

COUNTY OF
MARIN

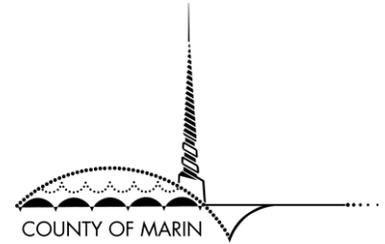
DEPARTMENT OF AGRICULTURE
WEIGHTS AND MEASURES



2013

LIVESTOCK & AGRICULTURAL
CROP REPORT

Karen Ross, Secretary
California Department of Food and Agriculture
and
Marin County Board of Supervisors
Kathrin Sears, President, District 3
Susan L. Adams, District 1
Katie Rice, District 2
Steve Kinsey, District 4
Judy Arnold, District 5



STACY K. CARLSEN
COMMISSIONER/DIRECTOR
STEFAN PARNAY
DEPUTY COMMISSIONER/DIRECTOR

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the Annual Livestock and Agricultural Crop Report for 2013. This report is a summary of counts, acreage, yields, and gross value of agricultural production in Marin County. The 2013 gross value of all production was the highest value ever recorded \$84,300,087. This represents an increase of \$3,934,700, which is 4.9 percent higher than the 2012 total agricultural production value of \$80,365,280. The report represents gross returns to the producer and does not indicate actual net profit.

Milk is the long standing, premier commodity for Marin, and this year accounts for 40.4 percent of the crop report's total value. The average Market Milk Price for 2013 was higher than 2012, but a decrease in production contributed to a decrease in the overall milk value of \$705,665.

In April, 2013 the California Department of Food and Agriculture (CDFA) launched an internet based system for all organic producers in California to register with their department. A result of this new system is a database that provides a much more complete dataset of agricultural production in Marin County. Historically, nearly all of the data for the Crop and Livestock report was provided voluntarily

by producers and the level of participation potentially affected the data from year to year.

Poultry values greatly increased for 2013. The population increased by 96,656 individuals to over 258,000, making a 59 percent increase. The value of poultry production increased 89 percent or \$5,844,244. These increases are a result of increased poultry production in Marin County and more complete data extracted from the CDFA Organic Registration Database.

Fruit and Vegetable value increased 74.4 percent from 2012. Harvested Acreage increased by 576 Acres, or 174 percent. Many of these increases are attributed to more complete data extracted from the CDFA Organic Registration Database.

My appreciation goes to the many growers, producers, individuals and organizations for their cooperation in providing the information necessary for this report. I would like to extend special thanks to members of my staff, especially Jeff Stiles and Kyle Lindstrom for their help in producing this report.

Respectfully submitted,

Stacy K. Carlsen
Agricultural Commissioner
Director of Weights and Measures

TABLE OF CONTENTS

Cover Story: Marin Egg Production On The Increase	3
Agricultural Production Summary	4
Agricultural Production Gross Value – Ten Year Summary	5
Comparison of 2012 Agricultural Production Values for Select North Coast Counties	5
Livestock and Aquaculture	6
Livestock Products	6
Inventories of Livestock and Poultry	7
Field, Fruit and Vegetable Crops	7
Nursery Products	8
Department of Agriculture Program Overview	9
Summary of Sustainable Agricultural Activities	10
Marin Organic Certified Agriculture (MOCA) and Registered Organic Farms	
Biological Control	
Livestock Protection Program	
Pest Prevention Programs	11
Pest Detection	
Pest Exclusion	
Marin/Sonoma Weed Management Area	
Glassy-Winged Sharpshooter (GWSS)	
Sudden Oak Death (SOD)	
Light Brown Apple Moth (LBAM)	
Farmers’ Markets of Marin County	14
Department of Weights and Measures Program Overview	15
Department Staff	16

MARIN EGG PRODUCTION ON THE INCREASE

In recent years, the transition to organic agricultural production has been in the spotlight as the newest and most common trend in Marin County. Organic agriculture production has established itself as a key player in the practices and economics of farms and ranches in Marin County. As transition to organic agricultural production slows, partly due to many of the farms and ranches already receiving organic certification, a new trend in agricultural production is stealing the spotlight: egg production. The California Food and Agricultural Code requires any person engaged in business as an egg producer or handler in California to be registered, resulting in the number of these registrations in Marin County to double in 2013.

The majority of this new surge in egg production is from chickens raised on pasture. Chickens raised on pasture for the commercial production of eggs are typically kept in flocks associated with a mobile chicken coop. Mobile chicken coops are small buildings on wheels or skids that contain nesting boxes and perches. Each flock associated with a coop is kept near the coop by establishing a perimeter fence of portable mesh fencing. During the day, the birds are free to forage outside in the pasture. At night, the chickens take shelter in the mobile coop for protection and to nest and roost. Over time, the flock will consume the vegetation within the perimeter and, through natural foraging and dusting behaviors, scratch up the earth. Once this has occurred, the farmer will move the mobile coop, the flock associated with it, and the perimeter fence to the next pasture location. Allowing chickens access to pasture and the outdoors has been cited by producers to be beneficial for bird health. In addition, the foraging, scratching, and manure left by the birds improves pasture production quality and quantity.

Eggs from pasture raised chickens have different characteristics than eggs produced using conventional egg production methods. This, combined with the desire to purchase a local product, results in consumers who are willing to pay a premium price for these eggs. However, a premium price for eggs is only one of the multiple reasons egg producers have flocked to raising chickens on pasture. Some cattle - based ranches have stated they are looking to diversify farm production for economic stability. Also, adding egg production to existing cattle operations can increase agricultural production and allow for multiple family generations to derive an income from the ranch. Other producers see running pastured poultry in conjunction with cattle as part of an effort to make the farm function more like an ecological system.

The reasons for the sharp increase in Marin County's egg production are varied and as unique as each of the county's poultry operations. This new trend of resourcefulness and ingenuity by the farmers to continue to produce food products from Marin's pasture resources has become a part of Marin's continuing story of economic and environmental sustainability.

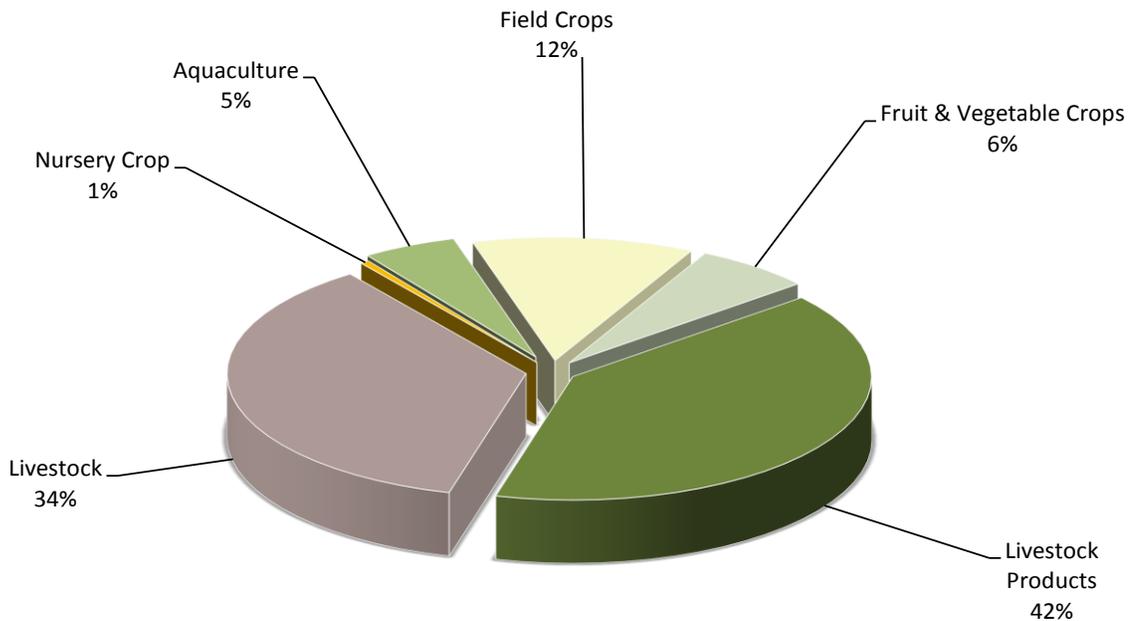


AGRICULTURAL PRODUCTION SUMMARY

TYPE OF PRODUCTION	2013	2012
Livestock Products	\$33,406,120	\$34,114,000
Livestock	\$29,747,943	\$27,360,200
Field Crops	\$9,933,381	\$9,240,400
Fruit, Grape, & Vegetable Crops	\$5,282,475	\$3,754,000
Aquaculture	\$5,532,431	\$4,800,387
Nursery Crops	\$397,737	\$1,096,400
AGRICULTURAL GROSS VALUE:	\$84,300,087	\$80,365,387

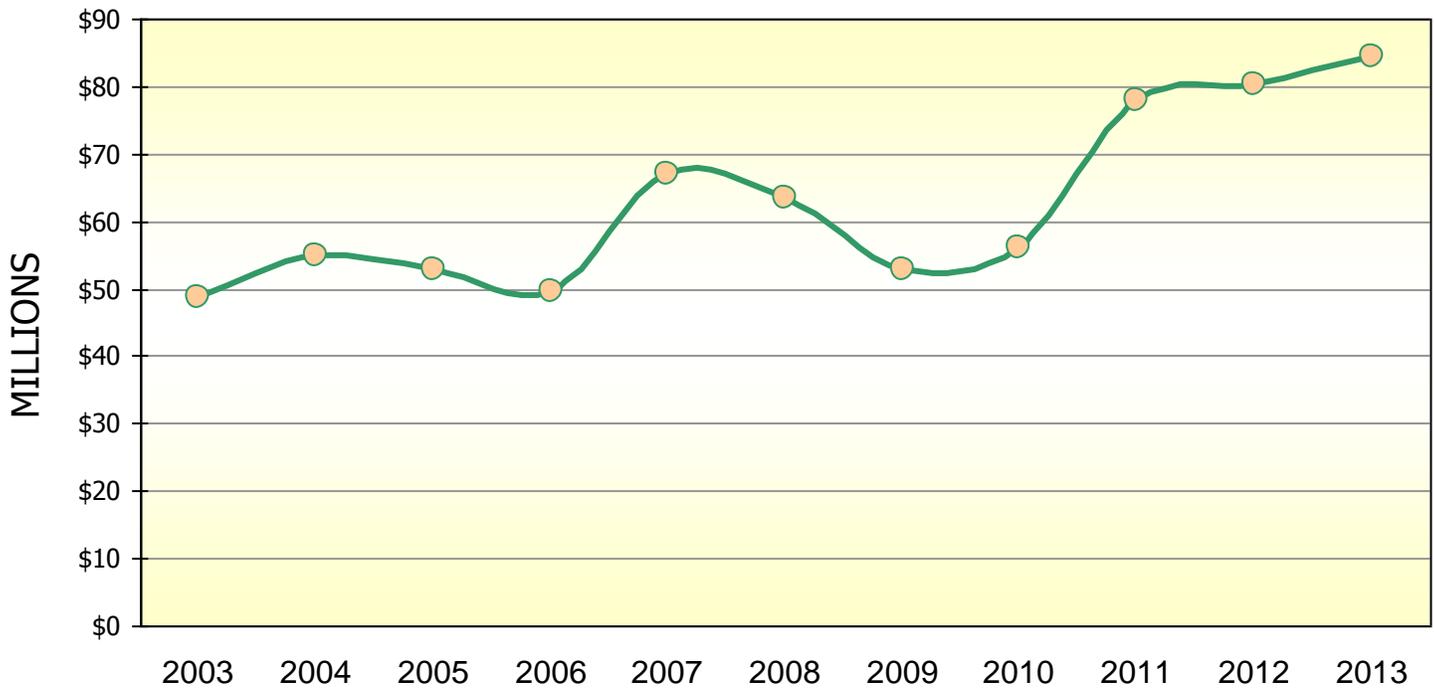
~ Values provided by USDA switched units of measure from CWT (hundredweight) to HEAD for 2011.

The 2012 gross value of all agricultural production was **\$84,300,087**. This represents an increase of approximately \$3,934,700 (4.9%) from the 2012 agricultural production gross value.



This graph illustrates how the 2013 agricultural gross value breaks down across the various types of agricultural production.

AGRICULTURAL PRODUCTION GROSS VALUE TEN YEAR SUMMARY



COMPARISON OF 2012 AGRICULTURAL PRODUCTION VALUES SELECT NORTH COAST COUNTIES

	MARIN	NAPA	SONOMA*	SOLANO
Livestock, Livestock Products, & Misc	\$61,474,200	\$3,709,500	\$174,726,000	\$63,425,000
Field Crops	\$9,240,300	\$637,800	\$12,833,900	\$84,604,000
Fruit, Grape, and Vegetable Crops	\$3,754,000	\$657,293,200	\$589,067,800	\$144,279,000
Aquaculture	\$4,800,100	\$0	\$1,605,343	\$0
Nursery Crops	\$1,096,400	\$3,074,100	\$33,471,300	\$23,630,200

* Aquaculture figure is based on 2009 data.



LIVESTOCK AND AQUACULTURE

ITEM	YEAR	NUMBER OF HEAD	\$/UNIT	DOLLAR VALUE TOTAL
Cattle & Calves	2013	13,056	\$1,181	\$15,419,136
	2012	15,144	\$1,253	\$18,976,492
Sheep & Lambs	2013	10,575	\$188	\$1,988,147
	2012	9,121	\$176	\$1,605,320
Poultry*	2013	258,006	-	\$12,340,660
	2012	161,350	-	\$6,496,416
Aquaculture	2013	Oysters, Mussels, & Clams		\$5,532,431
	2012	Oysters, Mussels, & Clams		\$4,800,387
TOTAL	2013		-	\$35,280,374
	2012		-	\$32,160,615

* Poultry 2010 figures include poultry fryers and chicken eggs for consumption.

LIVESTOCK PRODUCTS

ITEM	YEAR	PRODUCTION	\$ / CWT	DOLLAR VALUE TOTAL
Milk~ (Market)	2013	1,386,889	\$24.06	\$33,368,549
	2012	1,522,529	\$22.38	\$34,074,204
Milk~ (Manufacturing)	2013	251	\$19.92	\$5,000
	2012	132	\$22.72	\$3,000
Wool~	2013	46,531	\$.70	\$32,571
	2012	60,442	\$0.61	\$36,870
Total	2013			\$33,406,120
	2012			\$34,114,074

~ Due to unavoidable computational rounding, the Dollar Value Total value is overestimated by less than 0.01%.
Photo by William Quirt, Courtesy of Marin County UC Cooperative Extension, Farm Advisor



INVENTORIES OF LIVESTOCK AND POULTRY

COMMODITY	HEAD	NUMBER
Total Cattle*	33,000	-
Milk cows & heifers (2 years and over)	10,000	-
Beef cows & heifers (2 years and over)	8,200	-
Sheep and Lambs, all [†]	10,600	-
Poultry	-	258,006

[†] Number of Head as of January 1, 2012.

* Includes cows, heifers, calves, and bulls.

FIELD, FRUIT AND VEGETABLE CROPS

COMMODITY	YEAR	HARVESTED ACREAGE	TON / ACRE	TOTAL TONS	\$ / TON	DOLLAR VALUE TOTAL
Hay ^{†~}	2013	1,600	2.73	4,368	\$168.00	\$737,481
	2012	2,013	2.40	4,831	\$114.40	\$552,670
Silage [~]	2013	1,213	12.38	15,016	\$38.33	\$575,600
	2012	1,571	13.72	21,554	\$43.71	\$942,125
Pasture, Irrigated	2013	810			\$100.00	\$81,000
	2012	810			\$100.00	\$81,000
Pasture, Other	2013	154,000			\$55.45	\$8,539,300
	2012	154,000			\$49.77	\$7,664,580
Fruits & Vegetables*	2013	906				\$4,408,665
	2012	330				\$2,527,166
Grapes, Wine	2013	175		306		\$873,810
	2012	186		387		\$1,226,864
Total	2013					\$15,215,856
	2012					\$12,994,405

[†] Values include Grass Hay, Oat Hay, Oat Seed, and Vetch Seed.

[~] Due to unavoidable computational rounding, the Dollar Value Total is overestimated by less than 0.01%.

* Following the National Agricultural Statistics Service for Acreage Harvested, acreage harvested and planted repeatedly during the year is counted each time. Harvested Acreage for 2013 Fruit & Vegetables represents 265 actual Acres.

NURSERY PRODUCTS

NURSERY STOCK, ALL

Year	Production Acreage	Dollar Value Total
2013	8.02	\$397,737
2012	5.06	\$1,096,743
2011	6.10	\$1,004,764
2010	6.25	\$991,983

Phytosanitary Certificates were issued for Marin-grown nursery products shipped internationally to: Canada, China, Fiji, and Japan.



DEPARTMENTAL MISSION STATEMENT

Our mission is to serve the public's interest by ensuring equity in the market place as well as promoting and protecting agriculture, environmental quality, and the overall health and welfare of Marin County's citizens.

Following is a description of the Department's agricultural activities:

PEST PREVENTION

Pest prevention encompasses several activities aimed at preventing the introduction and spread of exotic pests in Marin County. Pest exclusion focuses on preventing the entry and establishment of exotic pests and limiting the intrastate movement of newly discovered pests. Marin County inspectors monitor all primary pathways of pest entry into the county including nurseries and points of entry such as UPS and FedEx. Pest detection is the systematic search for exotic pests outside a known infested area. The goal is to find infestations of harmful exotic pests as early as possible and eradicate them before eradication becomes biologically or economically infeasible.

PROTECTION OF THE ENVIRONMENT

The Department operates a Pesticide Use Enforcement program that includes a permitting process for restricted materials as well as education and assistance for pesticide users. While reviewing, collecting and analyzing data and records associated with pesticide sales and use, our Department also monitors pesticide use applications, investigates pesticide-related citizen complaints, and conducts pesticide-related illness investigations. The ultimate goal of this program is to ensure the safe and effective use of pest control methods in order to protect public health and the environment, while strongly promoting the production of healthy, safe food and fiber through sustainable practices.

INTEGRATED PEST MANAGEMENT

Integrated pest management (IPM) is a common-sense approach to pest management that uses a variety of methods and tools to control pests. IPM programs focus on preventing pest problems through cultural and biological measures, although pesticides may be part of an IPM program. The goal is to eliminate or reduce pesticide applications wherever possible and take reasonable measures to ensure that the long-term prevention or suppression of pests has minimal negative impact on human health, non-target organisms, and the environment.

PRODUCT QUALITY

Marin County inspectors protect consumers by inspecting agricultural products for compliance with laws, regulations, and standards. They also ensure that businesses are afforded a fair and equitable opportunity to market their products. Inspections are conducted at horticultural nurseries, farmers' markets, organic farms, and locations selling wholesale and retail eggs.

SUMMARY OF OUR SUSTAINABLE AGRICULTURAL ACTIVITIES

MARIN ORGANIC CERTIFIED AGRICULTURE (MOCA) AND REGISTERED ORGANIC FARMS

The Marin County Agricultural Commissioner's Office is accredited by the United States Department of Agriculture (USDA) as an official organic certification agency. Marin Organic Certified Agriculture (MOCA) serves the local agricultural community growers who are employing organic farming practices. Organic production systems strive to achieve agro-ecosystems that are ecologically, socially, economically, and environmentally sustainable. Organic farming emphasizes a greater cooperation with nature without reliance on synthetic inputs.

Consumer demand for certified organic products is increasing, with an expectation by consumers that organic products are verifiable. MOCA was developed to provide a professional service to local individual and business operations engaged in the production and

distribution of organically grown commodities. The primary responsibility of MOCA is to uphold the standards of the USDA National Organic Program, and document/verify operations' practices of sustainable agriculture. One of the most important benefits of the MOCA program is as a local service that promotes the production of organic value-added products by Marin's family farms. In 2013, the number of MOCA certified operations in Marin and Sonoma Counties was 56 operators, including 1 processor.

All organic producers in California must register in their principal county of operation. There are 66 registered organic producers in Marin County, farming 40,632 acres, which includes 40,367 acres in pasture, producing a total gross value of approximately \$45,960,415.

BIOLOGICAL CONTROL

Biological pest control is the use of pests' natural enemies to help suppress pest populations to economically and environmentally acceptable levels. Once the agent becomes established, control is generally self-perpetuating, potentially eliminating or reducing the need to use pesticides. The following are pests found in Marin and some of the methods that have been used to control them.

PEST

Gorse
Bull Thistle
Yellow Star Thistle

Scotch Broom
Ash White Fly
Italian Thistle
Purple Star Thistle
Klamath Weed
Eucalyptus Red Gum Lerp Psyllid

BIOLOGICAL AGENT/MECHANISM

Gorse Mite, Seed Weevil
Bull Thistle Gall Fly
Seed Head Weevil, Gall Fly, Hairy Weevil, Peacock Fly,
Rust – *Puccinia jaceae* var. *solstitialis*
Seed Weevil, Stem Boring Moth
Parasitic Wasp
Seed Weevil
Seed Weevil
Beetle
Parasitic Wasp

LIVESTOCK PROTECTION PROGRAM

The Marin County Board of Supervisors has continued to support and appropriate funds to the Livestock Protection Program depredation prevention. Recognized non-lethal control methods such as protection animals (llamas, livestock guardian dogs, etc.), electric fencing, scare devices, and herd shepherding are initiated through cost share funds to livestock ranchers. The Department administers verification inspections for cost share funding for ranchers participating in this program.

PEST PREVENTION PROGRAMS

PEST DETECTION

In 2013, inspectors from the Marin County Department of Agriculture and the California Department of Food and Agriculture placed and serviced 1,013 traps for exotic insect pests. The targeted pests included: Mediterranean Fruit Fly, Oriental Fruit Fly, Melon Fly, Gypsy Moth, Japanese Beetle, Glassy-Winged Sharpshooter (GWSS), Light Brown Apple Moth, and False Codling Moth. Traps are strategically placed within the county on or near preferred hosts. For example, GWSS traps were placed in nurseries, vineyards, and urban areas; Mediterranean Fruit Fly traps were placed in fruit trees; Gypsy Moth traps were placed on hardwood trees; and Japanese Beetle traps were placed in urban landscaped areas.

PEST EXCLUSION

In 2013, inspectors conducted 1,468 incoming plant quarantine inspections. Plant shipments were monitored at Federal Express, UPS, nurseries, ethnic markets, aquatic supply stores, and post entry quarantine sites. The Department performed 70 Gypsy Moth inspections of household goods from infested states, as well as 1,427 Glassy-Winged Sharpshooter inspections on plant material from infested California counties. Twenty nine rejections of plant material were made to protect Marin's agriculture and environment.

LIGHT BROWN APPLE MOTH

In early 2007, Light Brown Apple Moth (LBAM), *Epiphyas postvittana*, was confirmed in Alameda County, California. This represented the first time LBAM had been detected in the contiguous 48 States. Currently the infestation occupies 15 counties, compared to 17 counties in 2011.

Other countries and States want to keep this pest out. Some foreign countries have enacted quarantines and restrictions on crops and plants grown in the 15 counties infested with LBAM. LBAM is not established in the rest of the lower 48 states, many of these states have imposed restrictions on plant, fruit, and vegetable movement from California. Quarantines, and added restrictions, adversely impact the marketing and movement of California agricultural and horticultural products.

Marin County, working in cooperation with the CDFA/USDA LBAM Cooperative Program, continues to manage and control LBAM through detection traps, visual inspections of nurseries located in the quarantine boundary, and education of nursery owners and farmers. Production nurseries that ship plants out of the quarantine areas are required to follow "Best Management Practices", including regular monitoring for LBAM.

More information on LBAM may be found at: www.cdfa.ca.gov/lbam

GLASSY-WINGED SHARPSHOOTER

The Glassy-Winged Sharpshooter (GWSS), *Homalodisca vitripennis*, is a very serious pest to California agriculture. First observed in the state around 1990 and now found throughout Southern California and portions of the San Joaquin Valley, GWSS is a particular threat to vineyards due to its ability to spread *Xylella fastidiosa*, the bacterium that causes Pierce's disease in grapevines. Pierce's disease is lethal to grapevines and significant resources are committed annually to find effective treatments. GWSS also spreads other diseases to a variety of agricultural and ornamental

plants, having the potential to substantially impact California's agriculture and environment if left unchecked.

To prevent the introduction of this leafhopper into Marin County, Department staff inspect incoming nursery plant shipments containing GWSS hosts from infested California counties. In 2013, a total of 1,427 shipments were inspected for GWSS, with no finds. Detection traps are strategically placed throughout the county to monitor for this unwanted pest.

SUDDEN OAK DEATH

Marin County continues to be infested with Sudden Oak Death (SOD), the disease caused by the pathogen *Phytophthora ramorum*. Increased infestations have been detected in West Marin. Tree mortality in wildland and urban/wild land interface areas causes dramatic changes in the landscape, affecting ecosystems, increasing fire and safety hazards, and decreasing property values.

P. ramorum hosts include native woodland trees and understory plants, and ornamental nursery plants. Currently there are over 100 native and ornamental hosts; new hosts continue to be found and added to the state and federal quarantines.

Dominican University has established a research center to study the disease and identify treatments for nurseries to facilitate movement of nursery stock.

On oaks, *P. ramorum* causes potentially lethal trunk cankers; on other hosts it causes leaf or

twig blight, which is rarely lethal. Tanoaks may have both trunk cankers and leaf dieback. Unlike oaks, some hosts (i.e., California Bay Laurel) are not killed by this pathogen; instead these hosts act as a vector, allowing inoculum to spread through natural or artificial means (i.e., rainwater, soil, infested nursery stock) under moist conditions.

Prevention is the only treatment to protect trees from *Phytophthora ramorum*. Best preventative practices include keeping trees healthy so they maintain their natural defenses, pruning overstory California Bay Laurels, and utilizing phosphonate treatment products.

The California Oak Mortality Task Force (COMTF) was established in 2000 to conduct research and understand SOD. More information, including diagnostic guides and management recommendations, may be found at www.suddenoakdeath.org.

PROPOSED 10-YEAR INVASIVE WEED MANAGEMENT PLAN FOR MARIN COUNTY

Noxious and invasive weeds have become an extremely serious, challenging, and widespread issue in Marin County, especially over the past two decades. Several different species of injurious weeds have become established in Marin County and have rendered thousands of acres of pastureland, rangeland, and natural areas unusable, increased the risk of wildfires, and successfully outcompeted numerous native plant species. It will take the combined effort, cooperation, and collaboration of numerous organizations, ranchers, and private landowners to successfully manage (and hopefully eradicate many of) these damaging weeds from Marin County. In preparing this draft plan, the Department has worked diligently to forge productive partnerships and build confidence with industry, community groups, and various other interested stakeholders through a collaborative and inclusive approach.

The centerpiece of this proposed plan will be education and outreach to landowners about best land management practices (e.g., grazing, soil heath, native forage restoration, early detection and rapid response to invasive weeds, carbon sequestration, etc.). These land management practices will help protect productive land that is currently free of invasive weeds. They will also fortify soil health, increase soil water retention capabilities, and encourage biodiversity. Landowners will be provided practical, proven IPM solutions to control existing invasive weed populations through effective land management practices, and a significant emphasis will be placed on early detection and rapid response. Education and outreach will also be provided to the general public, as well as to other organizations and agencies. The proposed management plan can be viewed at <http://www.marincounty.org/depts/ag/weed-plan>.

MARIN/SONOMA WEED MANAGEMENT AREA (MSWMA)

The Marin/Sonoma Weed Management Area (MSWMA) group includes representatives from federal, state, county and city agencies, private industry, and landowners. MSWMA's goals include improving the effectiveness of local weed management efforts, increasing public awareness of invasive weeds, advancing responsible land stewardship practices, and working collaboratively with partner organizations by sharing resources and knowledge to manage and/or eradicate invasive weed populations. The MSWMA helps control weeds across land ownership

boundaries by uniting landowners with public agencies and providing an opportunity to share resources in mapping and planning. Visit the Marin/Sonoma Weed Management Area website at <http://marinsonomawma.blogspot.com/>.

Some high priority invasive weeds are found on private lands. The Rapid Response/Bay Area Early Detection Network (<http://baedn.org/>) connects MSWMA with ranchers, farmers, and private landowners to help address these infestations, with the goal of eradicating them before they become too large.

FARMERS' MARKETS OF MARIN COUNTY

The purpose of farmers' markets is to allow local producers to sell their certified commodities directly to the public. 33 certified producers were issued Marin County certificates in 2013. The following 12 farmers' markets have been certified by the Agricultural Commissioner to market local and regional produce in Marin County.

CIVIC CENTER (SAN RAFAEL)

Thursdays 8:00 am – 1:00 pm
Sundays 8:00 am – 1:00 pm
Open All Year

FAIRFAX

Perry Park, Downtown Fairfax
Wednesdays 4:00– 8:00 pm
May – December

MILL VALLEY

E. Blithedale Ave. @ Ashford Dr.
Fridays 9:30 am – 2:30 pm
Open All Year

ROSS VALLEY

Marin Art & Garden Center, Ross
Thursdays 3:00 – 7:00 pm
May – September

CORTE MADERA

Corte Madera Town Center
Wednesdays 12:00 – 5:00 pm
Open All Year

MARINWOOD COMMUNITY

Marinwood Plaza
Saturdays 9:00 am - 1:00 pm
Open All Year

OLD TOWN NOVATO

Downtown, Novato
Tuesdays 4:00 – 8:00 pm
May – September

SAUSALITO

Dunphy Park, Sausalito
Sundays 10:00 am – 2:00 pm
Open All Year

DOWNTOWN SAN RAFAEL

Fourth Street, San Rafael
Thursdays 6:00 – 9:00 pm
April – September

MARIN COUNTRY MART

Larkspur Landing Cir., Larkspur
Saturdays 9:00 am – 2:00 PM
Open All Year

POINT REYES

Toby's Feed Barn (11250 Hwy1)
Point Reyes Station
Saturdays 9:00 am – 1:00 pm
June – November

TAM VALLEY

Tennessee Valley Rd @ Marin Ave
Tuesdays 3:00 – 7:00 pm
May - November



WEIGHTS AND MEASURES PROGRAM OVERVIEW

The Marin County Department of Agriculture, Weights and Measures is mandated by state law to protect the interests of the buyer and seller in order to eliminate unfair business practices, unfair competition, and assure the integrity of everyday business transactions. The primary objective of weights and measures officials is that "Equity Prevails" in the marketplace. The Weights and Measures programs ensure honesty and integrity in commercial transactions when products are sold by weight, measure, count or time. This is accomplished through the continuous and systematic inspection of all equipment used to weigh or measure commodities. Weights and Measures inspectors test: taximeters, stores scales, gasoline pumps, fabric and cordage meters, electric meters, livestock and animal scales, vehicle scales, packaged products (for stated net contents) and barcode scanners (to ensure accurate product pricing). Overall, every transaction involving the exchange of goods by volume, count, or weight is affected in a vital way by some aspect of the Weights and Measures department's program.

POINT-OF-SALE AND PRICE VERIFICATION

Our department routinely conducts inspections at approximately 411 different retail locations in Marin to verify that prices charged to consumers are the same as those posted or advertised. State law requires that the consumer be charged the lowest price posted, advertised, or quoted.

To help address the issue of inaccurate pricing, in conjunction with the Board of Supervisors, Marin Weights and Measures has revised the Point-of-Sale Registration ordinance in 2011 to allow our department to post consumer protection stickers at all retail locations that use a point-of-sale system. The stickers are designed to alert consumers that by law they are entitled to the lowest price posted or advertised. Department staff post the stickers at each point-of-sale location and customer service counter in all 411 retail locations currently being inspected.

Sample of consumer protection sticker:



DEPARTMENT STAFF

**AGRICULTURAL COMMISSIONER
DIRECTOR OF WEIGHTS AND MEASURES**

Stacy K. Carlsen

**DEPUTY AGRICULTURAL COMMISSIONER
DEPUTY DIRECTOR OF WEIGHTS AND MEASURES**

Stefan Parnay

SUPERVISING AGRICULTURAL/WEIGHTS AND MEASURES INSPECTOR

Laurel Thomassin

AGRICULTURAL/WEIGHTS AND MEASURES INSPECTORS

Hugo Abaurre
Johanna Good
Kyle Lindstrom
Anita Sauber
Susan Ventura

Emmett Brady
Lisa Laplace
Albert Powell
Jeffrey Stiles
Scott Wise

SENIOR AGRICULTURAL PROGRAM ASSISTANTS

Eric Richardson
Terrie De Long

ADMINISTRATIVE SERVICES ASSOCIATE

Tanya Nelson

OFFICE ASSISTANTS

Mary Wahlberg
Mary Sue Piatti