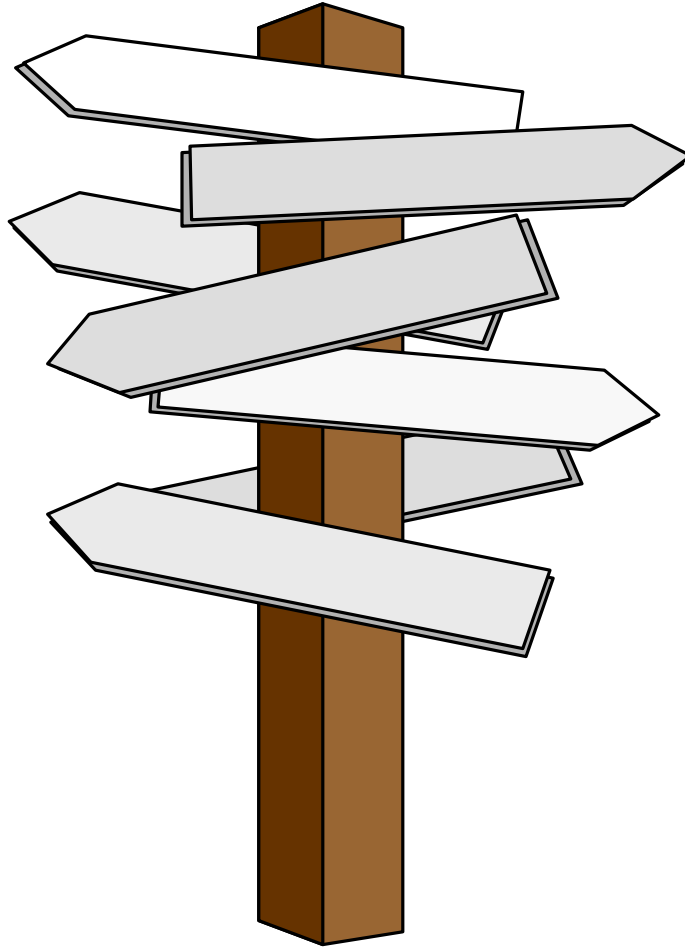
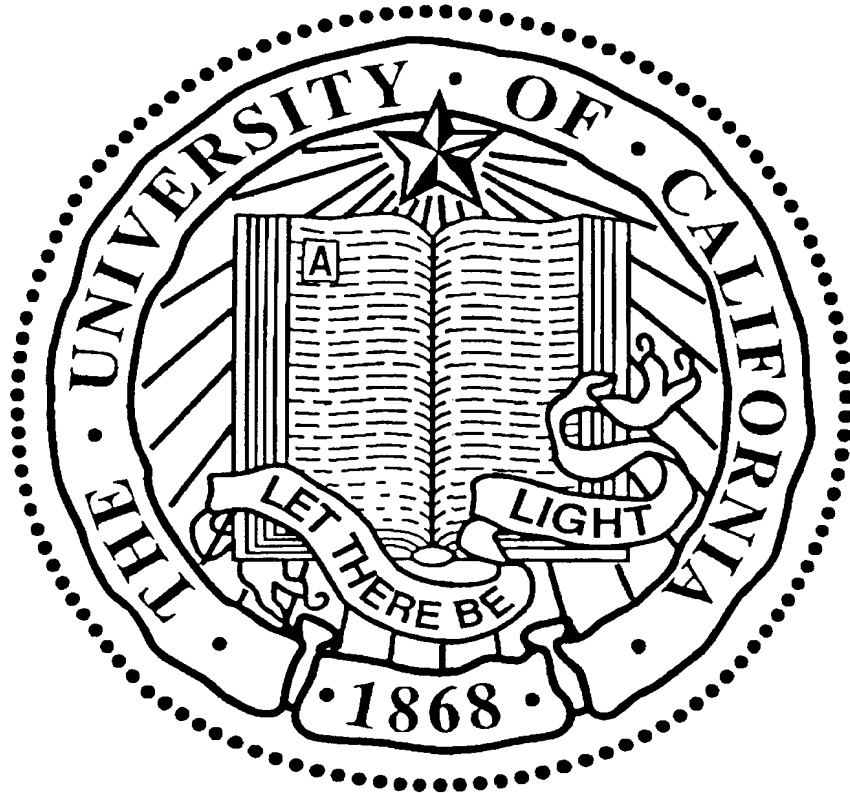


**San Diego County  
Agricultural Directory & Guidelines  
For Agricultural Enterprises**



**University of California Cooperative Extension  
San Diego County Farm & Home Advisor  
5555 Overland Avenue, Bldg. 4  
San Diego, CA 92123-1219  
(858) 694-2845**



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University of California, County of San Diego and the United States Department of Agriculture Cooperating

# **San Diego County Agricultural Directory & Guidelines For Agricultural Enterprises**

## **Principal-Authors:**

Ramiro E. Lobo, UC Farm Advisor, Small Farms & Agricultural Economics  
Wayne L. Schrader, UC Farm Advisor, Vegetables and Strawberry  
B. Diane Wallace, Director, UCCE San Diego Co. Farm & Home Advisor's Office  
Karen L. Robb, UC Farm Advisor, Floriculture and Nursery Crops  
Scott A. Parker, UC Staff Research Associate

## **Sponsored by:**

University of California Cooperative Extension  
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University of California Small Farm Center

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5555 Overland Avenue, Bldg. 4  
San Diego, CA 92123-1219  
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# FOREWORD

Agriculture generates more than one billion dollars in direct sales and has an estimated annual impact of almost 4 billion dollars for the economy of San Diego County. It is the county's fourth largest industry and ranks in the top ten nationally in a variety of categories. The county's agriculture is first in the value of nursery & greenhouse/mushrooms & sod crops sold; first in the number of small farms and first in avocado acreage and production. It also ranks in the top twenty in a variety of other categories.

Agricultural production in San Diego County occurs in an ag-urban interface that results in unique challenges and opportunities for local growers. Urban growth, competition for resources, expensive land and water, environmental constraints and increased foreign competition are a few examples of the many challenges affecting local farmers. On the other hand, the proximity and access to a large local market, the availability of services, and a well-developed infrastructure result in unique opportunities for local growers. The current status of the county's agricultural industry indicates that growers have adapted to changing conditions, thus making agriculture as successful as it is. Furthermore, now more than ever growers need to be skillful and stay informed in order to overcome the ever increasing challenges and capitalize on the opportunities present in San Diego County.

This *"Agricultural Directory and Guidelines for Agricultural Enterprises"* is intended to assist local growers in their efforts to remain competitive by providing them with a handy and useful resource. The information presented will help new and existing growers with their efforts to start new farm enterprises or to diversify existing farm businesses. In addition, the directory will also direct prospective growers to a variety of contacts, offices, agencies, resources and sources of information that may provide the specific answers and assistance they need.

The use of trade and agency/business names is for information purposes only. No endorsement is intended or implied by the authors or the University of California Cooperative Extension, San Diego County Farm and Home Advisor's Office. The directory is an evolving document and appropriate updates will be made as needed.

We are hopeful you will find the *"Agricultural Directory and Guidelines for Agricultural Enterprises"* useful for your operation. Should you have any question or comment about the directory or the information provided, please contact our office at (858) 694-2845.

Sincerely,

B. Diane Wallace, Director  
University of California Cooperative Extension  
San Diego County Farm & Home Advisor's Office

# Overview of San Diego County Agriculture

San Diego County agriculture generates over 1.2 billion dollars annually. It is the fourth largest industry in the county and prominently ranked nationally. San Diego County agriculture is ranked first in the value of nursery and greenhouse crops, mushrooms and sod crops sold; first in the number of small farms and first in avocado acreage and production. It is ranked in the top twenty in a variety of other categories. However, despite the value and prominent national rankings, agriculture and its importance for the local economy are perhaps the best-kept secrets about San Diego County agriculture. Local agriculture is often described as different, unique, diverse, high value, challenging and expensive. However, what is it that makes the county's agricultural industry so different? This section will briefly explain key elements and local conditions that contribute to make San Diego County agriculture as successful and important an industry as it is. Most of this information has been adapted from the San Diego County Agricultural Commissioner's Crop Reports.

- **Mild Climate** -- Average annual temperatures of 63.2 degrees and sunshine for 70 % of the time make San Diego one of the most temperate areas in the world. Combine this with the many sub-climates present in the county and the result is year-round production of a variety of crops and livestock products. In fact, over 200 crops are commercially grown in San Diego County including an astonishing variety of flowers and ornamentals, fruit, and vegetable crops.
- **Expensive Land** -- The value of agricultural land in San Diego County is more dependent on the real estate value than the value as an agricultural input. The result is that San Diego County has one of the highest prices for farmland in the country. This makes it difficult for new entry growers because of the large capital investment needed.
- **Poor Soils** -- San Diego County soils are generally poor and unsuitable for agricultural purposes. Only six percent of the soils in the county are considered prime for agricultural use. As you might expect, most of this prime soil is rapidly being developed or is unavailable for farming. San Diego County farmers must work hard to improve the soils available and to find crops that are suited for the specific characteristics of the soil type in their farms.
- **Expensive Water** -- Water prices and water availability are the main concerns for grower in San Diego County. This should not be a surprise because our growers pay some of the highest prices for agricultural water in the state. Our water rates can be as high as 30-times more than those of the Central Valley Project or the Imperial Irrigation District. In addition, availability of water for agricultural uses is also a top concern. Prospective growers should pay close attention to this issue when considering property sites.
- **Small and Numerous Farms** - According to the San Diego County Agricultural Commissioner there are over 6500 farms in the county. Our farms and ranches range in size from 0.5 acres to over 7000 acres and have an average size of 79 acres. However, 65 % of our farms are nine acres or less and 90 % are less than 49 acres. This makes San Diego the county with the highest number of small farms and the second highest total number of farms in the country.
- **Growth and Urbanization** - Agricultural production occurs in an agricultural-urban interface that characterizes San Diego County. In addition to the City of San Diego (second largest in California and sixth largest in the country) there are seventeen other incorporated communities in the county. The county's population is increasing rapidly and is fast approaching 3 million

people. This will result in more demand for resources and increased constraints for local farmers, making agricultural production even more challenging.

- **Local Markets and Direct Marketing** - Most of San Diego County agricultural products are exported to other areas of the country or the world. However, the size of the local market, the size of our farms and the type of crops grown have made direct marketing to local consumers an increasingly important activity. In addition to more than 20 Certified Farmers' Markets (CFM), there are countless roadside stands, u-pick operations and Community Supported Agriculture (CSA) programs operating in the county. These result in many local agricultural products being consumed locally. Most importantly, however, this type of activity keeps the connection between the agricultural and urban segments of San Diego County alive.
- **Environmentally Sound Production Methods and Systems** - Because of the challenges facing agricultural production in an ag-urban interface, San Diego County growers use a variety of production practices, techniques and systems that are environmentally sound and at the forefront of the industry. These have resulted in the use and implementation of production practices that promote a more efficient use of limited resources and minimize the impact to the environment.

Despite all the challenges, San Diego County agriculture is thriving and is clearly a successful and vital industry for the county's and the region's economy. Figures 1 through 3 provides a summary of the breakdown in values for selected commodity groups for the 1998 crop year. Figure 4 presents a breakdown of the percentage value for all major crops produced in the county during 1998. Table 1 provides a breakdown of the total value for all major commodity groups over an eight-year period from 1991 to 1998.

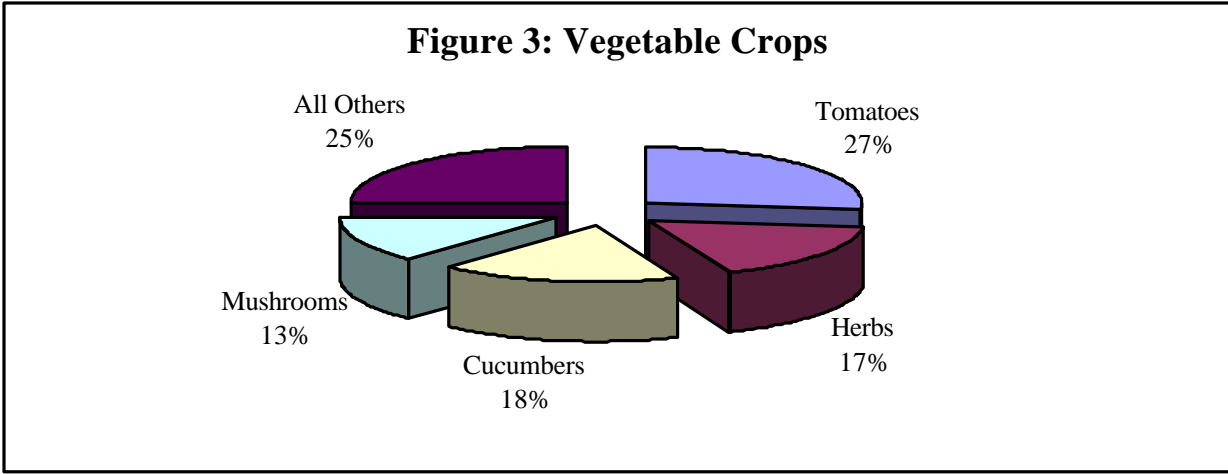
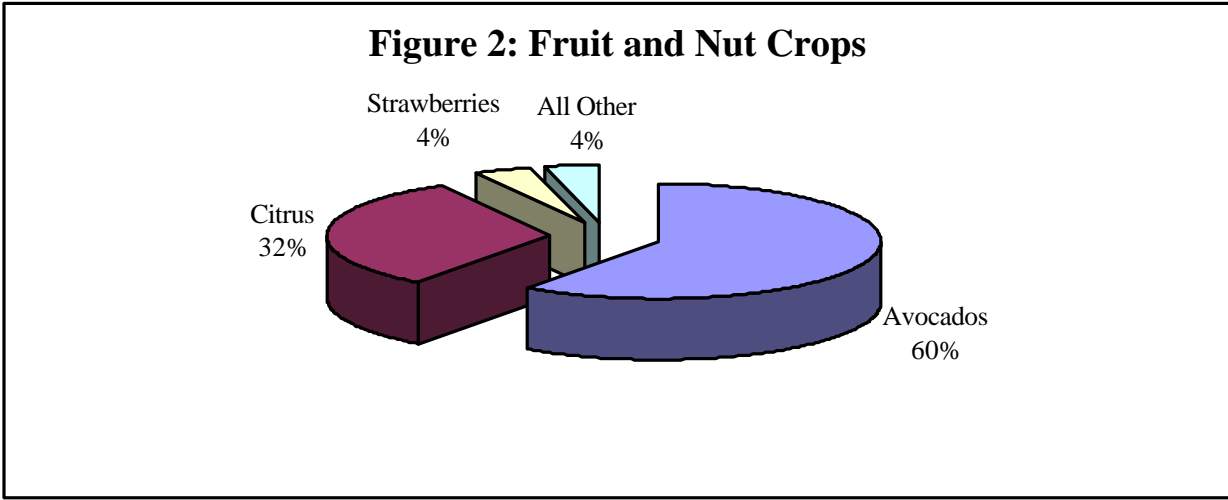
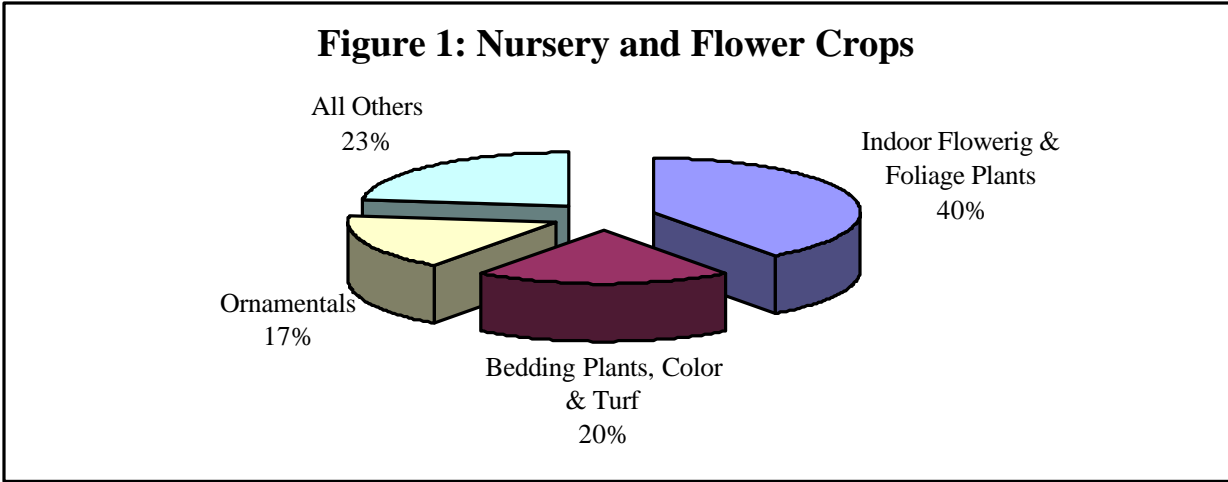
While the total value of agriculture has grown at a steady pace, individual commodity groups have behaved differently. Some commodity groups like apiary products and nursery products and flower crops show a steady increase in total value. Other groups like field crops, specialty crops, and livestock & poultry products have remained constant in total value. Vegetable crops and fruit & nut crops have been more erratic, showing upward and downward movements over the eight-year period. Vegetable crops show a higher overall value while fruit and nut crops show a lower overall value. The relative values and percentages for each commodity group have behaved similarly to the corresponding overall value for the group.

Local growers have adopted and implemented a combination of innovative production practices and marketing strategies that have allowed them to remain competitive. The adoption of new production systems, methods and techniques along with crop diversification have led to more efficient use of resources. In addition, targeting niche markets and market windows, adding value to their products and diversifying promotion and marketing efforts have allowed them to reach a variety of consumers and expand their markets. Now more than ever, existing and prospective growers will have to be skillful, informed and prepared to overcome the challenges. Most importantly, they must be informed and prepared to capitalize on the many opportunities that may result from the uniqueness of our county and our agricultural industry. In other words, existing and prospective growers must have a plan if they are to succeed in agriculture.

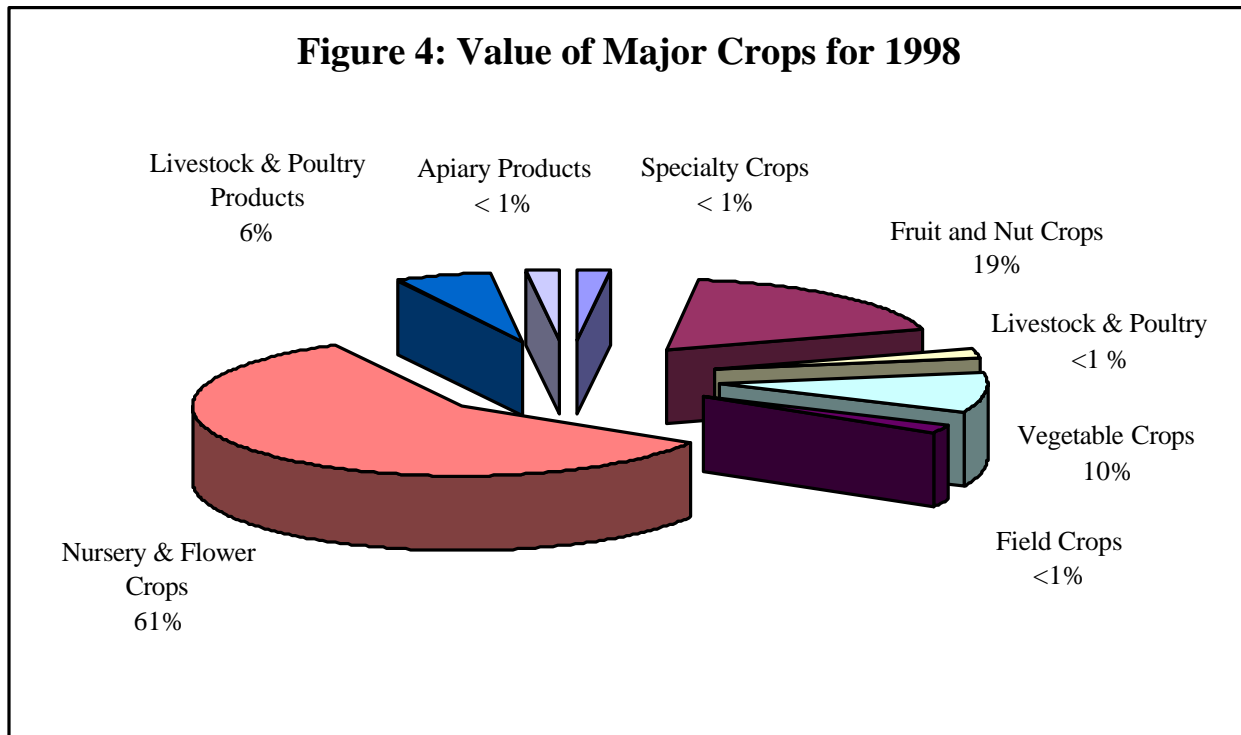


# Summarized Crop Values by Selected Commodity Groups For Crop Year 1998

Adapted from the County of San Diego Department of Agriculture, Weights and Measures  
1998 Crop Statistics and Annual Report



## Summarized Value of Major Crops for the 1998 Crop Year



Adapted from the County of San Diego Department of Agriculture, Weights and Measures  
1998 Crop Statistics and Annual Report

**Table 1: Summarized Value of Major Crops for 1991-1998**

(Value in Thousands US \$)

Crops	1998	1997	1996	1995	1994	1993	1992	1991
Nursery Products & Flower Crops	722,186,252	704,988,190	692,105,536	643,192,766	585,433,138	556,920,442	509,767,758	522,515,745
Fruit and Nut Crops	225,669,472	215,090,527	215,414,632	220,648,993	268,572,370	222,293,635	252,879,114	315,316,173
Livestock & Poultry Products	78,623,079	85,395,203	86,940,032	80,881,406	79,198,976	80,005,776	73,685,294	79,344,084
Vegetable Crops	128,472,996	112,364,649	99,448,056	81,729,577	89,684,845	110,906,815	106,094,227	79,245,084
Livestock and Poultry	15,634,166	14,082,554	13,239,030	14,400,080	15,102,288	15,689,832	16,984,203	12,864,933
Field Crops	6,147,451	5,650,940	5,318,473	6,716,147	6,789,921	7,407,252	7,413,792	5,740,298
Apiary Products	1,157,229	1,153,787	1,138,164	1,151,497	1,409,848	1,429,819	1,212,487	543,806
Specialty Crops	556,588	629,850	582,560	672,658	772,658	933,887	915,459	937,000
<b>Total Value</b>	<b>1,178,447,233</b>	<b>1,139,355,700</b>	<b>1,114,186,585</b>	<b>1,049,393,124</b>	<b>1,046,964,044</b>	<b>995,587,458</b>	<b>968,952,334</b>	<b>1,016,507,123</b>

# Planning: The Key to Successful Enterprises

Starting and managing a new business enterprise -- agricultural or otherwise -- or diversifying an existing operation in San Diego County is a challenging task. In addition to motivation and desire for success, it requires extensive research and careful planning. Potential entrepreneurs must avoid critical mistakes to be successful. Whether the business is in operation or just starting out, owners and/or managers need a business plan. It provides them with a comprehensive view of the business or enterprise under consideration. It will help them to "think through" the business and pin point all the details about what they want to do. A business plan will also help identify weaknesses, strengths and important issues that may be otherwise ignored or overlooked. It will give focus and direction, and serve as a road map that will help owners and managers concentrate on what is needed for the business to succeed. Most importantly, a good business plan will help sell the business to yourself and force you to decide whether or not it is feasible before you commit any resources.

## What is a Business Plan?

A business plan can be seen as a document that tells the story of a business or enterprise. Even though having a completed business plan is important, writing the plan is as important as the document itself. For a business plan can also be seen as a process, as an interactive document that must be reviewed, updated, adjusted and fine-tuned regularly. This will ensure that the business plan is an effective tool that will help manage the farm business. Business plans may be presented in many different sizes and formats, depending on the type of plan and the type of business. In general, three types of business plans are commonly used. These are the summary plan, the full business plan and the operational business plan. They differ in length and in the amount of detail they require, as determined by the intended use.

## What is a Business Plan Used For?

The uses for business plans can be classified as external and internal. *External uses* would include their use to secure loans or financial resources. Lenders may now require formal business plans as part of their loan application process. A good plan can help persuade the prospective lenders and make a difference in securing a loan to finance an agricultural operation. Business plans can also help attract potential partners or financial supports from various sources. Finally, they can help form strategic alliances, joint marketing efforts, joint distribution channels and develop relationships with customers and suppliers. These are critical in agriculture because of the cost savings that may result from joint marketing and economies of scale. *Internal uses* for business plans are the most beneficial for agricultural operators and other small businesses. Business plans can be a great management tool that helps managers anticipate changes and explore alternatives and opportunities on paper before committing any resources. In addition, the process of writing the plan forces managers to think and to set goals and objectives. These in turn provide benchmarks that can help monitor the progress. Finally, the business plan provides focus and commits everyone involved with the business to the goals and objectives identified.

## Gathering and Organizing Information for your Business Plan

As the owner of an existing farm or agribusiness or as a prospective owner, the first thing you need to do before you write a business plan is to assess your interests and your resources. This will help determine what you have, what you want and how you may get it. The following format will provide a structure that can help you organize your ideas:

- **First, list the skills and experiences of those involved with the business.** Emphasize skills, abilities and experiences that are related to the business or that will be useful for the operation of your agricultural business or new enterprise.
- **Second, inventory all resources available to start and operate the business.** Documentation of acreage, soil type, topography, location, access, facilities, equipment, time, capital, labor and supplies are only a few examples. Document the kind and amount of support and assistance that is available locally and how important these are for the operation of the business.
- **Third, define the business you are in or you will be in and the direction you want it to go.** Before you commit any resources you should know exactly the type of business you are getting into. Why do you want to start farming (profit, hobby, etc.)? What business will you be in? What are your goals? What is the timeline? How will you achieve your goal(s)? A clearly defined business or enterprise idea will help you research issues, market trends, niches and windows, as well as other opportunities that may be relevant to your business and result in more efficient use of your resources.

Providing complete responses to the questions above will provide most of the information you need for a business plan. Keep in mind that plans, budgets and forecasts are only as good as the information used to develop them. Therefore, you must take the time to do your homework and gather relevant information. This will facilitate the writing process and improve the quality and predictability of your business plan.

## Business Plan Outline

There are many formats and outlines that help organize a business plan. Any format or outline you follow should be used as a guide only. You must adapt it to the specific situation of your business or enterprise and address issues you feel are important for you or for whom you are writing the plan. However, it is recommended that your plan be divided into sections or components. This will help organize the information and make the writing process more manageable. In addition, this will facilitate reading the plan once it has been completed. An outline for a business plan is presented below. It includes sections commonly used in business plans with a narrative outlining the type of information needed.

- **The Executive Summary or Introduction** - Should provide a brief, detailed description of your business. It must hook readers to read the whole plan. This is the most concise version of your plan and should include and highlight the major points of your business, your products, marketing, management, experience, etc. If applying for a loan, the summary should include a statement requesting the funds and explaining the need, the amount, and intended uses for the loan.
- **The Business Charter** - This section should define your business and or the type of business you are in. **Who** are you? **What** is the purpose of your business? **When** are you going to begin operations or when are you going to reach your milestones? **Where** are you going to sell your products? **Why** is your business being formed? Answers to these questions will help you develop a clear definition of your business and identify and set short, intermediate and long-term goals.
- **Products or Services** - Describe all crops, products or services you will be selling. Emphasize the unique features of your products and/or value-added activities that make them stand out over the competition. What makes your product different and/or better than the products of thousands

other farmers? Is it the production system, the soil, the origin, the standards for quality, the freshness, the ripeness or the packaging? What specific need, market window or market niche will your products fill. Describe the operating schedule, production and harvest calendar for all crops and products and the expected production volumes for each.

- **Markets and Marketing** - Identify and explain who the potential buyers are and who they will be in the future. Assess the need and demand for all the crops or products you will sell. Explain what the market is, its size, its location and important trends. Evaluate the competition and determine how segmented the market is. What is your targeted share of the market? How will you advertise and sell your crops or products? Will you use wholesale or conventional marketing methods, direct marketing methods or a combination of both? The marketing method(s) used will impact the strategy, distribution and the type of advertising or promotion you use with your crops, products or services.
- **Financial Information** - Prepare records, statements and/or projections that describe the financial situation of the business. What resources are available? What are the sources for and the need for start up funds? Financial statements needed may include an income statement, cash flow statement and a depreciation schedule. For new businesses, personal financial statements and income tax information for the past 3-5 years may be required. Projected financial statements for at least two years may also be needed. A monthly operating budget and a statement of cash flow may be required for the first year of operation. Projections must be consistent with actual performance or other estimates used for the business. Finally, if applying for a loan, a funding request should be included. It should indicate the amount of funds needed, justify the need and explain how the funds will be used.
- **Sales and Costs of Production** - Project sales and expenses for the first year of operation. Determine costs of production and break even analysis. Enterprise budgets may be useful tool for estimating costs of production. Enterprise budgets for a variety of crops are available from UC Cooperative Extension offices. Estimate the cash flow of the business, this will help identify the need for and timing for borrowed funds. It will also help determine the repayment capacity of the business. Regardless of the reasoning, cash flow projections should provide a road map and a true picture of the surplus or deficit of the business.
- **Organization and/or Legal Structure** - The choice of legal structure may affect the actual cost of doing business, the operation and management of the business, the type and amount of taxes, and the level of exposure to risks and liabilities. It may also constrain the transfer of ownership for the farm business. This is a major issue for farms and agribusiness across the United States. Six types of legal structures are available, including *sole proprietorships*, *general partnerships*, *limited partnerships*, *"C" corporations*, *"S" corporation* and *limited liability companies*. Each has specific pros and cons depending on the type and size of the business. You should contact your lawyer or accountant about the pros and cons for each.
- **Management Structure, Key Personnel and Operations** - Explain how the business will be managed on a day to day basis. Provide a description of the skills and experience of everyone involved with the business. Resumes for you and key family members and employees should be included. All duties and qualifications should be clearly stated, with emphasis placed on management or administrative responsibilities and chain of command. It may discuss hiring and personnel procedures, insurance needs, lease or rental agreements, equipment needs, production, delivery and any other issues pertinent to the business.
- **Concluding Statement** - This should summarize the business, and the goals and objectives. This statement should also reiterate your commitment to the success of the business.

Once the business plan is completed and you feel comfortable with the content and structure, review it and discuss it with your banker if you are applying for a loan. If not, then start taking the necessary steps to make your business or new enterprise a reality. You must remember that business planning is a process, and your plan should remain a flexible document that must be reviewed and updated as your business grows or local conditions change. The remaining sections of this directory will provide you with contacts, sources of information and resources that may help you obtain the information you need for your business (plan). It is your responsibility as owner or manager of the business to know what information is available, where to find it, how to get it and most importantly, how to use it. This directory is intended to be a starting point in your search for information.

# General Business Information: Starting your own Business

## Business Certificate

As of July, 98 the County of San Diego no longer requires individuals, partnerships or corporations doing business in unincorporated areas of San Diego County to obtain a "Business Certificate". Individuals conducting business within city limits must obtain a business certificate for that city. The primary purpose of a business certificate is to indicate that the holder has paid the current years tax. The type of business and the number of employees determine the tax. Your business certificate must be displayed in a conspicuous location at the place of business. The annual fee for a business certificate varies from city to city and is based on annual gross receipts. For example, a business with approximately \$100,000 in gross receipts will pay between \$20 and \$100 for a business certificate depending on the city in which they reside. A business certificate will typically take 2-6 weeks to process; however, the Certificate is valid upon payment of the Business Certificate fee. A business certificate can be obtained from the following locations:

Carlsbad	(760) 434-2882	Lemon Grove	(935) 464-6934
Chula Vista	(935) 691-5250	National City	(935) 336-4264
Coronado	(935) 522-7308	Oceanside	(760) 966-4845
Del Mar	(858) 755-9354	Poway	(858) 679-4217
El Cajon	(935) 441-1669	San Diego	(619) 236-6173
Encinitas	(760) 633-2606	San Marcos	(760) 744-4020
Escondido	(760) 741-4659	Santee	(935) 258-4100
Imperial Beach	(935) 423-8300	Solana Beach	(858) 755-2998
La Mesa	(935) 463-6611	Vista	(760) 726-1340

## Fictitious Business Name Statement

If your business is named anything other than your full legal name, e.g. John's Ranch instead of John Doe's Ranch, you will need to file a Fictitious Business Name Statement. The forms and the procedure to file a Fictitious Business Name Statement can be obtained through the San Diego County Clerk's Office. It is recommended that your Fictitious Business Name Statement be filed in person, however it is possible to register by mail. The cost of filing a Fictitious Business Name Statement is approximately \$13. The Fictitious Business Name Statement is in effect immediately upon filing. Your Fictitious Business Name Statement is effective for five years, but must be resubmitted before the expiration date to ensure continuous coverage.

- San Diego County Clerk's Office

San Diego Office  
County Administration Center  
1600 Pacific Coast Hwy, Room #260  
San Diego, CA 92101  
(619) 237-0502

San Marcos Office  
344 Via Vera Cruz  
San Marcos, CA 92069  
(760) 940-6858

Chula Vista Office  
344 F Street, Suite #200  
Chula Vista, CA 91910  
(935) 498-2200

Kearny Mesa Office  
5473 Kearny Villa Road  
San Diego, CA 92123  
(858) 505-6262

El Cajon Office  
200 East Main Street, 6<sup>th</sup> Floor  
El Cajon, CA 92020  
(935) 441-4480

## **Legal Structure and Articles of Incorporation**

Whether you are operating an existing business or starting up a new one, the legal structure you choose may affect your business. The legal structure may affect the actual cost of doing business, the day to day operation and management, the type and amount of taxes to pay and the risks and liabilities to which you may be exposed. It may also constrain the transfer of ownership of your farm business to your children or result in unwanted tax burdens for your spouse. The latter issues have become a major problem affecting the sustainability of farms and agribusinesses across the United States.

There are six basic legal structures available for new or existing businesses. These are the sole proprietorship, the general partnership, the limited partnership, the “C” corporation, the “S” corporation, and the limited liability company. Each type has specific advantages and disadvantages depending on the situation and the type and size of the business. The pros and cons for each should be discussed with your accountant and your lawyer. They should give you the legal advice and help you need to select the structure that will be most beneficial for you and for the profitability, growth and continuation of your business. A survey of local farmers indicated that 78 % of farms in San Diego County operate as individually or family owned businesses, corporations (either family held or publicly owned) account for 12 %, estates or trusts account for 4 %, partnerships account for 3 % and 3% of growers reported "other" structure.

Businesses have the option to file for articles of incorporation in the state of California, depending upon the legal structure they choose. This document enables the owners or partners of a business to operate as a stock corporation. Filing information and forms can be obtained from the State of California, Secretary of State. The cost of filing for Articles of Incorporation is approximately \$815. This fee includes both a filing fee (approximately \$115) and a tax payment (approximately \$700). Once filed, Articles of Incorporation are processed and ready for pick-up in approximately 1 week.

- State of California, Secretary of State  
San Diego Office  
1350 Front Street, Room # 2060  
San Diego, CA 92101  
(619) 525-4113



## Seller's Permit

If you sell taxable merchandise or provide a taxable service in the State of California you must obtain a Seller's Permit. Taxable merchandise includes, but is not limited to, all processed food products and all ornamental horticulture products. You should contact the local State of California Board of Equalization Office for your specific agricultural product. There is no fee required to obtain a Seller's Permit. If applied for in person, it is possible to have the permit processed in 1 day. Otherwise, a Seller's Permit can be obtained through the mail in approximately 4-6 weeks. Seller's Permit applications can be obtained at the following offices:

- State of California, Board of Equalization

### San Diego Office

1350 Front Street, Room #5047  
San Diego, CA 92101  
(619) 525-4625

### North County Office

334 Via Vera Cruz, Suite #107  
San Marcos, CA 92069  
(760) 744-1330

## Sign Permit

Regulations and permits regarding signage for businesses in the unincorporated areas of San Diego County can be obtained through the following:

- County of San Diego  
Department of Planning and Land Use  
5201 Ruffin Road, Suite B  
San Diego, CA 92123  
(858) 565-5981

Businesses within city limits should contact the corresponding office listed below.

Carlsbad	(760) 438-1161	Lemon Grove	(935) 464-6934
Chula Vista	(935) 691-5101	National City	(935) 336-4310
Coronado	(935) 522-7326	Oceanside	(760) 966-4770
Del Mar	(858) 755-9337	Poway	(858) 679-4290
El Cajon	(935) 441-1741	San Diego	(619) 236-6270
Encinitas	(760) 633-2722	San Marcos	(760) 744-1050, ext. 3203
Escondido	(760) 839-4671	Santee	(935) 258-4100, ext. 4
Imperial Beach	(619) 555-5555	Solana Beach	(858) 755-2998
La Mesa	(935) 667-1196	Vista	(760) 639-6108

## Taxes and Taxation

- State Sales Tax and Use Tax**

The State of California requires that all businesses that sell merchandise must collect sales tax on all taxable items. The guidelines for taxable and nontaxable merchandise, specifically for agricultural businesses, are extremely complex and exemptions should be discussed with the

State Board of Equalization on a case by case basis. The State of California also requires that a use tax be paid on all taxable items purchased by an operation in order to conduct business. Information and assistance with filing state sales tax and use tax should be directed to the State of California, Board of Equalization.

State of California, Board of Equalization

San Diego Office  
1350 Front Street, Room #5047  
San Diego, CA 92101  
(619) 525-4625

North County Office  
334 Via Vera Cruz, Suite #107  
San Marcos, CA 92069  
(760) 744-1330

- **Business/Personal Property Tax**

Business/Personal Property Tax is appraised annually by the County of San Diego Assessor's Office. The business owner is required to file a property statement, which details the value of all supplies, equipment and fixtures. Business inventory such as sales merchandise are not included in this assessment. Property Tax, which includes real estate and existing structures, is assessed by the Tax Collector's Office and is based on the California Consumer Price Index. The property tax rate is 1%, plus any bonds, fees, or special charges. Information and assistance with filing Business/Personal Property Tax forms should be directed to County of San Diego, Assessor's Office.

County of San Diego, Assessor's Office  
5473 Kearny Villa Road  
San Diego, CA 92123  
(858) 505-6100

- **State Income Tax**

As the owner of a business you are required to file State Income Tax returns. Your state income tax is normally filed on a quarterly basis and calculated on ¼ of your estimated annual tax debt. The forms you file and your annual tax debt will be determined by the structure in which your business is organized. State Income Tax for businesses organized as Sole Proprietorships, Corporations, General Partnerships or Limited Liability Partnerships should consult the Franchise Tax Board, your attorney and/or your tax consultant for specific requirements relating to your individual situation. Questions about estimating your annual tax debt and filing California State Income Tax forms should be directed to the Franchise Tax Board.

State of California  
Franchise Tax Board  
5353 Mission Center Road, Suite #314  
San Diego, CA 92108  
(800) 852-5711

- **Federal Income Tax**

As the owner of a business you are required to file Federal Income Tax returns. Your Federal Income Tax is normally filed on a quarterly basis and calculated on ¼ of your estimated annual tax debt. As with State Income Tax, the forms you file and your annual tax debt will be determined by the format in which your business is organized. Federal Income Tax for businesses organized as Sole Proprietorships, Corporations, General Partnerships or Limited Liability Partnerships should consult the Internal Revenue Service, your attorney and/or your tax consultant for specific requirements relating to your individual situation. Questions about estimating your annual tax debt and filing Federal Income Tax forms should be directed to the Internal Revenue Service.

United States Government, Internal Revenue Service (IRS)  
880 Front Street, Room 1N1  
San Diego, CA 92123  
(800) 829-1040  
(714) 360-2094 (local)

# **Agricultural Business Information - Starting your own Agricultural Business**

## **Land Use and Zoning**

As a new agricultural business you will need to know about the regulations that apply to your potential business location. Zoning and Land Use information can be easily obtained from the County of San Diego, Department of Planning and Land Use. Through the parcel number and/or physical address of the site, the Department of Planning and Land Use will be able to provide you with the approved usage, as well as possible restrictions, for your future agricultural business site. The Department of Planning and Land Use will also be able to assist you with questions regarding existing and planned facility use.

- County of San Diego, Department of Planning and Land Use  
5201 Ruffin Road  
San Diego, CA 92123  
(858) 694-2960 or (858) 565-5981

## **Land Tenure and Land Leasing**

The economics of today's agriculture make leasing or renting land an important component for San Diego County's agricultural industry. Local land prices are more dependent on real estate trends than on their true value as an agricultural input. Even though 87 % of local farmers owned the land they farm, leasing or renting land is the best and perhaps the only alternative for prospective growers to start a new farm or to expand an existing operation. Agricultural entrepreneurs should be more concerned with controlling, rather than owning the land and other resources they need to farm. The capital investment required to buy land and the resulting risk are often too large. Leasing or renting can provide the control they need and allow them to "try things out" without having to commit huge amounts of capital to purchase land or other resources.

The terms leasing and renting are often used interchangeably when talking about land, the main difference being the length of the agreement. Cash rents and crop shares are the two main types of leases available for growers. However, a variety of combinations exist that differ in how risk is spread among the contracting parties. A variety of leasing agreements, sample contracts, and publications are available for your review and examination at the San Diego County Farm and Home Advisors Office. The following is a list of agencies and organizations that can provide information on buying or leasing agricultural land in San Diego County.

- San Diego County Farm Bureau  
1670 E. Valley Parkway  
Escondido, CA 92027-2498  
(760) 745-3023
- City of San Diego, Real State Assets Department  
David Estey, Agricultural Leases Office  
1200 Third Avenue, Suite 1700  
San Diego, CA 92191  
(619) 236-6264

- County of San Diego, Real Property Division  
5555 Overland Avenue  
San Diego, CA 92123-1294  
(858) 694-2317

## **Water Use and Conservation**

Water is the life-blood of agricultural operations whether it is supplied by rainfall or by irrigation. Producers in San Diego County face a unique and sometimes difficult challenge when dealing with water related issues. Our local growers pay some of the highest prices for water in California. Agricultural water rates can be as high as 30 times those of the Central Valley Project or Imperial Irrigation District. As a result, topics such as water quality, water availability, water sources, irrigation management and water conservation must be carefully addressed when discussing the development of a new agricultural enterprise. The following offices provide information, instruction and assistance to new agricultural business owners. These departments should be consulted during the planning phase of your operation to help insure the success of your business.

- San Diego County Water Authority  
Water Resources Department  
3211 Fifth Avenue  
San Diego, CA 92103-5718  
(619) 682-4100
- Mission Resource Conservation District  
PO Box 1777  
Fallbrook, CA 92088-1777  
(760) 728-1332
- Greater San Diego Resource Conservation District  
332 S. Juniper, Suite #110  
Escondido, CA 92025  
(760) 745-2061
- County of San Diego, Department of Environmental Health, Land Use Division
  - San Diego Office  
5201 Ruffin Road, Suite C  
San Diego, CA 92123  
(858) 565-5173
  - El Cajon Office  
200 E. Main St, 6<sup>th</sup> Floor  
El Cajon, CA 92040  
(935) 441-4030

San Marcos Office  
338 Via Vera Cruz, #201  
San Marcos, CA 92069  
(760) 471-0730

- County of San Diego, Department of Public Works  
Waste Water and Transit  
5201 Ruffin Road  
San Diego, CA 92123  
(858) 694-3649
  
- Regional Water Quality Control Board  
9771 Clairemont Mesa Blvd., Suite A  
San Diego, CA 92124  
(858) 467-2952

## **Crop Selection**

San Diego County's mild climate allows local farmers to grow over 200 crops commercially. The crop options will vary depending on the specific location of the farm or property being considered. Factors such as land availability, soil type, climate, initial financial investment and expected return, market demand, water quality and availability, and personal interests are just a few of the factors that must be considered when selecting your crop(s). Growers must give special consideration to the market demand for prospective crops. You can be the best grower of any crop, but it does not do you any good if you cannot sell what you grow. Therefore, crop selection is an entrepreneurial decision. The final determination of what crop or crops a grower decides to produce can only be made by the individual grower himself.

New agricultural producers should start by researching the land use and practices in the community they are considering for their new farm enterprise. Factors such as what is currently being produced in the area and the views of neighboring producers and suppliers can be extremely enlightening when researching your potential crop enterprise. Many sources of information are available to assist prospective agricultural operators with the crop selection process. The University of California Cooperative Extension, Farm and Home Advisor Office is staffed with advisors who can assist new growers to evaluate their individual situation and to make an educated and informed decision with regards to crop selection. Several agencies including the San Diego County Farm Bureau, the County and State Department of Agriculture, commodity boards and local grower or trade associations can also provide a wealth of knowledge when researching a specific crop. Once again, it is important to emphasize that crop selection is an individual decision that must be made by the grower. Although outside agencies and individuals can be extremely helpful in weighing the pros and cons of specific crops, the ultimate selection of what to grow must be made by the grower.

- University of California Cooperative Extension  
Farm and Home Advisors Office  
5555 Overland Avenue, Building #4  
San Diego, CA 92123  
(858) 694-2845

- County of San Diego  
Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778
  
- San Diego County Farm Bureau  
1670 E. Valley Parkway  
Escondido, CA 92027-2498  
(760) 745-3023

## **Pesticide Use and Regulations**

As a new agricultural producer, you will likely need to utilize pesticides as part of your production practices. The County of San Diego, Agriculture, Weights and Measures Department enforces the laws which regulate the use of pesticides. Because the decision of what materials to use and when to use them are case specific, agricultural producers must show they are knowledgeable about their use and safety by obtaining a Certified Private Applicators Certificate from the County Agricultural Commissioner’s Office. To obtain this certificate, one must take a test administered by that office. The study guide for the test “Pesticide Safety-A Reference Guide for Growers” can be purchased at the Farm and Home Advisors Office. Alternatively, a pesticide recommendation must be obtained by a licensed Pest Control Advisor (PCA). Most agricultural chemical supply companies have at least one PCA on staff. The PCA and the Agricultural Commissioner’s Office will help the grower determine the types of permits and licenses the grower must have in order to apply the pesticide. Record keeping is an important and legal part of using pesticides. Again, the Agricultural Commissioner’s Office can help the grower in that regard.

- County of San Diego  
Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

## **Nursery Permits and the Pest Exclusion/Nursery Program**

The Agricultural Commissioners Offices issue shipping permits, nursery stock certificates, and other required certificates to facilitate movement of nursery stock in trade. The Pest Exclusion/Nursery Program is coordinated by the California Department of Food and Agriculture and is administered in the county by the Agricultural Commissioners Office. This program assists the nurseryman with pest control and eradication; licenses the sale of nursery stock; maintains a list and publishes a directory of nurserymen and locations where nursery stock is sold; and registers or certifies certain plants that are inspected and tested for specific virus or virus-like diseases and other pests.

- County of San Diego  
Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778
- California Department of Food and Agriculture  
1220 N Street, Room A-372  
Sacramento, CA 95814  
(916) 654-0435

## **Compost Regulations**

The utilization of compost and composting can be an economically and environmentally desirable option for new producers. Depending on the scale of your operation, composting may be as simple as building a “back-yard” compost pile or as complex as creating a green-waste recycling operation. Issues related to land use, air pollution, and environmental health must be addressed when considering composting in your operation. The following departments should be contacted to determine the possible regulations and permits that will be needed by your operation.

- County of San Diego  
Department of Planning and Land Use  
5201 Ruffin Road  
San Diego, CA 92123  
(858) 694-2960
- Air Pollution Control District  
9150 Chesapeake Drive  
San Diego, CA 92123  
(858) 694-2288 Small Business Assistance  
(858) 694-3340 Compliance  
(858) 694-3307 Permits
- County of San Diego  
Department of Environmental Health  
1255 Imperial Avenue, 3<sup>rd</sup> Floor  
San Diego, CA 92101  
(619) 338-2379

## **Organic Farming & Organic Registration**

New agricultural operators or existing operations interested in the production or processing of organically grown agricultural products should contact the County of San Diego Agricultural Commissioner’s Office. California law requires registration through the Agricultural Commissioner’s Office for individuals interested in growing registered organic products. The Agricultural Commissioner’s Office is also responsible for enforcing the provisions for organic production as specified in the California Organic Foods Act of 1990, in the Sherman Food, Drug, and Cosmetic Law. There are no Federal standards in place as of this printing. However, the United States Department of Agriculture and the National Organic Standards Board have been



trying to develop them for the past several years. All application materials and necessary information can be obtained directly from the County Agricultural Commissioner's office. An onsite inspection will also be required as part of the organic registration process. The fees to pay for the organic registration and the time required to complete the application process depend on the size and scale of operation. Once an operation has been registered organic, there are limitations with regards to the practices and inputs that growers can use to grow their crops. A list of practices and/or products allowed is provided with the application materials.

- County of San Diego, Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

### **Organic Certification by Third Parties**

Third party certification is a very common practice among organic producers. This type of certification is optional, and not required by law. However, third party certification may provide an edge to organic growers when trying to differentiate their products in what is becoming a very competitive industry. In addition, it may also provide more credibility and legitimize their operations in the eyes of consumers. Finally, it may be a requirement on the part of wholesalers, packers, shippers and processors of organic foods, i.e. those that buy from the grower. They may feel this is an extra step in trying to provide a quality product.

Third party certification of organic production is performed by private organizations that specialize in this type of activity. There are many such organizations that operate in the United States and several that operate in California and in San Diego County. They are fairly consistent with the Agricultural Commissioner's office with regard to practices and products allowed. However, as with any other business activity, the fees assessed, the documentation required, the scrutiny of the application process, materials and on-site inspection and the credibility of the certification will depend on the specific organization and the type of certification desired. Growers or processors interested in third party certification should shop around to ensure they get the service they want at a price they can afford. Also, growers should make sure the certification they obtain meets the requirement of their buyers, brokers or consumers, i.e. those that will buy their products. The following is a list of several organizations that local growers are currently using or have used to obtain third party certification of organic or biodynamic production practices.

- California Certified Organic Farmers (CCOF)  
San Diego County Chapter  
Richard Taylor  
717 Burma Road  
Fallbrook, CA 92082  
(760) 728-9664  
  
State Office & Headquarters  
1115 Mission Street  
Santa Cruz, CA 95060  
(935) 423-2263

- Demeter Association, Inc.  
Britt Road  
Aurora, New York 13026  
(315) 364-5617
  
- Farm Verified Organic, Inc.  
California Contact: Hunter Nadler  
7212 Road 28  
Madera, CA 93367  
(209) 674-2864
  
- Quality Assurance International (QAI)  
12526 High Bluff Dr., Suite 300  
San Diego, CA 92130  
(858) 792-3531
  
- Scientific Certification Systems (SCS)  
Nutriclean Organic  
The Ordway Building  
One Kayser Plaza, Suite 901  
Oakland, CA 94612  
(510) 832-1415

## **Weighing and Measuring Devices**

The mission of Weights and Measures is to promote value comparison and fair competition in the marketplace. This is established by ensuring accuracy of market standards. Weights and Measures functions include the testing of all commercially used devices such as scales, gas pumps, water vending machines, taximeters, privately owned utility meters and liquefied petroleum products, weighmaster enforcement (certificates issued for weight, measure or count), and advertised price accuracy (scanners).

Commercial use of a weighing or measuring device requires a valid registration certificate. The current registration fee is \$20 per device, with a reduced rate for multiple devices at a single location. Devices are normally inspected on an annual basis. For further information, please contact the Weights and Measures staff.

- County of San Diego, Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

## **Financial Assistance**

Starting an agricultural business can be an expensive undertaking. It is critical to develop a sound financial business plan before you embark on this venture. The process of developing the plan will help new and existing agricultural producers to estimate and forecast the level of sales and the cash flow for their business. This will allow them to determine the need and timing for borrowed funds

and to explore all the alternatives available to secure the funds they need to finance their business. The majority of existing growers in San Diego County finance their operations with private funds. However, there are a variety of sources that growers could potentially use to borrow money. Private banks, production credit associations, equipment dealers, suppliers, cooperatives, packers, shippers, grower associations and insurance companies are some examples of private organizations and institutions that lend money for agricultural operations.

In addition, a variety of government agencies and non-profit organizations can provide financial assistance through a variety of programs, contracts or grants. These programs usually lend at lower interest rates and can include direct loans, cost-share agreements or contracts and loan guarantees through private banks. The loan funds obtained can be used for a variety of purposes including farm and home ownership and operating loans. Regardless of the source for funds you plan to use, the competition for funds is tough. Having a sound, well written business and financial plan will be extremely helpful in selling your business to your prospective lender and in securing the funds you need. Also, it is very important that you communicate with your potential lender and discuss your ideas and all the possibilities that you are considering or should consider. The following is a list of agencies and organizations that provide financial assistance to growers in San Diego County.

- USDA Farm Service Agency  
82-901 Bliss Avenue  
Indio, CA 92201  
(760) 347-3675 Ext. 2
  
- Natural Resources Conservation Service  
332 S. Juniper, Suite #110  
Escondido, CA 92025  
(760) 745-2061
  
- Farm Credit Services of Southern California  
144 West Woodward Avenue  
Escondido, CA 92025  
(760) 746-5055  
(760) 746-5814 FAX

## **Markets and Marketing**

San Diego County growers have a variety of conventional and direct marketing alternatives available to them locally. The potentially large size of the local and regional market combined with the ag-urban interface that characterizes local agriculture and the diversity of crops grown in the county agriculture offer unique opportunities for growers to sell their products. Large growers tend to use conventional channels and small-scale growers more often use direct marketing channels. Most growers have the flexibility to use a combination of conventional and direct marketing methods to sell their products. This helps diversify the marketing options and potentially improve the returns from their operations. However, it is critical that growers take the time to research their potential markets. They must understand market trends and preferences of local consumers so they can identify needs, niches, and market windows that they might fill with crops they grow or products they sell. They must also evaluate their marketing options and determine the strategy or strategies that are best suited for their products, for the size of their operation and for their

personality. Not every marketing alternative will work for everyone. Therefore, growers must develop a marketing plan that will allow them to find the right strategy or the right marketing mix of strategies.

- **Conventional or Wholesale Marketing**

Examples of conventional and wholesale marketing alternatives include large lot direct sales, wholesalers, shippers, packers, brokers, commission merchants, cooperatives, etc. These marketing channels often involve a middleman and usually minimize the involvement of the growers with regards to marketing the crops or products. These methods are best suited to crop growers with considerable acreage who may have difficulties selling all of their large volumes of products through direct marketing methods. In addition, growers who produce crops whose harvest requires large amounts of labor or specialized equipment, or who lack the equipment and facilities to handle their crops, or who do not want to get involved in the marketing of the crops, may find wholesale marketing methods very useful. Appendix A provides a listing of conventional marketing outlets available in San Diego County for most agricultural products grown locally. Care should be taken in selecting those who handle the sale of your agricultural products. Unscrupulous consignment sellers and wholesalers have bilked many unsuspecting new growers out of much of the profits that they should have received. More specific information about conventional or wholesale marketing methods can be obtained from the University of California Cooperative Extension Office.

- **Direct Marketing**

Direct Marketing takes place when growers sell their product “directly” to the consumer. This method of sales enables the grower to increase their profit margin compared to conventional wholesale marketing methods. The fact that agricultural production in the county occurs in an ag-urban interface provides immediate access to a potentially large market. This situation fosters the use of direct marketing alternatives. Types of direct marketing include Certified Farmers’ Markets, Roadside Stands, U-pick Operations, Community Supported Agriculture, Buying Clubs, Catalogs, Rent-a-Tree Operations, and Subscription Agriculture. The development of roadside stands and other on farm direct marketing may require special permits from local governmental agencies. Consult your insurance agent about potential liability issues that can accompany having public access to your farm property.

Although direct marketing methods require additional labor for the grower, the use of one of these methods or a combination of direct marketing methods may allow small-scale operators to increase their profits. This may also allow growers to diversify their revenue stream by adding value to the products they sell or engaging in other activities related to agricultural tourism. In addition, an important byproduct of direct marketing activities is the opportunity to increase community awareness of local agriculture, thereby expanding the support for local growers. Detailed information about direct marketing can be obtained from the University of California Cooperative Extension, Farm and Home Advisors Office.

- County of San Diego, Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

- University of California Cooperative Extension  
Farm and Home Advisor Office  
5555 Overland Avenue, Building #4  
San Diego, CA 92123  
(858) 694-2845

## **Certified Farmers' Markets and Certified Producer Certificates**

There are approximately 24 Certified Farmers' Markets that operate in San Diego County. Certified Farmers' Market are the most common form of direct marketing local growers use to market their product directly to the consumer. Certified Farmers' Markets regulations are set by the State of California and local certification is coordinated and approved by the County of San Diego, Agriculture, Weights and Measures Department (Agricultural Commissioner's Office). Growers interested in participating in a local Certified Farmers' Market must have their crops certified and obtain a Certified Producer's Certificate from the Agricultural Commissioner's Office. This process requires growers to complete a Certified Producer's Certificate application form and to have their site (crops) inspected by a representative from the Agricultural Commissioner's Office. The certification process will take approximately 2 to 4 weeks to complete. The costs included in obtaining a certificate include a \$35 Certified Producer's Certificate Fee, Inspection Fee (\$30 hourly rate), and mileage charge (\$0.35 per mile, portal to portal). Growers are restricted to sell only those crops that appear as certified on his certified producer's certificate. In addition, Certified Farmers' Markets are very competitive and growers must first contact the manager of the CFM(s) of their choice to inquire about market openings. Doing this early on in the process will give them time to explore other options. A listing of Certified Farmers' Markets operating in San Diego County is provided in appendix A.

- County of San Diego  
Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

## **Other Sources of Information**

The County of San Diego and the State of California have a wealth of knowledge and information available to assist potential agricultural business individuals. If the previous sections did not answer all your questions or concerns with regards to starting a new agricultural enterprise, the following organizations and agencies are available to provide information and assistance related to agricultural issues in California, and more specifically, San Diego County.

- University of California Cooperative Extension  
Farm and Home Advisors Office  
5555 Overland Avenue, Building #4  
San Diego, CA 92123  
(858) 694-2845

- Small Farm Center  
University of California, Davis  
Davis, CA 95616  
(530) 752-8136
  
- San Diego County Farm Bureau  
1670 East Valley Parkway  
Escondido, CA 92027  
(760) 745-3023
  
- Greater San Diego Resource Conservation District  
332 S. Juniper, Suite #110  
Escondido, CA 92025  
(760) 745-2061
  
- Natural Resource Conservation Service  
332 S. Juniper, Suite #110  
Escondido, CA 92025  
(760) 745-2061
  
- Mission Resource Conservation District  
PO Box 1777  
Fallbrook, CA 92088-1777  
(760) 728-1332
  
- County of San Diego  
Agriculture, Weights and Measures Department  
5555 Overland Avenue, Building #3  
San Diego, CA 92123  
(858) 694-2778

# **Human Resources - Working your Farm Solo or as a Team.**

## **Staffing your New Agricultural Enterprise**

The hiring and management of human resources in production agriculture is a very complex activity. As a new agricultural business operator or as the operator of an existing farm you are faced with the decision to hire or not to hire help. You must determine whether you can supply all the labor needed to operate your business by yourself or if you will require help and assistance from others (employees). If you chose to hire employees to assist with your operation, you will need to determine the number and type of employees that will best suit your operation. The University of California Agricultural Personnel Management Program (UC APMP) is an excellent starting point for questions related to agricultural and business employment, labor contractors, employee housing and other legal issues affecting the supply and management of labor in agriculture. The UC-APMP has a variety of materials and periodicals in printed or electronic form that can help you address specific problems you face in your operation. In addition, these publications can be excellent reference materials that are much needed by agricultural business managers. Information about this program and other sources of information that may help you with your labor/employment management decisions are provided below.

- UC Agricultural Personnel management Program (APMP)  
319 Gianini Hall  
Berkeley, CA 94720-3310  
Phone: (510) 642-2296  
FAX: (510) 642-6108  
WWW Address: <http://are.berkeley.edu/APMP/>

## **Tax Identification**

As an employer your are required to obtain an Employer Identification Number (EIN). The State of California will refer to this nine-digit number as your Federal Employer Identification Number (FEIN). To obtain an EIN, you simply fill out the Federal Form SS-4. This number will need to be included on all tax items you send to Federal and State tax agencies.

- United States Government, Internal Revenue Service (IRS)  
880 Front Street, Room 1N1  
San Diego, CA 92123  
(800) 829-1040  
(714) 360-2094 (local)
- State of California, EDD, Tax Office  
San Diego Office  
3110 Camino del Rio South, Suite #100  
San Diego, CA 92108  
(619) 284-8615

North San Diego County Office  
240 West 2<sup>nd</sup> Avenue  
Escondido, CA 92025  
(760) 737-2200

## **Worker’s Compensation Regulations and Benefits**

California State law requires that all employers have a Workers’ Compensation Insurance policy to cover their employees in case of a work-related injury. Most commercial insurance companies can provide Workers’ Compensation insurance. As an employer, it is to your benefit to shop around for the policy that best suits your operation. Your local Chamber of Commerce, your local small business associations, and the San Diego County Farm Bureau’s list of “Partner” agencies are good starting points to get recommendations for possible carriers. Your chosen carrier and/or the State of California Division of Workers’ Compensation Office can answer general questions regarding Workers’ Compensation requirements and regulations.

- State of California, Industrial Relations Department  
Division of Workers’ Compensation  
1350 Front Street, Suite #3047  
San Diego, CA 92101  
(619) 525-4589  
(800) 736-7401

## **Non-US Citizen Employment Status**

The United States Government, Immigration and Naturalization Service is available to assist employers with issues related to work permits, immigration and naturalization of employees. The INS can also assist you with the process of obtaining exemptions and proper documentation necessary for the seasonal or temporary employment of non-US citizens.

- United State Government  
Immigration and Naturalization Service  
880 Front Street  
San Diego, CA 92101  
(619) 557-5570

## **General State Requirements**

If, as an employer, you pay wages totaling more than \$100 in a calendar quarter, you are required to register with the State of California, Employment Development Department (EDD). When you register with EDD you will be assigned a State Employer Account Number. This number will identify your businesses State tax records. Employers are required to report and pay the following four employment taxes: Unemployment Insurance, Employment Training Tax, State Disability Insurance and State Personal Income Tax. The Unemployment Insurance and Employment Training Tax are paid by the employer. State Disability Insurance and State Personal Income Tax are withheld from the employee’s wages by their employer and then paid to the State by the employer. All State payroll taxes are reported on a quarterly basis using Form DE 6, Quarterly Wage and Withholding Report. Additionally, employers are required to file Form DE 7, the



Annual Reconciliation Return. All payments are to be submitted directly to EDD using Form DE 88, the Payroll Tax Deposit coupon. The frequency of these payments will be determined by the amount reported. The following agencies will assist you with employee related issues pertaining to State requirements.

- State of California, EDD, Tax Office

San Diego Office

3110 Camino del Rio South, Suite #100  
San Diego, CA 92108  
(619) 284-8615

North San Diego County Office

240 West 2<sup>nd</sup> Avenue  
Escondido, CA 92025  
(760) 737-2200

- State of California, Industrial Relations Department

Division of Labor Standards  
8765 Aero Drive, Suite #120  
San Diego, CA 92123  
(858) 637-5500

## **General Federal Requirements**

As an employer you are required to withhold from employees three types of employment taxes. These taxes include employee Federal Income tax, Social Security (FICA) tax, and Medicare. You must also report and pay matching contributions for Social Security and Medicare for each employee. These withholdings and payments are to be paid to the IRS on a quarterly basis using Federal Tax Form 941. You are also required to pay Federal Unemployment Tax Act (FUTA) Tax. Deposit for this tax are to be made quarterly with Federal Tax Deposit Coupon (Form 8109). Each year you will then file a Federal Unemployment Tax Act (FUTA) Return, Form 940. Any additional FUTA taxes due are to be submitted with this return. The following agency will assist you with employee related issues pertaining to Federal requirements.

- United State Government  
Internal Revenue Service (IRS)  
880 Front Street, Room 1N1  
San Diego, CA 92123  
(800) 829-1040  
(714) 360-2094 (local)

## **Contracted and Temporary Assistance**

Another staffing option available to business owners is contracted and/or temporary assistance. Individuals interested in receiving assistance with on-going projects such as record keeping and accounting or assistance with specific projects or tasks may want to explore this option. With contracted and temporary assistance, the employer is relieved of many employee-related issues.

The business owner contracts with a company or agency to have a specific project completed. For an agreed upon fee, the contractor assumes not only the responsibility of completing the task and/or project, but also becomes responsible for all employee related issues including but not limited to hiring, supervision and employee tax reporting. A detailed and well thought out contract between an employer and a reputable contractor can relieve the employer of many of the employee-related burdens. There are many contractors and temporary agencies available in the community. Business owners interested in exploring this option should contact fellow agricultural businesspersons and local business associations for contractor/temporary agency recommendations.

# Health & Food Safety - Protecting the Quality of your Product

## Food Handling and Processing (Retail and Wholesale)

Food handling and processing are regulated by two agencies in San Diego County. The agency you work with is determined by the method by which you sell your product. If you are planning to sell your product to a wholesaler you will probably need to obtain a permit from the California State Food & Drug Branch. Producers interested in selling their product directly to the public will need to contact the County of San Diego Department of Environmental Health.

The three major methods by which producers sell their product directly to the consumer include Farm Stands, Certified Farmers' Markets, and non-certified markets such as local swap meets and street fairs. If you choose to sell your product from your farm stand you are exempt from obtaining a Food Handling Permit. If you choose to sell your product at a Certified Farmers Market you will not need to obtain additional permits. As a Certified Producer you are included in the Certified Farmers' Markets' Food Handling Permit. If you choose to sell your product at a non-certified market (or another location other than your farm) you are required to obtain a Mobile Food Unit Health Permit. This permit costs \$70/year and must be renewed annually.

If you intend to utilize any form of processing you have two options available to you. You can have your product processed at an approved food processing facility (Permitted Facility). There are no additional charges or permits required if you use an approved facility. If you choose not to use an outside facility, your next option is to build your own facility. This option may or may not be cost effective depending on the amount of processing used by your agricultural business. Once you have had your facility approved as a "Permitted Facility" your Food Processing Health Permit is \$315/year and must be renewed annually.

- Retail Operations  
County of San Diego  
Department of Environmental Health  
1255 Imperial Avenue, 3<sup>rd</sup> Floor  
San Diego, CA 92101  
(619) 338-2379
- Wholesale Operations  
State Food & Drug Administration  
1350 Front Street  
San Diego, CA 92101  
(619) 525-4108

## Quarantine and Protection

If you have the need to import or export plant and/or animal products in San Diego County as part of your agricultural operation, you will need to contact the Quarantine and Protection Division of the County of San Diego, Agricultural, Weights and Measures Department. This office will inform you about the current list of "affected" products for San Diego County as well as the current regulations that are being imposed by potential export destinations. If your product is affected by quarantine regulations, the County of San Diego, Agricultural, Weights and Measures Department

will guide you through the proper process and will advise you of any permits (including San Diego and/or the ultimate destination) that are needed to move your product.

- County of San Diego  
Agricultural, Weights and Measures Department, San Marcos Office  
1645 Capalina Road  
San Marcos, CA 92069  
(760) 736-5915

## **Nutrition and Food Safety Education**

Agricultural producers interested in educating their consumer base about issues related to nutrition, food safety, and/or food science can contact the University of California Cooperative Extension, Home Advisors Office. This office provides educational information regarding consumer-related topics such as preparing and storing food safely, nutritional value, and product utilization. The Home Advisors Office is available to answer individual questions and is an excellent referral service for food related issues.

- University of California Cooperative Extension  
Farm and Home Advisors Office  
5555 Overland Avenue, Building #4  
San Diego, CA 92123  
(858) 694-2850
- San Diego County Department of Environmental Health  
1255 Imperial Avenue, 3<sup>rd</sup> Floor  
San Diego, CA 92101  
Phone: (619) 338-2379  
Phone: (619) 338-2484 for information on food handling class
- San Diego County Department of Health and Human Services  
1700 Pacific Highway  
Mail Stop P501A  
San Diego, CA 92101  
Phone: (619) 515-6555

# **Legal Issues - Protecting Your Business**

## **Business, Agricultural and Employee Related Assistance/Referrals**

As the operator of an agricultural business it is to your benefit to develop a network of legal assistance that can assist you with legal matters related to agricultural issues as well as general business and employee issues. The following offices can refer you to individuals and agencies that specialize in your specific area of concern. As with all sound business practices, it is advantageous to develop these relationships before you have a need for their services. In addition to assisting with specific situations, your legal reference will assist you proactively by forecasting potential volatile situations. Developing a legal network before you have a need to utilize its services will give you the ability to “shop around” for individuals that you feel will best suit your operation.

- Lawyer Referral and Information Service of San Diego County Bar Association  
1333 7<sup>th</sup> Avenue  
San Diego, CA 92101  
(619) 231-8585

This office can provide you with information and referrals specific to:

1. Business Specific Assistance/Referrals
  2. Agricultural Specific Assistance/Referrals
  3. Employee Specific Assistance/Referrals
- San Diego County Farm Bureau  
1670 East Valley Parkway  
Escondido, CA 92027  
(760) 745-3023

# Sources of Information and Assistance on the Internet - Building Your Enterprise via Your Computer

The information available through the internet is virtually unlimited. The following sites are an excellent starting place to begin exploring the internet for useful information. Note that many of the listed sites are merely gateways that will link your computer to other options and sites that will expand the potential for information gathering on the internet.

## University of California Web Sites

- Agricultural Issues Center <http://aic.ucdavis.edu>
- Agricultural Personnel Management Program <http://are.berkeley.edu/APMP/>
- American Vineyard Viticulture and Enology Lab <http://wineserver.ucdavis.edu/av/avl.html>
- Avocado Information Site [www.ucavo.ucr.edu](http://www.ucavo.ucr.edu)
- Berry and Fruit Row Crops <http://pom44.ucdavis.edu/crops.html>
- Directory of Advisors & Specialists <http://danr.ucop.edu/danrdir/Default.htm>
- Division of Agriculture and Natural Resources <http://danr.ucop.edu/>
- Fruit and Nut Research Information Center <http://fruitsandnuts.ucdavis.edu/>
- Ornamental Horticulture <http://ohric.ucdavis.edu>
- Post-harvest Information <http://postharvest.ucdavis.edu/>
- Small Farm Center <http://www.sfc.ucdavis.edu/>
- Statewide Integrated Pest Management Program <http://www.ipm.ucdavis.edu>
- Sustainable Agriculture, Research & Education Program <http://www.sarep.ucdavis.edu/>
- Vegetable Research & Information Center (VRIC) <http://vric.ucdavis.edu>
- Weed Research and Information Center <http://wric.ucdavis.edu>

## General Agricultural Information

- AG Answers <http://www.orst.edu/dept/NWREC/vegindex.html>
- Agricultural Alternatives <http://agalternatives.cas.psu.edu/>
- Breeds of Livestock <http://www.ansi.okstate.edu/breeds>
- Commercial Vegetable Production Guides <http://www.orst.edu/dept/NWREC/vegindex.html>

- Compost Education & Resources for Western Ag. <http://www2.aste.usu.edu/compost/>
- Kansas State Livestock Library <http://www.oznet.ksu.edu/library/lvstk2/>
- The Farmer's Guide to the Internet [http://www.rural.org/Farmers\\_Guide/Agriculture/](http://www.rural.org/Farmers_Guide/Agriculture/)
- The New Crop Home Page <http://www.hort.purdue.edu/newcrop/>

## **Agricultural Personnel Information**

- Labor Management in Agriculture <http://www.cnr.berkeley.edu/ucce50/7book.htm>
- UC Agricultural Personnel Management Program <http://are.berkeley.edu/APMP/>
- Occupational Safety and Health Administration (OSHA) <http://www.osha.gov/index.html>
- US Department of Labor <http://www.dol.gov>
- Labor Management Decisions <http://are.berkeley.edu/APMP/pubs/lmd/lmd.html>
- Ag. Personnel Management Newsletter <http://are.berkeley.edu/APMP/pubs/sutterpubs/sutternews.html>
- 
- Summary of the Migrant and Seasonal Agricultural Worker Protection Act (MSPA)  
<http://www.dol.gov/dol/asp/public/programs/handbook/mspa.htm>

## **Pest Management Information**

- UC Integrated Pest Management Project <http://www.ipm.ucdavis.edu>
- Biological Control at Cornell University <http://www.nysaes.cornell.edu/ent/biocontrol/>
- Virtual Center for Integrated Pest Management <http://ipmwww.ncsu.edu/cipm.html>
- Bio-Control Information Center at NCSU <http://ipmwww.ncsu.edu/biocontrol/biocontrol.html>
- Database of IPM Resources <http://www.ippc.orst.edu/cicp.index.htm>
- Bio-control Sources <http://www.cdpr.ca.gov/docs/dprdocs/goodbug/organism.htm>

## **Weather Information**

- Ag Alert Weather <http://www.cfbf.com/>
- Agricultural Weather Information <http://www.agriculturalweather.com/>
- California Irrigation Management Information System (CIMIS)  
<http://wwwdla.water.ca.gov/cgi-bin/cimis/cimis/hq/main.pl>
- Weather Forecasts and Summaries <http://cdec.water.ca.gov/weather.html>
- The Weather Channel <http://www.weather.com/twc/homepage.twc>

## **Marketing Information**

- USDA Agricultural Marketing Service <http://www.ams.usda.gov/index.htm>
- USDA/AMS Terminal Mkt Price & Supply Rpts <http://www.ams.usda.gov/fv/mncs/terminal.htm>
- California Federation of Certified Farmers Markets <http://farmersmarket.ucdavis.edu/>
- Direct Farm Mktg & Tourism Handbook <http://ag.arizona.edu/AREC/dmkt/tabcontents.html>
- Organic Farmers Marketing Association <http://web.iquest.net/ofma/>
- Community Supported Agriculture of North America [csana@bcn.net](mailto:csana@bcn.net) (email)

## **Government Regulatory Sites and Information**

- California Department of Food and Agriculture <http://www.cdfa.ca.gov/>
- California Department of Pesticide Regulation (DPR) <http://www.cdpr.ca.gov/>
- California Department of Water Resources <http://www.dwr.water.ca.gov/>
- California Environmental Protection Agency <http://www.calepa.ca.gov/>
- California Environmental Resources Evaluation System <http://ceres.ca.gov/>
- California Food and Agricultural Code  
<http://www.leginfo.ca.gov/cgi-bin/calawquery?codesection=fac>
- The California State Homepage <http://www.ca.gov>
- San Diego County <http://www.co.san-diego.ca.us/>
- San Diego County Agriculture Commissioner's Office  
<http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/agri/agweb.html>
- San Diego County Office of Trade & Business Development  
<http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/ombuds/>
- San Diego County Department of Planning & Land Use  
<http://www.co.san-diego.ca.us/cnty/cntydepts/landuse/planning/>
- United States Department of Agriculture (USDA) <http://www.usda.gov/>
- USDA's Economic and Statistics Service <http://usda.mannlib.cornell.edu/usda/>
- Ag. Census at the US Census Bureau <http://www.census.gov/ftp/pub/econ/www/agrimenu.html>
- CA Labor Code <http://www.leginfo.ca.gov/cgi-bin/calawquery?codesection=lab&codebody=>
- California Law <http://www.leginfo.ca.gov/calaw.html>



## **Local/Regional/State/National Organizations**

- Agriculture Network Information Center <http://www.agnic.org/>
- Appropriate Technology Transfer for Rural Areas (ATTRA) <http://www.attra.org/>
- CA Advisory Boards, Councils & Commissions  
<http://www2.gol.com/users/calxport/noframes/commissions.html>
- California Certified Organic Farmers <http://www.ccof.org/>
- California Agricultural Production Consultants Association (CAPCA) [www.capca.com](http://www.capca.com)
- Community Alliance with Family Farmers <http://www.caff.org/>
- San Diego County Farm Bureau <http://www.fb.com/cafb/co-37.htm>

## **Other University Sites**

- AgriNet at Texas A&M University <http://agrinet.tamu.edu/>
- Cornell Cooperative Extension <http://www.cce.cornell.edu/>
- Florida Agricultural Information Retrieval System <http://edis.ifas.ufl.edu/>
- University of Arizona Cooperative Extension <http://ag.arizona.edu/aes/yac/veginfo/>

## **Commodity Groups, Marketing Board and Commission**

- Alfalfa Council Organization [www.alfalfa.org/cascorg.html](http://www.alfalfa.org/cascorg.html)
- California Apple Commission [www.calapple.com](http://www.calapple.com)
- California Artichoke Advisory Board [www.artichokes.net/advisory.htm](http://www.artichokes.net/advisory.htm)
- California Avocado Commission [www.avocado.org](http://www.avocado.org)
- California Cherry Marketing Program <http://califcherry.com>
- California Citrus Research Board [www.citrusresearch.com](http://www.citrusresearch.com)
- California Cut Flower Commission [www.cffc.org](http://www.cffc.org)
- California Egg Commission [www.eggcom.com](http://www.eggcom.com)
- California Forest Products Commission [www.calforests.org](http://www.calforests.org)
- California Manufacturing Milk Advisory Board [www.calif-dairy.com](http://www.calif-dairy.com)
- California Seafood Council [www.ca-seafood.org](http://www.ca-seafood.org)
- California Strawberry Commission [www.calstrawberry.com](http://www.calstrawberry.com)
- California Table Grape Commission [www.tablegrape.com](http://www.tablegrape.com)

- California Fresh Tomato Board [www.tomato.org](http://www.tomato.org)
- California Tomato Research Institute [www.tomatonet.org](http://www.tomatonet.org)
- California Walnut Commission [www.webcom.com/walnut](http://www.webcom.com/walnut)

# Local Support – The Best May Be in Your Backyard

## A. University of California Cooperative Extension

San Diego County Farm and Home Advisor's Office  
5555 Overland Avenue, Building #4  
San Diego, CA 92123-1292  
(858) 694-2845  
(858) 694-2849 (FAX)  
WWW Address: <http://cesandiego.ucdavis.edu>

### ▪ **Administration**

#### **Diane Wallace, County Director**

(858) 694-2864  
[dbwallace@ucdavis.edu](mailto:dbwallace@ucdavis.edu)

### ▪ **Commercial Agriculture**

#### *Avocados, Citrus, Subtropical, and Deciduous Fruit*

Gary S. Bender, Farm Advisor  
(858) 694-2856  
[gsbender@ucdavis.edu](mailto:gsbender@ucdavis.edu)

#### *Small Farms & Agricultural Economics*

Ramiro E. Lobo, Farm Advisor  
(858) 694-3666  
[relobo@ucdavis.edu](mailto:relobo@ucdavis.edu)

#### *Floriculture, Nursery Crops and Pest Management*

Karen L. Robb, Farm Advisor  
(858) 694-2857  
[klrobb@ucdavis.edu](mailto:klrobb@ucdavis.edu)

#### *Landscape, Turf, Christmas Trees and Irrigation Management*

David A. Shaw, Farm Advisor  
(858) 694-2853  
[dshaw@ucdavis.edu](mailto:dshaw@ucdavis.edu)

#### *Vegetables and Strawberries*

Wayne L. Schrader, Farm Advisor  
(858) 694-2854  
[wlschrader@ucdavis.edu](mailto:wlschrader@ucdavis.edu)

*Integrated Pest Management for Floriculture, Nursery, Landscape, and Turf*

Cheryl A. Wilen, Area IPM Advisor  
(858) 694-2846  
[cawilen@ucdavis.edu](mailto:cawilen@ucdavis.edu)

▪ **Natural Resources**

*Environmental Issues*

Valerie J. Mellano, Environmental Issues Advisor  
(760) 571-4204  
[vjmellano@ucdavis.edu](mailto:vjmellano@ucdavis.edu)

*Marine Resources & Issues/Sea Grant Extension Program*

Leigh T. Johnson, Marine Advisor  
(858) 694-2852  
[ltjohnson@ucdavis.edu](mailto:ltjohnson@ucdavis.edu)

▪ **Gardening and Home Pest Control**

*Gardening and Pest Information*

Master Gardener Volunteers  
(858) 694-2860  
(M-F, 9:00 – 3:00 PM)

*Home Horticulture and Pest Management Education*

Vincent F. Lazaneo, Farm Advisor  
(858) 694-2859  
[vflazaneo@ucdavis.edu](mailto:vflazaneo@ucdavis.edu)

▪ **Family and Consumer Science**

*Home Economics Program*

Gwendolyn Stanford, Home Economics Advisor  
(858) 694-2850  
[gestanford@ucdavis.edu](mailto:gestanford@ucdavis.edu)

*Expanded Food & Nutrition Education Program (EFNEP)*

(858) 694-2862

▪ **Youth Development**

H. Steve Dasher, 4-H Youth Development Advisor  
(858) 694-2861  
[hsdasher@ucdavis.edu](mailto:hsdasher@ucdavis.edu)

Sue S. Manglallan, 4-H Youth Development Advisor  
(858) 694-2861  
[ssmanglallan@ucdavis.edu](mailto:ssmanglallan@ucdavis.edu)

## **B. County of San Diego**

Department of Agriculture, Weights and Measures  
5555 Overland Avenue, Building #3  
San Diego, CA 92123-1292  
(858) 694-2739 (Agriculture)  
(858) 694-2778 (Weights and Measures)  
(858) 565-7046 (FAX)

### ▪ **Administration**

Kathleen Thuner, Agricultural Commissioner/Sealer  
(858) 694-2741

### ▪ **Services**

#### *Apiary*

(858) 694-3076

#### *Environmental Management*

(858) 694-3122

#### *Laboratory Services*

(858) 694-2739

#### *Pest Detection*

(858) 694-2775

#### *Pest Management*

(858) 694-3540

#### *Watershed Resources*

(858) 694-2754

### ▪ **Veterinarian**

(858) 694-2838

#### *Animal Damage Control*

(858) 694-2518

### ▪ **Enforcement**

#### *Pest Prevention & Plant Regulation*

(760) 736-5915

#### *Pesticide Regulation*

(858) 694-2762

***Standards Enforcement***

(858) 694-8962

***Weights and Measures***

(858) 694-2193

**C. Resource Conservation and Water Districts**

- Greater San Diego Resource Conservation District and Natural Resource Conservation Service  
332 S. Juniper, Suite #110  
Escondido, CA 92025  
(760) 745-2061
- Mission Resource Conservation District  
PO Box 1777  
Fallbrook, CA 92088-1777  
(760) 728-1332
- San Diego County Water Authority (Contact reference for County Water Districts.)  
3211 Fifth Avenue  
San Diego, CA 92103-5718  
(619) 682-4100

**D. San Diego County Agricultural Organizations**

- **American Emu Association**  
PO Box 740814  
Dallas, TX 75374-0814  
(405) 547-2625  
Web Site: [www.AEA-EMU.org](http://www.AEA-EMU.org)  
Contact: Jan Womack  
Meeting Schedule: Annual conference sponsored in August.
- **Association of Specialty Cut Flowers**  
PO Box 268  
Oberlin, OH 44074  
(216) 774-2887  
(216) 774-2435 FAX  
Contact: Judy Laushman
- **Avocado Growers Association**  
365 West Second Avenue, Suite 101  
Escondido, CA 92025-4136  
(760) 746-9600 (number is in the process of changing)

- **California Agricultural Production Consultants Association (CAPCA)**  
 San Diego County Chapter  
 1005 Marine View Drive  
 Vista, CA 92083  
 (760) 727-7190

Contact: Steve Medearis  
 Meeting Schedule: 1<sup>st</sup> Monday of the month at 6:00 p.m. Meetings are held at the Gentleman's Choice Restaurant in San Marcos.
- **California Agricultural Production Consultants Association-State Office**  
 1143 North Market Blvd., Suite 7  
 Sacramento, CA 95834  
 (916) 928-1625
- **California Association of Flower Grower & Shippers**  
 2175 De La Cruz Blvd., Suite 1  
 Santa Clara, CA 95050  
 (408) 496-6187  
 (408) 496-6267 FAX

Contact: Cindy Bonior  
 Email: [cafgs@aol.com](mailto:cafgs@aol.com)
- **California Association of Nurserymen-North San Diego County Chapter**  
 (760) 728-4756

Contact: Tom Fetch
- **California Association of Nurserymen-San Diego Chapter**  
 (619) 276-9970

Contact: Rick Pion
- **California Cactus Growers Association**  
 11152 Palm Terrace Lane  
 Riverside, CA 92505-2338  
 (909) 687-1809 phone  
 (909) 687-9055 FAX

Contact: James Welton  
 Meeting Schedule: Quarterly meetings. Please call for date, time and location.
- **California Certified Organic Farmers (CCOF)**  
 Pacific Southwest Chapter  
 717 Burma Road  
 Fallbrook, CA 92028  
 (760) 728-9664

Contact: Richard Taylor  
 Meeting Schedule: Quarterly meetings. Meetings are open to the public and include organization business, educational programs and social activities.

- **California Cherimoya Association**  
(760) 728-3281  
Contact: George Emerich
  
- **California Cut Flower Commission**  
11344 Coloma Road, Suite 450  
Gold River, CA 95670  
(916) 852-5166  
(916) 852-5177 FAX  
Contact: Lee Murphy
  
- **California Emu Association (CALFA)**  
State Contact Information:  
2081 Hidden Ranch Road  
Somerset, CA 95684  
(530) 620-3687  
(530) 622-4763 FAX  
Web Site: [www.pier37.com/CALEWA/index.html](http://www.pier37.com/CALEWA/index.html)  
Contact: Sharyn Felts  
Meeting Schedule: Meetings are held quarterly. Dates and times TBA.
  
- Local Contact Information:  
32328 Mountain View Road  
Bonsall, CA 92003  
(760) 728-6771 phone and FAX  
Contact: Ed Huston, Board of Directors-Southern California Representative  
e-mail: [ejhuston@aol.com](mailto:ejhuston@aol.com)  
Meeting Schedule: Meetings are held quarterly. Dates and times TBA.
  
- **California Foliage Association**  
3947 Lennane Drive, Suite #150  
Sacramento, CA 95834  
(800) 748-6214  
Contact: Siri Datta S. Khalsa
  
- **California Fuyu Growers Association**  
PO Box 1301  
Valley Center, CA 92082  
(760) 749-3359  
Contact: Jim Bathgate  
Meeting Schedule: 2 per year. Dates and times TBA.



- **California Groundwater Association**

2545 Glebe Road  
Lemon Grove, CA 91945  
(800) 493-7643

Contact: Tony Sawyer

Meeting Schedule: Meetings are held the last Thursday of the month. Meeting locations vary and include Association business and educational speakers. Meetings are open to the public.

- **California Landscape Contractors Association**

San Diego Chapter Address

PO Box 12186

La Jolla, CA 92039-2186

(858) 658-0741

(858) 558-8089 FAX

(619) 298-9152 Newsletter, *OFF SHOOT*, Editor Ms. Jerrie Beard

President Address

Blue Skies Landscape Maintenance

PO Box 17026

San Diego, CA 92177-7026

(858) 565-8344

State Office

2021 "N" Street, Suite #300

Sacramento, CA 95814

Contact: Pete Navarro, President

Meeting Schedule: Various business, educational and social meetings held throughout the year.

- **California Macadamia Society**

PO Box 1298

Fallbrook, CA 92088

(760) 728-8081

Wed Site: <http://hometown.aol.com/TeeterJS/cms.html>

Contact: Jim Russell

Meeting Schedule: Annual educational field day held in November.

- **California Ornamental Research Federation (CORF)**

710 West Clay Street

Ukiah, CA 95482

(707) 462-2425

(935) 463-6699 FAX

Contact: Mary Golden

- **California Protea Association**

PO Box 2745

Vista, CA 92085-2745

(760) 751-1135

e-mail: [info@californiaprotea.com](mailto:info@californiaprotea.com)

Contact: Dick Nagel

Meeting Schedule: Board meetings are held the 3<sup>rd</sup> Thursday of the month at 3 PM at Deer Creek Winery. The general membership meets 5 times per year and has an annual summer social. Meeting locations vary. Meetings are open to the public and include Association business and educational programs.

- **California Rare Fruit Growers, Inc.**

North San Diego County Chapter

PO Box 301914

Escondido, CA 92030-1914

(760) 751-9967

Web site: <http://www.crfg.org>

Contact: Cat Melvin

Meeting Schedule: 3<sup>rd</sup> Friday of the month.

San Diego Chapter

9842 Hibert Street, #276

San Diego, CA 92131

(858) 271-8933

Contact: Cynthia Drake

Meeting Schedule: January – October, 4<sup>th</sup> Thursday of the month. November and December, 2<sup>nd</sup> of 3<sup>rd</sup> Thursday of the month. Meetings are held at Casa del Prado in Balboa Park at 7 PM in either Room 101 or 102.

- **California State Beekeeper's Association**

567 Edith Court

Santa Rosa, CA 95401

(707) 568-6549

Contact: Coral Janssen

e-mail: [cjanssen@acnsat.org](mailto:cjanssen@acnsat.org)

- **California State Floral Association**

1521 I Street

Sacramento, CA 95814

(916) 448-5266

(916) 446-1063 FAX

Contact: Donna Boggs, Executive Director

- **California Women for Agriculture**  
 P.O. Box 1777  
 Fallbrook, CA 92088  
 (760) 728-1332  
 Web Site: [www.cawomen4ag.com](http://www.cawomen4ag.com)

Contact: Judy Mitchell  
 Meeting Schedule: Quarterly
- **Floral Marketing Association**  
 PO Box 6036  
 Newark, DE 19714-6036  
 (302) 738-7100  
 (302) 731-2409 FAX

Contact: Terry Humfeld, Vice President Division Programs
- **Milk Producer's Council**  
 13545 S. Euclid Avenue  
 Ontario, CA 91761  
 (909) 628-6018

Contact: Bob Feenstra  
 Meeting Schedule: Sponsors educational programs throughout the year.
- **Pesticide Applicators Professional Association (PAPA)**  
 PO Box 80095  
 Salinas, CA 93912  
 (831) 442-3536

Contact: Office Staff  
 Meeting Schedule: Educational seminars held monthly throughout the state.
- **Professional Tree Care Association of San Diego**  
 4203 Genesee Avenue, Suite 103-217  
 San Diego, CA 92117-4950  
 (760) 745-7871

Contact: Paul Rider  
 Meeting Schedule: 1<sup>st</sup> Tuesday of the month. Meetings are from 6:30 – 9:00 PM, are open to the public and are educational and social. During the summer, 4 educational field trips are offered.
- **San Diego County Cattlemen's Association**  
 PO Box 330  
 Santa Ysabel, CA 92070  
 (760) 765-3381

Contact: Glenn Drown  
 Meeting Schedule: Meetings throughout the year. Sponsors educational and issue related programs/seminars.

- **San Diego County Farm Bureau**  
 1670 East Valley Parkway  
 Escondido, CA 92027  
 (760) 745-3023

Contact: Al Stehly  
 Meeting Schedule: 1<sup>st</sup> Thursday of the month at 10 AM at the Farm Bureau Office.
- **San Diego Floral Association**  
 2125 Park Blvd.  
 San Diego, CA 92101-4792  
 (619) 232-5762

Contact: Office Staff  
 Meeting Schedule: October, February, April, & June. Date, time & location TBA.
- **San Diego County Flower and Plant Association**  
 5600 Avenida Encinas, #108  
 Carlsbad, CA 92008  
 (760) 431-2572

Contact: Alissa Adams  
 Meeting Schedule: Monthly Board Meeting, Social and Educational events throughout the year.
- **San Diego Golf Course Superintendents Association**  
 PO Box 1266  
 San Marcos, CA 92079-1266  
 (760) 727-6616

Contact: Brenda Warner  
 Meeting Schedule: Monthly meetings with varying schedule.
- **San Diego Flightless Bird Association**  
 1670 East Valley Parkway  
 Escondido, CA 92027  
 (760) 749-3562

Contact: David Stepp  
 Meeting Schedule: 2<sup>nd</sup> Thursday of the month at 7:00 p.m. at the San Diego County Farm Bureau Office in Escondido. Meetings are open to the public.
- **San Diego County Vintners Association**  
 Contact: New Board to be elected in the Spring of 1999.  
 Meeting Schedule: Sponsors educational seminars throughout the year.

- **Society of American Florists**

1601 Duke Street  
Alexandra, VA 22314  
(800) 336-4743  
(703) 836-8705

Contact: Peter Moran, Executive Vice President

- **Wholesale Florists & Florist Suppliers of America**

410 Pine Street  
PO Box 639  
Vienna, VA 22183  
(703) 242-7000  
(703) 319-1647 FAX

Contact: Archie J. Clapp, Executive Vice President

# Additional Resources & Reference Information

## Newsletters and Periodicals

- **Ag Alert**  
2300 River Plaza Drive  
Sacramento, CA 95855  
(916) 561-5570
- **Ag Chemical News**  
PO Box 9335  
Fresno, CA 93791
- **American Nurseryman**  
111 N. Canal Street, Suite #545  
Chicago, IL 60661  
(800) 621-5727  
(312) 782-3232 FAX
- **American Society of Horticultural Sciences (ASHS)**  
600 Cameron Street  
Alexandria, VA 22314-2562  
(703) 836-4606
- **California Agriculture**  
University of California Division of Agriculture and Natural Resources  
1111 Franklin Street, 6<sup>th</sup> Floor  
Oakland, CA 94607-5200  
(510) 987-0044
- **California Farmer**  
PO Box 37194  
Boone, IA 50037
- **California Landscape Magazine**  
2021 N Street, Suite 300  
Sacramento, CA 95814
- **Farm Advisors Agricultural News**  
5555 Overland Avenue, Building #4  
San Diego, CA 92123-1219
- **Farm Journal**  
941 National Press Building  
Washington, D.C. 20045

- **Farm Chemicals Magazine**  
3773 Euclid Avenue  
Willoughby, OH 44094
  
- **GM Pro**  
120 St. Louis Avenue  
Ft. Worth, TX 76104  
(817) 332-8236
  
- **Green Markets/Dealer Report**  
4600 East-West Highway, #200  
Bethesda, MD 20814
  
- **Greenhouse Grower**  
37733 Euclid Avenue  
Willoughby, OH 44094  
(216) 942-2000  
(216) 942-0662 FAX
  
- **GrowerTalks**  
PO Box 532  
North River Lane, Suite 206  
Geneva, IL 60134  
(708) 208-9080  
(708) 208-9350 FAX
  
- **Farm Bureau News**  
600 Maryland Avenue, Suite 800  
Washington, D. C. 20024  
(202) 484-3600
  
- **Farm Family America**  
190 Fifth Street East  
St. Paul, NM 55101  
HortScience
  
- **National Fisherman**  
PO Box 7438  
Portland, ME 04112-7438  
(800) 959-5073
  
- **Natural Food Merchandiser**  
New Hope Communications  
1301 Spruce Street  
Boulder, CO 80302  
(301) 939-8440

- **NM Pro**  
549 W. Randolph Street  
Chicago, IL 60661  
(312) 236-8648  
(312) 236-8891 FAX
  
- **Pacific Coast Nurseryman and Garden Supply Dealer**  
306 W. Foothill Blvd.  
PO Box 1477  
Glendora, CA 91740  
(818) 914-3916
  
- **San Diego County Farm Bureau News**  
1670 E. Valley Parkway  
Escondido, CA 92027-2498  
(760) 745-3023
  
- **The Packer**  
10901 W. 84<sup>th</sup> Terrace  
Lenexa, KS 66214  
(800) 255-5113, ext. 327
  
- **Western Water**  
717 K Street, Suite 517  
Sacramento, CA 95814

## **Books**

- Ableman, Michael, Cynthia Wisheart and Alice Waters. “On Good Land: The Autobiography of an Urban Farm” Chronicle Books. 1998
  
- Armitag, Allan M. “Specialty Cut Flowers.” Varsity Press/Timber Press. 1993
  
- Ball, Vic. “Ball RedBook, 16<sup>th</sup> Edition.” Grower Talks Publishing. 1997
  
- Bangs, David H., Jr. “The Business Planning Guide.” Sixth Edition. Upstart Publishing. 1992
  
- Birutta, Gale. “A Guide to Raising Llamas: Care, Showing, Breeding, Packing, Profiting.” Storey Books. 1997
  
- California Fertilizer Association. “Western Fertilizer Handbook .” Interstate. 1975
  
- Campidonica, Mark. “How to Find Agricultural Information on the Internet.”
  
- Community Alliance with Family Farmers. “National Organic Directory.” Community Alliance with Family Farmers. 1997



- Croston, David and Geoff Pollott. "Planned Sheep Production." Bladwell Science, Inc. 1996
- Davidson, Harold, Roy Mecklenburg and Curtis Peterson. "Nursery Management: Administration and Culture, 2<sup>nd</sup> Edition." Regents/Prentice Hall. 1981
- Ess, Richie S., Richard B. Ess, and Rick J.R. Ess. "Nutrient Requirements of Beef Cattle." National Academy Press. 1996
- Fogel, Walter. "California Farm Labor Relations and Law." Regents of UCLA. 1985
- Garner, Robert J. "The Grafter's Handbook." Cassell PLC, Wellington House. 1995
- Gibson, Eric. "Sell what you Sow!" New World Publishing. 1994
- Koch, Frank D. "Avocado Grower's Handbook." Bonsall Publications. 1983
- Larson, Roy A. "Introduction to Floriculture." Academic Press. 1992
- Levinson, Jay Conrad. "Guerrilla Marketing Excellence: The 50 Golden Rules for Small Business Success." Houghton Mifflin. 1993
- Lorenz, Oscar A. and Donald N. Maynard. "Knott's Handbook for Vegetable Growers." Wiley-Interscience. 1988
- MacKenzie, David and Ruth Goodwin. "Goat Husbandry." Faber & Faber. 1996
- Madison, Mike. "Growing Flowers for Market." Yolo Press. 1998
- Scheuring, Ann Foley. "A Guidebook to California Agriculture." University of California Press. 1983
- Small Farm Center. "The Small Farm Handbook." UC/DANR Communication Services. 1994
- Small Farm Center. "Specialty and Minor Crops Handbook, 2<sup>nd</sup> Edition." UC/DANR Communication Services. 1998
- Smith, Barbara, Mark Aseltine and Gerald Kennedy. "Beginning Shepherd's Manual." Iowa State University Press. 1997
- UCCE Placer County and UC Small Farm Center. "Community Supported Agriculture... Making the Connection." University of California. 1995
- Walheim, Lance. "Citrus: A Complete Guide." Ironwood Press. 1996
- Wemischner, R. & K. Karp "Gourmet to Go: A Guide to Opening and Operating a Specialty Food Store." John Wiley & Sons, Inc. 1997

## Appendix

### A. Certified Farmers' Markets (CFMs) & Harvest Calendar

The following is a list of Certified Farmers' Markets in San Diego County organized by day of operation. These Farmers' Markets are certified by the State Department of Agriculture, ensuring that the produce is being sold by the grower, is grown in California and meets all California quality standards. Visiting any of these markets will let you experience local agriculture. A harvest calendar showing the availability of fruit and produce at local CFMs is also provided. (Revised 4/99)

#### TUESDAY

- Coronado - 2:30 p.m. to 6:00 p.m.  
Corner of First and B Streets. (Old Ferry Landing)  
Contact: Farm Direct Market Association - (760) 741-3763
- Escondido - 3:00 p.m. to 6:00 p.m.  
Grand Avenue and Broadway  
Contact: Suzanne Strassburger - (760) 745-8877

#### WEDNESDAY

- Carlsbad - 2:00 p.m. to 5:00 p.m.  
Roosevelt Street between Grand Avenue & Carlsbad Village Dr.  
Contact: Cynthia Bueker - (760) 720-9161
- Ocean Beach - 4:00 PM to 7:00 PM (Winter)  
4:00 PM to 8:00 PM (Summer)  
4900 Block of Newport Avenue  
Contact: Gary Mike Ryan - (935) 667-9104

#### THURSDAY

- Oceanside - Downtown - 9:00 a.m. to 12:30 p.m.  
Pier View and Hill Streets  
Contact: Suzanne Bendixen - (935) 440-5027
- Mission Valley Center (East end) - 2:30 p.m. to 6:00 p.m.  
Behind Bennigans, Camino Del Rio North @ Mission Center  
Contact: Farm Direct Market Association - (760) 741-3763
- Julian Farmer Market - 2:30 p.m. to 6:30 p.m. (SEASONAL)  
2907 Washington  
Contact: Harold Fields – (760) 518-1094
- Chula Vista - 3:00 p.m. to 6:00 p.m.  
Third Avenue & Center Street  
Contact: David Larson - (760) 753-7607

## **FRIDAY**

- Encinitas - 2:00 p.m. to 5:00 p.m.  
Highway 101, Lumberyard Shopping Center  
Contact: Suzanne Bendixen - (935) 440-5027
- La Mesa Village - 3:00 p.m. to 6:00 p.m.  
Allison St. (East of Spring St.)  
Contact: Suzanne Bendixen - (935) 440-5027
- Bernardo Winery - 9:00 a.m. to 12:00 Noon.  
13330 Paseo Del Verano Norte  
Contact: Barry Korral – (760) 631-0200

## **SATURDAY**

- Del Mar - 1:00 p.m. to 4:00 p.m.  
Corner of El Camino Del Mar & 10th St (City Hall Parking Lot)  
Contact: Alan Ursery - (760) 727-1471
- Pacific Beach - 8:00 a.m. to 12:00 Noon  
Mission Blvd. between Reed & Pacific Beach Blvd. (Promenade Mall)  
Contact: Farm Direct Market Association - (760) 741-3763
- Vista - 8:00 a.m. to 11:00 a.m.  
Corner of Eucalyptus & Escondido Avenue (City Hall Parking lot)  
Contact: Margo Baughman - (760)726-8545
- Poway - 8:00 a.m. to 11:00 a.m.  
Corner of Midland & Temple (Old Poway Park)  
Contact: Suzanne Bendixen - (935) 440-5027

## **SUNDAY**

- Hillcrest - 9:00 a.m. to 12:00 noon  
Corner of Norma & Cleveland Sts. (DMV parking lot)  
Contact: David Larson - (760) 753-7607
- La Jolla- 9:00 a.m. to 1:00 p.m .  
La Jolla Elementary School (Girard & Center)  
Contact: Kevin Yasukochi - (760) 758-2952
- Solana Beach CFM - 2:00 to 5:00 p.m.  
124 Lomas Santa Fe Dr. (SB Plaza parking lot)  
Contact: Cynthia Bueker - (760) 720-9161

## Harvest Calendar & Produce Availability

- All Year: Plants, flowers, mushrooms, eggs, fruit, nuts, lettuce, greens, honey...
- January: Avocados, macadamia nuts, strawberries, broccoli, kumquats, lemons, cabbage, cauliflower, celery, rhubarb, carrots, beets, tangerines, snow peas, sugar snaps, lettuce.
- February: Navel oranges, lemons, avocados, kumquats, strawberries, cauliflower, asparagus, artichokes, rhubarb, tangerines, tangelos, carrots, celery, cabbage, peas, beets.
- March: Navel oranges, lemons, strawberries, squash, rhubarb, asparagus, carrots, peas, artichokes, tangelos, grapefruit, avocados.
- April: Navel and Valencia oranges, grapefruit, lemons, avocados, strawberries, squash, snap peas, beans, carrots, beets, turnips, radishes.
- May: Valencia oranges, grapefruit, lemons, strawberries, avocados, sweet corn, peas, beans, squash, potatoes, tomatoes, carrots, sweet onions, cucumbers.
- June: Valencia oranges, grapefruit, lemons, peaches, plums, apricots, avocados, eggplant, corn, peppers, potatoes, tomatoes, cucumbers, raspberries, boysenberries, blackberries, sweet onions.
- July: Sweet corn, melons, Valencia oranges, grapefruit, avocados, tomatoes, grapes, sweet potatoes, beans, raspberries, potatoes, apples, onions, peppers, figs, Asian pears, pears, pumpkins, persimmons, macadamia nuts.
- August: Sweet corn, melons, Valencia oranges, grapefruit, peaches, plums, apricots, avocados, tomatoes, cucumbers, beans, carrots, squash, raspberries, potatoes, boysenberries, blackberries, apples, figs.
- September: Sweet corn, melons, Valencia oranges, grapefruit, peaches, plums, avocados, tomatoes, grapes, squash, cucumbers, beans, carrots, raspberries, potatoes, apples, onions, peppers, figs.
- October: Sweet corn, melons, Valencia oranges, grapefruit, peaches, avocados, tomatoes, grapes, sweet potatoes, cucumbers, beans, carrots, potatoes, apples, onions, peppers, figs, Asian pears, pears.
- November: Melons, Valencia oranges, grapefruit, tomatoes, sweet potatoes, cucumbers, beans, carrots, raspberries, potatoes, apples, onions, peppers, Asian pears, pears, pumpkins, persimmons, macadamia nuts, kiwis, lettuce.
- December: Tangerines, grapefruit, macadamia nuts, avocados, cabbages, cauliflower, broccoli, apples, kiwis, carrots, beets, lemons, oranges.

Adapted from "Take a Bite of San Diego's Produce" a publication of the  
San Diego County Farm Bureau  
1670 East Valley Parkway, Escondido, CA 92027  
Voice (760) 745-3023 - Fax (760) 489-6348  
Email [sdcfb@sdfarmbureau.org](mailto:sdcfb@sdfarmbureau.org)

## **B. Grove Management Services in San Diego County**

The following lists are provided for information purposes only. No omissions are intended and inclusion on this list does not represent endorsement of any kind on the part of the authors or the University of California Cooperative Extension or the San Diego County Farm and Home Advisor's Office. This is a working document, if there are any errors or you feel there is a need for changes, updates, additions or deletions please contact our office.

- **A&A Grove Service**  
PO Box 1862  
Fallbrook, CA 92028  
Phone: (760) 728-2804 or (760) 728-8752  
  
Services: Manage and service groves.
- **A&G Grove Service**  
PO Box 1752  
Fallbrook, CA 92028  
Phone: (760) 728-5447  
  
Services: Manage and service groves.
- **Agri-Scape Management Co.**  
PO Box 1330  
Fallbrook, CA 92028  
Phone: (760) 728-3116  
  
Services: Manage and service groves
- **Antonio Andrade Grove Service**  
234 W. Aviation Road, #34  
Fallbrook, CA 92028  
Phone: (760) 723-0850  
  
Services: Manage and service groves.
- **Bartlett Agri-Enterprises Inc.**  
308 Industrial Way  
Fallbrook, CA 92028  
Phone: (760) 728-2508 or (760) 728-5834  
  
Services: Manage and service groves.
- **The Bejoca Co.**  
Owner: Charley Wolk  
License PCO 32625  
Fallbrook, CA 92028  
Phone: (760) 728-5176  
  
Services: Manage and service groves.

- **Benton Grove Service**  
 PO Box 243  
 Fallbrook, CA 92028  
 Phone: (760) 728-5280

Services: Manage and service groves
  
- **Cummins Grove Care**  
 925 S. Main Street, #133  
 Fallbrook, CA 92028  
 Phone: (760) 723-4277

Services: Manage and service groves.
  
- **East Brothers Grove Service**  
 112 E. Aviation Road  
 Fallbrook, CA 92028  
 Phone: (760) 731-2013

Services: Manage and service groves.
  
- **Fallbrook Ag-Laboratory Inc.**  
 455 E. Alvarado Street  
 Fallbrook, CA 92028  
 Phone: (760) 728-4828

Services: Manage and service groves.
  
- **Fallbrook Ag-Pro**  
 1167 E. Mission Road  
 Fallbrook, CA 92028  
 Phone: (760) 723-1541

Services: Manage and service groves.
  
- **Guzman Landscape & Grove Service**  
 License 50342369  
 910 Mandarin Drive  
 Fallbrook, CA 92028  
 Phone: (760) 728-7054

Services: Manage and service groves.
  
- **Lilac Farm Management Inc.**  
 8123 W. Lilac Road  
 Fallbrook, CA 92028  
 Phone: (760) 941-4475

Services: Manage and service groves.

- **Martin Landscaping Grove Service**  
 PO Box 1183  
 Fallbrook, CA 92028  
 Phone: (760) 731-3078

Services: Manage and service groves.
- **McDonald AgriScience**  
 2536 Valerie Drive  
 Fallbrook, CA 92028  
 Phone: (760) 728-0778

Services: Manage and service groves.
- **Ochoa Grove Service**  
 121 Almond Street  
 Fallbrook, CA 92028  
 Phone: (760) 728-0778

Services: Manage and service groves.
- **Pepi's Tropics**  
 Phone: (760) 723-5299

Services: Manage groves.
- **Professional Grove Service**  
 PO Box 82  
 Fallbrook, CA 92028  
 Phone: (760) 723-2980

Services: Manage and service groves.
- **RRG Citrus-Avo Picking Service**  
 (Phone: 760) 731-0836

Services: Manage and service groves.
- **Sundance Natural Foods Co.**  
 2231 Willowbrook Drive  
 Oceanside, CA 92056  
 Phone: (760) 945-9888

Services: Manage and service groves.

## C. Packers and Shippers of Fruit Crops in San Diego County

- **All American Harvest**  
PO Box 887  
Bonsall, CA 92003  
Phone: (760) 726-8108  
  
Services: Growth management services for avocados.
- **Calavo Growers of CA**  
28410 Vincent Moraga Drive  
Temecula, CA 92390—3653  
Phone: (800) 654-8758  
FAX: (909) 676-7368  
  
Services: Avocado cooperative.
- **Del Rey Avocado Co. Inc.**  
1260 S. Main Avenue  
Fallbrook, CA 92028  
Phone: (760) 728-8325  
FAX: (760) 941-9329 FAX  
  
Services: Buy, sell and pack avocados.
- **ECO Farms Avocados**  
28790 Las Haciendas Drive  
Temecula, CA 92390-2614  
Phone: (800) 350-4326 or (909) 676-4047  
FAX: (909) 676-1676  
  
Services: Buyers and sellers of citrus, avocados, and exotic fruits. Grove management services and organic grove support for large and small groves.
- **Eureka Produce Distributors Inc.**  
2364 Via Del Aguacate  
Fallbrook, CA 92028  
Phone: (760) 723-1830  
FAX: (760) 723-1821  
  
Services: Buyers and sellers of citrus and avocados.
- **Fentiman Farms**  
Gordon Fentiman  
10808 Reidy Canyon Trail  
Escondido, CA 92026  
Phone: (800) 368-9331 or (760) 746-1420  
FAX: (760) 746-4489  
  
Services: Grower, packer, and shipper of Fuyu Persimmons, oranges, and avocados.



- **H&H Avocado Packing Company**  
 18040 Lemon  
 Yorba Linda, CA 92886  
 Phone: (800) 422-4113  
 FAX: (714) 528-7662

Services: Buyers, sellers, and packers of avocados.
  
- **Harvest Time Produce**  
 303 Via Del Monte  
 Oceanside, CA 92054  
 Phone: (760) 722-6969  
 FAX: (760) 723-2880

Services: Sell citrus, avocados, fruits, and vegetables.
  
- **Henry Avocado**  
 2355 E. Lincoln Avenue  
 Escondido, CA 92026  
 Phone: (800) 734-3340  
 FAX: (760) 722-0339

Services: Buyers, sellers, and packers of avocados.
  
- **Index Fresh of California**  
 Contact: John Schapp or Jose Avina  
 PO Box 1835  
 Temecula, CA 92593  
 Phone: (800) 728-2180 or (909) 676-8696  
 FAX: (909) 693-4097 FAX

Services: Grower, shipper, and packer. Handles all varieties of avocados in season.
  
- **McDaniel Fruit Co.**  
 965 E. Mission Road  
 Fallbrook, CA 92028  
 Phone: (760) 728-8438  
 FAX: (760) 728-4898

Services: Buyers, sellers, and packers of avocados.
  
- **MK Citrus Packers**  
 9000 Artesian Road  
 San Diego, CA 92127  
 Phone: (858) 756-4059

Services: Growers, shippers, and packers.

- **Rainbow Valley Orchards**

Contact: George Mesa  
5115 5<sup>th</sup> Street  
Fallbrook, CA 92028  
Phone: (760) 723-3911  
FAX: (760) 723-2144

Services: Grove care and management, packing, marketing, and consulting.

- **Sundance Packing Co.**

2231 Willowbrook Drive  
Oceanside, CA 92056  
Phone: (760) 945-9898

Services: Buyers and sellers of citrus, avocados, and exotic fruits. Grove management services and organic grove support for large and small groves.

- **Sundance Natural Foods Co.**

2231 Willowbrook Drive  
Oceanside, CA 92056  
Phone: (760) 945-9898  
FAX: (760) 945-9899 FAX

Services: Growers, sellers, packers, and shippers of organic fruits and vegetables.

- **Valley Center Packing Co., Inc.**

28425 Cole Grade Road  
Valley Center, CA 92082  
Phone: (760) 749-5464

Services: Organic citrus, lemon, Navel, Valencia, grapefruit, and exotic fruits.

- **West Pak Avocado Co., Inc.**

42322 Avenida Alvarado Street  
Temecula, CA 92590  
Phone: (800) 266-4414  
FAX: (909) 694-8388

Services: Growers, buyers, sellers, and packers of avocados.

## **D. Brokers, Packers, Processors and Shippers of Fruits and Vegetables in San Diego County**

- **American Mushroom Company, Inc. / American Produce Distributors, Inc.**  
444 6<sup>th</sup> Avenue  
San Diego, CA 92101  
Phone: (619) 234-6551 or (619) 239-2737  
Fax: (619) 234-4655  
  
Services: Wholesale produce, receiver, jobber, food service
  
- **Andrews Brokerage Company, Inc.**  
604 L Street  
PO Box 148  
San Diego, CA 92101  
Phone: (619) 233-7112  
  
Services: Vegetable wholesaler
  
- **Saikhon Diane**  
800 Silverado  
La Jolla, CA 92037  
Phone: (858) 551-5770  
  
Services: Fruit and vegetable growers and shippers
  
- **Sundance Natural Foods**  
2231 Willowbrook Drive  
Oceanside, CA 92056  
Phone: (760) 945-9898  
FAX: (760) 945-9899  
  
Services: Grower, seller
  
- **Baja Produce**  
620 Island Avenue  
San Diego, CA 92101  
Phone: (619) 233-0772  
FAX: (619) 233-1228  
  
Services: Importer, fruit and vegetable wholesaler, receiver
  
- **Brothers Market Inc.**  
2591 Faivre  
Chula Vista, CA 91911  
Phone: (935) 575-3096  
FAX: (935) 575-3118  
  
Services: Jobber

- **Coast Citrus Distributors, Inc.**  
 7597 Bristow Court  
 San Diego, CA 92173  
 Phone: (935) 661-7950  
 FAX: (935) 661-7965

Services: Wholesaler, distributor of fruits and vegetables
- **FV Products**  
 2133 Logan Avenue  
 San Diego, CA 92113-0624  
 Phone: (619) 231-6761  
 FAX: (619) 231-8415

Services: Receiver and Jobber
- **GAC Produce Company, Inc.**  
 8671 Lone Star Road  
 San Diego, CA 92173  
 Phone: (935) 661-6116

Services: Shipper and Distributor
- **John's Produce**  
 645 K Street  
 San Diego, CA 92101  
 Phone: (619) 232-3189

Services: Receiver and Jobber
- **Mellos and Son Inc.**  
 454 Sixth Avenue  
 San Diego, CA 92101  
 Phone: (619) 234-8341

Services: Receiver and Jobber
- **San Diego Produce**  
 377 Seventh Avenue  
 San Diego, CA 92101  
 Phone: (619) 233-0461  
 FAX: (619) 233-0778

Services: Receiver, Jobber, Repacker and Food Services
- **Stires Recording Thermometer Co.**  
 PO Box 85066  
 San Diego, CA 92186  
 Phone: (858) 453-1100  
 FAX: (858) 453-7851

Services: Recording thermometers for fruit and vegetable shipping.

- **T R Produce Inc.**

808 J Street  
San Diego, CA 92101  
Phone: (619) 239-2225

Services: Receiver and Jobber

- **William Ag Commodities Brokerage Inc.**

808 J Street  
San Diego, CA 92101  
Phone: (619) 234-4223  
FAX: (619) 234-4233

Services: Broker, Receiver and Terminal Market Broker

## E. Wholesalers & Shippers of Floral and Ornamental Floriculture Products in San Diego County

- **Allan Stanley Green Houses, Inc.**

Shipping

2521 Oceanside Blvd.  
Oceanside, CA 92054

Mailing

2964 Greenwich Street  
Carlsbad, CA 92008

Phone: (760) 436-1377

FAX: (760) 436-4289

Services: Wholesaler and Shipper

- **Bill Suyeyasu**

40800 Encyclopedia Circle

PO Box 14618

Freemont, CA 94539

Phone: (510) 623-1048 or (800) 538-8465

FAX: (510) 623-1274

Email: [sales@bswf.com](mailto:sales@bswf.com)

Services: Wholesaler

- **Blue Pacific Wholesale Florist, Inc.**

2231 Willowbrook Drive, Suite A

Oceanside, CA 92056

Phone: (760) 945-8805

FAX: (760) 945-9226

Services: Wholesaler

- **C & J Cactus Nursery, Inc.**

2369 E. Vista Way

Vista, CA 92084

Phone: (760) 724-6848

FAX: (760) 724-6671

Services: Wholesaler and Shipper

- **Cal-America's Wholesale Florist**

5600 Avenida Encinas, #39 & #45

Carlsbad, CA 92008

Phone: (800) 878-9909 or (760) 431-9899

FAX: (760) 431-9866

Services: Wholesaler and Shipper

- **California Protea Management**  
 31390 Regina Glen  
 Valley Center, CA 92082  
 Phone: (760) 742-3203  
 FAX: (760) 742-8708  
 Email: [protea@adnc.com](mailto:protea@adnc.com)  
 Services: Wholesaler and Shipper
- **Coast Floral**  
 5600 Avenida Encinas, #2  
 Carlsbad, CA 92008  
 Phone: (760) 438-8661  
 FAX: (760) 438-8189  
 Services: Wholesaler and Shipper
- **D & M Wholesale**  
 1262 Torrey Drive  
 Encinitas, CA 92024  
 Phone: (760) 942-7304  
 FAX: (760) 942-7302  
 Services: Wholesaler and Shipper
- **Dramm & Echter, Inc.**  
 1145 Sidonia Street  
 PO Box 230816  
 Encinitas, CA 92024  
 Phone: (760) 436-0188  
 FAX: (760) 436-2974  
 Services: Wholesaler and Shipper
- **Fisher Farms, Inc.**  
 PO Box 2016  
 Buellton, CA 93427  
 Phone: (805) 735-1598  
 FAX: (805) 736-0912  
 Services: Wholesaler
- **Floral Express**  
 5825 Avenida Encinas, Suite #107  
 Carlsbad, CA 92008  
 Phone: (760) 931-6600  
 FAX: (760) 931-5959  
 Email: [ghardenfloralexpress.com](mailto:ghardenfloralexpress.com)  
 Services: Wholesaler and Shipper

- **Flowers by Hi/Lo**  
 6211 Yarrow Drive, Suite #F  
 Carlsbad, CA 92008  
 Phone: (760) 438-4937  
 FAX: (760) 438-1862

Services: Wholesaler and Shipper
  
- **Flowers by Lora & Co.**  
 5600 Avenida Encinas, #14  
 Carlsbad, CA 92008  
 Phone: (760) 431-9303  
 FAX: (760) 431-7763

Services: Wholesaler and Shipper
  
- **Francis Biddle International**  
 516 La Costa Avenue  
 La Costa, CA  
 PO Box 232506  
 Leucadia, CA 92023  
 Phone: (760) 436-4101 or (760) 436-1875  
 Email: [biddle@electriciti.com](mailto:biddle@electriciti.com)

Services: Wholesaler and Shipper
  
- **Gish's Pacific Flowers, Inc.**  
 1205 Santa Fe Drive  
 Encinitas, CA 92024  
 Phone: (760) 753-2259

Services: Wholesaler and Shipper
  
- **Green Valley Nurseries, Inc.**  
 9928 Protea Gardens Drive  
 Escondido, CA 92026  
 Phone: (760) 737-2170  
 FAX: (760) 737-2172

Services: Wholesaler and Shipper
  
- **H-M Flowers, Inc.**  
 425 Santa Fe Drive  
 Encinitas, CA 92024  
 Phone: (760) 944-5800  
 FAX: (760) 632-1975

Services: Wholesaler and Shipper



- **Mayesh Wholesale Florist, Inc.**  
 5540 West 104<sup>th</sup> Street  
 Los Angeles, CA 90045  
 Phone: (310) 348-4921  
 FAX: (310) 348-4933

Services: Wholesaler and Shipper
  
- **Mellano & Company**  
 734 Wilshire Road  
 PO Box 100  
 San Luis Rey, CA 92068  
 Phone: (800) MELLANO or (800) 635-5266 or (760) 433-9550  
 FAX: (760) 433-6721

Services: Wholesaler and Shipper
  
- **North County Wholesale Floral**  
 101 W. Second Avenue  
 Escondido, CA 92025  
 Phone: (760) 634-1161

Services: Wholesaler
  
- **Obra Verde Growers**  
 10916 Mystery Mountain Road  
 Valley Center, CA 92082  
 Phone: (760) 749-2050  
 FAX: (760) 749-7471

Services: Wholesaler
  
- **Rancho Del Mar Wholesale**  
 2530 Pioneer Avenue  
 Vista, CA 92083  
 Phone: (760) 598-0045  
 FAX: (760) 598-0362  
 Email: [ranchodel@aol.com](mailto:ranchodel@aol.com)

Services: Wholesaler and Shipper
  
- **Rich & Benny's Wholesale Flowers**  
 5600 Avenida Encinas, #47  
 Carlsbad, CA 92008  
 588 Euclid Avenue  
 San Diego, CA 92114  
 Phone: (760) 431-8338  
 FAX: (760) 431-5510

Services: Wholesaler and Shipper

- **San Diego County Flower & Plant Auction**  
 5600 Avenida Encinas, #42  
 Carlsbad, CA 92008  
 Phone: (760) 931-1600  
 FAX: (760) 931-0492

Services: Wholesaler and Shipper
  
- **San Marcos Wholesale Flowers, Inc.**  
 449 Buena Creek Road  
 San Marcos, CA 92069  
 Phone: (760) 591-9692  
 FAX: (760) 591-4376

Services: Wholesaler
  
- **Sea Coast Greenhouses**  
 680 Normandy Road  
 PO Box 232536  
 Leucadia, CA 92024  
 Phone: (800) 948-0808 or (760) 753-4435  
 FAX: (760) 753-3296

Services: Wholesaler and Shipper
  
- **Selective Growers**  
 3323 Fosca Street  
 Carlsbad, CA 92008  
 Phone: (760) 436-7456  
 FAX: (760) 436-4769  
 Email: [agphil@aol.com](mailto:agphil@aol.com)

Services: Wholesaler and Shipper
  
- **Tayama Wholesale Florist**  
 5600 Avenida Encinas, #6 & #7  
 Carlsbad, CA 92008  
 Phone: (760) 931-8038  
 FAX: (760) 931-9032

Services: Wholesaler
  
- **Thompson Rose Co., Inc.**  
 8000 Poinsettia Lane  
 PO Box 1487  
 Carlsbad, CA 92008  
 Phone: (760) 438-1189  
 FAX: (760) 438-9335  
 Email: [thomprose@aol.com](mailto:thomprose@aol.com)

Services: Wholesale and Shipper

- **T.R. Tropicals, Inc.**  
3110 Scott Street  
Vista, CA 92083  
Phone: (760) 598-2299  
FAX: (760) 598-2953  
  
Services: Wholesaler and Shipper
  
- **Vista Wholesale Florist, Inc.**  
2521 Oceanside Blvd.  
Oceanside, CA 92054  
Phone: (760) 757-3196  
FAX: (760) 722-3104  
  
Services: Wholesaler and Shipper
  
- **Yoder Sales**  
12333 Holland Road  
Poway, CA 92064  
Phone: (858) 486-1836  
FAX: (858) 486-3554  
Email: [jsblood@ibm.net](mailto:jsblood@ibm.net)  
  
Services: Wholesaler
  
- **Zorro Protea Farms**  
8878 Artesian Road  
San Diego, CA 92127  
PO Box 27587  
San Diego, CA 92198-1587  
Phone: (800) 445-9001 or (858) 756-2400  
FAX: (858) 759-1826  
  
Services: Wholesaler and Shipper

## F. Agricultural Supplies and Services in San Diego County

- **A-1 Irrigation Inc.**  
28511 Cole Grade Road  
Valley Center, CA 92082  
Phone: (760) 749-1213
  
- **Agricultural Supply, Inc.**

<u>Escondido</u> 1435 Simpson Way Escondido, CA 92029 Phone: (760) 737-2442	<u>San Diego</u> 2310 Marconi Court San Diego, CA 92073 Phone: (935) 661-6660
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- **Agri Chemical and Supply**  
2002 Oceanside Blvd.  
Oceanside, CA 92054  
Phone: (760) 757-1840
  
- **Encinitas Grower Supplies, Inc.**  
5600 Avenida Encinas, #43  
Carlsbad, CA 92008  
Phone: (760) 944-5815  
FAX: (760) 944-5817
  
- **Fallbrook Fertilizer**  
215 W. Fallbrook Street  
Fallbrook, CA 92028  
Phone: (760) 728-6717
  
- **Fruit Growers Supply Co.**  
31034 Valley Center Road  
Valley Center, CA 92082  
Phone: (760) 749-9751
  
- **Grangetto's Farm and Garden Supply Co.**

<u>Escondido</u> 1105 W. Mission Avenue Escondido, CA 92025 Phone: (760) 745-4671	<u>Fallbrook</u> 530 E. Alvarado Fallbrook, CA 92028 Phone: (760) 728-6127
<u>Valley Center</u> 29219 Juba Road Valley Center, CA 92082 Phone: (760) 749-1828	<u>Encinitas</u> 203 S. Rancho Santa Fe Road Encinitas, CA 92024 Phone: (760) 944-5777

- **Hicks Farm Supply, Inc.**  
 999 Linda Vista Drive  
 San Marcos, CA 92069  
 Phone: (760) 727-9860
  
- **L & M Fertilizer**  
 1043 E. Mission Road  
 Fallbrook, CA 92028  
 Phone: (760) 728-1400
  
- **Roberts Irrigation Products, Inc.**  
 700 Rancheros Drive  
 San Marcos, CA 92069-3007  
 Phone: (760) 744-4511 or (800) 685-5557  
 FAX: (760) 744-0914
  
- **Target Specialty Products**  
 7675 Formula Pl., #D  
 San Diego, CA 92121  
 Phone: (858) 586-1933 or (800) 237-5233
  
- **Turf Partners**  
 10730 Thornmint Road  
 San Diego, CA 92127  
  
 Phone: (858)675-2585
  
- **United Horticultural Supply**  
 1011 E. Third  
 Corona, CA 91719  
 Phone: (909) 371-4388  
 (909) 371-5960 FAX
  
- **Van Waters & Rogers**  
 1041 Santa Queta  
 Solana Beach, CA 92075  
 Phone: (619) 262-0711  
 FAX: (619) 474-2820
  
- **Western Farm Service**  
 1015 Linda Vista Drive, Bldg. B  
 San Marcos, CA 92069  
 Phone: (760) 744-1750 or (800) 223-4749
  
- **Wilbur Ellis Co.**  
 696 Naples  
 Chula Vista, CA 91911  
 Phone: (935) 422-5321 or (800) 937-3446

## G. Agricultural Testing Laboratories

- **Agri Service**  
2142 B Industrial Court  
Vista, CA 92083  
Phone: (760) 727-5451  
Testing Available: Soil, Water and Plant
- **Clarkson Laboratory & Supply, Inc.**  
350 Trousdale Drive  
Chula Vista, CA 91910  
Phone: (619) 425-1993  
Testing Available: Soil and Water
- **Environmental Engineering Lab**  
3538 Hancock Street  
San Diego, CA 92110  
Phone: (619) 298-6131  
Testing Available: Soil and Water
- **Fallbrook Ag-Labratory, Inc.**  
455 E. Alvarado  
Fallbrook, CA 92028  
Phone: (760) 728-4828  
Testing Available: Soil, Water and Plant
- **Pacific Analytical, Inc.**  
6349 Paseo Del Lago, #102  
Carlsbad, CA 92009  
Phone: (760) 931-1766  
Testing Available: Soil, Water, Air and Plant
- **Soil & Plant Laboratory, Inc.**  
1594 North Main Street  
PO Box 6566  
Orange, CA 92863-6566  
Phone: (714) 282-8777 or (714) 282-8575  
E-Mail: [soillab@flash.net](mailto:soillab@flash.net)  
Testing Available: Soil, Plant and Water
- **Southern California Soil & Testing, Inc.**  
Mail:  
PO Box 600627  
San Diego, CA 92160  
Lab:  
6280 Riverdale Street  
San Diego, CA 92120  
  
Phone: (619) 280-4321  
Testing Available: Soil, Water and soil compaction

## H. Agricultural Consultants

- **Bartlett Agri-Enterprises, Inc.**  
Grove Services  
308 Industrial Way  
Fallbrook, CA 92028  
Phone: (760) 728-2508
  
- **California Protea Management**  
31390 Regina Glen  
Valley Center, CA 92082  
Phone: (760) 742-3203  
FAX: (760) 742-8708
  
- **Crop Inspection Service**  
917 Vale View Drive  
Vista, CA 92083  
Phone: (760) 941-5158
  
- **Gary King, Horticultural Consultant & Plant Disease Diagnostics**  
1321 Hodges Road  
Oceanside, CA 92056  
Phone: (760) 941-7409
  
- **Knott's Horticultural Consulting Service**  
5141 Guild  
La Mesa, CA 91942  
Phone: (935) 466-7810
  
- **Obre Verde Growers, Joe Walker, Owner**  
10916 Mystery Mountain Road  
Valley Center, CA 92082  
Phone: (760) 749-2050
  
- **Pacific Consultants**  
8361 Vickers Street  
San Diego, CA 92111  
Phone: (858) 505-0301
  
- **Professional Grove Service**  
PO Box 82  
Fallbrook, CA 92028  
Phone: (760) 723-2980

## **I. Water Districts of San Diego County**

- **Carlsbad Municipal Water District**  
5950 El Camino Real  
Carlsbad, CA 92008  
Phone: (760) 438-2722
  
- **City of Del Mar**  
1050 Camino Del Mar  
Del Mar, CA 92014  
Phone: (858) 755-9313
  
- **City of Escondido**  
Utilities Division  
201 N. Broadway  
Escondido, CA 92025  
Phone: (760) 741-4657
  
- **Fallbrook Public Utility District**  
PO Box 2290  
Fallbrook, CA 92088-2290  
Phone: (760) 728-1125
  
- **Helix Water District**  
7811 University Avenue  
La Mesa, CA 91941  
Phone: (619) 460-0585
  
- **City of Oceanside Water Utilities Department**  
300 North Coast Highway, Building B  
Oceanside, CA 92054  
Phone: (760) 966-4850
  
- **Olivenhain Municipal Water District**  
1966 Olivenhain Road  
Encinitas, CA 92024  
Phone: (760) 753-6466
  
- **Otay Water District**  
2554 Sweetwater Springs Blvd.  
Spring Valley, CA 91978  
Phone: (935) 670-2222
  
- **Padre Dam Municipal Water District**  
PO Box 719003  
Santee, CA 92072  
Phone: (935) 448-3111



- **City of Poway, Public Services Department**  
 PO Box 789  
 Poway, CA 92074-0789  
 Phone: (858) 679-5415
  
- **Rainbow Municipal Water District**  
 PO Box 2500  
 Fallbrook, CA 92088  
 Phone: (760) 728-1178
  
- **Ramona Municipal Water District**  
 105 Earlham Street  
 Ramona, CA 92065-1599  
 Phone: (760) 789-1330
  
- **Rincon Del Diablo Municipal Water District**  
 1920 N. Iris Lane  
 Escondido, CA 92026  
 Phone: (760) 745-5522
  
- **City of San Diego**  
 Water Department  
 San Diego, CA 92187-0001  
 Phone: (619) 515-3500
  
- **San Dieguito Water District**  
 PO Box 231010  
 Encinitas, CA 92023-1010  
 Phone: (760) 633-2650
  
- **Santa Fe Irrigation District**  
 PO Box 409  
 Rancho Santa Fe, CA 92067  
 Phone: (858) 756-2424
  
- **Sweetwater Authority**  
 (City of National City & South Bay Irrigation District)  
 PO Box 2328  
 Chula Vista, CA 91912-2328  
 Phone: (935) 420-1413
  
- **Vallecitos Water District**  
 201 Vallecitos De Oro  
 San Marcos, CA 92069  
 Phone: (760) 744-0460

- **Valley Center Municipal Water District**  
PO Box 67  
Valley Center, CA 92082  
Phone: (760) 749-1600
  
- **Vista Irrigation District**  
202 W. Connecticut Avenue  
Vista, CA 92083-3596  
Phone: (760) 806-3100
  
- **Yuima Municipal Water District**  
PO Box 177  
Pauma Valley, CA 92061  
Phone: (760) 742-3704

### **DISCLAIMER**

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