

SANTA CRUZ COUNTY
2010 CROP REPORT

County of Santa Cruz



OFFICE OF THE AGRICULTURAL COMMISSIONER

KEN CORBISHLEY
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

Mark Stone, Chairperson and Supervisor of the 5th District

John Leopold, Supervisor of the 1st District

Ellen Pirie, Supervisor of the 2nd District

Neal Coonerty, Supervisor of the 3rd District

Greg Caput, Supervisor of the 4th District

In accordance with the provisions of California Food and Agricultural Code Sections 2272 and 2279, I am pleased to present the 2010 Santa Cruz County Agricultural Crop and Livestock Report.

Information presented in this report was gathered from a variety of sources including producers, packinghouses, shippers, marketing boards and grower organizations. My appreciation goes to those that provided production information, and to Bridget Higgins, Agricultural/Weights and Measures Inspector, and Lisa LeCoup, Deputy Agricultural Commissioner, for compiling and analyzing production data, and for preparing this report.

The values presented are gross values and do not reflect the net income or loss to producers. Commodity values are influenced by production costs and do not represent profit. Expenditures associated with exotic insects, fuel, fertilizer, feed, land, pesticides, regulatory compliance, etc., influence production costs.

The total gross production value of Santa Cruz County agricultural commodities for 2010 was \$532,526,000. This is an increase of \$40,891,000 from the 2009 production value of \$491,635,000. Much of the increase is due to increased acreage and production per acre for strawberries. Enhanced collection of information about specialty crops (high value organic commodities) also contributed to the increase. Gross production values and yields are influenced by many factors including weather, labor, market demand and accessibility.

The highest valued crop in Santa Cruz County remains strawberries. Raspberries, the second highest valued crop commanded high prices.

Overall production values remain high because of exceptionally fertile soil, a climate that allows for year around production and consumer demand for high value crops. New and innovative production techniques continue to be employed and lead to increased yield and a prolonged growing season. Many value-added or organically produced commodities are grown in this region.

Respectfully submitted,

Mary Lou Fioletti, for

Ken Corbishley
Agricultural Commissioner

**Santa Cruz County
Agricultural Commissioner,
Sealer of Weights & Measures,
Director of Mosquito and Vector Control**

STAFF

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

Ken Corbishley

**Deputy Agricultural
Commissioner**

*Pamela Cassar
Lisa LeCoup*

**Assistant Vector Control
Manager**

Paul Binding

Agricultural, Weights & Measures Inspector

*Tony Dennis
Shane DeVine
Shawn Fields
David George
Hilda Haro*

*Juan Hidalgo
Bridget Higgins
John Kovarik
Renee Kuphal
Marianne Steeger*

Agricultural Biologist Aide

*Don Harris
Vanessa Lane*

*Jordan Rinker
Raymond Schmidt*

Vector Control Specialist

*Melanie Benedetti
Steve Driscoll*

*Nader Sidhom
Ray Travers*

Agricultural Biologist Aide

Eric Berris

**Agricultural Commissioner, Sealer of Weights and Measures
Administrative Support Staff**

*Robert Fernando, Sr. Account Technician
Rosemary Velez, Receptionist*

Vector Control Administrative Support Staff

Lori Filiau, Senior Account Clerk

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2010	3,317	38.99	129,330	\$1,525	\$197,228,000
	2009	3,173	35.48	112,578	\$1,533	\$172,582,000
RASPBERRIES	2010	2,033	8.53	17,341	\$5,287	\$91,684,000
	2009	2,044	12.95	26,470	\$3,939	\$104,265,000
BLACKBERRIES*	2010	763	7.48	5,707	\$6,001	\$34,249,000
MISC. BERRIES**	2010	89	3.83	341	\$4,222	\$1,439,000
	2009	676	9.19	6,212	\$4,723	\$29,341,000
TOTAL BERRIES	2010	6,202				\$324,600,000
	2009	5,893				\$306,188,000
APPLES, FRESH AND PROCESSED	2010	2,211	22.01	48,664	\$274	\$13,334,000
	2009	2,248	15.28	34,349	\$209	\$7,179,000
WINE GRAPES	2010	607	2.23	1,354	\$2,265	\$3,066,000
	2009	629	2.31	1,453	\$2,229	\$3,239,000
MISC. TREE AND VINE FRUIT***	2010	298				\$298,000
	2009	304				\$304,000
TOTAL APPLE, WINE AND MISC. FRUIT***	2010	3,116				\$16,698,000
	2009	3,181				\$10,722,000

*Note Blackberries previously included in Misc. Berries

**Miscellaneous Berries includes boysenberry, blueberries, currants, and ollalieberries

*** Miscellaneous tree and vine fruit includes 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	2010	993	10.05	9,980	\$754	\$7,525,000
	2009	1,175	9.83	11,550	\$765	\$8,836,000
BROCCOLI	2010	*	*	*	*	*
	2009	403	11.00	4,433	\$975	\$4,322,000
LETTUCE, HEAD	2010	1,306	21.17	27,648	\$253	\$6,995,000
	2009	1,506	19.30	29,066	\$277	\$8,051,000
LETTUCE, LEAF	2010	1,688	15.42	26,029	\$341	\$8,876,000
	2009	1,513	13.53	20,471	\$337	\$6,899,000
MISC. VEGETABLES**	2010	3,955				\$38,424,000
	2009	2,834				\$18,870,000
TOTAL VEGETABLES	2010	7,942				\$61,820,000
	2009	7,431				\$46,978,000

*Broccoli is now included in Misc. Vegetables

**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
INDOOR CUT FLOWERS	2010	160	\$37,432,000
	2009	175	\$38,991,000
FIELD GROWN FLOWERS	2010	331	\$34,889,000
	2009	336	\$21,040,000
INDOOR POTTED PLANTS	2010	41	\$3,446,000
	2009	52	\$5,603,000
LANDSCAPE PLANTS	2010	289	\$25,906,000
	2009	276	\$29,831,000
OTHER PLANTS*	2010	302	\$17,113,000
	2009	407	\$23,063,000
TOTAL NURSERY	2010	1,123	\$118,786,000
	2009	1,246	\$118,528,000

*other plants include farm stock and Christmas trees.

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS	2010	\$5,756,000
	2009	\$5,600,000

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

TIMBER AND FIELD CROPS

CROP	YEAR	TOTAL VALUE
TIMBER	2010 13,359 million board feet	\$4,776,000
	2009 8,404 million board feet	\$3,529,000
WILD HAY	2010 54 acres	\$8,000
	2009 54 acres	\$8,000
PASTURE	2010 5,191 acres	\$82,000
	2009 5,191 acres	\$82,000
TOTAL TIMBER AND FIELD CROPS	2010	\$4,866,000
	2009	\$3,619,000
TOTAL VALUE	2010	\$532,526,000
	2009	\$491,635,000

SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

STRAWBERRIES	\$197,228,000
RASPBERRIES	\$91,684,000
MISC. VEGETABLES	\$38,424,000
INDOOR CUT FLOWERS	\$37,432,000
FIELD GROWN FLOWERS	\$34,889,000
BLACKBERRIES	\$34,249,000
LANDSCAPE PLANTS	\$25,906,000
OTHER PLANTS	\$17,113,000
APPLES	\$13,334,000
LETTUCE, LEAF	\$8,876,000
BRUSSEL SPROUTS	\$7,525,000
LETTUCE, HEAD	\$6,995,000
LIVESTOCK	\$5,756,000
TIMBER	\$4,776,000
INDOOR POTTED PLANTS	\$3,446,000
WINE GRAPES	\$3,066,000
MISC. BERRIES	\$1,439,000

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$324,600,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$16,698,000
VEGETABLES	\$61,820,000
NURSERY CROPS	\$118,786,000
LIVESTOCK AND ANIMAL PRODUCTS	\$5,756,000
TIMBER AND FIELD CROPS	\$4,866,000
TOTAL VALUE	\$532,526,000

SANTA CRUZ COUNTY

PEST EXCLUSION

Interceptions

SCALES

Pseudaulacaspis cockerelli/ Magnolia White Scale.....	A-rated	1
Diaspididae/ Rufous Scale.....	A-rated	2
Diaspididae/ Armored Scale.....	Q-rated	2
Diaspididae/ Purple scale.....	B-rated	1

INSECT EGGS

Unknown.....	B-rated	1
--------------	---------	---

MEALYBUG

Pseudococcidae.....	Q-rated	1
---------------------	---------	---

THRIP

Phlaeothripidae.....	Q-rated	1
----------------------	---------	---

MOTH

Tortricidae	Q-rated	1
-------------------	---------	---

Q-rated Gladiolus Rust was detected at residences and at two commercial establishments;
The owners voluntarily destroyed the plants

DEFINITIONS- RATINGS

"A"

A pest of known economic or environmental detriment and is either not known to be established in California or it is present in a limited distribution that allows for the possibility of eradication or successful containment. A-rated pests are prohibited from entering the state because, by virtue of their rating, they have been placed on the of Plant Health and Pest Prevention Services Director's list of organisms "detrimental to agriculture" in accordance with the FAC Sections 5261 and 6461.

"B"

An pest of known economic or environmental detriment and, if present in California, it is of limited distribution. B-rated pests are eligible to enter the state if the receiving county has agreed to accept them.

"C"

A pest of known economic or environmental detriment and, if present in California, it is usually widespread. C-rated organisms are eligible to enter the state as long as the commodities with which they are associated conform to pest cleanliness standards when found in nursery stock shipments.

"Q"

An organism or disorder suspected to be of economic or environmental detriment, but whose status is uncertain because of incomplete identification or inadequate information.

SANTA CRUZ COUNTY

Quarantine Rejections

Markings- Intrastate.....	31
Markings - Interstate.....	94
Imported Fire Ant.....	12
Citrus Canker.....	7
Japanese Beetle.....	22
Reasonable Cause.....	49
Burrowing Nematode.....	11
Chestnut Bark and Oak Wilt.....	3
Caribbean Fruit Fly.....	1
Apple Maggot.....	8
European Corn Borer.....	1
Peach Yellows, Little Peach and Red Suture.....	5
Glassy-winged Sharpshooter.....	7
Plum Curculio.....	30
Colorado Potato Beetle.....	12
Cedar- Apple Rust.....	1
Total Number of Rejections.....	294
(Post Office = 60)	
(UPS = 183)	
(Fed Ex = 40)	
(Truck = 11)	

SANTA CRUZ COUNTY

DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
European Grape Vine Moth (All regulatory traps) <i>Delimitation done by CDFA, County was not quarantined during 2010.</i>	477	1 captured
Medfly <i>Delimitation done by CDFA, County is not quarantined.</i>	171	1 captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	178	None captured
Oriental Fruit Fly	75	None captured
Melon Fly	44	None captured
Gypsy Moth	243	None captured
Japanese Beetle	125	None captured
Glassy-Winged Sharpshooter	293 urban 32 traps at 17 nurseries	None captured
Nantucket Pine Tree Moth	5	None captured
European Pine Shoot Moth	5	None captured
Khapra Beetle	20	None captured
Light Brown Apple Moth (County traps)	0	N/A
Light Brown Apple Moth (All regulatory traps)	average 362	12755 captured

Inspections

Glassy Wing Sharpshooter inspections (inspection of incoming plant shipments from GWSS infested areas)	962
---	-----

ORGANIC FARMING

There are more than 90 organic growers in Santa Cruz County with over 1600 acres in organic crops. 30% of the total acres of fruits and vegetables grown in Santa Cruz County are grown organically, valued at over 26.1 million dollars .