

# California Artichoke Advisory Board

## 2024-2025 Annual Report

### The Board

2022-2027

#### Chair

Ryan Kelly

#### Vice Chair

Bobby Bellew

#### Secretary/Treasurer

Benny Jefferson

#### Members

Zachary Barnes

Saul Lopez

Mike Rutledge

Michael Scattini

#### Alternates

Keith Mallett

Jeff Percy

Adrian Zendejas

The board assists the California Department of Agriculture in the administration of the Marketing Order. All members are producers of California grown artichokes. Membership is at-large and not designated by district, county, or any other subdivision of the state. the California Department of Agriculture makes appointments to the board by considering representation from the state's various production areas.

The California Artichoke Advisory Board has supported the industry in the promotion and research of artichokes since 1960. Its current primary focus is to seek solutions for disease and insect problems through the Artichoke Research Association and for generic promotion of California grown Globe Artichokes

**BUDGET COMPARISON**  
**Year ending June 30, 2025**

	Approved 2024/2025 Budget	2024-2025 Actual	Variance
<b>INCOME</b>			
Beginning Balance Checking	5529.00	5471.74	57.26
<b>ACCOUNT</b>			
Carton Assessment @.06	177,000.00	157,854.35	19145.65
(estimate 2,650,000 cartons)		0.00	0.00
Acreage Assessment	4,100.00	4,007.54	92.46
Other Income	100.00	12.83	87.17
<b>Income total</b>	<b>181200.00</b>	<b>161874.72</b>	<b>19325.28</b>
<b>EXPENDITURES</b>			
Management Service	48,000.00	48,000.00	0.00
Misc. Expense/Bank Fees	290.00	242.15	47.85
Financial Audit	8,175.00	8,325.00	-150.00
Compliance Audit	1,075.00	1,075.00	0.00
Office/Computer Eqp	3,000.00	3,088.89	-88.89
Insurance	1,650.00	1,525.47	124.53
Telephone	500.00	1,259.26	-759.26
Postage	500.00	413.30	86.70
Rent	5,940.00	5,400.00	540.00
Utilities	720.00	720.00	0.00
Travel/Mileage	1,500.00	0.00	1500.00
Promotion	40,000.00	33,300.00	6700.00
Website/Internet Service	900.00	1,156.17	-256.17
<b>Total Operating Expenses</b>	<b>112,250.00</b>	<b>104,505.24</b>	<b>7744.76</b>
<b>Research</b>	<b>29,151.00</b>	<b>29,151.00</b>	<b>0.00</b>
<b>Marketing Branch &amp; Audits</b>	<b>20,500.00</b>	<b>13,905.47</b>	<b>6594.53</b>
<b>Total Research &amp; CDFA Expenses</b>	<b>49,651.00</b>	<b>43,056.47</b>	<b>6594.53</b>
<b>Contingency/Reserves</b>	<b>20,000.00</b>	<b>0.00</b>	<b>20000.00</b>
<b>Total Expenses</b>	<b>181,901.00</b>	<b>147,561.71</b>	<b>34339.29</b>



## Budget Review

At the annual meeting of the California Artichoke Advisory Board (CAAB) on July 1, 2024, an assessment of \$.06 per carton and \$1.00 per acre was approved for the crop year beginning July 1, 2024 through June 30, 2025. The new budget of \$181,901, is \$34,659 less than our previous year.

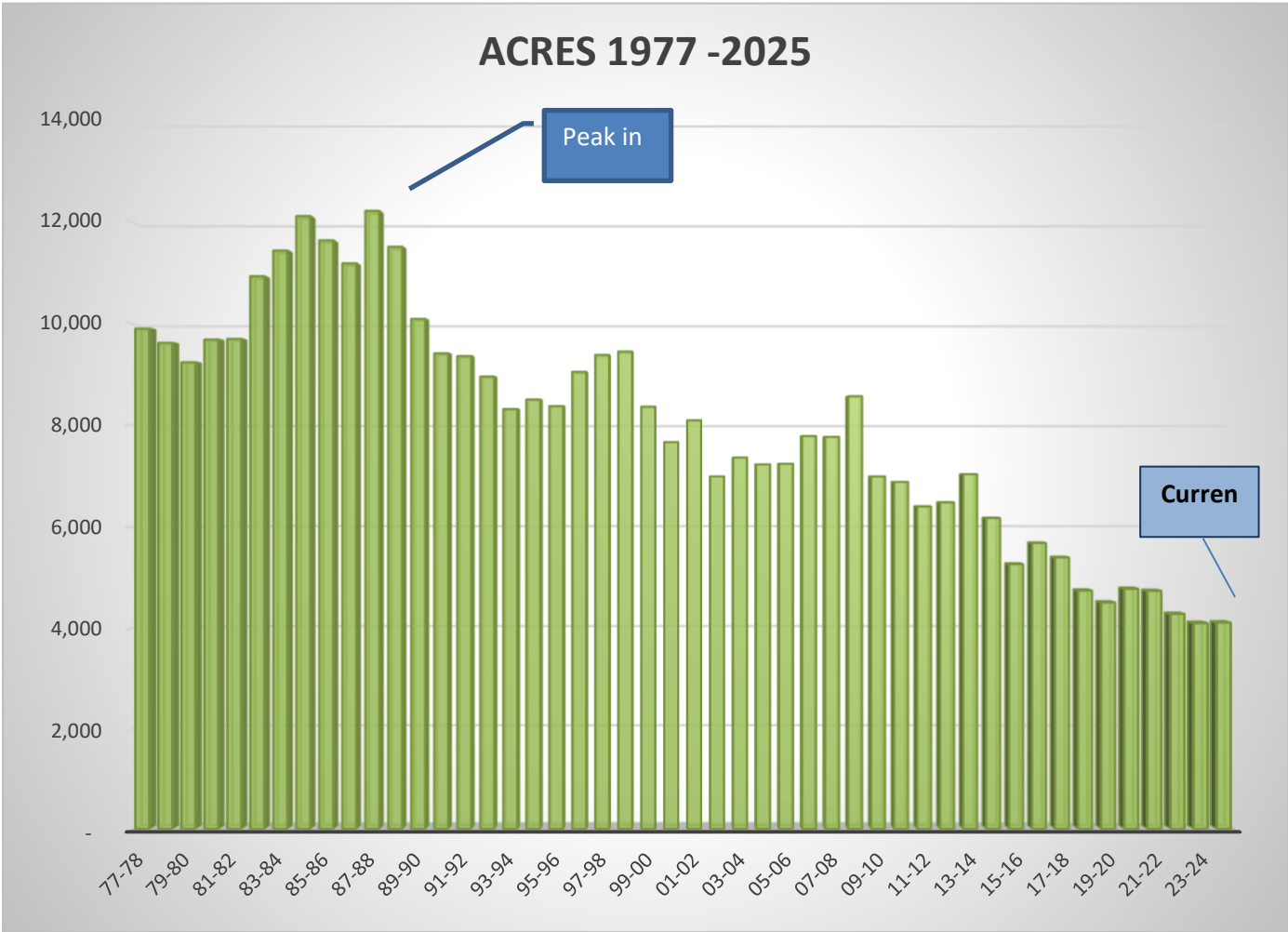
The budget includes funds for Artichoke Research Association in the amount \$52,000 with a carry-over credit from last year leaving a net effect balance of \$29,151, 16% of budget. Research projects identified for the 2024/2025 fiscal year were the continuation of Black Tip and Senstar studies and the addition of Ramularia, Nitrogen and Herbicide/Weed Control studies. The ARA will provide two weather stations and continue membership in the Specialty Crops Council during the 2024/2025 crop year.

The remaining balance of \$159,750 is budgeted for operating expenses at \$79,250, 44% of budget; a marketing and promotion budget of \$40,000 which came in at \$33,300 (18%). Promotions included an Artichoke Festival sponsorship, a digital media campaign on Facebook and Instagram, membership into CA Grown and other miscellaneous promotions.

The California Department of Agriculture Marketing Branch was budgeted at \$20,500. This amount includes shared department overhead and annual compliance audits. Reserves were set at \$20,000 with none being used during the fiscal year.

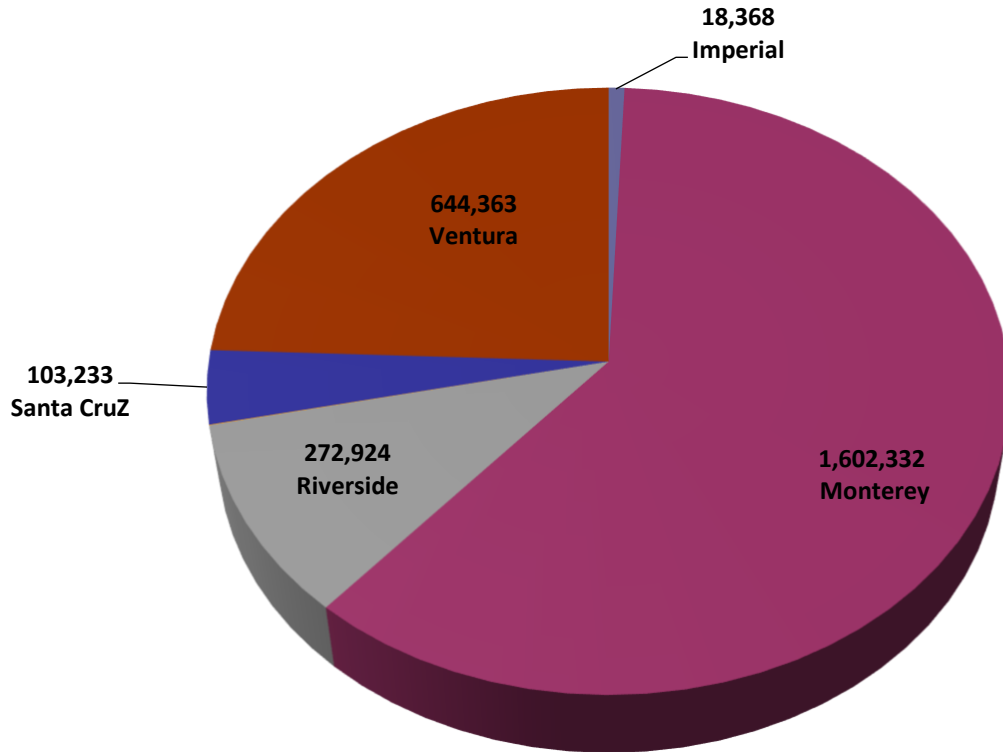
Our overall budget was set at \$181,901. We expended \$147,561 by year end, coming in \$34,339 under budget. The reduction in spending was due in large part to the non-expenditure of our reserves and a reduction in the promotional expenses due to the cancellation of the Artichoke Festival, reducing our sponsorship.

# PRODUCTION



Total acreage for 2024-2025 was 4,121, producing 2,641,594 cartons.

**FY 2024-2025 Cartons  
June 2024 thru May 2025**

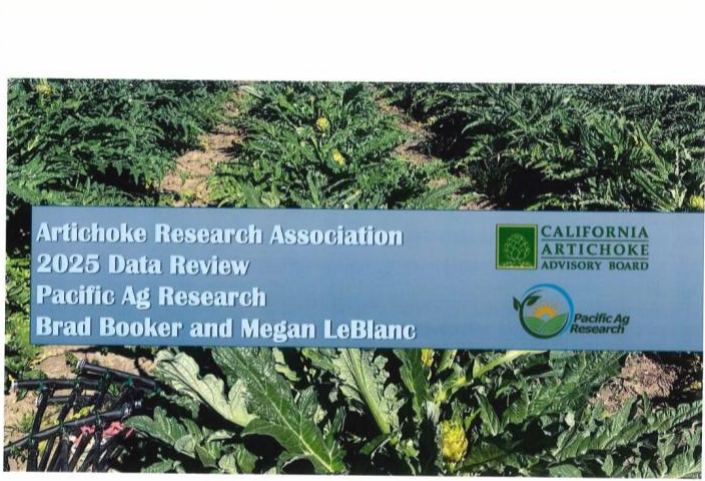


■ Imperial ■ Monterey ■ Riverside ■ San Benito ■ Santa Barbara ■ Santa Clara ■ Santa Cruz ■ Ventura

Cartons		%
Imperial	18,368	15%
Monterey	1,602,332	61%
Riverside	272,924	10%
San Benito	0	0%
Santa Barbara	0	0%
Santa Clara	704	0%
Santa Cruz	103,233	4%
Ventura	644,363	24%
Total	2,641,924	100%

The California Artichoke Advisory Board works closely with and funds artichoke research studies through the Artichoke Research Association.

Listed below are the research projects for the 2024-2025 fiscal year and their findings.



### 2025 Research

Proposed:  
Plume Moth  
N-Rate Fertility  
Lygus – Oxnard  
Black Tip

Executed:  
IPM Program  
N-Rate Fertility

A close-up photograph of a green artichoke head.

### Research Challenges

- Commercial farms
  - Travel
  - Timing
- Staff turnover

A close-up photograph of a green artichoke head.

### IPM Program

A photograph of an artichoke leaf with a small insect on it.

### Treatments

- Untreated Check
- Conventional Standard: Rally 40WSP/Quadris/Inspire Super/Luna Sensation
- "IPM" Program: Serenade Opti/ Microthiol Disperss/ Quadris/Cueva/ Rally 40WSP/Luna Sensation
- Organic Program: Serenade Opti/ Microthiol Disperss/Regalia/Cueva/ Serenade Opti

Location: Ag Metrics, San Luis Obispo

### IPM Program

A bar chart titled "YIELD COUNT PER PLANT" showing the yield per acre for four treatments: Untreated Check, Conventional Program, "IPM" Program, and Organic Program. The chart shows that the "IPM" Program has the highest yield.

Trt. No.	Treatment Name	Yield per Acre
1	Untreated Check	8.2 a 1732.5 a
2	Conventional Program	9.9 a 2098.2 a
3	"IPM" Program	7.6 a 1689.0 a
4	Organic Program	7.3 a 1715.1 a

p-value: 0.2173 0.3048

- Total yields statistically even
- Numerically more cartons/acre in conventional treatment artichokes
- Ramularia and Powdery Mildew controlled

### N-Rate Fertility Test

A close-up photograph of a green artichoke head.

Four fertility treatments with different rates of AN-20 & CAN-17

Added treatment with 10-34-0 (liquid)

Location: Grower Field

## N-Rate Fertility Test

### 1. 250 lb N + 10-34-0 Treatment

Date (Week of)	total N lbs/a	10-34-0 AN20 gal/PLOT	10-34-0 K203 lbs/PLOT	CAN17 gal/PLOT	APP CODE
preplant	0	0	0	0	A
20-Nov	30	5.2	0	0	B
4-Dec	30	5.2	0	0	C
18-Dec	30	5.2	0	0	D
1-Jan	30	7.1	0	0	E
15-Jan	25	5.9	0	0	F
29-Jan	25	5.9	0	0	G
12-Feb	25	1.2	0	0	H
26-Feb	15	0	0	0	I
12-Mar	15	0	0	0	J
26-Mar	15	0	0	0	K
9-Apr	15	0	0	0	L
<b>total</b>	<b>250</b>	<b>0</b>	<b>0</b>	<b>0</b>	



## N-Rate Fertility

### 2. 250 Lb N

Date (Week)	total N lbs/a	AN20 gal/PLOT	CAN17 gal/PLOT	KTS GAL/PLOT
preplant	81	0	0	0
20-Nov	20	4.7	0	0
4-Dec	20	4.7	0	0
18-Dec	20	4.7	0	0
1-Jan	15	3.5	0	0
15-Jan	15	3.5	0	0
29-Jan	15	3.5	0	0
12-Feb	15	0	3.5	0
26-Feb	15	0	3.5	0
12-Mar	15	0	3.5	0
26-Mar	10	0	2.4	0
9-Apr	10	0	2.4	0
<b>total</b>	<b>251</b>	<b>0</b>	<b>0</b>	<b>0</b>



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## N-Rate Fertility

### 3. 350 Lb N

Date (Week of)	total N lbs/a	AN20 gal/PLOT	CAN17 gal/PLOT	KTS GAL/PLOT
preplant	81	0	0	0
20-Nov	30	7.1	0	0
4-Dec	30	7.1	0	0
18-Dec	30	7.1	0	0
1-Jan	25	5.9	0	0
15-Jan	25	5.9	0	0
29-Jan	25	5.9	0	0
12-Feb	25	2.4	3.5	0
26-Feb	20	1.2	3.5	0
12-Mar	20	1.2	3.5	0
26-Mar	20	1.2	3.5	0
9-Apr	20	1.2	3.5	0
<b>total</b>	<b>351</b>	<b>0</b>	<b>0</b>	<b>0</b>



## N-Rate Fertility

### 4. 450 Lb N

Date (Week of)	total N lbs/a	AN20 gal/PLOT	CAN17 gal/PLOT	KTS GAL/PLOT
preplant	81	0	0	0
20-Nov	40	9.4	0	0
4-Dec	40	9.4	0	0
18-Dec	40	9.4	0	0
1-Jan	35	8.2	0	0
15-Jan	35	8.2	0	0
29-Jan	35	8.2	0	0
12-Feb	35	4.7	3.5	0
26-Feb	30	3.6	3.5	0
12-Mar	30	3.6	3.5	0
26-Mar	25	2.4	3.5	0
9-Apr	25	2.4	3.5	0
<b>total</b>	<b>451</b>	<b>0</b>	<b>0</b>	<b>0</b>



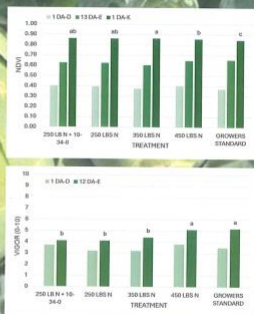
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## N-Rate Fertility

- NDVI (canopy greenness) highest for the 350 lb N-treated plots
- Vigor ratings significantly higher for grower standard (450 lb N) artichokes



## N-Rate Fertility



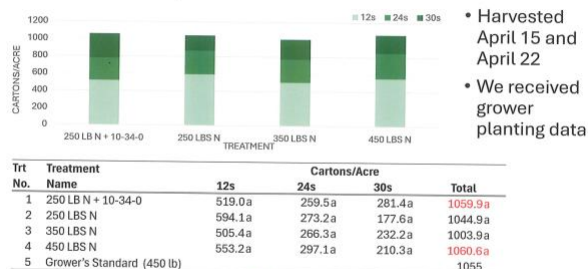
- Vigor ratings significantly higher for grower standard artichokes

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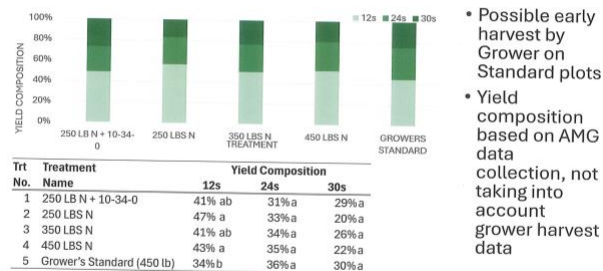
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## N-Rate Fertility



## N-Rate Fertility



- Possible early harvest by Grower on Standard plots
- Yield composition based on AMG data collection, not taking into account grower harvest data

15

13

16

14

## Possible New Work – Ramularia

### 1. Varying rates of wettable sulfur

- Investigate lowest rate for acceptable control
- Investigate length of activity for high rates
- Investigate residue levels on high rates



## Possible New Work – Ramularia

- Investigate commonly used fungicides for return on investment
  - Sulfur/fungicide rotations
  - Fungicide efficacy
  - Mycelial mold control by Hydrogen Peroxide



17

15

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16

## Possible New Work - Ramularia

- Surfactants
  - Investigate usefulness of surfactants in combination with sulfur/fungicides
  - Non-ionic surfactants, seed oils, silicone, etc. could be tested



## Possible New Work - Ramularia

- Above treatments could be tested in a factorial design
- Trials could be replicated in Chualar and Spreckels (Ag Metrics Farms)
- Each treatment is \$2,000 to \$2,500



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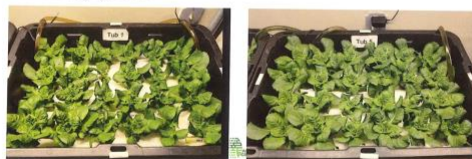
## Possible New Work – APM Sprayable Repellents

- Phase 1 - Screen candidates in greenhouse setting – final design to be determined
- Phase 2 – Successful candidates from Phase 1 will be trialed in cages in the field (release adults) – cages serve to prevent later infestations from confusing the data
- Phase 3 – Successful candidates from Phase 2 can be trialed on commercial farms in large plot studies



## Possible New Work – Calcium Uptake/Black Tip

- Hydroponic assay
  - All or most calcium is removed from system and added with foliar sprays
  - We should be able to see which products work the best when applied to foliage
  - The goal is to determine which products increase calcium concentration in artichoke foliage, if at all



21

19

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## New Work Summary – The number of treatments can be lowered to lower the cost of trial work

Trial	Cost/Unit	# of Treatments	Total
Ramularia	\$2,000	8	\$16,000
APM Phase 1 Method Development	\$4,500	1	\$4,500
APM Phase 1 Treatments	\$1,500	6	\$9,000
APM Phase 2	\$3,000	4	\$12,000
APM Phase 3	\$6,000	3	\$18,000
Calcium Phase 1	\$1,500	6	\$9,000
Calcium Phase 2	\$2,500	3	\$7,500
Total			\$76,000



# PROMOTION

The California Artichoke Advisory Board commits a portion of their budget to promotion and marketing. The reason they were originally formed under the California Marketing Order. They have invested in digital marketing creating a digital imprint through our California Artichoke Advisory Board website, Facebook, Instagram and through the California Grown collaborative marketing campaign.

## California Artichoke Advisory Board's Post



**California Artichoke Advisory Board**

Published by Cynthia Emily Garcia · August 21 ·

From farm to table, artichokes carry more than just flavor, they carry history! 🌱



[See insights and ads](#)

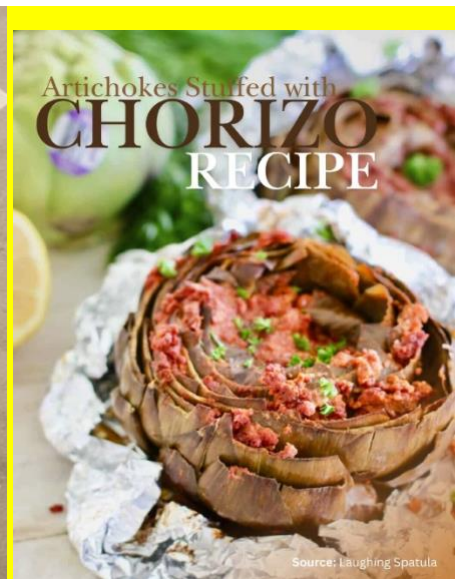
[Boost post](#)

  38

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## How To Eat Artichokes + Everything About Artichokes!

How to eat **artichokes**...and everything else you ever wanted to know about California's State Vegetable. Spoiler: it's super scandalous! **Artichokes** are incredibly popular throughout the nation, and nowhere more so than in California. In fact, they're our official state vegetable. But did you know that this delicious vegetable has an utterly scandalous origin story? T

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## 20+ Recipes that Will Teach You How to Cook Artichokes Like a Pro

Have you ever Googled, "How to cook **artichokes**?" **Artichokes** are one of those vegetables that eludes a lot of home cooks, but today we are seeking to change that as we share 20 recipes that will teach you how to cook **artichokes** like a pro! \*\*\*This post updated 6/2021 with new recipes and content.\*\*\*

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## Wondering "What Is an Artichoke and How Do I Eat It?"

So what is an artichoke exactly? This quirky yet fascinating vegetable often leaves people intrigued, slightly baffled, and perhaps a little choked up too (pun intended). **Artichokes** are incredibly popular throughout the nation, and nowhere more so than in California. In fact, they're our official state vegetable. So get ready to dig in as we get

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## **The end of an era, The Artichoke Festival cancelled indefinitely.... or is it?**

Since 1959, the Monterey Peninsula has come together to celebrate California's official state vegetable, the artichoke. California's artichoke history begins in 1922 when the first artichoke shoots were planted in Castroville. Nearly 100 percent of America's fresh artichoke supply is grown in California. In addition, nearly two-thirds are grown in the small town of Castroville.

The annual Artichoke Festival began in 1959 as a harvest festival to celebrate the iconic artichoke and the region known as the "Artichoke Center of the World." As a result, the festival became a primary source of funding for local non-profit groups that depend upon a successful event for their viability throughout the years.

The California Artichoke Advisory Board is a major sponsor of the festival. In addition, CAAB would host a "Meet the Grower" booth where our growers volunteer their knowledge to answer all questions about artichokes from festival goers. And our CAAB manger has hosted chef demos the ABCs of Artichokes and a presentation/demonstration "Everything You Wanted to Know About Artichokes But Didn't Know to Ask". These covered a variety of topics about artichokes from its history, how to shop for them, their nutritional value, how to prepare them for cooking to the various ways you can cook them.

The Artichoke Festival Board made an announcement in late May 2025 stating they would be cancelling the 2025 Artichoke Festival (which was only weeks away) to the dismay of artichoke lovers. And furthermore, they would not be hosting future festivals.

Since then, a local Castroville agency has held public meetings to garner local interest to bring the beloved festival back to the Artichoke Center of the World. Jump forward to September 2025. In an airing on Local KSBW News it was reported:

## **CASTROVILLE, Calif. —**

**The Castroville Artichoke Festival, a tradition since 1959, is returning to its original location in Castroville after being held in Monterey for the past decade, thanks to community feedback and a unanimous decision.**

"All that legacy is about community and so we decided last night to officially step out and say the wait is finally over," said Jacqueline C. Simon, vice president for North County Recreation Parks District.

The festival will feature two versions next year due to ongoing construction in the area.

"We'll have an official light version because we have current construction going on up and down the street, which we will be utilizing eventually, but we'll have a smaller version and then when that's finished, which will be in about a year, we'll have the other larger, huge one," Simon said.

Residents of Castroville are enthusiastic about the festival's return, with many recalling fond memories.

"We old people remember that good time we had in the festival, so for myself I wish they come back," Rogelio Jimenez said.

Jose Jimenez added, "A lot of people participate in this that would be beautiful, but we are so happy about the parade, we're so happy about the festival."

Board members emphasized that the festival's revival will require collaboration with numerous partners and community supporters to ensure its success.

**WE ARE KEEPING OUR FINGERS CROSSED FOR ALL OUR  
CALIFORNIA ARTICHOKE LOVERS!**



Picture from past Artichoke Festival  
CAAB's Meet the Grower Booth

You can learn more about **California Grown Artichokes** by visiting our digital media sites, where you'll find gorgeous pictures of artichokes, trivia, information and recipes! Don't forget to ❤️ us!

**California Artichoke Advisory Board Website:** [www.artichokes.org](http://www.artichokes.org)

**Facebook page** <https://www.facebook.com/pages/category/Nonprofit-Organization/California-Artichoke-Advisory-Board-129982993683166/>.

**Instagram:** [#californiaartichokeadvisoryboard](#) hashtag on Instagram • [Photos and videos](#)

**CA Grown:** <https://californiagrown.org/?s=artichokes>