



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

California Department of Food and Agriculture

Agricultural Commissioners' Crop Reports

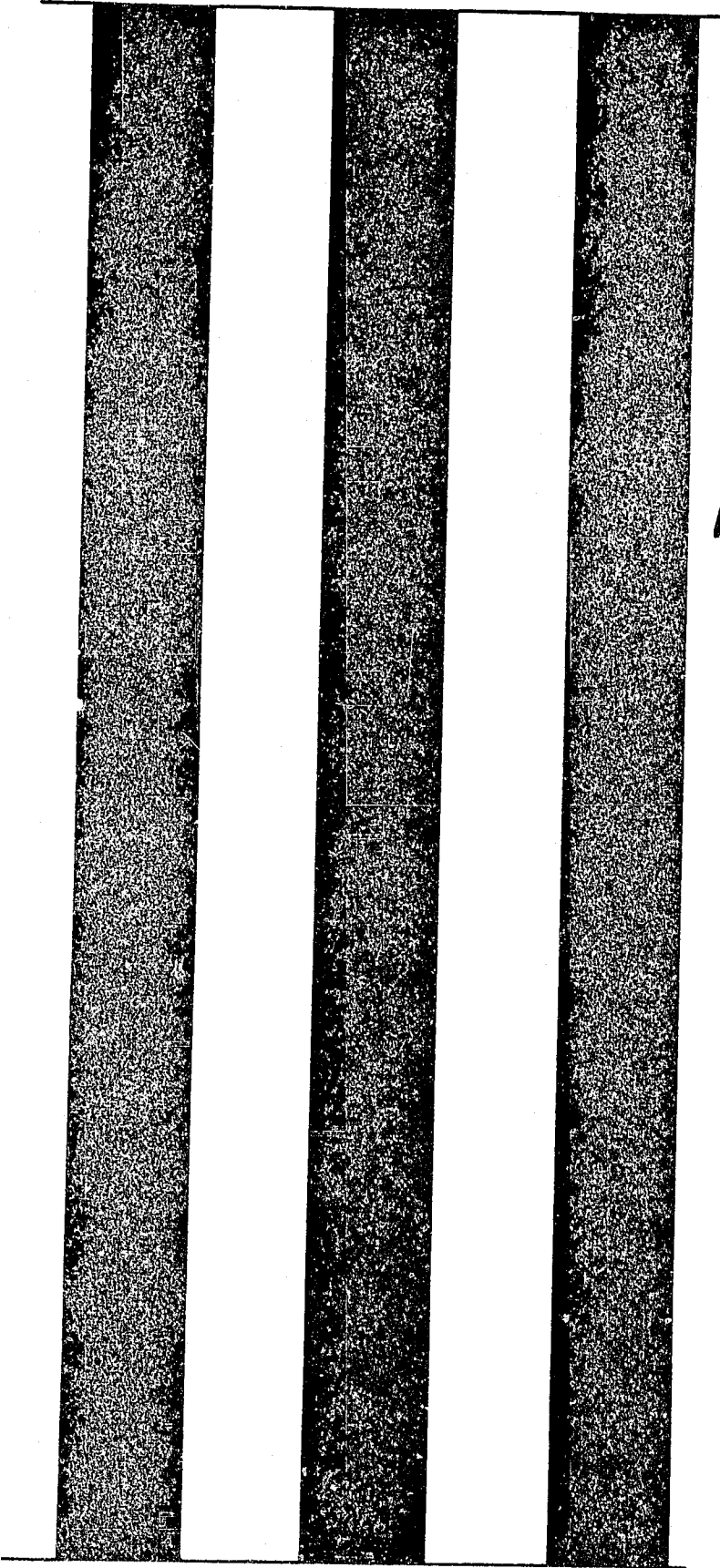
Santa Cruz County

1970-1976

California County Agricultural Commissioners' Reports from the California Department of Food and Agriculture. This collection consists of annual crop and livestock data from each of the 58 California Counties. The collection covers 1915-1981; digitization of the rest of the collection is forthcoming.

This digitization project was funded by the Giannini Foundation of Agricultural Economics,
<http://giannini.ucop.edu/> .

The work was completed by the staff of the Giannini Foundation Library, University of California, Berkeley, <http://are.berkeley.edu/library/> . **Please contact the Library to consult the originals.**



1970

California, Santa Cruz Co. Agricultural
Commissioner.
Report. (Annual). 1970.



1970

**AGRICULTURAL
CROP REPORT**

Agricultural Commissioner

P. O. Box 590
WATSONVILLE, CALIFORNIA



COURTHOUSE ANNEX

P. O. BOX 590 WATSONVILLE, CALIFORNIA 95076

(408) 724-1149

MATT MELLO
AGRICULTURAL COMMISSIONER

Jerry W. Fielder, Director
California Department of Agriculture
and
Santa Cruz County Board of Supervisors

Henry Mello George L. Cress
D. Dan Forbus Phillip Harry
 Ralph C. Sanson, Jr., Chairman

Gentlemen:

This Agricultural Crop Report is submitted in accordance with Section 2279 of the California Agricultural Code for your information on the acreage, production, and value for 1970 in Santa Cruz County.

The gross value of agricultural products produced in Santa Cruz County for 1970 totaled \$43,347,000 reflecting an increase of \$866,000 above the gross receipts of the previous year.

Unfavorable weather, economic pressures and labor turmoil contributed to lower production and reduced values generally, and this increase is not commensurate with the increased costs of production.

The F. O. B. value represents gross value of the product when sold, including increased costs of production and preparation, and is not net income to the producer.

We extend our sincere appreciation to the individuals and firms who cooperated in providing us the information that helped make this report possible.

Respectfully submitted,

MATT MELLO
Agricultural Commissioner

MM:bl



Elevation Range - 0 to 3,214 feet

1970 Temperature Range

Watsonville

76 ° F
 103 ° F May 15
 40 ° F
 30 ° F Dec. 25

Average Maximum High Sept. 27
 Average Minimum Low Jan. 5

Santa Cruz

69 ° F
 103 ° F
 44.9 ° F
 26 ° F

Rainfall

Watsonville

28.47 inches
 41.30 inches
 23.94 inches

1970 Season (7-1-69 to 6-30-70)
 1969 Season
 Normal Average (Last 20 years)

Santa Cruz

30.18 inches
 45.44 inches
 31.72 inches

Population & Appraisal

Santa Cruz County Population (1970 U. S. Census)
 Assessed Valuation of Property (1970-71)
 Total Area of County (439 sq. miles)

123,790
 \$307,697,235
 280,960 acres

State Parks Area - 24,876 Acres

Big Basin Park	11,908 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	1,736 acres	New Brighton Beach	64 acres
Manresa Beach	21 acres	Seacliff-Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	300 acres
Nesine Marks Forest	9,779 acres	Santa Cruz Mission	1 acre
Castle Rock	654 acres	Hecker Pass State Park	144 acres

SANTA CRUZ COUNTY CROP SUMMARY - 1970

Severe frost in late April and lack of spring rain, labor strikes, and other economic pressures had a marked effect on our major crops and characterized a poor year for agriculture here.

APPLES - A long uneven bloom period, fruit injury from frost, and lack of rain resulted in small fruit sizes contributing to reduced total tonnage and value. Early maturing season provided excellent fresh market demand and prices at start of season. As season progressed, demand became very selective and slow at lower levels. Good demand for large Newtowns, which were in limited supply, with surplus of small sizes available generally. Consumer bag demand good throughout season.

Fresh market shippers generally concede fairly good market season, but growers supplying processor outlets did not receive growing costs.

APRICOTS - Frost affected crop yield and poor quality resulted in tonnage and value decline.

PEARS - Reduced tonnage from small sizes, but higher processor price increased total crop value.

PLUMS - Lower market returns, frost-damaged fruit, and small sizes reduced total value.

BUSHBERRIES - Severe frost injury reduced yield; total crop value substantially lower. Raspberries were the exception with increased yield and value.

STRAWBERRIES - Season favorable to increased crop yield. Larger tonnage marketed reflected increased total value despite labor trouble and lower market price.

BRUSSELS SPROUTS - Reduced acreage and production, but good fresh market demand and improved freezer price increased total crop value.

LETTUCE - A hectic year for growers with wide fluctuations in market prices, labor turmoil, and desperate efforts to prevent crop losses and harvest under difficult conditions. Although total acreage and production were down, average price was up resulting in higher gross return.

NURSERY - Ornamental plants and cut flowers reflected a continuing increase in production and gross value. Adjustment within this industry is noted with a decrease in outdoor cut flower and bulb production and an increase in greenhouse-grown cut flowers.

ANIMAL INDUSTRY - Increased marketings of cattle and swine with better prices; reduction in lambs and wool marketed with lower prices. Slight increase in chicken fryers and value, but eggs, poultry, and turkeys showed decreased value.

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

- 1 -

ITEM	1970	1969	1968	1967	1966
Fruit & Nut Crops	\$ 9,264,000	\$ 9,964,000	\$21,873,000	\$ 9,516,500	\$12,404,000
Berry Crops	6,993,000	6,366,000	6,793,000	4,930,700	6,542,000
Field Crops	734,000	925,000	1,021,000	789,700	791,000
Nursery Crops	5,661,000	5,285,000	4,853,000	4,315,000	4,051,000
Vegetable Crops	14,895,000	14,238,000	15,458,000	13,513,200	15,763,000
TOTAL PLANT INDUSTRY	\$37,547,000	\$36,778,000	\$49,998,000	\$33,065,100	\$39,551,000
Harvested Acres	(79,035)	(82,114)	(82,118)	(80,142)	(80,742)
ANIMAL INDUSTRY	\$ 5,800,000	\$ 5,703,000*	\$ 5,054,000	\$ 4,950,900	\$ 5,478,000
TOTAL ALL PRODUCTION	\$43,347,000	\$42,481,000*	\$55,052,000	\$38,016,000	\$45,029,000

GOVERNMENT PAYMENT PROGRAMS

(By Agricultural Stabilization Conservation Service, USDA)

A. C. P.	\$ 9,000	\$ 13,000	\$ 9,000	\$ 27,000	\$ 17,000
Sugar Beets	10,000	7,000	14,000	12,000	10,000
Wool	1,000	1,000	1,000	1,000	4,000
Feed Grain	0	0	0	0	0
Soil Bank	0	0	0	0	0
TOTALS	\$ 20,000	\$ 21,000	\$ 24,000	\$ 40,000	\$ 31,000

(These totals not included in total production above)

*Revised Value

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Apples - Total	1970	8,498	13.20	112,150	tons	\$8,832,000	
	1969	8,138	14.73	119,900		9,361,000	
Fresh	1970			38,460	tons	150.35	5,782,000
	1969			35,100		139.00	4,879,000
Dryer	1970			8,990	tons	42.00	378,000
	1969			19,000		55.00	1,045,000
Processing	1970			34,490	tons	51.17	1,765,000
	1969			38,600		60.00	2,316,000
Juice	1970			30,210	tons	30.03	907,000
	1969			27,200		41.20	1,121,000
Apricots - Total	1970	128	2.19	280	tons	61,000	
	1969	127	5.08	645		129,000	
Fresh	1970			175	tons	271.00	47,000
	1969			300		250.00	75,000
Dry*	1970			13	tons	1,010.00	13,000
	1969			30		1,300.00	39,000
Processing	1970			40	tons	30.00	1,000
	1969			165		90.00	15,000
Grapes	1970	106	1.65	175	tons	285.00	50,000
	1969	98	1.48	145		288.00	42,000
Pears	1970	425	3.33	1,415	tons	124.00	175,000
	1969	424	3.57	1,515		89.00	135,000
Persimmons	1970	29	3.62	105	tons	226.00	24,000
	1969	29	5.17	150		208.00	31,000
Plums	1970	310	2.00	620	tons	149.00	92,000
	1969	310	2.50	775		282.00	219,000
Prunes - Dry (Ratio 2.8-1)	1970	286	.28	80	tons	225.00	18,000
	1969	285	.35	100		250.00	25,000
Walnuts	1970	30	.50	15	tons	500.00	8,000
	1969	30	.27	8		400.00	3,000
Miscellaneous**	1970	38					4,000
	1969	38					19,000
TOTAL	1970	9,850					\$9,264,000
	1969	9,479					9,964,000

*Dry ratio - Apricots 1970 5-1, 1969 6-1

**Includes Avocados, Figs, Peaches and Cherries

BERRY CROPS

- 3 -

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1970	320	2.75	880	tons	\$400.00	\$ 352,000
	1969	355	6.70	2,380		390.00	928,000
Boysenberries	1970	20	.80	16	tons	420.00	7,000
	1969	35	2.86	100		420.00	42,000
Logan & Misc.	1970	5	1.60	8	tons	563.00	5,000
	1969	5	4.00	20		556.00	11,000
Raspberries-Total	1970	75	4.00	300	tons		348,000
	1969	55	(No processing reported)				211,000
Fresh	1970			80,400	trays 7#	4.22	339,000
	1969			52,800		4.00	211,000
Strawberries-Total	1970	730	20.50	14,965	tons		6,281,000
	1969	725	15.81	11,460			5,174,000
Fresh	1970			2,398,000	trays 12#	2.54	6,091,000
	1969			1,713,000		2.80	4,796,000
Processing	1970			575	tons	330.00	190,000
	1969			1,180		320.00	378,000
TOTAL	1970	1,150					\$6,993,000
	1969	1,175					6,366,000

FIELD CROPS

Beans, Dry	1970	365	26.22	9,570	cwt.	\$ 10.18	\$ 97,000
	1969	465	21.29	9,900		10.36	103,000
Grain	1970	0	0	0	tons	-	-
	1969	60	.75	45		50.00	2,000
Hay	1970	1,490	2.95	4,400	tons	23.55	104,000
	1969	5,090	1.68	8,530		36.50	311,000
Corn Silage	1970	125	18.16	2,270	tons	12.00	27,000
	1969	85	17.30	1,470		17.40	26,000
Pasture, Irrig.	1970	4,340			acres	35.00	152,000
	1969	4,270				35.00	149,000
Pasture, Other	1970	50,300			acres	5.00	252,000
	1969	49,100				5.00	246,000
Sugar Beets	1970	125	33.52	4,190	tons	15.35	64,000
	1969	100	31.50	3,150		13.90	44,000
Veg & Flwr Seeds	1970	10		10,082	lbs.	-	38,000
	1969	15		24,000			44,000
TOTAL	1970	56,755					\$ 734,000
	1969	59,185					925,000

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamentals & Other	1970	582	7,026,000	plants	\$2,309,000
	1969	575	6,857,000		2,121,000
Bulbs	1970	42	1,610,000	bulbs	321,000
	1969	47	2,210,000		414,000
Cut Flowers*	1970	186	48,769,000	blooms	3,031,000
	1969	213	48,123,000		2,750,000
TOTAL	1970	810			\$5,661,000
	1969	835			5,285,000

*Cut Flowers

FIELD GROWN

ITEM	AREA	PRODUCTION		F.O.B. VALUE	
		SOLD	UNIT	PER UNIT (av)	TOTAL
Daisies	31.50 acres	1,922,088	blooms	.0398	\$ 76,444
Iris	38.00	3,649,992		.0582	212,396
Misc.**	54.25	5,815,955		(Various)	133,342
(Including Begonias, Scilla, Daffodils, Ranunculus, Fern, Agapanthus, Heather, Asters, Calendula, Candytuft, Glads, Strawflowers, Protea, Stock, Chrysanthemums, Corn Flowers, Pom Pom Dahlias)					
TOTAL FIELD GROWN	123.75 acres	11,388,035	blooms		\$ 422,182

INDOOR - GLASS OR PLASTIC

Carnations	1,162,720 sq.ft.	21,028,710	blooms	.0540	\$1,135,937
Orchids	225,140 sq.ft.	269,750		.4970	134,074
Roses	621,000 sq.ft.	8,846,100		.1024	906,213
Misc.**	704,380 sq.ft.	7,236,470		(Various)	432,972
(Including Stephanotis, Fern, Chrysanthemums Std. and Min., Transvaal Daisy, Amazon Lilies, Freesia, Tulips, Dutch Iris)					
TOTAL INDOOR-GLASS OR PLASTIC	2,713,240 sq.ft. (62.29 acres)	37,381,030	blooms		\$2,609,196

Bulb acres are not included

**Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1970	420	57.86	24,300	cwt.	\$ 9.10	\$ 221,000
	1969	420	59.29	24,900		8.65	215,000
Beans, Green	1970	330	3.70	1,220	tons	231.00	282,000
	1969	440	4.89	2,150		247.00	531,000
Broccoli	1970	515	3.28	1,690	tons	201.00	340,000
	1969	375	3.28	1,230		191.00	235,000
Brussels Sprouts	1970	2,990	5.52	16,500	tons	250.00	4,125,000
	1969	3,270	5.63	18,400		216.40	3,982,000
Cabbage	1970	380	294.74	112,000	cwt.	3.12	349,000
	1969	375	285.00	107,000		3.24	347,000
Cauliflower	1970	400	94.50	37,800	cwt.	8.40	318,000
	1969	620	85.97	53,300		9.27	494,000
Celery	1970	340	544.12	185,000	cwt.	2.96	548,000
	1969	310	377.00	117,000		6.21	727,000
Corn, Sweet	1970	25	736.00	18,400	doz.	.77	14,000
	1969	40	798.00	31,900		.70	22,000
Cucumbers	1970	175	342.29	59,900	cwt.	4.30	258,000
	1969	160	265.00	42,400		4.63	196,000
Lettuce	1970	4,220	526.00	2,220,000	ctns.	2.31	5,128,000
	1969	4,640	529.00	2,455,000		1.69	4,149,000
Mushrooms	1970			3,848,000	lbs.	.585	2,251,000
	1969			3,726,000		.525	1,956,000
Squash	1970	350	138.29	48,400	cwt.	8.34	404,000
	1969	450	154.00	69,300		8.15	565,000
Tomatoes	1970	140	144.29	20,200	cwt.	10.92	221,000
	1969	110	252.73	27,800		14.88	414,000
Miscellaneous	1970	185					436,000
	1969	230					405,000
TOTAL	1970	10,470					\$14,895,000
	1969	11,440					14,238,000

ANIMAL INDUSTRY

ITEM	YEAR		PRODUCTION		F.O.B. VALUE	
			TOTAL	UNIT	PER UNIT	TOTAL
Apiary Honey	1970	3,870 colonies	155,000	lbs.	\$.14	\$ 22,000
	1969	4,280	139,000		.14	19,000
Wax	1970		2,000	lbs.	.55	1,000
	1969		1,500		.58	1,000
Pollination	1970					26,000
	1969					26,000
Milk Market	1970		85,100	cwt.	5.27	448,000
	1969		61,700*		5.05*	312,000*
Manufacturing	1970		43,000	cwt.	4.68	201,000
	1969		37,400*		4.21*	157,000*
Livestock Cattle & Calves	1970	8,450 head	57,900	cwt.	30.45	1,763,000
	1969	7,920	54,100		26.40	1,428,000
Breeders	1970	330 head				108,000
	1969	340				135,000
Swine	1970	615 head	1,010	cwt.	26.50	27,000
	1969	570	903		26.05	24,000
Sheep & Lambs	1970	2,080 head	2,210	cwt.	22.90	51,000
	1969	2,320	2,430		23.60	57,000
Wool	1970		10,100	lbs.	.29	3,000
	1969		14,800		.34	5,000
Eggs Market	1970		2,075,000	doz.	.425	882,000
	1969		2,240,000		.454	1,017,000
Hatching	1970		184,000	doz.		256,000
	1969		205,000			309,000
Chickens	1970	472,000 fryers	1,888,000	lbs.	.19	359,000
	1969	434,000	1,736,000		.186	323,000
Poultry, Other	1970					1,188,000
	1969					1,384,000
Turkeys	1970	86,900 birds	1,714,000	lbs.	.207	355,000
	1969	70,500	1,674,000		.249	417,000
Rabbits	1970	67,300	303,000	lbs.	.362	110,000
	1969	57,100	257,000		.347	89,000
TOTAL	1970					\$5,800,000
	1969					5,703,000*

*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 Years

- 7 -

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1970	1965	1961
	1970	1970			
Apples					
Newtown Pippin	4,170	454	3,716	3,654	4,359
Delicious - Red	3,803	195	3,608	2,564	2,224
Delicious - Std	305	0	305	358	483
Bellefleur	193	0	193	219	435
Winter Banana	144	12	132	148	206
W. W. Pearmain	84	0	84	97	126
Gravenstein	55	2	53	61	96
Golden Delicious	114	18	96	80	57
McIntosh	325	125	200	34	8
Other Varieties	<u>144</u>	<u>33</u>	<u>111</u>	<u>271</u>	<u>284</u>
Total	9,337	839	8,498	7,486	8,278
Apricots					
All Varieties	132	4	128	165	236
Avocados					
All Varieties	46	41	5	0	2
Cherries					
Bing	12	0	12	13	40
Other Varieties	<u>8</u>	<u>0</u>	<u>8</u>	<u>17</u>	<u>63</u>
Total	20	0	20	30	103
Grapes					
Wine Varieties	93	0	93	88	103
Table Varieties	<u>13</u>	<u>0</u>	<u>13</u>	<u>14</u>	<u>21</u>
Total	106	0	106	102	124
Pears					
Bartlett	366	1	365	349	564
Hardy	53	2	51	87	126
Other Varieties	<u>9</u>	<u>0</u>	<u>9</u>	<u>8</u>	<u>43</u>
Total	428	3	425	444	733
Plums					
Santa Rosa	278	0	278	363	471
Other Varieties	<u>33</u>	<u>1</u>	<u>32</u>	<u>76</u>	<u>41</u>
Total	311	1	310	439	512
Prunes					
French	251	0	251	230	418
Other Varieties	<u>38</u>	<u>3</u>	<u>35</u>	<u>43</u>	<u>95</u>
Total	289	3	286	273	513
Other Fruits & Nuts	73	1	<u>72</u>	<u>82</u>	<u>143</u>
Total Bearing Acres			9,850	9,021	10,644
Total Non-Bearing Acres			892	2,390	2,389
GRAND TOTAL			10,742	11,411	13,033

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1970	1969	1968	1967	1966
Bushberries - Total	420	450	530	580	735
Blackberry	320	355	420	440	540
Boysenberry	20	35	50	60	90
Logan & Misc.	5	5	10	15	55
Raspberry	75	55	50	65	50
Strawberries	730	725	700	750	720
Asparagus	0	0	50	65	120
Artichokes	420	420	430	430	430
Beans, Green	330	440	460	480	450
Broccoli	515	375	180	165	155
Brussels Sprouts	2,990	3,270	3,270	3,460	3,180
Cabbage	380	375	375	310	300
Cauliflower	400	620	800	515	800
Celery	340	310	325	245	255
Corn, Sweet	25	40	25	25	55
Cucumbers	175	160	165	105	50
Lettuce, Spring	690	300	750	340	695
Lettuce, Summer	2,380	2,790	2,530	2,390	2,345
Lettuce, Fall	1,150	1,550	1,390	1,330	1,350
Potatoes	45	25	60	80	60
Squash	350	450	305	270	310
Tomatoes	140	110	115	85	105
Beans, Dry	365	465	470	215	635
Grain	0	60	270	165	170
Hay	1,490	5,090	5,160	5,150	4,775
Sugar Beets	125	100	180	215	165
Nursery Crops	810	835	725	640	640

The University Library
Documents Department
University of California
Davis, California 95616

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and have a slightly grainy texture.

1971

AGRICULTURAL CROP REPORT



1971

1971
COUNTY OF SANTA CRUZ

Agricultural Commissioner

P. O. Box 590
WATSONVILLE, CALIFORNIA

AGRICULTURAL
COMMISSIONER



COUNTY OF SANTA CRUZ

COURTHOUSE ANNEX

P. O. BOX 590 WATSONVILLE CALIFORNIA 95076

(408) 724-1149

MATT MELLO
AGRICULTURAL COMMISSIONER

March 15, 1972

Jerry W. Fielder, Director
California Department of Agriculture

and

The Honorable Board of Supervisors
of Santa Cruz County

Phillip Harry, Chairman
Henry Mello Ralph C. Sanson, Jr.
D. Dan Forbus George L. Cress

Gentlemen:

I am submitting the thirty-second annual crop report of the agricultural acreage, production, and value in Santa Cruz County for 1971 as required by Section 2279 of the California Agricultural Code.

The gross value of agricultural products produced in Santa Cruz County for 1971 totaled \$46,895,000 reflecting an increase of \$3,589,000 above the gross receipts of the previous year.

Unfavorable weather again played havoc with some of our major crops. Economic pressures of increasing production costs and taxes, with many new laws regulating activities, is making farming more complex each day.

Declining returns in conjunction with present conditions have persuaded some producers to seek a livelihood in other occupations.

The F. O. B. value represents gross value of the product when sold, including increased costs of production and preparation, and is not net income to the producer.

We extend our sincere appreciation to the individuals and firms who cooperated in providing us the information that helped make this report possible.

Respectfully submitted,

MATT MELLO
Agricultural Commissioner

MM:bl

SANTA CRUZ COUNTY CROP SUMMARY - 1971

A heavy frost in late April and extremely high temperatures in mid-September caused extensive crop damage.

APPLES - Orchards affected by spring frost injury and high temperatures to 106° F at harvest time were not conducive to a season for high fruit quality. Maturity releases were about at normal dates. Hot weather bleached early color from Delicious and contributed to eventual over maturity in some lots. Newtowns, affected by sunburn, required heavy sorting. The government price freeze caused processors uncertainty in price offerings to producers and slow early season market activity resulted. Stiff competition on the L. A. market was encountered from Idaho apples at low prices. A county resurvey indicated a sizeable reduction in bearing acreage of old trees and marginal areas.

Federal purchases for school lunch program helped relieve Delicious storage holdings and marketing conditions.

PEARS - Reduction in acreage, yield, and per ton value resulted in substantial reduction in total return.

PLUMS - Acreage declined and frost reduced yield. Total production almost in half, although value per ton was up.

BUSHBERRIES - Lower prices; however, better yields increased total gross value this year. Some frost injury kept production below normal.

STRAWBERRIES - Production, reduced by weather conditions with lower prices, shows substantially lower total gross returns.

NURSERY - Continued expansion of the nursery industry is indicated with increased planting area and substantial increase in production and gross value.

BRUSSELS SPROUTS - Increased acreage; production down slightly; increase in value.

LETTUCE - Acreage normal, production up and quality good throughout season; improved price levels generally with total value higher.

MUSHROOMS - Increased planting area with better production and returns reflect substantially higher total value.

APIARY - Substantial upswing in total value is due to increased pollination service returns and higher honey production and value.

POULTRY - This industry has continually encountered financial difficulty from low market prices and the number of producers has declined requiring combining of several previously itemized categories in our report.

ANIMAL INDUSTRY - Cattle and swine production declined with slight increase in sheep. Cattle prices slightly higher; swine and sheep returned lower prices to producers.



Elevation Range - 0 to 3,214 feet

1971 Temperature Range

Watsonville

70° F
 106° F Sept. 14
 35° F
 24° F Nov. 17

Average Maximum High Sept. 14
 Average Minimum Low Jan. 8

Santa Cruz

70° F
 107° F
 43° F
 25° F

Rainfall

Watsonville

24.22 inches
 28.47 inches
 23.81 inches

1971 Season (7-1-70 to 6-30-71)
 1970 Season
 Normal Average (Last 20 years)

Santa Cruz

26.76 inches
 30.18 inches
 31.72 inches

Population & Appraisal

Santa Cruz County Population (1971 State Dept. of Finance est.)	128,300
Assessed Valuation of Property (1971-72)	\$369,306,090
Total Area of County (439 sq. miles)	280,960 acres

State Parks Area - 24,876 Acres

Big Basin Park	11,908 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	1,736 acres	New Brighton Beach	64 acres
Manresa Beach	21 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	300 acres
Nesine Marks Forest	9,779 acres	Santa Cruz Mission	1 acre
Castle Rock	654 acres	Hecker Pass State Park	144 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 1	1 9 7 0	1 9 6 9	1 9 6 8	1 9 6 7
Fruit & Nut Crops	\$11,429,000	\$ 9,264,000	\$ 9,964,000	\$21,873,000	\$ 9,516,500
Berry Crops	6,508,000	6,993,000	6,366,000	6,793,000	4,930,700
Field Crops	794,000	734,000	925,000	1,021,000	789,700
Nursery Crops	7,029,000	5,661,000	5,285,000	4,853,000	4,315,000
Vegetable Crops	<u>16,280,000</u>	<u>14,895,000</u>	<u>14,238,000</u>	<u>15,458,000</u>	<u>13,513,200</u>
TOTAL PLANT INDUSTRY	\$42,040,000	\$37,547,000	\$36,778,000	\$49,998,000	\$33,065,100
Harvested Acres	(77,856)	(79,035)	(82,114)	(82,118)	(80,142)
Animal Industry	\$ 4,855,000	\$ 5,759,000*	\$ 5,703,000	\$ 5,054,000	\$ 4,950,900
TOTAL ALL PRODUCTION	\$46,895,000	\$43,306,000*	\$42,481,000	\$55,052,000	\$38,016,000

*Revised Value

GOVERNMENT PAYMENT PROGRAMS

(By Agricultural Stabilization Conservation Service, USDA)

A. C. P.	\$19,000	\$ 9,000	\$13,000	\$ 9,000	\$27,000
Sugar Beets	18,000	10,000	7,000	14,000	12,000
Wool	1,000	1,000	1,000	1,000	1,000
TOTALS	\$38,000	\$20,000	\$21,000	\$24,000	\$40,000

(These totals not included in total production above)

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Apples - Total	1971	7,719	15.36	118,590	Tons	\$11,173,000	
	1970	8,498	13.20	112,150		8,832,000	
Fresh	1971			38,960	Tons	\$170.60	6,647,000
	1970			38,460		150.35	5,782,000
Dryer	1971			8,570	Tons	58.50	501,000
	1970			8,990		42.00	378,000
Processing	1971			35,730	Tons	65.35	2,335,000
	1970			34,490		51.17	1,765,000
Juice	1971			35,330	Tons	47.83	1,690,000
	1970			30,210		30.03	907,000
Apricots	1971	122	1.64	200	Tons	51,000	
	1970	128	2.19	280		61,000	
Fresh	1971			165	Tons	268.00	44,000
	1970			175		271.00	47,000
Dry	1971			7	Tons	1,020.00	7,000
	1970			13		1,010.00	13,000
Processing	1971	(No Processing Reported)			Tons	1,000	
	1970			40		30.00	1,000
Grapes	1971	69	1.74	120	Tons	337.00	40,000
	1970	106	1.65	175		285.00	50,000
Pears	1971	263	1.22	320	Tons	79.00	25,000
	1970	425	3.33	1,415		124.00	175,000
Persimmons	1971	26	5.20	135	Tons	205.00	28,000
	1970	29	3.62	105		226.00	24,000
Plums	1971	209	1.63	340	Tons	256.00	87,000
	1970	310	2.00	620		149.00	92,000
Prunes - Dry	1971	152	.07	11	Tons	245.00	3,000
	1970	286	.28	80		225.00	18,000
Misc.*	1971	50				22,000	
	1970	68				12,000	
TOTAL	1971	8,610				\$11,429,000	
	1970	9,850				9,264,000	

* Includes Avocados, Figs, Peaches, Cherries and Walnuts

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1971	320	3.34	1,070	Tons	\$337.00	\$ 361,000
	1970	320	2.75	880		400.00	352,000
Boysenberries	1971	15	1.80	27	Tons	403.00	11,000
	1970	20	.80	16		420.00	7,000
Logan & Misc.	1971	10	2.70	27	Tons	558.00	15,000
	1970	5	1.60	8		563.00	5,000
Raspberries-Total	1971	65	3.20	208	Tons		253,000
	1970	75	4.00	300			348,000
Fresh	1971			59,500	Trays 7#	4.26	253,000
	1970			80,400		4.22	339,000
Strawberries-Total	1971	730	19.71	14,390	Tons		5,868,000
	1970	730	20.50	14,965			6,281,000
Fresh	1971			2,297,000	Trays 12#	2.48	5,697,000
	1970			2,398,000		2.54	6,091,000
Processing	1971			610	Tons	280.00	171,000
	1970			575		330.00	190,000
TOTAL	1971	1,140					\$6,508,000
	1970	1,150					6,993,000

FIELD CROPS

Beans, Dry	1971	345	21.65	7,470	Cwt.	\$ 14.88	\$ 111,000
	1970	365	26.22	9,570		10.18	97,000
Hay	1971	1,490	3.20	4,770	Tons	18.95	90,000
	1970	1,490	2.95	4,400		23.55	104,000
Pasture, Irrig.	1971	4,350			Acres	40.00	174,000
	1970	4,340				35.00	152,000
Pasture, Other	1971	50,200			Acres	5.00	251,000
	1970	50,300				5.00	252,000
Sugar Beets	1971	265	31.70	8,400	Tons	15.20	128,000
	1970	125	33.52	4,190		15.35	64,000
Veg. & Flwr. Seeds	1971	15		10,065	Lbs.		19,000
	1970	10		10,082			38,000
Miscellaneous*	1971	215					21,000
	1970	125					27,000
TOTAL	1971	56,880					\$ 794,000
	1970	56,755					734,000

* Includes Corn Silage and Grain

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION		F.O.B. VALUE
			SOLD	UNIT	
Ornamentals & Other	1971	127	5,575,000	Plants	\$2,145,000
	1970	128	6,987,000		2,125,000
Christmas Trees	1971	464	53,000	Trees	293,000
	1970	454	39,000		184,000
Bulbs	1971	40	1,202,000	Bulbs	268,000
	1970	42	1,610,000		321,000
Cut Flowers*	1971	235	66,096,000	Blooms	4,323,000
	1970	186	48,769,000		3,031,000
TOTAL	1971	866			\$7,029,000
	1970	810			5,661,000

*CUT FLOWERS - 1971

FIELD GROWN

ITEM	AREA	PRODUCTION		F.O.B. VALUE	
		SOLD	UNIT	PER UNIT (av)	TOTAL
Daisies	36.00 Acres	4,451,996	Blooms	.029	\$129,225
Iris	41.25	4,991,664		.081	404,535
Misc.**	83.82	2,943,727		(Various)	186,353
(Including Begonias, Yarrow, Daffodils, Ranunculus, Fern, Sweet Peas, Heather, Asters, Calendula, Candytuft, Glads, Corn Flowers, Chrysanthemums, Protea, Gypsophila, Eucalyptus)					
TOTAL FIELD GROWN	161.07 Acres	12,387,387	Blooms		\$720,613

Indoor - Glass or Plastic

Carnations Std.	1,397,200 sq.ft.	27,530,380	Blooms	.063	\$1,729,726
Carnations Min.	245,400 sq.ft.	10,031,840		.028	346,617
Orchids	228,140 sq.ft.	240,467		.345	83,051
Roses	741,000 sq.ft.	11,473,561		.091	1,041,895
Misc.**	591,960 sq.ft.	4,431,950		(Various)	401,084
(Including Stephanotis, Fern, Chrysanthemums Std. and Min., Transvaal Daisy, Amazon Lilies, Freesia, Tulips, Dutch Iris)					
TOTAL INDOOR-GLASS OR PLASTIC	3,203,700 sq.ft. (73.55 Acres)	53,708,198	Blooms		\$3,602,373

Bulb acres are not included

**Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1971	380	72.89	27,700	Cwt.	\$ 10.80	\$ 299,000
	1970	420	57.86	24,300		9.10	221,000
Beans, Green	1971	400	2.18	870	Tons	228.00	198,000
	1970	330	3.70	1,220		231.00	282,000
Broccoli	1971	390	1.87	730	Tons	235.00	172,000
	1970	515	3.28	1,690		201.00	340,000
Brussels Sprouts	1971	3,090	5.21	16,100	Tons	270.00	4,347,000
	1970	2,990	5.52	16,500		250.00	4,125,000
Cabbage	1971	235	268.51	63,100	Cwt.	3.11	196,000
	1970	380	294.74	112,000		3.12	349,000
Cauliflower	1971	745	83.09	61,900	Cwt.	9.08	562,000
	1970	400	94.50	37,800		8.40	318,000
Celery	1971	115	444.35	51,100	Cwt.	5.48	280,000
	1970	340	544.12	185,000		2.96	548,000
Corn, Sweet	1971	30	540.00	16,200	Doz.	.70	11,000
	1970	25	736.00	18,400		.77	14,000
Cucumbers	1971	150	334.67	50,200	Cwt.	4.40	221,000
	1970	175	342.29	59,900		4.30	258,000
Lettuce	1971	4,210	560.10	2,358,000	Ctns.	2.36	5,565,000
	1970	4,220	526.00	2,220,000		2.31	5,128,000
Mushrooms	1971			5,705,000	Lbs.	.607	3,463,000
	1970			3,848,000		.585	2,251,000
Squash	1971	345	155.36	53,600	Cwt.	7.28	390,000
	1970	350	138.29	48,400		8.34	404,000
Tomatoes	1971	110	150.00	16,500	Cwt.	11.40	188,000
	1970	140	144.29	20,200		10.92	221,000
Misc. Veg.	1971	160					388,000
	1970	185					436,000
TOTAL	1971	10,360					\$16,280,000
	1970	10,470					14,895,000

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1971	4,290 Colonies	223,000	Lbs.	\$.22	\$ 49,000
	1970	3,870	155,000		.14	22,000
Wax	1971		3,000	Lbs.	.60	2,000
	1970		2,000		.55	1,000
Pollination	1971					51,000
	1970					26,000
Milk Market	1971		78,700	Cwt.	5.50	433,000
	1970		76,400*		5.33*	407,000*
Manufacturing	1971		49,100	Cwt.	4.39	216,000
	1970		43,100*		4.66*	201,000*
Livestock Cattle & Calves	1971	5,430 Head	33,500	Cwt.	32.15	1,077,000
	1970	8,450	57,900		30.45	1,763,000
Breeders	1971	985 Head				302,000
	1970	330				108,000
Swine	1971	495 Head	950	Cwt.	22.40	21,000
	1970	615	1,010		26.50	27,000
Sheep & Lambs	1971	2,190 Head	2,630	Cwt.	19.20	50,000
	1970	2,080	2,210		22.90	51,000
Wool	1971		11,100	Lbs.	.16	2,000
	1970		10,100		.29	3,000
Eggs-Market	1971		2,174,000	Doz.	.353	767,000
	1970		2,075,000		.425	882,000
Chickens	1971	281,000 Fryers	1,124,000	Lbs.	.185	208,000
	1970	472,000	1,888,000		.19	359,000
Poultry, Other	1971					1,463,000
	1970					1,799,000
Rabbits	1971	54,300 Fryers	244,000	Lbs.	.335	82,000
	1970	62,000	279,000		.312	87,000
Rabbits, Other	1971					72,000
	1970					23,000
TOTAL	1971					\$4,855,000
	1970					5,759,000*

*Revised Crop Reporting Service Figures

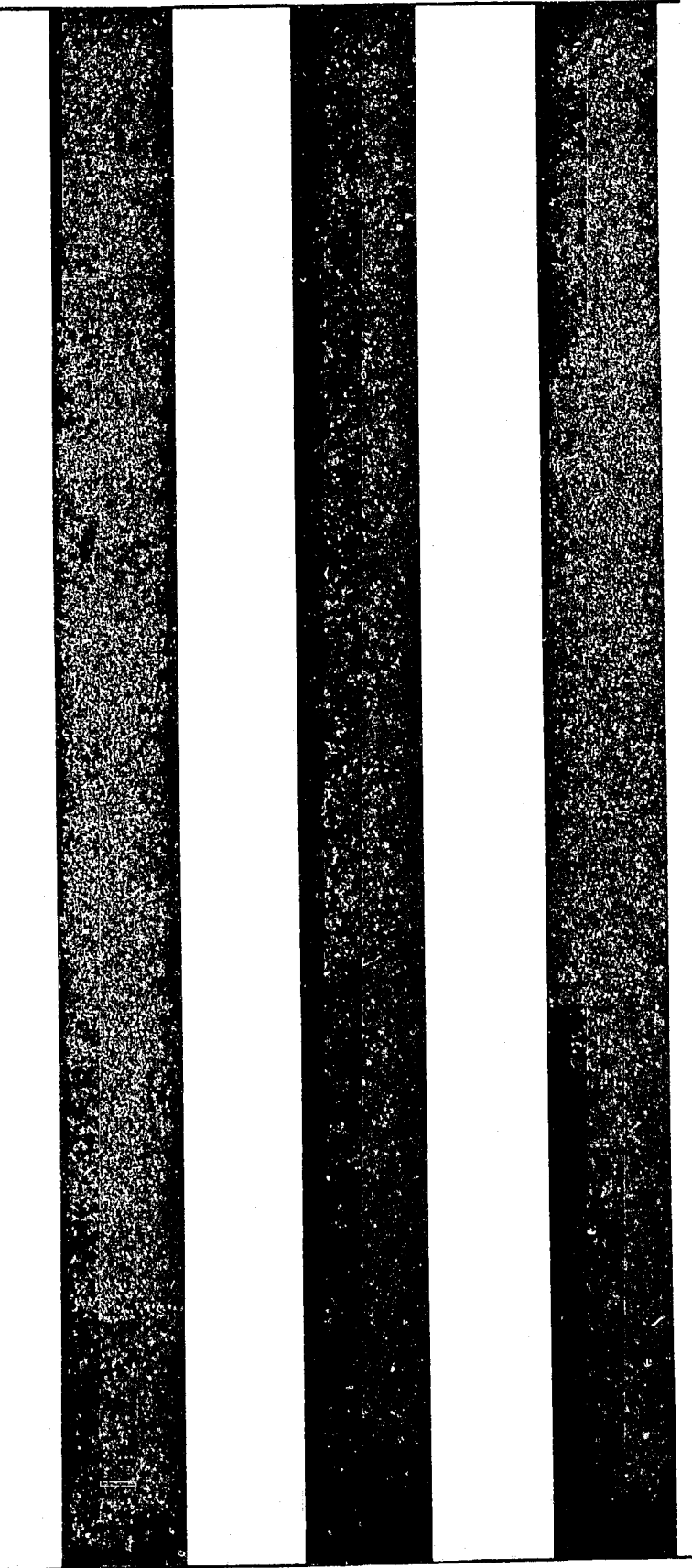
TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL ACREAGE 1 9 7 1	NON-BEARING ACREAGE 1 9 7 1	BEARING ACRES		
			1971	1966	1962
Apples					
Newtown Pippin	3,848	487	3,361	3,649	4,377
Delicious - Red	3,631	234	3,397	2,631	2,410
Delicious - Std.	246	0	246	363	488
Bellefleur	125	0	125	213	421
Winter Banana	122	13	109	141	208
W. W. Pearmain	76	0	76	95	124
Gravenstein	33	3	30	61	101
Golden Delicious	102	25	77	88	67
McIntosh	271	49	222	50	10
Other Varieties	104	28	76	284	280
Total	8,558	839	7,719	7,575	8,486
Apricots					
All Varieties	129	7	122	161	235
Avocados					
All Varieties	70	64	6	0	2
Cherries					
Bing	7	0	7	12	34
Other Varieties	5	0	5	17	55
Total	12	0	12	29	89
Grapes					
Wine Varieties	79	15	64	88	86
Table Varieties	5	0	5	14	18
Total	84	15	69	102	104
Pears					
Bartlett	241	3	238	345	565
Hardy	24	0	24	82	139
Other Varieties	1	0	1	8	37
Total	266	3	263	435	741
Plums					
Santa Rosa	195	0	195	358	491
Other Varieties	17	3	14	67	50
Total	212	3	209	425	541
Prunes					
French	134	1	133	230	398
Other Varieties	22	3	19	42	104
Total	156	4	152	272	502
Other Fruits & Nuts	59	1	58	87	140
Total Bearing Acres			8,610	9,086	10,840
Total Non-Bearing Acres			936	2,298	2,396
GRAND TOTAL			9,546	11,384	13,236

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1971	1970	1969	1968	1967
Bushberries - Total	410	420	450	530	580
Blackberry	320	320	355	420	440
Boysenberry	15	20	35	50	60
Logan & Misc.	10	5	5	10	15
Raspberry	65	75	55	50	65
Strawberries	730	730	725	700	750
Artichokes	380	420	420	430	430
Beans, Green	400	330	440	460	480
Broccoli	390	515	375	180	165
Brussels Sprouts	3,090	2,990	3,270	3,270	3,460
Cabbage	235	380	375	375	310
Cauliflower	745	400	620	800	515
Celery	115	340	310	325	245
Corn, Sweet	30	25	40	25	25
Cucumbers	150	175	160	165	105
Lettuce, Spring	550	690	300	750	340
Lettuce, Summer	2,570	2,380	2,790	2,530	2,390
Lettuce, Fall	1,090	1,150	1,550	1,390	1,330
Potatoes	70	45	25	60	80
Squash	345	350	450	305	270
Tomatoes	110	140	110	115	85
Beans, Dry	345	365	465	470	215
Grain	145	0	60	270	165
Hay	1,490	1,490	5,090	5,160	5,150
Sugar Beets	265	125	100	180	215
Nursery Crops	866	810	835	725	640



1972



1972

**AGRICULTURAL
CROP REPORT**

County of

Santa Cruz

Agricultural Commissioner

P. O. Box 590
WATSONVILLE, CALIFORNIA

UNIVERSITY OF CALIFORNIA
DAVIS

APR 11 1973

GOVT. DOCS. - LIBRARY

AGRICULTURAL
COMMISSIONER



COUNTY OF SANTA CRUZ

COURTHOUSE ANNEX

P. O. BOX 590 WATSONVILLE CALIFORNIA 95076

(408) 724-1149

MATT MELLO
AGRICULTURAL COMMISSIONER

March 20, 1973

C. B. Christensen, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
Santa Cruz County

Henry Mello, Chairman
Phillip Harry Dan Forbus
Dale Dawson J. Patrick Liteky

Gentlemen:

As required by Section 2279 of the California Agricultural Code, I submit the thirty-third annual crop report of the agricultural acreage, production and value for Santa Cruz County in 1972.

Exceeding any previous year, the gross value of agricultural production totaled \$57,342,000, representing an increase of \$10,480,000 over the 1971 figure.

This F. O. B. value represents the gross value of the products when sold, including costs of production and preparation, and is not net income to the producer.

My sincere appreciation is extended to the individuals and firms for their cooperation in supplying information that helped make this report possible, and to the members of my staff for their diligent effort in the compilation.

Respectfully submitted,

MATT MELLO
Agricultural Commissioner

MM:bl



Elevation Range - 0 to 3,214 feet

1972 Temperature Range

Watsonville

94° F Oct. 6
20° F Dec. 9

High
Low

Sept. 14
Jan. 3

Santa Cruz

107° F
28° F

Rainfall

Watsonville

12.26 inches
24.22 inches

1972 Season (7-1-71 to 6-30-72)
1971 Season

Santa Cruz

18.00 inches
26.76 inches

Population & Appraisal

Santa Cruz County Population (1972 State Dept. of Finance est.)	134,800
Assessed Valuation of Property (1972-73)	\$404,435,940
Total Area of County (439 sq. miles)	280,960 acres

State Parks Area - 24,876 Acres

Big Basin Park	11,908 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	1,736 acres	New Brighton Beach	64 acres
Manresa Beach	21 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	300 acres
Nesine Marks Forest	9,779 acres	Santa Cruz Mission	1 acre
Castle Rock	654 acres	Hecker Pass State Park	144 acres

SANTA CRUZ COUNTY CROP SUMMARY - 1972

For the third consecutive year, heavy frosts in late April caused extensive crop damage in certain low areas. Lack of normal winter and spring rains and an abnormally warm, dry summer was climaxed by prolonged sub-freezing temperatures in early December that affected winter vegetable crops and severe losses to outdoor nursery stock and avocado plantings.

Despite the adversity of these conditions, market demand for available products reflected larger gross receipts for this year.

APPLES - Some fruit had frost injury in varying degrees from slight to severe. Surprising to most growers was the increased tonnage from large fruit size harvested in spite of weather conditions. Out of state competing areas were in short production and late harvesting. We had an early harvest and the long marketing season began with good demand and became increasingly firm, resulting in a very favorable year.

APRICOTS - Reduction in acreage, but increase in production and value.

PEARS - Yield increased and higher returns in market value.

PLUMS - Production substantially increased with good quality. Demand good, with favorable fresh prices averaging \$372.00 per ton. The unit value shown includes a large processing tonnage at \$30.00 per ton, reducing average unit value to lower level. Total gross return shows increase of \$104,000 over previous year.

BUSHBERRIES - Overall production increased though some fields sustained frost injury. Most of the tonnage sold to processors at higher value.

STRAWBERRIES - Even with some spring frost damage, production increased and fresh and processing prices were higher than last year.

NURSERY STOCK - This industry continues to grow and production and gross values show substantial increases.

BRUSSELS SPROUTS - Acreage again increased with good production at same price level as previous year. Total gross value substantially increased.

LETTUCE - Substantial increase in acreage planted with high yield reflects higher total value despite lower unit value return.

MUSHROOMS - Marked increase in production area contributed to higher total value with same relative price and production level as last year.

LIVESTOCK - Livestock and livestock products reflect lower production levels; therefore, total gross value is less than previous year.

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$14.9	Mushrooms	5.1
Strawberries	7.1	Ornamental Nursery Stock	2.5
Lettuce	6.4	Poultry	1.5
Cut Flowers	5.8	Cattle	1.2
Brussels Sprouts	5.2	Bushberries	1.0

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

<u>ITEM</u>	<u>1 9 7 2</u>	<u>1 9 7 1</u>	<u>1 9 7 0</u>	<u>1 9 6 9</u>	<u>1 9 6 8</u>
Fruit & Nut Crops	\$15,318,000	\$11,429,000	\$ 9,264,000	\$ 9,964,000	\$21,873,000
Berry Crops	8,188,000	6,508,000	6,993,000	6,366,000	6,793,000
Field Crops	798,000	794,000	734,000	925,000	1,021,000
Nursery Crops	8,528,000	7,029,000	5,661,000	5,285,000	4,853,000
Vegetable Crops	<u>20,281,000</u>	<u>16,280,000</u>	<u>14,895,000</u>	<u>14,238,000</u>	<u>15,458,000</u>
TOTAL PLANT INDUSTRY	\$53,113,000	\$42,040,000	\$37,547,000	\$36,778,000	\$49,998,000
Harvested Acres	(78,369)	(77,856)	(79,035)	(82,114)	(82,118)
ANIMAL INDUSTRY	\$ 4,229,000	\$ 4,822,000*	\$ 5,759,000	\$ 5,703,000	\$ 5,054,000
TOTAL ALL PRODUCTION	\$57,342,000	\$46,862,000*	\$43,306,000	\$42,481,000	\$55,052,000

*Revised Value

GOVERNMENT PAYMENT PROGRAMS

(By Agricultural Stabilization Conservation Service, USDA)

R. E. A. P.	\$19,000	\$19,000	\$ 9,000	\$13,000	\$ 9,000
Sugar Beets	14,000	18,000	10,000	7,000	14,000
Wool	2,000	1,000	1,000	1,000	1,000
TOTALS	\$35,000	\$38,000	\$20,000	\$21,000	\$24,000

(These totals not included in total production above)

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Apples - Total	1972	7,667	16.40	125,720	Tons	\$14,885,000	
	1971	7,719	15.36	118,590			
Fresh	1972			43,210	Tons	\$208.60	9,014,000
	1971			38,960		170.60	6,647,000
Dryer	1972			11,470	Tons	67.65	776,000
	1971			8,570		58.50	501,000
Processing	1972			36,990	Tons	85.71	3,170,000
	1971			35,730		65.35	2,335,000
Juice	1972			34,050	Tons	56.53	1,925,000
	1971			35,330		47.83	1,690,000
Apricots	1972	90	3.06	275	Tons	95,000	
	1971	122	1.64	200			
Fresh	1972			175	Tons	383.00	67,000
	1971			165		268.00	44,000
Dry	1972			20	Tons	1,410.00	28,000
	1971			7		1,020.00	7,000
Grapes	1972	69	1.12	77	Tons	396.00	30,000
	1971	69	1.74	120		337.00	40,000
Pears	1972	255	1.65	420	Tons	105.00	44,000
	1971	263	1.22	320		79.00	25,000
Persimmons	1972	26	3.65	95	Tons	272.00	26,000
	1971	26	5.20	135		205.00	28,000
Plums	1972	209	4.14	865	Tons	221.00	191,000
	1971	209	1.63	340		256.00	87,000
Prunes - Dry	1972	153	(No Production)		Tons	245.00	
	1971	152	.07	11			
Misc.*	1972	50					47,000
	1971	50					22,000
TOTAL	1972	8,519					\$15,318,000
	1971	8,610					11,429,000

*Includes Avocados, Figs, Peaches, Cherries and Walnuts

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1972	330	4.30	1,420	Tons	\$447.00	\$ 635,000
	1971	320	3.34	1,070		337.00	
Boysenberries	1972	15	2.53	38	Tons	505.00	19,000
	1971	15	1.80	27		403.00	11,000
Logan & Misc.	1972	10	2.00	20	Tons	599.00	12,000
	1971	10	2.70	27		558.00	15,000
Raspberries-Fresh	1972	60	1,006.67	60,400	Trays 7#	5.67	342,000
	1971	65	915.38	59,500		4.26	253,000
Strawberries-Total	1972	740	21.76	16,100	Tons		7,180,000
	1971	730	19.71	14,390			5,868,000
Fresh	1972			2,320,000	Trays 12#	2.77	6,426,000
	1971			2,297,000		2.48	5,697,000
Processing	1972			2,180	Tons	346.00	754,000
	1971			610		280.00	171,000
TOTAL	1972	1,155					\$8,188,000
	1971	1,140					6,508,000

FIELD CROPS

Beans, Dry	1972	310	18.52	5,740	Cwt.	\$ 12.04	\$ 69,000
	1971	345	21.65	7,470		14.88	
Hay	1972	1,230	1.87	2,300	Tons	35.70	82,000
	1971	1,490	3.20	4,770		18.95	90,000
Pasture, Irrig.	1972	4,330			Acres	43.00	186,000
	1971	4,350				40.00	174,000
Pasture, Other	1972	50,000			Acres	6.00	300,000
	1971	50,200				5.00	251,000
Sugar Beets	1972	185	37.03	6,850	Tons	15.30	105,000
	1971	265	31.70	8,400		15.20	128,000
Veg. & Flwr. Seeds	1972	10		3,420	Lbs.		15,000
	1971	15		10,065			19,000
Miscellaneous*	1972	290					41,000
	1971	215					21,000
TOTAL	1972	56,355					\$ 798,000
	1971	56,880					794,000

*Includes Corn Silage, Grain and Green Chop

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamentals & Other	1972	135	5,435,000	Plants	\$2,324,000
	1971	127	5,575,000		2,145,000
Christmas Trees	1972	471	44,000	Trees	249,000
	1971	464	53,000		293,000
Bulbs	1972	40	756,000	Bulbs	155,000
	1971	40	1,202,000		268,000
Cut Flowers*	1972	269	82,389,000	Blooms	5,800,000
	1971	235	66,096,000		4,323,000
TOTAL	1972	915			\$8,528,000
	1971	866			7,029,000

*CUT FLOWERS - 1972

FIELD GROWN

ITEM	AREA	PRODUCTION		F.O.B. VALUE	
		SOLD	UNIT	PER UNIT (av)	TOTAL
Daisies	32.50 acres	4,172,684	Blooms	.036	\$150,464
Iris	63.50	7,814,544		.065	504,337
Misc.**	87.50	4,043,527		(Various)	239,833
(Including Begonias, Yarrow, Daffodils, Ranunculus, Fern, Agapanthus, Heather, Asters, Calendula, Candytuft, Glads, Corn Flowers, Chrysanthemums, Protea, Gypsophilia, Callas)					
TOTAL FIELD GROWN	183.50 acres	16,030,755	Blooms		\$894,634

Indoor - Glass or Plastic

Carnations Std.	1,650,600 sq. ft.	32,434,242	Blooms	.077	\$2,489,906
Carnations Min.	221,200 sq. ft.	12,568,025		.030	372,329
Orchids	135,140 sq. ft.	162,450		.488	79,340
Roses	1,060,050 sq. ft.	14,891,115		.100	1,489,112
Misc.**	664,260 sq. ft.	6,302,488		(Various)	474,973
(Including Stephanotis, Fern, Chrysanthemums Std. and Min., Freesia, Tulips, Dutch Iris)					
TOTAL INDOOR-GLASS OR PLASTIC	3,731,250 sq. ft. (85.66 acres)	66,358,320	Blooms		\$4,905,660

Bulb acres are not included

**Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1972	(Included in Misc. Veg.)					
	1971	380	72.89	27,700	Cwt.	\$ 10.80	\$ 299,000
Beans, Green	1972	(Included in Misc. Veg.)					
	1971	400	2.18	870	Tons	228.00	198,000
Broccoli	1972	330	3.55	1,170	Tons	291.00	340,000
	1971	390	1.87	730		235.00	172,000
Brussels Sprouts	1972	3,380	5.71	19,300	Tons	270.00	5,211,000
	1971	3,090	5.21	16,100		270.00	4,347,000
Cabbage	1972	230	277.83	63,900	Cwt.	3.11	199,000
	1971	235	268.51	63,100		3.11	196,000
Cauliflower	1972	710	81.13	57,600	Cwt.	8.79	506,000
	1971	745	83.09	61,900		9.08	562,000
Celery	1972	175	542.29	94,900	Cwt.	6.25	593,000
	1971	115	444.35	51,100		5.48	280,000
Corn, Sweet	1972	25	656.00	16,400	Doz.	.81	13,000
	1971	30	540.00	16,200		.70	11,000
Cucumbers	1972	135	321.48	43,400	Cwt.	4.04	175,000
	1971	150	334.67	50,200		4.40	221,000
Lettuce	1972	5,230	610.71	3,194,000	Ctns.	2.01	6,420,000
	1971	4,210	560.10	2,358,000		2.36	5,565,000
Mushrooms	1972			8,369,000	Lbs.	.612	5,122,000
	1971			5,705,000		.607	3,463,000
Squash	1972	350	178.00	62,300	Cwt.	8.00	498,000
	1971	345	155.36	53,600		7.28	390,000
Tomatoes	1972	155	134.19	20,800	Cwt.	10.54	219,000
	1971	110	150.00	16,500		11.40	188,000
Misc. Veg.	1972	705					985,000
	1971	160					388,000
TOTAL	1972	11,425					\$20,281,000
	1971	10,360					16,280,000

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION		UNIT	F.O.B. VALUE		
		TOTAL			PER UNIT	TOTAL	
Apiary							
Honey	1972	4,470 Colonies	324,000	Lbs.	\$.29	\$ 94,000	
	1971	4,290	223,000		.22	49,000	
Wax	1972		3,000	Lbs.	.60	2,000	
	1971		3,000		.60	2,000	
Pollination	1972						42,000
	1971						51,000
Milk							
Market	1972		79,000	Cwt.	5.45	431,000	
	1971		78,900*		5.49*	433,000	
Manufacturing	1972		41,000	Cwt.	4.65	191,000	
	1971		41,300*		4.44*	183,000*	
Livestock							
Cattle & Calves	1972	5,420 Head	32,700	Cwt.	36.55	1,195,000	
	1971	5,430	33,500		32.15	1,077,000	
Breeders	1972	145 Head				69,000	
	1971	985				362,000	
Swine	1972	420 Head	700	Cwt.	28.65	20,000	
	1971	495	950		22.40	21,000	
Sheep & Lambs	1972	1,900 Head	2,250	Cwt.	19.47	44,000	
	1971	2,190	2,630		19.20	50,000	
Wool	1972		9,900	Lbs.	.29	3,000	
	1971		11,100		.16	2,000	
Eggs-Market	1972		1,495,000	Doz.	.321	480,000	
	1971		2,174,000		.353	767,000	
Poultry	1972					1,539,000	
	1971					1,671,000	
Rabbits	1972	46,500 Fryers	209,000	Lbs.	.29	61,000	
	1971	54,300	244,000		.335	82,000	
Rabbits, Other	1972					58,000	
	1971					72,000	
TOTAL	1972					\$4,229,000	
	1971					4,822,000*	

*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1972	1967	1963
	1 9 7 2	1 9 7 2			
Apples					
Newtown Pippin	3,761	424	3,337	3,525	3,762
Delicious - Red	3,628	252	3,376	2,790	2,363
Delicious - Std.	243	0	243	343	396
Bellefleur	121	0	121	201	284
Winter Banana	121	15	111	125	151
W. W. Pearmain	73	0		86	106
Gravenstein	34	3	31	62	89
Golden Delicious	103	25	78	86	72
McIntosh	279	56	223	72	11
Other Varieties	<u>102</u>	<u>23</u>	<u>79</u>	<u>296</u>	<u>254</u>
Total	8,465	798	7,667	7,586	7,488
Apricots					
All Varieties	96	6	90	129	154
Avocados					
All Varieties	72	66	6	7	2
Cherries					
Bing	7	0	7	12	19
Other Varieties	<u>5</u>	<u>0</u>	<u>5</u>	<u>14</u>	<u>27</u>
Total	12	0	12	26	46
Grapes					
Wine Varieties	79	15	64	89	87
Table Varieties	<u>5</u>	<u>0</u>	<u>5</u>	<u>13</u>	<u>20</u>
Total	84	15	69	102	107
Pears					
Bartlett	241	3	238	325	399
Hardy	16	0	16	66	104
Other Varieties	<u>1</u>	<u>0</u>	<u>1</u>	<u>4</u>	<u>11</u>
Total	258	3	255	395	514
Plums					
Santa Rosa	194	0	194	318	391
Other Varieties	<u>18</u>	<u>3</u>	<u>15</u>	<u>71</u>	<u>50</u>
Total	212	3	209	389	441
Prunes					
French	134	1	133	214	292
Other Varieties	<u>22</u>	<u>2</u>	<u>20</u>	<u>40</u>	<u>72</u>
Total	156	3	153	254	364
Other Fruits & Nuts	59	1	58	59	132
Total Bearing Acres			8,519	8,947	9,248
Total Non-Bearing Acres			895	2,057	2,670
GRAND TOTAL			9,414	11,004	11,918

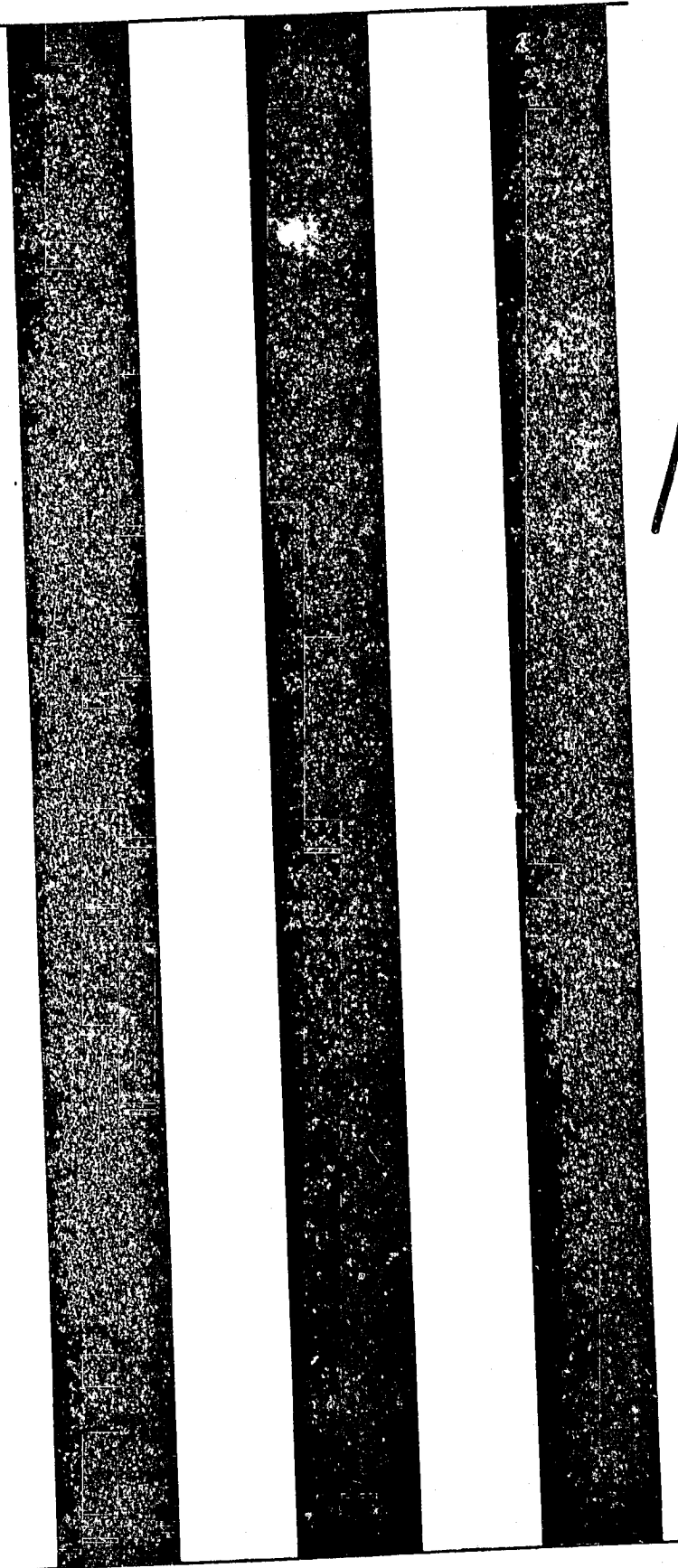
TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1972	1971	1970	1969	1968
Bushberries - Total	415	410	420	450	530
Blackberry	330	320	320	355	420
Boysenberry	15	15	20	35	50
Logan & Misc.	10	10	5	5	10
Raspberry	60	65	75	55	50
Strawberries	740	730	730	725	700
Artichokes	355	380	420	420	430
Beans, Green	255	400	330	440	460
Broccoli	330	390	515	375	180
Brussels Sprouts	3,380	3,090	2,990	3,270	3,270
Cabbage	230	235	380	375	375
Cauliflower	710	745	400	620	800
Celery	175	115	340	310	325
Corn, Sweet	25	30	25	40	25
Cucumbers	135	150	175	160	165
Lettuce, Spring	910	550	690	300	750
Lettuce, Summer	2,970	2,570	2,380	2,790	2,530
Lettuce, Fall	1,350	1,090	1,150	1,550	1,390
Potatoes	0	70	45	25	60
Squash	350	345	350	450	305
Tomatoes	155	110	140	110	115
Beans, Dry	310	345	365	465	470
Grain	90	145	0	60	270
Hay	1,230	1,490	1,490	5,090	5,160
Sugar Beets	185	265	125	100	180
Nursery Crops	915	866	810	835	725

UNIVERSITY OF CALIFORNIA LIBRARY

Davis, California 95616
Government Documents Dept.

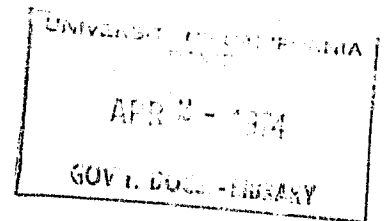


1973

AGRICULTURAL CROP REPORT



1973



COUNTY OF / SANTA CRUZ

Agricultural Commissioner.

P. O. Box 590
WATSONVILLE, CALIFORNIA

AGRICULTURAL
COMMISSIONER



COUNTY OF SANTA CRUZ

COURTHOUSE ANNEX

P O BOX 590 WATSONVILLE CALIFORNIA 95076

408 724 1149

MATT MELLO
AGRICULTURAL COMMISSIONER

March 15, 1974

Mr. C. B. Christensen, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
Santa Cruz County

Dale Dawson, Chairman
Henry Mello Dan Forbus
Phillip Harry J. Patrick Liteky

Gentlemen:

The thirty-fourth annual crop report of the agricultural acreage, production and value for Santa Cruz County in 1973 is submitted as required by Section 2279 of the California Agricultural Code.

Again exceeding any previous year, the 1973 gross value of agricultural production totaled \$66,360,000, representing an increase of \$9,011,000, almost 16% over the 1972 figure, despite many adverse factors during the year.

This F. O. B. value represents the gross value of the products when marketed, including costs of production and preparation, and is not net income to the producer.

The valuable assistance of all those persons who have provided the information that helped make this report possible is acknowledged and appreciated.

Respectfully submitted,

MATT MELLO
Agricultural Commissioner

MM:bl



Elevation Range - 0 to 3,214 feet

1973 Temperature Range

Watsonville

100° F June 20
23° F Jan. 7

High

Low

June 20

Jan. 7

Santa Cruz

104° F

25° F

Rainfall

Watsonville

39.92 inches

12.26 inches

1973 Season (7-1-72 to 6-30-73)

1972 Season

Santa Cruz

44.66 inches

18.00 inches

Population & Appraisal

Santa Cruz County Population (1973 State Dept. of Finance est.)	142,600
Assessed Valuation of Property (1973-74)	\$438,590,510
Total Area of County (441 sq. miles)	282,240 acres

State Parks Area - 28,014 Acres

Big Basin Park	12,229 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,071 acres	New Brighton Beach	68 acres
Manresa Beach	21 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	300 acres
Nisene Marks Forest	9,779 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres

SANTA CRUZ COUNTY CROP SUMMARY - 1973

This year was marked by several adverse factors including heavy winter and spring rains that drowned many fruit trees and delayed spring planting of major vegetable crops. A prolonged heat wave in June caused extensive loss of berries and injury to lettuce. A lettuce truck drivers' strike in July was followed by a shortage of reefers and truck transportation in September. Cut flower growers encountered market over-supply caused by imported foreign supplies, and later when demand improved, an airlines strike and fuel crisis created problems. Apple growers encountered a heat wave in September affecting fruit quality, a shortage of apple pickers, and marketing of fresh shipments affected by a lengthy chain store workers' strike in late season.

Many growers changed acreage to different crops in an attempt to improve returns and meet changing conditions.

APPLES - Continue as our major crop and started the season with an early harvest and considerable optimism. Processor demand was very active, and price offerings good because of low carry-over inventory and a short apple crop in the eastern states. Fresh market demand fluctuated through the season, alternating from good to dull, sustained favorably because of processor needs and reduction in tonnage produced here.

APRICOTS - Production declined due to weather and, although an increase in unit value, failed to meet previous total.

GRAPES - Acreage, tonnage and value increased appreciably.

PEARS - Reduction in yield, and gross value declined.

PLUMS - Rain at bloom time and small fruit size reduced yield and total value.

BUSHBERRIES - Increased production and price, with substantial gain in total value for blackberries.

STRAWBERRIES - At peak season, demand exceeded supply and, despite production problems, more acreage and production, with improved returns, increased total value.

NURSERY CROPS - Expansion in some and decline in others reflect overall gain in production and gross value.

BRUSSELS SPROUTS - Slight reduction in acreage and yield reduced gross value this year.

LETTUCE - Late spring planting reduced acreage, but yield increased and returns fluctuated from \$1.50 to \$10 per carton during season. Overall returns favorable, with substantial gross increase in value.

LIVESTOCK - Returns show gain in all classes, with varying levels in number of head marketed.

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$17.4	Mushrooms	4.4
Lettuce	10.2	Ornamental Nursery Stock	3.0
Strawberries	9.0	Poultry	2.1
Cut Flowers	6.2	Cattle	1.1
Brussels Sprouts	4.4	Bushberries	1.1

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 3	1 9 7 2	1 9 7 1	1 9 7 0	1 9 6 9
Fruit & Nut Crops	\$17,848,000	\$15,318,000	\$11,429,000	\$ 9,264,000	\$ 9,964,000
Berry Crops	10,505,000	8,188,000	6,508,000	6,993,000	6,366,000
Field Crops	941,000	798,000	794,000	734,000	925,000
Nursery Crops	9,761,000	8,528,000	7,029,000	5,661,000	5,285,000
Vegetable Crops	<u>22,439,000</u>	<u>20,281,000</u>	<u>16,280,000</u>	<u>14,895,000</u>	<u>14,238,000</u>
TOTAL PLANT INDUSTRY	\$61,494,000	\$53,113,000	\$42,040,000	\$37,547,000	\$36,778,000
Harvested Acres	(77,077)	(78,369)	(77,856)	(79,035)	(82,114)
ANIMAL INDUSTRY	\$ 4,866,000	\$ 4,236,000*	\$ 4,822,000	\$ 5,759,000	\$ 5,703,000
TOTAL ALL PRODUCTION	\$66,360,000	\$57,349,000*	\$46,862,000	\$43,306,000	\$42,481,000

*Revised Value

GOVERNMENT PAYMENT PROGRAMS

(By Agricultural Stabilization Conservation Service, USDA)

R.E.A.P.	\$ 5,000	\$ 19,000	\$ 19,000	\$ 9,000	\$ 13,000
Sugar Beets	2,000	14,000	18,000	10,000	7,000
Wool	-0-	2,000	1,000	1,000	1,000
TOTALS	\$ 7,000	\$ 35,000	\$ 38,000	\$ 20,000	\$ 21,000

(These totals not included in total production above)

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Apples - Total	1973	7,690	14.15	108,830	Tons	\$17,413,000	
	1972	7,667	16.40	125,720		14,885,000	
Fresh	1973			31,930	Tons	\$ 261.62	8,354,000
	1972			43,210		208.60	9,014,000
Dryer	1973			14,990	Tons	121.48	1,821,000
	1972			11,470		67.65	776,000
Processing	1973			40,570	Tons	136.75	5,548,000
	1972			36,990		85.71	3,170,000
Juice	1973			21,340	Tons	79.19	1,690,000
	1972			34,050		56.53	1,925,000
Apricots - Total	1973	87	2.53	220	Tons	89,000	
	1972	90	3.06	275		95,000	
Fresh	1973			185	Tons	420.00	78,000
	1972			175		383.00	67,000
Dry	1973			7	Tons	1,500.00	11,000
	1972			20		1,410.00	28,000
Grapes	1973	83	2.19	182	Tons	720.00	131,000
	1972	69	1.12	77		396.00	30,000
Pears	1973	248	.64	159	Tons	113.00	18,000
	1972	255	1.65	420		105.00	44,000
Persimmons	1973	26	6.23	162	Tons	351.00	57,000
	1972	26	3.65	95		272.00	26,000
Plums	1973	201	1.79	360	Tons	334.00	120,000
	1972	209	4.14	865		221.00	191,000
Prunes - Dry	1973	149	.05	7	Tons	471.00	3,000
	1972	153	(No Production)				
Misc.*	1973	48				17,000	
	1972	50				47,000	
TOTAL	1973	8,532				\$17,848,000	
	1972	8,519				15,318,000	

*Includes Avocados, Figs, Peaches, Cherries and Walnuts

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1973	310	5.19	1,610	Tons	\$ 695.00	\$ 1,119,000
	1972	330	4.30	1,420		447.00	635,000
Boysenberries	1973	10	2.50	25	Tons	676.00	17,000
	1972	15	2.53	38		505.00	19,000
Logan & Misc.	1973	5	2.00	10	Tons	661.00	7,000
	1972	10	2.00	20		599.00	12,000
Raspberries-Fresh	1973	50	812.00	40,600	Trays 7#	6.75	274,000
	1972	60	1,006.67	60,400		5.67	342,000
Strawberries-Total	1973	900	20.81	18,725	Tons		9,088,000
	1972	740	21.76	16,100			7,180,000
Fresh	1973			2,661,000	Trays 12#	3.00	7,983,000
	1972			2,320,000		2.77	6,426,000
Processing	1973			2,760	Tons	364.00	1,105,000
	1972			2,180		346.00	754,000
TOTAL	1973	1,275					\$10,505,000
	1972	1,155					8,188,000

FIELD CROPS

Beans, Dry	1973	315	24.92	7,850	Cwt.	\$ 31.48	\$ 247,000
	1972	310	18.52	5,740		12.04	69,000
Hay	1973	1,740	1.54	2,680	Tons	37.50	101,000
	1972	1,230	1.87	2,300		35.70	82,000
Pasture, Irrig.	1973	3,950			Acres	50.00	198,000
	1972	4,330				43.00	186,000
Pasture, Other	1973	50,000			Acres	6.50	325,000
	1972	50,000				6.00	300,000
Sugar Beets	1973	(Included in Misc.)		-		-	-
	1972	185	37.03	6,850	Tons	15.30	105,000
Veg. & Flwr. Seeds	1973	5		4,190	Lbs.		15,000
	1972	10		3,420			15,000
Miscellaneous*	1973	255					55,000
	1972	290					41,000
TOTAL	1973	56,265					\$ 941,000
	1972	56,355					798,000

*Includes Corn Silage, Grain, Green Chop and Sugar Beets

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION		F.O.B. VALUE
			SOLD	UNIT	
Ornamentals & Other	1973	164	6,465,000	Plants	\$3,067,000
	1972	135	5,435,000		2,324,000
Christmas Trees	1973	428	46,000	Trees	328,000
	1972	471	44,000		249,000
Bulbs	1973	37	580,000	Bulbs	115,000
	1972	40	756,000		155,000
Cut Flowers*	1973	256	84,942,000	Blooms	6,251,000
	1972	269	82,389,000		5,800,000
TOTAL	1973	885			\$9,761,000
	1972	915			8,528,000

*CUT FLOWERS - 1973

FIELD GROWN

ITEM	AREA	PRODUCTION		F.O.B. VALUE	
		SOLD	UNIT	PER UNIT (Av)	TOTAL
Daisies	33.00 acres	1,743,060	Blooms	.053	\$ 92,348
Iris	68.00	8,521,850		.084	712,048
Misc.** (Including Chrysanthemums, Gypsophilia, Fern, Asters, Ranunculus, Corn Flowers, Yarrow, Heather)	49.35	3,869,149		(Various)	146,867
	<u>150.35 acres</u>	<u>14,134,059</u>	<u>Blooms</u>		<u>\$ 951,263</u>

Indoor - Glass or Plastic

Carnations Std.	2,171,220 sq. ft.	36,667,725	Blooms	.067	\$2,454,538
Carnations Min.	219,000	11,528,125		.026	296,734
Orchids	138,640	208,087		.378	78,684
Roses Std.	1,150,900	13,567,939		.121	1,645,202
Roses Min.	170,050	3,197,857		.072	228,892
Misc.** (Including Stephanotis, Tulips, Chrysanthemums, Dutch Iris, Fern)	752,100	5,638,525		(Various)	595,573
TOTAL INDOOR-GLASS OR PLASTIC	4,601,910 sq. ft. (105.65 acres)	70,808,258	Blooms		\$5,299,623

Bulb acres are not included

** Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Broccoli	1973	(Included in Misc. Veg.)		-		-	-
	1972	330	3.55	1,170	Tons	\$291.00	\$ 340,000
Brussels Sprouts	1973	3,300	5.00	16,500	Tons	270.00	4,455,000
	1972	3,380	5.71	19,300		270.00	5,211,000
Cabbage	1973	165	357.58	59,000	Cwt.	4.29	253,000
	1972	230	277.83	63,900		3.11	199,000
Cauliflower	1973	845	65.56	55,400	Cwt.	10.22	566,000
	1972	710	81.13	57,600		8.79	506,000
Celery	1973	165	552.12	91,100	Cwt.	5.76	525,000
	1972	175	542.29	94,900		6.25	593,000
Corn, Sweet	1973	30	636.67	19,100	Doz.	.99	19,000
	1972	25	656.00	16,400		.81	13,000
Cucumbers	1973	165	267.27	44,100	Cwt.	5.55	245,000
	1972	135	321.48	43,400		4.04	175,000
Lettuce	1973	4,085	625.21	2,554,000	Ctns.	4.02	10,267,000
	1972	5,230	610.71	3,194,000		2.01	6,420,000
Mushrooms	1973			6,949,000	Lbs.	.634	4,406,000
	1972			8,369,000		.612	5,122,000
Squash	1973	310	211.61	65,600	Cwt.	6.65	436,000
	1972	350	178.00	62,300		8.00	498,000
Tomatoes	1973	55	81.82	4,500	Cwt.	8.33	37,000
	1972	155	134.19	20,800		10.54	219,000
Misc. Vég.*	1973	1,000					1,230,000
	1972	705					985,000
TOTAL	1973	10,120					\$22,439,000
	1972	11,425					20,281,000

*Includes Artichokes, Green Beans, Broccoli, Spinach, Pumpkins, Chives, Leaf Lettuce, Mushroom Spawn, Mustard Greens, Peas, Water Cress, Celery Root, Turnip Greens.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION		F.O.B. VALUE	
		TOTAL	UNIT	PER UNIT	TOTAL
Apiary					
Honey	1973	4,470 Colonies	251,000 Lbs.	\$.50	\$ 126,000
	1972	4,470	324,000	.29	94,000
Wax	1973		3,400 Lbs.	.65	2,000
	1972		3,000	.60	2,000
Pollination	1973				37,000
	1972				42,000
Milk					
Market	1973		56,500 Cwt.	6.26	354,000
	1972		82,300*	5.43*	447,000*
Manufacturing	1973		39,700	5.35	212,000
	1972		38,800*	4.70*	182,000*
Livestock					
Cattle & Calves	1973	3,800 Head	24,700 Cwt.	48.40	1,195,000
	1972	5,420	32,700	36.55	1,195,000
Breeders	1973	175 Head			114,000
	1972	145			69,000
Swine	1973	955 Head	1,760 Cwt.	41.40	73,000
	1972	420	700	28.65	20,000
Sheep & Lambs	1973	1,700 Head	2,010 Cwt.	29.52	59,000
	1972	1,900	2,250	19.47	44,000
Wool	1973		11,000 Lbs.	.55	6,000
	1972		9,900	.29	3,000
Eggs - Market	1973		1,031,000 Doz.	.478	493,000
	1972		1,495,000	.321	480,000
Poultry	1973				2,104,000
	1972				1,539,000
Rabbits	1973	50,800 Fryers	233,000 Lbs.	.39	91,000
	1972	46,500	209,000	.29	61,000
Rabbits, Other	1973				-
	1972				58,000
TOTAL	1973				\$4,866,000
	1972				4,236,000*

*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1973	1968	1964
	1 9 7 3	1 9 7 3			
Apples					
Newtown Pippin	3,667	318	3,349	3,545	3,864
Delicious - Red	3,698	334	3,364	3,175	2,522
Delicious - Std.	251	0	251	331	396
Bellefleur	117	0	117	195	282
Winter Banana	129	10	119	123	162
W. W. Pearmain	66	0	66	86	102
Gravenstein	35	3	32	62	89
Golden Delicious	97	20	77	92	85
McIntosh	288	53	235	96	22
Other Varieties	<u>105</u>	<u>25</u>	<u>80</u>	<u>319</u>	<u>276</u>
Total	8,453	763	7,690	8,024	7,800
Apricots					
All Varieties	94	7	87	127	158
Avocados					
All Varieties	72	66	6	8	2
Cherries					
Bing	6	0	6	10	19
Other Varieties	<u>5</u>	<u>0</u>	<u>5</u>	<u>6</u>	<u>27</u>
Total	11	0	11	16	46
Grapes					
Wine Varieties	86	6	80	86	93
Table Varieties	<u>3</u>	<u>0</u>	<u>3</u>	<u>13</u>	<u>22</u>
Total	89	6	83	99	115
Pears					
Bartlett	234	3	231	325	409
Hardy	16	0	16	63	99
Other Varieties	<u>1</u>	<u>0</u>	<u>1</u>	<u>4</u>	<u>12</u>
Total	251	3	248	392	520
Plums					
Santa Rosa	187	0	187	304	426
Other Varieties	<u>17</u>	<u>3</u>	<u>14</u>	<u>65</u>	<u>86</u>
Total	204	3	201	369	512
Prunes					
French	132	0	132	210	292
Other Varieties	<u>18</u>	<u>1</u>	<u>17</u>	<u>40</u>	<u>54</u>
Total	150	1	149	250	346
Other Fruits & Nuts					
	58	1	57	43	149
Total Bearing Acres			8,532	9,328	9,648
Total Non-Bearing Acres			850	1,643	2,567
GRAND TOTAL			9,382	10,971	12,215

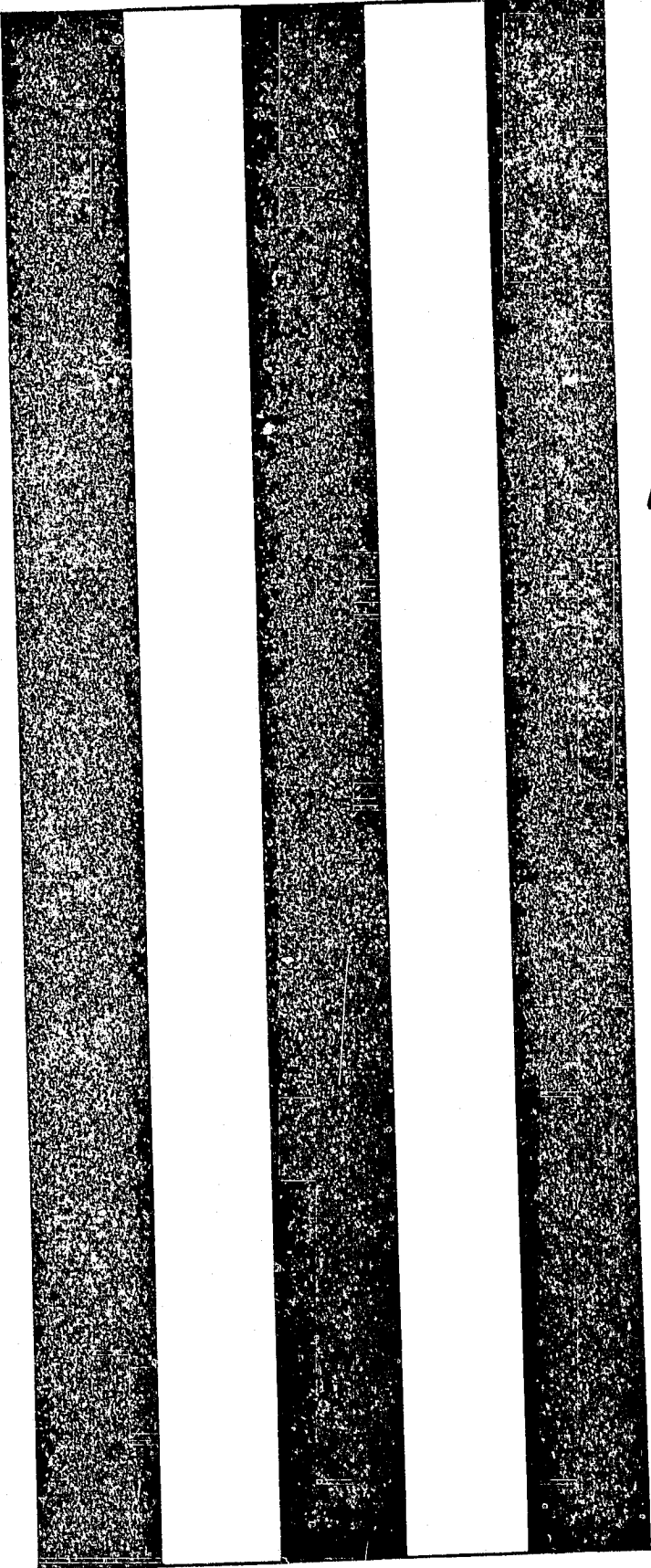
TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1973	1972	1971	1970	1969
Bushberries - Total	375	415	410	420	450
Blackberry	310	330	320	320	355
Boysenberry	10	15	15	20	35
Logan & Misc.	5	10	10	5	5
Raspberry	50	60	65	75	55
Strawberries	900	740	730	730	725
Artichokes	355	355	380	420	420
Beans, Green	295	255	400	330	440
Broccoli	175	330	390	515	375
Brussels Sprouts	3,200	3,380	3,090	2,990	3,270
Cabbage	165	230	235	380	375
Cauliflower	845	710	745	400	620
Celery	165	175	115	340	310
Corn, Sweet	30	25	30	25	40
Cucumbers	165	135	150	175	160
Lettuce, Spring*	315	2,120	1,490	1,530	1,200
Lettuce, Summer*	2,540	2,755	2,480	2,230	2,930
Lettuce, Fall*	1,230	355	240	460	510
Potatoes	0	0	70	45	25
Squash	310	350	345	350	450
Tomatoes	55	155	110	140	110
Beans, Dry	315	310	345	365	465
Grain	40	90	145	0	60
Hay	1,740	1,230	1,490	1,490	5,090
Sugar Beets	30	185	265	125	100
Nursery Crops	885	915	866	810	835

*Revised Season Totals

University Library
Government Documents Department
University of California
Davis, CA 95616

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and appear to be of similar width.

1974



1974

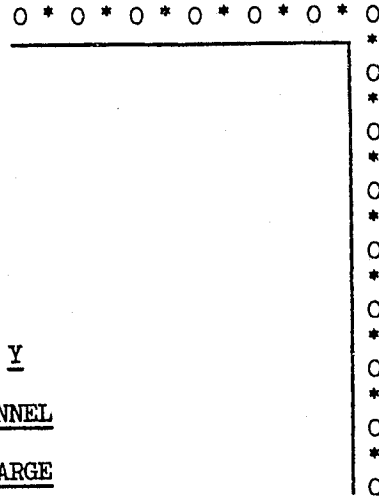
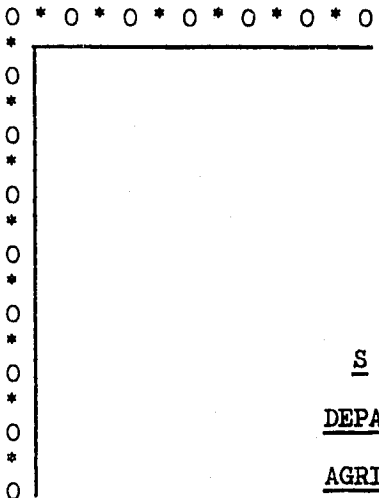
**AGRICULTURAL
CROP REPORT**

County of Santa Cruz

UNIVERSITY OF CALIFORNIA
DAVIS
JUL 9 - 1975
GOV'T. DOCS. - LIBRARY

Agricultural Commissioner

P. O. Box 590
WATSONVILLE, CALIFORNIA



SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE PERSONNEL
AGRICULTURAL COMMISSIONER IN CHARGE

ROBERT J. HOFF

ASSISTANT COMMISSIONER

ROBERT J. HOFF

DEPUTY AGRICULTURAL COMMISSIONER

C. M. LOMBARD, JR.

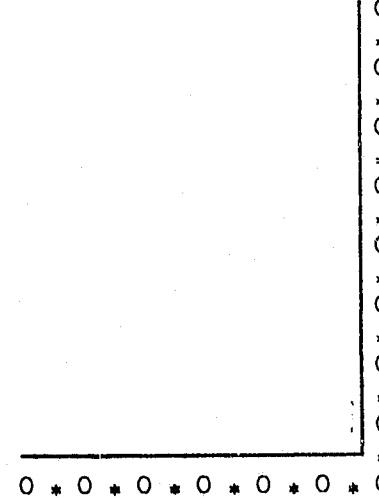
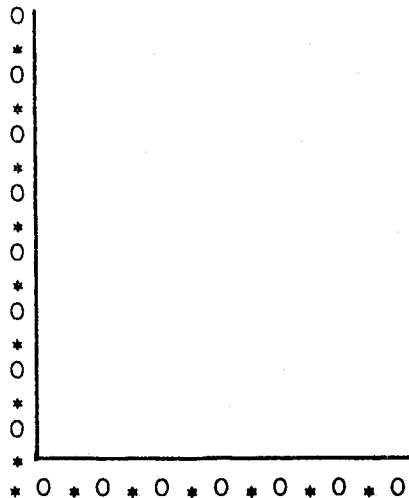
C L E R K S

MARGARET BAUGHMAN

ALEENE L. HOWE

AGRICULTURAL BIOLOGISTS

- FRED HAMISCH
- W. S. JAMISON
- JAY BAUER
- JOHN BOWMAN
- RANDAL PETERSON
- MICHAEL GREENE
- GARY SANDERS



AGRICULTURAL
COMMISSIONER



COUNTY OF SANTA CRUZ

MAIN OFFICE
COURT HOUSE ANNEX
P. O. BOX 590
WATSONVILLE, CA 95076
PHONE 724-1149

BRANCH OFFICE:
640 CAPITOLA ROAD
SANTA CRUZ, CA 95060
PHONE 425-2162

April 18, 1975

Mr. L. T. Wallace, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
Santa Cruz County

D. Dan Forbus, Acting Chairman
Dale Dawson Cecil Smith, Jr.
Gary A. Patton

Gentlemen:

The thirty-fifth annual crop report of the agricultural acreage production and value for Santa Cruz County in 1974 is submitted as required by Section 2279 of the California Agricultural Code.

Again exceeding any previous year, the 1974 gross value of agricultural production totaled \$66,561,000, representing an increase of \$201,000 over the 1973 figure.

This F. O. B. value represents the gross value of the products when marketed, including costs of production and preparation, and is not net income to the producer.

The valuable assistance of all those persons who have provided the information that helped make this report possible is acknowledged and appreciated.

Respectfully submitted,

ROBERT J. HOFF
Agricultural Commissioner
In Charge

RJH:mb



Elevation Range - 0 to 3,214 feet

1974 Temperature Range

Watsonville

95° F October 17 High
24° F December 24 Low

Santa Cruz

October 17 97° F
December 25 28° F

Rainfall

Watsonville

32.15 inches 1974 Season (7-1-73 to 6-30-74)
39.92 inches 1973 Season

Santa Cruz

30.84 inches
44.66 inches

Population & Appraisal

Santa Cruz County Population (1974 State Dept. of Finance est.)	144,600
Assessed Valuation of Property (1974-75)	\$522,674,850
Total Area of County (441 Sq. Miles)	282,240 acres

State Parks Area - 28,014 Acres

Big Basin Park	12,229 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,071 acres	New Brighton Beach	68 acres
Manresa Beach	21 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	300 acres
Nisene Marks Forest	9,779 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

<u>ITEM</u>	<u>1 9 7 4</u>	<u>1 9 7 3</u>	<u>1 9 7 2</u>	<u>1 9 7 1</u>	<u>1 9 7 0</u>
Fruit & Nut Crop	\$17,917,000	\$17,848,000	\$15,318,000	\$11,429,000	\$ 9,264,000
Berry Crops	9,898,000	10,505,000	8,188,000	6,508,000	6,993,000
Field Crops	1,084,000	941,000	798,000	794,000	734,000
Nursery Crops	11,871,000	9,761,000	8,528,000	7,029,000	5,661,000
Vegetable Crops	<u>21,433,000</u>	<u>22,439,000</u>	<u>20,281,000</u>	<u>16,280,000</u>	<u>14,895,000</u>
TOTAL PLANT INDUSTRY	\$62,203,000	\$61,494,000	\$53,113,000	\$42,040,000	\$37,547,000
Harvested Acres	(77,032)	(77,077)	(78,369)	(77,856)	(79,035)
ANIMAL INDUSTRY	<u>\$ 4,358,000</u>	<u>\$ 4,866,000</u>	<u>\$ 4,236,000</u>	<u>\$ 4,822,000</u>	<u>\$ 5,759,000</u>
TOTAL ALL PRODUCTION	\$66,561,000	\$66,360,000	\$57,349,000	\$46,862,000	\$43,306,000

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$17.4	Mushrooms	4.6
Lettuce	8.7	Ornamental Nursery Stock	4.1
Strawberries	8.7	Poultry	2.1
Cut Flowers	7.2	Brussels Sprouts	3.5

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1974	7,677	16.04	123,110	Tons	\$17,458,000	
	1973	7,690	14.15	108,830		17,413,000	
Fresh	1974			37,570	Tons	249.07	9,358,000
	1973			31,930		261.62	8,354,000
Dryer	1974			15,710	Tons	110.11	1,730,000
	1973			14,990		121.48	1,821,000
Processing	1974			36,760	Tons	99.56	3,660,000
	1973			40,570		136.75	5,548,000
Juice	1974			33,070	Tons	81.94	2,710,000
	1973			21,340		79.19	1,690,000
<u>Apricots</u> - Total	1974	87	4.43	385	Tons	192,000	
	1973	87	2.53	220		89,000	
Fresh	1974			245	Tons	442.00	108,000
	1973			185		420.00	78,000
Dry	1974			28	Tons	3,000.00	84,000
	1973			7		1,500.00	11,000
<u>Grapes</u>	1974	83	2.05	170	Tons	360.00	61,000
	1973	83	2.19	182		720.00	131,000
<u>Pears</u>	1974	251	1.51	380	Tons	149.00	57,000
	1973	248	.64	159		113.00	18,000
<u>Persimmons</u>	1974	26	5.04	131	Tons	378.00	50,000
	1973	26	6.23	162		351.00	57,000
<u>Plums</u>	1974	198	1.31	259	Tons	301.00	78,000
	1973	201	1.79	360		334.00	120,000
<u>Prunes</u> - Dry	1974	149	.04	6	Tons	440.00	3,000
	1973	149	.05	7		440.00	3,000
<u>Misc.*</u>	1974	89					18,000
	1973	48					17,000
TOTAL	1974	8,560					\$17,917,000
	1973	8,532					17,848,000

*Includes Avocados, Figs, Peaches, Cherries and Walnuts

BERRY CROPS

CROP	YEAR	HARVESTED		PRODUCTION		UNIT	F.O.B. VALUE	
		ACREAGE	PER ACRE	TOTAL	PER UNIT		TOTAL	
Blackberries	1974	330	4.27	1,410	Tons	\$ 502.00	\$ 708,000	
	1973	310	5.19	1,610		695.00	1,119,000	
Boysenberries	1974	10	1.50	15	Tons	540.00	8,000	
	1973	10	2.50	25		676.00	17,000	
Logan & Misc.	1974	5	1.80	10	Tons	682.00	7,000	
	1973	5	2.00	10		661.00	7,000	
Raspberries-Fresh	1974	50	1,186.00	59,300	Trays 7#	6.63	393,000	
	1973	50	812.00	40,600		6.75	274,000	
Strawberries-Total	1974	830	21.06	17,480	Tons		8,782,000	
	1973	900	20.81	18,725			9,088,000	
Fresh	1974			2,518,000	Trays 12#	3.13	7,881,000	
	1973			2,661,000		3.00	7,983,000	
Processing	1974			2,370	Tons	380.00	901,000	
	1973			2,760		364.00	1,105,000	
TOTAL	1974	1,225					\$ 9,898,000	
	1973	1,275					10,505,000	

FIELD CROPS

Beans, Dry	1974	565	21.06	11,900	Cwt.	21.05	250,000
	1973	315	24.92	7,850		31.48	247,000
Hay	1974	1,400	1.80	2,520	Tons	45.00	113,000
	1973	1,740	1.54	2,680		37.50	101,000
Pasture, Irrig.	1974	3,880			Acres	60.00	233,000
	1973	3,950				50.00	198,000
Pasture, Other	1974	50,000			Acres	6.50	325,000
	1973	50,000				6.50	325,000
Veg. & Flwr. Seeds	1974	20		5,900	Lbs.		15,000
	1973	5		4,190			15,000
Miscellaneous*	1974	260					148,000
	1973	255					55,000
TOTAL	1974	56,125					1,084,000
	1973	56,265					941,000

*Includes Corn Silage, Grain, Green Chop and Sugar Beets

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamentals & Other	1974	178	7,626,000	Plants	\$ 4,103,000
	1973	164	6,465,000		3,067,000
Christmas Trees	1974	440	51,000	Trees	358,000
	1973	428	46,000		328,000
Bulbs	1974	34	698,000	Bulbs	202,000
	1973	37	580,000		115,000
Cut Flowers*	1974	275	101,508,000	Blooms	7,208,000
	1973	256	84,942,000		6,251,000
TOTAL	1974	927			\$11,871,000
	1973	885			9,761,000

*CUT FLOWERS - 1974

FIELD GROWN ITEM	AREA	PRODUCTION			F.O.B. VALUE	
		SOLD	UNIT	PER UNIT(Av)	TOTAL	
Daisies	28.00 acres	854,375	Blooms	.052	\$ 44,004	
Iris	68.00	8,411,277		.081	681,020	
Misc.** (Including Chrysanthemums, Gypsophilia, Fern, Asters, Ranunculus, Corn Flowers, Yarrow, Heather, etc.)	65.00	10,689,833		Various	388,409	
	161.00 acres	19,955,485	Blooms		\$1,113,433	

Indoor - Glass or Plastic

Carnations Std.	1,994,440 sq. ft.	37,488,361	Blooms	.060	\$2,265,341
Carnations Min.	314,290	12,083,425		.029	346,923
Orchids	143,440	195,060		.400	78,139
Roses Std.	1,594,760	19,674,500		.123	2,419,214
Roses Min.	209,300	4,799,539		.070	335,546
Misc.** (Including Stephanotis, Tulips, Chrysanthemums, Dutch Iris, Fern, etc.)	717,580	7,311,346		Various	649,360
TOTAL INDOOR-GLASS OR PLASTIC	4,973,810 sq. ft. (114.18 acres)	81,552,231	Blooms		\$6,094,523

Bulb acres are not included

** Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Beans, Green	1974	260	5.00	1,300	Tons	365.00 \$	475,000
	1973	(Included in Misc. Veg.)					
Brussels Sprouts	1974	2,970	4.24	12,600	Tons	280.00	3,528,000
	1973	3,300	5.00	16,500		270.00	4,455,000
Cabbage	1974	120	351.67	42,200	Cwt.	4.15	175,000
	1973	165	357.58	59,000		4.29	253,000
Cauliflower	1974	595	82.02	48,800	Cwt.	12.42	606,000
	1973	845	65.56	55,400		10.22	566,000
Celery	1974	185	561.08	103,800	Cwt.	5.46	567,000
	1973	165	552.12	91,100		5.76	525,000
Corn, Sweet	1974	20	710.00	14,200	Doz.	1.23	17,000
	1973	30	636.67	19,100		.99	19,000
Cucumbers	1974	115	374.78	43,100	Cwt.	6.28	271,000
	1973	165	267.27	44,100		5.55	245,000
Lettuce	1974	4,615	582.02	2,686,000	Ctns.	3.27	8,783,000
	1973	4,085	625.21	2,554,000		4.02	10,267,000
Mushrooms	1974			7,425,000	Lbs.	.63	4,678,000
	1973			6,949,000		.634	4,406,000
Squash	1974	365	112.33	41,000	Cwt.	9.30	381,000
	1973	310	211.61	65,600		6.65	436,000
Tomatoes	1974	160	231.88	37,100	Cwt.	8.88	329,000
	1973	55	81.82	4,500		8.33	37,000
Misc. Veg.*	1974	790					1,623,000
	1973	1,000					1,230,000
TOTAL	1974	10,195					\$21,433,000
	1973	10,120					22,439,000

*Includes Artichokes, Broccoli, Spinach, Pumpkins, Chives, Leaf Lettuce, Mushroom Spawn, Mustard Greens, Peas, Water Cress, Celery Root, Turnip Greens.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1974	5,530 Colonies	249,000	Lbs.	.45 \$	112,000
	1973	4,470	251,000		.50	126,000
Wax	1974		4,000	Lbs.	1.25	5,000
	1973		3,400		.65	2,000
Pollination	1974					76,000
	1973					37,000
Milk Market	1974		38,800	Cwt.	7.91	307,000
	1973		56,500		6.26	354,000
Manufacturing	1974		27,100		6.64	180,000
	1973		39,700		5.35	212,000
Livestock Cattle & Calves	1974	4,150 Head	28,300	Cwt.	27.95	791,000
	1973	3,800	24,700		48.40	1,195,000
Breeders	1974	125 Head				56,000
	1973	175				114,000
Swine	1974	505 Head	900	Cwt.	41.10	37,000
	1973	955	1,760		41.40	73,000
Sheep & Lambs	1974	1,600 Head	1,600	Cwt.	38.00	61,000
	1973	1,700	2,010		29.52	59,000
Wool	1974		12,800	Lbs.	.45	6,000
	1973		11,000		.55	6,000
Eggs - Market	1974		837,000	Doz.	.55	460,000
	1973		1,031,000		.478	493,000
Poultry	1974					2,122,000
	1973					2,104,000
Rabbits	1974	69,900 Fryers	315,000	Lbs.	.46	145,000
	1973	50,800	233,000		.39	91,000
TOTAL	1974					\$4,358,000
	1973					4,866,000

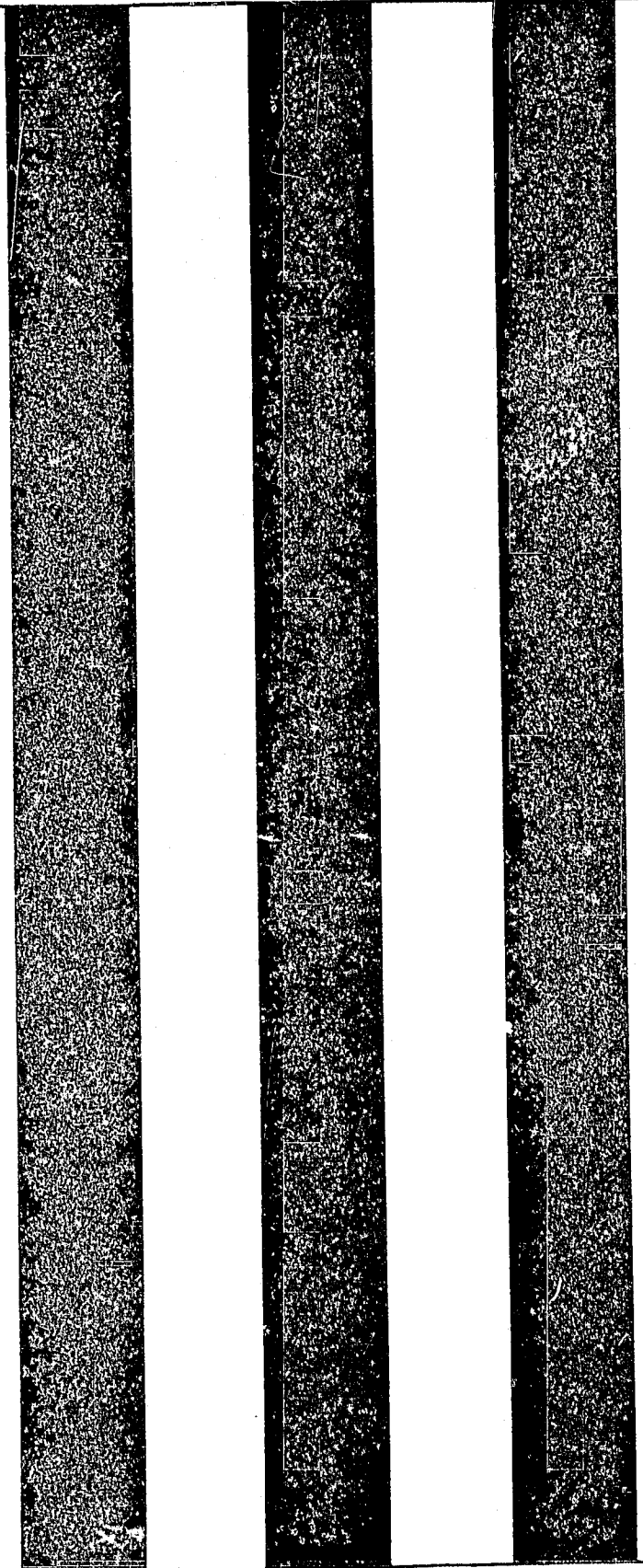
TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL ACREAGE 1 9 7 4	NON-BEARING ACREAGE 1 9 7 4	BEARING ACRES		
			1974	1969	1965
Apples					
Newtown Pippin	3,654	303	3,356	3,587	3,654
Delicious - Red	3,706	339	3,367	3,443	2,564
Delicious - Std.	239	0	239	305	358
Bellefleur	116	0	116	192	219
Winter Banana	125	11	114	126	148
W. W. Pearmain	66	0	66	84	97
Gravenstein	35	3	32	53	54
Golden Delicious	102	24	78	96	80
McIntosh	288	59	229	149	34
Other Varieties	<u>107</u>	<u>27</u>	<u>80</u>	<u>103</u>	<u>278</u>
Total	8,443	766	7,677	8,138	7,486
Apricots					
All Varieties	91	4	87	27	165
Avocados-All Varieties	69	23	46	5	0
Cherries					
Bing	6	0	6	12	13
Other Varieties	<u>5</u>	<u>0</u>	<u>5</u>	<u>8</u>	<u>17</u>
Total	11	0	11	20	30
Grapes					
Wine Varieties	97	17	80	85	88
Table Varieties	<u>6</u>	<u>3</u>	<u>3</u>	<u>13</u>	<u>14</u>
Total	103	20	83	98	102
Pears					
Bartlett	234		234	364	349
Hardy	16		16	51	87
Other Varieties	<u>1</u>		<u>1</u>	<u>9</u>	<u>8</u>
Total	251		251	424	444
Plums					
Santa Rosa	182	0	182	278	363
Other Varieties	<u>17</u>	<u>1</u>	<u>16</u>	<u>32</u>	<u>60</u>
Total	199	1	198	310	423
Prunes					
French	132	0	132	251	230
Other Varieties	<u>18</u>	<u>1</u>	<u>17</u>	<u>34</u>	<u>43</u>
Total	150	1	149	285	273
Other Fruits & Nuts	58	0	58	72	82
Total Bearing Acres			8,560	9,479	9,005
Total Non-Bearing Acres			815	1,263	2,390
GRAND TOTAL			9,375	10,742	11,395

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1974	1973	1972	1971	1970
Bushberries - Total	395	375	415	410	420
Blackberry	330	310	330	320	320
Boysenberry	10	10	15	15	20
Logan & Misc.	5	5	10	10	5
Raspberry	50	50	60	65	75
Strawberries	830	900	740	730	730
Artichokes	355	355	355	380	420
Beans, Green	260	295	255	400	330
Broccoli	290	175	330	390	515
Brussels Sprouts	2,970	3,200	3,380	3,090	2,990
Cabbage	120	165	230	235	380
Cauliflower	595	845	710	745	400
Celery	185	165	175	115	340
Corn, Sweet	20	30	25	30	25
Cucumbers	115	165	135	150	175
Lettuce, Spring	1,570	1,390	2,120	1,490	1,530
Lettuce, Summer	2,705	2,295	2,755	2,480	2,230
Lettuce, Fall	340	400	355	240	460
Potatoes	20	0	0	70	45
Squash	365	310	350	345	350
Tomatoes	160	55	155	110	140
Beans, Dry	565	315	310	345	365
Grain	12	40	90	145	0
Hay	1,400	1,740	1,230	1,490	1,490
Sugar Beets	35	30	185	265	125
Nursery Crops	927	885	915	866	810

Three vertical black bars of varying widths are positioned on the left side of the page. The bars are solid black and extend from near the top to near the bottom of the page. The middle bar is the narrowest, while the two outer bars are wider and appear to have a slightly grainy texture.

1975

DOCUMENTS
STACKS

Calif. Santa Cruz County Agricultural Commissioner

1975

Return to
Govt. Documents
Dept. 500

AGRICULTURAL CROP REPORT

UNIVERSITY OF CALIFORNIA
DAVIS
FEB 1976
GOV'T. DOCS. - LIBRARY

COUNTY OF SANTA CRUZ



MISSION SANTA CRUZ

Agricultural Commissioner

1430 FREEDOM BOULEVARD
WATSONVILLE, CALIFORNIA



April 9, 1976

Dr. L. T. Wallace, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
Santa Cruz County

Gary Patton, Chairperson
Dan Forbus Cecil Smith
Dale Dawson Edward Borovatz

Gentlemen:

Santa Cruz County's thirty-sixth annual crop report of estimated acreage, production, and gross value was compiled by this office in accordance with the provisions of Section 2279 of the California Food and Agricultural Code.

The 1975 total gross value was \$69,382,000 for agricultural crops--an increase of \$2,792,000 over 1974--and includes nine crops which grossed over \$1,000,000. Animal products and berry, nursery, and vegetable crops show an increase with a decline in fruit, nuts, and field crops. Despite a marked decrease in price, apples still rank as the number one crop.

The reported figures represent gross values for products, whether they were sold or used on the farm where grown. They are not net values and do not reflect costs of production.

This report was compiled by Robert J. Hoff, Assistant Agricultural Commissioner, with the information collected by staff members from many organizations and individuals.

Respectfully submitted,

JOHN SIMMEN
Agricultural Commissioner

JS:mb

Santa Cruz County



Elevation Range - 0 to 3,214 feet

1975 Temperature Range

Watsonville

95° F September 24
23° F January 28

High

September 24

Low

January 30

Santa Cruz

102° F

24° F

Rainfall

Watsonville

19.54 inches

32.15 inches

1975 Season (7-1-74 to 6-30-75)

1974 Season

Santa Cruz

26.19 inches

30.84 inches

Population & Appraisal

Santa Cruz County Population (1975 State Dept. of Finance est.)
Assessed Valuation of Property (1975-76)
Total Area of County (441 Sq. Miles)

149,138
\$614,838,000
282,240 acres

State Parks Area - 31,553 Acres

Big Basin Park	12,668 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,072 acres	New Brighton Beach	73 acres
Manresa Beach	61 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	317 acres
Nisene Marks Forest	9,781 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres
		Wilder Ranch State Park	3,035 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1975	1974	1973	1972	1971
Fruit & Nut Crop	\$13,678,000	\$17,917,000	\$17,848,000	\$15,318,000	\$11,429,000
Berry Crops	10,533,000	9,898,000	10,505,000	8,188,000	6,508,000
Field Crops	1,067,000	1,084,000	941,000	798,000	794,000
Nursery Crops	15,939,000	11,871,000	9,761,000	8,528,000	7,029,000
Vegetable Crops	<u>23,277,000</u>	<u>21,433,000</u>	<u>22,439,000</u>	<u>20,281,000</u>	<u>16,280,000</u>
TOTAL PLANT INDUSTRY	\$64,494,000	\$62,203,000	\$61,494,000	\$53,113,000	\$42,040,000
Harvested Acres	(76,491)	(77,032)	(77,077)	(78,369)	(77,856)
ANIMAL INDUSTRY	\$ 4,888,000	\$ 4,387,000*	\$ 4,866,000	\$ 4,236,000	\$ 4,822,000
TOTAL ALL PRODUCTION	\$69,382,000	\$66,590,000*	\$66,360,000	\$57,349,000	\$46,862,000

*Revised Value

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$13.4	Mushrooms	\$5.2
Lettuce	8.4	Ornamental Nursery Stock	7.8
Strawberries	9.6	Brussels Sprouts	4.9
Cut Flowers	7.8	Celery	1.1
		Poultry	2.5

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples - Total</u>	1975	7,806	14.10	110,080	Tons	\$13,386,000	
	1974	7,677	16.04	123,110		17,458,000	
Fresh	1975			35,870	Tons	222.89	7,995,000
	1974			37,570		249.07	9,358,000
Dryer	1975			8,820	Tons	70.00	617,000
	1974			15,710		110.11	1,730,000
Processing	1975			33,390	Tons	81.00	2,705,000
	1974			36,760		99.56	3,660,000
Juice	1975			32,000	Tons	64.65	2,069,000
	1974			33,070		81.94	2,710,000
<u>Apricots - Total</u>	1975	87	2.38	207	Tons	98,000	
	1974	87	4.43	385		192,000	
Fresh	1975			132	Tons	402.00	53,000
	1974			245		442.00	108,000
Dry	1975			15	Tons	3,000.00	45,000
	1974			28		3,000.00	84,000
<u>Grapes</u>	1975	100	.95	95	Tons	295.00	28,000
	1974	83	2.05	170		360.00	61,000
<u>Pears</u>	1975	251	1.77	445	Tons	143.00	64,000
	1974	251	1.51	380		149.00	57,000
<u>Persimmons</u>	1975	26	1.73	45	Tons	558.00	25,000
	1974	26	5.04	131		378.00	50,000
<u>Plums</u>	1975	198	.73	145	Tons	273.00	40,000
	1974	198	1.31	259		301.00	78,000
<u>Prunes - Dry</u>	1975	149	(No Production)		Tons	440.00	3,000
	1974	149	.04	6			
<u>Misc.*</u>	1975	100					37,000
	1974	89					18,000
TOTAL	1975	8,717					\$13,678,000
	1974	8,560					17,917,000

*Includes Avocados, Figs, Cherries and Walnuts

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1975	370	3.68	1,360	Tons	\$ 326.00	\$ 443,000
	1974	330	4.27	1,410		502.00	708,000
Boysenberries	1975	20	2.25	45	Tons	768.00	35,000
	1974	10	1.50	15		540.00	8,000
Logan & Misc.	1975	5					5,000
	1974	5					7,000
Raspberries-Fresh	1975	60	1,033.00	62,000	Trays 7#	7.55	468,000
	1974	50	1,186.00	59,300		6.63	393,000
Strawberries-Total	1975	925	19.16	17,720	Tons		9,582,000
	1974	830	21.06	17,480			8,782,000
Fresh	1975			2,809,000	Trays 12#	3.30	9,270,000
	1974			2,518,000		3.13	7,881,000
Processing	1975			868	Tons	360.00	312,000
	1974			2,370		380.00	901,000
TOTAL	1975	1,380					\$10,533,000
	1974	1,225					9,898,000

FIELD CROPS

Beans, Dry	1975	420	11.90	5,000	Cwt.	38.40	\$ 192,000
	1974	565	21.06	11,900		21.05	250,000
Soybeans	1975	850	2.08	1,770	Tons	52.50	93,000
	1974	1,400	1.80	2,520		45.00	113,000
Pasture, Irrig.	1975	3,800			Acres	70.00	266,000
	1974	3,880				60.00	233,000
Pasture, Other	1975	50,000			Acres	6.00	300,000
	1974	50,000				6.50	325,000
Veg. & Flwr. Seeds	1975	70		8,425	Lbs.		111,000
	1974	20		5,900			15,000
Miscellaneous*	1975	265					105,000
	1974	260					148,000
TOTAL	1975	55,405					\$ 1,067,000
	1974	56,125					1,084,000

*Includes Corn Silage, Grain, Green Chop and Sugar Beets

NURSERY CROPS

<u>ITEM</u>	<u>YEAR</u>	<u>ACRES</u>	<u>PRODUCTION SOLD</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>
Ornamentals, Bulbs & Other	1975	215	21,970,000	Plants	\$ 7,756,000
	1974	212	8,324,000	& Bulbs	4,305,000
Christmas Trees	1975	495	45,000	Trees	377,000
	1974	440	51,000		358,000
Cut Flowers*	1975	294	104,374,000	Blooms	7,806,000
	1974	275	101,508,000		7,208,000
TOTAL	1975	1,004			\$ 15,939,000
	1974	927			11,871,000

*CUT FLOWERS - 1975

<u>FIELD GROWN</u>	<u>AREA</u>	<u>PRODUCTION SOLD</u>	<u>UNIT</u>	<u>PER UNIT(Av)</u>	<u>F.O.B. VALUE TOTAL</u>
Daisies	25.00 acres	2,191,673	Blooms	.047	\$ 102,784
Iris	52.00	6,987,023		.089	623,914
Misc.**	96.00	12,697,812		Various	486,735
TOTAL FIELD GROWN	173.00 acres	21,876,508	Blooms		\$1,213,433

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,942,800 sq. ft.	29,221,020	Blooms	.070	\$2,039,979
Carnations Min.	305,800	14,528,660		.030	443,034
Orchids	143,440	215,180		.505	108,679
Roses Std.	1,903,130	23,015,500		.120	2,751,231
Roses Min.	243,080	5,615,080		.079	445,326
Misc.**	732,600	9,901,728		Various	804,062
TOTAL INDOOR-GLASS OR PLASTIC	5,270,850 sq. ft. (121 acres)	82,497,168	Blooms		\$6,592,311

**Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Beans, Green	1975	250	3.72	930	Tons	404.00 \$	376,000
	1974	260	5.00	1,300		365.00	475,000
Brussels Sprouts	1975	3,070	5.21	16,000	Tons	305.00	4,880,000
	1974	2,970	4.24	12,600		280.00	3,528,000
Cabbage	1975	(Included in Misc. Veg.)			Cwt.	4.15	175,000
	1974	120	351.67	42,200			
Cauliflower	1975	195	68.72	13,400	Cwt.	15.00	201,000
	1974	595	82.02	48,800		12.42	606,000
Celery	1975	245	497.96	122,000	Cwt.	9.18	1,120,000
	1974	185	561.08	103,800		5.46	567,000
Corn, Sweet	1975	60	355.00	21,300	Doz.	1.06	23,000
	1974	20	710.00	14,200		1.23	17,000
Cucumbers	1975	90	304.44	27,400	Cwt.	5.79	159,000
	1974	115	374.78	43,100		6.28	271,000
Lettuce	1975	4,980	615.26	3,064,000	Ctns.	2.74	8,395,000
	1974	4,615	582.02	2,686,000		3.27	8,783,000
Mushrooms	1975			7,597,000	Lbs.	.678	5,151,000
	1974			7,425,000		.63	4,678,000
Squash	1975	275	103.27	28,400	Cwt.	11.55	328,000
	1974	365	112.33	41,000		9.30	381,000
Tomatoes	1975	120	90.00	10,800	Cwt.	16.80	181,000
	1974	160	231.88	37,100		8.88	329,000
Misc. Veg.*	1975	700					2,463,000
	1974	790					1,623,000
TOTAL	1975	9,985					\$23,277,000
	1974	10,195					21,433,000

*Includes Artichokes, Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leek, Peas, Water Cress, and Cabbage.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1975	5,840 Colonies	202,000	Lbs.	.38	\$ 77,000
	1974	5,530	249,000		.45	112,000
Wax	1975		4,600	Lbs.	1.05	5,000
	1974		4,000		1.25	5,000
Pollination	1975					80,000
	1974					76,000
Milk Market	1975		46,600	Cwt.	8.68	404,000
	1974		40,900*		8.25*	337,000*
Manufacturing	1975		34,800	Cwt.	7.03	245,000
	1974		27,000*		6.62*	179,000*
Livestock Cattle & Calves	1975	4,180 Head	28,500	Cwt.	29.50	841,000
	1974	4,150	28,300		27.95	791,000
Breeders	1975	125 Head				46,000
	1974	125				56,000
Swine	1975	470 Head	945	Cwt.	47.00	44,000
	1974	505	900		41.10	37,000
Sheep & Lambs	1975	1,200 Head	1,400	Cwt.	40.00	56,000
	1974	1,600	1,600		38.00	61,000
Wool	1975		11,000	Lbs.	.60	7,000
	1974		12,800		.45	6,000
Egg - Market	1975		902,000	Doz.	.43	388,000
	1974		837,000		.55	460,000
Poultry	1975					2,472,000
	1974					2,122,000
Rabbits	1975	72,800 Fryers & Other				223,000
	1974	69,900 Fryers	315,000	Lbs.	.46	145,000
TOTAL	1975					\$ 4,888,000
	1974					4,387,000*

*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

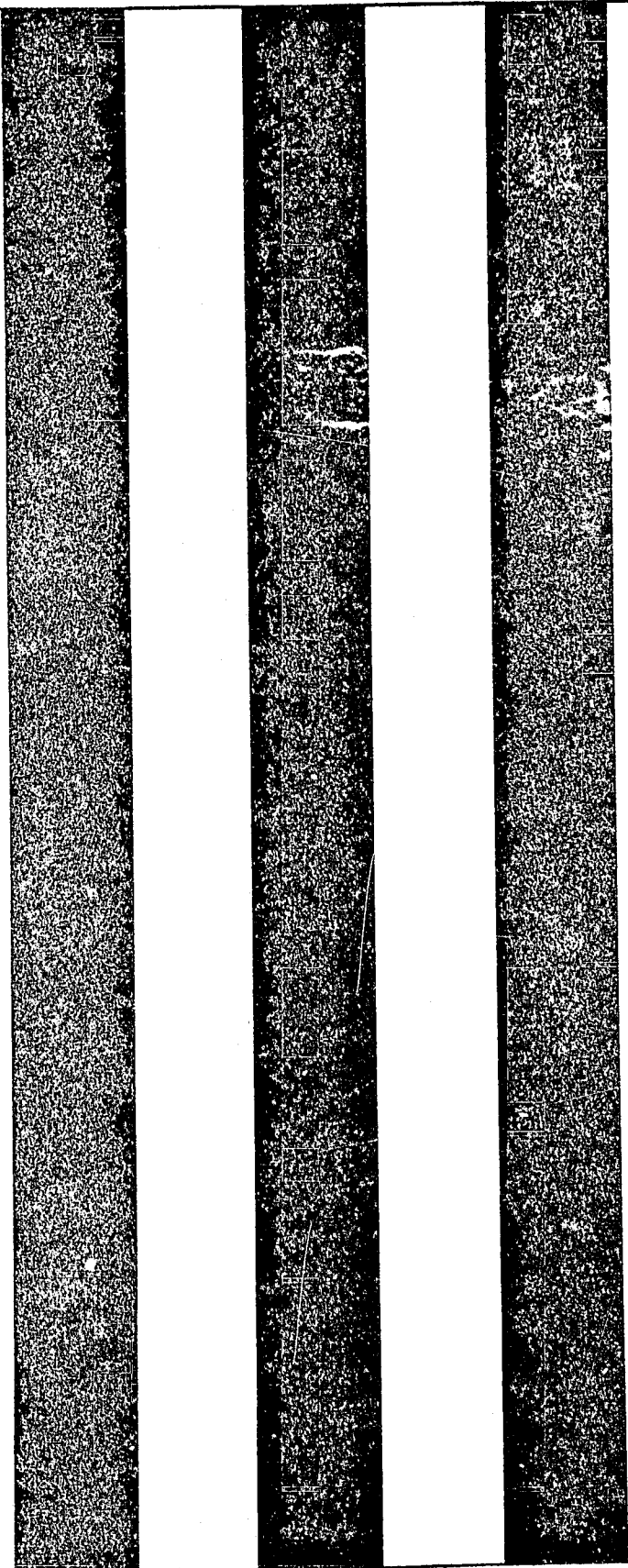
MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1975	1970	1966
	1975	1975			
Apples					
Newtown Pippin	3,659	236	3,423	3,716	3,649
Delicious - Red	3,706	310	3,396	3,608	2,631
Delicious - Std.	239	0	239	305	363
Bellefleur	116	0	116	193	213
Winter Banana	125	6	119	132	141
W. W. Pearmain	66	0	66	84	95
Gravenstein	35	3	32	53	61
Golden Delicious	102	19	83	96	88
McIntosh	288	57	231	200	50
Other Varieties	<u>107</u>	<u>6</u>	<u>101</u>	<u>111</u>	<u>284</u>
Total	8,443	637	7,806	8,498	7,575
Apricots					
All Varieties	91	4	87	128	157
Avocados - All Varieties	69	12	57	5	0
Cherries					
Bing	6	0	6	12	12
Other Varieties	<u>5</u>	<u>0</u>	<u>5</u>	<u>8</u>	<u>17</u>
Total	11	0	11	20	29
Grapes					
Wine Varieties	97	0	97	93	88
Table Varieties	<u>6</u>	<u>3</u>	<u>3</u>	<u>13</u>	<u>14</u>
Total	103	3	100	106	102
Pears					
Bartlett	234	0	234	365	345
Hardy	16	0	16	51	82
Other Varieties	<u>1</u>	<u>0</u>	<u>1</u>	<u>9</u>	<u>8</u>
Total	251	0	251	425	435
Plums					
Santa Rosa	182	0	182	272	358
Other Varieties	<u>17</u>	<u>1</u>	<u>16</u>	<u>32</u>	<u>83</u>
Total	199	1	198	310	441
Prunes					
French	132	0	132	251	230
Other Varieties	<u>18</u>	<u>1</u>	<u>17</u>	<u>35</u>	<u>42</u>
Total	150	1	149	286	272
Other Fruits & Nuts	58	0	58	72	83
Total Bearing Acres			8,717	9,850	9,094
Total Non-Bearing Acres			658	892	2,306
GRAND TOTAL			9,375	10,742	11,400

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1975	1974	1973	1972	1971
Bushberries - Total	455	395	375	415	410
Blackberry	370	330	310	330	320
Boysenberry	20	10	10	15	15
Logan & Misc.	5	5	5	10	10
Raspberry	60	50	50	60	65
Strawberries	925	830	900	740	730
Artichokes	410	355	355	355	380
Beans, Green	250	260	295	255	400
Broccoli	90	290	175	330	390
Brussels Sprouts	3,070	2,970	3,200	3,380	3,090
Cabbage	95	120	165	230	235
Cauliflower	195	595	845	710	745
Celery	245	185	165	175	115
Corn, Sweet	60	20	30	25	30
Cucumbers	90	115	165	135	150
Lettuce, Spring	1,720	1,570	1,390	2,120	1,490
Lettuce, Summer	2,765	2,705	2,295	2,755	2,480
Lettuce, Fall	495	340	400	355	240
Potatoes	0	20	0	0	70
Squash	275	365	310	350	345
Tomatoes	120	160	55	155	110
Beans, Dry	420	565	315	310	345
Grain	12	12	40	90	145
Hay	850	1,400	1,740	1,230	1,490
Sugar Beets	65	35	30	185	265
Nursery Crops	1,004	927	885	915	866

University Library
Government Documents Dept.
University of Calif.
Davis
CA 95616



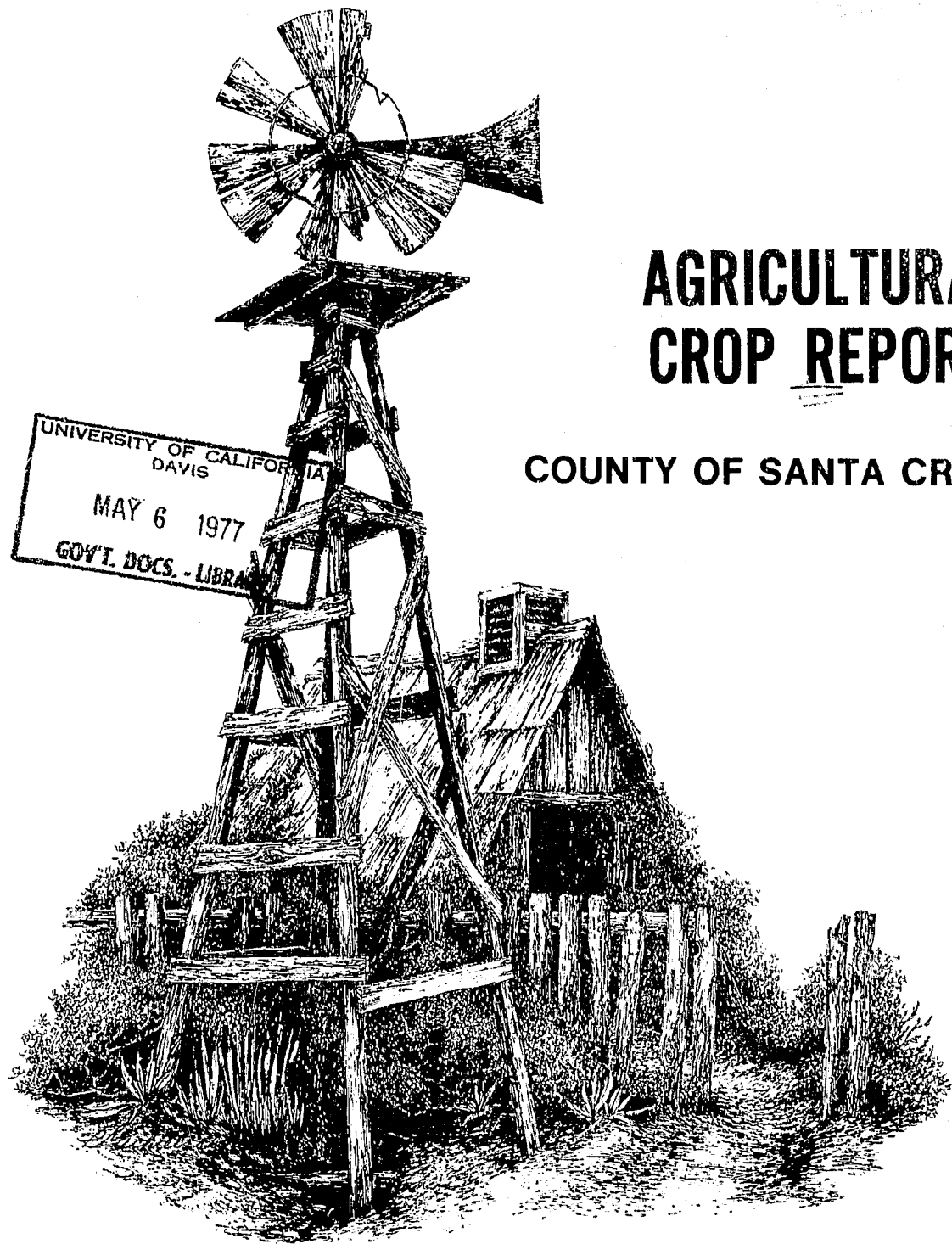
1976

Agricultural Commissioner

1976

**AGRICULTURAL
CROP REPORT**

COUNTY OF SANTA CRUZ



UNIVERSITY OF CALIFORNIA
 DAVIS
 MAY 6 1977
 GOVT. DOCS. - LIBRARY

AGRICULTURAL COMMISSIONER



JOHN SIMMEN
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF
ASSISTANT COMMISSIONER

April 1, 1977

Richard E. Rominger, Director
California Department of Food and Agriculture

and

The Honorable Board of Supervisors
County of Santa Cruz

Edward F. Borovatz, Chairperson
Marilyn D. Liddicoat Cecil Smith
Phil Baldwin Gary A. Patton

Dear Mr. Rominger and Board Members:

Santa Cruz County's number one industry--agriculture--increased production in 1976 by \$13,572,000 over the previous year, with a record total gross value of \$82,963,000. Ten crops which exceeded one million dollars are: apples, lettuce, strawberries, cut flowers, ornamental nursery stock, mushrooms, brussels sprouts, poultry, celery, and cattle and calves. Apples are still the top crop, valued at \$15,101,000. Unusual weather conditions resulting in lower production and inflated costs and prices were major contributing factors to this year's increased agricultural value.

Our thirty-seventh annual crop report of estimated acreage, production, and gross value is submitted by this office in accordance with the provisions of Section 2279 of the California Food and Agricultural Code. It was compiled by Robert J. Hoff, Assistant Agricultural Commissioner, from information collected by staff members from many organizations and individuals.

Respectfully submitted,

JOHN SIMMEN
Agricultural Commissioner

JS:ch

0 * 0 * 0 * 0 * 0 * 0 * 0

0 * 0 * 0 * 0 * 0 * 0 * 0

*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0

*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0

SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

JOHN SIMMEN

ASSISTANT COMMISSIONER

ROBERT J. HOFF

DEPUTY AGRICULTURAL COMMISSIONER

C. M. LOMBARD, JR.

CLERK

MARGARET BAUGHMAN

AGRICULTURAL BIOLOGISTS

- FRED HAMISCH
- W. S. JAMISON
- JAY BAUER
- JOHN BOWMAN
- RANDAL PETERSON
- MICHAEL GREENE
- GARY SANDERS

0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0

0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0
*
0

A C K N O W L E D G M E N T

The Commissioner and members of the staff wish to express their sincere appreciation for the assistance given by all persons who furnished information used in compiling this Annual Report; without such cooperation it would have been impossible to issue this report. Special thanks to Pat Michielsse for our 1976 cover ink drawing.

0 * 0 * 0 * 0 * 0 * 0 * 0

0 * 0 * 0 * 0 * 0 * 0 * 0

County of Santa Cruz

1976 STATISTICS

Elevation Range - 0 to 3,214 feet

Temperature Range

Watsonville

99° F June 24

22° F January 2

High

Low

June 24

January 16

Santa Cruz

106° F

23° F

Rainfall

Watsonville

8.49 inches

19.54 inches

1976 Season (7-1-75 to 6-30-76)

1975 Season

Santa Cruz

13.88 inches

26.19 inches

Population & Appraisal

Santa Cruz County Population (1976 State Dept. of Finance est.)	160,758
Assessed Valuation of Property (1976-77)	\$704,551,170
Total Area of County (441 Sq. Miles)	282,240 acres

State Parks Area - 31,553 Acres

Big Basin Park	12,668 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,072 acres	New Brighton Beach	73 acres
Manresa Beach	61 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	130 acres	Sunset Beach	317 acres
Nisene Marks Forest	9,781 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres
		Wilder Ranch State Park	3,035 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 6	1 9 7 5	1 9 7 4	1 9 7 3	1 9 7 2
Fruit & Nut Crop	\$15,435,000*	\$13,678,000	\$17,917,000	\$17,848,000	\$15,318,000
Berry Crops	14,110,000	10,533,000	9,898,000	10,505,000	8,188,000
Field Crops	1,006,000	1,067,000	1,084,000	941,000	798,000
Nursery Crops	16,516,000	15,939,000	11,871,000	9,761,000	8,528,000
Vegetable Crops	<u>30,762,000</u>	<u>23,277,000</u>	<u>21,433,000</u>	<u>22,439,000</u>	<u>20,281,000</u>
TOTAL PLANT INDUSTRY	\$77,829,000	\$64,494,000	\$62,203,000	\$61,494,000	\$53,113,000
Harvested Acres	(66,208)	(76,491)	(77,032)	(77,077)	(78,369)
ANIMAL INDUSTRY	\$ 5,134,000	\$ 4,897,000**	\$ 4,387,000	\$ 4,866,000	\$ 4,236,000
TOTAL ALL PRODUCTION	\$82,963,000	\$69,391,000**	\$66,590,000	\$66,360,000	\$57,349,000

*All amounts shown are gross values and do not reflect production costs.

**Revised value

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$15.1	Mushrooms	\$5.8
Lettuce	13.1	Ornamental Nursery Stock	7.1
Strawberries	12.8	Brussels Sprouts	5.5
Cut Flowers	9.0	Celery	1.6
Livestock Cattle & Calves	1.1	Poultry	2.6

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1976	7,710	13.45	103,700	Tons	\$15,101,000	
	1975	7,806	14.10	110,080		13,386,000	
Fresh	1976			31,450	Tons	261.11	8,212,000
	1975			35,870		222.89	7,995,000
Dryer	1976			6,910	Tons	90.50	625,000
	1975			8,820		70.00	617,000
Processing	1976			36,530	Tons	111.85	4,086,000
	1975			33,390		81.00	2,705,000
Juice	1976			28,810	Tons	75.60	2,178,000
	1975			32,000		64.65	2,069,000
<u>Apricots</u> - Total	1976	81	2.90	235	Tons	113,000	
	1975	87	2.38	207		98,000	
Fresh	1976			125	Tons	466.00	58,000
	1975			132		402.00	53,000
Dry	1976			22	Tons	2,485.00	55,000
	1975			15		3,000.00	45,000
<u>Grapes</u>	1976	117	.79	92	Tons	401.00	37,000
	1975	100	.95	95		295.00	28,000
<u>Pears</u>	1976	251	1.45	365	Tons	105.00	38,000
	1975	251	1.77	445		143.00	64,000
<u>Persimmons</u>	1976	26	1.96	51	Tons	545.00	28,000
	1975	26	1.73	45		558.00	25,000
<u>Plums</u>	1976	141	1.21	171	Tons	404.00	69,000
	1975	198	.73	145		273.00	40,000
<u>Misc.*</u>	1976	253					49,000
	1975	249					37,000
<u>TOTAL</u>	1976	8,579					\$15,435,000
	1975	8,717					13,678,000

*Includes Avocados, Figs, Cherries, Walnuts, Prunes and Peaches

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1976	400	2.60	1,041	Tons	\$533.00	\$555,000
	1975	370	3.68	1,360		326.00	443,000
Boysenberries	1976	20	1.50	30	Tons	812.00	24,000
	1975	20	2.25	45		768.00	35,000
Logan & Misc.	1976	0					0
	1975	5					5,000
Raspberries-Fresh	1976	75	1,385.00	103,900	Trays 7#	7.36	765,000
	1975	60	1,033.00	62,000		7.55	468,000
Strawberries-Total	1976	1,080	18.13	19,580	Tons		12,766,000
	1975	925	19.16	17,720			9,582,000
Fresh	1976			2,838,000	Trays 12#	4.06	11,522,000
	1975			2,809,000		3.30	9,270,000
Processing	1976			2,550	Tons	488.00	1,244,000
	1975			868		360.00	312,000
TOTAL	1976	1,575					\$14,110,000
	1975	1,380					10,533,000

FIELD CROPS

Beans, Dry	1976	490	13.67	6,700	Cwt.	21.83	146,000
	1975	420	11.90	5,000		38.40	192,000
Hay	1976	1,200	1.26	1,510	Tons	71.65	108,000
	1975	850	2.08	1,770		52.50	93,000
Pasture, Irrig.	1976	2,800			Acres	95.00	266,000
	1975	3,800				70.00	266,000
Pasture, Other	1976	40,000			Acres	7.50	300,000
	1975	50,000				6.00	300,000
Veg. & Flwr. Seeds	1976	50		24,600	Lbs.		66,000
	1975	70		8,425			111,000
Miscellaneous*	1976	300					120,000
	1975	265					105,000
TOTAL	1976	44,840					\$1,006,000
	1975	55,405					1,067,000

*Includes Corn Silage, Grain, Green Chop and Sugar Beets

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamentals, Bulbs & Other	1976	215	28,949,000	Plants	\$ 7,102,000
	1975	215	21,970,000	& Bulbs	7,756,000
Christmas Trees	1976	525	42,000	Trees	370,000
	1975	495	45,000		377,000
Cut Flowers*	1976	329	106,707,000	Blooms	9,044,000
	1975	294	104,374,000		7,806,000
<hr/>					
TOTAL	1976	1,069			\$ 16,516,000
	1975	1,004			15,939,000

*CUT FLOWERS - 1976

FIELD GROWN ITEM	AREA	PRODUCTION		UNIT	F.O.B. VALUE	
		SOLD	PER UNIT		TOTAL	
Daisies	22.00 acres	2,073,301	.055	Blooms	\$	113,231
Iris	73.00	8,314,440	.101			842,225
Misc.**	114.00	12,677,323		Various		644,709
TOTAL FIELD GROWN	209.00 acres	23,065,064		Blooms		\$1,600,165

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,720,772 sq. ft.	26,281,667	.083	Blooms	\$2,173,549
Carnations Min.	356,928	18,295,795	.033		596,923
Orchids	156,140	201,520	.477		96,217
Roses Std.	1,952,800	25,814,225	.127		3,275,179
Roses Min.	271,300	6,689,125	.084		560,273
Misc.**	761,740	6,359,719		Various	741,219
TOTAL INDOOR-GLASS OR PLASTIC	5,219,680 sq. ft. (120 acres)	83,642,051		Blooms	\$7,443,360

**Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Beans, Green	1976	205	4.61	945	Tons	351.00	\$ 332,000
	1975	250	3.72	930		404.00	376,000
Brussels Sprouts	1976	2,655	6.18	16,400	Tons	335.00	5,494,000
	1975	3,070	5.21	16,000		305.00	4,880,000
Cauliflower	1976	440	84.09	37,000	Cwt.	16.65	616,000
	1975	195	68.72	13,400		15.00	201,000
Celery	1976	330	651.52	215,000	Cwt.	7.27	1,563,000
	1975	245	497.96	122,000		9.18	1,120,000
Corn, Sweet	1976	90	664.44	59,800	Doz.	.84	50,000
	1975	60	355.00	21,300		1.06	23,000
Cucumbers	1976	155	296.13	45,900	Cwt.	5.93	272,000
	1975	90	304.44	27,400		5.79	159,000
Lettuce	1976	4,660	14.91	69,500	Tons	188.75	13,118,000
	1975	4,980	13.23	65,900		127.39	8,395,000
Mushrooms	1976			7,842,000	Lbs.	.739	5,795,000
	1975			7,597,000		.678	5,151,000
Squash	1976	290	106.21	30,800	Cwt.	16.50	508,000
	1975	275	103.27	28,400		11.55	328,000
Tomatoes	1976	110	153.64	16,900	Cwt.	12.23	207,000
	1975	120	90.00	10,800		16.80	181,000
Misc. Veg.*	1976	1,210					2,807,000
	1975	700					2,463,000
TOTAL	1976	10,145					\$30,762,000
	1975	9,985					23,277,000

*Includes Artichokes, Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Peas, Water Cress, Cabbage, Swiss Chard, and Garlic

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1976	6,180 Colonies	176,000	Lbs.	.40	\$ 70,000
	1975	5,840	202,000		.38	77,000
Wax	1976		4,400	Lbs.	1.10	5,000
	1975		4,600		1.05	5,000
Pollination	1976					85,000
	1975					80,000
Milk Market	1976		51,400	Cwt.	8.99	462,000
	1975		48,000*		8.73*	419,000*
Manufacturing	1976		18,400	Cwt.	8.32	153,000
	1975		34,600*		6.90*	239,000*
Livestock Cattle & Calves	1976	4,470 Head	32,000	Cwt.	33.85	1,083,000
	1975	4,180	28,500		29.50	841,000
Breeders	1976	0 Head				0
	1975	125				46,000
Swine	1976	400 Head	715	Cwt.	50.00	36,000
	1975	470	945		47.00	44,000
Sheep & Lambs	1976	1,300 Head	1,300	Cwt.	47.00	61,000
	1975	1,200	1,400		40.00	56,000
Wool	1976		10,000	Lbs.	.61	6,000
	1975		11,000		.60	7,000
Egg - Market	1976		600,000	Doz.	.52	312,000
	1975		902,000		.43	388,000
Poultry	1976					2,618,000
	1975					2,472,000
Rabbits	1976	69,900 Fryers & Other				243,000
	1975	72,800				223,000
TOTAL	1976					\$5,134,000
	1975					4,897,000*

*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL ACREAGE 1 9 7 6	NON-BEARING ACREAGE 1 9 7 6	BEARING ACRES		
			1976	1971	1967
Apples					
Newtown Pippin	3,633	229	3,404	3,361	3,525
Delicious - Red	3,641	322	3,319	3,397	2,790
Delicious - Std.	236	0	236	246	343
Bellefleur	115	0	115	125	201
Winter Banana	125	5	120	109	125
W. W. Pearmain	66	0	66	76	86
Gravenstein	36	4	32	30	62
Golden Delicious	102	19	83	77	86
McIntosh	321	87	234	222	72
Other Varieties	107	6	101	76	296
Total	8,382	672	7,710	7,719	7,586
Apricots - All Varieties	82	1	81	122	129
Avocados - All Varieties	73	12	61	6	6
Cherries					
Bing	6	0	6	7	12
Other Varieties	5	0	5	5	14
Total	11	0	11	12	26
Grapes					
Wine Varieties	116	2	114	64	89
Table Varieties	6	3	3	5	13
Total	122	5	117	69	102
Pears					
Bartlett	234	0	234	238	325
Hardy	16	0	16	24	66
Other Varieties	1	0	1	1	4
Total	251	0	251	263	395
Plums					
Santa Rosa	127	0	127	195	318
Other Varieties	14	0	14	14	71
Total	141	0	141	209	389
Prunes					
French	132	0	132	133	214
Other Varieties	18	1	17	19	40
Total	150	1	149	152	254
Other Fruits & Nuts	58	0	58	58	60
Total Bearing Acres			8,579	8,610	8,947
Total Non-Bearing Acres			691	936	2,057
GRAND TOTAL			9,270	9,546	11,004

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1976	1975	1974	1973	1972
Bushberries - Total	495	455	395	375	415
Blackberry	400	370	330	310	330
Boysenberry	20	20	10	10	15
Logan & Misc.	0	5	5	5	10
Raspberry	75	60	50	50	60
Strawberries	1,080	925	830	900	740
Artichokes	445	410	355	355	355
Beans, Green	205	250	260	295	255
Broccoli	286	90	290	175	330
Brussels Sprouts	2,655	3,070	2,970	3,200	3,380
Cabbage	175	95	120	165	230
Cauliflower	440	195	595	845	710
Celery	330	245	185	165	175
Corn, Sweet	90	60	20	30	25
Cucumbers	155	90	115	165	135
Lettuce, Spring	1,905	1,720	1,570	1,390	2,120
Lettuce, Summer	2,395	2,765	2,705	2,295	2,755
Lettuce, Fall	360	495	340	400	355
Potatoes	0	0	20	0	0
Squash	290	275	365	310	350
Tomatoes	110	120	160	55	155
Beans, Dry	490	420	565	315	310
Grain	25	12	12	40	90
Hay	1,200	850	1,400	1,740	1,230
Sugar Beets	50	65	35	30	185
Nursery Crops	1,069	1,004	927	885	915



University Library
Government Documents Dept.
University of California
Davis, CA 95616