

# CALIFORNIA STRAWBERRY 2008 ACREAGE SURVEY



Total California strawberry acreage continues an upward trend at 35,696 acres for 2008. The reported increase over 2007 is 1,055 acres or an additional 3.0%. Revised 2006 and 2007 acreage reflects a category redefinition of the industry's annual acreage survey.

## Fall Planted Acreage for Winter, Spring and Summer Production

California strawberry acreage planted in the fall, which produces fruit during the traditional winter, spring, and summer seasons, increased in 2008 by 689 acres or 2.3% statewide. Compared to 2007, acreage in Orange County/San Diego increased by 29 acres. Oxnard and San Joaquin reported decreases in acreage of 27 and 100 acres respectively. Santa Maria and Watsonville/Salinas districts reported increases of 31 and 757 acres respectively.

By District	2004	2005	2006	2007	2008	change	% change
Orange Co. / San Diego % of State	2,899 10.8%	2,427 8.5%	1,827 6.3%	1,753 5.9%	1,781 5.8%	29	1.63%
Oxnard % of State	7,784 29.0%	8,033 28.1%	8,195 28.1%	8,503 28.4%	8,475 27.7%	(27)	-0.32%
Santa Maria % of State	4,755 17.7%	5,864 20.5%	6,222 21.3%	6,635 22.2%	6,666 21.8%	31	0.47%
Watsonville/Salinas % of State	11,410 42.5%	11,997 41.9%	12,775 43.8%	12,773 42.7%	13,530 44.2%	757	5.93%
San Joaquin % of State	0 0%	304 1.1%	169 0.6%	273 0.9%	173 0.6%	(100)	-36.6%
<b>State Total</b>	<b>26,847</b>	<b>28,625</b>	<b>29,187</b>	<b>29,937</b>	<b>30,626</b>	<b>689</b>	<b>2.30%</b>

## Summer Planted Acreage for Fall Production

California strawberry acreage to be planted in the summer of 2008, which produces during the fall season, is projected to increase by 366 acres or 7.8% compared to 2007. Most of the projected summer planted acreage is located in Oxnard and Santa Maria. Oxnard projected a decrease of 421 acres and Santa Maria an increase of 847 acres compared to 2007. Orange County/San Diego and San Joaquin reported no projected summer planted acreage. Projected summer planted acreage for 2008 was reported as 14.2% of the state total, compared to 13.6% in 2007.

By District	2004	2005	2006	2007	Projected 2008	change	% change
Orange Co. / San Diego % of State	0 0%	30 0.7%	28 0.7%	0 0%	0 0%	0	0.0%
Oxnard % of State	2,565 53.5%	3,300 82.3%	3,489 85.5%	3,545 75.4%	3,124 61.6%	(421)	-11.9%
Santa Maria % of State	892 18.6%	429 10.7%	430 10.5%	918 19.5%	1,764 34.8%	847	92.3%
Watsonville/Salinas % of State	791 16.5%	253 6.3%	135 3.3%	241 5.1%	182 3.6%	(60)	-24.7%
San Joaquin % of State	544 11.4%	0 0%	0 0%	0 0%	0 0%	0	0%
<b>State Total</b>	<b>4,792</b>	<b>4,012</b>	<b>4,082</b>	<b>4,704</b>	<b>5,070</b>	<b>366</b>	<b>7.8%</b>

### Organic Trends

Total organic acreage reported for 2008 was 1,627 acres, an increase of 51 acres or 3.2% compared to 2007. The reported organic acreage represents 4.6% of total state acreage, compared to 4.4% in 2007. Fall-planted organic acreage statewide increased by 81 acres, primarily in the Watsonville/Salinas district, while Santa Maria decreased by 36 acres. Oxnard reported an increase in organic acreage of 13 acres. Projected summer planted organic acreage decreased by 30 acres or 16.0% compared to 2007.

### Fall Planted for Winter, Spring and Summer Production

By District	2004	2005	2006	2007	2008	change	% change
Orange County/San Diego % of State	76 37.3%	48 23.6%	5 0.6%	17 1.2%	18 1.2%	1	2.9%
Oxnard % of State	153 75.2%	68 33.6%	192 21.1%	256 18.4%	269 18.2%	13	5.0%
Santa Maria % of State	0 0%	0 0%	95 10.5%	207 14.9%	171 11.6%	(36)	-17.6%
Watsonville/Salinas % of State	359 176.3%	358 176.1%	616 67.8%	912 65.5%	1,016 69.0%	104	11.4%
<b>State Total</b>	<b>588</b>	<b>475</b>	<b>908</b>	<b>1,391</b>	<b>1,472</b>	<b>81</b>	<b>5.8%</b>

### Summer Planted for Fall Production

By District	2004	2005	2006	2007	Projected 2008	change	% change
Orange County/San Diego % of State	0 0%	0 0%	0 0%	0 0%	0 0%	0	.0%
Oxnard % of State	0 0%	25 37.9%	35 61.4%	96 52.2%	80 51.8%	(16)	-16.7%
Santa Maria % of State	0 0%	0 0%	0 0%	48 26.1%	42 27.2%	(6)	-13%
Watsonville/Salinas % of State	19 100.0%	41 62.1%	22 38.6%	40 21.7%	33 21.0%	(8)	-18.8%
<b>State Total</b>	<b>19</b>	<b>66</b>	<b>57</b>	<b>184</b>	<b>155</b>	<b>(30)</b>	<b>16.0%</b>



By Variety	Acreage
Albion % of State	324 19.9%
Aromas % of State	52 3.2%
Camarosa % of State	18 1.1%
Chandler % of State	19 1.1%
Diamante % of State	12 0.7%
Proprietary % of State	1,073 66.0%
Sabrosa % of State	43 2.7%
Seascape % of State	30 1.8%
Ventana % of State	57 3.5%
<b>State Total</b>	<b>1,627</b>

In 2008, proprietary varieties totaled 1,073 acres or 66.0% of the state's reported organic acreage, as seen in the table to the left. Albion was reported at 324 acres or 19.9%. Ventana and Aromas account for 3.5% and 3.2% respectively of the state's organic total, while other varieties account for 7.5%.

### Varietal Trends

Proprietary varieties represent the largest single variety type statewide, consisting of 40.9% of the state's acreage. Albion increased from 28.7% in 2007 to 34.1% of the total in 2008. Camarosa decreased from 3,499 acres in 2007 to 2,485 in 2008. Ventana decreased to 4,526 acres compared to 5,008 acres in 2007. Camino Real increased to 1,169 acres in 2008, representing 3.3% of the state total. Berries in the other category comprise 755 acres or 2.1%.

By Variety	2004	2005	2006	2007	2008	change	% change
Albion % of State	0 0%	0 0%	2,808 8.4%	9,952 28.7%	12,175 34.1%	2,223	22.3%
Camarosa % of State	9,832 31.1%	6,462 19.8%	5,187 15.6%	3,499 10.1%	2,485 7.0%	-1,014	-29.0%
Camino Real % of State	357 1.1%	0 0%	0 0%	835 2.4%	1,169 3.3%	335	40.1%
Other % of State	8,918 28.2%	9,125 28.0%	7,514 22.6%	1,281 3.7%	755 2.1%	-526	-41.0%
Proprietary % of State	9,756 27.3%	12,271 34.4%	13,137 36.8%	14,065 39.4%	14,585 40.9%	520	3.7%
Ventana % of State	2,777 8.8%	4,779 14.6%	4,623 13.9%	5,008 14.5%	4,526 12.7%	-482	-9.6%
<b>State Total</b>	<b>31,639</b>	<b>32,636</b>	<b>33,269</b>	<b>34,640</b>	<b>35,695</b>	<b>1,055</b>	<b>3.0%</b>

## Southern Districts

(Orange, San Diego and Riverside Counties)

The Orange County area remains the primary location for acreage in the Southern District at 1,218 acres, a slight increase from the 2007 total of 1,155 acres. Additionally, San Diego area acreage increased to 327 acres, up from 294 the previous year. Coachella reported 236 acres, a decrease of 68 acres from 2007.

Ventana remains the top variety in the Southern districts, despite a decrease of 157 acres from the 2007 total of 805 acres. Camarosa variety also decreased from 665 acres in 2007 to 628 acres in 2008. Proprietary varieties increased to 25.1% of the district in 2008, compared to 15.5% in 2007. Albion increased to 2.9%, with other varieties accounting for less than 1%.

Orange County/San Diego	2004	2005	2006	2007	2008	change	% change
Albion	0	0	0	2	52	51	3382.7%
% of District	0.0%	0.0%	0.0%	0.1%	2.9%		
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Camarosa	2,351	1,201	718	665	628	(38)	-5.7%
% of District	81.1%	48.9%	38.7%	38.0%	35.2%		
% of State	7.4%	3.7%	2.2%	1.9%	1.8%		
Other	75	1	3	9	6	(3)	-32.2%
% of District	2.6%	0.0%	0.2%	0.5%	0.3%		
% of State	0.2%	0.0%	0.0%	0.0%	0.0%		
Proprietary	80	48	97	271	447	176	64.9%
% of District	2.8%	2.0%	5.2%	15.5%	25.1%		
% of State	0.3%	0.1%	0.3%	0.8%	1.3%		
Ventana	394	1,207	1,036	805	649	(157)	-19.4%
% of District	13.6%	49.1%	55.9%	46.0%	36.4%		
% of State	1.2%	3.7%	3.1%	2.3%	1.8%		
<b>Orange County/San Diego Total</b>	<b>2,899</b>	<b>2,457</b>	<b>1,855</b>	<b>1,752</b>	<b>1,781</b>	<b>30</b>	<b>1.7%</b>

### Oxnard District

Oxnard reported a 3.7% decrease in acreage from 2007. Camarosa and Ventana plantings decreased by 583 and 360 acres respectively. Proprietary varieties dominate the district with 7,131 acres, an increase of 290 acres from 2007. Ventana is the second largest variety planted reporting 3,264 acres. Other varieties increased by 63 acres or 39.2% compared to 2007. Albion increased to 165 acres, up from 23 in 2007.

Oxnard	2004	2005	2006	2007	2008	change	% change
Albion	0	0	0	23	165	142	620.5%
% of District	0.0%	0.0%	0.0%	0.2%	1.4%		
% of State	0.0%	0.0%	0.0%	0.1%	0.5%		
Camarosa	3,304	1,767	1,526	1,401	817	(583)	-41.7%
% of District	28.5%	15.2%	13.2%	12.1%	7.0%		
% of State	10.4%	5.4%	4.6%	4.0%	2.3%		
Other	283	287	311	160	223	63	39.2%
% of District	2.4%	2.5%	2.7%	1.4%	1.9%		
% of State	0.8%	0.8%	0.9%	0.4%	0.6%		
Proprietary	4,768	6,700	6,753	6,841	7,131	290	4.2%
% of District	41.1%	57.8%	58.2%	59.0%	61.5%		
% of State	13.4%	18.8%	18.9%	19.2%	20.0%		
Ventana	1,994	2,580	3,095	3,623	3,264	(360)	-9.9%
% of District	17.2%	22.2%	26.7%	31.2%	28.1%		
% of State	5.6%	7.2%	8.7%	10.2%	9.1%		
<b>Oxnard Total</b>	<b>10,349</b>	<b>11,333</b>	<b>11,684</b>	<b>12,048</b>	<b>11,599</b>	<b>(448)</b>	<b>-3.7%</b>

### Santa Maria District

Santa Maria reported an increase of 876 acres compared to 2007. Albion was reported at 4,248 acres, representing 50.4% of the district. Proprietary varieties and Camino Real make up 19.4% and 13.9% of the acreage respectively. Camarosa dropped by 401 acres (-35.5%) and Ventana increased by 34 acres (5.9%) respectively. Other varieties decreased by 659 acres compared to 2007.

Santa Maria	2004	2005	2006	2007	2008	change	% change
Albion	0	0	891	3,519	4,248	729	20.7%
% of District	0.0%	0.0%	13.4%	46.6%	50.4%		
% of State	0.0%	0.0%	2.7%	10.2%	11.9%		
Camarosa	2,901	2,567	2,062	1,129	728	(401)	-35.5%
% of District	51.4%	40.8%	31.0%	14.9%	8.6%		
% of State	9.2%	7.9%	6.2%	3.3%	2.0%		
Camino Real	82	0	0	135	1,169	1,034	767.4%
% of District	1.5%	0.0%	0.0%	1.8%	13.9%		
% of State	0.3%	0.0%	0.0%	0.4%	3.3%		
Other	1,548	2,243	1,974	694	35	(659)	-95.0%
% of District	27.4%	35.6%	29.7%	9.2%	0.4%		
% of State	4.9%	6.9%	5.9%	2.0%	0.1%		
Proprietary	788	970	1,232	1,497	1,637	140	9.3%
% of District	13.9%	15.4%	18.5%	19.8%	19.4%		
% of State	2.5%	3.0%	3.7%	4.3%	4.6%		
Ventana	328	513	492	580	614	34	5.9%
% of District	5.8%	8.1%	7.4%	7.7%	7.3%		
% of State	1.0%	1.6%	1.5%	1.7%	1.7%		
<b>Santa Maria Total</b>	<b>5,647</b>	<b>6,293</b>	<b>6,651</b>	<b>7,554</b>	<b>8,430</b>	<b>878</b>	<b>11.6%</b>



**Watsonville/Salinas District**

The Watsonville/Salinas district remains the largest in the state with 38.4% of total acreage reported in 2008. Acreage increased by 698 acres or 5.4% compared to 2007. Albion was reported at 7,710 acres or 56.2% of the district. Proprietary varieties represent 39.2% of the district, a decrease of 1.6% from 2007. Diamante decreased from 700 acres in 2007 to 164 acres in 2008. The Camarosa variety decreased from 305 to 279 acres while other varieties increased by 45 acres compared to 2007.

Watsonville/Salinas	2004	2005	2006	2007	2008	change	% change
Albion	0	0	1,917	6,409	7,710	1,301	20.3%
% of District	0.0%	0.0%	14.8%	49.2%	56.2%		
% of State	0.0%	0.0%	5.8%	18.5%	21.6%		
Camarosa	1,250	868	856	305	279	(26)	-8.5%
% of District	10.2%	7.1%	6.6%	2.3%	2.0%		
% of State	4.0%	2.7%	2.6%	0.9%	0.8%		
Diamante	6,003	5,631	4,378	700	164	(536)	-76.6%
% of District	49.2%	46.0%	33.9%	5.4%	1.2%		
% of State	19.0%	17.3%	13.2%	2.0%	0.5%		
Other	828	1,198	704	145	189	45	30.8%
% of District	6.8%	9.8%	5.5%	1.1%	1.4%		
% of State	2.6%	3.7%	2.1%	0.4%	0.5%		
Proprietary	4,120	4,553	5,055	5,456	5,370	(86)	-1.6%
% of District	33.8%	37.2%	39.2%	41.9%	39.2%		
% of State	13.0%	14.0%	15.2%	15.8%	15.0%		
<b>Watsonville/Salinas Total</b>	<b>12,201</b>	<b>12,250</b>	<b>12,910</b>	<b>13,014</b>	<b>13,712</b>	<b>698</b>	<b>5.4%</b>

**Projected Volume by District**

The chart below projects 2008 California fresh strawberry volume based on the three year average weekly yield for each district applied to the 2008 reported acreage for each district.

