

California Department of Food and Agriculture
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It is my pleasure to present the 2024 Annual Crop Report for San Mateo County pursuant to Section 2279 of the California Food and Agricultural Code. The total estimated gross value of San Mateo County's agricultural production in 2024 was \$106,488,000, marking a 7.6% increase from 2023. It is important to note this gross value does not represent net profit or loss, as it does not account for inputs such as labor, packaging, transportation, and other production costs.

Overall, all commodity groups experienced increased production value, apart from Forest Products and Livestock and Apiary Products. Livestock showed the largest value gain due to a rise in the total number of cattle, pigs, and poultry sold. While the value of agricultural production is up, the number of acres in production in San Mateo County has decreased over time. When comparing the total acres in production for 2024 to 2014, excluding pasture and rangeland, acreage has decreased by 20%.

Significantly, this year's growing season faced no major issues, a welcome relief for our agricultural community. The upward trend in rainfall, which increased by 25% compared to the 20-year average, provided much-needed hydration to the fields and contributed positively to a stable growing season.

This report is further enriched by the artistic contributions of our local youth. The cover and various sections feature the art from San Mateo County's middle and high school students. This year's cover art, titled "Moo-ve Over!" was created by Soleil Louie, an exceptional artist whose work beautifully captures the diverse agricultural landscape of the coast with a delightful sense of humor.

I extend my gratitude to all contributors for making this report a reality, specifically Michael Wong, along with our growers and ranchers whose diligence and cooperation were invaluable. Their combined efforts ensure the accurate representation of our county's agricultural contributions.

Sincerely,

Koren J. Widdel

KourjWiddel

Agricultural Commissioner

Sealer of Weights and Measures



County of San Mateo Department of Agriculture/Weights & Measures

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1st Place: Soleil Louie 2nd Place: Krisha Gupta

3rd Place: Sathini Senthilkumar

COVER ART CONTEST

1st Place: \$500



Artist: Soleil Louie
Title: Moo-ve Over!

Grade: 10 Medium: acrylic

Soleil is a sophomore at Mercy High School. She enjoys playing golf and has an interest in art, science, and math. She hopes to become a doctor, dentist, or engineer.

3rd Place: \$200



Artist: Sathini Senthilkumar **Title:** The Paradise of Agriculture

Grade: 11 **Medium:** acrylic

Sathini is a junior at Aragon High School. She likes to play the piano and badminton. In the future, she wants to pursue a career in computer science and graphic design.

throughout this report as honorable mentions due to the impressive quality of the contest entries.

Claire Xie, Crystal Springs Uplands Middle School - Page 5
Poema Bowen, San Mateo High School - Page 6
Ava Satterwhite, Sequoia High School - Page 8
Ness Zelony, San Mateo High School - Page 9
Angela Wu, Borel Middle School - Page 16
Yehui Li, Westmoor High School - Page 17
Emily Cisco, Hillview Middle School - Back Cover

Honorable Mentions

The San Mateo County Department of Agriculture/Weights & Measures hosted its second annual cover art contest to highlight some of the top agricultural commodities produced within the county. The purpose of this contest was to develop a greater appreciation of agriculture through the creation of creative pieces by student artists. Prize money for the top three entrants was donated by the San Mateo County Farm Bureau through the As Fresh As It Gets program (learn more about this program on page 17). The top three entrants' artwork submissions are featured on this page, and additional artwork is also featured

2nd Place: \$300



Artist: Krisha Gupta Grade: 9

Title: A Farmer's Fresh Harvest Medium: colored pencils

Krisha is a freshman at San Mateo High School. During

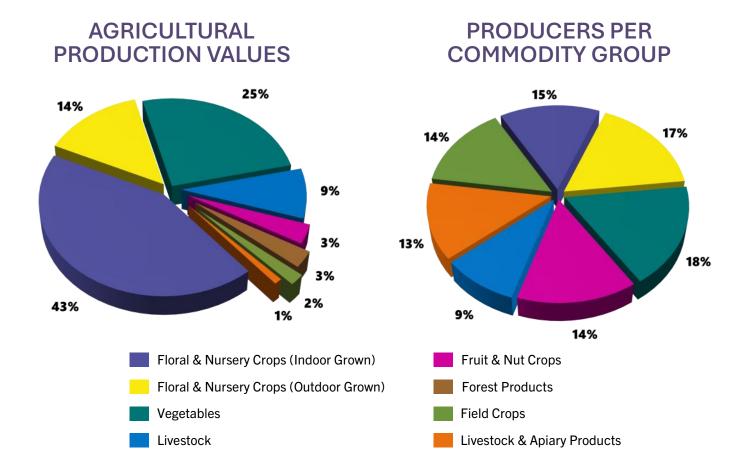
her spare time, she enjoys reading, drawing, and

crocheting.

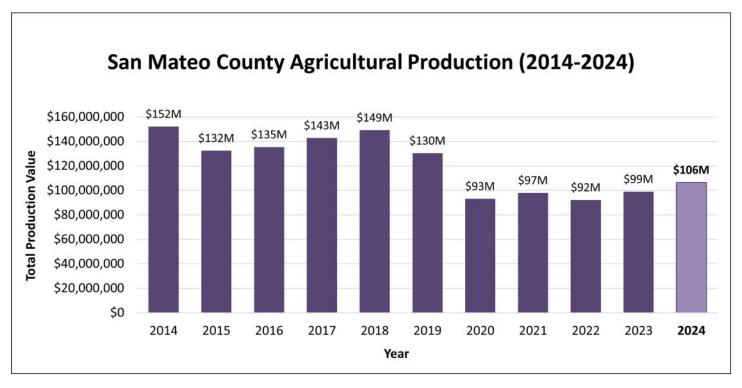
OVERVIEW

GROSS PRODUCTION VALUE

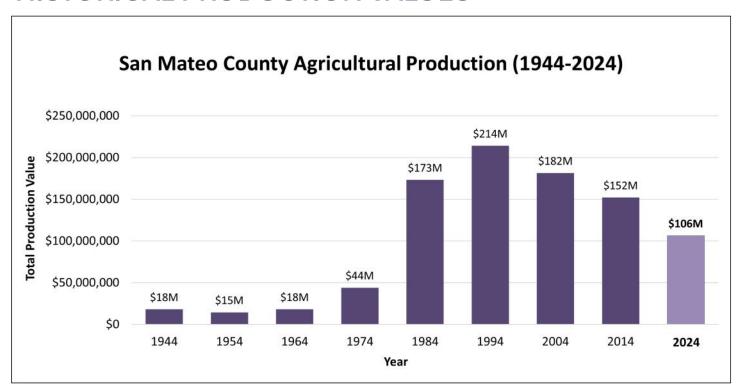
Commodity Group	2024	2023
Floral and Nursery Crops	\$60,772,000	\$55,291,000
Vegetables	\$27,020,000	\$26,808,000
Livestock	\$9,089,000	\$6,583,000
Fruit and Nut Crops	\$3,510,000	\$3,353,000
Forest Products	\$3,061,000	\$3,759,000
Field Crops	\$1,993,000	\$1,818,000
Livestock Products and Apiary	\$1,043,000	\$1,357,000
PRODUCTION TOTAL	\$106,488,000	\$98,969,000



10 YEAR PRODUCTION VALUES



HISTORICAL PRODUCTION VALUES



INDOOR GROWN

Crop	Year	Square Feet	Total Value
Clausering and Calings Datte d Dlaute 1	2024	1,892,000	\$38,016,000
Flowering and Foliage Potted Plants ¹	2023	1,926,000	\$32,171,000
Cut Flowers ²	2024	345,000	\$447,000
Cut riowers	2023	745,000	\$1,544,000
Padding Dianta Cuttings Others	2024	401,000	\$7,409,000
Bedding Plants, Cuttings, Other ³	2023	592,000	\$7,442,000
INDOOR GROWN FLORAL AND	2024	2,638,000	\$45,872,000
NURSERY CROP TOTAL	2023	3,263,000	\$41,157,000

¹Includes begonias, lilies, orchids, poinsettias, succulents, etc.

Indoor grown floral/nursery crops increase in total production value

Indoor grown floral and nursery crop production value increased by about 11% despite a reduction in square footage by 19%. This overall reduction in area is attributable to the large decrease of indoor cut flower production in 2024 within San Mateo County. Producers of cut flowers in greenhouse settings have become increasingly rare in the county as imported flowers have gained a competitive edge since the 1990s due to the Andean Trade Preference Act that authorized cut flowers to be imported duty-free. This has resulted in a notable shift in greenhouse usage to other types of agricultural and horticultural production.



Claire Xie

²Includes alstroemerias, freesias, hemp, lilies, ranunculus, etc.

³Includes herbs, seeds, succulents, vegetables, etc.

FLORAL/NURSERY CROPS

OUTDOOR GROWN

Crop	Year	Acres	Total Value
Ornamantal Nursamy Stack1	2024	71	\$11,043,000
Ornamental Nursery Stock ¹	2023	80	\$10,925,000
Christmas Troos (out)	2024	147	\$365,000
Christmas Trees (cut)	2023	143	\$454,000
Cut Flowers ²	2024	184	\$3,492,000
Cut rtowers	2023	180	\$2,755,000
OUTDOOR GROWN FLORAL AND	2024	402	\$14,900,000
NURSERY CROP TOTAL	2023	403	\$14,134,000

¹Includes herbaceous perennials, shrubs, and trees.

Outdoor grown floral/nursery crop production value remains steady

Despite some category fluctuations in acreage and production value, outdoor grown floral and nursery crop area and value remained relatively constant in 2024. A decrease in acreage from ornamental nursery stock was counteracted by increases in acreage from Christmas trees and cut flowers. Similarly, a decrease in Christmas tree production value was counteracted by increases in ornamental nursery stock and cut flower value. Producers of outdoor grown floral and nursery crops continue to make their mark in the county even with increased market competition.



Poema Bowen

²Includes dahlias, hydrangeas, ranunculus, sunflowers, etc.

Vegetable Crops Total: \$27,020,000

VEGETABLE CROPS

	<u>PRODUCTION</u>					<u>VALUE</u>	
Crop	Year	Acres	Per Acre	Total	Unit	Per Unit	Total
Artichokes	2024	28	2.30	64	Ton	\$3,058	\$196,000
Articilores	2023	30	2.14	64	Ton	\$2,805	\$180,000
Poons Fove	2024	90	1.87	168	Ton	\$2,161	\$363,000
Beans, Fava	2023	94	3.04	286	Ton	\$2,011	\$575,000
Poons Snon	2024	26	2.29	60	Ton	\$2,602	\$156,000
Beans, Snap	2023	26	2.74	71	Ton	\$2,172	\$154,000
Designation of the state of the	2024	413	11.59	4,787	Ton	\$1,718	\$8,224,000
Brussels Sprouts	2023	419	10.53	4,412	Ton	\$1,817	\$8,017,000
Leeks	2024	52	12.85	668	Ton	\$1,612	\$1,077,000
Leeks	2023	38	13.74	522	Ton	\$1,363	\$711,000
Peas	2024	112	2.15	241	Ton	\$2,596	\$626,000
reas	2023	114	2.15	245	Ton	\$2,505	\$614,000
Pumpkins	2024	170	5.37	913	Ton	\$1,548	\$1,413,000
Pumpkins	2023	173	5.03	870	Ton	\$1,497	\$1,302,000
Miscellaneous ¹	2024	291					\$14,965,000
1 Hoodtanoodo	2023	326					\$15,255,000
VEGETABLE	2024	1,182					\$27,020,000
CROP TOTAL	2023	1,220					\$26,808,000

¹Includes field and indoor grown herbs, kale, lettuce, mushrooms, peppers, squash, tomatoes, etc.

FRUIT AND NUT CROPS

Crop	Year	Acres	Total Value
Wine Croppe Bod Verietale	2024	133	\$2,058,000
Wine Grapes, Red Varietals	2023	135	\$2,035,000
Wine Grapes, White Varietals	2024	36	\$411,000
wille Grapes, writte varietats	2023	40	\$467,000
Miscellaneous¹	2024	117	\$1,041,000
Miscellaneous	2023	115	\$851,000
FRUIT AND NUT	2024	286	\$3,510,000
CROP TOTAL	2023	290	\$3,353,000

¹Includes apples, berries, chestnuts, stone fruits, etc.

Total production value increases for vegetable and fruit/nut crops

Vegetable crop production value increased by 1% in 2024. Increases in production value were seen across all vegetable categories except for fava beans and miscellaneous vegetables. Brussels sprouts, pumpkins, and leeks continue to be the top three vegetable commodities produced in San Mateo County. Similarly, fruit and nut crop production value increased by 5% in 2024 with a notable increase in miscellaneous fruit and nut crop value by 22%. A slight drop in acreage for white varietal wine grapes led to its lower total production value. Red varietal wine grape acreage and total value did not show major changes.



Ava Satterwhite

Livestock Total: \$9,089,000 Livestock Products and Apiary Total: \$1,043,000

Large value increase seen in livestock

Livestock production value increased by 38% in San Mateo County in 2024. This was due to significant increases in the market value of livestock and an increase of total number of livestock head processed and/or sold. In contrast, there was a 40% decrease in the production value of livestock products. Livestock products include beeswax, cheese, eggs, and wool. Within field crop production, dry beans showed a large increase in acreage, production, and production value. Forest products production value decreased by 19%.



Ness Zelony

LIVESTOCK

Commodity	Year	Number Head Sold	Total Value
Cattle and Calves	2024	1,541	\$4,363,000
Cattle and Calves	2023	1,429	\$3,012,000
Oale au 1	2024	125,609	\$4,726,000
Other ¹	2023	106,810	\$3,571,000
	2024	127,150	\$9,089,000
LIVESTOCK TOTAL	2023	108,239	\$6,583,000

¹Includes goats, lambs, pigs, poultry, etc.

LIVESTOCK PRODUCTS AND APIARY

Commodity	Year	Production	Per Unit	ALUE Total
Hanou	2024	42,000 lbs	\$11.51	\$483,000
Honey	2023	40,000 lbs	\$10.46	\$418,000
Other ¹	2024			\$560,000
Other	2023			\$939,000
LIVESTOCK PRODUCTS	2024			\$1,043,000
AND APIARY TOTAL	2023			\$1,357,000

¹Includes beeswax, cheese, eggs, wool, etc.

FIELD CROPS/FOREST PRODUCTS

FIELD CROPS

	PRODUCTION				V	<u>ALUE</u>	
Commodity	Year	Acres	Per Acre	Total	Unit	Per Unit	Total
Beans, Dry ¹	2024	180	0.77	139	Ton	\$6,574	\$914,000
bealts, Dry	2023	140	0.61	85	Ton	\$7,692	\$654,000
Grain ²	2024	61	0.50	31	Ton	\$411	\$13,000
Giaili	2023	66	0.60	40	Ton	\$384	\$15,000
Oat & Buo Hay	2024	577	2.00	1,154	Ton	\$207	\$239,000
Oat & Rye Hay	2023	579	2.37	1,372	Ton	\$211	\$289,000
Volunteer Hay	2024	167	1.45	242	Ton	\$113	\$27,000
volunteer may	2023	165	1.39	229	Ton	\$112	\$26,000
Irrigated Pasture	2024	382				\$206	\$79,000
iiiigateu Fasture	2023	351				\$204	\$72,000
Other Pasture	2024	24,860				\$29	\$721,000
Other Pasture	2023	26,286				\$29	\$762,000
FIELD CROP	2024	26,227					\$1,993,000
TOTAL	2023	27,587					\$1,818,000

 $^{^{1}} Includes\ cranberry,\ gigante,\ romano,\ scarlet\ runner,\ etc.$

FOREST PRODUCTS

Year	Board Feet	Total Value
2024	4,418,000	\$3,061,000
2023	7,077,000	\$3,759,000

²Includes barley, oats, quinoa, rye, and wheat.

FISH CATCH

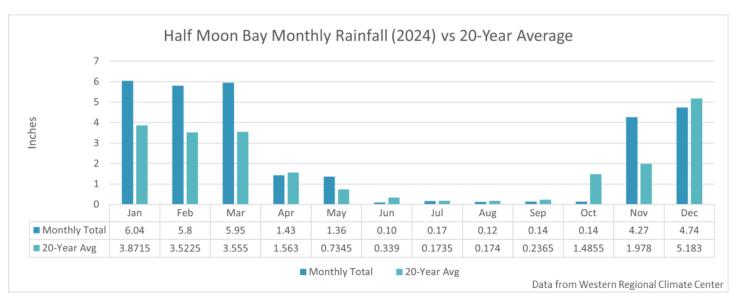
COMMERCIAL FISH CATCH

Species	Year	Pounds	Value	Species	Year	Pounds	Value
Crab,	2024	2,300,064	\$7,995,168	Rockfish,	2024	214,161	\$182,523
Dungeness	2023	1,141,801	\$3,770,037	all	2023	212,596	\$305,618
	2024	18,856	\$65,271	Cablatiah	2024	93,930	\$248,304
Crab, Rock	2023	45,457	\$133,300	Sablefish	2023	81,464	\$224,018
Flounder,	2024	4,062	\$3,366	Salmon,	2024	0*	\$0*
all	2023	4,808	\$4,656	Chinook	2023	0*	\$0*
Halibut,	2024	111,778	\$576,525		2024	171,402	\$169,724
California	2023	97,424	\$484,915	Sole, all	2023	235,580	\$213,693
	2024	1,535	\$1,594	Tuna,	2024	31,576	\$78,651
Lingcod	2023	6,293	\$23,258	Albacore	2023	3,417	\$22,177
	2024	79,911	\$195,312				
Miscellaneous	2023	66,515	\$122,458				
FISH	CATCH	20)24	3,027,275	lbs	\$9,516	6,438
	TOTAL	20)23	1,895,355	lbs	\$5,304	1,130

^{*}The CA Department of Fish and Wildlife canceled commercial salmon fishing in 2023 and 2024 due to past drought conditions impacting salmon populations. Source: CA Department of Fish and Wildlife Poundage Value of Landings, Princeton-Half Moon Bay. Informational only—value is not included in annual report.

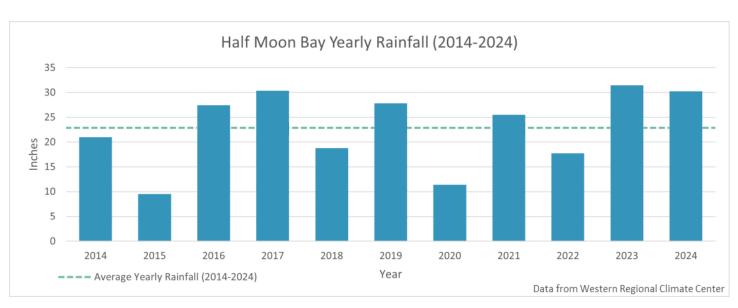
WATER RESOURCES

MONTHLY RAINFALL



The total inches of rainfall in 2024 were up 25% compared to the previous 20-year average in Half Moon Bay. In particular, the months of January through March had up to 40% more inches of rainfall.

YEARLY RAINFALL



There were no major storms or other adverse rainfall conditions within San Mateo County in 2024, resulting in more stable and predictable conditions for agricultural production.

SUSTAINABLE AGRICULTURE REPORT

Sustainable agriculture utilizes farming practices that conserve resources and plant health while ensuring the economic vitality of farms. Activities carried out through programs such as Pest Detection, Pest Exclusion, and Weed Management provide safeguards to maintain livestock and crop health. Early pest detection and proactive management of invasive pests using integrated pest management (IPM) strategies help protect California's agricultural industry and reduces environmental stressors.

PEST DETECTION

Pest Detection staff place and monitor insect traps in San Mateo County to find pests before infestations can take hold and cause major damage. Examples of these traps include: yellow panel traps, Jackson traps, spongy moth delta traps, and Japanese beetle traps. In 2024, 4,793 traps were placed in host plants and serviced 51,668 times by pest detection staff. No insect pests of interest were detected in San Mateo County during this time.

Asian Citrus Psyllid	European Corn Borer
European Grape Vine Moth	European Pine Shoot Moth
Fruit Fly species of Bactrocera, Dacus, Ceratitis, and Anastrepha	Glassy-Winged Sharpshooter
Japanese Beetle	Spongy Moth

PEST EXCLUSION



Pest Exclusion inspections of imported agricultural shipments prevent the introduction and establishment of damaging pests. Exotic pests are regularly intercepted by staff biologists at parcel facilities, San Francisco International Airport, nurseries, and other entry points during daily inspections. Origin certification of shipments are also verified for compliance with plant quarantines, regulations, and entry requirements. When an infested or noncompliant shipment is found, it may be destroyed, reconditioned and released, or returned to the shipper.

PEST EXCLUSION INSPECTIONS

Type of Shipment	Inspected	Rejected	Pests Intercepted
Parcel Carriers	30,044	163	15
Truck	489	3	5
Air	3,037	39	66
Sea Containers	7	0	0
Household Goods (Spongy Moth and Spotted Lanternfly)	6	0	0
Nursery Stock (Glassy-Winged Sharpshooter)	2,534	0	0

In 2024, department biologists intercepted many A-rated and Q-rated insects, weed pests, and plant diseases as confirmed by the California Department of Food and Agriculture (CDFA) Plant Pest Diagnostics Center. A-rated pests and diseases are deemed to have serious economic and environmental impacts if established within the State. Q-rated pests are also suspected to cause harm to agriculture or the environment, though their biology is less fully understood. To prevent these pests from spreading within the agricultural industry and environment, both A-rated and Q-rated pest finds result in regulatory actions of shipment rejection, containment, or destruction.

A-Rated Pests (Number of times intercepted)				
Anastrepha suspensa Caribbean Fruit Fly (3)	Ochetellus glaber Ant (3)			
Aonidiella orientalis Oriental Scale (1)	Pheidole megacephala Big-Headed Ant (5)			
Ceroplastes rusci Fig Wax Scale (1)	Planococcus minor Pacific Mealybug (3)			
Dysmicoccus grassii Mealybug (2)	Pseudaulacaspis cockerelli Magnolia White Scale (1)			
Dysmicoccus neobrevipes Gray Pineapple Mealybug (2)	Solenopsis geminata Tropical Fire Ant (1)			
Maconellicoccus hirsutus Pink Hibiscus Mealybug (1)				

Q-Rated Pests (Number of times intercepted)				
Blattodea Cockroaches (2)	Hymenoptera Ants & Wasps (10)			
Coleoptera Beetles (1)	Lepidoptera Moths & Butterflies (6)			
Gastropoda Slugs & Snails (4)	Unknown Egg Masses and Nymphs (6)			
Hemiptera True Bugs (32)	Weeds (2)			





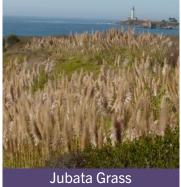
Big-Headed Ant Pink Hibiscus Mealybug

WEED MANAGEMENT

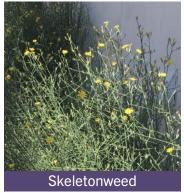
In 2024, the department focused on weed management of pokeweed, fertile capeweed, skeletonweed, jubata grass, and purple loosestrife. Four species of pokeweed (*Phytolacca spp.*) have been found in the county, but *Phytolacca heterotepala* has been found more frequently and in proximity to agricultural lands. Pokeweeds are invasive with widespread dispersal and may cause severe dermatitis. The department surveyed and mapped noxious weeds using Calflora for tracking progress. Weed management projects were also supported. Weed management efforts are discussed at department-led bimonthly meetings with the San Mateo County Weed Management Area group, which serves as a networking forum for local weed managers to share ideas and learn from successes and losses in control efforts.











INDUSTRIAL HEMP AND COMMERCIAL CANNABIS



Two hemp registrations were active in 2024, with a total registered square footage of 620,000 for cultivation and storage. Department biologists performed 3 site visits over the year and took samples to ensure hemp plants were within the allowed THC tolerance of $\leq 0.3\%$ prior to harvest.

Cannabis licenses issued in San Mateo County include: six for small mixed-light, four for medium mixed-light, and three for nursery. Total registered area for commercial cannabis was 262,000 sq ft in 2024.

INTEGRATED PEST MANAGEMENT

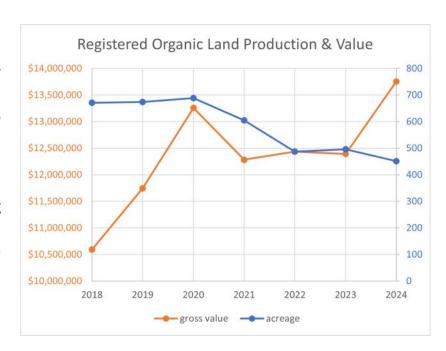
Integrated Pest Management (IPM) is a systematic approach to managing destructive pests and keeping them below economic thresholds. IPM begins with identification and monitoring of target pests and uses interactive control strategies including: natural enemies, biological controls, sanitation, less toxic pesticides, traps, and pheromones to disrupt reproduction. Applying certain IPM practices not only controls pests, but also benefits biodiversity in both the soil and surrounding environment. Crop and grazing rotations, cover crops, and mulching are just a few techniques implemented by agricultural producers that help capture and sequester carbon dioxide. This helps to create healthier soils to support production as well as combat weather impacts of climate change such as extreme fluctuations in soil moisture. San Mateo County growers have received funding for various IPM projects related to techniques such as these in past years.



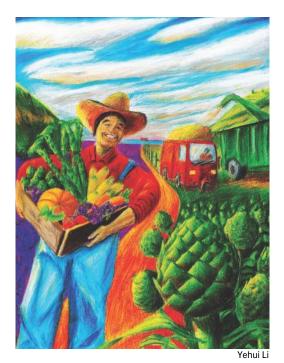
Angela W

ORGANIC FARMING

Organic farming utilizes approved methods of cultural, biological, and mechanical control to produce a variety of agricultural products without the usage of synthetic substances. San Mateo County agricultural land registered with the California Department of Food and Agriculture (CDFA) as organic production was an estimated 451 acres (excluding rangeland) in 2024, totaling an estimated gross production value of \$13,755,000 from 20 registered organic producers. Despite a 45 acre decrease in organic production area in 2024, gross organic production value increased by 11%.



DIRECT MARKETING



Direct sales from producers to consumers provide greater profits for farmers, reduce packaging and transportation, promote the local agricultural economy, and increase access to the freshest produce, flowers, and meat. These avenues include: Certified Farmers' Markets (CFMs), Community Supported Agriculture (CSA), Farm Stands, and U-pick. In 2024 a total of 44 Certified producer's certificates were issued in San Mateo County for producers to sell their agricultural products at CFMs. There were also 23 active CFMs that were inspected 64 times throughout the year to ensure compliance with direct marking laws and regulations.

To find up-to-date locations of Certified Farmers' Markets in San Mateo County, please visit:

https://www.smcgov.org/agwm/find-certified-farmers-market

AS FRESH AS IT GETS

For locals, the knowledge that "local produce" does not just come from California, but also comes directly grown from San Mateo County, can be a strong motivating factor for deciding what to purchase. Keep an eye out for the "As Fresh as it Gets" (AFAIG) logo when visiting local farmers' markets, restaurants, hotels, and farm stands. That logo indicates that the produce or products sold in those establishments are San Mateo County grown. The AFAIG Program connects residents and visitors to San Mateo County's farmers,



and fishermen, and the restaurants and hotels that serve fresh and local products. The program's goals are to increase awareness about San Mateo County's delicious and nutritious fresh products and where to get them, to promote the county as a world-class destination for culinary tourism, and to support the farmers, fishermen, vintners, and brewers who make it all possible.

For more information on the AFAIG Program, please visit:

https://www.thesanfranciscopeninsula.com/fresh-as-it-gets/

WEIGHTS & MEASURES

WEIGHTS AND MEASURES

The other half of the Department's namesake, Weights and Measures, is responsible for the preservation, maintenance, and enforcement of measurement standards (weight, volume, time, distance) necessary for value comparison by consumers and essential for fair competition within industry. This is accomplished by comparing the performance of weighing and measuring devices against certified standards, inspecting prepackaged products to verify label statements, and verifying petroleum products meet the product label standards.



Devices	Inspected	Passed	Failed	Compliance
Gas Station Pumps	4,402	4,327	75	98%
Water, Gas, Electric Submeters	4,625	4,302	323	93%
Small Capacity Scales	1,571	1,544	27	98%
Propane Dispensers	31	31	0	100%

Weights and Measures officials conduct inspections at businesses within San Mateo County that use commercial weighing and measuring devices such as gas station pumps, water, gas, and electric submeters, scales, and propane dispensers. When these commercial weighing and measuring devices comply with all the state laws and regulations, each device is sealed by applying an official San Mateo County seal (see above).

Price Verification	Total
Locations Inspected for Price Accuracy	628
Locations Inspected with Overcharges	18%
Packages Scanned	21,323
Package Overcharges	1%



Each business that uses commercial point-of-sale systems to charge consumers for commodities is also required to be registered and inspected for pricing accuracy. Each of these businesses are required to post a notice (see above) to consumers at each point-of-sale checkout register stating consumers are entitled to the lowest advertised price by the store.

COUNTY OF SAN MATEO
DEPARTMENT of
AGRICULTURE/WEIGHTS & MEASURES
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Emily Cisco