

CALIFORNIA STRAWBERRY 2009 ACREAGE SURVEY



Total California strawberry acreage continues an upward trend at 37,914 acres for 2009. The reported increase from 2008 is 1,395 acres or an additional 3.8%.

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 1,106 acres or 3.55% statewide. Compared to 2008, acreage in Orange County/San Diego increased by 83 acres. Oxnard and San Joaquin reported increases in acreage of 148 and 9 acres respectively. Santa Maria and Watsonville/Salinas districts reported increases of 442 and 424 acres respectively.

| By District | 2005 | 2006 | 2007 | 2008 | 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% | 1,867 5.8% | 83 | 4.64% |
| Oxnard % of State | 8,033 28.1% | 8,195 28.1% | 8,503 28.4% | 8,564 27.5% | 8,713 27.0% | 148 | 1.73% |
| Santa Maria % of State | 5,864 20.5% | 6,222 21.3% | 6,635 22.2% | 6,857 22.0% | 7,299 22.6% | 442 | 6.44% |
| Watsonville/Salinas % of State | 11,997 41.9% | 12,775 43.8% | 12,773 42.7% | 13,791 44.2% | 14,215 44.0% | 424 | 3.07% |
| San Joaquin % of State | 304 1.1% | 169 0.6% | 273 0.9% | 173 0.6% | 182 0.6% | 9 | 5.2% |
| State Total | 28,625 | 29,187 | 29,937 | 31,169 | 32,275 | 1,106 | 3.55% |

Summer Planted Acreage for Fall Production

California strawberry acreage to be planted in the summer of 2009, which produces during the fall season, is projected to increase by 289 acres or 5.4% compared to 2008. Most of the projected summer planted acreage is located in Oxnard and Santa Maria. Oxnard projected a decrease of 104 acres and Santa Maria an increase of 371 acres compared to 2008. Orange County/San Diego and San Joaquin reported no projected summer planted acreage. Projected summer planted acreage for 2009 was reported as 14.9% of the state total, compared to 14.6% in 2008.

| By District | 2005 | 2006 | 2007 | 2008 | Projected 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% | 3,053 54.1% | (104) | -3.3% |
| Santa Maria % of State | 429 10.7% | 430 10.5% | 918 19.5% | 1,859 34.7% | 2,230 39.5% | 371 | 20.0% |
| Watsonville/Salinas % of State | 253 6.3% | 135 3.3% | 241 5.1% | 329 6.1% | 356 6.3% | 28 | 8.4% |
| State Total | 4,012 | 4,082 | 4,704 | 5,350 | 5,639 | 289 | 5.4% |

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 | Projected 2009 | change | % change |
|-----------------------------------|-------------|-------------|-------------|--------------|----------------|-----------|--------------|
| 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% |

| By Variety | Acreage |
|-----------------------|----------------|
| Albion %State | 317 18.0% |
| Aromas %State | 21 1.2% |
| Camarosa %State | 26 1.5% |
| Chandler %State | 20 1.1% |
| Monterey %State | 56 3.2% |
| Palomar %State | 6 0.4% |
| Proprietary %State | 1,223 69.3% |
| San Andreas %State | 45 2.6% |
| Seascape %State | 26 1.5% |
| Ventana %State | 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 62.1% of the state's acreage and proprietary varieties represent 37.9%. Albion increased from 34.7% in 2008 to 36.2% of the total in 2009. Camarosa decreased by 1,101 acres in 2009. Ventana decreased to 4,233 acres compared to 4,546 acres in 2008. Camino Real increased to 1,844 acres in 2009, representing 4.9% of the state total. Other varieties contributed 2,345 acres, 6.2% 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 % of State | NA | 2,808 8.4% | 9,952 28.7% | 12,670 34.7% | 13,732 36.2% | 1,062 | 8.4% |
| Camarosa % of State | 6,462 19.8% | 5,187 15.6% | 3,499 10.1% | 2,489 6.8% | 1,388 3.7% | (1,101) | -44.2% |
| Camino Real % of State | NA | NA | 835 2.4% | 1,274 3.5% | 1,844 4.9% | 569 | 44.7% |
| Other % of State | 9,125 28.0% | 7,514 22.6% | 1,281 3.7% | 1,072 2.9% | 2,345 6.2% | 1,273 | 118.7% |
| Proprietary % of State | 12,271 32.4% | 13,137 34.6% | 14,065 37.1% | 14,468 38.2% | 14,373 37.9% | (95) | -0.7% |
| Ventana % of State | 4,779 14.6% | 4,623 13.9% | 5,008 14.5% | 4,546 12.4% | 4,233 11.2% | (313) | -6.9% |
| State Total | 32,636 | 33,269 | 34,640 | 36,519 | 37,914 | 1,395 | 3.8% |

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 1,867, a 4.3% change from 2008. Planting of proprietary varieties decreased by 127 acres or 28.0%. Camarosa had a larger decrease of 199 acres. Albion and other varieties increased by 36 acres and 42 acres respectively. The largest change was to Ventana with 325 more acres planted for 2009 than the prior year.

| Orange County/San Diego | 2005 | 2006 | 2007 | 2008 | 2009 | change | % change |
|--------------------------------------|--------------|--------------|--------------|--------------|--------------|-----------|-------------|
| Albion | | | 2 | 109 | 145 | | |
| % of District | NA | NA | 0.1% | 5.8% | 7.8% | 36 | 33.0% |
| % of State | | | 0.0% | 0.3% | 0.4% | | |
| Camarosa | 1,201 | 718 | 665 | 572 | 373 | | |
| % of District | 48.9% | 38.7% | 38.0% | 32.0% | 20.0% | (199) | -34.7% |
| % of State | 3.7% | 2.2% | 1.9% | 1.6% | 1.0% | | |
| Other | 1 | 3 | 9 | 12 | 54 | | |
| % of District | 0.0% | 0.2% | 0.5% | 0.7% | 2.9% | 42 | 350.0% |
| % of State | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | | |
| Proprietary | 48 | 97 | 271 | 452 | 326 | | |
| % of District | 2.0% | 5.2% | 15.5% | 25.3% | 17.4% | (127) | -28.0% |
| % of State | 0.1% | 0.3% | 0.8% | 1.2% | 0.9% | | |
| Ventana | 1,207 | 1,036 | 805 | 645 | 969 | | |
| % of District | 49.1% | 55.9% | 46.0% | 36.0% | 51.9% | 325 | 50.3% |
| % 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 | 1,867 | 77 | 4.3% |

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

Oxnard District

Oxnard reported a 0.4% increase in acreage from 2008 with 44 more acres in 2009. Camarosa and Ventana plantings decreased by 377 and 312 acres respectively. Proprietary varieties dominate the district with 6,934 acres, but had a 76 acre decrease from 2008. Ventana is the second largest variety planted reporting 2,952 acres. Other varieties increased by 318 acres or 83.2% compared to 2008. Albion increased to 352 acres, up from 211 in 2008. New on the scene this year is San Andreas with 352 acres, 3% of the district.

| Oxnard | 2005 | 2006 | 2007 | 2008 | 2009 | change | % change |
|---------------------|---------------|---------------|---------------|---------------|---------------|-----------|-------------|
| Albion | | | 23 | 211 | 352 | | |
| % of District | NA | NA | 0.2% | 1.8% | 3.0% | 141 | 66.6% |
| % of State | | | 0.1% | 0.6% | 0.9% | | |
| Camarosa | 1,767 | 1,526 | 1,401 | 853 | 476 | | |
| % of District | 15.6% | 13.1% | 11.6% | 7.3% | 4.0% | (377) | -44.2% |
| % of State | 5.4% | 4.5% | 3.9% | 2.3% | 1.3% | | |
| Other | 287 | 311 | 160 | 383 | 700 | | |
| % of District | 2.5% | 2.7% | 1.3% | 3.3% | 5.9% | 317 | 82.7% |
| % of State | 0.9% | 0.9% | 0.5% | 1.0% | 1.8% | | |
| Proprietary | 6,700 | 6,753 | 6,841 | 7,010 | 6,934 | | |
| % of District | 59.1% | 57.8% | 56.8% | 59.8% | 58.9% | (76) | -1.1% |
| % of State | 20.5% | 20.3% | 19.7% | 19.2% | 18.3% | | |
| San Andreas | | | | | 352 | | |
| % of District | NA | NA | NA | NA | 3.0% | 352 | |
| % of State | | | | | 0.9% | | |
| Ventana | 2,580 | 3,095 | 3,623 | 3,264 | 2,952 | | |
| % of District | 22.8% | 26.5% | 30.1% | 27.8% | 25.1% | (312) | -9.6% |
| % of State | 7.9% | 9.3% | 10.5% | 8.9% | 7.8% | | |
| Oxnard Total | 11,333 | 11,684 | 12,048 | 11,721 | 11,766 | 44 | 0.4% |

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Santa Maria District

Santa Maria reported an increase of 813 acres compared to 2008. Albion was reported at 4,876 acres, representing 51.2% of the district. Proprietary varieties and Camino Real make up 18.5% and 19.2% of the acreage respectively. Camarosa dropped by 385 acres (51.3%) and Ventana decreased by 325 acres (51.1%). Other varieties increased by 297 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 | | 891 | 3,519 | 4,380 | 4,876 | | |
| % of District | NA | 13.4% | 46.6% | 50.3% | 51.2% | 496 | 11.3% |
| % of State | | 2.7% | 10.2% | 12.0% | 12.9% | | |
| Camarosa | 2,567 | 2,062 | 1,129 | 751 | 366 | | |
| % of District | 40.8% | 31.0% | 14.9% | 8.6% | 3.8% | (385) | -51.3% |
| % of State | 7.9% | 6.2% | 3.3% | 2.1% | 1.0% | | |
| Camino Real | | | 135 | 1,274 | 1,832 | | |
| % of District | NA | NA | 1.8% | 14.6% | 19.2% | 558 | 43.8% |
| % of State | | | 0.4% | 3.5% | 4.8% | | |
| Other | 2,243 | 1,974 | 694 | 79 | 376 | | |
| % of District | 35.6% | 29.7% | 9.2% | 0.9% | 3.9% | 297 | 376.9% |
| % of State | 6.9% | 5.9% | 2.0% | 0.2% | 1.0% | | |
| Proprietary | 970 | 1,232 | 1,497 | 1,595 | 1,767 | | |
| % of District | 15.4% | 18.5% | 19.8% | 18.3% | 18.5% | 172 | 10.8% |
| % of State | 3.0% | 3.7% | 4.3% | 4.4% | 4.7% | | |
| Ventana | 513 | 492 | 580 | 637 | 312 | | |
| % of District | 8.1% | 7.4% | 7.7% | 7.3% | 3.3% | (325) | -51.1% |
| % of State | 1.6% | 1.5% | 1.7% | 1.7% | 0.8% | | |
| Santa Maria Total | 6,293 | 6,651 | 7,552 | 8,716 | 9,529 | 813 | 9.3% |

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 38.4% of total acreage reported in 2009, compared to 38.7% in 2008. Acreage increased by 452 acres or 3.2% compared to 2008. Albion was reported at 8,360 acres or 57.4% of the district. Proprietary varieties represent 36.7% of the district, a decrease of 1.2% from 2008. The Camarosa variety decreased from 279 to 114 acres and other varieties decreased by 332 acres compared to 2008. San Andreas was reported at 623 acres.

| Watsonville/Salinas | 2005 | 2006 | 2007 | 2008 | 2009 | change | % change |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|------------|-------------|
| Albion | | 1,917 | 6,409 | 7,970 | 8,360 | | |
| % of District | NA | 14.8% | 49.2% | 56.4% | 57.4% | 390 | 4.9% |
| % of State | | 5.8% | 18.5% | 21.8% | 22.0% | | |
| 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 | | | | | 623 | | |
| % of District | NA | NA | NA | NA | 4.3% | 623 | |
| % of State | | | | | 1.6% | | |
| Other | 6,829 | 5,082 | 845 | 460 | 129 | | |
| % of District | 55.7% | 39.4% | 6.5% | 3.3% | 0.9% | (332) | -72.1% |
| % of State | 20.9% | 15.3% | 2.4% | 1.3% | 0.3% | | |
| Proprietary | 4,553 | 5,055 | 5,456 | 5,411 | 5,346 | | |
| % of District | 37.2% | 39.2% | 41.9% | 38.3% | 36.7% | (65) | -1.2% |
| % of State | 14.0% | 15.2% | 15.8% | 14.8% | 14.1% | | |
| Watsonville/Salinas Total | 12,250 | 12,910 | 13,014 | 14,120 | 14,571 | 452 | 3.2% |

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.

