

## New Giannini Foundation Publications

### **California Agriculture: Dimensions and Issues**

edited by Jerry Seibert

This book represents a comprehensive revision and update of the influential 1997 publication, *California Agriculture: Issues and Challenges*. The new book features 12 chapters written by leading experts in their respective fields on the major topics and issues important to California's agriculture and natural resource sectors. Key topics addressed in the book include the profile of California agriculture and its economic importance, both domestic and international marketing of California's agricultural production, agricultural policy issues relevant to California, water allocation and related issues, farm labor issues, environmental issues, organic agriculture, science and technology, and the agricultural-urban interface. The book will provide a key resource on California's agriculture and natural resources for years to come.

### **Marketing Order Impact on the Organic Sector: Almonds, Kiwifruit and Winter Pears**

by Hoy F. Carman, Karen Klonsky,  
Armelle Beaujard and Ana Maria Rodriguez  
Research Report 346

This report includes case studies on organic production and marketing for California almonds, California kiwifruit, and Washington-Oregon winter pears. Organic production accounts for slightly over six percent of production of California kiwifruit, three percent of winter pears and less than one percent of almonds.

Handlers of organic almonds report recent sales at two to four times the conventional price and expect production to expand. Price premiums for organic kiwifruit and winter pears (20 to 30 percent) have been decreasing as production has increased, and handlers for both commodities are concerned that the anticipated increased production will place greater downward pressure on price premiums. Ultimately, the future for organic products depends on the size and growth of the market segment that strongly prefers organically produced products and is willing to pay a premium for them.

The report also surveys organic producer/handler views on marketing order provisions. Mandatory assessments under the marketing orders fund provisions for minimum quality standards, research, and generic advertising and promotion programs. Many handlers believe that organic products are a separate niche market that gains little from increases in overall commodity demand.

### **Economic Contributions of the California Nursery Industry**

by Hoy F. Carman  
Information Series Report 04-1

The California nursery and floral industry is the largest in the United States, with sales totaling almost \$3.086 billion in 2001. When floral and nursery product sales are combined, the industry ranks second among all California agricultural products. It accounts for 10.6 percent of total California agricultural output.

A regional economic model was used to trace the direct, indirect and induced effects of California nursery and floral production and lawn and garden retailing through the California economy. Overall, nursery and floral production and lawn and garden retailing contributed over \$10.3 billion to 2001 California output and was responsible for almost 169,000 jobs. Total value added attributed to California nursery and floral production and lawn and garden retailing was \$8 billion, while the labor income impact was over \$4.9 billion.

### **A Statistical Profile of Horticultural Crop Farm Industries in California**

by Hyunok Lee and Steven C. Blank  
Research Report 348

This report provides a detailed statistical profile of California's horticultural farm industries, based on survey data collected from approximately one-third of all horticultural crop producers in the state in the spring of 2002. The survey was designed to elicit information on the current status of horticultural farm industries on their risk management practices and attitudes.

The industries featured in this study accounted for more than \$17 billion of gross farm revenue in 2002. The statistical information presented here is the most comprehensive ever undertaken for this important segment of California agriculture. The main body of the report describes industries in seven sections: 1) Farm size and regional profile, 2) Crop diversification, 3) Marketing, 4) Yield, price and profit fluctuations, 5) Risk management, 6) Crop insurance, and 7) Financial characteristics.

*These and several other Giannini Foundation publications are available in PDF format online at <http://giannini.ucop.edu>. Hard copies can be ordered from University of California Agriculture and Natural Resources (ANR) Communication Services, 6701 San Pablo Avenue, Oakland, CA 94608 or by phone at 800-994-8849.*