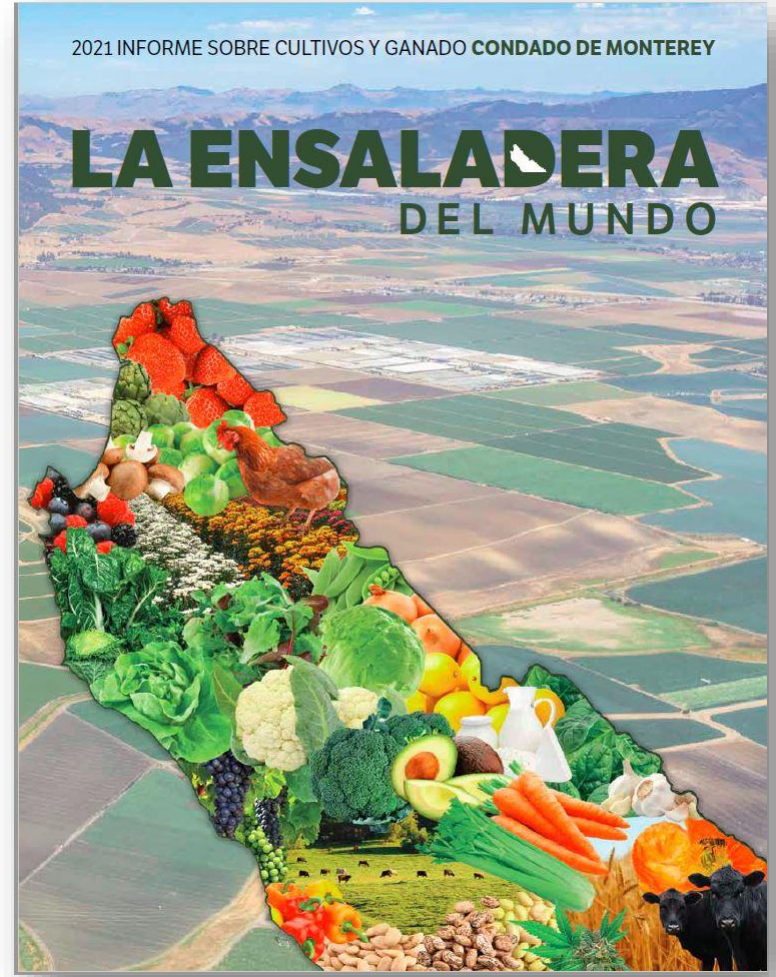
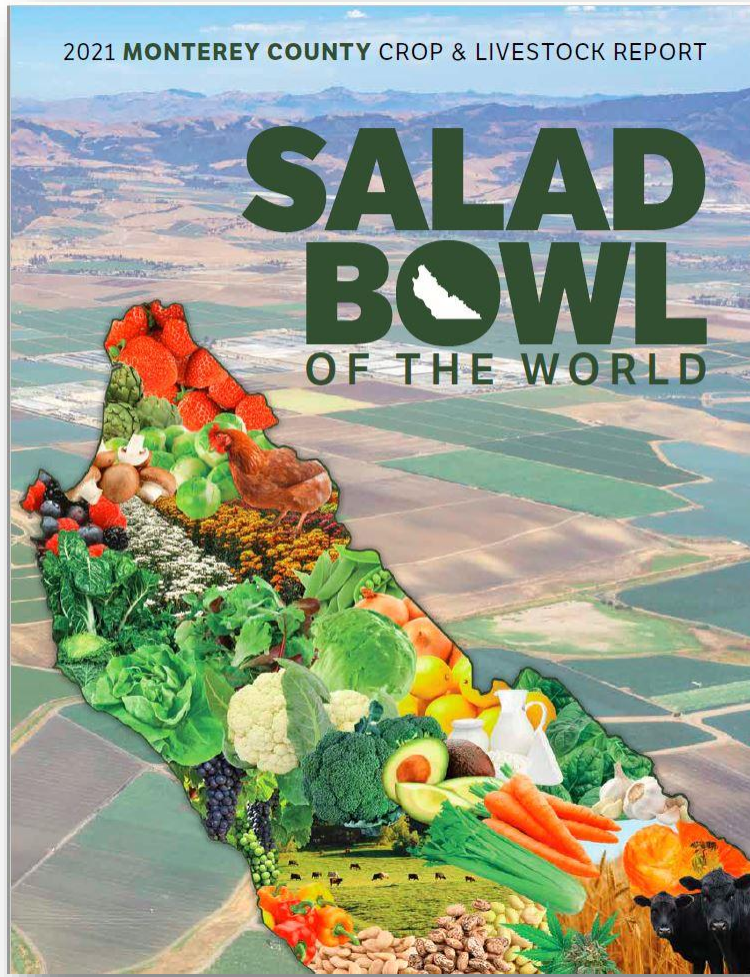


# 2021 Monterey County Crop & Livestock Report



**Henry S. Gonzales**  
**Monterey County Agricultural Commissioner**

# MONTEREY COUNTY SALAD BOWL OF THE WORLD



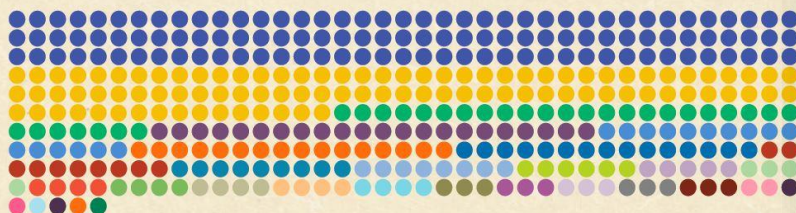
# ECONOMIC DIVERSIFICATION IN AGRICULTURE



- **Helps buffer against economic shocks**
- **Monterey County has a high level of diversification**
- **Agriculture's high level has held steady over time**

## RELATIVE DISTRIBUTION OF MONTEREY COUNTY AGRICULTURAL COMMODITIES

Colored circles represent approximately \$10 million each and depict major agricultural commodities' relative contributions to Monterey County agriculture's total 2021 farm gate value. The figure does not include minor outlier commodities that contributed less than 0.25% of the county total. The number of commodities produced, and their relative evenness influences the industry's economic diversification score and its resilience to economic shocks.



- |                 |                          |                         |                                      |                  |
|-----------------|--------------------------|-------------------------|--------------------------------------|------------------|
| ● Lettuce       | ● Celery                 | ● Vegetable Transplants | ● Carrot                             | ● Rangeland      |
| ● Strawberry    | ● Brussels Sprout        | ● Raspberry             | ● Peas                               | ● Blackberry     |
| ● Broccoli      | ● Misc. Vegetables       | ● Spring Mix            | ● Garlic                             | ● Chard          |
| ● Grapes (Wine) | ● Mushroom               | ● Artichoke             | ● Misc. Livestock & Poultry Products | ● Kale           |
| ● Spinach       | ● Stocker                | ● Cabbage               | ● Onion, Dry                         | ● Anise / Fennel |
| ● Cauliflower   | ● Misc. Nursery Products | ● Lemon                 | ● Cattle & Calves                    | ● Cilantro       |

## TEN-YEAR TREND IN MONTEREY COUNTY AGRICULTURE'S ECONOMIC DIVERSIFICATION



An indicator of economic resilience, the **Shannon-Weaver Index** quantifies diversification by combining the number of different commodities produced and their relative economic value. Compared to other California counties, Monterey County agriculture's index is high and holding steady over time.

# **SALAD BOWL RECIPES**



**SPECIAL THANKS TO:**

**Ocean Mist Farms**

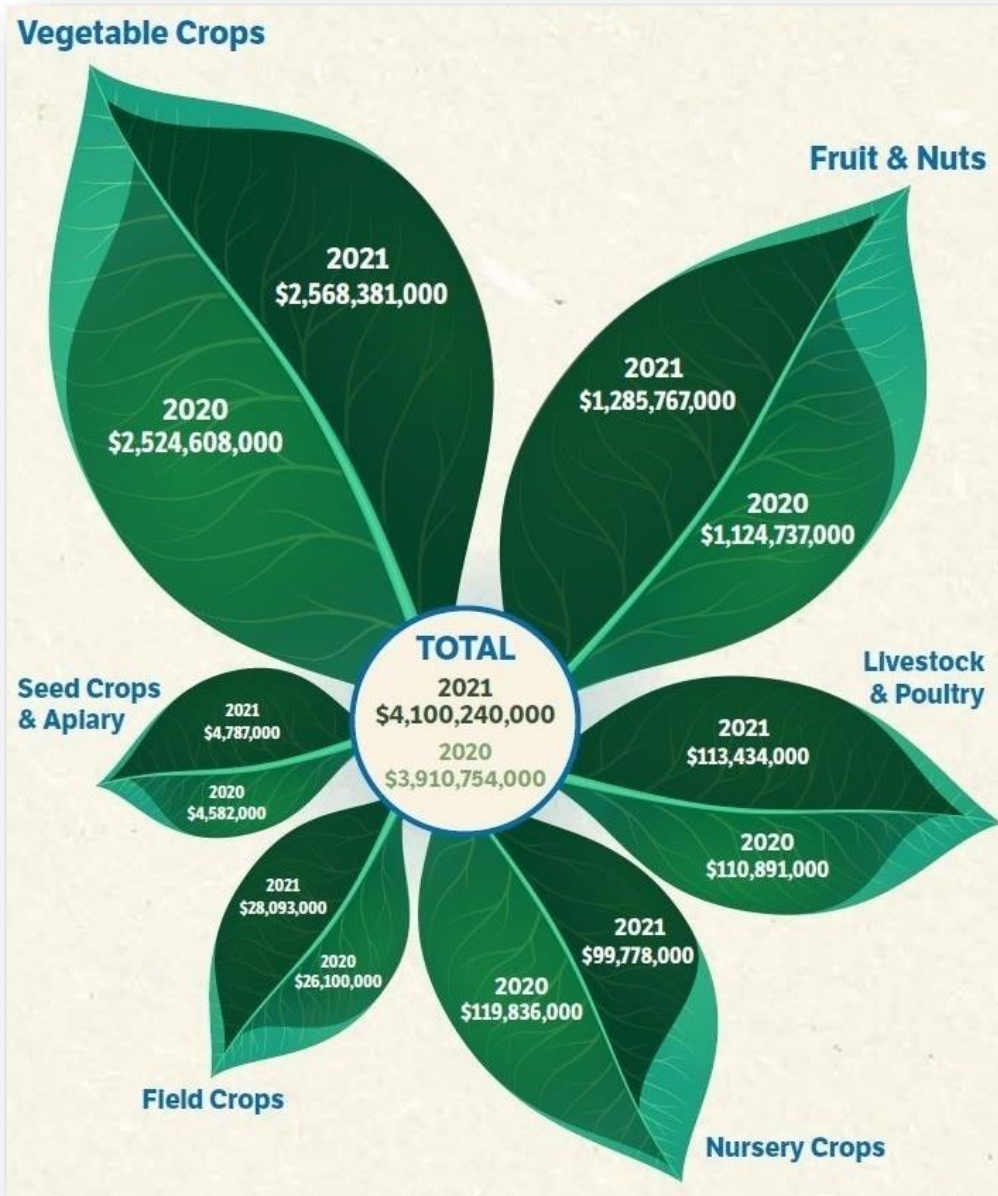
**Taylor Farms**

**Calavo Growers**

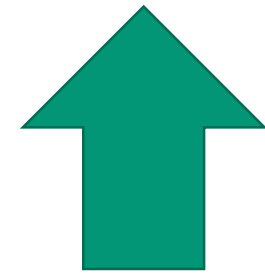
**California Strawberry Commission**

**Dole Fresh Vegetables**

# GROSS PRODUCTION VALUE



**\$4,100,240,000**  
**TOTAL VALUE**



**4.8% INCREASE**  
**in 2021**



# TOP TEN CROPS IN VALUE

## MONTEREY COUNTY'S TOP CROPS

CROP	2021 CROP VALUE	2021 CROP RANKING	2020 CROP RANKING
STRAWBERRY	\$968,086,000	1	1
LEAF LETTUCE	\$741,598,000	2	2
HEAD LETTUCE	\$451,556,000	3	3
BROCCOLI	\$309,490,000	4	4
WINE GRAPE	\$218,591,000	5	12
SPINACH	\$173,882,000	6	6
CAULIFLOWER	\$155,983,000	7	5
CELERY	\$146,641,000	8	9
LIVESTOCK & POULTRY	\$113,434,000	9	10
BRUSSELS SPROUT	\$105,616,000	10	8



# WINE GRAPE PRODUCTION

**106% Increase in Value**

**\$218,591,000 in 2021**

## WINE GRAPE TRENDS

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
2021	781	41,972	167,000	\$218,591,000
2020	1,028	44,886	94,300	\$105,991,000
2019	1,147	44,683	132,000	\$186,096,000
2018	1,137	44,924	180,000	\$247,758,000
2017	896	44,299	171,000	\$239,027,000
2016	1,496	44,771	172,000	\$238,892,000
2015	2,549	44,296	140,300	\$185,925,000
2014	2,512	45,993	200,000	\$247,357,000
2013	1,531	42,986	185,000	\$226,982,000
2012	1,936	45,130	172,000	\$214,306,000
2011	2,006	43,034	124,000	\$140,976,000



# EXPORTS

**480,946,000 pounds or 240,743 tons**

**EXPORTED to 40 Countries**

## EXPORTS BY COMMODITY

COMMODITY	2021	TOTAL POUNDS
LETTUCE		168,740,000
STRAWBERRY		89,065,000
BROCCOLI		63,607,000
CELERY		45,616,000
CAULIFLOWER		44,051,000
SPINACH		18,682,000
CABBAGE		14,485,000
CARROT		6,938,000
BRUSSELS SPROUT		5,980,000
BEANS		4,301,000
RASPBERRY		3,789,000
RADICCHIO		3,434,000
OTHER		12,258,000
<b>TOTAL</b>		<b>480,946,000</b>

COMMODITY	2020	TOTAL POUNDS
LETTUCE		154,725,000
STRAWBERRY		74,316,000
BROCCOLI		37,281,000
CELERY		29,093,000
CAULIFLOWER		24,286,000
SPINACH		18,910,000
CABBAGE		7,254,000
RASPBERRY		3,381,000
RADICCHIO		3,312,000
CARROT		2,329,000
LEEK		2,126,000
SEEDS		2,099,000
OTHER		10,310,000
<b>TOTAL</b>		<b>371,262,000</b>





# ORGANIC PRODUCTION

**\$725,752,000 in Gross Sales**

	2021	2020
TOTAL ACRES	79,255	132,809
TOTAL PRODUCERS	207	276
REPORTED GROSS SALES	\$725,752,000	\$757,887,000



# INDUSTRIAL HEMP

REGISTERED OPERATION TYPES	REGISTRATIONS*	ACRES REGISTERED	HARVESTED ACRES	PRODUCTION (LB)	VALUE
<b>TOTAL 2021</b>	9	155	51.8	104,000	\$374,000
<b>TOTAL 2020</b>	11	458	33.0	6,600	\$619,000

- ❖ **51.8 Acres**
- ❖ **104,000 pounds**
- ❖ **All less than 0.3% THC**
- ❖ **\$374,000 gross value**

# CANNABIS PRODUCTION



## PRODUCTION AND VALUE

PRODUCT	PRODUCTION	UNIT	\$ PER UNIT	VALUE
NURSERY PRODUCTS	3,319,000	Each	\$8.70	\$28,875,000
FLOWER (MIXED LIGHT)	640,000	Pound	\$783.00	\$501,120,000
FLOWER (INDOOR)	53,500	Pound	\$1,530.00	\$81,855,000
TRIM	30,600	Pound	\$59.80	\$1,830,000
SEED	6,447,000	Each	\$0.70	\$4,513,000
<b>TOTAL 2021</b>				<b>\$618,193,000</b>
<b>TOTAL 2020</b>				<b>\$484,102,000</b>

- ❖ **Production increased in 2021 in most categories.**
- ❖ **In 2021, Cannabis market prices declined sharply statewide.**
- ❖ **By the end of 2021, Monterey County Cannabis flower values decreased **68%** for Mixed-Light, and **56%** for Indoor.**

**2021**

**MONTEREY  
COUNTY  
CROP &  
LIVESTOCK  
REPORT**

