

2017

California Strawberry Acreage Survey

The California Strawberry Commission Acreage Survey is published two times annually with acreage information voluntarily provided by California strawberry growers and shippers. This is the first Acreage Survey for the 2017 harvest year and includes acres that were planted in the Fall of 2016 and forecasts Summer planted acres that are projected to be planted in the Summer of 2017.

For 2017, the California Strawberry Commission Acreage Survey reports 36,141 acres. After a three-year trend of declining acreage, 2017 appears to establish a new, temporary, equilibrium. Industry investment into new varieties, combined with favorable weather, is improving efficiency with higher yield per acre. For example, 2016 production levels were among the highest on record for both production per acre and total volume. Additionally, with mild weather, new varieties are capable of higher levels of fall production – effectively creating new market opportunities.

Consumer demand remains strong and new market access to China presents emerging opportunities for California strawberry farming. Nevertheless, long-term forecasts continue to express concern about rising labor and regulatory costs in California. To address these challenges, California farmers are utilizing the H2A program and continuing investment in innovative research and education programs.

For 2017, California continues as the leading production region in the world and is expected to supply more than 79% of the volume consumed in the United States. Moreover, strawberries remain the volume and value leader in the berry category, the top-selling category in the produce department. Both organic and conventional choices will be available to meet consumer demand in 2017.



2017

California Strawberry Acreage Survey

Total California strawberry acreage reported for 2017 is 36,141. Totals and percentages reflect rounding.

Fall Planted Acreage for Winter, Spring, and Summer Production							
District	2013	2014	2015	2016	2017	change	% change
Orange County/San Diego	1,344	1,170	973	554	477	(77)	-13.9%
% of State	3.8%	3.5%	3.1%	1.9%	1.6%		
Oxnard	10,271	8,608	7,903	7,142	7,050	(92)	-1.3%
% of State	28.8%	25.6%	25.0%	24.4%	23.4%		
Santa Maria	8,824	9,005	8,359	8,261	8,986	725	8.8%
% of State	24.7%	26.8%	26.4%	28.2%	29.9%		
Watsonville/Salinas	15,103	14,744	14,314	13,295	13,561	266	2.0%
% of State	42.3%	43.8%	45.2%	45.3%	45.1%		
San Joaquin	128	121	91	67	0	(67)	-100.0%
% of State	0.4%	0.4%	0.3%	0.2%	0.0%		
State Total	35,670	33,648	31,640	29,318	30,074	755	2.6%

California strawberry acreage planted in the fall, which produces fruit during the traditional winter, spring, and summer seasons, was reported at 30,074 acres.

Projected: Summer Planted Acreage for Fall Production							
District	2013	2014	2015	2016	2017	change	% change
Oxnard	3,284	3,022	3,359	3,088	3,077	(10)	-0.3%
% of State	63.8%	57.4%	52.0%	45.9%	50.7%		
Santa Maria	1,819	2,194	3,009	3,556	2,921	(635)	-17.9%
% of State	35.4%	41.2%	46.6%	52.9%	48.1%		
Watsonville/Salinas	43	73	92	78	69	(9)	-11.4%
% of State	0.8%	1.4%	1.4%	1.2%	1.1%		
State Total	5,146	5,289	6,460	6,721	6,067	(654)	-9.7%

California strawberry acreage planted in the summer of 2017, which will produce during the fall season, was projected at 6,067 acres. Most of the summer planted acreage is located in Oxnard and Santa Maria.

Varieties Statewide – Fall Planted

University of California varieties represent 58.7% of the state’s acreage, while proprietary varieties represent 38.3%. University of Florida varieties represent 2.4% of the acreage, and other publicly available varieties 0.5%.

Statewide Fall Planted Acreage for Winter, Spring, and Summer Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion % of State	8,885 24.9%	5,500 16.3%	2,799 8.8%	1,114 3.8%	615 2.0%	(499)	-44.8%
Benicia % of State	1,394 3.9%	429 1.3%	366 1.2%	100 0.3%	190 0.6%	90	90.0%
Cabrillo % of State	- 0.0%	- 0.0%	- 0.0%	275 0.9%	1,452 4.8%	1,178	429.0%
Camarosa % of State	112 0.3%	108 0.3%	78 0.2%	41 0.1%	- 0.0%	(41)	-100.0%
Camino Real % of State	82 0.2%	- 0.0%	5 0.0%	- 0.0%	- 0.0%	0	0.0%
Chandler % of State	87 0.2%	90 0.3%	53 0.2%	14 0.0%	14 0.0%	0	0.0%
Fronteras % of State	- 0.0%	- 0.0%	- 0.0%	907 3.1%	1,768 5.9%	860	94.8%
Monterey % of State	2,816 7.9%	5,460 16.2%	7,167 22.7%	7,761 26.5%	8,165 27.1%	404	5.2%
Other % of State	- 0.0%	2 0.0%	- 0.0%	8 0.0%	22 0.1%	14	169.8%
Palomar % of State	176 0.5%	- 0.0%	- 0.0%	- 0.0%	- 0.0%	0	0.0%
Petaluma % of State	- 0.0%	- 0.0%	- 0.0%	2 0.0%	531 1.8%	529	26,457%
Portola % of State	106 0.3%	2 0.0%	300 0.9%	382 1.3%	305 1.0%	(77)	-20.2%
Proprietary % of State	14,385 40.4%	13,251 39.4%	13,164 41.6%	12,069 41.2%	11,528 38.3%	(541)	-4.5%
Radiance % of State	439 1.2%	879 2.6%	1,083 3.4%	944 3.2%	721 2.4%	(222)	-23.6%
Sabrina % of State	3 0.0%	15 0.0%	84 0.3%	38 0.1%	33 0.1%	(6)	-15.1%
San Andreas % of State	6,143 17.2%	6,901 20.5%	5,920 18.7%	5,053 17.2%	4,570 15.2%	(483)	-9.5%
Sweet Ann % of State	34 0.1%	254 0.8%	307 1.0%	431 1.5%	129 0.4%	(302)	-70.1%
Ventana % of State	984 2.8%	758 2.3%	315 1.0%	180 0.6%	32 0.1%	(149)	-82.5%
State Total	35,645	33,648	31,640	29,318	30,074	755	2.6%

Varieties Statewide – Summer Planted

Proprietary varieties represent 47.7% of the state’s summer planted acreage, while University of California varieties account for 52.3%.

Projected: Summer Planted Acreage for Fall Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion % of State	23 0.4%	- 0.0%	- 0.0%	- 0.0%	- 0.0%	0	0.0%
Benicia % of State	- 0.0%	- 0.0%	35 0.5%	- 0.0%	- 0.0%	0	0%
Monterey % of State	13 0.3%	190 3.6%	182 2.8%	162 2.4%	108 1.8%	(54)	-33.3%
Other % of State	- 0.0%	- 0.0%	- 0.0%	7 0.1%	9 0.1%	2	29%
Portola % of State	1,985 38.6%	1,814 34.3%	2,464 38.1%	3,684 54.8%	3,007 49.6%	(677)	-18.4%
Proprietary % of State	3,125 60.7%	3,040 57.5%	3,509 54.3%	2,802 41.7%	2,891 47.7%	89	3.2%
San Andreas % of State	- 0.0%	245 4.6%	270 4.2%	66 1.0%	52 0.9%	(14)	-20.6%
State Total	5,146	5,289	6,460	6,721	6,067	(654)	-9.7%

Organic Statewide

Total organic acreage reported for 2016 is 4,046 acres. The reported organic acreage represents 11.2% of total state acreage.

Fall Planted Acreage for Winter, Spring, and Summer Production							
District	2013	2014	2015	2016	2017	change	% change
Orange County/San Diego	59	71	78	193	118	(75)	-39.0%
% of State	2.6%	2.5%	3.0%	6.5%	3.6%		
Oxnard	329	310	269	326	360	34	10.5%
% of State	14.3%	11.1%	10.3%	10.9%	10.9%		
Santa Maria	242	224	218	349	534	184	52.8%
% of State	10.5%	8.0%	8.3%	11.7%	16.1%		
Watsonville/Salinas	1,673	2,192	2,052	2,121	2,295	174	8.2%
% of State	72.6%	78.4%	78.4%	70.9%	69.4%		
State Total	2,303	2,797	2,617	2,989	3,307	318	10.6%

Projected: Summer Planted Acreage for Fall Production							
District	2013	2014	2015	2016	2017	change	% change
Oxnard	137	185	329	171	205	34	19.9%
% of State	61.8%	40.7%	40.4%	22.3%	27.7%		
Santa Maria	60	213	392	533	466	(68)	-12.7%
% of State	27.0%	42.2%	48.3%	69.6%	62.9%		
Watsonville/Salinas	25	73	92	62	69	7	11.7%
% of State	11.2%	17.0%	11.3%	8.1%	9.3%		
State Total	221	471	813	766	740	(27)	-3.5%

Variety	
Variety	Acreage
Albion	122
% State	3.0%
Benicia	40
% State	1.0%
Cabrillo	138
% State	3.4%
Chandler	14
% State	0.3%
Fronteras	120
% State	3.0%
Monterey	535
% State	13.2%
Other	11
% of State	0.3%
Portola	370
% State	9.2%
Proprietary	2,282
% State	56.4%
Radiance	78
% State	1.9%
Sabrina	16
% State	0.4%
San Andreas	150
% State	3.7%
Sweet Ann	138
% State	3.4%
Ventana	32
% State	0.8%
Total	4,046

Orange County & San Diego – Fall Planted

Orange County and San Diego reported 477 fall planted acres. Radiance represents 43.2% of the district total, and Fronteras represents 26.0% of the district's acreage.

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

Fall Planted Acreage for Winter, Spring, and Summer Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion	22	30	20	27	6		
% of District	1.7%	2.6%	2.1%	4.9%	1.3%	(21)	-78.0%
% of State	0.1%	0.1%	0.1%	0.1%	0.0%		
Benicia	149	-	-	-	-		
% of District	11.0%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.4%	0.0%	0.0%	0.0%	0.0%		
Camarosa	79	70	78	41	-		
% of District	5.9%	6.0%	8.0%	7.4%	0.0%	(41)	-100.0%
% of State	0.2%	0.2%	0.2%	0.1%	0.0%		
Fronteras	-	-	-	133	124		
% of District	0.0%	0.0%	0.0%	24.1%	26.0%	(9)	-7.0%
% of State	0.0%	0.0%	0.0%	0.5%	0.4%		
Other	2	2	-	9	20		
% of District	0.1%	0.2%	0.0%	1.7%	4.2%	11	112.8%
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Palomar	94	-	-	-	-		
% of District	7.0%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.3%	0.0%	0.0%	0.0%	0.0%		
Proprietary	135	35	-	5	5		
% of District	10.0%	3.0%	0.0%	0.9%	1.0%	0	0.0%
% of State	0.4%	0.1%	0.0%	0.0%	0.0%		
Radiance	384	559	518	280	206		
% of District	28.6%	47.8%	53.2%	50.6%	43.2%	(74)	-26.5%
% of State	1.1%	1.7%	1.6%	1.0%	0.7%		
San Andreas	399	474	327	58	116		
% of District	29.7%	40.5%	33.6%	10.4%	24.3%	58	100.9%
% of State	1.1%	1.4%	1.0%	0.2%	0.4%		
Ventana	80	-	30	-	-		
% of District	6.0%	0.0%	3.1%	0.0%	0.0%	0	0.0%
% of State	0.2%	0.0%	0.1%	0.0%	0.0%		
Total	1,344	1,170	973	554	477	(77)	-13.9%

Oxnard – Fall Planted

Oxnard reported 7,050 acres for fall production. Proprietary varieties represent 47.6% of the district. Fronteras is the second largest variety planted at 19.2% of the district.

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

Fall Planted Acreage for Winter, Spring, and Summer Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion	115	-	-	-	-		
% of District	1.1%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.3%	0.0%	0.0%	0.0%	0.0%		
Benicia	1180	409	366	100	190	90	90.0%
% of District	11.5%	4.8%	4.6%	1.4%	2.7%		
% of State	2.9%	1.1%	1.0%	0.3%	0.5%		
Fronteras	-	-	-	659	1,354	695	105.4%
% of District	0.0%	0.0%	0.0%	9.2%	19.2%		
% of State	0.0%	0.0%	0.0%	1.8%	3.7%		
Monterey	406	168	177	189	114	(75)	-39.5%
% of District	4.0%	2.0%	2.2%	2.6%	1.6%		
% of State	1.0%	0.4%	0.5%	0.5%	0.3%		
Other	1	2	-	-	14	14	0.0%
% of District	0.0%	0.0%	0.0%	0.0%	0.2%		
% of State	0.0%	0.0%	0.0%	0.0%	0.0%		
Palomar	82	-	-	-	-	0	0.0%
% of District	0.8%	0.0%	0.0%	0.0%	0.0%		
% of State	0.2%	0.0%	0.0%	0.0%	0.0%		
Petaluma	-	-	-	2	513	511	25557.5%
% of District	0.0%	0.0%	0.0%	0.0%	7.3%		
% of State	0.0%	0.0%	0.0%	0.0%	1.4%		
Portola	-	2	-	65	5	(60)	-92.3%
% of District	0.0%	0.0%	0.0%	0.9%	0.1%		
% of State	0.0%	0.0%	0.0%	0.2%	0.0%		
Proprietary	5,375	4,870	4,850	3,974	3,355	(619)	-15.6%
% of District	52.5%	56.6%	61.4%	55.6%	47.6%		
% of State	13.2%	12.5%	12.7%	11.0%	9.3%		
Radiance	55	260	565	663	515	(148)	-22.3%
% of District	0.5%	3.0%	7.1%	9.3%	7.3%		
% of State	0.1%	0.7%	1.5%	1.8%	1.4%		
Sabrina	3	12	83	38	31	(7)	-19.0%
% of District	0.0%	0.1%	1.1%	0.5%	0.4%		
% of State	0.0%	0.0%	0.2%	0.1%	0.1%		
San Andreas	2,286	2,182	1,642	1,272	927	(344)	-27.1%
% of District	22.3%	25.3%	20.8%	17.8%	13.2%		
% of State	5.6%	5.6%	4.3%	3.5%	2.6%		
Ventana	743	703	220	180	32	(149)	-82.5%
% of District	7.3%	8.2%	2.8%	2.5%	0.4%		
% of State	1.8%	1.8%	0.6%	0.5%	0.1%		
Total	10,246	8,608	7,903	7,142	7,050	(92)	-1.3%

Oxnard – Summer Planted

Oxnard projected summer planted acreage of 3,077. Proprietary varieties represent 78.3% of the district and Portola represents 20.8%.

Projected: Summer Planted Acreage for Fall Production							
Variety	2013	2014	2015	2016	2017	change	% change
Benicia	-	-	35	-	-		
% of District	0.0%	0.0%	1.0%	0.0%	0.0%	0	0.0%
% of State	0.0%	0.0%	0.1%	0.0%	0.0%		
Portola	880	601	663	791	639		
% of District	26.8%	19.9%	19.7%	25.6%	20.8%	(152)	-19.2%
% of State	2.2%	1.5%	1.7%	2.2%	1.8%		
Proprietary	2,404	2,246	2,461	2,267	2,410		
% of District	73.2%	74.3%	73.3%	73.4%	78.3%	143	6.3%
% of State	5.9%	5.8%	6.5%	6.3%	6.7%		
San Andreas	-	175	200	30	29.01		
% of District	0.0%	5.8%	6.0%	1.0%	0.9%	(1)	-3.3%
% of State	0.0%	0.4%	0.5%	0.1%	0.1%		
Total	3,284	3,022	3,359	3,088	3,077	(10)	-0.3%

Santa Maria – Fall Planted

Santa Maria reported 8,986 acres. Monterey represents 35.9% of the district. San Andreas is the second largest variety in the district at 35.6%.

Fall Planted Acreage for Winter, Spring, and Summer Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion	2,361	1,232	312	156	81		
% of District	26.8%	13.7%	3.7%	1.9%	0.9%	(75)	-47.8%
% of State	6.6%	3.7%	1.0%	0.5%	0.3%		
Benicia	40	20	-	-	-		
% of District	0.4%	0.2%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.1%	0.1%	0.0%	0.0%	0.0%		
Cabrillo	-	-	-	74	350		
% of District	0.0%	0.0%	0.0%	0.9%	3.9%	276	373.1%
% of State	0.0%	0.0%	0.0%	0.3%	1.2%		
Camino Real	82	-	5	-	-		
% of District	0.8%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.2%	0.0%	0.0%	0.0%	0.0%		
Fronteras	-	-	-	113	290		
% of District	0.0%	0.0%	0.0%	1.4%	3.2%	177	156.5%
% of State	0.0%	0.0%	0.0%	0.4%	1.0%		
Monterey	824	2,057	2,552	2,716	3,222		
% of District	7.7%	18.4%	22.4%	32.9%	35.9%	506	18.6%
% of State	2.3%	6.1%	8.1%	9.3%	10.7%		
Other*	-	-	-	-	19		
% of District	0.0%	0.0%	0.0%	0.0%	0.2%	19.00	0.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Portola	106	-	300	317	282		
% of District	1.0%	0.0%	2.6%	3.8%	3.1%	(35)	-11.2%
% of State	0.3%	0.0%	0.9%	1.1%	0.9%		
Proprietary	2,378	1,881	1,798	1,588	1,542		
% of District	22.3%	16.8%	15.8%	19.2%	17.2%	(46)	-2.9%
% of State	6.7%	5.6%	5.7%	5.4%	5.1%		
San Andreas	2,872	3,759	3,328	3,296	3,200		
% of District	27.0%	33.6%	29.3%	39.9%	35.6%	(96)	-2.9%
% of State	8.1%	11.2%	10.5%	11.2%	10.6%		
Ventana	161	55	65	-	-		
% of District	1.5%	0.5%	0.6%	0.0%	0.0%	0	0.0%
% of State	0.5%	0.2%	0.2%	0.0%	0.0%		
Total	8,824	9,005	8,359	8,261	8,986	725	8.8%

Santa Maria – Summer Planted

Santa Maria projected 2,921 acres. Portola accounts for 80.7% of the district’s summer planted acreage.

Projected: Summer Planted Acreage for Fall Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion	23	-	-	-	-		
% of District	1.3%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.4%	0.0%	0.0%	0.0%	0.0%		
Monterey	13	190	182	162	108		
% of District	0.7%	8.7%	6.0%	4.6%	3.7%	(54)	-33.3%
% of State	0.3%	3.6%	2.8%	2.4%	1.8%		
Other*	-	-	-	7	-		
% of District	0.0%	0.0%	0.0%	0.2%	0.0%	(7)	-100.0%
% of State	0.0%	0.0%	0.0%	0.1%	0.0%		
Portola	1,105	1,213	1,801	2,853	2,358		
% of District	60.7%	55.3%	59.8%	80.2%	80.7%	(495)	-17.4%
% of State	21.5%	22.9%	27.9%	42.4%	38.9%		
Proprietary	678	721	956	498	431		
% of District	37.3%	32.9%	31.8%	14.0%	14.8%	(66)	-13.3%
% of State	13.2%	13.6%	14.8%	7.4%	7.1%		
San Andreas	-	70	70	36	23		
% of District	0.0%	3.2%	2.3%	1.0%	0.8%	(13)	-35.1%
% of State	0.0%	1.3%	1.1%	0.5%	0.4%		
Total	1,819	2,194	3,009	3,556	2,921	(635)	-17.9%

Watsonville/Salinas – Fall Planted

The Watsonville/Salinas district remains the largest in the state with 13,561 acres, or 45.1% of total fall planted acreage reported for 2016. Proprietary varieties represent 48.9% of the district. Monterey was reported at 35.5%, and Cabrillo at 8.1% of the district.

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

Fall Planted Acreage for Winter, Spring, and Summer Production							
Variety	2013	2014	2015	2016	2017	change	% change
Albion	6,356	4,223	2,415	888	527		
% of District	42.1%	28.6%	16.9%	6.7%	3.9%	(360)	-40.6%
% of State	17.8%	12.6%	7.6%	3.0%	1.8%		
Benicia	25	-	-	-	-		
% of District	0.2%	0.0%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.1%	0.0%	0.0%	0.0%	0.0%		
Cabrillo	-	-	-	201	1,102		
% of District	0.0%	0.0%	0.0%	1.5%	8.1%	901	449.6%
% of State	0.0%	0.0%	0.0%	0.7%	3.7%		
Chandler	23	18	14	14	14		
% of District	0.2%	0.1%	0.1%	0.1%	0.1%	0	0.0%
% of State	0.1%	0.1%	0.0%	0.0%	0.0%		
Monterey	1584	3234	4,439	4,847	4,813		
% of District	10.5%	21.9%	31.0%	36.5%	35.5%	(34)	-0.7%
% of State	4.4%	9.6%	14.0%	16.5%	16.0%		
Other	0	4	1	10	29		
% of District	0.0%	0.0%	0.0%	0.1%	0.2%	19	188.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Proprietary	6,497	6,464	6,516	6,502	6,626		
% of District	43.0%	43.8%	45.5%	48.9%	48.9%	123	1.9%
% of State	18.2%	19.2%	20.6%	22.2%	22.0%		
Radiance	-	60	-	-	-		
% of District	0.0%	0.4%	0.0%	0.0%	0.0%	0	0.0%
% of State	0.0%	0.2%	0.0%	0.0%	0.0%		
San Andreas	586	487	623	403	327		
% of District	3.9%	3.3%	4.4%	3.0%	2.4%	(76)	-18.9%
% of State	1.6%	1.4%	2.0%	1.4%	1.1%		
Sweet Ann	33	254	307	431	124		
% of District	0.2%	1.7%	2.1%	3.2%	0.9%	(307)	-71.3%
% of State	0.1%	0.8%	1.0%	1.5%	0.4%		
Total	15,103	14,744	14,314	13,295	13,561	266	2.0%

Watsonville/Salinas – Summer Planted

Watsonville/Salinas projected 69 acres of summer planted acreage; Proprietary accounts for 72.5% of the district.

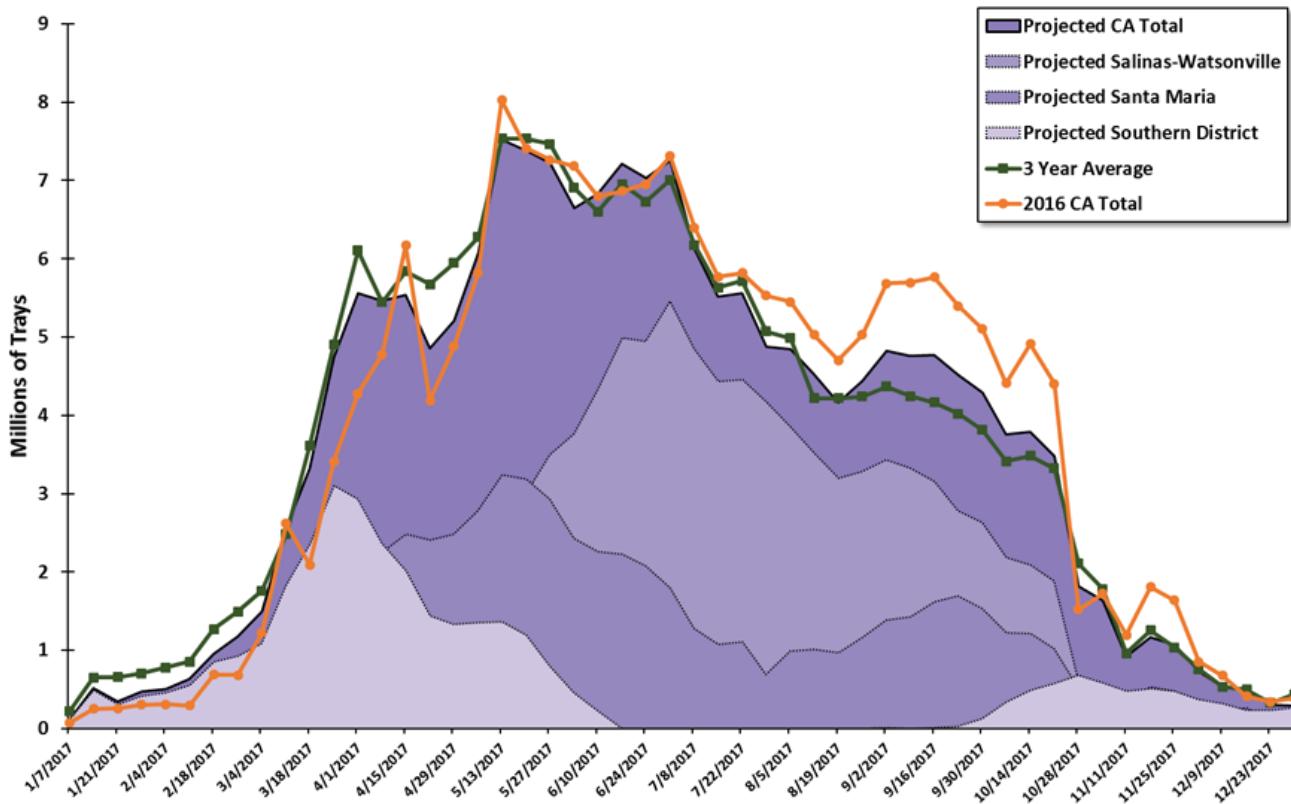
Projected: Summer Planted Acreage for Fall Production							
Variety	2013	2014	2015	2016	2017	change	% change
Proprietary	43	73	92	38	50		
% of District	100.0%	100.0%	100.0%	48.6%	72.5%	12	32.1%
% of State	0.8%	1.4%	1.4%	0.6%	0.8%		
Portola	-	-	-	40	10		
% of District	0.0%	0.0%	0.0%	51.4%	14.5%	-30	-75.0%
% of State	0.0%	0.0%	0.0%	0.6%	0.2%		
Other	0	0	0	0	9		
% of District	0.0%	0.0%	0.0%	0.0%	13.0%	9	0.0%
% of State	0.0%	0.0%	0.0%	0.0%	0.1%		
Total	43	73	92	78	69	(9)	-11.4%

2017 California Fresh Strawberry Volume

The chart below projects 2017 California fresh strawberry volume, based on the three-year average weekly yield for each district, multiplied by the 2017 reported acreage for each district.

2017 Projected Fresh Weekly Volume by District

vs. 3 Year Average, 2016 total and 2017 YTD



2017

California Strawberry Acreage Survey

Florida

Florida acreage is estimated at 11,815 acres by the Hillsborough County Tax Collector's Office.

Florida	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	change	% change
Total	12,113	12,161	12,032	11,994	11,815	(179)	-1.5%

Mexico

Mexico acreage is estimated at 21,000 acres in Central Mexico* and 5,535 acres in Baja by industry sources for the 2016 to 2017 season.

Mexico	2012-2013	2013-2014	2014-2015	2015- 2016	2016-2017	change	% change
Central*	20,200	21,372	21,970	17,500	21,000	3,500	20.0%
Baja	4,900	5,184	5,329	5,335	5,535	200	3.7%
Total	25,100	26,556	27,300	22,835	26,535	3,700	16.2%

*Central Mexico: Guanajuato, Jalisco, Mexico, D.F., Michoacán



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