



2018 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

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

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to present the 2018 Crop Report for Santa Cruz County. The report represents estimated acreage, yield and gross values of agricultural products produced in Santa Cruz County.

The total gross production value of Santa Cruz County agricultural commodities for 2018 is \$683,012,000. This represents an increase of 17 percent, or \$101,812,000 above the 2017 production value of \$581,200,000. Gross production yield and value is influenced by factors such as weather, labor and the marketplace.

It is important to emphasize that figures presented in this report are gross values and do not include costs incurred by growers that include but are not limited to labor, land preparation, irrigation, pest management, transportation, cooling, marketing, equipment, assessments, regulatory costs or loss experienced by individual operations. Also, the figures do not reflect the total contribution of agriculture to the economy of Santa Cruz County. Farm employment and other farm-related services add significant value and benefits to the local economy.

Strawberries remain the number one crop in Santa Cruz County with an estimated value of \$220,653,000 on approximately 2,578 planted acres. It is important to note that although the total gross value for strawberries increased from the previous year due to high production yields, 2018 proved to be one of the most challenging years for our growers due to historically low prices that persisted throughout the growing season. Raspberries remain the number two crop with an estimated value of \$168,465,000, the highest value yet reported in our County for this very popular fruit. Berries (strawberries, raspberries and blackberries) saw an overall increase in gross value of 17 percent, or \$63,380,000 compared to 2017 for a total value of \$434,331,000.

Vegetable production remained strong in Santa Cruz County with an overall value of \$92,458,000, a slight increase over the 2017 production value of \$91,511,000. Nursery crops had an overall strong year with a total value of \$109,819,000. This is an increase of 30% over the 2017 production value of \$84,375,000. Nursery stock, a category of nursery crops, saw an increase in production acres, and thanks to customer interest and demand for new plant varieties this resulted in a production value of \$83,204,000 for 2018. Cut flowers and cut greens saw a decrease in value of 32%, or \$12,904,000 from the previous year for a total of \$26,615,000 for 2018. Much of the decrease in value can be attributed to competition from abroad and diversification to other commodities.

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 2018 Santa Cruz County Crop Report.

Respectfully submitted,

Juan Hidalgo
Agricultural Commissioner

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

STAFF

**Agricultural Commissioner, Sealer of Weights and Measures
Director of Mosquito and Vector Control**
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Assistant Vector Control Manager
Paul Binding

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Benito Mendoza II Andrew Kimura
Shane DeVine Peter Parker
David George Renee Inlow
Alberto Vinuela Teresa Sullivan

Agricultural Biologist Aide

Raymond Schmidt Martina Axner
Gabriel Alvarado Samuel Estrada
Kristian Flores Rudy Ruelas
Douglas Guthrie Kevin Neimeyer
Jose Rojas Marvin Henderson

Vector Ecologist

Amanda Poulsen

Vector Control Specialists

Melanie Benedetti Nader Sidhom
Steve Driscoll Ray Travers
Stephen Bowling

Administrative Support Staff

Mark Huett, Sr. Accounting Technician
Rafaela Hoessel, Sr. Account Clerk
Rosemary Velez, Receptionist

**This year's Crop Report is dedicated to
Melanie Benedetti (1974-2019)**



On July 26, 2019, our department lost a dear friend and colleague. After graduating from UC Santa Barbara, Melanie started her career with the County in 1998, working in the commodity inspection and pest detection programs in the Agricultural Commissioner's Office. In 2006, she was promoted to the Mosquito and Vector Control Division (MVC) as Vector Control Specialist, applying her skills and knowledge of science to the effort of protecting County residents from vectors capable of transmitting disease. She contributed significantly to the success of MVC over the years, working in mosquito abatement, yellowjacket control, tick monitoring, rodent inspections and public education and outreach. Melanie loved living and working in Santa Cruz County, and her dedication and cheerfulness endeared her to her co-workers and the public alike. Her commitment to our department and to the County will always be appreciated, and she is greatly missed by all who knew her.

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2018	2,578	50.33	129,761	\$1,700	\$220,653,000
	2017	2,602	41.16	107,098	\$1,972	\$211,196,000
RASPBERRIES	2018	2,314	9.78	22,631	\$7,444	\$168,465,000
	2017	2,235	7.74	17,299	\$6,424	\$111,128,000
BLACKBERRIES	2018	790	9.51	7,513	\$6,018	\$45,213,000
	2017	898	8.92	8,008	\$6,072	\$48,627,000
TOTAL BERRIES	2018	5,682				\$434,331,000
	2017	5,735				\$370,951,000



APPLES, FRESH AND PROCESSED	2018	2,027	32.31	65,492	\$362	\$23,705,000
	2017	2,027	19.72	39,972	\$341	\$13,631,000
WINE GRAPES	2018	630	2.27	1,432	\$2,930	\$4,197,000
	2017	638	2.35	1,500	\$3,226	\$4,840,000
TOTAL APPLE, WINE AND MISC. FRUIT*	2018	2,926				\$28,058,000
	2017	2,921				\$19,147,000

*The total acres and value figures include the categories miscellaneous berries, tree and vine fruit, which were reported in a separate category in previous reports. Miscellaneous berries, tree and vine fruit includes boysenberries, blueberries, olallieberries, 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	2018	990	11.22	11,108	\$1,103	\$12,252,000
	2017	1,167	11.75	13,712	\$1,416	\$19,417,000
LETTUCE, HEAD	2018	1,701	21.15	35,982	\$453	\$16,300,000
	2017	1,447	22.95	33,193	\$367	\$12,182,000
LETTUCE, LEAF	2018	1,718	16.36	28,100	\$489	\$13,747,000
	2017	1,636	13.57	22,195	\$517	\$11,485,000
MISC. VEGETABLES**	2018	3,218				\$50,159,000
	2017	2,811				\$48,427,000
TOTAL VEGETABLES	2018	7,627				\$92,458,000
	2017	7,061				\$91,511,000

**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*	2018	320	\$26,615,000
	2017	313	\$39,519,000
NURSERY STOCK**	2018	475	\$83,204,000
	2017	426	\$44,856,000
TOTAL NURSERY	2018	795	\$109,819,000
	2017	739	\$84,375,000

*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.)



SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2018	\$8,151,000
	2017	\$8,139,000

*livestock, honey, and eggs.



Image by T. Sullivan

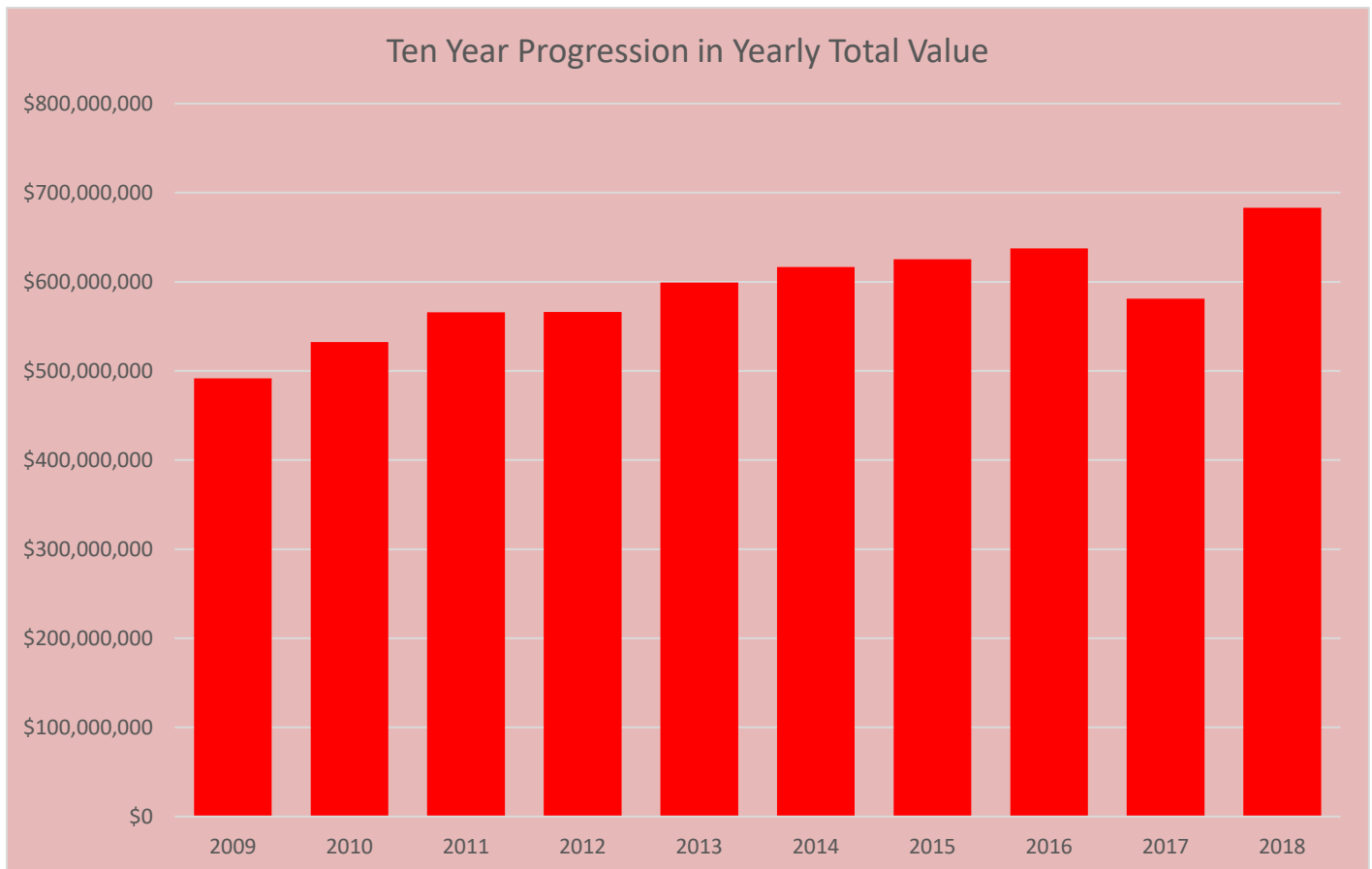
TIMBER

CROP	YEAR	PRODUCTION (MILLION BOARD FEET)	TOTAL VALUE
TIMBER	2018	11,128	\$10,195,000
	2017	10,096	\$7,077,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2017	2018
STRAWBERRIES, RASPBERRIES AND BLACKBERRIES	\$370,951,000	\$434,331,000
NURSERY CROPS	\$84,375,000	\$109,819,000
VEGETABLES	\$91,511,000	\$92,458,000
APPLES, WINE GRAPES AND MISC. FRUIT	\$19,147,000	\$28,058,000
TIMBER	\$7,077,000	\$10,195,000
LIVESTOCK AND ANIMAL PRODUCTS	\$8,139,000	\$8,151,000
TOTAL VALUE	\$581,200,000	\$683,012,000

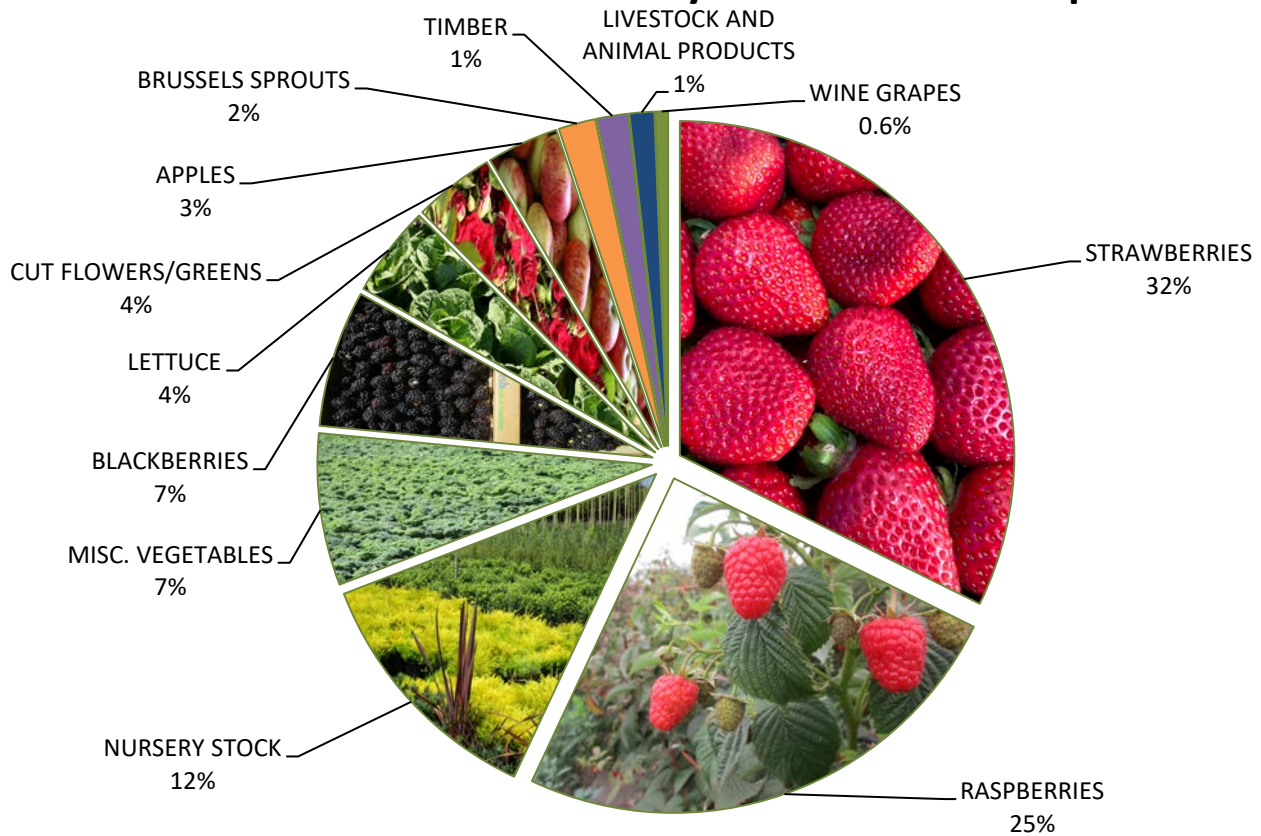


SANTA CRUZ COUNTY

CROP VALUE OVERVIEW

STRAWBERRIES	\$220,653,000
RASPBERRIES	\$168,465,000
NURSERY STOCK	\$83,204,000
MISC. VEGETABLES	\$50,159,000
BLACKBERRIES	\$45,213,000
LETTUCE, HEAD & LEAF	\$30,047,000
CUT FLOWERS & CUT GREENS	\$26,615,000
APPLES	\$23,705,000
BRUSSELS SPROUTS	\$12,252,000
TIMBER	\$10,195,000
LIVESTOCK AND ANIMAL PRODUCTS	\$8,151,000
WINE GRAPES	\$4,197,000

2018 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are approximately 140 registered organic growers in Santa Cruz County growing on over 4,000 acres. The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2018	6,940*	\$126,376,000
2017	6,702*	\$109,058,000
2016	6,859*	\$115,528,000
2015	6,621*	\$113,585,000
2014	4,058	\$118,872,000

*Includes organic pasture.



SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

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

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

Kale
Kohlrabi
Leek
Lettuce
Mustard
Parsley
Radicchio
Radish
Raspberry
Rhubarb
Spinach
Squash
Strawberry
Tomato

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
Bahamas
Canada
Chile
Germany
Guatemala
Haiti

Jamaica
Japan
Mexico
Morocco
Netherlands
New Zealand
Peru

Philippines
Portugal
South Africa
Thailand
Ukraine
United Kingdom
Zambia

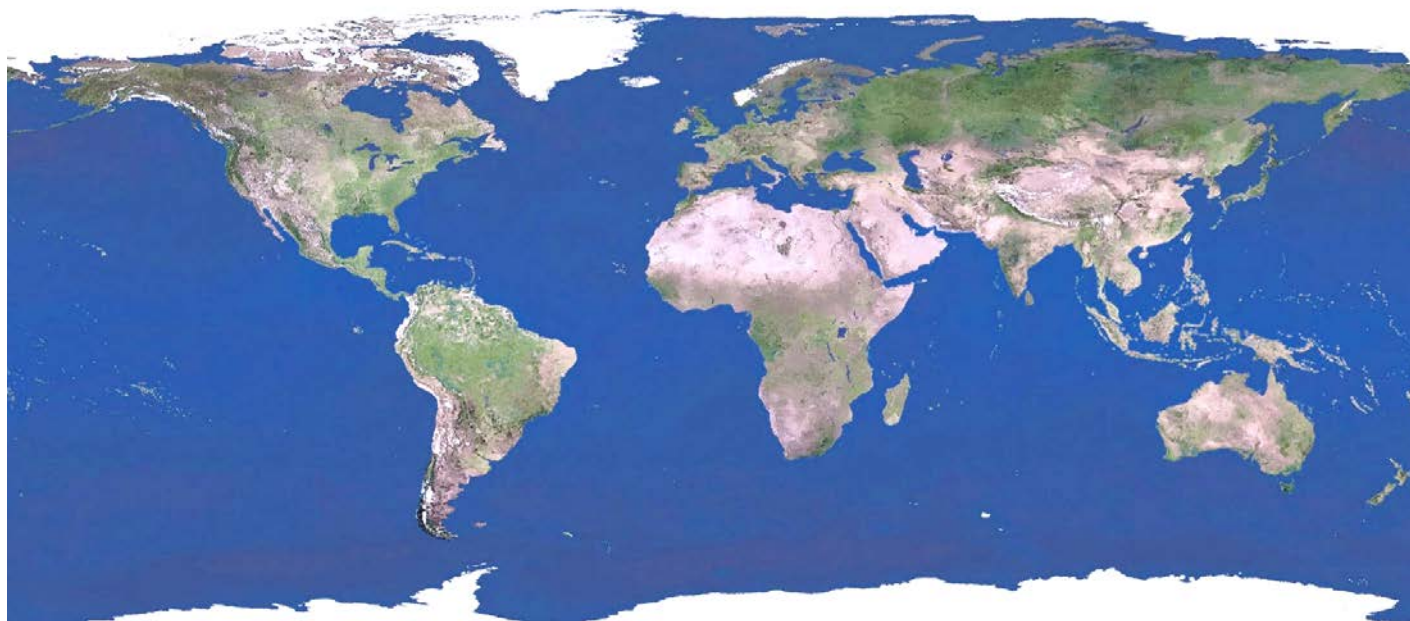


Image by NASA