

SANTA CRUZ COUNTY  
2009 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

A.G. Kawamura, Secretary, California Department of Food and Agriculture, and  
The Honorable Board of Supervisors of the County of Santa Cruz:  
Tony Campos, Chairperson and Supervisor of the 4th District  
John Leopold, Supervisor of the 1st District  
Ellen Pirie, Supervisor of the 2nd District  
Neal Coonerty, Supervisor of the 3rd District  
Mark W. Stone, Supervisor of the 5th District

In accordance with the provisions of California Food and Agricultural Code Sections 2272 and 2279, I am pleased to present the 2009 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 out 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.

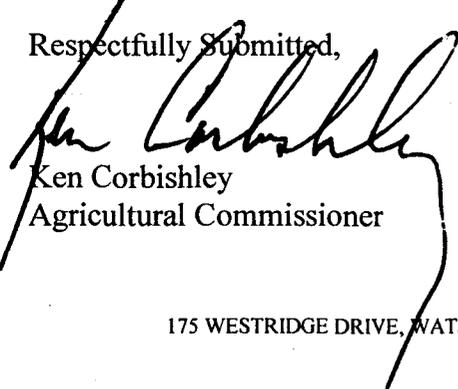
The values presented are gross values and do not reflect the net income or loss to producers. Commodity values are influenced by production costs and do not represent profit. Expenditures associated with exotic insects, fuel, fertilizer, feed, labor, land, pesticides, regulatory compliance, etc., influence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

The total gross production value of Santa Cruz County agricultural commodities for 2009 was \$491,635,000. This is an increase of \$6,312,000 from the 2008 production value of \$485,323,000. Gross production values and yields are influenced by many factors including weather, market demand and accessibility.

The highest valued crop in Santa Cruz County remains strawberries. Raspberries, the second highest valued crop commanded high prices, however those values are decreasing. The acreage associated with raspberry production has decreased as producers' transition to other berry varieties.

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. Additionally many value-added or organically produced commodities are grown in this region.

Respectfully Submitted,

  
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*

**Vector Control Manager**

*Paul Binding*

**Agricultural, Weights & Measures Inspector**

*Tony Dennis  
Shane DeVine  
Ursula Ehrhart  
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*

*Andria Hernandez  
Nader Sidhom*

*Ray Travers*

**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
<b>STRAWBERRIES</b>	<b>2009</b>	<b>3,173</b>	<b>35.48</b>	<b>112,578</b>	<b>\$1,533</b>	<b>\$172,582,000</b>
	2008	3,287	31.89	104,822	\$1,530	\$160,378,000
<b>RASPBERRIES</b>	<b>2009</b>	<b>2,044</b>	<b>12.95</b>	<b>26,470</b>	<b>\$3,939</b>	<b>\$104,265,000</b>
	2008	2,540	7.59	19,279	\$5,487	\$105,782,000
<b>MISC. BERRIES*</b>	<b>2009</b>	<b>676</b>	<b>9.19</b>	<b>6,212</b>	<b>\$4,723</b>	<b>\$29,341,000</b>
	2008	786	5.30	4,166	\$5,060	\$21,079,000
<b>TOTAL BERRIES</b>	<b>2009</b>	<b>5,893</b>				<b>\$306,188,000</b>
	2008	6,613				\$287,239,000
<b>APPLES, FRESH AND PROCESSED</b>	<b>2009</b>	<b>2,248</b>	<b>15.28</b>	<b>34,349</b>	<b>\$209</b>	<b>\$7,179,000</b>
	2008	2,300	19.57	45,011	\$225	\$10,127,000
<b>WINE GRAPES</b>	<b>2009</b>	<b>629</b>	<b>2.31</b>	<b>1,453</b>	<b>\$2,229</b>	<b>\$3,239,000</b>
	2008	612	1.93	1,181	\$2,488	\$2,939,000
<b>MISC. TREE AND VINE FRUIT**</b>	<b>2009</b>	<b>304</b>				<b>\$304,000</b>
	2008	326				\$326,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT**</b>	<b>2009</b>	<b>3,181</b>				<b>\$10,722,000</b>
	2008	3,238				\$13,392,000

\* 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.

SANTA CRUZ COUNTY

**VEGETABLE CROPS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>BRUSSELS SPROUTS</b>	<b>2009</b>	<b>1,175</b>	<b>9.83</b>	<b>11,550</b>	<b>\$765</b>	<b>\$8,836,000</b>
	2008	1,238	8.21	10,164	\$615	\$6,251,000
<b>BROCCOLI</b>	<b>2009</b>	<b>403</b>	<b>11.00</b>	<b>4,433</b>	<b>\$975</b>	<b>\$4,322,000</b>
	2008	289	9.69	2,800	\$1,219	\$3,414,000
<b>LETTUCE, HEAD</b>	<b>2009</b>	<b>1,506</b>	<b>19.30</b>	<b>29,066</b>	<b>\$277</b>	<b>\$8,051,000</b>
	2008	1,646	19.50	32,097	\$183	\$5,874,000
<b>LETTUCE, LEAF</b>	<b>2009</b>	<b>1,513</b>	<b>13.53</b>	<b>20,471</b>	<b>\$337</b>	<b>\$6,899,000</b>
	2008	1,229	13.51	16,604	\$372	\$6,177,000
<b>MISC. VEGETABLES*</b>	<b>2009</b>	<b>2,834</b>				<b>\$18,870,000</b>
	2008	2,796				\$39,000,000
<b>TOTAL VEGETABLES</b>	<b>2009</b>	<b>7,431</b>				<b>\$46,978,000</b>
	2008	7,198				\$60,716,000

\*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>2009</b>	<b>175</b>	<b>\$38,991,000</b>
	2008	158	\$36,239,000
<b>FIELD GROWN FLOWERS</b>	<b>2009</b>	<b>336</b>	<b>\$21,040,000</b>
	2008	297	\$16,830,000
<b>INDOOR POTTED PLANTS</b>	<b>2009</b>	<b>52</b>	<b>\$5,603,000</b>
	2008	57	\$6,142,000
<b>LANDSCAPE PLANTS</b>	<b>2009</b>	<b>276</b>	<b>\$29,831,000</b>
	2008	279	\$30,155,000
<b>OTHER PLANTS*</b>	<b>2009</b>	<b>407</b>	<b>\$23,063,000</b>
	2008	325	\$18,416,000
<b>TOTAL NURSERY</b>	<b>2009</b>	<b>1,246</b>	<b>\$118,528,000</b>
	2008	1,116	\$107,782,000

\*other plants include farm stock and Christmas trees.

SANTA CRUZ COUNTY

**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
<b>TOTAL LIVESTOCK AND PRODUCTS</b>	<b>2009</b>	<b>\$5,600,000</b>
	2008	\$8,179,000

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

**TIMBER AND FIELD CROPS**

CROP	YEAR		TOTAL VALUE	
<b>TIMBER</b>	<b>2009</b>	<b>8,404</b>	<b>million board feet</b>	<b>\$3,529,000</b>
	2008	12,715	million board feet	\$7,925,000
<b>WILD HAY</b>	<b>2009</b>	<b>54</b>	<b>acres</b>	<b>\$8,000</b>
	2008	54	acres	\$8,000
<b>PASTURE</b>	<b>2009</b>	<b>5,191</b>	<b>acres</b>	<b>\$82,000</b>
	2008	5,191	acres	\$82,000
<b>TOTAL TIMBER AND FIELD CROPS</b>	<b>2009</b>			<b>\$3,619,000</b>
	2008			\$8,015,000
<b>TOTAL VALUE</b>	<b>2009</b>			<b>\$491,635,000</b>
	2008			\$485,323,000

## SANTA CRUZ COUNTY

### MILLION DOLLAR CROPS

STRAWBERRIES	\$172,582,000
RASPBERRIES	\$104,265,000
INDOOR CUT FLOWERS	\$38,991,000
LANDSCAPE PLANTS	\$29,831,000
MISC. BERRIES	\$29,341,000
OTHER PLANTS	\$23,063,000
FIELD GROWN FLOWERS	\$21,040,000
MISC. VEGETABLES	\$18,870,000
BRUSSELS SPROUTS	\$8,836,000
LETTUCE, HEAD	\$8,051,000
APPLES	\$7,179,000
LETTUCE, LEAF	\$6,899,000
INDOOR POTTED PLANTS	\$5,603,000
LIVESTOCK	\$5,600,000
BROCCOLI	\$4,322,000
TIMBER	\$3,529,000
WINE GRAPES	\$3,239,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$306,188,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$10,722,000
VEGETABLES	\$46,978,000
NURSERY CROPS	\$118,528,000
LIVESTOCK AND ANIMAL PRODUCTS	\$5,600,000
TIMBER AND FIELD CROPS	\$3,619,000
<b>TOTAL VALUE</b>	<b>\$491,635,000</b>

## SANTA CRUZ COUNTY

# SUSTAINABLE AGRICULTURE REPORT

### DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	171	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	188	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	296 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)	240	19,857 captured
Light Brown Apple Moth (All regulatory traps)	444	23,490 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.