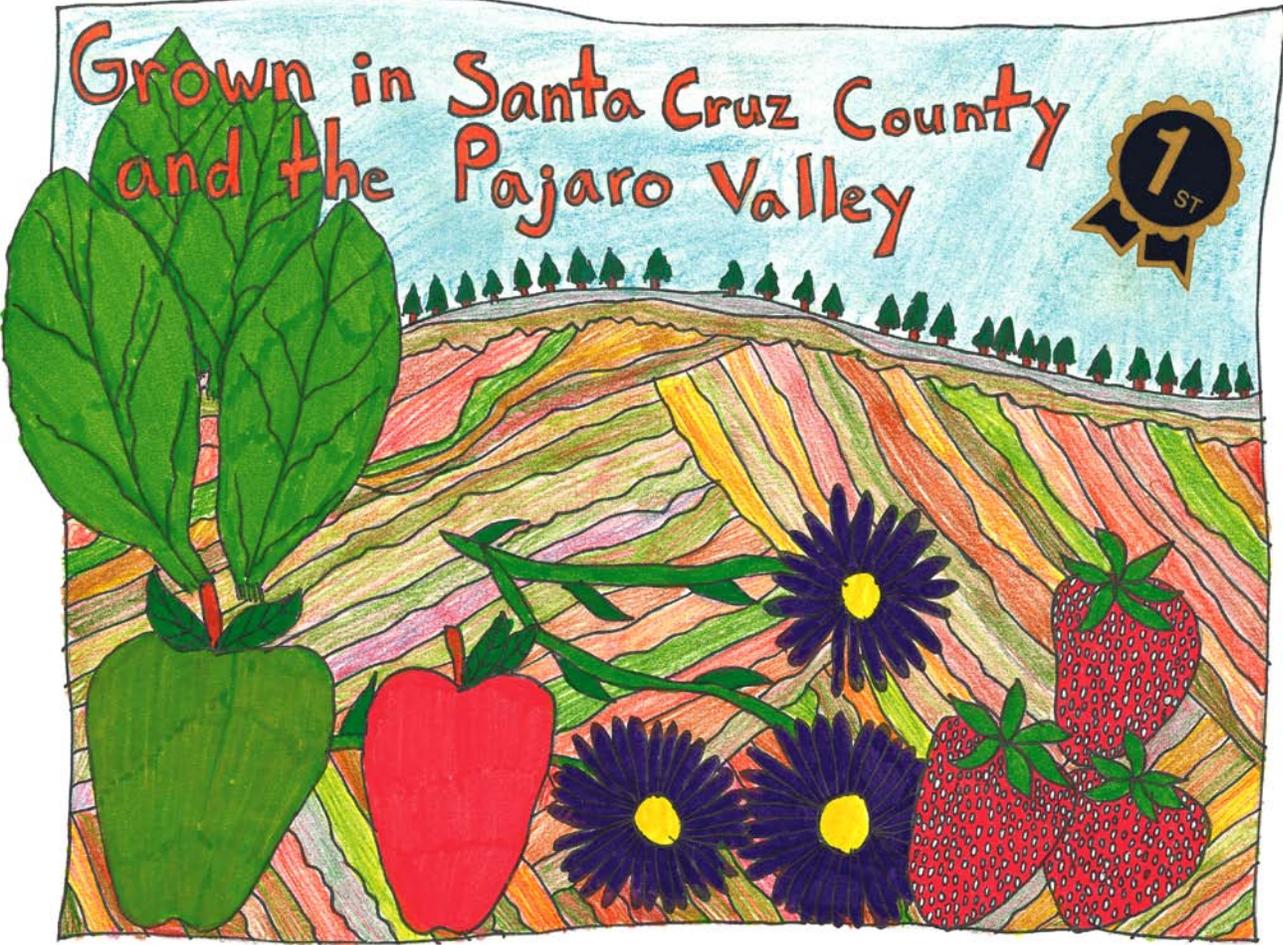


SANTA CRUZ COUNTY 2012 CROP REPORT



Artwork by Siena Gallo, 5th Grade Linscott Charter School
[2012 National Ag Day poster winner](#)

County of Santa Cruz



OFFICE OF THE AGRICULTURAL COMMISSIONER

MARY LOU NICOLETTI
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

| | |
|-----------------|---------------------|
| Neal Coonerty, | 3rd District, Chair |
| John Leopold | 1rst District |
| Zach Friend | 2nd District |
| Greg Caput | 4th District |
| Bruce McPherson | 5th District |

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2012 Crop Report for Santa Cruz County. The report represents estimated acreage, yield, and gross value of agricultural products in Santa Cruz County.

Crop values and yield vary from year to year and are influenced by many factors including weather, labor, market demand and accessibility. 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. Many value-added and organically produced commodities are grown in this region.

The total gross production value of Santa Cruz County agricultural commodities for 2012 was \$566,214,000. This is an increase of \$474,000 from the 2011 production value of \$565,740,000. Values for most fruit and vegetable crops increased slightly from 2011 values. There was a large increase in the value of wine grapes this year, compared with the poor crop harvested in 2011 following unfavorable spring weather. There was a reduction in the value of nursery crops, mainly due to nurseries no longer in business.

It is always important to note that the figures provided here are gross values and do not represent or reflect net profit or loss experienced by individual growers or the industry as a whole. Growers do not have control over most input costs, such as fuel, fertilizers, labor, and packaging.

The highest valued crop in Santa Cruz County remains strawberries. Raspberries, the second highest valued crop, continued the trend of high production and favorable prices.

Information presented in this report was gathered from a variety of sources including producers, marketing boards, grower organizations, and the California Department of Food and Agriculture. We would like to thank the industry for its continued effort to provide vital information that enables the compilation of this report. We continually strive to improve upon this information, and without industry's assistance, this report would not be possible. I am also grateful to all of the staff who worked to compile this information and improve the accuracy and quality of the report.

Respectfully submitted,

A handwritten signature in cursive script that reads 'Mary Lou Nicoletti'.

Mary Lou Nicoletti, Agricultural Commissioner

STAFF MEMBERS - 2012

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

Mary Lou Nicoletti

Deputy Agricultural Commissioner

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Lisa LeCoup

Juan Hidalgo

Assistant Vector Control Manager

Paul Binding

Agricultural Weights & Measures Inspector

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Shane DeVine

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Benito Mendoza II

Jason Perez

Vector Control Specialist

Melanie Benedetti

Steve Driscoll

Jacob Jones

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Ray Travers

Agricultural Biologist Aide

Don Harris

Vanessa Lane

Raymond Schmidt

Jordan Rinker

Michelle Rourke

Russell Lerner

Administrative Support Staff

Robert Fernando, Sr. Account Technician

Lori Herschfelt, Senior Account Clerk

Rosemary Velez, Receptionist

SANTA CRUZ COUNTY

FRUIT CROPS

| CROP | YEAR | ACRES | PRODUCTION (TONS PER ACRE) | TOTAL PRODUCTION (TONS) | PRICE (PER TON) | TOTAL VALUE |
|---|-------------|--------------|-------------------------------|----------------------------|--------------------|----------------------|
| STRAWBERRIES | 2012 | 3,829 | 27.19 | 104,111 | \$1,836 | \$191,147,000 |
| | 2011 | 3,883 | 25.80 | 100,181 | \$1,979 | \$198,259,000 |
| RASPBERRIES | 2012 | 2,590 | 9.75 | 25,253 | \$5,640 | \$142,424,000 |
| | 2011 | 2,618 | 9.26 | 24,243 | \$5,462 | \$132,414,000 |
| BLACKBERRIES | 2012 | 815 | 6.83 | 5,566 | \$5,702 | \$31,740,000 |
| | 2011 | 817 | 6.95 | 5,678 | \$5,183 | \$29,429,000 |
| MISC. BERRIES** | 2012 | 81 | 4 | 324 | \$8,084 | \$2,619,000 |
| | 2011 | 80 | 4.25 | 340 | \$8,984 | \$3,055,000 |
| TOTAL BERRIES | 2012 | 7,315 | | | | \$367,930,000 |
| | 2011 | 7,398 | | | | \$363,157,000 |
| APPLES, FRESH AND PROCESSED | 2012 | 2,057 | 22.15 | 45,566 | \$274 | \$12,485,000 |
| | 2011 | 2,139 | 22.90 | 48,983 | \$260 | \$12,736,000 |
| WINE GRAPES | 2012 | 630 | 3.16 | 1,991 | \$2,700 | \$5,375,000 |
| | 2011 | 644 | 1.04 | 670 | \$2,400 | \$1,607,000 |
| MISC. TREE AND VINE FRUIT*** | 2012 | 310 | | | | \$258,000 |
| | 2011 | 336 | | | | \$336,000 |
| TOTAL APPLE, WINE AND MISC. FRUIT*** | 2012 | 2,997 | | | | \$18,118,000 |
| | 2011 | 3,119 | | | | \$14,679,000 |

**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 | 2012 | 1,123 | 10.13 | 11,372 | \$826 | \$9,393,000 |
| | 2011 | 1,036 | 10.64 | 11,023 | \$898 | \$9,899,000 |
| LETTUCE, HEAD | 2012 | 1,526 | 19.13 | 29,192 | \$212 | \$6,189,000 |
| | 2011 | 1,330 | 22.23 | 29,566 | \$218 | \$6,445,000 |
| LETTUCE, LEAF | 2012 | 1,457 | 14.61 | 21,288 | \$320 | \$6,812,000 |
| | 2011 | 1,568 | 13.69 | 21,466 | \$314 | \$6,740,000 |
| MISC. VEGETABLES** | 2012 | 2,798 | | | | \$35,372,000 |
| | 2011 | 3,322 | | | | \$32,717,000 |
| TOTAL VEGETABLES | 2012 | 6,904 | | | | \$57,766,000 |
| | 2011 | 7,256 | | | | \$55,801,000 |

**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 |
|------------------------|-------------|--------------|----------------------|
| GREENHOUSE CUT | 2012 | 100 | \$24,645,000 |
| FLOWERS/GREENS | 2011 | 147 | \$34,398,000 |
| FIELD GROWN CUT | 2012 | 384 | \$23,972,000 |
| FLOWERS/GREENS | 2011 | 333 | \$33,000,000 |
| NURSERY STOCK* | 2012 | 675 | \$64,884,000 |
| | 2011 | 826 | \$55,200,000 |
| TOTAL NURSERY | 2012 | 1,159 | \$113,501,000 |
| | 2011 | 1,306 | \$122,598,000 |

*Nursery stock includes the categories: Indoor Potted Plants, Landscape Plants and Other Plants. These three categories were reported separately in previous reports. (Other plants include farm stock and Christmas trees.)

SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

| CROP | YEAR | TOTAL VALUE |
|-------------------------------------|-------------|--------------------|
| TOTAL LIVESTOCK AND PRODUCTS | 2012 | \$6,536,000 |
| | 2011 | \$6,570,000 |

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

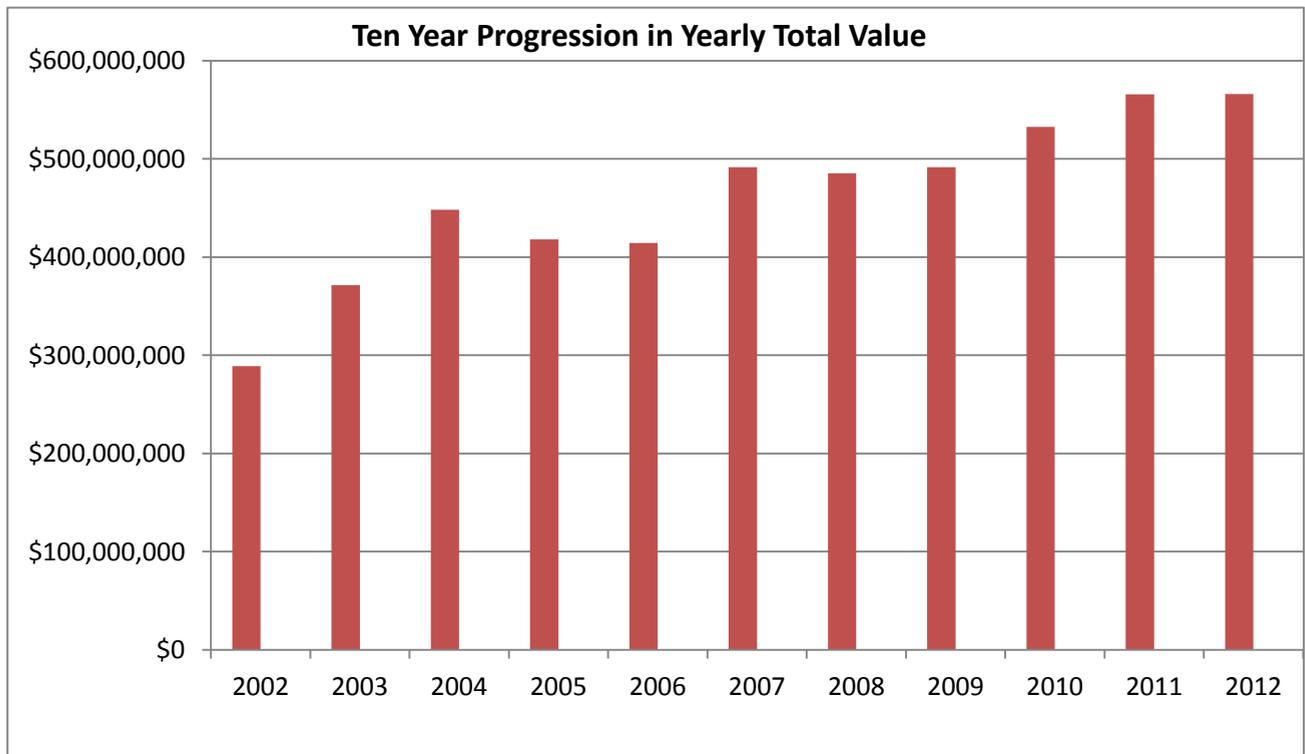
TIMBER AND FIELD CROPS

| CROP | YEAR | | TOTAL VALUE | |
|-------------------------------------|-------------|--------------|--------------------|----------------------|
| TIMBER | 2012 | 6,559 | million board feet | \$2,363,000 |
| | 2011 | 7,731 | million board feet | \$2,845,000 |
| WILD HAY | 2012 | 0 | acres | \$0 |
| | 2011 | 50 | acres | \$8,000 |
| PASTURE | 2012 | 0 | acres | \$0 |
| | 2011 | 5,195 | acres | \$82,000 |
| TOTAL TIMBER AND FIELD CROPS | 2012 | | | \$2,363,000 |
| | 2011 | | | \$2,935,000 |
| TOTAL VALUE | 2012 | | | \$566,214,000 |
| | 2011 | | | \$565,740,000 |

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

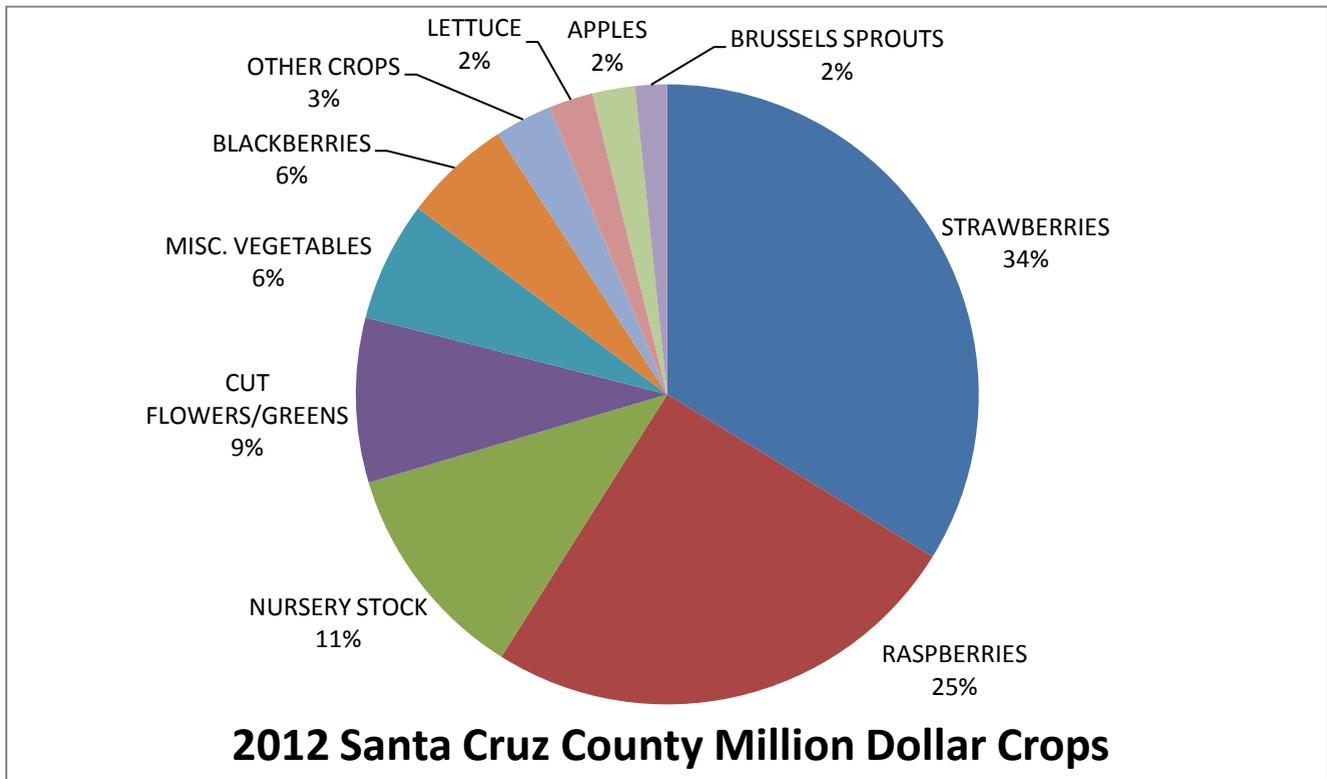
| | |
|---|----------------------|
| STRAWBERRIES, RASPBERRIES AND OTHER BERRIES | \$367,930,000 |
| NURSERY CROPS | \$113,501,000 |
| VEGETABLES | \$57,766,000 |
| APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT | \$18,118,000 |
| LIVESTOCK AND ANIMAL PRODUCTS | \$6,536,000 |
| TIMBER AND FIELD CROPS | \$2,363,000 |
| TOTAL VALUE | \$566,214,000 |



SANTA CRUZ COUNTY

MILLION DOLLAR CROPS

| | |
|--------------------------------|---------------|
| STRAWBERRIES | \$191,147,000 |
| RASPBERRIES | \$142,424,000 |
| NURSERY STOCK | \$64,884,000 |
| MISC. VEGETABLES | \$35,372,000 |
| BLACKBERRIES | \$31,740,000 |
| GREENHOUSE CUT FLOWERS/GREENS | \$24,645,000 |
| FIELD GROWN CUT FLOWERS/GREENS | \$23,972,000 |
| LETTUCE, HEAD & LEAF | \$13,001,000 |
| APPLES | \$12,485,000 |
| BRUSSELS SPROUTS | \$9,393,000 |
| LIVESTOCK AND ANIMAL PRODUCTS | \$6,536,000 |
| WINE GRAPES | \$5,375,000 |
| MISC. BERRIES | \$2,619,000 |
| TIMBER | \$2,363,000 |



SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Asparagus
Assorted Cut Flowers
Assorted Nursery Plants
Bell pepper
Blackberry
Blueberry
Broccoli

Brussels Sprouts
Cabbage
Carrot
Cauliflower
Collards
Cucumber
Kale

Parsley
Radish
Raspberry
Roses
Squash
Strawberry
Sweet Potato

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Aruba
Australia
Bahamas
Barbados
Belize
Brazil
Canada
France

Germany
Guatemala
Honduras
Japan
Kuwait
Mexico
Morocco
Netherlands

New Zealand
Portugal
Russian Federation
South Africa
Spain
Thailand
Trinidad and Tobago
United Kingdom

SANTA CRUZ COUNTY

PEST EXCLUSION

Interceptions

Q-rated pest interceptions

| | |
|---|-----------|
| Nipaecoccus(Mealybug) | 1 |
| Abgrallaspis ithacae (Hemlock scale) | 30 |
| Pseudaulacaspis brimblecombei (Scale) | 2 |
| Colletotrichum phormii (Anthracnose) | 10 |
| Spodoptera spp. (Armyworm) | 1 |
| Dysmicoccus neobrevipes (Gray Pineapple Mealybug) | 1 |
| Technomyrmex albipes (Ant) | 1 |
| Meghimatium bilineatum (Phyllomacid Slug) | 1 |
| Pheidole megacephala (Bigheaded Ant) | 1 |
| Total Q-rated pests intercepted | 48 |

B-rated pest interceptions

| | |
|--|----------|
| Halyomorpha halys (Brown Marmorated Stink Bug) | 1 |
| Parlatoria pergandii (Chaff Scale) | 1 |
| Bagrada hilaris (Bagrada Bug) | 2 |
| Total B-rated pest interceptions | 4 |

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"

A 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..... | 7 |
| Markings - Interstate..... | 17 |
| Imported Fire Ant..... | 14 |
| Citrus Pests..... | 3 |
| Japanese Beetle..... | 6 |
| Reasonable Cause..... | 60 |
| Burrowing Nematode..... | 2 |
| Peach Yellow, Little Peach and Red Suture..... | 1 |
| Glassy-winged Sharpshooter..... | 5 |
| Plum Curculio..... | 4 |
| Phytophthora ramorum..... | 1 |
| Cereal Leaf Beetle..... | 3 |
| Colorado Potato Beetle..... | 12 |
| Sweet Potato Weevil..... | 2 |
| Ozonium Root Rot..... | 6 |
| Caribbean Fruit Fly..... | 1 |
| Gypsy Moth..... | 1 |
| | |
| Total Number of Rejections..... | 145 |
| (Post Office = 27) | |
| (UPS = 89) | |
| (Fed Ex = 26) | |
| (Incoming Truck = 3) | |
| | |
| Shipments Destroyed | 65 |
| Shipments Returned | 5 |

SANTA CRUZ COUNTY

DETECTION ACTIVITIES

| INSECT | TRAPS DEPLOYED | RESULTS |
|---|-------------------------|----------------|
| European Grape Vine Moth | | |
| Detection traps | 63 | None captured |
| Delimitation Traps | 282 | |
| Medfly | 171 | None captured |
| Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis | 165 | 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 nursery | None captured |
| Nantucket Pine Tree Moth | 5 | None captured |
| European Pine Shoot Moth | 5 | None captured |
| Khapra Beetle | 0 | |
| Light Brown Apple Moth (All regulatory traps) | 124 | 2,135 captured |
| Inspections | | |
| Glassy Wing Sharpshooter inspections (inspection of incoming plant shipments from GWSS infested areas) | 756 | None captured |

ORGANIC FARMING

There are more than 100 organic growers in Santa Cruz County with over 3500 acres in organic crops with an estimated value at over \$65,000,000.