

# MENDOCINO COUNTY AGRICULTURE /WEIGHTS & MEASURES

Programs, Value, Challenges



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Sealer of Weights & Measures



# Department of Agriculture

## Mission Statement

“To serve the citizens of Mendocino County by promoting agriculture, fostering public confidence in the marketplace through our inspection programs, and protecting the environment and the public by regulating and mitigating pesticide use, and protecting against alien and exotic pests through eradication and preventing introduction of new pest species.”





# Mendocino County Agriculture (2023)

- Valued at over \$178 million (excluding timber)
- Winegrapes are the most valuable commodity at nearly \$140 million
- Timber valued at \$57 million
- Pears valued at \$17.3 million
- Livestock & Livestock Products at \$9 million
- Pasture and Range valued at \$7 million
- Nursery Products at \$3.4 million
- Vegetable Crops at \$1.1 million
- Relatively small land area for irrigated agriculture at just over 25,000 acres

# Mendocino County Agriculture Facts

- 975 Farms in Mendocino County (2022)
- Average Farm Size is 695 acres
- Hired Farm Labor = 2,588. (1,107 full-time; 1,481 part-time)
- About 465,000 acres of agricultural land are in the Agricultural Preserve under the Williamson Act contract w/ County.
- Another 1.3 million acres of managed commercial timberland are under Timber Production Zones (TPZ)

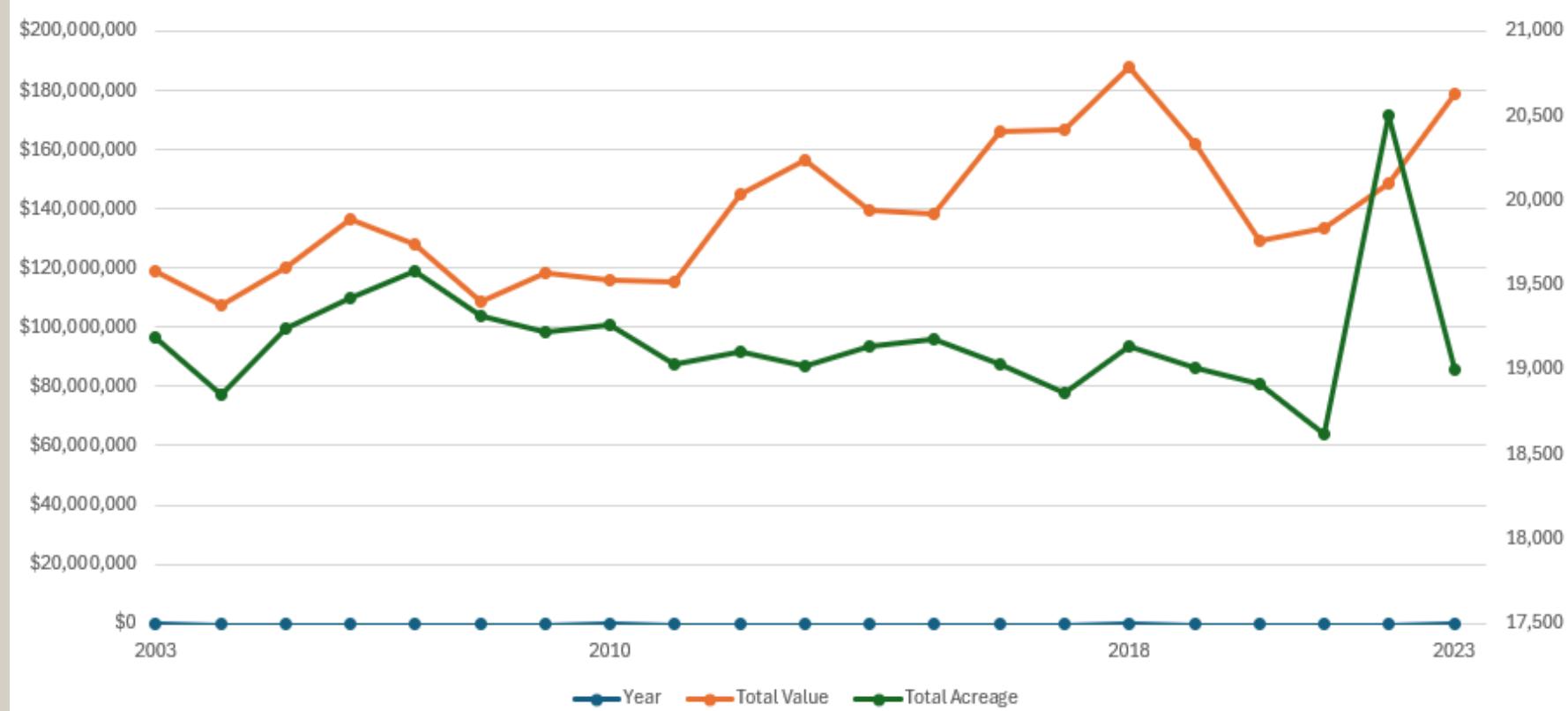


# Total Agricultural Value and Acreage Selected Years

- Total agricultural acreage has remained relatively stable; value changes primarily reflect market conditions.
- Compound annual growth rate of 2.1% per year since 2003.
- Values shown in nominal dollars
- Acreage range (2003-2023): ~18,600-20,500 acres

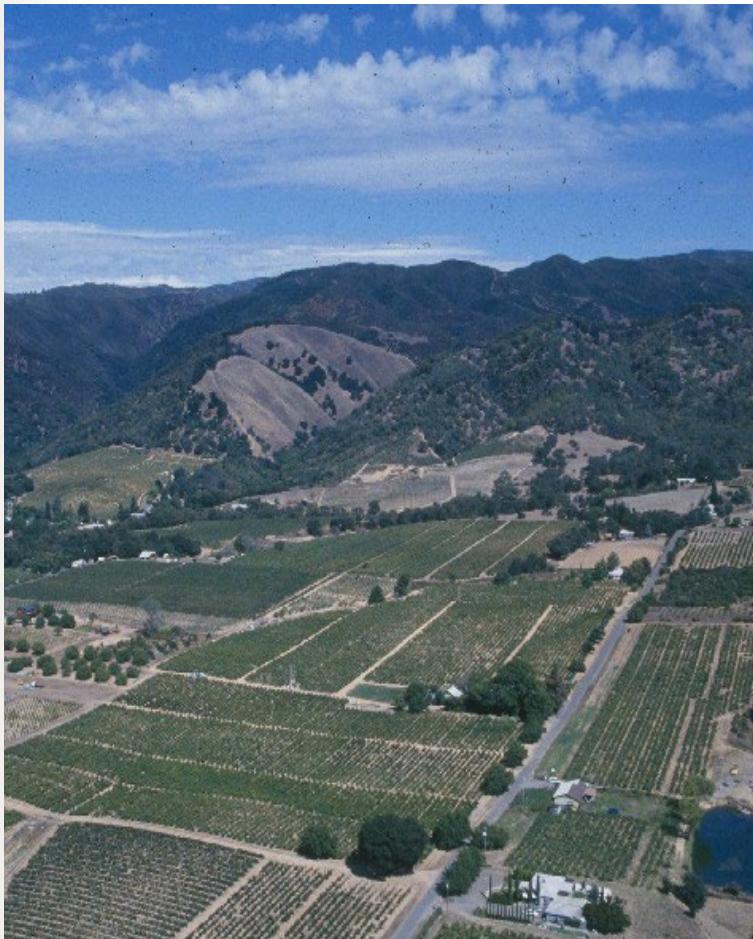
Year	Total Value	Total Acreage	Value per Acre
2003	\$ 119,076,750	19,193	\$ 6,204
2006	\$ 136,712,400	19,425	\$ 7,038
2009	\$ 118,149,700	19,219	\$ 6,148
2012	\$ 144,962,700	19,101	\$ 7,589
2015	\$ 138,110,100	19,182	\$ 7,200
2018	\$ 188,012,110	19,141	\$ 9,822
2019	\$ 162,036,841	19,014	\$ 8,522
2020	\$ 129,019,850	18,919	\$ 6,820
2021	\$ 133,437,007	18,620	\$ 7,166
2022	\$ 148,276,000	20,500	\$ 7,233
2023	\$ 178,707,100	19,000	\$ 9,406

# Total Agricultural Value & Acreage (2003-2023)



- Total agricultural acreage has remained relatively stable, while total agricultural value fluctuates with market conditions
- Acreage range (2003-2023): approximately 18,600-20,500 acres.

# Winegrapes in Mendocino County



- After the gold rush in the 1850's, many Italian immigrants settled in Northern California, bringing with them wine grape growing skills.
- Most initial plantings were on the hillsides and ridgetops.
- First vineyards planted by the Gobbi's
- Talmage was where the wine industry began, planting the upslopes which don't freeze.
- National Recognition as America's Top Wine Region 2024
- Leader in Organic & Sustainable Wine Grapes
- Unique Geography & Diversity w/ 13-14 Distinct American Viticultural Areas (AVA)

# Timber Production



- **~1.3 million acres of total timberland in Mendocino County**
- **2<sup>nd</sup> leading timber county by value in 2023 at \$57 million.**
- **Mendocino County ranked 6<sup>th</sup> in the state in 2023 for timber volume**
- **This harvest represents 100% extraction from private lands**



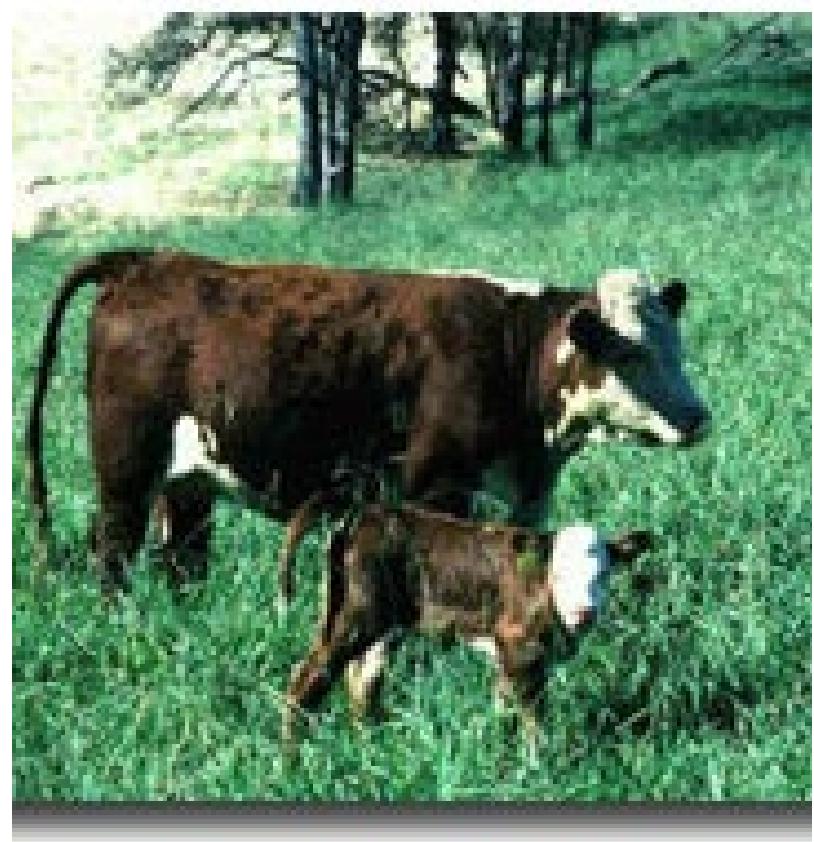
# Commercial Livestock

- Cattle and Calves
- Sheep and Lambs
- Milk Cows
- Poultry
- Swine
- Goats



# Beef Cattle

- 250+ Ranches
- 14,900 head
- Ranked 37<sup>th</sup> in state
- \$7.4 million value of production



# Sheep & Wool

- About 87 Ranches
- Approx 4,900 head (Ewes)
- 60,000 head in 1960's
- \$450,000 value
- \$11,000 value of wool



# Nursery Production

- 61 licensed wholesale nurseries
- Approx. 40 total acres in nursery production
- Nurseries concentrated on the coast
- Many specialty nurseries, including Japanese Maple, Bonsai, Succulents, Rhododendron, and more.
- \$ 2.79 million industry





# Agricultural Programs

- Crop Statistics
- Pesticide Regulation
- Pest Exclusion/Plant Quarantines
- Pest Detection
- Pest Eradication
- Pest Management
- Nursery & Seed Inspection Program
- Organic Program
- Export Certification
- Certified Farmers Markets
- Invasive Noxious Weed Eradication
- Williamson Act Compliance
- More.....



# Agriculture Program Details

- Pesticide Use Enforcement (PUE) – 2025\ul>- Protects the food, feed, and fiber sources, the environment, and people, including the public and agricultural workers.
- Operator ID Permits: 865
- Restricted Material Permits: 19
- Permits Issued: 148
- Headquarters Inspections: 13
- Pesticide Use/Structural Inspections: 6

# Organic Agriculture in Mendocino County

## ORGANIC ACRES

<u>CROPS</u>	<u>ACRES</u>
Wine grapes	4,815
Fruits & Nuts	341
Vegetables	61
Pasture/Forage/Grain	39,676
Cattle, beef	30,202
Miscellaneous	1,880
<b>TOTAL</b>	<b>76,975</b>



Mendocino County ranks 3<sup>rd</sup> in the state in organic winegrape production with 4,815 acres.  
San Luis Obispo has 6,135 acres, and Napa has 5,634 acres.

# Pest Detection

- No detections of invasive pests occurred during the 2025 trapping season
- Traps are deployed in high-risk agricultural, nursery, and residential locations countywide
- Traps are rotated throughout the county and regularly serviced during trapping season.



Trap Name	Trap Count
Mediterranean Fruit Fly	65
Melon Fly	22
Oriental Fruit Fly	22
Japanese Beetle	31
Gypsy Moth	242
European Grapevine Moth	454
Glassy-Winged Sharpshooter - Nursery	74
Glassy-Winged Sharpshooter - Residential	122
Total Traps	1032

# Certified Farmers Markets

- Regulated by CDFA & County Agriculture
- Direct-to-Consumer Sales
- Supports Small/Mid-size Family Farmers

# Certified Producers

- 55 + producer certificates issued annually
- Small Scales
- Sales: \$5-\$30 K



# Mendocino County Agriculture Value...

## Economic Benefits

- Significant Gross Production Value Agricultural Production ~ \$200 million
  - Wine grapes - \$130 million
  - Timber - \$57 million
  - Fruits and nuts < \$90 million (Pears & Apples Lead)
- Job Creation and Multiplier Effects
- Tax Revenue and Infrastructure Support



# Mendocino County Agriculture Value

## Benefits to Citizens & Community

- Tourism and Quality of Life
- Food Security and Local Access
- Environmental Stewardship and Open Space
- Cultural Heritage and Resilience



# Mendocino County Agriculture Challenges

Our diverse industry, dominated by wine grapes, timber, pears, livestock, and cannabis, faces interconnected pressures from market forces, climate impacts, and regulatory burdens.

- Wine Grape Market Oversupply and Declining Demand
- Climate Change and Extreme Weather
- Water Resources
- Regulatory and Economic Pressures in Cannabis
- Rising Costs and Labor Shortages



# Weights & Measure Programs

- Test & Seal Commercial Weighing and Measuring Devices
  - Scales, Meters (Gas Pumps, LPG, Submeters, EVSE...)
- Check Retail Packages and Scanner Systems for Accuracy
- Weighmaster
- Fuels
- Service Agents



# Weights & Measure Program Value

## Economic Benefits

- Promotes Fair Competition and Business Confidence
- Protects Local Commerce and Revenue
- Supports Agriculture and Related Industries

## Benefits to Citizens and Consumer Protection

- Ensures Accurate Fuel Purchases
- Verifies Grocery and Retail Scales
- Checks Price Scanners and Packaged Goods
- Investigates Complaints and Enforces Standards



# Weights & Measure Program Value

## Examples of Our Impact

- Gas Pump Inspections
- Price Scanner Enforcement
- Overall Consumer Protections
- Retail & Farmers' Market Scales
- Annual Inspections of





# Weights & Measures Program Challenges

Our program ensures fairness in commerce through inspections of scales, meters, scanners, and packaged goods, but evolving technology and resource constraints present ongoing hurdles.

- **Adapting to Rapid Technological Changes**
- **Resource and Staffing Limitations**
- **Emerging Commodities and Enforcement Needs**

These challenges underscore the need for continued investment in our office's programs—through staffing, equipment, and partnerships—to support agriculture's viability and maintain consumer trust in commerce.



# Summary

The Agriculture programs support and protect an economic engine worth hundreds of millions, a major employer, & a cornerstone of our community's health, environment, and appeal.

The Weights and Measures program provides invaluable economic protections, safeguarding billions in local transactions, supporting fair business practices, and enhancing consumer trust. It's a low-cost, high-impact service that strengthens our county's economic foundation.

## Questions?

Thank you for your support of our Department