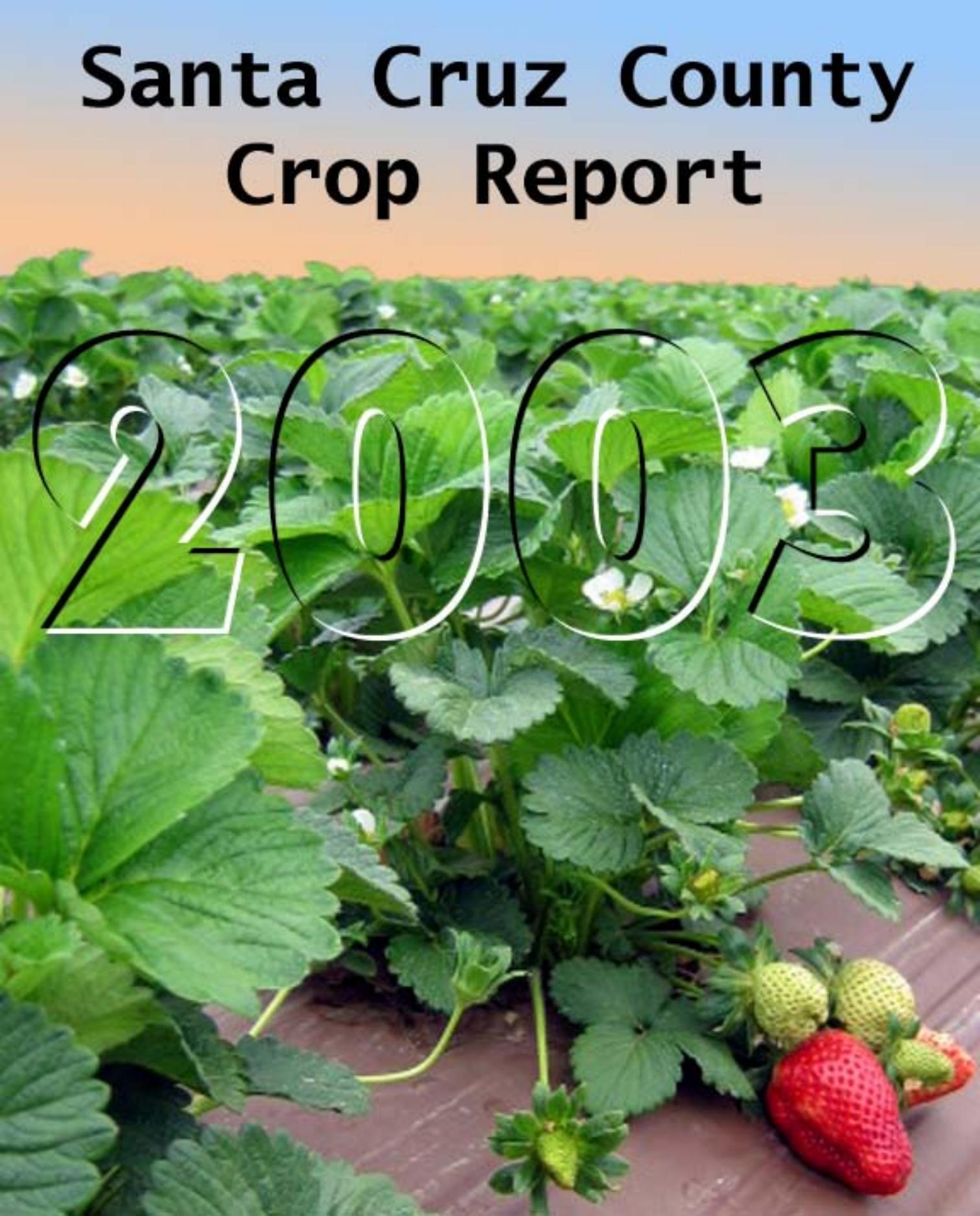


Santa Cruz County Crop Report

2003





County of Santa Cruz

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
Mardi Wormhoudt, Chairperson and Supervisor of the 3rd District
Jan Beautz, Supervisor of the 1st District
Ellen Pirie, Supervisor of the 2nd District
Tony Campos, Supervisor of the 4th 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 2003 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2003 was \$371,207,000. This is the highest value ever reported for our county and is a substantial increase from the 2002 production value of \$288,881,000.

Strawberries continue to be the number one crop, with increases in both price and production, even though the number of acres in strawberries has decreased. The number of acres planted to raspberries increased substantially, as did the production and price. Acreage in head lettuce has been decreasing, being replaced by various other vegetable crops. Acreage in apples is slowly declining while acreage in wine grapes continues to increase. Other crops remained about the same in production, acreage, and value.

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**

STAFF

Agricultural Commissioner/Director of Weights & Measures

David W. Moeller

Deputy Agricultural Commissioner

Mary Lou Nicoletti

Departmental Administrative Analyst

Lisa LeCoup

Agricultural/Weights & Measures Inspectors

John Bowman

Pamela Cassar

Mary Clarke

Shane DeVine

David George

Hilda Haro

John Kenney

John Kovarik

Marilyn Perry

Marianne Steeger

Weights & Measures Investigator

Marty Ryhanych

Agricultural Biologist Aides

Melanie Benedetti

Stephanie Hudson

Support Staff

Mike Del Fava, Sr. Information Systems Analyst

Rosemary Velez, Receptionist

Anita Watkins, Sr. Account Technician

SANTA CRUZ COUNTY

FRUITS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2003	3,201	26.81	85,824	\$1,418	\$121,698,000
	2002	3,586	25.60	91,802	\$1,170	\$107,408,000
RASPBERRIES	2003	2,074	12.48	25,884	\$4,123	\$106,718,000
	2002	1,514	6.40	9,690	\$3,912	\$37,906,000
MISC. BERRIES*	2003	524	4.16	2,180	\$4,807	\$10,478,000
	2002	402	4.40	1,769	\$4,440	\$7,853,000
TOTAL BERRIES	2003	5,799				\$238,894,000
	2002	5,502				\$153,167,000
APPLES, FRESH AND PROCESSED	2003	2,800	17.19	48,120	\$223	\$10,731,000
	2002	2,756	14.90	41,064	\$223	\$9,157,000
WINE GRAPES	2003	574	3.33	1,911	\$1,350	\$2,580,000
	2002	549	4.00	2,196	\$1,500	\$3,294,000
MISC. TREE AND VINE FRUIT**	2003	140				\$140,000
	2002	76				\$76,000
TOTAL APPLE, WINE AND MISC. FRUIT**	2003	3,514				\$13,451,000
	2002	3,381				\$12,527,000

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

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

SANTA CRUZ COUNTY

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2003	1,078	9.00	9,702	\$605	\$5,872,000
	2002	1,023	10.00	10,230	\$550	\$5,627,000
BROCCOLI	2003	365	8.58	3,132	\$347	\$1,087,000
	2002	321	8.20	2,632	\$606	\$1,595,000
CAULIFLOWER	2003	413	11.21	4,630	\$338	\$1,565,000
	2002	296	12.70	3,759	\$604	\$2,271,000
CELERY	2003	133	32.90	4,366	\$145	\$633,000
	2002	116	51.40	5,962	\$256	\$1,526,000
LETTUCE, HEAD	2003	2,568	20.94	53,774	\$206	\$11,077,000
	2002	2,158	22.50	48,555	\$304	\$14,761,000
LETTUCE, LEAF	2003	1,952	14.33	27,972	\$326	\$9,119,000
	2002	1,479	18.00	26,622	\$562	\$14,962,000
MISC. VEGETABLES*	2003	2,900				\$14,500,000
	2002	2,973				\$14,865,000
TOTAL VEGETABLES	2003	9,409				\$43,853,000
	2002	8,366				\$55,607,000

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

SANTA CRUZ COUNTY

NURSERY CROPS

CROP	YEAR ACRES		TOTAL VALUE
ROSES	2003	64	\$11,084,000
	2002	65	\$10,926,000
OTHER INDOOR CUT FLOWERS	2003	96	\$4,449,000
	2002	75	\$3,476,000
FIELD GROWN FLOWERS	2003	498	\$10,165,000
	2002	430	\$8,777,000
INDOOR POTTED PLANTS	2003	56	\$7,739,000
	2002	48	\$6,633,000
LANDSCAPE PLANTS	2003	223	\$22,191,000
	2002	180	\$17,912,000
OTHER PLANTS*	2003	347	\$11,549,000
	2002	399	\$13,280,000
TOTAL NURSERY	2003	1,220	\$67,177,000
	2002	1,132	\$61,004,000

*other plants includes farm stock and Christmas trees.

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
CATTLE	2003	\$502,000
	2002	\$411,000
MISC. LIVESTOCK AND PRODUCTS*	2003	\$2,904,000
	2002	\$1,840,000
TOTAL LIVESTOCK AND PRODUCTS	2003	\$3,406,000
	2002	\$2,251,000

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

FIELD CROPS

CROP	YEAR	ACRES	TOTAL VALUE
WILD HAY	2003	200	\$19,000
	2002	200	\$19,000
OATS	2003	400	\$115,000
	2002	700	\$200,000
PASTURE	2003	1,953	\$29,000
	2002	2,210	\$33,000
TIMBER	2003	9,614	\$4,263,000
	2002	9,136	\$4,073,000
		million board feet	
		" " "	
TOTAL FIELD CROPS AND PASTURE	2003		\$4,426,000
	2002		\$4,325,000
TOTAL VALUE	2003		\$371,207,000
	2002		\$288,881,000

SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$121,698,000
RASPBERRIES	\$106,718,000
LANDSCAPE PLANTS	\$22,191,000
INDOOR CUT FLOWERS	\$15,533,000
MISC. VEGETABLES	\$14,500,000
OTHER PLANTS	\$11,549,000
LETTUCE, HEAD	\$11,077,000
APPLES	\$10,731,000
MISC. BERRIES	\$10,478,000
FIELD GROWN FLOWERS	\$10,165,000
LETTUCE, LEAF	\$9,119,000
INDOOR POTTED PLANTS	\$7,739,000
BRUSSELS SPROUTS	\$5,872,000
TIMBER	\$4,263,000
MISC. LIVESTOCK	\$2,904,000
WINE GRAPES	\$2,580,000
CAULIFLOWER	\$1,565,000
BROCCOLI	\$1,087,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$238,894,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$13,451,000
VEGETABLES	\$43,853,000
NURSERY CROPS	\$67,177,000
LIVESTOCK AND ANIMAL PRODUCTS	\$3,406,000
FIELD CROPS	\$4,426,000
TOTAL VALUE	\$371,207,000

SANTA CRUZ COUNTY

SUSTAINABLE AGRICULTURE REPORT

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	363	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	114	None captured
Oriental Fruit Fly	204	None captured
Melon Fly	179	None captured
Gypsy Moth	401	One trapped in Scotts Valley
Japanese Beetle	114	None captured
Glassy-Winged Sharpshooter	363 urban 54 nurseries	None captured

ORGANIC FARMING

There are approximately 59 organic growers in Santa Cruz County and over 2500 acres in organic crops.