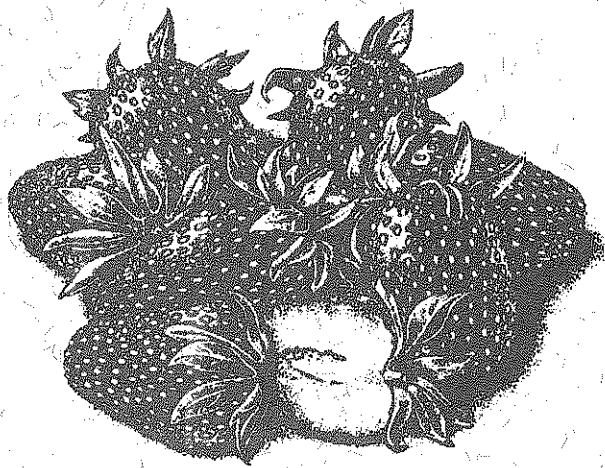


CROP REPORT  
1992



Santa Cruz County  
California

Santa Cruz County Department of Agriculture/Weights and Measures  
Personnel

AGRICULTURAL COMMISSIONER/DIRECTOR, WEIGHTS & MEASURES

*David W. Moeller*

DEPUTY AGRICULTURAL COMMISSIONERS/SEALERS

*Richard Bergman*

*&*

*Mary Lou Nicoletti*

SECRETARY

*Veronica Rougeau*

ACCOUNTING TECHNICIAN

*Veronica Heath*

CLERK II/RECEPTIONIST

*Maria Prieto*

AGRICULTURAL/WEIGHTS & MEASURES INSPECTOR III

*John Bowman*

*Marilyn Perry*

*Lisa LeCoup*

*(vacant position)*

*Michael Morton*

*Patrick Roof*

*Prudy Elam*

AGRICULTURAL BIOLOGIST III

*John Kovarik*

WEIGHTS & MEASURES INVESTIGATOR

*Marty Ryhanych*

AGRICULTURAL/WEIGHTS & MEASURES INSPECTOR II

*Jim Nee*

AGRICULTURAL BIOLOGIST AIDES

*Marianne Steeger*

*Mark Sterrett*

*Ray Travers*

*Patricia Johnson*



**DAVID W. MOELLER**  
AGRICULTURAL COMMISSIONER  
DIRECTOR, WEIGHTS & MEASURES

Henry J. Voss, Director  
California Department of Food and Agriculture  
and

The Honorable Board of Supervisors, Santa Cruz County  
Ray Belgard, Chairman and Supervisor of the 4th District  
Jan Beautz, Supervisor of the 1st District  
Walt Symons, Supervisor of the 2nd District  
Gary Patton, Supervisor of the 3rd 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 1992, in accordance with the provisions of Sections 2272 and 2279 of the California Food and Agricultural Code. The gross value of agricultural crops and products was a record \$244,148,000, exceeding the previous record production of \$196,754,000 in 1990 by 24%. Dramatic increases marked raspberries, strawberries, cauliflower, cut flowers and outdoor nursery stock.

Although drought, a freeze, and a continuing sluggish economy impacted our agricultural industry, nevertheless a combination of favorable factors pushed production to new highs in yields per acre and prices paid. Strawberries retained their place as the premier crop in Santa Cruz County; however, raspberries surged ahead to second place, replacing lettuce, through a dramatic increase in acreages, yields and prices paid.

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

Respectfully submitted,

DAVID W. MOELLER  
AGRICULTURAL COMMISSIONER/SEALER OF WEIGHTS AND MEASURES

## SELECTED CROP TRENDS

CROP	---	ACRES	---	\$	\$1000s	\$
	1992	1991	1982	1992	1991	1982
BUSHBERRIES	344	244	224	\$2,973	\$2,564	\$590
RASPBERRIES	873	710	128	31,310	9,331	1,616
STRAWBERRIES	2,578	2,580	1,190	80,101	71,504	22,270
APPLES	4,050	4,600	6,695	9,849	10,282	19,798
AVOCADO	100	100	60	50	0	48
GRAPES, WINE	110	110	97	200	262	92
ARTICHOKES	529	480	1,490	2,996	1,293	1,666
BRUSSELS SPROUTS	1,845	1,702	2,355	7,294	6,191	5,694
CAULIFLOWER	1,005	636	1,336	4,116	2,556	3,182
CELERY	436	421	541	2,720	2,327	3,126
LETTUCE, HEAD	4,985	5,310	3,275	24,836	23,318	10,021
LETTUCE, LEAF	730	837	NA	3,306	3,309	NA
ROSES, HYBRID TEA	152	148	56	22,089	21,930	7,582
ROSES, SWEETHEART	15	15	10	1,929	2,189	1,408
CARNATIONS, STANDARD	21	17	13	1,726	1,803	995
CARNATIONS, MINIATURE	25	25	20	2,445	2,616	1,181
OTHER CUT FLOWERS	813	547	262	13,922	9,444	3,500
INDOOR POTTED PLANTS	35	28	38	3,820	4,367	2,340
OUTDOOR NURSERY/TURF	365	365	NA	5,485	2,300	NA
CHRISTMAS TREES	300	300	307	400	400	574

## SELECTED MILLION DOLLAR CROPS

STRAWBERRIES	80.1	TIMBER HARVEST	4.7
RASPBERRIES	31.3	CAULIFLOWER	4.1
LETTUCE, HEAD	24.8	LETTUCE, LEAF	3.3
ROSES, CUT HYBRID TEA	22.1	BUSHBERRIES	3.0
APPLES	9.8	CELERY	2.7
MUSHROOMS	8.3	CARNATIONS, MINI	2.4
BRUSSELS SPROUTS	7.3	ROSES, SWEETHEART	1.9

(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	92	344	11.9	4,078	729	2,973,000
	91	244	7.24	1,767	1,451	2,564,000
RASPBERRIES	92	873	9.65	8,429	3,715	31,310,000
	91	710	4.55	3,231	2,888	9,331,000
STRAWBERRIES	92	2,578	31.6	81,568	982	80,101,000
	91	2,580	28.93	74,639	958	71,504,000
TOTAL BERRIES	92	3,914				\$114,384,000
	91	3,534				\$83,399,000

TREE AND VINE CROP VALUES/ACREAGES

APPLES						
Fresh	92			7,824	260	2,034,000
	91			8,289	190	1,576,000
Process	92			8,868	200	1,774,000
	91			12,432	178	2,214,000
Juice	92			34,428	170	5,853,000
	91			36,705	168	6,168,000
Other	92			1,043	180	188,000
	91			1,776	160	284,000
TOTAL APPLES	92	4,050	12.88	52,164	189	\$9,849,000
	91	4,600	12.87	59,202	173	\$10,242,000
AVOCADOS	92	100				50,000
	91	100	0	0	0	0
GRAPES, WINE	92	96	1.46	138	1,463	200,000
	91	110	1.60	176	1,491	262,000
MISC. TREE & VINE FRUIT*	92	80				250,000
	91	80				240,000
* includes apricots, peaches, plums, pears, persimmons, walnuts, feijoas, lemons and kiwis						
TOTAL TREE & VINE FRUIT	92	4,326				\$10,349,000
	91	4,890				\$10,744,000

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/AC	TOTAL	\$/TON	TOTAL \$
ARTICHOKES	92	529	6.71	3,550	844	2,996,000
	91	480	5.41	2,597	498	1,293,000
BRUSSELS SPROUTS	92	1,845	8.39	15,481	471	7,294,000
	91	1,702	8.27	14,097	435	6,132,000
CAULIFLOWER	92	1005	8.79	8,833	466	4,116,000
	91	636	6.80	4,325	591	2,556,000
CELERY	92	436	23.58	10,283	264	2,720,000
	91	421	24.14	10,163	229	2,327,000
LETTUCE, HEAD	92	4,985	21.9	109,177	228	24,836,000
	91	5,310	19.26	102,271	228	23,318,000
LETTUCE, LEAF & ROMAINE	92	730	12.95	9,452	350	3,306,000
	91	837	9.11	7,625	438	3,309,000
MUSHROOMS	92					8,259,000
	91					NA
MISCELLANEOUS VEGETABLES	92	921				4,802,000
	91	438				8,306,000
1992 includes chives, cabbage, garlic, snap beans, brocoflower, tomatoes, corn, broccoli, seed sprouts, beets, anise, spinach, squash and others. 1991 includes mushrooms.						
TOTAL	92	10,451				\$58,329,000
VEGETABLES	91	9,824				\$47,241,000

FIELD CROP (HAY & PASTURE) VALUES/ACREAGES

FIELD CROPS*	92	10,000				\$100,000
	91	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	92	100,000
	91	100,000
CATTLE & CALVES	92	400,000
	91	400,000
MILK, MARKET	92	788,000
	91	1,091,000
MISCELLANEOUS*	92	912,000
	91	700,000
*includes goat milk, poultry, eggs, rabbits, mariculture(abalone) and turkey eggs		
TOTAL ANIMAL INDUSTRY	92	\$ 2,200,000
	91	\$ 2,288,000

## NURSERY CROP VALUES/ACREAGES

CROP	YEAR	ACRES	YIELD	UNIT	\$/UNIT	TOTAL \$
ROSES, HYBRID TEA	92	152	81,419,498	BLOOMS	.27	22,089,000
	91	148	81,922,000		.27	21,930,000
ROSES, SWEETHEART	92	15	12,220,775	BLOOMS	.16	1,929,000
	91	15	12,493,000		.18	2,189,000
CARNATIONS, STANDARD	92	21	11,278,530	BLOOMS	.15	1,726,000
	91	17	11,558,000		.16	1,803,000
CARNATIONS, MINIATURE	92	25	1,873,584	BUNCHES	1.30	2,445,000
	91	25	1,892,000		1.38	2,616,000
OTHER CUT FLOWERS, GREENS	92	813				13,922,000
	91	547				9,444,000
TOTAL CUT FLOWERS,	92	1026				\$42,111,000
	91	752				\$37,982,000
INDOOR POTTED PLANTS*	92	35				3,820,000
	91	28				4,367,000
*includes orchids, poinsettias, geraniums, fuchsias, roses and others						

NURSERY CROP VALUES/ACREAGES

CROPS	YEAR	AREA	PRODUCTION	UNITS	\$/UNIT	TOTAL \$
OUTDOOR	92	365				5,485,000
STOCK*	91	365				2,300,000
*includes turfgrass, ground cover and container stock						
CHRISTMAS	92	300				400,000
TREES	91	300				400,000
MICS. STOCK	92	25				2,300,000
	91	25				2,750,000
*includes vegetable transplants and forest seedlings						
TOTAL NURSERY	92	1751				\$54,116,000
INDUSTRY	91	1470				\$47,799,000

SUMMARY OF PRODUCTION VALUES AND ACREAGES

CATEGORY	YEAR	ACREAGE	VALUE
BERRY CROPS	1992	3,795	\$114,384,000
	1991	3,534	83,399,000
TREE AND VINE CROPS	1992	4,326	10,349,000
	1991	4,890	10,744,000
VEGETABLE CROPS	1992	10,451	58,329,000
	1991	9,824	47,241,000
FIELD CROPS	1992	10,000	100,000
	1991	10,000	50,000
ANIMAL INDUSTRY	1992		2,200,000
	1991		2,288,000
NURSERY CROPS	1992	1,751	54,116,000
	1991	1,470	47,799,000
TOTAL AGRICULTURE	1992	30,442	\$239,478,000
	1991	29,718	\$191,521,000
TIMBER FARMING	1992		4,670,000
	1991		4,700,000
<b>TOTAL ALL AGRICULTURE</b>	<b>1992</b>		<b>\$244,148,000</b>
<b>AND TIMBER VALUES</b>	<b>1991</b>		<b>\$196,221,000</b>



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
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 spp.</i> )	Limited distribution of parasites/survey

PEST DETECTION

<u>Pest</u>	<u>Host/Site</u>	<u>Action</u>
Gypsy Moth ( <i>Lymantria dispar</i> )	Campground/Residence	Continued trapping No new finds in 1992
Purple Loosestrife (weed) ( <i>Lythrum salicaria</i> )	Wetlands/wildlife impact	Follow-up survey

PEST ERADICATION

Chrysanthemum White Rust ( <i>Puccinia horiana</i> )	Chrysanthemums	Residential survey/destruction of infected plants
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PEST EXCLUSION

Various Pests	Incoming Nursery stock	31/15,000 Packages Rejected
Gypsy Moth	Household Goods	Eggs Removed/Destroyed

ORGANIC FARMING\*

<u>Crop</u>	<u># of Farms</u>	<u>Acres</u>
Vegetables	18	126
Tree Fruit	19	712
Other Fruit	12	36
Total	49	874