

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)





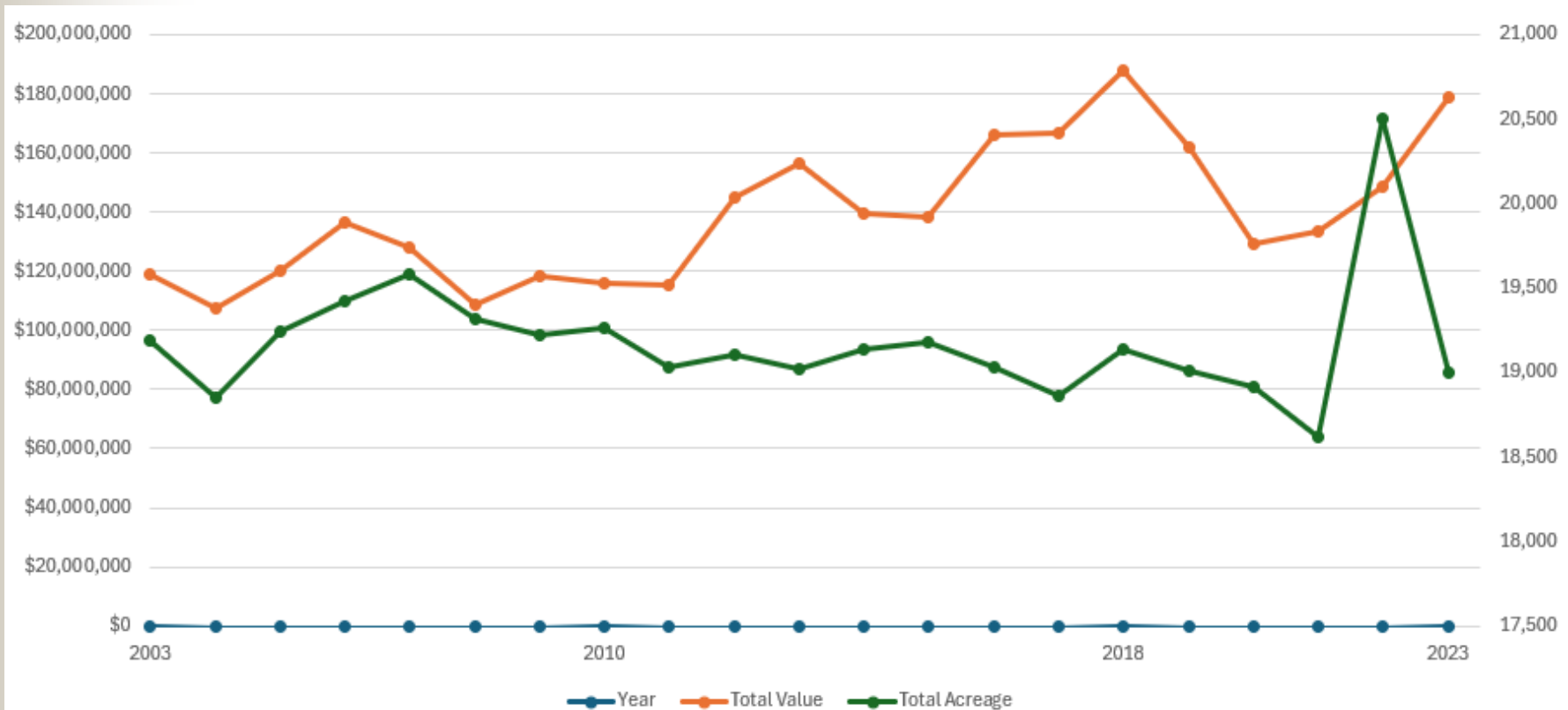
Total Agricultural Value and Acreage

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

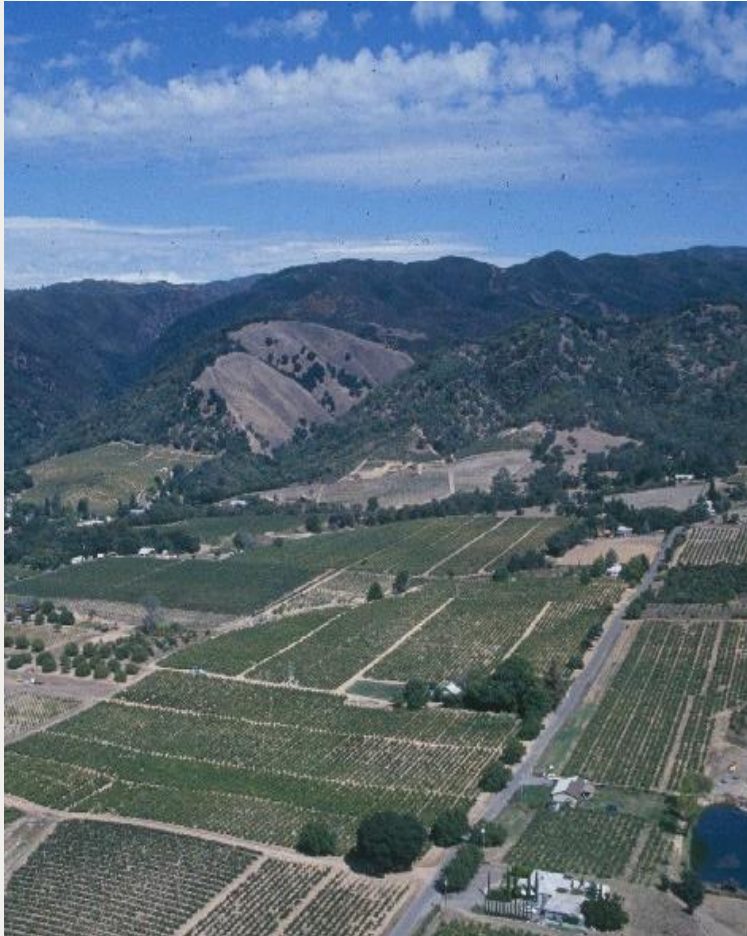
| Year | Total Value | Total Acreage | Value per Acre |
|------|----------------|---------------|----------------|
| 2003 | \$ 119,076,750 | 19,193 | \$ 6,204 |
| 2006 | \$ 136,712,400 | 19,425 | \$ 7,038 |
| 2009 | \$ 118,149,700 | 19,219 | \$ 6,148 |
| 2012 | \$ 144,962,700 | 19,101 | \$ 7,589 |
| 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
- 2nd leading timber county by value in 2023 at \$57 million.
- Mendocino County ranked 6th 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 37th 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



Cannabis

- Legacy Cornerstone of the Emerald Triangle w/Trinity & Humbolt
- Transition from Underground to Regulated Cultivation
- Estimated 911,000 Dry Weight Harvested (2023)
- Maximum Sq. Footage Possible: 3,130,000

| CCBL Subtype | Number Issued | Approx. Sq. Ft. | Sq. Ft. in Acres |
|--------------|---------------|-----------------|------------------|
| 1 | 30 | 150,000 | 3.44 |
| 2 | 194 | 1,940,000 | 44.54 |
| 4 | 45 | 990,000 | 22.73 |
| C | 20 | 50,000 | 1.15 |
| Totals | 289 | 3,130,000 | 71.86 |



Nursery Production

- 61 licensed wholesale nurseries
- Approx. 20 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
 - 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

Pesticide Use Enforcement Program Value

Benefits to Agriculture

- Enables Safe and Efficient Pesticide Use
- Promotes Sustainable Practices
- Local Expertise and Support

Benefits to Citizens and Public Health

- Protects Workers and Communities
- Safeguards the Environment
- Ensures Transparency and Accountability



Provide farmers with tools to thrive in a competitive industry while delivering robust protections for public health, worker safety, and our shared environment.

Pesticide Use Enforcement Program Challenges

- Coexistence of Conventional and Organic/Sustainable Farming
- Complex Regulations for Cannabis Cultivation
- Resource and Staffing Constraints
- Evolving Statewide Rules and Reporting

Highlighting the need for continued support, through staffing, technology, and partnerships, to maintain effective, fair regulation that supports our agricultural economy while protecting our community and environment.



Organic Agriculture in Mendocino County

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



Mendocino County ranks 3rd 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 |
| Spongy 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
- Wholesale, Retail & Farmers' Market Scales
- Utility Submeters – Electric/Water/Gas





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