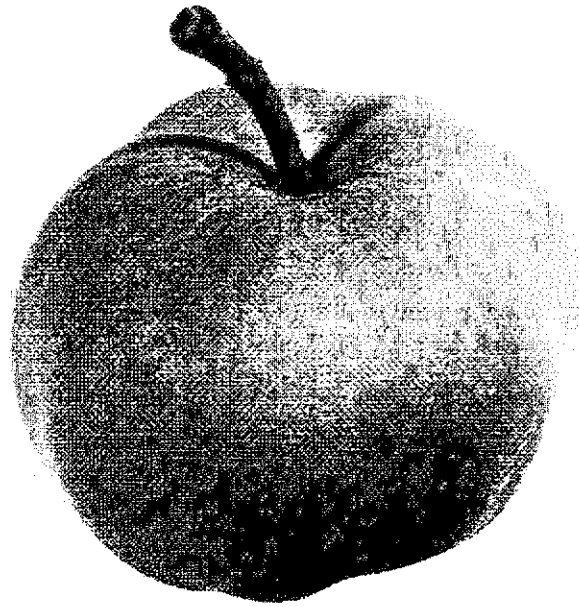
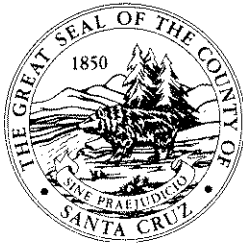


CROP REPORT
1991



Santa Cruz County
California



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

Jan Beautz, Chair and Supervisor of the 1st District
Robley Levy, Supervisor of the 2nd District
Gary Patton, Supervisor of the 3rd District
Ray Belgard, Supervisor of the 4th District
Fred Keeley, Supervisor of the 5th District

Dear Director Voss and Members of the Board:

I am pleased to submit the Santa Cruz County Agricultural Crop Report for 1991, in accordance with the provisions of Sections 2279 and 2272 of the California Food and Agricultural Code. The gross value of agricultural crops and products was \$196,221,000, slightly lower than 1990's record production of \$196,754,000. In spite of continued drought, a severe freeze and a difficult and protracted recession impacting the general economy, our agricultural industry proved its resilience in the face of adversity. Agriculture retains its preeminence among industries in Santa Cruz County; that it has remained relatively healthy in times of economic decline is an attribute which must be recognized.

Our leading crop continues to be strawberries, again achieving record highs in total production and per acre yields, even though prices were depressed and fewer acres were cultivated. Lettuce acreage increased but lower prices and yields produced a significant loss over 1990 production values. Raspberry yields and acreage suffered substantial declines; bushberry prices fell from 1990 levels as well. Apples, now ranked 4th, benefitted from improved prices but yields were down significantly. Unfavorable weather, poor pollination and a long bloom period may have been causes for apple's decline. It is apparent the continuing drought as well as the December 1990 freeze have adversely affected agriculture. Until rains during the winter months of 1991 and 1992 brought drought relief, the continued raising of cattle and the production of plants for the landscape industry were threatened. As for the freeze's effects, they are still evident in the avocado industry and certain parts of the wholesale nursery industry.

It should be emphasized these figures represent the gross value of production and are not meant to reflect net farm income.

My thanks and appreciation go to all growers, individuals and agencies who contributed information for this report as well as to Richard Bergman and Jim Nee of my staff who gathered and interpreted the material for this report.

Respectfully submitted,

DAVID W. MOELLER

AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS AND MEASURES

Santa Cruz County Department of Agriculture/Weights and Measures
Personnel

AGRICULTURAL COMMISSIONER/DIRECTOR, WEIGHTS & MEASURES

David W. Moeller

DEPUTY AGRICULTURAL COMMISSIONERS/SEALERS

Richard Bergman

&

(vacant position)

SECRETARY

Veronica Rougeau

ACCOUNTING TECHNICIAN

Veronica Heath

CLERK II/RECEPTIONIST

Maria Prieto

AGRICULTURAL/WEIGHTS & MEASURES INSPECTOR III

John Bowman

Michael Morton

Paul Larson

Marilyn Perry

Mary Lou Nicoletti

Patrick Roof

Lisa LeCoup

(vacant position)

AGRICULTURAL BIOLOGIST III

John Kovarik

WEIGHTS & MEASURES INVESTIGATOR

Marty Ryhanych

AGRICULTURAL/WEIGHTS & MEASURES INSPECTOR II

Jim Nee

AGRICULTURAL BIOLOGIST AIDES

Marianne Steeger

Ray Travers

Mark Sterrett

Patricia Johnson

Mark Ginsberg

SELECTED CROP TRENDS

CROP	ACRES			\$1000s		
	1991	1990	1981	1991	1990	1981
BUSHBERRIES	244	249	192	2,564	3,075	443
RASPBERRIES	710	849	112	9,331	13,619	1,668
STRAWBERRIES	2,580	2,771	1,378	71,504	63,486	25,602
APPLES	4,600	4,650	6,971	10,242	12,304	13,488
AVOCADO	100	100	98	0	75	NA
GRAPES, WINE	110	120	91	262	327	123
MISCELLANEOUS FRUIT	80	100	540	240	250	89
ARTICHOKES	480	544	NA	1,293	1,333	NA
BRUSSELS SPROUTS	1,702	1,712	2,225	6,132	6,191	5,967
CAULIFLOWER	636	1,064	1,494	2,556	4,469	4,770
CELERY	421	219	380	2,327	1,636	2,908
LETTUCE, HEAD	5,310	5,062	4,017	23,318	27,492	15,470
LETTUCE, LEAF	837	758	NA	3,309	3,248	NA
MISC VEGETABLES	438	850	2,500	1,163	7,000	20,000
MUSHROOMS	NA	NA	NA	7,143	NA	13,198
ROSES, HYBRID TEA	148	141	71	21,930	21,885	8,880
ROSES, SWEETHEART	15	22	14	2,189	2,375	1,641
CARNATIONS, STANDARD	17	24	19	1,803	2,045	1,679
CARNATIONS, MINIATURE	25	28	18	2,616	2,490	1,736
OTHER CUT FLOWERS	547	357	244	9,444	7,348	3,300
INDOOR POTTED PLANTS	28	75	NA	4,367	3,957	NA
OUTDOOR NURSERY/TURF	365	200	304	2,300	2,600	8,497
CHRISTMAS TREES	300	300	440	400	400	869

SELECTED MILLION DOLLAR CROPS

STRAWBERRIES	71.5	TIMBER FARMING	4.7
LETTUCE, HEAD	23.0	LEAF LETTUCE	3.3
ROSES, HYBRID TEA	21.9	CAULIFLOWER	2.6
APPLES	10.2	BUSH BERRIES	2.6
RASPBERRIES	9.3	CARNATIONS, MINI	2.6
MUSHROOMS	7.1	CELERY	2.3
BRUSSELS SPROUTS	6.1	ROSES, SWEETHEART	2.2
		MILK, MARKET	1.1

(in \$1,000,000's, rounded to the nearest tenth)

Notes: 1. Totals have been rounded-off for this report. This includes values for yield and price per unit which, if multiplied together, will not necessarily equal the total value given.

BERRY CROP VALUES/ACREAGES

CROP	YEAR	ACREAGE	TON/ACRE	TOTAL	\$/TON	TOTAL \$
BUSHBERRIES	91	244	7.24	1,767	1,451	2,564,000
	90	249	6.50	1,618	1,900	3,075,000
RASPBERRIES	91	710	4.55	3,231	2,888	9,331,000
	90	894	5.92	5,294	2,573	13,619,000
STRAWBERRIES	91	2,580	28.93	74,639	958	71,504,000
	90	2,771	20.67	57,276	1,108	63,486,000
TOTAL	91	3,534				\$83,399,000
BERRIES	90	3,914				\$80,180,000

TREE AND VINE CROP VALUES/ACREAGES

APPLES						
Fresh	91			8,289	190	1,576,000
	90			10,741	206	2,217,000
Process	91			12,432	178	2,214,000
	90			22,439	130	2,919,000
Juice	91			36,705	168	6,168,000
	90			60,549	110	6,660,000
Other	91			1,776	160	284,000
	90			3,906	130	508,000
TOTAL APPLES	91	4,600	12.87	59,202	173	\$10,242,000
	90	4,650	21.00	97,650	126	\$12,304,000
AVOCADOS	91	100	0	0	0	0
	90	100	.50	50	1,500	75,000
GRAPES, WINE	91	110	1.60	176	1,491	262,000
	90	120	2.0	240	1,365	327,000
MISC. TREE & VINE FRUIT*	91	80				240,000
	90	100				250,000
* includes apricots, peaches, plums, pears, persimmons, walnuts, feijoas, lemons and kiwis						
TOTAL TREE & VINE FRUIT	91	4,890				\$10,744,000
	90	4,870				\$12,956,000

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

VEGETABLE CROP VALUES/ACREAGES

CROP	YEAR	ACREAGE	TON/ACRE	TOTAL	\$/TON	TOTAL \$
ARTICHOKES	91	480	5.41	2,597	498	1,293,000
	90	544	4.80	2,630	507	1,333,000
BRUSSELS SPROUTS	91	1,702	8.27	14,097	435	6,132,000
	90	1,712	8.61	14,740	420	6,191,000
CAULIFLOWER	91	636	6.80	4,325	591	2,556,000
	90	1064	6.90	7,341	608	4,469,000
CELERY	91	421	24.14	10,163	229	2,327,000
	90	219	31.29	6,815	240	1,636,000
HEAD LETTUCE	91	5,310	19.26	102,271	228	23,318,000
	90	5,062	19.30	97,697	281	27,492,000
LEAF LETTUCE	91	837	9.11	7,625	438	3,309,000
	90	758	8.78	6,650	488	3,248,000
MISCELLANEOUS VEGETABLES*	91	438				8,306,000
	90	850				7,000,000
*includes mushrooms, chives, cabbage, garlic, peas, snap beans, broccoflower, tomatoes, corn, broccoli, squash, seed sprouts, beets, anise, snap beans, spinach and others.						
TOTAL	91	9,824				\$47,241,000
VEGETABLES	90	10,209				\$51,369,000

FIELD CROP (HAY & PASTURE) VALUES/ACREAGES

FIELD CROPS*	91	10,000				\$50,000
	90	10,000				\$50,000
*includes hay production and pasture rentals (estimated to total 10,000 acres)						

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

ANIMAL INDUSTRY VALUES

CROP	YEAR	TOTAL \$
APIARY	91	100,000
	90	100,000
CATTLE & CALVES	91	397,000
	90	400,000
MILK, MARKET	91	1,091,000
	90	1,260,400
MISCELLANEOUS*	91	700,000
	90	700,000
*includes goat milk, poultry, eggs, rabbits, llamas, quail and quail eggs		
TOTAL ANIMAL INDUSTRY	91	\$ 2,288,000
	90	\$ 2,460,000

NURSERY CROP VALUES/ACREAGES

CROP	YEAR	ACRES	YIELD	UNIT	\$/UNIT	TOTAL \$
ROSES, HYBRID TEA	91	148	81,922,000	BLOOMS	.27	21,930,000
	90	141	81,484,555		.27	21,885,000
ROSES, SWEETHEART	91	15	12,493,000	BLOOMS	.18	2,189,000
	90	22	15,752,373		.15	2,375,000
CARNATIONS, STANDARD	91	17	11,558,000	BLOOMS	.16	1,803,000
	90	24	14,974,000		.14	2,045,000
CARNATIONS, MINIATURE	91	25	1,892,000	BUNCHES	1.38	2,616,000
	90	28	1,978,910		1.26	2,490,000
OTHER CUT FLOWERS, GREENS	91	547				9,444,000
	90	357				7,348,000
TOTAL CUT FLOWERS,	91	752				\$37,982,000
	90	572				\$36,143,000
INDOOR POTTED PLANTS*	91	28				4,367,000
	90	75				3,950,000
*includes orchids, poinsettias, geraniums, fuchsias, roses and others						

NURSERY CROP VALUES/ACREAGES (CONTINUED)

CROP	YEAR	ACRES	YIELD	UNIT	\$/UNIT	TOTAL \$
OUTDOOR NURSERY STOCK*	91	365				2,300,000
	90	205				2,600,000
*includes turfgrass, ground cover, container stock, iris and begonias						
CHRISTMAS TREES	91	300				400,000
	90	300				400,000
MISC.STOCK*	90	25				2,750,000
	89	25				2,750,000
*includes forest nursery trees, vegetable transplants and berry plants						
TOTAL NURSERY	91	1,470				\$47,799,000
	90	1,172				\$45,843,000

SUMMARY OF PRODUCTION VALUES AND ACREAGES

CATEGORY	YEAR	TOTAL ACREAGE	TOTAL VALUE
BERRY CROPS	1991	3,534	\$ 83,399,000
	1990	3,914	80,180,000
TREE AND VINE CROPS	1991	4,890	10,744,000
	1990	4,870	12,956,000
VEGETABLE CROPS	1991	9,824	47,241,000
	1990	10,209	51,369,000
FIELD CROPS	1991	10,000	50,000
	1990	10,000	50,000
ANIMAL INDUSTRY	1991		2,288,000
	1990		2,460,000
NURSERY CROPS	1991	1,470	47,799,000
	1990	1,172	45,843,000
TOTAL AGRICULTURE	1991		\$191,521,000
	1990		\$192,858,000
LUMBER	1991		4,700,000
	1990		3,896,000
TOTAL ALL AGRICULTURE AND LUMBER	1991	19,718*	\$196,221,000
	1990	20,165*	\$196,754,000

*does not include field crop acreages

SUSTAINABLE AGRICULTURE ACTIVITIES

COUNTY BIOLOGICAL CONTROL PROGRAMS

<u>Pest</u>	<u>Agent/Mechanism</u>	<u>Scope of Program</u>
Puncture Vine (<i>Tribulus terrestris</i>)	Seed Weevil (<i>Microlarinus lareynii</i>)	Limited distribution of parasites/survey
Scotch Broom (<i>Cytisus scoparius</i>)	Stem Boring Moth/Seed Weevil	Initial Survey/Planning
Italian Thistle (<i>Carduus pycnocephalus</i>)	Seed Head Weevil (<i>Rhinocyllus conicus</i>)	Initial Survey/Planning
Yellow Star Thistle (<i>Centaurea solstitialis</i>)	Seed Head Weevil (<i>Bangasternus orientalis</i>)	Limited distribution of parasites/survey
Ash Whitefly (<i>Siphoninus phillyreae</i>)	Parasitic Wasp (<i>Encarsia</i> spp.)	Limited distribution of parasites/survey

PEST DETECTION

<u>Pest</u>	<u>Host/Site</u>	<u>Action</u>
Gypsy Moth (2) (<i>Lymantria dispar</i>)	Campground/Residence	Continued intensified trapping
Purple Loosestrife (weed) (<i>Lythrum salicaria</i>)	Wetlands/wildlife impact	Follow-up survey/mechanical removal 8/92

PEST ERADICATION

Chrysanthemum White Rust (<i>Puccinia horiana</i>)	Chrysanthemums	Destruction of infected plants/survey
---	----------------	--

PEST EXCLUSION

Gypsy Moth	Household Goods	Eggs Removed/Destroyed
Quackgrass	Nursery Stock	Grass Rhizomes Removed
Mealybug	Nursery Stock	Flower bulbs treated

ORGANIC FARMING*

<u>Crop</u>	<u># of Farms</u>	<u>Acres</u>
Vegetables	25	500
Apples and others	16	250
Berries	2	25
Other Vegetables and Fruit	12	150

*Note: Estimates only.