



Total California strawberry acreage experienced a downward trend at 36,943 acres for 2010. The reported decrease from 2009 is 1,692 acres or -4.4%.

Fall Planted Acreage for Winter, Spring and Summer Production

California strawberry acreage planted in the fall, which produces fruit during the traditional winter, spring, and summer seasons, decreased in 2010 by 2,147 acres or 6.0% statewide. Compared to 2009, acreage in Orange County/San Diego decreased by 552 acres. Oxnard reported an increase in acreage of 627 acres. Santa Maria, Watsonville/Salinas and San Joaquin districts reported decreases of 1,390, 830 and 2 acres respectively.

By District	2006	2007	2008	2009	2010	change	% change
Orange County/San Diego	1,827	1,753	1,784	1,880	1,328	(552)	-29.4%
% of State	6.3%	5.9%	5.7%	5.2%	3.9%		
Oxnard	8,195	8,503	8,564	8,642	9,269	627	7.2%
% of State	28.1%	28.4%	27.5%	24.1%	27.4%		
Santa Maria	6,222	6,635	6,857	10,413	9,023	(1,390)	-13.3%
% of State	21.3%	22.2%	22.0%	29.0%	26.7%		
Watsonville/Salinas	12,775	12,773	13,791	14,799	13,969	(830)	-5.6%
% of State	43.8%	42.7%	44.2%	41.2%	41.4%		
San Joaquin	169	273	173	182	180	(2)	-1.1%
% of State	0.6%	0.9%	0.6%	0.5%	0.5%		
State Total	29,187	29,937	31,169	35,915	33,769	(2,147)	-6.0%

Summer Planted Acreage for Fall Production

California strawberry acreage projected for the summer of 2010, which produces during the fall season, increased to 3,174 acres or 16.8% compared to 2009. All of the summer planted acreage is located in Oxnard and Santa Maria. Oxnard reported an increase of 207 acres and Santa Maria an increase of 249 acres compared to 2009. Orange County/San Diego, Watsonville/Salinas and San Joaquin reported no summer planted acreage. Summer planted acreage for 2010 was reported as 8.6% of the state total, compared to 7.0% in 2009.

By District	2006	2007	2008	2009	Projected 2010	change	% change
Orange County/San Diego	28	0	6	0	0	0	0.0%
% of State	0.7%	0.0%	0.1%	0.0%	0.0%		
Oxnard	3,489	3,545	3,157	2,327	2,534	207	8.9%
% of State	85.5%	75.4%	59.0%	85.6%	79.8%		
Santa Maria	430	918	1,859	391	640	249	63.7%
% of State	10.5%	19.5%	34.7%	14.4%	20.2%		
Watsonville/Salinas	135	241	329	0	0	0	0.0%
% of State	3.3%	5.1%	6.1%	0.0%	0.0%		
State Total	4,082	4,704	5,350	2,718	3,174	456	16.8%

Organic Trends

Total organic acreage reported for 2010 was 1,655 acres, a decrease of 110 acres compared to 2009. The reported organic acreage represents 4.5% of total state acreage, compared to 4.6% in 2009. Fall-planted organic acreage statewide increased by 157 acres. The largest increase, 86 acres, was seen in the Watsonville/Salinas district. Santa Maria also increased by 28 acres. Orange County/San Diego decreased by eight acres and Oxnard increased by 51 acres. Projected summer planted organic acreage decreased by 278 acres or 100% compared to 2009. All districts reported no summer planted acreage.

Fall Planted for Winter, Spring and Summer Production

Organic By District	2006	2007	2008	2009	2010	change	% change
Orange County/San Diego % of State	5 0.5%	17 1.2%	18 1.1%	25 1.7%	17 1.0%	(8)	-32.0%
Oxnard % of State	192 20.6%	256 18.4%	284 17.5%	310 20.7%	361 21.8%	51	16.5%
Santa Maria % of State	95 10.2%	207 14.9%	171 10.6%	115 7.7%	143 8.6%	28	24.3%
Watsonville/Salinas % of State	638 68.6%	912 65.5%	1,147 70.8%	1,048 70.0%	1,134 68.5%	86	8.2%
State Total	930	1,391	1,619	1,498	1,655	157	10.5%

Summer Planted for Fall Production

Organic By District	2006	2007	2008	2009	2010	change	% change
Oxnard % of State	35 100.0%	96 52.2%	53 30.3%	70 25.2%	0 0.0%	(70)	-100%
Santa Maria % of State	0 0.0%	48 26.1%	94 53.7%	160 57.6%	0 0.0%	(160)	-100%
Watsonville/Salinas % of State	0 0.0%	40 21.7%	28 16.0%	48 17.3%	0 0.0%	(48)	-100%
State Total	35	184	175	278	0	(278)	-100.0%

Varietal Trends - Organic

In 2010, proprietary varieties totaled 1,079 acres or 65.2% of the state's reported organic acreage, as seen in the table to the right. Albion was reported at 383 acres or 23.1%. Monterey and San Andreas account for 1.5% and 2.4% respectively of the state's organic total.

Organic by Variety	Acreage
Albion %State	383 23.1%
Camarosa %State	15 0.9%
Chandler %State	21 1.3%
Monterey %State	24 1.5%
Palomar %State	10 0.6%
Proprietary %State	1,079 65.2%
San Andreas %State	39 2.4%
Seascape %State	30 1.8%
Ventana %State	54 3.3%
Total	1,655

Varietal Trends - Statewide

University of California varieties represent 60.8% of the state's acreage and proprietary varieties represent 39.2%. Albion decreased from 39.5% in 2009 to 34.3% of the total in 2010. Ventana decreased to 3,216 acres compared to 4,087 acres in 2009. Camino Real decreased to 1,625 acres in 2010, representing 4.4% of the state total. Other varieties contributed 2,219 acres, 6.0% to total state acreage. Camino Real was reported within Other category in 2006.

By Variety	2006	2007	2008	2009	2010	change	% change
Albion % of State	2,808 8.4%	9,952 28.7%	12,670 34.7%	15,252 39.5%	12,661 34.3%	(2,591)	-17.0%
Camino Real % of State	0 0.0%	658 1.9%	1,274 3.5%	1,908 4.9%	1,620 4.4%	(288)	-15.1%
Other % of State	12,701 38.2%	4,957 14.3%	3,537 9.7%	2,344 6.1%	2,219 6.0%	(125)	-5.3%
Proprietary % of State	13,137 39.5%	14,065 40.6%	14,468 39.6%	13,760 35.6%	14,479 39.2%	719	5.2%
San Andreas % of State	0 0.0%	0 0.0%	25 0.1%	1,282 3.3%	2,748 7.4%	1,466	114.4%
Ventana % of State	4,623 13.9%	5,008 14.5%	4,546 12.4%	4,087 10.6%	3,216 8.7%	(871)	-21.3%
State Total	33,269	34,640	36,519	38,633	36,943	(1,690)	-4.4%

Southern Districts (Orange and San Diego Counties)

Orange County and San Diego decreased total acres to 1,327, a 29.4% change from 2009. Camarosa had a decrease of 142 acres. Other varieties decreased by 275 acres. The largest change was to Ventana with a decrease of 375 acres for 2010.

Orange County/San Diego	2006	2007	2008	2009	2010	change	% change
Camarosa	718	665	572	463	321		
% of District	38.7%	38.0%	32.0%	24.6%	24.2%	(142)	-30.7%
% of State	2.2%	1.9%	1.6%	1.2%	0.9%		
Other	100	283	568	408	133		
% of District	5.4%	16.1%	31.7%	21.7%	10.0%	(275)	-67.4%
% of State	0.3%	0.8%	1.6%	1.1%	0.4%		
Palomar	0	0	5	5	103		
% of District	0.0%	0.0%	0.3%	0.3%	7.8%	98	1966.6%
% of State	0.0%	0.0%	0.0%	0.0%	0.3%		
San Andreas	0	0	0	15	156		
% of District	0.0%	0.0%	0.0%	0.8%	11.8%	141	942.2%
% of State	0.0%	0.0%	0.0%	0.0%	0.4%		
Ventana	1,036	805	645	989	614		
% of District	55.9%	45.9%	36.0%	52.6%	46.2%	(375)	-37.9%
% of State	3.1%	2.3%	1.8%	2.6%	1.7%		
Orange County/San Diego Total	1,855	1,753	1,790	1,880	1,327	(553)	-29.4%

Oxnard District

Oxnard reported a 7.6% increase in acreage from 2009 with 835 more acres in 2010. Ventana plantings decreased by 188 acres. Proprietary varieties dominate the district with 6,805 acres, and had a 289 acre increase from 2009. Ventana is the second largest variety planted reporting 2,592 acres. Other varieties decreased by 194 acres or 18% compared to 2009. San Andreas increased to 1,025 acres, 8.7% of the district.

Oxnard	2006	2007	2008	2009	2010	change	% change
Other	1,837	1,584	1,409	1,080	886		
% of District	15.7%	13.1%	12.0%	9.8%	7.5%	(194)	-18.0%
% of State	5.5%	4.6%	3.9%	2.8%	2.4%		
Palomar	0	0	37	288	496		
% of District	0.0%	0.0%	0.3%	2.6%	4.2%	208	72.2%
% of State	0.0%	0.0%	0.1%	0.7%	1.3%		
Proprietary	6,753	6,841	7,010	6,516	6,805		
% of District	57.8%	56.8%	59.8%	59.4%	57.7%	289	4.4%
% of State	20.3%	19.7%	19.2%	16.9%	18.4%		
San Andreas	0	0	1	305	1,025		
% of District	0.0%	0.0%	0.0%	2.8%	8.7%	720	236.1%
% of State	0.0%	0.0%	0.0%	0.8%	2.8%		
Ventana	3,095	3,623	3,264	2,780	2,592		
% of District	26.5%	30.1%	27.8%	25.3%	22.0%	(188)	-6.8%
% of State	9.3%	10.5%	8.9%	7.2%	7.0%		
Oxnard Total	11,684	12,048	11,721	10,969	11,804	835	7.6%

Santa Maria District

Santa Maria reported a decrease of 1,141 acres compared to 2009. Albion was reported at 4,704 acres, representing 48.7% of the district. Proprietary varieties and Camino Real make up 23.8% and 16.8% of the acreage respectively.

Other varieties decreased by 653 acres compared to 2009. Camino Real was reported within Other category in 2006.

Santa Maria	2006	2007	2008	2009	2010	change	% change
Albion	891	3,519	4,380	6,282	4,704	(1,578)	-25.1%
% of District	13.4%	46.6%	50.3%	58.1%	48.7%		
% of State	2.7%	10.2%	12.0%	16.3%	12.7%		
Camino Real	0	658	1,274	1,901	1,620	(281)	-14.8%
% of District	0.0%	8.7%	14.6%	17.6%	16.8%		
% of State	0.0%	1.9%	3.5%	4.9%	4.4%		
Other	4,528	1,878	1,443	740	87	(653)	-88.2%
% of District	68.1%	24.9%	16.6%	6.8%	0.9%		
% of State	13.6%	5.4%	4.0%	1.9%	0.2%		
Proprietary	1,232	1,497	1,595	1,673	2,296	623	37.2%
% of District	18.5%	19.8%	18.3%	15.5%	23.8%		
% of State	3.7%	4.3%	4.4%	4.3%	6.2%		
San Andreas	0	0	24	208	956	748	359.6%
% of District	0.0%	0.0%	0.3%	1.9%	9.9%		
% of State	0.0%	0.0%	0.1%	0.5%	2.6%		
Santa Maria Total	6,651	7,552	8,716	10,804	9,663	(1,141)	-10.6%

Watsonville/Salinas District

The Watsonville/Salinas district remains the largest in the state with 41.4% of total acreage reported in 2010, compared to 41.2% in 2009. Acreage decreased by 829 acres or 5.6% compared to 2009. Albion was reported at 7,726 acres or 55.3% of the district. Proprietary varieties represent 38.4% of the district, an increase of 1.1% from 2009. Other varieties increased by 71 acres compared to 2009. San Andreas was reported at 611 acres.

Watsonville/Salinas	2006	2007	2008	2009	2010	change	% change
Albion	1,917	6,409	7,970	8,543	7,726		
% of District	14.8%	49.2%	56.4%	57.7%	55.3%	(817)	-9.6%
% of State	5.8%	18.5%	21.8%	22.1%	20.9%		
Other	5,938	1,150	739	194	265		
% of District	46.0%	8.8%	5.2%	1.3%	1.9%	71	36.6%
% of State	17.8%	3.3%	2.0%	0.5%	0.7%		
Proprietary	5,055	5,456	5,411	5,308	5,368		
% of District	39.2%	41.9%	38.3%	35.9%	38.4%	60	1.1%
% of State	15.2%	15.8%	14.8%	13.7%	14.5%		
San Andreas	0	0	0	754	611		
% of District	0.0%	0.0%	0.0%	5.1%	4.4%	(143)	-19.0%
% of State	0.0%	0.0%	0.0%	2.0%	1.7%		
Watsonville/Salinas Total	12,910	13,014	14,120	14,799	13,970	(829)	-5.6%

The chart below projects 2010 California fresh strawberry volume based on the three year average weekly yield for each district multiplied by the 2010 reported acreage for each district.

