



# 2017 CROP REPORT



# COUNTY OF SANTA CRUZ

## OFFICE OF THE AGRICULTURAL COMMISSIONER

**JUAN HIDALGO**

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

Zach Friend,	2 <sup>nd</sup> District
John Leopold,	1 <sup>st</sup> District
Ryan Coonerty,	3 <sup>rd</sup> District
Greg Caput,	4 <sup>th</sup> District
Bruce McPherson,	5 <sup>th</sup> District

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to present the 2017 Crop Report for Santa Cruz County. The report represents estimated acreage, yield and gross values of agricultural products produced in Santa Cruz County.

The total gross production value of Santa Cruz County agricultural commodities for 2017 was \$581,200,000. This represents a decrease of 9 percent, or \$56,132,000 below the 2016 production value of \$637,332,000. Gross production yield and value is influenced by factors such as weather, labor and the marketplace.

It is important to emphasize that figures presented in this report are gross values and do not include costs incurred by growers that include but are not limited to labor, land preparation, irrigation, pest management, transportation, cooling, marketing, equipment, assessments, regulatory costs or loss experienced by individual operations. Also, the figures 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 \$211,196,000 on approximately 2,600 planted acres. Strawberry production yields were high in 2017 but a reduction in planted acreage and lower than usual market price in the summer resulted in a lower overall value. Raspberries remain the number two crop with an estimated value of \$111,128,000. Berries (strawberries, raspberries and blackberries) saw an overall decrease in planted acreage and a lower market price resulting in a 15% decrease in their combined gross production value compared to 2016.

Vegetable crops saw an overall increase in production yields and value with brussels sprouts recording one of their best years on record with a 37% increase in value from the previous year at \$19,417,000. Livestock and animal products remain strong in our county with a value of \$8,139,000 and timber production, an important part of our county's agriculture, had a strong year with a reported value of \$7,077,000.

I would like to express my sincere appreciation to all the farmers, ranchers, boards, commissions, packinghouses and agencies who contributed vital data without which this report would not be possible, and many thanks to my staff for their dedication to compiling and producing the 2017 Santa Cruz County Crop Report.

Respectfully submitted,

Juan Hidalgo  
Agricultural Commissioner

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

**STAFF**

**Agricultural Commissioner, Sealer of Weights and Measures  
Director of Mosquito and Vector Control**  
Juan Hidalgo

**Deputy Agricultural Commissioner**

Pamela Cassar  
David Sanford

**Assistant Vector Control Manager**

Paul Binding

**Agricultural Weights and Measures Inspectors**

Gabriel Chan  
Benito Mendoza II  
Shane DeVine  
David George  
Alberto Vinuela

Walter Mayeda  
Andrew Kimura  
Peter Parker  
Renee Inlow

**Agricultural Biologist Aide**

Raymond Schmidt  
Katie Tyree  
Samuel Estrada  
Douglas Guthrie  
Marvin Henderson

Brian Kriete  
Kimberly Pini  
Kristian Flores  
Kevin Neimeyer  
Rudy Ruelas

Martina Axner  
Gabriel Alvarado  
Teresa Gonzalez  
Jose Rojas

**Vector Ecologist**

Amanda Poulsen

**Vector Control Specialists**

Melanie Benedetti  
Steve Driscoll  
Stephen Bowling

Nader Sidhom  
Ray Travers

**Administrative Support Staff**

Robert Fernando, Sr. Accounting Technician  
Mark Huett, Sr. Accounting Technician  
Rafaela Hoessel, Sr. 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
<b>STRAWBERRIES</b>	<b>2017</b>	<b>2,602</b>	<b>41.16</b>	<b>107,098</b>	<b>\$1,972</b>	<b>\$211,196,000</b>
	2016	3,044	37.26	113,419	\$2,020	\$229,107,000
<b>RASPBERRIES</b>	<b>2017</b>	<b>2,235</b>	<b>7.74</b>	<b>17,299</b>	<b>\$6,424</b>	<b>\$111,128,000</b>
	2016	2,548	9.34	23,798	\$6,653	\$158,330,000
<b>BLACKBERRIES</b>	<b>2017</b>	<b>898</b>	<b>8.92</b>	<b>8,008</b>	<b>\$6,072</b>	<b>\$48,627,000</b>
	2016	1,008	7.96	8,024	\$6,360	\$51,031,000
<b>TOTAL BERRIES</b>	<b>2017</b>	<b>5,735</b>				<b>\$370,951,000</b>
	2016	6,600				\$438,468,000



<b>APPLES, FRESH AND PROCESSED</b>	<b>2017</b>	<b>2,027</b>	<b>19.72</b>	<b>39,972</b>	<b>\$341</b>	<b>\$13,631,000</b>
	2016	2,038	17.67	36,011	\$355	\$12,784,000
<b>WINE GRAPES</b>	<b>2017</b>	<b>638</b>	<b>2.35</b>	<b>1,500</b>	<b>\$3,226</b>	<b>\$4,840,000</b>
	2016	626	2.42	1,515	\$2,999	\$4,543,000
<b>MISC. TREE AND VINE FRUIT*</b>	<b>2017</b>	<b>256</b>				<b>\$676,000</b>
	2016	384				\$730,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT*</b>	<b>2017</b>	<b>2,921</b>				<b>\$19,147,000</b>
	2016	3,048				\$18,057,000

\*Miscellaneous tree and vine fruit includes apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes and walnuts. This category also includes miscellaneous berries. Miscellaneous berries were reported separately in previous reports, these include: boysenberries, blueberries, loganberries and ollalieberries.

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>2017</b>	<b>1,167</b>	<b>11.75</b>	<b>13,712</b>	<b>\$1,416</b>	<b>\$19,417,000</b>
	2016	1,188	11.52	13,686	\$1,035	\$14,165,000
<b>LETTUCE, HEAD</b>	<b>2017</b>	<b>1,447</b>	<b>22.95</b>	<b>33,193</b>	<b>\$367</b>	<b>\$12,182,000</b>
	2016	1,430	18.05	25,812	\$280	\$7,227,000
<b>LETTUCE, LEAF</b>	<b>2017</b>	<b>1,636</b>	<b>13.57</b>	<b>22,195</b>	<b>\$517</b>	<b>\$11,485,000</b>
	2016	1,548	12.09	18,715	\$692	\$12,951,000
<b>MISC. VEGETABLES**</b>	<b>2017</b>	<b>2,811</b>				<b>\$48,427,000</b>
	2016	2,534				\$40,911,000
<b>TOTAL VEGETABLES</b>	<b>2017</b>	<b>7,061</b>				<b>\$91,511,000</b>
	2016	6,700				\$75,254,000

\*\*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
<b>CUT FLOWERS &amp; CUT GREENS*</b>	<b>2017</b>	<b>313</b>	<b>\$39,519,000</b>
	2016	310	\$35,640,000
<b>NURSERY STOCK**</b>	<b>2017</b>	<b>426</b>	<b>\$44,856,000</b>
	2016	642	\$57,972,000
<b>TOTAL NURSERY</b>	<b>2017</b>	<b>739</b>	<b>\$84,375,000</b>
	2016	952	\$93,612,000

\*Cut flowers and cut greens includes field and greenhouse production.

\*\*Nursery stock includes the categories: Indoor Potted Plants, Landscape Plants and Other Plants.  
(Other plants include farm stock and Christmas trees.)



# SANTA CRUZ COUNTY

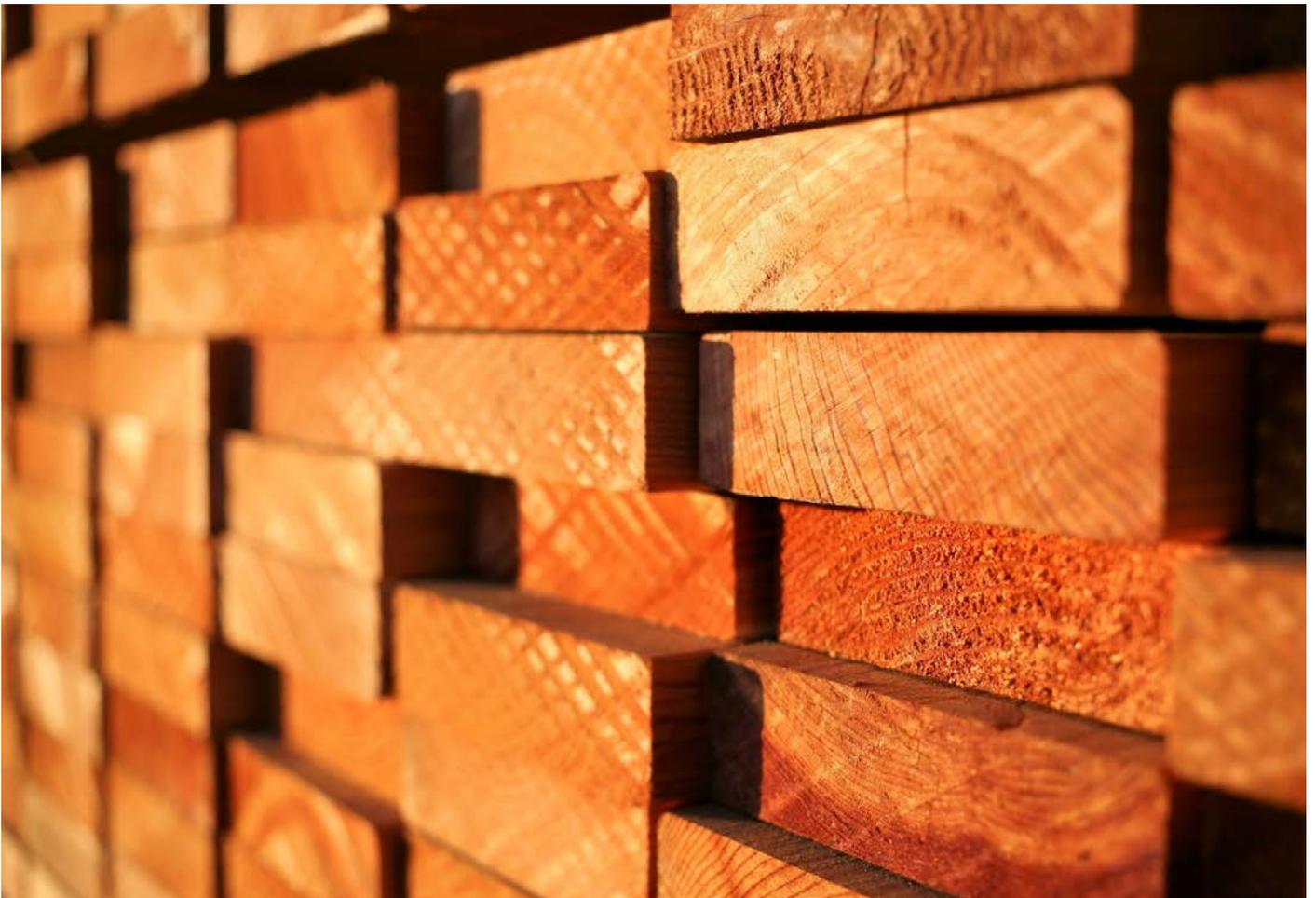
## LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
<b>TOTAL LIVESTOCK AND PRODUCTS*</b>	<b>2017</b>	<b>\$8,139,000</b>
	2016	\$7,403,000

\*livestock and products includes cattle, sheep, goats, chickens, honey and eggs.

## TIMBER

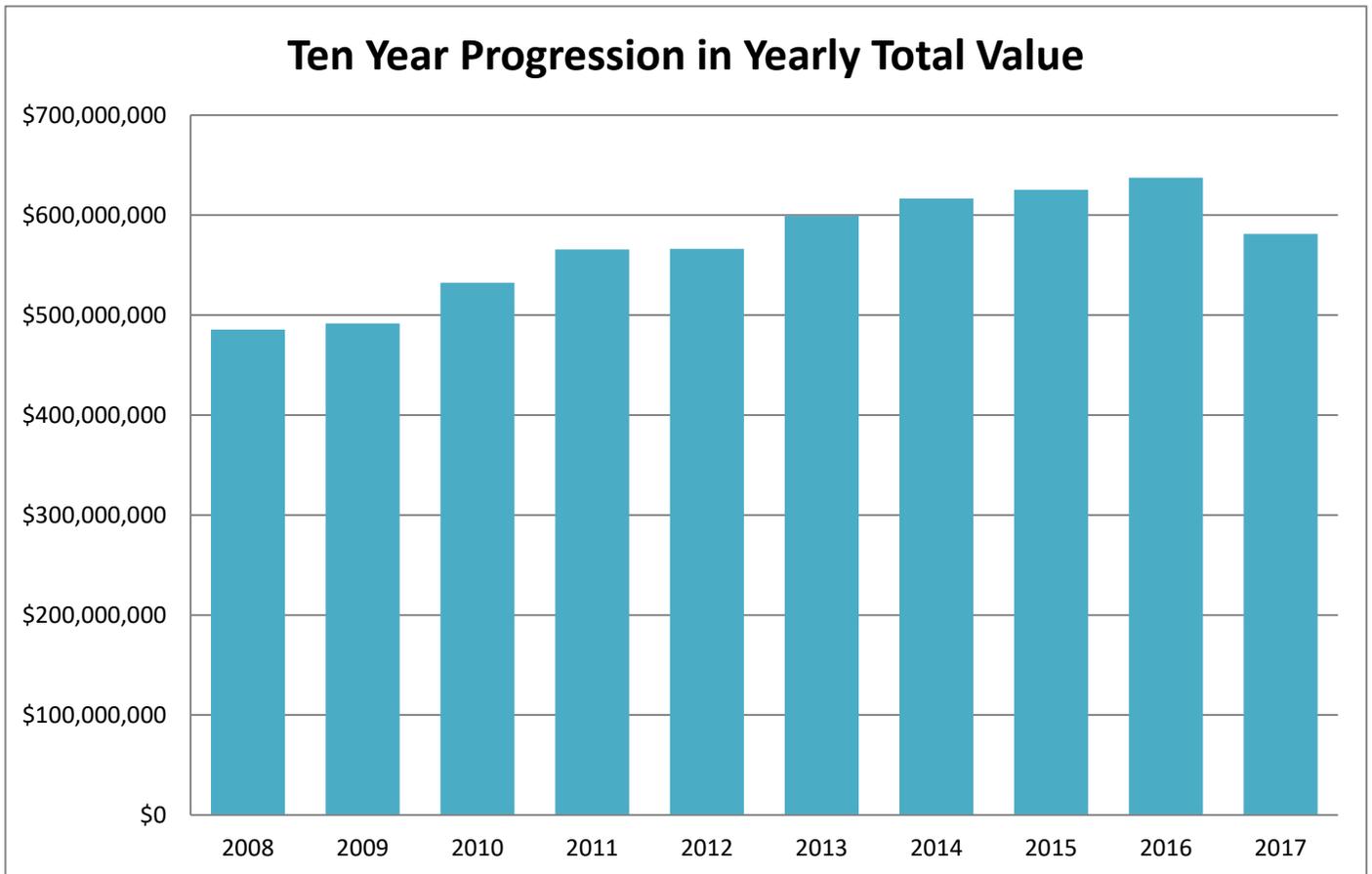
CROP	YEAR	Production (MILLION BOARD FEET)	TOTAL VALUE
<b>TIMBER</b>	<b>2017</b>	<b>10,096</b>	<b>\$7,077,000</b>
	2016	8,426	\$4,538,000



SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

CROP	2016	2017
<b>STRAWBERRIES, RASPBERRIES AND BLACKBERRIES</b>	\$438,468,000	<b>\$370,951,000</b>
<b>NURSERY CROPS</b>	\$93,612,000	<b>\$84,375,000</b>
<b>VEGETABLES</b>	\$75,254,000	<b>\$91,511,000</b>
<b>APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT</b>	\$18,057,000	<b>\$19,147,000</b>
<b>LIVESTOCK AND ANIMAL PRODUCTS</b>	\$7,403,000	<b>\$8,139,000</b>
<b>TIMBER</b>	\$4,538,000	<b>\$7,077,000</b>
<b>TOTAL VALUE</b>	\$637,332,000	<b>\$581,200,000</b>

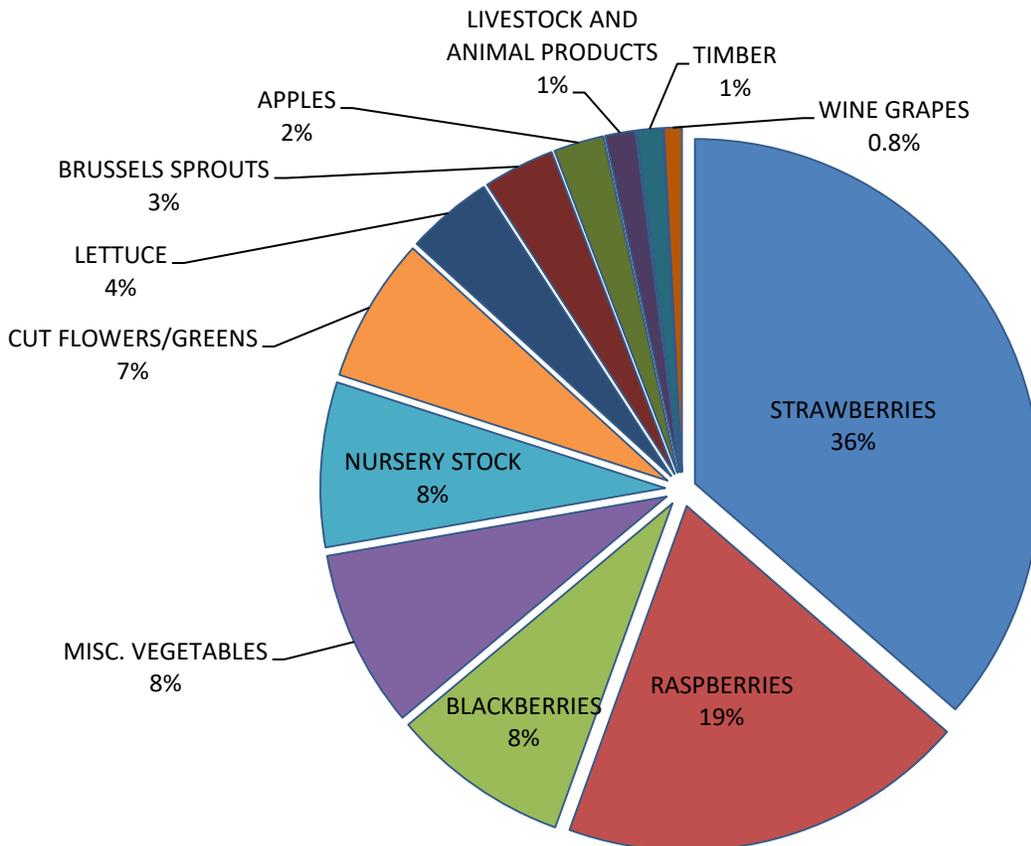


# SANTA CRUZ COUNTY

## Crop Value Overview

STRAWBERRIES	\$211,196,000
RASPBERRIES	\$111,128,000
BLACKBERRIES	\$48,627,000
MISC. VEGETABLES	\$48,427,000
NURSERY STOCK	\$44,856,000
CUT FLOWERS & CUT GREENS	\$39,519,000
LETTUCE, HEAD & LEAF	\$23,667,000
BRUSSELS SPROUTS	\$19,417,000
APPLES	\$13,631,000
LIVESTOCK AND ANIMAL PRODUCTS	\$8,139,000
WINE GRAPES	\$4,840,000
TIMBER	\$7,077,000

### 2017 Santa Cruz County Crops



# SANTA CRUZ COUNTY

## ORGANIC FARMING

There are approximately 130 registered organic growers in Santa Cruz County growing on over 4,000 acres. The figures below represent approximate acres and values registered with the State Organic Program.

Year	Acres	Value
2017	6,702*	\$109,058,000
2016	6,859*	\$115,528,000
2015	6,621*	\$113,585,000
2014	4,058	\$118,872,000
2013	4,060	\$90,033,000

\*Includes organic pasture.



## SANTA CRUZ COUNTY

### EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers  
Assorted Cut Greens  
Assorted Nursery Plants  
Apple  
Arugula  
Bean  
Beet  
Bell pepper  
Blackberry  
Blueberry  
Bok Choy  
Broccoli  
Brussels Sprouts  
Cabbage

Carrot  
Cauliflower  
Celery  
Chard  
Cilantro  
Collards  
Cucumber  
Dandelion  
Dill  
Eggplant  
Endive  
Escarole  
Fava Bean  
Fennel

Frissee  
Kale  
Leek  
Lettuce  
Napa Cabbage  
Parsley  
Pepper  
Radicchio  
Radish  
Raspberry  
Spinach  
Squash  
Strawberry  
Tomato

### EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia  
Canada  
Chile  
Costa Rica  
Germany  
Guatemala  
Haiti

Hong Kong  
Israel  
Japan  
Kuwait  
Mexico  
Morocco  
Netherlands

New Zealand  
Peru  
Philippines  
South Africa  
Spain  
Ukraine  
United Kingdom

