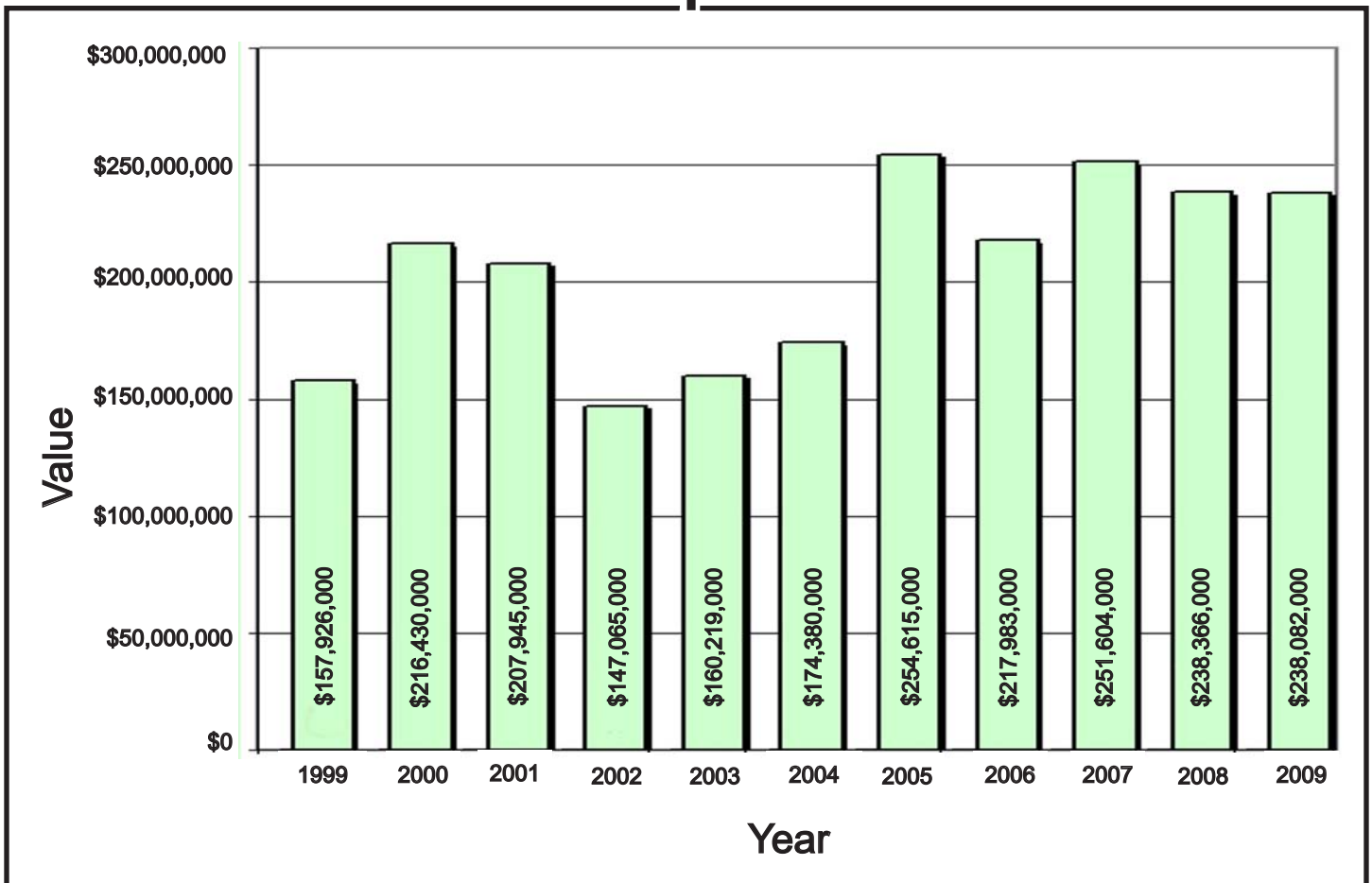




Grape Production

CROP	YEAR	ACREAGE	PRODUCTION		UNIT	VALUE PER UNIT	
			PER ACRE	TOTAL		UNIT	TOTAL
Bearing Acres	2009	41,114	4.99	205,000	ton	\$1,161.38	\$238,082,000
	2008	40,144	5.01	201,000	ton	\$1,185.90	\$238,366,000
Non-bearing/ Not Harvested	2009	3,975					
	2008	4,006					
Grape	2009	45,089					
TOTAL ACRES	2008	44,150					

Monterey County's Value of Wine Grapes



Grape Production

TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	16,389	\$1,139	78,354	\$89,245,000
Riesling	1,922	\$1,088	13,911	\$15,135,000
Sauvignon Blanc	1,020	\$912	8,328	\$7,595,000
Pinot Grigio	1,236	\$1,132	5,524	\$6,253,000
Gewurztraminer	804	\$909	5,698	\$5,179,000
Muscat Canelli	162	\$1,086	1,240	\$1,347,000
Vioginier	163	\$1,603	260	\$417,000
Pinot Blanc	93	\$964	224	\$216,000
Albarino	7	\$1,772	116	\$206,000
Roussanne	73	\$2,351	70	\$165,000
Grenache Blanc	8	\$578	253	\$146,000
Chenin Blanc	145	\$655	217	\$142,000
Marsanne	18	\$1,020	116	\$118,000
Other Whites ¹	17	\$1,493	70	\$105,000

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	6,738	\$1,678	29,615	\$49,694,000
Cabernet Sauvignon	3,739	\$927	26,119	\$24,212,000
Merlot	5,137	\$990	23,555	\$23,319,000
Syrah/Shiraz	1,757	\$939	5,649	\$5,304,000
Cabernet Franc	701	\$1,010	4,333	\$4,376,000
Petit Verdot	98	\$1,188	1,100	\$1,307,000
Petite Sirah	243	\$1,060	1,137	\$1,205,000
Grenache	116	\$1,444	557	\$804,000
Malbec	155	\$1,038	496	\$515,000
Zinfandel, Red	179	\$938	429	\$402,000
Sangiovese	134	\$810	286	\$232,000
Tannat	2	\$1,092	207	\$226,000
Barbera	22	\$1,031	180	\$186,000
Other Reds ²	36	\$1,835	17	\$31,000

¹ A i gWU: JcZA i gWUc fUb[YZG'a JcbzQUi j] bcb A i gpi YzUbX HtWU]: fJ Ubc:

² 5 JWUby' 6ci gWYfz7 Uf[bUbYz7 \Uf/cbc27 JbgJi hZ8c WfHcZ8c fbZ'XYfz: fUWUbcz@J[fYJbZA UHfCz BYVV]: cZbY[fYHvZDZ'Zf7 UVYfbYfzDf] J] czGci rUcZ fYa dUbj]cZfYfYX[czHfU 7 UcZfci f[U' BUWpUzHci f[U': fUbWgWZfci gYUi zUbX J UX[i]'

Monterey County's Trends of Major Crops

CROP		1989	1999	2009
Artichokes	Acre	8,360	6,720	4,375
	Value	\$25,686,000	\$43,014,000	\$48,084,000
	CPI Adjusted ¹	\$44,286,000	\$55,217,000	\$48,084,000
Broccoli	Acre	50,960	53,880	56,423
	Value	\$122,098,000	\$241,554,000	\$280,236,000
	CPI Adjusted	\$210,514,000	\$310,082,000	\$280,236,000
Cauliflower	Acre	21,391	17,538	18,817
	Value	\$64,411,000	\$105,015,000	\$112,040,000
	CPI Adjusted	\$111,053,000	\$134,807,000	\$112,040,000
Celery	Acre	5,085	9,655	11,801
	Value	\$34,456,000	\$87,132,000	\$172,227,000
	CPI Adjusted	\$59,407,000	\$111,851,000	\$172,227,000
Grapes ²	Acre	32,646	34,187	41,114
	Value	\$60,139,000	\$157,926,000	\$238,082,000
	CPI Adjusted	\$103,688,000	\$202,729,000	\$238,082,000
Head Lettuce	Acre	64,035	59,634	48,691
	Value	\$330,901,000	\$315,644,000	\$435,952,000
	CPI Adjusted	\$570,519,000	\$405,191,000	\$435,952,000
Leaf Lettuce	Acre	12,863	42,950	94,491
	Value	\$57,291,000	\$268,659,000	\$736,570,000
	CPI Adjusted	\$98,778,000	\$344,877,000	\$736,570,000
Mushrooms	Pounds	48,290,000	47,584,000	37,264,000
	Value	\$44,427,000	\$61,400,000	\$68,938,000
	CPI Adjusted	\$76,598,000	\$78,819,000	\$68,938,000
Nursery Products	Acre	1,480	2,635	2,491
	Value	\$101,181,000	\$180,822,000	\$294,572,000
	CPI Adjusted	\$174,449,000	\$232,121,000	\$294,572,000
Spinach	Acre	4,410	13,001	9,519
	Value	\$11,476,000	\$64,959,000	\$131,996,000
	CPI Adjusted	\$19,786,000	\$83,388,000	\$131,996,000
Strawberries	Acre	5,050	6,864	11,247
	Value	\$102,474,000	\$217,600,000	\$756,144,000
	CPI Adjusted	\$176,679,000	\$279,332,000	\$756,144,000
TOTAL OF MAJOR CROPS ABOVE	Acre	206,280	247,064	295,906
	Value	\$954,540,000	\$1,743,725,000	\$3,274,841,000
	CPI Adjusted	\$1,645,757,000	\$2,238,414,000	\$3,274,841,000

¹ 7 cbg a YFD]W bXYI 7 cbj Yfgc b : UWfc fgZca \hd.#c fY[cbgUY'YXi #WU#dc j]WgYg'XYZJi TrUYgZUW TrMYg'UW.#U\ f#bU]t: bIwcbj Yfgc b#dXZ#Wj &&S, 'dXZ
² FYdYg'btg6YUfb[5WYgcbm

