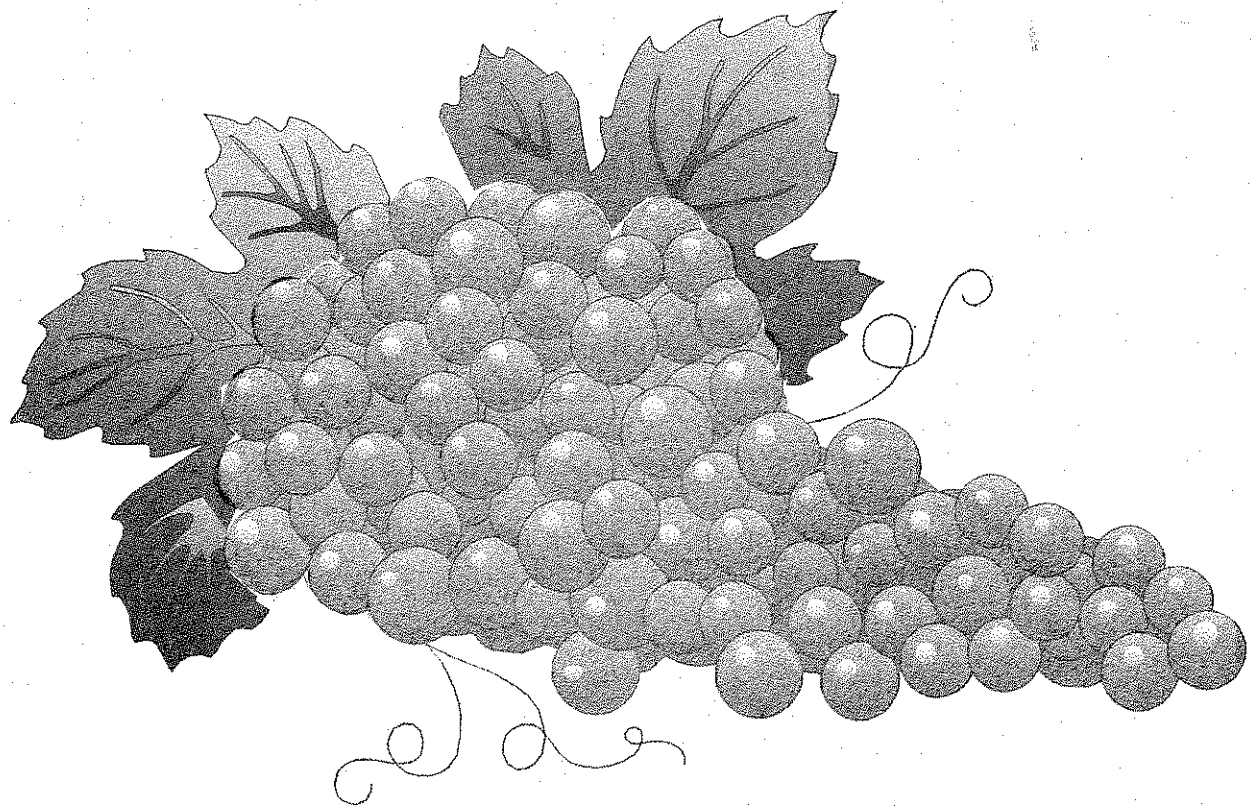
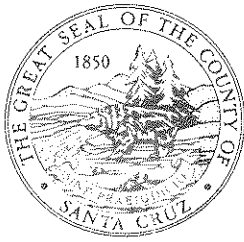


1996 SANTA CRUZ COUNTY CROP REPORT





DAVID W. MOELLER
AGRICULTURAL COMMISSIONER
DIRECTOR, WEIGHTS & MEASURES

Ann M. Veneman, Secretary
California Department of Food and Agriculture
and
The Honorable Board of Supervisors, of the County of Santa Cruz
Mardi Wormhoudt, 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
Jeff Almquist, 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 1996. The gross value of agricultural crops and animal products was \$243,924,000 with timber farming adding \$11,508,000 for a grand total of \$255,432,000.

Last year's unfounded "scare" of *Cyclospora*-contaminated California strawberries resulted in substantially reduced sales, although strawberry prices were improved from their lowest prices in a decade during 1995. Raspberry scarcity drove up prices but could not offset poorer yields. Apples remained virtually unchanged. Wine grapes made the largest percentage gain of all crops in 1996, joining the ranks of million dollar crops after having recovered from disastrous pest problems. The demand for premium grapes drove prices up and encouraged vineyard expansion.

Greenhouse production and value of long stemmed hybrid tea roses was significantly reduced. Standard carnation values plummeted from prior years. Field flowers nearly doubled in value. Landscape plants were the major contributor to the gains in nursery production, especially the so-called "color" plants which are potted, blooming plants commonly sold in grocery and variety drug stores.

Iceberg lettuce once again led vegetable crops in production value with record acreage despite average yields and low prices. Leaf lettuce set records for acreage and had good yields but much lower prices. Radicchio, mizuna and bok choy varieties were increasingly common. Organic vegetable production has increased significantly with one farm reporting over 60 different commodities now in production.

In animal industry, demand for turkey eggs for hatching continued, pasture yields improved and new products, like cultured oysters, are being grown. Dairy milk production and values declined.

It should be emphasized that these figures represent gross value of production, not income to the farmer. My thanks and appreciation go to the growers whose cooperation made this report possible, to the staff of my office who compiled this report and to the Agricultural Statistics Service for their Floricultural Survey.

Respectfully submitted,

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

SANTA CRUZ COUNTY 1996 CROP REPORT BERRY CROPS

CROP	YEAR	ACRE	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BUSHBERRIES	1996	274	7.30	2,000	2,416	4,832,000
	1995	262	4.30	1,118	2,036	2,276,000
RASPBERRIES	1996	1238	5.00	6,268	3,244	20,334,000
	1995	1223	7.20	8,806	3,073	27,061,000
STRAWBERRIES	1996	3163	27.40	86,693	963	83,485,000
	1995	2820	32.50	91,650	862	79,003,000
TOTAL BERRIES	1996	4563				108,651,000
	1995	4563				108,340,000

TREE AND VINE FRUITS

CROP	YEAR	ACRE	TONS/ACRE	TOTAL Production Rounded	VALUE/ TON	VALUE \$ TOTAL
APPLES						
	FRESH					
	1996			4,782	406	
	1995			6,853	669	
PROCESS	1996			15,940	210	
	1995			8,950	210	
JUICE	1996			31,900	180	
	1995			19,000	230	
OTHER	1996			530	210	
	1995			1,000	200	
TOTAL APPLES	1996	3638	14.61	53,152	210	11,143,000
	1995	3697	9.68	35,803	308	11,027,000
WINE GRAPES	1996	245	2.1	514.5	1,950	1,003,000
	1995	180	1.1	200	1,600	320,000
OTHER TREE AND VINE FRUIT	1996	180				80,000
	1995	200				100,000
ALL TREE/VINE FRUIT	1996	4,077				12,226,000
	1995	4,077				11,447,000

other fruit includes Pears, Kiwi, Feijoa, Passion fruit

SANTA CRUZ COUNTY 1996 CROP REPORT VEGETABLE CROPS

CROP	YEAR	ACRES	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BRUSSELS	1996	1,642	8.90	14,614	415	6,065,000
SPROUTS	1995	1,565	8.53	13,345	425	5,670,000
CAULIFLOWER	1996	932	5.60	5,219	915	4,776,000
	1995	1,124	8.29	9,315	689	6,421,000
CELERY	1996	285	25.00	7,125	263	1,874,000
	1995	228	30.79	7,020	264	1,852,000
LETTUCE, ICEBERG	1996	5,562	16.76	94,476	253	23,910,000
	1995	4,883	17.26	84,270	322	27,126,000
LETTUCE, LEAF AND ROMAINE	1996	2,049	6.30	12,909	465	6,003,000
	1995	1,805	5.03	9,072	726	6,586,000
OTHER VEGETABLES	1996	2,100 *				14,500,000
	1995	2,161 **				12,912,000
TOTAL	1996	12,590				57,128,000
VEGETABLES	1995	11,766				60,567,000

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

Values per ton and total values have been rounded. All values are estimates.

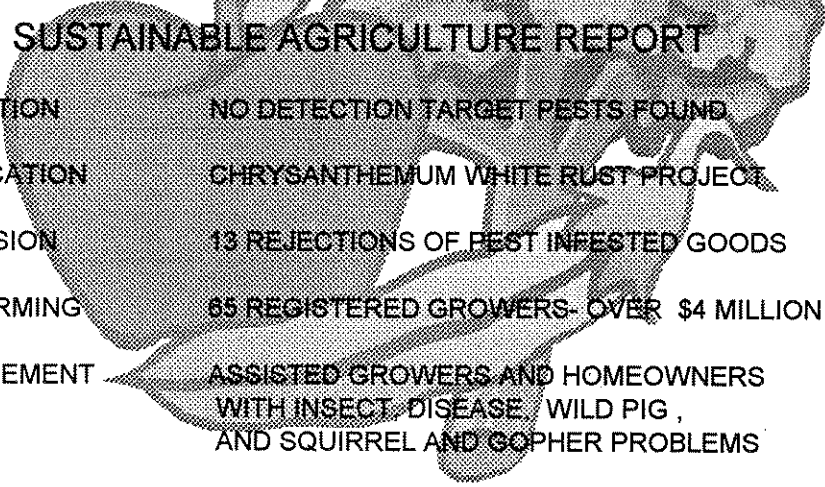
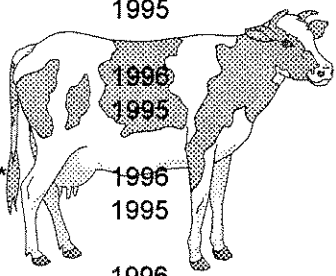
SANTA CRUZ COUNTY 1996 CROP REPORT NURSERY AND ORNAMENTAL CROPS

CROP	YEAR	ACRES	Production UNIT	yield/sq. ft.	\$/UNIT	VALUE \$
CUT FLOWERS						
TOTAL						
ROSES	1996	154	56,460,000 bloom	8.42	0.28	15,722,000
HYBRID TEA	1995	147	71,241,173	11.13	0.30	21,048,000
ROSES	1996	12.3	9,494,925 bloom	17.72	0.18	1,696,000
SWEETHEART	1995	12	8,332,125	15.94	0.19	1,561,000
CARNATIONS	1996	7.7	2,795,252 bloom	8.32	0.18	503,000
STANDARD	1995	16.5	8,747,912	11.33	0.25	2,013,000
CARNATIONS	1996	18	1,990,063 bunch	1.39	1.12	1,219,000
MINIATURE	1995	12.8	1,155,968	2.11	1.43	1,656,000
OTHER INDOOR	1996	21				2,793,000
CUT FLOWERS	1995	21				2,224,000
FIELD FLOWERS	1996	265				11,508,000
ALL TYPES CUT	1995	398				6,700,000
POTTED PLANTS AND TRANSPLANTS						
INDOOR POTS	1996	16				1,935,000
	1995	23				1,060,000
LANDSCAPE	1996	213				21,576,000
PLANTS	1995	155				8,900,000
MISC., INCLUDES	1996	193				5,820,000
FARM STOCK	1995	200				6,300,000
CHRISTMAS	1996	180				200,000
TREES	1995	180				300,000
TOTAL						
NURSERY &	1996	1296				62,972,000
ORNAMENTALS	1995	1320				51,762,000

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.

SANTA CRUZ COUNTY 1996 CROP REPORT

ANIMAL PRODUCTS			VALUE \$	SUMMARY		VALUE \$
CATTLE	1996		600,000	BERRIES	1996	108,651,000
	1995		600,000		1995	108,340,000
MILK	1996		677,000	TREE / VINE	1996	12,226,000
	1995		711,000	FRUIT	1995	11,447,000
OTHER *	1996		1,500,000	NURSERY &	1996	62,972,000
	1995		1,450,000	ORNAMENTALS	1995	51,762,000
ANIMAL	1996		2,777,000	VEGETABLES	1996	57,128,000
TOTAL	1995		2,761,000		1995	60,567,000
* Livestock includes cattle, sheep, dairy goats, horses and llamas. Poultry includes turkey hatching eggs.				ANIMAL &	1996	2,947,000
FIELD CROPS/PASTURE				FIELD / PASTURE	1995	2,896,000
		ACRES	VALUE \$			
WILD	1996	500	50,000	TOTAL CROPS	1996	243,924,000
HAY	1995	500	50,000		1995	235,012,000
OATS	1996	200	40,000	TIMBER FARMING	1996	11,508,000
	1995	200	40,000		1995	11,034,000
PASTURE	1996	8000	80,000	TOTAL	1996	255,432,000
	1995	8000	45,000	PRODUCTION	1995	246,046,000
TOTALS	1996		170,000			
	1995		135,000			



SUSTAINABLE AGRICULTURE REPORT

PEST DETECTION	NO DETECTION TARGET PESTS FOUND
PEST ERADICATION	CHRYSANTHEMUM WHITE RUST PROJECT
PEST EXCLUSION	13 REJECTIONS OF PEST INFESTED GOODS
ORGANIC FARMING	65 REGISTERED GROWERS- OVER \$4 MILLION GROSS
PEST MANAGEMENT	ASSISTED GROWERS AND HOMEOWNERS WITH INSECT, DISEASE, WILD PIG, AND SQUIRREL AND GOPHER PROBLEMS

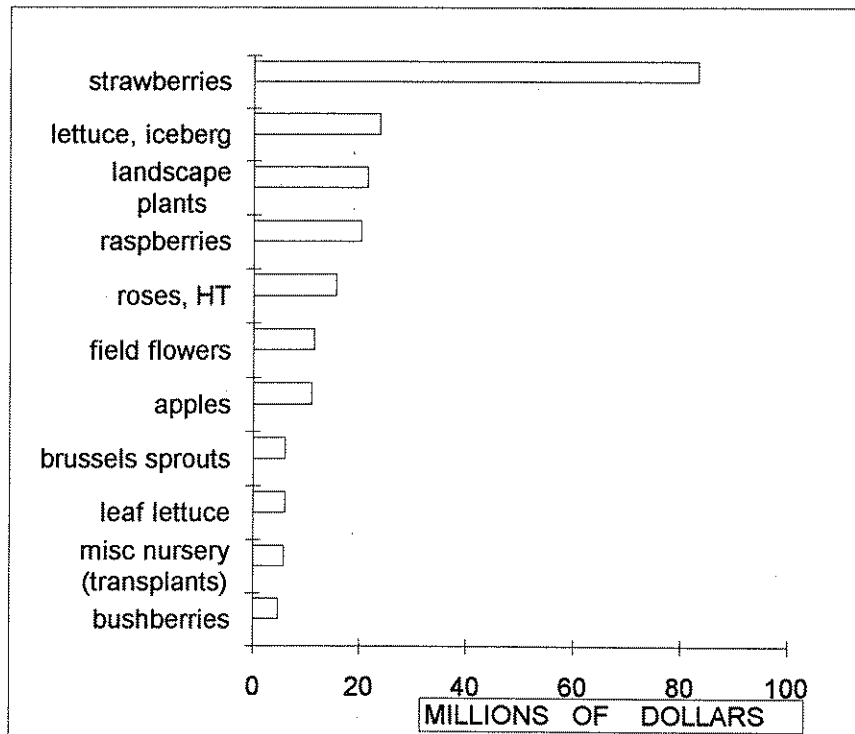
SANTA CRUZ COUNTY 1996 CROP REPORT SELECTED CROP TRENDS

CROP	ACREAGE			VALUE- (THOUSANDS)		
	1996	1995	1986	1996	1995	1986
BUSHBERRIES	274	262	184	4,832	2,276	1,260
RASPBERRIES	1,238	1,223	186	20,334	27,061	3,970
STRAWBERRIES	3,163	2,820	1,650	83,485	79,003	58,500
APPLES	3,638	3,638	5,100	11,143	11,035	14,884
WINE GRAPES	245	180	103	1,003	320	65
BRUSSELS SPTS.	1,642	1,565	1,849	6,065	5,670	3,638
CAULIFLOWER	932	1,124	491	4,776	6,421	2,259
CELERY	285	228	301	1,874	1,852	2,221
ICEBERG LETTUCE	5,582	4,883	4,291	23,910	27,126	13,346
ROSES, CUT, ALL TYPES	176	147	92	17,418	22,700	15,860
CARNATIONS ALL TYPES	26	29	39	1,722	3,669	4,830

MILLION DOLLAR CROPS

	Millions\$
strawberries	83.48
lettuce, iceberg	23.91
landscape plants	21.57
raspberries	20.33
roses, cut hybrid tea	15.72
field flowers	11.51
apples	11.14
brussels sprouts	6.06
leaf lettuce	6.00
misc nursery (transplants)	5.82
bushberries	4.83
cauliflower	4.78
indoor cut flowers	2.79
indoor potted plants	1.94
celery	1.87
roses sweetheart	1.70
carnations, miniature	1.22
wine grapes	1.00

THE TOP TEN



Santa Cruz County
Agricultural Commissioner/Weights and Measures
1996 Personnel

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

Deputy Agricultural Commissioners/Sealers
Richard Bergman, Mary Lou Nicoletti

Secretary
Veronica Rougeau

Senior Accounting Technician
Henry Cleveland

Clerk II
Maria Prieto

Agricultural/Weights and Measures Inspectors III
John Bowman Michael Morton
Marilyn Perry Patrick Roof
Lisa LeCoup Prudy Elam Foxx
Kathy Farley 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 Karen Sanderson

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. For special assistance to visit the office, make telephone inquiries to 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