



2012 Acreage Survey

Total California strawberry acreage increased to 38,373 acres for 2012. The reported increase from 2011 is 1,036 acres or 2.8%. Totals and percentages reflect rounding. Florida acreage in 2012 is estimated at 11,709 acres by the Hillsborough County Tax Collector's office. Mexico acreage is estimated at 15,814 acres in Central Mexico and 5,000 acres in Baja by National Association of Berries' Exporters (Aneberries, A.C.).

Fall Planted Acreage for Winter, Spring and Summer Production

District	2008	2009	2010	2011	2012	change	% change
Orange County/San Diego	1,784	1,880	1,328	1,393	1,446	54	3.8%
% of State	5.7%	5.2%	3.9%	4.1%	4.2%		
Oxnard	8,564	8,642	9,409	8,881	9,075	194	2.2%
% of State	27.5%	24.1%	27.3%	26.2%	26.2%		
Santa Maria	6,857	10,413	9,382	8,760	8,557	(203)	-2.3%
% of State	22.0%	29.0%	27.3%	25.9%	24.7%		
Watsonville/Salinas	13,791	14,799	14,127	14,656	15,377	722	4.9%
% of State	44.2%	41.2%	41.0%	43.3%	44.4%		
San Joaquin	173	182	180	147	153	6	4.1%
% of State	0.6%	0.5%	0.5%	0.4%	0.4%		
State Total	31,169	35,915	34,425	33,836	34,608	772	2.3%

California strawberry acreage planted in the fall, which produces fruit during the traditional winter, spring, and summer seasons, increased in 2012 by 772 acres. Compared to 2011, acreage in Orange County/San Diego increased by 54 acres. Oxnard reported an increase of 194 acres. Santa Maria reported a decrease of 203 acres. Watsonville/Salinas reported an increase of 722 acres. San Joaquin reported an increase of 6 acres.

Summer Planted Acreage for Fall Production

District	2008	2009	2010	2011	Projected 2012	change	% change
Orange County/San Diego	6	-	-	-	-	-	0.0%
% of State	0.1%	0.0%	0.0%	0.0%	0.0%		
Oxnard	3,157	2,327	2,466	2,630	2,567	(63)	-2.4%
% of State	59.0%	85.6%	77.4%	75.1%	68.2%		
Santa Maria	1,859	391	716	870	1,192	322	37.0%
% of State	34.7%	14.4%	22.5%	24.9%	31.7%		
Watsonville/Salinas	329	-	2	-	5	5	0.0%
% of State	6.1%	0.0%	0.1%	0.0%	0.1%		
State Total	5,350	2,718	3,184	3,500	3,764	264	7.6%

California strawberry acreage projected for the summer of 2012, which produces during the fall season, increased to 3,764 acres or 7.6% compared to 2011. Most of the summer planted acreage is located in Oxnard and Santa Maria. Oxnard reported a decrease of 63 acres and Santa Maria an increase of 322 acres compared to 2010. Orange County/San Diego and San Joaquin reported no summer planted acreage. Summer planted acreage for 2012 was reported as 9.8% of the state total, compared to 8.5% in 2011.

Organic Statewide

Total organic acreage reported for 2012 was 1,951 acres, an increase of 266 acres compared to 2011. The reported organic acreage represents 5.0% of total state acreage, compared to 4.5% in 2011. Fall planted organic acreage statewide increased by 284 acres. In 2012, proprietary varieties totaled 971 acres or 49.7% of the state's reported organic acreage. Albion was reported at 496 acres or 25.4%. San Andreas accounts for 10.9% of the state's organic total.

Fall Planted for Winter, Spring and Summer Production

District	2008	2009	2010	2011	2012	change	% change
Orange County/San Diego	18	25	18	63	68	5	7.6%
% of State	1.1%	1.7%	1.0%	3.8%	3.5%		
Oxnard	284	310	476	233	305	72	31.0%
% of State	17.5%	20.7%	27.5%	14.3%	15.9%		
Santa Maria	171	115	143	117	115	(2)	-1.7%
% of State	10.6%	7.7%	8.3%	7.2%	6.0%		
Watsonville/Salinas	1,147	1,048	1,092	1,219	1,429	209	17.2%
% of State	70.8%	70.0%	63.2%	74.7%	74.5%		
State Total	1,619	1,498	1,730	1,632	1,916	284	17.4%

Summer Planted for Fall Production

District	2008	2009	2010	2011	Projected 2012	change	% change
Oxnard	53	70	22	35	30	(2)	-14%
% of State	30.3%	25.2%	34.9%	100.0%	85.7%		
Santa Maria	94	160	41	-	-	(16)	0.0%
% of State	53.7%	57.6%	65.1%	0.0%	0.0%		
Watsonville/Salinas	28	48	-	-	5	0	-
% of State	16.0%	17.3%	0.0%	0.0%	14.3%		
State Total	175	278	63	35	35	(18)	0.0%

Variety

Variety	Acreage
Albion	496
% of State	25.4%
Benicia	21
% of State	1.1%
Camarosa	32
% of State	1.6%
Chandler	21
% of State	1.1%
Monterey	87
% of State	4.5%
Proprietary	971
% of State	49.7%
San Andreas	213
% of State	10.9%
Sweet Ann	36
% of State	1.8%
Ventana	75
% of State	3.8%
Total	1,951

Varieties Statewide

University of California varieties represent 58.3% of the state's acreage and proprietary varieties represent 41.8%. Proprietary acreage increased by 1,065 acres.

Other = acreage reported as Other

Statewide

Variety	2008	2009	2010	2011	2012	change	% change
Albion	12,670	15,252	13,004	12,631	12,290	(341)	-2.7%
% of State	34.7%	39.5%	34.6%	33.8%	32.0%		
Aromas	113	21	-	-	-	-	-
% of State	0.3%	0.1%	0.0%	0.0%	0.0%		
Benicia	-	-	-	65	1,120	1,055	1621.6%
% of State	0.0%	0.0%	0.0%	0.2%	2.9%		
Camarosa	2,489	1,276	587	348	56	(292)	-83.9%
% of State	6.8%	3.3%	1.6%	0.9%	0.1%		
Camino Real	1,274	1,908	1,513	802	155	(647)	-80.7%
% of State	3.5%	4.9%	4.0%	2.1%	0.4%		
Chandler	161	143	81	99	174	75	75.8%
% of State	0.4%	0.4%	0.2%	0.3%	0.5%		
Diamante	168	-	55	-	-	-	-
% of State	0.5%	0.0%	0.1%	0.0%	0.0%		
Gaviota	12	-	-	-	-	-	-
% of State	0.0%	0.0%	0.0%	0.0%	0.0%		
Mojave	-	-	-	38	-	(38)	-100.0%
% of State	0.0%	0.0%	0.0%	0.1%	0.0%		
Monterey	1	108	354	883	1,108	225	25.4%
% of State	0.0%	0.3%	0.9%	2.4%	2.9%		
Other	12	-	91	-	-	-	-
% of State	0.0%	0.0%	0.2%	0.0%	0.0%		
Palomar	44	423	599	663	475	(188)	-28.4%
% of State	0.1%	1.1%	1.6%	1.8%	1.2%		
Portola	300	196	249	641	636	(5)	-0.8%
% of State	0.8%	0.5%	0.7%	1.7%	1.7%		
Proprietary	14,598	13,910	14,818	14,975	16,040	1,065	7.1%
% of State	40.0%	36.0%	39.4%	40.1%	41.8%		
Radiance	-	-	-	42	199	157	372.6%
% of State	0.0%	0.0%	0.0%	0.1%	0.5%		
Sabrosa	68	-	-	-	-	-	-
% of State	0.2%	0.0%	0.0%	0.0%	0.0%		
San Andreas	25	1,282	3,054	4,332	5,052	720	16.6%
% of State	0.1%	3.3%	8.1%	11.6%	13.2%		
Seascape	40	28	5	-	1	1	-
% of State	0.1%	0.1%	0.0%	0.0%	0.0%		
Sweet Charlie	-	-	-	7	-	(7)	-100.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.0%		
Sweet Ann	-	-	-	20	37	17	83.8%
% of State	0.0%	0.0%	0.0%	0.1%	0.1%		
Ventana	4,546	4,087	3,201	1,790	1,031	(759)	-42.4%
% of State	12.4%	10.6%	8.5%	4.8%	2.7%		
State Total	36,519	38,633	37,609	37,336	38,373	1,036	2.8%

Orange County & San Diego

Orange County and San Diego increased total acres to 1,446, a 3.8% change from 2011. San Andreas increased to 441 acres and presents 30.5% of the district total. Benicia increased to 165 acres. The largest change was to Ventana, with a decrease of 220 acres for 2012.

Other = acreage reported as Other, plus varieties reported at less than 25 acres

Orange County/San Diego

Variety	2008	2009	2010	2011	2012	change	% change
Albion	109	134	102	51	49		
% of District	6.1%	7.1%	7.7%	3.6%	3.4%	(2)	-3.0%
% of State	0.3%	0.3%	0.3%	0.1%	0.1%		
Benicia	-	-	-	4	165		
% of District	0.0%	0.0%	0.0%	0.3%	11.4%	162	4625.7%
% of State	0.0%	0.0%	0.0%	0.0%	0.4%		
Camarosa	572	463	321	224	56		
% of District	32.0%	24.6%	24.2%	16.1%	3.9%	(168)	-75.0%
% of State	1.6%	1.2%	0.9%	0.6%	0.1%		
Other	7	11	21	23	10		
% of District	0.4%	0.6%	1.6%	1.7%	0.7%	(13)	-55.4%
% of State	0.0%	0.0%	0.1%	0.1%	0.0%		
Palomar	5	5	103	173	247		
% of District	0.3%	0.3%	7.8%	12.4%	17.1%	74	42.8%
% of State	0.0%	0.0%	0.3%	0.5%	0.6%		
Proprietary	452	263	10	137	108		
% of District	25.3%	14.0%	0.8%	9.8%	7.5%	(29)	-21.2%
% of State	1.2%	0.7%	0.0%	0.4%	0.3%		
Radiance	-	-	-	3	156		
% of District	0.0%	0.0%	0.0%	0.2%	10.8%	153	5100.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.4%		
San Andreas	-	15	156	345	441		
% of District	0.0%	0.8%	11.8%	24.8%	30.5%	95	27.6%
% of State	0.0%	0.0%	0.4%	0.9%	1.1%		
Ventana	645	989	614	434	214		
% of District	36.0%	52.6%	46.2%	31.1%	14.8%	(220)	-50.7%
% of State	1.8%	2.6%	1.6%	1.2%	0.6%		
Total	1,790	1,880	1,328	1,393	1,446	54	3.8%

Oxnard

Oxnard reported a 1.1% increase in acreage from 2011 with 131 more acres in 2012. Ventana plantings decreased by 660 acres. Proprietary varieties dominate the district with 7,066 acres, and had a 287 acre increase from 2011. San Andreas is the second largest variety planted, reporting 2,132 acres. Benicia increased to 825 acres, 7.1% of the district.

Other = acreage reported as Other, plus varieties reported at less than 25 acres

Oxnard

Variety	2008	2009	2010	2011	2012	change	% change
Albion	211	294	129	25	24		
% of District	1.8%	2.7%	1.1%	0.2%	0.2%	(1)	-3.6%
% of State	0.6%	0.8%	0.3%	0.1%	0.1%		
Benicia	-	-	-	62	825		
% of District	0.0%	0.0%	0.0%	0.5%	7.1%	763	1238.9%
% of State	0.0%	0.0%	0.0%	0.2%	2.1%		
Camarosa	853	408	136	34	-		
% of District	7.3%	3.7%	1.1%	0.3%	0.0%	(34)	-100.0%
% of State	2.3%	1.1%	0.4%	0.1%	0.0%		
Monterey	1	96	224	537	432		
% of District	0.0%	0.9%	1.9%	4.7%	3.7%	(105)	-19.6%
% of State	0.0%	0.2%	0.6%	1.4%	1.1%		
Other	15	6	-	15	-		
% of District	0.1%	0.1%	0.0%	0.1%	0.0%	(15)	-100.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.0%		
Palomar	37	288	496	490	228		
% of District	0.3%	2.6%	4.2%	4.3%	2.0%	(262)	-53.5%
% of State	0.1%	0.7%	1.3%	1.3%	0.6%		
Portola	182	126	197	406	237		
% of District	1.6%	1.1%	1.7%	3.5%	2.0%	(169)	-41.6%
% of State	0.5%	0.3%	0.5%	1.1%	0.6%		
Proprietary	7,110	6,666	7,092	6,779	7,066		
% of District	60.7%	60.8%	59.7%	58.9%	60.7%	287	4.2%
% of State	19.5%	17.3%	18.9%	18.2%	18.4%		
Radiance	-	-	-	38	43		
% of District	0.0%	0.0%	0.0%	0.3%	0.4%	4	10.7%
% of State	0.0%	0.0%	0.0%	0.1%	0.1%		
Sabrosa	47	-	-	-	-		
% of District	0.4%	0.0%	0.0%	0.0%	0.0%	-	-
% of State	0.1%	0.0%	0.0%	0.0%	0.0%		
San Andreas	1	305	1,025	1,834	2,132		
% of District	0.0%	2.8%	8.6%	15.9%	18.3%	299	16.3%
% of State	0.0%	0.8%	2.7%	4.9%	5.6%		
Sweet Ann	-	-	-	-	25		
% of District	0.0%	0.0%	0.0%	0.0%	0.2%	25	-
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Ventana	3,264	2,780	2,577	1,292	631		
% of District	27.8%	25.3%	21.7%	11.2%	5.4%	(660)	-51.1%
% of State	8.9%	7.2%	6.9%	3.5%	1.6%		
Total	11,721	10,969	11,875	11,511	11,642	131	1.1%

Santa Maria

Santa Maria reported an increase of 119 acres compared to 2011. Albion was reported at 3,717 acres, representing 38.1% of the district. Proprietary varieties make up 30.3% of the acreage, increasing by 530 acres. San Andreas increased 215 acres, representing 20.4% of the district. Camino Real decreased by 647 acres.

Other = acreage reported as Other, plus varieties reported at less than 25 acres

Santa Maria

Variety	2008	2009	2010	2011	2012	change	% change
Albion	4,380	6,282	4,889	4,242	3,717		
% of District	50.3%	58.1%	48.4%	44.0%	38.1%	(525)	-12.4%
% of State	12.0%	16.3%	13.0%	11.4%	9.7%		
Benicia	-	-	-	-	131		
% of District	0.0%	0.0%	0.0%	0.0%	1.3%	131	-
% of State	0.0%	0.0%	0.0%	0.0%	0.3%		
Camarosa	751	232	-	-	-		
% of District	8.6%	2.1%	0.0%	0.0%	0.0%	-	-
% of State	2.1%	0.6%	0.0%	0.0%	0.0%		
Camino Real	1,274	1,901	1,513	802	155		
% of District	14.6%	17.6%	15.0%	8.3%	1.6%	(647)	-80.7%
% of State	3.5%	4.9%	4.0%	2.1%	0.4%		
Monterey	-	-	26	86	224		
% of District	0.0%	0.0%	0.3%	0.9%	2.3%	138	160.8%
% of State	0.0%	0.0%	0.1%	0.2%	0.6%		
Other	24	-	-	3	-		
% of District	0.3%	0.0%	0.0%	0.0%	0.0%	(3)	-100.0%
% of State	0.1%	0.0%	0.0%	0.0%	0.0%		
Palomar	2	130	-	-	-		
% of District	0.0%	1.2%	0.0%	0.0%	0.0%	-	-
% of State	0.0%	0.3%	0.0%	0.0%	0.0%		
Portola	28	60	52	235	394		
% of District	0.3%	0.6%	0.5%	2.4%	4.0%	159	67.7%
% of State	0.1%	0.2%	0.1%	0.6%	1.0%		
Proprietary	1,595	1,673	2,346	2,427	2,957		
% of District	18.3%	15.5%	23.2%	25.2%	30.3%	530	21.8%
% of State	4.4%	4.3%	6.2%	6.5%	7.7%		
San Andreas	24	208	1,262	1,771	1,986		
% of District	0.3%	1.9%	12.5%	18.4%	20.4%	215	12.2%
% of State	0.1%	0.5%	3.4%	4.7%	5.2%		
Ventana	637	318	10	65	186		
% of District	7.3%	2.9%	0.1%	0.7%	1.9%	121	186.2%
% of State	1.7%	0.8%	0.0%	0.2%	0.5%		
Total	8,716	10,804	10,098	9,630	9,749	119	1.2%

Watsonville/Salinas

The Watsonville/Salinas district remains the largest in the state with 40.1% of total acreage reported in 2012, compared to 39.3% in 2011. Acreage increased by 727 acres or 5.0% compared to 2011. Albion was reported at 8,500 acres or 55.3% of the district. Proprietary varieties represent 38.4% of the district, an increase of 4.9% from 2010. San Andreas was reported at 493 acres, an increase of 110 acres from 2011.

Other = acreage reported as Other, plus varieties reported at less than 25 acres

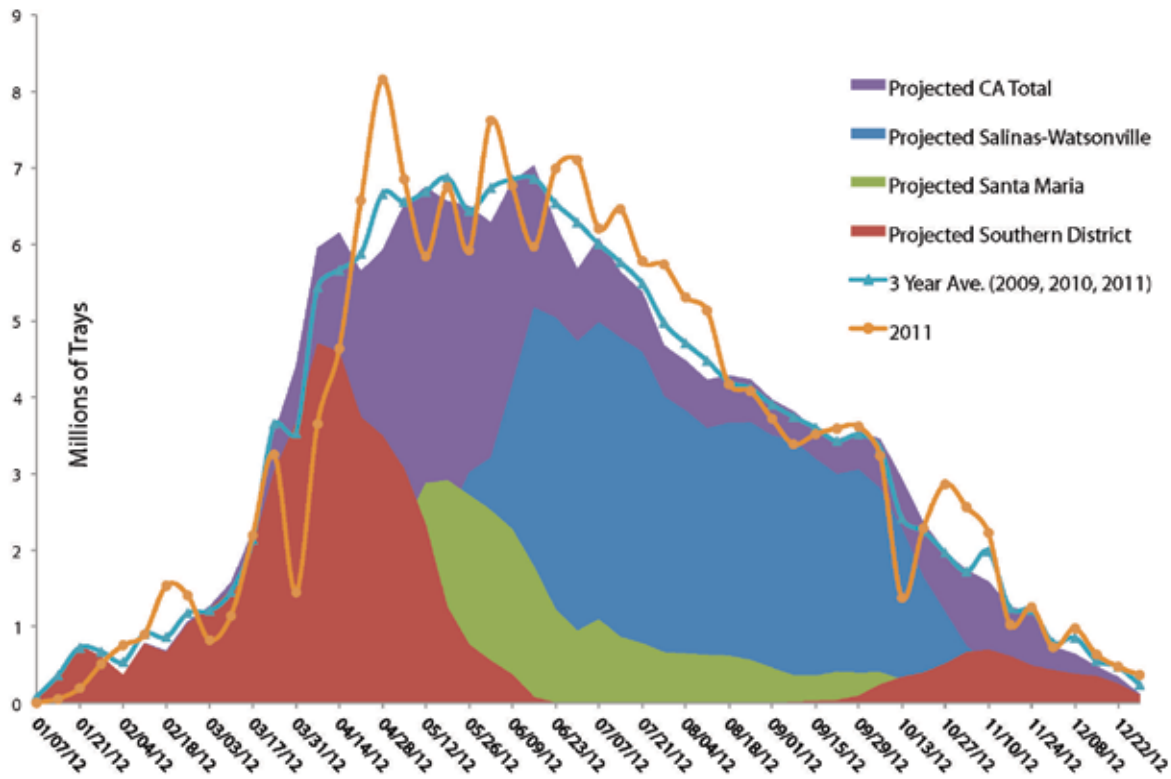
Watsonville/Salinas

Vaiety	2008	2009	2010	2011	2012	change	% change
Albion	7,970	8,543	7,884	8,291	8,500		
% of District	56.4%	57.7%	55.8%	56.6%	55.3%	209	2.5%
% of State	21.8%	22.1%	21.0%	22.2%	22.2%		
Aromas	113	21	-	-	-		
% of District	0.8%	0.1%	0.0%	0.0%	0.0%	-	
% of State	0.3%	0.1%	0.0%	0.0%	0.0%		
Camarosa	279	114	10	44	-		
% of District	2.0%	0.8%	0.1%	0.3%	0.0%	(44)	-100.0%
% of State	0.8%	0.3%	0.0%	0.1%	0.0%		
Diamante	164	-	55	-	-		
% of District	1.2%	0.0%	0.4%	0.0%	0.0%	-	-
% of State	0.4%	0.0%	0.1%	0.0%	0.0%		
Monterey	-	10	104	258	444		
% of District	0.0%	0.1%	0.7%	1.8%	2.9%	186	71.9%
% of State	0.0%	0.0%	0.3%	0.7%	1.2%		
Other	33	20	91	48	31		
% of District	0.2%	0.1%	0.6%	0.3%	0.2%	(17)	-35.4%
% of State	0.1%	0.1%	0.2%	0.1%	0.1%		
Portola	84	1	-	-	5		
% of District	0.6%	0.0%	0.0%	0.0%	0.0%	5	-
% of State	0.2%	0.0%	0.0%	0.0%	0.0%		
Proprietary	5,441	5,308	5,370	5,632	5,909		
% of District	38.5%	35.9%	38.0%	38.4%	38.4%	277	4.9%
% of State	14.9%	13.7%	14.3%	15.1%	15.4%		
San Andreas	-	754	611	383	493		
% of District	0.0%	5.1%	4.3%	2.6%	3.2%	110	28.9%
% of State	0.0%	2.0%	1.6%	1.0%	1.3%		
Seascape	36	28	5	-	1		
% of District	0.3%	0.2%	0.0%	0.0%	0.0%	1	-
% of State	0.1%	0.1%	0.0%	0.0%	0.0%		
Total	14,120	14,799	14,129	14,656	15,382	727	5.0%



2012 California Fresh Strawberry Volume

The chart below projects 2012 California fresh strawberry volume based on the three year average weekly yield for each district multiplied by the 2012 reported acreage for each district.



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