



SANTA CRUZ COUNTY 2015 CROP REPORT





COUNTY OF SANTA CRUZ

OFFICE OF THE AGRICULTURAL COMMISSIONER

JUAN HIDALGO

AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS AND MEASURES
DIRECTOR, MOSQUITO AND VECTOR CONTROL

Karen Ross, Secretary, California Department of Food and Agriculture
And

The Honorable Board of Supervisors of the County of Santa Cruz

Bruce McPherson,	5 th District
John Leopold,	1 st District
Zach Friend,	2 nd District
Ryan Coonerty,	3 rd District
Greg Caput,	4 th District

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2015 Crop Report for Santa Cruz County. The report represents estimated acreage, yield, and gross values of agricultural products in Santa Cruz County.

The total gross production value of Santa Cruz County agricultural commodities for 2015 was \$625,438,000. This is a 1.46% increase of \$8,982,000 above the 2014 production value of \$616,456,000. Gross production yield and value is influenced by factors such as weather, labor and the marketplace.

The number one crop in Santa Cruz County remains strawberries, which showed a slight decrease in acreage but a higher production yield than the previous year thanks to an earlier than usual start to the harvesting season. Raspberries, the number two crop, had a slight decrease in production yield but received a higher value per ton than last year. Brussels sprouts had a great year with a slight increase in production and a 35% increase in value per ton.

Unseasonable weather the past two years significantly impacted apple and wine grape production in 2015, and production yields saw a decrease of 50% from the previous year. Other commodities impacted by the weather include the miscellaneous berries. Overall production values remain high thanks to exceptionally fertile soils and consumer demand for high value crops. Many value-added and organically produced commodities are grown in this region. The figures presented are gross values and do not represent net profit or loss experienced by individual growers or industry as a whole. They also do not reflect the total contribution of agriculture to the economy of Santa Cruz County. Processing, transportation, marketing, farm employment, and other farm-related services add significant value and benefits to the local economy.

I would like to express my sincere appreciation to all the farmers, ranchers, boards, commissions, packinghouses and agencies who contributed vital data without which this report would not be possible, and many thanks to my staff for their dedication to compiling and producing the 2015 Santa Cruz County Crop Report.

Respectfully submitted,

Juan Hidalgo
Agricultural Commissioner

THIS YEAR'S CROP REPORT IS DEDICATED TO
MARY LOU NICOLETTI



Mary Lou began her career in agriculture in 1977 where she worked in the wine grape industry in Sonoma County. In 1981 she began her career with the Santa Cruz County Agricultural Commissioner's Office as Agricultural Biologist Aide. In 1982 she was promoted to Agricultural/Weights and Measures Inspector. In 1993 Mary Lou was promoted to Deputy Agricultural Commissioner, overseeing the Weights and Measures Division and Pest Prevention and Pest Exclusion programs until her retirement in 2006. She came out of retirement in 2010 and served as acting Agricultural Commissioner in Santa Cruz County and was later appointed Agricultural Commissioner in 2011. Mary Lou retired (again) in 2015. During her 30 year career with Santa Cruz County, Mary Lou helped to develop the first Pierce's Disease Control Program workplan; assisted and responded to the discovery of *Phytophthora ramorum* (Sudden Oak Death) in the County; worked with various governmental agencies and growers to develop compliance agreement procedures for the export of Light Brown Apple Moth (LBAM) host fruits and vegetables to Canada; worked closely with growers and State and Federal agencies during the European Grape Vine Moth (EGVM) quarantine in the County and served as chair and secretary for various commissions. Her ability to listen, work cooperatively, and make informed decisions earned her the respect of Santa Cruz County's Agricultural Industry, Board of Supervisors, her staff and fellow Agricultural Commissioners. We want to thank Mary Lou for all her hard work and dedication and wish her the best in her retirement.

**SANTA CRUZ COUNTY
AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS AND MEASURES
DIRECTOR OF MOSQUITO and VECTOR CONTROL**

**2015 – 2016
STAFF**

**Agricultural Commissioner, Sealer of Weights and Measures
Director of Mosquito and Vector Control**

Juan Hidalgo

Mary Lou Nicoletti (retired)

Deputy Agricultural Commissioner

Pamela Cassar

David Sanford

Assistant Vector Control Manager

Paul Binding

Agricultural Weights and Measures Inspectors

Gabriel Chan

Tony Dennis

Shane DeVine

David George

Renee Inlow

Andrew Kimura

Walter Mayeda

Benito Mendoza II

Peter Parker

Jason Perez

Alberto Vinuela

Agricultural Biologist Aide

Stephen Bowling

Brian Kriete

Don Harris

Josie Lopez

Raymond Schmidt

Jessica Sharkey

Miles Sorel

Vector Ecologist

Amanda Poulsen

Vector Control Specialists

Melanie Benedetti

Steve Driscoll

Jacob Jones

Nader Sidhom

Ray Travers

Administrative Support Staff

Robert Fernando, Sr. Accounting Technician

Rafaela Hoessel, Sr. Account Clerk

Rosemary Velez, Receptionist

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2015	3,124	33.04	103,217	\$2,124	\$219,233,000
	2014	3,298	30.34	100,061	\$2,280	\$228,140,000
RASPBERRIES	2015	2,656	9.40	24,966	\$5,720	\$142,808,000
	2014	2,418	9.96	24,083	\$5,453	\$131,326,000
BLACKBERRIES	2015	844	7.06	5,959	\$7,040	\$41,949,000
	2014	813	6.19	5,032	\$6,956	\$35,006,000
MISC. BERRIES**	2015	104				\$675,000
	2014	91				\$1,359,000
TOTAL BERRIES	2015	6,728				\$404,665,000
	2014	6,620				\$395,831,000



APPLES, FRESH AND PROCESSED	2015	2,050	9.36	19,188	\$329	\$6,313,000
	2014	2,048	18.25	37,376	\$292	\$10,914,000
WINE GRAPES	2015	656	1.26	827	\$2,846	\$2,352,000
	2014	654	2.56	1,674	\$2,914	\$4,879,000
MISC. TREE AND VINE FRUIT***	2015	281				\$372,000
	2014	292				\$381,000
TOTAL APPLE, WINE AND MISC. FRUIT***	2015	2,987				\$9,037,000
	2014	2,994				\$16,174,000

**Miscellaneous Berries includes boysenberry, blueberries, currants, loganberry and ollalieberries.

*** Miscellaneous tree and vine fruit includes apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes and walnuts.

SANTA CRUZ COUNTY

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2015	1,129	10.84	12,238	\$1,336	\$16,350,000
	2014	1,117	10.29	11,494	\$986	\$11,333,000
LETTUCE, HEAD	2015	1,897	18.40	34,905	\$312	\$10,890,000
	2014	1,473	18.51	27,265	\$285	\$7,771,000
LETTUCE, LEAF	2015	1,838	12.59	23,140	\$541	\$12,519,000
	2014	1,804	14.37	25,923	\$448	\$11,614,000
MISC. VEGETABLES**	2015	2,526				\$40,661,000
	2014	3,006				\$41,443,000
TOTAL VEGETABLES	2015	7,390				\$80,420,000
	2014	7,400				\$72,161,000

**Miscellaneous Vegetables includes artichokes, beans, beets, broccoli, cabbage, cauliflower, celery, chicory, collards, cucumbers, herbs, kale, leeks, mushrooms, mustard, peas, pumpkins, radicchio, spinach, squash, vegetable seed, and other vegetables.



SANTA CRUZ COUNTY

NURSERY CROPS

CROP	YEAR	ACRES	TOTAL VALUE
CUT FLOWERS & CUT GREENS*	2015	323	\$50,093,000
	2014	329	\$42,320,000
NURSERY STOCK**	2015	736	\$69,027,000
	2014	676	\$77,370,000

*Cut flowers and cut greens includes field and greenhouse production.

**Nursery stock includes the categories: Indoor Potted Plants, Landscape Plants and Other Plants.
(Other plants include farm stock and Christmas trees.)

TOTAL NURSERY	2015	1,059	\$119,120,000
	2014	1,005	\$119,690,000



SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2015	\$7,289,000
	2014	\$7,338,000

*livestock and products includes cattle, sheep, goats, llamas, ostriches, chickens, honey, mik and eggs.



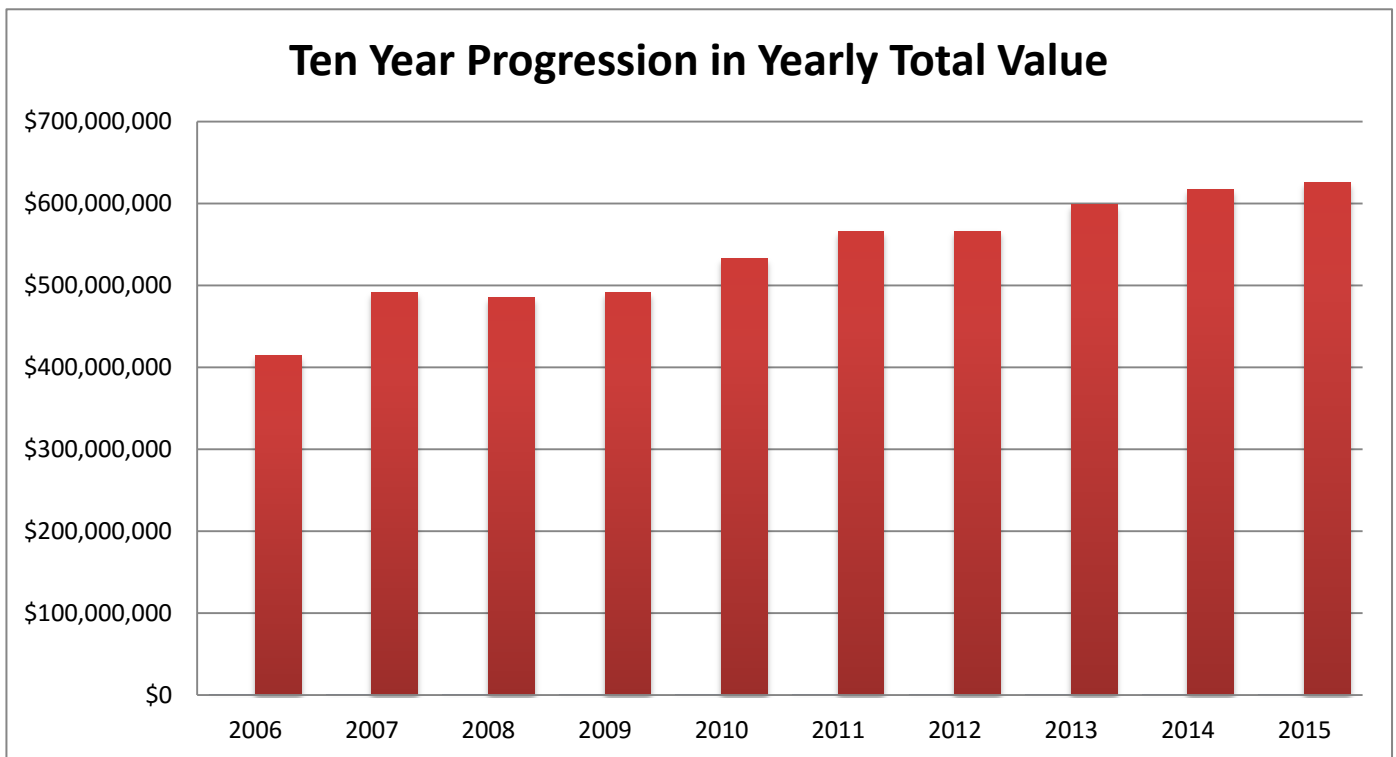
TIMBER

CROP	YEAR	Production (MILLION BOARD FEET)	TOTAL VALUE
TIMBER	2015	9,614	\$4,907,000
	2014	11,048	\$5,262,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2014	2015
STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$395,831,000	\$404,665,000
NURSERY CROPS	\$119,690,000	\$119,120,000
VEGETABLES	\$72,161,000	\$80,420,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$16,174,000	\$9,037,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,338,000	\$7,289,000
TIMBER	\$5,262,000	\$4,907,000
TOTAL VALUE	\$616,456,000	\$625,438,000

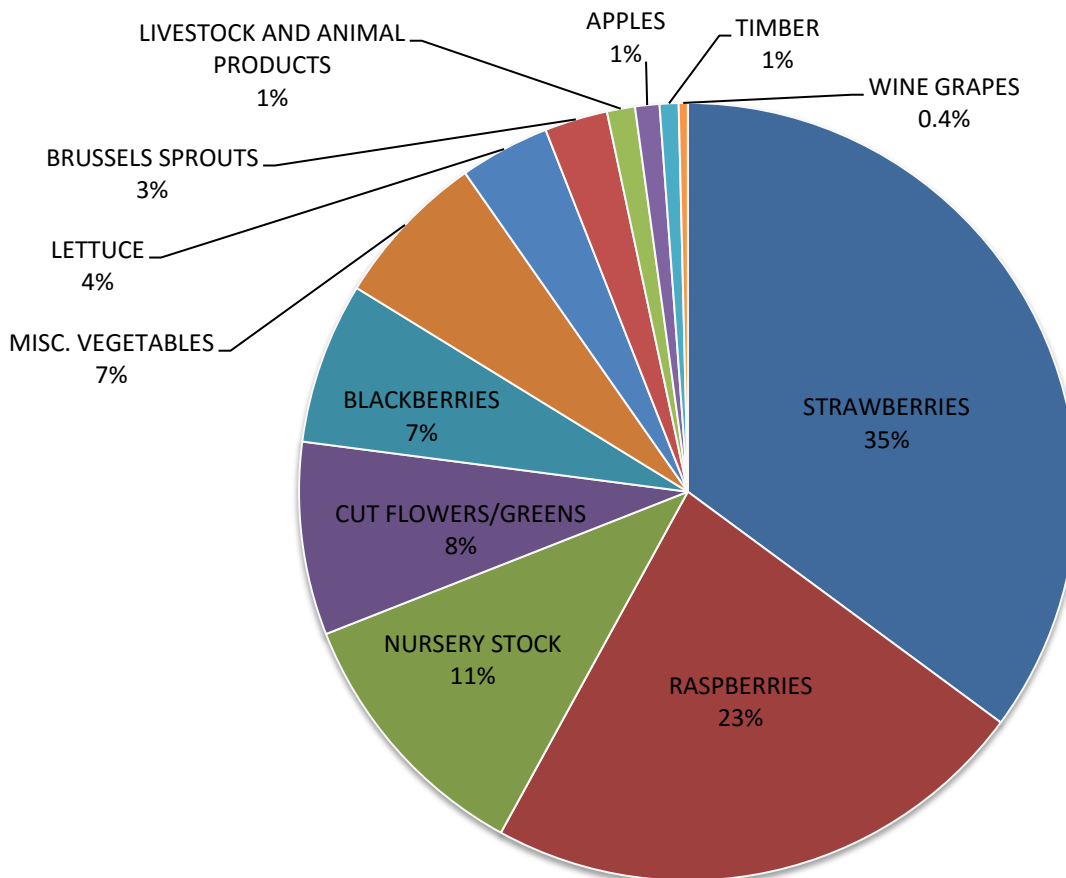


SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$219,233,000
RASPBERRIES	\$142,808,000
NURSERY STOCK	\$69,027,000
CUT FLOWERS & CUT GREENS	\$50,093,000
BLACKBERRIES	\$41,949,000
MISC. VEGETABLES	\$40,661,000
LETTUCE, HEAD & LEAF	\$23,409,000
BRUSSELS SPROUTS	\$16,350,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,289,000
APPLES	\$6,313,000
TIMBER	\$4,907,000
WINE GRAPES	\$2,352,000

2015 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are more than 100 organic growers in Santa Cruz County with over 4,000 acres in organic crops. The figures below represent approximate acres and values registered with the State Organic Program.

Year	Acres	Value
2015	6,621*	\$113,585,000
2014	4,058	\$118,872,000
2013	4,060	\$90,033,000
2012	3,500	\$65,000,000
2011	3,500	\$27,000,000

*Includes organic pasture.

WEIGHTS AND MEASURES

Heavy capacity scales are one the many things Weights & Measures inspects. We use a high weight, (45,000 lbs) short wheelbase vehicle to concentrate a load over the sections of a vehicle scale. We also use 1,000 lb weight blocks to test dormant scales such as those at landscape supply businesses.

Testing commercial vehicles scales helps to ensure products sold and purchased by weight, including many agricultural products, are done so fairly. The economic impact of ensuring the accuracy of commercial devices is felt at every level of commerce.

Wholesalers rely on accurate scales to confirm that they are receiving fair compensation for goods sold and not over paying for goods bought. Given that the majority of goods are transported by truck, it is vitally important that vehicle scales are tested regularly. Another benefit of establishing the accuracy of scales is that it aides in maintaining safe public roadways by providing correct vehicle weight information to commercial drivers, allowing them to stay below the maximum allowed weight limit which reduces extraneous wear on roads.



Weights and Measures inspectors testing a livestock scale.

SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers
Assorted Cut Greens
Assorted Nursery Plants
Apple
Arugula
Bean
Beet
Bell pepper
Blackberry
Blueberry
Bok Choy
Broccoli
Brussels Sprouts
Cabbage

Carrot
Cauliflower
Celery
Chard
Cilantro
Collards
Cucumber
Dandelion
Dill
Eggplant
Endive
Escarole
Fava Bean
Fennel

Frissee
Kale
Leek
Lettuce
Napa Cabbage
Parsley
Pepper
Radicchio
Radish
Raspberry
Spinach
Squash
Strawberry
Tomato

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
Canada
Chile
China
Costa Rica
Dominican Republic
Germany

Guatemala
Haiti
Jamaica
Japan
Kuwait
Mexico
Morocco

Netherlands
New Zealand
Peru
Portugal
Qatar
South Africa
United Kingdom

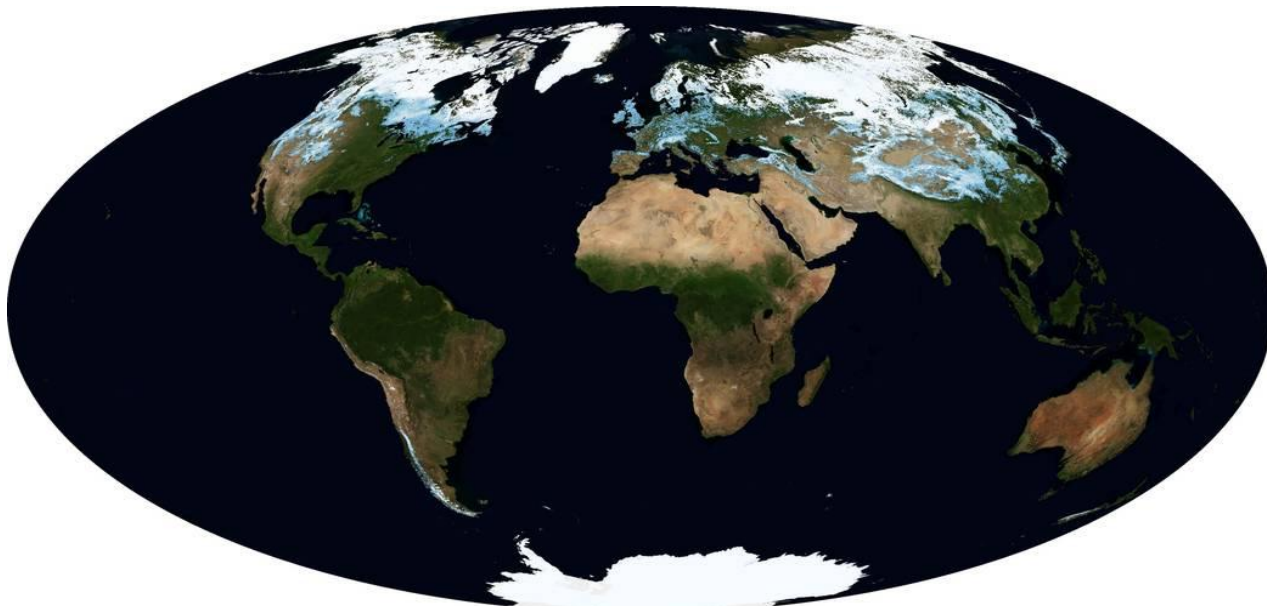


Image by NASA

SANTA CRUZ COUNTY

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
European Grape Vine Moth Detection traps	39	None captured
Medfly	172	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	181	None captured
Oriental Fruit Fly	75	None captured
Melon Fly	44	None captured
Gypsy Moth	245	None captured
Japanese Beetle	126	None captured
Glassy-Winged Sharpshooter	284 urban 24 nursery	None captured
Nantucket Pine Tree Moth	5	None captured
European Pine Shoot Moth	5	None captured
Inspections		
Glassy Wing Sharpshooter inspections (inspection of incoming plant shipments from GWSS infested areas)	487	None captured

