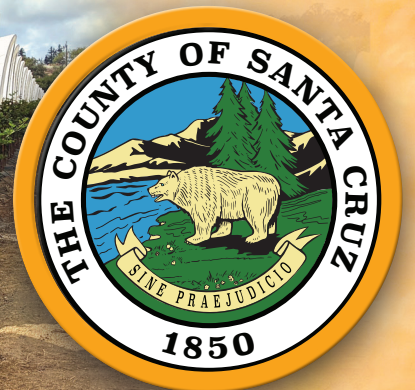


2024 CROP REPORT

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

FELIPE HERNANDEZ

4th District, Chair

MANU KOENIG

1st District

KIMBERLY DE SERPA

2nd District

JUSTIN CUMMINGS

3rd District

MONICA MARTINEZ

5th District

I am pleased to present the 2024 Crop Report for Santa Cruz County pursuant to Sections 2272 and 2279 of the California Food and Agricultural Code. The total estimated gross production value of Santa Cruz County agricultural commodities for 2024 is \$741,917,000, an increase of 13.3% from 2023. Gross production yield and value are influenced by factors such as weather, labor, and the marketplace.

As always, it is important to note that figures presented in this report are gross values and do not include costs incurred by growers such as but not limited to, labor, land preparation, irrigation, integrated pest management, transportation, harvest, cooling, marketing, and regulatory costs. These figures also do not reflect the total contribution of agriculture to the economy of Santa Cruz County; farm employment and other farm-related services add significant value and benefits to the local economy.

Strawberries remain the number one crop in Santa Cruz County with an estimated value of \$218,925,000 on approximately 2,640 planted acres. Although price remained relatively steady, the total gross production value for strawberries increased by approximately 18% compared to 2023, due to an increase in acreage and tons harvested. Production and acreage increases were attributable to growers alternating or converting more acres to berry crops and a long growing season. Berries overall (strawberries, raspberries and blackberries) represent 60 percent of the total gross production value for the County.

We also saw increases in nursery crops and vegetable production in 2024 by about 12% and 8% respectively compared to 2023. Nursery crops (nursery stock, cut flowers, and cut greens) had a good year with a gross value of \$162,448,000 in 2024, while vegetable crops saw an 8% increase to \$97,869,000. Apples saw a bump in both harvested tons per acre and in price per ton in 2024, with an increase in production value of approximately 12%, at \$13,321,000. Wine grapes held fairly steady at 600 acres in production and a value of \$5,737,000.

Blackberries are featured on the cover of this year's report. Often grown under tunnel-houses around the Watsonville and the Pajaro Valley areas, blackberry production has seen a steady increase in the county for the last several years, reaching 1,310 planted acres in 2024.

Special thanks to my dedicated staff for their hard work in 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 | David George
Brian Kwong | Georgia Osburn
Andrew Salazar | Richard Schreiber
Christine Smith | Alberto Vinuela
Kacy Wentzel*

Agricultural Biologist Aides
*Richard Gonzalez-Garcia | Joseph Hollenkamp
Ana Orloff | David Robles*

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*

In Memoriam

Steve Driscoll

In February 2025, we mourned the loss of Steven Driscoll—a cherished friend, a respected colleague, and a steadfast member of our department. During seventeen years of dedicated service to the citizens of Santa Cruz County, Steve embodied the very highest ideals of public service with integrity and grace. His absence leaves a void deeply felt by all who were fortunate enough to know and work alongside him.



Steve possessed a rare blend of creativity, intellect, humility, and warmth—qualities anchored by an unshakable work ethic. These attributes made him not only an invaluable member of the Mosquito & Vector Control Division (MVC) but also a treasured collaborator and friend. His contributions were instrumental during some of MVC's most pivotal years, as he consistently introduced innovative ideas and approaches that elevated the quality and effectiveness of our work.

Above all, Steve's heart was dedicated to the service of others, whether in advancing community well-being or uplifting those around him. His legacy endures as a testament to compassion, dedication, and exemplary public service, inspiring all who follow in his footsteps.



BERRY CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BLACKBERRY	2024	1,310	9.99	13,090	\$7,840	\$102,626,000
	2023	1,242	10.25	12,731	\$6,622	\$84,305,000
RASPBERRY	2024	1,440	9.02	12,990	\$9,590	\$124,574,000
	2023	1,648	8.11	13,365	\$8,600	\$114,939,000
STRAWBERRY	2024	2,640	33.17	87,570	\$2,500	\$218,925,000
	2023	2,363	31.43	74,269	\$2,489	\$184,856,000
TOTAL BERRY CROP	2024	5,390				\$446,125,000
	2023	5,253				\$384,100,000

OTHER FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
APPLES, FRESH & PROCESSED	2024	1,790	18.33	32,810	\$406	\$13,321,000
	2023	1,879	15.92	29,914	\$397	\$11,876,000
WINE GRAPES	2024	600	2.38	1,428	\$4,012	\$5,737,000
	2023	662	2.53	1,675	\$3,345	\$5,603,000
MISC. FRUIT*	2024	180				\$529,000
	2023	169				\$375,000
TOTAL APPLE, GRAPES & MISC. FRUIT	2024	2,570				\$19,587,000
	2023	2,710				\$17,854,000

*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	2024	671	7.39	4,960	\$1,010	\$5,010,000
	2023	528	10.35	5,465	\$839	\$4,585,000
BRUSSELS SPROUT	2024	446	11.65	5,200	\$1,720	\$8,944,000
	2023	756	10.1	7,636	\$1,380	\$10,538,000
LETTUCE, HEAD	2024	1,540	18.85	29,030	\$523	\$15,183,000
	2023	1,593	20.26	32,274	\$449	\$14,491,000
LETTUCE, LEAF & ROMAINE	2024	1,690	12.88	21,770	\$560	\$12,191,000
	2023	1,660	12.75	21,165	\$522	\$11,048,000
MISC. VEGETABLES*	2024	2,510				\$56,541,000
	2023	2,393				\$50,326,000
TOTAL VEGETABLES	2024	6,857				\$97,869,000
	2023	6,930				\$90,988,000

*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*	2024	198	\$7,196,000
	2023	239	\$17,418,000
NURSERY STOCK**	2024	550	\$155,252,000
	2023	553	\$128,072,000
TOTAL NURSERY	2024	748	\$162,448,000
	2023	792	\$145,490,000

*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*	2024	\$9,555,000	
	2023	\$8,379,000	

*Animal products include honey and eggs.

TIMBER

CROP	YEAR	PRODUCTION (MFB) THOUSAND BOARD FEET	TOTAL VALUE
TIMBER	2024	10,200	\$6,333,000
	2023	13,400	\$7,899,000

SUMMARY OF CROP REPORT VALUES

CROP	2023	% CHANGE	2024
BERRY CROPS	\$384,100,000	16.1%	\$446,125,000
NURSERY CROPS	\$145,490,000	11.7%	\$162,448,000
VEGETABLES	\$90,988,000	7.6%	\$97,869,000
OTHER FRUIT CROPS	\$17,854,000	9.7%	\$19,587,000
POULTRY, LIVESTOCK & ANIMAL PRODUCTS	\$8,379,000	14.0%	\$9,555,000
TIMBER	\$7,899,000	-19.8%	\$6,333,000
TOTAL VALUE	\$654,710,000	13.3%	\$741,917,000

CROP VALUE OVERVIEW

STRAWBERRY
\$218,925,000

NURSERY STOCK
\$155,252,000

RASPBERRY
\$124,574,000

BLACKBERRY
\$102,626,000

MISC. VEGETABLES
\$56,541,000

LETTUCE HEAD & LEAF
\$27,374,000

APPLE
\$13,321,000

POULTRY, LIVESTOCK & ANIMAL PRODUCTS
\$9,555,000

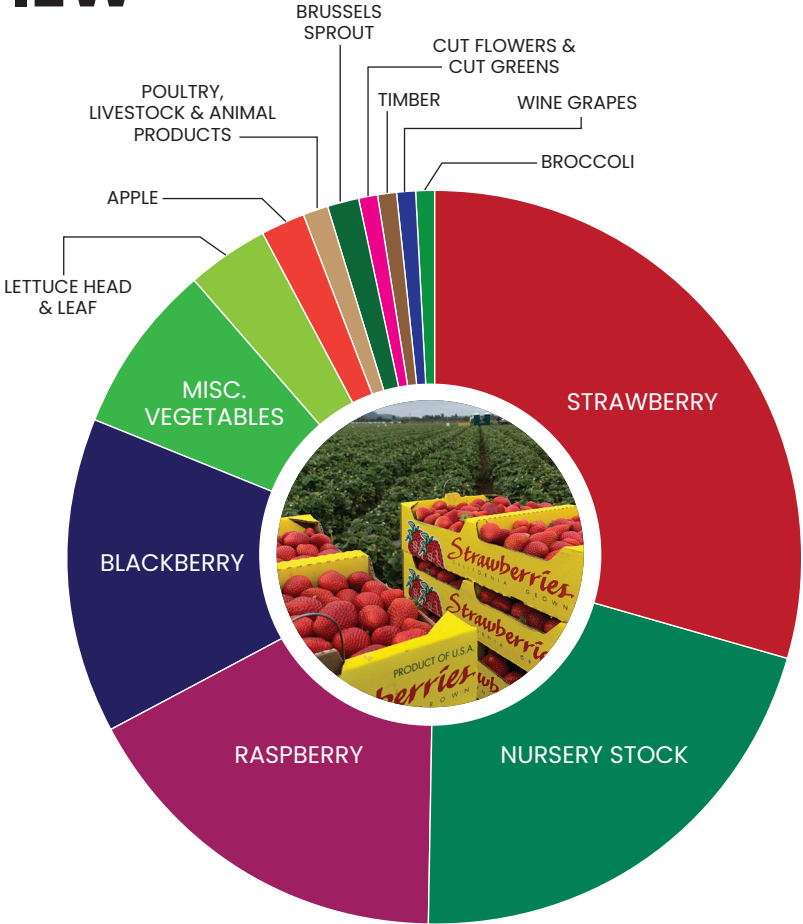
BRUSSELS SPROUT
\$8,944,000

CUT FLOWERS & CUT GREENS
\$7,196,000

TIMBER
\$6,333,000

WINE GRAPES
\$5,737,000

BROCCOLI
\$5,010,000

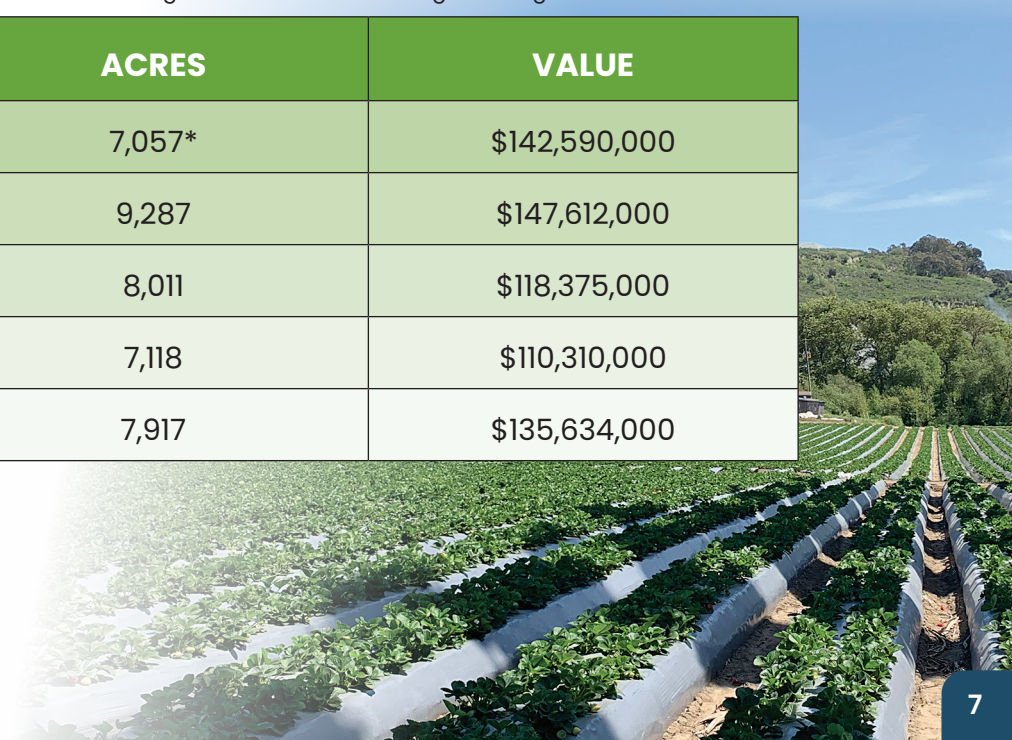


ORGANIC FARMING

There are approximately 160 registered organic operations in Santa Cruz County.
The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2024	7,057*	\$142,590,000
2023	9,287	\$147,612,000
2022	8,011	\$118,375,000
2021	7,118	\$110,310,000
2020	7,917	\$135,634,000

*Reduction in registered organic pasture



EXPORT COMMODITIES *of Santa Cruz County*

Blackberry	Kale
Blueberry	Komatsuna
Broccoli	Leek
Brussels Sprout	Nursery Plants
Cabbage	Parsley
Carrot	Radish
Cauliflower	Raspberry
Chinese Broccoli	Red Cabbage
Choy Sum	Romanesco Broccoli
Collards	Savoy Cabbage
Cut Flowers & Greenery	Strawberry
Daikon Radish	

EXPORT TRADE PARTNERS *of Santa Cruz County*

Country	Phytosanitary Certificates Issued	Country	Phytosanitary Certificates Issued	Country	Phytosanitary Certificates Issued
 Mexico	962	 China	<10	 Peru	<10
 Canada	823	 Colombia	<10	 Portugal	<10
 Japan	642	 France	<10	 South Africa	<10
 Germany	38	 Guatemala	<10	 Spain	<10
 Netherlands	35	 India	<10	 The Rep. of Korea	<10
 Philippines	20	 Indonesia	<10	 United Kingdom	<10
 Australia	<10	 Kuwait	<10		
 Chile	<10	 New Zealand	<10		
				Total Export Certificates	2,562

