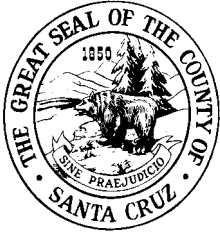


SANTA CRUZ COUNTY
2004 CROP REPORT

County of Santa Cruz



OFFICE OF THE AGRICULTURAL COMMISSIONER

DAVID W. MOELLER
AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS AND MEASURES
DIRECTOR, MOSQUITO AND VECTOR CONTROL

A.G. Kawamura, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors of the County of Santa Cruz
Tony Campos, Chairperson and Supervisor of the 4th District
Jan Beautz, Supervisor of the 1st District
Ellen Pirie, Supervisor of the 2nd District
Mardi Wormhoudt, Supervisor of the 3rd District
Mark W. Stone, Supervisor of the 5th District

In accordance with the requirements of Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to submit the 2004 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2004 was \$448,072,000. This is the highest value ever reported for our county and is a substantial increase from the 2003 production value of \$371,207,000.

Strawberries continue to be the number one crop, with increases in acreage, price and production. Raspberries and other berries are also very important crops in this area, with very high production and value. Acreage in head lettuce has been decreasing, being replaced by various other vegetable crops. Acreage in apples is slowly declining, but is being replaced by other tree crops.

The total production value is high in this area because so many acres are planted to high value crops and some are double or triple cropped. Growers are also using the latest techniques to increase yield and prolong the growing season. In addition, many growers are organic and receive a higher price for their crops.

I must emphasize that the values presented in this report represent gross values and do not reflect the net income or loss to producers.

Information for this report was gathered from a variety of sources including growers, packing houses, shippers, marketing boards and grower organizations. I would like to extend my appreciation to everyone who assisted us with this report.

Respectfully,

David W. Moeller

David W. Moeller
Agricultural Commissioner
Sealer of Weights and Measures

**Santa Cruz County
Agricultural Commissioner/
Director of Weights & Measures**

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SANTA CRUZ COUNTY

FRUITS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2004	3,300	28.13	92,829	\$2,098	\$194,755,000
	2003	3,201	26.81	85,824	\$1,418	\$121,698,000
RASPBERRIES	2004	1,921	10.51	20,190	\$5,022	\$101,393,000
	2003	2,074	12.48	25,884	\$4,123	\$106,718,000
MISC. BERRIES*	2004	534	4.86	2,595	\$4,267	\$11,074,000
	2003	524	4.16	2,180	\$4,807	\$10,478,000
TOTAL BERRIES	2004	5,755				\$307,222,000
	2003	5,799				\$238,894,000
APPLES, FRESH AND PROCESSED	2004	2,717	15.60	42,390	\$223	\$9,453,000
	2003	2,800	17.19	48,120	\$223	\$10,731,000
WINE GRAPES	2004	572	1.20	686	\$2,131	\$1,462,000
	2003	574	3.33	1,911	\$1,350	\$2,580,000
MISC. TREE AND VINE FRUIT**	2004	250				\$250,000
	2003	140				\$140,000
TOTAL APPLE, WINE AND MISC. FRUIT**	2004	3,539				\$11,165,000
	2003	3,514				\$13,451,000

* miscellaneous berries includes blackberries, blueberries, currents, and ollalieberries

** miscellaneous tree and vine fruit includes apricots, avocados, kiwifruit, lemons, olives, peaches, pears, plums, and persimmons.

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VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2004	1,208	9.61	11,609	\$666	\$7,732,000
	2003	1,078	9.00	9,702	\$605	\$5,870,000
BROCCOLI	2004	523	10.46	5,471	\$449	\$2,456,000
	2003	365	8.58	3,132	\$347	\$1,087,000
CAULIFLOWER	2004	354	14.29	5,059	\$398	\$2,013,000
	2003	413	11.21	4,630	\$338	\$1,565,000
CELERY	2004	160	35.50	5,680	\$252	\$1,431,000
	2003	133	32.90	4,366	\$145	\$633,000
LETTUCE, HEAD	2004	2,506	22.32	55,934	\$172	\$9,644,000
	2003	2,568	20.94	53,774	\$206	\$11,077,000
LETTUCE, LEAF	2004	2,171	14.67	31,849	\$351	\$11,179,000
	2003	1,952	14.33	27,972	\$326	\$9,119,000
MISC. VEGETABLES*	2004	2,611				\$13,055,000
	2003	2,900				\$14,500,000
TOTAL VEGETABLES	2004	9,533				\$47,510,000
	2003	9,409				\$43,851,000

*miscellaneous vegetables includes artichokes, beans, beets, cabbage, chicory, collards, cucumbers, herbs, kale, leeks, mushrooms, mustard, peas, pumpkins, spinach, squash, and vegetable seed.

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NURSERY CROPS

CROP	YEAR ACRES		TOTAL VALUE
ROSES	2004	63	\$10,881,000
	2003	64	\$11,084,000
OTHER INDOOR CUT FLOWERS	2004	84	\$3,893,000
	2003	96	\$4,449,000
FIELD GROWN FLOWERS	2004	454	\$10,571,000
	2003	498	\$10,165,000
INDOOR POTTED PLANTS	2004	63	\$8,977,000
	2003	56	\$7,739,000
LANDSCAPE PLANTS	2004	264	\$27,073,000
	2003	223	\$22,191,000
OTHER PLANTS*	2004	346	\$11,665,000
	2003	347	\$11,549,000
TOTAL NURSERY	2004	1,274	\$73,060,000
	2003	1,284	\$67,177,000

*other plants includes farm stock and Christmas trees.

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2004	\$3,256,000
	2003	\$3,406,000

*livetock and products includes cattle, sheep, goats, llamas, ostriches, chickens, honey, milk and eggs.

FIELD CROPS

CROP	YEAR	ACRES	TOTAL VALUE
WILD HAY	2004	200	\$19,000
	2003	200	\$19,000
OATS	2004	0	0
	2003	400	\$115,000
PASTURE	2004	1,953	\$29,000
	2003	1,953	\$29,000
TIMBER	2004	11,089	\$5,811,000
	2003	9,614	\$4,263,000
TOTAL FIELD CROPS AND PASTURE	2004		\$5,859,000
	2003		\$4,426,000
TOTAL VALUE	2004		\$448,072,000
	2003		\$371,205,000

SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$194,755,000
RASPBERRIES	\$101,393,000
LANDSCAPE PLANTS	\$27,073,000
INDOOR CUT FLOWERS	\$14,774,000
MISC. VEGETABLES	\$13,055,000
OTHER PLANTS	\$11,665,000
LETTUCE, LEAF	\$11,179,000
MISC. BERRIES	\$11,074,000
FIELD GROWN FLOWERS	\$10,571,000
LETTUCE, HEAD	\$9,644,000
APPLES	\$9,453,000
INDOOR POTTED PLANTS	\$8,977,000
BRUSSELS SPROUTS	\$7,732,000
TIMBER	\$5,811,000
LIVESTOCK	\$3,256,000
BROCCOLI	\$2,456,000
CAULIFLOWER	\$2,013,000
WINE GRAPES	\$1,462,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$307,222,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$11,165,000
VEGETABLES	\$47,510,000
NURSERY CROPS	\$73,060,000
LIVESTOCK AND ANIMAL PRODUCTS	\$3,256,000
FIELD CROPS	\$5,859,000
TOTAL VALUE	\$448,072,000

SANTA CRUZ COUNTY

SUSTAINABLE AGRICULTURE REPORT

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	397	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	90	None captured
Oriental Fruit Fly	207	None captured
Melon Fly	195	None captured
Gypsy Moth	397	None captured
Japanese Beetle	124	None captured
Glassy-Winged Sharpshooter	353 urban 54 nurseries	None captured
NPTM	5	None captured
EPSM	5	None captured
Khapra Beetle	25	None captured

ORGANIC FARMING

There are more than 70 organic growers in Santa Cruz County with over 2700 acres in organic crops, with an estimated value of over \$18,000,000.

15% of the total acres of fruits and vegetables grown in Santa Cruz County are grown organically.

The following percentages of the total number of acres of each crop are organic:

STRAWBERRIES	5%
RASPBERRIES	3%
APPLES	10%
GRAPES	1%
BROCCOLI	30%
CAULIFLOWER	25%
CELERY	25%