

SANTA CRUZ COUNTY  
2006 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, Chairperson and Supervisor of the 1st District  
Mark W. Stone, Supervisor of the 5th District  
Ellen Pirie, Supervisor of the 2nd District  
Neal Coonerty, 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 2006 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2006 was \$414,267,000. This is a slight decrease from the 2005 production value of \$418,114,000. Gross production yield and value is influenced by factors such as weather, labor and the marketplace.

The number one crop in Santa Cruz County remains strawberries, which showed increases in acreage but a lower production yield than the previous year. Raspberries, the number two crop also had very high production values, however acreage was lower than the previous year.

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

The values presented in this report are 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, packinghouses, shippers, marketing boards and grower organizations. I would like to extend my appreciation to Lisa LeCoup who prepared this report as well as everyone who provided production information.

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**

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**Deputy Agricultural Commissioner**

*Pamela Cassar*

*Lisa LeCoup*

**Agricultural / Weights & Measures Inspectors**

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*Shane DeVine*

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*Rosemary Velez, Receptionist*

*Robert Fernando, Sr. Account Technician*

SANTA CRUZ COUNTY

**FRUIT CROPS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2006</b>	<b>3,384</b>	<b>30.75</b>	<b>104,058</b>	<b>\$1,483</b>	<b>\$154,318,000</b>
	2005	3,318	31.35	104,019	\$1,237	\$128,672,000
<b>RASPBERRIES</b>	<b>2006</b>	<b>1,556</b>	<b>13.52</b>	<b>21,037</b>	<b>\$3,978</b>	<b>\$83,686,000</b>
	2005	2,237	12.88	28,813	\$3,900	\$112,369,000
<b>MISC. BERRIES*</b>	<b>2006</b>	<b>465</b>	<b>4.10</b>	<b>1,907</b>	<b>\$5,565</b>	<b>\$10,610,000</b>
	2005	559	3.90	2,180	\$5,456	\$11,895,000
<b>TOTAL BERRIES</b>	<b>2006</b>	<b>5,405</b>				<b>\$248,614,000</b>
	2005	6,114				\$252,936,000
<b>APPLES, FRESH AND PROCESSED</b>	<b>2006</b>	<b>2,696</b>	<b>18.18</b>	<b>49,013</b>	<b>\$211</b>	<b>\$10,342,000</b>
	2005	2,600	16.53	42,978	\$211	\$9,068,000
<b>WINE GRAPES</b>	<b>2006</b>	<b>600</b>	<b>3.00</b>	<b>1,800</b>	<b>\$2,390</b>	<b>\$4,302,000</b>
	2005	575	1.39	799	\$2,200	\$1,758,000
<b>MISC. TREE AND VINE FRUIT**</b>	<b>2006</b>	<b>300</b>				<b>\$300,000</b>
	2005	213				\$213,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT**</b>	<b>2006</b>	<b>3,596</b>				<b>\$14,944,000</b>
	2005	3,388				\$11,039,000

\* 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>2006</b>	<b>1,250</b>	<b>10.54</b>	<b>13,175</b>	<b>\$632</b>	<b>\$8,327,000</b>
	2005	1,248	11.99	14,964	\$552	\$8,260,000
<b>BROCCOLI</b>	<b>2006</b>	<b>382</b>	<b>8.02</b>	<b>3,064</b>	<b>\$1,110</b>	<b>\$3,401,000</b>
	2005	342	13.88	4,747	\$1,114	\$5,288,000
<b>LETTUCE, HEAD</b>	<b>2006</b>	<b>1,908</b>	<b>20.58</b>	<b>39,267</b>	<b>\$195</b>	<b>\$7,657,000</b>
	2005	2,895	25.61	74,141	\$190	\$14,087,000
<b>LETTUCE, LEAF</b>	<b>2006</b>	<b>2,237</b>	<b>14.80</b>	<b>33,108</b>	<b>\$350</b>	<b>\$11,588,000</b>
	2005	3,085	16.75	51,674	\$362	\$18,706,000
<b>MISC. VEGETABLES*</b>	<b>2006</b>	<b>3,345</b>				<b>\$28,100,000</b>
	2005	2,874				\$23,290,000
<b>TOTAL VEGETABLES</b>	<b>2006</b>	<b>9,122</b>				<b>\$59,073,000</b>
	2005	10,444				\$69,631,000

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

SANTA CRUZ COUNTY

**NURSERY CROPS**

CROP	YEAR ACRES		TOTAL VALUE
<b>INDOOR CUT FLOWERS</b>	<b>2006</b>	<b>134</b>	<b>\$15,462,000</b>
	2005	129	\$14,313,000
<b>FIELD GROWN FLOWERS</b>	<b>2006</b>	<b>360</b>	<b>\$9,143,000</b>
	2005	355	\$8,754,000
<b>INDOOR POTTED PLANTS</b>	<b>2006</b>	<b>83</b>	<b>\$9,343,000</b>
	2005	59	\$8,407,000
<b>LANDSCAPE PLANTS</b>	<b>2006</b>	<b>320</b>	<b>\$35,154,000</b>
	2005	282	\$29,226,000
<b>OTHER PLANTS*</b>	<b>2006</b>	<b>368</b>	<b>\$11,041,000</b>
	2005	388	\$13,080,000
<b>TOTAL NURSERY</b>	<b>2006</b>	<b>1,265</b>	<b>\$80,143,000</b>
	2005	1,213	\$73,780,000

\*other plants includes farm stock and Christmas trees.

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**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
<b>TOTAL LIVESTOCK AND PRODUCTS</b>	<b>2006</b>	<b>\$5,045,000</b>
	2005	\$4,470,000

\*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>2006</b>	<b>9,600</b>	<b>\$6,339,000</b>
	2005	9,674 million board feet	
<b>WILD HAY</b>	<b>2006</b>	<b>88</b>	<b>\$10,000</b>
	2005	200	
<b>PASTURE</b>	<b>2006</b>	<b>6,770</b>	<b>\$99,000</b>
	2005	5,489	
<b>TOTAL TIMBER AND FIELD CROPS</b>	<b>2006</b>		<b>\$6,448,000</b>
	2005		
<b>TOTAL VALUE</b>	<b>2006</b>		<b>\$414,267,000</b>
	2005		

## SANTA CRUZ COUNTY

### MILLION DOLLAR CROPS

STRAWBERRIES	\$154,318,000
RASPBERRIES	\$83,686,000
LANDSCAPE PLANTS	\$35,154,000
MISC. VEGETABLES	\$28,100,000
INDOOR CUT FLOWERS	\$15,462,000
LETTUCE, LEAF	\$11,588,000
OTHER PLANTS	\$11,041,000
MISC. BERRIES	\$10,610,000
APPLES	\$10,342,000
INDOOR POTTED PLANTS	\$9,343,000
FIELD GROWN FLOWERS	\$9,143,000
BRUSSELS SPROUTS	\$8,327,000
LETTUCE, HEAD	\$7,657,000
TIMBER	\$6,339,000
LIVESTOCK	\$5,045,000
WINE GRAPES	\$4,302,000
BROCCOLI	\$3,401,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$248,614,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$14,944,000
VEGETABLES	\$59,073,000
NURSERY CROPS	\$80,143,000
LIVESTOCK AND ANIMAL PRODUCTS	\$5,045,000
TIMBER AND FIELD CROPS	\$6,448,000
<b>TOTAL VALUE</b>	<b>\$414,267,000</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	223	None captured
Melon Fly	199	None captured
Gypsy Moth	410	One found
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

### ORGANIC FARMING

There are more than 70 organic growers in Santa Cruz County with over 2700 acres in organic crops.

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