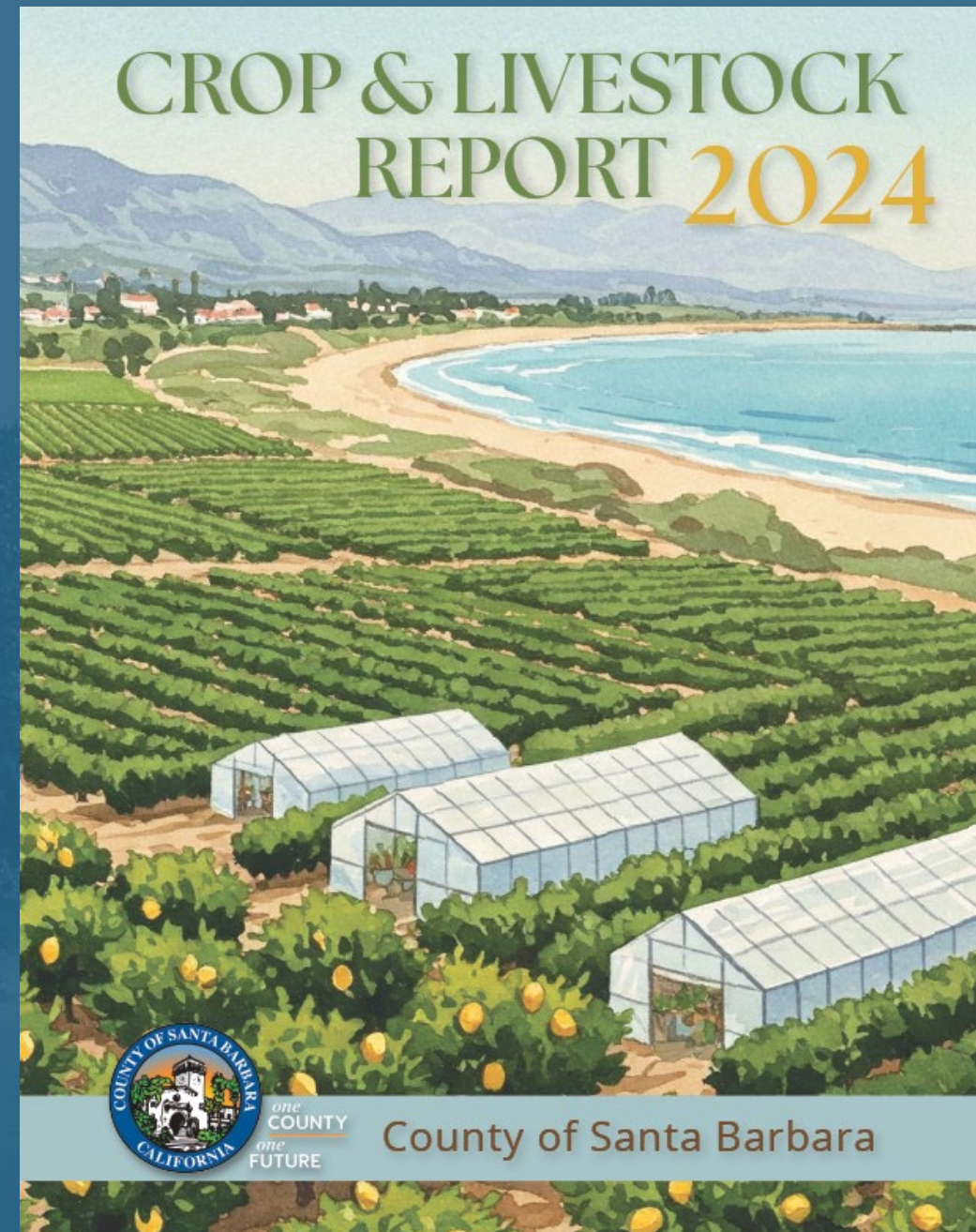


2024 Crop & Livestock Report

*Highlighting Agricultural
Production in
Santa Barbara County*



California Code, Food and Agricultural Code (Formerly Agricultural Code) - FAC § 2272 and FAC 2279

¹⁹¹⁶
Record From 1916

CROP	ESTIMATE	FOE
Petroleum,	\$ 3,957,888.	
Beans,	3,018,000.	
Sugar Beets	1,924,879.	
Motion Picture Films,	720,000.	
Manufactured products,	624,000.	
Barley,	584,673.	
Hay,	535,760.	
Live Stock,	654,975.	
Walnuts,	420,000.	
Lemons,	296,900.	
Fruits and Berries,	251,000.	
Dairy Products,	215,000.	
Fish,	225,580.	
Mineral Water,	197,000.	
Meat Products,	163,000.	
Wheat,	145,000.	
Poultry and Eggs,	163,000.	
Oats,	125,000.	
Seeds,	114,000.	
Minerals,	115,876.	
Mustard Seed,	154,000.	
Onions,	38,000.	
Potatoes,	42,000.	
Garden Vegetables,	42,000.	
Wool,	37,000.	
Honey,	12,567.	
California Sea Lions,	5,000.	
TOTAL-----	\$	14,782,098.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Agriculture at a Glance: 2024

- Total Gross Production Value:

\$2.0 (\$2,009,138,000) **Billion 2024**

\$1.8 (\$1,875,978,000) **Billion 2023**

7.1%

**Increase In
Gross Value**

- Total Acreage: **662,289 Acres**
 - Total Irrigated Acreage: **90,546 Acres**
 - Total Rangeland Acreage: **572,289 Acres**



Top 10 Commodities

Commodity	\$\$ Value	Acreage
1. Strawberries	\$860,478,000	14,160
2. Nursery	\$124,473,000	251 <i>(Includes Greenhouse & Outdoor Grown)</i>
3. Broccoli	\$93,423,000	10,577
4. Cauliflower	\$78,258,000	8,683
5. Blackberries	\$77,956,000	1,721
6. Head Lettuce	\$77,334,000	7,197
7. Leaf Lettuce	\$76,827,000	4,869
8. Wine Grapes	\$70,857,000	12,126
9. Celery	\$59,776,000	4,082
10. Livestock	\$51,988,000	29,366



Vegetables

- 2024 growing season conditions were more favorable than previous year
- Rising costs led to higher vegetable prices

VEGETABLE CROPS

Broccoli	Head Lettuce
Brussels Sprouts	Leaf Lettuce
Cabbage	Spinach
Cauliflower	Misc. Vegetables
Celery	

	Year	Acreage	Total Value
Vegetable	2024	44,197	\$628,145,000
Total	2023	51,726	\$615,524,000

**Decrease in Acreage, but
2.1% Increase in Value**

Please refer to Page 4 for more information.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Fruit & Nut Crops

- Strawberry crop value increased: more acreage planted & higher yields per acre
- Producers faced challenges from lower prices and higher input costs.

FRUIT & NUT CROPS

Avocados
Blackberries
Blueberries
Lemons

Raspberries
Strawberries (*Fresh & Processed*)
Misc. Fruit & Nut Crops

	Year	Acreage	Total Value
Fruit & Nut	2024	26,205	\$1,064,686,000
Total	2023	23,272	\$932,467,000

14.2% Increase in Value

Please refer to Page 5 for more information.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Wine Grapes

- The smaller harvest was a result of reduced yields per acre.
- The high quality of the grapes led to strong demand and robust pricing compared to other wine growing regions.

WINE GRAPES			
Chardonnay		Pinot Gris	
Pinot Noir		Merlot	
Sauvignon Blanc		Petite Sirah	
Cabernet Sauvignon		Mourvèdre	
Syrah		Sangiovese	
Grenache		MISC Red	
Cabernet Franc		MISC White	
	Year	Acreage	Total Value
Wine Grape	2024	12,126	\$70,857,000
Total	2023	11,168	\$98,562,000

28.1% Decrease in Value

Please refer to Page 6 for more information.



Cut Flowers & Nursery

- Santa Barbara County's nursery and cut flower sector ranked second in value in 2024 due to strong demand and stable production.

	Year	Greenhouse (Sq. Ft.)	Outdoor Grown (Acres)	Total Value
Cut Flower & Foliage	2024	2,185,759	714	\$33,558,000
Total	2023	2,649,534	659	\$33,691,000

0.4% Decrease in Value

	Year	Greenhouse (Sq. Ft.)	Outdoor Grown (Acres)	Total Value
Nursery Plants	2024	4,163,243	251	\$124,473,000
Total	2023	3,813,670	218	\$122,301,000

1.7% Increase in Value

Please refer to Page 7 for more information.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Field & Seed Crops

- Beneficial rainfall in 2024 created excellent grazing conditions that allowed ranchers to increase herd sizes or extend grazing for heavier cattle.
- More accurate regional data during this period also led to improved rangeland valuations.

Rangeland Pasture Beans, Dry Edible		Miscellaneous Grain and Seed	
	Year	Acreage	Total Value
Field & Seed	2024	579,292	\$34,452,000
Total	2023	579,763	\$21,842,000

57% Increase in Value

Please refer to Page 8 for more information.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Livestock & Apiary

Strong national cattle prices in 2024, driven by low inventory from high demand and prior droughts, increased per-animal value.

Please refer to Page 9 for more information.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

	Year	Number of Hives	Avg. Hive Value	Total Value
Apiary Products	2024	7,586	\$129	\$979,000
Total	2023	18,967	\$134	\$2,542,000

Decrease in Hives & 61% Decrease in Value

	Year	Total Value
Livestock	2024	\$51,988,000
Total	2023	\$46,598,000

Decrease in Head of Cattle & 11.5 % Increase in Value

Export And Trade Partners

Phytosanitary Certificates* Issued to 34 Countries

* Does not include unrestricted commodity exports that do not require a phytosanitary certificate

Over **51,000***
Tons Shipped Abroad
(102,000,000 lbs)

Top 10 Export Countries by Total Phytosanitary Certificates Issued

1	Canada	3,946
2	Mexico	1,115
3	Saudi Arabia	489
4	The United Arab Emirates	431
5	Kuwait	407
6	The Netherlands*	384
7	Japan	250
8	Costa Rica*	210
9	Thailand	147
10	Qatar	90

* Exports consisted mainly of seed.



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Organic

Santa Barbara County's organic agriculture remains strong, with 205 registered organic farms in 2024, reflecting a decade-long growth in demand for organic produce.

Commodity	Acreage
1. Strawberries	4,208
2. Carrots	1,364
3. Wine Grapes	1,153
4. Lettuce(Head/Leaf)	938
5. Celery/Celeriac	923



Farmers' Market

Over 100 certified producers in Santa Barbara County.

SOUTH COUNTY

Carpinteria

Thursday
3:00-6:30 PM

Montecito

Friday
8:00-11:15 AM

Santa Barbara

Tuesday
3:00-7:00 PM

Saturday
8:00 AM-1:00 PM

Goleta

Sunday
10:00 AM- 2:00 PM

MID-COUNTY

Solvang

Wednesday
2:30- 6:30 PM

Vandenberg Village

Sunday
10:00 AM- 2:00 PM

Los Alamos

Saturday
10:00 AM- 2:00 PM
Starting July 12, 2025

NORTH COUNTY

Santa Maria

Wednesday
12:00- 4:00 PM

Orcutt

Tuesday
10:00 AM-1:00 PM

3rd Wednesday of the Month
June-November
4:30-7:30 PM



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Pest Exclusion

Agricultural Commissioner staff inspect incoming high-risk plant material at mail carriers, nurseries, retailers, and homes to prevent the introduction of pests into the county.

133 NOR's (Notice of Rejection) Issued

An NOR is issued when a package/parcel is in violation of a quarantine and or lacks the required certification to enter the county.

	A Rated	Q Rated
Intercepted Pests	51	131



Red Imported Fire Ant (RIFA)



RIFA Trap

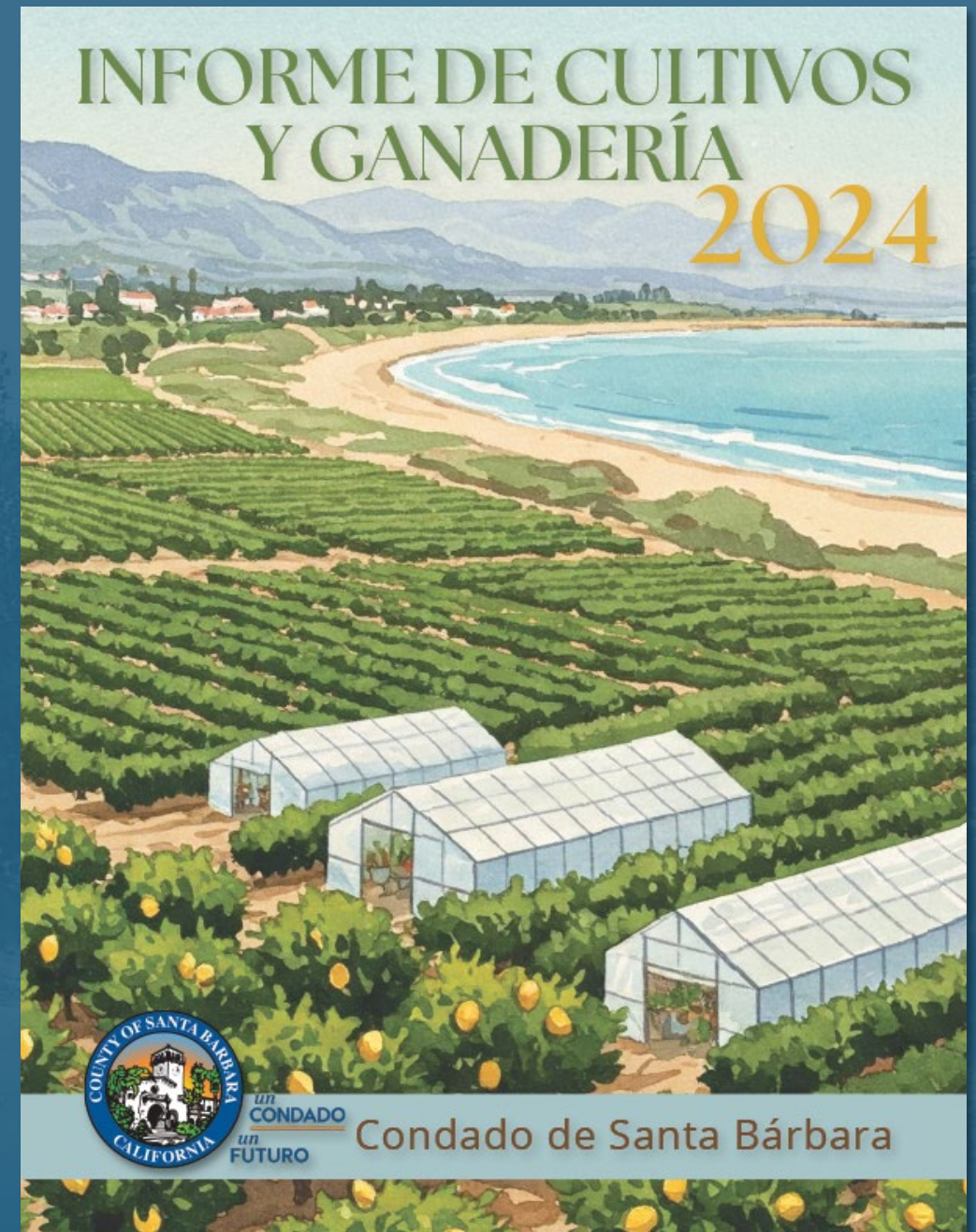


AGRICULTURAL COMMISSIONER'S OFFICE

WEIGHTS & MEASURES

2024 Crop & Livestock Report

*2nd year published in
Spanish*



Master Gardener Partnership

Free Pest Identification Services

Correct pest ID is key to pest management. Use this free service:

1. Find a pest? Take a photo or collect a sample.
2. Note the location (plant type, area, symptoms).
3. Submit it: Email to anrmgsb@ucanr.edu or drop it off at any department office.



Glassy-winged
Sharpshooter



Tau fruit fly



UC Cooperative Extension

- **UCCE Leadership:** *Shannon Klisch-UCCE Director*
- **Addressing Challenges**
- **Practical Support**
- **Local Impact**

<https://ucanr.edu/county-office/santa-barbara-county>



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Recommended Actions

That the Board of Supervisors:

- Receive and file the Santa Barbara County Crop and Livestock report for 2024.
- Find that the proposed action does not constitute a “project” within the meaning of California Environmental Quality Act, pursuant to 14 CCR 15378(b)(5), as it consists of organizational and administrative activities.



Thank You

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Crop & Livestock Reports:



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WEIGHTS & MEASURES