



2021 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

Manu Koenig,	1 st District, Chair
Zach Friend,	2 nd District
Ryan Coonerty,	3 rd 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 2021 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 2021 is \$657,370,000. This represents an increase of 3.4 percent, or \$21,338,000 above the 2020 production value of \$636,032,000. 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 \$211,062,000 on approximately 2,301 planted acres. Berries (strawberries, raspberries, and blackberries) had a small decrease in gross value of 1.5 percent, or \$6,148,000 compared to 2020, for a total value of \$390,991,000. Berries represent approximately 60 percent of the total gross production value for our County.

Vegetable production continues to be strong in Santa Cruz County with an overall value of \$95,848,000, a slight increase from the 2020 production value of \$89,462,000. Cut flowers and cut greens bounced back from the impacts created by the COVID-19 pandemic and combined with nursery stock, nursery crops saw an overall increase of 14 percent in gross value to \$136,730,000 compared to \$119,661,000 in 2020. Wine grapes had an excellent year in 2021 thanks to more seasonal weather trends resulting in high yields and a gross value increase of 65 percent to \$7,926,000 compared to \$4,814,000 in 2020.

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 2021 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**

2021 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

Amanda Poulsen

Agricultural / Weights and Measures Inspectors

David George Andrew Kimura
Shane DeVine Renee Inlow
Benito Mendoza II Alberto Vinuela
Peter Parker Gabriel Chan
Teresa Sullivan Adriane Baade
Andrew Salazar Georgia Osburn

Agricultural Biologist Aide

Alexander McDonald Efrain Miranda
Gaynor Spielman Christine Smith
Stephen Dermer Richard Schreiber

Vector Ecologist

Emma McDonough

Vector Control Specialists

Stephen Bowling Nader Sidhom
Steve Driscoll Ray Travers

Administrative Support Staff

Mark Huett, Sr. Accounting Technician
Michelle Garcia, Sr. Accounting Technician
Rosemary Velez, Receptionist

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2021	2,301	35.01	80,558	\$2,620	\$211,062,000
	2020	2,137	34.9	74,581	\$2,600	\$193,911,000
RASPBERRIES	2021	1,646	10.08	16,592	\$6,680	\$110,835,000
	2020	2,050	9.85	20,193	\$6,930	\$139,934,000
BLACKBERRIES	2021	1,241	10.32	12,807	\$5,395	\$69,094,000
	2020	1,049	8.55	8,969	\$7,057	\$63,294,000
TOTAL BERRIES	2021	5,188				\$390,991,000
	2020	5,236				\$397,139,000



APPLES, FRESH AND PROCESSED	2021	2,014	14.80	29,807	\$368	\$10,969,000
	2020	2,030	15.5	31,465	\$349	\$10,981,000
WINE GRAPES	2021	645	3.42	2,206	\$3,593	\$7,926,000
	2020	670	2.39	1,601	\$3,006	\$4,814,000
TOTAL APPLE, WINE GRAPES, AND MISC. FRUIT*	2021	2,887				\$19,358,000
	2020	2,951				\$16,247,000

*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	2021	861	12.5	10,763	\$1,347	\$14,498,000
	2020	935	13.01	12,164	\$1,155	\$14,050,000
LETTUCE, HEAD	2021	1,637	23.00	37,651	\$384	\$14,458,000
	2020	1,708	22.1	37,747	\$335	\$12,645,000
LETTUCE, LEAF	2021	1,407	18.00	25,326	\$456	\$11,549,000
	2020	1,418	16.51	23,411	\$543	\$12,712,000
MISC. VEGETABLES**	2021	3,977				\$55,343,000
	2020	3,661				\$50,055,000
TOTAL VEGETABLES	2021	7,882				\$95,848,000
	2020	7,722				\$89,462,000

**Miscellaneous Vegetables includes artichokes, beans, beets, broccoli, cabbage, cauliflower, celery, chard, 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*	2021	326	\$25,805,000
	2020	313	\$11,515,000
NURSERY STOCK**	2021	567	\$110,925,000
	2020	549	\$108,146,000
TOTAL NURSERY	2021	893	\$136,730,000
	2020	862	\$119,661,000

*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

POULTRY, LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL POULTRY, LIVESTOCK AND ANIMAL PRODUCTS*	2021	\$6,330,000
	2020	\$7,166,000

*poultry, livestock, honey, and eggs.



Photo courtesy of Glaum Egg Ranch

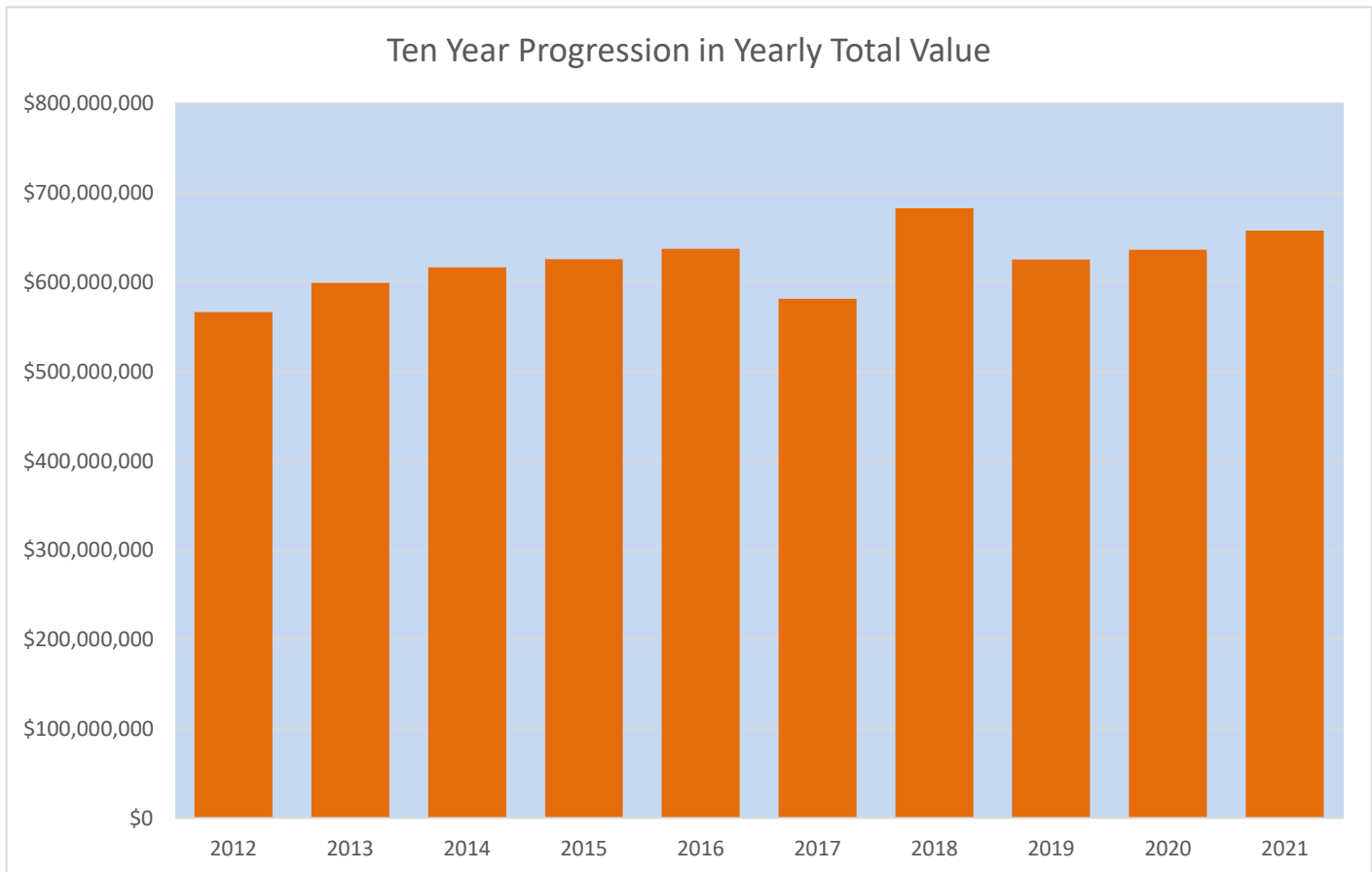
TIMBER

CROP	YEAR	PRODUCTION (MBF) THOUSAND BOARD FEET	TOTAL VALUE
TIMBER	2021	20,931	\$8,113,000
	2020	10,171	\$6,357,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2020	2021
STRAWBERRIES, RASPBERRIES AND BLACKBERRIES	\$397,139,000	\$390,991,000
NURSERY CROPS	\$119,661,000	\$136,730,000
VEGETABLES	\$89,462,000	\$95,848,000
APPLES, WINE GRAPES AND MISC. FRUIT	\$16,247,000	\$19,358,000
TIMBER	\$6,357,000	\$8,113,000
POULTRY, LIVESTOCK AND ANIMAL PRODUCTS	\$7,166,000	\$6,330,000
TOTAL VALUE	\$636,032,000	\$657,370,000

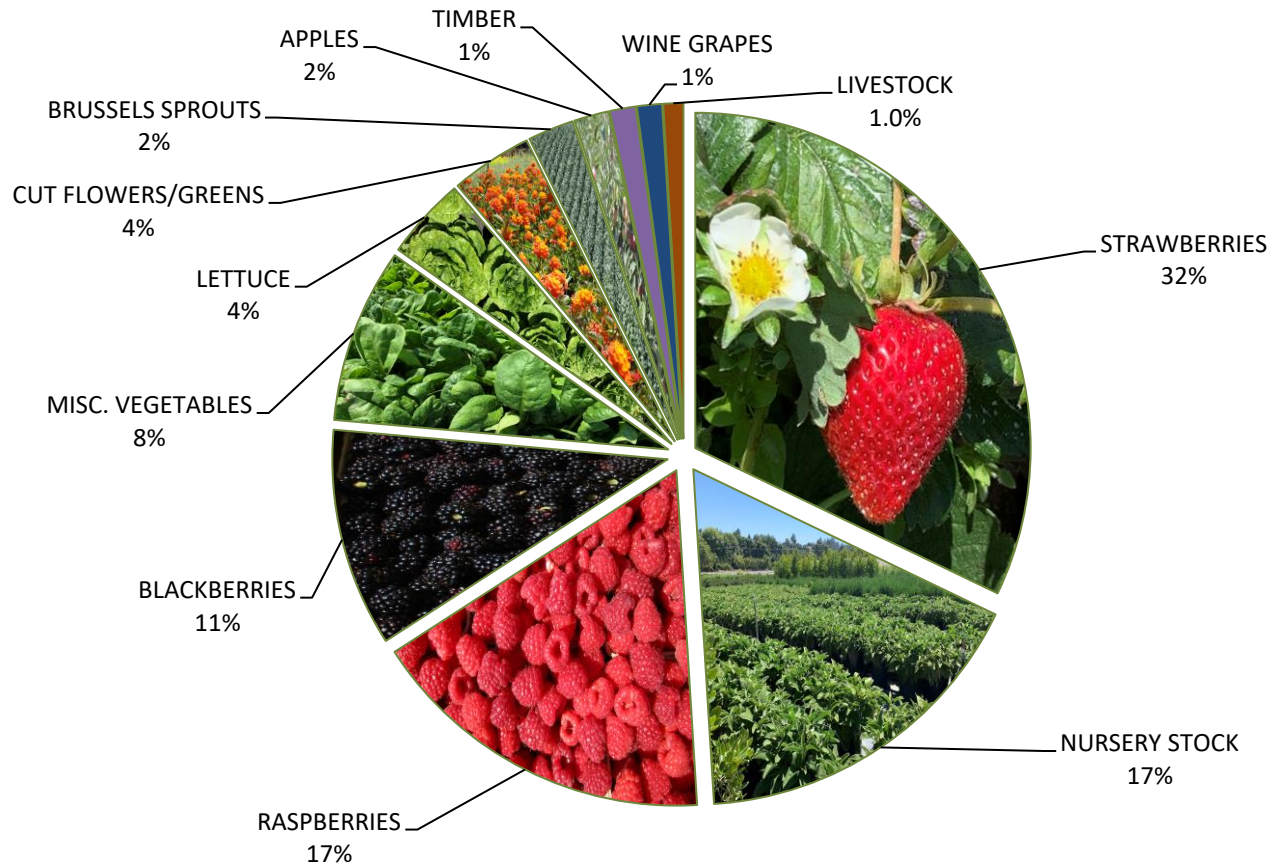


SANTA CRUZ COUNTY

CROP VALUE OVERVIEW

STRAWBERRIES	\$211,062,000
NURSERY STOCK	\$110,925,000
RASPBERRIES	\$110,835,000
BLACKBERRIES	\$69,094,000
MISC. VEGETABLES	\$55,343,000
LETTUCE, HEAD & LEAF	\$26,007,000
CUT FLOWERS & CUT GREENS	\$25,805,000
BRUSSELS SPROUTS	\$14,498,000
APPLES	\$10,969,000
TIMBER	\$8,113,000
WINE GRAPES	\$7,926,000
POULTRY & LIVESTOCK	\$6,330,000

2021 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are approximately 204 registered organic operations in Santa Cruz County.

The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2021	7118*	\$110,310,000
2020	7917*	\$135,634,000
2019	8032*	\$147,667,000
2018	6940*	\$126,376,000
2017	6702*	\$109,058,000

*Includes organic pasture.



INDUSTRIAL HEMP

YEAR	# REGISTRANTS	REGISTERED ACREAGE	HARVESTED ACREAGE	VALUE
2021	15	64	1.6	n/a*
2020	23	207	63	n/a*
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
 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
 Frisee

Kale
 Lettuce
 Leek
 Parsley
 Radicchio
 Radish
 Raspberry
 Romanesc
 Spinach
 Strawberry
 Zucchini

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
 Bahamas
 Canada
 Chile
 China
 Germany
 Japan



Kuwait
 Mexico
 Morocco
 Netherlands
 New Zealand
 Peru
 Philippines



Portugal
 Saudi Arabia
 South Africa
 Spain
 Thailand
 Ukraine
 United Kingdom

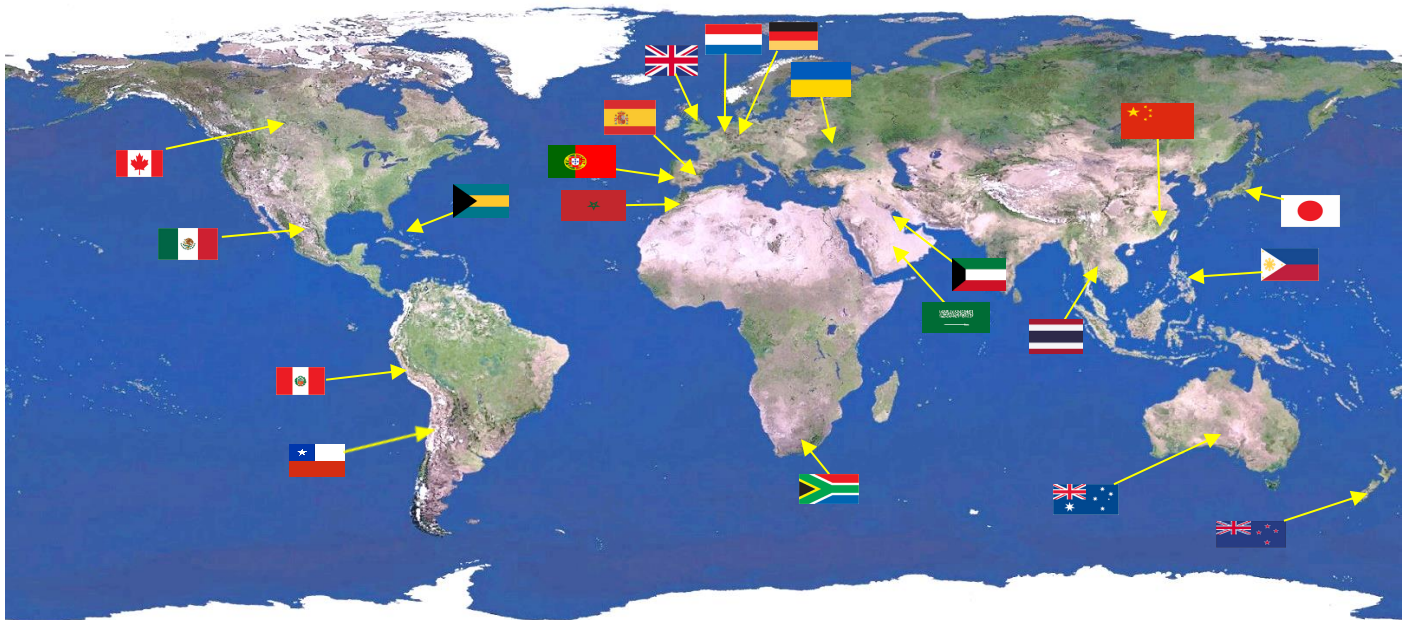


Image by NASA