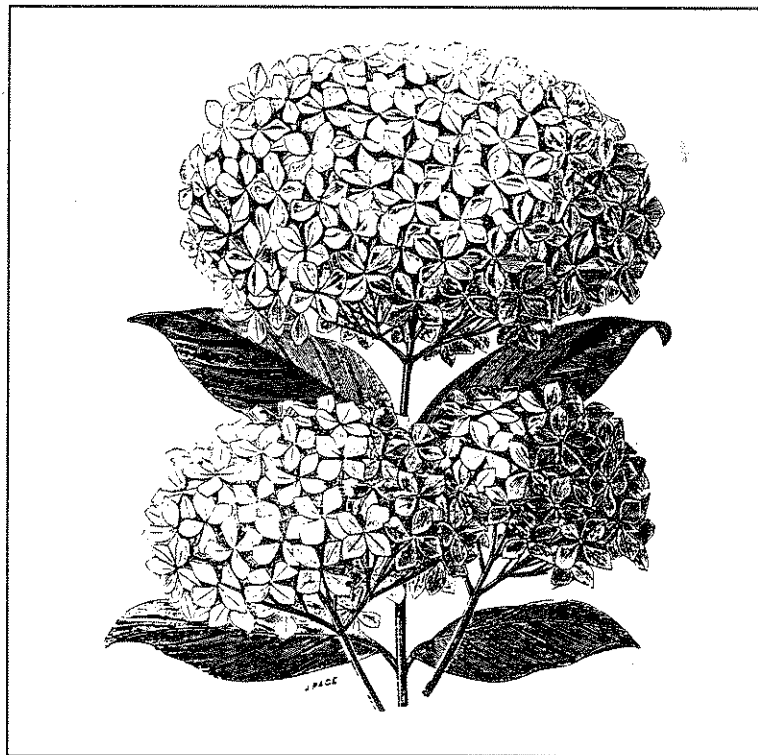
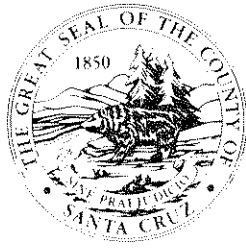


# SANTA CRUZ COUNTY

## 1994 CROP REPORT





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

Ann Veneman, Secretary  
California Department of Food and Agriculture  
and  
The Honorable Board of Supervisors, Santa Cruz County  
Fred Keeley, Chairperson and Supervisor of the 5th District  
Jan Beautz, Supervisor of the 1st District  
Walt Symons, Supervisor of the 2nd District  
Ray Belgard, Supervisor of the 4th District  
Mardi Wormhoudt, Supervisor of the 5th District

Dear Secretary Veneman and Members of the Board:

I am pleased to submit the Santa Cruz County Agricultural Crop Report for 1994, 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 \$246,224,000. Reductions or flat performance in berries, tree fruit and nursery crops were offset by total gains in vegetables and timber harvest.

Increases in salad mix vegetables were the obvious big change in the agricultural landscape in Santa Cruz County in 1994. Somewhat offsetting this trend was lower production of various lettuces with only slightly higher prices except for leaf lettuce. Mushroom production was markedly reduced by the closure of a major grower. Artichokes prices improved from a dismal 1993 production year although yield was down in 1994.

Strawberries were down in total value, acreage and yield for the first time in many years after great increases in acreage, yields and value per ton. Raspberries made modest gains in production that helped offset declines in price for a total increase in production value. Raspberry acreage is believed to be at an all-time record level of more than 1100 acres.

Nursery landscape production sales improved with gains in home construction and reduction in drought although was, as always, sensitive to economic conditions in the construction market. Cut flowers have had little relief from import competition. Cut flower production was down especially in crops that have not had break-even returns such as some domestically grown cut roses and carnations which have been severely impacted by foreign imports.

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 to Santa Cruz County 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 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**

*HENRY CLEVELAND*

**CLERK / RECEPTIONIST**

*MARIA PRIETO*

**AGRICULTURAL / WEIGHTS & MEASURES INSPECTOR III**

*JOHN BOWMAN*

*MICHAEL MORTON*

*MARILYN PERRY*

*PATRICK ROOF*

*LISA LECOUMP*

*PRUDY ELAM FOXF*

*(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*

*DAVID HASHIMOTO*

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.

# SANTA CRUZ COUNTY 1994 CROP REPORT

## SELECTED CROP TRENDS

CROP	ACREAGE			PRODUCTION VALUE (\$ 1,000'S)		
	1994	1993	1984	1994	1993	1984
BUSHBERRIES.....	262	259	212	\$ 2,620	1,751	1,147
RASPBERRIES.....	1128	1049	284	23,857	18,583	7,237
STRAWBERRIES.....	3109	3256	2089	93,671	104,548	47,200
APPLES.....	3760	4050	5500	8,704	9,777	22,958
WINE GRAPES.....	188	163	103	401	255	132
ARTICHOKES.....	598	529	1130	1,887	1,330	1,130
BRUSSELS SPTS.....	1710	1890	1876	7,650	7,853	5,666
CAULIFLOWER.....	1280	680	513	3,238	2,843	1,473
CELERY.....	466	267	390	4,079	1,832	2,710
ICEBERG LETTUCE...	5212	4598	4037	24,510	23,368	15,722
ROSES, CUT H.T.....	155	154	100	18,578	19,777	13,384

## MILLION DOLLAR CROPS

STRAWBERRIES	93.7	ICEBERG LETTUCE	24.5
ROSES	18.6	RASPBERRIES	23.8
APPLES	8.7	LETTUCE, LEAF AND COS	8
FIELD FLOWERS	7.7	BRUSSELS SPROUTS	7.6
LANDSCAPE PLANTS	6.5	CAULIFLOWER	3.2
BUSHBERRIES	2.6	CELERY	4.
ROSES,SWEETHEART	1.8	INDOOR POTS	1.7
ARTICHOKES	1.9	CARNATIONS, MIN.	1.1

TOTALS HAVE BEEN ROUNDED OFF FOR THIS REPORT.

# SANTA CRUZ COUNTY 1994 CROP REPORT

## BERRY CROPS

CROP	YR	ACREAGE	TON/ACRE	YIELD		\$ / TON	TOTAL \$
BUSHBERRIES	94	262	5	1,310		2000	2,620,000
	93	259	5	1,223		1431	2,973,000
RASPBERRIES	94	1128	8.7	9,814		2431	23,857,000
	93	1049	6	8,429		2917	18,583,000
STRAWBERRIES	94	3109	33	102,597		913	93,671,000
	93	3256	36	115,696		904	104,548,000
TOTAL BERRIES	94	4499					120,148,000
	93	4564					124,882,000

## TREE AND VINE CROPS

CROP	YR	ACREAGE	PRODUCTION	TONS / AC	\$/ton	TOTAL \$
APPLES			(TONS)			
FRESH	94		4,362		270	
	93		6,589		332	
PROCESS	94		10,359		170	
	93		9,631		180	
JUICE	94		38,704		145	
	93		33,454		170	
OTHER	94		1,090		140	
	93		1,014		180	
TOTAL APPLES	94	3760	51,240	14	140	8,704,000
	93	4050	50,688	12.8	193	9,777,000
WINE GRAPES (1)	94	188	152	0.93	1,295	401,000
	93	163	138	1.46	1,562	255,000
OTHER TREE AND	94	160				100,000
VINE FRUIT (2)	93	80				200,000
TOTAL TREE AND	94	4,008				\$ 9,205,000
VINE FRUIT	93	4,283				\$ 10,232,000

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

# SANTA CRUZ COUNTY 1994 CROP REPORT

## VEGETABLE CROPS

CROP	YR	ACREAGE	TONS PRODUCED	TNS/ ACRE	\$/TON	TOTAL \$
ARTICHOKES	94	598	2392	4.0	789	1,887,000
	93	433	2098	4.9	634	1,330,000
BROCOLLI	94	110	990	9	440	436,000
	93	164	172	8	438	578,000
BRUSSELS	94	1,700	17,000	10	450	7,650,000
SPROUTS	93	1,890	17,793	9	441	7,853,000
CAULIFLOWER	94	1,280	7,040	5.5	460	3,238,000
	93	680	5,104	7.5	557	2,843,000
CELERY	94	466	14,213	30.5	287	4,079,000
	93	267	8,147	31	225	1,832,000
LETTUCE, ICEBERG	94	5,212	98,041	19.5	250	24,510,000
	93	4,598	100,020	22	234	23,386,000
LETTUCE, LEAF & COS	94	1,714	17,997	10.5	444	7,993,000
	93	997	12,463	12.5	312	3,892,000
MUSHROOMS	94	NA	See Misc.		NA	NA
	93	NA			.93/LB	8,100,000
MISCELLANEOUS	94	1,126				8,953,000
VEGETABLES	93	588				3,962,000
VEGETABLES, ALL	94	12,206				\$ 58,746,000
	93	9,617				\$ 53,758,000

# SANTA CRUZ COUNTY 1994 CROP REPORT

## NURSERY AND ORNAMENTAL CROPS

CROP:	YR	ACRES	YIELD	UNIT	\$ / unit	TOTAL VALUE
ROSES	94	154	75,159,475	BLOOM	0.26	\$ 18,578,000
HYBRID TEA	93	155	75,159,475		0.27	19,777,000
ROSES,	94	14	4,243,000	BLOOM	0.23	1,793,000
SWEETHEART	93	20	10,804,040		0.23	2,475,000
CARNATIONS,	94	12	7,010,930	BLOOM	0.12	857,000
STANDARD	93	14	14,040,882		0.13	1,885,000
CARNATIONS,	94	14	874,000	BUNCH	1.31	1,144,000
MINIATURE	93	19	1,108,279		1.16	1,291,000
MISC INDOOR	94	46				2,211,000
CUT	93	38				2,839,000
						SUB-TOTAL
ALL INDOOR	94	240				24,583,000
FLOWERS	93	246				28,267,000
ALL FIELD	94	293				7,726,000
FLOWERS	93	293				5,559,000
INDOOR POTS	94	23				1,708,000
	93	64				3,600,000
LANDSCAPE	94	115				6,517,000
PLANTS	93	67				5,536,000
MISC	94	35				3,100,000
	93	51				4,989,000
CHRISTMAS	94	180				225,000
TREES	93	180				223,000
ALL NURSERY	94	1126				\$ 43,859,000
AND	93	1423				48,174,000
ORNAMENTALS						

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

# SANTA CRUZ COUNTY 1994 CROP REPORT

## ANIMAL PROD.

CATTLE	1994	\$ 400,000
	1993	400,000
MILK	1994	766,000
	1993	720,000
MISC.	1994	1,000,000
	1993	1,000,000
TOTAL	1994	\$2,166,000
	1993	2,120,000

## FIELD CROPS

ABOUT 8,000 ACRES OF WOODLAND  
AND OPEN PASTURE WAS GRAZED AT  
\$5/AC. OR \$40,000

WILD HAY, 1000 AC \$30,000

OAT HAY 1000 AC \$30,000

TOTAL	94	\$ 100,000
	93	66,000

## 1994 SUMMARY

CROP CATEGORY	YEAR	ACREAGE	TOTAL \$
BERRIES	94	4,449	\$ 120,148,000
	93	3,795	124,882,000
TREE AND VINE	94	4,283	9,205,000
	93	4,226	10,232,000
NURSERY CROPS	94	901	43,859,000
	93	1,473	48,174,000
VEGETABLE CROPS	94	9,617	58,746,000
	93	10,451	53,758,000
FIELD AND ANIMAL	94	10,000	2,266,000
	93	10,000	2,186,000
TOTAL CROP PRODUCTION	94		\$ 234,224,000
	93		239,232,000
TIMBER FARMING	94		12,570,000
	93		6,308,000
ALL PRODUCTION	94		\$ 246,794,000
	93		245,540,000

## SUSTAINABLE AGRICULTURAL REPORT

### PEST DETECTION

NO PESTS NEW TO SANTA CRUZ COUNTY WERE DISCOVERED IN 1994.

### PEST ERADICATION

CHRYSANTHEMUM WHITE RUST ERADICATION EFFORTS CONTINUED.

### PEST EXCLUSION

20 REJECTIONS OF INCOMING PLANT MATERIAL WERE MADE DURING 1994.

### ORGANIC FARMING

OVER 50 ORGANIC FARMS (OVER \$2,000,000 GROSS PRODUCTION) MAINTAINING OR EXPANDING IN 1994.

### PEST MANAGEMENT

NO COUNTY SPONSORED BIOLOGICAL CONTROL PROGRAMS WERE CONDUCTED IN 1994 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.