

Santa Cruz County 1998 Crop Report





County of Santa Cruz

OFFICE OF THE AGRICULTURAL COMMISSIONER

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

William J. Lyons, Jr., Secretary
California Department of Food and Agriculture
and

The Honorable Board of Supervisors of the County of Santa Cruz
Jeff Almquist, Chairman and Supervisor of the 5th District
Jan Beautz, Supervisor of the 1st District
Walt Symons, Supervisor of the 2nd District
Mardi Wormhoudt, Supervisor of the 3rd District
Tony Campos, Supervisor of the 4th District

Dear Secretary Lyons and Members of the Board:

In accordance with Sections 2279 and 2272 of the California Food and Agricultural Code, I submit the 1998 Santa Cruz County Crop Report which includes information regarding Organic Farming, Pest Management and Pest Prevention activities. Also included is a supplemental report on crop values of the Pajaro Valley, a highly productive agricultural area we share with Monterey County.

The total gross value of agricultural crops and products in 1998 was \$230,756,000, down from the previous year's record high of \$289,169,000. This is a reduction of \$58,413,000, or 20%.

Much of the reduction in crop value can be attributed to the effects of "El Niño," such as increased frequency of rainfall and high humidity in critical planting, plant development and pollination periods during the spring months of 1998. For example, rain-induced disease damaged lettuce, apples and other crops; some grape varieties failed to ripen sufficiently for harvest; bee activity was inhibited by overcast skies and lower temperatures. Taken together, "El Niño" losses may total \$30 million. Flooding, too, took its toll early in the year. An estimated \$2.2 million of damage or loss resulted from a breach in a Pajaro River levee, flooding nearly 1,450 acres of land, much of which was already in production. The remainder of the reduction in crop values between 1997 and 1998 we attribute to foreign competition and the dynamics of the marketplace.

The values stated in this report are gross receipts and do not reflect the net to the grower after costs of production, transportation or marketing are taken into consideration. I thank the individual growers and agricultural organizations who contributed information for this report and to my staff for its preparation.

Sincerely,

David W. Moeller
Agricultural Commissioner

SANTA CRUZ COUNTY 1998 CROP REPORT
BERRY CROPS

CROP	YEAR	ACR	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BUSHBERRIES	1998	310	5.50	1,705	2,000	3,410,000
	1997	277	5.00	1,385	4,051	5,611,000
Bushberries includes Ollalies, blackberries, loganberries, chesters and blueberries.						
RED RASPBERRIES	1998	1260	6.20	7,812	3,124	24,405,000
	1997	1150	6.00	6,900	3,592	24,785,000
STRAWBERRIES	1998	2716	26.40	71,702	1,008	72,276,000
	1997	3388	30.20	102,318	897	91,779,000
TOTAL BERRIES	1998	4,286				100,091,000
	1997	4,815				122,175,000

TREE AND VINE FRUITS

CROP	YEAR	ACR	TONS/ACRE	TOTAL Production Rounded	VALUE/ TON	VALUE \$ TOTAL
APPLES						
TOTAL APPLES	1998	3280	13.20	43,296	219	9,482,000
	1997	3417	15.00	51,200	331	16,965,000
WINE GRAPES	1998	254	1.3	330	1,534	506,000
	1997	245	4.4	1078	1,955	2,107,000
OTHER TREE AND VINE FRUIT	1998	120				30,000
	1997	180				100,000
other fruit includes Pears, Kiwi, Feijoa, Passion fruit						
ALL TREE/VINE FRUIT	1998	3,654				10,018,000
	1997	3,842				19,172,000

SANTA CRUZ COUNTY 1998 CROP REPORT VEGETABLE CROPS

CROP	YEAR	ACR	TONS/ ACRE	TOTAL Production	VALUE/ TON	VALUE \$ TOTAL
BRUSSELS	1998	1,374	9.60	13,190	543	7,162,000
SPROUTS	1997	1,332	8.60	11,455	362	4,147,000
CAULIFLOWER	1998	713	5.00	3,565	839	2,991,000
	1997	701	7.00	4,907	701	3,440,000
LETTUCE,	1998	4,416	17.50	77,280	\$6.15/Ctn 246	19,011,000
ICEBERG	1997	4,861	17.63	85,699	335	28,709,000
					\$8.38/Ctn	
LETTUCE, LEAF AND ROMAINE	1998	1,503	4.80	7,214	656	4,733,000
	1997	3,382	3.90	13,190	688	9,075,000
OTHER	1998	2,949 *				18,565,000
VEGETABLES	1997	2,450				16,500,000
TOTAL	1998	10,955				52,462,000
VEGETABLES	1997	12,726				61,871,000

*Includes artichokes, broccoli, mushrooms, beans, spinach, chicory, watercress, seed sprouts, tomatoes, celery, squash, baby greens, cilantro, tomatillo, edible flowers, herbs, chives, potatoes, mustard and leeks.
Acreage is not the total land devoted to vegetables but represents multiple cropping.
Values per ton and total values have been rounded. All values are estimates.

SANTA CRUZ COUNTY 1998 CROP REPORT NURSERY AND ORNAMENTAL CROPS

CROP	YEAR	ACRES	Production	yield/sq. f	\$/UNIT	VALUE \$ TOTAL
CUT FLOWERS						
ROSES	1998	95.3	35,303,000	8.50	0.37	13,042,000
HYBRID TEA	1997	138	59,473,000	9.89	0.25	14,852,000
ROSES	1998	21.8	6,853,000	7.22	0.23	1,556,000
SWEETHEART	1997	15.5	10,803,000	16.00	0.22	2,364,000
CARNATIONS	1998	7.5	1,756,000	5.37	0.22	391,000
STANDARD	1997	9	3,094,000	7.89	0.19	583,000
CARNATIONS	1998	6	651,433	2.49	1.91	1,243,000
MINIATURE	1997	12	643,312	1.23	1.27	817,000
OTHER INDOOR	1998	47				3,290,000
CUT FLOWERS	1997	43				4,438,000
FIELD FLOWERS	1998	354				9,505,000
ALL TYPES CUT	1997	346				11,541,000
POTTED PLANTS	1998	73				2,985,000
INDOOR POTS	1997	23				3,274,000
LANDSCAPE	1998	205				14,304,000
PLANTS	1997	229				25,526,000
MISC., INCLUDES	1998	227				10,170,000
FARM STOCK	1997	197				9,515,000
CHRISTMAS	1998	180				200,000
TREES	1997	180				200,000
TOTAL						
NURSERY &	1998	1421.6				56,686,000
ORNAMENTALS	1997	1421.5				73,110,000

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 and others.

SANTA CRUZ COUNTY 1998 CROP REPORT

ANIMAL PRODUCTS				VALUE \$					VALUE \$
CATTLE	1998			700,000	BERRIES	1998			100,091,000
	1997			700,000		1997			122,175,000
MILK	1998			0	OTHER	1998			10,018,000
	1997			0	FRUIT	1997			19,172,000
(Only dairy reopened, production expected in 1999)					VEGETABLES	1998			56,686,000
OTHER.*	1998			1,700,000		1997			73,110,000
	1997			1,500,000	NURSERY	1998			52,462,000
ANIMAL	1998			2,400,000		1997			61,871,000
TOTAL	1997			2,200,000	ANIMAL	1998			2,570,000
*Other: Ostrich meat,turkey hatching eggs, chicken eggs					INDUSTRY	1997			2,390,000
Dairy goat products					CROP &	1998			221,827,000
FIELD CROPS/PASTURE				VALUE \$	LIVESTOCK	1997			278,718,000
		ACRES			TIMBER	1998			8,929,000
WILD	1998	500		50,000	PRODUCTS	1997			10,451,000
HAY	1997	500		50,000	TOTAL	1998			230,756,000
OATS	1998	100		20,000	PRODUCTION	1997			289,169,000
	1997	200		40,000					
PASTURE	1998	8000		100,000					
	1997	8000		100,000					
TOTALS	1998			170,000					
	1997			190,000					

SUSTAINABLE AGRICULTURE REPORT

PEST DETECTION	NO DETECTION TARGET PESTS FOUND
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 , GROUND SQUIRREL AND GOPHER PROBLEMS

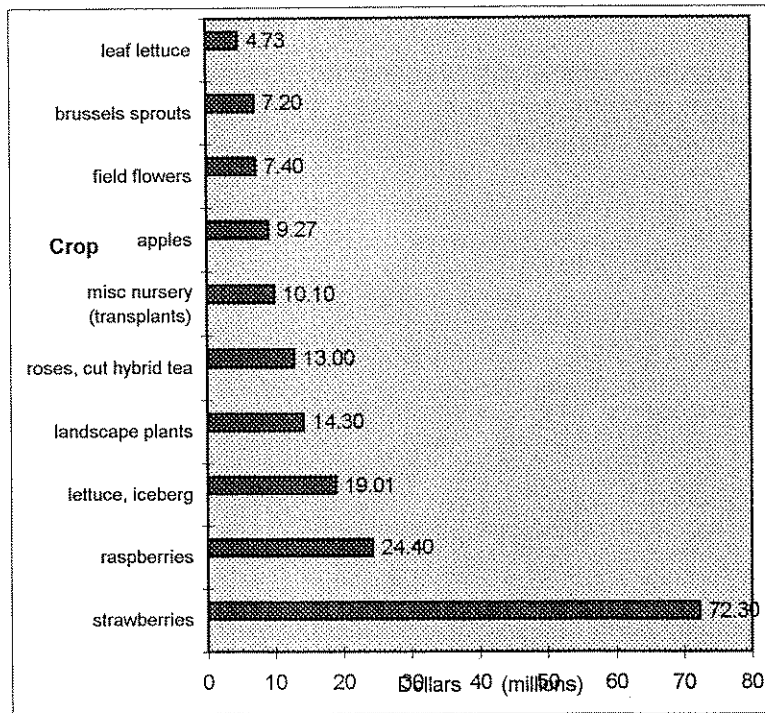
SANTA CRUZ COUNTY 1998 CROP REPORT SELECTED CROP TRENDS

CROP	ACREAGE			VALUE- (THOUSANDS)		
	1998	1997	1998	1997
BUSHBERRIES	310	277	198	3,410	5,611	2,160
RASPBERRIES	1,260	1,150	708	24,405	24,785	13,884
STRAWBERRIES	2,716	3,388	2,210	72,276	91,779	58,154
APPLES	3,280	3,417	4,950	9,482	16,965	14,173
WINE GRAPES	254	245	110	506	2,107	139
BRUSSELS SPTS.	1,354	1,332	1,037	7,162	4,147	3,934
CAULIFLOWER	713	701	810	2,991	3,440	2,882
ICEBERG LETTUCE	4,416	4,861	3,808	19,011	28,709	18,509
ROSES, CUT, ALL TYPES	117	154	114	14,598	17,216	18,469
Record high 1996 174 acres, 17418000 dollars						
CARNATIONS	14	20	35	1,634	1,400	3,074

MILLION DOLLAR CROPS

THE TOP TEN

	Millions\$
strawberries	72.30
raspberries	24.40
lettuce, iceberg	19.01
landscape plants	14.30
roses, cut hybrid tea	13.00
misc nursery (transplants)	10.10
apples	9.27
field flowers	7.40
brussels sprouts	7.20
leaf lettuce	4.73
roses sweetheart	3.60
bushberries	3.41
indoor potted plants	3.40
indoor cut flowers	3.30
cauliflower	2.99
carnations, miniature	1.20



PAJARO VALLEY CROP REPORT 1998

		VALUE \$
BERRIES	1998	183,102,000
	1997	216,475,000
TREE / VINE	1998	10,525,000
FRUIT	1997	17,534,000
NURSERY &	1998	77,998,000
ORNAMENTALS	1997	95,498,000
VEGETABLES	1998	124,728,800
	1997	166,125,000
ANIMAL &	1998	10,100,000
FIELD / PASTURE	1997	10,000,000
TOTAL CROPS	1998	406,453,800
	1997	505,632,000

The Pajaro Valley Report combines data for both the Monterey County and Santa Cruz County portion of the lower Pajaro Valley. The approximate Boundaries extend from Dolon Road near Moss Landing to Aptos Creek in Santa Cruz County.

SANTA CRUZ COUNTY
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