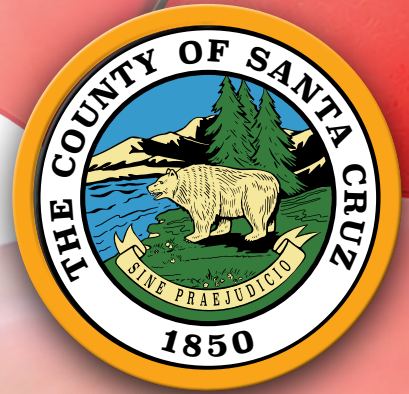
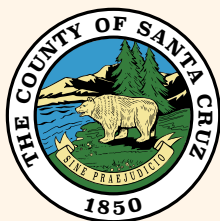


2025 CROP REPORT

COUNTY OF
SANTA CRUZ





COUNTY OF SANTA CRUZ

OFFICE OF THE AGRICULTURAL COMMISSIONER

David Sanford, Agricultural Commissioner

SEALER OF WEIGHTS AND MEASURES

DIRECTOR, MOSQUITO AND VECTOR CONTROL

KAREN ROSS

Secretary, California
Department of Food and
Agriculture

—And—

The Honorable Board of
Supervisors of the County
of Santa Cruz

MONICA MARTINEZ

5th District, Chair

MANU KOENIG

1st District

KIMBERLY DE SERPA

2nd District

JUSTIN CUMMINGS

3rd District

FELIPE HERNANDEZ

4th District

I am pleased to present the 2025 Crop Report for Santa Cruz County pursuant to Sections 2272 and 2279 of the California Food and Agricultural Code. The estimated gross production value of Santa Cruz County agricultural commodities for 2025 is \$762,956,000, an increase of 2.8% from 2024. Gross production yield and value are influenced by factors including weather, labor, and the marketplace.

It is important to note that the figures in this report represent gross values and do not include costs incurred by growers, including labor, land preparation, irrigation, integrated pest management, transportation, harvest, cooling, marketing, and regulatory costs. They also do not reflect agriculture's total contribution to the Santa Cruz County economy; farm employment and related services provide significant additional value and benefits.

Strawberries remain Santa Cruz County's leading crop, with an estimated value of \$278,861,000 on approximately 2,730 planted acres. Their gross production value increased approximately 27% from 2024, driven by increases in acreage and tons harvested. Blackberries remained a leading agricultural commodity in 2025, with an estimated value of \$106,420,000 on 1,240 planted acres. Production totaled approximately 14,760 tons, up from 13,090 tons in 2024, while production value increased approximately 3.7%. Raspberries fared less strongly, with an estimated production value of \$104,969,000, a decrease of approximately 15% from 2024. Berries overall – strawberries, raspberries, and blackberries – generated \$490,250,000 in 2025, representing approximately 64% of the County's total gross production value.

Among other commodities, nursery stock, cut flowers, and greenery saw an overall 5% decrease, along with a slight reduction in acreage. Brassicas, including broccoli and Brussels sprouts, continue to maintain market popularity on the Central Coast. Broccoli had a strong year, with planted acreage increasing 20% and production value reaching \$8,275,000. Brussels sprouts came in at just over \$10 million. These gains were offset by declines in other commodities, including lettuce – iceberg, romaine, and leaf – which experienced decreases in both acreage and value compared with 2024.

The County's Weights & Measures Program is also an important part of our office's work and plays a vital role in protecting consumers and ensuring fairness in the marketplace. As highlighted in this year's report, the program helps maintain confidence in commercial transactions by ensuring that measurements used in buying and selling goods are accurate and equitable. We are proud of the work our Weights & Measures staff do each day to uphold these standards throughout Santa Cruz County.

Special thanks to my dedicated staff for their hard work compiling this report, and to the growers and ranchers of Santa Cruz County who generously and voluntarily provided their valuable data. This report would not be possible without their continued support and cooperation.

David Sanford

David Sanford
Agricultural Commissioner
Sealer of Weights & Measures

**SANTA CRUZ COUNTY
AGRICULTURAL COMMISSIONER
SEALER OF WEIGHTS & MEASURES
DIRECTOR OF MOSQUITO & VECTOR CONTROL**

**Agricultural Commissioner,
Sealer of Weights & Measures
Director of Mosquito & Vector Control**
David Sanford

Deputy Agricultural Commissioners / Sealers
*Graham Hunting
Andrew Kimura
Walter Mayeda*

Assistant Vector Control Manager
Amanda Poulsen

Agricultural / Weights & Measures Inspectors
*Sammy Elizondo | Amanda Espindola
Brian Kwong | Georgia Osburn
Andrew Salazar | Richard Schreiber
Christine Smith | John Waldron
Kacy Wentzel*

Agricultural Biologist Aides
*David Robles | Antonio Cuevas-Ramirez
Alfredo Vargas | Jillian Clavette
Anthony Blessie*

Vector Ecologist
Emma McDonough

Vector Control Specialists
*Stephen Bowling | Michael Pini
Weslyn Ramaekers | Liam Ruff
Nader Sidhom*

Administrative Support Staff
*Michelle Garcia, Sr. Accounting Technician
Rosemary Velez, Receptionist*

Santa Cruz County Sealer of Weights & Measures Program



Weights & Measures ensures equity in virtually every commercial transaction where a commodity is sold by weight, measure, count, or price. As the County Sealer of Weights and Measures, the Agricultural Commissioner's Office enforces California laws and regulations designed to ensure that consumers receive what they pay for and maintain a level playing field for businesses. Inspectors test and seal commercial weighing and measuring devices—including grocery store scales, deli scales, truck scales, fuel dispensers, propane meters, and utility meters to name a few. Our department conducts thousands of inspections each year. When a device passes our inspection, we place a seal signifying the device is compliant with Weights & Measures laws and regulations.



The program also goes beyond checking weighing and measuring devices. Inspectors also have the authority to verify the net contents and labeling of packaged products, check the accuracy of advertised prices at retail establishments, enforce proper labeling of petroleum products and fuel advertising, and oversee licensed weighmaster activities. In an agricultural community such as Santa Cruz County, this work is especially important: from a grower selling produce by weight to a consumer purchasing fruits and vegetables, everyone benefits when the measurement is accurate and trustworthy. The program's fundamental purpose is ensuring "equity in the marketplace."



In simple terms, **the County Sealer of Weights & Measures is the independent third party between the buyer and the seller.** When a customer buys a pound of produce, fills a vehicle with gallons of gasoline, purchases a packaged product, or pays for a commodity, the role of the Weights & Measures Program is to provide public trust in the transaction and to investigate complaints or concerns. That quiet oversight helps maintain consumer confidence while giving Santa Cruz County businesses assurance that competitors are operating under the same standards.

BERRY CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BLACKBERRY	2025	1,240	11.90	14,760	\$7,210	\$106,420,000
	2024	1,310	9.99	13,090	\$7,840	\$102,626,000
RASPBERRY	2025	1,380	9.25	12,770	\$8,220	\$104,969,000
	2024	1,440	9.02	12,990	\$9,590	\$124,574,000
STRAWBERRY	2025	2,730	39.90	108,930	\$2,560	\$278,861,000
	2024	2,640	33.17	87,570	\$2,500	\$218,925,000
TOTAL BERRY	2025	5,350				\$490,250,000
	2024	5,390				\$446,129,000

OTHER FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
APPLES, FRESH & PROCESSED	2025	1,610	20.68	33,290	\$420	\$13,982,000
	2024	1,790	18.33	32,810	\$406	\$13,321,000
WINE GRAPES	2025	524	2.77	1,450	\$3,149	\$4,566,000
	2024	600	2.38	1,430	\$4,012	\$5,737,000
MISC. FRUIT*	2025	83				\$565,000
	2024	180				\$529,000
TOTAL OTHER FRUIT	2025	2,217				\$19,113,000
	2024	2,570				\$19,587,000
TOTAL FRUIT & BERRY CROPS	2025	7,567				\$509,363,000
	2024	7,960				\$465,712,000

*Miscellaneous berries, tree and vine fruit includes boysenberries, blueberries, olallieberries, apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes, and walnuts.

VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BROCCOLI	2025	805	7.50	6,040	\$1,370	\$8,275,000
	2024	671	7.39	4,960	\$1,010	\$5,010,000
BRUSSELS SPROUT	2025	533	9.82	5,230	\$1,970	\$10,303,000
	2024	446	11.65	5,200	\$1,720	\$8,944,000
LETTUCE, HEAD	2025	1,320	19.48	25,700	\$430	\$11,051,000
	2024	1,540	18.85	29,030	\$523	\$15,183,000
LETTUCE, LEAF & ROMAINE	2025	1,270	11.49	14,600	\$630	\$9,198,000
	2024	1,690	12.88	21,770	\$560	\$12,191,000
MISC. VEGETABLES*	2025	2,610				\$43,625,000
	2024	2,510				\$56,541,000
TOTAL	2025	6,538				\$82,452,000
	2024	6,857				\$97,869,000

*Miscellaneous Vegetables includes artichokes, beans, beets, cabbage, cauliflower, celery, chard, chicory, collards, cucumbers, herbs, kale, leeks, mushrooms, mustard, peas, pumpkins, radicchio, spinach, squash, vegetable seed, and other vegetables.

NURSERY CROPS

CROP	YEAR	ACRES	TOTAL VALUE
CUT FLOWERS & CUT GREENS*	2025	208	\$7,539,000
	2024	198	\$7,196,000
NURSERY STOCK**	2025	507	\$146,262,000
	2024	550	\$155,252,000
TOTAL	2025	715	\$153,801,000
	2024	748	\$162,448,000

*Cut Flowers and Cut Greens includes field and greenhouse production.

**Nursery Stock includes the categories: Indoor Potted Plants, Landscape Plants, Transplants and Christmas Trees.

POULTRY, LIVESTOCK & ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
TOTAL POULTRY, LIVESTOCK & ANIMAL PRODUCTS*	2025	\$11,796,000
	2024	\$9,555,000



*Animal products include honey and eggs.

TIMBER

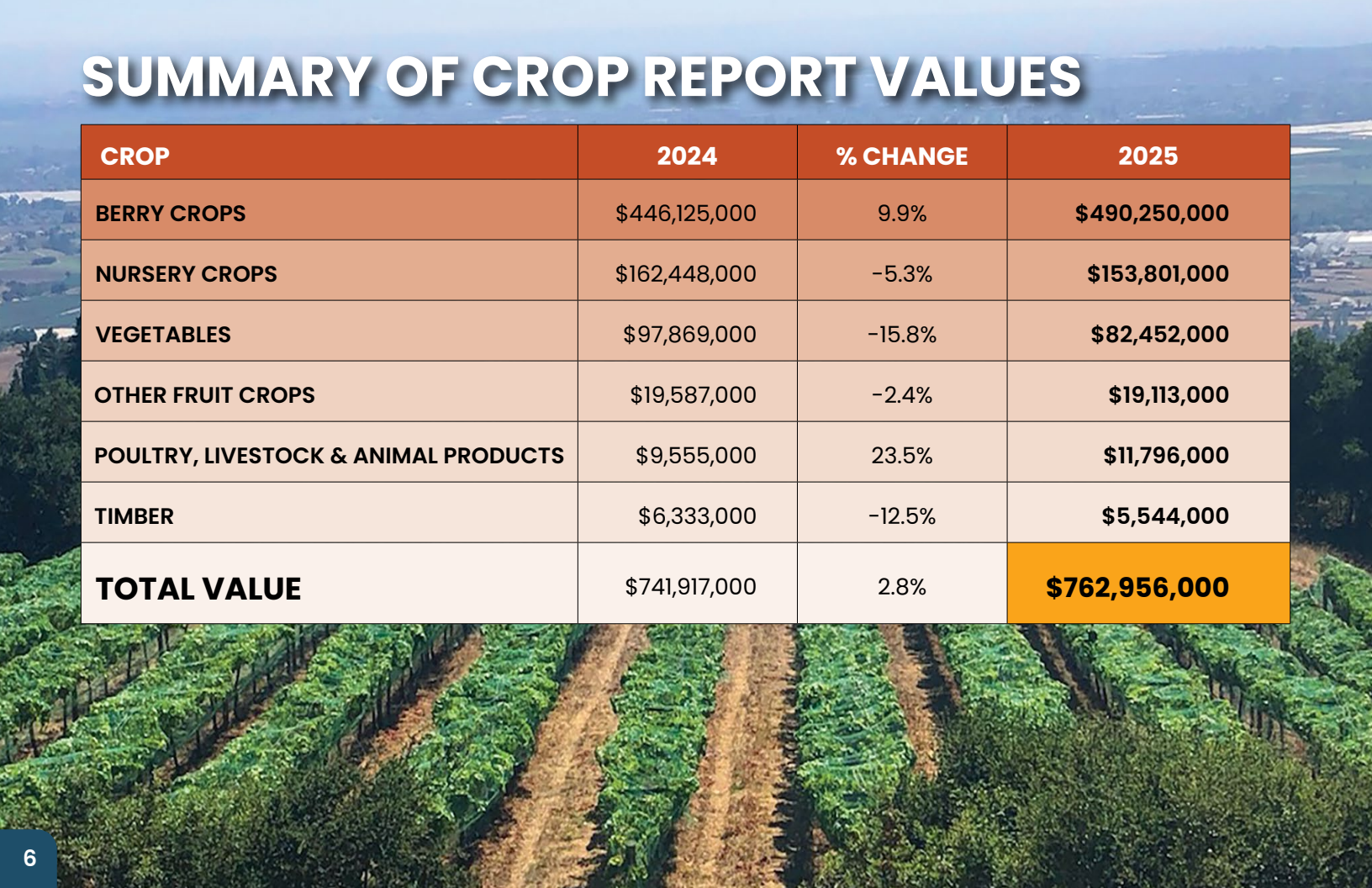
CROP	YEAR	PRODUCTION (MFB) THOUSAND BOARD FEET	TOTAL VALUE
TIMBER	2025	9,400	\$5,544,000
	2024	10,200	\$6,333,000



Data are from harvest reports prepared by taxpayers for payment of the Timber Yield Tax. Board feet are the quantity of timber cut and scaled. Miscellaneous products including all hardwoods, Christmas trees, fuelwood, poles and pilings, and split products are generally not measured in net board feet. Value of the timber immediately before cutting. Source: California Department of Tax and Fee Administration

SUMMARY OF CROP REPORT VALUES

CROP	2024	% CHANGE	2025
BERRY CROPS	\$446,125,000	9.9%	\$490,250,000
NURSERY CROPS	\$162,448,000	-5.3%	\$153,801,000
VEGETABLES	\$97,869,000	-15.8%	\$82,452,000
OTHER FRUIT CROPS	\$19,587,000	-2.4%	\$19,113,000
POULTRY, LIVESTOCK & ANIMAL PRODUCTS	\$9,555,000	23.5%	\$11,796,000
TIMBER	\$6,333,000	-12.5%	\$5,544,000
TOTAL VALUE	\$741,917,000	2.8%	\$762,956,000



CROP VALUE OVERVIEW

STRAWBERRY
\$278,861,000

NURSERY STOCK
\$146,262,000

BLACKBERRY
\$106,420,000

RASPBERRY
\$104,969,000

MISC. VEGETABLES
\$43,625,000

LETTUCE HEAD & LEAF
\$20,249,000

APPLE
\$13,982,000

POULTRY, LIVESTOCK & ANIMAL PRODUCTS
\$11,796,000

BRUSSELS SPROUT
\$10,303,000

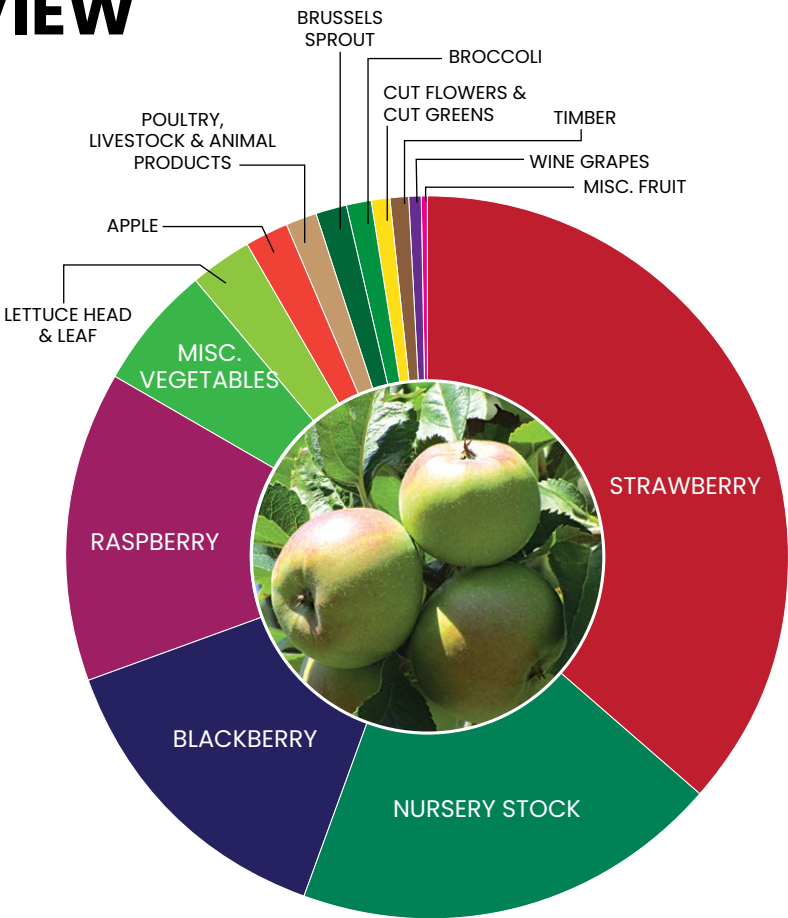
BROCCOLI
\$8,275,000

CUT FLOWERS & CUT GREENS
\$7,539,000

TIMBER
\$5,544,000

WINE GRAPES
\$4,566,000

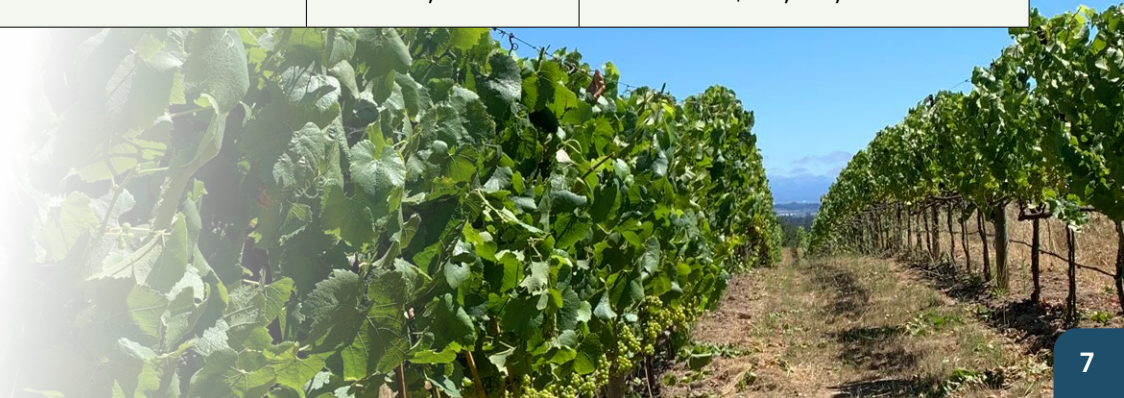
MISC. FRUIT
\$565,000



ORGANIC FARMING

Organic figures represent approximate acres, operations and values registered with the State Organic Program in Santa Cruz County

YEAR	# OPERATIONS	ACRES	VALUE
2025	146	6,174	\$143,940,000
2024	138	7,057	\$142,590,000
2023	134	9,287	\$147,612,000
2022	128	8,011	\$118,375,000
2021	130	7,118	\$110,310,000



EXPORT COMMODITIES *of Santa Cruz County*

Beets
Blackberry
Blueberry
Broccoli
Brussels Sprout
Cabbage
Carrot
Cauliflower
Celery
Chard
Cilantro
Collards
Cut Flowers & Greenery
Frisee
Kale

Leek
Lettuce
Nursery Plants
Parsley
Radish
Raspberry
Red Cabbage
Romaine Lettuce
Root Material
Savoy Cabbage
Seeds
Spinach
Strawberry
Transplants

EXPORT TRADE PARTNERS *of Santa Cruz County*

Country	Phytosanitary Certificates Issued
 Mexico	1,156
 Japan	560
 Canada	308
 Netherlands	26
 Peru	19
 Philippines	16
 Australia	<10

Country	Phytosanitary Certificates Issued
 Chile	<10
 China	<10
 Colombia	<10
 France	<10
 Germany	<10
 Indonesia	<10
 New Zealand	<10

Country	Phytosanitary Certificates Issued
 Portugal	<10
 South Africa	<10
 Spain	<10
 Thailand	<10
 United Kingdom	<10

Total Export Certificates 2,120

