

CALIFORNIA STRAWBERRY REVISED 2009 ACREAGE SURVEY

UPDATE: AUGUST 2009



2009 Acreage Survey numbers have been updated based on updated data submitted by California strawberry handlers in August 2009.

Total California strawberry acreage continues an upward trend at 38,634 acres for 2009. The reported increase from 2008 is 2,114 acres or an additional 5.8%.

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 2009 by 4,746 acres or 15.2% statewide. Compared to 2008, acreage in Orange County/San Diego increased by 96 acres. Oxnard and San Joaquin reported increases in acreage of 78 and 9 acres respectively. Santa Maria and Watsonville/Salinas districts reported increases of 3,556 and 1,008 acres respectively.

By District	2005	2006	2007	2008	Actual 2009	change	% change
Orange County/San Diego % of State	2,427 8.5%	1,827 6.3%	1,753 5.9%	1,784 5.7%	1,880 5.2%	96	5.4%
Oxnard % of State	8,033 28.1%	8,195 28.1%	8,503 28.4%	8,564 27.5%	8,642 24.1%	78	0.9%
Santa Maria % of State	5,864 20.5%	6,222 21.3%	6,635 22.2%	6,857 22.0%	10,413 29.0%	3,556	51.9%
Watsonville/Salinas % of State	11,997 41.9%	12,775 43.8%	12,773 42.7%	13,791 44.2%	14,799 41.2%	1,008	7.3%
San Joaquin % of State	304 1.1%	169 0.6%	273 0.9%	173 0.6%	182 0.5%	9	5.2%
State Total	28,625	29,187	29,937	31,169	35,916	4,746	15.2%

Summer Planted Acreage for Fall Production

California strawberry acreage planted in the summer of 2009, which produces during the fall season, decreased to 2,718 acres or 50.8% compared to 2008. Most of the summer planted acreage is located in Oxnard and Santa Maria. Oxnard reported a decrease of 830 acres and Santa Maria a decrease of 1,468 acres compared to 2008. Orange County/San Diego, Watsonville/Salinas and San Joaquin reported no summer planted acreage. Summer planted acreage for 2009 was reported as 7.0% of the state total, compared to 14.6% in 2008.

By District	2005	2006	2007	2008	Actual 2009	change	% change
Orange County/San Diego % of State	30 0.7%	28 0.7%	0 0.0%	6 0.1%	0 0.0%	(6)	0.0%
Oxnard % of State	3,300 82.3%	3,489 85.5%	3,545 75.4%	3,157 59.0%	2,327 85.6%	(830)	-26.3%
Santa Maria % of State	429 10.7%	430 10.5%	918 19.5%	1,859 34.7%	391 14.4%	(1,468)	-79.0%
Watsonville/Salinas % of State	253 6.3%	135 3.3%	241 5.1%	329 6.1%	0 0.0%	(329)	-100.0%
State Total	4,012	4,082	4,704	5,350	2,718	(2,632)	-49.2%

Organic Trends

Total organic acreage reported for 2009 was 1,765 acres, decrease of 78 acres compared to 2008. The reported organic acreage represents 4.6% of total state acreage, compared to 5.0% in 2008. Fall-planted organic acreage statewide decreased by 118 acres. The largest decrease, 96 acres, was seen in the Watsonville/Salinas district. Santa Maria also decreased by 56 acres. Orange County/San Diego increased by eight acres and Oxnard increased by 26 acres. Projected summer planted organic acreage increased by 40 acres or 16.8% compared to 2008. Orange County/San Diego reported no summer planted acreage.

Fall Planted for Winter, Spring and Summer Production

Organic By District	2005	2006	2007	2008	2009	change	% change
Orange County/San Diego % of State	48 10.1%	5 0.6%	17 1.2%	18 1.1%	25 1.7%	8	44.3%
Oxnard % of State	68 14.4%	192 21.1%	256 18.4%	283.6 17.7%	310 20.8%	26	9.2%
Santa Maria % of State	0 0.0%	95 10.5%	207 14.9%	171 10.7%	115 7.7%	(56)	-32.7%
Watsonville/Salinas % of State	358 75.5%	616 67.8%	912 65.5%	1,133 70.6%	1,037 69.7%	(96)	-8.4%
State Total	475	908	1,391	1,605	1,487	(118)	-7.3%

Summer Planted for Fall Production

Organic By District	2005	2006	2007	2008	2009	change	% change
Orange County/San Diego % of State	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0	0.0%
Oxnard % of State	25 9.0%	35 12.6%	96 34.5%	53 19.1%	70 25.2%	17	32.1%
Santa Maria % of State	0 0.0%	0 0.0%	48 17.3%	141 50.7%	160 57.6%	19	13%
Watsonville/Salinas % of State	41 14.7%	22 7.9%	40 14.4%	44 15.8%	48 17.3%	4	9.1%
State Total	66	57	184	238	278	40	16.8%

Organic by Variety	Acres	%State
Albion	317	18.0%
Aromas	21	1.2%
Camarosa	26	1.5%
Chandler	20	1.1%
Monterey	56	3.2%
Palomar	6	0.4%
Proprietary	1,223	69.3%
San Andreas	45	2.6%
Seascape	26	1.5%
Ventana	24	1.4%
Total	1,765	

Varietal Trends - Organic

In 2009, proprietary varieties totaled 1,223 acres or 69.3% of the state's reported organic acreage, as seen in the table to the left. Albion was reported at 317 acres or 18%. Monterey and San Andreas account for 3.2% and 2.6% respectively of the state's organic total.

Varietal Trends - Statewide

University of California varieties represent 64.4% of the state's acreage and proprietary varieties represent 35.6%. Albion increased from 34.7% in 2008 to 39.5% of the total in 2009. Camarosa decreased by 1,213 acres in 2009. Ventana decreased to 4,087 acres compared to 4,546 acres in 2008. Camino Real increased to 1,908 acres in 2009, representing 4.9% of the state total. Other varieties contributed 2,351 acres, 6.1% to total state acreage. Camino Real was reported within Other category in 2005 and 2006.

By Variety	2005	2006	2007	2008	2009	change	% change
Albion	NA	2,808	9,952	12,670	15,252	2,582	20.4%
% of State		8.4%	28.7%	34.7%	39.5%		
Camarosa	6,462	5,187	3,499	2,489	1,276	(1,213)	-48.7%
% of State	19.8%	15.6%	10.1%	6.8%	3.3%		
Camino Real	NA	NA	835	1,274	1,908	634	49.8%
% of State			2.4%	3.5%	4.9%		
Other	9,125	7,514	1,281	1,072	2,351	1,279	119.3%
% of State	28.0%	22.6%	3.7%	2.9%	6.1%		
Proprietary	12,271	13,137	14,065	14,468	13,760	(708)	-4.9%
% of State	31.8%	34.0%	40.6%	39.67%	35.6%		
Ventana	4,779	4,623	5,008	4,546	4,087	(459)	-10.1%
% of State	14.6%	13.9%	14.5%	12.4%	10.6%		
State Total	32,636	33,269	34,640	36,519	38,634	2,115	5.8%

NA indicates a variety was not available or it was reported within Other category.

Southern Districts (Orange and San Diego Counties)

Orange County and San Diego increased total acres to 1,880, a 5.0% change from 2008. Planting of proprietary varieties decreased by 189 acres or 41.8%. Camarosa had a decrease of 109 acres. Albion and other varieties increased by 25 acres and 19 acres respectively. The largest change was to Ventana with 344 more acres planted for 2009 than the prior year.

Orange County/San Diego	2005	2006	2007	2008	2009	change	% change
Albion			2	109	134		
% of District	NA	NA	0.1%	5.8%	7.1%	25	22.9%
% of State			0.0%	0.3%	0.3%		
Camarosa	1,201	718	665	572	463		
% of District	48.9%	38.7%	38.0%	32.0%	24.6%	(109)	-19.1%
% of State	3.7%	2.2%	1.9%	1.6%	1.2%		
Other	1	3	9	12	31		
% of District	0.0%	0.2%	0.5%	0.7%	1.6%	19	158.3%
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Proprietary	48	97	271	452	263		
% of District	2.0%	5.2%	15.5%	25.3%	14.0%	(189)	-41.8%
% of State	0.1%	0.3%	0.8%	1.2%	0.7%		
Ventana	1,207	1,036	805	645	989		
% of District	49.1%	55.9%	46.0%	36.0%	52.6%	344	53.3%
% of State	3.7%	3.1%	2.3%	1.8%	2.6%		
Orange County/San Diego Total	2,457	1,855	1,752	1,790	1,880	90	4.8%

NA indicates a variety was not available or it was reported within Other category.

Oxnard District

Oxnard reported a 6.4% decrease in acreage from 2008 with 752 less acres in 2009. Camarosa and Ventana plantings decreased by 445 and 484 acres respectively. Proprietary varieties dominate the district with 6,516 acres, but had a 494 acre decrease from 2008. Ventana is the second largest variety planted reporting 2,780 acres. Other varieties increased by 283 acres or 73.9% compared to 2008. Albion increased to 294 acres, up from 211 in 2008. New on the scene this year is San Andreas with 305 acres, 2.78% of the district.

Oxnard	2005	2006	2007	2008	2009	change	% change
Albion			23	211	294		
% of District	NA	NA	0.2%	1.8%	2.7%	83	39.3%
% of State			0.1%	0.6%	0.8%		
Camarosa	1,767	1,526	1,401	853	408		
% of District	15.6%	13.1%	11.6%	7.3%	3.7%	(445)	-52.2%
% of State	5.4%	4.5%	3.9%	2.3%	1.1%		
Other	287	311	160	383	666		
% of District	2.5%	2.7%	1.3%	3.3%	6.1%	283	73.9%
% of State	0.9%	0.9%	0.5%	1.0%	1.7%		
Proprietary	6,700	6,753	6,841	7,010	6,516		
% of District	59.1%	57.8%	56.8%	59.8%	59.4%	(494)	-7.0%
% of State	20.5%	20.3%	19.7%	19.2%	16.9%		
San Andreas					305		
% of District	NA	NA	NA	NA	2.8%	305	NA
% of State					0.8%		
Ventana	2,580	3,095	3,623	3,264	2,780		
% of District	22.8%	26.5%	30.1%	27.8%	25.3%	(484)	-14.8%
% of State	7.9%	9.3%	10.5%	8.9%	7.2%		
Oxnard Total	11,333	11,684	12,048	11,721	10,969	(752)	-6.4%

NA indicates a variety was not available or it was reported within Other category.

Santa Maria District

Santa Maria reported an increase of 2,088 acres compared to 2008. Albion was reported at 6,282 acres, representing 58.1% of the district. Proprietary varieties and Camino Real make up 15.5% and 17.6% of the acreage respectively.

Camarosa dropped by 519 acres (69.1%) and Ventana decreased by 319 acres (50.1%). Other varieties increased by 319 acres compared to 2008. Camino Real was reported within Other category in 2005 and 2006.

Santa Maria	2005	2006	2007	2008	2009	change	% change
Albion	0	891	3,519	4,380	6,282		
% of District	0.0%	13.4%	46.6%	50.3%	58.1%	1,902	43.4%
% of State	0.0%	2.7%	10.2%	12.0%	16.3%		
Camarosa	2,567	2,062	1,129	751	232		
% of District	40.8%	31.0%	14.9%	8.6%	2.1%	(519)	-69.1%
% of State	7.9%	6.2%	3.3%	2.1%	0.6%		
Camino Real			135	1,274	1,901		
% of District	NA	NA	1.8%	14.6%	17.6%	627	49.2%
% of State			0.4%	3.5%	4.9%		
Other	2,243	1,974	694	79	398		
% of District	35.6%	29.7%	9.2%	0.9%	3.7%	319	403.8%
% of State	6.9%	5.9%	2.0%	0.2%	1.0%		
Proprietary	970	1,232	1,497	1,595	1,673		
% of District	15.4%	18.5%	19.8%	18.3%	15.5%	78	4.9%
% of State	3.0%	3.7%	4.3%	4.4%	4.3%		
Ventana	513	492	580	637	318		
% of District	8.1%	7.4%	7.7%	7.3%	2.9%	(319)	-50.1%
% of State	1.6%	1.5%	1.7%	1.7%	0.8%		
Santa Maria Total	6,293	6,651	7,552	8,716	10,804	2,088	24.0%

NA indicates a variety was not available or it was reported within Other category.

Watsonville/Salinas District

The Watsonville/Salinas district remains the largest in the state with 38.3% of total acreage reported in 2009, compared to 38.7% in 2008. Acreage increased by 679 acres or 4.8% compared to 2008. Albion was reported at 8,543 acres or 57.7% of the district. Proprietary varieties represent 35.9% of the district, a decrease of 1.9% from 2008. The Camarosa variety decreased from 279 to 114 acres and Other varieties decreased by 381 acres compared to 2008. San Andreas was reported at 754 acres.

Watsonville/Salinas	2005	2006	2007	2008	2009	change	% change
Albion		1,917	6,409	7,970	8,543		
% of District	NA	14.8%	49.2%	56.4%	57.7%	574	7.2%
% of State		5.8%	18.5%	21.8%	22.1%		
Camarosa	868	856	305	279	114		
% of District	7.1%	6.6%	2.3%	2.0%	0.8%	(165)	-59.1%
% of State	2.7%	2.6%	0.9%	0.8%	0.3%		
San Andreas					754		
% of District	NA	NA	NA	NA	5.1%	754	0.0%
% of State					2.0%		
Other	6,829	5,082	845	460	80		
% of District	55.7%	39.4%	6.5%	3.3%	0.5%	(381)	-82.8%
% of State	20.9%	15.3%	2.4%	1.3%	0.2%		
Proprietary	4,553	5,055	5,456	5,411	5,308		
% of District	37.2%	39.2%	41.9%	38.3%	35.9%	(103)	-1.9%
% of State	14.0%	15.2%	15.8%	14.8%	13.7%		
Watsonville/Salinas Total	12,250	12,910	13,014	14,120	14,799	679	4.8%

NA indicates a variety was not available or it was reported within Other category.



The chart below projects 2009 California fresh strawberry volume based on the three year average weekly yield for each district multiplied by the 2009 reported acreage for each district.

