



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

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

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

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

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

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*

California Department of Food and Agriculture

Agricultural Commissioners' Crop Reports

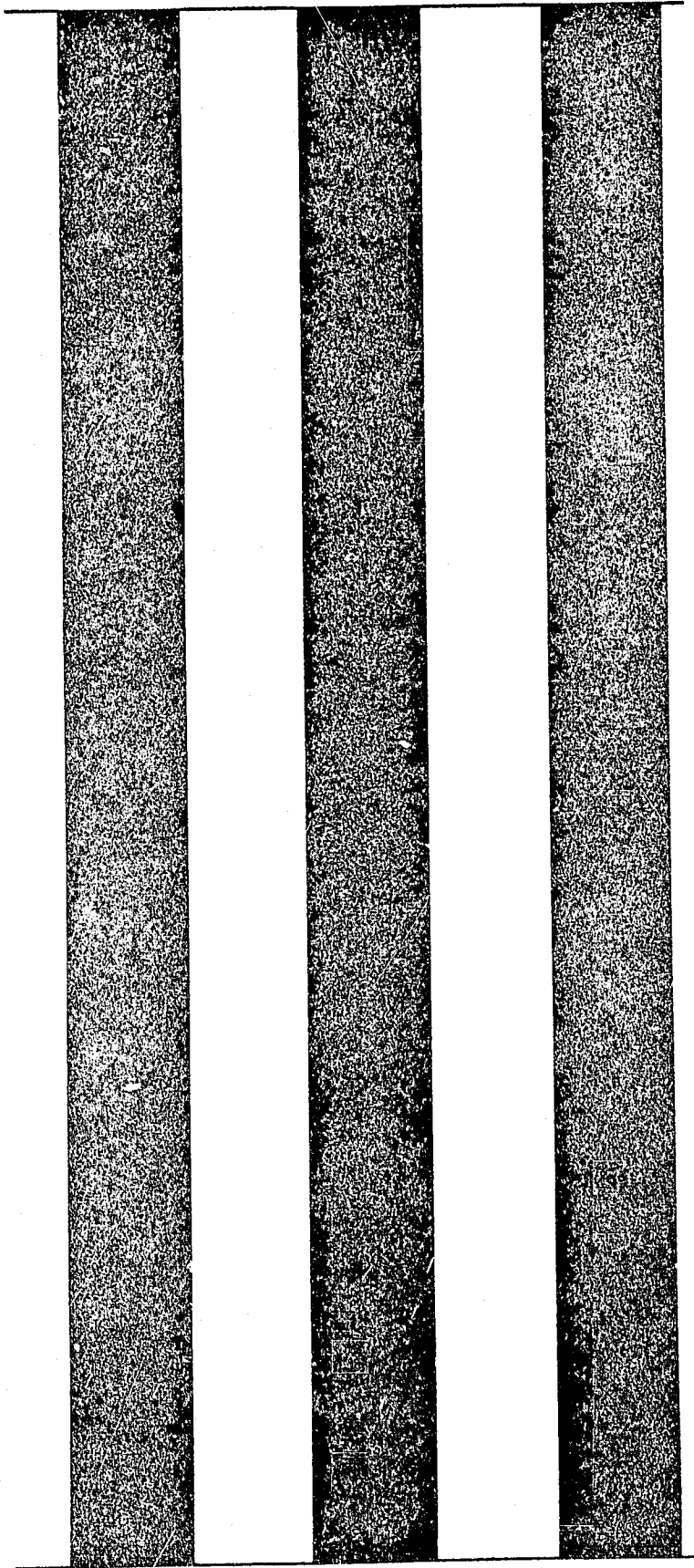
# Santa Cruz County

1977-1981

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

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

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

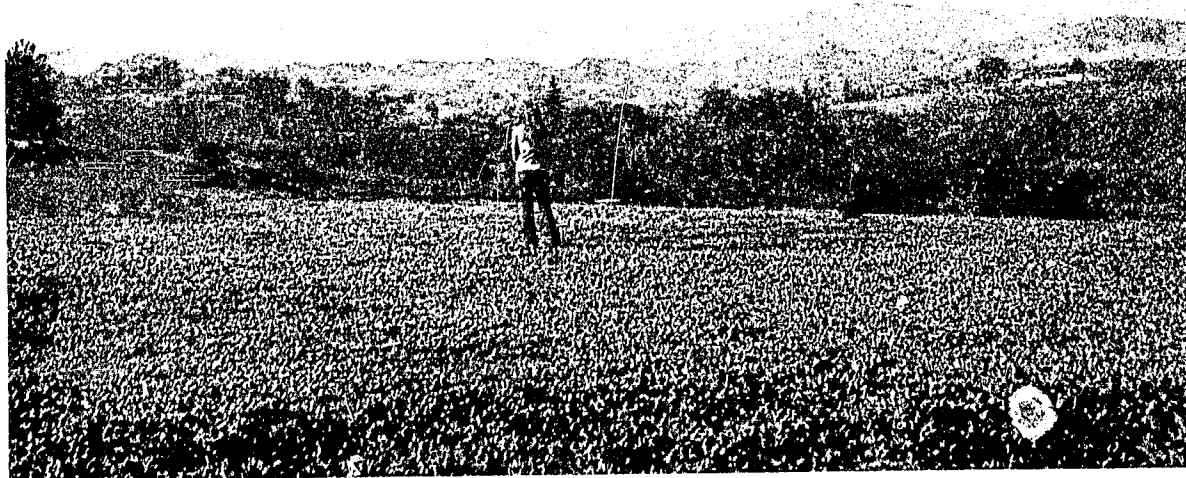


1977

# 1977 AGRICULTURAL CROP REPORT

COUNTY OF SANTA CRUZ

UNIVERSITY OF CALIFORNIA  
DAVIS  
JUN 11 1980  
GOVT. DOCS. - LIBRARY



*County of Santa Cruz*  
**Agricultural Commissioner**

1430 FREEDOM BOULEVARD  
WATSONVILLE, CALIFORNIA

DEPARTMENT OF  
AGRICULTURE



# COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 1, 1978

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

and

The Honorable Board of Supervisors  
County of Santa Cruz

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

Dear Mr. Rominger and Board Members:

The 1977 value of agricultural production in Santa Cruz County was \$95,300,000, an increase of 13 percent over last year despite the drought, reduced acreage and a depressed lettuce market. Apples are still the dominant crop, followed by strawberries and cut flowers.

Four crops--artichokes, blackberries, cauliflower and raspberries--were added to the list of million dollar crops, bringing the total to 13. Livestock, cattle and calves dropped below one million dollars because of a decrease in the number of animals as a result of the drought. Lettuce was off 2.4 million dollars because of over production and a depressed market.

Harvested acres, 23 percent of the county's acreage, are down 1,088 acres due mainly to the new tree crop acreage survey. Interplanted trees for the last five years were being added as new acreage. While the trend is to more smaller trees, per-acre production is being maintained.

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

Respectfully submitted,

JOHN SIMMEN  
Agricultural Commissioner

JS:mb



# County of Santa Cruz

## 1977 STATISTICS

Elevation Range - 0 to 3,214 feet

### Temperature Range

<u>Watsonville</u>				<u>Santa Cruz</u>	
95° F	July 29	High	July 29	102° F	
27° F	November 19	Low	November 19	30° F	

### Rainfall

<u>Watsonville</u>		<u>Santa Cruz</u>	
11.07 inches	1977 Season (7-1-76 to 6-30-77)	15.93 inches	
8.49 inches	1976 Season	13.88 inches	

### Population & Appraisal

Santa Cruz County Population (1977 State Dept. of Finance est.)	164,500
Assessed Valuation of Property (1977-78)	\$844,232,910
Total Area of County (441 Sq. Miles)	282,240 acres

### State Parks Area - 31,553 Acres

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

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 7	1 9 7 6	1 9 7 5	1 9 7 4	1 9 7 3
Fruit & Nut Crop	\$18,196,000	\$15,435,000	\$13,678,000	\$17,917,000	\$17,848,000
Berry Crops	18,773,000	14,110,000	10,533,000	9,898,000	10,505,000
Field Crops	605,000	1,006,000	1,067,000	1,084,000	941,000
Nursery Crops	20,117,000	16,516,000	15,939,000	11,871,000	9,761,000
Vegetable Crops	<u>32,088,000</u>	<u>30,762,000</u>	<u>23,277,000</u>	<u>21,433,000</u>	<u>22,439,000</u>
TOTAL PLANT INDUSTRY	\$89,779,000	\$77,829,000	\$64,494,000	\$62,203,000	\$61,494,000
Harvested Acres	(65,120)	(66,208)	(76,491)	(77,032)	(77,077)
ANIMAL INDUSTRY	\$ 5,521,000	\$ 5,110,000**	\$ 4,897,000	\$ 4,387,000	\$ 4,866,000
TOTAL ALL PRODUCTION	\$95,300,000	\$82,939,000**	\$69,391,000	\$66,590,000	\$66,360,000

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

\*\*Revised Value

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$17.8	Poultry	\$2.7
Strawberries	16.3	Cauliflower	1.8
Cut Flowers	11.4	Blackberries	1.4
Lettuce	10.7	Artichokes	1.1
Ornamental Nursery Stock	8.3	Celery	1.1
Mushrooms	7.4	Raspberries	1.0
Brussel Sprouts	6.0		



FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples - Total</u>	1977	6,624	14.23	94,250	Tons	\$17,782,000	
	1976	7,710	13.45	103,700		15,101,000	
Fresh	1977			25,490	Tons	340.60	8,682,000
	1976			31,450		261.11	8,212,000
Dryer	1977			8,300	Tons	134.17	1,114,000
	1976			6,910		90.50	625,000
Processing	1977			24,340	Tons	162.05	3,944,000
	1976			36,530		111.85	4,086,000
Juice	1977			36,120	Tons	111.90	4,042,000
	1976			28,810		75.60	2,178,000
<u>Apricots - Total</u>	1977	62	5.00	310	Tons	146,000	
	1976	81	2.90	235		113,000	
Fresh	1977			210	Tons	411.00	86,000
	1976			125		466.00	58,000
Dry	1977			20	Tons	3,000.00	60,000
	1976			22		2,485.00	55,000
<u>Grapes</u>	1977	88	.91	80	Tons	699.00	56,000
	1976	117	.79	92		401.00	37,000
<u>Pears</u>	1977	216	1.48	320	Tons	150.00	48,000
	1976	251	1.45	365		105.00	38,000
<u>Persimmons</u>	1977	18	4.72	85	Tons	581.00	49,000
	1976	26	1.96	51		545.00	28,000
<u>Plums</u>	1977	102	1.29	132	Tons	322.00	43,000
	1976	141	1.21	171		404.00	69,000
Misc.*	1977	201					72,000
	1976	253					49,000
<u>TOTAL</u>	1977	7,311					\$18,196,000
	1976	8,579					15,435,000

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

BERRY CROPS

CROP	YEAR	HAPVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1977	355	4.60	1,633	Tons	\$856.00	\$1,398,000
	1976	400	2.60	1,041		533.00	555,000
Boysenberries	1977	10	2.50	25	Tons	900.00	23,000
	1976	20	1.50	30		812.00	24,000
Raspberries-Fresh	1977	95	1,359.00	129,100	Trays 7#	7.98	1,030,000
	1976	75	1,385.00	103,900		7.36	765,000
Strawberries-Total	1977	1,215	21.77	26,450	Tons		16,322,000
	1976	1,080	18.13	19,580			12,766,000
Fresh	1977			4,043,000	Trays 12#	3.84	15,525,000
	1976			2,838,000		4.06	11,522,000
Processing	1977			2,195	Tons	363.00	797,000
	1976			2,550		488.00	1,244,000
TOTAL	1977	1,675					\$18,773,000
	1976	1,575					14,110,000

FIELD CROPS

Beans, Dry	1977	IN MISCELLANEOUS					0
	1976	490	13.67	6,700	Cwt.	21.83	146,000
Hay	1977	1,280	1.48	1,895	Tons	58.55	111,000
	1976	1,200	1.26	1,510		71.65	108,000
Pasture, Irrig.	1977	2,800			Acres	100.00	280,000
	1976	2,800				95.00	266,000
Pasture, Other	1977	40,000			Acres	0	0
	1976	40,000				7.50	300,000
Veg. & Flwr. Seeds	1977	25		12,500	Lbs.		37,000
	1976	50		24,600			66,000
Miscellaneous*	1977	415					177,000
	1976	300					120,000
TOTAL	1977	44,250					\$ 605,000
	1976	44,840					1,006,000

\*Includes Corn Silage, Grain, Green Chop and Dry Beans

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamental, Bulbs & Other	1977	285	41,167,000	Plants	\$ 8,283,000
	1976	215	28,949,000		7,102,000
Christmas Trees	1977	575	45,000	Trees	448,000
	1976	525	42,000		370,000
Cut Flowers*	1977	354	117,376,000	Blooms	11,386,000
	1976	329	106,707,000		9,044,000
TOTAL	1977	1,214			\$ 20,117,000
	1976	1,069			16,516,000

\*CUT FLOWERS - 1977

FIELD GROWN ITEM	AREA	PRODUCTION SOLD	UNIT	F.O.B. VALUE	
				PER UNIT	TOTAL
Misc.**	213 acres	16,949,724	Blooms	Various	\$1,471,180
TOTAL FIELD GROWN	213 acres	16,949,724	Blooms	Various	\$1,471,180

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,719,272 sq. ft.	27,759,535	Blooms	.081	\$ 2,237,982
Carnations Min.	472,428	24,685,070		.035	875,208
Orchids	225,400	227,850		.510	116,315
Roses Std.	2,132,300	31,444,850		.159	5,005,983
Roses Min.	477,300	8,281,510		.093	772,171
Misc.**	1,130,058	8,027,433		Various	907,286
TOTAL INDOOR-GLASS OR PLASTIC	6,156,758 sq. ft. (141 acres)	100,426,248	Blooms		\$ 9,914,945

\*\*Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1977	620	82.74	51,300	Cwt.	\$ 21.23	\$1,089,000
	1976	IN MISCELLANEOUS					
Beans, Green	1977	370	3.27	1,210	Tons	442.00	535,000
	1976	205	4.61	945		351.00	332,000
Brussels Sprouts	1977	2,620	6.22	16,300	Tons	370.00	6,031,000
	1976	2,655	6.18	16,400		335.00	5,494,000
Cauliflower	1977	805	98.76	79,500	Cwt.	23.15	1,840,000
	1976	440	84.09	37,000		16.65	616,000
Celery	1977	235	651.06	153,000	Cwt.	7.50	1,148,000
	1976	330	651.52	215,000		7.27	1,563,000
Corn, Sweet	1977	50	960.00	48,000	Doz.	1.10	53,000
	1976	90	664.44	59,800		.84	50,000
Cucumbers	1977	IN MISCELLANEOUS		45,900	Cwt.	5.93	272,000
	1976	155	296.13				
Lettuce	1977	5,530	14.29	79,000	Tons	134.90	10,657,000
	1976	4,660	14.91	69,500		188.75	13,118,000
Mushrooms	1977			9,614,000	Lbs.	.770	7,403,000
	1976			7,842,000		.739	5,795,000
Squash	1977	180	188.89	34,000	Cwt.	10.06	342,000
	1976	290	106.21	30,800		16.50	508,000
Tomatoes	1977	70	172.86	12,100	Cwt.	22.12	268,000
	1976	110	153.64	16,900		12.23	207,000
Misc. Veg.*	1977	810					2,722,000
	1976	1,210					2,807,000
TOTAL	1977	10,670					\$32,088,000
	1976	10,145					30,762,000

\*Includes Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Peas, Water Cress, Cabbage, Swiss Chard, Garlic, Cucumbers, Onions, and Fava Beans

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1977	7,500 Colonies	113,000	Lbs.	.45	\$ 51,000
	1976	6,180	176,000		.40	70,000
Wax	1977		2,500	Lbs.	1.40	4,000
	1976		4,400		1.10	5,000
Pollination	1977					138,000
	1976					85,000
Milk Market	1977		55,100	Cwt.	9.77	538,000
	1976		51,700*		8.98*	464,000*
Manufacturing	1977		11,300	Cwt.	8.60	97,000
	1976		15,500*		8.17*	127,000*
Livestock Cattle & Calves	1977	3,300 Head	26,900	Cwt.	33.55	902,000
	1976	4,470	32,000		33.85	1,083,000
Swine	1977	200 Head	400	Cwt.	42.00	17,000
	1976	400	715		50.00	36,000
Sheep & Lambs	1977	1,200 Head	1,200	Cwt.	48.00	58,000
	1976	1,300	1,300		47.00	61,000
Wool	1977		9,000	Lbs.	.67	6,000
	1976		10,000		.61	6,000
Egg - Market	1977		1,433,000	Doz.	.50	717,000
	1976		600,000		.52	312,000
Poultry	1977					2,666,000
	1976					2,618,000
Rabbits	1977	88,100 Fryers & Other				327,000
	1976	69,900				243,000
TOTAL	1977					\$5,521,000
	1976					5,110,000*

\*Revised Crop Reporting Service Figures

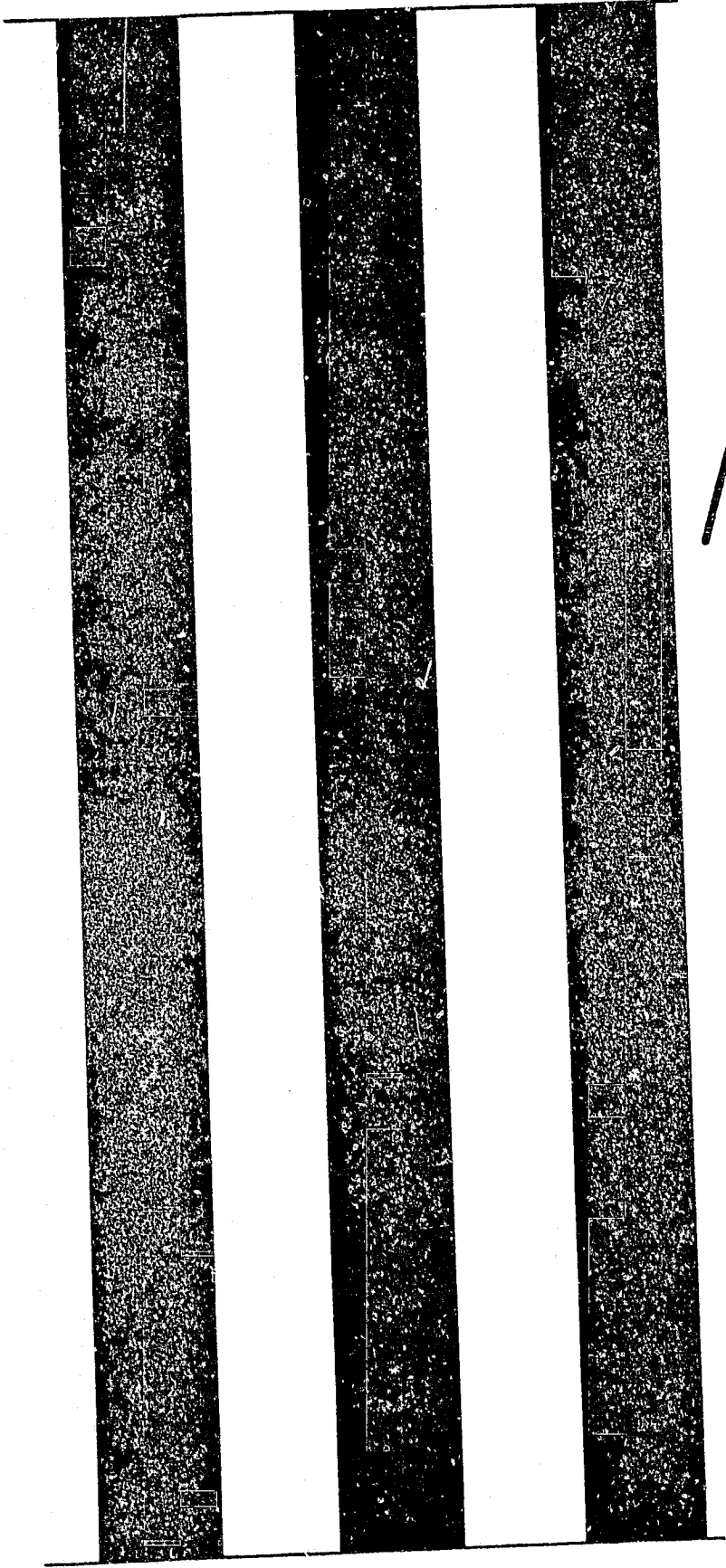
TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL ACREAGE		BEARING ACRES		
	1 9 7 7	1 9 7 7	1977	1972	1968
Apples					
Newtown. Pippin	3,343	352	2,991	3,337	3,545
Delicious - Red	3,153	313	2,840	3,376	3,175
Delicious - Std.	211	10	201	243	331
Bellefleur	71	0	71	121	195
Winter Banana	89	3	86	106	123
W. W. Pearmain	55	0	55	73	86
Gravenstein	28	3	25	31	62
Golden Delicious	73	6	67	78	92
McIntosh	287	91	196	223	96
Other Varieties	<u>102</u>	<u>10</u>	<u>92</u>	<u>79</u>	<u>319</u>
Total	7,412	788	6,624	7,667	8,024
Apricots - All Varieties	63	1	62	90	127
Avocados - All Varieties	57	3	54	6	8
Cherries					
Bing	2	0	2	7	10
Other Varieties	<u>4</u>	<u>0</u>	<u>4</u>	<u>5</u>	<u>6</u>
Total	6	0	6	12	16
Grapes					
Wine Varieties	92	5	87	64	86
Table Varieties	<u>1</u>	<u>0</u>	<u>1</u>	<u>5</u>	<u>13</u>
Total	93	5	88	69	99
Pears					
Bartlett	207	6	201	238	325
Hardy	14	0	14	16	63
Other Varieties	<u>8</u>	<u>7</u>	<u>1</u>	<u>1</u>	<u>4</u>
Total	229	13	216	255	392
Plums					
Santa Rosa	90	0	90	194	304
Other Varieties	<u>12</u>	<u>0</u>	<u>12</u>	<u>15</u>	<u>65</u>
Total	102	0	102	209	369
Prunes					
French	107	0	107	133	210
Other Varieties	<u>11</u>	<u>0</u>	<u>11</u>	<u>20</u>	<u>40</u>
Total	118	0	118	153	250
Other Fruits & Nuts	41	0	41	58	43
Total Bearing Acres			7,311	8,519	9,328
Total Non-Bearing Acres			810	895	1,643
GRAND TOTAL			8,121	9,414	10,971

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1977	1976	1975	1974	1973
Bushberries - Total	460	495	455	395	375
Blackberry	355	400	370	330	310
Boysenberry	10	20	20	10	10
Logan & Misc.	0	0	5	5	5
Raspberry	95	75	60	50	50
Strawberries	1,215	1,080	925	830	900
Artichokes	620	445	410	355	355
Beans, Green	370	205	250	260	295
Broccoli	301	286	90	290	175
Brussels Sprouts	2,620	2,655	3,070	2,970	3,200
Cabbage	77	175	95	120	165
Cauliflower	805	440	195	595	845
Celery	235	330	245	185	165
Corn, Sweet	50	90	60	20	30
Cucumbers	88	155	90	115	165
Lettuce, Spring	2,350	1,905	1,720	1,570	1,390
Lettuce, Summer	2,935	2,395	2,765	2,705	2,295
Lettuce, Fall	245	360	495	340	400
Potatoes	0	0	0	20	0
Squash	180	290	275	365	310
Tomatoes	70	110	120	160	55
Beans, Dry	52	490	420	565	315
Grain	20	25	12	12	40
Hay	1,280	1,200	850	1,400	1,740
Sugar Beets	0	50	65	35	30
Nursery Crops	1,214	1,069	1,004	927	885



1978



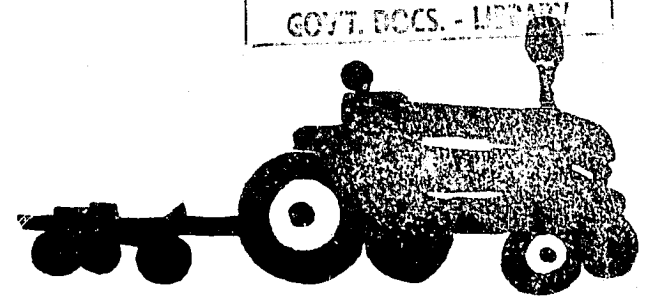


# AGRICULTURAL CROP REPORT

COUNTY OF SANTA CRUZ

# 1978

UNIVERSITY OF CALIFORNIA  
DAVIS  
JUN 11 1980  
GOVT. DOCS. - LIBRARY



**Agricultural Commissioner**

1430 FREEDOM BOULEVARD  
WATSONVILLE, CALIFORNIA

DEPARTMENT OF  
AGRICULTURE



COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 3, 1979

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

The Honorable Board of Supervisors  
County of Santa Cruz

Dan Forbus, Chairperson  
Marilyn D. Liddicoat      Chris Matthews  
Gary A. Patton              Pat Liberty

Dear Mr. Rominger and Board Members:

Santa Cruz County's number one industry--agriculture--increased production in 1978 by \$14,703,000 over the previous year, with a record total gross value of \$109,956,000. Fourteen Crops which exceeded one million dollars are: apples, strawberries, lettuce, cut flowers, ornamental nursery stock, mushrooms, brussels sprouts, poultry, cauliflower, celery, artichokes, blackberries, raspberries, and cattle and calves. Apples are still the top crop, valued at \$24,879,000.

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

Respectfully submitted,

JOHN SIMMEN  
Agricultural Commissioner

JS:tn-h



## 1978 STATISTICS

Elevation Range - 0 to 3,214 feet

### Temperature Range

<u>Watsonville</u>				<u>Santa Cruz</u>
100° F	September 23	High	September 24	99° F
24° F	December 8	Low	December 8	27° F

### Rainfall

<u>Watsonville</u>		<u>Santa Cruz</u>
29.40 inches	1978 Season (7-1-77 to 6-30-78)	38.36 inches
11.07 inches	1977 Season	15.93 inches

### Population & Appraisal

Santa Cruz County Population (1978 State Dept. of Finance est.)	170,851
Assessed Valuation of Property (1978-79)	\$876,863,820
Total Area of County (441 Sq. Miles)	282,240 acres

### State Parks Area - 31,490 Acres

Big Basin Park	12,643 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,072 acres	New Brighton Beach	94 acres
Manresa Beach	61 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	86 acres	Sunset Beach	300 acres
Nisene Marks Forest	9,781 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres
		Wilder Ranch State Park	3,037 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 8	1 9 7 7	1 9 7 6	1 9 7 5	1 9 7 4
Fruit & Nut Crop	\$25,533,000	\$18,196,000	\$15,435,000	\$13,678,000	\$17,917,000
Berry Crops	19,574,000	18,773,000	14,110,000	10,533,000	9,898,000
Field Crops	821,000	605,000	1,006,000	1,067,000	1,084,000
Nursery Crops	20,831,000	20,117,000	16,516,000	15,939,000	11,871,000
Vegetable Crops	<u>37,031,000</u>	<u>32,088,000</u>	<u>30,762,000</u>	<u>23,277,000</u>	<u>21,433,000</u>
TOTAL PLANT INDUSTRY	\$103,790,000	\$89,779,000	\$77,829,000	\$64,494,000	\$62,203,000
Harvested Acres	(66,035)	(65,120)	(66,208)	(76,491)	(77,032)
ANIMAL INDUSTRY	6,166,000	5,474,000**	5,110,000	4,897,000	4,387,000
TOTAL ALL PRODUCTION	\$109,956,000	\$95,253,000**	\$82,939,000	\$69,391,000	\$66,590,000

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

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$24.9	Poultry	\$2.5
Strawberries	16.6	Cauliflower	2.2
Lettuce	14.4	Celery	1.6
Cut Flowers	12.5	Artichokes	1.5
Ornamental Nursery Stock	7.9	Blackberries	1.5
Mushrooms	7.7	Raspberries	1.5
Brussels Sprouts	6.2	Cattle & Calves	1.5

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1978	6,697	16.12	107,950	Tons	\$24,879,000	
	1977	6,624	14.23	94,250		17,782,000	
Fresh	1978			38,040	Tons	361.25	13,742,000
	1977			25,490		340.60	8,682,000
Dryer	1978			11,600	Tons	155.20	1,800,000
	1977			8,300		134.17	1,114,000
Processing	1978			19,610	Tons	197.95	3,882,000
	1977			24,340		162.05	3,944,000
Juice	1978			38,700	Tons	140.95	5,455,000
	1977			36,120		111.90	4,042,000
<u>Apricots</u> - Total	1978	69	2.55	176	Tons	92,000	
	1977	62	5.00	310		146,000	
Fresh	1978			105	Tons	539.00	57,000
	1977			210		411.00	86,000
Dry	1978			11	Tons	3,200.00	35,000
	1977			20		3,000.00	60,000
<u>Grapes</u>	1978	85	1.65	140	Tons	792.00	111,000
	1977	88	.91	80		699.00	56,000
<u>Pears</u>	1978	223	1.91	425	Tons	319.55	136,000
	1977	216	1.48	320		150.00	48,000
<u>Persimmons</u>	1978	22	2.73	60	Tons	522.00	31,000
	1977	18	4.72	85		581.00	49,000
<u>Plums</u>	1978	100	.62	62	Tons	280.00	17,000
	1977	102	1.29	132		322.00	43,000
Misc.*	1978	205				175,000	
	1977	201				72,000	
<u>TOTAL</u>	1978	7,401				\$25,533,000	
	1977	7,311				18,196,000	

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

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
Blackberries	1978	315	4.49	1,415	Tons	\$1,062.00	\$1,503,000	
	1977	355	4.60	1,633		856.00	1,398,000	
Boysenberries	1978	10	2.70	27	Tons	1,142.00	31,000	
	1977	10	2.50	25		900.00	23,000	
Raspberries-Fresh	1978	95	1,372.00	130,300	Trays 7#	11.17	1,455,000	
	1977	95	1,359.00	129,100		7.98	1,030,000	
Strawberries-Total	1978	1,055	21.16	22,320	Tons		16,585,000	
	1977	1,215	21.77	26,450			16,322,000	
Fresh	1978			3,503,000	Trays 12#	4.60	16,114,000	
	1977			4,043,000		3.84	15,525,000	
Processing	1978			1,300	Tons	362.00	471,000	
	1977			2,195		363.00	797,000	
<hr/>								
TOTAL	1978	1,475					\$19,574,000	
	1977	1,675					18,773,000	

FIELD CROPS

Hay	1978	1,140	1.65	1,885	Tons	49.00	92,000	
	1977	1,280	1.48	1,895		58.55	111,000	
Pasture, Irrig.	1978	2,800			Acres	100.00	280,000	
	1977	2,800				100.00	280,000	
Pasture, Other	1978	40,000			Acres	8.00	320,000	
	1977	40,000				0	0	
Veg. & Flwr. Seeds	1978	35					50,000	
	1977	25					37,000	
Miscellaneous*	1978	154					79,000	
	1977	415					177,000	
<hr/>								
TOTAL	1978	44,129					\$821,000	
	1977	44,250					605,000	

\*Includes Corn Silage, Grain, Green Chop and Dry Beans

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamental, Bulbs & Other	1978	280	21,295,00	Plants	\$ 7,868,000
	1977	285	41,167,000		8,283,000
Christmas Trees	1978	555	46,000	Trees	509,000
	1977	575	45,000		448,000
Cut Flowers*	1978	345	121,253,000	Blooms	12,454,000
	1977	354	117,376,000		11,386,000
TOTAL	1978	1,180			\$ 20,831,000
	1977	1,214			20,117,000

\*CUT FLOWERS - 1978

FIELD GROWN

ITEM	AREA	PRODUCTION SOLD	UNIT	F.O.B. VALUE	
				PER UNIT	TOTAL
Misc.**	201 acres	16,358,462	Blooms	Various	\$1,380,240
TOTAL FIELD GROWN	201	16,358,462	Blooms	Various	\$1,380,240

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,559,566 sq. ft.	22,747,590	Blooms	.079	\$ 1,800,737
Carnations Min.	498,794	25,926,775		.036	922,029
Orchids	125,000	206,480		.602	124,290
Roses Std.	2,680,138	37,108,325		.168	6,232,164
Roses Min.	441,164	10,227,750		.105	1,078,801
Misc.*	950,800	8,677,650		Various	915,468
TOTAL INDOOR-GLASS OR PLASTIC	6,255,462 sq. ft. (144 acres)	104,894,570	Blooms		\$11,073,489

\*\*Misc. - Three or less growers



VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1978	760	58.55	44,500	Cwt.	\$ 32.62	\$1,452,000
	1977	620	82.74	51,300		21.23	1,089,000
Beans, Green	1978	580	2.29	1,330	Tons	466.00	620,000
	1977	370	3.27	1,210		442.00	535,000
Brussels Sprouts	1978	2,675	6.69	17,900	Tons	348.00	6,229,000
	1977	2,620	6.22	16,300		370.00	6,031,000
Cauliflower	1978	1,235	85.02	105,000	Cwt.	21.00	2,205,000
	1977	805	98.76	79,500		23.15	1,840,000
Celery	1978	175	577.14	101,000	Cwt.	15.40	1,555,000
	1977	235	651.06	153,000		7.50	1,148,000
Corn, Sweet	1978	160	800.00	128,000	Doz.	1.01	129,000
	1977	50	960.00	48,000		1.10	53,000
Lettuce	1978	5,050	13.47	68,000	Tons	211.62	14,390,000
	1977	5,530	14.29	79,000		134.90	10,657,000
Mushrooms	1978			8,704,000	Lbs.	.883	7,686,000
	1977			9,614,000		.770	7,403,000
Squash	1978	190	168.42	32,000	Cwt.	13.88	444,000
	1977	180	188.89	34,000		10.06	342,000
Tomatoes	1978	65	141.54	9,200	Cwt.	29.37	270,000
	1977	70	172.86	12,100		22.12	268,000
Misc. Veg.*	1978	960					2,051,000
	1977	810					2,722,000
TOTAL	1978	11,850					\$37,031,000
	1977	10,670					32,088,000

\*Includes Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Peas, Water Cress, Cabbage, Swiss Chard, Garlic, Cucumbers, Onions, and Fava Beans

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary Honey	1978	7,950 Colonies	477,000	Lbs.	.43	\$ 205,000
	1977	7,500	113,000		.45	51,000
Wax	1978		5,000	Lbs.	1.75	9,000
	1977		2,500		1.40	4,000
Pollination	1978					148,000
	1977					138,000
Milk Market	1978		32,700	Cwt.	10.48	343,000
	1977		48,300*		9.72*	469,000*
Manufacturing	1978		29,300	Cwt.	8.69	255,000
	1977		13,700*		8.72*	119,000*
Livestock Cattle & Calves	1978	3,900 Head	32,000	Cwt.	46.95	1,502,000
	1977	3,300	26,900		33.55	902,000
Swine	1978	300 Head	600	Cwt.	51.00	31,000
	1977	200	400		42.00	17,000
Sheep & Lambs	1978	1,000 Head	1,000	Cwt.	59.00	59,000
	1977	1,200	1,200		48.00	58,000
Wool	1978		8,000	Lbs.	.70	6,000
	1977		9,000		.67	6,000
Egg - Market	1978		1,336,000	Doz.	.61	815,000
	1977		1,433,000		.50	717,000
Poultry	1978					2,535,000
	1977					2,666,000
Rabbits	1978	65,600 Fryers & Others				258,000
	1977	88,100				327,000
TOTAL	1978					\$6,166,000
	1977					5,474,000*

\*Revised Crop Reporting Service Figures

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1978	1973	1969
	1 9 7 8	1 9 7 8			
Apples					
Newtown Pippin	3,342	323	3,019	3,349	3,587
Delicious - Red	3,149	277	2,870	3,364	3,443
Delicious - Std.	211	10	201	251	305
Bellefleur	72	0	72	117	192
Winter Banana	88	3	85	119	126
W. W. Pearmain	61	0	61	66	84
Gravenstein	28	2	26	32	53
Golden Delicious	83	15	68	77	96
McIntosh	292	87	205	235	149
Other Varieties	110	22	90	80	103
Total	7,436	739	6,697	7,690	8,138
Apricots - All Varieties	69	0	69	87	127
Avocados - All Varieties	59	3	56	6	5
Cherries					
Bing	2	0	2	6	12
Other Varieties	4	0	4	5	8
Total	6	0	6	11	20
Grapes					
Wine Varieties	89	5	84	80	85
Table Varieties	1	0	1	3	13
Total	90	5	85	83	98
Pears					
Bartlett	213	6	207	231	364
Hardy	15	0	15	16	51
Other Varieties	8	7	1	1	9
Total	236	13	223	248	424
Plums					
Santa Rosa	87	0	87	187	278
Other Varieties	13	0	13	14	32
Total	100	0	100	201	310
Prunes					
French	107	0	107	132	251
Other Varieties	12	0	12	17	34
Total	119	0	119	149	285
Other Fruits & Nuts	46	0	46	57	72
Total Bearing Acres			7,401	8,532	9,479
Total Non-Bearing Acres			760	850	1,263
GRANT TOTAL			8,161	9,382	10,742

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1978	1977	1976	1975	1974
Bushberries - Total	420	460	495	455	395
Blackberry	315	355	400	370	330
Boysenberry	10	10	20	20	10
Logan & Misc.	0	0	0	5	5
Raspberry	95	95	75	60	50
Strawberries	1,055	1,215	1,080	925	830
Artichokes	760	620	445	410	355
Beans, Green	580	370	205	250	260
Coccoli	232	301	286	90	290
Brussels Sprouts	2,675	2,620	2,655	3,070	2,970
Cabbage	144	77	175	95	120
Cauliflower	1,235	805	440	195	595
Celery	175	235	330	245	185
Corn, Sweet	160	50	90	60	20
Cucumbers	30	88	155	90	115
Lettuce, Spring	2,345	2,350	1,905	1,720	1,570
Lettuce, Summer	2,540	2,935	2,395	2,765	2,705
Lettuce, Fall	165	245	360	495	340
Potatoes	0	0	0	0	20
Squash	190	180	290	275	365
Tomatoes	65	70	110	120	160
Beans, Dry	27	52	490	420	565
Grain	0	20	25	12	12
Hay	1,140	1,280	1,200	850	1,400
Sugar Beets	0	0	50	65	35
Nursery Crops	1,180	1,214	1,069	1,004	927

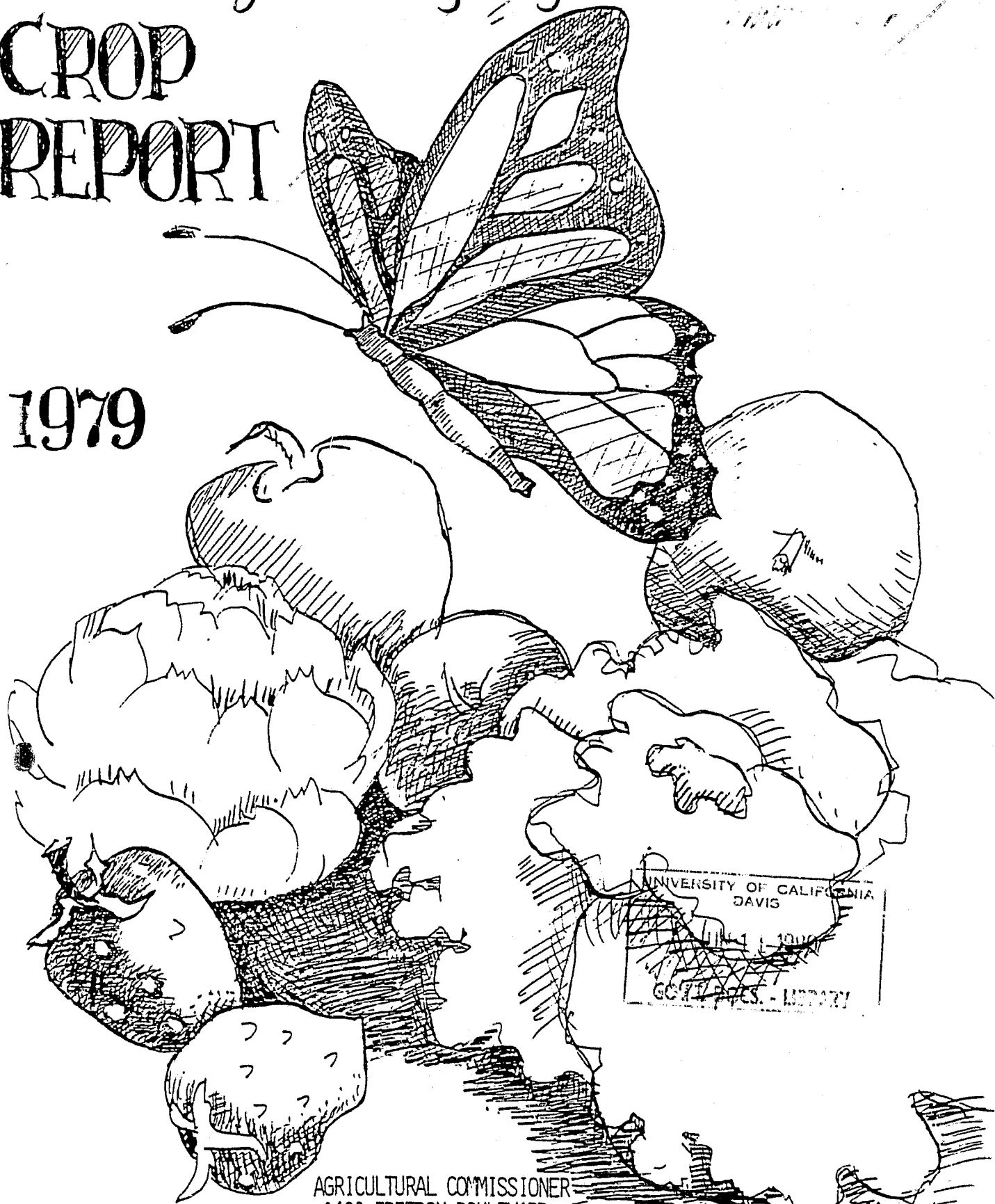
Three vertical black bars of varying widths are positioned on the left side of the page. They are separated by white space. The bars appear to be part of a scanning artifact or a placeholder.

1979

santa cruz county agricultural

# CROP REPORT

1979



AGRICULTURAL COMMISSIONER  
1430 FREEDOM BOULEVARD  
WATSONVILLE, CALIFORNIA

DEPARTMENT OF  
AGRICULTURE



COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 1, 1980

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

The Honorable Board of Supervisors  
County of Santa Cruz

Pat Liberty, Chairperson  
Marilyn Liddicoat                      Chris Matthews  
Dan Forbus                                Gary A. Patton

Dear Mr. Rominger and Board Members:

Santa Cruz County's number one industry--agriculture--increased production in 1979 by \$3,767,000 over the previous year, with a record total gross value of \$113,723,000. Thirteen Crops which exceeded one million dollars are: apples, strawberries, lettuce, cut flowers, ornamental nursery stock, mushrooms, brussels sprouts, poultry, cauliflower, celery, blackberries, raspberries, and cattle and calves. Apples are still the top crop, valued at \$23,680,000.

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

Respectfully submitted,

*John Simmen*  
JOHN SIMMEN  
Agricultural Commissioner

JS/mb

SANTA CRUZ COUNTY  
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

JOHN SIMMEN

ASSISTANT COMMISSIONER

ROBERT J. HOFF

DEPUTY AGRICULTURAL COMMISSIONER

GARY SANDERS

CLERKS

TERI NISHIHARA-HILL  
MARGARET BROWN

AGRICULTURAL BIOLOGISTS

JAY BAUER  
JOHN BOWMAN  
JOHN KOVARIK  
MICHAEL MORTON  
CONNIE JENSEN  
PAUL LARSON  
RICHARD BERGMAN

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

The Commissioner and members of the staff wish to express their sincere appreciation for the assistance given by all persons who furnished information used in compiling this Annual Report; without such cooperation it would have been impossible to issue this report. Special thanks to Edna Vollmer for our 1979 cover ink drawing.



1979 STATISTICS

Elevation Range - 0 to 3,214 feet

Temperature Range

<u>Watsonville</u>			<u>Santa Cruz</u>		
100° F	September 24	High	September 24	99° F	
26° F	December 8	Low	December 8	27° F	

Rainfall

<u>Watsonville</u>		<u>Santa Cruz</u>
19.01 inches	1979 Season (7-1-78 to 6-30-79)	36.35 inches
29.40 inches	1978 Season	38.36 inches

Population & Appraisal

Santa Cruz County Population (1979 State Dept. of Finance est.)	175,500
Assessed Valuation of Property (1979-80)	1,017,339,440
Total Area of County (441 Sq. Miles)	282,240 acres

State Parks Area - 31,490 Acres

Big Basin Park	12,643 acres	Natural Bridges Beach	54 acres
Henry Cowell Park	4,072 acres	New Brighton Beach	94 acres
Manresa Beach	61 acres	Seacliff - Rio Beach	85 acres
Twin Lakes	86 acres	Sunset Beach	300 acres
Nisene Marks Forest	9,781 acres	Santa Cruz Mission	1 acre
Castle Rock	1,132 acres	Hecker Pass State Park	144 acres
		Wilder Ranch State Park	3,037 acres

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 7 9	1 9 7 8	1 9 7 7	1 9 7 6	1 9 7 5
Fruit & Nut Crop	\$23,680,000	\$25,533,000	\$18,196,000	\$15,435,000	\$13,678,000
Berry Crops	18,036,000	19,574,000	18,773,000	14,110,000	10,533,000
Field Crops	949,000	821,000	605,000	1,006,000	1,067,000
Nursery Crops	24,793,000	20,831,000	20,117,000	16,516,000	15,939,000
Vegetable Crops	<u>39,256,000</u>	<u>37,031,000</u>	<u>32,088,000</u>	<u>30,762,000</u>	<u>23,277,000</u>
TOTAL PLANT INDUSTRY	\$106,714,000	\$103,790,000	\$89,779,000	\$77,829,000	\$64,494,000
Harvested Acres	(65,617)	(66,035)	(65,120)	(66,208)	(76,491)
ANIMAL INDUSTRY	7,009,000	6,166,000	5,474,000	5,110,000	4,897,000
<hr/>					
TOTAL ALL PRODUCTION	\$113,723,000	\$109,956,000	\$95,253,000	\$82,939,000	\$69,391,000

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

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Apples	\$22.9	Poultry	\$2.7
Strawberries	15.3	Cauliflower	2.0
Lettuce	10.2	Celery	2.0
Cut Flowers	14.7	Blackberries	1.5
Ornamental Nursery Stock	9.5	Raspberries	1.2
Mushrooms	11.3	Cattle & Calves	2.2
Brussels Sprouts	6.4		

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1979	6,822	15.39	105,000	Tons		\$22,853,000
	1978	6,697	16.12	107,950			24,879,000
Fresh	1979			33,300	Tons	391.30	13,030,000
	1978			38,040		361.25	13,742,000
Dryer	1979			10,100	Tons	159.00	1,606,000
	1978			11,600		155.20	1,800,000
Processing	1979			24,200	Tons	151.00	3,654,000
	1978			19,610		197.95	3,882,000
Juice	1979			37,400	Tons	122.00	4,563,000
	1978			38,700		140.95	5,455,000
<u>Apricots</u> - Total	1979	69	4.86	335	Tons		197,000
	1978	69	2.55	176			92,000
Fresh	1979			172	Tons	620.00	107,000
	1978			105		539.00	57,000
Dry	1979			25	Tons	3,600.00	90,000
	1978			11		3,200.00	35,000
<u>Grapes</u>	1979	89	1.82	162	Tons	684.00	111,000
	1978	85	1.65	140		792.00	111,000
<u>Pears</u>	1979	223	1.79	400	Tons	167.00	67,000
	1978	223	1.91	425		319.55	136,000
Misc.*	1979	331					452,000
	1978	327					315,000
TOTAL	1979	7,534					\$23,680,000
	1978	7,401					25,533,000

\*Includes Avocados, Figs, Cherries, Walnuts, Prunes, Peaches, Plums, Kiwi and Persimmons.

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE		
			PER ACRE	TOTAL		PER UNIT	TOTAL	
Blackberries	1979	305	4.33	1,320	Tons	\$1,120.00	\$ 1,478,000	
	1978	315	4.49	1,415		1,062.00	1,503,000	
Boysenberries	1979	15	2.67	40	Tons	1,274.00	51,000	
	1978	10	2.70	27		1,142.00	31,000	
Raspberries-Fresh	1979	90	1,362.22	122,600	Trays 7#	10.12	1,241,000	
	1978	95	1,372.00	130,300		11.17	1,455,000	
Strawberries-Total	1979	1,305	18.55	24,210	Tons		15,266,000	
	1978	1,055	21.16	22,320			16,585,000	
Fresh	1979			3,368,000	Trays 12#	4.18	14,078,000	
	1978			3,503,000		4.60	16,114,000	
Processing	1979			2,200	Tons	540.00	1,188,000	
	1978			1,300		362.00	471,000	
<hr/>								
TOTAL	1979	1,715					\$18,036,000	
	1978	1,475					19,574,000	

FIELD CROPS

Hay	1979	1,020	1.56	1,590	Tons	65.00	\$ 103,000	
	1978	1,140	1.65	1,885		49.00	92,000	
Pasture, Irrig.	1979	2,800			Acres	100.00	280,000	
	1978	2,800				100.00	280,000	
Pasture, Other	1979	40,000			Acres	10.00	400,000	
	1978	40,000				8.00	320,000	
Miscellaneous*	1979	200					166,000	
	1978	189					129,000	
<hr/>								
TOTAL	1979	44,020					\$ 949,000	
	1978	44,129					821,000	

\*Includes Corn Silage, Green Chop, Dry Beans and Vegetable and Flower Seeds.

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamental, Bulbs & Other	1979	285	21,387,000	Plants	\$ 9,535,000
	1978	280	21,295,000		7,868,000
Christmas Trees	1979	460	48,000	Trees	602,000
	1978	555	46,000		509,000
Cut Flowers	1979	358	142,928,000	Blooms	14,656,000
	1978	345	121,253,000		12,454,000
TOTAL	1979	1,103			\$ 24,793,000
	1978	1,180			20,831,000

\*CUT FLOWERS - 1979

FIELD GROWN

ITEM	AREA	PRODUCTION SOLD	UNIT	F.O.B. VALUE	
				PER UNIT	TOTAL
Misc.**	210 Acres	22,465,141	Blooms	Various	\$ 1,734,729
TOTAL FIELD GROWN	210	22,465,141	Blooms	Various	\$ 1,734,729

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,594,360 sq. ft.	24,142,728	Blooms	.092	\$ 2,230,893
Carnations Min.	583,500	39,022,760		.029	1,120,993
Roses Std.	2,752,110	39,718,460		.184	7,288,477
Roses Min.	570,165	9,215,485		.125	1,156,412
Misc.*	930,680	8,363,575		Various	1,124,463
TOTAL INDOOR-GLASS OR PLASTIC	6,430,815 sq. ft. (148 acres)	120,463,008	Blooms		\$12,921,238

\*\*Misc. - Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Artichokes	1979	IN MISCELLANEOUS					
	1978	760	58.55	44,500	Cwt.	\$ 32.62	\$1,452,000
Beans, Green	1979	760	2.55	1,940	Tons	484.00	939,000
	1978	580	2.29	1,330		466.00	620,000
Brussels Sprouts	1979	2,775	6.23	17,300	Tons	370.00	6,401,000
	1978	2,675	6.69	17,900		348.00	6,229,000
Cauliflower	1979	1,060	86.70	91,900	Cwt.	21.30	1,957,000
	1978	1,235	85.02	105,000		21.00	2,205,000
Celery	1979	395	562.03	222,000	Cwt.	9.16	2,034,000
	1978	175	577.14	101,000		15.40	1,555,000
Corn, Sweet	1979	45	711.11	32,000	Doz.	1.00	32,000
	1978	160	800.00	128,000		1.01	129,000
Lettuce	1979	4,285	13.77	59,000	Tons	172.08	10,153,000
	1978	5,050	13.47	68,000		211.62	14,390,000
Mushrooms	1979			10,775,000	Lbs.	1.05	11,314,000
	1978			8,704,000		.883	7,686,000
Squash	1979	180	144.44	26,000	Cwt.	16.75	436,000
	1978	190	168.42	32,000		13.88	444,000
Tomatoes	1979	95	84.21	8,000	Cwt.	12.60	101,000
	1978	65	141.54	9,200		29.37	270,000
Misc. Veg.*	1979	1,650					5,889,000
	1978	960					2,051,000
TOTAL	1979	11,245					\$39,256,000
	1978	11,850					37,031,000

\*Includes Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Peas, Water Cress, Cabbage, Cucumbers, Fava Beans and Artichokes.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
Apiary						
Honey	1979	8,450 Colonies	304,000	Lbs.	.48	\$ 146,000
	1978	7,950	477,000		.43	205,000
Wax	1979		3,000	Lbs.	1.85	6,000
	1978		5,000		1.75	9,000
Pollination	1979					181,000
	1978					148,000
Milk						
Market	1979		47,700	Cwt.	11.46	547,000
	1978		32,700		10.48	343,000
Manufacturing	1979		26,600	Cwt.	10.60	282,000
	1978		29,300		8.69	255,000
Livestock						
Cattle & Calves	1979	4,200 Head	33,500	Cwt.	65.80	2,204,000
	1978	3,900	32,000		46.95	1,502,000
Swine	1979	400 Head	800	Cwt.	44.00	35,000
	1978	300	600		51.00	31,000
Sheep & Lambs	1979	1,300 Head	1,300	Cwt.	67.00	87,000
	1978	1,000	1,000		59.00	59,000
Wool	1979		9,000	Lbs.	.80	7,000
	1978		8,000		.70	6,000
Egg - Market	1979		1,026,000	Doz.	.49	503,000
	1978		1,336,000		.61	815,000
Poultry	1979					2,681,000
	1978					2,535,000
Rabbits	1979	71,100 Fryers & Others				330,000
	1978	65,600				258,000
TOTAL	1979					\$7,009,000
	1978					6,166,000

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

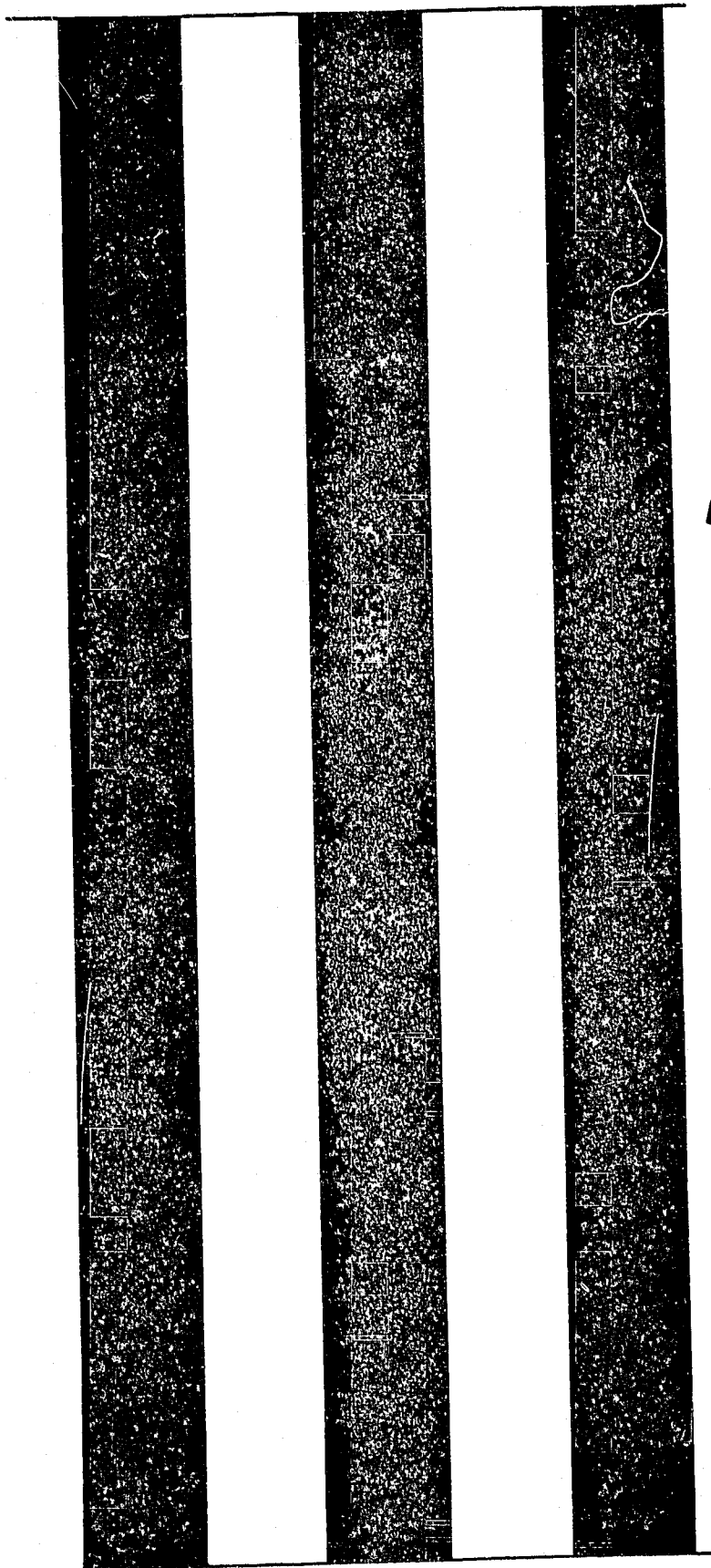
MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1979	1974	1970
	1 9 7 9	1 9 7 9			
Apples					
Newtown Pippin	3,340	284	3,056	3,356	3,716
Delicious - Red	3,154	227	2,927	3,367	3,608
Delicious - Std.	211	0	211	239	305
Bellefleur	72	0	72	116	193
Winter Banana	89	1	88	114	132
W. W. Pearmain	61	0	61	66	84
Gravenstein	28	1	27	32	53
Golden Delicious	83	10	73	78	96
McIntosh	293	77	216	229	200
Other Varieties	101	10	91	80	111
Total	7,432	610	6,822	7,677	8,498
Apricots - All Varieties	69	0	69	87	128
Avocados - All Varieties	60	2	58	46	
Cherries					
Bing	2	0	2	6	12
Other Varieties	4	0	4	5	8
Total	6	0	6	11	20
Grapes					
Wine Varieties	96	8	88	80	93
Table Varieties	1	0	1	3	13
Total	97	8	89	83	106
Pears					
Bartlett	213	6	207	234	365
Hardy	15	0	15	16	51
Other Varieties	8	7	1	1	9
Total	236	13	223	251	425
Plums					
Santa Rosa	87	0	87	182	278
Other Varieties	13	0	13	16	32
Total	100	0	100	198	310
Prunes					
French	107	0	107	132	251
Other Varieties	14	0	14	17	35
Total	121	0	121	149	286
Other Fruits & Nuts	46	0	46	58	72
Total Bearing Acres			7,534	8,560	9,850
Total Non-Bearing Acres			633	815	892
GRAND TOTAL			8,167	9,375	10,742



TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1979	1978	1977	1976	1975
Bushberries - Total	410	420	460	495	455
Blackberry	305	315	355	400	370
Boysenberry	15	10	10	20	20
Raspberry	90	95	95	75	60
Strawberries	1,305	1,055	1,215	1,080	925
Artichokes	770	760	620	445	410
Beans, Green	760	580	370	205	250
Broccoli	155	232	301	286	90
Brussels Sprouts	2,775	2,675	2,620	2,655	3,070
Cabbage	150	144	77	175	95
Cauliflower	1,060	1,235	805	440	195
Celery	395	175	235	330	245
Corn, Sweet	45	160	50	90	60
Cucumbers	65	30	88	155	90
Lettuce, Spring	1,785	2,345	2,350	1,905	1,720
Lettuce, Summer	2,155	2,540	2,935	2,395	2,765
Lettuce, Fall	345	165	245	360	495
Squash	180	190	180	290	275
Tomatoes	95	65	70	110	120
Beans, Dry	15	27	52	490	420
Grain	0	0	20	25	12
Hay	1,020	1,140	1,280	1,200	850
Sugar Beets	0	0	0	50	65
Nursery Crops	1,103	1,180	1,214	1,069	1,004



1980

1980

# AGRICULTURAL CROP REPORT

COUNTY OF SANTA CRUZ



*Old Covered Bridge, Felton, California  
Art Drawing by Richard H. Gibson*

**AGRICULTURAL COMMISSIONER**  
1430 FREEDOM BLVD.  
WATSONVILLE, CALIFORNIA

DEPARTMENT OF  
AGRICULTURE



# COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 1, 1981

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

and

The Honorable Board of Supervisors  
County of Santa Cruz

Gary A. Patton, Chairperson  
Dan Forbus                      E. Wayne Moore  
Robley Levy                      Joe Cucchiara

Dear Mr. Rominger and Board Members:

The gross value of agriculture, in Santa Cruz County, in 1980 was \$118,152,000-- and increase of \$4,429,000 over 1979. Agriculture remains the number one industry in the County.

Strawberries replaced apples as the leading cash crop. Thirteen crops which exceeded one million dollars are: apples, brussels sprouts, cauliflower, celery, cut flowers, green beans, lettuce, mushrooms, ornamental nursery stock, raspberries, strawberries, cattle and calves and poultry.

These values are gross returns to growers. A multiplier of 3 to 5 dollars for each dollar received, by the grower, more closely represents the impact agriculture has added to the County's economy.

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

Respectfully submitted,

John Simmen  
Agricultural Commissioner

JS:tn-h

SANTA CRUZ COUNTY  
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

JOHN SIMMEN

ASSISTANT COMMISSIONER

ROBERT J. HOFF

DEPUTY AGRICULTURAL COMMISSIONER

GARY SANDERS

SECRETARY

TERI NISHIHARA-HILL

ACCOUNT CLERK

LINDA GLISPEY

AGRICULTURAL BIOLOGISTS

JAY BAUER  
JOHN BOWMAN  
JOHN KOVARIK  
MICHAEL MORTON  
CONNIE JENSEN  
PAUL LARSON  
RICHARD BERGMAN

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

*The Commissioner and members of the staff wish to express their sincere appreciation for the assistance given by all persons who furnished information used in compiling this Annual Report; without such cooperation it would have been impossible to issue this report. A special thanks to Richard H. Eisner for our 1980 cover pen and ink drawing.*

1980 STATISTICS

Elevation Range - 0 to 3,214 feet

Temperature Range

Watsonville

100° F      September 12  
31° F      November 21

High  
Low

September 11  
December 12

Santa Cruz

99° F  
30° F

Rainfall

Watsonville

26.65 inches  
19.01 inches

1980 Season (7-1-79 to 6-30-80)  
1979 Season

Santa Cruz

36.63 inches  
36.35 inches

Population & Appraisal

Santa Cruz County Population (1980 State Dept. of Finance est.)	178,331
Assessed Valuation of Property (1980-81)	1,170,539,620
Total Area of County (441 Sq. Miles)	282,240 acres

State Parks Area - 31,490 Acres

Big Basin Park	12,643 acres	New Brighton Beach	94 acres
Nisene Marks Forest	9,781 acres	Twin Lakes	86 acres
Henry Cowell Park	4,072 acres	Seacliff - Rio Beach	85 acres
Wilder Ranch State Park	3,037 acres	Manresa Beach	61 acres
Castle Rock	1,132 acres	Natural Bridges Beach	54 acres
Sunset Beach	300 acres	Santa Cruz Mission	1 acre
Hecker Pass State Park	144 acres		

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 8 0	1 9 7 9	1 9 7 8	1 9 7 7	1 9 7 6
Fruit & Nut Crop	\$15,921,000	\$23,680,000	\$25,533,000	\$18,196,000	\$15,435,000
Berry Crops	23,468,000	18,036,000	19,574,000	18,773,000	14,110,000
Field Crops	976,000	949,000	821,000	605,000	1,006,000
Nursery Crops	27,084,000	24,793,000	20,831,000	20,117,000	16,516,000
Vegetable Crops	<u>42,914,000</u>	<u>39,256,000</u>	<u>37,031,000</u>	<u>32,088,000</u>	<u>30,762,000</u>
TOTAL PLANT INDUSTRY	\$110,363,000	\$106,714,000	\$103,790,000	\$89,779,000	\$77,829,000
Harvested Acres	(66,227)	(65,617)	(66,035)	(65,120)	(66,208)
Animal Industry	7,789,000	7,009,000	6,166,000	5,474,000	5,110,000
<hr/>					
TOTAL ALL PRODUCTION	\$118,152,000	\$113,723,000	\$109,956,000	\$95,253,000	\$82,939,000

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

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Strawberries	\$21.2	Poultry	\$2.8
Apples	15.4	Cattle & Calves	2.5
Cut Flowers	16.6	Cauliflorwer	2.3
Lettuce	11.2	Celery	2.0
Mushrooms	11.1	Raspberries	1.6
Ornamental Nursery Stock	9.8	Beans, Green	1.0
Brussels Sprouts	7.4		

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1980	6,970	13.63	95,000	Tons	\$15,429,000	
	1979	6,822	15.39	105,000		22,853,000	
Fresh	1980			30,000	Tons	339.00	10,170,000
	1979			33,300		391.30	13,030,000
Dryer	1980			7,000	Tons	85.00	595,000
	1979			10,100		159.00	1,606,000
Processing	1980			24,600	Tons	90.50	2,226,000
	1979			24,200		151.00	3,654,000
Juice	1980			33,400	Tons	73.00	2,438,000
	1979			37,400		122.00	4,563,000
<u>Apricots</u> - Total	1980	69	2.54	175	Tons	109,000	
	1979	69	4.86	335		197,000	
Fresh	1980			77	Tons	640.00	49,000
	1979			172		620.00	107,000
Dry	1980			15	Tons	4,000.00	60,000
	1979			25		3,600.00	90,000
<u>Grapes</u>	1980	91	1.12	102	Tons	693.00	71,000
	1979	89	1.82	162		684.00	111,000
<u>Pears</u>	1980	222	2.03	450	Tons	163.00	73,000
	1979	223	1.79	400		167.00	67,000
Misc.*	1980	334				239,000	
	1979	331				452,000	
TOTAL	1980	7,686				\$15,921,000	
	1979	7,534				23,680,000	

\*Includes Avocados, Figs, Cherries, Walnuts, Prunes, Peaches, Plums, Kiwi and Persimmons.



BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1980	265	4.72	1,250	Tons	\$ 574.00	\$ 718,000
	1979	305	4.33	1,320		1,120.00	1,478,000
Boysenberries	1980	5	3.20	16	Tons	1,028.00	16,000
	1979	15	2.67	40		1,274.00	51,000
Raspberries-Fresh	1980	95	1,268.42	120,500	Trays 7#	13.11	1,580,000
	1979	90	1,362.22	122,600		10.12	1,241,000
Strawberries-Total	1980	1,355	24.21	32,800	Tons		21,154,000
	1979	1,305	18.55	24,210			15,266,000
Fresh	1980			4,183,000	Trays 12#	4.10	17,150,000
	1979			3,368,000		4.18	14,078,000
Processing	1980			7,700	Tons	520.00	4,004,000
	1979			2,200		540.00	1,188,000
TOTAL	1980	1,720					\$23,468,000
	1979	1,715					18,036,000

FIELD CROPS

Hay	1980	700	1.86	1,300	Tons	80.00	\$ 104,000
	1979	1,020	1.56	1,590		65.00	103,000
Pasture, Irrig.	1980	2,800			Acres	105.00	294,000
	1979	2,800				100.00	280,000
Pasture, Other	1980	40,000			Acres	10.00	400,000
	1979	40,000				10.00	400,000
Miscellaneous*	1980	270					178,000
	1979	200					166,000
TOTAL	1980	43,770					\$ 976,000
	1979	44,020					949,000

\*Includes Corn Silage, Green Chop, Dry Beans and Vegetable and Flower Seeds.

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamental, Bulb & Other	1980	280	22,473,000	Plants	\$ 9,840,000
	1979	285	21,387,000		9,535,000
Christmas Trees	1980	455	46,000	Trees	690,000
	1979	460	48,000		602,000
Cut Flowers	1980	361	141,371,000	Blooms	16,554,000
	1979	358	142,928,000		14,656,000
TOTAL	1980	1,096			\$ 27,084,000
	1979	1,103			24,793,000

\*CUT FLOWERS - 1980

FIELD GROWN

ITEM	AREA	PRODUCTION		UNIT	F.O.B. VALUE	
			SOLD		PER UNIT	TOTAL
Misc.**	220 Acres		22,814,461	Blooms	Various	\$ 2,057,036
TOTAL FIELD GROWN	220		22,814,461	Blooms	Various	\$ 2,057,036

INDOOR - GLASS OR PLASTIC

Carnations Std.	1,180,365 sq. ft.	17,244,272	Blooms	.120	\$ 2,061,226
Carnations Min.	894,965	44,937,025		.039	1,750,386
Roses Std.	2,934,390	39,563,975		.213	8,444,163
Roses Min.	554,282	11,346,750		.118	1,335,653
Misc.*	560,020	5,464,730		Various	906,029
TOTAL INDOOR-GLASS OR PLASTIC	6,124,022 sq. ft. (141 acres)	118,556,752	Blooms		\$14,497,457

\*\*Misc.--Three or less growers

VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Beans, Green	1980	970	2.14	2,080	Tons	\$483.00	\$1,005,000
	1979	760	2.55	1,940		484.00	939,000
Brussels Sprouts	1980	2,885	6.72	19,400	Tons	380.00	7,372,000
	1979	2,775	6.23	17,300		370.00	6,401,000
Cauliflower	1980	925	112.86	104,400	Cwt.	22.35	2,333,000
	1979	1,060	86.70	91,900		21.30	1,957,000
Celery	1980	390	569.23	222,000	Cwt.	9.18	2,038,000
	1979	395	562.03	222,000		9.16	2,034,000
Corn, Sweet	1980	50	1,636.00	81,800	Doz.	1.10	90,000
	1979	45	711.11	32,000		1.00	32,000
Lettuce	1980	4,465	13.44	60,000	Tons	186.85	11,211,000
	1979	4,285	13.77	59,000		172.08	10,153,000
Mushrooms	1980			11,758,000	Lbs.	.94	11,053,000
	1979			10,775,000		1.05	11,314,000
Squash	1980	340	160.29	54,500	Cwt.	16.40	894,000
	1979	180	144.44	26,000		16.75	436,000
Tomatoes	1980	100	144.00	14,400	Cwt.	32.00	461,000
	1979	95	84.21	8,000		12.60	101,000
Misc. Veg.*	1980	1,830					6,457,000
	1979	1,650					5,889,000
TOTAL	1980	11,955					\$42,914,000
	1979	11,245					39,256,000

\*Includes Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Peas, Water Cress, Cabbage, Cucumbers, Fava Beans and Artichokes.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
<u>Apiary</u>						
Honey	1980	9,200 Colonies	497,000	Lbs.	.60	\$ 298,000
	1979	8,450	304,000		.48	146,000
Wax	1980		4,000	Lbs.	1.85	7,000
	1979		3,000		1.85	6,000
Pollination & Package Bees	1980					273,000
	1979					181,000
<u>Milk</u>						
Market	1980		53,000	Cwt.	13.14	696,000
	1979		47,700		11.46	547,000
Manufacturing	1980		31,900	Cwt.	11.96	382,000
	1979		26,600		10.60	282,000
<u>Livestock</u>						
Cattle & Calves	1980	4,900 Head	39,200	Cwt.	63.30	2,481,000
	1979	4,200	33,500		65.80	2,204,000
Swine	1980	2,200 Head	3,900	Cwt.	41.00	160,000
	1979	400	800		44.00	35,000
Sheep & Lambs	1980	1,000 Head	1,000	Cwt.	63.00	63,000
	1979	1,300	1,300		67.00	87,000
Wool	1980		8,000	Lbs.	.80	6,000
	1979		9,000		.80	7,000
Egg - Market	1980		928,000	Doz.	.55	510,000
	1979		1,026,000		.49	503,000
Poultry	1980					2,762,000
	1979					2,681,000
Rabbits	1980	35,800 Fryers & Others				151,000
	1979	71,100				330,000
<hr/>						
TOTAL	1980					\$7,789,000
	1979					7,009,000
<hr/>						

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1980	1975	1971
	1 9 8 0	1 9 8 0			
Apples					
Newtown Pippin	3,339	239	3,100	3,423	3,361
Delicious - Red	3,234	149	3,085	3,396	3,397
Delicious - Std.	130	0	130	239	246
Bellefleur	72	0	72	116	125
Winter Banana	89	1	88	119	109
W. W. Pearmain	61	0	61	66	76
Gravenstein	28	1	27	32	30
Golden Delicious	83	4	79	83	77
McIntosh	293	71	222	231	222
Other Varieties	112	6	106	101	76
Total	7,441	471	6,970	7,806	7,719
Apricots - All Varieties	69	0	69	87	122
Avocados - All Varieties	61	0	61	57	6
Cherries					
Bing	2	0	2	6	7
Other Varieties	4	0	4	5	5
Total	6	0	6	11	12
Grapes					
Wine Varieties	100	10	90	97	64
Table Varieties	1	0	1	3	5
Total	101	10	91	100	69
Pears					
Bartlett	212	6	206	234	238
Hardy	15	0	15	16	24
Other Varieties	8	7	1	1	1
Total	235	13	222	251	26
Plums					
Santa Rosa	87	0	87	182	195
Other Varieties	13	0	13	16	14
Total	100	0	100	198	209
Prunes					
French	107	0	107	132	133
Other Varieties	14	0	14	17	19
Total	121	0	121	149	152
Other Fruits & Nuts	46	0	46	58	58
Total Bearing Acres			7,686	8,717	8,610
Total Non-Bearing Acres			494	658	936
GRAND TOTAL			8,180	9,375	9,546

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1980	1979	1978	1977	1976
Bushberries - Total	365	410	420	460	495
Blackberry	265	305	315	355	400
Boysenberry	5	15	10	10	20
Raspberry	95	90	95	95	75
Strawberries	1,355	1,305	1,055	1,215	1,080
Artichokes	945	770	760	620	445
Beans, Green	970	760	580	370	205
Broccoli	96	155	232	301	286
B.ussels Sprouts	2,885	2,775	2,675	2,620	2,655
Cabbage	155	150	144	77	175
Cauliflower	925	1,060	1,235	805	440
Celery	390	395	175	235	330
Corn, Sweet	50	45	160	50	90
Cucumbers	26	65	30	88	155
Lettuce, Spring	1,985	1,785	2,345	2,350	1,905
Lettuce, Summer	2,130	2,155	2,540	2,935	2,395
tuce, Fall	350	345	165	245	360
Squash	340	180	190	180	290
Tomatoes	100	95	65	70	110
Beans, Dry	10	15	27	52	490
Grain	0	0	0	20	25
Hay	700	1,020	1,140	1,280	1,200
Nursery Crops	1,096	1,103	1,180	1,214	1,069



1981

DOCUMENTS  
STACKS

*Call - ...*

# AGRICULTURAL CROP REPORT

LIBRARY USE ONLY

COUNTY OF SANTA CRUZ



UNIVERSITY OF CALIFORNIA  
DAVIS  
MAY 7 1982  
SPECIAL LIBRARY

AGRICULTURAL COMMISSIONER  
1430 FREEDOM BLVD.  
WATSONVILLE, CALIFORNIA



DEPARTMENT OF  
AGRICULTURE



COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 7, 1982

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

and

The Honorable Board of Supervisors  
County of Santa Cruz

Robley Levy, Chairperson  
Dan Forbus                      E. Wayne Moore  
Gary A. Patton                 Joe Cucchiara

Dear Mr. Rominger and Board Members:

In 1981 the gross value of agriculture in Santa Cruz County was \$128,819,000, an increase of \$10,667,000 over 1980. For the second year in a row, strawberries--at \$25,602,000--remain the number one crop. Other million dollar crops are: cut flowers, lettuce, apples, mushrooms, ornamental nursery stock, brussel sprouts, cauliflower, poultry, cattle and calves, celery, green beans and raspberries.

Using an economic factor of 2.7 for each gross dollar of agriculture, \$347,811,300 more closely represents the impact agriculture has on the County's economy.

The decline in the fruit and nut crops can be directly attributed to the Mediterranean Fruit Fly Quarantine placed on Santa Cruz County last year. Had the quarantine been in effect earlier, the loss would have been much greater.

This report of estimated acreage, production and gross value is submitted by this office in accordance with the provisions of Section 2279 of the California Food and Agricultural Code.

This crop report is dedicated to Robert J. Hoff, Assistant Agricultural Commissioner, who died on March 19, 1982. It was "Bob" who compiled the information included in this report. Bob worked for the Santa Cruz County Agricultural Commissioner's Office for 24 years and during that time made many, many friends. We will all miss him.

Respectfully submitted,

John Simmen  
Agricultural Commissioner

JS/tn-h

DEPARTMENT OF  
AGRICULTURE



COUNTY OF SANTA CRUZ

JOHN SIMMEN  
AGRICULTURAL COMMISSIONER

ROBERT J. HOFF  
ASSISTANT COMMISSIONER

April 7, 1982

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

and

The Honorable Board of Supervisors  
County of Santa Cruz

Robley Levy, Chairperson  
Dan Forbus                      E. Wayne Moore  
Gary A. Patton                 Joe Cucchiara

Dear Mr. Rominger and Board Members:

In 1981 the gross value of agriculture in Santa Cruz County was \$128,819,000, an increase of \$10,667,000 over 1980. For the second year in a row, strawberries--at \$25,602,000--remain the number one crop. Other million dollar crops are: cut flowers, lettuce, apples, mushrooms, ornamental nursery stock, brussel sprouts, cauliflower, poultry, cattle and calves, celery, green beans and raspberries.

Using an economic factor of 2.7 for each gross dollar of agriculture, \$347,811,300 more closely represents the impact agriculture has on the County's economy.

The decline in the fruit and nut crops can be directly attributed to the Mediterranean Fruit Fly Quarantine placed on Santa Cruz County last year. Had the quarantine been in effect earlier, the loss would have been much greater.

This report of estimated acreage, production and gross value is submitted by this office in accordance with the provisions of Section 2279 of the California Food and Agricultural Code.

This crop report is dedicated to Robert J. Hoff, Assistant Agricultural Commissioner, who died on March 19, 1982. It was "Bob" who compiled the information included in this report. Bob worked for the Santa Cruz County Agricultural Commissioner's Office for 24 years and during that time made many, many friends. We will all miss him.

Respectfully submitted,

John Simmen  
Agricultural Commissioner

JS/tn-h

SANTA CRUZ COUNTY  
DEPARTMENT OF AGRICULTURE PERSONNEL

AGRICULTURAL COMMISSIONER

JOHN SIMMEN

SECRETARY

TERI NISHIHARA-HILL

ACCOUNT CLERK

LINDA GLISPEY

AGRICULTURAL BIOLOGISTS

JAY BAUER  
JOHN BOWMAN  
JOHN KOVARIK  
MICHAEL MORTON  
CONNIE JENSEN  
PAUL LARSON  
RICHARD BERGMAN  
MARILYN PERRY

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

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

1981 STATISTICS

Elevation Range - 0 to 3,214 feet

Temperature Range

1981 Season (7-1-80 to 6-30-81)

Watsonville

106° F      October 2      High      October 2 & 3  
 31° F      December 8      Low      December 2, 9, 10 & 12

Santa Cruz

102° F  
 33° F

Rainfall

Watsonville

16.92 inches      1981 Season (7-1-80 to 6-30-81)  
 26.65 inches      1980 Season

Santa Cruz

21.74 inches  
 36.63 inches

Population & Appraisal

Santa Cruz County Population (1981 State Dept. of Finance est.)  
 Assessed Valuation of Property (1980-81)  
 Total Area of County (441 Sq. Miles)

178,331  
 1,170,539,620  
 282,240 acres

State Parks Area - 31,490 Acres

Big Basin Park	12,645 acres	New Brighton Beach	94 acres
Nisene Marks Forest	9,781 acres	Twin Lakes	86 acres
Henry Cowell Park	4,072 acres	Seacliff - Rio Beach	85 acres
Wilder Ranch State Park	3,037 acres	Manresa Beach	61 acres
Castle Rock	1,132 acres	Natural Bridges Beach	54 acres
Sunset Beach	300 acres	Santa Cruz Mission	1 acre
Hecker Pass State Park	144 acres		

SANTA CRUZ COUNTY TREND OF VALUES IN PRODUCTION

ITEM	1 9 8 1	1 9 8 0	1 9 7 9	1 9 7 8	1 9 7 7
Fruit & Nut Crop	\$ 13,834,000	\$ 15,921,000	\$ 23,680,000	\$ 25,533,000	\$18,196,000
Berry Crops	27,713,000	23,468,000	18,036,000	19,574,000	18,773,000
Field Crops	1,009,000	976,000	949,000	821,000	605,000
Nursery Crops	26,690,000	27,084,000	24,793,000	20,831,000	20,117,000
Vegetable Crops	<u>51,044,000</u>	<u>42,914,000</u>	<u>39,256,000</u>	<u>37,031,000</u>	<u>32,088,000</u>
TOTAL PLANT INDUSTRY	\$120,290,000	\$110,363,000	\$106,714,000	\$103,790,000	\$89,779,000
Harvested Acres	(65,430)	(66,227)	(65,617)	(66,035)	(65,120)
Animal Industry	8,529,000	7,789,000	7,009,000	6,166,000	5,474,000
TOTAL ALL PRODUCTION	\$128,819,000	\$118,152,000	\$113,723,000	\$109,956,000	\$95,253,000

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

SANTA CRUZ COUNTY - MILLION DOLLAR CROPS

Strawberries	\$25.6	Cauliflower	\$4.8
Cut Flowers	17.3	Poultry	3.1
Lettuce	15.5	Cattle & Calves	3.0
Apples	13.5	Celery	2.9
Mushrooms	13.2	Beans, Green	1.8
Ornamental Nursery Stock	8.5	Raspberries	1.7
Brussels Sprouts	6.0		

FRUIT AND NUT CROPS

CROP	YEAR	BEARING ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
<u>Apples</u> - Total	1981	6,971	13.23	92,200	Tons	\$13,488,000	
	1980	6,970	13.63	95,000		15,429,000	
Fresh	1981			28,100	Tons	316.50	8,894,000
	1980			30,000		339.00	10,170,000
Dryer	1981			5,200	Tons	76.00	395,000
	1980			7,000		85.00	595,000
Processing	1981			22,000	Tons	91.90	2,022,000
	1980			24,600		90.50	2,226,000
Juice	1981			36,900	Tons	59.00	2,177,000
	1980			33,400		73.00	2,438,000
<u>Apricots</u> - Total	1981	60	2.67	160	Tons	117,000	
	1980	69	2.54	175		109,000	
Fresh	1981			78	Tons	769.00	60,000
	1980			77		640.00	49,000
Dry	1981			13	Tons	4,400.00	57,000
	1980			15		4,000.00	60,000
<u>Grapes</u>	1981	91	1.91	174	Tons	706.00	123,000
	1980	91	1.12	102		693.00	71,000
<u>Pears</u>	1981	155	.66	102	Tons	167.00	17,000
	1980	222	2.03	450		163.00	73,000
Misc.*	1981	234				89,000	
	1980	334				239,000	
<hr/>							
TOTAL	1981	7,511				\$13,834,000	
	1980	7,686				15,921,000	

\*Includes Avocados, Figs, Cherries, Walnuts, Prunes, Peaches, Plums, Kiwi and Persimmons.

BERRY CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Blackberries	1981	187	3.10	580	Tons	\$ 740.00	\$ 429,000
	1980	265	4.72	1,250		574.00	718,000
Boysenberries	1981	5	3.60	18	Tons	786.00	14,000
	1980	5	3.20	16		1,028.00	16,000
Raspberries-Fresh	1981	112	997.14	111,700	Trays 7#	14.93	1,668,000
	1980	95	1,268.42	120,500		13.11	1,580,000
Strawberries-Total	1981	1,378	25.40	35,000	Tons		25,602,000
	1980	1,355	24.21	32,000			21,154,000
Fresh	1981			5,037,000	Trays 12#	4.53	22,818,000
	1980			4,183,000		4.10	17,150,000
Processing	1981			4,800	Tons	580.00	2,784,000
	1980			7,700		520.00	4,004,000
TOTAL	1981	1,682					\$27,713,000
	1980	1,720					23,468,000

FIELD CROPS

Hay	1981	800	1.83	1,460	Tons	65.00	\$ 95,000
	1980	700	1.86	1,300		80.00	104,000
Pasture, Irrig.	1981	2,800			Acres	105.00	294,000
	1980	2,800				105.00	294,000
Pasture, Other	1981	40,000			Acres	10.00	400,000
	1980	40,000				10.00	400,000
Miscellaneous*	1981	290					220,000
	1980	270					178,000
TOTAL	1981	43,890					\$ 1,009,000
	1980	43,770					976,000

\*Includes Corn Silage, Green Chop, Vegetable and Flower Seeds.

NURSERY CROPS

ITEM	YEAR	ACRES	PRODUCTION SOLD	UNIT	F.O.B. VALUE
Ornamental, Bulb & Other	1981	304	25,372,000	Plants	\$ 8,497,000
	1980	280	22,473,000		9,840,000
Christmas Trees	1981	440	50,000	Trees	869,000
	1980	455	46,000		690,000
Cut Flowers	1981	357	150,221,000	Blooms	17,324,000
	1980	361	141,371,000		16,554,000
TOTAL	1981	1,101			\$ 26,690,000
	1980	1,096			27,084,000

\*CUT FLOWERS - 1981

FIELD GROWN

ITEM	PRODUCTION		UNIT	F.O.B. VALUE	
	AREA	SOLD		PER UNIT	TOTAL
Misc.**	221 Acres	30,086,568	Blooms	Various	\$ 2,571,819
TOTAL FIELD GROWN	221	30,086,568	Blooms	Various	\$ 2,571,819

INDOOR - GLASS OR PLASTIC

Carnations Std.	812,500	13,328,973	Blooms	.126	1,679,451
Carnations Min.	771,500	39,471,495		.044	1,736,746
Roses--Hybrid Tea	3,272,018	46,254,275		.192	8,880,821
Roses--Sweetheart	548,367	14,154,400		.116	1,641,910
Misc.*	519,240	6,925,760		Various	812,790
TOTAL INDOOR-GLASS OR PLASTIC	5,923,625 sq. ft. (136 acres)	120,134,903	Blooms		\$ 14,751,718

\*\*Misc.--Three or less growers



VEGETABLE CROPS

CROP	YEAR	HARVESTED ACREAGE	PRODUCTION		UNIT	F.O.B. VALUE	
			PER ACRE	TOTAL		PER UNIT	TOTAL
Beans, Green	1981	900	3.90	3,510	Tons	\$513.00	\$1,801,000
	1980	970	2.14	2,080		483.00	1,005,000
Brussels Sprouts	1981	2,235	6.85	15,300	Tons	390.00	5,967,000
	1980	2,885	6.72	19,400		380.00	7,372,000
Cauliflower	1981	1,494	120.98	180,700	Cwt.	26.40	4,770,000
	1980	925	112.86	104,400		22.35	2,333,000
Celery	1981	380	624.64	237,000	Cwt.	12.27	2,908,000
	1980	390	569.23	222,000		9.18	2,038,000
Lettuce	1981	4,017	16.22	65,000	Tons	238.00	15,470,000
	1980	4,465	13.44	60,000		186.85	11,211,000
Mushrooms	1981			11,680,000	Lbs.	1.13	13,198,000
	1980			11,758,000		.94	11,053,000
Peas	1981	215	49.81	10,700	Cwt.	22.62	242,000
	1980	(Included in Miscellaneous Vegetable Crops)					
Squash	1981	210	166.13	34,887	Cwt.	18.91	660,000
	1980	340	160.29	54,500		16.40	894,000
Tomatoes	1981	95	63.16	6,000	Cwt.	28.00	168,000
	1980	100	144.00	14,400		32.00	461,000
Misc. Veg.*	1981	1,700					5,860,000
	1980	1,830					6,457,000
TOTAL	1981	11,246					\$51,044,000
	1980	11,955					42,914,000

\*Includes Broccoli, Spinach, Chives, Leaf Lettuce, Mushroom Spawn, Leeks, Water Cress, Cabbage, Cucumbers, Fava Beans, Artichokes, Corn, Parsley, Pumpkins, Napa Cabbage and Bok Choy.

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
<u>Apiary</u>						
Honey	1981	9,950 Colonies	159,000	Lbs.	.59	\$ 94,000
	80	9,200	497,000		.60	298,000
Wax	1981		2,600	Lbs.	1.92	5,000
	1980		4,000		1.85	7,000
Pollination & Package Bees	1981					296,000
	1980					273,000
<u>Milk</u>						
Market	1981		59,000	Cwt.	13.65	805,000
	1980		53,000		13.14	696,000
Manufacturing	1981		24,200	Cwt.	12.55	304,000
	1980		31,900		11.96	382,000
<u>Livestock</u>						
Cattle & Calves	1981	6,500 Head	52,000	Cwt.	57.40	2,985,000
	1980	4,900	39,200		63.30	2,481,000
Swine	1981	2,600 Head	5,600	Cwt.	45.60	255,000
	1980	2,200	3,900		41.00	160,000
Sheep & Lambs	1981	600 Head	600	Cwt.	56.30	34,000
	1980	1,000	1,000		63.00	63,000
Wool	1981		8,000	Lbs.	.90	7,000
	1980		8,000		.80	6,000
Egg - Market	1981		783,000	Doz.	.56	438,000
	1980		928,000		.55	510,000
Poultry	1981					3,143,000
	1980					2,762,000
Rabbits	1981	37,600 Fryers & Others				163,000
	1980	35,800				151,000
<hr/>						
TOTAL	1981					\$8,529,000
	1980					7,789,000
<hr/>						

ANIMAL INDUSTRY

ITEM	YEAR	PRODUCTION TOTAL	UNIT	F.O.B. VALUE		
				PER UNIT	TOTAL	
<u>Apiary</u>						
Honey	1981	9,950 Colonies	159,000	Lbs.	.59	\$ 94,000
	1980	9,200	497,000		.60	298,000
Wax	1981		2,600	Lbs.	1.92	5,000
	1980		4,000		1.85	7,000
Pollination & Package Bees	1981					296,000
	1980					273,000
<u>Milk</u>						
Market	1981		59,000	Cwt.	13.65	805,000
	1980		53,000		13.14	696,000
Manufacturing	1981		24,200	Cwt.	12.55	304,000
	1980		31,900		11.96	382,000
<u>Livestock</u>						
Cattle & Calves	1981	6,500 Head	52,000	Cwt.	57.40	2,985,000
	1980	4,900	39,200		63.30	2,481,000
Swine	1981	2,600 Head	5,600	Cwt.	45.60	255,000
	1980	2,200	3,900		41.00	160,000
Sheep & Lambs	1981	600 Head	600	Cwt.	56.30	34,000
	1980	1,000	1,000		63.00	63,000
Wool	1981		8,000	Lbs.	.90	7,000
	1980		8,000		.80	6,000
Egg - Market	1981		783,000	Doz.	.56	438,000
	1980		928,000		.55	510,000
Poultry	1981					3,143,000
	1980					2,762,000
Rabbits	1981	37,600 Fryers & Others				163,000
	1980	35,800				151,000
<hr/>						
TOTAL	1981					\$8,529,000
	1980					7,789,000
<hr/>						

TREND OF PERMANENT CROPS IN SANTA CRUZ COUNTY, 10 YEARS

MAJOR VARIETIES	TOTAL	NON-BEARING	BEARING ACRES		
	ACREAGE	ACREAGE	1981	1976	1972
	1 9 8 1	1 9 8 1			
Apples					
Newtown Pippin	3,329	211	3,118	3,404	3,337
Delicious - Red	3,214	106	3,108	3,319	3,376
Delicious - Std.	90	0	90	236	243
Bellefleur	72	0	72	115	121
Winter Banana	89	0	89	120	106
W. W. Pearmain	61	0	61	66	73
Gravenstein	28	0	28	32	31
Golden Delicious	83	0	83	83	78
McIntosh	284	59	225	234	223
Other Varieties	102	5	97	101	79
Total	7,352	381	6,971	7,710	7,667
Apricots - All Varieties	60	0	60	81	90
Avocados - All Varieties	98	37	61	61	6
Cherries					
Bing	2	0	2	6	7
Other Varieties	4	0	4	5	5
Total	6	0	6	11	12
Grapes					
Wine Varieties	113	23	90	114	64
Table Varieties	1	0	1	3	5
Total	114	23	91	117	69
Pears					
Bartlett	132	0	132	234	238
Hardy	15	0	15	16	16
Other Varieties	8	0	8	1	1
Total	155	0	155	251	255
Plums					
Santa Rosa	57	0	57	127	194
Other Varieties	13	0	13	14	15
Total	70	0	70	141	209
Prunes					
French	37	0	37	132	133
Other Varieties	14	0	14	17	20
Total	51	0	51	149	153
Other Fruits & Nuts	57	11	46	58	58
Total Bearing Acres			7,511	8,579	8,519
Total Non-Bearing Acres			452	691	895
GRAND TOTAL			7,963	9,270	9,414

TREND OF OTHER CROPS IN SANTA CRUZ COUNTY

Total Acres Grown (Includes New Plantings)

CROP	1981	1980	1979	1978	1977
Bushberries - Total	304	365	410	420	460
Blackberry	187	265	305	315	355
Boysenberry	5	5	15	10	10
Raspberry	112	95	90	95	95
Strawberries	1,378	1,355	1,305	1,055	1,215
Artichokes	837	945	770	760	620
Beans, Green	900	970	760	580	370
Broccoli	158	96	155	232	301
Brussels Sprouts	2,235	2,885	2,775	2,675	2,620
Cabbage	133	155	150	144	77
Cauliflower	1,494	925	1,060	1,235	805
Celery	380	390	395	175	235
Corn, Sweet	60	50	45	160	50
Cucumbers	37	26	65	30	88
Lettuce, Spring	1,580	1,985	1,785	2,345	2,350
Lettuce, Summer	2,028	2,130	2,155	2,540	2,935
Lettuce, Fall	409	350	345	165	245
Peas	215	0	0	0	0
Squash	210	340	180	190	180
Tomatoes	95	100	95	65	70
Beans, Dry	0	10	15	27	52
Grain	0	0	0	0	20
Hay	800	700	1,020	1,140	1,280
Nursery Crops	1,101	1,096	1,103	1,180	1,214

Gov't Documents Department  
University Library  
University of California  
Davis, CA 95616