



2024 County of Monterey Crop & Livestock Report

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Agricultural Commissioner &
Sealer of Weights & Measures

Gross Production Value



2024

\$4,992,581,000

14.7% increase



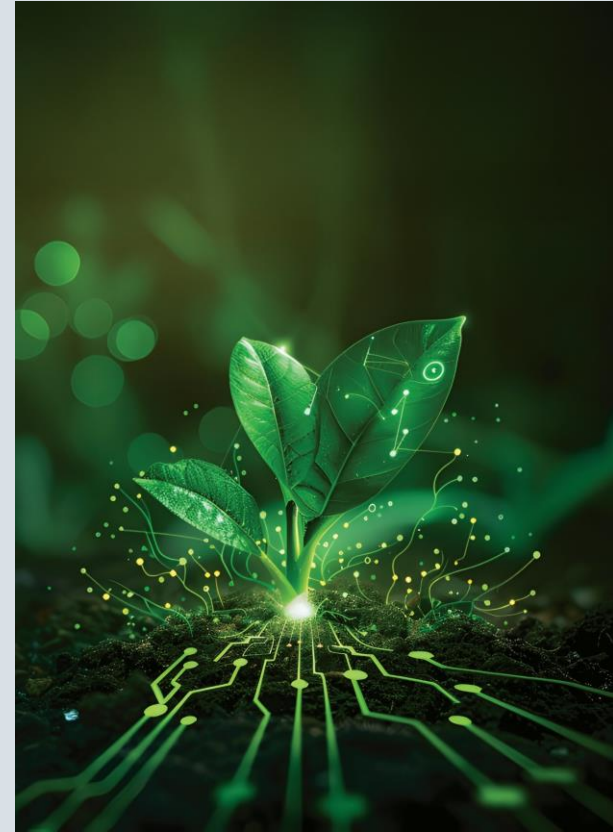
2023

\$4,353,338,000

Trends and Challenges



- More normal weather patterns led to a more typical elongated growing season
- Recovery from the 2023 storm events led to significant increases in gross production value
- Gross production value continues to trend up
- Regulatory costs to growers have risen significantly
- Advancements in farming technology continues to enhance efficiency and productivity on Monterey County farms

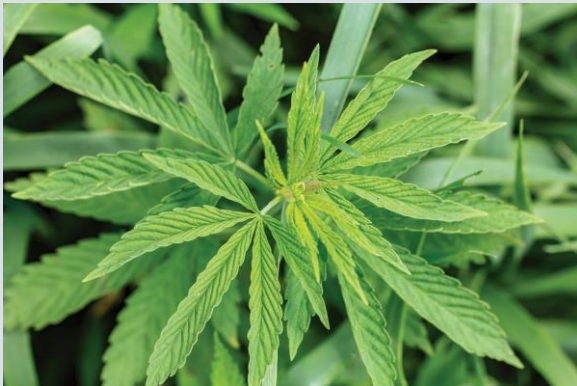


Trends and Challenges



Wine Grape Production decreased 21.8% in 2024 to \$152,251,000 from \$194,642,000 and dropped to number eight in the county's top ten crops, driven by oversupply and reduced demand

International exports rose from 268,538,000 to 375,847,000 pounds in 2024 due to international demand and increased production quantities



Cannabis values saw an increase of 21.4% to \$440,396,000 from \$362,610,000 in 2023 due to increased flower (mixed light and indoor) production

Smart Agriculture:

Growing the Seeds of Change



- Innovative partnerships between farmers and technology companies lead to real-world solutions to everyday challenges
- Advancements in farming technology enhance efficiency and productivity on the farm
- As technology develops, industry is focusing on creating a skilled workforce through education and training

Smart Agriculture: Growing the Seeds of Change



- Drones used in precision agriculture
- Autonomous technology
- Robotics and AI integrated equipment
- Ag Tech careers

Top Ten Crops in Value



1. Strawberry	\$1,039,220,000
2. Leaf Lettuce	\$933,907,000
3. Head Lettuce	\$596,602,000
4. Broccoli	\$578,870,000
5. Cauliflower	\$228,112,000
6. Celery	\$191,876,000
7. Spinach	\$154,300,000
8. Wine Grape	\$152,251,000
9. Nursery & Flower	\$119,703,000
10. Livestock & Poultry	\$114,186,000

Monterey County's Leading Crop Commodities in California*



1. Strawberries	32.3%
2. Lettuce, All	60.3%
• Head (Iceberg)	
• Romaine	
• Leaf	
3. Broccoli	60.5%
4. Celery	40.1%
5. Cauliflower	53.3%
6. Spinach	48.3%
7. Brussel Sprouts	60.7%
8. Mushrooms	51.4%
9. Cabbage	29.2%

*2022-2023 California Agricultural Statistics Review



Thank you!

- To More Than 62,000 Agricultural Workers
- Farmers, Ranchers, Boards, Commissions, Agricultural Associations
- Agricultural Commissioner's Office Staff



COUNTY OF MONTEREY CROP & LIVESTOCK REPORT

2024

Smart Agriculture



**GROWING
the Seeds of
CHANGE**