

# SANTA CRUZ COUNTY 2013 CROP REPORT



Artwork by Joel Burchell, 6<sup>th</sup> Grade Creekside School  
[2014 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

|                 |                     |
|-----------------|---------------------|
| Zach Friend,    | 2nd District, Chair |
| John Leopold    | 1st District        |
| Neal Coonerty   | 3rd 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 2013 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 2013 was \$599,268,000. This is a 5.8% increase of \$33,054,000 above the 2012 production value of \$566,214,000. The overall acreage in the county devoted to agriculture remained largely unchanged from 2012.

It is always important to note that the figures provided here are gross values and do not represent net profit or loss experienced by individual growers or the industry as a whole. These figures also do not reflect the total contribution of agriculture to the economy of Santa Cruz County. Processing, transportation, marketing, employment, and other farm-related services significantly multiply the reported gross production values to benefit the local economy.

The highest valued crop in Santa Cruz County remains strawberries. Raspberries are once again the second highest valued crop. Increased leaf lettuce acreage and higher value per ton led to an increase in the gross value for this crop. The gross value for Brussels sprouts increased over 50% due to a higher value per ton for the crop.

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 - 2013**

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

*Mary Lou Nicoletti*

#### **Deputy Agricultural Commissioner**

*Pamela Cassar*

*Juan Hidalgo*

#### **Assistant Vector Control Manager**

*Paul Binding*

#### **Agricultural Weights & Measures Inspector**

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*Russell Lerner*

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*Robert Fernando, Sr. Account Technician*

*Lori Herschfelt, Senior Account Clerk*

*Rosemary Velez, Receptionist*

SANTA CRUZ COUNTY

**FRUIT CROPS**

| CROP  | YEAR        | ACRES        | PRODUCTION<br>(TONS PER ACRE) | TOTAL PRODUCTION<br>(TONS) | PRICE<br>(PER TON) | TOTAL VALUE          |
|---|-------------|--------------|-------------------------------|----------------------------|--------------------|----------------------|
| <b>STRAWBERRIES</b>                             | <b>2013</b> | <b>3,324</b> | <b>31.18</b>                  | <b>103,642</b>             | <b>\$1,947</b>     | <b>\$201,792,000</b> |
|   | 2012        | 3,829        | 27.19                         | 104,111                    | \$1,836            | \$191,147,000        |
| <b>RASPBERRIES</b>                              | <b>2013</b> | <b>2,633</b> | <b>9.64</b>                   | <b>25,382</b>              | <b>\$5,996</b>     | <b>\$152,191,000</b> |
|   | 2012        | 2,590        | 9.75                          | 25,253                     | \$5,640            | \$142,424,000        |
| <b>BLACKBERRIES</b>                             | <b>2013</b> | <b>790</b>   | <b>6.44</b>                   | <b>5,088</b>               | <b>\$6,671</b>     | <b>\$33,939,000</b>  |
|   | 2012        | 815          | 6.83                          | 5,566                      | \$5,702            | \$31,740,000         |
| <b>MISC. BERRIES**</b>                          | <b>2013</b> | <b>84</b>    |                               |                            |                    | <b>\$2,164,000</b>   |
|   | 2012        | 81           |                               |                            |                    | \$2,619,000          |
| <b>TOTAL BERRIES</b>                            | <b>2013</b> | <b>6,831</b> |                               |                            |                    | <b>\$390,086,000</b> |
|   | 2012        | 7,315        |                               |                            |                    | \$367,930,000        |
| <b>APPLES, FRESH<br/>AND PROCESSED</b>          | <b>2013</b> | <b>2,128</b> | <b>19.90</b>                  | <b>42,347</b>              | <b>\$281</b>       | <b>\$11,900,000</b>  |
|   | 2012        | 2,057        | 22.15                         | 45,566                     | \$274              | \$12,485,000         |
| <b>WINE GRAPES</b>                              | <b>2013</b> | <b>656</b>   | <b>2.71</b>                   | <b>1,778</b>               | <b>\$2,588</b>     | <b>\$4,601,000</b>   |
|   | 2012        | 630          | 3.16                          | 1,991                      | \$2,700            | \$5,375,000          |
| <b>MISC. TREE AND<br/>VINE FRUIT***</b>         | <b>2013</b> | <b>292</b>   |                               |                            |                    | <b>\$278,000</b>     |
|   | 2012        | 310          |                               |                            |                    | \$258,000            |
| <b>TOTAL APPLE, WINE<br/>AND MISC. FRUIT***</b> | <b>2013</b> | <b>3,076</b> |                               |                            |                    | <b>\$16,779,000</b>  |
|   | 2012        | 2,997        |                               |                            |                    | \$18,118,000         |

\*\*Miscellaneous Berries includes boysenberry, blueberries, currants, loganberry 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<br>(TONS PER ACRE) | TOTAL PRODUCTION<br>(TONS) | PRICE<br>(PER TON) | TOTAL VALUE         |
|---------------------------|-------------|--------------|-------------------------------|----------------------------|--------------------|---------------------|
| <b>BRUSSELS SPROUTS</b>   | <b>2013</b> | <b>1,104</b> | <b>11.19</b>                  | <b>12,354</b>              | <b>\$1,178</b>     | <b>\$14,553,000</b> |
|                           | 2012        | 1,123        | 10.13                         | 11,372                     | \$826              | \$9,393,000         |
| <b>LETTUCE, HEAD</b>      | <b>2013</b> | <b>1,571</b> | <b>19.50</b>                  | <b>30,635</b>              | <b>\$242</b>       | <b>\$7,414,000</b>  |
|                           | 2012        | 1,526        | 19.13                         | 29,192                     | \$212              | \$6,189,000         |
| <b>LETTUCE, LEAF</b>      | <b>2013</b> | <b>1,659</b> | <b>13.78</b>                  | <b>22,861</b>              | <b>\$454</b>       | <b>\$10,379,000</b> |
|                           | 2012        | 1,457        | 14.61                         | 21,288                     | \$320              | \$6,812,000         |
| <b>MISC. VEGETABLES**</b> | <b>2013</b> | <b>2,827</b> |                               |                            |                    | <b>\$41,819,000</b> |
|                           | 2012        | 2,798        |                               |                            |                    | \$35,372,000        |
| <b>TOTAL VEGETABLES</b>   | <b>2013</b> | <b>7,161</b> |                               |                            |                    | <b>\$74,165,000</b> |
|                           | 2012        | 6,904        |                               |                            |                    | \$57,766,000        |

\*\*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;<br/>CUT GREENS*</b> | <b>2013</b> | <b>368</b>   | <b>\$33,734,000</b>  |
|  | 2012        | 484          | \$48,617,000         |
| <b>NURSERY STOCK**</b>                   | <b>2013</b> | <b>808</b>   | <b>\$74,138,000</b>  |
|  | 2012        | 675          | \$64,884,000         |
| <b>TOTAL NURSERY</b>                     | <b>2013</b> | <b>1,176</b> | <b>\$107,872,000</b> |
|  | 2012        | 1,159        | \$113,501,000        |

\*Cut flowers and cut greens includes field and greenhouse production. These categories were reported separately in previous reports.

\*\*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>2013</b> | <b>\$6,932,000</b> |
|                                      | 2012        | \$6,536,000        |

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

**TIMBER**

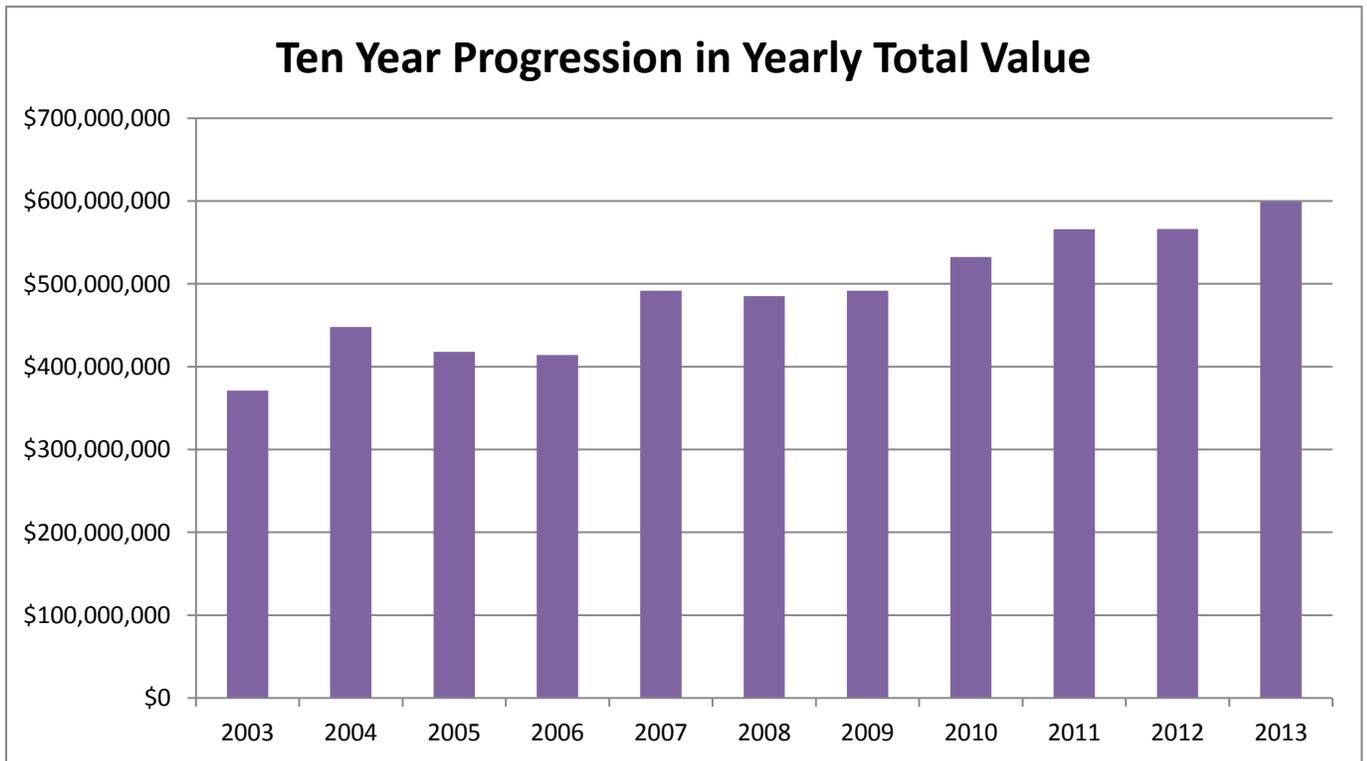
| CROP                | YEAR        | TOTAL VALUE                     |
|---------------------|-------------|---------------------------------|
| <b>TIMBER</b>       | <b>2013</b> | <b>7,828 million board feet</b> |
|                     | 2012        | 6,559 million board feet        |
| <b>TOTAL TIMBER</b> | <b>2013</b> | <b>7,828</b>                    |
|                     | 2012        | 6,559                           |
| <b>TOTAL VALUE</b>  | <b>2013</b> | <b>\$599,268,000</b>            |
|                     | 2012        | \$566,214,000                   |

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

|   |               |
|---|---------------|
| STRAWBERRIES, RASPBERRIES AND OTHER BERRIES       | \$390,086,000 |
| NURSERY CROPS                                     | \$107,872,000 |
| VEGETABLES  | \$74,165,000  |
| APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT | \$16,779,000  |
| LIVESTOCK AND ANIMAL PRODUCTS                     | \$6,932,000   |
| TIMBER  | \$3,434,000   |

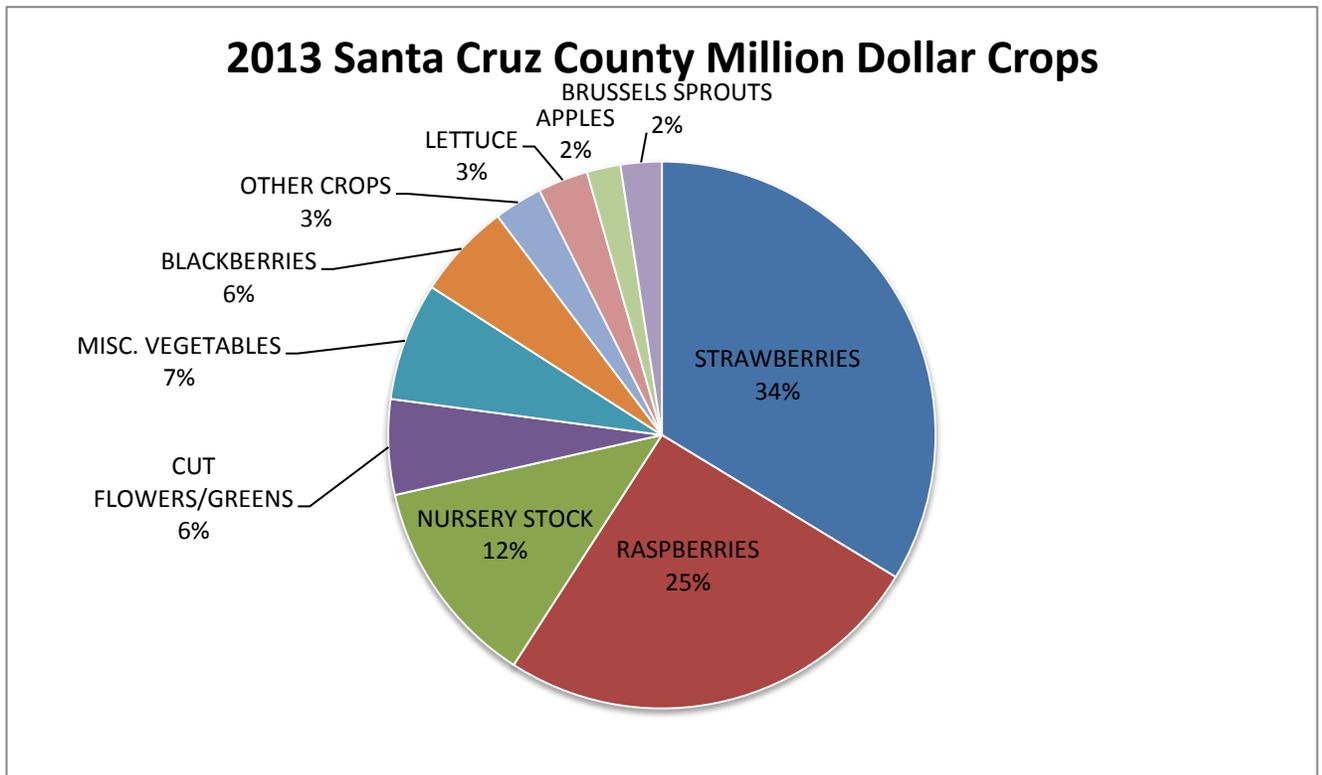
**TOTAL VALUE** **\$599,268,000**



# SANTA CRUZ COUNTY

## MILLION DOLLAR CROPS

|                               |               |
|-------------------------------|---------------|
| STRAWBERRIES                  | \$201,792,000 |
| RASPBERRIES                   | \$152,191,000 |
| NURSERY STOCK                 | \$74,138,000  |
| MISC. VEGETABLES              | \$41,819,000  |
| BLACKBERRIES                  | \$33,939,000  |
| CUT FLOWERS & CUT GREENS      | \$33,734,000  |
| LETTUCE, HEAD & LEAF          | \$17,793,000  |
| BRUSSELS SPROUTS              | \$14,553,000  |
| APPLES                        | \$11,900,000  |
| LIVESTOCK AND ANIMAL PRODUCTS | \$6,932,000   |
| WINE GRAPES                   | \$4,601,000   |
| TIMBER                        | \$3,434,000   |
| MISC. BERRIES                 | \$2,164,000   |



## SANTA CRUZ COUNTY

# ORGANIC FARMING

The organic production values below are included in the total production values in this crop report. There are more than 100 organic growers in Santa Cruz County with over 4,000 acres in organic crops. The figures below represent approximate crop acres and values registered with the State Organic Program.

| CROP                                      | YEAR        | ACRES        | TOTAL VALUE         |
|---|-------------|--------------|---------------------|
| <b>STRAWBERRIES</b>                       | <b>2013</b> | <b>539</b>   | <b>\$23,769,000</b> |
| <b>RASPBERRIES</b>                        | <b>2013</b> | <b>242</b>   | <b>\$13,568,000</b> |
| <b>BLACKBERRIES</b>                       | <b>2013</b> | <b>115</b>   | <b>\$3,306,000</b>  |
| <b>TREE &amp; FRUIT CROPS<sup>A</sup></b> | <b>2013</b> | <b>339</b>   | <b>\$2,536,000</b>  |
| <b>VEGETABLES CROPS<sup>B</sup></b>       | <b>2013</b> | <b>2,825</b> | <b>\$46,708,000</b> |
| <b>OTHER CROPS<sup>C</sup></b>            | <b>2013</b> | <b>47</b>    | <b>\$146,000</b>    |
| <b>TOTAL</b>                              |             | <b>4,107</b> | <b>\$90,033,000</b> |

<sup>A</sup>tree and fruit crops includes apricots, avocados, blueberries, boysenberries, ollalieberries, figs, grapes, kiwifruit, lemons, limes, olives, peaches, pears, plums, persimmons, pomegranates, prunes and walnuts.

<sup>B</sup>vegetable crops includes artichokes, beans, beets, broccoli, cabbage, cauliflower, celery, chicory, collards, cucumbers, herbs, kale, leeks, lettuces, mustard, peas, pumpkins, radicchio, spinach, squash, and other vegetables.

<sup>C</sup>other crops includes flowers, ornamentals, seed and other miscellaneous commodities.

## SANTA CRUZ COUNTY

### EXPORT COMMODITIES OF SANTA CRUZ COUNTY

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

Carrot  
Cauliflower  
Celery  
Chard  
Cilantro  
Collards  
Dandelion  
Dill  
Endive  
Escarole  
Fennel  
Frissee  
Kale  
Leaf Lettuce  
Parsley  
Leek

Lettuce  
Mustard  
Parsnip  
Radicchio  
Radish  
Radish  
Raspberry  
Roses  
Rutabaga  
Spinach  
Squash  
Strawberry  
Turnip  
Zucchini

### EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia  
Brazil  
Canada  
Chile  
China  
Costa Rica  
Japan

Republic of Korea  
Kuwait  
Mexico  
Morocco  
Netherlands  
New Zealand  
Peru

Portugal  
South Africa  
Spain  
Trinidad and Tobago  
United Kingdom  
Zambia



SANTA CRUZ COUNTY

QUARANTINE REJECTIONS

|   |     |
|---|-----|
| Markings- Intrastate.....               | 7   |
| Markings - Interstate.....              | 27  |
| Imported Fire Ant.....                  | 9   |
| Japanese Beetle.....                    | 17  |
| Reasonable Cause.....                   | 58  |
| Burrowing and Reniform Nematodes.....   | 12  |
| Peach Tree Diseases.....                | 1   |
| Plum Curculio and Blueberry Maggot..... | 4   |
| Cereal Leaf Beetle.....                 | 3   |
| Colorado Potato Beetle.....             | 1   |
| Ozonium Root Rot.....                   | 1   |
| Chestnut Bark and Oak Wilt Disease..... | 2   |
| Persimmon Root Borer.....               | 1   |
| Asian Citrus Psyllid.....               | 2   |
| Cherry Fruit Fly.....                   | 1   |
| Pierce's Disease.....                   | 1   |
| Total Number of Rejections.....         | 147 |
| (Post Office = 31)                      |     |
| (UPS = 93)                              |     |
| (Fed Ex = 16)                           |     |
| (Incoming Truck = 7)                    |     |
| Shipments Destroyed                     | 88  |
| Shipments Returned                      | 2   |

## SANTA CRUZ COUNTY

# PEST EXCLUSION

## Interceptions

### A-rated pest interceptions

|  |   |
|--|---|
| Orgyia leucostigma (White-marked tussock moth) | 1 |
| Pinnaspis buxi (Boxwood scale)                 | 1 |

**Total A-rated pests intercepted** 2

### Q-rated pest interceptions

|  |    |
|--|----|
| Hemiberlesia ithacae (Hemlock scale)           | 59 |
| Fiorinia externa (diaspidid scale)             | 1  |
| Pseudococcidae (Homoptera eggs)                | 1  |
| Aleyrodidae (Homoptera eggs)                   | 1  |
| Aulacaspis yasumatsui (cycad aulacaspis scale) | 1  |
| Unknown egg masses                             | 3  |

**Total Q-rated pests intercepted** 66

## 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

# DETECTION ACTIVITIES

| INSECT  | TRAPS DEPLOYED          | RESULTS        |
|---|-------------------------|----------------|
| European Grape Vine Moth<br>Detection traps   | 157                     | None captured  |
| Medfly  | 172                     | None captured  |
| Mexican Fruit Fly, other<br>Anastrepha, Bactrocera & Ceratitis  | 181                     | None captured  |
| Oriental Fruit Fly  | 75                      | None captured  |
| Melon Fly   | 44                      | None captured  |
| Gypsy Moth  | 245                     | None captured  |
| Japanese Beetle   | 126                     | None captured  |
| Glassy-Winged Sharpshooter  | 296 urban<br>22 nursery | None captured  |
| Nantucket Pine Tree Moth  | 5                       | None captured  |
| European Pine Shoot Moth  | 5                       | None captured  |
| Light Brown Apple Moth  | 136                     | 1,125 captured |
| <b>Inspections</b>  |                         |                |
| Glassy Wing Sharpshooter inspections<br>(inspection of incoming plant shipments from GWSS infested areas) | 934                     | None captured  |



AGRICULTURAL COMMISSIONER  
SANTA CRUZ COUNTY  
175 WESTRIDGE DRIVE  
WATSONVILLE, CA 95076