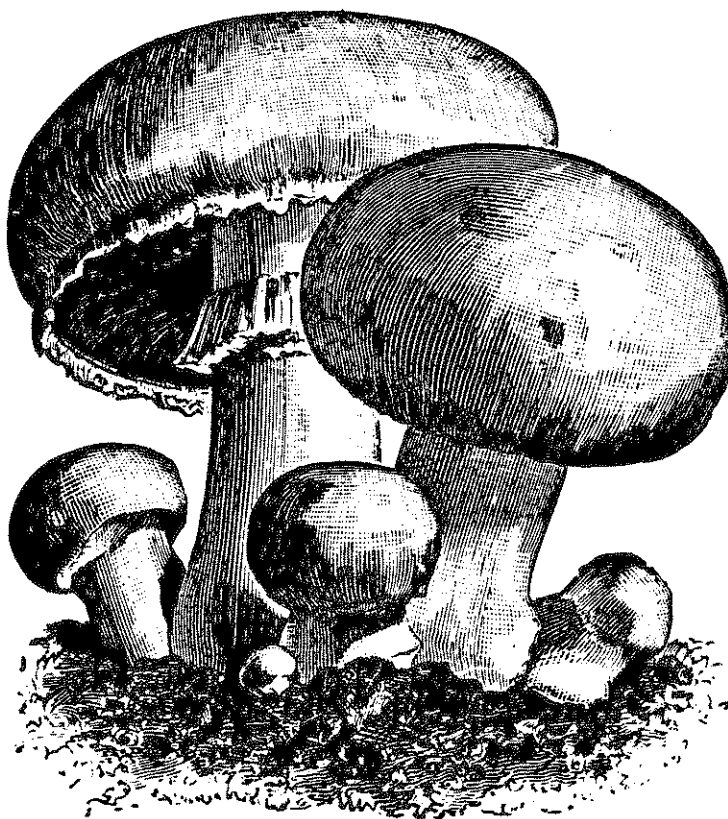
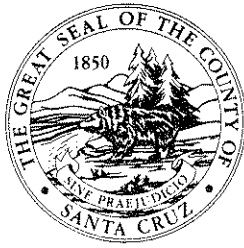


CROP REPORT
1993



Mushrooms (natural size).

Santa Cruz County
California



DAVID W. MOELLER
AGRICULTURAL COMMISSIONER
DIRECTOR, WEIGHTS & MEASURES

Henry J. Voss, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors, Santa Cruz County
Gary Patton, Chairperson and Supervisor of the 3rd District
Jan Beautz, Supervisor of the 1st District
Walt Symons, Supervisor of the 2nd District
Ray Belgard, Supervisor of the 4th District
Fred Keeley, Supervisor of the 5th District

Dear Secretary Voss and Members of the Board:

I am pleased to submit the Santa Cruz County Agricultural Crop Report for 1993, in accordance with the provisions of Sections 2272 and 2279 of the California Food and Agricultural Code. The gross value of agricultural crops and animal products was \$245,540,000. A marked rise in strawberry acreage and record yields per acre helped compensate for reductions in other crops.

Late rains followed by an intense May heatwave damaged bushberry and raspberry crops. A continuing sluggish economy impacted our agricultural industry. Increased exports to Mexico helped provide a market for record yields of strawberries. Strawberries increased by nearly 25% in total value and set record yields in 1993. Raspberry prices and yields were depressed. Mushroom growers report a better than break-even condition for the first time in several years.

Nursery landscape production sales improved with gains in home construction and reduction in drought; however, acreage was decreased. Cut flowers were generally struggling with export competition, regulation and considerable uncertainty about the future. Several carnation and rose growers left the industry. Cut flower production was down due to in part to growers not wanting to take chances on replanting.

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

My thanks and appreciation go to the growers and to Judy Spear and Betty Bartlett of the California Crop Reporting Service who contributed information for this report, as well as to Jim Nee and Richard Bergman of my staff who gathered, interpreted and prepared the material for this report.

Respectfully submitted,

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

SANTA CRUZ COUNTY 1993 CROP REPORT

HIGHLIGHTS: RECORD PER ACRE YIELD OF STRAWBERRIES - 36 TONS
 HIGHEST PRICE PER TON FOR WINEGRAPES
 OVER 2000 KINDS OF CROPS

SELECTED CROP TRENDS

CROP	ACREAGE			PRODUCTION VALUE (\$ 1,000'S)		
	93	92	83	93	92	83
BUSHBERRIES.....	259	344	243	\$ 1,751	2,973	1,328
RASPBERRIES.....	1049	873	271	18,583	31,310	3,086
STRAWBERRIES.....	3256	2578	2000	104,548	80,101	47,200
APPLES.....	3964	4050	5500	9,777	9,849	16,485
WINE GRAPES.....	163	96	33	255	200	132
ARTICHOKES.....	433	529	1175	1,330	2,996	1,792
BRUSSELS SPTS.....	1890	1845	1876	7,853	7,294	5,394
CAULIFLOWER.....	680	1005	1175	2,843	4,116	3,161
CELERY.....	267	436	304	1,832	2,272	2,602
ICEBERG LETTUCE...	4598	4985	4037	23,368	24,836	13,903
ROSES, CUT H.T.....	155	152	90	19,777	22,089	20,234

MILLION DOLLAR CROPS

STRAWBERRIES	104.4	ICEBERG LETTUCE	23.4
ROSES	19.3	RASPBERRIES	18.6
APPLES	9.8	CAULIFLOWER	2.8
MUSHROOMS	8.1	ROSES, SWEETHEART	2.5
BRUSSELS SPROUTS	7.9	CARNATIONS, STANDARD	1.9
FIELD FLOWERS	5.6	BUSHBERRIES	1.8
LETTUCE, LEAF AND COS	3.9	CELERY	1.8
INDOOR POTS	3.6	ARTICHOKES	1.3
		CARNATIONS, MIN.	1.3

TOTALS HAVE BEEN ROUNDED OFF FOR THIS REPORT.

SANTA CRUZ COUNTY 1993 CROP REPORT

BERRY CROPS

CROP	YR	ACREAGE	TON/ACRE	YIELD		\$/ TON	TOTAL \$
BUSHBERRIES	93	259	5	1,223		1431	1,751,000
	92	344	12	4,078		729	2,973,000
RASPBERRIES	93	1049	6	6,371		2917	18,583,000
	92	873	10	8,429		3715	31,310,000
STRAWBERRIES	93	3256	36	115,696		904	104,548,000
	92	2578	32	81,568		982	80,101,000
TOTAL BERRIES	93	4564					\$124,882,000
	92	3795					\$114,384,000

TREE AND VINE CROPS

CROP	YR	ACREAGE	PRODUCTION (TONS)	TONS / AC	\$/ton	TOTAL \$
APPLES						
FRESH	93		6,589		332	
	92		7,864		360	
PROCESS	93		9,631		180	
	92		8,868		200	
JUICE	93		33,454		170	
	92		34,428		170	
OTHER	93		1,014		170	
	92		1,043		180	
TOTAL APPLES	93	3960	50,688	12.80	193	9,777,000
	92	4050	52,164	12.88	189	9,849,000
WINE GRAPES (1)	93	163	152	0.93	1,562	255,000
	92	96	138	1.46	1,463	200,000
OTHER TREE AND	93	160				200,000
VINE FRUIT (2)	92	80				250,000
TOTAL TREE AND	93	4,283				\$ 10,232,000
VINE FRUIT	92	4,226				\$ 10,299,000

(1) CHARDONNAY AND PINOT NOIR MOST IMPORTANT- SEVERAL PLANTINGS ARE YOUNG.
(2) INCLUDES KIWI, AVOCADO, FEJJOA, PLUMS, APRICOTS, LEMONS, PERSIMMONS, PEARS, PEACHES.

SANTA CRUZ COUNTY 1993 CROP REPORT

NURSERY AND ORNAMENTAL CROPS

CROP:	YR	ACRES	YIELD	UNIT	\$ / unit	TOTAL VALUE
ROSES	93	155	75,159,475	BLOOM	0.26	\$ 19,777,000
HYBRID TEA	92	152	81,419,498		0.27	22,089,000
ROSES, SWEETHEART	93	20	10,804,040	BLOOM	0.23	2,475,000
	92	15	12,220,775		0.16	1,929,000
CARNATIONS, STANDARD	93	14	14,040,882	BLOOM	0.13	1,885,000
	92	21	11,278,530		0.15	1,726,000
CARNATIONS, MINIATURE	93	19	1,108,279	BLOOM	1.16	1,291,000
	92	25	1,873,584		1.30	2,445,000
MISC INDOOR CUT	93	38				2,839,000
	92	35				3,000,000
						SUB-TOTAL
ALL INDOOR FLOWERS	93	246				28,267,000
	92	248				31,189,000
ALL FIELD FLOWERS	93	293				5,559,000
	92	450				10,922,000
INDOOR POTS	93	64				3,600,000
	92	35				3,820,000
LANDSCAPE PLANTS	93	67				5,536,000
	92	365				5,485,000
MISC	93	51				4,989,000
	92	25				2,300,000
CHRISTMAS TREES	93	180				223,000
	92	300				400,000
ALL NURSERY AND ORNAMENTALS AND NURSERY	93	901				\$ 48,174,000
	92	1423				54,116,000

Misc. includes forest seedlings, vegetables, berry plants and seed

SANTA CRUZ COUNTY 1993 CROP REPORT

VEGETABLE CROPS

CROP	YR	ACREAGE	TONS PRODUCED	TNS/ACRE	\$/TON	TOTAL \$
ARTICHOKES	93	433	2098	4.9	634	1,330,000
	92	529	3550	6.7	844	2,996,000
BROCOLLI	93	164		8	438	578,000
	92	N.A.		N.A.	N.A.	N.A.
BRUSSELS	93	1890	17,793	9	441	7,853,000
SPROUTS	92	1845	15,841	9	460	7,294,000
CAULIFLOWER	93	680	5,104	7.5	557	2,843,000
	92	1005	8,833	8.8	466	4,116,000
CELERY	93	267	8,147	31	225	1,832,000
	92	436	10,283	24	265	2,720,000
LETTUCE, ICEBERG	93	4598	100,020	22	234	23,368,000
	92	4985	109,177	22	227	24,836,000
LETTUCE, LEAF & COS	93	997	12,463	12.5	312	3,892,000
	92	730	9,452	12.95	350	3,306,000
MUSHROOMS	93	NA			.93/LB	8,100,000
	92	NA			.87/LB	8,259,000
MISCELLANEOUS	93	588				3,962,000
VEGETABLES	92	921				4,802,000
VEGETABLES, ALL	93	9,617				\$ 53,758,000
	92	10,451				\$ 58,329,000

SANTA CRUZ COUNTY 1993 CROP REPORT

ANIMAL PROD.

CATTLE	1993	\$ 400,000
	1992	400,000
MILK	1993	720,000
	1992	788,000
MISC.	1993	1,000,000
	1992	1,012,000
TOTAL	1993	\$2,120,000
	1992	2,200,000

1993 SUMMARY

CROP CATEGORY	YEAR	ACREAGE	TOTAL \$
BERRIES	93	4,564	\$ 124,882,000
	92	3,795	114,384,000
TREE AND VINE	93	4,283	10,232,000
	92	4,226	10,349,000
NURSERY CROPS	93	901	48,174,000
	92	1,473	54,116,000
VEGETABLE CROPS	93	9,617	53,758,000
	92	10,451	58,329,000
FIELD AND ANIMAL	93	10,000	2,186,000
	92	10,000	2,300,000
TOTAL CROP PRODUCTION	93		\$ 239,232,000
	92		239,478,000
TIMBER FARMING	93		6,308,000
	92		4,670,000
ALL PRODUCTION	93		\$ 245,540,000
	92		244,148,000

FIELD CROPS

ABOUT 8,000 ACRES OF WOODLAND AND OPEN PASTURE WAS GRAZED AT \$3/AC. OR \$24,000		
WILD HAY, 1000 AC		\$12,000
OAT HAY 1000 AC		\$30,000
TOTAL	93	\$ 66,000
	92	100,000

SUSTAINABLE AGRICULTURAL REPORT

PEST DETECTION

NO PESTS NEW TO SANTA CRUZ COUNTY WERE DISCOVERED IN 1993.

PEST ERADICATION

CHRYSANTHEMUM WHITE RUST ERADICATION EFFORTS CONTINUED.

PEST EXCLUSION

27 REJECTIONS OF INCOMING PLANT MATERIAL WERE MADE DURING 1993.

ORGANIC FARMING

OVER 50 ORGANIC FARMS (OVER \$2,000,000 GROSS PRODUCTION) MAINTAINING OR EXPANDING IN 1993.

PEST MANAGEMENT

NO COUNTY SPONSORED BIOLOGICAL CONTROL PROGRAMS WERE CONDUCTED IN 1993 BUT BIOCONTROL WAS COMMON IN SEVERAL COMMODITIES INCLUDING STRAWBERRIES, APPLES AND GREENHOUSE GROWN CROPS.

ALL FARMERS PRACTICE AT LEAST SOME OF THE ELEMENTS OF INTEGRATED PEST MANAGEMENT.

TRAPS TO HELP PROPERTY OWNERS CONTROL DAMAGING FERAL PIGS WERE MADE AVAILABLE TO THE PUBLIC.

Santa Cruz County Department of Agriculture/
Weights and Measures Personnel

AGRICULTURAL COMMISSIONER / DIRECTOR OF WEIGHTS AND MEASURES

DAVID W. MOELLER

DEPUTY AGRICULTURAL COMMISSIONER/SEALERS

RICHARD L. BERGMAN & MARY LOU NICOLETTI

SECRETARY

VERONICA ROUGEAU

ACCOUNTING TECHNICIAN

VERONICA HEATH

CLERK / RECEPTIONIST

MARIA PRIETO

AGRICULTURAL / WEIGHTS & MEASURES INSPECTOR III

JOHN BOWMAN

MICHAEL MORTON

MARILYN PERRY

PATRICK ROOF

LISA LECOUMP

PRUDY ELAM

(position vacant)

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

The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of disability, be denied benefits of its services, programs or activities. The Office of the Agricultural Commissioner is located in an accessible facility. Special assistance to visit the office or make telephone inquiries is available from the ADA Coordinator, Rick Bergman at (408) 763-8080. TDD services are not available at this location but operator relay services may be used. Otherwise, the County ADA Coordinator may be contacted at (408) 454-2530.