

2017-2018 Crop Availability Chart:

San Diego County



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About this document:

- This document and CHIP's accompanying support are intended to assist institutional food buyers in San Diego County to more easily procure local produce from local farmers.
- Pages 3 and 5 summarize the methodology and key characteristics of new growers CHIP engaged.
- The chart (starting on page 6) is divided into three sections: vegetables, fruits, and herbs.
- Names and contact information for farms interested in selling these products to San Diego County institutions are listed at the end of the document. See page 9 for a description of CHIP's brokering services and contact information, and page 10 for grower names and contact information.
- The Appendix on pages 11-13 presents a complimentary 2017 Crop Availability Chart for San Diego County agriculture generally, utilizing data provided by the County of San Diego.

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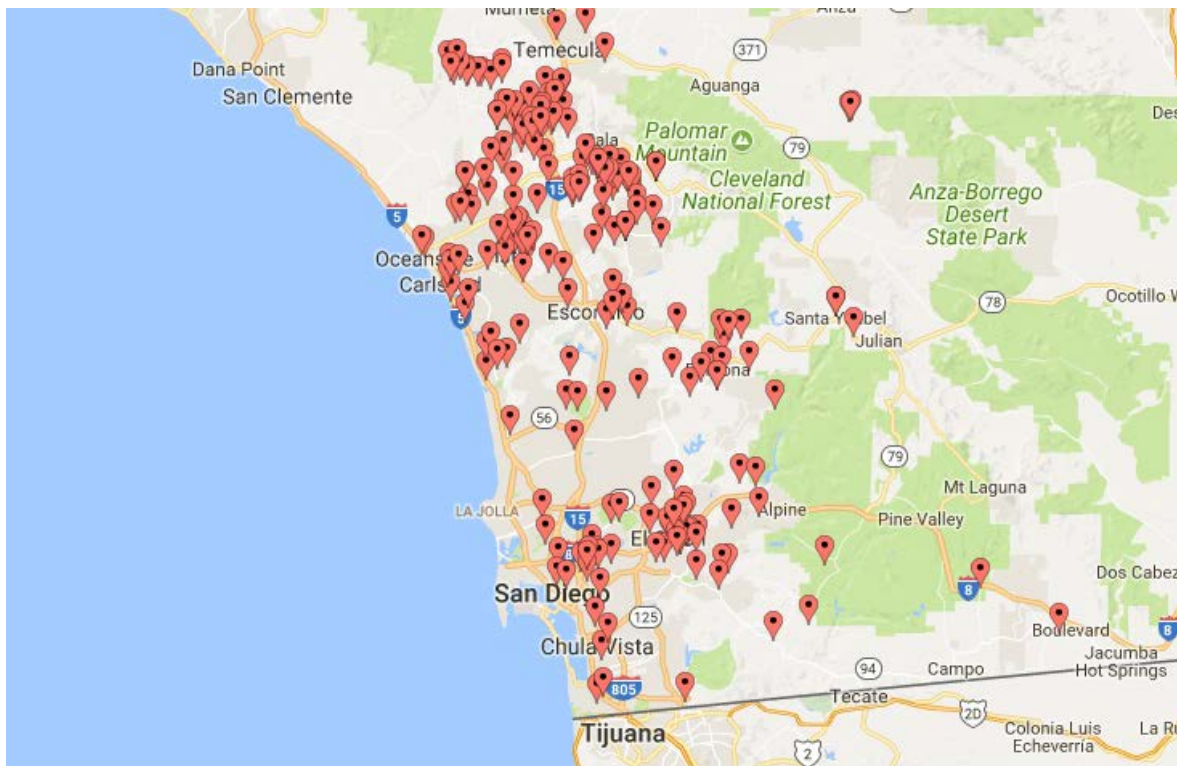
Introduction

Consistent feedback from institutional food buyers in San Diego County suggests that buyers are interested in purchasing more fresh, healthy, local foods, but often do not have sufficient information to identify and procure these foods. For several years, CHIP has developed and provided a suite of resources and services (<http://www.sdchip.org/initiatives/food-systems/>) to help connect institutional food buyers such as school, hospitals, and other with more healthy, fresh, local food options. The annual Crop Availability Chart is one of these resources.

The chart is the result of an annual outreach process to San Diego County and regional growers. The result of CHIP's outreach is presented in an easy-to-understand chart showing the projected availability of local foods by crop and by month over the next year (Oct 2017 - Sept 2018). The chart is presented following the methodology section and a summary of responding grower characteristics.

San Diego County Growers Map

In May 2017, the County of San Diego Ag, Weights, and Measures (AWM) provided CHIP with Certified Producer data. CHIP compiled this data and created the following map of County growers. This map may be used to provide further context on areas of high grower density.



Methodology

In the winter of 2016/2017, CHIP distributed its annual web-based crop availability survey to its local grower database. The grower database is an ongoing effort to track key information about as many local farms as possible, including farmer and farm name, location, interest and experience selling to institutions, certifications, and more. The database includes over 900 local and regional growers. The database includes phone numbers for roughly half of all growers and maintains email contact information for roughly a third, thus the web-based survey was sent to roughly 300 growers. In addition to the core purpose of collecting projected monthly availability of crops, the survey also collected other key information including:

- Farmer and farm name, location, and contact information
- Experience and interest in selling to institutions
- Farm size
- Relevant certifications (i.e. certified producer, organic, GAP, etc.)
- Liability insurance information

The core section of the survey asked growers to share their projected availability of over 75 fruits, vegetables, and herbs for the months of October 2017-September 2018. These responses were combined into one, easy-to-read chart that shows projected monthly availability of each crop.

Survey Responses and Grower Characteristics

A total of 30 growers responded to the crop availability survey, or about 10% of growers that received the survey. Just over half (17) of the growers were new respondents, meaning they did not respond to the previous year's survey, and 13 were returning growers. Among all respondents there a number of farms already selling to institutions and strong interest in expanding institutional sales. The table below summarizes these trends.

	New growers	Returning growers	Total
Currently selling to institutions	3	6	9
Interested in selling to institutions	14	7	21

In other words, a third of responding growers are already selling to institutions and most other respondents express interest in institutional sales. Other key characteristics of the new responding growers include:



- **Farm size:** Median farm size is 9.8 acres. This relatively small size is reflective of San Diego County’s small average farm size
- **Location:** 87% of new growers surveyed are located in San Diego County, with just one grower located within 250 miles of the County and one grower located elsewhere in CA.
- **Insurance:** 14 of 17 new growers carry some level of liability insurance, with the most common level being \$1M
- **Certifications:** Six are certified organic and four are GAP certified

How to Read the Crop Availability Chart

The number in each cell shows how many growers expect to have that crop available during the corresponding month in 2017-2018. The cells are color-coded to show when crops are most available in the region, both within and across crops. The darker green the cell, the more available that crop is projected to be during that month. The example and notes below provide an example of how to read the Crop Availability Chart.

Crop	Oct, 2017	Nov	Dec	Jan, 2018	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Oranges	1	2	8	8	9	9	6	5	5	5	4	2
Strawberries					3	4	5	5	5	4	2	1

- The availability of local oranges is at peak in the Winter (Dec-March), but oranges are still available by several producers in the Spring and Summer.
- The availability of local strawberries is at peak in April-June, and are not available at all in late Fall and early Winter.
- There are comparatively more farms planning to have oranges than there are farms planning to have strawberries.

2017-2018 CROP AVAILABILITY CHART

FRUITS												
Crop	Oct, 2017	Nov	Dec	Jan, 2018	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Apples	3	3	2	2	2	2	2	2	2	3	2	3
Apricots	1							2	2	2	1	1
Avocados	2	2	3	5	7	9	8	7	7	3	4	4
Blackberries								1	2	1	1	
Blueberries					1	2	2	4	4	2	1	1
Cantaloupes	2							1	1	3	3	2
Cherimoyas				1	1	2	2	1				
Cherries								1	1	1	1	1
Figs	2	1						1	1	2	2	2
Grapefruit	1	1	3	4	5	4	7	5	3	3	3	2
Grapes	1	1								1	1	1
Guavas	1	2	1									
Kiwifruit		1	1	1	1	1						
Kumquats	1	1	2	3	2	2	2	3	1	1		
Lemons	2	7	8	8	9	9	6	6	5	1	2	3
Limes	5	5	4	4	2	1			1	2	1	2
Mandarins		1	2	4	3	3	3				1	
Melons								1	1	1	1	1
Nectarines									1	1	1	1
Oranges	1	2	8	8	9	9	6	5	5	5	4	2
Peaches	1								2	2	2	2

Pears	3	2	1							1	2	3
Persimmons	4	4	4									
Plums									1	1	1	1
Pumpkins	3	2	1								1	2
Raspberries								1	1	1	1	
Strawberries					3	4	5	5	5	4	2	1
Tangelos	1	1	3	3	4	3	2					
Tangerines		3	4	6	4	3	4	2	2	1	1	
Watermelon	1								1	3	3	4

VEGETABLES												
Crop	Oct, 2017	Nov	Dec	Jan, 2018	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Artichokes	1	1				1	1	2	2	2		
Arugula	4	5	5	5	5	4	3	2	2	2	2	2
Asparagus						1	2	2	2	1		
Beans	4	2	1	1	1	1	1	3	5	5	5	5
Beets	6	7	7	6	6	6	4	4	6	5	4	4
Bok Choy	1							1	1			
Broccoli	4	4	4	4	4	4	3	3	1	1	1	1
Cabbage	2	2	2	2	2	2	1	2	2	2	1	1
Carrots	6	7	5	4	4	4	3	5	4	2	2	2
Cauliflower	2	2	1	2	3	3	2	2	1			
Celery	1	1	1	2	2	3	2	1	1	1	1	1
Chard	7	7	6	6	5	8	8	7	6	5	4	4

Cherry Tomatoes	5	3	2	2	2	2	3	4	6	7	7	6
Collard Greens	3	3	2	1	1	1	1	2	2			
Corn	2						1	1	2	3	4	2
Cucumbers	5	3	2	2	2	2	3	4	6	7	7	7
Eggplant	5	2	1						1	4	4	4
Kale	7	7	6	5	6	7	6	5	5	4	4	4
Kohlrabi										1	1	1
Lettuce (all types)	8	8	8	8	8	8	8	9	8	8	8	8
Mustard Greens	2	2	1	1	1	2	2	2	1	1	1	1
Okra	1									3	3	3
Onions	4	3	3	3	3	5	4	4	4	4	4	4
Peas	1	2	2	2	2	3	3	2	1	1		
Peppers	4	3	1	1	1	1	1	2	3	4	4	3
Potatoes	2	1		1	1	1	1	3	2	2	2	2
Radishes	1	2	1	1	1	2	1	1	1	1	1	1
Rhubarb						1	1					
Scallions	3	3	3	2	2	3	3	3	3	3	3	3
Spinach	3	4	5	4	4	5	4	2	2	2	2	2
Summer Squash	5	3					2	2	6	6	6	6
Tomatillos								1	1	1	1	
Tomatoes	4	3	1	1	1	1	2	3	6	8	9	8
Turnips	1	1	1	1	1	1	1					
Winter Squash	7	7	6	5	3	2	1		1	1	3	3

HERBS												
Crop	Oct, 2017	Nov	Dec	Jan, 2018	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Basil	7	5	3	3	3	5	6	6	10	10	10	9
Chives	5	4	3	3	3	5	4	3	4	4	4	4
Cilantro	2	2	3	3	3	3	2	1	1	2	1	2
Garlic				1	2	2	1	1	1			
Parsley	4	3	3	3	3	3	2	2	2	1	1	1
Rosemary	6	5	5	6	6	7	7	7	7	7	7	7

Contacting Growers

Contact information for growers that responded to this 2017-2018 Crop Availability Survey are listed on the following page. However, based on feedback from both institutions and growers, an institution interested in pursuing new business relationships with local farms will be most successful with strategic brokering support from CHIP. Any institutions interested in purchasing directly from local farms can contact CHIP Food Systems staff at the number below. CHIP’s free brokering services include:

- Gathering specific information on the desired product, price range, insurance coverage, certifications, delivery needs, and more
- Vetting these specifications with local/regional farms matching these needs, identifying those farms most likely to succeed selling to the particular buyer
- Facilitated introduction of buying institution and selling grower, providing each party relevant details

If you are interested in buying any of the local produce items listed above, or in any of CHIP’s complimentary good food brokering services, please contact:

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GROWER CONTACT INFORMATION

Farm Name	Grower Name	City/Town	Email	Phone
B Street Growers	Sherilin Heise	San Diego	bstreetgrowers@cox.net	619-255-7451
Be Wise Ranch, Inc	Sandra Broussard	Escondido	sandra@bewiseranch.com	760-746-6006
Coastal Roots Farm	Molly Zimmerman	Encinitas	molly@coastalrootsfarm.org	760-479-6505
Corona College Heights Orange and Lemon Association	Jared Bray	Riverside	jared@cchcitrus.com	951-351-7880
Dassi Family Farm	Jennifer Dassi	Carlsbad	jennifer@dassifamilyfarm.com	760-979-3472
Dickinson Farm	Stepheni Norton	National City	stepheni@dickinson.farm	619-602-8951
Eco Farm	Steve Taft	Fallbrook, Pauma Valley, Valley Center	staft@ecofarmsusa.com	951-205-5922
Go Green Agriculture	Colin Bruce	Encinitas	colin@GoGreenAgriculture.com	760-634-2506
Good Taste Farm	Sarah Ulloa	Fallbrook	sarah.ulloa@gmail.com	714-624-8910
Immanuel Organic Farm	Maria Huang	Fallbrook	maria2huang@yahoo.com	650-793-1914
Matheson Ranch	Malcolm Matheson	Escondido	malcolmm@calavo.com	760-801-5713
Mount Woodson Acres	Connor McClelland	Ramona	connor.d.mcclelland@gmail.com	858-218-5031
Nagata Bros Farms	Neil Nagata	San Luis Rey	neilt@pacbell.net	760-966-2870
Page's Organics	Tom Page	Ramona	pagesorganics@sbcglobal.net	760-789-3859
Peacefield Farms	Diana Usrey	Vista	dianaju@cox.net	760-727-1471
Rancho Tres Rios	Rocky cline	Potrero	ranchotresrios@yahoo.com	619-820-5920
Randol Ridge Ranch	Lucy Randol	Ramona	randolridgeranch@gmail.com	760-788-1924
Sage Mountain Farm	Phil Noble	Anza	phil@sagemountainfarm.com	951-990-7460
Sahu Subtropicals	Ron Sahu	Fallbrook	ronsahu@hotmail.com	702-683-5466
Shanahan Ranch	Mary Shanahan	Fallbrook	mary.shanahan@icloud.com	917-318-4842
Sierra del Oro	Lori Baskins	Pauma Valley	sierradel_oro@msn.com	760-742-3084
Smit Farms	Paul Smit	Encinitas	info@smitfarms.com	877-378-4811
Solutions Farms	Chris Cochran	Vista	jgerson@solutionsforchange.org	760-295-1437
Stehly Farms Organics	Noel Stehly	Valley Center	ngstehly@netzero.net	760-498-9545
Wild Willow Farm & Education Center	Dorothea Sotiros	Imperial Beach	dorothea@sandiegoroots.org	413-824-7222
Winterwarm Farms	Robert Tygart	Fallbrook	winterwarmfarms@gmail.com	760-214-5079
Yasukochi family farms	Donal Yasukochi	San Luis Rey	yasukochifamily@cox.ney	760-801-6627

APPENDIX: Crop Availability Chart for County of San Diego Agriculture

In May of 2017, County of San Diego Ag, Weights, and Measures (AWM) provided CHIP a data set on San Diego County's total projected crop availability for January-December, 2017. The data set listed a separate row for each crop grown by each grower, as well as the amount planted, projected yield, and months of availability, resulting in a dataset with over 15,000 rows. The data set also includes contact information for all County of San Diego certified producers.

To compliment the farm-to-institution-specific crop availability chart presented on p.6-9, the County data was transformed to show a quick snapshot of San Diego County's food crop availability in 2017. Similar to CHIP's Crop Availability Chart, the number in each cell is the number of growers in each month that projected having that crop available. The chart is color-coded, with darker green cells indicating a higher number of growers.

The only crops included are those that appear in CHIP's Crop Availability Report, though many more food, horticultural, and ornamental crops are included in the County's data set. CHIP is happy to provide underlying data from the chart below upon request.

FRUITS												
Crop	Jan, 2017	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
APPLE	12	16	19	20	29	83	133	158	173	152	104	44
AVOCADO	108	169	231	262	308	337	348	343	326	322	214	111
BLUEBERRY	4	4	5	21	29	32	27	17	13	9	4	3
CANTELOUPE	1	1	1	2	3	10	14	17	17	15	7	4
FIG	24	25	26	36	50	101	145	174	173	135	70	34
GRAPEFRUIT	97	122	145	158	179	184	189	179	176	166	134	110
GRAPE	3	5	5	7	28	45	74	88	82	62	40	7
GUAVA	12	20	24	32	46	50	53	52	53	49	32	19
KIWI	1	1	1	1	1	1	2	2	3	6	6	3
KUMQUAT	33	46	54	53	54	51	45	34	33	32	30	24
LEMON	182	195	200	205	210	215	220	221	218	213	205	191

LIME	155	163	172	177	187	194	198	201	197	189	179	164
MANDARIN	124	163	204	217	231	233	224	204	187	179	157	118
ORANGE	186	230	266	286	309	305	293	275	259	248	202	167
PEAR	1	1	1	2	3	6	28	66	80	74	33	11
PERSIMMON	3	3	4	4	5	5	6	13	64	145	151	129
STRAWBERRY	29	42	48	55	59	60	64	57	50	43	35	28
TANGELO	26	49	58	60	61	51	40	30	27	29	25	22
WATERMELON	6	6	12	16	33	52	64	73	74	63	45	17

VEGETABLES												
Crop	Jan, 2017	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ARTICHOKE	5	9	16	18	20	22	15	9	7	7	5	5
ARUGULA	38	39	40	45	47	57	56	56	55	53	47	43
ASPARAGUS	11	20	25	25	25	22	16	11	11	9	9	9
BEAN	2	2	5	6	5	6	8	9	8	7	7	6
BEET	54	55	56	56	60	65	66	65	64	62	59	56
BROCCOLI	42	45	57	61	70	76	81	82	82	77	50	45
CABBAGE	37	39	44	49	56	60	59	57	56	51	42	36
CAULIFLOWER	14	14	23	27	35	40	42	42	41	36	23	19
CELERY	30	32	36	36	41	46	45	44	42	40	36	30
CHARD	66	67	70	73	73	74	75	75	77	78	80	80
COLLARD	30	30	31	34	35	35	36	36	35	35	32	31
CORN	10	10	12	18	28	44	54	57	58	56	42	25
CUCUMBER	26	26	50	108	142	167	175	178	176	167	142	91

EGGPLANT	17	18	35	52	68	99	113	113	109	105	91	57
KALE	63	66	69	72	79	82	82	82	80	73	68	67
LETTUCE	97	100	107	113	111	112	109	107	111	116	122	129
MUSTARD GREENS	40	41	41	42	44	45	46	46	46	45	41	40
ONION	108	109	117	124	127	132	134	133	130	128	124	123
PEPPER (SWEET)	38	38	50	89	113	151	166	174	170	158	143	106
PEPPER (CHILI)	109	110	123	187	221	264	318	323	318	298	255	223
RADISH	59	62	67	71	70	71	70	69	69	70	72	75
SPINACH	34	34	35	36	35	36	36	36	35	42	46	49
SUMMER SQUASH	43	44	66	132	176	212	227	229	225	222	181	109
SWEET POTATO	4	4	4	4	6	10	11	17	23	25	24	21
TOMATILLO	9	9	11	17	24	34	36	37	37	36	31	24
TOMATO	102	105	131	193	277	356	377	386	379	362	306	233
WINTER SQUASH	46	48	52	67	77	100	134	165	207	223	215	177

HERBS												
Crop	Jan, 2017	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
BASIL	41	41	47	52	58	62	61	61	58	57	52	46
CHIVES	47	48	52	52	53	53	53	53	53	52	51	50
FENNEL	18	18	19	20	23	25	24	24	23	22	22	20
GARLIC	32	34	38	44	49	49	46	44	41	39	33	32
PARSLEY	56	56	59	60	61	63	63	62	63	64	63	61
ROSEMARY	80	80	81	82	82	83	84	84	84	83	82	82