



County of Santa Cruz

0023

OFFICE OF THE AGRICULTURAL COMMISSIONER

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

May 31, 2001

Agenda: June 12, 2001

Board of Supervisors
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

Annual Crop Production Values Report for 2000

Dear Members of the Board:

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit this Annual Crop Production Values Report for 2000. This report is a summary of acreages, yields and gross values of agricultural production in Santa Cruz County.

The total agricultural production value for 2000 was \$351,949,000. This is a 16.8% increase over the revised value of \$301,325,000 for 1999. For two consecutive years, the production value has exceeded \$300 million, the highest values ever reported in County history.

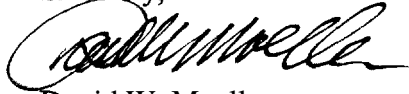
Several factors produced the increased crop production values for both 1999 and 2000. We changed our methodology for collecting and interpreting production data so as to better reflect actual production in our County and we revised upwards the values for acreage in 1999 for strawberries, raspberries and field flowers to more accurately report actual acres in production. Additionally, the price for vegetables was higher overall and had doubled for head lettuce in 2000 (and in 1999 increased from \$205/ton to \$240/ton) and good prices were reported for potted plants and transplants despite the falling prices in cut flowers. And, as is always the case, unseasonable weather, delays in harvesting and market forces each had their effect on the year's production value outcome.

It is important to keep in mind that the figures presented in this report represent gross receipts of producers and do not take into account the various costs of production, marketing or transportation. No attempt is made in this report to reflect net income of the producer.

My thanks are extended to those individual growers and agricultural organizations who contributed information necessary for the production of this report and to my staff, especially Agricultural Inspector Nye Marnach, for its preparation.

It is therefore RECOMMENDED that your Board accept and file this Annual Crop Production Values Report for 2000.

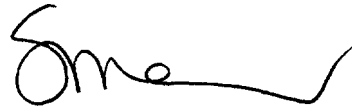
Sincerely,



David W. Moeller
Agricultural Commissioner

Attachment

APPROVED:



SUSAN A. MAURIELLO
COUNTY ADMINISTRATIVE OFFICER

ANNUAL REPORT ON PRODUCTION VALUES
OF CROPS PRODUCED IN SANTA CRUZ COUNTY
IN 2000

Prepared by: The Agricultural Commissioner
of Santa Cruz County, May 31, 2001

SANTA CRUZ COUNTY 2000 CROP REPORT VALUES

COMMODITY CATEGORY TOTALS

STRAWBERRIES, RASPBERRIES and BUSHBERRIES	2000	180,837,000
	1999	✧ 175,299,000
APPLES, WINE GRAPES and OTHER TREE AND VINE FRUIT	2000	10,563,000
	1999	✧ 16,031,000
VEGETABLE CROPS	2000	66,920,000
	1999	✧ 42,642,000
NURSERY and ORNAMENTAL CROPS	2000	76,556,000
	1999	4 64,567,000
CATTLE, OTHER LIVESTOCK and ANIMAL PRODUCTS	2000	2,915,000
	1999	2,650,000
TIMBER, FIELD CROPS and PASTURE	2000	14,158,000
	1999	135,000
<i>TOTAL</i>	2000	<i>\$351,949,000</i>
	1999	✧ \$301,325,000

✧ indicates revised values

2000 STRAWBERRIES, RASPBERRIES, and BUSHBERRIES

<u>Commodity</u>	<u>Year</u>	<u>Acres</u>	<u>Tons/Acre</u>	<u>Total Tons</u>	<u>\$/Ton</u>	<u>Total Dollars</u>
Straw-berry	2000	4,580	30.29	138,728	\$912	\$126,520,000
	1999	4,430✧	30.54	135,292	1,034	\$139,892,000✧
Raspberry	2000	1,711	8.40	14,372	3,091	44,424,000
	1999	1,571✧	7.28	11,436	2,575	29,448,000✧
Bushberry*	2000	361	10.6	3,827	2,585	9,893,000
	1999	333	7.78	2,591	2,300	5,959,000
<i>Total</i>	2000	6,652				<i>\$1 so, 83 7, 000</i>
	1999	6,334				\$175,299,000✧

* Bushberry includes blackberries, ollalieberries, and blueberries.

✧ indicates revised values.

2000 APPLES, WINE GRAPES, and OTHER TREE AND VINE FRUIT

<u>Commodity</u>	<u>Year</u>	<u>Acres</u>	<u>Tons/Acre</u>	<u>Total Tons</u>	<u>\$/Ton</u>	<u>Total Dollars</u>
Apple Fresh & Processed	2000	2,977	15.03	44,744	\$195	\$8,725,000
	1999	3,182	22.40	71,277	203	14,469,000
Wine Grape	2000	477	1.61	768	2,271	1,744,000
	1999	260	2.64	6860	2,204	1,512,000✧
Other Tree & Vine Fruit*	2000	87				94,000
	1999	80				50,000
<i>Total</i>	2000	3,541				<i>\$10, 563,000</i>
	1999	3,522				\$16,031,000✧

* Other Tree & Vine Fruit includes pear, peach, arpricot, plum, persimmon, kiwi, and avocado.

4 indicates revised values.

2000VEGETABLECROPS

0028

<u>Commodity</u>	<u>Year</u>	<u>Acres</u>	<u>Tons/Acre</u>	<u>Total Tons</u>	<u>\$/Ton</u>	<u>Total Dollars</u>
Brussels Sprouts	2000	1,080	9.58	10,346	\$546	\$5,649,000
	1999	1,396	9.80	13,681	479	6,553,000
Cauliflower	2000	512	8.48	4,342	757	3,287,000
	1999	698	6.80	4,746	422	2,003,000
Lettuce, Head	2000	3,069	19.95	61,226	490	30,001,000
	1999	3,636	15.97	58,067	2404	13,936,000✧
Lettuce, Leaf & Romaine	2000	1,956	9.50	18,582	628	11,669,000
	1999	1,456	6.01	8,751	608	5,321,000
Other Vegetable*	2000	2,542				16,314,000
	1999	2,810				14,829,000
<i>Total</i>	2000	9,159				\$66,920,000
	1999	9,996				\$42,642,000✧

* Other Vegetable includes artichokes, baby greens, beets, beans, bok choy, broccoli, carrot, cabbage, celery, chard, collard, corn, cucumber, herbs, kale, kohlrabi, leeks, mizuna, mushrooms, peas, radicchio, radish, rutabaga, spinach, squash, tomatoes, and vegetable seeds.

4 indicates revised values.

2000 NURSERY & ORNAMENTAL CROPS

<u>Commodity</u>	<u>Year</u>	<u>Acres</u>	<u>Blooms</u>	<u>\$/Bloom</u>	<u>Total Dollars</u>
<i>CUT FLOWERS</i>					
Rose, Hybrid Tea	2000	98	39,917,000	\$0.28	\$11,177,000
	1999	90	38,935,000	0.29	11,291,000✧
Rose, Sweetheart	2000	8	3,485,000	0.20	697,000
	1999	10	4,100,000	0.16	656,000✧
Carnation, Standard	2000	13	542,000	0.16	87,000
	1999	7	556,000	0.29	161,000✧
Carnation, Miniature	2000	10	587,000	1.17	687,000
	1999	5	310,000	1.38	428,000✧
Other Indoor Cut Flower	2000	42			3,150,000
	1999	41			3,160,000
Field Flower	2000	579			15,627,000
	1999	6674			15,816,000✧
<i>POTTED PLANTS & TRANSPLANTS</i>					
Indoor Pot	2000	41			6,012,000
	1999	46			2,240,000
Landscape Plant	2000	185			23,198,000
	1999	301			22,765,000
Miscellaneous including Farm Stock	2000	359			15,841,000
	1999	285			7,900,000
Christmas Tree	2000	60			80,000
	1999	160			150,000
<i>Total</i>	2000	1,395			\$76,556,000
	1999	1,612			64,567,000✧

4 indicates revised values.

2000 CATTLE, OTHER LIVESTOCK AND ANIMAL PRODUCTS

<u>Commodity</u>	<u>Year</u>	<u>Total Dollars</u>
Cattle	2000	\$715,000
	1999	650,000
Other*	2000	2,200,000
	1999	2,000,000
<i>Total</i>	2000	<i>\$2,915,000</i>
	1999	<i>\$2,650,000</i>

*Other includes sheep, dairy goats and goats milk, llamas, bees & honey, ostriches and products, turkeys and turkey hatching eggs.

2000 FIELD CROPS AND PASTURE

<u>Commodity</u>	<u>Year</u>	<u>Acres</u>	<u>Total. Dollars</u>
Wild Hay	2000	200	\$18,000
	1999	250	25,000
Oat	2000	100	9,000
	1999	100	10,000
Pasture	2000	7,500	95,000
	1999	8,000	100,000
Timber	2000	3,000	14,036,000
<i>Total</i>	2000	7,800	<i>\$14,158,000</i>
	1999	8,350	135,000

TRENDS