



2010 AGRICULTURAL CROP REPORT

MADERA COUNTY DEPARTMENT OF AGRICULTURE

BRANDS AND THEIR HISTORY

Branding of animals for identification has been around for thousands of years. "There is Biblical evidence that Jacob, the great herdsman, branded his stock. Egyptians have shown ancient brands on tombs and drawn pictures of the actual work of branding, while Chinese ideographs have been branded on animals for so long that Confucius could probably not have said when the practice began."

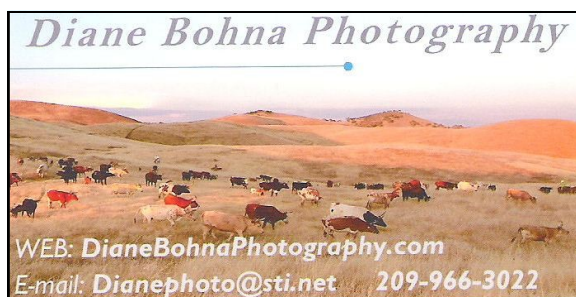
Because of identification and rustling issues, a "cowman's justice" was often meted out, but as early as 1850, laws to regulate brands began to appear. In 1915, California tried to pass legislation to enact a "California Hide and Brand Law." Due to lack of revenue for enforcement, the bill was not passed, but a similar one became law in 1917. This was administered by the Cattle Protection Board. In 1919, the Cattle Protection Service replaced the earlier board and became part of the California Department of Food and Agriculture ... In 1936, the Cattle Protection Service became the Livestock Identification Service, and in 1940, the Bureau of Livestock Identification was established. To this day, the Bureau investigates cattle rustlers, tries to find missing livestock, and protects the cattleman's valuable investment.

Cattle rustling is alive and well today, especially in the wide open spaces of the American West. When cases are proven, rustlers go on trial, go to jail, and must pay restitution to ranchers and dairy producers. Use of a hot-iron brand is still the best method of protecting cattle from theft and helps to insure that the brand inspector can identify an animal and return it to its rightful owner."

After this history, the next question is how to read a brand. "Brands are read from top to bottom, from left to right," and from outside to inside. "The brand alphabet begins with plane geometry in its simplest form. First is the ordinary line, a short line, which may run crossways, up and down, or at an angle. With each change of position it acquires a new name. Most cattle brands are three to five inches across. If the brand is done neatly, this can be read one hundred feet away, depending on dust, sweat, rain, snow, and the eyes." If a young calf is branded, the brand grows with the animal, as the size of the hide increases. The brand's location on the hide is of critical importance ... whether it's the right hip, left hip, right shoulder, etc... this is an integral part of the registration of the brand.

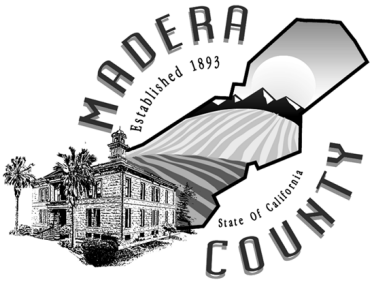
All brands must be registered with the state on a regular basis, similar to registering a vehicle, and there is a fee for the registration. This allows the current owner of the brand to apply it to his livestock at the specified location. Application of the brand can be done in one of two ways. There is "casting or throwing" ... sometimes known as "rope, 'n' throw, 'n' brand 'em." Two riders on horseback rope the animal at the neck and two rear legs, the animal is then stretched out, and the brand is applied. The second method is "chute branding" and the brand is applied while an animal is being held securely in a squeeze chute.

Excerpt from Judy Ahmann, Editor, Some California Ranches Their Stories and Their Brands (2010), ppg 163-164. Judy Ahmann is a past President of the California CattleWomen.



A special thank you to Diane Bohna Photography for providing: an account of a historic brand in Madera County, the front cover picture, and also the pictures on the inside cover, page 9, and page 13.





Madera County Department of Agriculture Weights and Measures

Robert J. Rolan, Agricultural Commissioner
Sealer of Weight and Measures

Jay Seslowe, Assistant Agricultural
Commissioner/Sealer

Karen Ross, Secretary
California Department of Food and Agriculture

and

The Honorable Board of Supervisors

Frank Bigelow, Ronn Dominici, Max Rodriguez, David Rogers, and Tom Wheeler

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2010 Agricultural Crop Report for Madera County. It must be emphasized that the values presented in this report reflect gross returns only and do not in any manner reflect net income or loss to producers.

The gross value of Madera County's agricultural production in 2010 was \$1,348,505,000. This represents an overall increase of \$384,969,000 (39.9%) over the revised 2009 production levels.

The Fruit and Nut Crop category was largely responsible for pushing production levels back over the billion dollar mark with a remarkable 50.8% increase. Leading the way in this category was the number one commodity, Almonds (nuts and hulls) valued at \$270,916,000. Pistachios made a strong comeback from 2009 with a 192% increase to \$239,702,000. Dairy prices rebounded and Milk remained the third ranking commodity with an overall value of \$236,610,000. Grapes showed modest gains despite reduced acreage but dropped to the number four position at \$232,740,000. Cattle and Calves remained Madera County's fifth highest individual commodity at \$43,586,000.

Over the past century and a half, raising livestock has had a lasting impact on Madera County's economy and lifestyle. The 2010 Crop Report is dedicated to the tradition of ranching in Madera County.

The preparation of a report of this type requires extensive collaboration, and I sincerely appreciate the contributions of our growers, the UC Cooperative Extension, and my staff. In particular, I would like to thank Senior Agricultural & Standards Inspector, Cha Vang, for his assistance with crop surveys throughout the year and for compilation of this report.

Respectfully Submitted,

Robert J. Rolan
Agricultural Commissioner/
Sealer of Weights and Measures

MADERA COUNTY DEPARTMENT OF AGRICULTURE

TABLE OF CONTENTS

Brands & Their History	Inside Front Cover
Letter from Commissioner	1
Ten Leading Crops	3
Brands of California Missions	4
Madera County Highlights	5
Field Crops	6
Vegetable Crops	7
Fruit & Nut Crops	8
Forest Products	10
Nursery Products	10
Apiary Products	10
Livestock & Poultry	11
Livestock & Poultry Products	11
Sustainable Agriculture Report	12
Crop Report Summary	14
1 st brands registered in each county in California	15
Historic Brand of Madera County	16
Chowchilla Western Stampede	Inside Back Cover

MADERA COUNTY STAFF

Madera County Board of Supervisors

Frank Bigelow
District 1

David Rogers
District 2

Ronn Dominici
District 3

Max Rodriguez
District 4

Tom Wheeler
District 5

County Administrative Officer

Eric Fleming

Agricultural Commissioner/ Sealer of Weights & Measures

Robert J. Rolan

Assistant Agricultural Commissioner/Sealer

Jay Seslowe

Deputy Agricultural Commissioner

Melissa Cregan

Agricultural & Standards Inspectors

Jason Contreras
Judy Cumming
Molly Glover
Andrea L. Hardy

Lance B. Hofer
Sharon Seslowe
Cha Vang

Agricultural & Standards Technicians

Bobby Arias

Gabriel Mejia

Administrative Support Staff

Lore Ciuffoli, Administrative Analyst
Tammy Dodson, Program Assistant II
Mary Arias, Program Assistant I

Pest Detection Trappers

Justin Betts
Gloria Johnson
Peter Konovalov
Alan Pehl

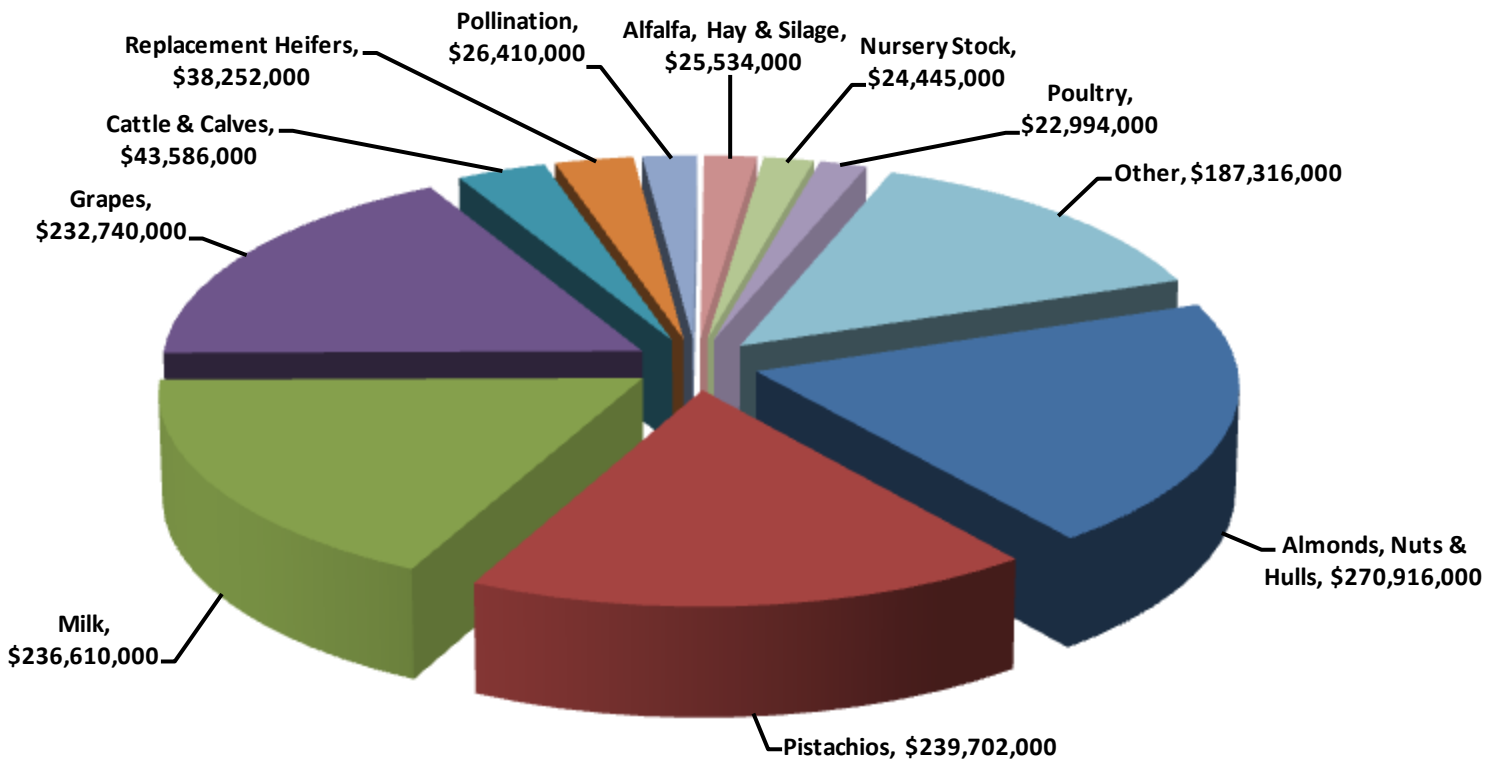
Charles Reiring, Jr.
Ron Uyeno
Rosie Valdovinos



TEN LEADING CROPS MADERA COUNTY 2010

Commodity	2010 Rank	2010 Dollar Value	2009 Rank
Almonds, Nuts & Hulls	1	\$270,916,000	2
Pistachios	2	\$239,702,000	4
Milk	3	\$236,610,000	3
Grapes	4	\$232,740,000	1
Cattles & Calves	5	\$43,586,000	5
Replacement Heifers	6	\$38,252,000	6
Pollination	7	\$26,410,000	10
Alfalfa, Hay & Silage	8	\$25,534,000	8
Nursery Stock	9	\$24,445,000	7
Poultry	10	\$22,994,000	9

Diversity, which serves to strengthen the agricultural economy of Madera County, is evident in this listing of our Ten Leading Crops, which include fruit and nut crops, milk, dairy and beef cattle, nursery stock, field crops, poultry and apiary pollination. The wide range of commodities produced in our county is further underscored by that segment on the chart entitled "Other," which includes such diverse products as corn, cotton, figs, stone fruit, tomatoes, timber and sheep.

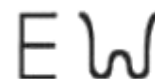


CATTLE BRANDS OF CALIFORNIA MISSIONS

NAME	FOUNDED	LOCATION	BRAND	CATTLE
SAN DIEGO DE ALCALA	1769	SAN DIEGO	☉	8,000
SAN LUIS REY DE FRANCIA	1798	SAN LUIS REY	5	26,000
SAN JUAN CAPISTRANO	1776	CAPISTRANO	CR	10,000
SAN GABRIEL ARCANGEL	1771	LOS ANGELES	3	20,500
SAN FERNANDO REY DE ESPANA	1797	SAN FERNANDO	4	12,500
SAN BUENA VENTURA	1782	VENTURA	B	17,300
SANTA BARBARA	1786	SANTA BARBARA	⊕	3,600
SANTA INEZ	1804	SANTA INEZ	∩	7,300
LA PURISMA CONCEPTION	1787	CONCEPTION	o	10,500
SAN LUIS OBISPO DE TOLOSA	1772	SAN LUIS OBISPO	S	8,600
SAN MIGUEL	1797	SAN MIGUEL	3	9,000
SAN ANTONIA DE PADUA	1771	MONTEREY CO.	A	5,000
NUESTRA SENORA DE LA SOLEDAD	1791	SOLEDAD	S	6,600
SAN CARLOS BORROMELO DEL CARMELO	1771	CARMEL	R	2,050
SAN JUAN BAUTISTA	1797	SAN JUAN	A	11,000
SANTA CRUZ	1791	SANTA CRUZ	A	3,500
SANTA CLARA	1777	SANTA CLARA	S	9,000
SAN JOSE	1797	MISSION SAN JOSE	J	2,000
SAN FRANCISCO DOLORES	1776	SAN FRANCISCO	F	4,200
SAN RAFAEL ARCHANGEL	1817	SAN RAFAEL	G	1,200
SAN FRANCISCO DE SOLANO	1824	SONOMA	F	2,500



MADERA COUNTY HIGHLIGHTS



County Established	March 11, 1893
County Seat	Madera (city)
Population ^a	150,865

Total County Acreage^b	1,366,951
2010 Harvested Acreage	663,930
Field Crop Acreage	105,400
Fruit and Nut Acreage	199,970
Nursery Acreage	840
Vegetable Acreage	4,720
Rangeland Acreage	353,000



Forest Acreage	414,300
U. S. Parkland Acreage	83,000

Bordering Counties

Merced County	Northwest
Mariposa County	North
Mono County	East
Fresno County	South and West



Ranking of Madera County Among Counties of California

Population ^a	33
Total Acreage	24
Total Agricultural Production ^c	14
Commodity, by Value	
Figs	1
Grapes, Raisin Variety	2
Pistachios	4
Almonds	5
Grapes, Table Variety	5
Cattle & Calves	7
Corn, Silage	7
Olives	7
Grapes, Wine Variety	8
Milk, Market	9



Ranking of Madera County Among Counties of the United States

Total Agricultural Production ^b	21
--	----

- a/ US Bureau of Census, 2010 Estimate
- b/ USDA Ag Census, 2007
- c/ County Agricultural Commissioners's Data, 2009

* Madera County Crop Reports from 2001 to 2010 are available at:
<http://www.madera-county.com/agcommissioner/cropreports/index.html>





FIELD CROPS

PRODUCTION

VALUE

Item	Year	Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Alfalfa Hay	2010	28,900	6.09	176,001	Ton	\$133.00	\$23,408,000
	2009	30,000	7.00	210,000	Ton	113.00	23,730,000
	2008	33,400	7.05	235,470	Ton	205.00	48,271,000
Silage^a	2010			62,522	Ton	34.00	2,126,000
	2009			52,710	Ton	30.00	1,581,000
	2008			39,700	Ton	53.00	2,104,000
Total	2010	28,900					25,534,000
	2009	30,000					25,311,000
	2008	33,400					50,375,000
Beans, Dry^b	2010	-	-	-	-	-	-
	2009	620	1.51	936	Ton	742.00	695,000
	2008	-	-	-	-	-	-
Corn Grain	2010	1,100	5.49	6,039	Ton	192.00	1,159,000
	2009	1,100	5.51	6,061	Ton	178.00	1,079,000
	2008	2,000	6.41	12,820	Ton	213.00	2,731,000
Silage	2010	21,300	26.94	573,822	Ton	30.00	17,215,000
	2009	19,700	25.25	497,425	Ton	25.00	12,436,000
	2008	27,300	26.11	712,803	Ton	37.00	26,374,000
Total	2010	22,400					18,374,000
	2009	20,800					13,515,000
	2008	29,300					29,105,000
Cotton Lint	2010	4,100	1,561^c	13,334	Bale^d	1.20^e	7,680,000
	2009	330	1,123	772	Bale	0.72	267,000
	2008	2,500	1,139	5,932	Bale	0.76	2,164,000
Seed	2010			5,328	Ton	237.00	1,263,000
	2009			310	Ton	290.00	90,000
	2008			2,400	Ton	335.00	804,000
Oat Hay	2010	3,100	2.08	6,448	Ton	81.00	522,000
	2009	3,400	2.14	7,276	Ton	72.00	524,000
	2008	5,300	2.04	10,812	Ton	163.00	1,762,000
Pasture Irrigated	2010	3,300			Acre	150.00	495,000
	2009	3,300			Acre	150.00	495,000
	2008	3,500			Acre	150.00	525,000
Rangeland	2010	353,000			Acre	12.00	4,236,000
	2009	353,000			Acre	12.00	4,236,000
	2008	353,000			Acre	12.00	4,236,000





FIELD CROPS

Item	Year	PRODUCTION			VALUE		
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Wheat							
Grain	2010	14,200	2.40	34,080	Ton	\$182.00	\$6,203,000
	2009	6,000	2.46	14,760	Ton	245.00	3,616,000
	2008	5,200	2.71	14,092	Ton	251.00	3,537,000
Silage	2010	17,800	14.98	266,644	Ton	21.00	5,600,000
	2009	16,500	14.40	237,600	Ton	18.00	4,277,000
	2008	19,200	15.09	289,728	Ton	29.00	8,402,000
Total	2010	32,000					11,803,000
	2009	22,500					7,893,000
	2008	24,400					11,939,000
Winter Forage	2010	2,700	16.81	45,387	Ton	20.00	908,000
	2009	3,400	12.17	41,378	Ton	18.00	745,000
	2008	2,900	14.24	41,296	Ton	27.00	1,115,000
Miscellaneous ^f	2010	8,900					8,601,000
	2009	12,100					7,451,000
	2008	9,300					5,943,000
TOTAL	2010	458,400					\$79,416,000
	2009	449,450					61,222,000*
	2008	463,600					107,968,000

a/ Alfalfa acreage yields both hay and silage

b/ Includes Black-eyes, Kidneys and Limas. 2008 & 2010 acreage & value included in Miscellaneous

c/ Pounds

d/ Bale: 480 pounds

e/ Per pound

f/ Includes barley (hay & silage), seed crops, Sudan grass, wheat hay, field and stubble straw. Beans, Dry included in 2008 & 2010

* Revised



VEGETABLE CROPS

Item	Year	PRODUCTION			VALUE		
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Tomatoes							
Fresh	2010	320	16.22	5,190	Ton	\$425.00	\$2,206,000
	2009	400	15.80	6,320	Ton	441.00	2,787,000
	2008	300	15.26	4,578	Ton	462.00	2,115,000
Processed	2010	2,700	49.17	132,759	Ton	64.00	8,497,000
	2009	2,000	39.52	79,040	Ton	81.00	6,402,000
	2008	1,900	39.73	75,487	Ton	70.00	5,284,000
Miscellaneous ^a	2010	1,700					12,572,000
	2009	1,740					8,156,000
	2008	720					6,854,000
TOTAL	2010	4,720					\$23,275,000
	2009	4,140					17,345,000
	2008	2,920					14,253,000

a/ Includes artichokes, carrots, all cabbage, eggplant, herbs, melons, onions, all peppers, potatoes, all squash and miscellaneous truck crops

Pumpkins: by Thomas Hagopian/Grower



FRUIT & NUT CROPS

PRODUCTION

VALUE

Item	Year	Harvested		Per		Per	
		Year	Acreeage	Acree	Total	Unit	Unit
Almonds^a	2010	80,000	0.91	72,800^b	Ton	\$3,501.00	\$254,873,000
	2009	68,000	0.79	53,720	Ton	3,018.00	162,127,000
	2008	66,800	1.05	70,140	Ton	2,769.00	194,218,000
Almond Hulls	2010			155,758	Ton	103.00	16,043,000
	2009			114,936	Ton	86.00	9,884,000
	2008			150,067	Ton	120.00	18,008,000
Cherries	2010	400	5.23	2,092	Ton	2,713.00	5,676,000
	2009	380	4.84	1,839	Ton	2,648.00	4,870,000
	2008	360	3.83	1,379	Ton	2,873.00	3,962,000
Figs	2010	6,750	1.95	13,163	Ton	1,518.00	19,981,000
	2009	6,280	1.70	10,676	Ton	1,511.00	16,131,000
	2008	6,000	1.66	9,960	Ton	1,690.00	16,832,000
Grapes							
Raisin Varieties							
Crushed	2010	10,000	9.29	92,900	Ton	212.00	19,695,000
	2009	10,900	7.60	82,840	Ton	165.00	13,669,000
	2008	13,300	10.24	136,192	Ton	220.00	29,962,000
Dried	2010	21,000	2.60	54,600	Ton	1,321.00	72,127,000
	2009	21,100	2.80	59,080	Ton	1,139.00	67,292,000
	2008	21,000	2.99	62,790	Ton	1,073.00	67,374,000
Fresh	2010	900	10.30	9,270	Ton	1,001.00	9,279,000
	2009	1,020	10.05	10,251	Ton	856.00	8,775,000
	2008	1,150	8.51	9,787	Ton	885.00	8,661,000
Table Varieties	2010	2,300	9.41	21,643	Ton	1,424.00	30,820,000
	2009	2,060	9.90	20,394	Ton	1,510.00	30,795,000
	2008	2,200	7.22	15,884	Ton	1,108.00	17,599,000
Wine Varieties^c							
Red Varieties	2010	22,400	10.25	229,600	Ton	257.00	59,007,000
	2009	23,500	10.43	254,105	Ton	262.00	64,218,000
	2008	24,100	10.10	243,410	Ton	266.00	64,747,000
White Varieties	2010	15,200	11.32	172,064	Ton	243.00	41,812,000
	2009	15,900	10.42	165,678	Ton	248.00	41,088,000
	2008	17,800	9.88	175,864	Ton	252.00	44,318,000
Total Grapes	2010	71,800					232,740,000
	2009	74,480					225,837,000*
	2008	79,550					232,661,000
Nectarines^d	2010	-	-	-	-	-	-
	2009	-	-	-	-	-	-
	2008	450	6.00	2,700	Ton	670.00	1,809,000

* Revised





FRUIT & NUT CROPS

Item	Year	PRODUCTION			VALUE			
		Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total	
Olives	2010	1,380	4.76	6,569	Ton	\$793.00	\$5,209,000	
	2009	1,100	0.57	627	Ton	1,116.00	700,000	
	2008	1,190	4.68	5,569	Ton	891.00	4,962,000	
Oranges	2010	3,430	12.74	43,698	Ton	168.00	7,341,000	
	2009	3,550	12.64	44,872	Ton	187.00	8,391,000	
	2008	3,630	16.31	59,205	Ton	142.00	8,407,000	
Peaches								
	Cling	2010	320	16.00	5,120	Ton	310.00	1,587,000
		2009	340	16.21	5,512	Ton	318.00	1,753,000
	2008	350	16.81	5,884	Ton	325.00	1,912,000	
	Freestone	2010	740	12.84	9,502	Ton	493.00	4,684,000
		2009	770	11.48	8,840	Ton	527.00	4,659,000
		2008	460	14.57	6,702	Ton	319.00	2,138,000
Pistachios	2010	28,000	1.74	48,720^b	Ton	4,920.00	239,702,000	
	2009	27,700	0.84	23,268	Ton	3,520.00	81,903,000	
	2008	26,900	1.60	43,040	Ton	4,155.00	178,831,000	
Plums^e	2010	-	-	-	-	-	-	
	2009	180	8.55	1,539	Ton	904.00	1,391,000	
	2008	320	7.52	2,406	Ton	863.00	2,077,000	
Plums, Dried	2010	1,100	3.62	3,982	Ton	1,437.00	5,722,000	
	2009	1,290	3.45	4,451	Ton	1,445.00	6,431,000	
	2008	1,240	3.46	4,290	Ton	1,506.00	6,461,000	
Walnuts	2010	1,250	1.78	2,225	Ton	1,867.00	4,154,000	
	2009	1,200	1.53	1,836	Ton	1,674.00	3,073,000	
	2008	1,250	1.43	1,788	Ton	1,542.00	2,757,000	
Miscellaneous								
	Fruits & Nuts^f	2010	4,800				33,834,000	
		2009	4,190				23,531,000	
		2008	2,500			19,950,000		
	Orchard	2010		6,500	Cord		975,000	
	Firewood	2009		7,000	Cord		980,000	
		2008		7,800	Cord		1,170,000	
TOTAL	2010	199,970					\$832,521,000	
	2009	189,460					552,033,000	
	2008	191,000					696,154,000	

- a/ Meat basis
- b/ Reflects total production, including imperfect stock; price weighted accordingly
- c/ Includes table grape crushed
- d/ 2009 & 2010 harvested acreage & value included in Miscellaneous Fruit & Nuts
- e/ 2010 harvested acreage & value included in Miscellaneous Fruit & Nuts
- f/ Includes apples, apricots, berries, kiwis, nectarines, pears, pecans, persimmons, pomegranates, tangelos, tangerines, strawberries, almond and walnut shells





FOREST PRODUCTS

PRODUCTION

VALUE

Item	Year	Production	Unit	Total Value
Timber	2010	3,353	MBF^a	\$225,000
	2009	280	MBF	36,000
	2008	620	MBF	86,000
Firewood	2010	2,075	Cord^b	228,000^c
	2009	1,380	Cord	287,000
	2008	1,253	Cord	262,000
TOTAL	2010			\$453,000
	2009			323,000
	2008			348,000

a/ Thousand Board Feet

c/ Includes value for Christmas trees, greenery, pinecones and saw logs

b/ Cord: 128 cubic feet



NURSERY PRODUCTS

PRODUCTION

VALUE

Item	Year	Field Acres	House Sq. Foot	Total Value
Nursery Stock ^a	2010	840	653,000	\$24,445,000
	2009	740	669,000	26,081,000
	2008	670	697,000	33,820,000

a/ Includes grapevines, fruit trees, nut trees and ornamentals



APIARY PRODUCTS

PRODUCTION

VALUE

Item	Year	Total	Unit	Per Unit	Total
Apiary Products					
Beeswax	2010	30,000	Pound	\$2.04	\$61,000
	2009	22,000	Pound	2.12	47,000
	2008	34,000	Pound	1.73	59,000
Honey	2010	781,000	Pound	1.43	1,117,000
	2009	611,000	Pound	1.26	770,000
	2008	509,000	Pound	1.29	657,000
Pollination	2010	190,000	Colony	139.00	26,410,000
	2009	141,000	Colony	138.00	19,458,000
	2008	167,000	Colony	139.00	23,213,000
TOTAL	2010				\$27,588,000
	2009				20,275,000
	2008				23,929,000



LIVESTOCK AND POULTRY

PRODUCTION

VALUE

Item	Year	Head	Liveweight	Unit	Per Unit	Total
Cattle and Calves ^a	2010	76,300	551,720	CWT^b	\$79.00	\$43,586,000
	2009	81,040	596,220	CWT	68.00	40,543,000
	2008	82,560	598,280	CWT	70.00	41,880,000
Replacement Heifers ^c	2010	29,200			1,310.00	38,252,000
	2009	28,520			1,210.00	34,509,000
	2008	31,280			1,740.00	54,427,000
Poultry	2010					22,994,000
	2009					24,531,000
	2008					33,708,000
TOTAL	2010					\$104,832,000
	2009					99,583,000
	2008					130,015,000

a/ Range and dairy cattle sold for beef

b/ Hundredweight: 100 pounds

c/ Milk cows



LIVESTOCK AND POULTRY PRODUCTS

PRODUCTION

VALUE

Item	Year	Production	Unit	Per Unit	Total
Milk Market ^a	2010	15,671,924	CWT	\$14.52	\$227,556,000
	2009	14,382,349	CWT	11.25	161,758,000
	2008	16,995,929	CWT	16.57	281,623,000
Milk Manufacturing ^a	2010	621,409	CWT	14.57	9,054,000
	2008	571,168	CWT	12.08	6,897,000
	2007	658,191	CWT	18.56	12,216,000
Other Products ^b	2010				19,365,000
	2009				18,019,000
	2008				10,549,000
TOTAL	2010				\$255,975,000
	2009				186,674,000
	2008				304,388,000

a/ Madera County has 55 dairies, with 73,000 lactating cows

b/ Includes aquaculture, ducks, market eggs, hogs, manure, sheep, lambs and wool

Sustainable Agriculture Report 2010



PEST PREVENTION

Pest prevention programs are mandated by the California Food and Agricultural Code to prevent the introduction and spread of pests in California. Pest prevention involves three strata: pest exclusion, pest detection and integrated pest management.

The **Pest Exclusion Program** prevents the introduction of injurious pests that are not of common occurrence in the county.

During 2010, five nursery locations were inspected to ensure pest cleanliness. Over 40 shipments of plant materials, received by nurseries, were inspected for potentially injurious pests prior to retail sale.

Red Imported Fire Ant (Photo/University of California Cooperative Extension)



Over 20,000 acres were surveyed for Red Imported Fire Ants (RIFA), including commercial nurseries, recently-landscaped residential developments and orchards pollinated by out-of-state beehives. Nineteen beehive shipments from RIFA infested states, with over 9,100 beehives, were inspected for RIFA. RIFA were found on two beehive shipments in February, 2010, one shipment from Florida and one shipment from Texas. The orchards where the RIFA infested beehives were placed were surveyed and no RIFA was found. RIFA was found outside of the infested area in a pistachio orchard. The State of California is following up with additional surveys, treatment and post-treatment surveys of the site.

During 2010, over sixty countries received agricultural commodities, which required certification that the commodities were free from potentially injurious pests. Over 3,000 phytosanitary inspections were performed on Madera County commodities destined for export.

The **Pest Detection Program** utilizes insect traps and surveys for the detection of foreign pests which may have eluded exclusion efforts. Over 1,360 traps were deployed in the county, with over 13,900 trap servicings performed during the 2010 season. The trapping program in Madera County targeted multiple pests, including the following:

Caribbean Fruit Fly

European Corn Borer

Gypsy Moth

Japanese Beetle

Khapra Beetle

Light Brown Apple Moth

Mediterranean Fruit Fly

Melon Fruit Fly

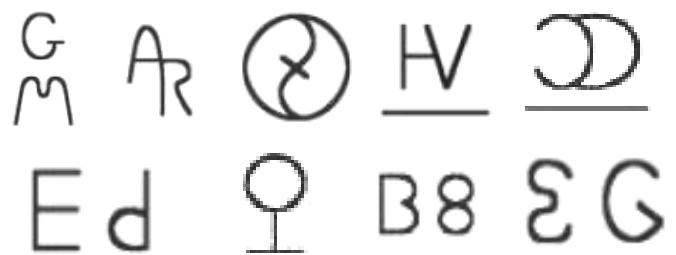
Mexican Fruit Fly

Oriental Fruit Fly

Some 2010 registered cattle brands in Raymond



Some 2010 registered cattle brands in North Fork, Oakhurst & O'Neals



The **Integrated Pest Control Program** strives to eradicate infestations of new pests before they become widespread. Pink Bollworm (*Pectinophora gossypiella*), a non-established and economically significant pest of cotton, is controlled by post-season plowdown of cotton plants. In 2010, plowdown of over 4,100 acres of cotton was verified, ensuring the destruction of habitat supportive of this pest.

PEST MANAGEMENT

Glassy-Winged Sharpshooter, UC Extension



The **Glassy-winged Sharpshooter Program** serves to detect and control the vector of Pierce's Disease, a potentially catastrophic disease of vineyards. This program involved the placement of 500 traps, with 6,962 subsequent trap servicings. In addition, incoming shipments of host material and susceptible county plantings were inspected. Over 500 nursery shipments were inspected in 2010. From July 27 through October 29 of 2010,


multiple Glassy-winged Sharpshooters were found with the majority of the finds in the Cobb Ranch and Wildwood Mobile Home Park area. Our office deployed over 700 delimitation traps throughout the find sites, with over 11,000 subsequent trap servicings. Treatment was performed on the find sites. Detection surveys will continue in 2011 as the weather warms up.

The **Vertebrate Pest Management Program** provides expertise and materials, to growers and homeowners, for the control of certain depredating vertebrate pests.

Fifty **Organic Farms**, totaling more than 6,800 acres, three handlers and one processor, were registered in Madera County in 2010. Utilizing organic principles defined in the California Organic Products Act of 2003, these farms produce a wide array of commodities, such as:

alfalfa, almonds, apples, apricots, artichokes, arugula, avocado, basil, green beans, beets, berries, broccoli, brussels sprouts, cabbage, cauliflower, cantaloupe, carrots, chard, cherries, collards, sweet corn, cucumbers, cut flowers, eggplant, endive, fennel, figs, garlic, grapes (table, raisin, wine), hay, herbs, honeydew, kale, kiwi, kohlrabi, leeks, lettuce, okra, olives, onions, oranges, peaches, peas, peppers, persimmons, pistachios, dried plums, pomegranates, potatoes, radish, seed crops, spinach, squash, tomatillo, tomatoes, turnips, watermelons, yams, zucchini.

The value of organic production in Madera County during 2010 was **\$20,108,000**.

Some 2010 registered cattle brands in Coarsegold



AGRICULTURAL CROP REPORT SUMMARY MADERA COUNTY 2010

Item	Year	Harvested Acres	Total Value
Apiary	2010		\$27,588,000
	2009		20,275,000
	2008		23,929,000
Field Crops	2010	458,400	79,416,000
	2009	449,450	61,222,000*
	2008	463,600	107,968,000
Fruit and Nut Crops	2010	199,970	832,521,000
	2009	189,460	552,033,000
	2008	191,000	696,154,000
Livestock and Poultry	2010		104,832,000
	2009		99,583,000
	2008		130,015,000
Livestock and Poultry Products	2010		255,975,000
	2009		186,674,000
	2008		304,388,000
Nursery Products	2010	840	24,445,000
	2009	740	26,081,000
	2008	670	33,820,000
Forest Products	2010		453,000
	2009		323,000
	2008		348,000
Vegetable Crops	2010	4,720	23,275,000
	2009	4,140	17,345,000
	2008	2,920	14,253,000
TOTAL	2010		\$1,348,505,000
	2009		963,536,000*
	2008		1,310,875,000

* Revised

The First Brands Registered in each County in California

County	Brand	Owner	Date
Alameda	◇	Calvin James	1853
Alpine	L	Love & Tanner	1874
Amador	S	Allen & Rieck	1863
Butte	A	Isiah J. Armstrong	1850
Calaveras	GK	Garickon & Kallenbach	1855
Colusa	○	Daniel Griswold	1857
Contra Costa	☞	Augustine Alviso	1856
Del Norte	N	Henry Haley	1877
El Dorado	BL	A.B. Lutz	1851
Fresno	H	James E. Haddon	1856
Glenn	←	Warren Green	1901
Imperial .	J	W.L. Bright	1907
Inyo	←	Robert W. Ford	1870
Kern	B	John R. Beck	1866
Kings	○	A.G. Souza	1893
Lake	HK	Hiram Kennedy	1870
Lassen	T	Thomas Watson	1864
Los Angeles	NP	Prospero	1835
Humboldt	⊙	R.M. Williams	1855
Madera	AK	Agnes Keith	1898
Marin	↵	Gregorio Briones	1845
Mariposa	N	P.B. Nagle	1852
Mendocino	A	White & Simpson	1859
Merced	R	Barfield & Ruddel	1855
Modoc	△	John Caldwell	1874
Mono	P	Henry & Charles Parish	1860
Monterey	A	Alberto Trescony	1846
Napa	†	William M. Reed	1851

County	Brand	Owner	Date
Nevada	JP	Joseph Peters	1873
Orange	L	S.J. & Oscar Rosenbaum	1890
Placer	R	Cox Co.	1857
Plumas	SM	R.A. Fairchilds	1854
Riverside	L	William Vater	1893
Sacramento	20	John Rhodes	1850
San Benito	G	Louis Gibbon	1874
San Bernadino	A	Doleres Mevilla de Valdez	1861
San Diego	MP	H.D. Fitch	1847
San Joaquin	HE	Heath & Emory	1857
San Luis Obispo	YY	Capt. John Wilson	1851
San Mateo	Y	Belmore O'Harke	1856
Santa Barbara	A	Patrico Cota	1834
Santa Clara	X	Francisco Bernal	1852
Santa Cruz	8	Miguel Villa Grau	1850
Shasta	A	Thomas Asbury & Bros	1860
Sierra	M	Anna McMahon	1869
Siskiyou	▽	Samuel B. Jackson	1852
Solano	76	Thomas Bedford	1854
Sonoma	CB	Israel Brockman	1847
Stanislaus	AV	G.E. Smith	1854
Sutter	SB	Samuel Broman	1860
Tehama	O	P.W. Hayes	1856
Trinity	FH	James Hoadley	1862
Tulare	F	John Fancher	1852
Tuolumne	44	Linoberg & Musson	1850
Ventura	JH	John Hosler	1873
Yolo	L	Charles L. Cady	1850
Yuba	76	Charles Phelps	1850

**Historic Brand of Madera County
Lazy S Wrench – Left Rib
Three Horizontal Bars – Left Rib**

The S Wrench brand was originally used as a horse brand by Henry Miller. Then, in the late 1800 to early 1900 Tom Beasore acquired the brand for the use on his cattle. Mr. Beasore was one of the pioneers that summered his cattle in the Sierras and this is where Beasore Meadows found a name. Beasore Meadow is located in the Sierra Nevada Mountains and is above Bass Lake. He would keep his cattle on the lower elevations of Madera County in the cold of winter and as the season would change and the green grass would fade to gold he would migrate with his herd to the mountains. He purchased a ranch in Coarsegold to hold his cattle over on the trek to the mountains. This is where he first met my father Henry Bohna, a young man at the time: the year 1940. Tom was getting on in age, closing in on 90, so he had asked my father to help him. My father was batching at the time on the old river road near the Olive Trees with Bud Shannon. He would walk to work up the grade to cross the road from where the Coarsegold School currently is to work every day. Bud decided this would not do and loaned my father a horse to ride. Soon Tom Beasore needed more than just help on the ranch; he needed someone to care for him. Thus, my father moved in and stayed with him until he passed away in 1950. The S Wrench brand was registered into Henry Bohnas' name in 1945. This brand on cattle continued to go from stubble feed in the San Joaquin Valley to the high country for many years until the 1960's when my father designed a new brand: three horizontal bars on the left rib. He utilized this three bar brand on his cattle herd until he passed away in 1986. The brand however has not missed a year of going from near Coarsegold to the Sierras since my father registered it. I now have the brand registered in my name and continue the tradition of driving the cattle from the lower elevation near Raymond to the Sierra Nevada Mountains when the snow gives way for the lush green feed to grow.

The Three Bar Brand stands for "Tradition", a word I hold a great deal of respect and pride for.

By Diane Bohna, June 22, 2011

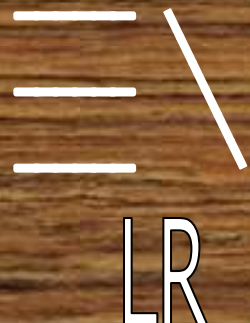


Photo taken in 2008 at the "Nich Pass" coming down off the side of Kaiser Pass (elevation near 10,000 feet), North of Huntington Lake towards Edison Lake in the Sierra Nevada's. The cattle are Bohna Cattle on the way home from the high country.

LEGEND OF THE CATTLE

The following is an excerpt from the March 6, 2005 edition of the Chowchilla News, Patty Mandrell, Editor

The Cattle Drive down the main street of Chowchilla first began on Friday, March 28, 1958. Since that time, the Cattle Drive has become a tradition and has been the official opening for the Chowchilla Western Stampede.

The annual event attracts children, adults, cowboys, cowgirls, and out-of-town visitors. It "hails the beginning of Roping Fever" that spreads throughout the community. The Cattle Drive sets the stage for five days of team roping, calf roping and barrel racing.

How did the cattle drive get its start? Well, there are several versions. According to local residents Dan Branco and Jim Looney, the cattle drive was the end result of a bunch of young cowboys with a lot of energy.

In 1958, the stock for the Stampede was to be furnished by Paul Perry of Madera. He planned to have approximately 150 steers and 60 calves on hand for the big three-day event. The stock was on a ranch the other side of Dairyland. The committee was at a loss as to how they were going to get the steers to town. The young cowboys decided they would just drive the stock to town, which they did. As they got closer to town they thought it would be funny to drive the steers right down the main street, Robertson Boulevard, of Chowchilla, which they did.

The drive did create a sensation and definitely announced the coming of the Chowchilla Western Stampede. It did cause one problem. One Chowchilla resident got a little upset when a steer stepped on his strawberry plants. The little incident ended up costing the fair manager \$20. The Cattle Drive has continued each year but the cost is far more than \$20.

At one time, the cattle drive through town was threatened due to the high cost of insurance. Two local farmers/dairymen, Charlie Keller and Tony Fagundes, stepped in to save the day. Today the cost of insurance for the Cattle Drive runs around \$800.

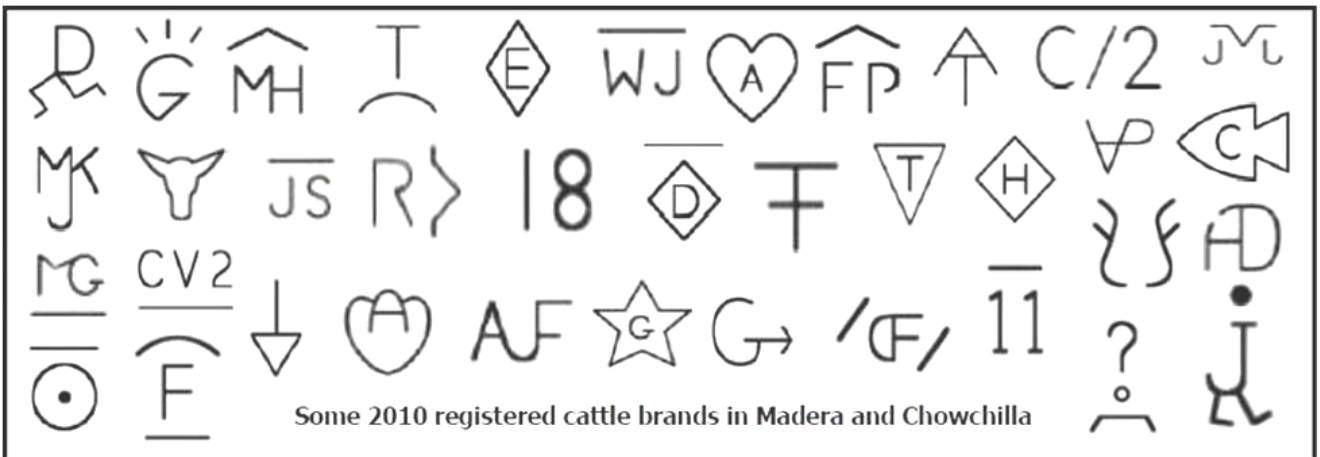
There has never been an injury as a result of the Cattle Drive.

Nearing its 50th year, the Chowchilla Western Stampede Cattle Drive continues to be a popular event. School children line the streets dressed in their western attire. Adults envision the days of Roy Rogers and Gene Autry and the news media capture it all on film. The Cattle Drive has received national coverage and has been featured in numerous magazines and papers. Other cities have tried to copy the event but not as successfully as the Chowchilla event.

The Cattle Drive and Stampede are a part of Chowchilla's rich heritage. At one time the grandstands were packed with spectators. There is no charge to watch the roping and barrel racing. The Stampede Committee invites the community to come out and catch the "Stampede Spirit."

Photo credit: Chowchilla News





Madera County

Department of Agriculture/Weights and Measures

332 S. Madera Avenue

Madera, CA 93637

Phone: (559) 675-7876

Fax: (559) 674-4071

Website: www.madera-county.com/agcommissioner