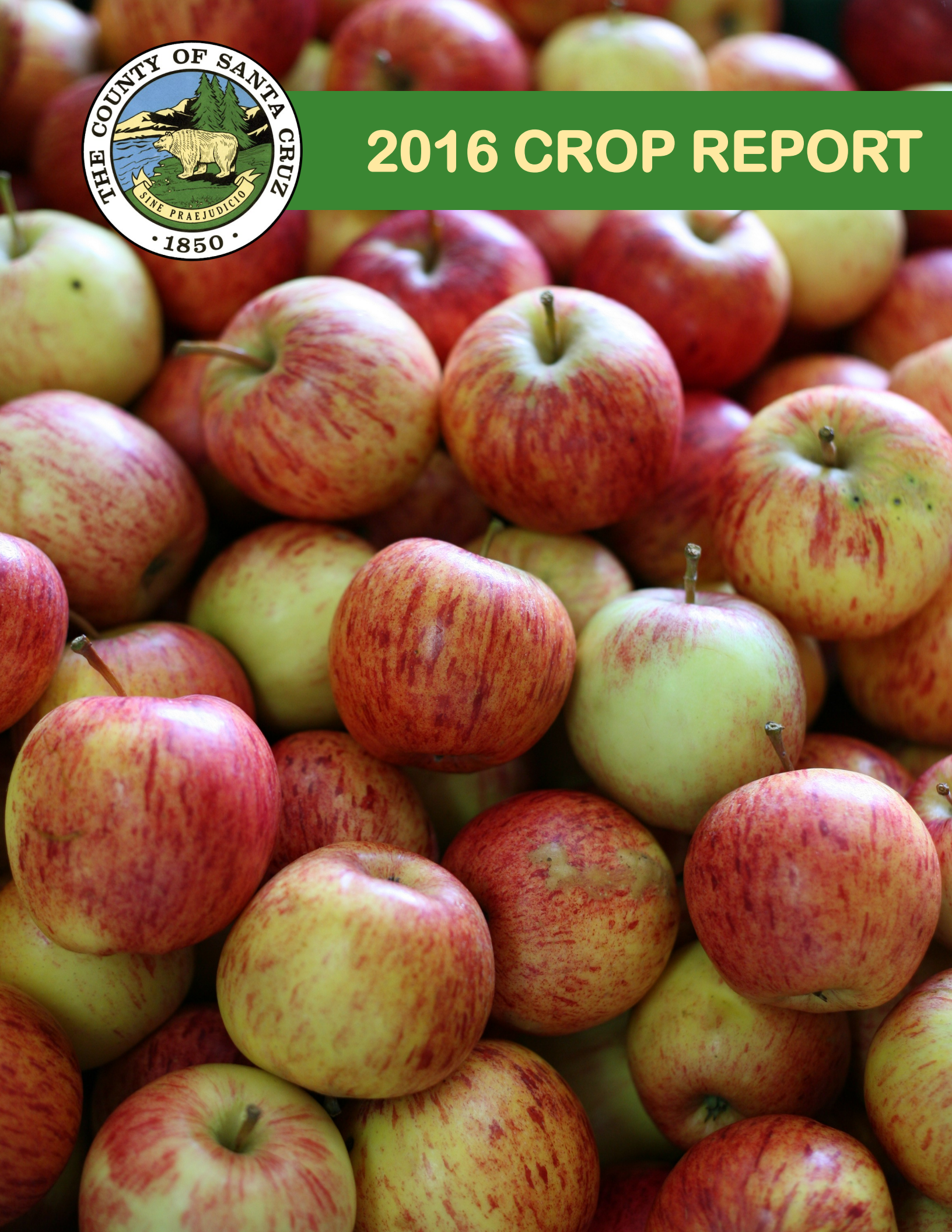


2016 CROP REPORT





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

John Leopold,	1 st District
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 submit the 2016 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 2016 was \$637,332,000. This represents an increase of \$11,894,000 above the 2015 production value of \$625,438,000. Gross production yield and value is influenced by factors such as weather, labor and the marketplace.

Strawberries remain the number one crop in Santa Cruz County with an estimated value of \$229,107,000 on just over 3,000 planted acres. Strawberries had a small decline in value per ton, but yields were higher than in 2015. Raspberries remain the number two crop with an estimated value of \$158,330,000. Berries (strawberries, raspberries and blackberries) account for nearly 70% of the total gross production value of the commodities grown in our county.

Apples and wine grapes benefited from a more seasonal winter resulting in closer to average yields and production values. Apple yields increased by 16,823 tons over the 2015 production year for a total value of \$12,784,000, and wine grape yields increased by 688 tons for a total value of \$4,543,000. Overall production values remain high thanks to exceptionally fertile soils and consumer demand for high value crops.

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.

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 2016 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**

**2016
STAFF**

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

Deputy Agricultural Commissioner

Pamela Cassar
David Sanford

Assistant Vector Control Manager

Paul Binding

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Benito Mendoza II
Shane DeVine
David George
Alberto Vinuela

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Brian Kriete
Miles Sorel

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Don Harris

Vector Ecologist

Amanda Poulsen

Vector Control Specialists

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Steve Driscoll
Jacob Jones

Nader Sidhom
Ray Travers
Stephen Bowling

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	2016	3,044	37.26	113,419	\$2,020	\$229,107,000
	2015	3,124	33.04	103,217	\$2,124	\$219,233,000
RASPBERRIES	2016	2,548	9.34	23,798	\$6,653	\$158,330,000
	2015	2,656	9.40	24,966	\$5,720	\$142,808,000
BLACKBERRIES	2016	1,008	7.96	8,024	\$6,360	\$51,031,000
	2015	844	7.06	5,959	\$7,040	\$41,949,000
TOTAL BERRIES	2016	6,600				\$438,468,000
	2015	6,624				\$403,990,000



APPLES, FRESH AND PROCESSED	2016	2,038	17.67	36,011	\$355	\$12,784,000
	2015	2,050	9.36	19,188	\$329	\$6,313,000
WINE GRAPES	2016	626	2.42	1,515	\$2,999	\$4,543,000
	2015	656	1.26	827	\$2,846	\$2,352,000
MISC. TREE AND VINE FRUIT*	2016	384				\$730,000
	2015	385				\$1,047,000
TOTAL APPLE, WINE AND MISC. FRUIT*	2016	3,048				\$18,057,000
	2015	3,091				\$9,712,000

*Miscellaneous tree and vine fruit includes apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes and walnuts. This category also includes miscellaneous berries. Miscellaneous berries were reported separately in previous reports, these include: boysenberries, blueberries, loganberries and ollalieberries.

SANTA CRUZ COUNTY

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2016	1,188	11.52	13,686	\$1,035	\$14,165,000
	2015	1,129	10.84	12,238	\$1,336	\$16,350,000
LETTUCE, HEAD	2016	1,430	18.05	25,812	\$280	\$7,227,000
	2015	1,897	18.40	34,905	\$312	\$10,890,000
LETTUCE, LEAF	2016	1,548	12.09	18,715	\$692	\$12,951,000
	2015	1,838	12.59	23,140	\$541	\$12,519,000
MISC. VEGETABLES**	2016	2,534				\$40,911,000
	2015	2,526				\$40,661,000
TOTAL VEGETABLES	2016	6,700				\$75,254,000
	2015	7,390				\$80,420,000

**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

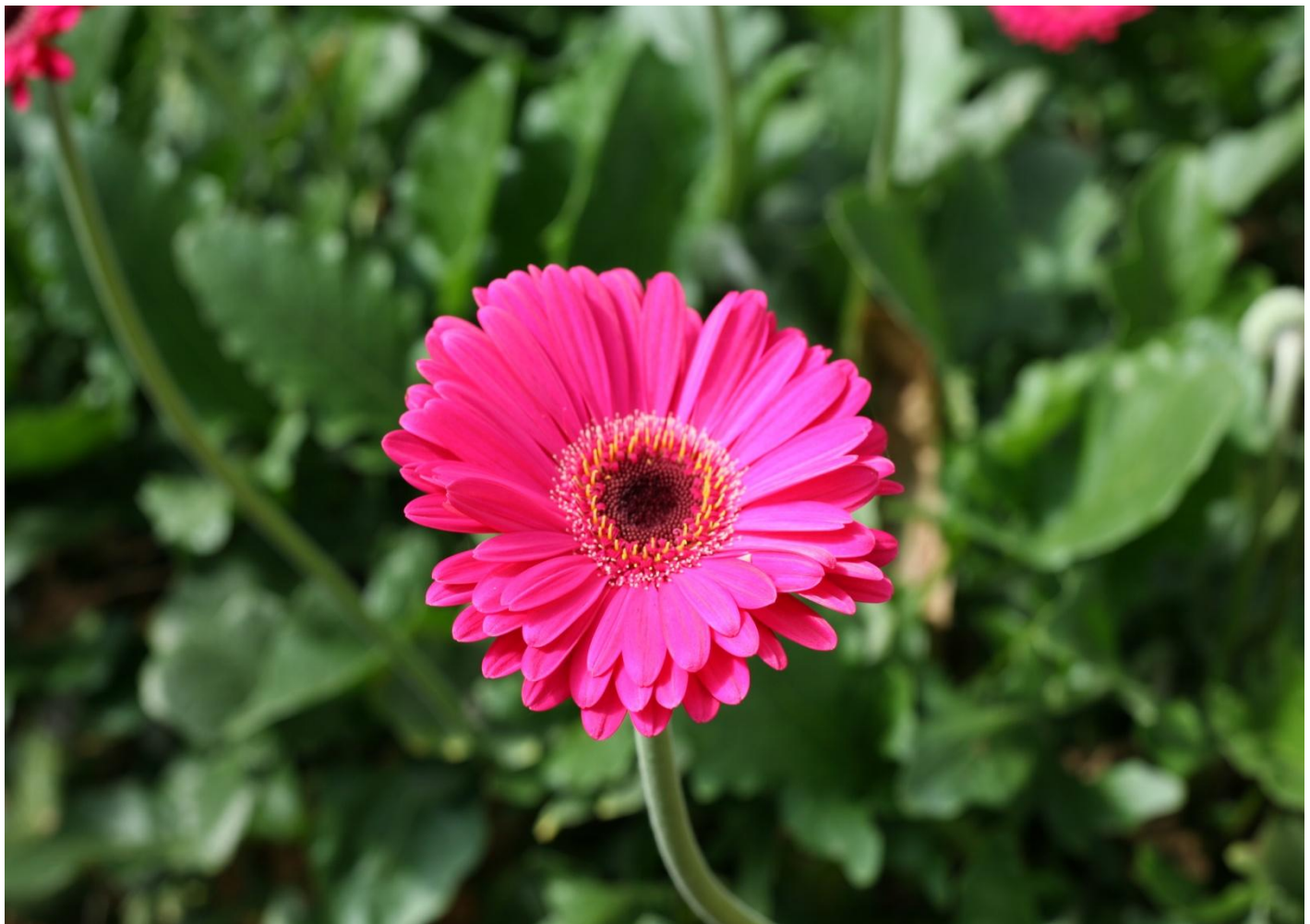
NURSERY CROPS

CROP	YEAR	ACRES	TOTAL VALUE
CUT FLOWERS & CUT GREENS*	2016	310	\$35,640,000
	2015	323	\$50,093,000
NURSERY STOCK**	2016	642	\$57,972,000
	2015	736	\$69,027,000

*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	2016	952	\$93,612,000
	2015	1,059	\$119,120,000



SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2016	\$7,403,000
	2015	\$7,289,000

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



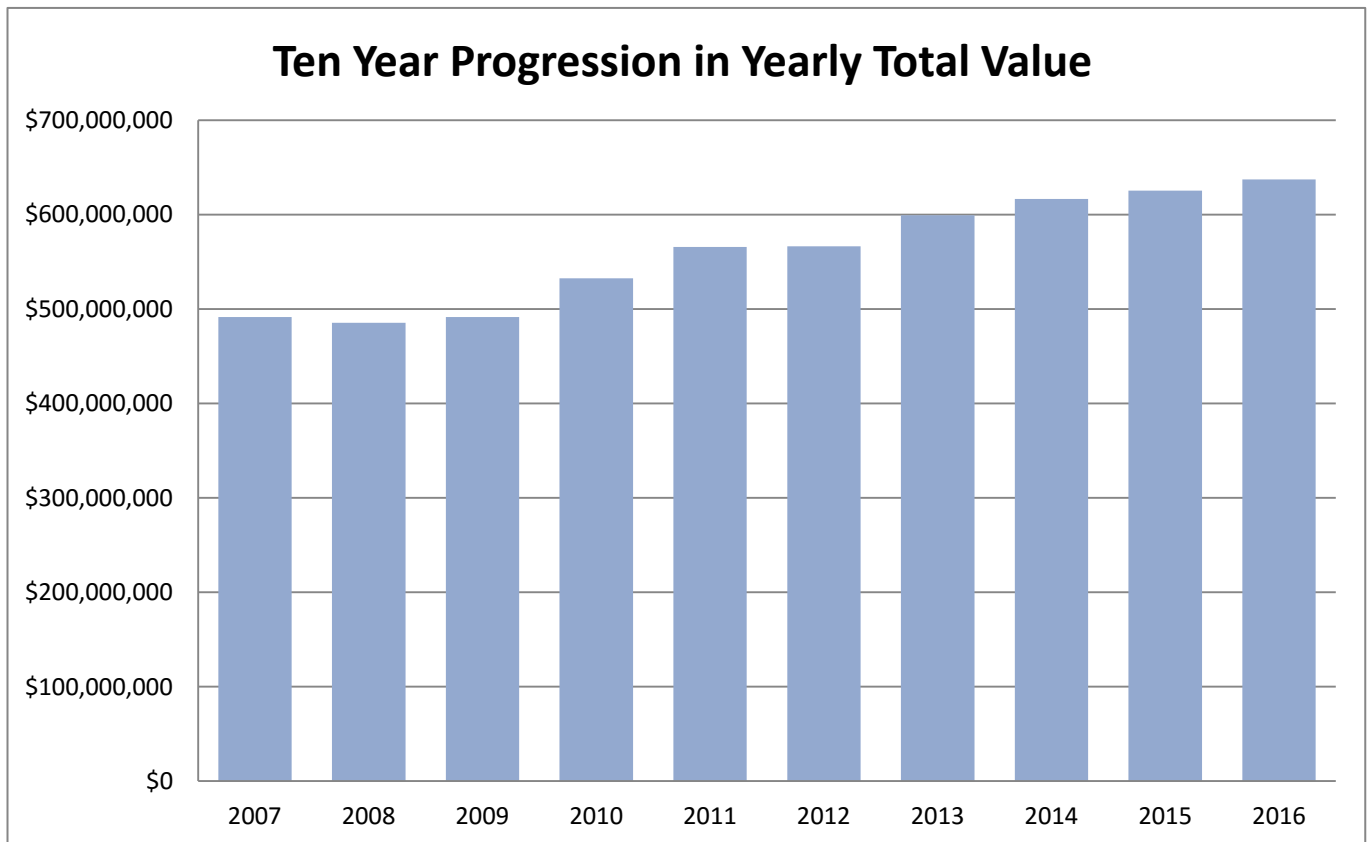
TIMBER

CROP	YEAR	Production (MILLION BOARD FEET)	TOTAL VALUE
TIMBER	2016	8,426	\$4,538,000
	2015	9,614	\$4,907,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2015	2016
STRAWBERRIES, RASPBERRIES AND BLACKBERRIES	\$404,665,000	\$438,468,000
NURSERY CROPS	\$119,120,000	\$93,612,000
VEGETABLES	\$80,420,000	\$75,254,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$9,037,000	\$18,057,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,289,000	\$7,403,000
TIMBER	\$4,907,000	\$4,538,000
TOTAL VALUE	\$625,438,000	\$637,332,000

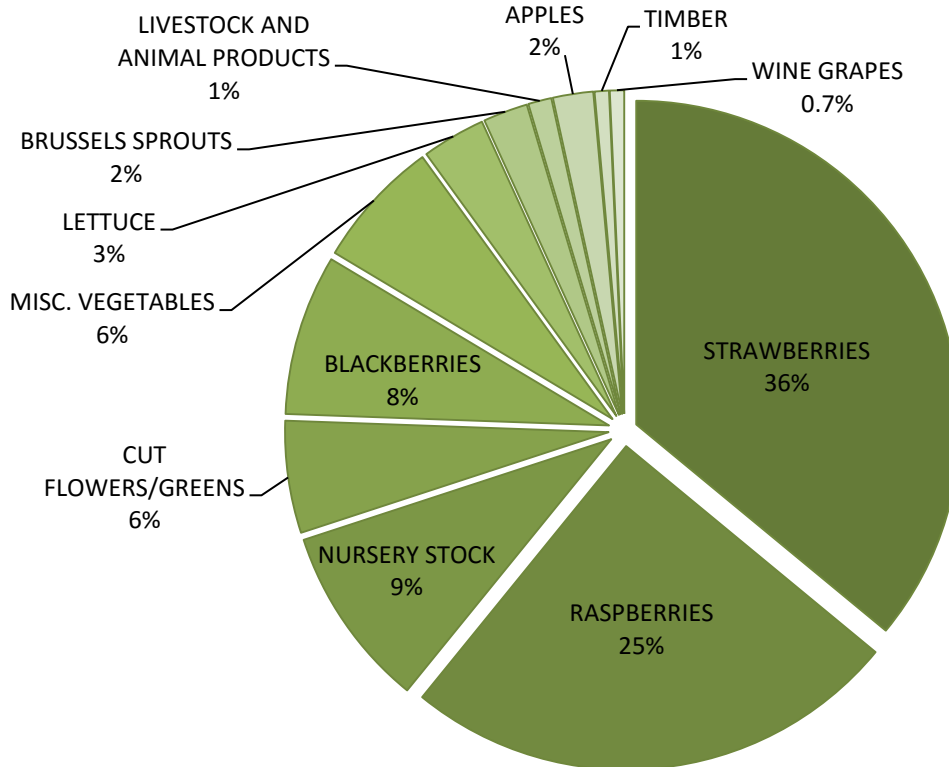


SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$229,107,000
RASPBERRIES	\$158,330,000
NURSERY STOCK	\$57,972,000
BLACKBERRIES	\$51,031,000
MISC. VEGETABLES	\$40,911,000
CUT FLOWERS & CUT GREENS	\$35,640,000
LETTUCE, HEAD & LEAF	\$20,178,000
BRUSSELS SPROUTS	\$14,165,000
APPLES	\$12,784,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,403,000
WINE GRAPES	\$4,543,000
TIMBER	\$4,538,000

2016 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
2016	6,859*	\$115,528,000
2015	6,621*	\$113,585,000
2014	4,058	\$118,872,000
2013	4,060	\$90,033,000
2012	3,500	\$65,000,000

*Includes organic pasture.



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
Guatemala

Israel
Japan
Mexico
Morocco
Netherlands
New Zealand

Peru
Portugal
South Africa
Thailand
United Kingdom



