, Radicchios, Sprouts, Sweet Corn, Tomatillos, Turnips and Watercress.



# #4 Celery

Ventura County is the number 2 producer of Celery in the state.



Celery was first reported in 1923's *Crop & Livestock Report* at 155 tons. In fact, this was the first report that mentioned any vegetables and their amounts. Celery then disappeared from the crop report until it resurfaced in 1934. A year later, Celery quadrupled in reported value resulting in its entry as a top ten crop for the first time. In the 1960s, urban expansion led to a shift in Celery production to Ventura County. By 1997, the county accounted for approximately 9,450 acres of Celery cultivation, representing 39.4% of California's total Celery acreage. In 2010, Celery ranked its highest position at second place for the first time. In 2019, Celery production reached an all-time high of \$243 million.

The profitability of Celery farming is subject to market dynamics, including price volatility and competition from other regions. Fluctuations in demand, influenced by consumer preferences and economic conditions, can lead to unpredictable income for growers. Additionally, the high costs associated with land, labor and compliance in Ventura County impact the economic viability of Celery production compared to other areas with lower operational expenses.

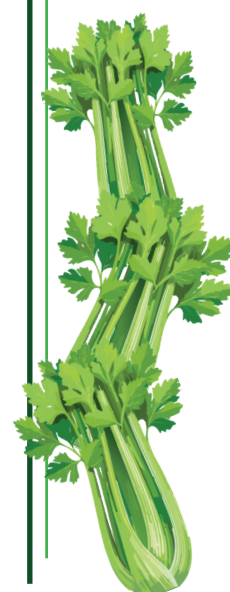
Western Celery Mosaic Virus (WCMV) is a plant pathogen that primarily affects Celery, reducing yields and marketability. To disrupt the virus's lifecycle, VCAWM mandates a celery-free period from July 15 to August 4 each year. During this time, planting or maintaining Celery plants is prohibited, reducing the presence of the virus and its aphid vectors.

Cultivating Celery outside the designated Celery-free period requires obtaining a permit from the VCAWM. This practice ensures compliance with disease management protocols and helps monitor Celery cultivation practices.

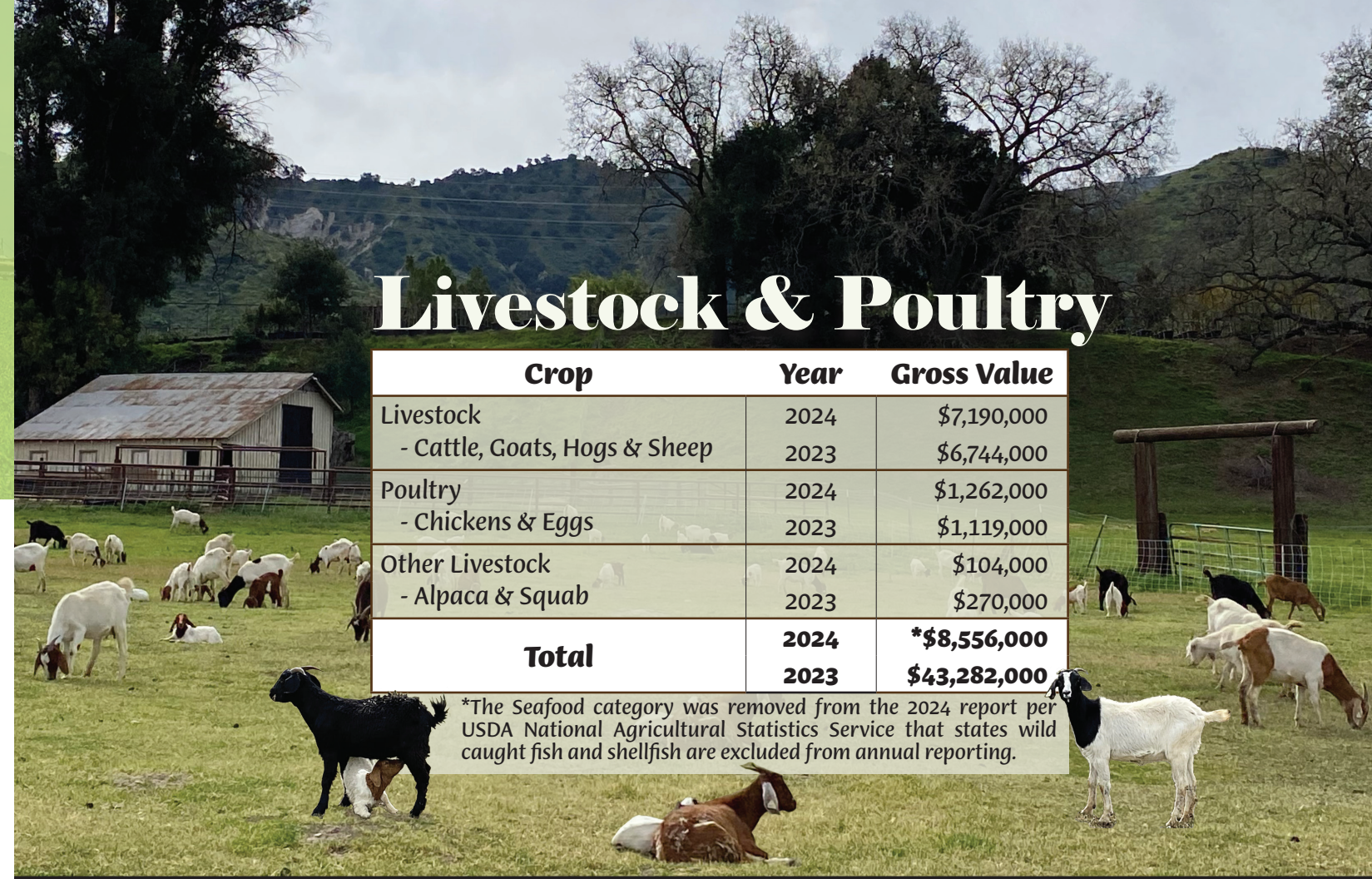


Wild celery pulled by VCAWM staff prior to celery-free period.

## Celery Facts



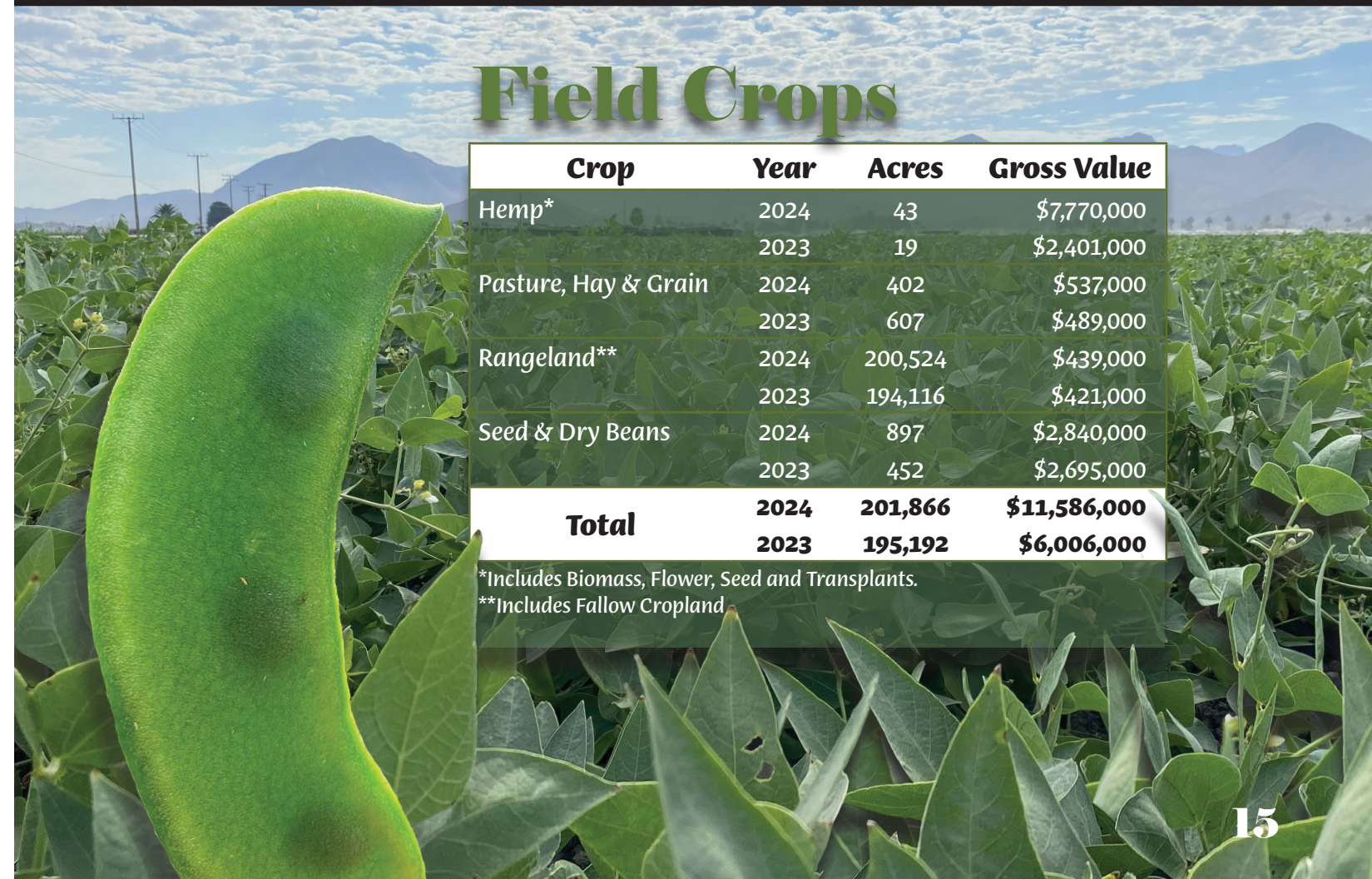
- ◊ Celery first entered the Crop & Livestock Report in 1923.
- ◊ Ventura County growers produced 28.3% of the Celery produced in California.
- ◊ Ventura County ranked second in California in Celery production value.
- ◊ California produced 100% of commercial Celery production in the country.
- ◊ The U.S. was the number 2 exporter of Celery globally.



## Livestock & Poultry

Crop	Year	Gross Value
Livestock - Cattle, Goats, Hogs & Sheep	2024	\$7,190,000
	2023	\$6,744,000
Poultry - Chickens & Eggs	2024	\$1,262,000
	2023	\$1,119,000
Other Livestock - Alpaca & Squab	2024	\$104,000
	2023	\$270,000
Total	2024	*\$8,556,000
	2023	\$43,282,000

\*The Seafood category was removed from the 2024 report per USDA National Agricultural Statistics Service that states wild caught fish and shellfish are excluded from annual reporting.



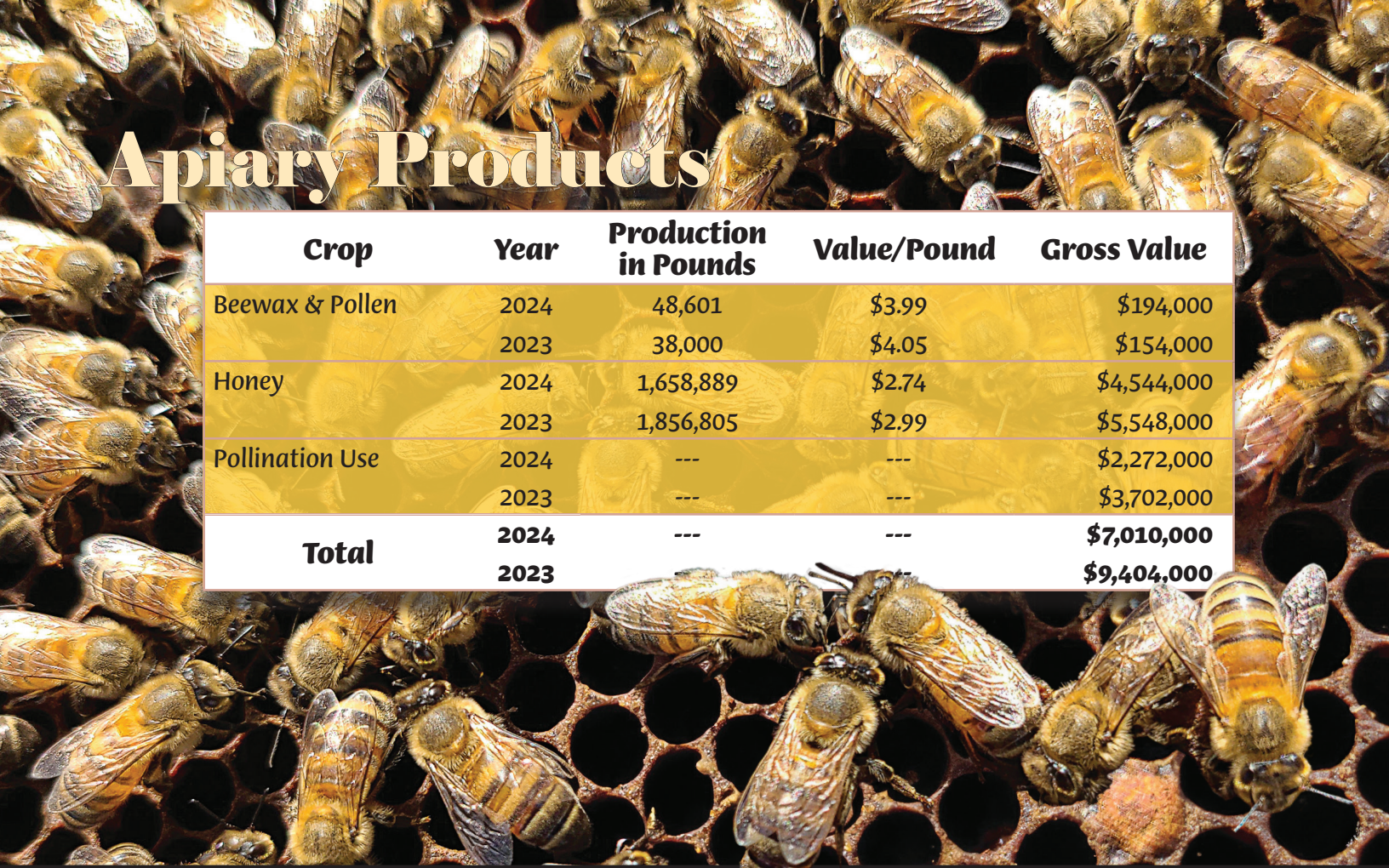
## Field Crops

Crop	Year	Acres	Gross Value
Hemp*	2024	43	\$7,770,000
	2023	19	\$2,401,000
Pasture, Hay & Grain	2024	402	\$537,000
	2023	607	\$489,000
Rangeland**	2024	200,524	\$439,000
	2023	194,116	\$421,000
Seed & Dry Beans	2024	897	\$2,840,000
	2023	452	\$2,695,000
Total	2024	201,866	\$11,586,000
	2023	195,192	\$6,006,000

\*Includes Biomass, Flower, Seed and Transplants.

\*\*Includes Fallow Cropland





## Apiary Products

Crop	Year	Production in Pounds	Value/Pound	Gross Value
Beewax & Pollen	2024	48,601	\$3.99	\$194,000
	2023	38,000	\$4.05	\$154,000
Honey	2024	1,658,889	\$2.74	\$4,544,000
	2023	1,856,805	\$2.99	\$5,548,000
Pollination Use	2024	---	---	\$2,272,000
	2023	---	---	\$3,702,000
Total	2024	---	---	\$7,010,000
	2023	---	---	\$9,404,000



## Biological Controls

7,998,226,736 Beneficials,  
Released on 9,000 Acres,  
Valued at \$7,921,000.

Agent	Target Pest
Parasitic Wasps and Predatory Beetles, Mites Nematodes, and Other Various Predatory Insects	Aphids, Caterpillars, Flies, Mealybugs, Nematodes, Pest Mites, Psyllids, Scale, Snails, Thrips, and Whiteflies,



## #5 Raspberries

Ventura County is ranked  
number 1 in the state in  
Raspberry production.

Raspberry cultivation in Ventura County has seen remarkable growth over the past few decades, transitioning from a minor crop to a significant contributor to the region's agricultural economy. Raspberries were first mentioned in the 1955 *Crop & Livestock Report*. It was soon grouped under Bushberries along with Blackberries, Blueberries and Keriberries. Although Raspberry production was masked under the Bushberry label, they resurfaced as their own category in the 2002 *Crop & Livestock Report* taking the tenth-most-valuable crop position in the county. They reached the number two position in 2011, with a value of \$185,400,000. In 2014, they reached their highest value to date at \$240,662,000. It is easy to say that Raspberries are a commodity that is here to stay.

According to the 2022-2023 *California Agricultural Statistics Review*, Ventura County produced 38.9% of California's Raspberry production, ranking us first in the state. Raspberries were reported as the U.S.'s 20th-most-valuable agricultural export, with California producing 75.7% of the \$193 million total U.S. export value.

Raspberry growers in Ventura County face a multitude of challenges that impact their operations and profitability. Pest and disease management presents a significant challenge for Raspberry producers. Common issues include Phytophthora Root Rot, Yellow Rust, Botrytis Fruit Rot, Spotted Wing Drosophila and Two-spotted Spider Mites. Several Raspberry fields in the Santa Rosa Valley area were

in the Queensland Fruit Fly (QFF) quarantine. Fortunately, due to growers' diligence, the QFF quarantine was lifted in July 2024. Environmental factors, particularly heat stress, also pose risks to Raspberry cultivation. For instance, during a heatwave in October 2024, growers observed significant heat damage to Raspberry leaves, which can compromise plant health and fruit production. The Mountain Fire in November 2024 destroyed hundreds of acres of agricultural land, including Avocado, Citrus and Raspberry fields. Such events not only lead to immediate crop losses but also have long-term effects on soil health and farm infrastructure, posing substantial recovery challenges for affected growers. Raspberries are highly sensitive to the amount of salts in irrigation water. Managing these issues requires careful monitoring and sustainable practices to ensure both crop health and compliance with environmental standards.





# #6 Lemons

VC has been the number 1 producer of Lemons in California!

Lemons are the one crop that has remained in the top ten throughout the years as documented in the Ventura County *Crop & Livestock Reports*. They were established in the county in the late 1800s and have competed with Beans, Walnuts, Apricots, Oranges and Sugar Beets before taking root as the number one valued crop in 1927. Lemon cultivation has been a cornerstone of Ventura County's agricultural identity for decades. In recent years, U.S. growers have seen a drop in demand for their Lemons due to a flood of foreign competition. These Lemons are produced year round, causing wholesale values to drop. Due to the depressed market, Lemons have dropped from number three to number six in the crop report ranking.

Despite this decline, Ventura County remains as California's number one producer of Lemons, supplying approximately 25% of all production for the state. Lemons are ranked 20th in California's production value. Ninety percent of all Lemons produced in the U.S. are grown in California. Lemons are also Ventura County's sixth-leading exported commodity and California's 16th-leading exported commodity.

L e m o n s have fallen onto hard times recently. There are many pests that growers need to control in the orchard, but none are so feared as the Asian Citrus Psyllid (ACP) which could carry the deadly citrus greening disease Huanglongbing (HLB). In 2023, residential trees in the surrounding community of Santa Paula tested positive for HLB, triggering a quarantine measure for all Citrus in the area. Certain mitigations to transport fruit outside the quarantine zone are now necessary, adding increased costs to the growers for treating their fruit before shipping. This has led to many growers pulling out their Lemons trees and planting other crops, like Avocados, in their place.



Lemon orchard that was pulled and mulched.

# Nursery Stock

Crop	Year	Acres*	Production	Unit	Gross Value
Bedding Plants, Ground Cover & Turf	2024	611	28,806,076	flats	\$38,809,000
	2023	622	29,095,531	flats	\$42,778,000
Fruit & Nut Trees	2024	276	2,969,689	trees	\$18,773,000
	2023	226	1,474,345	trees	\$31,586,000
Herbaceous Perennials & Potted Plants	2024	92	3,715,878	containers/pots	\$30,389,000
	2023	199	6,785,763	containers/pots	\$35,957,000
Propagative Material & Vegetable Transplants	2024	99	341,750,633	cuttings/flats	\$16,595,000
	2023	106	131,939,115	cuttings/flats	\$16,356,000
Woody Ornamentals	2024	1,817	3,464,616	trees/shrubs	\$82,103,000
	2023	1,815	3,550,557	trees/shrubs	\$81,492,000
Total	2024	2,895			\$186,669,000
	2023	2,968			\$208,169,000

\*Acres includes greenhouse square feet.



# Cut Flowers

Crop	Year	Acres	Gross Value
Asters, Gypsophilas, Laces & Statices	2024	108	\$4,218,000
	2023	115	\$3,708,000
Chrysanthemums & Sunflowers	2024	50	\$3,294,000
	2023	60	\$3,459,000
Delphiniums, Larkspurs, Snapdragons, & Stock	2024	129	\$6,558,000
	2023	156	\$7,044,000
Irises & Lilies	2024	62	\$2,627,000
	2023	68	\$2,690,000
Lisianthus	2024	20	\$1,854,000
	2023	37	\$3,540,000
Miscellaneous Cut Flowers & Foliage*	2024	120	\$11,321,000
	2023	121	\$10,074,000
Total	2024	489	\$29,872,000
	2023	557	\$30,515,000

\*Includes: Alstroemerias, Amaranthuses, Anemones, Anthuriums, Belladonas, Bells of Ireland, Birds of Paradise, Bupleurums, Carnations, Celosias, Dahlias, Dianthus, Dusty Millers, Freesias, Gardenias, Gerberas, Gladioluses, Green Balls, Hyacinths, Hydrangeas, Kangaroo Paws, Liatris, Limoniums, Marigolds, Narcissuses, Orchids, Ornithogalums, Proteas, Ranunculuses, Roses, Safflowers, Solidagos, Solidasters, Stephanotis, Sweet Peas, Tuberoses, Tulips, Veronicas and Waltzes.

# #7 Peppers

Ventura County is the 2nd leading producer of Peppers in California.



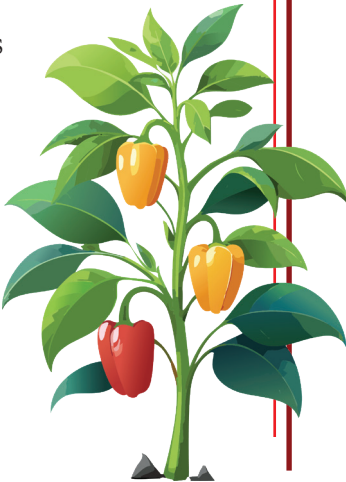
Peppers have been an on-again, off-again top ten commodity since the 1920s. In 1927, Peppers in the form of Pimentos were sandwiched between Tomatoes and Lettuce at the number nine position. Peppers popped back as a top commodity in 1943, but didn't keep a permanent residence in the top ten until the year 2000.

According to the 2022-2023 *California Agricultural Statistics Review*, California produced 37.0% of the U.S. Pepper production ranking us number one in the country. Ventura County produced 23.9% of the Pepper production, ranking us second in the state. Peppers were reported as the U.S.'s 43rd most valuable agricultural export producing \$24 million in total U.S. export value.

Pest and disease management remains a persistent challenge in Pepper cultivation. Pathogens such as *Phytophthora capsici* cause blight and fruit rot, leading to significant crop losses. Managing these diseases requires comprehensive strategies including crop rotation, resistant varieties and effective fungicide applications. However, the effectiveness of these measures can be limited and ongoing research is necessary to develop more robust solutions.

## Peppers Facts

- ♦ Peppers first entered the *Crop & Livestock Report* in 1927 as Pimentos.
- ♦ Ventura County ranked second in California's Pepper production value.
- ♦ Ventura County growers produced 23.9% of the Peppers grown in California.
- ♦ California produced 37.0% of the Peppers grown in the country.
- ♦ The U.S. ranked 9th in global Pepper production.





# #8 Blackberries

VC growers can produce over 10 tons of Blackberries per acre!



Blackberries were grouped together with Bushberries until 2019's *Crop & Livestock Report*. Two years later, Blackberries made a significant debut by entering the top ten crops at the number nine position with a total value of \$39,664,000, reflecting their rising importance in the region's agricultural landscape. The value and position of Blackberries have steadily increased every year since.

According to the 2022-2023 *California Agricultural Statistics Review*, Blackberries are ranked 46th in California production. Ventura County produces 23.4% of the Blackberry production, ranking us third in the state. Blackberries, along with Raspberries, were reported as the U.S.'s 20th-most-valuable agricultural export, with California producing 75.7% of the \$193 million total U.S. export value.

Blackberries face similar issues as other commodities in Ventura County such as qualified laborers. Berry harvesters, particularly those targeting fresh market quality, receive specialized training focused on selective picking and minimizing fruit damage, unlike harvesters focused on processed fruit where speed and quantity are prioritized. This includes training on identifying ripe fruit, proper picking techniques to avoid bruising, and handling berries gently to maintain their delicate quality. Blackberry production peaks from late May through August, which can lead to a short, intense harvest period. To extend employment opportunities and avoid the challenges of a sharp production spike, many growers incorporate Raspberries into their farming plans, helping to create a more stable and sustained workflow for their labor force.



## Blackberries Facts

- ♦ Blackberries first entered the *Crop & Livestock Report* in 2019.
- ♦ Blackberries were Ventura County's number five top exported commodity.
- ♦ Ventura County growers produced 23.4% of the Blackberries grown in California and was ranked 3rd in the state.
- ♦ The U.S. is a top producer of Blackberries globally.



# Organic Farming

Crop	Year	Acres	Gross Value
Registered Growers	2024		153
	2023		147
Cut Flowers & Nursery Stock	2024	20	\$25,000
	2023	30	\$30,000
Field & Seed Crops	2024	664	\$45,000
	2023	871	\$63,000
Fruit & Nuts	2024	8,248	\$233,074,000
	2023	9,415	\$194,694,000
Livestock & Poultry	2024	20	\$20,000
	2023	100	\$30,000
Specialty Crops	2024	10	\$10,000
	2023	15	\$10,000
Vegetables & Herbs	2024	2,342	\$19,531,000
	2023	3,234	\$18,007,000
Total*	2024	12,458**	\$252,705,000
	2023	14,780**	\$212,834,000

\*Included in all other total values.

\*\*Includes 1,154 acres of Fallow Cropland for 2024 and 1,115 acres for 2023.





# Certified Farmers' Markets

## CERTIFIED FARMERS' MARKETS OPERATIONS MANAGERS' CONTACT INFORMATION

Michela Browning  
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pacific209@hotmail.com

Sierra Doehr  
(805) 293-9417  
info@saticoyfarmersmarket.org

Melissa Farwell  
(818) 591-8216  
Melissa@ccfm.com

Julie Gerard  
(805) 798-9165  
ojaicommunityfarmersmarket@gmail.com

Cynthia Korman  
(805) 698-5555  
ojaifarmersmarket@cox.net

Ruff Smith  
(805) 389-6870  
info@camarillohospice.org

The Oxnard Heritage Foundation  
(805) 247-0197  
info@oxnarddowntowners.org

Karen Wetzel Schott  
(805) 529-6266  
www.vccfarmersmarket.com

All Certified Farmers' Markets are open year-round.  
Saticoy Farmers' Market is open on the first Sunday of every month.

### MONDAY



### TUESDAY

**Adventist Health Simi Valley CFM**  
3000 Sycamore Dr. & Avenida Simi  
11 AM - 3 PM  
Michela Browning

### WEDNESDAY

**Midtown Ventura**  
Pacific View Mall, West Parking Lot  
9 AM - 1 PM  
Karen Wetzel Schott

### THURSDAY

**Downtown Oxnard**  
Downtown Plaza Park  
500 S. C St.  
9 AM - 1:30 PM  
The Oxnard Heritage Foundation

**Thousand Oaks**  
The Oaks Shopping Center  
222 W. Hillcrest Dr., East End Parking Lot  
11 AM - 4 PM  
Karen Wetzel Schott

**Ojai Community Farmers' Market**  
414 E. Ojai Ave.  
3 PM - 7 PM  
Julie Gerard

### FRIDAY

**Simi Valley at Civic Center Plaza**  
2757 Tapo Canyon Rd.  
11 AM - 3:30 PM  
Michela Browning



Scan here for CFM locations and contact information.



### SATURDAY

**Camarillo Hospice**  
2220 Ventura Blvd.  
8 AM - 12 PM  
Ruff Smith

**Downtown Ventura**  
200 Block of East Main Street,  
8:30 AM - 12 PM  
Karen Wetzel Schott



### SUNDAY

**Ojai Farmers' Market**  
300 E. Matilija St.  
9 AM - 1 PM  
Cynthia Korman

**Channel Islands Harbor**  
3350 S. Harbor Blvd.  
10 AM - 2 PM  
Melissa Farwell

**Saticoy Farmers' Market**  
11321 Violeta St.  
10 AM - 2 PM  
Sierra Doehr

**Westlake Village**  
2797 Agoura Rd.  
10 AM - 2 PM  
Melissa Farwell



# #9 Blueberries

Ventura County is the third leading producer of Blueberries in California.

It is unknown when Blueberries were first grown in the county since they were reported under Bushberries in the Misc. Fruit & Nut category for years. Blueberries were reported growing on 526 acres producing almost \$14 million in the 2012 *Crop & Livestock Report*. Initially a small specialty crop, blueberries steadily gained traction among growers as consumer demand for nutrient-dense “superfoods” began to rise. In 2020, Blueberries eventually made it into the ninth position of the Crop Report. The following year Blueberries jumped to the number seventh position. Blueberries then fell out of the top ten for two years until resurfacing in the ninth position in this year’s 2024 report.

Ventura County produced 17.3% of the Blueberries grown in California and is the third leading producer in the state. Blueberries are Ventura County’s number three leading export. California is the nation’s third largest Blueberry producer, accounting for over 16% of U.S. production. The U.S. is the number one producer and exporter of Blueberries in the world.

Production practices are also evolving. While earlier varieties were developed for higher yields, newer genetic lines are intentionally being bred for improved flavor and better texture—even if that initially means slightly lower yields. However, as breeding programs advance, these new varieties are expected to offer both high eating quality and improved long-term productivity. This shift reflects a growing industry emphasis on consumer satisfaction and market differentiation, especially in the fresh market.



# #10 Tomatoes

Tomatoes have returned to Ventura County’s top 10 crops after a three-year hiatus.

Tomatoes are another commodity that has rolled in and out of the top ten crops throughout the decades. They were first mentioned in the 1923 *Crop & Livestock Report* only in terms of production (tons and lugs). The following year, the value was reported as \$73,190.20, ranking it in eighth place. Though not always in the top ten, tomatoes have remained a prominent crop in Ventura County throughout the years.

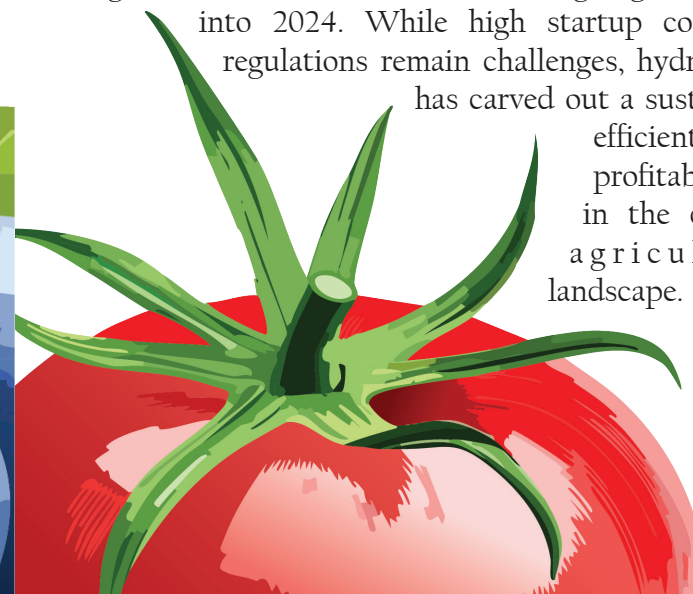
The 2022-2023 *California Agricultural Statistics Review* reported Tomatoes as tenth in California production of \$1,458,408,000. California produced 81.9% of the commercial Tomatoes grown in the U.S. Three percent of those Tomatoes were grown in Ventura County. California ranked sixth in processed Tomato export values, that brought in \$682 million, and 35th in fresh Tomatoes valued 36 million. The U.S. produced nearly \$2 billion in Tomato production in 2024.

Hydroponics changed the way tomatoes are grown in Ventura county. Hydroponics has evolved from experimental plots in the 1990s to commercial-scale greenhouses in the 2010s, with ongoing innovation into 2024. While high startup costs and regulations remain challenges, hydroponics has carved out a sustainable, efficient, and profitable niche in the county’s agricultural landscape.



## Tomato Facts

- ♦ Tomatoes have been on the *Crop & Livestock Report* since 1923.
- ♦ Tomatoes are Ventura County’s number ten top commodity for fresh and processed combined.
- ♦ California ranked 6th in processed Tomato export values and 35th in fresh Tomato export values.
- ♦ The U.S. produced nearly \$2 billion in Tomato production in 2024.





AGRICULTURE & CONSUMER PROTECTION  
DEPUTY AGRICULTURAL COMMISSIONER AMEER ATRASH

Programs:

- Glassy-Winged Sharpshooter
- Trapping (LBAM/AM/ACP/GWSS)
- Nursery Program
- Asian Citrus Psyllid-Bulk Citrus Monitoring
- Abandoned Orchards
- Green Waste Monitoring
- Celery Mosaic
- Apiary Program
- Produce Standards (Melon/Citrus)
- Direct Marketing
- Organic Farming
- Agriculture Disaster Assessment
- Invasive Weed Management
- Toland Dump Pest Hazing
- Egg Standards

GLASSY WINGED  
SHARPSHOOTER (GWSS)



7,036 Shipments  
Inspected



740,791 Containers  
Inspected



20,043 Flats Inspected



88 GWSS Finds  
Outgoing



2 GWSS Finds at  
Destination

CELERY MOSAIC



19 Permits Issued



7 Wild Celery Removal  
Sites



123 Bags Collected

ASIAN CITRUS PSYLLID (ACP)  
BULK CITRUS

New Compliance Agreements	23
Updated Compliance Agreements	5
Total Compliance Agreements Issued	1,084
Compliance Inspections	419
Notices of Violations Issued	9
Notices of Proposed Action Issued	2

STANDARDIZATION



53 Premises Visited



1,223 Lots Inspected



170,810 Containers  
Inspected



57 Citrus and Melon  
Maturity Tests Conducted



13 Non-Compliances  
Issued



924 Containers Rejected

DIRECT MARKETING

Certified Producers Certificates (CPC) Renewals	136
CPC Amendments	77
Certified Farmers' Markets Inspections	32
Warning Letters Issued	7
Notices of Proposed Action Issued	1
Notices of Non-Compliance Issued	31
Verification Inspections	29
ORGANICS	
Registrations	194
Audits Performed	76
Samples Collected	18

ENVIRONMENTAL RESOURCE MANAGEMENT  
CHIEF DEPUTY AGRICULTURAL COMMISSIONER GRETA VARIEN

Programs:

- Ag Planning
- General Plan
- Ag Pass
- Disaster Assessment
- Right to Farm Complaints
- Crop Report
- Land Conservation Act (LCA)/ Williamson Act Contracts
- Storm Water Management
- APAC

ENVIRONMENTAL RESOURCE  
MANAGEMENT

Ag Passes	Total	44
	Pre-Incident	35
	One -Time	9
Planning/Conditional Use Permits		32
Right-to-Farm Complaints		4
Various LCA Contracts	Total	1,525
	New	5



**PEST EXCLUSION**  
**DEPUTY AGRICULTURAL COMMISSIONER DAVID WIRTA**











**Programs:**

- High Risk Pest Exclusion
- Phytosanitary Certification
- Sudden Oak Death
- Seed Program
- Tree Crop Phytosanitary Certification
- Industrial Hemp
- Lettuce Mosaic
- HLB Testing

INCOMING SHIPMENTS	
FedEx	1,535
UPS	626
Truck Inspections	854
Ocean Freight Inspections	23
Household Goods (Pest Inspections)	5
Notices of Rejection	18
OUTGOING SHIPMENTS	
Federal Phytosanitary Certificates	9,689
State Phytosanitary Certificates	1,273
Certificates of Quarantine Compliance	37
PESTS INTERCEPTED	
A Rated	8
Q Rated	10

**TOP 10 COMMODITIES  
EXPORTED**

Reported in Number of Shipments

- 1. Strawberries... 3,254
- 2. Raspberries... 1,884
- 3. Blueberries... 1,881
- 4. Seeds... 1,625
- 5. Blackberries... 1,435
- 6. Lemons... 802
- 7. Parsley... 772
- 8. Kale... 462
- 9. Nursery Stock... 151
- 10. Cabbage... 86





# WEIGHTS & MEASURES

## DEPUTY AGRICULTURAL COMMISSIONER/SEALER JOHN BEALL

MEASURING DEVICES INSPECTED	
Retail Motor Fuel Meters	5,705
High Flow Meters	104
Liquid Propane Gas Meters	87
Vapor/Water/Electric Submeters	5,937
Vehicle Meters	37
Retail Water Vending Machines	309
EVSE Meters	121
Other Measuring Devices (Including Taxis)	149
CONSUMER COMPLAINTS	
Investigations	50
QUANTITY CONTROL PROGRAMS	
Price Accuracy Inspections	1064
Test Purchases Made	21
Packages Checked for Net Quantity	36,889



Programs:
<ul style="list-style-type: none"> <li>● Device Inspection</li> <li>● Price Verification</li> <li>● Quality Control</li> <li>● Petroleum Audits</li> <li>● Weightmaster Certification Inspections</li> </ul>

### WEIGHING DEVICES INSPECTED

2,276 Computing/Counter Scales	
73 Vehicle Scales	
403 Dormant/Platform Scales	
1 Livestock Scale	
14 Hanging/Crane Scales	
39 Jewelry Scales	
20 Miscellaneous Weighing Scales	

# PESTICIDE USE ENFORCEMENT

## DEPUTY AGRICULTURAL COMMISSIONER ANDY CALDERWOOD

Programs:
<ul style="list-style-type: none"> <li>● Restricted Materials Permits</li> <li>● Enforcement Response</li> <li>● Air Monitoring</li> <li>● Fieldworker Safety</li> <li>● Pesticide Related Inspections</li> <li>● Pesticide Related Investigations and Complaints</li> </ul>

### PESTICIDE USE INSPECTIONS

	372 Agricultural Use
	85 Structural Use
	7 Farm Headquarters
	46 Pest Control Business Headquarters
	51 Fieldworker Safety
	6 Commodity Fumigation
	151 Pre-Application
	718 Total Inspection

PERMITS AND OPERATOR IDENTIFICATION NUMBERS	
Restricted Materials Permits	205
Non-Agricultural Permits	48
Operator Identification Numbers	701
NOTICES OF INTENT AND PRE-APPLICATION INSPECTIONS	
Notices of Intent Received	1,387
Pre-Application Inspections	151
ENFORCEMENT RESPONSES	
Agricultural Civil Penalties	35
Structural Civil Penalties	0
Notices of Violation	402
Decision Reports	28
Investigations	40
Fines Issued	35
Amount	\$89,400

### OTHER STATISTICS

**Air Monitoring:** To monitor levels of volatile pesticides in the air, the PUE division collected 208 air samples for DPR’s Air Monitoring Network. The samples are analyzed in Sacramento and results are published by DPR in annual reports.

**Container Recycling:** The division conducted two Pesticide Container Recycling Events, one in Camarillo and one in Santa Paula. Each event collected approximately 20,000 lbs. of emptied and cleaned plastic pesticide containers for recycling.



# Department of AGRICULTURE/ WEIGHTS & MEASURES

AGRICULTURAL COMMISSIONER Korinne Bell

SEALER John Beall

CHIEF DEPUTY AGRICULTURAL COMMISSIONER Greta Varien

## DEPUTY AGRICULTURAL COMMISSIONERS

Ameer Atrash

John Beall

Andy Calderwood

David Wirta

## ADMINISTRATIVE SUPPORT

Miriam Mendez

Anthony Ortiz

Leticia Ramirez

Marlene Ridge

Annie Rodriguez

Iovan Sedano

Lena Stehly

Sara Venegas

## AGRICULTURAL/ WEIGHTS & MEASURES SUPERVISORS

Lauren Balthazor

David Carrillo

Timothy Fritch

Anthony McNally

John Mikesell

Michael Otani

Erika Zapien

## AGRICULTURAL FARM COMMUNITY ASSISTANT

Javier Martinez

## ENVIRONMENTAL RESOURCE ANALYSTS

Melonie Morgan

Alec Thille

## AGRICULTURAL/WEIGHTS & MEASURES INSPECTORS

Cory Baird

Cameron Brock

Marco Cabrera

Rebecca Cano

Brett Chandler

Vanessa Cruz

Shravan Dasoju

Dennis Diaz

Adriana Flores

Molly Gonzalez

Nicole Hagge

Eileen Guettler

Dylan Johnson

Jennifer Le

Jeremy Licea

Brooke Lindsay

May Pakzad

Nanette Quayson

Rafael Raygoza

Loveleen Sandhu

Brian Snodgrass

Sarah Snow

Brenda Tello

Thomas VanBreemen

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