

Parasol Brand

APPLES



W

**Report on Apples
and Other Crops
for 1999**

Product of Watsonville, Santa Cruz County, CA



County of Santa Cruz

OFFICE OF THE AGRICULTURAL COMMISSIONER

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

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

The Honorable Board of Supervisors
County of Santa Cruz
Mardi Wormhoudt, Chair
Jeff Almquist Tony Campos
Jan Beautz Walt Symons

County Administrative Officer
Susan A. Mauriello

It is my pleasure to present the Santa Cruz County Crop Report for 1999, prepared in accordance with Sections 2272 and 2279 of the California Food and Agricultural Code.

Gross production value of crops produced in 1999 was \$254,097,000, a 10% increase over the previous year's \$230,756,000, an indication that the industry had experienced some recovery from the adverse effects of weather, and lower production and prices in 1998.

The values given are based on average "farm gate prices" paid to growers for their crops. They are gross values and should not be interpreted as net profits to growers.

The preparation of this report would not have been successful were it not for the cooperation of the agricultural industry of Santa Cruz County in reporting their crop production data and for the tireless efforts of my staff, to all of whom I give my thanks.

Respectfully submitted,

David W. Moeller
Agricultural Commissioner

Strawberries, Raspberries and Bushberries

	Year	Acres	Tons/ Acre	Production Total (tons)	\$/Ton	Total \$
Strawberries	1999	3,458	30.54	105,607	1,034	109,198,000
	1998	2,716	26.40	71,702	1,008	72,276,000
Red Raspberries	1999	964	7.28	7,018	2,575	18,071,000
	1998	1,260	6.20	7,812	3,124	24,405,000
Bushberries	1999	333	7.78	2,591	2,300	5,959,000
	1998	310	5.50	1,705	2,000	3,410,000
Totals	1999	4,755				133,228,000
	1998	4,286				100,091,000

Apples, Wine Grapes and Other Tree and Vine Fruit

Apples Fresh & Processed	1999	3,182	22.40	71,277	203	14,469,000
	1998	3,280	13.20	43,296	219	9,482,000
Wine Grapes	1999	260	2.64	684	2,204	1,513,000
	1998	254	1.30	330	1,534	506,000
Other Tree & Vine Fruit*	1999	80				50,000
	1998	180				30,000
Totals	1999	3,522				16,032,000
	1998	3,714				10,018,000

*Other Tree and Vine Fruit includes pears, avocados and kiwi. Feijoas, which have been included in previous years' reports, are no longer being harvested. Olives trees for olive oil have recently been planted.

Vegetable Crops

	Year	Acres	Tons/ Acre	Production Total (tons)	\$/Ton	Total \$
Brussels Sprouts	1999	1,396	9.80	13,681	479	6,553,000
	1998	1,374	9.60	13,190	543	7,162,000
Cauliflower	1999	698	6.80	4,746	422	2,003,000
	1998	713	5.00	3,565	839	2,991,000
Lettuce, Iceberg	1999	3,636	15.97	58,067	205	11,904,000
	1998	4,416	17.50	77,280	246	19,011,000
Lettuce, Leaf & Romaine	1999	1,456	6.01	8,751	608	5,321,000
	1998	1,503	4.80	7,214	656	4,733,000
Other Vegetables*	1999	2,810				14,829,000
	1998	2,949				18,565,000
Totals	1999	9,996				40,610,000
	1998	10,955				52,462,000

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

Nursery and Ornamental Crops

	Year	Acres	Production Units Total	\$/Unit	Total \$
CUT FLOWERS					
Roses Hybrid	1999	90	38,935,000 blooms	0.29	11,126,000
Tea	1998	95	35,303,000 blooms	0.37	13,042,000
Roses, Sweetheart	1999	10	4,100,000 blooms	0.16	655,000
	1998	22	6,853,000 blooms	0.23	1,556,000
Carnations, Standard	1999	7	556,000 blooms	0.29	159,000
	1998	8	1,756,000 blooms	0.22	391,000
Carnations, Miniature	1999	5	310,000 blooms	1.38	429,000
	1998	6	651,433 blooms	1.91	1,243,000
Other Indoor, Cut Flowers	1999	41			3,160,000
	1998	47			3,290,000
Field Flowers	1999	295			6,995,000
	1998	354			9,505,000
POTTED PLANTS AND TRANSPLANTS					
Indoor Pots	1999	46			2,240,000
	1998	73			2,985,000
Landscape Plants	1999	301			22,765,000
	1998	205			14,304,000
Misc., including Farm Stock	1999	285			7,900,000
	1998	197			10,170,000
Christmas Trees	1999	160			150,000
	1998	180			200,000
Totals	1999	1,240			55,579,000
	1998	1,187			56,686,000

Indoor cut flowers and greens include stephanotis, snaps, asters, leatherleaf and asparagus ferns, and many others. Outdoor cut material includes acacia, eucalyptus, iris, daffodils and narcissi, sweet williams and proteas.

Cattle, Other Livestock and Animal Products

	Year	Total \$
Cattle	1999	650,000
	1998	700,000
Other*	1999	2,000,000
	1998	1,700,000
Totals	1999	2,650,000
	1998	2,400,000

*Includes sheep, dairy goats and goats milk, llamas, ostriches and products, turkeys and turkey hatching eggs.

Field Crops and Pasture

	Year	Acres	Total \$
Wild Hay	1999	250	25,000
	1998	500	50,000
Oats	1999	100	10,000
	1998	200	20,000
Pasture	1999	8,000	100,000
	1998	8,000	100,000
Totals	1999	8,350	135,000
	1998	8,700	170,000

Recapitulation

	Year	Acres	Total \$
Berries	1999	4,755	133,228,000
	1998	4,286	100,091,000
Tree & Vine Fruit	1999	3,522	16,032,000
	1998	3,714	10,018,000
Vegetables	1999	9,996	40,610,000
	1998	10,955	52,462,000
Nursery & Ornamentals	1999	1,240	55,579,000
	1998	1,187	56,686,000
Livestock & Animal Products	1999		2,650,000
	1998		2,400,000
Field Crops & Pasture	1999	8,350	135,000
	1998	8,000	170,000
Timber Farming	1999		7,863,000
	1998		8,929,000
Total Production	1999		254,097,000
	1998		230,756,000

Selected Crop Trends

Crop	Acreage			\$ Value (in 1000's)		
	1999	1994	1989	1999	1994	1989
Bushberries	333	262	190	5,959	2,620	1,613
Raspberries	964	1,128	641	18,071	23,857	10,705
Strawberries	3,458	3,109	2,241	109,198	93,671	58,908
Apples	3,182	3,760	4,800	14,469	8,704	9,272
Wine Grapes	260	188	120	1,513	401	313
Brussels Sprouts	1,396	1,700	1,538	6,854	7,650	5,373
Other Vegetables	2,810	1,126	no data	14,829	7,993	2,225
Iceberg Lettuce	3,636	5,212	4,487	11,906	24,510	22,292
Roses	100	154	151	11,781	18,578	23,427
Carnations	12	26	53	612	1,201	4,591

Million Dollar Crops

Crop	\$ Value (in millions)
Strawberries	109.2
Landscape Plants	22.8
Raspberries	18.1
Other Vegetables	14.8
Apples	14.5
Iceberg Lettuce	11.9
Roses, Hybrid Tea	11.1
Bushberries	9.2
Miscellaneous Nursery (transplants)	7.9
Timber Farming	7.9
Field Flowers	7.0
Brussels Sprouts	6.6
Leaf Lettuce	5.3
Indoor-grown Cut Flowers	2.2
Cauliflower	2.0
Wine Grapes	1.5
Indoor-grown Potted Plants	1.2

Sustainable Agriculture Report

Pest Prevention

Pest Exclusion –	13 rejections of pest infested goods
Pest Detection –	No target pests trapped
Pest Survey/Eradication –	Oak Decline
Pest Management –	Assisted growers and homeowners with insect, disease, wild pig, ground squirrel and gopher problems.

Organic Farming

Registered Growers –	> 100
Gross Production Value –	over \$10,000,000

Recycling/Hazardous Waste Disposal/Environment Improvement (multi-Department, multi-County cooperative programs)

- Recycling MT plastic and metal pesticide containers
- Recycling waste agricultural plastic sheeting and tarps
- Waste oil collection
- Agricultural chemicals collection
- Agricultural engine emissions reduction (3-year program)

Santa Cruz County
Office of the Agricultural Commissioner
Staff

Agricultural Commissioner
Sealer of Weights & Measures
Director, Mosquito and Vector Control
David W. Moeller

Agriculture and Weights & Measures Divisions

Deputy Agricultural Commissioners/Sealers of Weights and Measures

Mary Lou Nicoletti Richard Bergman

Agricultural/Weights and Measures Inspector III

John Bowman John Kovarik
Marilyn Perry Lisa LeCoup
Jim Nee Tom Greene
Mary Clarke Nye Marnach
Marianne Steeger

Weights and Measures Investigator

Marty Ryhanych

Agricultural/Weights and Measures Inspector II

Don Thomas

Agricultural/Weights and Measures Inspector I

Hilda Haro

Agricultural Biologist Aides

Parker Santiago Stephanie Hudson
Melanie Rhodehamel Kira Steinberg

Mosquito and Vector Control District

Mosquito and Vector Control District Manager

Paul Binding

Vector Control Specialists

Ray Travers Nader Sidhom

Administrative Support

Pat Tabula, Secretary
Anita Watkins, Sr. Accounting Technician
Rosemary Velez, Receptionist