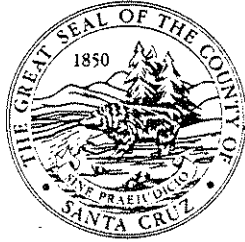


SANTA CRUZ COUNTY



1989 CROP REPORT



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

Henry Voss, Director, California Department of Food and Agriculture
and
The Honorable Board of Supervisors, County of Santa Cruz

Robley Levy , Chair
Jan Beautz Gary Patton
Fred Keeley Sherry Mehl

May 22, 1990

Dear Mr. Voss and Members of the Board,

It is with great pleasure that I submit the Santa Cruz County Agricultural Crop Report of 1989. This report is in compliance with Section 2279 of the State of California Food and Agricultural Code.

The gross value of agricultural production exceeded \$170 million. This value is an all time high for Santa Cruz County but it is not corrected for inflation increases. Late frosts, drought and the Loma Prieta earthquake contributed to reduce expected growth in agriculture during the year. The persistence and tenacity of growers in the face of unprecedented personal and business obstacles such as those and market reductions due to anti-chemical anxiety is a testament to courage.

Contributing to the increase were:

- Increased acreage for roses and carnations;
- Higher prices for standard carnations;
- Near record yields, acreages and high prices for head lettuce;
- Greater acreage of brussels sprouts.

Contributing to decreases were:

- Reduced price for bushberries, strawberries, fresh market apples, and miniature carnations;
- Reduced acreages of artichokes, raspberries, outdoor nursery stock and field flowers.

Special thanks go to the growers who voluntarily gave information used in compiling the estimates used in this report. Thanks also to Rick Bergman, Deputy Commissioner/Sealer who produced 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

SANTA CRUZ COUNTY CROP REPORT SUMMARY 1989

CROP	PRODUCTION AREA			GROSS DOLLAR VALUE	
	1989	1988	-1979	1989	1988
	<-----ACRES----->			<-----\$1,000's----->	
Bushberries	190	198	320	1613	2160
Raspberries	641	708	90	10705	13884
Strawberries	2241	2210	1305	58508	58134
Apples	4800	4950	6822	9272	14173
Avocado	81	81	na	89	286
Grapes, wine	120	110	89	313	139
Misc fruit	120	140	623	260	357
Artichokes	580	1140	na	995	2407
Brussels sprouts	1538	1037	2775	5379	3934
Cauliflower	568	810	1060	1896	2882
Celery	300	271	395	2225	1999
Head lettuce	4487	3808	4285	22279	18509
Leaf lettuce	528	na	na	2779	na
Miscel veg	850	988	2703	7600	6500
HT roses	132	96.8	63	20862	16023
Sweetheart roses	18.9	15.8	13	2565	2446
Stand carnations	31.9	17.15	36.6	2903	1061
Mini carnations	21.45	17.68	13.4	1688	2013
Other cut flowers	120	310	231	3400	5125
Indoor potted plants	75	86		3500	4100
Outdoor nursery					
stock & turf	205	245	285	3000	4200
Christmas trees	320	190	460	400	240
Misc nursery crops	25	25	10	2750	2750
Total plant industry				\$165,373	163,412
Total planted land	17993	18325	21599		
Animal industry				\$ 2225	2136
estimated land used	10000	10000	20000		
Total agricultural industry				\$167,628	165,548
Forest products				3,099	2,041
TOTAL PRODUCTION				\$170,727	167,589

SANTA CRUZ COUNTY CROP REPORT 1989

BERRIES

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION(TONS)		VALUES	
			/ACRE	TOTAL	\$/UNIT	\$/TOT
BUSHBERRIES	89	190	6.7	1273	\$1267	\$ 1,613,000
	88	198	5.0	991	2180	2,160,000
RASPBERRIES	89	641	5.47	3504	3055	10,705,000
	88	708	6.96	4934	2814	13,884,000
STRAWBERRIES	89	2241	28.76	64451	914	58,908,000
	88	2210	27.24	60200	966	58,154,000
TOTAL BERRIES	89	3072				71,226,000
	88	3116				74,198,000

TREE AND VINE FRUITS AND NUTS

TREE AND VINE FRUITS AND NUTS						
APPLES						
FRESH	89			7776	250	1,944,000
	88			16389	381	6,244,000
PROC	89			13608	150	2,041,000
	88			12196	135	1,659,000
JUICE	89			39528	120	4,743,000
	88			43832	130	5,698,000
OTHER	89			3888	140	544,000
	88			3812	150	572,000
TOTAL APPLES	89	4800	13.5	64800	143	9,272,000
	88	4950	15.4	76230	186	14,173,000
AVOCADO	89	81	1.1	89	1000	89,000
	88	81	3.9	340	900	286,000
GRAPES, WINE	89	120	1.8	216	1450	313,000
	88	110	1.1	121	1150	139,000
MISC. FRUIT	89	120				260,000
	88	140				357,000
(INCLUDES APRICOTS, PEACHES, PLUMS, (PEARS, PERSIMMONS, WALNUTS, FEIJOAS,) (LEMONS AND KIWIS))						
TOTAL TREE AND VINEFRUIT	89	5120 ACRES				\$9,934,000
	88	5155				14,955,000

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

SANTA CRUZ COUNTY CROP REPORT 1989 VEGETABLES

CROP	YEAR	ACREAGE	PRODUCTION		\$/TON	VALUE
			/ACRE	TOTAL		\$TOTAL
			TONS			
ARTICHOKES	89	580 acres	4.4	2552	\$390	\$ 995,000
	88	1140	4.6	5244	459	2,407,000
BRUSSELS SPROUTS	89	1538	8.52	13104	410	5,373,000
	88	1037	9.58	9934	396	3,934,000
CAULIFLOWER	89	568	6.2	3527	537	1,896,000
	88	810	6.4	5184	556	2,882,000
CELERY	89	300	28.09	8426	264	2,225,000
	88	271	26.35	7141	280	1,999,000
HEAD LETTUCE	89	4477	19.30	86020	259	22,292,000
	88	3808	19.92	75855	244	18,509,000
LEAF LETTUCE	89	528	9.77	5156	534	2,779,000
MISC. VEG.	89	850				7,600,000
	88	988				6,500,000
(MISC. VEG, INCLUDES MUSHROOMS, CHIVES, CABBAGE, PEAS, CORN, BROCCOLI, SQUASH, SEED SPROUTS, BEETS, ANISE, TOMATOES, SNAP BEANS, SPINACH AND OTHERS)						
TOTAL	89	8841 ACRES				\$43,145,000
VEGETABLES	88	8054				36,234,000

FIELD CROPS (HAY AND PASTURE RENTALS)

	89	10000 ACRES				100,000
	88	30000				250,000

ANIMAL INDUSTRY

APIARY	89					150,000
	88					150,000
CATTLE AND CALVES	89					400,000
	88					400,000
POULTRY AND EGGS	89					150,000
	88					150,000
MILK, MARKET	89					1,305,152
	88					1,185,887
MISC	89	INCLUDES GOAT MILK,				250,000
	88	RABBITS, QUAIL				315,000
TOTAL	89					2,255,152
ANIMAL INDUSTRY	88					2,136,000

SANTA CRUZ COUNTY CROP REPORT 1989 NURSERY CROPS						
CROP	YEAR	ACRES	PRODUCTION	UNIT	\$/UNIT	TOTAL VALUE
ROSES H.T.	89	132	74,505,816	BLOOM	.28	20,862,000
	88	96.8	55,250,560		.29	16,023,000
ROSES	89	18.9	15,691,309		.17	2,565,000
SWEETHEART	88	15.8	12,874,579	BLOOM	.19	2,446,000
CARNATIONS	89	31.9	20,737,000		.14	2,903,000
STANDARD	88	17.15	11,793,358	BLOOM	.09	1,061,000
MINI	89	21.45	1,520,867		1.11	1,688,000
	88	17.68	1,491,312	bunch	1.35	2,013,000
OTHER CUT FLOWERS	89	120				3,400,000
	88	310				5,125,000
INDOOR POT PLANTS	89	75				3,500,000
	88	86				4,100,000
Includes orchids, poinsettias, geraniums, fuchsias, miniature roses and others						
OUTDOOR NURSERY STOCK	89	205				3,000,000
	88	245				4,200,000
Includes turfgrass, ground cover, container stock, iris and begonias						
CHRISTMAS TREES	89	320				400,000
	88	190				240,000
MISC	89	25				2,750,000
	88	25				2,750,000
Includes Forest nursery trees, vegetable transplants, berry plants						
TOTAL	89	949				\$ 41,068,000
NURSERY	88	1003				37,958,000

SOME MILLION DOLLAR CROPS (ROUNDED)

STRAWBERRIES	58.9	CAULIFLOWER	1.9
LETTUCE	22.3	CARNATIONS, MINI	1.6
ROSES, HYB. TEA., CUT	20.8	ROSES SWEETHEART	2.5
APPLES	11.1	BUSHBERRIES	1.6
RASPBERRIES	10.7	CELERY	2.2
OUTDOOR NURSERY STOCK	3.0	MILK	1.1
BRUSSELS SPROUTS	5.4	CARNATIONS, STD	2.9
MISC. VEGETABLES	7.6	LEAF LETTUCE	2.7

NOTE: ALL TOTALS HAVE BEEN ROUNDED FOR THIS REPORT. YIELD AND PRICE PER UNIT HAVE USUALLY BEEN ROUNDED AND WILL NOT RESULT IN TOTAL VALUE IF MULTIPLIED BY TOTAL PRODUCTION.