

**Exhibit 1**

**CROPPING TREND INFORMATION**

- 10 Highest Value Crops: 1972-1988
- Draft 1998 Crop Report
- Berry Crops and Tree and Vine Fruit Report, 1997 and 1995

*Source: Santa Cruz County Agricultural Commissioner*

**DRAFT****EXHIBIT 1**

| 1988        |                     | Acres   | 1990        |                     | Acres |
|-------------|---------------------|---------|-------------|---------------------|-------|
|             | <u>Tot \$ Value</u> |         |             | <u>Tot \$ Value</u> |       |
| Strawberry  | 58,154,000          | 2,210   | Strawberry  | 63,486,000          | 2,771 |
| Nursery*    | 37,958,000          | 1,003   | Nursery*    | 45,843,000          | 1,071 |
| Lettuce*    | 18,509,000          | 3,808   | Lettuce*    | 30,740,000          | 5,820 |
| Caneberry*  | 16,044,000          | 906     | Caneberry*  | 16,694,000          | 1,143 |
| Apples      | 14,173,000          | 4,950   | Apples      | 12,304,000          | 4,650 |
| Brus. Sprt. | 3,934,000           | 1,037   | Misc. Veg.* | 7,000,000           | 850   |
| Cauliflower | 2,882,000           | 810     | Brus. Sprt. | 6,191,000           | 1,712 |
| Artichokes  | 2,407,000           | 1,140   | Cauliflower | 4,469,000           | 1,064 |
| Celery      | 1,999,000           | 271     | Celery      | 1,636,000           | 219   |
| Milk        | 1,186,000           | No Data | Artichokes  | 1,333,000           | 544   |

| 1992        |                     | Acres   | 1994        |                     | Acres |
|-------------|---------------------|---------|-------------|---------------------|-------|
|             | <u>Tot \$ Value</u> |         |             | <u>Tot \$ Value</u> |       |
| Strawberry  | 80,101,000          | 2,578   | Strawbeny   | 93,671,000          | 3,109 |
| Nursery*    | 54,116,000          | 1,751   | Nursery*    | 43,804,000          | 1,126 |
| Caneberry*  | 34,283,000          | 1,217   | Lettuce*    | 32,503,000          | 6,926 |
| Lettuce*    | 28,142,000          | 5,715   | Caneberry*  | 26,477,000          | 1,390 |
| Apples      | 9,849,000           | 4,050   | Misc. Veg.* | 8,953,000           | 1,126 |
| Mushroom    | 8,259,000           | No Data | Apples      | 8,704,000           | 3,760 |
| Brus. Sprt. | 7,294,000           | 1,845   | Brus. Sprt. | 7,650,000           | 1,700 |
| Misc. Veg.* | 4,802,000           | 921     | Celery      | 4,079,000           | 466   |
| Cauliflower | 4,116,000           | 1,005   | Cauliflower | 3,238,000           | 1,280 |
| Artichokes  | 2,996,000           | 529     | Artichokes  | 1,887,000           | 598   |

| 1996        |                     | Acres | 1998        |                     | Acres   |
|-------------|---------------------|-------|-------------|---------------------|---------|
|             | <u>Tot \$ Value</u> |       |             | <u>Tot \$ Value</u> |         |
| Strawberry  | 83,485,000          | 3,163 | Strawberry  | 72,276,000          | 2,716   |
| Nursery*    | 62,972,000          | 1,296 | Nursery*    | 56,686,000          | 1,422   |
| Lettuce*    | 29,913,000          | 7,631 | Caneberry*  | 27,815,000          | 1,570   |
| Caneberry*  | 25,166,000          | 1,512 | Lettuce*    | 23,744,000          | 5,919   |
| Misc. Veg.* | 14,500,000          | 2,100 | Misc. Veg.* | 18,565,000          | 2,949   |
| Apples      | 11,143,000          | 3,638 | Tree&Vine*  | 10,018,000          | 3,654   |
| Brus. Sprt. | 6,065,000           | 1,642 | Apples      | 9,482,000           | 3,280   |
| Cauliflower | 4,776,000           | 932   | Brus. Sprt. | 7,162,000           | 1,374   |
| Celery      | 1,874,000           | 285   | Cauliflower | 2,991,000           | 713     |
| Wine Grape  | 1,003,000           | 245   | Anim Prod*  | 1,700,000           | No Data |

**FOR DISCUSSION  
PURPOSE ONLY**

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|             | 7972                |               |
|-------------|---------------------|---------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u>  |
| Apples      | 14,885,000          | 7,667         |
| Nursery*    | 14,329,000          | 1.184         |
| Lettuce*    | 6,420,000           | 5,230         |
| Brus. Sprt. | 5,211,000           | 3,380         |
| Mushroom    | 5,122,000           | 8,369,000 lbs |
| Poultry     | 1,539,000           | No Data       |
| Cattle      | 1,195,000           | 5,420 head    |
| Caneberry*  | 1,008,000           | 417           |
| Misc. Veg.* | 985,000             | 705           |
| Celery      | 593,000             | 175           |

|             | 1974                |               |
|-------------|---------------------|---------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u>  |
| Nursery*    | 19,079,000          | 1,202         |
| Apples      | 17,458,000          | 7,677         |
| Lettuce*    | 8,783,000           | 4,615         |
| Strawberry  | 8,782,000           | 830           |
| Mushroom    | 4,678,000           | 7,425,000 lbs |
| Brus. Sprt. | 3,528,000           | 2,970         |
| Poultry     | 2,122,000           | No Data       |
| Misc. Veg.* | 1,623,000           | 790           |
| Caneberry*  | 1,116,000           | 395           |
| Cattle      | 791,000             | 4,150 head    |

|             | 1976                |               |
|-------------|---------------------|---------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u>  |
| Nursery*    | 25,559,000          | 1,398         |
| Apples      | 15,101,000          | 7,710         |
| Lettuce*    | 13,118,000          | 4,660         |
| Strawberry  | 12,766,000          | 1,080         |
| Mushroom    | 5,795,000           | 7,842,000 lbs |
| Brus. Sprt. | 5,494,000           | 2,655         |
| Misc. Veg.* | 2,807,000           | 1,210         |
| Poultry     | 2,618,000           | No Data       |
| Celery      | 1,563,000           | 330           |
| Caneberry*  | 1,349,000           | 495           |

|             | 7978                |               |
|-------------|---------------------|---------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u>  |
| Nursery*    | 33,285,000          | 1,525         |
| Apples      | 24,879,000          | 6,697         |
| Strawberry  | 16,585,000          | 1,055         |
| Lettuce*    | 14,390,000          | 5,050         |
| Mushroom    | 7,686,000           | 8,704,000 lbs |
| Brus. Sprt. | 6,229,000           | 2,675         |
| Caneberry*  | 2,989,000           | 420           |
| Poultry     | 2,535,000           | No Data       |
| Cauliflower | 2,205,000           | 1,235         |
| Misc. Veg.* | 2,051,000           | 960           |

|             | 1980                |                |
|-------------|---------------------|----------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u>   |
| Nursery*    | 43,638,000          | 1,457          |
| Strawberry  | 21,154,000          | 1,355          |
| Apples      | 15,429,000          | 6,970          |
| Lettuce*    | 11,211,000          | 4,465          |
| Mushroom    | 11,053,000          | 11,758,000 lbs |
| Brus. Sprt. | 7,372,000           | 2,885          |
| Misc. Veg.* | 6,457,000           | 1,830          |
| Poultry     | 2,762,000           | No Data        |
| Cattle      | 2,481,000           | 4,900 head     |
| Cauliflower | 2,333,000           | 925            |

|             | 1982                |              |
|-------------|---------------------|--------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u> |
| Strawberry  | 22,730,000          | 1,190        |
| Apples      | 19,798,000          | 6,695        |
| Nursery*    | 19,068,000          | 838          |
| Mushroom    | 11,784,000          | 6,202 tons   |
| Lettuce*    | 10,021,000          | 3,275        |
| Brus. Sprt. | 5,694,000           | 2,035        |
| Cauliflower | 3,182,000           | 1,336        |
| Celery      | 3,126,000           | 541          |
| Misc. Veg.* | 2,760,000           | 1,115        |
| Cattle      | 2,444,000           | 5,003 head   |

|             | 1984                |              |
|-------------|---------------------|--------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u> |
| Strawberry  | 47,200,000          | 2,089        |
| Nursery*    | 30,333,000          | 917          |
| Apples      | 22,958,000          | 5,500        |
| Lettuce*    | 15,722,000          | 4,037        |
| Mushroom    | 11,487,000          | 6,046 tons   |
| Caneberry*  | 8,384,000           | 496          |
| Brus. Sprt. | 5,666,000           | 1,985        |
| Anim Prod*  | 2,750,000           | No Data      |
| Celery      | 2,710,000           | 390          |
| Livestock*  | 2,500,000           | No Data      |

|             | 7986                |              |
|-------------|---------------------|--------------|
|             | <u>Tot \$ Value</u> | <u>Acres</u> |
| Strawbeny   | 58,500,000          | 2,056        |
| Nursery*    | 34,965,000          | 840          |
| Apples      | 14,844,000          | 5,100        |
| Lettuce*    | 13,346,000          | 3,668        |
| Caneberry*  | 5,230,000           | 406          |
| Misc. Veg.* | 4,500,000           | 925          |
| Brus. Sprt. | 3,638,000           | 1,490        |
| Cauliflower | 2,259,000           | 613          |
| Celery      | 2,221,000           | 250          |
| Artichokes  | 1,288,000           | 1,078        |

FOR DISCUSSION  
PURPOSE ONLY

**SANTA CRUZ COUNTY 1998 CROP REPORT**  
**BERRY CROPS**

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

**TREE AND VINE FRUITS**

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

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EXHIBIT 1

# SANTA CRUZ COUNTY 1998 CROP REPORT VEGETABLE CROPS

| CROP                | YEAR | ACRES   | TONS /<br>ACRE | TOTAL<br>Production | VALUE /<br>TON    | VALUE \$<br>TOTAL |
|---------------------|------|---------|----------------|---------------------|-------------------|-------------------|
| BRUSSELS<br>SPROUTS | 1998 | 1,374   | 9.60           | 13,190              | 543               | 7,162,000         |
|                     | 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<br>246 | 19,011,000        |
| CHEBERG             | 1997 | 4,861   | 17.63          | 85,699              | \$8.38/Ctn<br>335 | 28,709,000        |
| LETTUCE, LEAF       | 1998 | 1,503   | 4.80           | 7,214               | 656               | 4,733,000         |
| AND ROMAINE         | 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.

87

# SANTA CRUZ COUNTY 1998 CROP REPORT NURSERY AND ORNAMENTAL CROPS

EXHIBIT 1

| CROP            | YEAR | ACRES  | Production | UNIT  | yield/sq.ft. | \$/UNIT | VALUE \$   |
|-----------------|------|--------|------------|-------|--------------|---------|------------|
| CUT FLOWERS     |      |        |            |       |              |         | TOTAL      |
| ROSES           | 1998 | 95.3   | 35,303,000 | bloom | 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  | bloom | 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  | bloom | 5.37         | 0.22    | 391,000    |
| STANDARD        | 1997 | 9      | 3,094,000  |       | 7.89         | 0.19    | 583,000    |
| CARNATIONS      | 1998 | 6      | 651,433    | bunch | 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 to name a few.

| SANTA CRUZ COUNTY 1998 CROP REPORT                     |      |                                                                                                         |           |                 |                  |
|--------------------------------------------------------|------|---------------------------------------------------------------------------------------------------------|-----------|-----------------|------------------|
| ANIMAL PRODUCTS                                        |      |                                                                                                         | VALUE \$  | SUMMARY         |                  |
| CATTLE                                                 | 1998 |                                                                                                         | 700,000   | BERRIES         | 1998 100,091,000 |
|                                                        | 1997 |                                                                                                         | 700,000   |                 | 1997 122,175,000 |
| MILK                                                   | 1998 |                                                                                                         | 0         | TREE / VINE     | 1998 10,018,000  |
|                                                        | 1997 |                                                                                                         | 0         | FRUIT           | 1997 19,172,000  |
| Only dairy reopened, production expected in 1999)      |      |                                                                                                         |           | NURSERY &       | 1998 56,686,000  |
| OTHER.*                                                | 1998 |                                                                                                         | 1,700,000 | ORNAMENTALS     | 1997 73,110,000  |
|                                                        | 1997 |                                                                                                         | 1,500,000 | VEGETABLES      | 1998 52,462,000  |
| ANIMAL                                                 | 1998 |                                                                                                         | 2,400,000 |                 | 1997 61,871,000  |
| TOTAL                                                  | 1997 |                                                                                                         | 2,200,000 |                 |                  |
| Other: Ostrich meat,turkey hatching eggs, chicken eggs |      |                                                                                                         |           | ANIMAL &        | 1998 2,570,000   |
| Dairy goat products                                    |      |                                                                                                         |           | FIELD / PASTURE | 1997 2,390,000   |
| FIELD CROPS/PASTURE                                    |      |                                                                                                         | VALUE \$  |                 |                  |
| WILD                                                   | 1998 | ACRES 500                                                                                               | 50,000    | TOTAL CROPS     | 1998 221,827,000 |
|                                                        | 1997 | 500                                                                                                     | 50,000    |                 | 1997 278,718,000 |
| OATS                                                   | 1998 | 100                                                                                                     | 20,000    | TIMBER FARMING  | 1998 10,450,000  |
|                                                        | 1997 | 200                                                                                                     | 40,000    |                 | 1997 10,451,000  |
| PASTURE                                                | 1998 | 8000                                                                                                    | 100,000   | TOTAL           | 1998 232,277,000 |
|                                                        | 1997 | 8000                                                                                                    | 100,000   | PRODUCTION      | 1997 289,169,000 |
| TOTALS                                                 | 1998 |                                                                                                         | 170,000   |                 |                  |
|                                                        | 1997 |                                                                                                         | 190,000   |                 |                  |
| SUSTAINABLE AGRICULTURE REPORT                         |      |                                                                                                         |           |                 |                  |
| PEST DETECTION                                         |      | NO DETECTION TARGET PESTS FOUND                                                                         |           |                 |                  |
| PEST ERADICATION                                       |      | CHRYSANTHEMUM WHITE RUST PROJECT                                                                        |           |                 |                  |
| PEST EXCLUSION                                         |      | 13 REJECTIONS OF PEST INFESTED GOODS                                                                    |           |                 |                  |
| ORGANIC FARMING                                        |      | 65 REGISTERED GROWERS- OVER \$4 MILLION GROSS                                                           |           |                 |                  |
| PEST MANAGEMENT                                        |      | ASSISTED GROWERS AND HOMEOWNERS<br>WITH INSECT, DISEASE, WILD PIG ,<br>AND SQUIRREL AND GOPHER PROBLEMS |           |                 |                  |

SANTA CRUZ COUNTY 1998 CROP REPORT  
SELECTED CROP TRENDS

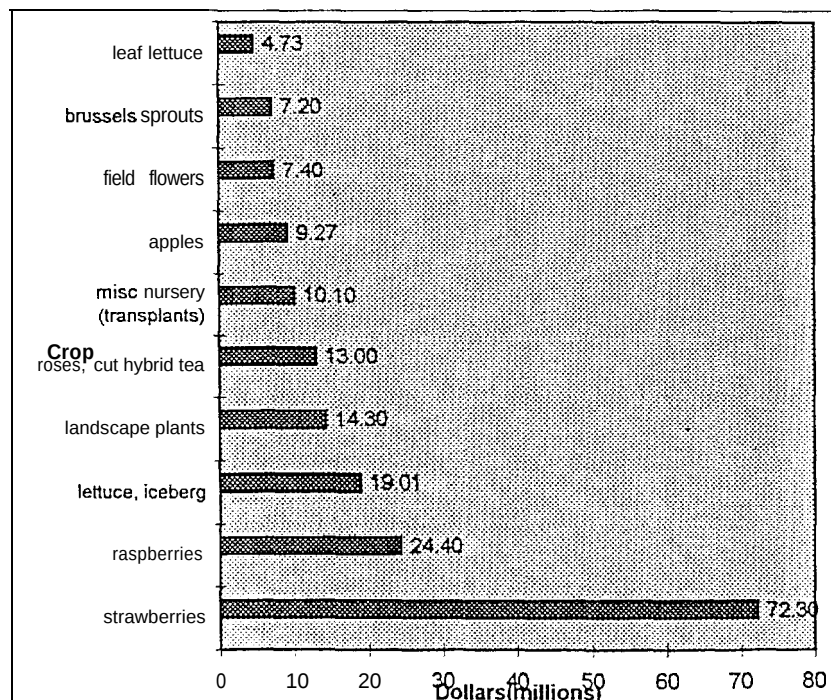
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| CROP                                         | ACREAGE |       |       | VALUE- (THOUSANDS) |        |        |
|----------------------------------------------|---------|-------|-------|--------------------|--------|--------|
|                                              | 1998    | 1997  | 1988  | 1998               | 1997   | 1988   |
| 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  |
| ALL TYPES                                    |         |       |       |                    |        |        |

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       |



# SANTA CRUZ COUNTY 1997 CROP REPORT

EXHIBIT 1

## BERRY CROPS

| CROP          | YEAR | ACRES | TONS/<br>ACRE | TOTAL<br>Production | VALUE/<br>TON | VALUE \$<br>TOTAL |
|---------------|------|-------|---------------|---------------------|---------------|-------------------|
| BUSHBERRIES   | 1997 | 277   | 5.00          | 1,385               | 4,051         | 5,611,000         |
|               | 1996 | 274   | 7.30          | 2,000               | 2,416         | 4,832,000         |
| RASPBERRIES   | 1997 | 1150  | 6.00          | 6,900               | 3,592         | 24,785,000        |
|               | 1996 | 1238  | 5.00          | 6,268               | 3,244         | 20,334,000        |
| STRAWBERRIES  | 1997 | 3388  | 30.20         | 102,318             | 897           | 91,779,000        |
|               | 1996 | 3163  | 27.40         | 86,693              | 963           | 83,485,000        |
| TOTAL BERRIES | 1997 | 5097  |               |                     |               | 122,175,000       |
|               | 1996 | 4563  |               |                     |               | 108,651,000       |

## TREE AND VINE FRUITS

| CROP                      | YEAR | ACRES | TONS / AC | TOTAL<br>Production<br>Rounded | VALUE/<br>TON | VALUE \$<br>TOTAL |
|---------------------------|------|-------|-----------|--------------------------------|---------------|-------------------|
| APPLES                    |      |       |           |                                |               |                   |
| FRESH                     | 1997 |       |           | na                             | 0             |                   |
|                           | 1996 |       |           | 4,782                          | 406           |                   |
| PROCESS                   | 1997 |       |           | 15.9::                         | 0             |                   |
|                           | 1996 |       |           |                                | 210           |                   |
| JUICE                     | 1997 |       |           | na                             | 0             |                   |
|                           | 1996 |       |           | 31,900                         | 180           |                   |
| OTHER                     | 1997 |       |           | na                             | 0             |                   |
|                           | 1996 |       |           | 530                            | 210           |                   |
| TOTAL APPLES              | 1997 | 3417  | 15        | 51,200                         | 331           | 16,965,000        |
|                           | 1996 | 3638  | 15        | 53,152                         | 210           | 11,143,000        |
| WINE GRAPES               | 1997 | 245   | 4.4       | 1078                           | 1,955         | 2,107,000         |
|                           | 1996 | 245   | 2.1       | 514.5                          | 1,950         | 1,003,000         |
| OTHER TREE AND VINE FRUIT | 1997 | 180   |           |                                |               | 100,000           |
|                           | 1996 | 180   |           |                                |               | 80,000            |
| ALL TREE/VINE FRUIT       | 1997 | 3,842 |           |                                |               | 19,172,000        |
|                           | 1996 | 4,077 |           |                                |               | 12,226,000        |

other fruit includes Pears, Kiwi, Avocadoes, Feijoa. Passbn fruit

# PAJARO VALLEY 1995 CROP REPORT

## FRUIT & BERRY CROPS

1995

| CROP           | YEAR | A C R E | TONS /<br>ACRE | TOTAL<br>Production | VALUE/<br>TON | VALUE<br>TOTAL |
|----------------|------|---------|----------------|---------------------|---------------|----------------|
| BUSHBERRIES    | 1995 | 269     | 4.30           | 1,158               | 2,050         | 2,374,000      |
|                | 1994 | 314     | 5.51           | 1,729               | 2,034         | 3,517,000      |
| RASPBERRIES    | 1995 | 1375    | 7.10           | 9,763               | 3,050         | 29,776,000     |
|                | 1994 | 1274    | 8.13           | 10,353              | 2,559         | 26,500,000     |
| STRAWBERRIES   | 1995 | 5827    | 28.75          | 167,500             | 927           | 155,355,000    |
|                | 1994 | 6493    | 33.92          | 220,243             | 936           | 206,200,000    |
| APPLES         | 1995 | 3750    | 11 .00         | 41,250              | 273           | 11,250,000     |
|                | 1994 | 3840    | 15.40          | 59,148              | 153           | 9,062,000      |
| OTHER TREE AND | 1995 | 100     |                |                     |               | 100,000        |
| VINE FRUIT     | 1994 | 109     |                |                     |               | 94,000         |
| ALL FRUIT      | 1995 | 11,321  |                |                     |               | 198,855,000    |
|                | 1994 | 12,030  |                |                     |               | 245,373,000    |

## VEGETABLE CROPS

| CROP          | YEAR | ACRES              | TONS / AC | TONS    | \$ / TON | \$TOTAL     |
|---------------|------|--------------------|-----------|---------|----------|-------------|
| BROCCOLI      | 1995 | 1,020              | 7.00      | 7,881   | 502      | 3,955,000   |
|               | 1994 | 980                | 8.76      | 8,585   | 518      | 4,443,000   |
| BRUSSELS      | 1995 | 920                | 11.50     | 10,580  | 460      | 4,867,000   |
| SPROUTS       | 1994 | 639                | 13.40     | 8,563   | 463      | 3,962,000   |
| CAULIFLOWER   | 1995 | 2,165              | 9.10      | 25,747  | 586      | 15,100,000  |
|               | 1994 | 1,900              | 6.59      | 12,515  | 587      | 7,344,000   |
| CELERY        | 1995 | 510                | 33.03     | 16,844  | 176      | 2,967,000   |
|               | 1994 | 750                | 32.67     | 24,502  | 264      | 6,474,000   |
| LETTUCE,      | 1995 | 8,482              | 19.16     | 162,484 | 317      | 51,528,000  |
| HEAD          | 1994 | 11,058             | 19.41     | 214,636 | 217      | 46,675,000  |
| LETTUCE, LEAF | 1995 | 2,600              |           | 19,000  | 616      | 11,700,000  |
| AND ROMAINE   | 1994 | 2,293              | 10.50     | 24,072  | 454      | 10,934,000  |
| MUSHROOMS     | 1995 | 170                |           | 27,000  |          | 54,000,000  |
|               | 1994 | na                 |           | -26,000 |          | 46,543,000  |
| OTHER         | 1995 | 1,717              |           |         |          | 14,100,000  |
| VEGETABLES**  | 1994 | 2,946              |           |         |          | 16,658,000  |
| TOTAL         | 1995 | 17,586             |           |         |          | 158,217,000 |
| VEGETABLES    | 1994 | 20,566 (corrected) |           |         |          | 143,033,000 |

\* Includes artichokes, beans, spinach, chicory, watercress, seed sprouts, tomatoes, squash, baby greens, cilantro, tomatillo, edible flowers, herbs, chives, potatoes and leeks.