

El Dorado ~ Alpine Counties
2014
Agricultural Crop & Livestock Report



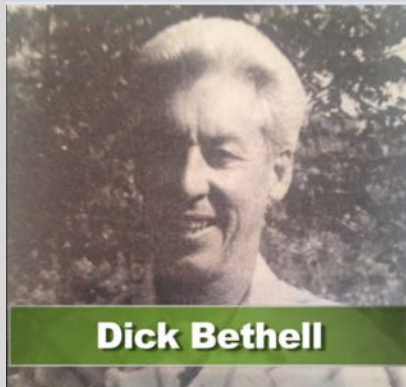
50 YEARS
1964 2014
APPLE HILL
FARMING FRIENDSHIP & FUN



Apple Hill:



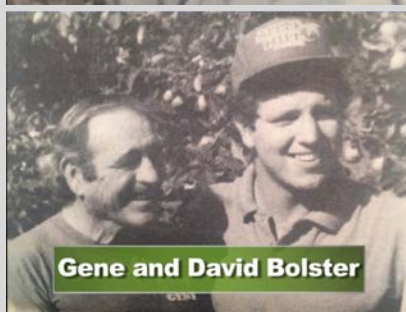
The Beginning



Dick Bethell

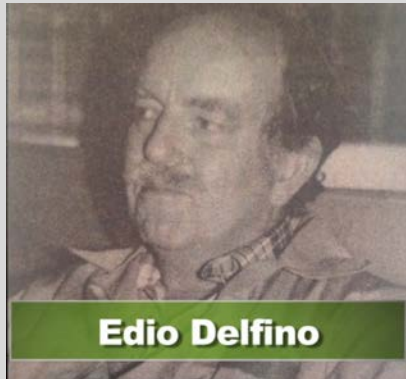
Apple Hill's roots stretch all the way back to 1951 when Floyd Bolster retired and bought a 10 acre apple farm in Camino, a rural community in the foothills between Sacramento and South Lake Tahoe. A few years later, his son, Gene Bolster, took over the family farm⁽¹⁾.

Not many farmers were growing apples at the time. The 1957 El Dorado County Crop Report shows that for every producing apple tree there were ten pear trees in production. Just a year later in 1958, El Dorado County's premium Bartlett pear production reached an all-time high of 47,833 tons on 3,357 acres. Then pear decline disease decimated El Dorado County pear orchards.



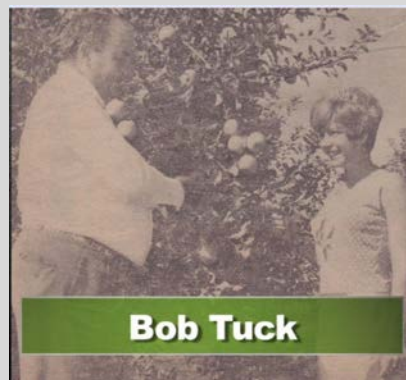
Gene and David Bolster

Gene Bolster recalled, "There were about 16 ranchers back then... We usually gathered at Bob Tuck's house at the end of the day and talked about how awful farming was." He further explained, "We had an awful pear blight... and we had to do something to survive. Our major crop was pears⁽¹⁾."



Edio Delfino

It was 1962 when Gene Bolster and then El Dorado County Agricultural Commissioner, Edio Delfino, went searching for solutions. They set out to visit Oak Glen: a successful apple-growing region in Southern California's San Bernardino Mountains. Delfino recollected, "They had a successful marketing program, so we got a copy of their bylaws and improved on them^(1 & 2)."



Bob Tuck

Both men returned to Camino and began working on their own grower's association. It wasn't until 1964 that Gene Bolster and Edio Delfino banded together with local pomology specialist and UCCE Farm Advisor, Dick Bethell, and retired army officer, Bob Tuck, to form what would be known as The Apple Hill Growers Association. It was Bob Tuck who shortly thereafter coined the name "Apple Hill" for their budding association⁽¹⁾. The timing was fortunate. By 1965, pear decline disease reduced Bartlett pear production to 8,435 tons on 1,915 acres— a more than 560% decrease from only seven years before. Realizing pear orchards were no longer profitable, growers were forced to researched viable alternatives.

"It's never easy to get ranchers to agree on anything," Bolster observed, "but they did agree on forming the growers association. Everyone worked together and Apple Hill rose like a phoenix from the ashes of disaster." He added, "It was amazing how much we accomplished in such a short time. We started in mid-June of 1964 and had everything ready for the first press picnic in August⁽¹⁾."

2014 CROP REPORT

El Dorado and
Alpine Counties

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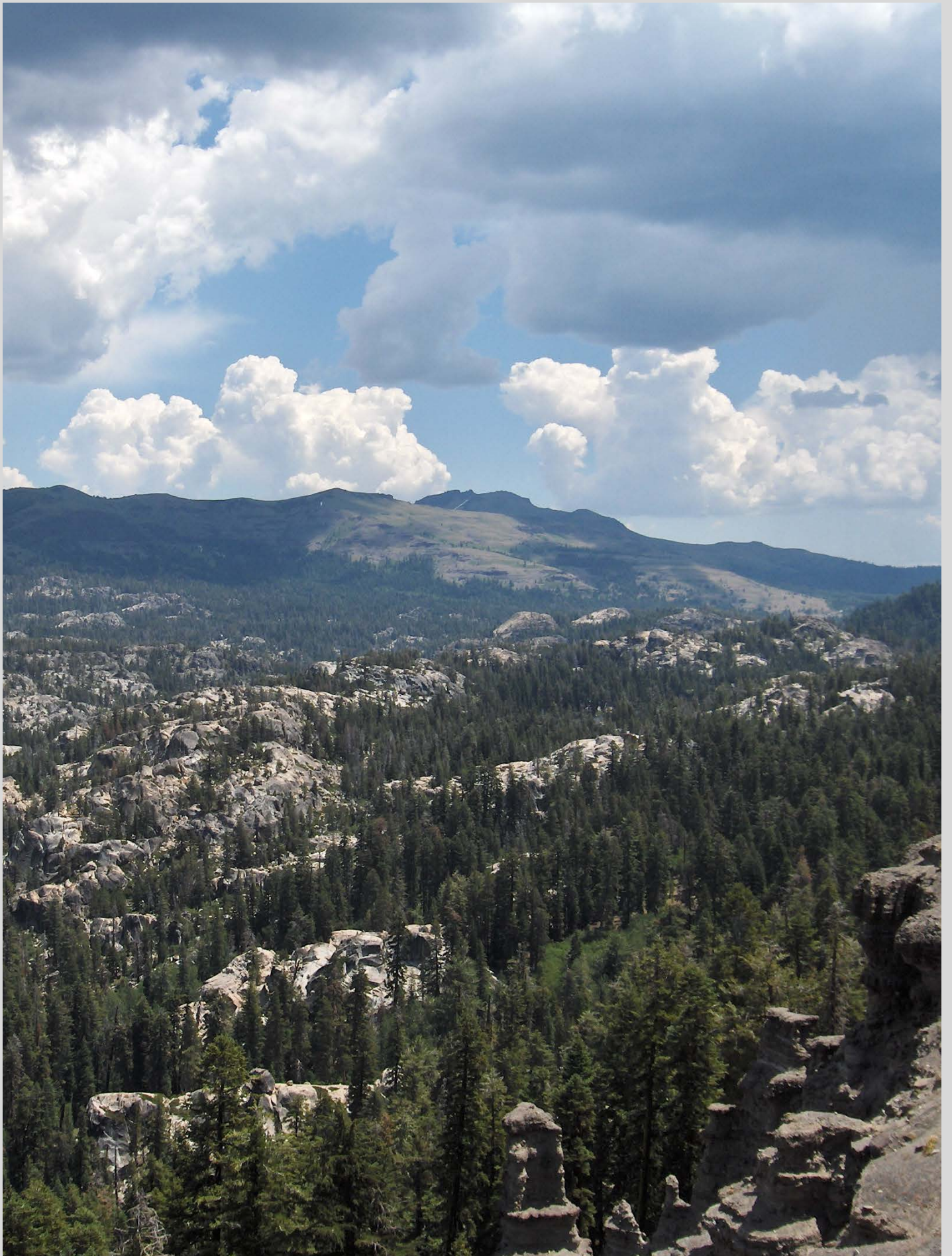
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El Dorado and Alpine Counties

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In accordance with Section 2279 of the California Food and Agricultural Code, I hereby submit the 2014 El Dorado & Alpine Counties Crop Report.

The gross crop value for the County of El Dorado was \$58,688,113 million, representing a Increase of 2.5% from 2013 values. A mild winter reduced the vineyard yields and the King Fire had an effect on the Timber values. Apples and apple products were the leading crop in El Dorado County with a total value of \$16.8 million which represents an increase of 14.8% over 2013 values. Livestock values increased in 2014 to \$10.9 million reflecting the strong prices in the beef market.

Monetary values in this report are F.O.B. (Freight On Board) and do not reflect net returns or profits realized by the growers. It is estimated that the impact of agriculture to the County of El Dorado's economy totaled approximately \$433 million in 2014, of which, Apple Hill and value-added products contributed an estimated \$235 million while the wine industry added another \$168 million.

Alpine County's gross crop value for 2014 was estimated to be \$5.77 million, which is a 12.6% increase from the 2013 value. Strong hay and livestock prices contributed to the increase.

I wish to express my sincere appreciation to the many individuals and organizations which have contributed information to make this report possible. I would like to thank Heather Meleski, Jessica Honeycutt and LeeAnne Mila for their work in compiling information for this report.


Respectfully submitted,

A handwritten signature in black ink that reads "Charlene Carveth".

CHARLENE CARVETH
Agricultural Commissioner
Sealer of Weights and Measures

Fruit and Nut Crops


Apples



Crop	Year	Acreage	Total Production	Unit	Value Per Unit	Total Value
Fresh	2014		5,650	Tons	\$2,320	\$13,108,000
	2013		5,454	Tons	\$2,120	\$11,562,480
Juice/Cider	2014		200,947	Gallons		\$1,507,103
	2013		182,900	Gallons		\$1,318,709
Cannery/Apple Hill Products*	2014					\$2,168,342
	2013					\$1,729,462
Total Apples	2014	852				\$16,783,445
	2013	850				\$14,610,651

*Includes all "enhanced agricultural products" such as fruit/nut pies and jams

Pears



Crop	Year	Acreage	Production Per Acre	Total Production	Unit	Value Per Unit	Total Value
Bartlett/Bosc	2014	65	2.86	202	Tons	\$2,501	\$505,202
	2013	65	4.75	309	Tons	\$2,000	\$618,000
Asian	2014	40	2.95	118	Tons	\$3,326	\$392,468
	2013	40	7.23	289	Tons	\$3,360	\$971,040
Total Pears	2014	107					\$897,670
	2013	105					\$1,589,040

Fruit and Nut Crops

Wine Grapes

Crop	Year	Acreage	Production Per Acre	Total Production	Unit	Value** Per Unit	Total*** Value
Bearing	2014	2,109	2.3	5,339	Tons	\$1,458	\$7,582,914
	2013	2,123	2.60	5,740	Tons	\$1,339	\$8,010,833
Non-bearing	2014	278	Total Grape Acreage 2014* = 2,387 acres				
	2013	220	Total Grape Acreage 2013* = 2,343 acres				

*2014 acreage numbers reflect actual responses by the agricultural community for the 2014 Wine Grape Survey.

** Reflects the average price of all wine grape varieties.

*** Crop Values reported in the El Dorado County Wine Grape Surveys

Other Fruit & Nut Crops

Crop	Year	Acreage	Production Per Acre	Total Production	Unit	Value Per Unit	Total Value
Peaches	2014	108	3.00	324	Tons	\$5,000	\$1,620,000
	2013	108	2.99	323	Tons	\$3,760	\$1,214,480
Plums	2014	52	3.58	186	Tons	\$3,142	\$584,412
	2013	55	3.93	216	Tons	\$2,740	\$591,840
Olives	2014	62			Gallons		\$178,560*
	2013	64			Gallons		\$212,042*
Walnuts	2014	111	0.44	49	Tons	\$3,520	\$172,480
	2013	111	0.41	46	Tons	\$3,580	\$164,680
Cherries	2014	50	0.48	2.39	Tons	\$7,783	\$18,601
	2013	50	0.16	8	Tons	\$6,660	\$53,280
Totals	2014						\$2,574,053
	2013						\$2,236,322

*Value and Total Value based on gallons of olive oil sold.

Fruit and Nut Crops

Totals

Totals	Year	Total Acreage	Total Value
Fruit & Nut Crops	2014	3,740	\$27,838,082
	2013	3,686	\$26,446,846
Minor & Misc. Crops*	2014		\$1,312,259
	2013		\$1,287,967
Total	2014		\$29,150,341
	2013		\$27,734,813

*Minor & Miscellaneous Crops include truck gardens, berries, nectarines, citrus, chestnuts, avocados, pumpkins, tomatoes, persimmons, etc.

Livestock

Livestock	Year	Number of Head	Total Live Weight	Unit	Value Per Unit	Total Value
Cattle	2014	6,810	63,970	cwt**	\$141.00	\$9,019,770
	2013	5,978	54,405	cwt**	\$139.00	\$7,562,295
Miscellaneous*	2014					\$1,865,794
	2013					\$1,785,794
Total Livestock	2014					\$10,885,564
	2013					\$9,348,089

*Misc. includes: Turkeys, Ducks, Chickens, Goats, Alpacas, Sheep, Pigs, Emu and Wool By-products.

Hay and Pasture

Crop	Year	Acres	Units		Value Per Unit	Total Value
Hay	2014	225	337	Tons	\$235.00	\$79,195
	2013	255	337	Tons	\$230.00	\$77,510
Pasture, Irrigated	2014	925			\$140.00	\$129,500
	2013	925			\$140.00	\$129,500
Rangeland	2014	233,000			\$18.00	\$4,194,000
	2013	233,000			\$16.00	\$3,728,000
Total	2014					\$4,402,695
	2013					\$3,935,010

Apiary Products

	Year	Units	Total Value
Apiary Products	2014	4,300 Colonies	\$881,500
	2013	4,100 Colonies	\$840,500

Nursery Products

	Year	Acreage	Total Value
Total Nursery	2014	36	\$2,464,028
	2013	34	\$1,717,182

Christmas Trees



	Year	Production	Unit	Unit Value	Total Value
Choose and Cut	2014	36,100	Each	\$60.00	\$2,166,000
	2013	35,808	Each	\$60.00	\$2,148,480
Wholesale	2014	1,319	Each	\$56.00	\$73,864
	2013	1,678	Each	\$56.00	\$93,968
Total Christmas Trees	2014				\$2,239,864
	2013				\$2,242,448

Timber Harvested and By-products

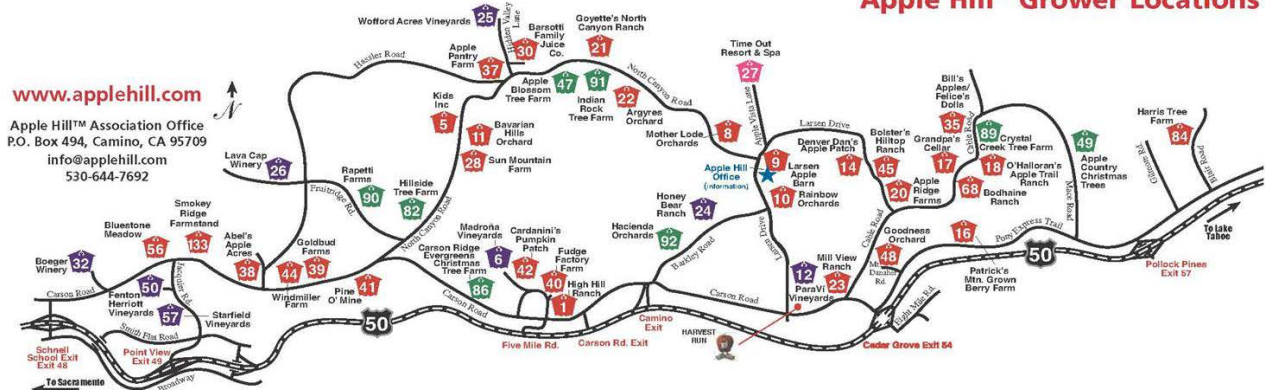


	Year	Production	Unit	Total Value
Private and Public Forest	2014	55,371	Million Board Feet	\$8,628,351
	2013	69,218	Million Board Feet	\$11,369,766
Wood Sales and Permits	2014	1,573	Million Board Feet	\$35,770
	2013	2,032	Million Board Feet	\$52,952
Total Timber	2014			\$8,664,121
	2013			\$11,422,718

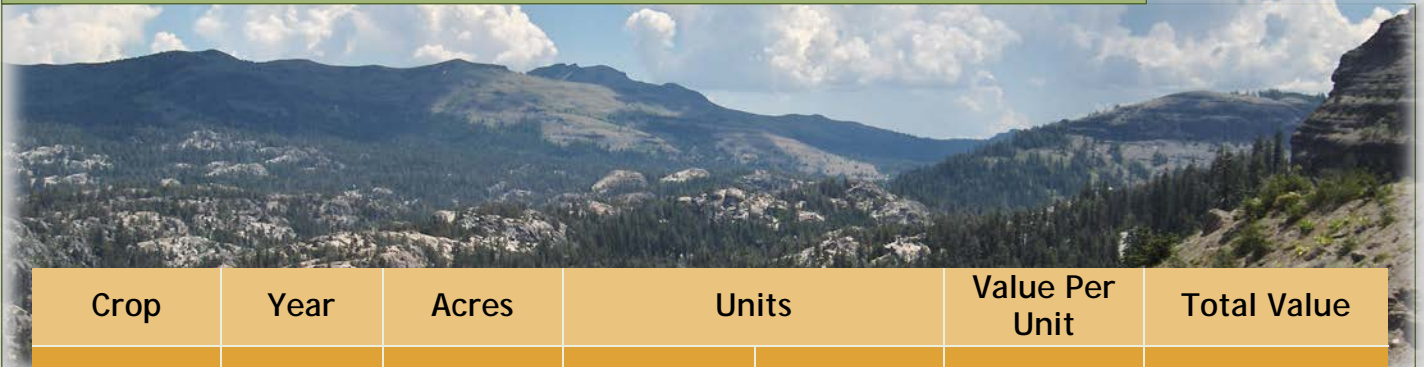
Agricultural Production Summary

Crop	2013	2014
Apples	\$14,610,651 (1)	\$16,783,445 (1)
Livestock	\$9,348,089 (3)	\$10,885,564 (2)
Timber	\$11,422,718 (2)	\$8,664,121 (3)
Wine Grapes	\$8,010,833 (4)	\$7,582,914 (4)
Hay and Pasture	\$3,935,010 (5)	\$4,402,695 (5)
Other Fruit and Nut Crops	\$2,236,322 (7)	\$2,574,053 (6)
Nursery	\$1,717,182 (8)	\$2,464,028 (7)
Christmas Trees	\$2,242,448 (6)	\$2,239,864 (8)
Minor and Miscellaneous Crops	\$1,287,967 (10)	\$1,312,259 (9)
Pears	\$1,589,040 (9)	\$897,670 (10)
Apiary	\$840,500 (11)	\$881,500 (11)
Agricultural Gross Value	\$57,240,760	\$58,688,113

Apple Hill™ Grower Locations



Alpine County Livestock, Hay and Pasture



Crop	Year	Acres	Units		Value Per Unit	Total Value
Hay	2014	250	2000	Tons	\$300.00	\$600,000
	2013	200	1000	Tons	\$300.00	\$300,000
Pasture, Irrigated	2014	2,500			\$140.00	\$350,000
	2013	1,500			\$138.00	\$207,000
Rangeland	2014	133,000			\$15.00	\$1,995,000
	2013	133,000			\$15.00	\$1,995,000
Total	2014					\$2,945,000
	2013					\$2,502,000
Cattle		# Sold	Total Weight	Unit	Value Per Unit	Total Value
	2014	1,300	19,500	cwt**	\$145.00	\$2,827,500
	2013	1,364	18,100	cwt**	\$145.00	\$2,624,500

** cwt.= hundredweight = 100 pounds.



2014 Agricultural Department Summary



In 2014, the El Dorado and Alpine County Agriculture and Weights & Measures Department:

- Placed over 604 insect traps throughout the counties in both urban and rural areas and serviced them 2,471 times to detect and prevent the establishment of exotic and harmful pests (Pest Detection Program).
- Placed 423 Glassy-winged Sharpshooter (GWSS) traps throughout the county in rural, urban, and nursery settings, inspecting and servicing them 5,019 times (Pest Management Program).
- Inspected all nursery stock entering the county from known GWSS infected areas (Pest Management Program).
- Conducted 138 inspections at over 128 locations to prevent the introduction of detrimental pests that are not of common occurrence in California (Pest Exclusion Program).
- Provided management of wildlife that were depredating livestock, property and/or presenting a hazard to public health and safety (Wildlife Management Program).
- Registered 18 organic producers.
- Coordinated invasive weed control, education and eradication among federal, state, county and private agencies in El Dorado and Alpine Counties. Participated as an integral partner in the El Dorado, Lake Tahoe Basin, and Alpine/Upper Carson Weed Management Area Groups (Pest Eradication Program).
- Conducted the Pesticide Monitoring Program to protect public health, property, the environment and agricultural workers in partnership with the California Department of Pesticide Regulation (Pesticide Use Monitoring Program).
- In conjunction with the local Resource Conservation District, Ag Department staff certified local farms for the Fish Friendly Farming Program through the California Land Stewardship Institute.
- Inspected 510 certified producers' scales, individual farm scales, winery platform scales, and livestock scales. Inspected 2,371 measuring devices, retail meters, electric meters, water meters and submeters. Scales and meters are inspected to ensure consumer protection and equity in the marketplace (Weights and Measures Program).
- Issued 74 Certified Producer's Certificates for growers selling at Certified Farmer's Markets.

2014 Agricultural Department Summary Continued



El Dorado County Certified Farmer's Markets of 2014

Diamond Springs Farmers' Market
484 Main Street, Diamond Springs
Year Round

Green Acres Farmers' Market
3400 Carson Street, Camino
October 1, 2014 to September 30, 2015

El Dorado County Farmers' Market
Burke's Junction Parking Lot, Cameron
Park
May 14, 2014 to October 8, 2014

LoCol Farmers Market
319 HWY 49, Coloma
June 2014 to September 2014

El Dorado County Farmers' Market
Community Service District Parking Lot,
El Dorado Hills
June 5, 2014 to September 25, 2014

Main Street Certified Farmers' Market
Main Street, Placerville
June 2014 to October 2014

El Dorado County Farmers' Market
Town Center Parking Lot, El Dorado Hills
May 18, 2014 to October 26, 2014

People's Mountain Market
Garden Valley Park, Garden Valley
June 2014 to October 2014

El Dorado County Farmers' Market
Ivy House Parking Lot, Placerville
May 3, 2014 to November 15, 2014

Ski Run Farmers Market
Ski Run Blvd between Birch and Larch, South Lake
Tahoe
June 6, 2014 to September 26, 2014

El Dorado County Farmers' Market
Library Parking Lot, Placerville
June 6, 2014 to August 29, 2014

Sustainable Organic Local Community Farmers Market
681 Main St, Placerville
May 2014 to November 2014

El Dorado County Farmers' Market
American Legion Hall Parking Lot,
South Lake Tahoe
June 3, 2014 to October 14, 2014



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“We faced competition from Washington State apples,” added Bethell, “but the growers in Camino had to do something⁽¹⁾.”

Gene Bolster noted there is, however, a prime difference between Washington and Apple Hill apples. Washington apples have a longer shape because, “They have longer days than we do. We have an ideal growing season, with a long chilling season. In other words, the trees stay dormant longer. So while a Washington apple may look great, our apples have better flavor⁽¹⁾.”

For the first press picnic, the original 16 Apple Hill Growers Association members each invited a single member of the press into their home to share a meal. The growers also produced 50,000 paper litter bags, which were distributed to the public at the 1964 State Fair. Each bag offered two pounds of free apples to visitors who brought the litter bag to Apple Hill with them⁽¹⁾.

Clarice Larsen made the suggestion to show visitors the versatility of apples, particularly in cooking. Her ranch was the first to offer homemade desserts, baked goods, jams, jellies, sauces and cider. Today, the cider making process can be watched at her family ranch as well as at Rainbow Ranch, High Hill Ranch, and Boa Vista⁽¹⁾.

Other Apple Hill landmarks include: The Rhode Island Greening at Larsen Ranch, which is considered the oldest apple tree in El Dorado County, Fryk’s original fruit stand on the Pony Express Trail, and a number of rarely seen heritage apple varieties from bygone days at Bolster’s Hilltop Ranch⁽²⁾.

Many of Apple Hill’s original ranches have changed very little over the past half-century, but comparing an original Apple Hill map to today’s map, it becomes apparent that the Apple Hill Growers Association has blossomed into a very successful ranch marketing endeavor⁽¹⁾.

According to Edio Delfino, “Apple Hill was the first ranch marketing effort in Northern California and its success is shown by the fact that now there are ranch marketing groups all over. Apple Hill is a great example of government, farmers and media working together for everyone’s good⁽¹⁾.”

Over 55 members strong today, The Apple Hill Growers Association has the largest concentration of apple growers in the state and draws more than 750,000 visitors to the area each year⁽²⁾. Expanding from the original draw of fresh apples and baked goods, Apple Hill now offers pick-your-own apples, pumpkins, blueberries and Christmas trees, several wineries, a microbrewery, craft fairs, chocolatiers, children’s activities and fishing^(1 & 2).



An original Apple Hill Grower map

Resources:

(1) “Our History.” Retrieved October 29, 2014, from <http://www.applehill.com/history/>

(2) “Developing Northern California’s first ranch marketing program.” Retrieved October 29, 2014, from <http://californiaagriculture.ucanr.edu/landingpage.cfm?article=ca.v068n01p16&fulltext=yes>

