



2020 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

Bruce McPherson,	5 th District, Chair
Manu Koenig,	1 st District
Zach Friend,	2 nd District
Ryan Coonerty,	3 rd District
Greg Caput,	4 th District

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to present the 2020 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 2020 is \$636,032,000. This represents an increase of 1.7 percent, or \$10,701,000 above the 2019 production value of \$625,331,000. Gross production yield and value is influenced by factors such as weather, labor, and the marketplace. The COVID-19 pandemic, unusual trend of very hot days during certain times of the growing season, and the wildfires impacted the values of many of our commodities in 2020. Resilience and adjustment throughout the season by our growers, along with strong support and demand from our communities for fresh fruits and vegetables during a year of unprecedented difficulties, minimized agricultural losses in our County.

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 \$193,911,000 on approximately 2,137 planted acres. Raspberries are our number two crop with an estimated value of \$139,934,000. Berries (strawberries, raspberries, and blackberries) saw an overall increase in gross value of 6.4 percent, or \$23,841,000 compared to 2019, for a total value of \$397,139,000. Berries represent approximately 60 percent of the total gross production value for our County.

Vegetable production remained strong in Santa Cruz County with an overall value of \$89,462,000, a slight decrease from the 2019 production value of \$94,636,000. Unusually hot weather in August impacted apple production, contributing to a 46 percent decrease in value to \$10,981,000 compared to the 2019 production value of \$19,669,000. Wine grapes were impacted by wildfire smoke and saw a production value of \$4,814,000, a decrease of 18 percent compared to the 2019 production value of \$5,586,000. The pandemic hit our cut flower and cut greens industry particularly hard with overall value decreasing 58 percent compared to 2019, from \$27,127,000 to \$11,515,000.

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 2020 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**

2020 STAFF

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

Juan Hidalgo

Deputy Agricultural Commissioners

Pamela Cassar David Sanford

Assistant Vector Control Manager

Paul Binding / Amanda Poulsen

Agricultural / Weights and Measures Inspectors

Gabriel Chan Walter Mayeda
Benito Mendoza II Andrew Kimura
Shane DeVine Peter Parker
David George Renee Inlow
Alberto Vinuela Teresa Sullivan

Agricultural Biologist Aide

Adriane Baade Alexander McDonald
Taylor Ramos Efrain Miranda
Gaynor Spielman Rudy Ruelas
Stephen Dermer Richard Schreiber
Grayson Jordan

Vector Ecologist

Emma McDonough

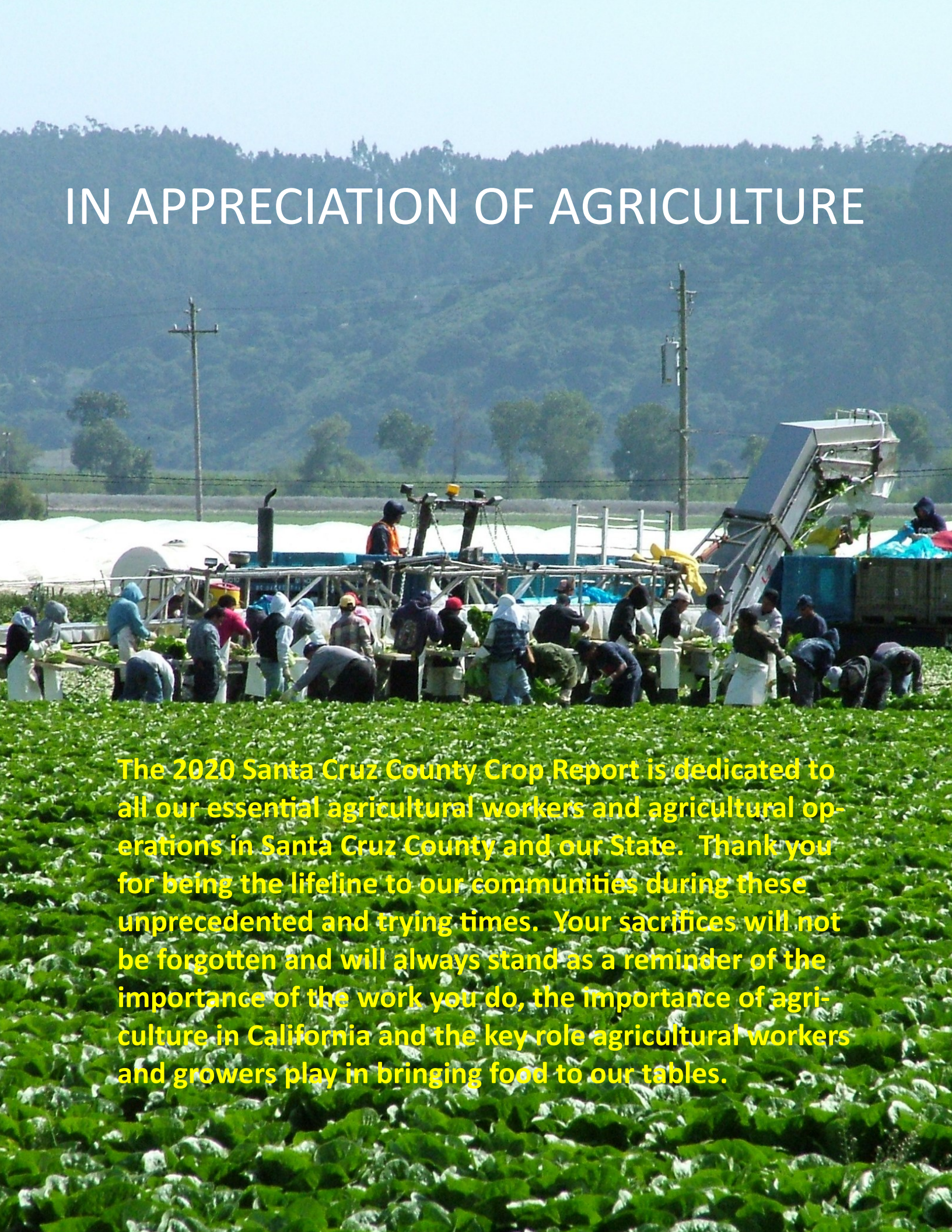
Vector Control Specialists

Stephen Bowling Nader Sidhom
Steve Driscoll Ray Travers

Administrative Support Staff

Mark Huett, Sr. Accounting Technician
Rafaela Hoessel, Sr. Account Clerk
Rosemary Velez, Receptionist

IN APPRECIATION OF AGRICULTURE



The 2020 Santa Cruz County Crop Report is dedicated to all our essential agricultural workers and agricultural operations in Santa Cruz County and our State. Thank you for being the lifeline to our communities during these unprecedented and trying times. Your sacrifices will not be forgotten and will always stand as a reminder of the importance of the work you do, the importance of agriculture in California and the key role agricultural workers and growers play in bringing food to our tables.

SANTA CRUZ COUNTY

FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
STRAWBERRIES	2020	2,137	34.90	74,581	\$2,600	\$193,911,000
	2019	2,308	35.62	82,220	\$2,200	\$180,884,000
RASPBERRIES	2020	2,050	9.85	20,193	\$6,930	\$139,934,000
	2019	1,972	9.36	18,458	\$7,564	\$139,616,000
BLACKBERRIES	2020	1,049	8.55	8,969	\$7,057	\$63,294,000
	2019	908	8.74	7,936	\$6,653	\$52,798,000
TOTAL BERRIES	2020	5,236				\$397,139,000
	2019	5,188				\$373,298,000



APPLES, FRESH AND PROCESSED	2020	2,030	15.50	31,465	\$349	\$10,981,000
	2019	2,025	26.32	53,298	\$369	\$19,669,000
WINE GRAPES	2020	670	2.39	1,601	\$3,006	\$4,814,000
	2019	679	2.54	1,725	\$3,394	\$5,856,000
TOTAL APPLE, WINE AND MISC. FRUIT*	2020	2,951				\$16,247,000
	2019	2,937				\$25,723,000

*The total acres and value figures include the categories miscellaneous berries, tree and vine fruit, which were reported in a separate category in previous reports. 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 SPROUTS	2020	935	13.01	12,164	\$1,155	\$14,050,000
	2019	1057	9.19	9,714	\$1,141	\$11,083,000
LETTUCE, HEAD	2020	1,708	22.10	37,747	\$335	\$12,645,000
	2019	1,615	20.83	33,633	\$414	\$13,924,000
LETTUCE, LEAF	2020	1,418	16.51	23,411	\$543	\$12,712,000
	2019	1,765	14.99	26,457	\$553	\$14,620,000
MISC. VEGETABLES**	2020	3,661				\$50,055,000
	2019	3,848				\$55,009,000
TOTAL VEGETABLES	2020	7,722				\$89,462,000
	2019	8,285				\$94,636,000

**Miscellaneous Vegetables includes artichokes, beans, beets, broccoli, 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*	2020	313	\$11,515,000
	2019	302	\$27,127,000
NURSERY STOCK**	2020	549	\$108,146,000
	2019	475	\$92,356,000

*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.)

TOTAL NURSERY	2020	862	\$119,661,000
	2019	777	\$119,483,000



SANTA CRUZ COUNTY

LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL LIVESTOCK AND PRODUCTS*	2020	\$7,166,000
	2019	\$7,680,000

*livestock, honey, and eggs.



TIMBER

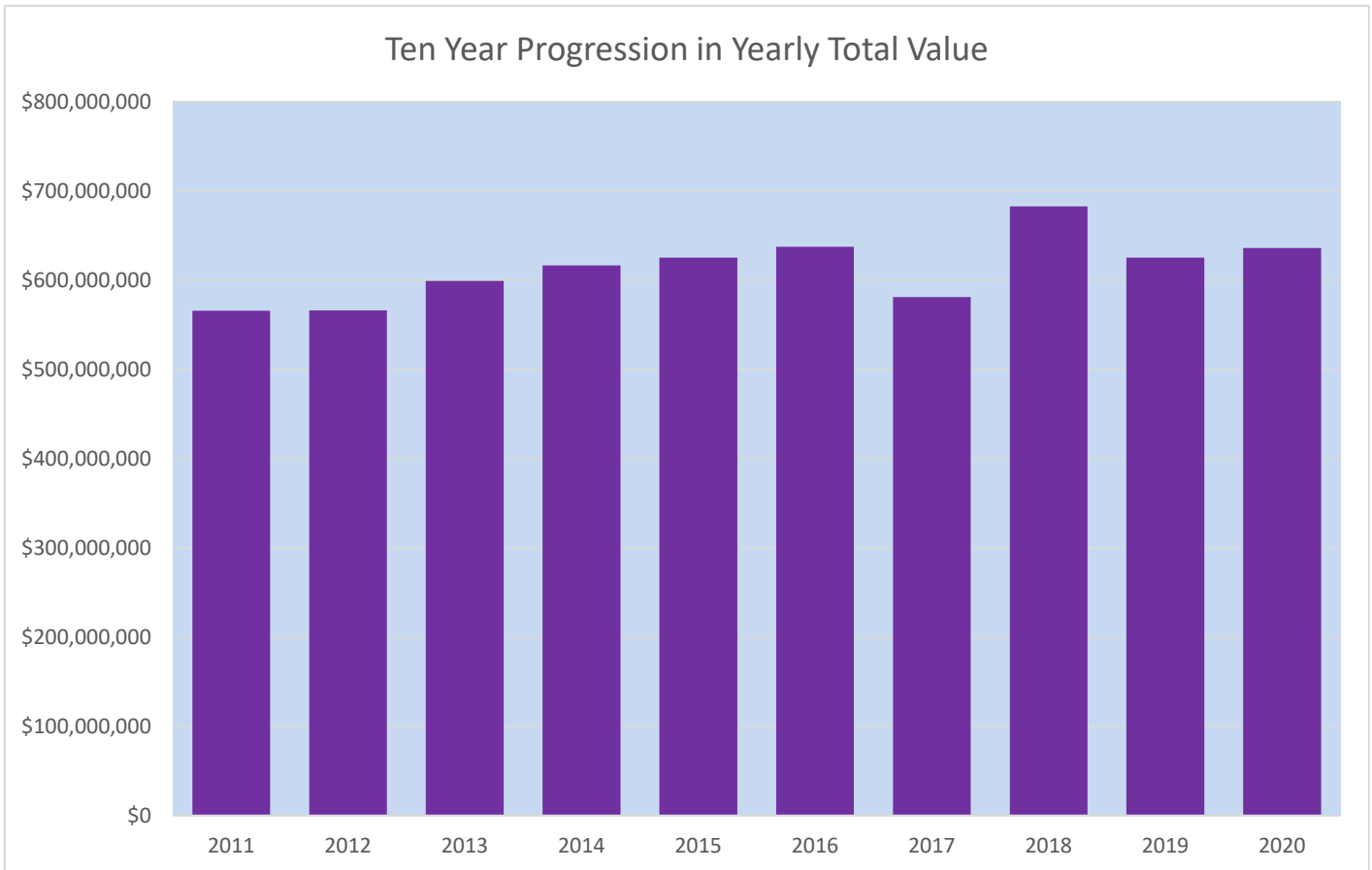
CROP	YEAR	PRODUCTION (MBF) (THOUSAND BOARD FEET)*	TOTAL VALUE
TIMBER	2020	10,171	\$6,357,000
	2019	5,459	\$4,511,000

*previously reported incorrectly in million board feet

SANTA CRUZ COUNTY

SUMMARY OF CROP REPORT VALUES

CROP	2019	2020
STRAWBERRIES, RASPBERRIES AND BLACKBERRIES	\$373,298,000	\$397,139,000
NURSERY CROPS	\$119,483,000	\$119,661,000
VEGETABLES	\$94,636,000	\$89,462,000
APPLES, WINE GRAPES AND MISC. FRUIT	\$25,723,000	\$16,247,000
TIMBER	\$4,511,000	\$6,357,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,680,000	\$7,166,000
TOTAL VALUE	\$625,331,000	\$636,032,000

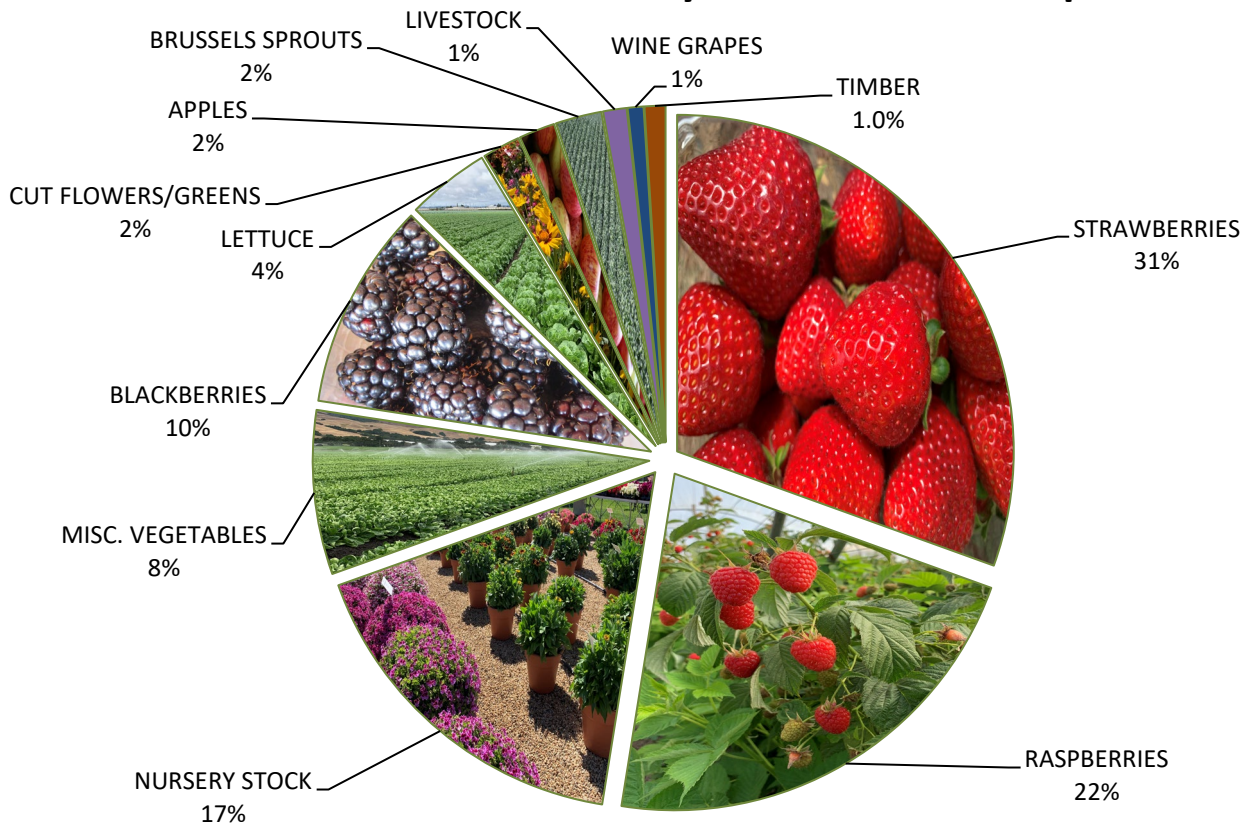


SANTA CRUZ COUNTY

CROP VALUE OVERVIEW

STRAWBERRIES	\$193,911,000
RASPBERRIES	\$139,934,000
NURSERY STOCK	\$108,146,000
MISC. VEGETABLES	\$50,055,000
BLACKBERRIES	\$63,294,000
LETTUCE, HEAD & LEAF	\$25,357,000
CUT FLOWERS & CUT GREENS	\$11,515,000
APPLES	\$10,981,000
BRUSSELS SPROUTS	\$14,050,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,166,000
WINE GRAPES	\$4,814,000
TIMBER	\$6,357,000

2020 Santa Cruz County Million Dollar Crops



SANTA CRUZ COUNTY

ORGANIC FARMING

There are approximately 147 registered organic operations in Santa Cruz County. The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2020	7917*	\$135,634,000
2019	8032*	\$147,667,000
2018	6940*	\$126,376,000
2017	6702*	\$109,058,000
2016	6859*	\$115,528,000

*Includes organic pasture.



INDUSTRIAL HEMP

YEAR	# REGISTRANTS	REGISTERED ACREAGE	HARVESTED ACREAGE	VALUE
2020	23	207	63	n/a*
2019	21	185	132	n/a*

*The California Department of Food and Agriculture launched the Industrial Hemp Program in the spring of 2019. This program is in its infancy and no value is available for industrial hemp at this time as growers focus on finding varieties that do well in our area and new markets become available.

SANTA CRUZ COUNTY

EXPORT COMMODITIES OF SANTA CRUZ COUNTY

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

Cabbage
Carrot
Cauliflower
Celery
Chard
Cilantro
Collard
Cucumber
Dandelion
Dill
Eggplant
Endive

Escarole
Fennel
Kale
Leek
Lettuce
Parsley
Radicchio
Radish
Raspberry
Spinach
Strawberry

EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia
Canada
Chile
Colombia
Germany
Guatemala



Haiti
Indonesia
Japan
Mexico
Netherlands
New Zealand



Peru
Philippines
Qatar
South Africa
Spain
United Kingdom



Image by NASA