

LOCAL FARMING TODAY...CHALLENGES...TRENDS

ERIC LARSON
EXECUTIVE DIRECTOR
SAN DIEGO COUNTY FARM BUREAU

THE VOICE OF LOCAL FARMERS



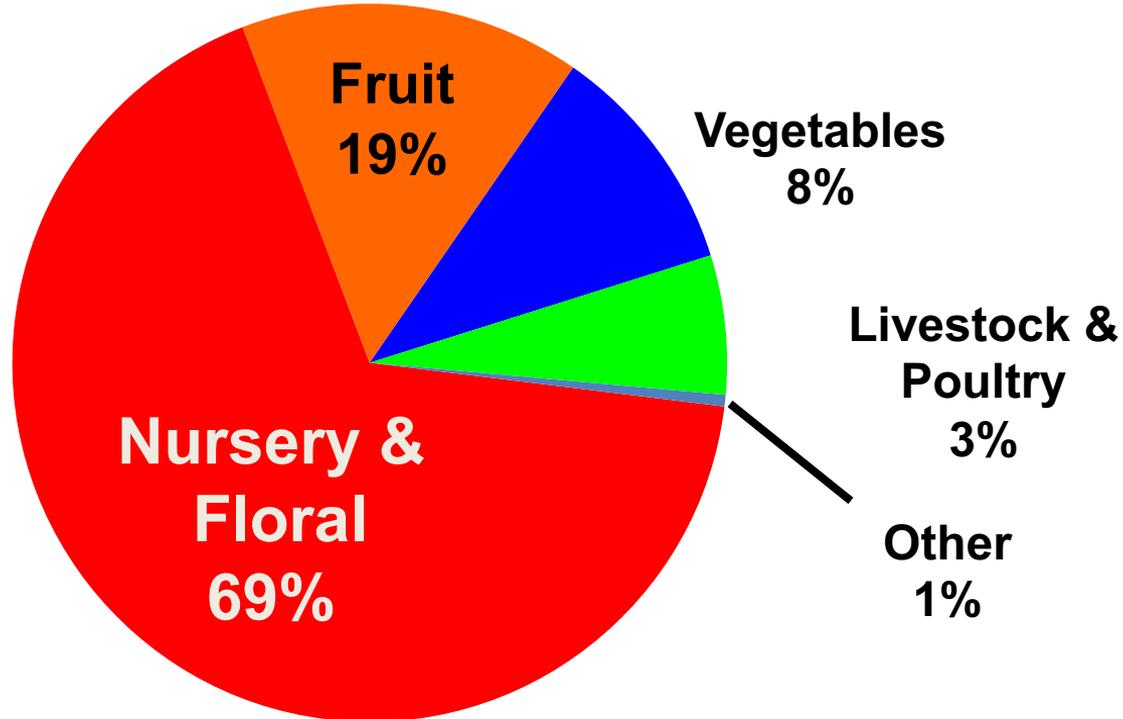
SD'S NATIONAL RANKINGS

- #19 farm economy among all counties
- # 1 in nursery production
- # 1 in avocado production
- # 1 in number of small farms
- #1 in number of organic farms
- # 1 in farmers with off-farm income

THE VOICE OF LOCAL FARMERS



CROP PROFILE \$1.8 BILLION



UNIQUE

THE VOICE OF LOCAL FARMERS























LOCAL FARMS



- Economic Value
 - \$4.7 billion annual impact
 - 16,000 jobs
- Farm Size
 - 79 acre average
 - 4 acre median
- Demographics
 - 20% of SD farms are operated by women
 - 25% are operated by minority farmers

TOP 10

THE VOICE OF LOCAL FARMERS



#1 TREES & SHRUBS



#2 INDOOR PLANTS



#3 BEDDING PLANTS



#4 AVOCADOS



#5 CACTUS & SUCCULENTS



#6 LEMONS



#7 MISC VEGETABLES



#8 TOMATOES



#9 ORANGES



#10 CUT FLOWERS



SAN DIEGO'S CHALLENGES

- Water
 - Price, price, price
- Labor
 - Shrinking supply
 - Inaction in DC on reforms
- Pest Introductions

SAN DIEGO AG WATER USE

- 2007 TSAWR water used = 110,309 acre feet
- 2018 TSAWR water used = 50,323 acre feet
- Why the decline?
 - Investments in efficiency
 - Crop and technique changes
 - Water turned off

SAN DIEGO AG WATER USE

- 2007 Crop Value \$1.536 billion
- 2018 Crop Value \$1.774 billion
 - 54% water use reduction from 2007

WHY WATER TURNED OFF

- Price of water squeezing bottom line
- Investment in new technologies or crop change is expensive
- Older growers can't rationalize the investment
- Acreage not always suited for different crop or different cropping technique

WATER TURNED OFF



THE VOICE OF LOCAL FARMERS

EAU
NTY

WATER PRICE CHALLENGES

- Commodity prices are static or declining
- Water purchases during low rain periods
- Trend to warmer weather
- Poor water quality requires leaching quotient

TRENDS TO MEET THE CHALLENGE

- Efficient irrigation
- Production techniques
- Crop selection
- Access to high-quality recycled water

2019 Trends

THE VOICE OF LOCAL FARMERS



FRUIT TREE DENSE PLANTING



HYDROPONICS



OLIVES



WINE GRAPES



DRAGON FRUIT



LOW WATER USE PLANTS



NURSERY GROWTH



COFFEE



INDUSTRIAL HEMP



MARKETING - NICHE MARKETS



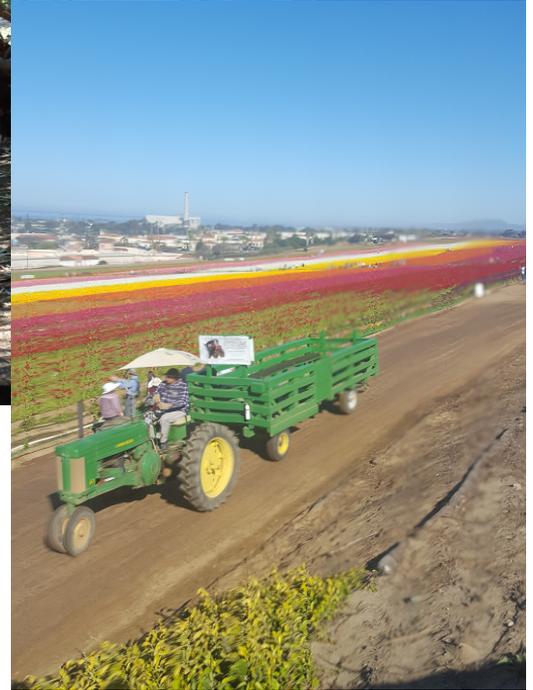
MARKETING – CSA'S



MARKETING - ORGANIC



MARKETING – AG TOURISM



MARKETING – FARM-TO-TABLE

