

SANTA CRUZ COUNTY
2005 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

June 2006

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

In accordance with the requirements of Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to submit the 2005 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2005 was \$418,114,000. This is a decrease from the 2004 production value of \$448,072,000, which was exceptionally high. The vagaries of weather and the marketplace alone can cause changes of this magnitude and indeed, this was the case for 2005: the market was very strong for many of our vegetable crops but weak for some of the berry crops, yet production yields were high in several crop categories. Acreage in apples continues to decline and in many cases is being replaced by berry crops.

The number one crop in Santa Cruz County remains strawberries, which showed increases in acreage and production but a substantially lower return than the previous year because of market forces. Raspberries, our number two crop, and other berries are also very important crops, with very high production and value.

Production values are also high in Santa Cruz County because of exceptionally fertile soil and a climate that allows for year-round production; additionally, so much of our acreage is planted to high value crops, with a number of them double- or triple-cropped. Our growers also use and apply new and innovative production techniques to increase yield and prolong the growing season, and many of our growers produce value-added commodities or grow organically for which consumers are willing to pay a premium..

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 submitted,

David W. Moeller

DAVID W. MOELLER
AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS AND MEASURES

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

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SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2005	3,318	31.35	104,019	\$1,237	\$128,672,000
	2004	3,300	28.13	92,829	\$2,098	\$194,755,000
RASPBERRIES	2005	2,237	12.88	28,813	\$3,900	\$112,369,000
	2004	1,921	10.51	20,190	\$5,022	\$101,393,000
MISC. BERRIES*	2005	559	3.90	2,180	\$5,456	\$11,895,000
	2004	534	4.86	2,595	\$4,267	\$11,074,000
TOTAL BERRIES	2005	6,114				\$252,936,000
	2004	5,755				\$307,222,000
APPLES, FRESH AND PROCESSED	2005	2,600	16.53	42,978	\$211	\$9,068,000
	2004	2,717	15.60	42,390	\$223	\$9,453,000
WINE GRAPES	2005	575	1.39	799	\$2,200	\$1,758,000
	2004	572	1.20	686	\$2,131	\$1,462,000
MISC. TREE AND VINE FRUIT**	2005	213				\$213,000
	2004	250				\$250,000
TOTAL APPLE, WINE AND MISC. FRUIT**	2005	3,388				\$11,039,000
	2004	3,539				\$11,165,000

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

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

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VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2005	1,248	11.99	14,964	\$552	\$8,260,000
	2004	1,208	9.61	11,609	\$666	\$7,732,000
BROCCOLI	2005	342	13.88	4,747	\$1,114	\$5,288,000
	2004	523	10.46	5,471	\$449	\$2,456,000
CAULIFLOWER	2005	286	12.00	3,432	\$1,330	\$4,565,000
	2004	354	14.29	5,059	\$398	\$2,013,000
LETTUCE, HEAD	2005	2,895	25.61	74,141	\$190	\$14,087,000
	2004	2,506	22.32	55,934	\$172	\$9,644,000
LETTUCE, LEAF	2005	3,085	16.75	51,674	\$362	\$18,706,000
	2004	2,171	14.67	31,849	\$351	\$11,179,000
MISC. VEGETABLES*	2005	2,588				\$18,725,000
	2004	2,771				\$14,486,000
TOTAL VEGETABLES	2005	10,444				\$69,631,000
	2004	9,533				\$47,510,000

*miscellaneous vegetables includes artichokes, beans, beets, cabbage, celery, 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	2005	62	\$10,884,000
	2004	63	\$10,881,000
OTHER INDOOR CUT FLOWERS	2005	67	\$3,429,000
	2004	84	\$3,893,000
FIELD GROWN FLOWERS	2005	355	\$8,754,000
	2004	454	\$10,571,000
INDOOR POTTED PLANTS	2005	59	\$8,407,000
	2004	63	\$8,977,000
LANDSCAPE PLANTS	2005	282	\$29,226,000
	2004	264	\$27,073,000
OTHER PLANTS*	2005	388	\$13,080,000
	2004	346	\$11,665,000
TOTAL NURSERY	2005	1,213	\$73,780,000
	2004	1,274	\$73,060,000

*other plants includes farm stock and Christmas trees.

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS	2005	\$4,470,000
	2004	\$3,256,000

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

TIMBER AND FIELD CROPS

CROP	YEAR	ACRES		TOTAL VALUE
TIMBER	2005	9,674	million board feet	\$6,158,000
	2004	11,089	" " "	\$5,811,000
WILD HAY	2005	200		\$19,000
	2004	200		\$19,000
PASTURE	2005	5,489		\$81,000
	2004	1,953		\$29,000
TOTAL TIMBER AND FIELD CROPS	2005			\$6,258,000
	2004			\$5,859,000
TOTAL VALUE	2005			\$418,114,000
	2004			\$448,072,000

SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$128,672,000
RASPBERRIES	\$112,369,000
LANDSCAPE PLANTS	\$29,226,000
MISC. VEGETABLES	\$18,725,000
LETTUCE, LEAF	\$18,706,000
INDOOR CUT FLOWERS	\$14,313,000
LETTUCE, HEAD	\$14,087,000
OTHER PLANTS	\$13,080,000
MISC. BERRIES	\$11,895,000
APPLES	\$9,068,000
FIELD GROWN FLOWERS	\$8,754,000
INDOOR POTTED PLANTS	\$8,407,000
BRUSSELS SPROUTS	\$8,260,000
TIMBER	\$6,158,000
BROCCOLI	\$5,288,000
CAULIFLOWER	\$4,565,000
LIVESTOCK	\$4,470,000
WINE GRAPES	\$1,758,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$252,936,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$11,039,000
VEGETABLES	\$69,631,000
NURSERY CROPS	\$73,780,000
LIVESTOCK AND ANIMAL PRODUCTS	\$4,470,000
TIMBER AND FIELD CROPS	\$6,258,000
TOTAL VALUE	\$418,114,000

SANTA CRUZ COUNTY

SUSTAINABLE AGRICULTURE REPORT

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	352	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	99	None captured
Oriental Fruit Fly	219	None captured
Melon Fly	203	None captured
Gypsy Moth	409	None captured
Japanese Beetle	123	None captured
Glassy-Winged Sharpshooter	352 urban 54 nurseries	None captured
Nantucket Pine Tree Moth	4	None captured
European Pine Shoot Moth	4	None captured
Khapra Beetle	25	None captured
Olive Fruit Fly	46	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.