



# County of Santa Cruz

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## OFFICE OF THE AGRICULTURAL COMMISSIONER

**DAVID W. MOELLER**  
AGRICULTURAL COMMISSIONER  
SEALER OF WEIGHTS AND MEASURES  
DIRECTOR, MOSQUITO AND VECTOR CONTROL

William (Bill) J. Lyons, Jr., Secretary  
California Department of Food and Agriculture  
and  
The Honorable Board of Supervisors of the County of Santa Cruz  
Ellen Pirie, Chairperson and Supervisor of the 2<sup>nd</sup> District  
Jan Beautz, Supervisor of the 1<sup>st</sup> District  
Mardi Wormhoudt, Supervisor of the 3<sup>rd</sup> District  
Tony Campos, Supervisor of the 4<sup>th</sup> District  
Jeff Almquist, Supervisor of the 5<sup>th</sup> District

In accordance with the requirements of Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to submit the 2002 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2002 was \$288,881,000. This represents a decrease in value from the 2001 production value.

Strawberries continue to be the number one crop, with raspberries and other berries also producing a high gross value. 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.

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  
Agricultural Commissioner  
Sealer of Weights and Measures

# SANTA CRUZ COUNTY

## FRUITS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2002</b>	<b>3,586</b>	<b>25.60</b>	<b>91,802</b>	<b>\$1,170</b>	<b>\$107,408,000</b>
	2001	3,500 a	24.68	86,380 a	\$1,373	\$118,600,000
<b>RASPBERRIES</b>	<b>2002</b>	<b>1,514</b>	<b>6.40</b>	<b>9,690</b>	<b>\$3,912</b>	<b>\$37,906,000</b>
	2001	1,627	7.00	11,389	\$3,943	\$44,907,000
<b>MISC. BERRIES*</b>	<b>2002</b>	<b>402</b>	<b>4.40</b>	<b>1,769</b>	<b>\$4,440</b>	<b>\$7,853,000</b>
	2001	400	8.00	3,200	\$3,584	\$11,469,000
<b>TOTAL BERRIES</b>	<b>2002</b>	<b>5,502</b>				<b>\$153,167,000</b>
	2001	5,527 a				\$174,976,000
<b>APPLES, FRESH AND PROCESSED</b>	<b>2002</b>	<b>2,756</b>	<b>14.90</b>	<b>41,064</b>	<b>\$223</b>	<b>\$9,157,000</b>
	2001	2,975	15.00 a	44,625 a	\$227	\$10,130,000
<b>WINE GRAPES</b>	<b>2002</b>	<b>549</b>	<b>4.00</b>	<b>2,196</b>	<b>\$1,500</b>	<b>\$3,294,000</b>
	2001	466	3.50	1,631	\$2,270	\$3,702,000
<b>MISC. TREE AND VINE FRUIT**</b>	<b>2002</b>	<b>76</b>				<b>\$76,000</b>
	2001	223				\$216,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT**</b>	<b>2002</b>	<b>3,381</b>				<b>\$12,527,000</b>
	2001	3,664				\$14,048,000

\* miscellaneous berries includes blackberries and ollalieberries

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

a indicates revised value.

SANTA CRUZ COUNTY

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2002	1,023	10.00	10,230	\$550	\$5,627,000
	2001	1,190	9.10	10,829	\$522	\$5,653,000
BROCCOLI	2002	321	8.20	2,632	\$606	\$1,595,000
	2001	386	7.75	2,992	\$527	\$1,577,000
CAULIFLOWER	2002	296	12.70	3,759	\$604	\$2,271,000
	2001	685	10.50	7,193	\$526	\$3,783,000
CELERY	2002	116	51.40	5,962	\$256	\$1,526,000
	2001	290	35.00	10,150	\$219	\$2,223,000
LETTUCE, HEAD	2002	2,158	22.50	48,555	\$304	\$14,761,000
	2001	3,221	19.42	62,552	\$396	\$24,771,000
LETTUCE, LEAF	2002	1,479	18.00	26,622	\$562	\$14,962,000
	2001	1,787	12.96	23,160	\$429	\$9,935,000
MISC. VEGETABLES*	2002	2,973				\$14,865,000
	2001	2,099				\$11,610,000
TOTAL VEGETABLES	2002	8,366				\$55,607,000
	2001	9,658				\$59,552,000

\*miscellaneous vegetables includes artichokes, beans, beets, cabbage, 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>2002</b>	<b>173</b>	<b>\$14,402,000</b>
	2001	201	\$14,631,000
<b>FIELD GROWN FLOWERS</b>	<b>2002</b>	<b>430</b>	<b>\$8,777,000</b>
	2001	545	\$11,445,000
<b>INDOOR POTTED PLANTS</b>	<b>2002</b>	<b>48</b>	<b>\$6,633,000</b>
	2001	51	\$7,578,000
<b>LANDSCAPE PLANTS</b>	<b>2002</b>	<b>180</b>	<b>\$17,912,000</b>
	2001	242	\$25,894,000
<b>OTHER PLANTS**</b>	<b>2002</b>	<b>399</b>	<b>\$13,280,000</b>
	2001	435	\$15,477,000
<b>TOTAL NURSERY</b>	<b>2002</b>	<b>1,230</b>	<b>\$61,004,000</b>
	2001	1,474	\$75,025,000

\*cut flowers includes roses, carnations, and various other greenhouse grown cut flowers.

\*\*other plants includes farm stock and Christmas trees.

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**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
<b>CATTLE</b>	<b>2002</b>	<b>\$411,000</b>
	2001	\$786,000
<b>MISC. LIVESTOCK AND PRODUCTS*</b>	<b>2002</b>	<b>\$1,840,000</b>
	2001	\$2,300,000
<b>TOTAL LIVESTOCK AND PRODUCTS</b>	<b>2002</b>	<b>\$2,251,000</b>
	2001	\$3,086,000

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

**FIELD CROPS**

CROP	YEAR	ACRES	TOTAL VALUE
<b>WILD HAY</b>	<b>2002</b>	<b>200</b>	<b>\$19,000</b>
	2001	200	\$19,000
<b>OATS</b>	<b>2002</b>	<b>700</b>	<b>\$200,000</b>
	2001	800	\$72,000
<b>PASTURE</b>	<b>2002</b>	<b>2,210</b>	<b>\$33,000</b>
	2001	6,900	\$104,000
<b>TIMBER</b>	<b>2002</b>	<b>9,136</b>	<b>million board feet</b> <b>\$4,073,000</b>
	2001		\$4,702,000
<b>TOTAL FIELD CROPS AND PASTURE</b>	<b>2002</b>		<b>\$4,325,000</b>
	2001		\$4,897,000
<b>TOTAL VALUE</b>	<b>2002</b>		<b>\$288,881,000</b>
	2001		\$317,563,000

a indicates revised value.

# SANTA CRUZ COUNTY

## MILLION DOLLAR CROPS

STRAWBERRIES	\$107,408,000
RASPBERRIES	\$37,906,000
LANDSCAPE PLANTS	\$17,912,000
LETTUCE, LEAF	\$14,962,000
MISC. VEGETABLES	\$14,865,000
LETTUCE, HEAD	\$14,761,000
INDOOR CUT FLOWERS	\$14,402,000
OTHER PLANTS	\$13,280,000
APPLES	\$9,157,000
FIELD GROWN FLOWERS	\$8,777,000
MISC. BERRIES	\$7,853,000
INDOOR POTTED PLANTS	\$6,633,000
BRUSSELS SPROUTS	\$5,627,000
TIMBER	\$4,073,000
WINE GRAPES	\$3,294,000
CAULIFLOWER	\$2,271,000
MISC. LIVESTOCK	\$1,840,000
BROCCOLI	\$1,595,000
CELERY	\$1,526,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$153,167,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$12,527,000
VEGETABLES	\$55,607,000
NURSERY CROPS	\$61,004,000
LIVESTOCK AND ANIMAL PRODUCTS	\$2,251,000
FIELD CROPS	\$4,325,000
<b>TOTAL VALUE</b>	<b>\$288,881,000</b>

## SANTA CRUZ COUNTY

# SUSTAINABLE AGRICULTURE REPORT

### DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	386	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis sp.	121	None captured
Oriental Fruit Fly	216	None captured
Melon Fly	195	None captured
Gypsy Moth	413	One trapped in Rio Del Mar
Japanese Beetle	128	None captured
Glassy-Winged Sharpshooter	386 urban 54 nurseries	1 adult trapped

### ORGANIC FARMING

There are approximately 70 organic growers in Santa Cruz County and over 800 acres in organic crops.