

SANTA CRUZ COUNTY  
2007 CROP REPORT

# County of Santa Cruz

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## OFFICE OF THE AGRICULTURAL COMMISSIONER

**KEN CORBISHLEY**  
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  
Jan Beautz, Supervisor of the 1st District  
Ellen Pirie, Supervisor of the 2nd District and Chairperson  
Neal Coonerty, Supervisor of the 3rd District  
Tony Campos, Supervisor of the 4th District  
Mark W. Stone, Supervisor of the 5th District

I am pleased to present the 2007 Santa Cruz County Agricultural Crop and Livestock Report in accordance with the requirements of California Food and Agricultural Code Sections 2272 and 2279.

The total gross production value of Santa Cruz County agricultural commodities in 2007 was \$491,540,000. This is an increase of \$77,273,000 over the 2006 production value of \$414,267,000. In part, this increase is due to the method in which gross sales information was collected and tabulated. For some commodities past reports have relied on estimated market values whereas this report contains information received directly from producers.

The values presented are gross values and do not reflect the net income or loss to producers. Gross values on many crops have risen because of increased production costs and don't necessarily represent increased profit. Such things as fuel prices, labor, pest quarantines and production charges influence production costs. Weather and the marketplace further influence gross value and yield.

The number one crop in Santa Cruz County remains strawberries, which showed an increase in acreage and price, but similar production yield compared to the previous year. Raspberries, the number two crop, continue to command high prices.

Santa Cruz County production values remain high because of exceptionally fertile soil, a climate that allows for year-round production and high value crops. Producers use and apply new and innovative production techniques to increase yield and prolong the growing season. Also many producers grow value-added commodities or grow organically.

My appreciation to the producers, packinghouses, shippers, marketing boards, grower organizations and others for providing the information contained within this report. I also thank Lisa LeCoup who prepared this report and Tiffany Fields who gathered and analyzed data.

Respectfully submitted,

*Ken Corbishley*

Ken Corbishley  
Agricultural Commissioner/Sealer of Weights & Measures

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

**STAFF**

**Agricultural Commissioner/Sealer of Weights & Measures**  
*Ken Corbishley*

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SANTA CRUZ COUNTY

**FRUIT CROPS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2007</b>	<b>3,679</b>	<b>30.96</b>	<b>113,902</b>	<b>\$1,729</b>	<b>\$196,936,000</b>
	2006	3,384	30.75	104,058	\$1,483	\$154,318,000
<b>RASPBERRIES</b>	<b>2007</b>	<b>1,375</b>	<b>9.98</b>	<b>13,723</b>	<b>\$5,179</b>	<b>\$71,069,000</b>
	2006	1,556	13.52	21,037	\$3,978	\$83,686,000
<b>MISC. BERRIES*</b>	<b>2007</b>	<b>537</b>	<b>4.41</b>	<b>2,368</b>	<b>\$5,933</b>	<b>\$14,050,000</b>
	2006	465	4.10	1,907	\$5,565	\$10,610,000
<b>TOTAL BERRIES</b>	<b>2007</b>	<b>5,591</b>				<b>\$282,055,000</b>
	2006	5,405				\$248,614,000
<b>APPLES, FRESH AND PROCESSED</b>	<b>2007</b>	<b>2,333</b>	<b>15.45</b>	<b>36,045</b>	<b>\$225</b>	<b>\$8,110,000</b>
	2006	2,696	18.18	49,013	\$211	\$10,342,000
<b>WINE GRAPES</b>	<b>2007</b>	<b>598</b>	<b>2.13</b>	<b>1,274</b>	<b>\$2,384</b>	<b>\$3,037,000</b>
	2006	600	3.00	1,800	\$2,390	\$4,302,000
<b>MISC. TREE AND VINE FRUIT**</b>	<b>2007</b>	<b>263</b>				<b>\$263,000</b>
	2006	300				\$300,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT**</b>	<b>2007</b>	<b>3,194</b>				<b>\$11,410,000</b>
	2006	3,596				\$14,944,000

\* 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
<b>BRUSSELS SPROUTS</b>	<b>2007</b>	<b>1,230</b>	<b>11.17</b>	<b>13,739</b>	<b>\$644</b>	<b>\$8,848,000</b>
	2006	1,250	10.54	13,175	\$632	\$8,327,000
<b>BROCCOLI</b>	<b>2007</b>	<b>252</b>	<b>8.10</b>	<b>2,041</b>	<b>\$805</b>	<b>\$1,643,000</b>
	2006	382	8.02	3,064	\$1,110	\$3,401,000
<b>LETTUCE, HEAD</b>	<b>2007</b>	<b>1,986</b>	<b>18.90</b>	<b>37,535</b>	<b>\$183</b>	<b>\$6,869,000</b>
	2006	1,908	20.58	39,267	\$195	\$7,657,000
<b>LETTUCE, LEAF</b>	<b>2007</b>	<b>1,510</b>				<b>\$5,466,000</b>
	2006	2,237				\$11,588,000
<b>MISC. VEGETABLES*</b>	<b>2007</b>	<b>3,083</b>				<b>\$44,589,000</b>
	2006	3,345				\$28,100,000
<b>TOTAL VEGETABLES</b>	<b>2007</b>	<b>8,061</b>				<b>\$67,415,000</b>
	2006	9,122				\$59,073,000

\*miscellaneous vegetables includes artichokes, beans, beets, cabbage, cauliflower, 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
<b>INDOOR CUT FLOWERS</b>	<b>2007</b>	<b>154</b>	<b>\$35,024,000</b>
	2006	134	\$15,462,000
<b>FIELD GROWN FLOWERS</b>	<b>2007</b>	<b>327</b>	<b>\$20,589,000</b>
	2006	360	\$9,143,000
<b>INDOOR POTTED PLANTS</b>	<b>2007</b>	<b>58</b>	<b>\$7,400,000</b>
	2006	83	\$9,343,000
<b>LANDSCAPE PLANTS</b>	<b>2007</b>	<b>276</b>	<b>\$33,899,000</b>
	2006	320	\$35,154,000
<b>OTHER PLANTS*</b>	<b>2007</b>	<b>332</b>	<b>\$20,904,000</b>
	2006	368	\$11,041,000
<b>TOTAL NURSERY</b>	<b>2007</b>	<b>1,147</b>	<b>\$117,816,000</b>
	2006	1,265	\$80,143,000

\*other plants includes farm stock and Christmas trees.

Total value of nursery crops was obtained directly from growers in 2007 and therefore represents a more accurate amount than previous years when total value was estimated.

SANTA CRUZ COUNTY

**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
<b>TOTAL LIVESTOCK AND PRODUCTS</b>	<b>2007</b>	<b>\$6,341,000</b>
	2006	\$5,045,000

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

**TIMBER AND FIELD CROPS**

CROP	YEAR	ACRES		TOTAL VALUE
<b>TIMBER</b>	<b>2007</b>	<b>9,414</b>	<b>million board feet</b>	<b>\$6,413,000</b>
	2006	9,600	" " "	\$6,339,000
<b>WILD HAY</b>	<b>2007</b>	<b>60</b>		<b>\$8,000</b>
	2006	88		\$10,000
<b>PASTURE</b>	<b>2007</b>	<b>5,586</b>		<b>\$82,000</b>
	2006	6,770		\$99,000
<b>TOTAL TIMBER AND FIELD CROPS</b>	<b>2007</b>			<b>\$6,503,000</b>
	2006			\$6,448,000
<b>TOTAL VALUE</b>	<b>2007</b>			<b>\$491,540,000</b>
	2006			\$414,267,000

## SANTA CRUZ COUNTY

### MILLION DOLLAR CROPS

STRAWBERRIES	\$196,936,000
RASPBERRIES	\$71,069,000
MISC. VEGETABLES	\$44,589,000
INDOOR CUT FLOWERS	\$35,024,000
LANDSCAPE PLANTS	\$33,899,000
OTHER PLANTS	\$20,904,000
FIELD GROWN FLOWERS	\$20,589,000
MISC. BERRIES	\$14,050,000
BRUSSELS SPROUTS	\$8,848,000
APPLES	\$8,110,000
INDOOR POTTED PLANTS	\$7,400,000
LETTUCE, HEAD	\$6,869,000
TIMBER	\$6,413,000
LIVESTOCK	\$6,341,000
LETTUCE, LEAF	\$5,466,000
WINE GRAPES	\$3,037,000
BROCCOLI	\$1,643,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$282,055,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$11,410,000
VEGETABLES	\$67,415,000
NURSERY CROPS	\$117,816,000
LIVESTOCK AND ANIMAL PRODUCTS	\$6,341,000
TIMBER AND FIELD CROPS	\$6,503,000
<b>TOTAL VALUE</b>	<b>\$491,540,000</b>

## SANTA CRUZ COUNTY

# SUSTAINABLE AGRICULTURE REPORT

### DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	352	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	92	None captured
Oriental Fruit Fly	226	None captured
Melon Fly	199	None captured
Gypsy Moth	410	None captured
Japanese Beetle	123	None captured
Glassy-Winged Sharpshooter	352 urban 54 nurseries	None captured
Nantucket Pine Tree Moth	5	None captured
European Pine Shoot Moth	5	None captured
Khapra Beetle	25	None captured
Light Brown Apple Moth (combined County and CDFA)	3,349	10,390 captured

### ORGANIC FARMING

There are more than 70 organic growers in Santa Cruz County with over 2,800 acres in organic crops.

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