

2025 Crop & Livestock Report

Highlighting Agricultural Production in Santa Barbara County

CROP & LIVESTOCK REPORT 2025



one
COUNTY
one
FUTURE

County of Santa Barbara

INFORME DE CULTIVOS Y GANADERÍA 2025



one
COUNTY
one
FUTURE

Condado de Santa Bárbara





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

Record From ¹⁹¹⁶ 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,	165,000.	
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: 2025

- Total Gross Production Value:

\$2.2 (\$2,240,877,000) **Billion 2025**

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

11.5%
Increase In
Gross Value

- Total Acreage: **666,137 Acres**
 - Total Irrigated Farmed Acreage: **92,566 Acres**
 - Total Rangeland Acreage: **573,571 Acres**



Top 10 Commodities

Commodity	\$\$ Value	Acreage
1. Strawberries	\$941,012,000	13,900
2. Nursery	\$126,501,000	180 <small>(Includes Greenhouse & Outdoor Grown)</small>
3. Broccoli	\$124,521,000	13,033
4. Head Lettuce	\$117,478,000	7,105
5. Leaf Lettuce	\$88,591,000	5,308
6. Wine Grapes	\$87,793,000	10,649
7. Cauliflower	\$80,849,000	9,568
8. Celery	\$74,630,000	4,990
9. Blackberries	\$59,776,000	1,369
10. Livestock	\$65,831,000	28,768 <small>(# of Head)</small>



2025 vs 2024

Commodity	2025 Ranking	2024 Ranking	Rank Change
Strawberries	1	1	↔ 0
Nursery	2	2	↔ 0
Broccoli	3	3	↔ 0
Head Lettuce	4	6	↑ 2
Leaf Lettuce	5	7	↑ 2
Wine Grapes	6	8	↑ 2
Cauliflower	7	4	↓ 3
Celery	8	9	↑ 1
Blackberries	9	5	↓ 4
Livestock	10	10	↔ 0



Vegetables

- 2025 growing season conditions were more favorable than previous year with greater yields
- Rising costs led to higher vegetable prices



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

	Year	Acreage	Total Value
Vegetable	2025	54,093	\$750,530,000
Total	2024	44,197	\$628,145,000

**Increase in Acreage &
 19.4% Increase in Value**

Please refer to Page 4 for more information.



Fruit & Nut Crops

- Strawberry crop value increased due to higher market prices
- Blueberries and raspberries showed increases in market value

	Year	Acreage	Total Value
Avocados			
Blackberries			
Blueberries			
Lemons			
Raspberries			
Strawberries (<i>Fresh & Processed</i>)			
Misc. Fruit & Nut Crops			
Fruit & Nut	2025	25,514	\$1,137,893,000
Total	2024	26,205	\$1,064,686,000



7% Increase in Value

Please refer to Page 5 for more information.



Wine Grapes

- Despite smaller harvest, 2025 had increased yields per acre.
- The high quality of the grapes led to strong demand and increase in total production value.



Chardonnay			
Pinot Noir			
Sauvignon Blanc			
Cabernet Sauvignon			
Syrah			
Grenache			
Cabernet Franc			
Pinot Gris			
Merlot			
Petite Sirah			
Mourvèdre			
Sangiovese			
MISC Red			
MISC White			
	Year	Acreage	Total Value
Wine Grape	2025	10,649	\$87,793,000
Total	2024	12,126	\$70,857,000

23.9% Increase 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 2025 due to strong demand and stable production.

	Year	Greenhouse (Sq. Ft.)	Outdoor Grown (Acres)	Total Value
Cut Flower & Foliage	2025	1,580,357	375	\$35,915,000
Total	2024	2,185,759	714	\$33,558,000

Decrease in production & 7.0% Increase in Value



	Year	Greenhouse (Sq. Ft.)	Outdoor Grown (Acres)	Total Value
Nursery Plants	2025	4,770,120	180	\$126,501,000
Total	2024	4,163,243	251	\$124,473,000

Increase in production & 1.6% Increase in Value

Please refer to Page 7 for more information.



Field & Seed Crops

- A dry winter and growing drought conditions in 2025 reduced soil moisture and slowed forage growth across Santa Barbara County rangelands.
- Although the residual effects of two previous wet years offered some cushion, below-average rainfall and warmer weather ultimately heightened wildfire risks and stressed pastures by mid-2025.



	Year	Acreage	Total Value
Rangeland Pasture Beans, Dry Edible			
Field & Seed	2025	575,266	\$33,016,000
Total	2024	579,292	\$34,452,000

**Decrease in acreage &
4.2% Decrease in Value**

Please refer to Page 8 for more information.



Livestock & Apiary

- Strong national cattle prices in 2025, driven by low inventory and high consumer demand.
- Beekeepers reported continued pressure but had high demand for pollination services.



	Year	Total Value
Livestock Total	2025	\$65,831,000
	2024	\$51,988,000

Increase in Head of Cattle & 26.6 % Increase in Value

	Year	Number of Hives	Avg. Hive Value	Total Value
Apiary Products Total	2025	13,072	\$260	\$3,399,000
	2024	7,586	\$129	\$979,000

Increase in Hives & 247% Increase in Value

Please refer to Page 9 for more information.



Export And Trade Partners

Phytosanitary Certificates* Issued To **36** Countries

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

Top Exports in Tons Shipped

Mexico		Canada		Japan	
Broccoli	904	Cauliflower	1,487	Celery	513
Brussels sprouts	351	Cucumber	1,204	Blackberry	77
Cabbage	18	Pepper	883	Raspberry	26
Carrot	19	Blueberry	648	Lettuce	1
Kuwait		United Arab Emirates			
Blackberry	178	Strawberry	75		
Strawberry	176	Blackberry	53		
Raspberry	17	Raspberry	24		
Blueberry	1	Blueberry	3		

Top 10 Export Countries by Total Phytosanitary Certificates Issued

1	Mexico	1,493
2	Canada	662
3	Japan	213
4	Kuwait	195
5	United Arab Emirates	133
6	Saudi Arabia	116
7	Qatar	77
8	Costa Rica *	70
9	Guatemala	59
10	Bahrain	50

* Exports consisted mainly of seed.

Over **59,000**
Tons Shipped Abroad
(118,000,000 lbs.)



AGRICULTURAL COMMISSIONER'S OFFICE
WEIGHTS & MEASURES

Organic

There is a steady demand for organic produce, a trend that has grown over the past decade, encouraging the continued presence and activity of organic agriculture in Santa Barbara County. There were **206** organic farms registered in Santa Barbara County in 2025.

Commodity	Acreage
1. Strawberries	2,518
2. Wine Grapes	1,174
3. Lettuce (Head/Leaf)	888
4. Carrots	854
5. Celery/Celeriac	839



Farmer's Market

Over **100** certified producers in Santa Barbara County.

Market Schedule:



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

Buellton

Monday
2:00 - 6:00 PM

Sunday
10:00 AM - 2:00 PM

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.

181 NOR's (Notice of Rejection) Issued

An NOR is issued when a package or parcel is in violation of a quarantine or lacks the required certifications. An NOR informs the shipper of a non-compliance and can lead to rejection of the package contents via returning the package, reconditioning, or disposal.

	A Rated	Q Rated
Rated Pests	120	255

Red Imported Fire Ant (RIFA)



Master Gardener Partnership

Free Pest Identification Services

Correct pest ID is the first step in effective pest management

Here is how the public can utilize this free service:

- Found a pest? Take a photo of the pest and any plant damage you suspect it caused or collect a sample
- Note the location where it was discovered (plant type, area of the County, home garden vs park, etc.) and any plant symptoms
- Submit it: Email the photos to anrmgsb@ucanr.edu or leave the sample at any department office



UC Cooperative Extension

- Addressing Challenges
- Practical Support
- Local Impact

Whether through our Agricultural Advisors, UC Master Gardeners, 4-H, or other local programs, we invite you to connect with us. Visit the website to learn more:

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



Recommended Actions

That the Board of Supervisors:

- Receive and file the Santa Barbara County Crop and Livestock report for 2025.
- 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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WEIGHTS & MEASURES