

SAN MATEO COUNTY COASTSIDE FARM FACTS



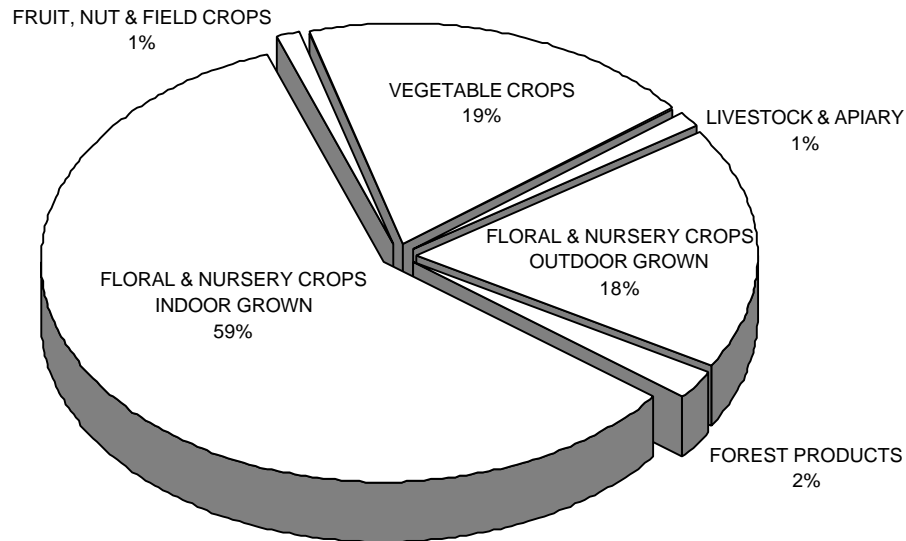
With its cool, mild climate, rich soils, and over 600,000 local customers “just over the hill”, San Mateo County’s coastal agricultural district has been farmed for five generations. Of the 166 agricultural operations in the county, 70% are located on the coast.



San Mateo ranks 33rd in agricultural production value among the 58 California counties. The county is ranked in the top five for the production of cut flowers, potted plants, mushrooms and artichokes.



In 2001, the total gross production value for agriculture countywide totaled \$177,110,000 and over 99% of this value was generated by farm operations west of Skyline. The real economic impact of agricultural production on our local economy is estimated at \$620 million dollars (based on an economic analysis by the University of California).



2001 CROP SUMMARY: \$177,110,000 TOTAL PRODUCTION VALUE



Many of the County’s crops have a high value per acre. Indoor Floral and Nursery Crops are grown on 1% of the acreage under production and yet these crops account for 59% of the annual production value.

COASTSIDE CROPS ...

- **2500 acres of agricultural land produce a bounty of vegetables. In terms of acres under production, Brussels sprouts are king, followed by peas, pumpkins, artichokes, leeks, and beans.**
- **It's not enough to say "we grow beans". Most people don't realize that 28 growers produce blue lake, Italian, cranberry, soy, fava, french wax and other varieties of pole and bush beans too numerous to list.**
- **White button, bear's head, oyster, brown button, portabella and shitaki mushrooms produced by four coastal growers are valued at over \$23 million dollars annually.**
- **Potted orchids, lilies, poinsettias and foliage plants fill coastside greenhouses, along with snapdragons, roses, carnations, lilies and alstromeria harvested as cut flowers.**
- **Fifty-two growers farming 670 acres of colorful outdoor fields produce 145 different kinds of flowers for sale at Bay Area markets.**

COASTSIDE FARMS ...

- **Range in size from ¼ acre parcels of specialty crops to two of the largest potted plant nurseries in the United States.**
- **Include ten registered organic growers who produce 35 different crops on smaller parcels totaling 170 acres. The County's one and only dairy produces gourmet cheese from goat's milk.**
- **Employ most of their workers year-round because of our long growing season and indoor-grown crops. The majority of coastal farming operations provide housing for some portion of their workforce.**

COASTSIDE FARMERS ...

- **Represent a diversity of ethnic backgrounds and cultures from countries around the world including Italy, Japan, Mexico, Portugal, China, Holland, England and Australia. Four families have been farming on the Peninsula for over 100 years: the Garibaldis, Bellos, Okus, and Moores.**
- **Rely on their flexibility and innovation to respond to competition and new marketing opportunities. U-Pick berries, choose and cut X-mas trees, pumpkin patches, produce stands, direct sales at Bay Area restaurants and farmers' markets, and continuing diversification of crops have helped to maintain the economic viability of agricultural businesses.**