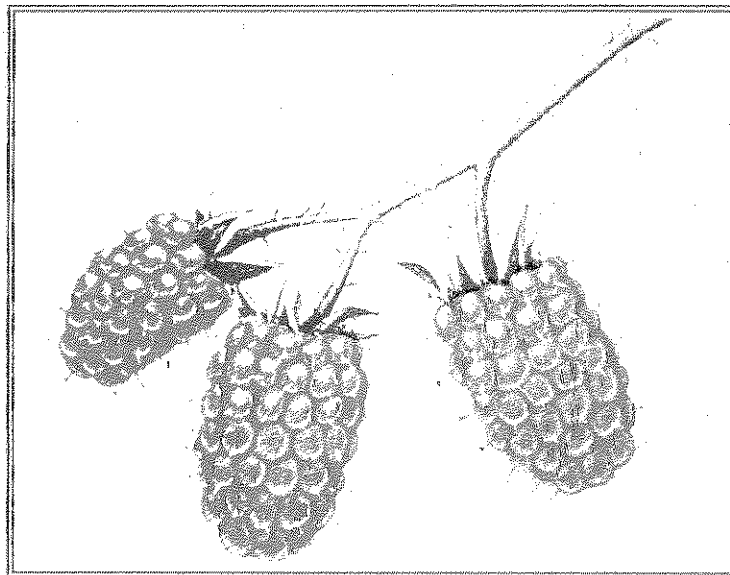


1995 CROP REPORT
SANTA CRUZ COUNTY





DAVID W. MOELLER
AGRICULTURAL COMMISSIONER
DIRECTOR, WEIGHTS & MEASURES

Ann Veneman, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors, of the County of Santa Cruz
Walt Symons, Chairperson and Supervisor of the 2nd District
Jan Beautz, Supervisor of the 1st District
Mardi Wormhoudt, Supervisor of the 3rd District
Ray Belgard, Supervisor of the 4th District
Fred Keeley, Supervisor of the 5th District

Dear Secretary Veneman and Members of the Board:

I am pleased to submit the Santa Cruz Agricultural Crop Report for 1995, in accordance with the provisions of Sections 2272 and 2279 of the Food and Agricultural Code. The gross value of agricultural crops and animal products was \$235,012,000. Timber farming added an additional amount of \$11,034,000 for a grand total of \$246,046,000.

March rains and floods and subsequent soggy fields contributed to reduced yields of berries. The lowest average strawberry prices in a decade may also be partly blamed on reduced Mexican demand for strawberries. Several raspberry growers in unfavorable sites lost plantings due to water-soaked roots. Apple growers, whose crops were plagued by fungal and bacterial disease encouraged by the rain, nevertheless received high prices for a very light average crop.

The greenhouse grown cut flowers including roses and carnations were fairly steady, except for standard carnations which showed an unexpected and marked improvement in value and yield.

Iceberg lettuce, once again led vegetable crops, with improved price on reduced yield and acreage. The newest crop to contribute significantly is leaf and baby lettuce, which is harvested for salad mix. Artichokes suffered most from the adverse spring weather.

It should be emphasized that these figures represent gross value of production, not income to the farmer. Total values are rounded to the nearest thousand dollars throughout the report.

My thanks and appreciation go to the growers whose cooperation made this report possible, to the staff of my office who compiled the report and to the California Crop Reporting Service who conducted the Floricultural Survey.

Respectfully submitted,

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

SANTA CRUZ COUNTY 1995 CROP REPORT
BERRY CROPS

CROP	YEAR	ACRE	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE TOTAL
BUSHBERRIES	1995	260	4.30	1,118	2,036	2,276,000
	1994	262	5.00	1,310	2,000	2,620,000
RASPBERRIES	1995	1223	7.20	8,806	3,073	27,061,000
	1994	1128	8.70	9,814	2,431	23,858,000
STRAWBERRIES	1995	2820	32.50	91,650	862	79,003,000
	1994	3109	33.00	102,597	913	93,671,000
TOTAL BERRIES	1995	4563				108,340,000
	1994	4594				120,149,000

TREE AND VINE FRUITS

CROP	YEAR	ACRE	TONS/ACRE	TOTAL Production	VALUE/ TON	VALUE TOTAL
APPLES						
FRESH	1995			6,853	669	
	1994			4,343	270	
PROCESS	1995			8,950	210	
	1994			10,359	170	
JUICE	1995			19,000	230	
	1994			38,709	145	
OTHER	1995			1,000	200	
	1994			1,090	140	
TOTAL APPLES	1995	3697	9.68	35,803	308	11,027,000
	1994	3760	14.49	54,501	160	8,704,000
WINE GRAPES	1995	180	1.1	200	1,600	320,000
	1994	188	0.8	152	1,295	197,000
OTHER TREE AND VINE FRUIT	1995	200				100,000
	1994	80				100,000
ALL TREE/VINE FRUIT	1995	4,077				11,447,000
	1994	4,028				9,001,000

SANTA CRUZ COUNTY 1995 CROP REPORT VEGETABLE CROPS

CROP	YEAR	ACRES	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE TOTAL
ARTICHOKES	1995	448	2.35	1,054	1,583	1,669,000
	1994	598	4.00	2,392	789	1,887,000
BROCCOLI	1995	254	8.14	2,067	412	851,000
	1994	110	9.00	990	440	436,000
BRUSSELS SPROUTS	1995	1,565	8.53	13,345	425	5,670,000
	1994	1,700	10.00	17,000	450	7,650,000
CAULIFLOWER	1995	1,124	8.29	9,315	689	6,421,000
	1994	680	10.35	7,040	460	3,238,000
CELERY	1995	228	30.79	7,020	264	1,852,000
	1994	466	30.50	14,213	287	4,079,000
LETTUCE, ICEBERG	1995	4,883	17.26	84,270	322	27,126,000
	1994	5,212	18.81	98,041	250	24,510,000
LETTUCE, LEAF AND ROMAINE	1995	1,805	5.03 *	9,072	726	6,586,000
	1994	1,714	10.50	17,997	444	7,993,000
OTHER VEGETABLES**	1995	1,459				10,392,000
	1994	1,126				8,953,000
TOTAL VEGETABLES	1995	11,766				60,567,000
	1994	11,606				58,746,000

* Yield reduction may be due to shift to "baby" lettuce

**Includes mushrooms, beans, spinach, chicory, watercress, seed sprouts, tomatoes, squash, baby greens, cilantro, tomatillo, edible flowers, herbs, chives, potatoes and leeks.

Values per ton have been rounded .

SANTA CRUZ COUNTY 1995 CROP REPORT NURSERY AND ORNAMENTAL CROPS

CROP	YEAR	ACRES	Production UNIT	yield/sq. ft.	\$/UNIT	VALUE TOTAL
CUT FLOWERS						
ROSES	1995	147	71,241,173 bloom	11.13	0.30	21,048,000
HYBRID TEA	1994	154	73,747,626	10.99	0.25	18,578,000
ROSES	1995	12	8,332,125 bloom	15.94	0.19	1,561,000
SWEETHEART	1994	14	6,952,000	11.40	0.25	1,738,000
CARNATIONS	1995	16.5	8,141,512 bloom	11.33	0.25	2,013,000
STANDARD	1994	12	7,010,930	13.41	0.12	857,000
CARNATIONS	1995	12.6	1,155,968 bunch	2.11	1.43	1,656,000
MINIATURE	1994	14	874,000	1.43	1.31	1,144,000
OTHER INDOOR	1995	21				2,224,000
CUT FLOWERS	1994	38				2,211,000
FIELD FLOWERS	1995	398				6,700,000
ALL TYPES CUT	1994	293				7,726,000
POTTED PLANTS AND TRANSPLANTS						
INDOOR POTS	1995	23				1,060,000
	1994	23				1,708,000
LANDSCAPE	1995	155				8,900,000
PLANTS	1994	115				6,517,000
MISC., INCLUDES	1995	200				6,300,000
FARM STOCK	1994	35				3,100,000
CHRISTMAS	1995	180				300,000
TREES	1994	180				225,000
TOTAL						
NURSERY &	1995	1320				51,762,000
ORNAMENTALS	1994	993				43,804,000

Indoor cut flowers and greens include Stephanotis, Snaps, Asters, Leatherleaf fern and asparagus fern, and many others. Outdoor cut material includes Acacia, eucalyptus, Iris, daffodils and Narcissi, sweet william and proteas to name a few. The local landscape plant production industry is providing some unique Australian, Californian and Mediterranean plants to meet California's need to conserve water.

SANTA CRUZ COUNTY 1995 CROP REPORT

ANIMAL PRODUCTS			VALUE \$	1995 SUMMARY		VALUE \$
CATTLE	1995		600,000	BERRIES	1995	108,340,000
	1994		400,000		1994	120,149,000
MILK	1995		711,000	TREE / VINE	1995	11,447,000
	1994		766,000	FRUIT	1994	9,001,000
OTHER.*	1995		1,450,000	NURSERY &	1995	51,762,000
	1994		1,000,000	ORNAMENTALS	1994	43,804,000
ANIMAL	1995		2,761,000	VEGETABLES	1995	60,567,000
TOTAL	1994		2,166,000		1994	58,746,000
* Livestock includes cattle, sheep, dairy goats, horses and llamas. Poultry includes turkey hatching eggs.				ANIMAL &	1995	2,896,000
FIELD CROPS/PASTURE			VALUE \$	FIELD / PASTURE	1994	2,266,000
		ACRES				
WILD	1995	500	50,000	TOTAL CROPS	1995	235,012,000
HAY	1994	500	30,000		1994	233,966,000
OATS	1995	200	40,000	TIMBER FARMING	1995	11,034,000
	1994	200	30,000		1994	12,570,000
PASTURE	1995	8000	45,000	TOTAL	1995	246,046,000
	1994	8000	40,000	PRODUCTION	1994	246,536,000
TOTALS	1995		135,000			
	1994		100,000			

SUSTAINABLE AGRICULTURE REPORT

PEST DETECTION	NO NEW PESTS
PEST ERADICATION	CHRYSANTHEMUM WHITE RUST PROJECT
PEST EXCLUSION	13 REJECTIONS OF PEST INFESTED GOODS
ORGANIC FARMING	65 REGISTERED GROWERS- OVER \$1 MILLION GROSS
PEST MANAGEMENT	BEGAN WORK ON IPM IN SCHOOLS ASSISTED PROPERTY OWNERS WITH WILD PIG PROBLEMS ASSISTED GROWERS WITH SQUIRREL AND GOPHER PROBLEMS ASSISTED MASTER GARDENER PROGRAM SUPPORTED EFFORTS TO OBTAIN NEW REGISTRATION FOR LOW RISK PESTICIDES.

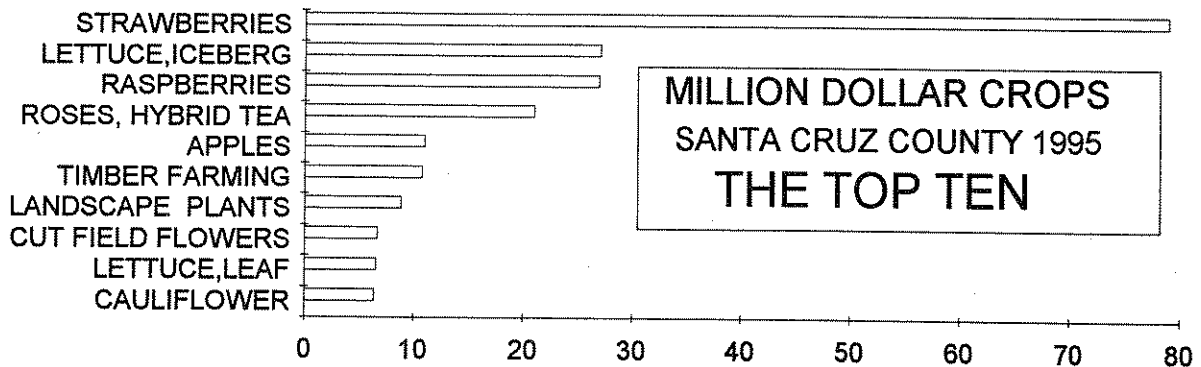
SANTA CRUZ COUNTY 1995 CROP REPORT SELECTED CROP TRENDS

CROP	ACREAGE			VALUE- (THOUSANDS)		
	1995	1994	1985	1995	1994	1985
BUSHBERRIES	260	262	184	2,276	2,620	1,642
RASPBERRIES	1223	1128	186	27,062	23,857	2,928
STRAWBERRIES	2880	3109	1650	79,031	93,671	34,848
APPLES	3697	3760	5100	11,035	8,704	15,539
WINE GRAPES	180	188	103	320	197	146
ARTICHOKES	448	598	1080	1,669	1,887	2,504
BRUSSELS SPTS.	1565	1700	1849	5,670	7,670	5,423
CAULIFLOWER	1124	680	491	6,421	3,238	1,386
CELERY	228	466	301	1,852	4,079	2,101
ICEBERG LETTUCE	4883	5212	4291	27,126	24,510	14,576
ROSES, CUT, ALL TYPES	161	168	91.6	22,700	20,310	14,700
CARNATIONS ALL TYPES	29.1	26	39.4	3,669	2,001	4,830

MILLION DOLLAR CROPS

CROP	Millions\$
STRAWBERRIES	79.03
LETTUCE, ICEBERG	27.13
RASPBERRIES	27.06
ROSES, HYBRID TEA	21.05
APPLES	11.03
TIMBER FARMING	11.03
LANDSCAPE PLANTS	8.90
CUT FIELD FLOWERS	6.70
LETTUCE, LEAF	6.59
CAULIFLOWER	6.42
BRUSSELS SPROUTS	5.67
BUSHBERRIES	2.28
CARNATIONS, STANDARD	2.10
CELERY	1.85
ARTICHOKES	1.67
CARNATIONS, MINIATURE	1.66
ROSES, SWEETHEART	1.56
INDOOR POTTED PLANTS	1.06

(NOTE: SEVERAL MILLION DOLLAR CROPS MAY NOT BE REPORTED DUE TO PRIVACY CONCERNS)



Santa Cruz County
Agricultural Commissioner/Weights and Measures
1995 Personnel

Agricultural Commissioner/Director of Weights and Measures
David W. Moeller

Deputy Agricultural Commissioner/Sealers
Richard Bergman, Mary Lou Nicoletti

Secretary
Veronica Rougeau

Senior Accounting Technician
Henry Cleveland

Clerk II
Maria Prieto

Agricultural/Weights and Measures Inspector III

John Bowman	Michael Morton
Marilyn Perry	Patrick Roof
Lisa LeCoup	Prudy Elam Foxx
Kathy Farley	

Agricultural Biologist III
John Kovarik

Weights and Measures Investigator
Marty Ryhanych

Agricultural / Weights and Measures Inspector II
Jim Nee

Agricultural Biologist Aides

Marianne Steeger	Mark Sterrett
Ray Travers	

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 officer 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 may be contacted at (408) 454-2530.