



Santa Cruz  
County 1997  
Crop Report



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OFFICE OF THE AGRICULTURAL COMMISSIONER  
COUNTY OF SANTA CRUZ, CALIFORNIA

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DAVID W. MOELLER  
AGRICULTURAL COMMISSIONER  
SEALER OF WEIGHTS AND MEASURES  
DIRECTOR, MOSQUITO AND VECTOR CONTROL

Ann Veneman, Secretary  
California Department of Food and Agriculture  
and  
The Honorable Board of Supervisors of the County of Santa Cruz  
Jan Beautz, Chairperson and Supervisor of the 1st District  
Walt Symons, Supervisor of the 2nd District  
Mardi Wormhoudt, Supervisor of the 3rd 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 Crop Report for 1997, 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 a record breaking \$278,718,000, a gain of \$34,794,000. Timber farming added \$10,451,000 for a grand total of \$289,169,000, a 13% increase over 1996.

All berries showed increases in yields and prices with strawberries remaining the number one crop at \$91,779,000. Strawberry prices were down slightly, however fresh sales improved. Apple growers received better prices for a good crop. Wine grapes had another record breaking year.

Iceberg lettuce led vegetable crops at \$28,709,000. Leaf lettuce again set records for acreage but had reduced yields at higher prices. Brussels sprouts acreage was down and price was mixed; yield suffered due to pest pressure. Other vegetable crop values were mixed, reflecting the influences of weather, availability and price for land and other market forces.

Greenhouse production of cut roses was reduced significantly. Prices were reduced slightly. Miniature carnations continued a steep decline and are no longer a million dollar crop although prices improved. Other greenhouse grown cut flowers nearly doubled in value. Landscape plants continued gains.

The dollar values in this report 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 Agricultural Statistics Service who conducted the Floricultural Survey.

Respectfully submitted,

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

## SANTA CRUZ COUNTY 1997 CROP REPORT

### BERRY CROPS

CROP	YEAR	ACRES	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BUSHBERRIES	1997	277	5.00	1,385	4,051	5,611,000
	1996	274	7.30	2,000	2,416	4,832,000
RASPBERRIES	1997	1150	6.00	6,900	3,592	24,785,000
	1996	1238	5.00	6,268	3,244	20,334,000
STRAWBERRIES	1997	3388	30.20	102,318	897	91,779,000
	1996	3163	27.40	86,693	963	83,485,000
TOTAL BERRIES	1997	5097				122,175,000
	1996	4563				108,651,000

### TREE AND VINE FRUITS

CROP	YEAR	ACRES	TONS/AC	TOTAL Production Rounded	VALUE/ TON	VALUE \$ TOTAL
APPLES						
	FRESH					
	1997			na	0	
	1996			4,782	406	
PROCESS	1997			na	0	
	1996			15,940	210	
JUICE	1997			na	0	
	1996			31,900	180	
OTHER	1997			na	0	
	1996			530	210	
TOTAL APPLES	1997	3417	15	51,200	331	16,965,000
	1996	3638	15	53,152	210	11,143,000
WINE GRAPES	1997	245	4.4	1078	1,955	2,107,000
	1996	245	2.1	514.5	1,950	1,003,000
OTHER TREE AND VINE FRUIT	1997	180				100,000
	1996	180				80,000
ALL TREE/VINE FRUIT	1997	3,842				19,172,000
	1996	4,077				12,226,000

other fruit includes Pears, Kiwi, Avocadoes, Feijoa, Passion fruit

**SANTA CRUZ COUNTY 1997 CROP REPORT  
VEGETABLE CROPS**

<u>CROP</u>	YEAR	ACRES	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BRUSSELS	1997	1,332	8.60	11,455	362	4,147,000
SPROUTS	1996	1,642	8.90	14,614	415	6,065,000
CAULIFLOWER	1997	701	7.00	4,907	701	3,440,000
	1996	932	5.60	5,219	915	4,776,000
CELERY	1997	Included in Miscellaneous		NA	NA	NA
	1996	285	25.00	7,125	263	1,874,000
LETTUCE,	1997	4,861	17.63	85,699	335	28,709,000
ICEBERG	1996	5,582	16.76	94,476	253	23,910,000
LETTUCE, LEAF	1997	3,382	3.90	13,190	688	9,075,000
AND ROMAINE	1996	2,049	6.30	12,909	465	6,003,000
OTHER	1997	2,450 *				16,500,000
VEGETABLES	1996	2,100				14,500,000
TOTAL	1997	12,726				61,871,000
VEGETABLES	1996	12,590				60,567,000

\*Includes artichokes, broccoli, mushrooms, beans, spinach, chicory, watercress  
celery, 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 1997 CROP REPORT NURSERY AND ORNAMENTAL CROPS

CROP	YEAR	ACRES	Production UNIT	yield/sq. ft.	\$/UNIT	VALUE \$ TOTAL
<b>CUT FLOWERS</b>						
ROSES	1997	138	59,473,300 bloom	9.89	0.25	14,852,000
HYBRID TEA	1996	154	56,460,000	8.42	0.28	15,722,000
ROSES	1997	15.5	10,803,000	16.00	0.22	2,364,000
SWEETHEART	1996	12.3	9,494,925	17.72	0.18	1,696,000
CARNATIONS	1997	9	3,094,000 bloom	7.89	0.19	583,000
STANDARD	1996	7.7	2,790,262	8.32	0.18	503,000
CARNATIONS	1997	12	643,312 bunch	1.23	1.27	817,000
MINIATURE	1996	18	1,090,063	1.39	1.12	1,219,000
OTHER INDOOR	1997	43				4,438,000
CUT FLOWERS	1996	24				2,793,000
Total greenhouse area	1997	217.5				
	1996	216				
FIELD FLOWERS	1997	346				11,541,000
ALL TYPES CUT	1996	265				11,508,000
<b>POTTED PLANTS AND TRANSPLANTS</b>						
INDOOR POTS	1997	23				3,274,000
	1996	16				1,935,000
LANDSCAPE	1997	229				25,526,000
PLANTS	1996	213				21,576,000
MISC., INCLUDES	1997	197				9,515,000
FARM STOCK	1996	193				5,820,000
CHRISTMAS	1997	180				200,000
TREES	1996	180				200,000
TOTAL						
NURSERY &	1997	1422				73,110,000
ORNAMENTALS	1996	1296				62,972,000

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.

## SANTA CRUZ COUNTY 1997 CROP REPORT

ANIMAL PRODUCTS			VALUE \$	SUMMARY		VALUE \$
CATTLE	1997		700,000	BERRIES	1997	122,175,000
	1996		600,000		1996	108,651,000
MILK	1997 (only dairy closed)		0	TREE / VINE	1997	19,172,000
	1996		677,000		FRUIT	1996
OTHER.*	1997		1,500,000	NURSERY &	1997	73,110,000
	1996		1,500,000		ORNAMENTALS	1996
ANIMAL	1997		2,200,000	VEGETABLES	1997	61,871,000
TOTAL	1996		2,777,000		1996	57,128,000
* Livestock includes cattle, sheep, dairy goats & milk, poultry, other birds for food and turkey hatching eggs.				ANIMAL &	1997	2,390,000
<b>FIELD CROPS/PASTURE</b>				FIELD / PASTURE	1996	2,947,000
		ACRES	VALUE \$			
WILD	1997	500	50,000	TOTAL CROPS	1997	278,718,000
HAY	1996	500	50,000		1996	243,924,000
OATS	1997	200	40,000	TIMBER FARMING	1997	10,451,000
	1996	200	40,000		1996	11,508,000
PASTURE	1997	8000	100,000	TOTAL	1997	289,169,000
	1996	8000	80,000		PRODUCTION	1996
TOTALS	1997		190,000			
	1996		170,000			

## SUSTAINABLE AGRICULTURE REPORT

PEST DETECTION	NO DETECTION TARGET PESTS FOUND
PEST ERADICATION	CHRYSANTHEMUM WHITE RUST PROJECT
PEST EXCLUSION	15 REJECTIONS OF PEST INFESTED GOODS
ORGANIC FARMING	65 REGISTERED GROWERS- OVER \$2 MILLION GROSS
PEST MANAGEMENT	ASSISTED GROWERS AND HOMEOWNERS WITH INSECT, DISEASE, WILD PIG, SQUIRREL AND GOPHER PROBLEMS

**New sustainable practices/ pest management tools:**

- Two new insect growth regulators for cole crops
- Wide spread use of predatory mites
- No new pest infestations
- Startup of community supported agriculture(CSA)

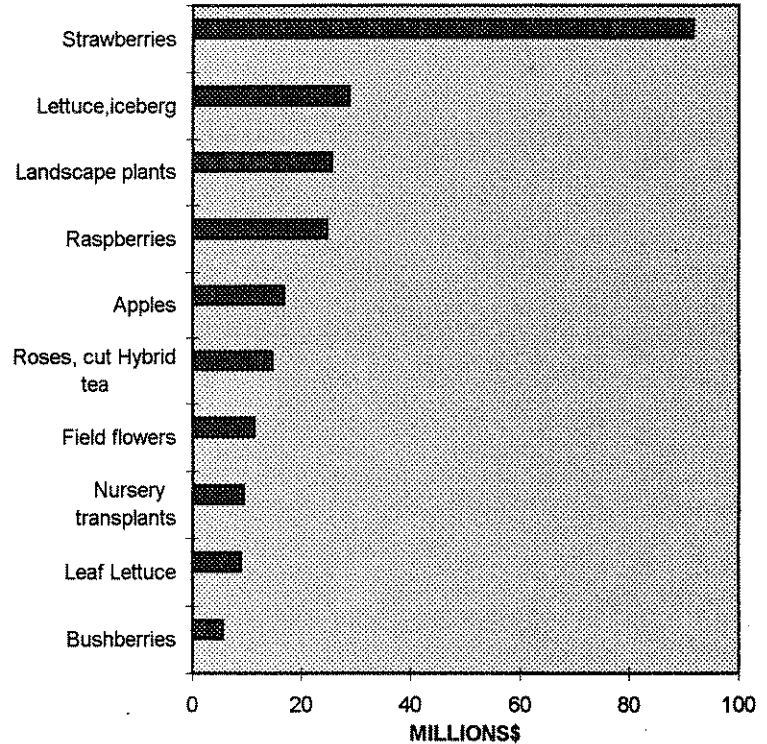
## SANTA CRUZ COUNTY 1997 CROP REPORT SELECTED CROP TRENDS

CROP	ACREAGE			VALUE- (THOUSANDS)		
	1997	1996	.....1987	1997	1996	.....1987
BUSHBERRIES	277	274	131	5611	4,832	1,189
RASPBERRIES	1150	1,238	503	24785	20,334	7,959
STRAWBERRIES	3388	3,163	2,285	91779	83,485	56,387
APPLES	3417	3,638	4,750	16965	11,143	9,947
WINE GRAPES	245	245	105	2107	1,003	85
BRUSSELS SPTS.	1332	1,884	1,669	4147	6,065	5,207
CAULIFLOWER	701	932	1,043	3440	4,776	3,749
CELERY	na	285	336	na	1,874	1,744
ICEBERG LETTUCE	4861	5,582	3,448	28709	23,910	14,999
ROSES, CUT, ALL TYPES	153.5	174	108	17,216	17,418	17,254
CARNATIONS ALL TYPES	20	26	43	1400	1,722	4,900

### MILLION DOLLAR CROPS

	Millions\$
strawberries	91.78
lettuce, iceberg	28.71
landscape plants	25.53
raspberries	24.79
apples	16.97
roses, cut hybrid tea	14.85
field flowers	11.54
nursery transplants	9.52
leaf lettuce	9.08
bushberries	5.61
indoor cut flowers	4.44
brussels sprouts	4.15
cauliflower	3.44
indoor potted plants	3.27
roses sweetheart	2.36
wine grapes	2.11

### THE TOP TEN



## Acreage extracts from the 1997 Grape Acreage Report

Published 1998 by California Agricultural Statistics Service

	Bearing	Non-bearing	Total
Table Grapes, Other	0.5	1.6	2.1
White Wine Type Grapes			
Chardonnay	100	6.6	106.6
Pinot Gris		2.5	2.5
White Riesling		4.5	4.5
Other White	1.5	0.0	1.5
Total White Wine Grapes	101.5	13.6	115.1
Red Wine Type Grapes			
Cabernet Sauvignon	6.1	0.0	6.1
Dolcetto		1.0	1.0
Merlot	11.4	1	12.4
Nebbiolo	1	1	1
Pinot Noir	26.5	14.2	40.7
Syrah	1.5	1.0	2.5
Zinfandel	5.6		5.6
Other Red Wine Grapes	1.0	1.0	1.0
Total Red Wine Grapes	51.1	19.2	70.3
Total all Wine Grapes 1997 Grape Acreage Survey	152.6	32.8	185.4
1998 County Estimate All wine grapes	260	80	340



Santa Cruz County  
Agricultural Commissioner/Weights and Measures  
1997 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                      John Kovarik  
Michael Morton                    Marilyn Perry  
Patrick Roof                        Lisa LeCoup  
Prudy Elam Foxx                    Kathy Farley

Weights and Measures Investigator  
Marty Ryhanych

Agricultural / Weights and Measures Inspector II  
Jim Nee

Agricultural /Weights and Measures Inspector I  
Mary Clarke

Agricultural Biologist Aides  
Marianne Steeger                    Mark Sterrett  
Parker Santiago                      Karen Sanderson

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