

The first farmer was the
first man and all historic nobility
rests in possession and
use of the land.

RALPH WALDO EMERSON



SAN MATEO COUNTY AGRICULTURAL CROP REPORT 1978

**County of San Mateo
Department of Agriculture**
P. O. Box 999
Redwood City, Ca. 94064

Mr. Richard E. Rominger - Director
 California Department of Food and Agriculture
 and
 San Mateo County Board of Supervisors

Gentlemen:

I am pleased to submit the Annual Crop Report of San Mateo County which shows the gross values, acreages, and production of all agricultural commodities produced in our County in 1978.

The overall gross value increased 11.8 million dollars or 19 per cent over the previous year for an all-time high of \$73,675,140. Reflecting this increase is a healthy and expanding agricultural industry that was temporarily stymied by two severe drought years. This is most encouraging in light of rising energy and transportation costs and competition from foreign floral imports. Water costs continued to play an important role for those growers relying on public utility companies to augment their supply.

Potted plants once again led the industry with a 4.6 million dollar or 17 per cent increase over the previous year. Chrysanthemums showed a healthy 28 per cent increase in gross value while vegetable production rose a substantial 31 per cent due primarily to miscellaneous specialty crops. Brussels sprouts increased 20 per cent while artichokes remained relatively stable. Cattle and calves recovered from the drought and once again entered the million dollar crop category.

We wish to extend our sincere thanks and appreciation to all individuals, producers, and agencies who supplied pertinent information for compilation of this report.

Respectfully submitted,

George Ginilo
 Agricultural Commissioner

San Mateo County
ANNUAL CROP REPORT
VEGETABLE CROPS

Crop	Year	PRODUCTION			Unit	VALUE	
		Acres	Per Acre	Total		Per Unit	Total
Artichoke	1978	960	2.50	2,400	Ton	\$540.00	\$ 1,296,000
	1977	1,100	3.09	3,400	Ton	386.00	1,312,000
Beans, Snap	1978	150	4.80	720	Ton	750.00	540,000
	1977	142	4.75	674	Ton	404.00	272,000
Brussels Sprouts	1978	1,000	5.30	5,300	Ton	490.00	2,600,000
	1977	850	5.76	4,900	Ton	440.00	2,156,000
Cabbage	1978	90	8.20	740	Ton	134.00	99,000
	1977	49*	8.00	392	Ton	111.00	43,500
Lettuce	1978	120	5.63	676	Ton	250.00	169,000
	1977	160	5.22	835	Ton	198.00	165,000
Peas, Mkt	1978	490	1.63	800	Ton	542.00	434,000
	1977	700	1.90	1,330	Ton	434.00	577,000
Potatoes	1978	25	14.00	350	Ton	154.00	54,000
	1977	60	14.00	840	Ton	118.00	99,000
Radish	1978	90	3.00	270	Ton	556.00	150,000
	1977	120	3.25	390	Ton	544.00	212,000
Spinach*	1978	120	7.00	840	Ton	455.00	382,000
	1977	71	7.25	515	Ton	318.00	164,000
Pumpkins	1978	290	11.70	3,400	Ton	130.00	442,000
	1977	210	12.00	2,500	Ton	120.00	300,000
Miscellaneous	1978	210					9,000,000
Vegetables	1977	148					6,216,000
Field and Indoor Grown**							
TOTAL	1978	3,545					\$15,166,000
	1977	3,610					11,516,500

*Includes Spinach and New Zealand Spinach

**Includes Beets, Celery, Leeks, Mushrooms, Summer Squash, Swiss Chard, Etc.

FIELD CROPS

Crop	Year	PRODUCTION			Unit	VALUE	
		Acres	Per Acre	Total		Per Unit	Total
Beans, Dry	1978	29	.41	12	Ton	\$392.00	\$ 4,700
Edible*	1977	32	.38	12	Ton	442.00	5,300
Barley	1978	1,200	.90	1,080	Ton	100.00	108,000
	1977	900	.70	630	Ton	93.00	58,600
Hay							
Grain	1978	3,100	1.00	3,100	Ton	58.00	180,000
	1977	3,600	.65	2,340	Ton	61.00	143,000
Other Tame	1978	400	.75	300	Ton	60.00	18,000
	1977	450	.65	293	Ton	63.00	18,500
Oats	1978	1,900	.75	1,430	Ton	119.00	170,000
	1977	1,300	.33	429	Ton	110.00	47,200
Pasture	1978	600			Acre	100.00	60,000
irrigated	1977	300			Acre	96.00	28,800
Other	1978	37,000			Acre	6.50	240,000
	1977	38,000			Acre	6.50	247,000
TOTAL	1978	44,229					\$ 780,700
	1977	44,582					548,400

*Includes Fava Beans, Dry

FLOWER AND VEGETABLE SEED CROPS

TOTAL	1978					\$	30,000
	1977						23,000

FRUIT AND NUT CROPS

TOTAL	1978	130				\$	186,000
	1977	135					162,000

FLORAL AND NURSERY CROPS OUTDOOR GROWN

Item	Year	Acres	Production	Unit	VALUE		
					Per Unit	Total	
Heather	1978	220	250,000	Bunch	\$ 1.05	\$ 263,000	
	1977	250	275,000	Bunch	1.12	308,000	
Iris	1978	60	456,000	Bunch	1.30	593,000	
	1977	65	488,000	Bunch	1.05	512,000	
Marguerites	1978	336	3,024,000	Bunch	.42	1,270,000	
	1977	365	3,285,000	Bunch	.38	1,248,000	
Shasta Daisy	1978	41	6,635,000	Bloom	.063	418,000	
	1977	42	6,300,000	Bloom	.055	347,000	
Strawflowers	1978	260	79,000	Box	31.00	2,450,000	
	1977	150	45,000	Box	25.00	1,125,000	
Miscellaneous	1978	290					1,760,000
Flowers*	1977	275					1,595,000
Sub-Total	1978	1,207					\$ 6,754,000
	1977	1,147					5,135,000

*Includes Calla Lily, Chrysanthemum, Cut Foliage, Stock, Violets, Yarrow, etc.

Ornamentals

Herbaceous	1978	16				\$	288,000
Perennials	1977	22					418,000
Christmas	1978	230					800,000
Trees	1977	255					714,000
Nursery Stock	1978	82					3,206,000
	1977	105					4,830,000
TOTAL	1978	1,535					\$11,048,000
	1977	1,529					11,097,000

FLORAL AND NURSERY CROPS INDOOR GROWN

Item	Year	Square Feet	Production	Unit	VALUE	
					Per Unit	Total
Cut Flowers						
Carnations	1978	2,300,000	43,700,000	Bloom	\$.090	\$ 3,933,000
	1977	2,111,000	41,170,000	Bloom	.088	3,623,000
Chrysanthemums	1978	5,743,000				4,412,000
Total	1977	4,703,000				3,431,000
Standard*	1978	(3,200,000)	8,640,000	Bloom	.22	(1,901,000)
	1977	(3,352,000)	9,050,000	Bloom	.24	(2,172,000)
Pompon	1978	(2,543,000)	2,657,000	Bunch	.945	(2,511,000)
	1977	(1,351,000)	1,325,000	Bunch	.950	(1,259,000)
Roses	1978	770,000	14,000,000	Bloom	.20	2,800,000
	1977	872,000	15,700,000	Bloom	.17	2,669,000
Miscellaneous	1978	490,000				1,700,000
Cut Flowers**	1977	374,000				1,316,000
*Includes Fujii, Spiders, Disbuds, Anemone, Etc.						
**Includes Fern, Freesia, Gardenias, Lilies, Orchids, Snapdragons, Stephanotis, Etc.						
Pot Plants						
Flowering*	1978	3,625,000				\$11,750,000
	1977	1,353,000				4,397,000
Foliage	1978	2,200,000				19,118,000
	1977	3,650,000				21,900,000
Sub-Total	1978	15,128,000				\$43,713,000
	1977	13,063,000				37,336,000
Propagated						
Bedding Plants	1978	49,000				\$ 220,000
	1977	69,000				279,000
Cuttings & Liners	1978	82,000				66,000
	1977	89,000				80,000
TOTAL	1978	15,259,000				\$43,999,000
	1977	13,221,000				\$37,695,000

Total Glass and Plastic Area 9,300,000 Square Feet

*Includes African Violets, Chrysanthemums, Lilies, Orchids, Poinsettias, Etc.

LIVESTOCK

Item	Year	PRODUCTION		Unit	VALUE	
		Number	Total		Per Unit	Total
Cattle and Calves	1978	7,300	38,300	CWT.	\$ 54.00	\$2,068,000
	1977	2,500	13,100	CWT.	36.00	472,000
Milkers Sold	1978	350		Head	906.00	317,000
	1977	350		Head	486.00	171,000
Sheep & Lambs	1978	500	500	CWT.	61.00	30,500
	1977	550	550	CWT.	44.00	24,200
Hogs and Pigs	1978	300	300	CWT.	48.00	14,400
	1977	300	360	CWT.	41.00	14,800
TOTAL	1978					\$2,429,900
	1977					682,000

LIVESTOCK AND APIARY PRODUCTS

Item	Year	Production	Unit	VALUE	
				Per Unit	Total
Milk, Market	1978	2,400	CWT.	\$10.34	\$24,800
	1977*	11,200	CWT.	7.42	83,100
Wool	1978	4,600	Lb.	.50	2,300
	1977	4,700	Lb.	.47	2,200
Honey	1978	10,000	Lb.	.51	5,100
	1977	4,800	Lb.	.51	2,400
Beeswax	1978	1,200	Lb.	1.95	2,340
	1977	600	Lb.	2.17	1,300
TOTAL	1978				\$35,540
	1977*				89,000

*Revised

JANUARY 1 INVENTORY OF LIVESTOCK — 1978 - 1979

Item	January 1, 1978	January 1, 1979
Cattle and Calves		
All	8,500	6,000
Milk Cows, 2 years and over	200	100
Sheep and Lambs	600	500
Hogs and Pigs*	100	100

*As of December 1, 1977 and 1978

RECAPITULATION

PRODUCTION VALUES

	1978	1977*
Vegetable Crops	\$15,166,000	\$11,516,500
Flower and Nursery Crops	55,047,000	48,792,000
Field Crops	780,700	548,400
Seed Crops	30,000	23,000
Fruit and Nut Crops	186,000	162,000
Livestock	2,429,900	682,000
Livestock and Apiary Products	35,540	89,000
*Revised		
TOTAL	\$73,675,140	\$61,812,900

MILLION DOLLAR CROPS

Pot Plants	\$30,868,000 up	\$ 4,571,000
Chrysanthemums	4,412,000 up	981,000
Carnations	3,933,000 up	310,000
Ornamental Nursery Stock	3,780,000 down	1,050,000
Roses	2,800,000 up	131,000
Brussels Sprouts	2,600,000 up	444,000
Strawflowers	2,450,000 up	1,325,000
Cattle and Calves	2,068,000 up	1,596,000
Artichokes	1,296,000 down	16,000
Marguerites	1,270,000 up	22,000

Department of Agriculture

Coastside Rain Stations

	Half Moon Bay	Pescadero
1972 / 1973	36.45 inches	40.84 inches
1973 / 1974	35.99 inches	35.07 inches
1974 / 1975	21.37 inches	21.42 inches
1975 / 1976	10.39 inches	10.03 inches
1976 / 1977	14.58 inches	14.61 inches
1977 / 1978	36.21 inches	34.88 inches