

# SANTA CRUZ COUNTY 2014 CROP REPORT



# County of Santa Cruz



## OFFICE OF THE AGRICULTURAL COMMISSIONER

**MARY LOU NICOLETTI**  
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

Greg Caput,	4th District, Chair
John Leopold	1st District
Zach Friend	2nd District
Ryan Coonerty	3rd District
Bruce McPherson	5th District

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the 2014 Crop Report for Santa Cruz County. The report represents estimated acreage, yield, and gross value of agricultural products in Santa Cruz County.

The total gross production value of Santa Cruz County agricultural commodities for 2014 was \$616,456,000. This is a 2.86% increase of \$17,188,000 above the 2013 production value of \$599,268,000. The overall acreage in the county devoted to agriculture remained largely unchanged from 2013.

Crop values, acreage, and yield vary from year to year and are influenced by many factors including weather, labor, market demand and crop rotation. Overall production values remain high because of exceptionally fertile soil, a climate that allows for year around production, and consumer demand for high value crops. Many value-added and organically produced commodities are grown in this region. The figures presented are gross values and do not represent net profit or loss. They also do not reflect the total contribution of agriculture to the economy of Santa Cruz County. Processing, transportation, marketing, employment, and other farm-related services significantly multiply the reported gross production values to benefit the local economy.

Santa Cruz County, unlike other parts of California, does not depend upon delivered water. Our growers rely upon the underground aquifer and are very aware of the fragile nature of this resource. Growers use drip irrigation when possible. Many growers employ sophisticated technology to monitor soil moisture to ensure efficient use and timing of irrigation.

I would like to express my sincere appreciation to all of the farmers, ranchers, boards, commissions, and agencies who contributed vital data without which this report would not be possible, as well as to my staff for their dedication to compiling and producing the 2014 Santa Cruz County Crop Report.

Respectfully submitted,

A handwritten signature in cursive script that reads 'Mary Lou Nicoletti'.

Mary Lou Nicoletti, Agricultural Commissioner

## **STAFF MEMBERS - 2014**

### **Agricultural Commissioner, Sealer of Weights & Measures Director of Mosquito and Vector Control**

*Mary Lou Nicoletti*

#### **Deputy Agricultural Commissioner**

*Pamela Cassar*

*Juan Hidalgo*

#### **Assistant Vector Control Manager**

*Paul Binding*

#### **Agricultural Weights & Measures Inspector**

*Prabhot Brar*

*Tony Dennis*

*Shane DeVine*

*David George*

*Hilda Haro*

*Renee Inlow*

*Andrew Kimura*

*Walter Mayeda*

*Benito Mendoza II*

*Jason Perez*

*Alberto Vinuela*

#### **Vector Control Specialist**

*Melanie Benedetti*

*Steve Driscoll*

*Jacob Jones*

*Nader Sidhom*

*Ray Travers*

#### **Agricultural Biologist Aide**

*Jeffrey Dufour*

*Don Harris*

*Bryan Kriete*

*Vanessa Lane*

*Russell Lerner*

*Raymond Schmidt*

#### **Administrative Support Staff**

*Robert Fernando, Sr. Accounting Technician*

*Lori Herschfelt, Senior Account Clerk*

*Rosemary Velez, Receptionist*

SANTA CRUZ COUNTY

**FRUIT CROPS**

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2014</b>	<b>3,298</b>	<b>30.34</b>	<b>100,061</b>	<b>\$2,280</b>	<b>\$228,140,000</b>
	2013	3,324	31.18	103,642	\$1,947	\$201,792,000
<b>RASPBERRIES</b>	<b>2014</b>	<b>2,418</b>	<b>9.96</b>	<b>24,083</b>	<b>\$5,453</b>	<b>\$131,326,000</b>
	2013	2,633	9.64	25,382	\$5,996	\$152,191,000
<b>BLACKBERRIES</b>	<b>2014</b>	<b>813</b>	<b>6.19</b>	<b>5,032</b>	<b>\$6,956</b>	<b>\$35,006,000</b>
	2013	790	6.44	5,088	\$6,671	\$33,939,000
<b>MISC. BERRIES**</b>	<b>2014</b>	<b>91</b>				<b>\$1,359,000</b>
	2013	84				\$2,164,000
<b>TOTAL BERRIES</b>	<b>2014</b>	<b>6,620</b>				<b>\$395,831,000</b>
	2013	6,831				\$390,086,000



<b>APPLES, FRESH AND PROCESSED</b>	<b>2014</b>	<b>2,048</b>	<b>18.25</b>	<b>37,376</b>	<b>\$292</b>	<b>\$10,914,000</b>
	2013	2,128	19.90	42,347	\$281	\$11,900,000
<b>WINE GRAPES</b>	<b>2014</b>	<b>654</b>	<b>2.56</b>	<b>1,674</b>	<b>\$2,914</b>	<b>\$4,879,000</b>
	2013	656	2.71	1,778	\$2,588	\$4,601,000
<b>MISC. TREE AND VINE FRUIT***</b>	<b>2014</b>	<b>292</b>				<b>\$381,000</b>
	2013	292				\$278,000
<b>TOTAL APPLE, WINE AND MISC. FRUIT***</b>	<b>2014</b>	<b>2,994</b>				<b>\$16,174,000</b>
	2013	3,076				\$16,779,000

\*\*Miscellaneous Berries includes boysenberry, blueberries, currants, loganberry and ollalieberries.

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

# SANTA CRUZ COUNTY

## VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>BRUSSELS SPROUTS</b>	<b>2014</b>	<b>1,117</b>	<b>10.29</b>	<b>11,494</b>	<b>\$986</b>	<b>\$11,333,000</b>
	2013	1,104	11.19	12,354	\$1,178	\$14,553,000
<b>LETTUCE, HEAD</b>	<b>2014</b>	<b>1,473</b>	<b>18.51</b>	<b>27,265</b>	<b>\$285</b>	<b>\$7,771,000</b>
	2013	1,571	19.50	30,635	\$242	\$7,414,000
<b>LETTUCE, LEAF</b>	<b>2014</b>	<b>1,804</b>	<b>14.37</b>	<b>25,923</b>	<b>\$448</b>	<b>\$11,614,000</b>
	2013	1,659	13.78	22,861	\$454	\$10,379,000
<b>MISC. VEGETABLES**</b>	<b>2014</b>	<b>3,006</b>				<b>\$41,443,000</b>
	2013	2,827				\$41,819,000
<b>TOTAL VEGETABLES</b>	<b>2014</b>	<b>7,400</b>				<b>\$72,161,000</b>
	2013	7,161				\$74,165,000

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



# SANTA CRUZ COUNTY

## NURSERY CROPS

CROP	YEAR	ACRES	TOTAL VALUE
<b>CUT FLOWERS &amp; CUT GREENS*</b>	<b>2014</b>	<b>329</b>	<b>\$42,320,000</b>
	2013	368	\$33,734,000
<b>NURSERY STOCK**</b>	<b>2014</b>	<b>676</b>	<b>\$77,370,000</b>
	2013	808	\$74,138,000

\*Cut flowers and cut greens includes field and greenhouse production.

\*\*Nursery stock includes the categories: Indoor Potted Plants, Landscape Plants and Other Plants.  
(Other plants include farm stock and Christmas trees.)

<b>TOTAL NURSERY</b>	<b>2014</b>	<b>1,005</b>	<b>\$119,690,000</b>
	2013	1,176	\$107,872,000



SANTA CRUZ COUNTY

**LIVESTOCK AND ANIMAL PRODUCTS**

CROP	YEAR	TOTAL VALUE
<b>TOTAL LIVESTOCK AND PRODUCTS*</b>	<b>2014</b>	<b>\$7,338,000</b>
	2013	\$6,932,000

\*livestock and products includes cattle, sheep, goats, llamas, ostriches, chickens, honey, mik and eggs.



**TIMBER**

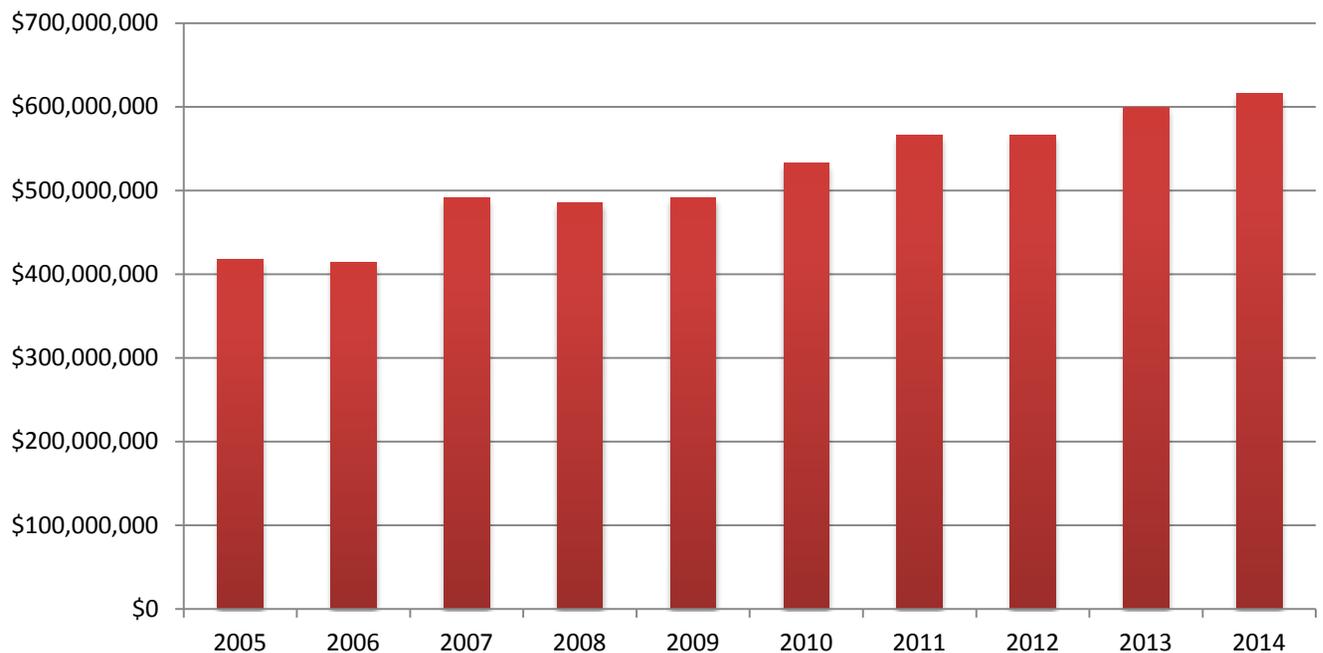
CROP	YEAR	Production (MILLION BOARD FEET)	TOTAL VALUE
<b>TIMBER</b>	<b>2014</b>	<b>11,048</b>	<b>\$5,262,000</b>
	2013	7,828	\$3,434,000
<b>TOTAL TIMBER</b>	<b>2014</b>	<b>11,048</b>	<b>\$5,262,000</b>
	2013	7,828	\$3,434,000

SANTA CRUZ COUNTY

**SUMMARY OF CROP REPORT VALUES**

CROP	2013	2014
<b>STRAWBERRIES, RASPBERRIES AND OTHER BERRIES</b>	\$390,086,000	<b>\$395,831,000</b>
<b>NURSERY CROPS</b>	\$107,872,000	<b>\$119,690,000</b>
<b>VEGETABLES</b>	\$74,165,000	<b>\$72,161,000</b>
<b>APPLES, WINE GRAPES AND OTHER TREE AND VINE FRUIT</b>	\$16,779,000	<b>\$16,174,000</b>
<b>LIVESTOCK AND ANIMAL PRODUCTS</b>	\$6,932,000	<b>\$7,338,000</b>
<b>TIMBER</b>	\$3,434,000	<b>\$5,262,000</b>
<b>TOTAL VALUE</b>	\$599,268,000	<b>\$616,456,000</b>

**Ten Year Progression in Yearly Total Value**

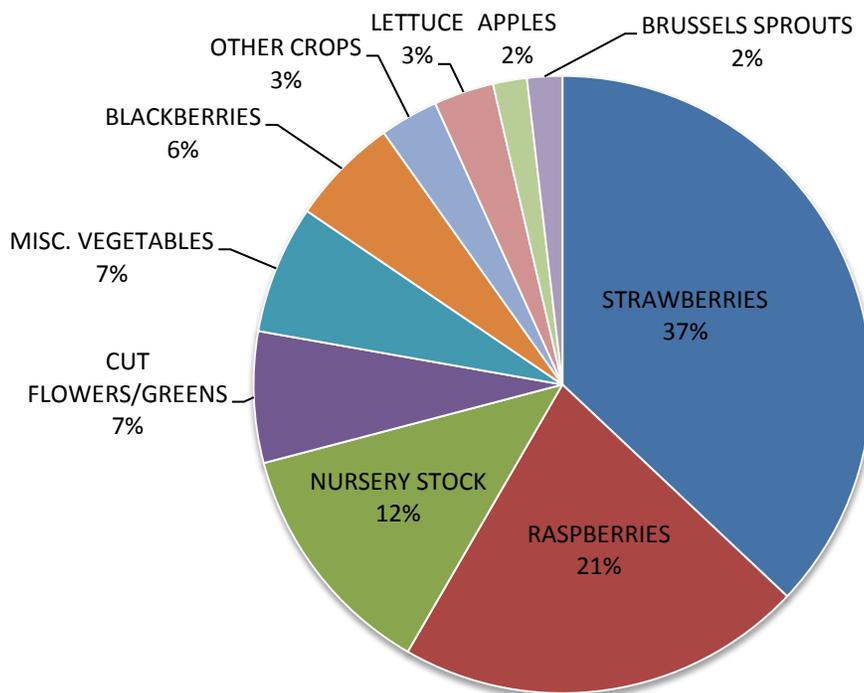


# SANTA CRUZ COUNTY

## MILLION DOLLAR CROPS

STRAWBERRIES	\$228,140,000
RASPBERRIES	\$131,326,000
NURSERY STOCK	\$77,370,000
CUT FLOWERS & CUT GREENS	\$42,320,000
MISC. VEGETABLES	\$41,443,000
BLACKBERRIES	\$35,006,000
LETTUCE, HEAD & LEAF	\$19,385,000
BRUSSELS SPROUTS	\$11,333,000
APPLES	\$10,914,000
LIVESTOCK AND ANIMAL PRODUCTS	\$7,338,000
TIMBER	\$5,262,000
WINE GRAPES	\$4,879,000
MISC. BERRIES	\$1,359,000

### 2014 Santa Cruz County Million Dollar Crops



## SANTA CRUZ COUNTY

# ORGANIC FARMING

There are more than 100 organic growers in Santa Cruz County with over 4,000 acres in organic crops. The figures below represent approximate acres and values registered with the State Organic Program.

Year	Acres	Value
2014	4,058	\$118,872,000
2013	4,060	\$90,033,000
2012	3,500	\$65,000,000
2011	3,500	\$27,000,000
2010	2,800	\$26,100,000

# WEIGHTS AND MEASURES

The Weights and Measures Division provides protection to consumers and industry by ensuring the accuracy of weighing and measuring devices, verifying the quantity of packaged commodities and enforcing labeling and advertising standards for many petroleum products. The Division has four primary program areas: quantity control, which includes inspection of packaged commodities, price verification surveys and test purchases; weighing and measuring device inspections; petroleum product quality and advertising inspections, and weighmaster inspections. In 2014 Weights and Measures inspectors performed over 5,000 device inspections and numerous audits. In addition, Weights and Measures inspectors addressed various complaints from our community regarding item price overcharges in the market place and concerns regarding inaccurate devices.



*Various tools used by Weights and Measures inspectors to test the accuracy of weighing and measuring devices in the market place.*

# SANTA CRUZ COUNTY

## EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers  
Assorted Cut Greens  
Assorted Nursery Plants  
Apple  
Arugula  
Bean  
Beet  
Bell pepper  
Blackberry  
Blueberry  
Bok Choy  
Broccoli  
Brussels Sprouts  
Cabbage  
Carrot  
Cauliflower

Celery Root  
Celery  
Chard  
Cilantro  
Collards  
Cucumber  
Dandelion  
Dill  
Eggplant  
Endive  
Escarole  
Fennel  
Frissee  
Raw Herb Tea in bulk  
Kale  
Leaf Lettuce

Leek  
Lettuce  
Mustard  
Napa Cabbage  
Parsley  
Pepper  
Radicchio  
Radish  
Radish  
Raspberry  
Rutabaga  
Spinach  
Squash  
Strawberry  
Tomato  
Turnip

## EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Aruba  
Australia  
Bahamas  
Canada  
Chile  
Costa Rica  
Germany

Jamaica  
Japan  
Mexico  
Morocco  
Netherlands  
New Zealand  
Peru

Portugal  
Qatar  
South Africa  
Spain  
Trinidad and Tobago  
United Kingdom

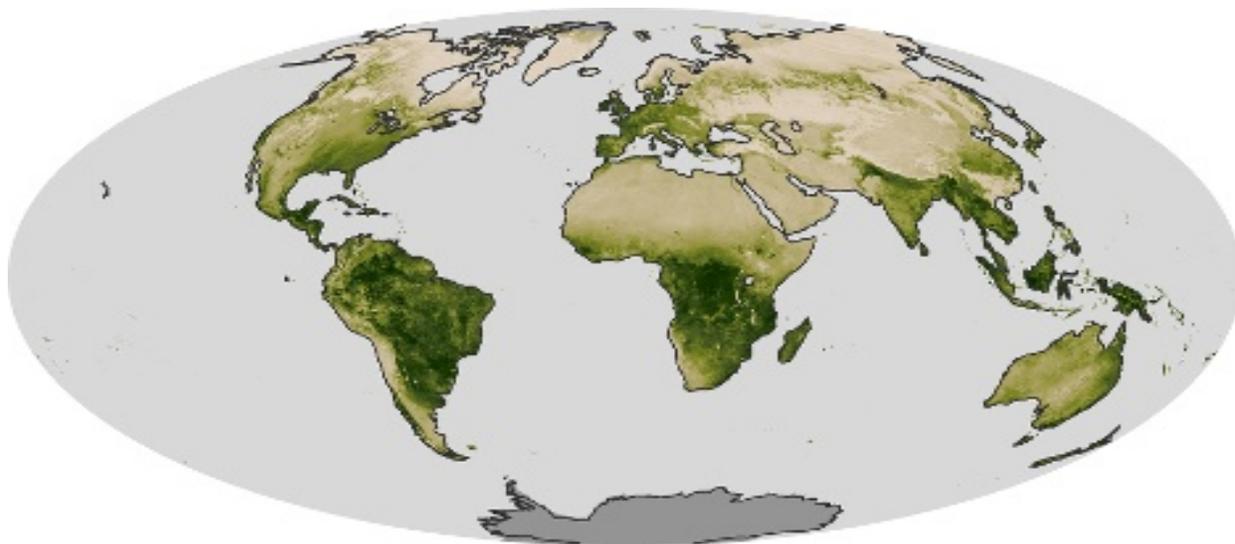


Image by NASA

SANTA CRUZ COUNTY

QUARANTINE REJECTIONS

Markings- Intrastate.....	4
Markings - Interstate.....	141
Imported Fire Ant.....	7
Japanese Beetle.....	7
Citrus Pests.....	2
Citrus Canker.....	2
Burrowing and Reniform Nematodes.....	8
Peach Tree Diseases.....	1
Cereal Leaf Beetle.....	1
Colorado Potato Beetle.....	1
Ozonium Root Rot.....	2
European Pine Shoot Moth.....	1
Persimmon Root Borer.....	1
Cherry Fruit Fly.....	1
Pierce's Disease.....	1
Total Number of Rejections.....	180
(Post Office = 5)	
(UPS = 155)	
(Fed Ex = 12)	
(Incoming Truck = 8)	
Shipments Destroyed	136
Shipments Returned	3
Shipments Inspected and Released	41

# SANTA CRUZ COUNTY

## PEST EXCLUSION

### Interceptions

#### A-rated pest interceptions

Diaspididae Pseudaulacaspis cockerelli (False Oleander Scale)	1
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<b>Total A-rated pests intercepted</b>	<b>1</b>
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#### Q-rated pest interceptions

Diaspididae	94
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Thripidae	1
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Coccidae	1
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Aphididae	2
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Pyralidae	3
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Subulinidae	1
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<b>Total Q-rated pests intercepted</b>	<b>102</b>
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### DEFINITIONS- RATINGS

#### "A"

A pest of known economic or environmental detriment and is either not known to be established in California or it is present in a limited distribution that allows for the possibility of eradication or successful containment. A-rated pests are prohibited from entering the state because, by virtue of their rating, they have been placed on the of Plant Health and Pest Prevention Services Director's list of organisms "detrimental to agriculture" in accordance with the FAC Sections 5261 and 6461.

#### "Q"

An organism or disorder suspected to be of economic or environmental detriment, but whose status is uncertain because of incomplete identification or inadequate information.

# SANTA CRUZ COUNTY

## DETECTION ACTIVITIES

INSECT	TRAPS DEPLOYED	RESULTS
European Grape Vine Moth Detection traps	157	None captured
Medfly	172	None captured
Mexican Fruit Fly, other Anastrepha, Bactrocera & Ceratitis	181	None captured
Oriental Fruit Fly	75	None captured
Melon Fly	44	None captured
Gypsy Moth	245	None captured
Japanese Beetle	126	None captured
Glassy-Winged Sharpshooter	296 urban 22 nursery	None captured
Nantucket Pine Tree Moth	5	None captured
European Pine Shoot Moth	5	None captured
<b>Inspections</b>		
Glassy Wing Sharpshooter inspections (inspection of incoming plant shipments from GWSS infested areas)	689	None captured



AGRICULTURAL COMMISSIONER  
SANTA CRUZ COUNTY  
175 WESTRIDGE DRIVE  
WATSONVILLE, CA 95076