

# COUNTY OF SANTA CLARA



---

## FROM FARM TO FORK

HOW AGRICULTURAL PRODUCTS  
REACH YOUR PLATE

---

CROP REPORT 2022

# TABLE OF CONTENTS

**County of Santa Clara  
Board of Supervisors**  
Sylvia Arenas, District 1  
Cindy Chavez, District 2  
Otto Lee, District 3  
Susan Ellenberg, District 4  
S. Joseph Simitian, District 5

**California Department of  
Food & Agriculture**  
Karen Ross, Secretary

**Agricultural Commissioner**  
Joseph C. Deviney

**Deputy Commissioners**  
Michelle Thom  
Helena Roberts  
Drew Raymond

**Deputy Sealer of  
Weights & Measures**  
Stan Toy

**Biologists/Standards  
Specialists**  
Nina Alvarado  
Kristian Barbeau  
Nancy Barrera  
Julius Calso  
Amy Chang  
Michelle Duong  
Steven Frehe  
Pablo Gomez  
Jennifer Gracy  
Ramona Hockett  
Jana Labrucherie  
Martin Lobato  
Shannon Lundin  
Elliot McIntosh  
Ericka Mora  
Chinh Nguyen  
Khoi Nguyen  
Lori Oleson  
Nick Otterlei  
Paulo Philippidis  
James Schilling  
Karl Stagen  
Kathy Vo

<b>LETTER FROM THE COMMISSIONER</b>	<b>3</b>
<b>INTRODUCTION TO THE FOOD SYSTEM</b>	<b>4</b>
<b>B&amp;T FARMS</b>	<b>6</b>
<b>GEORGE CHIALA FARMS</b>	<b>8</b>
<b>COUNTRYSIDE MUSHROOMS</b>	<b>10</b>
<b>ASIAN VEGETABLES</b>	<b>12</b>
<b>VEGGIELUTION</b>	<b>14</b>
<b>JACOBS FARM</b>	<b>16</b>
<b>BIANCHI RANCHES</b>	<b>19</b>
<b>CROP TABLES</b>	<b>22</b>
<b>Million Dollar Crops</b>	<b>22</b>
<b>Livestock and Poultry</b>	<b>23</b>
<b>Apiary</b>	<b>23</b>
<b>Vegetable Crops</b>	<b>24</b>
<b>Nursery Crops</b>	<b>25</b>
<b>Seed Crops</b>	<b>25</b>
<b>Field Crops</b>	<b>26</b>
<b>Organic Agriculture</b>	<b>26</b>
<b>Forest Products</b>	<b>26</b>
<b>Fruit and Nut Crops</b>	<b>27</b>
<b>Farmer's Markets</b>	<b>27</b>

## FROM THE AGRICULTURAL COMMISSIONER



**JOSEPH DEVINEY**  
Agricultural Commissioner

**It is my pleasure to present the 2022 Santa Clara County Crop Report. The efforts of our agricultural industry are displayed as the acreage, yield and gross value of commodities produced in Santa Clara County. It is important to note that the values presented in this report are gross values and do not reflect net profits or losses to our agricultural producers.**

The gross value of Santa Clara County's agricultural production for 2022 is \$358,862,000, an increase of 5.6% from the 2021 value of \$339,965,000.

Nursery crops, valued at \$114,993,000 in 2022, continue to be in the number one position. Mushrooms are again the number two crop; their value increased by 5% to \$86,654,000. In 2022, 22 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value.

2022 was a good year for tomatoes. Fresh tomatoes increased in value by 70% and the value of processing tomatoes more than doubled from \$2,937,000 to \$6,009,000. Notable decreases were broccoli at 28.5% and bell peppers at 16%.

This year's crop report showcases how local Santa Clara County farms are a part of the food system. We follow several different crops to illustrate just a few of the pathways locally grown food takes to reach consumers' plates. Please note the crops and supply chains mentioned are examples and do not encompass the full range of agricultural products grown in our county or the many, diverse paths they take to market.

I would like to express my gratitude for the continuing cooperation of all individuals, growers, and agencies who contribute the information necessary to prepare this report. I wish to thank my staff and acknowledge the efforts of Nina Alvarado, Lucy Diekmann, Aparna Gazula, Ericka Mora, Julie Morris, Paulo Philippidis and Kathy Vo, who made the publication of this report possible.



# INTRODUCTION TO THE FOOD SYSTEM

Pizza is a classic weeknight meal, perhaps because of the versatility that it offers. With such a wide variety of toppings, there is always something to satisfy everyone.

But have you ever stopped to consider where each of these individual pizza toppings come from?

How did all these ingredients—from fresh mushrooms and diced peppers to the tomatoes for sauce—get from the farm to the plate?

If you take a closer look at the food supply chain, you might be surprised to learn how many of these ingredients could have been produced right here in Santa Clara County!

For agricultural food products, the journey from farm to table can involve a variety of steps or activities. These activities, which include the production, processing and distribution of food, as well as the people and resources that make them possible, are collectively known as the food system.

Because every agricultural product follows a unique journey from farm to table, Santa Clara County growers are involved in many different parts of the food system. What's more, the food system that Santa Clara County farmers are part of is regional, national and international. Food grown in Santa Clara County may travel just a few miles to reach county residents' plates or hundreds or even thousands of miles to reach customers across the state, throughout the country, and around the world.

There are many stakeholders within Santa Clara County's food system – including people employed in food and agriculture industries, nonprofit organizations, and multiple County and city agencies – who are dedicated to making food accessible within the local community. To unify the efforts of these stakeholders, the Santa Clara County Food System Workplan details in-depth recommendations on the development of a more resilient, equitable and sustainable food system.



# B&T FARMS: PROCESSING TOMATOES

B&T Farms, also known as Buchser and Tognetti, is a fourth-generation, family-owned farm located in Gilroy. Founded around 1975 as a partnership between the Buchser and Tognetti families, B&T Farms is one of Santa Clara County's largest vegetable producers. B&T Farms grows a variety of crops on its 3,500 acres, including tomatoes, peppers, lettuce, sweet corn, garlic and cherries.

B&T Farms takes advantage of South County's unique climate and resources. B&T Farms grows crops that thrive in Gilroy's warm days and cool nights, such as bell peppers and sweet corn. The warmer days produce higher yields of bell peppers, while cooler nights produce a bell pepper with a thicker wall. As farmer Paul Mirassou explains, "We're unique in the coastal area in that we can grow peppers and sweet corn, where other surrounding areas can't."

Another unique feature of agriculture in Santa Clara County is reliable access to water from the area's well-managed groundwater supply. B&T Farms relies entirely on groundwater, which, Mirassou says, "kept us going really strong during the drought – we didn't lose any ground for planting." He adds, "Valley Water does a really good job recharging the aquifer."

## PROCESSING TOMATOES

In the United States, tomatoes are grown for two different markets: fresh consumption and processing. Because they are mechanically harvested and transported in bulk, processing tomatoes have a thicker skin compared to fresh tomatoes, and their firmer consistency is better for sauces, pastes or soups. Processing tomatoes are picked ripe (in contrast to fresh tomatoes, which are typically harvested green for commercial production) and cooked for use in a variety of products, such as pastes, purees, ketchup and juice.

California produces 30% of the world's supply of processing tomatoes and more than 90% of U.S. processing tomatoes. Of the three coastal counties – Monterey, San Benito, and Santa Clara – that grow processing tomatoes, Santa Clara County produces the largest volume. B&T Farms alone produces 39,000 tons, or 78 million pounds, of processing tomatoes. To put this number into perspective, Mirassou emphasizes, "If the average person ate about 10 pounds of tomatoes, B&T Farms tomatoes would be able to feed 7.8 million people!" In fact, average annual consumption of processing tomatoes in America is about 73

pounds per person, which means B&T Farms produces enough processing tomatoes each year to meet the demand from the entire population of San José.

## SUPPLY CHAIN

1) B&T Farms plants tomatoes in late April. The variety of tomato is determined by Morning Star, the tomato processing and packing company with which B&T Farms contracts. Most processing tomatoes are grown under contract, which means that before the harvest the farmer enters into a contract with the buyer – in this case a processor – that establishes the quantity to be produced, quality standards, product specifications (e.g., the variety to be grown), and a price or pricing formula.

2) Once tomatoes are ready for harvest in early September, Morning Star harvests and hauls the tomatoes from the farm to their processing facility.

3) At the cannery, tomatoes are washed, graded and cooked. They are either diced, roasted, stewed or made into different products such as paste, ketchup or salsa. Typically, within six hours of being harvested, the tomatoes have been transported, processed and packed.

4) The cannery creates a generic label for their different products. When they are sold to supermarkets such as Safeway or Albertsons, the supermarket will add its own label. The cannery also sells bulk containers of its products as ingredients to processors, such as Campbell's, which use diced tomatoes, pastes and purees to create their own soups, frozen foods, sauces, salsas, drinks and more. When you buy canned

tomatoes or other products that list tomatoes as an ingredient, you may very well be eating a tomato grown in Santa Clara County by B&T Farms!

## SOME OF B&T FARMS' OTHER PRODUCTS

• **Sweet Corn:** The majority of B&T Farms' sweet corn goes to Los Angeles. They have one customer there who purchases it and then sells to smaller chain stores, markets, fruit stands and peddlers. The rest is boxed up and sent to local grocery stores.

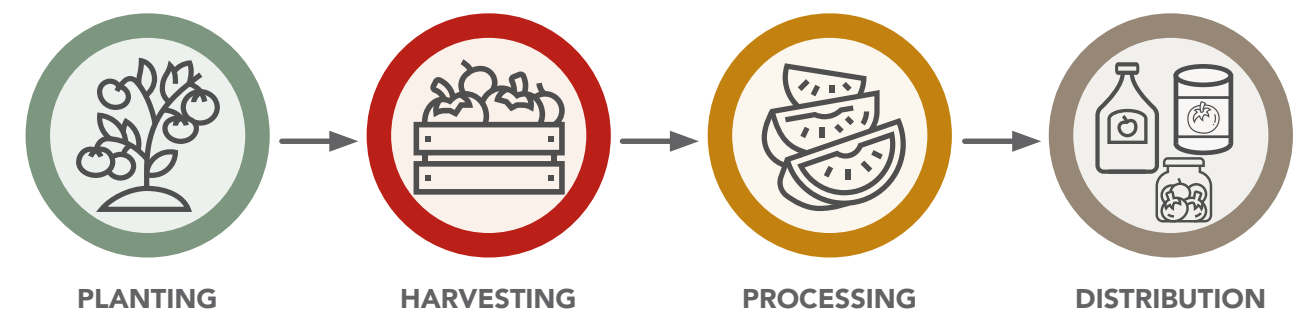
• **Garlic:** All of B&T Farms' garlic is grown for Christopher Ranch, a Gilroy-based garlic producer. Depending on the quality, Christopher Ranch will use it for either fresh market or processing.

• **Romaine Lettuce:** All of B&T Farms' lettuce is grown for Hitchcock Farms in Salinas. They sell to different grocery stores as well as restaurant chains like McDonald's or Burger King.

• **Cherries:** Cherries are sent to a packer in Lodi. From there, the biggest and best quality are sent to Japan, China, Taiwan and South Korea. Some cherries are sent to Canada and Europe. All the cherries have to be flown. About 25% of the cherries are sold domestically.

• **Napa Cabbage:** B&T Farms partners with Hitchcock Farms, which harvests, cools and sells Napa cabbage to grocery stores. Some of it also goes to food service.

• **Green Beans:** Green beans are grown for the fresh market and are sold to stores.



# GEORGE CHIALA FARMS: PROCESSED PEPPERS



Chiala Farms

In the 1940s, Tim Chiala's grandparents started their journey in agriculture by growing apricots and prunes in Cupertino. In 1972, Chiala's father followed in his parents' footsteps and founded George Chiala Farms in Morgan Hill. For more than four decades, Chiala Farms has specialized in growing diverse vegetable crops, including peppers, garlic, kale, bok choy, cilantro, basil and ginger.

Chiala Farms is a leader in the production of prepared vegetable ingredients, operating its own on-site processing facility since the early 1980s. However, Chiala Farms originally started by growing crops for the fresh market. When selling to the fresh market, any produce that was visually imperfect was considered off-grade, despite being of similar quality to produce without any blemishes. To ensure that 100% of the farm's quality yields were put to good use, George Chiala Sr. spearheaded the design and construction of a processing plant. Over time, Chiala Farms transitioned to growing crops solely for their processing facility. Because of the variety of the crops they grow, Chiala plants, harvests and processes crops throughout the year. Other local growers, like B&T Farms, also supply Chiala Farms' processing plant.

Chiala Farms' products can be found in the frozen food sections or canned aisles of grocery stores nationwide and even abroad in Japan, Germany, Mexico and Canada. Chiala Farms works with large brand manufacturers including Barilla, Campbell's, Nestlé, Conagra, Kraft, Heinz, and Milton's and DiGiorno pizzas, providing the individual processed ingredients that these manufacturers use to assemble their products. Chiala describes the farm as "a huge spice rack for these companies. They still make sauces and other products like you would at home, but their pots are gigantic. So instead of a small amount of ingredients, they are using hundreds of pounds. The companies tell us the product and size they want."

## SUPPLY CHAIN

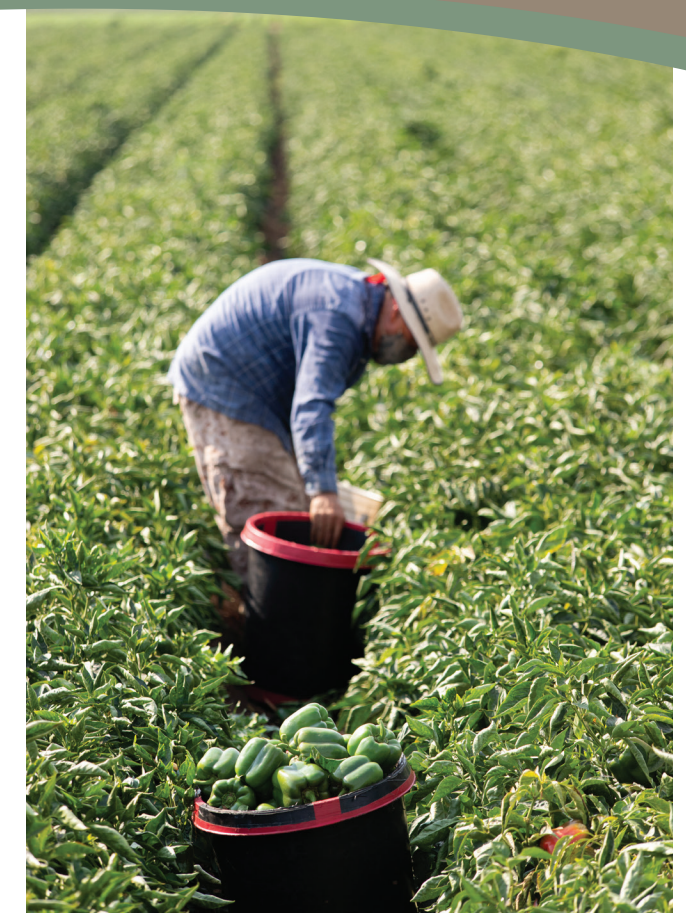
Chiala Farms produces about 50 to 60 million pounds of peppers every year. To meet their customers' needs, Chiala Farms looks to their own farm and contracts with other local growers. When working with other growers, they will agree on planting and harvest dates along with the quantity to be produced. Once peppers are harvested, they come to Chiala Farms for processing. Peppers are washed, blanched and sorted. Then they follow a unique path depending

on the customer's requests. Chiala Farms' processing capabilities include freezing, roasting, hydrobrining, pasteurization, dehydration and oil infusion.

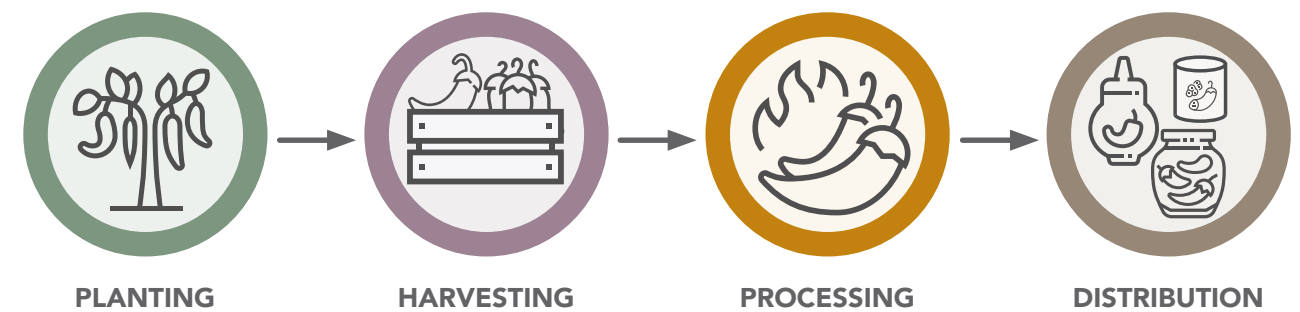
## FOR EXAMPLE:

- Diced peppers are cooked at a high temperature for a short amount of time, then are frozen in a freezing tunnel. This process is known as IQF, or individually quick frozen, and ensures that peppers still taste firm after they are thawed.
- Pureed peppers are added to other ingredients to make sauces. These peppers are packaged in large drums and pails to be sent to sauce and salsa companies.
- Jalapeño peppers are hydrobrined, or pickled. For these products, Chiala Farms has contracts with Rotel Salsa and Pace Picante Sauce. Chiala Farms also works with cheese companies in California, providing jalapeños to Hilmar Cheese and peppers to Sorrento for their chipotle cheddar cheese.

Chiala Farms has successfully developed its own multi-tiered supply chain and hopes to continue growing as an innovative, sustainable business. As the family farm continues to expand, Tim Chiala offers a reminder to Santa Clara County residents: "People get confused because they think a little mom and pop stand is good and a big farm is evil. Really, we're forced to keep expanding to be able to afford to do it." Chiala explains that their investment into their processing facility is "the only reason why we're in business," and



the development of this infrastructure has supported other growers in the area, too. Chiala also emphasizes that large plots of agriculture provide wildlife corridors, open space areas, and carbon sequestration. "Big farms actually preserve these swaths of land, and we're the professional farmers that don't want to sell out," he says. "This is what we love to do."



# COUNTRYSIDE MUSHROOMS: FRESH MUSHROOMS

Fresh out of college in the early 1970s, Don Hordness took a position at Campbell Soup Company's mushroom farm in Pescadero, launching his career in mushrooms. Later, when Ralston Purina decided to get into the mushroom business, Hordness went to work for them, starting at their Steak-Mate Mushroom farm in Morgan Hill. After a stint as a mushroom plant superintendent in Texas, Hordness returned to California. In 1982, he took over Royal Oak Mushrooms, and in 1987, he purchased Countryside Mushrooms in Gilroy. Though the number of mushroom businesses in California have declined over time, Countryside Mushrooms remains a local leader in the industry, specializing in producing a wide variety of fresh mushrooms.

Mushrooms are one of the highest grossing agricultural products grown in Santa Clara County, second only to nursery stock. Because most commercially produced mushrooms are grown indoors in controlled environments, they can be harvested year-round. It takes just about 10 weeks from the start of the production cycle to the first harvest, so many mushroom crops can be grown each year.

## MUSHROOM PRODUCTION CYCLE

**1) Compost.** The mushroom growing cycle begins with compost. Countryside Mushrooms operates a compost facility in San Benito County. There, compost is produced by breaking down straw and organic material. Once the process is complete, the finished compost is brought to Countryside's growing site in Gilroy. (Five weeks)

**2) Pasteurization.** Next the compost is pasteurized. Compost piles are placed into trays and monitored closely for microorganism growth. Temperature peaks at 145 degrees for two hours to kill any insect larvae or other unwanted pests. (One week)

**3) Spawning.** Once pasteurization is complete, mushroom spawn is mixed into the compost. Unlike plants that are started from seed, mushroom-producing fungi are started from spawn. Under carefully regulated temperature and moisture conditions, the mushroom roots, or mycelium, begin to develop. (Two weeks)

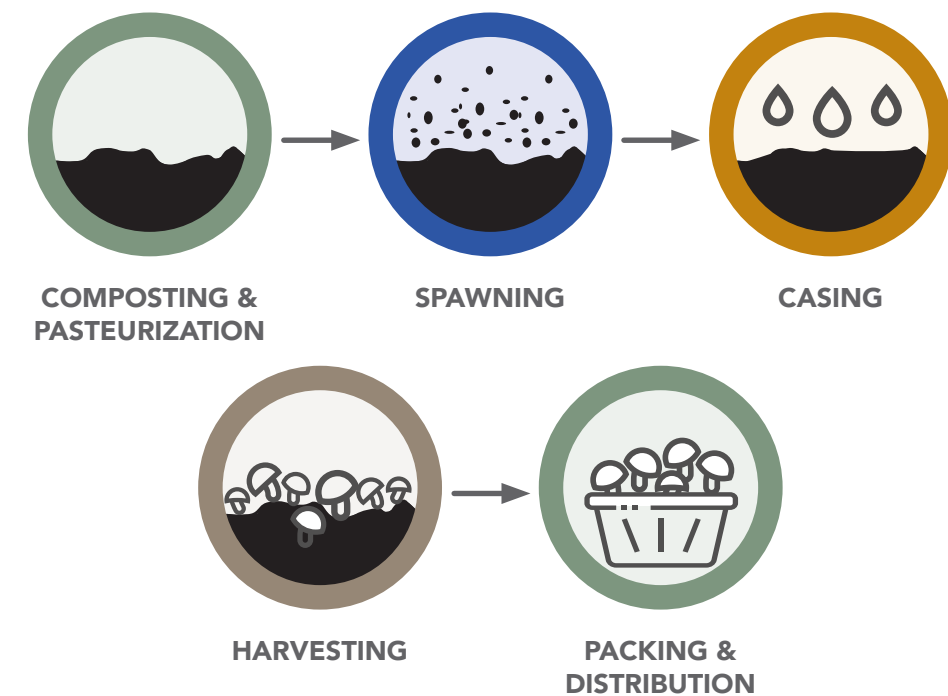
**4) Casing.** To maintain the water content, a layer of peat moss mixed with limestone is applied to the trays, covering the compost. The trays are then watered. It takes about two weeks for the spawn to move into this layer. (Two weeks)

**5) Harvesting.** The trays are placed into rooms with high levels of carbon dioxide to encourage mushroom growth. The first mushrooms are ready to harvest roughly 20 to 26 days after casing. A new crop is produced every week for about three weeks. After three harvests, the spent compost is sold to local farmers as a soil amendment and the mushroom cycle restarts with fresh compost.

After mushrooms are harvested, they are sent straight to packing due to their short shelf life. Countryside Mushrooms prepackages white crimini mushrooms, brown crimini mushrooms, and Portobellos, and also does slicing on-site. The company's products are mostly sold within California, supplying the northern region for a major grocery store chain, or are sold in bulk. Countryside Mushrooms also works with food service companies to deliver sliced mushrooms directly to pizza parlors and restaurants.

Hordness encourages people who want to support local agriculture to seek out local food. He says, "I wish they would speak with their grocers and ask for more local produce to be sold in their stores." Sometimes the biggest barrier to buying local is not being able to find it in local retail outlets.

"We've talked a lot about how we can get more people to buy local. If you go to the local grocery store right now and look at the organic section, you'll find that they come from Canada or elsewhere, but there are farms here that grow organic vegetables," Hordness explains. "The retailers buy wholesale, and they don't look at where (products) are coming from. Most people want to buy local, but they don't, and it's because they can't."



# ASIAN VEGETABLES: AN IMPORTANT REGIONAL SUPPLY CHAIN



Santa Clara County has roughly 191 Asian farmers, and the Asian vegetables grown by this community are valued at \$11.5 million. The University of California Cooperative Extension (UCCE) Small Farm & Specialty Crops Program has strong connections with these farmers, having provided bilingual technical assistance and research-based educational outreach to this farming community for more than 20 years. Over the years, based on individual communications with around 70 Asian growers from this community, UCCE has learned that the Asian growers in Santa Clara County primarily sell their produce within the region through three key market channels: grocery stores, restaurants and wholesalers.

About 25 Asian growers in the county sell the majority of their produce directly to Asian grocery stores throughout the Bay Area and in the Sacramento region. Another approximately 45 growers market their produce to Asian grocery stores through brokers. These brokers usually tend to be other Asian growers within the region or a family member. Some of the grocery stores where you can find Asian produce grown in Santa Clara County include Marina Food/Marina Food Market/Marina Grocery, Lion Market/Lion Supermarket, Ocean Supermarket, Lucky 7 Supermarket, 88 Manor Market/88 Seafood Supermarket, and

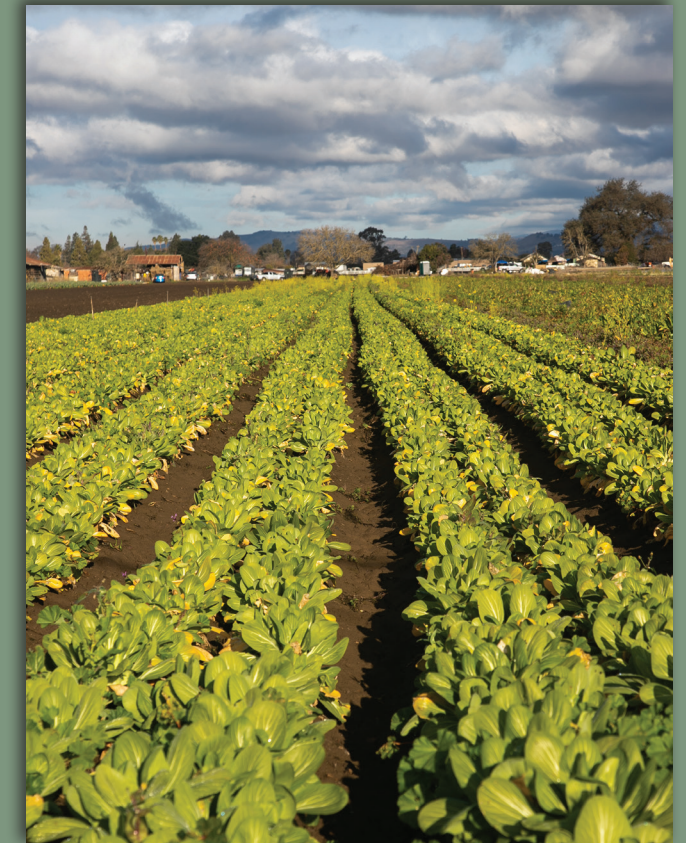
Maxim Market. Several of these 70 growers also sell their produce to wholesale markets in the Bay Area.

Some of the younger generation of Asian growers in Santa Clara County prefer using Weee!, an online Asian grocery store, and WeChat, a social media app popular within the Chinese community, for marketing their produce. WeChat group chats are used by Chinese growers in the county to organize direct-to-consumer group purchases. Most of the customers they reach through this channel are other Chinese-speaking WeChat users. Typically, these groups are coordinated by a “manager,” a customer who oversees group memberships, divides vegetable boxes into small produce bags, distributes the produce bags, collects money, and pays the grower. After the grower delivers the vegetable boxes to the manager, the manager will take care of product distribution and payment. The manager usually makes a small profit for coordinating the produce procurement, distribution and sales.

The majority of Asian growers eat at the Asian restaurants to which they sell produce or have family members who buy Asian produce from local stores and eat at local Asian restaurants. As one local farmer explained, this gives growers a strong reason to be safe and responsible in their farming practices.



Santa Clara County farmers Bob and Judy Kuang



# VEGGIELUTION: EASTSIDE CONNECT



Veggielution is a nonprofit community farm located in East San José with a mission to connect people from diverse backgrounds through food and farming. Founded in 2008 by three San Jose State University students growing food in front and backyards around the university, it has grown into an established nonprofit, farming six acres at Emma Prusch Farm Park with a focus on working with and for the residents of East San José.

Veggielution created the Eastside Connect program in March 2020 as an emergency response to the pandemic. Initially, Veggielution partnered with Spade & Plow, a Gilroy-based farm, to provide food to families in need in the early months of the pandemic. Each week, Spade & Plow provided farm boxes of fresh produce that Veggielution distributed to about 200 families. Then, with additional funding, the Eastside Connect program grew and the process for ordering, aggregating and distributing produce shifted. Instead of having a single farm provide boxes that were already fully packed, Veggielution began ordering produce in bulk from several farmers and packing the boxes itself. At the height of distribution in 2021, Veggielution packed 4,995 boxes per week through two programs: Off the Grid's food distribution program

and Veggielution's Eastside Connect Program, which was funded at that time by the City of San José. Currently, Veggielution packs about 350 boxes per week.

By connecting farmers in the region with low-income residents of East San José, the Eastside Connect program aims to provide multiple benefits to the local food system: 1) increase food security for families in need of assistance; 2) support small farmers in the region; and 3) strengthen local food chain relationships. To date, Veggielution has purchased more than \$7.5 million of produce from small farms in and around the Santa Clara Valley.

## EASTSIDE CONNECT SUPPLY CHAIN

- 1) Veggielution orders in bulk from participating farmers. Each week, Veggielution communicates with growers to find out what they are harvesting over the next few weeks.
- 2) Farmers arrive at Veggielution early on Fridays to deliver their produce, which Veggielution receives and checks for quality.

3) Produce is then arranged on the pack line for staff and volunteers to place into boxes. Volunteers, either individuals or corporate groups, help pack boxes for about two hours each Friday morning. Ultimately, each box will include six to seven types of fruits and vegetables along with a protein and a carb (e.g., eggs, tortillas or beans). A typical box has a few greens, two seasonal fruits, and an herb.

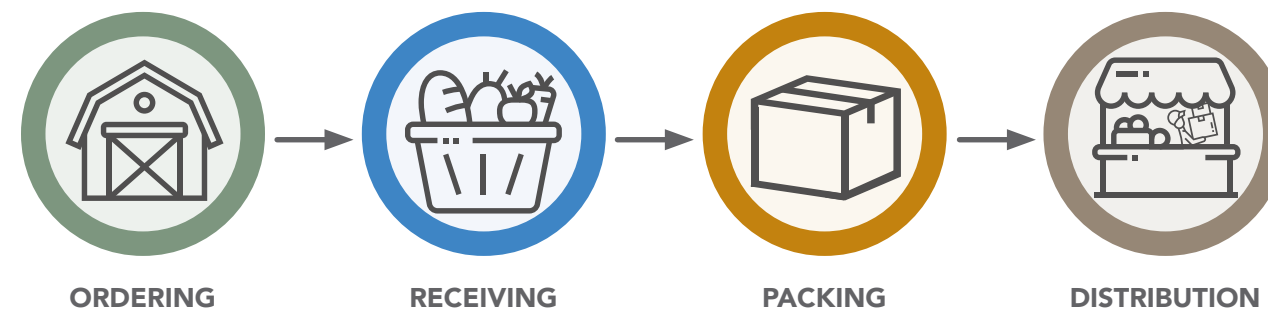
4) Distribution of farm boxes begins at Veggielution's on-site farm stand around 11:30 am, with people arriving at the farm throughout the day to pick up their boxes. Around 280-300 farm boxes are distributed this way. Another 50 farm boxes are delivered to participants with mobility challenges. These are delivered twice a month by bike in partnership with the Silicon Valley Bike Coalition and sometimes by Food Connect, a food delivery service.

Veggielution calls its current work a "mini-hub," created and maintained in response to a specific need from the community. Like others with an interest in strengthening the local food system, Veggielution believes there is a need in the South Bay for a larger food hub that not only serves individuals but also connects small and mid-size farms to larger markets, such as schools, corner stores, restaurants and other retail and institutional buyers.

## WHAT ARE FOOD HUBS AND WHY DO THEY MATTER FOR LOCAL FOOD SYSTEM DEVELOPMENT?

A food hub is a business or organization that aggregates and distributes source-identified regional food products. Food hubs help coordinate supply chain logistics and often make investments in food distribution infrastructure, such as warehouses, dry and cold storage, light processing facilities, and trucks. These services can help smaller farming and ranching operations overcome challenges (such as smaller production volumes or lack of access to storage and processing facilities) and tap into the demand for locally produced food from larger volume markets, such as schools, hospitals and restaurants. As the USDA's Regional Food Hub Resource Guide explains, "food hubs are key mechanisms for creating large, consistent, reliable supplies of mostly locally or regionally produced foods."

A common characteristic of food hubs is the desire to have positive economic, environmental and social impacts. According to the 2021 National Food Hub Survey, the top organizational values of food hubs are: farmer viability, access to healthy food, local food sourcing, and regional food system resilience.





# JACOBS FARM: CULINARY HERBS



Jacobs Farm

Established in 1980 by the husband and wife team of Larry Jacobs and Sandra Belin, Jacobs Farm grows organic herbs, tomatoes, vegetables and squash at five Northern California locations between Pescadero and Watsonville. In 2015, the business expanded into Santa Clara County, where they farm 180 acres at Martial Cottle Park in San José. Jacobs Farm was eager to partner with the County to bring organic agriculture to Martial Cottle Park and hopes to continue farming there for a long time.

A pioneer in the organic farming movement, Jacobs Farm is committed to environmentally and socially responsible production. Co-founder Larry Jacobs began studying organic growing methods and soil science after becoming ill from a pesticide exposure at a nursery as a teenager. In 1986, Jacobs and Belin worked with a cooperative of eight family farmers in Baja California, Mexico, to launch the Del Cabo farming collective, with the goal of creating economic opportunities for small-scale organic farmers. The Del Cabo Collective has grown to include more than 1,250 farming families in 14 communities on the Baja California peninsula and in mainland Mexico. In California, most Jacobs Farm workers in fields and packhouses have full-time, year-round jobs with health and retirement benefits. Where possible, Jacobs Farm also helps provide worker housing.

## SUPPLY CHAIN

At Martial Cottle Park, Jacobs Farm grows herbs such as cilantro, dill, parsley, marjoram, sage and thyme, dry-farmed tomatoes, and a variety of winter squashes. Both herbs and tomatoes grown at Martial Cottle Park follow a similar path from the field to grocery store shelves.

- 1) A crew harvests fresh herbs.
- 2) On the day they're harvested, herbs are picked up in a truck and driven to Jacobs Farm's Freedom Farm near Watsonville, where they're stored in a cooler until they're transferred to a larger truck.
- 3) Later that day, the herbs are driven from Freedom Farm to a warehouse in South San Francisco. With the sensitivity of products like herbs, they can't go far to market.
- 4) In South San Francisco, the products are loaded into a large cooling area. Staff members pull herbs from the cooling area to examine, sort and pack them. Herbs are typically packed in ¾-ounce clamshells, though they are also sold in different-sized containers, bunched and secured with twist ties, or in bulk.

When stores buy in bulk, they will repackage the herbs however they choose for their own customers.

5) Once the herbs are packaged, they're labeled and grouped into bundles of three or six clamshells. Customers typically order a number of these bundles: for example, 10 sets of six dill clamshells.

6) From there, the packaged herbs are kept in cold storage. As orders come in, they get packed in Jacobs Farm retail boxes and shipped to the retail store. Depending on the buyer, products may be picked up directly from the warehouse or delivered to a distribution center or store.

7) Jacobs Farm primarily sells its products to supermarkets along the West Coast, stretching from the Pacific Northwest to San Diego. You can find Jacobs Farm products at a variety of stores in the Bay Area: regional grocery stores like Draeger's Market, Lunardi's Markets, Mollie Stone's Markets, New Leaf Community Markets, Piazza's, and Rainbow Grocery; larger grocery store chains Trader Joe's and Whole Foods; and at food delivery companies Good Eggs, Misfits Market, and Imperfect Foods.

## EARLY GIRL TOMATOES

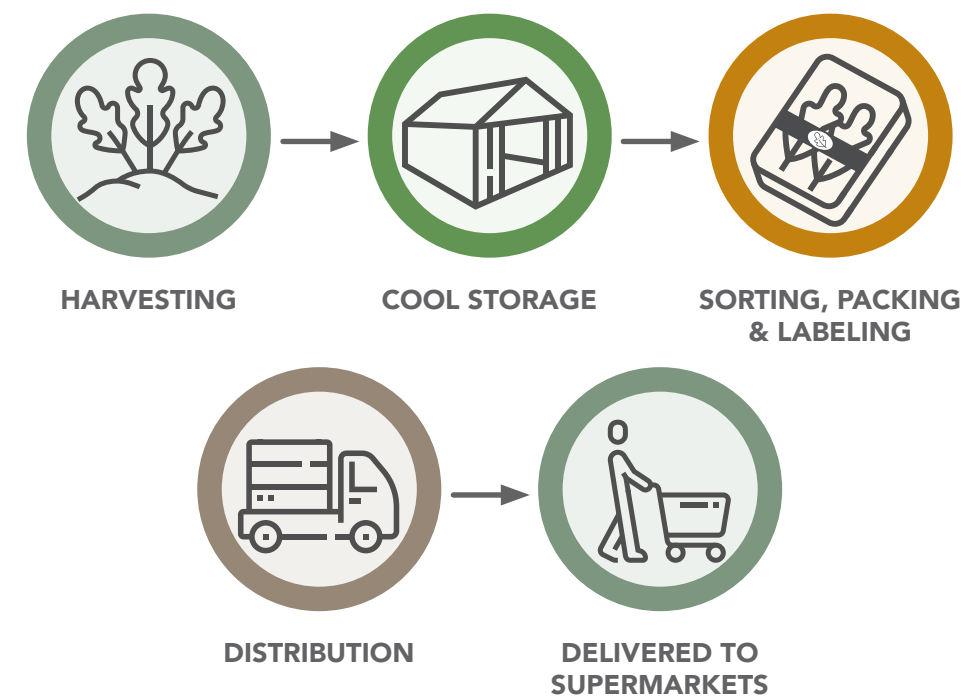
Early Girl tomatoes are packed in the field before making the same journey from Martial Cottle Park to



Freedom Farm and then to South San Francisco, where they are sold in bulk to regional grocery stores and in clamshells to Trader Joe's. If you see Jacobs Farm Early Girl tomatoes in the grocery store, odds are they were grown at Martial Cottle Park in San José!

## WHAT IS DRY FARMING?

At Martial Cottle Park, Jacobs Farm grows "dry-farmed" Early Girl tomatoes. Dry farming is a technique that uses limited water inputs and relies instead on water stored in the soil from winter rains for growing plants. Dry-farmed tomatoes receive some water to get established, but then are typically grown without additional irrigation. In addition to conserving water, dry-farmed tomatoes develop a sweeter, more concentrated flavor.





Jacobs Farm



Jacobs Farm



Jacobs Farm



Jacobs Farm

# BIANCHI RANCHES: LOCAL BEEF



Bianchi Ranches

Erica Bianchi Pirnik, 30, always knew she wanted to come back to her family's Gilroy ranch after college and carry on a long tradition of raising beef cattle. She is part of a growing number of young Santa Clara County farmers and ranchers connecting their families' farming operations to the local food system. Rather than selling her live cattle at auction, after which they could be shipped out of state and processed in a Midwestern packing plant, she has started her own direct marketing business, BR Beef.

"I just thought, why not? We have more than 200 farmers' markets in and around Silicon Valley and we can get a much better price for our meat there," Bianchi Pirnik says. "We go to five markets a week and have developed relationships with our customers."

BR Beef can also be purchased online and shipped or picked up at various drop-off locations around the South Bay.

Bianchi Pirnik works with her parents, Robert and Chris, her husband, Steven Pirnik, and business partner, Juli Figone, to get it all done. It's a lot of work that requires a coordinated team. Figone attends the farmers markets in Alameda, Hollister, Daly City, Livermore and Fremont. They transport the meat in a boxed freezer truck and sell it by the individual cut

to eager customers looking for local beef. The meat is processed in a USDA plant in Sonoma County, and then frozen and stored at the ranch.

"The processing is the hardest part," Bianchi Pirnik says. "That, and making sure people have enough freezer space to purchase our meat. A lot of people don't have large freezers."

According to a 2021 report by researchers at the Food Systems Lab at UC Davis, meat processing poses significant challenges for family ranches that want to direct market their products. Lack of access to slaughter facilities, limited capacity of cut and wrap facilities, and marketing hurdles create conditions in which small- and mid-scale farms and ranches struggle to stay in business.

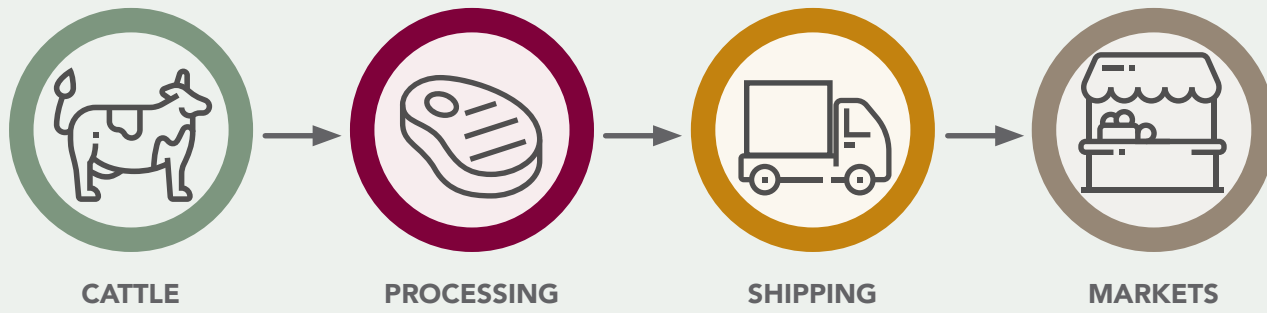
"These challenges are exacerbated by policies that tilt the playing field against small operators. Fortunately, new state and national legislation and programs are developing that could increase resilience in our food systems," said Michael R. Dimock, program director for advocacy group Roots of Change and lead author for the report. "We need cities and counties to help fix the problems because local land use policies often impede development of resilient supply chains."

Bianchi Pirnik also helps her parents, Robert and Chris, raise seed stock to sell at bull sales around the western United States. They're known for their Charolais, Hereford, Polled Hereford, Red Angus and Black Angus herds. The family has also hosted field days on the ranch to teach young ranchers about showing and caring for cattle. The educational clinics, called Cattle Logic, have drawn more than 100 participants from all over the state and Arizona.

"We wanted to give kids a hands-on experience about how to do fitting, clipping and livestock judging. We also included a portion on ethics and feeding," Bianchi Pirnik says.



Bianchi Ranches



L to R: Erica Bianchi Pirnik, Juli Figone, Katrina Morre



Bianchi Ranches



Bianchi Ranches



Bianchi Ranches

# MILLION DOLLAR CROPS

2021	
AGRICULTURAL PRODUCT	VALUE
1. Nursery Crops	\$109,372,000
2. Mushrooms	\$79,480,000
3. Peppers, Bell	\$19,172,000
4. Lettuce, All	\$17,503,000
5. Asian Vegetables	\$11,540,000
6. Spinach	\$10,606,000
7. Tomatoes, Fresh	\$9,934,000
8. Wine Grapes, All	\$9,488,000
9. Cabbage	\$9,229,000
10. Corn	\$7,340,000
11. Cherry	\$7,229,000
12. Broccoli	\$5,902,000
13. Beans, All	\$4,620,000
14. Peppers, Wax & Chili	\$4,089,000
15. Steers & Heifers	\$3,581,000
16. Rangeland	\$3,300,000
17. Garlic	\$2,941,000
18. Tomatoes, Processing	\$2,937,000
19. Seed Crops	\$2,324,000
20. Squash	\$1,598,000
ALL OTHER CROPS	\$17,780,000
<b>TOTAL GROSS</b>	<b>\$339,965,000</b>

2022	
AGRICULTURAL PRODUCT	VALUE
1. Nursery Crops	\$114,993,000
2. Mushrooms	\$86,654,000
3. Lettuce, All	\$20,531,000
4. Tomatoes, Fresh	\$16,912,000
5. Peppers, Bell	\$16,035,000
6. Asian Vegetables	\$10,404,000
7. Spinach	\$9,092,000
8. Cabbage	\$8,719,000
9. Wine Grapes, All	\$8,112,000
10. Cherries	\$7,438,000
11. Corn	\$6,964,000
12. Tomatoes, Processed	\$6,009,000
13. Beans, All	\$4,461,000
14. Peppers, Wax & Chili	\$4,296,000
15. Broccoli	\$4,221,000
16. Steers & Heifers	\$3,461,000
17. Rangeland	\$3,301,000
18. Garlic	\$2,692,000
19. Seed Crops	\$2,681,000
20. Squash	\$1,615,000
21. Cows & Bulls	\$1,356,000
22. Hay (Grain)	\$1,146,000
ALL OTHER CROPS	\$17,769,000
<b>TOTAL GROSS</b>	<b>\$358,862,000</b>

# LIVESTOCK & POULTRY

ITEM	YEAR	NUMBER OF HEAD	PRODUCTION TOTAL LIVE WEIGHT	UNIT	VALUE PER UNIT	TOTAL
Steers & Heifers	2022	3,430	22,897	CWT	\$151	\$3,461,000
	2021	3,982	24,866	CWT	\$144	\$3,581,000
Cows & Bulls	2022	1,220	14,732	CWT	\$92	\$1,356,000
	2021	637	7,687	CWT	\$88	\$676,000
Miscellaneous*	2022	-	-	-	-	\$149,000
	2021	-	-	-	-	\$230,000
<b>TOTAL</b>	<b>2022</b>					<b>\$4,966,000</b>
	<b>2021</b>					<b>\$4,487,000</b>

\*Includes: Chicken Eggs, Goats, Pigs, Sheep, etc.

# APIARY



ITEM	YEAR	TOTAL
<b>TOTAL APIARY VALUE*</b>	<b>2022</b>	<b>\$294,000</b>
	<b>2021</b>	<b>\$332,000</b>

\*Includes Honey, Beeswax, Nucleus Colonies



# VEGETABLE CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	VALUE PER TON	TOTAL
<b>Asian Vegetables</b>	2022	235	9.3	2,176.4	\$1,794	\$10,404,000
	2021	779	16.7	13,009.3	\$887	\$11,540,000
<b>Beans</b>	2022	908	2.6	2,385.6	\$1,870	\$4,461,000
	2021	943	3.6	3,399.0	\$1,359	\$4,620,000
<b>Broccoli</b>	2022	824	4.0	3,386.8	\$1,246	\$4,221,000
	2021	872	5.5	4,804.2	\$1,229	\$5,902,000
<b>Cabbage</b>	2022	304	31.4	9,543.5	\$914	\$8,719,000
	2021	493	31.6	15,573.2	\$593	\$9,229,000
<b>Corn</b>	2022	1,294	6.2	8,005.7	\$870	\$6,964,000
	2021	1,145	10.5	12,058.0	\$609	\$7,340,000
<b>Garlic</b>	2022	392	2.6	1,031.0	\$2,611	\$2,692,000
	2021	335	5.7	1,896.0	\$1,551	\$2,941,000
<b>Lettuce, All*</b>	2022	2,025	12.7	22,286.5	\$733	\$20,531,000
	2021	2,774	8.9	17,161.0	\$635	\$17,503,000
<b>Mushrooms</b>	2022	130	127.4	16,562.6	\$5,232	\$86,654,000
	2021	133	131.6	17,499.0	\$4,542	\$79,480,000
<b>Onions, Dry (Yellow &amp; Red)</b>	2022	23	19.0	419.0	\$519	\$247,000
	2021	50	16.1	729.8	\$488	\$361,000
<b>Peppers, Bell</b>	2022	1,035	34.2	35,370.0	\$453	\$16,035,000
	2021	1,304	37.0	48,193.8	\$398	\$19,172,000
<b>Peppers, Wax &amp; Chili</b>	2022	169	33.0	5,569.7	\$771	\$4,296,000
	2021	398	31.5	7,951.2	\$514	\$4,089,255
<b>Spinach</b>	2022	919	6.5	6,007.0	\$1,514	\$9,092,000
	2021	1,268	8.5	9,442.5	\$1,390	\$10,606,000
<b>Squash</b>	2022	166	14.7	2,447.0	\$660	\$1,615,000
	2021	221	13.1	3,292.0	\$482	\$1,598,000
<b>Tomatoes, Fresh</b>	2022	1,014	31.1	31,530.0	\$536	\$16,912,000
	2021	1,427	11.4	16,339.0	\$608	\$9,934,000
<b>Tomatoes, Processed</b>	2022	824	64.0	52,736.0	\$114	\$6,009,000
	2021	498	60.0	29,880.0	\$101	\$2,937,000
<b>Miscellaneous**</b>	2022	1,216	-	-	-	\$12,922,000
	2021	1,383	-	-	-	\$11,082,000
<b>TOTAL</b>	<b>2022</b>	<b>11,478</b>				<b>\$211,772,000</b>
	<b>2021</b>	<b>12,548</b>				<b>\$198,334,000</b>

\*Head, Leaf, and Romaine Lettuce, Arugula, Endive, Frisee, Mizuna, Mustard, Radicchio, Spring Mix, Swiss Chard, etc.

\*\*Cauliflower, Celery, Cucumber, Onions, Peas, Pumpkins, etc.

# NURSERY CROPS

ITEM	YEAR	HOUSE (SQ. FT.)	FIELD ACRE	SOLD BY PRODUCERS	UNIT	VALUE PER UNIT	TOTAL
<b>Bedding Plants</b>	2022	2,500,015	49	2,224,503	Flats	Various	\$26,006,000
	2021	2,373,000	59	2,235,249	Flats	Various	\$26,772,000
<b>Christmas Trees</b>	2022	-	264	4,204	Tree	\$74	\$309,000
	2021	-	261	6,191	Tree	\$72	\$446,000
<b>Ornamental Trees, Roses &amp; Shrubs</b>	2022	238,210	370	10,510,654	Plant	Various	\$45,784,000
	2021	243,234	325	11,169,932	Plant	Various	\$44,425,000
<b>Herbaceous Perennials</b>	2022	331,780	63	903,370	Plant	Various	\$15,816,000
	2021	341,000	61	972,039	Plant	Various	\$12,071,000
<b>Miscellaneous*</b>	2022	2,838,420	204	-	-	-	\$27,078,000
	2021	2,353,025	211	-	-	-	\$25,658,000
<b>TOTAL</b>	<b>2022</b>						<b>\$114,993,000</b>
	<b>2021</b>						<b>\$109,372,000</b>

\*Indoor Decoratives, Orchids, Propagative Materials, Turf, Succulents, Vegetable Plants, Floral Crops (Cut Flowers), etc.



# SEED CROPS

ITEM	YEAR	HARVESTED ACREAGE	TOTAL
<b>Flower and Vegetable Seed Crops</b>	2022	669	<b>\$2,681,000</b>
	2021	685	<b>\$2,324,000</b>

# FIELD CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Hay (Grain)	2022	2,408	1.5	3,655.0	Ton	\$313	\$1,146,000
	2021	2,337	1.6	3,877.0	Ton	\$208	\$805,000
Rangeland	2022	253,893	-	-	Acre	\$13	\$3,301,000
	2021	253,893	-	-	Acre	\$13	\$3,300,000
Miscellaneous*	2022	187	-	-	-	-	\$296,000
	2021	224	-	-	-	-	\$90,000
<b>TOTAL</b>	<b>2022</b>	<b>256,488</b>					<b>\$4,743,000</b>
	<b>2021</b>	<b>256,454</b>					<b>\$4,195,000</b>

\*Includes: Alfalfa, Irrigated Pasture, Triticale, etc.

# ORGANIC AGRICULTURE

Santa Clara County has 152 organic growing locations for a total of 8,873 acres.

Type of Organic Registrant	Number Registered
Producers	54
Handlers	20
Processors	2



# FOREST PRODUCTS

ITEM	YEAR	PRODUCTION TOTAL	TOTAL
Timber	2022	875 MBF	\$516,000
	2021	818 MBF	\$462,000

# FRUIT & NUT CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL TONS	VALUE PER TONS	TOTAL
Apricots (Fresh)	2022	99	1.2	119.0	\$2,237	\$267,000
	2021	95	2.2	209.0	\$1,721	\$375,000
Cherries	2022	1,172	1.2	1,442.0	\$5,159	\$7,438,000
	2021	888	2.6	2,349.0	\$2,335	\$7,229,000
Grapes (Wine Red)	2022	411	4.0	1,782.0	\$1,405	\$2,505,000
	2021	1,273	2.9	3,728.0	\$1,806	\$6,673,000
Grapes (Wine White)	2022	1,177	2.0	2,335.0	\$2,401	\$5,607,000
	2021	497	4.0	2,009.0	\$1,401	\$2,815,000
Total Red & White	2022	2,861	-	-	-	\$8,112,000
	2021	1,770	-	-	-	\$9,488,000
Persimmons	2022	31	6.0	66.0	\$2,637	\$175,000
	2021	43	3.2	136.0	\$1,634	\$222,000
Walnuts	2022	299	1.6	476.0	\$980	\$467,000
	2021	290	1.5	446.0	\$1,890	\$843,000
Miscellaneous*	2022	255	-	-	-	\$2,438,000
	2021	233	-	-	-	\$2,302,000
<b>TOTAL</b>	<b>2022</b>	<b>4,717</b>				<b>\$18,897,000</b>
	<b>2021</b>	<b>3,319</b>				<b>\$20,459,000</b>

\*Includes: Apples, Bushberries, Kiwis, Nectarines, Olives, Peaches, Plums, Prunes, Strawberries, etc.

# FARMER'S MARKETS

## CERTIFIED FARMERS' MARKETS

2022	35
2021	30





**South County Office**  
80 W. Highland Ave, Building K  
San Jose, CA 95046  
(408) 201-0640

**North County Office**  
1553 Berger Drive, Building 1  
San Jose, CA 95112  
(408) 918-4600

[www.ag.sccgov.org](http://www.ag.sccgov.org)