



2019 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

Greg Caput,	4 th District, Chair
John Leopold,	1 st District
Zach Friend,	2 nd District
Ryan Coonerty,	3 rd 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 2019 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 2019 is \$625,331,000. This represents a decrease of 8.5 percent, or \$57,681,000 below the 2018 production value of \$683,012,000. 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 \$180,884,000 on approximately 2,308 planted acres. Raspberries continue to be our number two crop with an estimated value of \$139,616,000. Berries (strawberries, raspberries, and blackberries) saw an overall decrease in gross value of 14 percent, or \$61,033,000 compared to 2018 for a total value of \$373,298,000. Berries represent approximately 60 percent of the total gross production value for our County.

Vegetable production remained strong in Santa Cruz County with an overall value of \$94,636,000, a slight increase over the 2018 production value of \$92,458,000. Nursery crops had an overall strong year with a total value of \$119,483,000, an increase of nearly 9 percent over the 2018 value of \$109,819,000. 2019 saw the introduction of industrial hemp as a new commodity in California. There is much interest in growing industrial hemp and although approximately 132 acres were harvested in our County no gross production value was available to report as growers focused primarily on finding varieties that would do well in our area.

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 2019 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**

Juan Hidalgo

Deputy Agricultural Commissioners

Pamela Cassar David Sanford

Assistant Vector Control Manager

Paul Binding

Agricultural / Weights and Measures Inspectors

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

Agricultural Biologist Aide

Adriane Baade Martina Axner
Gabriel Alvarado Efrain Miranda
Gaynor Spielman Rudy Ruelas
Jason Rodriguez Kevin Neimeyer
Stephen Dermer Richard Schreiber
Mark Dingler

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

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2019	2,308	35.62	82,220	\$2,200	\$180,884,000
	2018	2,578	50.33	129,751	\$1,700	\$220,653,000
RASPBERRIES	2019	1,972	9.36	18,458	\$7,564	\$139,616,000
	2018	2,314	9.78	22,631	\$7,444	\$168,465,000
BLACKBERRIES	2019	908	8.74	7,936	\$6,653	\$52,798,000
	2018	790	9.51	7,513	\$6,018	\$45,213,000
TOTAL BERRIES	2019	5,352				\$373,298,000
	2018	5,682				\$434,331,000



APPLES, FRESH AND PROCESSED	2019	2,025	26.32	53,298	\$369	\$19,669,000
	2018	2,027	32.31	65,492	\$362	\$23,705,000
WINE GRAPES	2019	679	2.54	1,725	\$3,394	\$5,856,000
	2018	630	2.27	1,432	\$2,930	\$4,197,000
TOTAL APPLE, WINE AND MISC. FRUIT*	2019	2,937				\$25,723,000
	2018	2,926				\$28,058,000

*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	2019	1,057	9.19	9,714	\$1,141	\$11,083,000
	2018	990	11.22	11,108	\$1,103	\$12,252,000
LETTUCE, HEAD	2019	1,615	20.83	33,633	\$414	\$13,924,000
	2018	1,701	21.15	35,982	\$453	\$16,300,000
LETTUCE, LEAF	2019	1,765	14.99	26,457	\$553	\$14,620,000
	2018	1,718	16.36	28,100	\$489	\$13,747,000
MISC. VEGETABLES**	2019	3,848				\$55,009,000
	2018	3,218				\$50,159,000
TOTAL VEGETABLES	2019	8,285				\$94,636,000
	2018	7,627				\$92,458,000

**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*	2019	302	\$27,127,000
	2018	320	\$26,615,000
NURSERY STOCK**	2019	475	\$92,356,000
	2018	475	\$83,204,000

*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	2019	777	\$119,483,000
	2018	795	\$109,819,000



SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2019	\$7,680,000
	2018	\$8,151,000

*livestock, honey, and eggs.



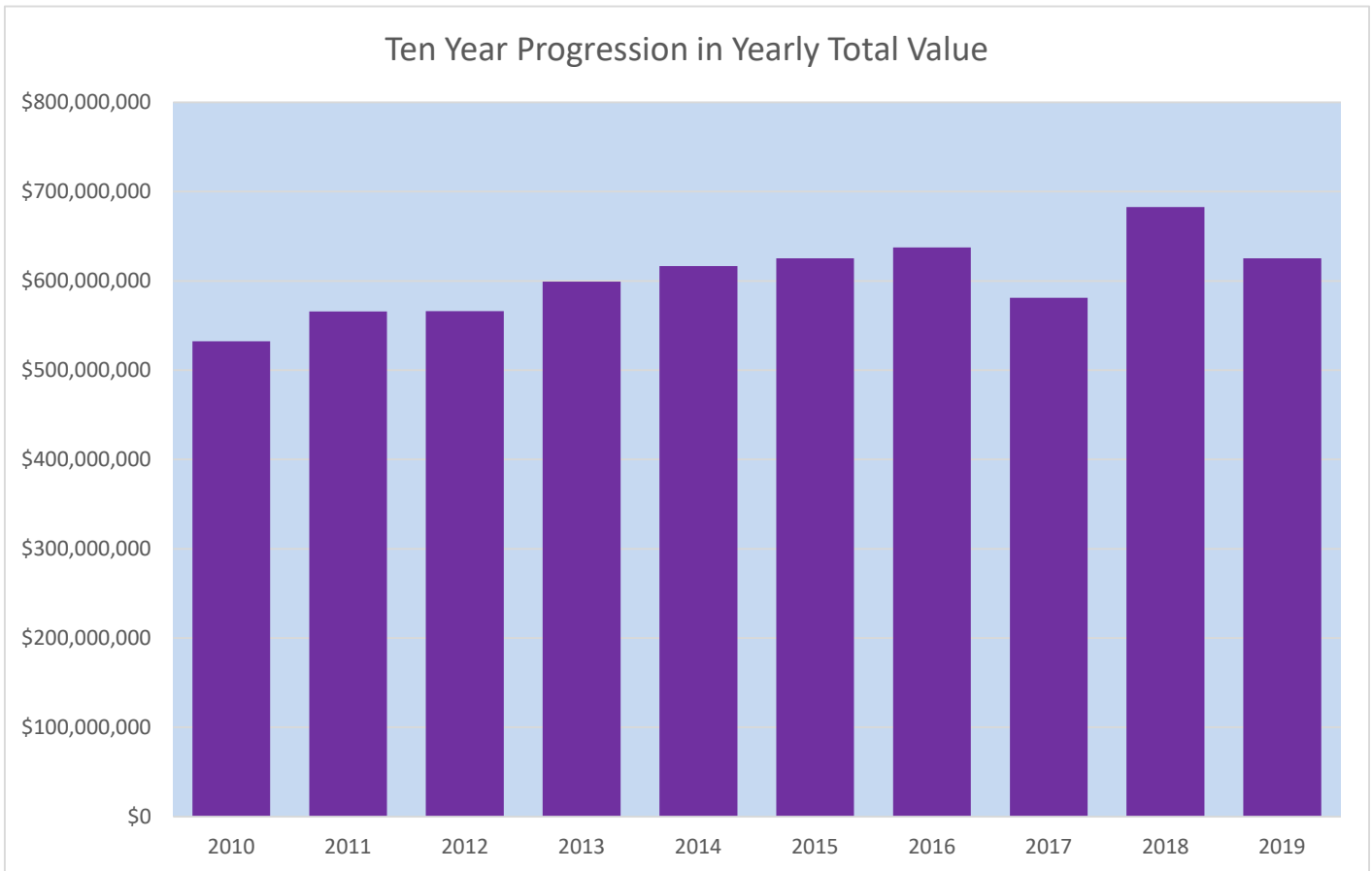
TIMBER

CROP	YEAR	PRODUCTION (MILLION BOARD FEET)	TOTAL VALUE
TIMBER	2019	5,459	\$4,511,000
	2018	11,128	\$10,195,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2018	2019
STRAWBERRIES, RASPBERRIES AND BLACKBERRIES	\$434,331,000	\$373,298,000
NURSERY CROPS	\$109,819,000	\$119,483,000
VEGETABLES	\$92,458,000	\$94,636,000
APPLES, WINE GRAPES AND MISC. FRUIT	\$28,058,000	\$25,723,000
TIMBER	\$10,195,000	\$4,511,000
LIVESTOCK AND ANIMAL PRODUCTS	\$8,151,000	\$7,680,000
TOTAL VALUE	\$683,012,000	\$625,331,000

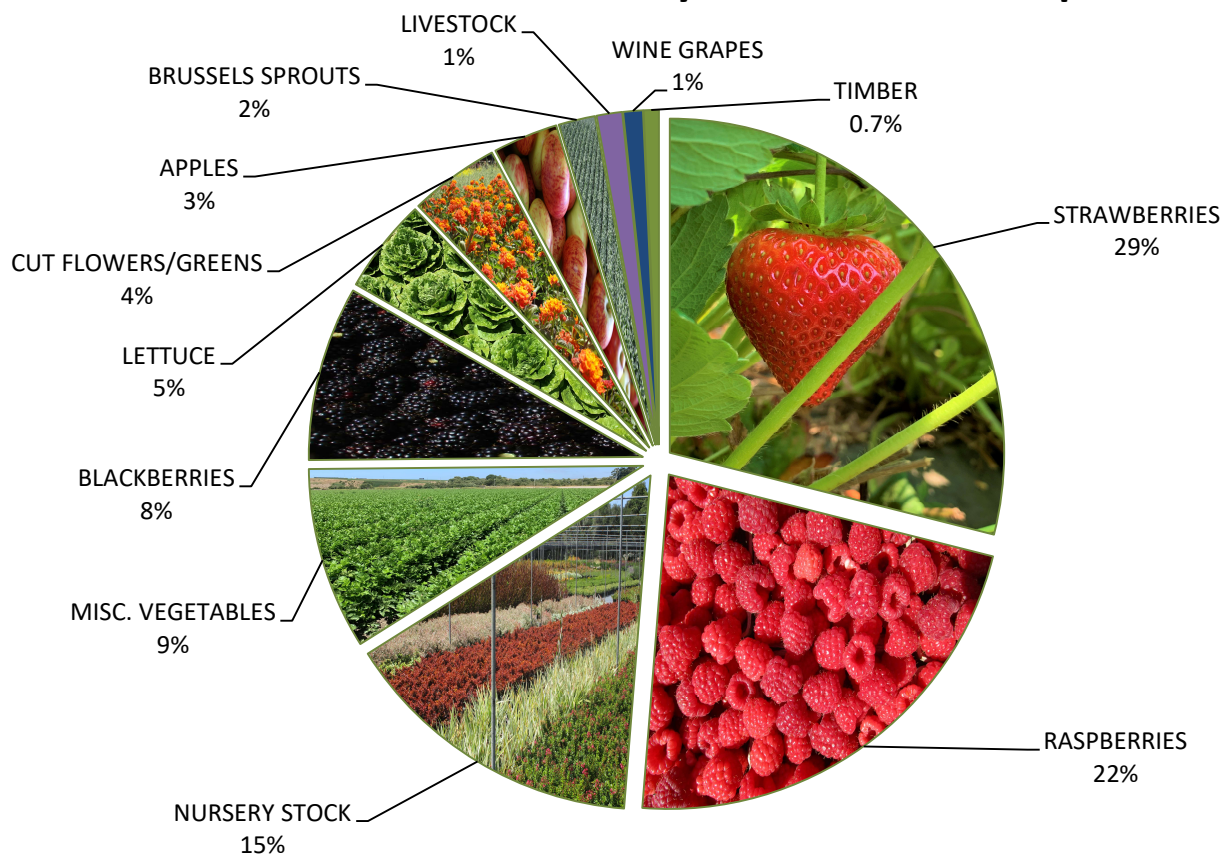


SANTA CRUZ COUNTY

CROP VALUE OVERVIEW

STRAWBERRIES	\$180,884,000
RASPBERRIES	\$139,616,000
NURSERY STOCK	\$92,356,000
MISC. VEGETABLES	\$55,009,000
BLACKBERRIES	\$52,798,000
LETTUCE, HEAD & LEAF	\$28,544,000
CUT FLOWERS & CUT GREENS	\$27,127,000
APPLES	\$19,669,000
BRUSSELS SPROUTS	\$11,083,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,680,000
WINE GRAPES	\$5,856,000
TIMBER	\$4,511,000

2019 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are approximately 145 registered organic growers in Santa Cruz County.
The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2019	8032*	\$147,667,000
2018	6940*	\$126,376,000
2017	6702*	\$109,058,000
2016	6859*	\$115,528,000
2015	6621*	\$113,585,000

*Includes organic pasture.



INDUSTRIAL HEMP

YEAR	# REGISTRANTS	REGISTERED ACREAGE	HARVESTED ACREAGE	VALUE
2019	21	185	132	n/a*

*The California Department of Food and Agriculture launched the Industrial Hemp Program in the spring of 2019. This program is in its infancy and no value is available for industrial hemp at this time as growers focus on finding varieties that do well in our area and new markets become available.

SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers
 Assorted Cut Greens
 Assorted Nursery Plants
 Artichoke
 Bean
 Beet
 Bell Pepper
 Blackberry
 Blueberry
 Bok Choy
 Broccoli
 Brussels Sprout

Cabbage
 Carrot
 Cauliflower
 Celery
 Chard
 Cilantro
 Collard
 Cucumber
 Dandelion
 Dill
 Eggplant
 Endive

Escarole
 Fennel
 Kale
 Leek
 Lettuce
 Parsley
 Radicchio
 Radish
 Raspberry
 Spinach
 Strawberry

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
 Bahamas
 Canada
 Colombia
 Costa Rica
 French Polynesia
 Germany
 Guatemala



Indonesia
 Italy
 Japan
 Mexico
 Netherlands
 New Zealand
 Peru
 Philippines



Poland
 Portugal
 Qatar
 South Africa
 Spain
 Ukraine
 United Kingdom



Image by NASA