

Alameda County 2002

CROP REPORT

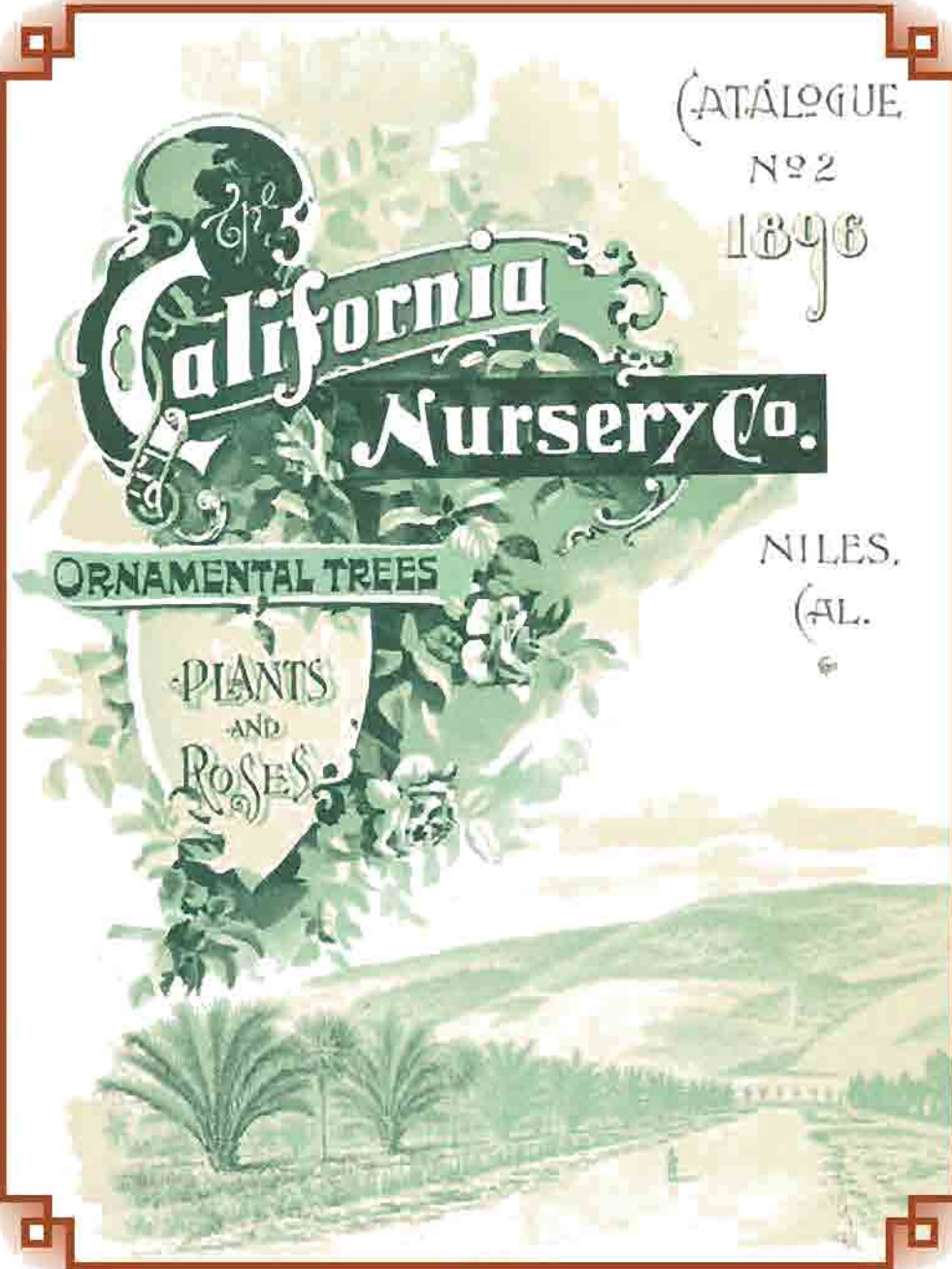
CATALOGUE
No 2
1896

The
California
Nursery Co.

ORNAMENTAL TREES

PLANTS
AND
ROSES

NILES,
CAL.
6



GENERAL ALAMEDA COUNTY INFORMATION

County Seat	Oakland
County Population, 2002	1,496,218
Land Area (Square Miles)	737.5
Water Area (Square Miles)	83.8
Persons per Square Mile	2,029

14 Incorporated Cities

Alameda • Albany • Berkeley • Dublin • Emeryville • Fremont • Hayward
Livermore • Newark • Oakland • Piedmont • Pleasanton • San Leandro • Union City

6 Unincorporated Areas

Ashland • Castro Valley • Cherryland • Fairview • San Lorenzo • Sunol

Total Assessed Property (Local Roll – 2002)	\$133,482,091,131
Total Harvested Crop Acreage (2002)	204,262

Major Roads	Interstate 80, Interstate 580, Interstate 680, Interstate 880, Highway 238, Highway 84, Highway 92, Highway 13
-------------------	---

Elevation	Sea level to 3,817 ft. at Rose Peak in the southern part of the County
-----------------	--

Average Climate	Mild winters and cool summers near the Bay. The eastern portion of the County is moderately warmer; high temperatures in the Livermore Amador Valley average 90°F in July.
-----------------------	---



Adolph Martinelli
Agency Director

**ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY
AGRICULTURE/WEIGHTS AND MEASURES DEPARTMENT**

JAMES D. NEWAY, ACTING AGRICULTURAL COMMISSIONER/ SEALER OF WEIGHTS AND MEASURES
224 WEST WINTON AVENUE, ROOM 184, HAYWARD, CALIFORNIA 94544
phone 510.670.5232 fax 510.783.3928 www.acgov.org

William J. Lyons, Jr., Secretary
California Department of Food and Agriculture
and
The Honorable Alameda County Board of Supervisors

I am pleased to submit the 2002 Alameda County Agricultural Crop Report in accordance with section 2279 of the California Food and Agriculture Code. This report presents statistical information on the acreage, yield, and value of Alameda County agricultural products.

Total agricultural production for 2002 was valued at \$30,013,000.

I would like to emphasize that the values in this report are gross values and in no way reflect net income.

Data for the preparation of this report has been obtained from producers, processors, representatives of agribusiness, and individuals with special knowledge in the field. Their assistance and cooperation is sincerely appreciated. I would also like to express my appreciation to the members of my staff for their effort in the preparation of this report.

Respectfully submitted,

JAMES D. NEWAY
Acting Agricultural Commissioner



*California Nursery Company, Fred Duffy,
Alameda County Agriculture Inspector, 1937*



California Nursery Company packing yard, Niles, 1922

*Photographs courtesy of "Dr. Rober B. Fisher Collection, museumoflocalhistory.org"
Catalogue and graphics courtesy of "Museum of Local History, Fremont, CA"*

ANNUAL CROP REPORT FOR YEAR 2002

ALAMEDA COUNTY

James D. Newey
ACTING AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS AND MEASURES

ALAMEDA COUNTY BOARD OF SUPERVISORS

Scott Haggerty..... District 1
Gail Steele, President..... District 2
Alice Lai-Bitker..... District 3
Nate Miley District 4
Keith Carson, Vice President..... District 5

DIRECTOR, COMMUNITY DEVELOPMENT AGENCY
Adolph Martinelli
COUNTY ADMINISTRATIVE OFFICER
Susan Muranishi

Table of Contents

Letter to the Secretary/Board of Supervisors	1
Comparison Summary.....	4
Field Crops.....	4
Apiary Products.....	5
Fruit and Nut Crops.....	5
Livestock and Poultry	5
Nursery Products.....	6
Nursery Cut Flowers	6
Vegetable Crops	6
Sustainable Agriculture Reporting	7
California Nursery Company History	8
General Alameda County Information	Inside Front Cover
Alameda County Agricultural Commissioner/Sealer Staff	Inside Back Cover

COMPARISON SUMMARY

	2002	2001	2000	1999	1998
Field Crops	4,232,000	4,485,000	4,019,000	4,354,000	4,591,000
Vegetable Crops	865,000	975,000	958,000	947,000	1,086,000
Fruit & Nut Crops	5,413,000	10,104,000	6,517,000	8,547,000	5,308,000
Nursery Products	13,599,000	14,008,000	12,460,000	17,828,000	16,086,000
Nursery Cut Flowers	630,000	1,100,000	1,589,000	1,230,000	1,335,000
Livestock & Poultry	5,175,000	5,758,000	6,305,000	6,899,000	5,285,000
Apiary Products	99,000	74,000	65,100	67,000	63,000
TOTALS	30,013,000	36,504,000	31,913,100	39,872,000	33,754,000



FIELD CROPS

Crop	Year	Harvested Acreage	Per Acre	Total	Unit	Per Unit	Total
Hay, Alfalfa	2002	871	5.1	4,442	Ton	100.00	\$444,000
	2001	624	5.0	3,120	Ton	120.00	\$374,000
Hay, Other	2002	3,800	2.2	8,360	Ton	70.00	\$585,000
	2001	3,540	2.2	7,788	Ton	90.00	\$701,000
Range Pasture	2002	195,000			Acre	14.50	\$2,828,000
	2001	199,000			Acre	15.00	\$2,985,000
Miscellaneous	2002	1,850	Includes sugar beets, safflower, corn silage, barley, oats, wheat, beans, irrigated pasture, etc				\$375,000
	2001	2,200					\$425,000
TOTAL	2002	201,521					\$4,232,000
	2001	205,364					\$4,485,000

APIARY PRODUCTS

Item	Year	Production	Unit	Per Unit	Total
Honey	2002	30,000	lbs.	\$1.40	\$42,000
	2001	19,000	lbs.	\$0.67	\$13,000
Beeswax	2002	500	lbs.	\$1.75	\$ 875
	2001	500	lbs.	\$1.50	\$750
Pollination	2002	1,400	col.	\$40.00	\$56,000
	2001	1,400	col.	\$43.00	\$60,200
TOTAL	2002				\$99,000
	2001				\$74,000

FRUIT & NUT CROPS

Crop	Year	Bearing Acreage	Per Acre	Total	Unit	Per Unit	Total
Grapes (Wine)	2002	1,184	2.42	2,865	Ton	Various	\$3,240,000
	Red	2001	1,480	2.92	4,322	Ton	Various
White	2002	1,071	1.8	1,928	Ton	Various	\$2,158,000
	2001	1,543	2.9	4,475	Ton	Various	\$4,204,000
Misc. Fruit	2002	115	Includes olives, walnuts, etc.				\$15,000
	2001	88					\$12,000
TOTAL	2002	2,370					\$ 5,413,000
	2001	3,023					\$10,104,000

LIVESTOCK & POULTRY

Item	Year	No. of Head	Total Weight	Unit	Per Unit	Total
Cattle and Calves	2002	14,751	87,763	Cwt.	Var.	\$5,090,000
	2001	14,323	87,803	Cwt.	Var.	\$5,707,000
Misc. Poultry and Livestock Products	2002					\$85,000
	2001					\$51,000
TOTAL	2002					\$5,175,000
	2001					\$5,758,000

Miscellaneous includes rabbits, wool, sheep, lambs, hogs, etc.



California Nursery Company moving large trees, for Pan Pacific International Exposition (PPIE), SF, 1915

NURSERY PRODUCTS

Item	Year	House Sq. Ft.	Field Acres	Quantity Sold	Unit	Per Unit	Total
Ornamental Trees and Shrubs	2002	145,000	185	990,289	Plt.	Var.	\$11,546,000
	2001	49,900	190	633,446	Plt.	Var.	\$10,718,000
Miscellaneous Nursery Products	2002	321,255	6	Includes Bedding Plants and Indoor Decoratives			\$2,052,990
	2001	463,000	6				\$3,290,000
TOTAL	2002	466,000	191				\$13,598,990
	2001	512,900	196				\$14,008,000

NURSERY CUT FLOWERS

Item	Year	House Sq. Ft.	Field Acres	Quantity Sold	Unit	Per Unit	Total
Miscellaneous (A)	2002	0	71				\$ 630,000
	2001	157,000	83				\$1,100,000
TOTAL	2002	0	71				\$ 630,000
	2001	157,000	83				\$1,100,000

Miscellaneous includes narcissus, peonies, christmas trees, etc.

VEGETABLE CROPS

Crop	Year	Harvested Acreage	Total
Miscellaneous Vegetables	2002	109	\$865,000
	2001	127	\$975,000

Miscellaneous includes broccoli, cabbage, corn, fava beans, leaf lettuce, greens, pumpkins, tomatoes, squash, etc.

SUSTAINABLE AGRICULTURE REPORTING

County Biological Control

Pest	Agent/Mechanism	Scope of Program
Yellow Star Thistle (<i>Centaurea solstitialis</i>)	<i>Bangasternus orientalis</i> <i>Eustenopus villosus</i> <i>Urophora sinunaseva</i> <i>Chaetorellia succinea</i>	6 sites

Organic Farming Statistics

	Number of Registered Organic Producers	Est. Acreage
Miscellaneous Crops	8	90

Pest Management and Eradication

Pest	Agent/Mechanism	Scope of Program
Puna Grass (<i>Stipa brachychaeta</i>)	Mechanical	One site/2 acres
Golden Thistle (<i>Scolymus hispanicus</i>)	Chemical	720 acres

Pest Detection

5,374 traps were deployed for exotic insect pests and serviced 90,554 times. 1,039 traps were deployed in urban areas for Glassy-winged Sharpshooter, with 14,491 servicings for the year. For the 2002 season, there were 78 Gypsy Moth delimitation traps.

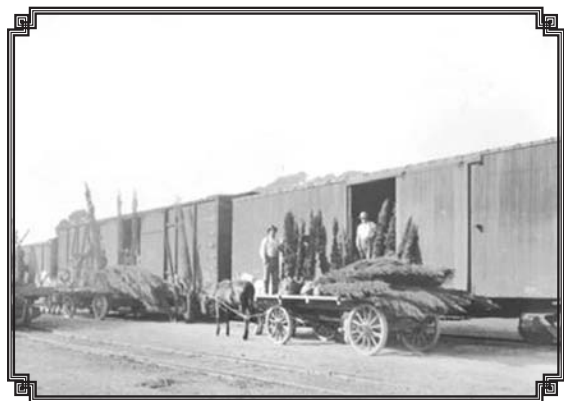
Pest Exclusion

Inspection of incoming shipments of plant products and other high risk articles to prevent the introduction of pests and diseases harmful to California's agricultural industry. 749 Glassy-winged sharpshooter traps were deployed in various nurseries, with 15,416 servicings for the year.

Type of Shipment	Number Inspected	Number Rejected
Parcel Carriers (Post Office, UPS, Federal Express, Etc.)	22,931	68
Trucks	788	16
Household Goods (for Gypsy Moth)	127	3



California Nursery Company (CNCo) was one of the first nurseries to provide delivery, c. 1924



CNCo treestock for PPIE, SF loading at Niles railroad station, 1915



1941 California Nursery Company catalog which featured the oldest commercial structure in Alameda County

The California Nursery Company – A Part of Alameda County’s Rich Horticultural History

In 1865 John Rock, a native of Germany and a Civil War veteran, started a nursery on Milpitas Road in Santa Clara County. His specialty was prunes, and he provided much of the starter stock that was soon to make San Jose the “Prune Capital of the World.” In 1884, Rock and his partner, R.D. Fox, purchased a square mile of land just north of the hamlet of Vallejo Mills and the railroad town of Niles, in what is now part of the City of Fremont, for their newly incorporated California Nursery Company.

Under Rock, annual catalog promotions described specimen orchards at Niles of ornamental conifers, roses, figs and olives. Catalogs from the 1890s list several dozen varieties of olives from Spain, Italy, and Greece, many first imported by John Rock.

George C. Roeding Sr. (1868 - 1928) worked in his father’s Fancher Creek Nursery in Fresno and eventually became the owner. Catalogs in the 1880s listed 22 varieties of figs. In 1905, he formed the Roeding Fig and Olive Oil Company and in 1910 he became the president of the Pacific Coast Association of Nurserymen. In 1917, he purchased the Niles nursery operation from a consortium that had owned it since John Rock’s death in 1904 and began to call all of his nursery holdings the California Nursery Company.

In 1919 he published the Fruit Growers Guide, which soon became a standard reference for the nursery industry. The nursery provided many of the trees for the new orchards of California’s central valley which were just beginning to receive irrigation water. For several decades the California Nursery Company was the largest nursery in California.

In 1926 George C. Roeding Jr. took over management of the nursery. In ensuing years, he shifted the focus away from fruit trees to retail sales of roses and bulbs, and ornamental plants for the residential market, starting the first garden store and bulb show at Niles in 1930. In succeeding years he opened garden stores in Menlo Park, Walnut Creek, Modesto, Sacramento, and Fresno.

In 1936 the catalog, an 80 page color publication called the “Garden Book”, featured more than 200 rose varieties produced at the Niles growing grounds.

The California Nursery Company provided most of the plant material for the 1939-1940 World’s Fair, also known as the Golden Gate International Exhibition, which was held on Treasure Island in San Francisco Bay.

In 1972 nursery operations were greatly reduced and most of the remaining growing grounds were subdivided for residential development. A 20-acre parcel of the original nursery was deeded to the City of Fremont to become the California Nursery Company Historic Park. Currently two nurseries still operate on land leased from the park: Naka Wholesale Nursery and Mission Adobe Nursery. An adobe structure built in 1843 by Don Jose de Jesus Vallejo, possibly for grain storage, still occupies a portion of the park. It is the oldest commercial structure in Alameda County.

All of the photographs and illustrations in this crop report came from catalogs of the nursery.

**ALAMEDA COUNTY
AGRICULTURAL COMMISSIONER/SEALER**

STAFF

**Acting Agricultural Commissioner
Sealer of Weights and Measures**

James D. Newey

Chief Deputy Agricultural Commissioner

Gregory Gee

Chief Deputy Sealer of Weights and Measures

Joseph Ayres

Deputy Agricultural Commissioners

Ronnie Eaton

John Gouvaia

Agricultural Biologists

Robert Blumenthal

Kenneth Peek

Kim Simmons

Edwin De Villa

Tadeusz Pieslak

James Smith

Edmund Duarte

Alcides Reyes

Ashenafi Tadesse

Patricia Hunt

Cathy Roache

Rene Vega

Blane Manchester

Raghubinder Sahota

James Willson

Sharon Seslowe

Weights and Measures Inspectors

William Alejandro

Estella Harris

Frank Jensen

Brent Faria

Ronald Hasemeyer

Pest Detection Supervisor

Cheryl Mailho

Pest Detection Specialists

Mohamed Elhashash

Jonathan Gomes

Erinn Kearney

Carmen Franke

Joanne Greer

Insect Trappers/Seasonal

Karen De Groot

Jeffrey Nelson

David Squier

Sean Eckert

Ann Pattee

Michelle Trudeau

Lae Charles Lawrence

Rodolfo Raras

Luke Turner

Michael Lung

Joshua Roxby

Justin Watkins

Leslie Morra

Anand Shankar

Griffin Wright

Clerical Support

Cora Robles, Secretary II

Oscar Magtibay

Sabina Munoz

Clarice Walker