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California Department of Food and Agriculture

Agricultural Commissioners' Crop Reports

Santa Cruz County

1962-1969

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.

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1962

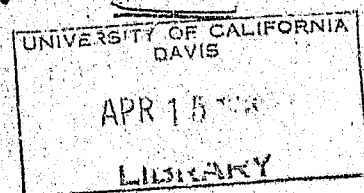
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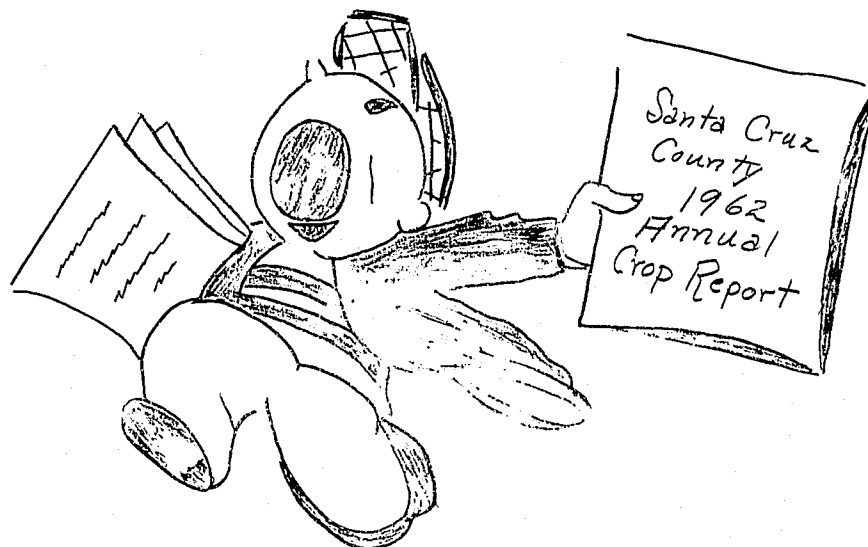
1962

**ANNUAL
REPORT**

County of **SANTA CRUZ**



AGRICULTURAL COMMISSIONER



REPORT OF SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE

TO

CHARLES PAUL, DIRECTOR

CALIFORNIA DEPARTMENT OF AGRICULTURE

AND

THE SANTA CRUZ COUNTY BOARD OF SUPERVISORS

FRANCIS SILLIMAN, CHAIRMAN

LEWIS NELSON
VINCENT LOCATELLI
HULDA MCLEAN
ROBERT E. BURTON

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S A N T A C R U Z C O U N T Y
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

M A T T M E L L O

ASSISTANT COMMISSIONER

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C L E R K S

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SEASONAL INSPECTOR

Joseph T. Brazil

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

To compile this report and have it as accurate as possible,
required the help of many people and firms who cooperated with
the department by furnishing information and statistics. To all
of you, our sincere thanks.

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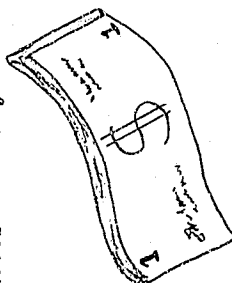
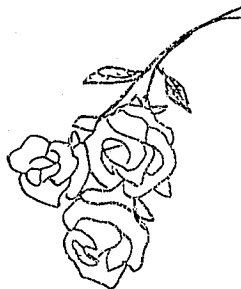
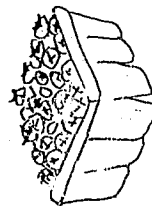
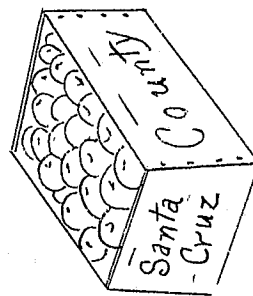


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SANTA CRUZ COUNTY TREND OF VALUE IN PRODUCTION

<u>Year</u>	<u>Fruit & Nut Crops</u>	<u>Berry Crops</u>	<u>Vegetable Crops</u>	<u>Field Crops</u>	<u>Animal Industry</u>	<u>GRAND TOTAL</u>
1953	\$ 7,598,000	\$ 4,004,000	\$ 9,049,000	\$ 2,139,000	\$ 7,720,000	\$ 30,595,000
1954	7,682,000	5,827,000	8,686,000	2,307,000	6,109,000	30,694,000
1955	7,051,000	8,019,000	8,737,000	2,327,000	6,556,000	32,730,000
1956	8,977,000	9,857,000	9,465,000	2,526,000	6,795,000	37,695,000
1957	6,458,000	6,562,000	7,956,000	2,781,000	6,838,000	30,643,000
1958	7,195,000	7,854,000	7,173,000	3,320,000	7,548,000	33,164,000
1959	8,858,400	7,364,000	8,989,400	4,176,000	6,183,500	35,637,500*
1960	12,389,000	5,350,000	10,707,000	5,169,000	8,178,000	41,851,000*
1961	13,888,000	4,586,000	11,928,000	5,147,000	7,498,000	43,100,000*
1962	13,174,000	5,081,000	10,807,000	5,875,000	7,268,000	42,246,000*

* Includes Government Payments



ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS

SANTA CRUZ COUNTY, CALIFORNIA

Compiled by MATT MELLO, Agricultural Commissioner

	1962						1961					
	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total
FRUIT CROPS												
Apples	8,986	13.4	(120,490)	Tons		(\$12,355,000)	8,778	12.95	(113,665)	Tons		(\$ 12,344,000)
—Fresh			52,090	Tons	\$ 153.76	8,009,000			45,975	Tons	\$ 177.16	8,145,000
—Dryer			19,985	Tons	64.48	1,289,000			21,790	Tons	64.80	1,412,000
—Processing			34,505	Tons	72.36	2,497,000			32,585	Tons	71.69	2,336,000
—Juice			13,910	Tons	40.25	560,000			13,315	Tons	33.90	451,000
Apricots												
—Fresh	235	1.1	150	Tons	260.00	39,000	236	7.5	1,320	Tons	210.00	277,000
—Dry*			22	Tons*	1,360.00	30,000			80	Tons*	770.00	61,000
—Processing									55	Tons	71.00	4,000
Cherries	89	1.66	150	Tons	786.00	118,000	103	0.47	50	Tons	625.00	31,000
Grapes	104	1.	105	Tons	152.00	16,000	124	1.1	135	Tons	144.00	20,000
Pears	741	4.65	3,445	Tons	78.95	272,000	733	4.73	3,470	Tons	97.30	338,000
Persimmons	18	6.	108	Tons	230.00	25,000	18	5.4	95	Tons	260.00	25,000
Plums	541	.87	470	Tons	260.00	122,000	512	4.73	2,420	Tons	246.00	595,000
Prunes—Dry*	502	2.27	570	Tons*	320.00	182,000	513	2.0	515	Tons*	340.00	174,000
Walnuts	55	.26	15	Tons	600.00	9,000	62	0.25	15	Tons	660.00	10,000
Miscellaneous	66					6,000	66					9,000
	11,337					\$13,174,000	11,145					\$ 13,888,000
BERRY CROPS												
Blackberries	305	7.25	2,180	Tons	\$ 213.75	\$ 466,000	355	7.0	2,485	Tons	\$ 218.00	\$ 542,000
Boysenberries	170	3.3	560	Tons	260.00	146,000	185	3.5	645	Tons	330.00	213,000
Loganberries	75	2.7	205	Tons	230.00	47,000	50	3.1	155	Tons	304.00	47,000
Raspberries	60	1,287.	77,200	Trays 9#	3.36	259,000	75	840.	63,000	Trays 9#	3.14	198,000
Blue and Misc.	25	480.	12,000	Trays 10#	3.75	45,000	25	300.	7,500	Trays 10#	3.85	29,000
Strawberries												
—Fresh	940		1,709,000	Trays 12#	2.16	3,688,000	925		1,240,000	Trays 12#	1.96	2,427,000
—Processing		12.8	1,660	Tons	260.00	430,000		13.6	5,135	Tons	220.00	1,130,000
	1,575					\$ 5,081,000	1,615					\$4,586,000
FIELD CROPS												
Beans, dry	740	16.12	11,930	cwt.	\$ 10.94	\$ 131,000	300	12.85	3,855	cwt.	\$ 10.28	\$ 40,000
Grain	650	1.34	875	Tons	44.81	39,000	605	1.24	750	Tons	43.36	32,000
Hay	4,500	2.37	10,650	Tons	34.10	363,000	4,720	2.35	11,090	Tons	33.10	367,000
Corn Silage	160	14.5	2,345	Tons	15.00	35,000	160	11.5	1,840	Tons	15.00	28,000
Pasture, Irrig.	2,850			Acres	35.00	100,000	2,700			Acres	35.00	95,000
Pasture, Other	49,850			Acres	2.75	137,000	50,000			Acres	2.75	137,000
Sugar Beets	210	26.	5,460	Tons	11.00	60,000	630	25.	15,750	Tons	11.00	173,000
Veg. & Flower Seed	25		3,000	Lbs.		86,000	30		2,750	Lbs.		78,000
Mushrooms			2,990,000	Lbs.	.55	1,643,000			2,276,000	Lbs.	0.59	1,345,000
Nursery Stock	595		10,512,000	Plants		1,441,000	530		9,533,000	Plants		1,286,000
—Bulbs			5,456,000	Bulbs		667,000			4,528,000	Bulbs		556,000
—Cut Flowers			26,515,000	Blooms		1,173,000			28,636,000	Blooms		1,010,000
	59,580					\$ 5,875,000	59,675					\$ 5,147,000
VEGETABLE CROPS												
Artichokes	390	270.	105,000	bxs. 21#	\$ 1.85	\$ 194,000	390	195.	76,000	bxs. 21#	\$ 1.95	\$ 152,000
Beans, Green	2,170	7.7	16,710	Tons	126.75	2,118,000	1,770	9.36	16,570	Tons	132.00	2,187,000
Broccoli	410	2.3	945	Tons	175.24	166,000	650	2.57	1,670	Tons	205.00	343,000
Brussels Sprouts	2,750	7.1	19,595	Tons	212.50	4,160,000	2,760	7.95	21,940	Tons	196.00	4,300,000
Cabbage	65	234.	14,725	cwt.	2.00	30,000	45	216.	9,730	cwt.	3.19	31,000
Cauliflower	690	96.	66,470	cwt.	7.37	490,000	1,175	93.4	109,745	cwt.	8.30	911,000
Celery	190	701.	133,200	ctns.	2.13	284,000	250	855.	213,000	ctns.	2.10	447,000
Corn, sweet	80	720.	57,600	Doz.	.40	23,000	75	1084.	78,500	Doz.	.35	27,000
Cucumbers	60	7.6	455	Tons	67.56	31,000	90	11.3	1,015	Tons	81.30	82,000
Lettuce	3,595	494.	1,776,000	ctns.	1.64	2,913,000	3,935	494.	1,946,000	ctns.	1.50	2,928,000
Peas	70	65.	4,500	cwt.	12.60	57,000	175	23.1	4,050	cwt.	5.67	23,000
Squash	370	82.	30,340	cwt.	4.79	145,000	325	140.	45,500	cwt.	6.20	282,000
Tomatoes	150	73.	10,950	cwt.	4.62	51,000	140	143.	20,020	cwt.	4.10	82,000
Misc. Veg.	330					145,000	255					133,000
	11,320					\$10,807,000	12,035					\$ 11,928,000
PLANT INDUSTRY	83,812					\$34,937,000	84,470					\$ 35,543,000

	1962				1961			
	PRODUCTION Total	Unit	Per Unit	F.O.B. VALUE Total	PRODUCTION Total	Unit	Per Unit	F.O.B. VALUE Total
APIARY								
Honey	2,475 colonies	198,000 Lbs.	\$ 0.12	\$ 24,000	2,900 colonies	197,500 Lbs.	\$ 0.10	\$ 20,000
Wax		1,855 Lbs.	0.48	1,000		2,180 Lbs.	0.48	1,000
Pollination	2,475 colonies			20,000	2,355 colonies			20,000
MILK								
Market		112,000 cwt.	4.70	526,000		74,600 Cwt.	4.60	343,000
Manufacturing		53,400 cwt.	2.98	159,000		57,000 Cwt.	3.01	172,000
LIVESTOCK								
Cattle & Calves	5,535 head	47,700 cwt.	21.96	1,047,000	4,760 head	40,300 cwt.	20.74	846,000
Breeders	135 head			53,000	110 head			41,000
Swine	765 head	1,450 cwt.	18.38	27,000	1,020 head	2,093 cwt.	17.18	36,000
Sheep & Lambs	2,480 head	2,570 cwt.	17.62	45,000	3,190 head	3,530 cwt.	12.58	44,000
—Wool		17,580 Lbs.	.43	8,000		19,190 Lbs.	0.40	8,000
EGGS								
—Market		4,560,430 Doz.	.35	1,597,000		6,478,760 Doz.	0.356	2,306,000
—Hatching		280,280 Doz.		303,000		345,050 Doz.		405,000
CHICKENS	3,970,000 fryers	15,942,000 Lbs.	.144	2,296,000	3,136,400 fryers	12,643,000 Lbs.	0.134	1,687,000
POULTRY, Other				585,000				995,000
TURKEYS	86,400 birds	1,810,800 Lbs.	.216	394,000	97,800 birds	2,031,500 Lbs.	0.177	359,000
RABBITS	59,360 head	258,000 Lbs.	.295	76,000	66,280 head	303,600 Lbs.	0.295	90,000
FUR ANIMALS	3,220 head			107,000	2,400 head			125,000
ANIMAL INDUSTRY				\$ 7,268,000				\$ 7,498,000
GRAND TOTAL—All Production				\$42,205,000				\$ 43,047,000
GOVERNMENT PAYMENTS				\$ 41,000				\$ 53,000

CROP SUMMARY - 1962

The F.O.B. value represents the gross value of the commodities when ready for market and does not mean net income to the producer.

Overall gross value declined, with vegetable production leading the drop followed by livestock and fruit crops.

Field crops and berry crops reflected a substantial increase in values.

Adverse weather conditions were a dominant factor in reducing production in some major crops while economic conditions were the principal influence in others.

APPLES - Additional bearing acreage coming into production and increasing yield is indicated by higher tonnage. Fresh market demand and value slipped early in the season when the market was oversupplied by shipments from outside the State. Thereafter trading in fresh channels remained somewhat weak. Processor demand was good during the season and provided a firmer undertone to the entire deal.

The expansion of controlled atmosphere storages and the revolutionary conversion to bin harvesting has accelerated the shortening of the harvest season which was almost completed early in October.

APRICOTS - Severely affected by frost at critical stage of development reduced production to very low level.

PLUMS - Freeze reduced fruit set to very light crop.

PEARS - Production reduced by decline and blight diseases. Market prices considerably lower this year.

BUSHBERRIES - Reduced acreage and production due to old fields in black varieties. Raspberries indicated improved market returns but others were lower.

STRAWBERRIES - Returns were slightly higher and heavier shipments to fresh market instead of processing channels. Most plantings new and quality berries brought better returns fresh.

NURSERY STOCK - Increase in plant nurseries moving into the County and hot house production reflect an upswing in production and values.

LETTUCE - Erratic season beginning with a hot market in the spring, weak in the summer, and fair in the fall. Marketing Order controls of volume by a discing program and shipping periods were effected for stability in times of oversupply.

GREEN BEANS - Acreage and production in oversupply in addition to quality affected by adverse weather, lack of sufficient pickers and increased labor costs with lower price returns, caused these producers great loss and unhappiness.

BRUSSELS SPROUTS - Early season demand slow, prices depressed but later, market demand exceeded supply with favorable returns.

T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y

Total Acres Grown (Includes New Plantings)

	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Bushberries	1,100	940	865	815	715
Blackberry	450	435	415	375	340
Blueberry	25	20	25	25	25
Boysenberry	360	285	225	235	205
Loganberry	165	125	120	90	85
Raspberry	100	75	80	90	60
Strawberries	2,610	1,850	1,070	925	940
Artichokes	397	410	395	390	390
Beans, green	875	945	1,290	1,770	2,170
Broccoli	1,300	1,145	680	650	410
Brussels sprouts	2,235	2,725	2,635	2,760	2,750
Cabbage	165	90	140	145	65
Cauliflower	600	685	1,325	1,175	690
Celery	65	190	230	250	190
Corn, sweet	160	200	215	75	80
Lettuce, spring	215	1,050	535	445	340
Lettuce, summer	2,665	2,115	2,480	2,310	2,100
Lettuce, fall	1,200	985	1,220	1,180	1,155
Potatoes	100	50	170	70	125
Squash	185	220	505	325	370
Tomatoes	310	230	230	140	150
Beans, dry	615	575	360	300	740
Grain	355	315	450	605	650
Hay	3,575	2,600	4,870	4,720	4,500
Sugar beets	420	425	520	630	210
Nursery Stock	550	620	690	530	595

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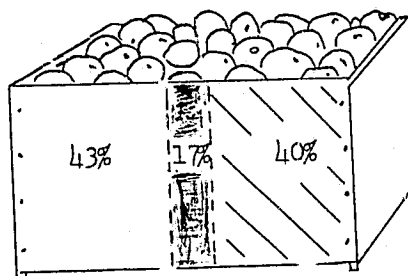
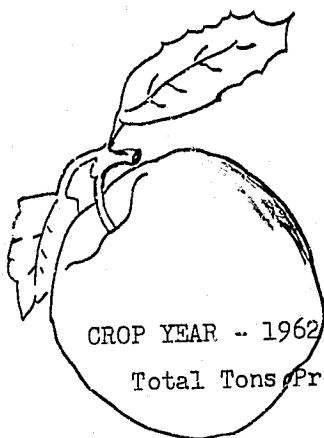
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TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY

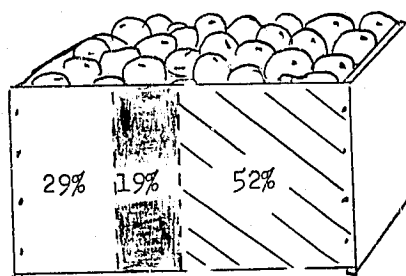
	<u>Bearing Acres</u>			<u>Non-bearing</u>	<u>Total</u>
	<u>1953</u>	<u>1957</u>	<u>1962</u>	<u>Acreege</u>	<u>1 9 6 2</u>
<u>APPLES -</u>					
Newtown Pippin	4,882	4,588	4,577	355	4,932
Delicious- Red	1,452	1,695	2,710	1,570	4,280
Delicious- Std.	769	536	488	1	489
Bellefleur	854	493	421	2	423
Winter Banana	204	226	208	32	240
W. W. Pearmain	192	163	124	2	126
Gravenstein	152	119	101	21	122
Golden Delicious	33	78	65	53	118
McIntosh	5	10	10	138	148
Other Varieties	<u>1,283</u>	<u>215</u>	<u>282</u>	<u>26</u>	<u>308</u>
TOTAL	9,826	8,123	8,986	2,200	11,186
<u>APRICOTS -</u>					
All Varieties	426	260	235	14	249
<u>CHERRIES -</u>					
Royal Ann	107	44	37	0	37
Bing	69	43	34	1	35
Other Varieties	<u>105</u>	<u>26</u>	<u>18</u>	<u>0</u>	<u>18</u>
TOTAL	281	113	89	1	90
<u>GRAPES -</u>					
Wine Varieties	536	214	86	0	86
Table varieties	<u>36</u>	<u>31</u>	<u>18</u>	<u>2</u>	<u>20</u>
TOTAL	572	245	104	2	106
<u>PEARS -</u>					
Bartlett	622	572	565	37	602
Beurre Hardy	202	180	139	39	178
Comice	43	26	19	0	19
Other Varieties	<u>60</u>	<u>38</u>	<u>18</u>	<u>1</u>	<u>19</u>
TOTAL	927	816	741	77	818
<u>PLUMS -</u>					
Santa Rosa	289	323	490	64	554
Other Varieties	<u>106</u>	<u>31</u>	<u>51</u>	<u>6</u>	<u>57</u>
TOTAL	395	354	541	70	611
<u>PRUNES -</u>					
French	541	425	398	0	398
Other Varieties	<u>126</u>	<u>100</u>	<u>104</u>	<u>0</u>	<u>104</u>
TOTAL	667	525	502	0	502
<u>ALL FRUIT & NUT CROPS -</u>					
GRAND TOTAL (Acres)	13,272	12,890			13,737

APPLE CROP UTILIZATION



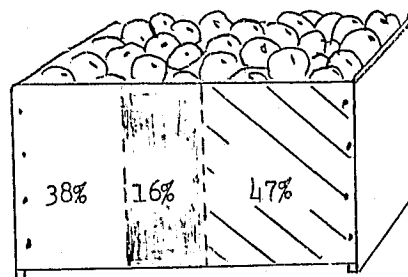
CROP YEAR - 1960

Total Tons Produced - 118,344



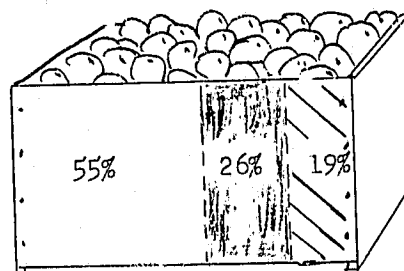
CROP YEAR - 1950

Total Tons Produced - 77,879



CROP YEAR - 1940

Total Tons Produced - 74,560



LEGEND - Fresh



Dried



Processed

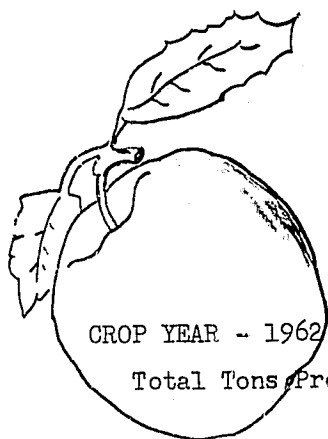


T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y

Total Acres Grown (Includes New Plantings)

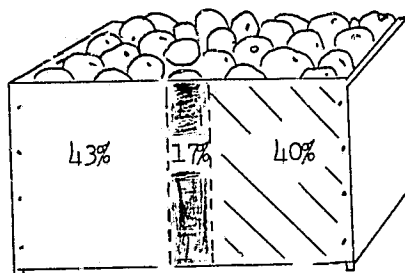
	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Bushberries	1,100	940	865	815	715
Blackberry	450	435	415	375	340
Blueberry	25	20	25	25	25
Boysenberry	360	285	225	235	205
Loganberry	165	125	120	90	85
Raspberry	100	75	80	90	60
Strawberries	2,610	1,850	1,070	925	940
Artichokes	397	410	395	390	390
Beans, green	875	945	1,290	1,770	2,170
Broccoli	1,300	1,145	680	650	410
Brussels sprouts	2,235	2,725	2,635	2,760	2,750
Cabbage	165	90	140	45	65
Cauliflower	600	685	1,325	1,175	690
Celery	65	190	230	250	190
Corn, sweet	160	200	215	75	80
Lettuce, spring	215	1,050	535	445	340
Lettuce, summer	2,665	2,115	2,480	2,310	2,100
Lettuce, fall	1,200	985	1,220	1,180	1,155
Potatoes	100	50	170	70	125
Squash	185	220	505	325	370
Tomatoes	310	230	230	140	150
Beans, dry	615	575	360	300	740
Grain	355	315	450	605	650
Hay	3,575	2,600	4,870	4,720	4,500
Sugar beets	420	425	520	630	210
Nursery Stock	550	620	690	530	595

APPLE CROP UTILIZATION



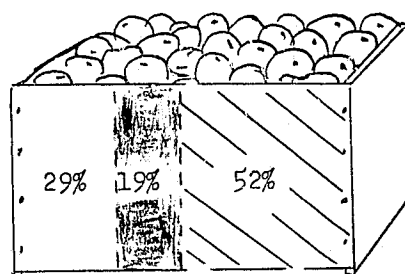
CROP YEAR - 1962

Total Tons Produced - 120,490



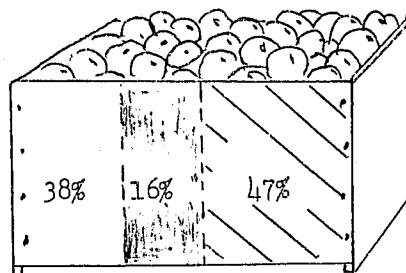
CROP YEAR - 1960

Total Tons Produced - 118,344



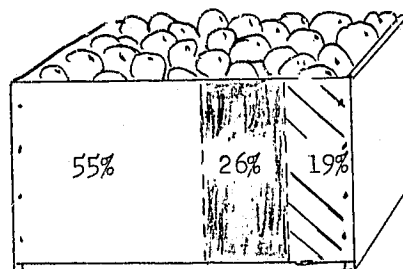
CROP YEAR - 1950

Total Tons Produced - 77,879



CROP YEAR - 1940

Total Tons Produced - 74,560



LEGEND - Fresh



Dried



Processed



STANDARDIZATION

Standard of quality packing, containers, and markings, are established by law to prevent fraud and deception in the marketing of agricultural products. Inspection of fruits, nuts, vegetables, eggs, poultry, meat and honey, wherever these commodities are prepared, packed or offered for sale, is a major function of this department.

Other phases of this work include the Lettuce Certification Program, Produce Clearances and cooperative enforcement in five (5) Marketing Order Programs. Summer Head Lettuce Order converted entirely to a percentage discing program this year. Cold storage reports on apple holdings and checking controlled atmosphere storage records and room loadings are among duties performed.

Expansion of controlled atmosphere storage for apples was very significant as is indicated by the following:

1962 - C.A. Storages - 8	C.A. Rooms - 34	Capacity 770,300 boxes
(1959) " " 3	" " 9	" 262,350 "

<u>LETTUCE INSPECTION</u>	<u>1962</u>	<u>(1961)</u>
No. certificates issued	- 1,794	2,103
No. man hours	- 1,683	2,601
No. pkgs. certified	- 1,782,160	1,923,676
No. inspections made	- 4,237	6,433

<u>PRODUCE CERTIFICATION</u>		
No. certificates issued	- 609	904
No. man hours	- 403	740
No. pkgs. certified	- 189,486	206,793
No. inspections made	- 618	1,285

<u>MARKETING ORDER CERTIFICATION</u>		
No. inspections made	- 225	218
No. man hours	- 145	147
Early Apples (pkgs.)	- 1,958	1,747
Bartlett Pears (pkgs.)	- 87	21
Fresh Plums (pkgs.)	- 16,710	13,510
Fall Pears (pkgs.)	- 7,799	1,285

<u>EGG & POULTRY INSPECTION</u>		
Eggs inspected (doz.)	- 127,724	47,150
Eggs rejected (doz.)	- 2,815	412
No. violations	- 50	6
Poultry premises inspected	- 498	258
Poultry inspected (pkgs.)	- 41,042	12,680
Honey inspected (pkgs.)	- 78,243	32,775

<u>SUMMARY - FRUIT & VEGETABLE STANDARDIZATION</u>		
Man days (total)	- 571	646
Total pkgs. inspected	- 3,091,184	3,130,953
Total pkgs. certified	- 1,998,200	2,146,644
Total pkgs. rejected	- 9,447	11,646
No. violations issued	- 184	143
Total certif. fees rec'd.	- \$ 9,084.68	\$ 10,956.81

PEST SURVEYS AND PEST CONTROL

Pest detection surveys to assure early discovery and eradication of new plant pests are performed in cooperation with State and Federal agencies. An intensified program resulted in some interesting discoveries this year.

Field and orchard inspections for common plant pests, and effective control recommendations to prevent spread and crop losses also reduces problems of quality control in standardization inspection.

PEST DETECTION SURVEYS - 1962

<u>Pest</u>	<u>Host</u>	<u>Properties</u>	<u>Inspected</u>	<u>Calls</u>	<u>Properties Infested</u>
Fruit Flies	Fruit	110	110 traps	1196	0
Japanese Beetle	Lawns-Orna	17	17 "	220	0
Gypsy Moth	Trees	1	4	4	0
Citrus Wh.Fly & Olive Scale	Ornamentals	107	17.5 acres	107	0
European Corn Borer	Corn	5	41 "	5	0
Corn & Sorghum pests	Corn	2	31 "	2	0
Mexican Bean Beetle	Beans	8	306 "	8	0
Knapra Beetle	Grain	62		62	0
European Pine Shoot Moth	Pines	3		3	0
Peach Mosaic Vector Mite	Peach	50	94 trees	50	0
Black Stem Rust	Nsry Stock	4	12,000 plants	4	0
Pear Juniper Rust	Pears	7	40 acres	7	0
Club Root	Crucifers	31	1,040 "	31	4
European Canker	Apples	24	800 "	25	1
Flat Limb	Apples	1	8 "	1	1
		<u>432</u>		<u>1725</u>	<u>6</u>

SUMMARY - 1962

PEST SURVEYS AND CONTROL - 3,368 -- Man hours - 3,956 Calls.

LABORATORY IDENTIFICATION SAMPLES - Plant Diseases - 222 --- Insects - 111.

PERMITS ISSUED FOR USE OF INJURIOUS MATERIALS - 658

EXPERIMENTAL PEST CONTROL INFORMATION PLOTS - 31

PEST ABATEMENTS - 17 properties - 122 acres apples/pears - treated or removed.

EUROPEAN RED MITE - The major pest problem here on apples. Suppression maintained in early season with Karathane mildew sprays. Populations in July and August became severe and some growers attempted control with oil and miticide combinations with limited results. Tepp or Chlorobenzilate was effective for short period control.

ORANGE TORTRIX - Caused severe injury to apples where timing or applications were inadequate.

CABBAGE MAGGOT - Extensive damage to Brussels sprout plantings.

PEAR DECLINE - Fairly widespread and resulted in removal of several orchards.

FIRE BLIGHT - Caused trouble in pear and apple orchards requiring active control measures.

GREEN CRINKLE - A virus disease has occasionally been found in a few apple orchards during the last twenty years. Infected wood used for grafting caused extensive fruit injury in one orchard observed this year.

PEST CONTROL OPERATORS

Thirty-seven (37) licensed pest control operators registered to engage in pest control work in Santa Cruz County during 1962. Six of these were aerial applicators.

The Agricultural Commissioner has the responsibility to require pest control for hire to be performed in a workman-like manner to insure effective control by competent operators. Regulations specify precautions regarding safety of materials used and drift residues that must be observed.

SUMMARY OF WORK BY PEST CONTROL OPERATORS

<u>Application By</u>	<u>Type Crop</u>	<u>1962</u>	<u>Area Treated</u> <u>(1961)</u>
Aircraft	Orchards	4,563 acres	3,757 acres
Ground Rig	"	1,466 acres	1,477 acres
Aircraft	Berries	3,200 acres	2,891 acres
Ground Rig	"	679 acres	108 acres
Aircraft	Vegetables	9,906 acres	8,979 acres
Ground Rig	"	6,222 acres	4,985 acres
Aircraft	Orns. & Misc.	453 acres	582 acres
Ground Rig	" "	368 acres	257 acres

* * * * *

APIARY 1962

Inspection of apiaries for the detection of disease, advisory assistance to bee keepers, and issuance of certificates for the movement of bees and queens are among the services rendered by this department.

This area lends itself principally to migratory beekeeping and use of bees for the pollination of deciduous fruits, so the overall bee population in Santa Cruz County varies with the seasons. Many colonies are moved from this County to the San Joaquin Valley for Alfalfa seed pollination and are returned here only to overwinter. Many colonies from the Valley are also moved to this area to overwinter due to excellent winter bloom.

<u>Summary of Apiary Inspection</u>	<u>1962</u>	<u>(1961)</u>	<u>(1960)</u>
Number of Apiaries	114	112	106
Total Number of Colonies	3,089	2,907	2,917
Apiaries Inspected	22	33	17
Colonies Inspected	343	1,995	625
Colonies Infected, A.F.B.	1	13	16
Apiaries Infected, A.F.B.	1	5	6



ANNUAL REPORT 1962
RODENT & PEST ANIMAL CONTROL

GROUND SQUIRRELS:

The large populations of ground squirrels that once occurred in Santa Cruz County no longer exists. Only with persistent effort has this economic and disease problem been reduced. This is best reflected in the accompanying chart by the amounts of CS₂ and poisoned grain used. The man days and mileage cannot be materially reduced because of the constant surveillance that is necessary to control this minimum population that has been achieved. As populations become smaller, control becomes more difficult with this terrain.

This year's gassing program was hampered by dry ground. New fumigants, baits and methods are being tested for better control. Areas of intended construction such as the University of California campus and new subdivision areas are treated and a special effort for eradication of ground squirrels is made.

OTHER RODENTS:

Except in localized areas the rat populations were not abnormal. The County dumps were poisoned with good results. A heavy rat population moved into the Opal Cliffs area, apparently from the harbor construction at Wood's Lagoon. Several inspections were made in this area with the Health Department. Wax blocks of anti-coagulant treated baits were used effectively.

The City of Watsonville is maintaining excellent rat control in their sewers with this same type wax block. Use of anticoagulant baits as purchased at our office is shown in the chart on the opposite page.

Zinc phosphide treated grain bait for the control of meadow mice shows a reduction due to the use and effectiveness of Endrin sprays. Some mice damage was reported to bean fields as well as the usual damage to strawberries and artichokes.

Several U. C. gopher baiting machines are now in operation in this County. Test plots for the evaluation of baits and poisons under local conditions were put out with the cooperation of the State Department of Agriculture. A poison mixer was designed and purchased by this department. This mixer will increase the efficiency of our mixing operation and will produce a more effective bait. Sale of gopher bait was started the last two months of 1962.

No complaints of muskrat damage were received this year. These rodents can be found throughout the valley. Several persons reported weasels in their yards and fields.

BIRD CONTROL:

The commercial treatment of lettuce seed has stopped some depredations of the spring plantings. Bushberry and strawberries were damaged by crowned sparrows linnets, and gold finches. Crowned sparrows caused some damage to flower buds in plastic hot houses. Use of bird control baits is shown in the accompanying chart.

Pigeons caused heavy damage to some bushberry plantings. A survey was made with the Fish and Wildlife Service to devise better control.

In February an experimental light trap was designed and constructed at Holly Hills Farm for the purpose of trapping starlings.

An amplified distress call was used this winter to prevent extensive damage caused by roosting in the grove. Up to this time it has been 100% effective. These experiments were conducted in cooperation with the State Department of Agriculture and the U. S. Fish and Wildlife Service.

GROUND SQUIRREL CONTROL

1962 Compared to 5 year averages

1950-1954	48,535	
1955-1959	58,601	
1962	31,646	Acres Treated

1950-1954	235	
1955-1959	175	
1962	136	Man Days

1950-1954	7,032	
1955-1959	6,347	
1962	5,535	Miles

1950-1954	3,309	
1955-1959	1,262	
1962	970	Lbs. CS ₂ Used

1950-1954	641	
1955-1959	243	
1962	133	Lbs. Poisoned Grain

OTHER PEST ANIMAL CONTROL MEASURES

1955-1959	1,851	
1962	2,235	Lbs. Anti-coagulant Treated Bait

1955-1959	555	
1962	520	Lbs. Zinc Phosphide Treated Grain

1955-1959	0	
1962	730	Lbs. Strychnine Treated Gopher Bait

1955-1959	303	
1962	321	Lbs. Bird Control Bait

1955-1959	109 oz.	
1962	162 oz.	Ounces of Strychnine Gopher Poison

PLANT QUARANTINE

Inspection of plant material entering the County from other states or counties has been a long established legal requirement for preventing the introduction or spread of plant diseases, insect pests, noxious weeds or seeds.

Extended findings of club root disease in this County required definite quarantine area boundaries to be proposed. Several meetings on the efficacy of the club root quarantine were held with the surrounding County Agricultural Commissioners, the California Department of Agriculture and University of California pathologists.

The volume of material certified for export increased over four (4) times more than last year.

<u>SUMMARY OF INCOMING SHIPMENTS</u>	<u>Interstate</u>	<u>Intrastate</u>	<u>Total Shipments</u>
Shipments Inspected	- 2,037	675	2,712
Shipments Rejected	- 22	0	22
Plants Inspected	- 3,675,911	9,662,283	13,338,194
Plants Rejected	- 659	0	659
Bulk Inspected (tons)	- 4,403	59	4,462
Grain Rejected (tons)	- 966	0	966

Export Certificates - 358 shipments - 1,500,734 plants - 31,865 pkgs. produce.
Club root disease Certificates of Treatment issued - 16

NURSERY INSPECTION

With greater tendency toward origin inspection and intercounty certification more effort is being directed to nursery inspection to assure pest free nursery stock.

An increase of over 13% in the number of licensed nurseries is noted this year. Several large new ornamental greenhouse operations have found this area ideally suited to their needs for growing roses, carnations and chrysanthemums.

The increase in nursery inspection work required, is reflected in an increase of nearly 250% in number of plants held for non-compliance, of which 66% was for pest infestations requiring cleanup and 34% improperly labeled.

SUMMARY OF NURSERY INSPECTION

Licensed nurseries in County	- 144	Pinto Tag nurseries	- 29
No. nursery inspections made	- 166	Inspection man days	- 156
Non-compliance violations	31	No. plants held	- 31,868

SEED INSPECTION

The California seed law requires labeling of agricultural and vegetable seeds for identity, purity, germination, and weed seed content. Inspection and sampling of seed lots is made in wholesale and retail sales places. Stop sales doubled over last year.

<u>SUMMARY OF SEED INSPECTION</u>	<u>1962</u>	<u>(1961)</u>
No. of seed houses in County	- 57	51
Seed inspection, man hours	- 76	76
Stop Sales issued	- 41	20
Official samples drawn	- 10	4

WEED CONTROL - 1962

Regulations requiring the buyer of injurious materials to obtain a permit prior to purchase or use were extended this year to include Sodium Arsenite, which has caused considerable death loss to livestock and some humans to lose their lives in past years. By this regulation the permittee is given first hand information on his weed problem and the proper methods and care to be taken in use of this material.

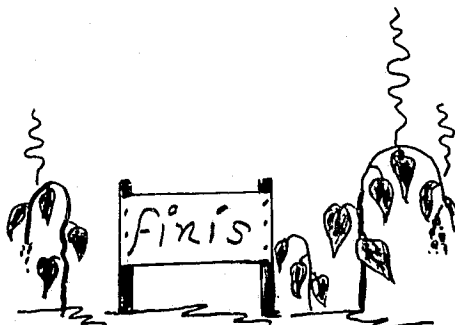
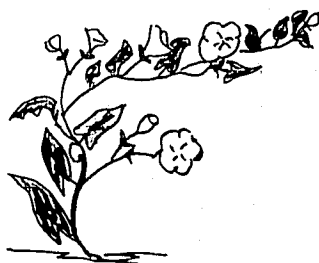
573 permits were issued for weed control this year -
(316 - Sodium Arsenite (Triox) - 212 - Herbicides)

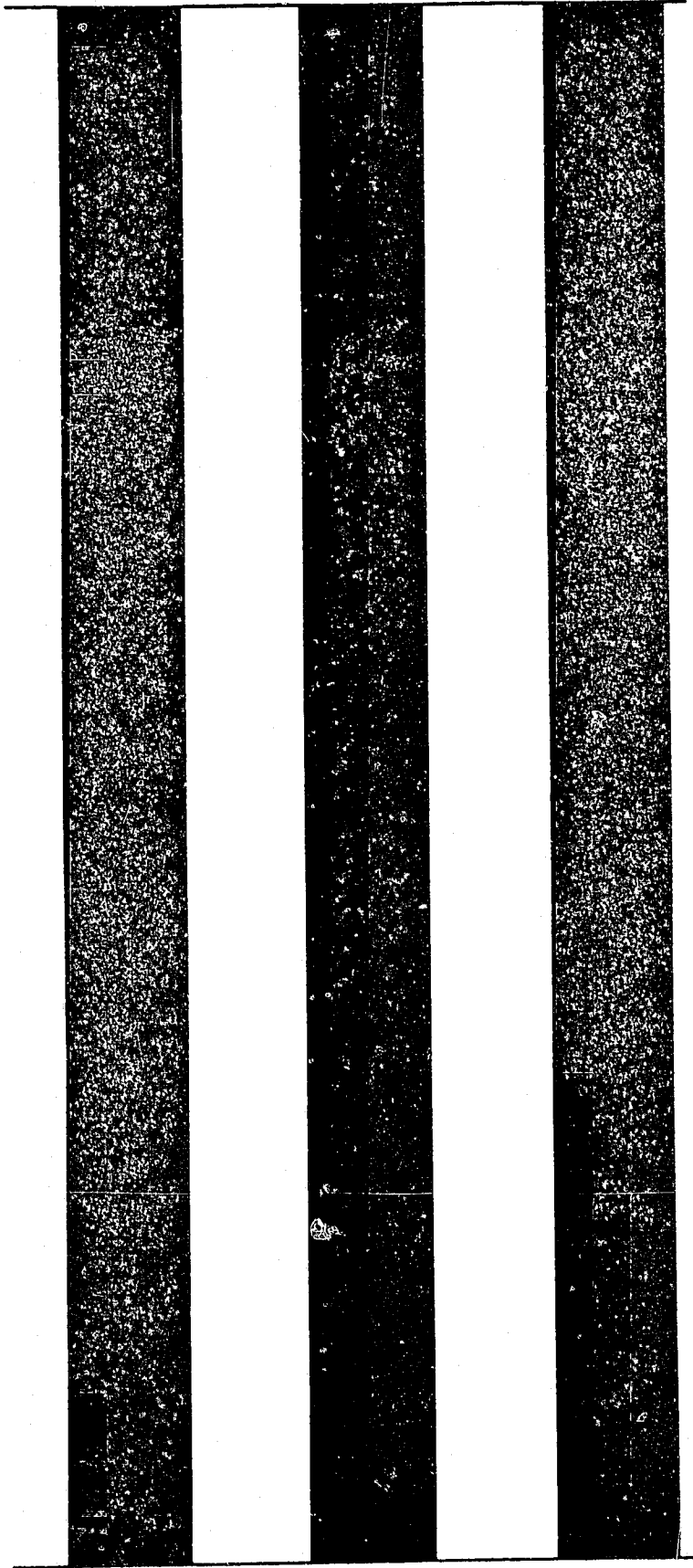
Biological control of Puncture Vine was started late this summer with the establishment of two colonies of the weevils Microlarinus lareynii. Many new colonies will be started from these two releases next year.

Sixty-two (62) test plots were established this year using various new herbicides and mixtures in order to check local results that may be expected from their use.

SUMMARY OF NOXIOUS WEED INFESTATIONS - 1962

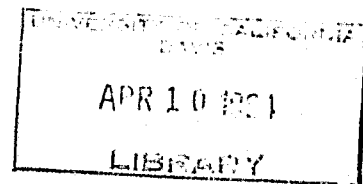
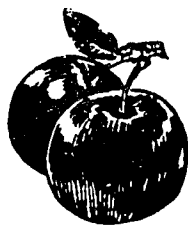
Infested Area (Acres)	Crops & Pasture	Roadsides Wasteland	TOTAL	No. Infestations			Type of Program
				Old	New	Total	
Italian Thistle	2,200.00	340.00	2,540.00	24	0	24	Control
Purple Star Thistle	351.00	0.25	351.25	3	1	4	Eradicate
Klamath Weed	0.10	1,218.00	1,218.10	3	0	3	Eradicate
Johnson Grass	42.55	6.60	49.15	82	3	85	Control
Yellow Star Thistle	39.00	62.50	101.50	13	7	20	Eradicate
Hoary Cress	750.00	5.25	755.25	73	0	73	Control
Quack Grass	0.50	3.70	4.20	15	0	15	Eradicate
Russian Knapweed	2.50	0.25	2.75	3	0	3	Eradicate
Wavy Leaved Gaura		0.10	0.10	1	0	1	Eradicate
Alkali Mallow	117.00	13.00	130.00	12	0	12	Control
Poverty Weed		1.00	1.00	1	0	1	Eradicate
White Horsenettle	0.25	0.21	0.46	3	1	4	Eradicate
Morning Glory	14,800.00	2,125.00	16,925.00	993	0	993	Control
Scented Gaura	2.00		2.00	1	0	1	Eradicate
Puncture Vine	10.26	16.01	26.27	27	3	30	Eradicate
Gorse	2.50		2.50	2	0	2	Eradicate
Russian Thistle		0.02	0.02	2	0	2	Eradicate
	18,317.66	3,791.89	22,109.55	1258	15	1273	





1963

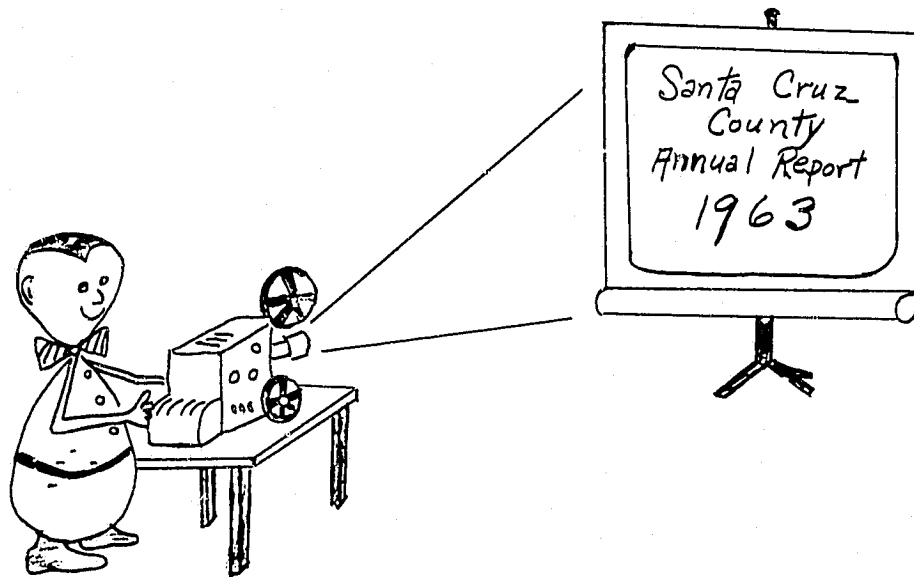
ANNUAL REPORT



1963

**County of
SANTA CRUZ**

AGRICULTURAL COMMISSIONER



REPORT OF SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE

TO

CHARLES PAUL, DIRECTOR

CALIFORNIA DEPARTMENT OF AGRICULTURE

AND

THE SANTA CRUZ COUNTY BOARD OF SUPERVISORS

RUSS MCCALLIE, CHAIRMAN

(Seaside)

FRANCIS SILLIMAN	-	(Pajaro)
LEWIS NELSON	-	(Soquel)
VINCENT LOCATELLI	-	(San Lorenzo)
ROBERT E. BURTON	-	(Branciforte)

SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

M A T T M E L L O

ASSISTANT COMMISSIONER

ROBERT J. HOFF

C L E R K S

Sarah R. Odom
Mary Boyle

AGRICULTURAL INSPECTORS

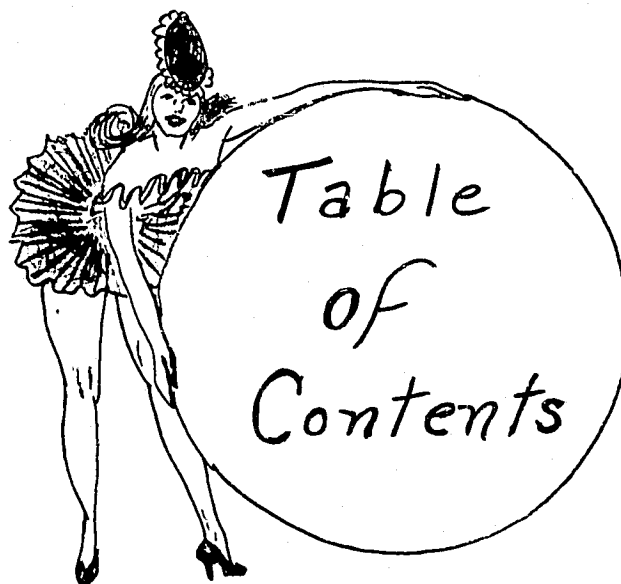
Kenneth Tweedy
Donald H. Shaw
Richard Nutter
Fred Hamisch
W. S. Jamison
Jerry Littleton

SEASONAL INSPECTOR

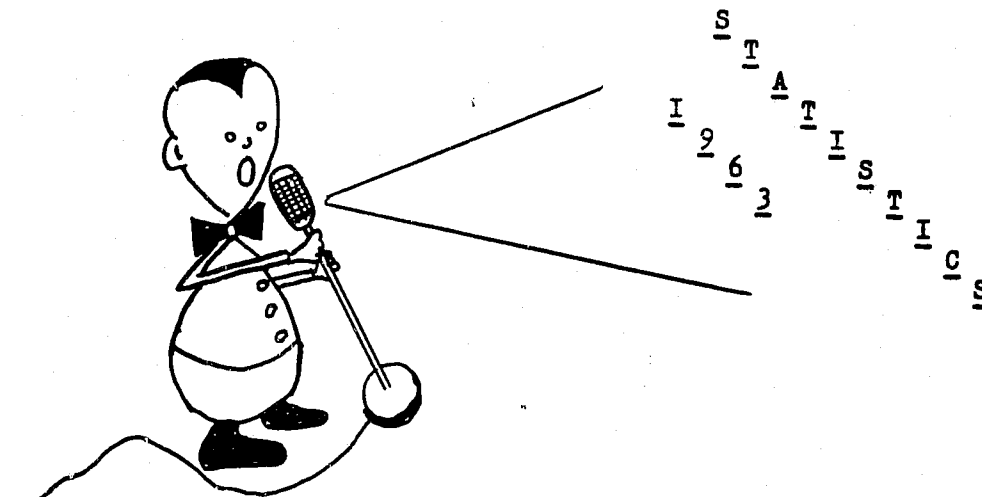
Joseph T. Brazil

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

We are indebted to many individuals for their help and cooperation in making available to us their records and information with which to compile this Annual Report.



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Elevation Range - 0 to 2,715

1963 TEMPERATURE RANGE

Watsonville

73.96° F
92° F
38.76° F
24° F

Average Maximum
July 26th High
Average Minimum
January 13th Low

Santa Cruz

68.80° F
96° F
44.50° F
22° F

RAINFALL

Watsonville

34.26 inches
26.02 inches
19.34 inches

1963 Season (7-1-62 to 6-30-63)
1962 Season
Normal Averages (Last 20 yrs.)

Santa Cruz

33.86 inches
27.36 inches
32.50 inches

POPULATION & APPRAISAL

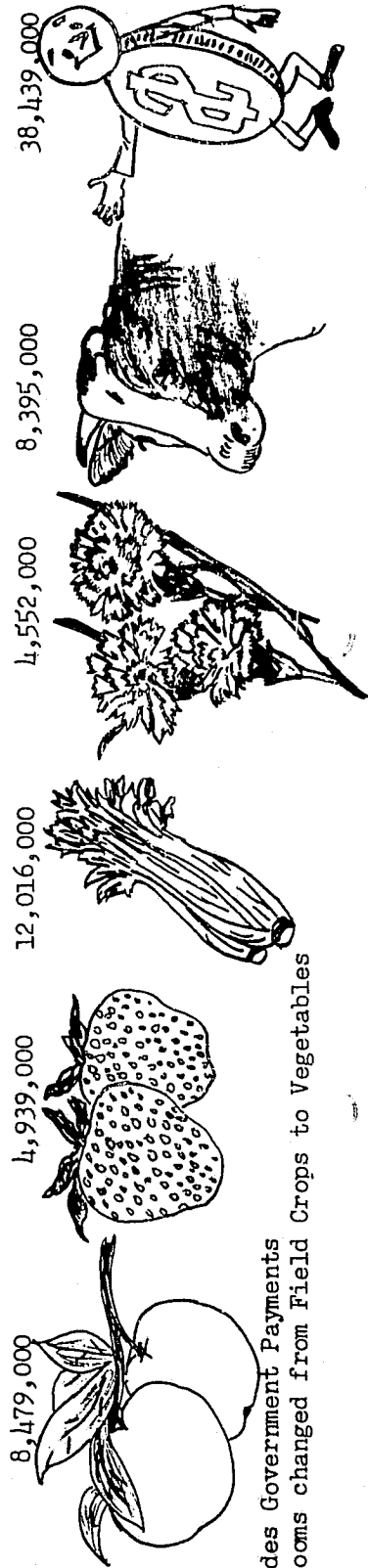
County Population (C.T.A. Estimate)	105,200
Total net assessed valuation of property (1963-64)	\$ 235,000,000.00
Total area of County (439 sq. miles)	280,960 acres
Total area of farm land (1959 Census)	108,984 acres
(Not including forest land)	

STATE PARKS AREA - 21,195 acres

Big Basin Park	11,553 acres	Natural Bridges	47 acres
Capitola Beach	6 acres	New Brighton	63 acres
Henry Cowell	1,737 acres	Seacliff	84 acres
Manresa Beach	21 acres	Sunset	292 acres
Twin Lakes	112 acres	Santa Cruz Mission	1 acre
Nesine Marks Forest	7,279 acres		

SANTA CRUZ COUNTY TREND OF VALUE IN PRODUCTION

<u>Year</u>	<u>Fruit & Nut Crops</u>	<u>Berry Crops</u>	<u>Vegetable Crops**</u>	<u>Field Crops</u>	<u>Animal Industry</u>	<u>GRAND TOTAL*</u>
1954	\$ 7,682,000	\$ 5,827,000	\$ 9,299,000	\$ 1,694,000	\$ 6,109,000	\$ 30,694,000
1955	7,051,000	8,019,000	9,374,000	1,690,000	6,556,000	32,730,000
1956	8,977,000	9,857,000	10,128,000	1,863,000	6,795,000	37,695,000
1957	6,458,000	6,562,000	8,805,000	1,932,000	6,838,000	30,643,000
1958	7,195,000	7,854,000	8,105,000	2,408,000	7,548,000	33,164,000
1959	8,858,400	7,364,000	10,213,800	2,951,600	6,183,500	35,637,500
1960	12,389,000	5,350,000	12,094,000	3,782,000	8,178,000	41,851,000
1961	13,888,000	4,586,000	13,273,000	3,802,000	7,498,000	43,100,000
1962	13,174,000	5,081,000	12,450,000	4,232,000	7,268,000	42,246,000
1963	8,479,000	4,939,000	12,016,000	4,552,000	8,395,000	38,439,000



* Includes Government Payments

** Mushrooms changed from Field Crops to Vegetables

ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS

SANTA CRUZ COUNTY, CALIFORNIA

Compiled by MATT MELLO, Agricultural Commissioner

	1963						1962					
	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total
FRUIT CROPS												
Apples	7,488	14.66	(109,790)	Tons		(\$ 8,124,000)	8,986	13.4	(120,490)	Tons		(\$12,355,000)
—Fresh			33,220	Tons	\$ 112.72	3,745,000			52,090	Tons	\$ 153.76	8,009,000
—Dryer			12,115	Tons	59.50	721,000			19,985	Tons	64.48	1,289,000
—Processing			45,480	Tons	61.59	2,801,000			34,505	Tons	72.36	2,497,000
—Juice			18,975	Tons	45.17	857,000			13,910	Tons	40.25	560,000
Apricots												
—Fresh	154	3.46	205	Tons	161.00	33,000	235	1.1	150	Tons	260.00	39,000
—Dry*			57	Tons*	1,100.00	63,000			22	Tons*	1,360.00	30,000
—Processing			45	Tons	77.00	3,000			—		—	—
Cherries	46	.04	2	Tons	650.00	1,000	89	1.66	150	Tons	786.00	118,000
Grapes	107	.71	75	Tons	109.00	8,000	104	1.	105	Tons	152.00	16,000
Pears	514	2.26	1,160	Tons	110.00	128,000	741	4.65	3,445	Tons	78.95	272,000
Persimmons	21	3.37	70	Tons	111.00	8,000	18	6.	108	Tons	230.00	25,000
Plums	440	1.24	545	Tons	124.00	68,000	541	.87	470	Tons	260.00	122,000
Prunes—Dry*	364	.88	160	Tons*	230.00	37,000	502	2.27	570	Tons*	320.00	182,000
Walnuts	48	.03	1	Tons	624.00	1,000	55	.26	15	Tons	600.00	9,000
Miscellaneous	66					5,000	66					6,000
	9,248					\$ 8,479,000	11,337					\$13,174,000
BERRY CROPS												
Blackberries	265	5.8	1,540	Tons	\$238.00	\$ 366,000	305	7.25	2,180	Tons	\$ 213.75	\$ 466,000
Boysenberries	140	3.0	420	Tons	286.00	120,000	170	3.3	560	Tons	260.00	146,000
Loganberries	70	2.5	175	Tons	241.00	42,000	75	2.7	205	Tons	230.00	47,000
Raspberries	60	1,154.0	69,200	Trays 9#	3.35	232,000	60	1,287.	77,200	Trays 9#	3.36	259,000
Blue and Misc.	30	305.0	9,150	Trays 10#	4.00	37,000	25	480.	12,000	Trays 10#	3.75	45,000
Strawberries												
—Fresh	820		1,685,000	Trays 12#	2.20	3,708,000	940		1,709,000	Trays 12#	2.16	3,688,000
—Processing		14.6	1,810	Tons	240.00	434,000		12.8	1,660	Tons	260.00	430,000
	1,385					\$ 4,939,000	1,575					\$ 5,081,000
FIELD CROPS												
Beans, dry	385	17.	6,545	cwt.	\$ 9.40	\$ 62,000	740	16.12	11,930	cwt.	\$ 10.94	\$ 131,000
Grain	630	1.26	790	Tons	44.90	35,000	650	1.34	875	Tons	44.81	39,000
Hay	4,240	2.44	10,345	Tons	35.30	365,000	4,500	2.37	10,650	Tons	34.10	363,000
Corn Silage	205	14.25	2,920	Tons	15.00	44,000	160	14.5	2,345	Tons	15.00	35,000
Pasture, Irrig.	3,050			Acres	15.00	107,000	2,850			Acres	35.00	100,000
Pasture, Other	49,715			Acres	2.75	137,000	49,850			Acres	2.75	137,000
Sugar Beets	545	33.	17,985	Tons	11.50	207,000	210	26.	5,460	Tons	11.00	60,000
Veg. & Flower Seed	5		210	Lbs.		56,000	25		3,000	Lbs.		86,000
Nursery Stock	595		4,704,000	Plants		1,506,000	595		10,512,000	Plants		1,441,000
—Bulbs			4,869,000	Bulbs		461,000			5,456,000	Bulbs		667,000
—Cut Flowers			41,744,000	Blooms		1,572,000			26,515,000	Blooms		1,173,000
	59,370					\$ 4,552,000	59,580					\$ 4,232,000
VEGETABLE CROPS												
Artichokes	380	257.2	97,700	bx. 21#	\$ 2.00	\$ 195,000	390	270.	105,000	bx. 21#	\$ 1.85	\$ 194,000
Beans, Green	1,380	8.4	11,590	Tons	144.75	1,678,000	2,170	7.7	16,710	Tons	126.75	2,118,000
Broccoli	375	2.02	755	Tons	184.40	139,000	410	2.3	945	Tons	175.24	166,000
Brussels Sprouts	2,930	7.34	21,505	Tons	215.00	4,624,000	2,750	7.1	19,595	Tons	212.50	4,160,000
Cabbage	140	128.9	18,045	cwt.	3.70	67,000	65	234.	14,725	cwt.	2.00	30,000
Cauliflower	870	73.1	63,590	cwt.	7.25	461,000	690	96.	66,470	cwt.	7.37	490,000
Celery	220	541.	119,000	crt.	2.15	256,000	190	701.	133,200	crt.	2.13	284,000
Corn, sweet	25	800.	20,000	doz.	.55	11,000	80	720.	57,600	Doz.	.40	23,000
Cucumbers	150	8.3	1,245	Tons	71.00	88,000	60	7.6	455	Tons	67.56	31,000
Lettuce	3,220	440.7	1,419,000	ctns.	1.74	2,469,000	3,595	494.	1,776,000	ctns.	1.64	2,913,000
Mushrooms			2,739,000	Lbs.	.50	1,369,000			2,990,000	Lbs.	.55	1,643,000
Peas	30	51.	1,530	cwt.	14.00	21,000	70	65.	4,500	cwt.	12.60	57,000
Squash	485	118.	57,230	cwt.	5.28	302,000	370	82.	30,340	cwt.	4.79	145,000
Tomatoes	140	174.	24,360	cwt.	4.07	99,000	150	73.	19,950	cwt.	4.62	51,000
Misc. Veg.	305					237,000	330					145,000
	10,650					\$ 12,016,000	11,320					\$12,450,000
PLANT INDUSTRY	80,653					\$ 29,986,000	83,812					\$34,937,000

	1963					1962				
	PRODUCTION	Total	Unit	F.O.B. VALUE Per Unit	Total	PRODUCTION	Total	Unit	F.O.B. VALUE Per Unit	Total
APIARY										
Honey	2,500 colonies	133,000	Lbs.	\$ 0.14	\$ 19,000	2,475 colonies	198,000	Lbs.	\$ 0.12	\$ 24,000
Wax		1,500	Lbs.	0.44	7,000		1,855	Lbs.	0.48	1,000
Pollination	2,450 colonies				20,000	2,475 colonies				20,000
MILK										
Market		119,000	cwt.	4.60	547,000		112,000	cwt.	4.70	526,000
Manufacturing		39,800	cwt.	2.96	118,000		53,400	cwt.	2.98	159,000
LIVESTOCK										
Cattle & Calves	8,690 head	62,050	cwt.	21.66	1,344,000	5,535 head	47,700	cwt.	21.96	1,047,000
Breeders	350 head				92,000	135 head				53,000
Swine	815 head	1,615	cwt.	16.62	27,000	765 head	1,450	cwt.	18.38	27,000
Sheep & Lambs	2,740 head	2,835	cwt.	18.08	51,000	2,480 head	2,570	cwt.	17.62	45,000
—Wool		16,670	Lbs.	0.43	7,000		17,580	Lbs.	.43	8,000
EGGS										
—Market		4,280,000	doz.	0.342	1,464,000		4,560,430	Doz.	.35	1,597,000
—Hatching		451,670	doz.		482,000		280,280	Doz.		303,000
CHICKENS	4,634,700 fryers	18,631,500	Lbs.	0.177	3,298,000	3,970,000 fryers	15,942,000	Lbs.	.144	2,296,000
POULTRY, Other					395,000					585,000
TURKEYS	101,210 birds	2,132,300	Lbs.	0.224	478,000	86,400 birds	1,810,800	Lbs.	.216	394,000
RABBITS	35,320 head	159,000	Lbs.	0.291	46,000	59,360 head	258,000	Lbs.	.295	76,000
FUR ANIMALS						3,220 head				107,000
ANIMAL INDUSTRY					\$ 8,395,000					\$ 7,268,000
GRAND TOTAL—All Production					\$38,381,000					\$42,205,000
GOVERNMENT PAYMENTS					\$ 58,000					\$ 41,000

CROP SUMMARY - 1963

The total gross value of agricultural production reflected a decline with fruit crops hardest hit.

The F.O.B. value represents the gross value of the product when sold and does not mean net income to the producer.

Many factors influenced the figures indicated in this report. Shrinking acreage in production reduced by subdivisions and economic conditions of high costs and low returns. Adverse weather severely affected most fruit crops. Frost, hail and late heavy spring rains affected fruit set and caused poor quality and disease conditions.

A Federal-State tree census completed during the year changed the recorded fruit acreage in the County.

Mushroom production and value is changed in this report from Field Crops to Vegetable Crops to conform with Statewide reporting procedure.

APPLES - Adverse weather affected production and quality. Severe russetting was general and presented marketing problems. Other Western States had large apple crops and swamped the markets in California, giving local producers unusually heavy competition at low prices. Fresh market prices were weak from the start and did not improve. Processing demand helped the apple movement extensively during the early season period. Heavy importation of cheaper processing apples from other states by local processors had a depressing influence on demand and price in late season.

CHERRIES - A crop failure due to weather and bird damage.

PEARS - Good market price and demand but light crop due to weather, decline and acreage removal.

PLUMS - Light crop, severe hail injury and heavy shipments from competitive producing areas resulted in low market returns.

BUSHBERRIES - Production lower but market demand and returns considerably better.

STRAWBERRIES - Some acreage reduction but production and fresh market prices improved.

NURSERY STOCK - Substantial increase in cut flowers production. Economics shifting production of ornamental plants.

LETTUCE - Marketing program not in effect this season. Heavy spring rains affected spring crop with weak market. Summer crop good with improved market. Weak market demand and growing conditions affected the fall crop.

BRUSSELS SPROUTS - Continued to increase in importance as a major crop here. With imminent harvest labor problems, growers are directing their attention to new varieties that may be mechanically harvested.

LIVESTOCK - Marketings of cattle reflected sizeable increase with sheep and hogs also on upswing.

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY

	<u>Bearing Acres</u>			<u>Non-bearing Acreage</u>	<u>Total Acreage 1 9 6 3</u>
<u>APPLES -</u>	<u>1954</u>	<u>1958</u>	<u>1963</u>		
Newtown Pippin	4,918	4,373	3,762	413	4,175
Delicious - Red	1,781	1,779	2,363	1,551	3,914
Delicious - Std	528	536	396	5	401
Bellefleur	846	480	284	1	285
Winter Banana	214	202	151	27	178
W.W.Pearmain	193	160	106	0	106
Gravenstein	156	103	89	10	99
Golden Delicious	39	43	72	40	112
McIntosh	6	6	11	205	216
Other Varieties	474	292	254	196	450
TOTAL	9,155	7,974	7,488	2,448	9,936
<u>APRICOTS -</u>					
All Varieties	378	257	154	32	186
<u>CHERRIES</u>					
Royal Ann	106	46	13	0	13
Bing	67	43	19	1	20
Other Varieties	96	26	14	0	14
TOTAL	269	115	46	1	47
<u>GRAPES</u>					
Wine Varieties	500	217	87	2	89
Table Varieties	50	28	20	2	22
TOTAL	550	245	107	4	111
<u>PEARS</u>					
Bartlett	627	575	399	50	449
Beurre Hardy	192	172	104	17	121
Comice	46	26	9	0	9
Other Varieties	55	38	2	1	3
TOTAL	920	811	514	68	582
<u>PLUMS</u>					
Santa Rosa	299	368	391	58	449
Other Varieties	106	32	50	3	53
TOTAL	405	400	441	61	502
<u>PRUNES -</u>					
French	541	416	292	1	293
Other Varieties	126	52	72	6	78
TOTAL	667	503	364	7	371

ALL FRUIT & NUT CROPS -

GRAND TOTAL (Acres)	12,344	10,305		11,735
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T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y
Total Acres Grown (Includes New Plantings)

	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
Bushberries	940	865	815	715	655
Blackberry	435	415	375	340	340
Blueberry + Misc.	20	25	25	25	30
Boysenberry	285	225	235	205	155
Loganberry	125	120	90	85	70
Raspberry	75	80	90	60	60
Strawberries	1,850	1,070	925	940	820
Artichokes	410	395	390	390	380
Beans, green	945	1,290	1,770	2,170	1,380
Broccoli	1,145	680	650	410	375
Brussels sprouts	2,725	2,635	2,760	2,750	2,930
Cabbage	90	140	45	65	140
Cauliflower	685	1,325	1,175	690	870
Celery	190	230	250	190	220
Corn, sweet	200	215	75	80	25
Lettuce, spring	1,050	535	445	340	250
Lettuce, summer	2,115	2,480	2,310	2,100	2,105
Lettuce, fall	985	1,220	1,180	1,155	865
Potatoes	50	170	70	125	65
Squash	220	505	325	370	485
Tomatoes	230	230	140	150	140
Beans, dry	575	360	300	740	385
Grain	315	450	605	650	630
Hay	2,600	4,870	4,720	4,500	4,240
Sugar beets	425	520	630	210	545
Nursery Stock	620	690	530	595	595

PLANT QUARANTINE

Restricting the movement of commodities or appliances that may introduce or spread insect pests, noxious weeds or seeds and plant diseases has long been an effective tool in protecting agriculture in California.

In many cases treatment can be applied insuring cleanliness and the commodities may be released.

Clearance of farm equipment leaving the Club Root quarantine area of the County was handled smoothly and effectively with good cooperation from growers in the area. Considerable man time was required to service this required program during the year.

The usual interceptions of incoming quarantine shipments in violation were noted with citrus whitefly and chestnut bark disease predominating.

<u>SUMMARY OF INCOMING SHIPMENTS</u>	<u>Interstate</u>	<u>Intrastate</u>	<u>Total Shipments</u>
Shipments Inspected	2,064	767	2,831
Shipments Rejected	14	0	14
Plants Inspected	6,120,252	8,159,662	14,279,914
Plants Rejected	76	0	76
Bulk Inspected (Tons)	7,394	0	7,394

Export Certificates - 323 shipments - 1,517,832 plants - 14,152 pkgs. produce
Club Root Disease Certificates of Treatment issued - 223
Postentry Shipments - 4 (80 plants)

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NURSERY INSPECTION

Plant nurseries are required by State law to maintain proper labeling and standards of pest cleanliness.

A marked improvement in labeling by local nurseries was noted during the year. Over five times as many plants were required to be held for pest cleanup this year.

New firms engaged in floriculture continue to locate here from other areas.

SUMMARY OF NURSERY INSPECTION

No. Plant Nurseries	-	117	Pinto Tag Nurseries	-	30
No. Nursery Inspections	-	120	Inspection man days	-	134
Non-Compliance violations	-	30	No. Plants held	-	171,222
No. Cut Flower Nurseries	-	18			

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SEED INSPECTION

Inspection and sampling of agricultural and vegetable seed lots made in wholesale and retail sales places for proper labeling as to germination and weed seeds increased over the previous year.

<u>SUMMARY OF SEED INSPECTION</u>	<u>1963</u>	<u>1962</u>
No. of seed houses in County	62	57
Seed inspection, man hours	127	76
Stop Sales issued	81	41
Official samples drawn	16	10

STANDARDIZATION

This function relates to inspection of fruits, vegetables, nuts, eggs, poultry meat, and honey for compliance with standards of quality, packing arrangement, containers and marking requirements when these products are prepared and offered for sale.

Inspections are made in the fields, packing houses and truck terminals on out-going shipments as well as in the retail and wholesale markets affecting local consumer levels.

Work load on marketing order programs was lighter due to short crops but more effort was required on egg inspection to correct problem areas.

Cold storage reports of apple holdings from the 24 storages here were assembled monthly for growers information.

Apple maturity tests reflected low soluble solids levels due to a late cool season.

LETTUCE INSPECTION

		<u>1963</u>	<u>1962</u>
No. certificates issued	-	1,602	1,794
No. man hours	-	1,471	1,683
No. pkgs. certified	-	1,392,989	1,782,160
No. inspections	-	3,494	4,237

PRODUCE CERTIFICATION

No. certificates issued	-	718	609
No. man hours	-	379	403
No. pkgs. certified	-	179,430	189,486
No. inspections	-	718	618

MARKETING ORDER CERTIFICATION

No. inspections	-	82	225
No. man hours	-	63 $\frac{1}{2}$	145
Fresh Plums (Pkgs.)	-	9,973	16,710
Other Marketing Orders	-	938	9,844

MARKET INSPECTION

No. produce inspections	-	3,789	4,205
No. egg inspections	-	702	571
Eggs inspected (doz)	-	115,096	127,724
Eggs rejected (doz)	-	11,560	2,815
No. egg violations	-	214	50
Poultry inspected (pkgs.)	-	33,287	41,042
Honey inspected	-	67,564	78,243

SUMMARY - STANDARDIZATION

Man days - total	-	687	635
Total inspections	-	10,371	10,972
Total pkgs. inspected	-	2,637,042	3,338,193
Total pkgs. certified	-	1,572,419	1,998,200
Total pkgs. rejected	-	20,915	12,262
No. violations issued	-	392	234
Total certif. fees rec'd	-	\$ 6,920.	\$ 9,085.

PEST SURVEYS AND PEST CONTROL

PEST DETECTION SURVEYS - 1963

<u>PEST</u>	<u>HOST</u>	<u>PROPERTIES</u>	<u>INSPECTED</u>	<u>CALLS</u>	<u>PROPERTIES INFESTED</u>
Fruit Flies	Fruit	110	110 Traps	1173	0
Japanese Beetle	Lawns-Ornam.	17	17 "	218	0
Burrowing Nematode	Anthurium	1	50 Plants	1	0
Citrus Wh.Fly & Ol.Scale	Ornamentals	148	27 Acres	148	0
Cucurbit Insects	Cucurbits	12	53 Acres	2	0
Corn Insects	Corn	8	41 Acres	8	0
Grape Insects	Grape	1	17 Acres	5	0
Spruce Needle Miner	Spruce Trees	4	6 Acres	4	0
Khapra Beetle	Grain	18		18	0
Club Root	Crucifers	34	516 Acres	34	1
Maple Bladder Gall Mite	Maple	1	500 Trees	1	0
Fuchsia Leaf Rust	Fuchsias	3	14,000 Plants	3	0
Tree Fern Mite	Ferns	6	100 Plants	6	0
		363		1621	1

SUMMARY - 1963

PEST SURVEYS AND CONTROL - 3,749 Man Hours - 3,464 Calls.
 LABORATORY IDENTIFICATION SAMPLES - Plant Diseases 183 - Insects 155.
 PERMITS ISSUED FOR USE OF INJURIOUS MATERIALS - 251.
 EXPERIMENTAL PEST CONTROL INFORMATION PLOTS - 19
 NON-COMMERCIAL PEST CONTROL - 117½ Man Hours - 186 Properties - 297 Calls.
 PEST ABATEMENTS - 38 Properties - 88.3 Acres Apples/Pears - Noxious Weeds - Treated or removed.

Major pest control problems involved the following:

EUROPEAN RED MITE - Severe on apples during late summer and fall. Control with most miticides ineffective or short duration. Early season Karathane applications for mildew gave suppression control. Oil in combination with Ethion W.P. tried and was satisfactory in most cases. Other oil miticide combinations gave variable results. Tepp dusts used by air as temporary controls and last ditch effort.

TWO SPOT MITE - Troublesome on strawberries, beans and cucumbers.

CABBAGE MAGGOT - Severe in Brussels Sprouts.

CABBAGE WORM & CABBAGE BUTTERFLY - Damaging in Cauliflower plantings.

WALNUT HUSK FLY - Becoming wide spread in County generally.

PEACH TWIG BORER - Unusual infestations affecting prune fruit.

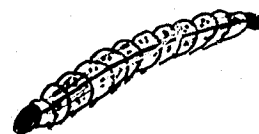
CALIFORNIA OAK MOTH - Extensive infestations on Oak trees.

CLUB ROOT - Reduced production in some Cauliflower fields.

ANGULAR LEAF SPOT - Not common here - found affecting cucumbers.

FUSARIUM oxysporium - Causing trouble in asparagus.

APPLE SCAB - Fairly widespread on foliage.



PEST CONTROL OPERATORS

Pest control operators are licensed by the State Department of Agriculture and must register with the Commissioner of the County in which work is to be done.

State regulations specify conditions of workmanship and precautions in applications under direction of the Agricultural Commissioner.

There were forty-three (43) Pest Control Operators registered in Santa Cruz County in 1963. Five of these were aerial applicators.

SUMMARY OF WORK BY PEST CONTROL OPERATORS

<u>Application By</u>	<u>Type Crop</u>	<u>Area Treated</u>	
		<u>1963</u>	<u>1962</u>
Aircraft	Orchards	4,104	4,563
Ground Rig	"	1,448	1,466
Aircraft	Berries	2,652	3,200
Ground Rig	"	129	679
Aircraft	Vegetables	10,408	9,906
Ground Rig	"	10,010	6,222
Aircraft	Ornam & Misc	181	582
Ground Rig	" "	742	257

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APIARY 1963

During 1963, 2509 colonies of bees were registered in this County. This registered colony population is only a small portion of the total number of hives present during late winter and spring months. Migratory bee keepers move their bees into this County principally to pollinate our tree fruits, thus increasing the hive count to an estimated 5,000 colonies.

Because of the hazard of bee losses due to insecticide poisoning, we maintain a map recording all locations of Apiaries. This information is valuable to all parties concerned, Beekeepers, Pest Control Operators and Farmers and has proved to be effective with no loss occurring. Most Beekeepers cooperated promptly reporting all movement of bees.

One of the duties of this office is the inspection of Apiaries for bee diseases. Inspection emphasis was based upon field experience and the detection incidence of diseased colonies.

<u>SUMMARY OF APIARY INSPECTION</u>	<u>1963</u>	<u>1962</u>	<u>1961</u>
Number of Apiaries	115	114	112
Total Number of Colonies	3,097	3,089	2,907
Apiaries Inspected	42	22	33
Colonies Inspected	827	343	1,995
Colonies Infected A.F.B.	6	1	13
Apiaries Infected A.F.B.	5	1	5

ANNUAL REPORT 1963
RODENT & PEST ANIMAL CONTROL

GROUND SQUIRRELS: Soil moisture conditions were favorable for burrow fumigation, although the numerous spring rains caused some delays in our gassing program. Experiments in co-operation with the State Department of Agriculture using anhydrous ammonia as a fumigant were carried out but this method did not prove as effective as had been hoped. Extended periods of rain split the breeding season into two distinct parts. Our poisoning program was delayed because of this fact and also a noted lack of acceptance in early prebait trials. Squirrels in urban areas are still a control problem. Cage feeding trials using several coagulant poisons were also carried out with the State. Improvement in trapping techniques are making control in these areas more economical. Moving of our bait materials, supplies and our new poison mixing machine into larger quarters at the Holohan Yard was completed this year.

	<u>1955-1959 Average</u>	<u>1963</u>
Man Days	175 Days	150 Days
CS ₂	1,262 Lbs	870 Lbs
Grain	243 Lbs	237 Lbs

OTHER RODENTS: Anti-coagulant treated rolled wheat prepared and sold by our Department is our chief method of control for commensal rodent population. Sewer rat control is maintained by the use of wax block anti-coagulants. The heaviest rat population is to be found at the County dump. These rats are poisoned every year but the results are poor due mainly to large amounts of exposed food and harborage.

	<u>1955-1959 Average</u>	<u>1963</u>
Anti-Coagulant Grain	1,851 Lbs	2,110 Lbs

Meadow mice populations were high this year as indicated by the amount of Zinc Phosphide treated grain that was sold, in addition to chemical treatments.

	<u>1962</u>	<u>1963</u>
Zinc treated grains sold	520 Lbs	545 Lbs

The Pocket Gopher causes more damage to crops and gardens than all other rodents. Trapping is still the primary method of control for small acreage. The use of the mechanical gopher baiting machine has been found to be very effective in orchards and pastures. The amount of use of this machine is reflected by the amount of gopher bait sold. The bait is used at approximately 4# per acre.

	<u>1955-1959 Average</u>	<u>1963</u>
Strychnine-grain	0	2,695 Lbs
Ozs. Strychnine	109 Ozs.	132 Ozs

BIRD CONTROL: Damage to strawberries by Linnets and Crowned Sparrows was normal. Baiting trials indicated that good control could be obtained if enough care was taken during pre-baiting.

	<u>1955-1959 Average</u>	<u>1963</u>
Lbs treated bait	303 Lbs	400 Lbs

Wild Pigeons were not as plentiful as they have been in the past but some damage was caused to bushberries. Cedar Wax Wings caused some heavy damage over a long period of time.



WEED CONTROL - 1963

Biological control of Puncture Vine started in late summer of 1962 with the release of two small colonies of the weevil Microlarinus lareynii survived the winter in excellent condition and five more colonies were started this season.

With the regulations placed on Sodium Arsenite, the normal complaints from the use of Herbicides were eliminated this year.

In order to check local results with many of the new Herbicides coming on the market, twenty-three (23) test plots were established this year.

In cooperation with the U. S. Department of Agriculture, Agricultural Conservation Program, five properties consisting of 1 1/2 acres were treated to control Johnson Grass infestations in orchard land. This program was effective in giving good control and will be repeated next season also.

156 Injurious Herbicide permits were issued for weed control this year.

SUMMARY OF NOXIOUS WEED INFESTATIONS - 1963

<u>Infested Area (Acres)</u>	<u>Crops & Roadsides</u>		<u>TOTAL</u>	<u>Nc. Infestations</u>			<u>Type of Program</u>
	<u>Pasture</u>	<u>Wasteland</u>		<u>Old</u>	<u>New</u>	<u>Total</u>	
Italian Thistle	2,200.00	340.00	2,540.00	24	0	24	Control
Purple Star Thistle	351.00	0.25	351.25	4	0	4	Eradicate
Klamath Weed	0.10	11,218.00	11,218.10	3	0	3	Eradicate
Johnson Grass	45.55	6.65	52.20	85	5	90	Control
Yellow Star Thistle	39.00	62.30	101.30	19	1	20	Eradicate
Hoary Cress	750.25	5.25	755.50	73	1	74	Control
Quack Grass	0.50	3.70	4.20	15	0	15	Eradicate
Russian Knapweed	2.50	0.25	2.75	3	0	3	Eradicate
Wavy Leaved Gaura		0.10	0.10	1	0	1	Eradicate
Alkali Mallow	117.00	13.00	130.00	12	0	12	Control
Poverty Weed		1.00	1.00	1	0	1	Eradicate
White Horsenettle		0.21	0.21	1	0	1	Eradicate
Scented Gaura	2.00		2.00	1	0	1	Eradicate
Puncture Vine	10.56	16.01	26.57	29	2	31	Eradicate
Gorse	2.50		2.50	2	0	2	Eradicate
Russian Thistle		0.04	0.04	2	1	3	Eradicate
	3,520.96	11,666.76	15,187.72	275	10	283	

THE



END

1964

ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS SANTA CRUZ COUNTY, CALIFORNIA

Compiled by MATT MELLO, Agricultural Commissioner

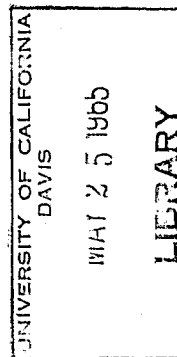
	1964						1963					
	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total	Bearing Acres	Per Acre	PRODUCTION Total	Unit	F.O.B. VALUE Per Unit	Total
FRUIT CROPS												
Apples	7,800	17.4	(135,750)	Tons		(\$ 9,122,000)	7,488	14.66	(109,790)	Tons		(\$ 8,124,000)
—Fresh			58,310	Tons	\$ 109.47	6,383,000			33,220	Tons	\$ 112.72	3,745,000
—Dryer			8,900	Tons	39.40	351,000			12,115	Tons	59.50	721,000
—Processing			42,150	Tons	41.23	1,738,000			45,480	Tons	61.59	2,801,000
—Juice			26,390	Tons	24.62	650,000			18,975	Tons	45.17	857,000
Apricots												
—Fresh	158	4.12	260	Tons	240.00	62,000	154	3.46	205	Tons	161.00	33,000
—Dry*			76	Tons*	800.00	61,000			57	Tons*	1,100.00	63,000
—Processing			11	Tons	90.00	1,000			45	Tons	77.00	3,000
Cherries	46	.86	40	Tons	372.00	15,000	46	.04	2	Tons	650.00	1,000
Grapes	109	1.01	110	Tons	145.00	16,000	107	.71	75	Tons	109.00	8,000
Pears	520	3.47	1,805	Tons	93.00	168,000	514	2.26	1,160	Tons	110.00	128,000
Persimmons	21	4.4	92	Tons	200.00	18,000	21	3.37	70	Tons	111.00	8,000
Plums	510	3.11	1,585	Tons	192.00	304,000	440	1.24	545	Tons	124.00	68,000
Prunes—Dry*	346	.81	140	Tons*	180.00	25,000	364	.88	160	Tons*	230.00	37,000
Walnuts	68	.18	12	Tons	606.00	7,000	48	.03	1	Tons	624.00	1,000
Miscellaneous	77					5,000	66					5,000
	9,655					\$ 9,804,000	9,248					\$ 8,479,000
BERRY CROPS												
Blackberries	350	5.2	1,820	Tons	\$ 329.00	\$ 599,000	265	5.8	1,540	Tons	\$ 238.00	\$ 366,000
Boysenberries	110	2.4	265	Tons	377.00	100,000	140	3.0	420	Tons	286.00	120,000
Loganberries	50	2.4	120	Tons	340.00	41,000	70	2.5	175	Tons	241.00	42,000
Raspberries	70	1,052.	73,640	Trays 9#	3.70	272,000	1,154.0	69,200	Trays 9#	3.35		232,000
Blue and Misc.	30	365.	10,950	Trays 10#	3.80	42,000	30	305.0	9,150	Trays 10#	4.00	37,000
Strawberries												
—Fresh	775		1,800,000	Trays 12#	2.41	4,338,000	820		1,685,000	Trays 12#	2.20	3,708,000
—Processing		15.6	1,280	Tons	235.00	301,000		14.6	1,810	Tons	240.00	434,000
	1,385					\$ 5,693,000	1,385					\$ 4,939,000
FIELD CROPS												
Beans, dry	320	17.	5,440	Cwt.	\$ 11.00	\$ 60,000		17.	6,545	cwt.	\$ 9.40	\$ 62,000
Grain	500	1.11	555	Tons	44.60	25,000	630	1.26	790	Tons	44.90	35,000
Hay	4,015	1.84	7,390	Tons	33.20	245,000	4,240	2.44	10,345	Tons	35.30	365,000
Corn Silage	145	21.75	3,155	Tons	15.00	47,000	205	14.25	2,920	Tons	15.00	44,000
Pasture, Irrig.	3,070			Acres	35.00	107,000	3,050			Acres	35.00	107,000
Pasture, Other	49,715			Acres	2.75	137,000	49,715			Acres	2.75	137,000
Sugar Beets	585	32.	18,720	Tons	12.30	230,000	545	33.	17,985	Tons	11.50	207,000
Veg. & Flower Seed	10		915	Lbs.		46,000	5		210	Lbs.		56,000
Nursery Stock	695		5,455,000	Plants		1,618,000	595		4,704,000	Plants		1,506,000
—Bulbs			3,528,000	Bulbs		436,000			4,869,000	Bulbs		461,000
—Cut Flowers			41,008,000	Blooms		1,696,000			41,744,000	Blooms		1,572,000
	59,055					\$ 4,647,000	59,370					\$ 4,552,000
VEGETABLE CROPS												
Artichokes	430	229.	98,470	Bxs. 21#	\$ 1.70	\$ 167,000	380	257.2	97,700	bxs. 21#	\$ 2.00	\$ 195,000
Beans, Green	1,365	9.23	12,600	Tons	145.70	1,836,000	1,380	8.4	11,590	Tons	144.75	1,678,000
Broccoli	205	2.29	470	Tons	153.45	72,000	375	2.02	755	Tons	184.40	139,000
Brussels Sprouts	3,015	7.00	21,105	Tons	192.40	4,061,000	2,930	7.34	21,505	Tons	215.00	4,624,000
Cabbage	80	231.	18,480	Cwt.	3.15	58,000	140	128.9	18,045	cwt.	3.70	67,000
Cauliflower	780	71.4	55,690	Cwt.	6.95	387,000	870	73.1	63,590	cwt.	7.25	461,000
Celery	240	630.	151,200	Crts.	2.38	360,000	220	541.	119,000	crts.	2.15	256,000
Corn, sweet	30	815.	24,500	Doz.	.55	13,000	25	800.	20,000	doz.	.55	11,000
Lettuce	3,125	556.	1,737,000	Ctns.	1.45	2,519,000	3,220	440.7	1,419,000	ctns.	1.74	2,469,000
Mushrooms			2,893,000	Lbs.	.55	1,591,000			2,739,000	Lbs.	.50	1,369,000
Squash	520	107.	55,640	Cwt.	7.40	412,000	485	118.	57,230	cwt.	5.28	302,000
Tomatoes	115	180.	20,700	Cwt.	7.60	157,000	140	174.	24,360	cwt.	4.07	99,000
Misc. Veg.	420					292,000	485					346,000
	10,325					\$ 11,925,000	10,650					\$ 12,016,000
PLANT INDUSTRY	80,420					\$ 32,069,000	80,653					\$ 29,986,000

	1964				1963			
	PRODUCTION		F.O.B. VALUE		PRODUCTION		F.O.B. VALUE	
	Total	Unit	Per Unit	Total	Total	Unit	Per Unit	Total
APIARY								
Honey	3,660 colonies	179,000 Lbs.	\$.145	\$ 26,000	2,500 colonies	133,000 Lbs.	\$.4	\$ 19,000
Wax		2,000 Lbs.	.42	1,000		1,500 Lbs.	0.44	1,000
Pollination	2,980 colonies			20,000	2,450 colonies			20,000
MILK								
Market	119,000	Cwt.	4.55	541,000	119,000 cwt.		4.60	547,000
Manufacturin'	36,000	Cwt.	3.22	116,000	39,800 cwt.		2.96	118,000
LIVESTOCK								
Cattle & Calves	8,830 head	63,755 Cwt.	18.40	1,173,000	8,690 head	62,050 cwt.	21.66	1,344,000
Breeders	290 head			114,000	350 head			92,000
Swine	735 head	1,305 Cwt.	17.66	23,000	815 head	1,615 cwt.	16.62	27,000
Sheep & Lambs	2,510 head	2,600 Cwt.	18.15	47,000	2,740 head	2,835 cwt.	18.08	51,000
—Wool		14,700 Lbs.	.47	7,000		16,670 Lbs.	0.43	7,000
EGGS								
—Market		3,130,000 Doz.	.362	1,133,000		4,280,000 doz.	0.342	1,464,000
—Hatching		122,500 Doz.		247,000		451,670 doz.		482,000
CHICKENS	2,886,700 fryers	11,546,800 Lbs.	.173	1,998,000	4,634,700 fryers	18,631,500 Lbs.	0.177	3,298,000
POULTRY, Other				499,000				395,000
TURKEYS	54,500 birds	1,275,300 Lbs.	.221	282,000	101,210 birds	2,132,300 Lbs.	0.224	478,000
RABBITS	34,350 head	155,000 Lbs.	.268	42,000	35,320 head	159,000 Lbs.	0.291	46,000
ANIMAL INDUSTRY				\$ 6,269,000				\$ 8,389,000
GRAND TOTAL—All Production				\$ 38,338,000				\$38,375,000
GOVERNMENT PAYMENTS				\$ 62,000				\$ 58,000

County of Santa Cruz

1964

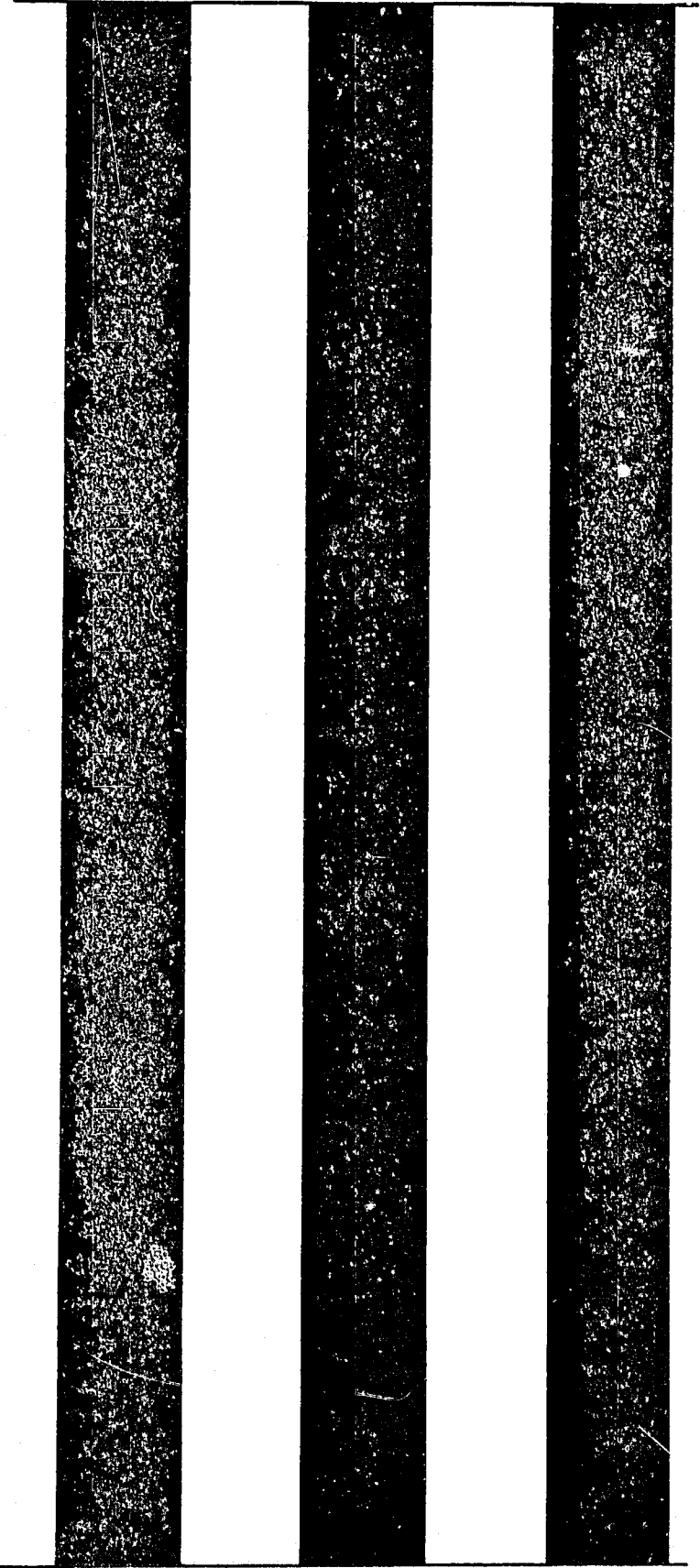
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1965

California, Santa Cruz County. Agri-
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Report (annual). 1965.

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County of Santa Cruz

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ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS SANTA CRUZ COUNTY, CALIFORNIA

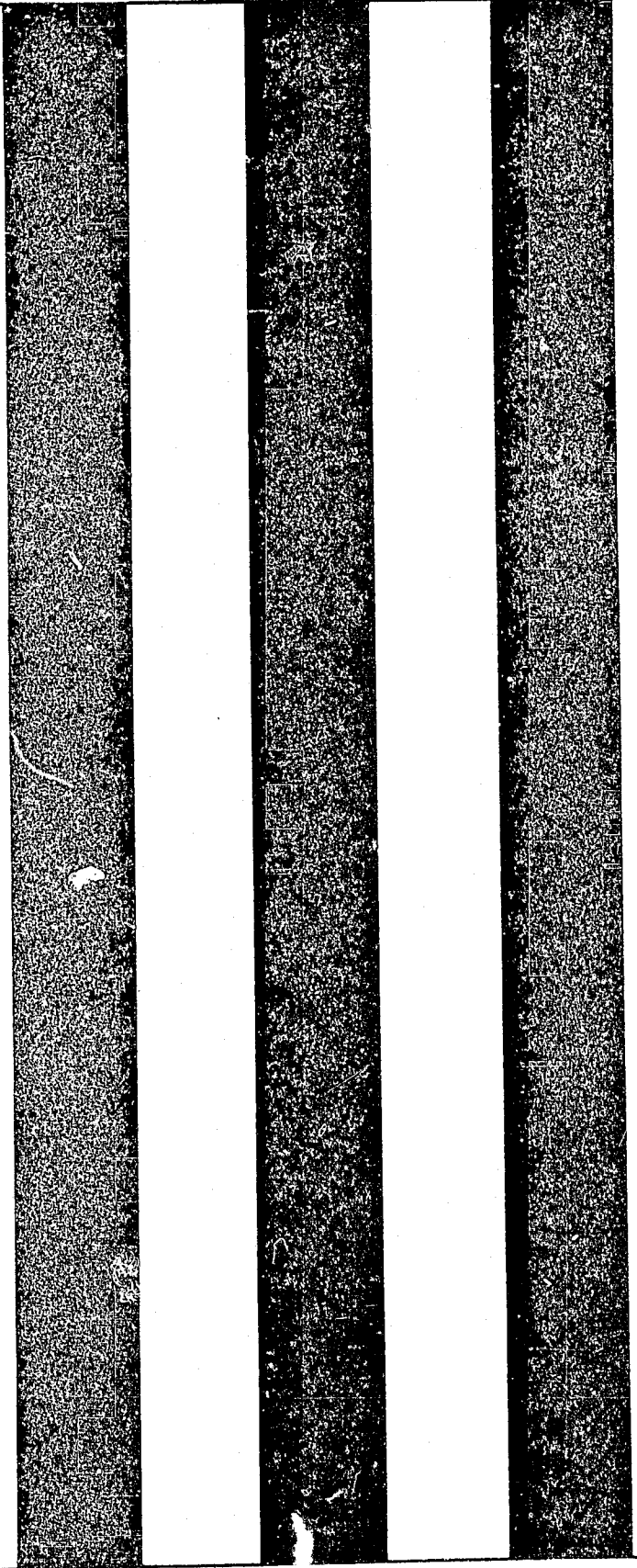
Compiled by MATT MELLO, Agricultural Commissioner

1965

1964

	1965					1964				
	Bearing Acres	PRODUCTION Per Acre	Total	Unit	F.O.B. VALUE Per Unit Total	Bearing Acres	PRODUCTION Per Acre	Total	Unit	F.O.B. VALUE Per Unit Total
FRUIT CROPS										
Apples	7,486	16.93	(126,780)	Tons		7,800	17.4	(135,750)	Tons	
-Fresh			53,200	Tons	\$150.22			58,310	Tons	\$107.47
-Dryer			15,295	Tons	63.96			8,900	Tons	39.40
-Processing			40,735	Tons	71.76			42,150	Tons	41.23
-Juice			17,550	Tons	50.12			26,390	Tons	24.62
Apricots	165	4.55	(750)	Tons		158	4.12	(650)	Tons	
-Fresh			540	Tons	200.00			260	Tons	240.00
-Dry*			36	Tons*	1,000.00			76	Tons*	800.00
-Processing			30	Tons	60.00			11	Tons	90.00
Cherries	30	.17	5	Tons	700.00	46	.86	40	Tons	372.00
Grapes	102	1.47	150	Tons	168.00	109	1.01	110	Tons	145.00
Pears	444	3.33	1,480	Tons	138.00	520	3.47	1,805	Tons	93.00
Persimmons	21	2.86	60	Tons	240.00	21	4.4	92	Tons	200.00
Plums	439	1.77	775	Tons	97.00	510	3.11	1,585	Tons	192.00
Prunes-Dry*	293	1.37	200	Tons*	200.00	346	.81	140	Tons*	180.00
Walnuts	44	.18	8	Tons	505.00	68	.18	12	Tons	606.00
Miscellaneous	25					77				
	9,049				\$13,299,000	9,655				\$9,804,000
BERRY CROPS										
Blackberries	375	5.01	1,880	Tons	\$386.00	350	5.2	1,820	Tons	\$329.00
Boysenberries	95	2.9	275	Tons	432.00	110	2.4	265	Tons	377.00
Loganberries	35	1.9	65	Tons	440.00	1	2.4	120	Tons	340.00
Raspberries	55	889.00	48,900	Trays9 #	3.80	70	1,052	73,640	Trays 9 #	3.70
Blue & Misc.	25	285.00	7,100	Trays10 #	3.40	30	365	10,950	Trays 10 #	3.80
Strawberries	810	14.75	(11,944)	Tons		775	15.6	(12,070)	Tons	
-Fresh			1,719,000	Trays12 #	2.64			1,800,000	Trays 12 #	2.41
-Processing			1,630	Tons	353.00			1,280	Tons	235.00
	1,395				\$ 6,197,000	1,38				\$5,693,000
FIELD CROPS										
Beans, Dry	500	16.8	8,400	Cwt.	\$ 12.50	320	17.	5,440	Cwt.	\$ 11.00
Grain	745	1.08	805	Tons	49.25	500	1.11	555	Tons	44.60
Hay	5,380	2.62	14,100	Tons	30.35	4,015	1.84	7,390	Tons	33.20
Corn Silage	155	19.82	3,070	Tons	15.00	145	21.75	3,155	Tons	15.00
Pasture, Irrig.	3,070			Acres	35.00	3,070			Acres	35.00
Pasture, Other	49,700			Acres	2.75	49,715			Acres	2.75
Sugar Beets	335	26.00	8,710	Tons	12.00	585	32.	18,720	Tons	12.30
Veg. & Flower Seed	10		1,830	Lbs.		10		915	Lbs.	
Nursery Stock	745		6,368,000	Plants		695		5,455,000	Plants	
-Bulbs			4,009,000	Bulbs				3,528,000	Bulbs	
-Cut Flowers			36,525,000	Blooms				41,008,000	Blooms	
	60,640				\$ 5,425,000	59,055				\$4,647,000
VEGETABLE CROPS										
Artichokes	430	56.5	24,300	Cwt.	\$ 8.15	430	229.	98,470	Bxs.21 #	1.70
Beans, Green	815	4.48	3,650	Tons	136.85	1,365	9.23	12,600	Tons	145.70
Broccoli (Misc. Veg.)						205	2.29	470	Tons	153.45
Brussels Sprouts	2,930	6.09	17,845	Tons	240.	3,015	7.00	21,105	Tons	192.40
Cabbage	270	200.	54,000	Cwt.	3.17	80	231.	18,480	Cwt.	3.15
Cauliflower	745	58.9	43,900	Cwt.	9.10	780	71.4	55,690	Cwt.	6.95
Celery	250	448.	112,000	Cwt.	5.16	240	630.	151,200	Crts 60 #	2.38
Corn, Sweet	40	540.	21,600	Doz.	.62	30	815.	24,500	Doz.	.55
Lettuce	3,465	563.	1,951,000	Ctns.	2.07	3,125	556.	1,737,000	Ctns.	1.45
Mushrooms			2,905,000	Lbs.	.543			2,893,000	Lbs.	.55
Squash	445	111.	49,400	Cwt.	5.75	520	107.	55,640	Cwt.	7.40
Tomatoes	120	257.5	30,900	Cwt.	5.63	115	180.	20,700	Cwt.	7.60
Misc. Veg.	420					420				
	9,930				\$12,497,000	10,325				\$11,925,000
PLANT INDUSTRY	81,014				\$37,418,000	80,420				\$32,069,000

1965					1964					
		PRODUCTION		F.O.B. VALUE			PRODUCTION		F.O.B. VALUE	
		Total	Unit	Per Unit	Total		Total	Unit	Per Unit	Total
APIARY										
	Honey	3,650 colonies	155,000 Lbs.	\$.14	\$ 22,000		3,660 colonies	179,000 Lbs.	\$.145	\$ 26,000
	Wax		1,700 Lbs.	.46	1,000			2,000 Lbs.	.42	1,000
	Pollination	2,990 colonies			21,000		2,980 colonies			20,000
MILK										
	Market		129,000 Cwt.	4.48	578,000			119,000 Cwt.	4.55	541,000
	Manufacturing		39,600 Cwt.	3.26	129,000			36,000 Cwt.	3.22	116,000
LIVESTOCK										
	Cattle & Calves	8,350 head	57,000 Cwt.	21.00	1,197,000		8,830 head	63,755 Cwt.	18.40	1,173,000
	Breeders	470 head			139,000		290 head			114,000
	Swine	515 head	1,210 Cwt.	21.50	26,000		735 head	1,305 Cwt.	17.66	23,000
	Sheep & Lambs	2,490 head	2,600 Cwt.	20.10	52,000		2,510 head	2,600 Cwt.	18.15	47,000
	-Wool		17,100 Lbs.	.49	8,000			14,700 Lbs.	.47	7,000
EGGS										
	-Market		3,096,000 Doz.	.358	1,108,000			3,130,000 Doz.	.362	1,133,000
	-Hatching		87,700 Doz.		223,000			122,500 Doz.		247,000
CHICKENS	1,305,000 fryers	5,222,000 Lbs.		.172	898,000		2,886,700 fryers	11,546,800 Lbs.	.173	1,998,000
POULTRY, Other					710,000					499,000
TURKEYS	49,000 birds	1,029,000 Lbs.		.223	229,000		54,500 birds	1,275,300 Lbs.	.221	282,000
RABBITS	36,800 head	166,000 Lbs.		.294	49,000		34,350 head	155,000 Lbs.	.268	42,000
ANIMAL INDUSTRY					\$5,390,000					\$6,269,000
GRAND TOTAL - All Production					\$42,808,000					\$38,338,000
GOVERNMENT PAYMENTS					\$ 35,000					\$ 62,000

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1966

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County of Santa Cruz

1966

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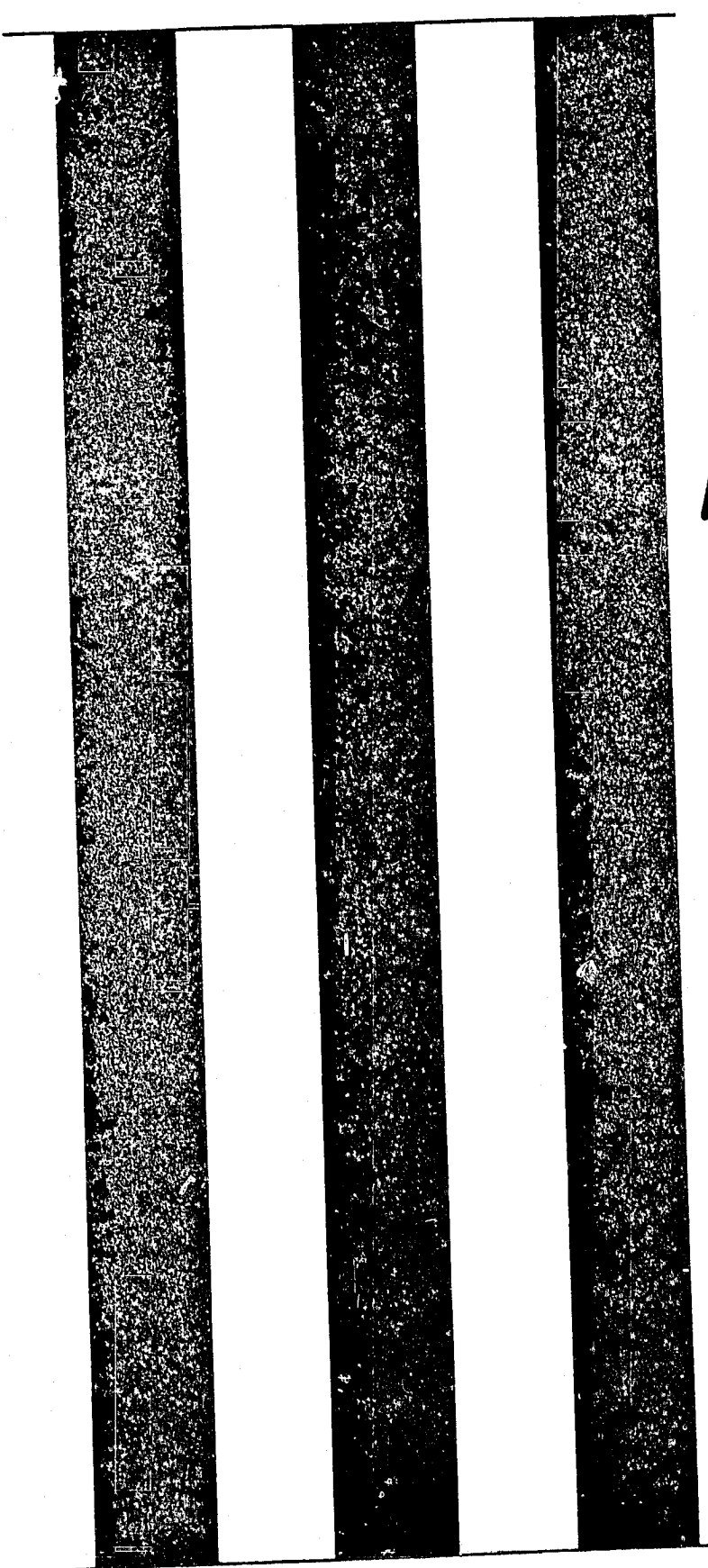
ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS

SANTA CRUZ COUNTY - 1966

Compiled by MATT MELLO, Agricultural Commissioner

	1966						1965					
	Bearing Acres	Per Acre	PRODUCTION Total	Unit	Per Unit	F.O.B. VALUE Total	Bearing Acres	Per Acre	PRODUCTION Total	Unit	Per Unit	F.O.B. VALUE Total
FRUIT CROPS												
Apples	7,575	16.45	(124,635)	Tons		(\$11,800,000)	7,486	16.93	(126,780)	Tons		(\$12,773,000)
Fresh			54,235	Tons	\$140.50	7,620,000			53,200	Tons	\$150.22	7,992,000
Dryer			16,040	Tons	62.50	1,002,000			15,295	Tons	63.96	978,000
Processing			36,520	Tons	67.00	2,447,000			40,735	Tons	71.76	2,923,000
Juice			17,840	Tons	41.00	731,000			17,550	Tons	50.12	880,000
Apricots	157	5.26	(825)	Tons		(163,000)	165	4.55	(750)	Tons		(146,000)
Fresh			400	Tons	195.00	78,000			540	Tons	200.00	108,000
Dry*			80	Tons*	1,040.00	83,000			36	Tons*	1,000.00	36,000
Processing			25	Tons	84.00	2,000			30	Tons	60.00	2,000
Cherries	29	1.21	35	Tons	600.00	21,000	30	.17	5	Tons	700.00	4,000
Grapes	102	1.2	120	Tons	205.00	25,000	102	1.47	150	Tons	168.00	25,000
Pears	435	3.4	1,480	Tons	76.00	112,000	444	3.33	1,480	Tons	138.00	204,000
Persimmons	23	5.9	135	Tons	200.00	27,000	21	2.86	60	Tons	240.00	14,000
Plums	441	2.35	1,035	Tons	174.00	180,000	439	1.77	775	Tons	97.00	75,000
Prunes-Dry*	272	.81	220	Tons*	280.00	62,000	293	.682	200	Tons*	200.00	40,000
Walnuts	44	.21	9	Tons	501.00	5,000	44	.18	8	Tons	505.00	4,000
Miscellaneous	24					9,000	25					14,000
	9,102					\$12,404,000	9,049					\$13,299,000
BERRY CROPS												
Blackberries	475	5.6	2,600	Tons	\$280.00	\$ 745,000	375	5.01	1,880	Tons	\$386.00	\$ 726,000
Boysenberries	70	2.4	168	Tons	360.00	60,000	95	19.9	275	Tons	432.00	119,000
Loganberries	25	1.8	45	Tons	380.00	17,000	35	.9	65	Tons	440.00	29,000
Raspberries	45	918.	41,300	Trays 9#	4.38	181,000	55	889.00	48,900	Trays 9#	3.80	186,000
Blue & Misc.	25	114.	2,850	Trays 10#	3.50	10,000	25	285.00	7,100	Trays 10#	3.40	24,000
Strawberries	720	17.72	(12,755)	Tons		(5,529,000)	810	14.75	(11,944)	Tons		(5,113,000)
Fresh			1,679,400	Trays 12#	2.75	4,618,000			1,719,000	Trays 12#	2.64	4,538,000
Processing			2,680	Tons	340.00	911,000			1,630	Tons	353.00	575,000
	1,360					\$ 6,542,000	1,395					\$ 6,197,000
FIELD CROPS												
Beans, Dry	635	22.33	14,180	Cwt	\$ 11.30	\$ 160,000	500	16.8	8,400	Cwt.	\$ 12.50	\$ 105,000
Grain	170	.9	155	Tons	50.40	8,000	745	1.08	805	Tons	49.25	40,000
Hay	4,775	1.24	5,920	Tons	33.80	200,000	5,380	2.62	14,100	Tons	30.35	428,000
Corn Silage	135	13.8	1,860	Tons	18.40	34,000	155	19.82	3,070	Tons	15.00	46,000
Pasture, Irrig.	3,155			Acres	35.00	110,000	3,070			Acres	35.00	107,000
Pasture, Other	49,780			Acres	2.75	137,000	49,700			Acres	2.75	137,000
Sugar Beets	165	27.45	4,530	Tons	12.90	58,300	335	26.00	8,710	Tons	12.00	105,000
Veg. & Flower Seed	15		10,580	Lbs.		84,000	10		1,830	Lbs		63,000
Nursery Stock	640		6,668,000	Plants		1,831,000	745		6,368,000	Plants		1,747,000
Bulbs			3,375,000	Bulbs		556,000			4,009,000	Bulbs		591,000
Cut Flowers			37,849,000	Blooms		1,664,000			36,525,000	Blooms		2,056,000
	59,470					\$ 4,842,000	60,640					\$ 5,425,000
VEGETABLE CROPS												
Artichokes	430	60.	25,800	Cwt	\$ 8.02	\$ 207,000	430	56.5	24,300	Cwt.	\$ 8.15	\$ 198,000
Beans, Green	450	7.11	3,200	Tons	180.40	577,000	815	4.48	3,650	Tons	136.85	500,000
Broccoli	155	3.17	491	Tons	180.25	89,000 (Misc. Veg.)						
Brussels Sprouts	3,180	6.18	19,655	Tons	245.00	4,815,000	2,930	6.09	17,845	Tons	240.	4,283,000
Cabbage	300	264.	79,200	Cwt	4.48	355,000	270	200.	54,000	Cwt.	3.17	171,000
Cauliflower	800	76.31	61,050	Cwt	7.39	451,000	745	58.9	43,900	Cwt.	9.10	399,000
Celery	255	488.	124,500	Cwt	4.34	540,000	250	448.	112,000	Cwt.	5.16	578,000
Corn, Sweet	55	484.	26,600	Doz.	.59	16,000	40	540.	21,600	Doz.	.62	13,000
Lettuce	4,390	600.	2,634,000	Ctns.	2.20	5,795,000	3,465	563.	1,951,000	Ctns.	2.07	4,038,000
Mushrooms			3,516,000	Lbs.	.547	1,923,000			2,905,000	Lbs.	.543	1,577,000
Squash	310	168.	52,080	Cwt	8.62	449,000	445	111.	49,400	Cwt.	5.75	284,000
Tomatoes	105	199.	20,900	Cwt	8.14	170,000	120	257.5	30,900	Cwt.	5.63	174,000
Misc. Veg.	380					376,000	420					282,000
	10,810					\$15,763,000	9,930					\$12,497,000
PLANT INDUSTRY	80,742					\$39,551,000	81,014					\$37,418,000

1966					1965				
	PRODUCTION		F.O.B. VALUE			PRODUCTION		F.O.B. VALUE	
	Total	Unit	Per Unit	Total		Total	Unit	Per Unit	Total
APIARY									
Honey	4,830 Colonies	106,000 Lbs.	\$.145	\$ 15,000	3,650 colonies	155,000 Lbs.	\$.14	\$ 22,000	
Wax		1,200 Lbs.	.47	1,000		1,700 Lbs.	.46	1,000	
Pollination	2,140 Colonies			11,000	2,990 colonies			21,000	
MILK									
Market		150,000 Cwt	4.52	678,000		129,000 Cwt.	4.48	578,000	
Manufacturing		27,900 Cwt	3.73	104,000		39,600 Cwt.	3.26	129,000	
LIVESTOCK									
Cattle & Calves	8,245 Head	55,160 Cwt	20.63	1,138,000	8,350 head	57,000 Cwt.	21.00	1,197,000	
Breeders	150 Head			58,000	470 head			139,000	
Swine	610 Head	1,240 Cwt	25.85	32,000	515 head	1,210 Cwt.	21.50	26,000	
Sheep & Lambs	2,285 Head	2,400 Cwt	19.90	48,000	2,490 head	2,600 Cwt.	20.10	52,000	
Goats		16,050 Lbs.	.49	8,000		17,100 Lbs.	.49	8,000	
EGGS									
Market		2,554,000 Doz.	.415	1,060,000		3,096,000 Doz.	.358	1,108,000	
Hatching		110,800 Doz.		285,000		87,700 Doz.		223,000	
CHICKENS	1,139,200 Fryers	4,557,000 Lbs.	.175	797,000	1,305,000 fryers	5,222,000 Lbs.	.172	898,000	
POULTRY, Other				833,000				710,000	
TURKEYS	69,100 Birds	1,431,600 Lbs.	.246	352,000	49,000 birds	1,029,000 Lbs.	.223	229,000	
RABBITS	44,100 Head	198,500 Lbs.	.292	58,000	36,800 head	166,000 Lbs.	.294	49,000	
ANIMAL INDUSTRY				\$ 5,478,000				\$5,390,000	
GRAND TOTAL - All Production				\$45,029,000				\$42,808,000	
GOVERNMENT PAYMENTS				\$ 31,000				\$ 35,000	



1967

Calif. Santa Cruz Co. Agr. Commissioner.

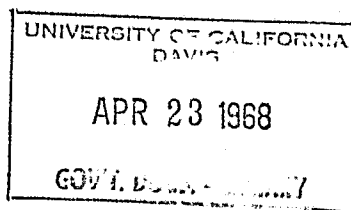
1967

ANNUAL REPORT



1967

**County of
SANTA CRUZ**



AGRICULTURAL COMMISSIONER



REPORT OF SANTA CRUZ COUNTY
DEPARTMENT OF AGRICULTURE

TO

EARL COKE, DIRECTOR

CALIFORNIA DEPARTMENT OF AGRICULTURE

AND

THE SANTA CRUZ COUNTY BOARD OF SUPERVISORS

THOMAS A. BLACK	-	Soquel District
RUSS McCALLIE	-	Seaside "
VINCENT LOCATELLI	-	San Lorenzo "
ROBERT E. BURTON	-	Branciforte "
HENRY MELLO	-	Pajaro "

COUNTY ADMINISTRATIVE OFFICER
CARLYLE MILLAR

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S A N T A C R U Z C O U N T Y
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

M A T T M E L L O

ASSISTANT COMMISSIONER

ROBERT J. HOFF

DEPUTY AGRICULTURAL COMMISSIONER

RICHARD NUTTER

C L E R K S

Sarah R. Odom
Aleene L. Howe

AGRICULTURAL INSPECTORS

Kenneth Tweedy
Donald H. Shaw
Fred Hamisch
W. S. Jamison
Jay Bauer

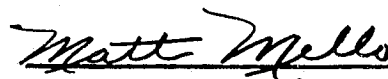
SEASONAL INSPECTOR

Joseph T. Brazil

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ACKNOWLEDGEMENT

Our sincere appreciation is extended to all the individuals and organizations who provided us with information which helped make this report possible.

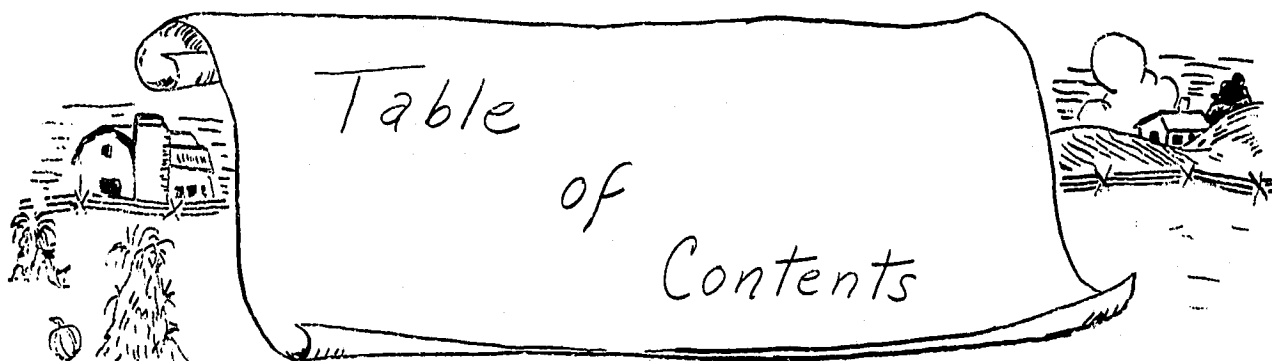


MATT MELLO
Agricultural Commissioner

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Elevation Range - 0 to 3,214

1967 Temperature Range

Watsonville

74.71° F
101° F
38.83° F
27° F

Average Maximum
Oct. 16th High
Average Minimum
Dec. 15th Low

Oct. 16th
Dec. 16th

Santa Cruz

76.10° F
96° F
45.00° F
28° F

RAINFALL

Watsonville

33.81 inches
16.57 inches
19.84 inches

1967 Season (7-1-66 to 6-30-67)
1966 Season
Normal Average (Last 20 years)

Santa Cruz

40.57 inches
20.15 inches
31.72 inches

POPULATION & APPRAISAL

Santa Cruz County Population (State Dept of Finance est.)
Total assessed valuation of property (1967-68)
Total area of County (439 sq. miles)

112,700
\$ 289,154,500.
280,960 acres

STATE PARKS AREA - 21,195 acres

Big Basin Park
Capitola Beach
Henry Cowell
Manresa Beach
Twin Lakes

11,553 acres
6 acres
1,737 acres
21 acres
112 acres

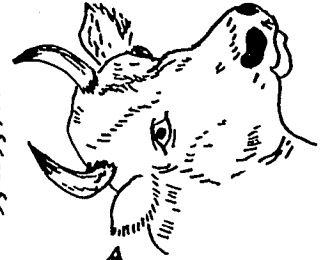
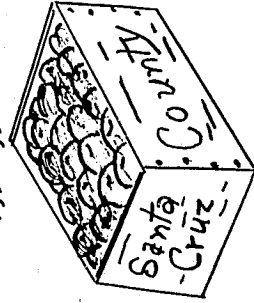
Natural Bridges
New Brighton
Seacliff
Sunset
Santa Cruz Mission

47 acres
63 acres
84 acres
292 acres
1 acre

Nesine Marks Forest - 7,279 acres

SANTA CRUZ COUNTY TREND OF VALUE IN PRODUCTION

<u>Year</u>	<u>Fruit & Nut Crops</u>	<u>Berry Crops</u>	<u>Vegetable Crops</u>	<u>Field Crops</u>	<u>Animal Industry</u>	<u>GRAND TOTAL *</u>
1958	\$ 7,195,000	\$ 7,854,000	\$ 8,105,000	\$ 2,408,000	\$ 7,548,000	\$ 33,164,000
1959	8,858,400	7,364,000	10,213,800	2,951,600	6,183,500	35,637,500
1960	12,389,000	5,350,000	12,094,000	3,782,000	8,178,000	41,851,000
1961	13,888,000	4,586,000	13,273,000	3,802,000	7,498,000	43,100,000
1962	13,174,000	5,081,000	12,450,000	4,232,000	7,268,000	42,246,000
1963	8,479,000	4,939,000	12,016,000	4,552,000	8,389,000	38,433,000
1964	9,804,000	5,693,000	11,925,000	4,647,000	6,269,000	38,400,000
1965	13,299,000	6,197,000	12,497,000	5,425,000	5,390,000	42,843,000
1966	12,404,000	6,542,000	15,763,000	4,842,000	5,478,000	45,060,000
1967	9,516,500	4,930,700	13,513,200	5,104,700	5,205,900	38,311,000



* Includes Government Payments

ACREAGE, PRODUCTION and VALUE of AGRICULTURAL PRODUCTS

SANTA CRUZ COUNTY - 1967

Compiled by MATT MELLO, Agricultural Commissioner

1967							1966						
FRUIT CROPS	Bearing Acres	PRODUCTION		Unit	F.O.B. VALUE		Bearing Acres	PRODUCTION		Unit	F.O.B. VALUE		
	Per Acre	Total	Per Unit		Total	Per Acre		Total	Per Unit		Total		
Apples	7,586	12.97	(98,400)	Tons		(\$ 9,086,000)	7,575	16.45	(124,635)	Tons		(\$11,800,000)	
-Fresh			25,700	Tons	\$175.00	4,498,000			54,235	Tons	\$140.50	7,620,000	
-Dryer			10,900	Tons	65.00	708,000			16,040	Tons	62.50	1,002,000	
-Processing			40,800	Tons	74.10	3,023,000			36,529	Tons	67.00	2,447,000	
-Juice			21,000	Tons	40.80	857,000			17,840	Tons	41.00	731,000	
Apricots	129	5.08	(655)	Tons		(150,000)	157	5.26	(825)	Tons		(163,000)	
-Fresh			300	Tons	270.00	81,000			400	Tons	195.00	78,000	
-Dry*			60	Tons*	1,100.00	66,000			80	Tons*	1,040.00	83,000	
-Processing			25	Tons	120.00	3,000			25	Tons	84.00	2,000	
Cherries	(Misc. Fruit)						29	1.21	35	Tons	600.00	21,000	
Grapes	102	1.08	110	Tons	230.00	25,300	102	1.2	120	Tons	205.00	25,000	
Pears	395	2.34	925	Tons	173.00	160,000	435	3.4	1,480	Tons	76.00	112,000	
Persimmons	26	2.32	60	Tons	240.00	14,400	23	5.9	135	Tons	200.00	27,000	
Plums	389	2.98	1,160	Tons	59.00	68,400	441	2.35	1,035	Tons	174.00	180,000	
Prunes-Dry*	254	.04	10	Tons*	240.00	2,400	272	.81	220	Tons*	280.00	62,000	
Walnuts	21	.14	3	Tons	570.00	1,700	44	.21	9	Tons	501.00	5,000	
Miscellaneous	45					8,300	24					9,000	
	8,947					\$ 9,516,500	9,102					\$12,404,000	
BERRY CROPS													
Blackberries	440	4.89	2,150	Tons	\$137.00	\$ 295,000	475	5.6	2,600	Tons	\$280.00	\$ 745,000	
Boysenberries	55	2.64	145	Tons	184.00	26,700	70	2.4	168	Tons	360.00	60,000	
Loganberries & Misc.	15	1.67	25	Tons	480.00	12,000	50	1.2	60	Tons	450.00	27,000	
Raspberries	55	618.	34,000	Trays 9#	3.85	131,000	45	918.	41,300	Trays 9#	4.38	181,000	
Strawberries	750	16.80	(12,600)	Tons		(4,466,000)	720	17.72	(12,755)	Tons		(5,529,000)	
-Fresh			1,712,000	Trays 12#	2.25	3,852,000			1,679,400	Trays 12#	2.75	4,618,000	
-Processing			2,360	Tons	260.00	614,000			2,680	Tons	340.00	911,000	
	1,315					\$ 4,930,700	1,360					\$ 6,542,000	
FIELD CROPS													
Beans, Dry	215	19.8	4,260	Cwt	\$ 14.70	\$ 62,600	635	22.33	14,180	Cwt	\$ 11.30	\$ 160,000	
Grain	165	1.06	175	Tons	57.30	10,000	170	.9	155	Tons	50.40	8,000	
Hay	5,150	1.6	8,250	Tons	33.20	274,000	4,775	1.24	5,920	Tons	33.80	200,000	
Corn Silage	90	12.	1,080	Tons	19.90	21,500	135	13.8	1,860	Tons	18.40	34,000	
Pasture, Irrig.	3,290			Acres	35.00	115,000	3,155			Acres	35.00	110,000	
Pasture, Other	49,700			Acres	2.77	138,000	49,780			Acres	2.75	137,000	
Sugar Beets	215	23.	4,940	Tons	14.00	69,200	165	27.45	4,530	Tons	12.90	58,000	
& Flower Seed	35		32,000	Lbs.		99,400	15		10,580	Lbs.		84,000	
Nursery Stock	640		5,981,000	Plants		1,683,000	640		6,668,000	Plants		1,831,000	
-Bulbs			3,292,000	Bulbs		538,000			3,375,000	Bulbs		556,000	
-Cut Flowers			43,597,000	Blooms		2,094,000			37,849,000	Blooms		1,664,000	
	59,500					\$ 5,104,700	59,470					\$ 4,842,000	
VEGETABLE CROPS													
Artichokes	430	53.5	23,000	Cwt	\$ 8.00	\$ 184,000	430	60.	25,800	Cwt	\$ 8.02	\$ 207,000	
Beans, Green	480	6.4	3,070	Tons	170.00	522,000	450	7.11	3,200	Tons	180.40	577,000	
Broccoli	165	2.61	430	Tons	128.00	55,000	155	3.17	491	Tons	180.25	89,000	
Brussels Sprouts	3,460	6.16	21,300	Tons	198.00	4,217,000	3,180	6.18	19,655	Tons	245.00	4,815,000	
Cabbage	310	241.	74,700	Cwt	3.24	242,000	300	264.	79,200	Cwt	4.48	355,000	
Cauliflower	515	68.2	35,100	Cwt	8.20	288,000	800	76.31	61,050	Cwt	7.39	451,000	
Celery	245	498.	122,000	Cwt	5.35	653,000	255	488.	124,500	Cwt	4.34	540,000	
Corn, Sweet	25	904.	22,600	Doz.	.68	15,400	55	484.	26,600	Doz.	.59	16,000	
Cucumbers	105	145.	15,200	Cwt	4.33	65,800	(Misc. Veg.)						
Lettuce	4,060	484.	1,965,000	Ctns	2.40	4,716,000	4,390	600.	2,634,000	Ctns.	2.20	5,795,000	
Mushrooms			3,668,000	Lbs.	.516	1,893,000			3,516,000	Lbs.	.547	1,923,000	
Squash	270	142.	38,300	Cwt	7.47	286,000	310	168.	52,080	Cwt	8.62	449,000	
Tomatoes	85	117.	9,940	Cwt	10.20	101,000	105	199.	20,900	Cwt	8.14	170,000	
Misc. Veg.	230					275,000	380					376,000	
	10,380					\$13,513,200	10,810					\$15,763,000	
PLANT INDUSTRY													
	80,142					\$33,065,100	80,742					\$39,551,000	

OVER

1967						1966					
	PRODUCTION		Unit	F.O.B. VALUE			PRODUCTION		Unit	F.O.B. VALUE	
	Total			Per Unit	Total		Total			Per Unit	Total
APIARY											
Honey	4,850 Colonies	112,000	Lbs.	\$.13	\$ 14,600	4,830 Colonies	106,000	Lbs.	\$.145	\$ 15,000	
Wax		1,300	Lbs.	.63	800		1,200	Lbs.	.47	1,000	
Pollination					14,800	2,140 Colonies				11,000	
MILK											
Market		138,000	Cwt	4.61	636,000		150,000	Cwt	4.52	678,000	
Manufacturing		34,400	Cwt	3.83	132,000		27,900	Cwt	3.73	104,000	
LIVESTOCK											
Cattle & Calves	8,380 Head	55,200	Cwt	20.80	1,148,000	8,245 Head	55,160	Cwt	20.63	1,138,000	
Breeders	360 Head				119,000	150 Head				58,000	
Swine	460 Head	930	Cwt	18.80	17,500	610 Head	1,240	Cwt	25.85	32,000	
Sheep & Lambs	2,340 Head	2,470	Cwt	19.00	46,900	2,285 Head	2,400	Cwt	19.90	48,000	
Wool		17,000	Lbs.	.43	7,300		16,050	Lbs.	.49	8,000	
EGGS											
Market		2,598,000	Doz.	.35	909,000		2,554,000	Doz.	.415	1,060,000	
Hatching		161,000	Doz.		384,000		110,800	Doz.		285,000	
CHICKENS	1,000,000 Fryers	3,998,000	Lbs.	.169	676,000	1,139,200 Fryers	4,557,000	Lbs.	.175	797,000	
POULTRY, Other					768,000					833,000	
TURKEYS	74,700	1,500,000	Lbs.	.18	270,000	69,100 Birds	1,431,000	Lbs.	.246	352,000	
RABBITS	46,700	210,000	Lbs.	.295	62,000	44,100 Head	198,500	Lbs.	.292	58,000	
ANIMAL INDUSTRY					\$ 5,205,900					\$ 5,470,000	
GRAND TOTAL - All Production					\$38,271,000					\$45,029,000	
GOVERNMENT PAYMENTS					\$ 40,000					\$ 31,000	

SANTA CRUZ COUNTY CROP SUMMARY - 1967

Adverse weather during this year was a major factor affecting acreage, production and value of principal crops produced in this County. Economic conditions in marketing contributed to the decline in gross value of many important agricultural products.

In combination this resulted in a total gross value of \$ 38,271,000. a decrease of \$ 6,758,000. from the year 1966. The F. O. B. value represents the gross value of the product when sold and is not net income to the producer.

APPLES - Growers experienced an extremely difficult season. Disease was rampant in the trees during the early growing season from rains and with poor pollination, both affected crop set. Delicious variety was most seriously affected and heavy russetting on Newtowns eliminated a high percentage of the fruit from fresh market shipments.

Fresh market prices were good most of the season due to light supplies. Early price offering by processors was low, but as the season progressed, prices advanced when short supply became evident and processor needs were not being filled. Reduced tonnage resulted in a decline exceeding 2.7 million dollars in total gross returns for this crop.

APRICOTS - Rain and hail in bloom and jacket stages affected crop and reduced yield. The market price received on fresh shipments was considered very good but growers were dissatisfied with returns on dried apricots.

PEARS - Bloom and fruit set severely affected by rain and hail caused substantial crop reduction. Canning price abnormally high since crop condition was short state wide and demand was strong. All sold for processing.

PLUMS - Bulk of production severely hail damaged, utilized by processing in larger quantity than any previous year and growers salvaged this crop at low value level.

BUSHBERRIES - Low market prices and fruit spoilage from rain contributed to a very poor season with much fruit left unharvested.

STRAWBERRIES - Production reduced by weather and with lower market returns, a substantial decline in gross value of this crop occurred.

LETTUCE - Heavy rains prevented normal spring plantings reducing total acreage planted and lower overall production. During a period when market supplies nationally were light, prices reached an unprecedented \$8.00 per carton for a brief period, then returned to normal levels.

CUT FLOWERS - A sizeable increase is noted in area, production and gross returns which is largely from hot house grown carnations and mums. New ranges currently under construction indicates the flower industry will continue to expand and become increasingly important in the local economy.

A total of 1,886,245 sq. ft. of production area reflects an increase of 1/3 more square footage than last year.

ANIMAL INDUSTRY - Slight increase in number and value of cattle marketed but other live-stock in downward trend. Hog prices dropped sharply and sheep and wool slightly down. Egg, poultry and turkey producers received much lower returns with several going out of production.

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY - 10 years

MAJOR VARIETIES

<u>APPLES</u>	Total	Non-bearing Acreage	<u>Bearing Acres</u>		
	Acreage 1 9 6 7		1967	1962	1958
Newtown Pippin	4,110	585	3,525	4,577	4,573
Delicious - Red	3,798	1,008	2,790	2,710	1,979
Delicious - Std	345	2	343	488	536
Bellefleur	201	0	201	421	480
Winter Banana	138	13	125	208	202
W. W. Pearmain	87	1	86	124	160
Gravenstein	65	3	62	101	103
Golden Delicious	103	17	86	65	43
McIntosh	356	284	72	10	6
Other Varieties	391	95	296	282	292
TOTAL	9,594	2,008	7,586	8,986	8,374
<u>APRICOTS</u>					
All Varieties	135	6	129	235	257
<u>CHERRIES</u>					
Bing	12	0	12	34	43
Other Varieties	14	0	14	55	72
TOTAL	26	0	26	89	115
<u>GRAPES</u>					
Wine Varieties	97	8	89	86	154
Table Varieties	13	0	13	18	31
TOTAL	110	8	102	104	185
<u>PEARS</u>					
Bartlett	330	5	325	565	575
Hardy	72	6	66	139	172
Other Varieties	4	0	4	37	64
TOTAL	406	11	395	741	811
<u>PLUMS</u>					
Santa Rosa	319	1	318	490	368
Other Varieties	71	0	71	51	32
TOTAL	390	1	389	541	400
<u>PRUNES</u>					
French	214	0	214	398	416
Other Varieties	42	2	40	104	98
TOTAL	256	2	254	502	514
OTHER FRUITS-NUTS	87	21	60	143	137
GRAND TOTAL (Acres)	11,004	2,057	8,947	11,341	10,793

T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y
Total Acres Grown (Includes New Plantings)

	<u>1967</u>	<u>1966</u>	<u>1965</u>	<u>1964</u>	<u>1963</u>
Bushberries	580	735	745	695	655
Blackberry	440	540	520	425	340
Boysenberry	60	90	100	120	155
Logan & Misc.	15	55	60	80	100
Raspberry	65	50	65	70	60
Strawberries	750	720	810	775	820
Asparagus	65	120	175	175	165
Artichokes	430	430	430	430	380
Beans, green	480	450	815	1,365	1,380
Broccoli	165	155	15	205	375
Brussels Sprouts	3,460	3,180	2,930	3,015	2,930
Cabbage	310	300	270	80	140
Cauliflower	515	800	745	780	870
Celery	245	255	250	240	220
Corn, sweet	25	55	40	30	25
Lettuce, spring	340	695	480	215	250
Lettuce, summer	2,390	2,345	2,170	2,035	2,105
Lettuce, fall	1,330	1,350	815	875	865
Potatoes	80	60	85	85	65
Squash	270	310	445	520	485
Tomatoes	85	105	120	115	140
Beans, dry	215	635	500	320	385
Grain	165	170	745	500	630
Hay	5,150	4,775	5,380	4,015	4,240
Sugar beets	215	165	335	585	545
Nursery	640	640	745	695	595

STANDARDIZATION

Standardization refers to State laws initiated by the agricultural industry to provide for enforcement of quality, packing, standard containers and markings on fruits, nuts, vegetables, eggs, honey and poultry meat marketed or shipped.

The purpose is to provide protection to the public and the industry from fraud and deception in the marketing process and to maintain the outstanding level of California products in the competitive markets.

This concept is believed to have its origin with the apple act of 1915 which was initiated through efforts of farsighted leaders of the industry from this area.

This year the apple grades and standards were legislatively revised and streamlined with progressive changes to improve the marketability of California apples.

Adverse weather conditions through the growing season delayed maturity of fruit and vegetable crops generally. Quality level was also affected but did not result in an unusual amount of substandard interceptions.

Inspection service programs continued on Early Apples, Fresh Peach and Bartlett Pear marketing orders in addition to the lettuce certification ordinance and produce clearances.

SUMMARY - 1967

LETTUCE INSPECTION & CERTIFICATION

No. Certificates Issued 1,804

No. Packages Certified 1,938,562

No. Man Hours 1,901

No. Inspections 3,551

OTHER PRODUCE CERTIFICATION

No. Certificates Issued 364

No. Packages Certified 60,330

No. Man Hours 224

No. Inspections 231

MARKET INSPECTION

No. Produce Inspections 3,560

Honey Inspected (Pkgs) 39,771

No. Egg Inspections 681

Eggs Inspected (Dozs) 187,216

No. Egg Lots in Violation 136

Eggs Rejected (Dozs) 8,923

Poultry Meat Inspected (Pkgs) 21,280

SUMMARY - TOTAL STANDARDIZATION

Man Hours 5,393

No. Inspections 8,774

Packages Inspected 3,260,807

Packages Rejected 15,703

Packages Certified 1,998,892

No. Violations Issued 240

Certification Fees Collected \$ 8,376.60

SEED INSPECTION

All lots of agricultural and vegetable seed are required to be labeled to establish identity, purity and germination for protection to the buyer.
Inspection and official samples are made to determine if the seed and labels comply.

SUMMARY OF SEED INSPECTION

	<u>1967</u>	<u>1966</u>
Number of Seed Houses in County	60	58
Seed Inspection, Man Hours	148	157
Stop Sales Issued	42	38
Official Samples Drawn	13	16

*** ** NURSERY INSPECTION ** ***

A regular systematic inspection program is followed in checking all plant nurseries in the county periodically to maintain standards of pest cleanliness, proper labeling and quality. This also facilitates shipping nurseries to move most types of nursery stock by intracounty certificate without the inconvenience of destination inspection.

Two nurseries were found with "B" rated pests requiring eradication or treatment of nursery stock.

The modern plant nursery business today is a highly specialized industry supplying the fruit trees, vines and plants for commercial farming or the ornamental stock to beautify the landscape of commercial areas and parks or the gardens of the home owner.

SUMMARY OF NURSERY INSPECTION

Licensed Plant Nurseries	109	Number of Nursery Inspections	190
Fee Exempt Nurseries	7	Inspection Man Hours	1,032
Number Cut Flower Nurseries	31	Non-Compliance Violations	18
Christmas Tree Growers	30	Number of Plants Held	2,531

*** ** APIARY ** ***

Inspection of colonies for disease detection, advisory assistance to beekeepers and orchardists who are in need of pollination for their fruit crops, issuance of certificates for movement of bees and queens are among the services rendered by this department.

The migratory movement of honey bees into this county continues to be heavy, due to favorable overwintering conditions here and all increasing demand for honey bees to pollinate our fruit crops.

The wet cold spring this year caused many colonies to run very low on supplies, with the producer of package bees being hit very hard.

Due to excellent cooperation with the beekeeper - farmer and pest control operators, we had no reported losses due to the improper application of pesticides this year.

SUMMARY OF APIARY INSPECTION

	<u>1967</u>	<u>1966</u>	<u>1965</u>
Number of Apiaries	149	149	141
Total Number of Colonies	4,849	4,831	3,646
Apiaries Inspected	66	40	42
Colonies Inspected	2,316	988	760
Colonies Infected AFB	5	109	16
Apiaries Infected AFB	2	5	5

PLANT QUARANTINE

This function is intended to prevent the introduction or spread of serious insect pests, plant diseases and noxious weeds or seeds not commonly found in California.

It is the legal means of restricting the movement of plants, plant products or appliances which may serve as hosts or carriers of certain pests and prescribes the treatment or conditions of admission.

Four Notice of Warning violations were issued for shipments not reported for inspection.

Restricted material in violation was intercepted twenty-six (26) times. The number of incoming shipments inspected increased 12% and the volume of plant material was up 15%.

Export Certificates issued - 476 (477,242 plants - 1,550 pkgs. of produce)

Club Root Disease Certificates of Treatment issued 228

Misc. Origin Certificates issued - 44

<u>SUMMARY OF QUARANTINE - 1967</u>	<u>Interstate</u>	<u>Intrastate</u>	<u>Total</u>
Shipments Inspected	3,751	612	4,363
Shipments Rejected	26	0	26
Plants Inspected	9,970,022	3,728,798	13,698,820
Plants Rejected	2,580	0	2,580
Bulk Inspected (Tons)	7,239	530	7,769

*** ** INSECT AND DISEASE DETECTION SURVEYS ** ***

Increasing emphasis is directed toward planned survey programs coordinated with State and Federal agencies to find new pest infestations and implement eradication efforts when found before serious economic losses occur.

New techniques and methods are continually needed and tried to improve the effectiveness of this program.

PEST DETECTION SURVEYS - 1967

<u>PEST</u>	<u>HOST</u>	<u>PROPERTIES</u>	<u>UNITS</u>	<u>INSPECTIONS</u>	<u>PROPERTIES INFESTED</u>
Fruit Flies	Fruit	55	55 traps	471	0
Japanese Beetle	Lawns-Orn.	13	13 traps	99	0
Citrus White Fly	Ornamentals	116	553 hosts	116	0
Tulip Tree Scale	Tulip Tree	1	1 host	1	0
Residential Grid	Various	87	1,711 hosts	87	0
Khapra Beetle	Grain	13	96 traps	26	0
Cereal Leaf Beetle	Native weeds	15	582 acres	23	0
Plum Curculio	Fruit	13	265 hosts	13	0
Spruce Needle Miner	Spruce	26	96 hosts	26	0
European Pine Shoot Moth	Pine	7	63 hosts	7	0
White Fringed Beetle	Various	8	1,267 hosts	8	0
New Pests (transp.terminals)	Weedy areas	3	12 acres	3	0
Mexican Bean Beetle	Beans	7	72 acres	5	0
Gypsy Moth	Vehicles	30	30 hosts	30	0
Crucifer Insects	Crucifers	3	35 acres	3	0
Grape Leaf Skeletonizer	Grapes	3	100 hosts	3	0
Club Root	Crucifers	4	50 acres	4	0
Bushberry	Olallie Berry	11	143 acres	11	0
Angular Leaf Spot	Strawberry	5	48 acres	5	0
Geranium Leaf Rust	Geranium	8	75 hosts	8	3
		428		949	3

PEST CONTROL AND ABATEMENT

Prolonged spring rains contributed to severe pest control problems in various crops. Fifteen investigations involving crop damage or improper use of pesticides were processed. One incident involved cows in a plastic greenhouse enjoying a diet of carnations. Two instances involved youngsters accidentally drinking toxic phosphate chemicals, fortunately both recovered after hospital treatment.

SUMMARY - 1967

PEST CONTROL - 2,391 hours - 2,097 Inspections - PEST CONTROL FIELD TESTS - 30

LABORATORY IDENTIFICATION SAMPLES - Plant Diseases 104 - Insects 173

PEST ABATEMENTS - 10 properties - Total 177 acres - INJURIOUS PERMITS ISSUED - 320

APPLE SCAB - Widespread and severest damage on record here. Nearly caused complete defoliation and fruit loss in many orchards. Weather conditions favorable to scab and continuous spraying failed to control infections where early critical timing was missed. Every fungicide available was tried in an effort to stop the disease. Trial tests with Dupont 1991 looked promising under these conditions.

RUSSETTING - Cause unknown, but prevalent on Newtown apples in all orchards, severely affecting fruit finish.

SCLEROTINIA SCLEROTIUM - Caused losses in lettuce fields early season as expected with prevailing conditions.

RED STELE - Affected localized areas in strawberry fields severely where drainage problems existed.

POWDERY MILDEW - Troublesome to apples and bushberries.

EUROPEAN RED MITE - Were not a serious problem this year.

ORANGE TORTRIX - Affected some apple orchards in late season and caused fruit damage.

WOOLLY APHIS - Became fairly prevalent in some apple orchards by late season.

OAK MOTH - A very minor problem this year contrasted with epidemic populations of 1966. Test of microbial insecticide looked favorable for control.

*** ** PEST CONTROL OPERATORS ** ***

Forty-seven (47) operators were registered in the County of which six were aircraft. An increase in acreage treated is noted for this year.

Seven (7) Notice of Warning violations were issued, principally involving drift of materials. One aircraft operator was cited to office hearing on four violation counts. Continuance of operation was placed on a probationary basis.

Enforcement of pest control operator regulations is the responsibility of the Agricultural Commissioner.

SUMMARY OF WORK BY PEST CONTROL OPERATORS

<u>Application By</u>	<u>Type of Crop</u>	<u>Acres Treated</u>	
		<u>1967</u>	<u>1966</u>
Aircraft	Orchards	4,486	3,390
Ground Rig	"	1,926	2,662
Aircraft	Berries	4,028	4,346
Ground Rig	"	349	333
Aircraft	Vegetables	14,804	16,781
Ground Rig	"	19,688	15,099
Aircraft	Ornam. & Misc.	124	596
Ground Rig	" "	334	1,838
		<u>45,739</u>	<u>45,045</u>

VERTEBRATE PEST CONTROL

Our repertory of pest control material for sale remained the same this year. We did consider adding wax blocks of Pival bait and a bait for moles but because of technical difficulties these were not made available for sale.

GROUND SQUIRRELS (*Citellus beecheyi*) This year because of a very long wet spring there were two distinct peaks in the breeding season. The average litter was 13.4. This is considerably higher than our five year average of 9.0. We treated 104 separate properties for squirrel control using fumigants, baits and traps, as the situation called for. The use of fumigants was very successful this year because the ground moisture was retained for a long period. Bait acceptance seemed to be a little poorer. Use of anticoagulants is increasing and trapping is becoming a prominent part of the program.

Materials used in 1967:

1080 Grain	87 3/4 lbs	Anticoagulant Grain	48 lbs
Zinc Phosphide	32 lbs	Carbon Bisulphide Fumigant	923 lbs

MEADOW MICE (*Microtus* sp) Serious outbreaks in artichoke and brussels sprouts are reflected in our zinc phosphide treated crimped oat sales. In 1967 we sold 8,533 lbs. This amount is more than double the amount sold in 1964 which was the highest year we had. Part of the cause of this problem are changes in the cultural practice of the artichoke growers.

POCKET GOPHERS (*Thomomys* sp) The peak month for use of grain bait was June which was greater than the four year average. This also is a reflection of the abnormal wet spring. Total sales of strychnine treated grain bait was 3,855 lbs. A slight increase from 1966 sales. Strychnine for treatment of fresh bait was well below the five year average. Small packages of treated grain are gradually taking the place of fresh baits.

RATS (*Rattus* & *Neotoma* sp) and HOUSE MICE (*Mus*) Sales of anticoagulant treated baits in 1967 was well below the seven year average. The particular reason for this lacks logical explanation. Making of wax blocks of this material is being suggested when control of wood rats is desired. We sold 1,575 lbs of pival treated grain.

BIRD CONTROL - Institution of more effective supervision in the use of bird control materials that was started several years ago is still noticed because of the lesser amounts of material issued but better control obtained. Fewer people are interested in the program when they find they cannot expose baits at random. Two new materials were tested for linnet control this year. Neither proved to be better than the standard strychnine formula. One grower used electronic sound equipment in strawberries and was very satisfied with the results.

A study was made on feral pigeon control. Bandtailed pigeons were not the problem this year that they were in the past. Low value of the bushberry crop also made growers less interested in the damage. Starlings have established resident nesting populations in the County but no damage from them has been reported by growers.

WEED CONTROL

This has been a prolific year in the spread of noxious weeds. Vehicular traffic and trans-portion of feed stuffs, manure etc. from San Joaquin valley areas has caused an excessive number of new infestations of Johnson Grass and Puncture Vine to show up along our roads and highways.

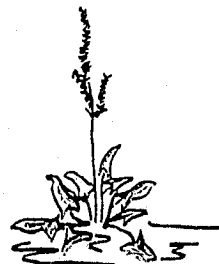
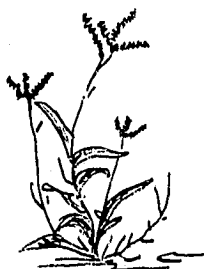
The A. J. P. program has been very helpful in our continued effort to bring Johnson Grass under control in our agricultural areas. Now it is our hope to broaden this program to include more noxious weeds.

Service Agreements with the California State Department of Highways has financially assisted in the eradication of new infestations along State routes before they become established and move into agricultural areas.

In our continued determinations in the use of herbicides, this office in cooperation with various formulators of these chemicals established fifty-eight (58) field test plots to check results locally this year. Two Hundred and Three (203) permits were issued for the use of Injurious Herbicides this year.

SUMMARY OF NOXIOUS WEED INFESTATIONS

Infested Area (Acres)	Crops & Pasture	Roadsides Other	TOTAL	No. Infestations			Type of Program
				Old	New	Total	
Klamath Weed	0.10	5,010.00	5,010.10	3	0	3	Eradicate
Italian Thistle	4,200.00	425.00	4,625.00	30	0	30	Control
Hoary Cress	730.25	4.50	734.75	74	0	74	Control
Purple Star Thistle	300.25	-	300.25	2	0	2	Eradicate
Alkali Mallow	45.00	13.00	58.00	12	0	12	Control
Yellow Star Thistle	40.00	63.98	103.98	22	2	24	Eradicate
Johnson Grass	73.82	11.27	85.09	98	22	120	Eradicate
Puncture Vine	10.81	55.88	66.69	68	34	102	Eradicate
Quack Grass	0.56	3.72	4.28	17	1	18	Eradicate
Russian Knapweed	2.50	-	2.50	1	0	1	Eradicate
Gorse	0.50	-	0.50	1	0	1	Eradicate
Scented Gaura	2.00	-	2.00	1	0	1	Eradicate
Russian Thistle	0.50	-	0.50	6	0	6	Eradicate
White Horsenettle	0.50	-	0.50	1	0	1	Eradicate
	5,406.79	5,587.35	10,994.14	336	59	395	



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1968

AGRICULTURAL CROP REPORT

COUNTY OF SANTA CRUZ

1968



Agricultural Commissioner

P. O. Box 590
WATSONVILLE, CALIFORNIA

NOTICE

Agricultural Commissioner
Santa Cruz County
P O Box 590
Watsonville, California 95076

Please keep my name on the mailing list to receive the Annual Crop Report of Santa Cruz County. Your name will be removed from the mailing list unless this notice is returned within 30 days.

NAME: _____

FIRM: _____

ADDRESS: _____ CITY _____ STATE _____ ZIP _____

OFFICE OF
AGRICULTURAL COMMISSIONER
MATT MELLO, COMMISSIONER

COUNTY OF SANTA CRUZ

WATSONVILLE, CALIFORNIA

MAIN OFFICE
P. O. BOX 560
1430 FREEDOM BLVD.
WATSONVILLE, CALIFORNIA
BRANCH OFFICE
SANTA CRUZ, CALIFORNIA

Director, California Department of Agriculture
and
Santa Cruz County Board of Supervisors

J. Russ McCallie Ralph C. Sanson Jr.
D. Dan Forbus George L. Cress
Henry Mello, Chairman

Gentlemen:

This Agricultural Crop Report is submitted in accordance with
Section 2279 of the California Agricultural Code.

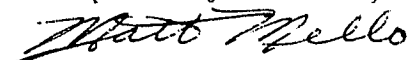
The gross value of agricultural products produced in Santa Cruz
County for 1968 totaled \$ 54,762,000 which is an increase of \$ 16,746,000
over the year 1967.

The F. O. B. value represents the gross value of the product when
sold and is not net income to the producer.

In addition to the comparative 1968 and 1967 acreage, production and
value of all products, are data information indicating trend of value and trend
of plantings for the past 5 years, a crop summary analysis for 1968, and tempera-
ture, rainfall information, intended to enhance the interest and understanding
of this report in its total perspective.

I wish to express my sincere appreciation for the cooperation and
assistance of all individuals and organizations who cooperated with this
department in providing the information that helped make this report possible.

Respectfully submitted,



MATT MELLO
Agricultural Commissioner

MM:so



Elevation Range - 0 to 3,214 feet

1968 Temperature Range

Watsonville

78.30°	F		Average Maximum	
105°	F	Aug. 29th	High	Aug. 29th
41.26°	F		Average Minimum	
26°	F	Dec. 21st	Low	Dec. 21st

Santa Cruz

99°	F
44.77°	F
24°	F

RAINFALL

Watsonville

19.84 inches	1968 Season (7-1-67 to 6-30-68)
33.81 inches	1967 Season
19.83 inches	Normal Average (Last 20 years)

Santa Cruz

20.91 inches
40.57 inches
28.91 inches

POPULATION & APPRAISAL

Santa Cruz County Population (State Department of Finance est.)	113,800
Total assessed valuation of property (1968-69)	\$ 306,342,210.
Total area of County (439 sq. miles)	280,960 acres

STATE PARKS AREA - 21,195 acres

Big Basin Park	11,553 acres	Natural Bridges Beach	47 acres
Capitola Beach	6 acres	New Brighton Beach	63 acres
Henry Cowell Park	1,737 acres	Seacliff Beach	84 acres
Manresa Beach	21 acres	Sunset Beach	292 acres
Twin Lakes	112 acres	Santa Cruz Mission	1 acre

Nesine Marks Forest - 7,279 acres

SANTA CRUZ COUNTY CROP SUMMARY - 1968

Growing conditions generally were very favorable for agriculture and contributed to the highest gross return for agricultural production on record in this county. This was in direct contrast with the conditions that prevailed in 1967 when almost every segment of agriculture sustained severe losses.

APPLES - The major crop in the county had good fruit set with exceptional quality. Short crops in other competing States helped to firm market demand that remained steady all season at favorable prices. A strong demand for prepack of small sizes in poly bags provided a good outlet.

Low price offerings for processing apples in early season were replaced by higher levels as strong fresh market demand competition limited supplies available to meet processing needs.

This was the first operating season of the new marketing order for sales promotion of California apples. With this organization providing an industry program, and the adoption of improved standards of quality, color and sizing with other favorable factors, combined to make this an outstanding successful season.

APRICOTS - Heavy bloom followed by rain and high temperature affected fruit set and resulted in reduced tonnage, but higher market returns for fresh and dried apricots reflected a gross increase of \$ 47,000 above last year.

PEARS - Tonnage produced showed a fairly substantial increase altho a heavy June drop was noted throughout the district. Prices were lower so the gross overall value indicates a slight increase. Most of the tonnage used for processing.

PLUMS - Reduced acreage and lower production but much higher returns increased total gross value.

BUSHBERRIES - Experienced some frost damage in the spring but production turned out better than expected. Bulk of the tonnage goes for processing and is being machine harvested on the blacks. Returns were more favorable than 1967 season which was very poor and resulted in acreage reduction.

STRAWBERRIES - A good production year with improved returns although some growers felt prices should have been higher in relation to costs. Some reduction in acreage is noted but gross returns were up \$ 1,625,000 above the previous year.

LETTUCE - As a whole the season considered fairly good on the average although weak market prices prevailed at peak periods. High yields due to favorable growing conditions and increased acreage with a lower average season price reflected a moderate gross increase of \$218,000 over the 1967 crop year.

NURSERY & CUT FLOWER CROPS - Have been separated from Field Crops in this report because of the increasing importance of this industry and to provide greater recognition and information on its economic significance. A substantial increase in gross value is indicated for the 1968 year.

ANIMAL INDUSTRY - A substantial downward revision in milk production and total value figures supplied by California Crop Reporting Service is indicated and materially affected our industry total. Livestock generally showed higher levels but egg production and values declined, chicken fryer production substantially reduced and a slight up trend in turkeys.

SANTA CRUZ COUNTY TREND OF VALUE IN PRODUCTION

- 1 -

<u>CROPS</u>	<u>1 9 6 8</u>	<u>1 9 6 7</u>	<u>1 9 6 6</u>	<u>1 9 6 5</u>	<u>1 9 6 4</u>
Fruit & Nut	\$ 21,873,000	\$ 9,516,500	\$ 12,404,000	\$ 13,299,000	\$ 9,804,000
Berries	6,793,000	4,930,700	6,542,000	6,197,000	5,693,000
Vegetables	15,458,000	13,513,200	15,763,000	12,497,000	11,925,000
Field *	1,021,000	789,700	791,000	1,031,000	897,000
Nursery *	4,853,000	4,315,000	4,051,000	4,394,000	3,750,000
<hr/>					
TOTAL PLANT INDUSTRY	\$ 49,998,000	\$ 33,065,100	\$ 39,551,000	\$ 37,418,000	\$ 32,069,000
Harvested Acres	(82,118)	(80,142)	(80,742)	(81,014)	(80,420)
ANIMAL INDUSTRY	\$ 4,764,000	\$ 4,950,900	\$ 5,478,000	\$ 5,390,000	\$ 6,269,000
<hr/>					
TOTAL ALL PRODUCTION	\$ 54,762,000	\$ 38,016,000	\$ 45,029,000	\$ 42,808,000	\$ 38,338,000

GOVERNMENT PAYMENT PROGRAMS

(Not included in above)

(By Agricultural Stabilization Conservation Service, USDA)

A. C. P.	\$ 9,000	\$ 27,000	\$ 17,000	\$ 14,000	\$ 21,000
Sugar Beets	14,000	12,000	10,000	17,500	38,500
Wool	1,000	1,000	4,000	3,000	2,000
Feed Grain	0	0	0	500	500
Soil Bank	0	0	0	0	0
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	\$ 24,000	\$ 40,000	\$ 31,000	\$ 35,000	\$ 62,000

* Revised Classification
 ** Revised Value

FRUIT & NUT CROPS - ACREAGE, PRODUCTION & VALUE 1968

Crop	Year	Bearing Acreage	PRODUCTION		Unit	F. O. B. VALUE	
			Per Acre	Total		Per Unit	Total
Apples	1968	8,024	16.46	(132,100)	Tons		(21,160,000)
	1967	7,586	12.97	(98,400)			(9,086,000)
Fresh	1968			61,300	Tons	\$ 260.00	15,938,000
	1967			25,700		175.00	4,498,000
Dryer	1968			12,600	Tons	73.70	929,000
	1967			10,900		65.00	708,000
Processing	1968			42,000	Tons	83.00	3,486,000
	1967			40,800		74.10	3,023,000
Juice	1968			16,200	Tons	49.80	807,000
	1967			21,000		40.80	857,000
Apricots	1968	127	4.88	(620)	Tons		(197,000)
	1967	129	5.08	(655)			(150,000)
Fresh	1968			280	Tons	400.00	112,000
	1967			300		270.00	81,000
Dry*	1968			60	Tons*	1,400.00	84,000
	1967			60		1,100.00	66,000
Processing	1968			10	Tons	110.00	1,000
	1967			25		120.00	3,000
Cherries	1968	16	.38	6	Tons	700.00	4,000
	1967	(Misc Fruit)					
Grapes	1968	99	1.16	115	Tons	240.00	28,000
	1967	102	1.08	110		230.00	25,300
Pears	1968	392	3.78	1,480	Tons	119.00	176,000
	1967	395	2.34	925		173.00	160,000
Persimmons	1968	19	5.26	100	Tons	254.00	25,000
	1967	26	2.32	60		240.00	14,400
Plums	1968	369	1.76	650	Tons	324.00	211,000
	1967	389	2.98	1,160		59.00	68,400
Prunes-Dry*	1968	250	1.02	251	Tons*	250.00	64,000
	1967	254	.04	10		240.00	2,400
Walnuts	1968	17	.24	4	Tons	600.00	2,000
	1967	21	.14	3		570.00	1,700
Misc.	1968	15					6,000
	1967	45					8,300
Total	1968	9,328					\$ 21,873,000
	1967	8,947					\$ 9,516,500

BERRY CROPS

- 3 -

Crop	Year	Harvested Acreage	PRODUCTION			F. O. B. VALUE	
			Per Acre	Total	Unit	Per Unit	Total
Blackberries	1968	420	4.88	2,050	Tons	\$ 238.00	\$ 488,000
	1967	440	4.89	2,150		137.00	295,000
Boysenberries	1968	45	2.27	102	Tons	305.00	31,000
	1967	55	2.64	145		184.00	26,700
Logan & Misc.	1968	10	2.00	20	Tons	610.00	12,000
	1967	15	1.67	25		480.00	12,000
Raspberries	1968	40	1,175.00	47,000	Trays 9#	3.64	171,000
	1967	55	618.00	34,000		3.85	131,000
Strawberries	1968	700	21.09	(14,760)	Tons		(6,091,000)
	1967	750	16.80	(12,600)			(4,466,000)
Fresh	1968			1,997,000	Trays 12#	2.62	5,232,000
	1967			1,712,000		2.25	3,852,000
Processing	1968			2,780	Tons	309.00	859,000
	1967			2,360			614,000
Total	1968	1,215					\$ 6,793,000
	1967	1,315					\$ 4,930,000

FIELD CROPS

Beans, Dry	1968	470	21.91	10,300	Cwt	11.00	113,000
	1967	215	19.8	4,260		14.70	62,600
Grain	1968	270	1.04	280	Tons	80.00	22,000
	1967	165	1.06	175		57.30	10,000
Hay	1968	5,160	1.53	7,910	Tons	32.35	256,000
	1967	5,150	1.6	8,250		33.20	274,000
Corn Silage	1968	290	17.90	5,190	Tons	17.00	88,000
	1967	90	12.	1,080		19.90	21,500
Pasture, Irrig.	1968	4,020			Acres	35.00	141,000
	1967	3,290				35.00	115,000
Pasture, Other	1968	49,100			Acres	5.00	246,000
	1967	49,700				2.77	138,000
Sugar Beets	1968	180	36.22	6,520	Tons	14.20	93,000
	1967	215	23.	4,940		14.00	69,200
Veg & Flwr Seed	1968	35		35,000	Lbs		62,000
	1967	35		32,000			99,400
Total	1968	59,525					\$ 1,021,000
	1967	58,860					789,700

NURSERY CROPS

	Year	Acres	Production Sold	F. O. B. Value
Ornamentals & Other	1968	475	6,123,000 plants	\$ 1,697,000
	1967	376	5,981,000	1,683,000
Bulbs	1968	59	2,785,000 bulbs	496,000
	1967	70	3,292,000	538,000
* Cut Flowers	1968	191	47,907,000 blooms	2,660,000
	1967	194	43,597,000	2,094,000
Total	1968	725		\$ 4,853,000
	1967	640		4,315,000

FIELD GROWN

* CUT FLOWERS - 1968

Item	Production Area	Production Sold	F. O. B. Value	
			Per Unit (av)	Total
Daisies	32.00 acres	3,106,200 blooms	.06	\$ 186,201
Iris	35.00 acres	2,842,800 blooms	.054	153,354
Misc. (Including Daffodils, Glads, Fern, Agapanthus, Heather, Strawflowers)	75.25 acres	12,728,920 blooms	(various)	265,274
Calendula, Corn Flower				
Candytuft, Ranunculus,				
Mums, Begonias)				
	142.25 acres	18,677,920 blooms		\$ 604,829

INDOOR - GLASS or PLASTIC

Carnations	1,183,540 sq.ft.	20,720,736 blooms	.062	\$ 1,292,329
Chrysanthemums (stds)	216,700 sq.ft.	1,875,595 blooms	.13	243,498
Orchids	163,820 sq.ft.	179,550 blooms	.559	100,366
Roses	274,000 sq.ft.	3,312,000 blooms	.089	293,850
Misc. (including Fern, Min. Carnations, Freesia, Daisy, Iris, Snapdragons, Stephanotis)	297,380 sq.ft.	3,141,500 blooms	.04	125,475
	2,135,440 sq.ft. (49.02 acres)	29,229,381 blooms		\$ 2,055,518

Bulb acres not included

VEGETABLE CROPS - 1968

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Crop	Year	Harvested Acreage	PRODUCTION			F. O. B. VALUE	
			Per Acre	Total	Unit	Per Unit	Total
Artichokes	1968	430	59.53	25,600	Cwt	\$ 7.94	\$ 203,000
	1967	430	53.50	23,000		8.00	184,000
Beans, Green	1968	460	6.09	2,800	Tons	197.00	552,000
	1967	480	6.40	3,070		170.00	522,000
Broccoli	1968	Misc.Veg.					
	1967	165	2.61	430	Tons	128.00	55,000
Brussels Sprouts	1968	3,270	6.02	19,700	Tons	242.20	4,771,000
	1967	3,460	6.16	21,300		198.00	4,217,000
Cabbage	1968	375	258.40	96,900	Cwt	4.10	397,000
	1967	310	241.00	74,700		3.24	242,000
Cauliflower	1968	800	67.75	54,200	Cwt	9.78	530,000
	1967	515	68.20	35,100		8.20	288,000
Celery	1968	325	548.00	178,000	Cwt	5.37	956,000
	1967	245	498.00	122,000		5.35	653,000
Corn-Sweet	1968	25	960.00	24,000	Doz	.75	18,000
	1967	25	904.00	22,600		.68	15,400
Cucumbers	1968	165	227.00	37,500	Cwt	4.53	170,000
	1967	105	145.00	15,200		4.33	65,800
Lettuce	1968	4,670	553.00	2,583,000	Ctns	1.91	4,934,000
	1967	4,060	484.00	1,965,000		2.40	4,716,000
Mushrooms	1968			3,630,000	Lbs	.526	1,909,000
	1967			3,668,000		.516	1,893,000
Squash	1968	305	141.00	43,000	Cwt	8.60	370,000
	1967	270	142.00	38,300		7.47	286,000
Tomatoes	1968	115	345.20	39,700	Cwt	5.82	231,000
	1967	85	117.00	9,940		10.20	101,000
Misc. Veg.	1968	385					417,000
	1967	230					275,000
TOTAL	1968	11,325				\$ 15,458,000	
	1967	10,380				13,513,200	
PLANT INDUSTRY	1968	82,118				\$ 49,998,000	
	1967	80,142				33,065,100	

ANIMAL INDUSTRY

	Year		PRODUCTION		F. O. B. VALUE		
			Total	Unit	Per Unit	Total	
APIARY							
Honey	1968	4,890 Colonies	112,000	Lbs	\$.14	\$ 16,000	
	1967	4,850	112,000		.13	14,600	
Wax	1968		1,300	Lbs	.60	1,000	
	1967		1,300		.63	800	
Pollination	1968					18,000	
	1967					14,800	
MILK - Market	1968		51,100	Cwt	4.85	248,000	
	1967		* 83,200		4.57	380,000	
Manufacturing	1968		38,900	Cwt	4.08	159,000	
	1967		* 35,100		3.78	133,000	
LIVESTOCK							
Cattle & Calves	1968	9,740 Head	60,900	Cwt	21.80	1,328,000	
	1967	8,380	55,200		20.80	1,148,000	
Breeder's	1968	425 Head				161,000	
	1967	360				119,000	
Swine	1968	500 Head	875	Cwt	21.40	19,000	
	1967	460	930		18.80	17,500	
Sheep & Lambs	1968	2,630 Head	2,780	Cwt	20.60	57,000	
	1967	2,340	2,470		19.00	46,900	
Wool	1968		18,500	Lbs	.39	7,000	
	1967		17,000		.43	7,300	
EGGS - Market	1968		2,364,000	Doz	.328	775,000	
	1967		2,598,000		.35	909,000	
Hatching	1968		189,000	Doz		309,000	
	1967		161,000			384,000	
CHICKENS	1968	322,000 Fryers	1,286,000	Lbs	.181	233,000	
	1967	1,000,000	3,998,000		.169	676,000	
POULTRY, Other	1968					1,069,000	
	1967					768,000	
TURKEYS	1968	76,800 Birds	1,435,000	Lbs	.205	294,000	
	1967	74,700	1,500,000		.18	270,000	
RABBITS	1968	51,500	232,000	Lbs	.30	70,000	
	1967	46,700	210,000		.295	62,000	
TOTAL	1968					\$ 4,764,000	
	1967					* \$ 4,950,900	

* Revised Crop Reporting Service figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY - 10 years

- 7 -

MAJOR VARIETIES

<u>APPLES</u>	Total Acreage	Non-bearing Acreage	Bearing Acres		
	1 9 6 8		1968	1963	1959
Newtown Pippin	4,142	597	3,545	3,762	4,572
Delicious - Red	3,798	623	3,175	2,363	2,127
Delicious - Std	333	2	331	396	529
Bellefleur	195	0	195	284	471
Winter Banana	142	19	123	151	202
W. W. Pearmain	87	1	86	106	134
Gravenstein	65	3	62	89	98
Golden Delicious	114	22	92	72	42
McIntosh	331	235	96	11	6
Other Varieties	399	80	319	254	292
TOTAL	9,606	1,582	8,024	7,488	8,473
<u>APRICOTS</u>					
All Varieties	133	6	127	154	255
<u>CHERRIES</u>					
Bing	10	0	10	19	45
Other Varieties	6	0	6	27	70
TOTAL	16	0	16	46	115
<u>GRAPES</u>					
Wine Varieties	94	8	86	87	111
Table Varieties	13	0	13	20	31
TOTAL	107	8	99	107	142
<u>PEARS</u>					
Bartlett	327	2	325	399	551
Hardy	69	6	63	104	167
Other Varieties	4	0	4	11	65
TOTAL	400	8	392	514	783
<u>PLUMS</u>					
Santa Rosa	305	1	304	391	435
Other Varieties	65	0	65	50	41
TOTAL	370	1	369	441	476
<u>PRUNES</u>					
French	210	0	210	292	415
Other Varieties	42	2	40	72	98
TOTAL	252	2	250	364	513
OTHER FRUITS-NUTS	87	36	51	134	142
Total Bearing Acres			9,328	9,248	10,899
Total Non-Bearing Acres			1,643	2,670	2,269
GRAND TOTAL ALL			10,971	11,918	13,168

T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y

Total Acres Grown (Includes New-Plantings)

	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>1965</u>	<u>1964</u>
Bushberries	530	580	735	745	695
Blackberry	420	440	540	520	425
Boysenberry	50	60	90	100	120
Logan & Misc	10	15	55	60	80
Raspberry	50	65	50	65	70
Strawberries	700	750	720	810	775
Asparagus	50	65	120	175	175
Artichokes	430	430	430	430	430
Beans, green	460	480	450	815	1,365
Broccoli	180	165	155	15	205
Brussels Sprouts	3,270	3,460	3,180	2,930	3,015
Cabbage	375	310	300	270	80
Cauliflower	800	515	800	745	780
Celery	325	245	255	250	240
Cucumbers	165	105	50	45	65
Lettuce, spring	750	340	695	480	215
Lettuce, summer	2,530	2,390	2,345	2,170	2,035
Lettuce, fall	1,390	1,330	1,350	815	875
Potatoes	60	80	60	85	85
Squash	305	270	310	445	520
Tomatoes	115	85	105	120	115
Beans, dry	470	215	635	500	320
Grain	270	165	170	745	500
Hay	5,160	5,150	4,775	5,380	4,015
Sugar beets	180	215	165	335	585
Nursery	725	640	640	745	695

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1969

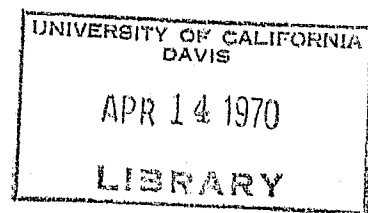
University of California Davis

Report (Annual) 1969

AGRICULTURAL CROP REPORT

COUNTY OF SANTA CRUZ

1969



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

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

Henry Mello Ralph C. Sanson Jr.
J. Russ McCallie George L. Cress
D. Dan Forbus, Chairman

Gentlemen:

As provided by Section 2279 of the California Agricultural Code, this Agricultural Crop Report is submitted for your information on the acreage, production and value for Santa Cruz County.

The year 1969 for many of our major crop producers was an economic dilemma with labor shortages, increasing costs of production and substantial declines in market price returns for their products.

The gross value of agricultural products produced in Santa Cruz County for 1969 totaled \$42,738,000 which is a decrease of \$12,314,000 below the gross receipts of the year 1968.

The F. O. B. value represents the gross value of the product when sold and is not net income to the producer.

To all the individuals and organizations who cooperated in providing information to help make this report possible, we extend our sincere appreciation.

Respectfully submitted,

MATT MELLO
Agricultural Commissioner

MM:bl



Elevation Range - 0 to 3,214 feet

1969 Temperature Range

Watsonville

76.02° F
92° F
43.03° F
30° F

Aug. 24th
Jan. 9th

Average Maximum
High
Average Minimum
Low

Aug. 5th
Jan. 5th

Santa Cruz

68.02° F
89° F
44.57° F
28° F

RAINFALL

Watsonville

41.30 inches
19.84 inches
21.14 inches

1969 Season (7-1-68 to 6-30-69)
1968 Season
Normal Average (Last 20 years)

Santa Cruz

45.44 inches
20.91 inches
31.72 inches

POPULATION & APPRAISAL

Santa Cruz County Population (State Dept. of Finance est.)
Total Assessed Valuation of Property (1969-70)
Total Area of County (439 sq. miles)

119,300
\$ 302,038,375
280,960 acres

STATE PARKS AREA - 21,195 Acres

Big Basin Park	11,553 acres	Natural Bridges Beach	47 acres
Capitola Beach	6 acres	New Brighton Beach	63 acres
Henry Cowell Park	1,737 acres	Seacliff Beach	84 acres
Manresa Beach	21 acres	Sunset Beach	292 acres
Twin Lakes	112 acres	Santa Cruz Mission	1 acre
Nesine Marks Forest - 7,279 acres			

SANTA CRUZ COUNTY CROP SUMMARY - 1969

Growing conditions generally were favorable and a few crops reflected favorable demand and returns, while many others were seriously affected by weather, low market returns, labor shortages and increased costs. The F.O.B. value represents the gross value of the product when sold and is not net income to the producer.

APPLES - With an unprecedented national crop production of apples, the impact on this major crop of the county caused local growers and shippers considerable anxiety this season. All the major terminal markets were flooded with shipments from other Western States which sent prices tumbling at the start of the season. Most growers delayed harvesting as long as possible for better market stability and firmer prices. With the benefit of cold storage facilities and nearly all fresh market shipments waxed to provide superior quality and appearance, gradual movement of supplies was achieved despite heavy competition with other areas. Promotional efforts stimulated good movement of prepacked consumer poly bags for supermarket chains. Federal institutional purchase programs helped move many carloads to relieve the surplus pressure.

APRICOTS - Bloom was about ten days later than normal. The rains let up by late February which reflected an increase in production over the 1968 crop. Returns were lower this season, although they started off good. Other areas were also shipping heavily, which flooded the markets.

PEARS - Total tons increased slightly over the 1968 crop. The price per ton was much lower this year.

PLUMS - Some reduction in acreage, but total gross value increased due to higher fresh market value. Adjusted average price indicates lower value because 39% of the total tonnage went processing @ \$30 per ton due to size and quality of fruit.

BUSHBERRIES - Most of the berries went to processing due to the exceptionally good price. Machines were used to harvest the larger acreages of Olallieberries. Production was also good and reflects an increase over past years' tonnages and values despite reduced acreage.

STRAWBERRIES - Production hit its peak early this year with a very heavy production, then dropped very low for an extended period. Prices were fair but labor was a serious problem during the peak period and total result was a substantial reduction in tonnage marketed and gross value.

BRUSSELS SPROUTS - Production per acre declined and freezer price was much lower. Fresh market price slightly above last year. Total acreage was the same as 1968. Growers still have problems due to labor shortage. Generally considered a poor year, total value substantially lower.

LETTUCE - As a whole, the growers did not have a good year. A number of factors were responsible, but the chief one was poor price. Late spring rains resulted in a small spring crop. This resulted in an exceptionally heavy summer crop at a period of over-supply on the market.

ANIMAL INDUSTRY - Hog and sheep prices increased, but wool price dropped. Returns for cattle were much better. Eggs, poultry and turkeys had improved market prices and demand.

CUT FLOWERS - Prices nearly the same as 1968. Demand was steady. Total gross value increased over 1968. Upward trend in rose production and some reduction in carnations were noted.

SANTA CRUZ COUNTY TREND OF VALUE IN PRODUCTION

<u>CROPS</u>	<u>1 9 6 9</u>	<u>1 9 6 8</u>	<u>1 9 6 7</u>	<u>1 9 6 6</u>	<u>1 9 6 5</u>
Fruit & Nut	\$ 9,964,000	\$ 21,873,000	\$ 9,516,500	\$ 12,404,000	\$ 13,299,000
Berries	6,366,000	6,793,000	4,930,700	6,542,000	6,197,000
Vegetables	14,238,000	15,458,000	13,513,200	15,763,000	12,497,000
Field	925,000	1,021,000	789,700	791,000	1,031,000
Nursery	5,285,000	4,853,000	4,315,000	4,051,000	4,394,000
<hr/>					
TOTAL PLANT INDUSTRY	\$ 36,778,000	\$ 49,998,000	\$ 33,065,100	\$ 39,551,000	\$ 37,418,000
Harvested Acres	(82,114)	(82,118)	(80,142)	(80,742)	(81,014)
ANIMAL INDUSTRY	\$ 5,960,000	*\$ 5,054,000	\$ 4,950,900	\$ 5,478,000	\$ 5,390,000
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TOTAL ALL PRODUCTION	\$ 42,738,000	*\$ 55,052,000	\$ 38,016,000	\$ 45,029,000	\$ 42,808,000

GOVERNMENT PAYMENT PROGRAMS

(Not included in above)

(By Agricultural Stabilization Conservation Service, USDA)

A. C. P.	\$ 13,000	\$ 9,000	\$ 27,000	\$ 17,000	\$ 14,000
Sugar Beets	7,000	14,000	12,000	10,000	17,500
Wool	1,000	1,000	1,000	4,000	3,000
Feed Grain	0	0	0	0	500
Soil Bank	0	0	0	0	0
<hr/>					
	\$ 21,000	\$ 24,000	\$ 40,000	\$ 31,000	\$ 35,000

*Revised Value

FRUIT & NUT CROPS - ACREAGE, PRODUCTION & VALUE 1969

Crop	Year	Bearing Acreage	PRODUCTION		Unit	F. O. B. VALUE	
			Per Acre	Total		Per Unit	Total
Apples	1969	8,138	14.73	(119,900)	Tons		(\$ 9,361,000)
	1968	8,024	16.46	(132,100)			(21,160,000)
Fresh	1969			35,100	Tons	139.00	4,879,000
	1968			61,300		260.00	15,938,000
Dryer	1969			19,000	Tons	55.00	1,045,000
	1968			12,600		73.70	929,000
Processing	1969			38,600	Tons	60.00	2,316,000
	1968			42,000		83.00	3,486,000
Juice	1969			27,200	Tons	41.20	1,121,000
	1968			16,200		49.80	807,000
Apricots	1969	127	5.08	(645)	Tons		(129,000)
	1968	127	4.88	(620)			(197,000)
Fresh	1969			300	Tons	250.00	75,000
	1968			280		400.00	112,000
Dry*	1969			30	Tons*	1,300.00	39,000
	1968			60		1,400.00	84,000
Processing	1969			165	Tons	90.00	15,000
	1968			10		110.00	1,000
Cherries	1969	20	.75	15	Tons	700.00	11,000
	1968	16	.38	6		700.00	4,000
Grapes	1969	98	1.48	145	Tons	288.00	42,000
	1968	99	1.16	115		240.00	28,000
Pears	1969	424	3.57	1,515	Tons	89.00	135,000
	1968	392	3.78	1,480		119.00	176,000
Persimmons	1969	29	5.17	150	Tons	208.00	31,000
	1968	19	5.26	100		254.00	25,000
Plums	1969	310	2.50	775	Tons	282.00	219,000
	1968	369	1.76	650		324.00	211,000
Prunes-Dry*	1969	285	.35	100	Tons*	250.00	25,000
	1968	250	1.02	255		250.00	64,000
Walnuts	1969	30	.27	8	Tons	400.00	3,000
	1968	17	.24	4		600.00	2,000
Misc.	1969	18					8,000
	1968	15					6,000
TOTAL	1969	9,479					\$ 9,964,000
	1968	9,328					21,873,000

BERRY CROPS

Crop	Year	Harvested Acreage	PRODUCTION			F. O. B. VALUE	
			Per Acre	Total	Unit	Per Unit	Total
Blackberries	1969	355	6.70	2,380	Tons	\$ 390.00	\$ 928,000
	1968	420	4.88	2,050		238.00	488,000
Boysenberries	1969	35	2.86	100	Tons	420.00	42,000
	1968	45	2.27	102		305.00	31,000
Logan & Misc.	1969	5	4.00	20	Tons	556.00	11,000
	1968	10	2.00	20		610.00	12,000
Raspberries	1969	55	960.00	52,800	Trays 7#	4.00	211,000
	1968	40	1,175.00	47,000		3.64	171,000
Strawberries	1969	725	15.81	(11,460)	Tons		(5,174,000)
	1968	700	21.09	(14,760)			(6,091,000)
Fresh	1969			1,713,000	Trays 12#	2.80	4,796,000
	1968			1,997,000		2.62	5,232,000
Processing	1969			1,180	Tons	320.00	378,000
	1968			2,780		309.00	859,000
Total	1969	1,175					\$ 6,366,000
	1968	1,215					6,793,000

FIELD CROPS

Beans, Dry	1969	465	21.29	9,900	Cwt	10.36	\$ 103,000
	1968	470	21.91	10,300		11.00	113,000
Grain	1969	60	.75	45	Tons	50.00	2,000
	1968	270	1.04	280		80.00	22,000
Hay	1969	5,090	1.68	8,530	Tons	36.50	311,000
	1968	5,160	1.53	7,910		32.35	256,000
Corn Silage	1969	85	17.30	1,470	Tons	17.40	26,000
	1968	290	17.90	5,190		17.00	88,000
Pasture, Irrig.	1969	4,270			Acres	35.00	149,000
	1968	4,020				35.00	141,000
Pasture, Other	1969	49,100			Acres	5.00	246,000
	1968	49,100				5.00	246,000
Sugar Beets	1969	100	31.50	3,150	Tons	13.90	44,000
	1968	180	36.22	6,520		14.20	93,000
Veg & Flwr Seed	1969	15		24,000	Lbs		44,000
	1968	35		35,000			62,000
Total	1969	59,185					\$ 925,000
	1968	59,525					1,021,000

NURSERY CROPS

	Year	Acres	Production Sold	F. O. B. Value
Ornamentals & Other	1969	575	6,857,000 plants	\$ 2,121,000
	1968	475	6,123,000	1,697,000
Bulbs	1969	47	2,210,000 bulbs	414,000
	1968	59	2,785,000	496,000
*Cut Flowers	1969	213	48,123,000 blooms	2,750,000
	1968	191	47,907,000	2,660,000
Total	1969	835		\$ 5,285,000
	1968	725		4,853,000

FIELD GROWN

*CUT FLOWERS - 1969

Item	Production		F. O. B. Value	
	Area	Sold	Per Unit (av)	Total
Daisies	27.75 acres	2,628,600 blooms	.0458	\$ 120,390
Iris	42.50 acres	3,124,440 blooms	.0673	210,419
*Misc. (Including Begonias, Scilla, Daffodils, Ranunculus, Fern, Agapanthus, Heather, Asters, Calendula, Candytuft, Holly, Strawflowers, Corn Flowers, Glads, Soars, Mums, Stock)	88.25 acres	7,936,185 blooms (Various)		172,471
	158.50 acres	13,689,225 blooms		\$ 503,280

INDOOR - GLASS or PLASTIC

Carnations	1,067,990 sq.ft.	19,676,600 blooms	.0606	\$ 1,191,986
Orchids	206,320 sq.ft.	272,395 blooms	.5307	144,562
Roses	334,000 sq.ft.	5,908,500 blooms	.0780	460,845
*Misc. (Including Snapdragons, Fern, Chrysanthemums Std. and Min., Stephanotis, Freesia, Daisy, Iris)	729,030 sq.ft.	8,575,966 blooms (Various)		449,339
	2,337,340 sq.ft. (53.66 acres)	34,433,461 blooms		\$ 2,246,732

Bulb acres not included

*Misc. - Three or less growers

VEGETABLE CROPS - 1969

Crop	Year	Harvested Acreage	Production		Unit	F. O. B. VALUE	
			Per Acre	Total		Per Unit	Total
Artichokes	1969	420	59.29	24,900	Cwt	\$ 8.65	\$ 215,000
	1968	430	59.53	25,600		7.94	203,000
Beans, Green	1969	440	4.89	2,150	Tons	247.00	531,000
	1968	460	6.09	2,800		197.00	552,000
Broccoli	1969	375	3.28	1,230	Tons	191.00	235,000
	1968	Misc. Veg.					
Brussels Sprouts	1969	3,270	5.63	18,400	Tons	216.40	3,982,000
	1968	3,270	6.02	19,700		242.20	4,771,000
Cabbage	1969	375	285.00	107,000	Cwt	3.24	347,000
	1968	375	258.40	96,900		4.10	397,000
Cauliflower	1969	620	85.97	53,300	Cwt	9.27	494,000
	1968	800	67.75	54,200		9.78	530,000
Celery	1969	310	377.00	117,000	Cwt	6.21	727,000
	1968	325	548.00	178,000		5.37	956,000
Corn, Sweet	1969	40	798.00	31,900	Doz	.70	22,000
	1968	25	960.00	24,000		.75	18,000
Cucumbers	1969	160	265.00	42,400	Cwt	4.63	196,000
	1968	165	227.00	37,500		4.53	170,000
Lettuce	1969	4,640	529.00	2,455,000	Ctns	1.69	4,149,000
	1968	4,670	553.00	2,583,000		1.91	4,934,000
Mushrooms	1969			3,726,000	Lbs	.525	1,956,000
	1968			3,630,000		.526	1,909,000
Squash	1969	450	154.00	69,300	Cwt	8.15	565,000
	1968	305	141.00	43,000		8.60	370,000
Tomatoes	1969	110	252.73	27,800	Cwt	14.88	414,000
	1968	115	345.20	39,700		5.82	231,000
Misc. Veg.	1969	230					405,000
	1968	385					417,000
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TOTAL	1969	11,440				\$ 14,238,000	
	1968	11,325				15,458,000	
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PLANT INDUSTRY	1969	82,114				\$ 36,778,000	
	1968	82,118				49,998,000	

ANIMAL INDUSTRY

	Year		PRODUCTION		F. O. B. VALUE		
			Total	Unit	Per Unit	Total	
APIARY							
Honey	1969	4,280 Colonies	139,000	Lbs	\$.14	\$ 19,000	
	1968	4,890	112,000		.14	16,000	
Wax	1969		1,500	Lbs	.58	1,000	
	1968		1,300		.60	1,000	
Pollination	1969					26,000	
	1968					18,000	
MILK							
Market	1969		113,000	Cwt	5.13	580,000	
	1968		*112,000		4.86	544,000	
Manufacturing	1969		35,200	Cwt	4.14	146,000	
	1968		* 37,700		4.07	153,000	
LIVESTOCK							
Cattle & Calves	1969	7,920 Head	54,100	Cwt	26.40	1,428,000	
	1968	9,740	60,900		21.80	1,328,000	
Breeders	1969	340 Head				135,000	
	1968	425				161,000	
Swine	1969	570 Head	903	Cwt	26.05	24,000	
	1968	500	875		21.40	19,000	
Sheep & Lambs	1969	2,320 Head	2,430	Cwt	23.60	57,000	
	1968	2,630	2,780		20.60	57,000	
Wool	1969		14,800	Lbs	.34	5,000	
	1968		18,500		.39	7,000	
EGGS							
Market	1969		2,240,000	Doz	.454	1,017,000	
	1968		2,364,000		.328	775,000	
Hatching	1969		205,000	Doz		309,000	
	1968		189,000			309,000	
CHICKENS	1969	434,000 Fryers	1,736,000	Lbs	.186	323,000	
	1968	322,000	1,286,000		.181	233,000	
POULTRY, Other	1969					1,384,000	
	1968					1,069,000	
TURKEYS	1969	70,500 Birds	1,674,000	Lbs	.249	417,000	
	1968	76,800	1,435,000		.205	294,000	
RABBITS	1969	57,100	257,000	Lbs	.347	89,000	
	1968	51,500	232,000		.30	70,000	
TOTAL							
	1969					\$ 5,960,000	
	1968					* 5,054,000	

*Revised Crop Reporting Service figures -6-

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY - 10 Years

MAJOR VARIETIES

	Total	Non-bearing	Bearing Acres		
	Acreage		1969	1964	1960
<u>APPLES</u>	<u>1 9 6 9</u>	<u>Acreage</u>			
Newtown Pippin	4,170	583	3,587	3,864	4,539
Delicious - Red	3,803	360	3,443	2,522	2,285
Delicious - Std	5	0	305	396	494
Bellefleur	193	1	192	282	451
Winter Banana	144	18	126	162	203
W. W. Pearmain	84	0	84	102	131
Gravenstein	55	2	53	89	97
Golden Delicious	114	18	96	85	50
McIntosh	325	176	149	22	6
Other Varieties	144	41	103	276	293
TOTAL	9,337	1,199	8,138	7,800	8,549
<u>APRICOTS</u>					
All Varieties	132	5	127	158	245
<u>CHERRIES</u>					
Bing	12	0	12	19	42
Other Varieties	8	0	8	27	65
TOTAL	20	0	20	46	107
<u>GRAPES</u>					
Wine Varieties	93	8	85	93	107
Table Varieties	13	0	13	22	31
TOTAL	106	8	98	115	138
<u>PEARS</u>					
Bartlett	366	2	364	409	558
Hardy	53	2	51	99	128
Other Varieties	9	0	9	12	55
TOTAL	428	4	424	520	741
<u>PLUMS</u>					
Santa Rosa	278	0	278	426	515
Other Varieties	33	1	32	86	44
TOTAL	311	1	310	512	559
<u>PRUNES</u>					
French	251	0	251	292	416
Other Varieties	38	4	34	54	98
TOTAL	289	4	285	346	514
<u>OTHER FRUITS-NUTS</u>					
	119	42	77	151	141
Total Bearing Acres			9,479	9,648	10,994
Total Non-Bearing Acres			1,263	2,567	2,349
GRAND TOTAL ALL			10,742	12,215	13,343

T R E N D O F O T H E R C R O P S
I N S A N T A C R U Z C O U N T Y
Total Acres Grown (Includes New Plantings)

	<u>1969</u>	<u>1968</u>	<u>1967</u>	<u>1966</u>	<u>1965</u>
Bushberries	450	530	580	735	745
Blackberry	355	420	440	540	520
Boysenberry	35	50	60	90	100
Logan & Misc	5	10	15	55	60
Raspberry	55	50	65	50	65
Strawberries	725	700	750	720	810
Asparagus	0	50	65	120	175
Artichokes	420	430	430	430	430
Beans, Green	440	460	480	450	815
Broccoli	375	180	165	155	15
Brussels Sprouts	3,270	3,270	3,460	3,180	2,930
Cabbage	375	375	310	300	270
Cauliflower	620	800	515	800	745
Celery	310	325	245	255	250
Corn, Sweet	40	25	25	55	40
Cucumbers	160	165	105	50	45
Lettuce, spring	300	750	340	695	480
Lettuce, summer	2,790	2,530	2,390	2,345	2,170
Lettuce, fall	1,550	1,390	1,330	1,350	815
Potatoes	25	60	80	60	85
Squash	450	305	270	310	445
Tomatoes	110	115	85	105	120
Beans, dry	465	470	215	635	500
Grain	60	270	165	170	745
Hay	5,090	5,160	5,150	4,775	5,380
Sugar Beets	100	180	215	165	335
Nursery	835	725	640	640	745

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