

# Santa Cruz County Crop Report

2003





# County of Santa Cruz

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**DAVID W. MOELLER**  
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  
Mardi Wormhoudt, Chairperson and Supervisor of the 3<sup>rd</sup> District  
Jan Beautz, Supervisor of the 1<sup>st</sup> District  
Ellen Pirie, Supervisor of the 2<sup>nd</sup> District  
Tony Campos, Supervisor of the 4<sup>th</sup> District  
Mark W. Stone, Supervisor of the 5<sup>th</sup> District

In accordance with the requirements of Sections 2272 and 2279 of the California Food and Agricultural Code, I am pleased to submit the 2003 Santa Cruz County Agricultural Crop and Livestock Report.

The total gross production value of Santa Cruz County agricultural commodities in 2003 was \$371,207,000. This is the highest value ever reported for our county and is a substantial increase from the 2002 production value of \$288,881,000.

Strawberries continue to be the number one crop, with increases in both price and production, even though the number of acres in strawberries has decreased. The number of acres planted to raspberries increased substantially, as did the production and price. Acreage in head lettuce has been decreasing, being replaced by various other vegetable crops. Acreage in apples is slowly declining while acreage in wine grapes continues to increase. Other crops remained about the same in production, acreage, and value.

I must emphasize that the values presented in this report represent 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, packing houses, shippers, marketing boards and grower organizations. I would like to extend my appreciation to everyone who assisted us with this report.

Respectfully,

David W. Moeller  
**Agricultural Commissioner**  
**Sealer of Weights and Measures**

**Santa Cruz County  
Agricultural Commissioner/  
Director of Weights & Measures**

**STAFF**

**Agricultural Commissioner/Director of Weights & Measures**

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**Deputy Agricultural Commissioner**

*Mary Lou Nicoletti*

**Departmental Administrative Analyst**

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SANTA CRUZ COUNTY

**FRUITS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2003</b>	<b>3,201</b>	<b>26.81</b>	<b>85,824</b>	<b>\$1,418</b>	<b>\$121,698,000</b>
	2002	3,586	25.60	91,802	\$1,170	\$107,408,000
<b>RASPBERRIES</b>	<b>2003</b>	<b>2,074</b>	<b>12.48</b>	<b>25,884</b>	<b>\$4,123</b>	<b>\$106,718,000</b>
	2002	1,514	6.40	9,690	\$3,912	\$37,906,000
<b>MISC. BERRIES*</b>	<b>2003</b>	<b>524</b>	<b>4.16</b>	<b>2,180</b>	<b>\$4,807</b>	<b>\$10,478,000</b>
	2002	402	4.40	1,769	\$4,440	\$7,853,000
<b>TOTAL BERRIES</b>	<b>2003</b>	<b>5,799</b>				<b>\$238,894,000</b>
	2002	5,502				\$153,167,000
<b>APPLES, FRESH AND PROCESSED</b>	<b>2003</b>	<b>2,800</b>	<b>17.19</b>	<b>48,120</b>	<b>\$223</b>	<b>\$10,731,000</b>
	2002	2,756	14.90	41,064	\$223	\$9,157,000
<b>WINE GRAPES</b>	<b>2003</b>	<b>574</b>	<b>3.33</b>	<b>1,911</b>	<b>\$1,350</b>	<b>\$2,580,000</b>
	2002	549	4.00	2,196	\$1,500	\$3,294,000
<b>MISC. TREE AND VINE FRUIT**</b>	<b>2003</b>	<b>140</b>				<b>\$140,000</b>
	2002	76				\$76,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT**</b>	<b>2003</b>	<b>3,514</b>				<b>\$13,451,000</b>
	2002	3,381				\$12,527,000

\* miscellaneous berries includes blackberries, blueberries, currents, and ollalieberries

\*\* miscellaneous tree and vine fruit includes apricots, avocados, kiwifruit, lemons, olives, peaches, pears, plums, and persimmons.

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**VEGETABLE CROPS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2003	1,078	9.00	9,702	\$605	\$5,872,000
	2002	1,023	10.00	10,230	\$550	\$5,627,000
BROCCOLI	2003	365	8.58	3,132	\$347	\$1,087,000
	2002	321	8.20	2,632	\$606	\$1,595,000
CAULIFLOWER	2003	413	11.21	4,630	\$338	\$1,565,000
	2002	296	12.70	3,759	\$604	\$2,271,000
CELERY	2003	133	32.90	4,366	\$145	\$633,000
	2002	116	51.40	5,962	\$256	\$1,526,000
LETTUCE, HEAD	2003	2,568	20.94	53,774	\$206	\$11,077,000
	2002	2,158	22.50	48,555	\$304	\$14,761,000
LETTUCE, LEAF	2003	1,952	14.33	27,972	\$326	\$9,119,000
	2002	1,479	18.00	26,622	\$562	\$14,962,000
MISC. VEGETABLES*	2003	2,900				\$14,500,000
	2002	2,973				\$14,865,000
TOTAL VEGETABLES	2003	9,409				\$43,853,000
	2002	8,366				\$55,607,000

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

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**NURSERY CROPS**

CROP	YEAR ACRES		TOTAL VALUE
<b>ROSES</b>	<b>2003</b>	<b>64</b>	<b>\$11,084,000</b>
	2002	65	\$10,926,000
<b>OTHER INDOOR CUT FLOWERS</b>	<b>2003</b>	<b>96</b>	<b>\$4,449,000</b>
	2002	75	\$3,476,000
<b>FIELD GROWN FLOWERS</b>	<b>2003</b>	<b>498</b>	<b>\$10,165,000</b>
	2002	430	\$8,777,000
<b>INDOOR POTTED PLANTS</b>	<b>2003</b>	<b>56</b>	<b>\$7,739,000</b>
	2002	48	\$6,633,000
<b>LANDSCAPE PLANTS</b>	<b>2003</b>	<b>223</b>	<b>\$22,191,000</b>
	2002	180	\$17,912,000
<b>OTHER PLANTS*</b>	<b>2003</b>	<b>347</b>	<b>\$11,549,000</b>
	2002	399	\$13,280,000
<b>TOTAL NURSERY</b>	<b>2003</b>	<b>1,220</b>	<b>\$67,177,000</b>
	2002	1,132	\$61,004,000

\*other plants includes farm stock and Christmas trees.

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**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
CATTLE	2003	<b>\$502,000</b>
	2002	\$411,000
MISC. LIVESTOCK AND PRODUCTS*	2003	<b>\$2,904,000</b>
	2002	\$1,840,000
TOTAL LIVESTOCK AND PRODUCTS	2003	<b>\$3,406,000</b>
	2002	\$2,251,000

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

**FIELD CROPS**

CROP	YEAR	ACRES	TOTAL VALUE
WILD HAY	2003	200	<b>\$19,000</b>
	2002	200	\$19,000
OATS	2003	400	<b>\$115,000</b>
	2002	700	\$200,000
PASTURE	2003	1,953	<b>\$29,000</b>
	2002	2,210	\$33,000
TIMBER	2003	9,614	<b>\$4,263,000</b>
	2002	9,136	\$4,073,000
		million board feet	
		" " "	
TOTAL FIELD CROPS AND PASTURE	2003		<b>\$4,426,000</b>
	2002		\$4,325,000
TOTAL VALUE	2003		<b>\$371,207,000</b>
	2002		\$288,881,000

## SANTA CRUZ COUNTY

### MILLION DOLLAR CROPS

STRAWBERRIES	\$121,698,000
RASPBERRIES	\$106,718,000
LANDSCAPE PLANTS	\$22,191,000
INDOOR CUT FLOWERS	\$15,533,000
MISC. VEGETABLES	\$14,500,000
OTHER PLANTS	\$11,549,000
LETTUCE, HEAD	\$11,077,000
APPLES	\$10,731,000
MISC. BERRIES	\$10,478,000
FIELD GROWN FLOWERS	\$10,165,000
LETTUCE, LEAF	\$9,119,000
INDOOR POTTED PLANTS	\$7,739,000
BRUSSELS SPROUTS	\$5,872,000
TIMBER	\$4,263,000
MISC. LIVESTOCK	\$2,904,000
WINE GRAPES	\$2,580,000
CAULIFLOWER	\$1,565,000
BROCCOLI	\$1,087,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

STRAWBERRIES, RASPBERRIES AND OTHER BERRIES	\$238,894,000
APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT	\$13,451,000
VEGETABLES	\$43,853,000
NURSERY CROPS	\$67,177,000
LIVESTOCK AND ANIMAL PRODUCTS	\$3,406,000
FIELD CROPS	\$4,426,000
<b>TOTAL VALUE</b>	<b>\$371,207,000</b>

## SANTA CRUZ COUNTY

# SUSTAINABLE AGRICULTURE REPORT

### DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
Medfly	363	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	114	None captured
Oriental Fruit Fly	204	None captured
Melon Fly	179	None captured
Gypsy Moth	401	One trapped in Scotts Valley
Japanese Beetle	114	None captured
Glassy-Winged Sharpshooter	363 urban 54 nurseries	None captured

### ORGANIC FARMING

There are approximately 59 organic growers in Santa Cruz County and over 2500 acres in organic crops.