

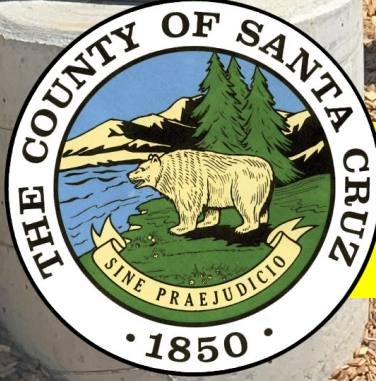


Agricultural Commissioner / Sealer of Weights and Measures
Comisionado de Agricultura / Certificador de Pesos y Medidas

Agriculture Extension
Extensión Agrícola

County Clerk / Elections
Secretario del Condado / Elecciones

Treasurer - Tax Collector
Tesorero - Recaudador de Impuestos



2023 CROP REPORT

Karen Ross, Secretary, California Department of Food and Agriculture
And
The Honorable Board of Supervisors of the County of Santa Cruz

Manu Koenig,	1 st District
Zach Friend,	2 nd District
Justin Cummings,	3 rd District, Chair
Felipe Hernandez,	4 th District
Bruce McPherson,	5 th District

I am pleased to present the 2023 Crop Report for Santa Cruz County pursuant to Section 2279 of the California Food and Agricultural Code. The total estimated gross production value of Santa Cruz County agricultural commodities for 2023 is \$654,710,000, a decrease of 1.8% from 2022. Gross production yield and value are influenced by factors such as weather, labor, and the marketplace.

It is important to note that figures presented in this report are gross values and do not include costs incurred by growers such as labor, land preparation, irrigation, integrated pest management, transportation, marketing, and regulatory costs. These figures also do not reflect the total contribution of agriculture to the economy of Santa Cruz County, farm employment and other farm-related services add significant value and benefits to the local economy.

Strawberries remain the number one crop in Santa Cruz County with an estimated value of \$184,856,000 on approximately 2,363 planted acres. Although price remained relatively steady, the total gross production value for strawberries fell by approximately 16% compared to 2022, as did total production (tons per acre). The reduced production and gross value were not unexpected due to the storm damage and flooding that occurred from December 2022 through March of 2023. Although some growers eventually saw their fields recover, the early damage and delay caused losses that persisted throughout the season. Berries overall (strawberries, raspberries and blackberries) represent approximately 60 percent of the total gross production value for the County.

Also impacted by the storms of early 2023 was vegetable production, where delays in planting activities and other weather-related issues contributed to a drop in production value of approximately 10% compared to 2022, with an overall value of \$90,988,000. Nursery crops (nursery stock, cut flowers, and cut greens) had a better year, returning to its 2021 production value after seeing a modest drop in 2022, and even gaining some ground, with a gross value of \$145,490,000 in 2023. Apples and wine grapes held relatively steady compared to 2022, with production values of \$11,876,000 and \$5,603,000, respectively.

On the cover of this year's report is a photo of the new South County Government Center in Watsonville, where our office is now located. The Center officially opened its doors in May 2024, and offers support and services for South County residents from multiple departments besides ours, including Human Services, Clerk/Elections, Treasurer-Tax Collector, Auditor-Controller, Cooperative Extension, and the South County Career Center.

A special thanks to my staff for their hard work in putting this report together and to the Santa Cruz County growers and ranchers that voluntarily supplied their valuable data, without which this report would not be possible.

Respectfully submitted,

David Sanford

David Sanford
Agricultural Commissioner
Sealer of Weights & Measures



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**SANTA CRUZ COUNTY
AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS & MEASURES
DIRECTOR OF MOSQUITO & VECTOR CONTROL**

**Agricultural Commissioner, Sealer of Weights & Measures
Director of Mosquito & Vector Control**
David Sanford

Deputy Agricultural Commissioners / Sealers
Graham Hunting Andrew Kimura Walter Mayeda

Assistant Vector Control Manager
Amanda Poulsen

Agricultural / Weights & Measures Inspectors
Sammy Elizondo David George
Georgia Osburn Andrew Salazar
Richard Schreiber Rachel Schuster
Christine Smith Alberto Vinuela
Kacy Wentzel

Agricultural Biologist Aides

Stephen Dermer Kiera Gorman
Ivy Munnerlyn Weslyn Ramaekers

Vector Ecologist

Emma McDonough

Vector Control Specialists

Stephen Bowling Steve Driscoll
Michael Pini Nader Sidhom
Ray Travers

Administrative Support Staff

Michelle Garcia, Sr. Accounting Technician
Rosemary Velez, Receptionist

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRY	2023	2,363	31.43	74,269	\$2,489	\$184,856,000
	2022	2,568	34.27	88,005	\$2,500	\$220,013,000
RASPBERRY	2023	1,648	8.11	13,365	\$8,600	\$114,939,000
	2022	1,712	8.8	15,066	\$6,721	\$101,259,000
BLACKBERRY	2023	1,242	10.25	12,731	\$6,622	\$84,305,000
	2022	1,199	9.46	11,343	\$7,314	\$82,963,000
TOTAL BERRY	2023	5,253				\$384,100,000
	2022	5,479				\$404,235,000



APPLES, FRESH AND PROCESSED	2023	1,879	15.92	29,914	\$397	\$11,876,000
	2022	1,945	17.3	33,649	\$375	\$12,618,000
WINE GRAPES	2023	662	2.53	1,675	\$3,345	\$5,603,000
	2022	665	2.46	1,636	\$3,659	\$5,986,000
MISC. FRUIT*	2023	169				\$375,000
	2022	209				\$545,000
TOTAL APPLE, GRAPES AND MISC. FRUIT	2023	2,710				\$17,854,000
	2022	2,819				\$19,149,000

*Miscellaneous berries, tree and vine fruit includes boysenberries, blueberries, olallieberries, 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 SPROUT	2023	756	10.1	7,636	\$1,380	\$10,538,000
	2022	831	12.03	9,997	\$1,338	\$13,376,000
LETTUCE, HEAD	2023	1,593	20.26	32,274	\$449	\$14,491,000
	2022	1,434	21.95	31,476	\$428	\$13,472,000
LETTUCE, LEAF	2023	1,660	12.75	21,165	\$522	\$11,048,000
	2022	1,687	15.79	26,638	\$464	\$12,360,000
BROCCOLI	2023	528	10.35	5,465	\$839	\$4,585,000
	2022	890	9.8	8,722	\$789	\$6,882,000
MISC. VEGETABLES*	2023	2393				\$50,326,000
	2022	2742				\$55,075,000
TOTAL VEGETABLES	2023	6,930				\$90,988,000
	2022	7,584				\$101,165,000

*Miscellaneous Vegetables includes artichokes, beans, beets, cabbage, cauliflower, celery, chard, 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
CUT FLOWERS & CUT GREENS*	2023	239	\$17,418,000
	2022	275	\$23,758,000
NURSERY STOCK**	2023	553	\$128,072,000
	2022	542	\$104,204,000

*Cut Flowers and Cut Greens includes field and greenhouse production.

**Nursery Stock includes the categories: Indoor Potted Plants, Landscape Plants, Transplants and Christmas Trees.

TOTAL NURSERY	2023	792	\$145,490,000
	2022	817	\$127,962,000



SANTA CRUZ COUNTY

POULTRY, LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL POULTRY, LIVESTOCK AND ANIMAL PRODUCTS*	2023	\$8,379,000
	2022	\$6,856,000

*Animal products include honey and eggs.



TIMBER

CROP	YEAR	PRODUCTION (MBF) THOUSAND BOARD FEET	TOTAL VALUE
TIMBER	2023	13,425	\$7,899,000
	2022	22,678	\$7,588,000

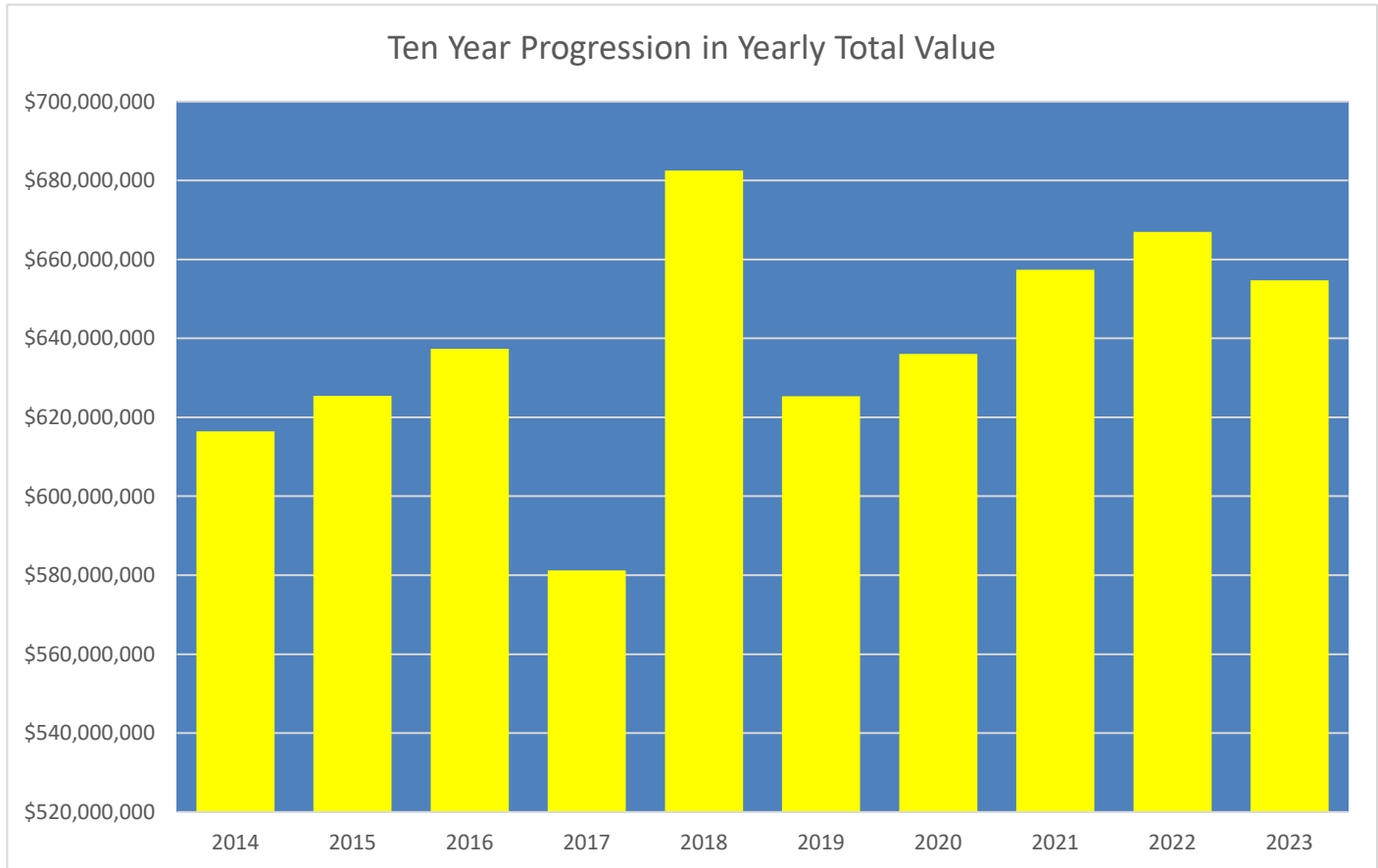
SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2022	2023
STRAWBERRY, RASPBERRY AND BLACKBERRY	\$404,235,000	\$384,100,000
NURSERY CROPS	\$127,962,000	\$145,490,000
VEGETABLES	\$101,165,000	\$90,988,000
APPLE, WINE GRAPES AND MISC. FRUIT	\$19,149,000	\$17,854,000
POULTRY, LIVESTOCK AND ANIMAL PRODUCTS	\$6,856,000	\$8,379,000
TIMBER	\$7,588,000	\$7,899,000
TOTAL VALUE	\$666,955,000	\$654,710,000

% Change

-1.8%

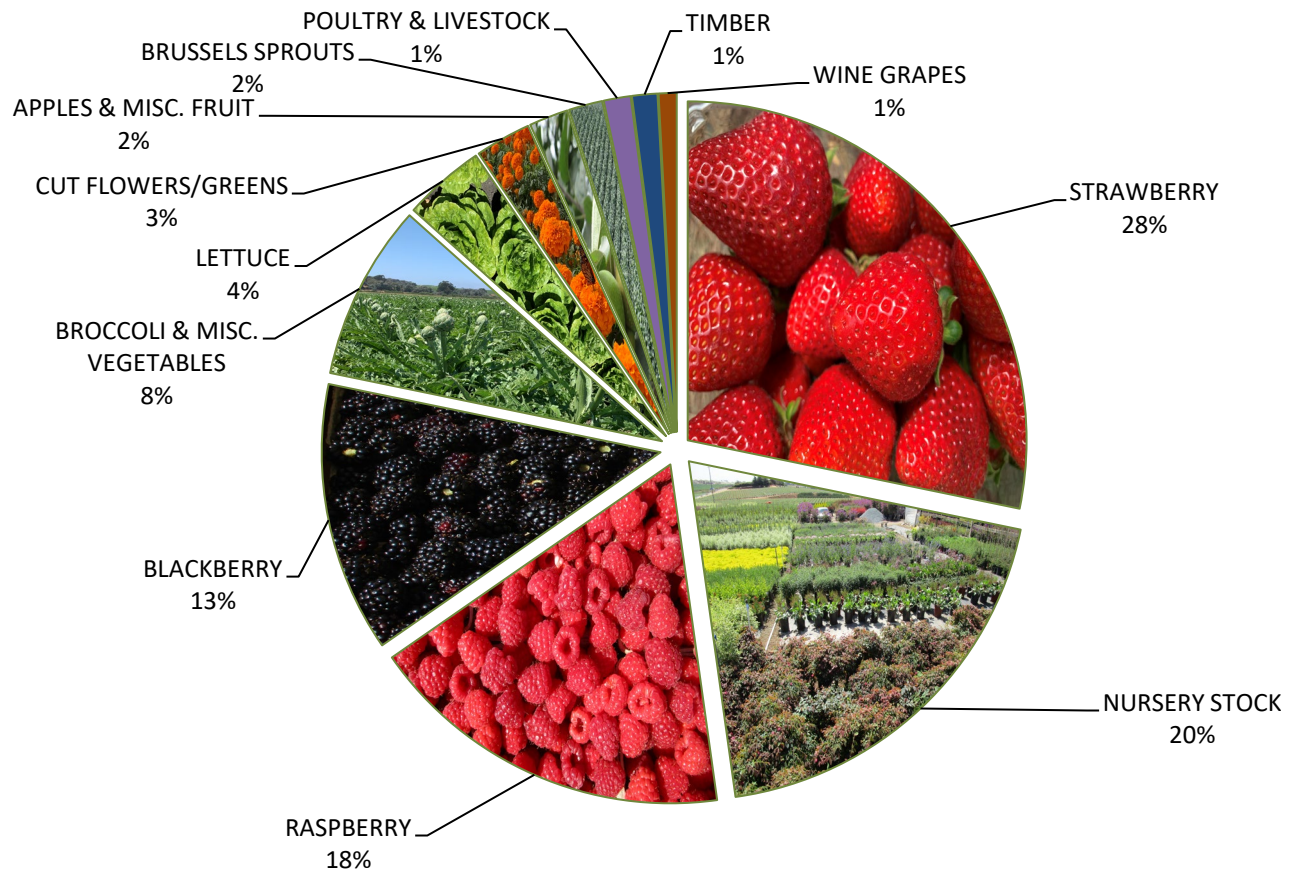


SANTA CRUZ COUNTY

CROP VALUE OVERVIEW

STRAWBERRY	\$184,856,000
NURSERY STOCK	\$128,072,000
RASPBERRY	\$114,939,000
BLACKBERRY	\$84,305,000
BROCCOLI & MISC. VEGETABLES	\$54,911,000
LETTUCE HEAD & LEAF	\$25,539,000
CUT FLOWERS & CUT GREENS	\$17,418,000
APPLE & MISC. FRUIT	\$12,251,000
BRUSSELS SPROUT	\$10,538,000
POULTRY, LIVESTOCK & ANIMAL PRODUCTS	\$8,379,000
TIMBER	\$7,899,000
WINE GRAPES	\$5,603,000

2023 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are approximately 160 registered organic operations in Santa Cruz County.
The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2023	9287*	\$147,612,000
2022	8011*	\$118,375,000
2021	7118*	\$110,310,000
2020	7917*	\$135,634,000
2019	8032*	\$147,667,000

*Includes organic pasture acres.



SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers
 Assorted Cut Greens
 Assorted Nursery
 Artichoke
 Beet
 Bell Pepper
 Blackberry
 Blueberry
 Bok Choy
 Broccoli
 Brussels Sprout
 Cabbage

Carrot
 Cauliflower
 Celery
 Chard
 Cilantro
 Collards
 Dandelion
 Endive
 Escarole
 Fennel
 Frisee
 Kale

Leek
 Lettuce
 Parsley
 Radicchio
 Radish
 Raspberry
 Romanesco
 Spinach
 Strawberry
 Zucchini

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
 Bahamas
 Canada
 Chile
 China
 Colombia
 Finland
 Germany



Guatemala
 Honduras
 Japan
 Kuwait
 Mexico
 Netherlands
 New Zealand
 Peru



Philippines
 Portugal
 Saudi Arabia
 South Africa
 Spain
 Thailand
 United Kingdom



Image by NASA