

SANTA CRUZ COUNTY



1987 CROP REPORT



LENORD L. CRAFT, JR.
AGRICULTURAL COMMISSIONER
DIRECTOR, WEIGHTS & MEASURES

April 20, 1988

Jack Parnell, Director
California Department of Food and Agriculture
and
The Honorable Board of Supervisors
County of Santa Cruz

Joe Cucchiara, Chairperson
Gary Patton Robley Levy
Dan Forbus Sherry Mehl

Dear Mr. Parnell and Members of the Board,

It is with great pleasure that I respectfully submit the Santa Cruz County Agricultural Crop Report of 1987. This report is in compliance with Section 2279 of the California Food and Agricultural Code.

This report reflects significant yield improvements in artichokes, brussels sprouts and carnations. Price increases were realized in raspberries and lettuce.

A severe decline in apple prices set a new low for gross returns for apples on a per acre basis. The loss of a significant early fresh market may be partially to blame due to an abundance of Pacific Northwest apples released from storage. Standard carnations suffered a severe price reduction from 1986, possibly as a result of competition from foreign imports.

All things considered Santa Cruz County agricultural production data reflect a significant increase from 1986 (\$144 million to 151 million in 1987).

Special thanks go especially to the growers who voluntarily gave information used in compiling the estimates used in this report and to Rick Bergman, Deputy Commissioner/Sealer for producing the report. The values given represent estimates of gross values and do not represent profit to growers or expected production per unit or value per unit other than average (mean) values.

Respectfully submitted,

Lenord L. Craft, Jr.
Agricultural Commissioner/Sealer of Weights and Measures

BERRIES

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION (TONS)		VALUES	
			/ACRE	TOTAL	\$/UNIT	\$/TOT
BUSHBERRIES	87	131	5.5	720	1650	1189000
	86	145	4.97	700	1800	1260000
RASPBERRIES	87	503	4.74	2384	3338	7959000
	86	261	5.15	1475	2692	3970000
STRAWBERRIES	87	2285	26.49	60529	931	56387000
	86	2056	24.34	50043	1169	58500000
TOTAL BERRIES	87	2399				65535000
	86	2462				63730000

TREE AND VINE FRUITS AND NUTS

APPLES						
TOTAL	87	5200				
BEARING		4750	14.8	70300	143	9947000
NON-BEARING	450					
	86	5100	15.07	75793		14844000
FRESH	87			9842	320	3149440
	86			13064	375	4886000
PROC	87			11248	120	1349760
	86			10759	160	1721000
JUICE	87			45695	110	5026450
	86			48128	160	7730000
OTHER	87			3515	120	421800
	86			3842	132	507000
AVOCADO						
	87	85	2.0	170	700	119000
	86	85	0.7	50	700	35000
GRAPES, WINE						
BEARING	87	105	0.9	94.5	900	85000
OTHER	25					
	86	103	0.77	79	825	65000
MISC.						
		150				220000
		120				275000
(INCLUDES APRICOTS, PEACHES, PLUMS, (PEARS, PERSIMMONS, WALNUTS, FEIJOAS) (AND KIWIS)						
TOTAL	87	5090				10373000
	86	5288				15219000

VEGETABLES

CROP	YEAR	ACREAGE	PRODUCTION		VALUE	
			/ACRE	TOTAL	\$/TON	\$TOTAL
ARTICHOKES	87	1307	4.10	5358	487	2609000
	86	1078	2.13	2300	560	1288000
BRUSSELS SPROUTS	87	1669	7.61	12701	410	5207000
	86	1490	6.26	9327	390	3638000
CAULIFLOWER	87	1043	6.9	7196	521	3749000
	86	613	8.63	5290	427	2259000
CELERY	87	336	27.61	9276	188	1744000
	86	250	34.43	8608	258	2221000
LETTUCE	87	3448	18.75	64650	232	14999000
	86	3668	17.55	64366	207	13346000
MISC. VEG.	87	925				5200000
	86	925				4500000
(MISC. VEG, INCLUDES MUSHROOMS, CHIVES, CABBAGE, LEAF LETTUCE, PEAS, CORN, BROCCOLI, SQUASH, SEED SPROUTS, BEETS, ANISE, TOMATOES, SNAP BEANS)						
TOTAL	87	8649				33508000
	86	8024				27252000

FIELD CROPS

87	30000	250000
86	30000	300000

ANIMAL INDUSTRY

APIARY	87		150000
	86		200000
LIVESTOCK	87		200000
	86		350000
MILK, MARKET	87		97749000 LBS 1115316
	86		
MISC	87	INCLUDES GOAT MILK, TURKEYS AND EGGS,	250000
	86	RABBITS, QUAIL, CHICKEN EGGS	315000
TOTAL	87		1715000
	86		1720000

NURSERY CROPS						
CROP	YEAR	ACRES	PRODUCTION	UNIT	\$/UNIT	TOTAL
ROSES H.T.	87	92.8	56575513	BLOOM	.259	14677000
	86	78.3	50214329		.271	13593000
ROSES						
SWEETHEART	87	15.0	14814850	BLOOM	.174	2577000
	86	13.1	13133550		.172	2267000
CARNATIONS STANDARD	87	19.39	13985250	BLOOM	.13	1903000
	86	20.25	8437675		.25	2115000
MINI	87	24.05	1853876	BUNCH	1.61	2983000
	86	23.10	1744275		1.56	2715000
OTHER CUT FLOWERS						
	87	290				4700000
	86	210				3500000
INDOOR						
POTTED PLANTS	87	80	Includes orchids, poinsettias, geraniums, fuchsias and others			4250000
	86	80		2475000		
OUTDOOR						
NURSERY STOCK	87	245	Includes turfgrass, ground cover, iris and begonias			4500000
	86	210		4100000		
CHRISTMAS TREES	87	190				250000
	86	200				300000
MISC	87	25	Includes Forest nursery trees, and vegetable transplants			2500000
	86	20		3100000		
TOTAL						
	87	846				38340000
	86	840				34965000

MILLION DOLLAR CROPS (ROUNDED)

STRAWBERRIES	56.4	CARNATIONS MINI	3.0
LETTUCE	15	ARTICHOKES	2.6
ROSES, H.T., CUT	14.7	ROSES SWEETHEART	2.4
APPLES	9.9	CARNATIONS STANDARD	1.9
RASPBERRIES	8	CELERY	1.7
BRUSSELS SPROUTS	5.2	BUSHBERRIES	1.2
OUTDOOR NURSERY STOCK	4.5	MILK	1.1
CAULIFLOWER	3.7		

SANTA CRUZ COUNTY

TREND IN VALUES OF PRODUCTION
(MILLIONS OF DOLLARS)

	1987	1986	1985	1984	1983-----	1977
STRAWBERRIES	56.4	58.5	34.9	47.2	29.2	16.3
APPLES	9.9	14.8	15.5	22.9	16.5	17.8
RASPBERRIES	8.0	4.0	2.9	7.2	3.1	1.0
BUSHBERRIES	1.2	1.3	1.6	1.1	1.3	1.4
FIELD CROPS	0.3	0.3	0.3	0.8	0.8	0.6
ROSES H.T. CUT	14.7	13.6	12.5	13.4	20.2	5.0
OUTDOOR NURSERY						
STOCK	4.5	4.1	4.5	4.5	4.5	8.2
CARNATIONS(MINI)	3.0	2.7	1.6	1.7	2.5	0.8
ROSES(SWEETHEART)	2.6	2.3	2.2	2.3	4.2	0.7
CARNATIONS(STAND)	1.9	2.1	1.7	2.6	3.8	2.2
LETTUCE	15.0	13.3	14.6	15.8	13.9	10.7
BRUSSELS						
SPROUTS	5.2	3.6	5.4	5.7	5.4	6.0
ARTICHOKES	2.6	1.3	2.5	1.8	2.1	1.1
CELERY	1.7	2.2	2.1	2.7	2.6	1.1
TOTAL PLANT						
INDUSTRY	148	141	116	151	141	89.7
HARVESTED ACRES(1000'S)	47	47	47	51	52	65
ANIMAL INDUSTRY	1.7	1.7	2.5	5.5	6.1	5.5
TOTAL AGRICULTURAL						
PRODUCTION	151	143	119	156	147	95
FOREST PRODUCTS	1.9	1.1	1.6	3.2	0.8	NA
TOTAL ALL						
PRODUCTION	152	144	120	160	148	95

compiled by Richard Bergman with the assistance of
Veronica Heath and Maria Prieto

Conversion factors: bushberries-8lb crate, raspberries-6 lb crate
strawberries-12 lb crate, artichokes, cauliflower- 23lb carton
brussels sprouts-25 lb carton, celery, head lettuce-50 lb carton

cover photo by R. Bergman-- Silliman Road near Watsonville