



Crossroads Resource Center

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Tools for Community Self-determination

Farm and Food Economy Profiles For Selected Regions of California

Vivid Picture Project

December 31, 2004

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Crossroads Resource Center

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**Vivid Picture Project
Farm and Food Economy Profile:**

Sacramento Metro Area

El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba Counties

Population:	2,070,325	persons
Personal income:	\$ 63.2	billions
Per capita income:	\$ 30,549	
Wage and salary income:	\$ 36.3	billions
Total full and part-time employment:	1,172,440	persons
Total farm and nonfarm proprietors' income	\$ 5.5	billions
Number of proprietors:	219,264	persons
Average earnings per job:	\$ 41,751	
Average wage and salary disbursements:		
Average nonfarm proprietors' income:	\$ 25,758	
Average farm proprietors' income:	\$ 4,229	
Per capita farm laborers' income	\$13,163	
Personal income from transfer receipts	\$ 9.4	billions
Personal income from interest, dividend and rents	\$ 10.1	billions
Employer contributions to pensions and social insurance programs	\$ 7.2	billions
Farm proprietor's income	\$ 0.030	billions
Number of farm proprietors:	7,029	
Farm laborers' income	\$ 0.225	billions
Farm laborers' employment:	17,104	

Sacramento metropolitan area:

Value of food commodities produced and sold (2002):	\$ 973,362,000
<i>Note this is a "wholesale" value of raw products</i>	
Value of food sold by farms direct to consumers (2002):	\$ 13,930,000
Percent of food commodities sold directly to consumers (2002):	1.43%
Value of food consumed by all residents (2000):	\$ 4,118,939,748
<i>Note this is a retail value of raw and processed foods</i>	
Minimum estimated value of food purchased from out of region—\$3 billion (retail)	

Production and consumption figures cannot be directly compared since each measures food at different stages of processing

Sacramento Metro area profile:

Farm production losses of \$123 million in 2002.
 Farm production losses for 3 straight years—\$316 million in losses (2002 dollars) from 2000-2002.
 \$470 million lower farm production balance than in 1969 (2002 dollars).
 Crop sales steady since 1983; livestock sales declining (half of 1969 level).
 Cash receipts have been falling since 1984. Production costs somewhat steady but rising since 1987.
 Farm labor costs rising since 1986.
 Labor costs rising, Fertilizer costs holding steady, Feed and Livestock purchases falling.
 \$73 million of farm subsidies entered metro area in 2002.

Sacramento County is the dominant farm county in this metro area.
 All other counties losing money in recent years.
 El Dorado is staging somewhat of a comeback, but still losing money on farm production.

Most important farm products by sales (2002)

Crop & livestock sales—Sacramento metro area	\$millions
Crops, including nursery and greenhouse	842
Fruits, tree nuts, and berries	371
Grains, oilseeds, dry beans, and dry peas	172
Vegetables, melons, potatoes, and sweet potatoes	164
Livestock, poultry, and their products	131
Milk and other dairy products from cows	55
Cattle and calves	43
Poultry and eggs	13

Specific counties in Sacramento Metro area:

El Dorado County

Farm production losses of \$2 million in 2002.
Somewhat of a turnaround since 1995, though farmers still lose money.
Farm production losses for 21 straight years—\$111 million in losses (2002 dollars) from 1982-2002.
\$3.5 million lower farm production balance than in 1969 (2002 dollars)
Crop sales rising since 1983; livestock sales declining rapidly (one-third of 1969 level)
Cash receipts have been rising since 1995. Production costs declining since 1987.
Farm labor holding relatively steady.
Labor costs rising, Fertilizer, Feed and Livestock purchases falling.
\$100,000 of farm subsidies entered county in 2002.

Placer County

Farm production losses of \$7 million in 2002.
Farm production losses for 18 straight years—\$163 million in losses (2002 dollars) from 1985-2002.
\$17 million lower farm production balance than in 1969 (2002 dollars)
Crop sales rising since 1983; livestock sales declining rapidly (one-third of 1983 level)
Cash receipts have been falling since 1979.
Farm labor costs rising as farm income falls.
Fertilizer and Labor costs rising, Feed and Livestock purchases falling.
Production costs falling but cash receipts falling faster
\$4 million of farm subsidies entered county in 2002 (10% of cash receipts)

Sacramento County

Farm production costs just lower than cash receipts in 2002
Farm production has been positive in recent years—\$118 million surplus (2002 dollars) from 1995 to 2002
\$78 million lower farm production balance than in 1969 (2002 dollars)
Crop sales vacillating but holding steady; livestock sales declining rapidly (less than half of 1986 level)
Farm labor costs rising slowly. Fertilizer, Feed and Livestock purchases falling.
Production costs falling but cash receipts falling faster
\$12 million of farm subsidies entered county in 2002

Sutter County

\$56 million lost in farm production costs in 2002
Farm production losses for 3 straight years—\$138 million lost (2002 dollars) from 2000-2002
\$158 million lower farm production balance than in 1969 (2002 dollars)
Crop sales slowly declining; few livestock sales
Farm labor costs rising since 1986. Fertilizer costs also rising.
Farm production costs rising since 1992; cash receipts falling.
\$32 million of farm subsidies entered county in 2002

Yolo County

\$31 million lost in farm production costs in 2002
Farm production losses for 3 straight years—\$89 million lost (2002 dollars) from 2000-2002
\$149 million lower farm production balance than in 1969 (2002 dollars)
Crop sales slowly declining; little livestock but this also falling
Farm labor costs rising since 1987. Fertilizer costs also rising.
Cash receipts steady or falling since 1982; expenses rising since 1987.
\$15 million of farm subsidies entered county in 2002

Yuba County

\$26 million lost in farm production costs in 2002
Farm production losses for 8 straight years—\$144 million lost (2002 dollars) from 1995-2002
\$65 million lower farm production balance than in 1969 (2002 dollars)
Crop sales declining at faster rate than livestock
Farm labor costs holding fairly steady; rising slightly since 1983
Production costs steady as cash receipts fall.
\$10 million of farm subsidies entered county in 2002

Consumer Markets:

Estimated Consumer Market for Various Foods in Sacramento Metro Area (2000):

	\$ millions
Food	4,119
Food at home	2,358
Cereals and bakery products	343
Cereals and cereal products	120
Bakery products	222
Meats, poultry, fish, and eggs	590
Beef	185
Pork	116
Other meats	66
Poultry	106
Fish and seafood	88
Eggs	29
Dairy products	262
Fresh milk and cream	112
Other dairy products	150
Fruits and vegetables	432
Fresh fruits	139
Fresh vegetables	143
Processed fruits	91
Processed vegetables	59
Other food at home	731
Sugar and other sweets	88
Fats and oils	61
Miscellaneous foods	342
Nonalcoholic beverages	197
Food prepared by consumer unit on out-of-town trips	41
Food away from home	1,761
Alcoholic beverages	342

Fruit Consumption:

Estimated annual fruit consumption for Sacramento metro area residents (2002)

Farm weight, pounds per year

Apples	84,119,461
Apricots	1,664,965
Avocados	4,840,015
Bananas	51,826,881
Blackberries	174,241
Blueberries	503,362
Cantaloupe	21,489,667
Cherries	3,213,770
Cranberries	3,949,452
Dates	348,481
Figs	890,563
Grapes	38,371,639
Grapefruit	24,587,276
Honeydew melons	4,259,213
Kiwi	948,643
Lemons	17,133,653
Limes	2,962,089
Mangoes	3,813,932
Olives	2,420,008
Oranges	149,207,982
Papayas	1,529,445
Peaches	18,992,219
Pears	10,686,753
Pineapple	25,419,759
Plums	6,272,659
Raspberries	193,601
Strawberries	11,770,916
Tangerines	6,582,420
Watermelons	26,910,483
Total	525,083,547

Vegetable Consumption

Estimated annual vegetable consumption for Sacramento metro area residents (2002)

Farm weight, pounds per year

Artichokes	1,858,566
Asparagus	2,400,647
Beans, dry	14,249,004
Beans, snap	14,171,564
Broccoli	13,823,083
Brussels Sprouts	445,281
Cabbage	18,663,098
Carrots	24,335,595
Cauliflower	3,484,811
Celery	12,642,119
Corn (Sweet)	50,781,437
Cucumbers	22,341,509
Eggplant	1,393,924
Escarole & Endive	600,162
Garlic	4,840,015
Lettuce (Head)	43,347,174
Lettuce (Leaf)	16,030,130
Mushrooms	8,247,386
Onions	38,274,839
Peas (Green)	5,498,257
Peas (Lentils)	1,355,204
Peppers (Bell)	13,474,602
Peppers (Chile)	9,660,670
Potatoes	261,515,690
Radishes	909,923
Spinach	4,607,694
Sweet Potatoes	7,143,862
Tomatoes	169,361,805
Total	765,458,052

**Vivid Picture Project
Farm and Food Economy Profile:**

Ventura County, California

Population:	781,159	persons
Personal income:	\$ 27.0	billions
Per capita income:	\$ 34,572	
Wage and salary income:	\$ 12.3	billions
Total full and part-time employment:	420,712	persons
Total farm and nonfarm proprietors' income	\$ 2.3	billions
Number of proprietors:	92,991	persons
Average earnings per job:	\$ 40,920	
Average wage and salary disbursements:	\$ 37,554	
Average nonfarm proprietors' income:	\$ 22,550	
Average farm proprietors' income:	\$ 97,964	
Per capita farm laborers' income	\$ 19,789	
Personal income from transfer receipts	\$ 2.8	billions
Personal income from interest, dividend and rents	\$ 4.6	billions
Employer contributions to pensions and social insurance programs	\$ 2.6	billions
Farm proprietor's income	\$ 0.253	billions
Number of farm proprietors:	2,578	
Farm laborers' income	\$ 0.321	billions
Number of farm laborers:	16,266	

Ventura County:

Value of food commodities produced and sold (2002)	\$1,018,864,000
<i>Note this is a "wholesale" value of raw products</i>	
Value of food sold by farms direct to consumers (2002):	\$ 3,350,000
Percent of food commodities sold directly to consumers (2002):	0.33%
Value of food consumed by all residents (2000):	\$1,405,406,052
<i>Note this is a retail value of raw and processed foods</i>	
Minimum estimated value of food purchased from out of county—\$1 billion (retail)	

Production and consumption figures cannot be directly compared— each measures food at different stages of processing

Ventura County farm income profile

Farm production gains of \$10 billion since 1969.

\$112 million greater farm production balance than in 1969 (2002 dollars).

Crop sales nearly double their 1970 levels; livestock sales falling (6% of 1969 level).

Cash receipts and production costs have rising since 1969; receipts rising more.

Farm labor costs rising since 1981.

Labor costs rising, Fertilizer costs holding steady, Feed and Livestock purchases falling.

\$3 million of farm subsidies entered county in 2002, compared to \$1.2 billion in cash receipts.

One of best-performing farm counties in U.S.

Most important farm products by sales (2002)

Crop and livestock sales in Ventura County	\$ millions
Crops, including nursery and greenhouse	1,005
Fruits, tree nuts, and berries	545
Nursery, greenhouse, floriculture, and sod	280
Vegetables, melons, potatoes, and sweet potatoes	178
Grains, oilseeds, dry beans, and dry peas	1
Livestock, poultry, and their products	14
Poultry and eggs	suppressed
Cattle and calves	2

Consumer Markets:

Estimated consumer market for various foods in Ventura County (2000)

	\$ millions
Food	1,405
Food at home	805
Cereals and bakery products	117
Cereals and cereal products	41
Bakery products	76
Meats, poultry, fish, and eggs	201
Beef	63
Pork	40
Other meats	23
Poultry	36
Fish and seafood	30
Eggs	10
Dairy products	90
Fresh milk and cream	38
Other dairy products	51
Fruits and vegetables	147
Fresh fruits	47
Fresh vegetables	49
Processed fruits	31
Processed vegetables	20
Other food at home	249
Sugar and other sweets	30
Fats and oils	21
Miscellaneous foods	117
Nonalcoholic beverages	67
Food prepared by consumer unit on out-of-town trips	14
Food away from home	601
Alcoholic beverages	117

Fruit Consumption:

Estimated annual fruit consumption for Ventura County residents (2002)

Farm weight, pounds per year

Apples	32,726,410
Apricots	647,749
Avocados	1,882,993
Bananas	20,163,084
Blackberries	67,788
Blueberries	195,831
Cantaloupe	8,360,487
Cherries	1,250,307
Cranberries	1,536,522
Dates	135,575
Figs	346,471
Grapes	14,928,365
Grapefruit	9,565,602
Honeydew melons	1,657,033
Kiwi	369,067
Lemons	6,665,793
Limes	1,152,391
Mangoes	1,483,798
Olives	941,496
Oranges	58,048,893
Papayas	595,026
Peaches	7,388,863
Pears	4,157,647
Pineapple	9,889,477
Plums	2,440,358
Raspberries	75,320
Strawberries	4,579,438
Tangerines	2,560,870
Watermelons	10,469,438
Total	204,282,090

Vegetable Consumption:

Estimated annual vegetable consumption for Ventura County residents (2002)

Farm weight, pounds per year

Artichokes	723,069
Asparagus	933,964
Beans, dry	5,543,530
Beans, snap	5,513,402
Broccoli	5,377,827
Brussels Sprouts	173,235
Cabbage	7,260,819
Carrots	9,467,686
Cauliflower	1,355,755
Celery	4,918,376
Corn (Sweet)	19,756,357
Cucumbers	8,691,893
Eggplant	542,302
Escarole & Endive	233,491
Garlic	1,882,993
Lettuce (Head)	16,864,081
Lettuce (Leaf)	6,236,471
Mushrooms	3,208,619
Onions	14,890,705
Peas (Green)	2,139,079
Peas (Lentils)	527,238
Peppers (Bell)	5,242,251
Peppers (Chile)	3,758,453
Potatoes	101,741,851
Radishes	354,003
Spinach	1,792,609
Sweet Potatoes	2,779,297
Tomatoes	65,889,674
Total	297,799,030

**Vivid Picture Project
Farm and Food Economy Profile:**

State of California

Population:	35,001,986	persons
Personal income:	\$ 1,154.7	billions
Per capita income:	\$ 32,989	
Wage and salary income:	\$ 641.7	billions
Total full and part-time employment:	19,890,752	persons
Total farm and nonfarm proprietors' income	\$ 129.7	billions
Number of proprietors:	4,125,960	persons
Average earnings per job:	\$ 45,265	
Average wage and salary disbursements:	\$ 40,704	
Average nonfarm proprietors' income:	\$ 31,436	
Average farm proprietors' income:	\$ 31,538	
Per capita farm laborers' income	\$ 15,951	
Personal income from transfer receipts	\$ 147.0	billions
Personal income from interest, dividend and rents	\$ 204.5	billions
Employer contributions to pensions and social insurance programs	\$ 129.0	billions
Farm proprietor's income	\$ 2.8	billions
Number of farm proprietors:	87,260	
Farm laborers' income	\$ 5.3	billions
Number of farm laborers:	331,785	
Value of food commodities produced and sold (2002):	\$25,737,173,000	
<i>Note this is a "wholesale" value of raw products, and is 13% of farm sales nationally.</i>		
Estimated value of food exported out of state—\$10 billion		
Estimated value of food purchased from out of state—\$15 billion		
Value of food sold by farms direct to consumers (2002):	\$ 114,356,000	
Percent of food commodities sold directly to consumers (2002):	0.44%	
Value of food consumed by all residents (2000):	\$ 66,463,582,860	
<i>Note this is a retail value of raw and processed foods</i>		
Minimum estimated value of food purchased from out of state—\$35 to \$50 billion (retail)		

Production and consumption figures cannot be directly compared since each measures food at different stages of processing

Most important farm products by sales (2002)

Crop and livestock sales in California	\$ billions
Crops, including nursery and greenhouse	19.2
Fruits, tree nuts, and berries	8.7
	-
Vegetables, melons, potatoes, and sweet potatoes	4.8
	-
Nursery, greenhouse, floriculture, and sod	3.3
	-
Livestock, poultry, and their products	6.6
	-
Milk and other dairy products from cows	3.8
	-
Cattle and calves	1.6
	-
Poultry and eggs	1.0

Consumer Markets:

Estimated consumer market for various foods in California (2000):

	\$ billions
Food	66.5
Food at home	38.1
Cereals and bakery products	5.5
Cereals and cereal products	1.9
Bakery products	3.6
Meats, poultry, fish, and eggs	9.5
Beef	3.0
Pork	1.9
Other meats	1.1
Poultry	1.7
Fish and seafood	1.4
Eggs	0.5
Dairy products	4.2
Fresh milk and cream	1.8
Other dairy products	2.4
Fruits and vegetables	7.0
Fresh fruits	2.2
Fresh vegetables	2.3
Processed fruits	1.5
Processed vegetables	1.0
Other food at home	11.8
Sugar and other sweets	1.4
Fats and oils	1.0
Miscellaneous foods	5.5
Nonalcoholic beverages	3.2
Food prepared by consumer unit on out-of-town trips	0.7
Food away from home	28.4
Alcoholic beverages	5.5

Fruit Consumption:

Estimated annual fruit consumption for California residents (2002)

Farm weight, pounds per year

Apples	1,471,723,106
Apricots	29,129,617
Avocados	84,679,120
Bananas	906,744,017
Blackberries	3,048,448
Blueberries	8,806,628
Cantaloupe	375,975,293
Cherries	56,226,936
Cranberries	69,098,162
Dates	6,096,897
Figs	15,580,958
Grapes	671,336,063
Grapefruit	430,169,930
Honeydew melons	74,517,626
Kiwi	16,597,108
Lemons	299,764,085
Limes	51,823,621
Mangoes	66,727,147
Olives	42,339,560
Oranges	2,610,487,911
Papayas	26,758,602
Peaches	332,280,867
Pears	186,971,497
Pineapple	444,734,738
Plums	109,744,140
Raspberries	3,387,165
Strawberries	205,939,620
Tangerines	115,163,603
Watermelons	470,815,907
Total	9,186,668,371

Vegetable Consumption:

Estimated annual vegetable consumption for California residents (2002)

Farm weight, pounds per year

Artichokes	32,516,782
Asparagus	42,000,844
Beans, dry	249,295,329
Beans, snap	247,940,463
Broccoli	241,843,567
Brussels Sprouts	7,790,479
Cabbage	326,522,687
Carrots	425,766,615
Cauliflower	60,968,966
Celery	221,181,861
Corn (Sweet)	888,453,327
Cucumbers	390,878,818
Eggplant	24,387,587
Escarole & Endive	10,500,211
Garlic	84,679,120
Lettuce (Head)	758,386,199
Lettuce (Leaf)	280,457,245
Mushrooms	144,293,220
Onions	669,642,481
Peas (Green)	96,195,480
Peas (Lentils)	23,710,154
Peppers (Bell)	235,746,670
Peppers (Chile)	169,019,524
Potatoes	4,575,382,212
Radishes	15,919,675
Spinach	80,614,522
Sweet Potatoes	124,986,381
Tomatoes	2,963,091,767
Total	13,392,172,186

Public Sector and Institutional Food Markets in California

California public schools:

\$ 687 million spent by California school districts purchasing food, 2002-2003

3.8 million average number of school lunches served per day in the state, 2002-2003

\$89 million total value of donated food commodities for school nutrition programs, 2002-2003

\$1.05 billion total federal dollars received for school nutrition programs, 2002-2003

\$70 million total state dollars received by public schools for school nutrition programs, 2002-2003

Colleges and universities in California:

There are over 600 colleges and universities in the state, and no central office recording food expenditures. Several campuses have been contacted directly.

Bon Appétit has requested information from its staff regarding total market for food sales on state campuses. A district manager for Sodexo in the Twin Cities stated that the firm primarily responds to discrete opportunities, rather than an overall market analysis.

California prison system

\$ 145 million annual budget for food at current inmate population level.

California veterans' homes

Bill Parente has offered to provide some data. Two homes should be able to report how much food they purchase. The other two homes apparently may only be able to report the amount they pay for food service, and will not be able to break down food costs as a separate item.

Sources:

- Value of food produced, and direct sales to consumers, from USDA Agricultural Census, 2002.
- Value of food consumed from US Census data and Bureau of Labor Statistics Consumer Expenditure Survey, 2000, for western states.
- Food exports out of California draws from Office of Freight Management data compiled by Katy Mamen and cited in *Ripe for Change*.
- Food purchases from external sources estimated by Ken Meter drawing upon Bureau of Labor Statistics (BLS) data on food production costs, and agricultural sales figures from U.S. Agriculture Census.
- Farm input purchases from external sources estimated by Ken Meter using ERS data on farm production costs.
- Fruit and Vegetable Consumption: USDA: <http://www.ers.usda.gov/data/foodconsumption/>.
- Farm income and production cost data from Bureau of Economic Analysis, Regional Economic Accounts.
- California Department of Corrections (average inmate count over past three years times at current budget rate of \$2.45 per day per inmate).
- California Department of Education, "FY 2002-03 County Profile for California School Nutrition Program." <http://www.cde.ca.gov/ds/sh/sn/documents/coproschool0203.pdf>, viewed December 17, 2004. Total state food purchases from CDE accounting services, November 9, 2004.
- Bill Parente, California Department of Veterans Affairs, correspondence in November-December, 2004.