

# 2022 CROP REPORT



# COUNTY OF SANTA CRUZ

## OFFICE OF THE AGRICULTURAL COMMISSIONER

**DAVID SANFORD**

AGRICULTURAL COMMISSIONER  
SEALER OF WEIGHTS AND MEASURES  
DIRECTOR, MOSQUITO AND VECTOR CONTROL

Karen Ross, Secretary, California Department of Food and Agriculture  
And

The Honorable Board of Supervisors of the County of Santa Cruz

Manu Koenig,	1 <sup>st</sup> District
Zach Friend,	2 <sup>nd</sup> District, Chair
Justin Cummings,	3 <sup>rd</sup> District
Felipe Hernandez,	4 <sup>th</sup> District
Bruce McPherson,	5 <sup>th</sup> District

In accordance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to present the 2022 Crop Report for Santa Cruz County. The report represents estimated acreage, yield and gross values of agricultural products produced in Santa Cruz County.

The total gross production value of Santa Cruz County agricultural commodities for 2022 is \$666,955,000. This represents an increase of 1.5 percent, or \$9,585,000 above the 2021 production value of \$657,370,000. Gross production yield and value are influenced by factors such as weather, labor, and the marketplace.

It is important to emphasize that figures presented in this report are gross values and do not include costs incurred by growers that include but are not limited to labor, land preparation, irrigation, pest management, transportation, cooling, marketing, equipment, assessments, regulatory costs or loss experienced by individual operations. Also, the figures do not reflect the total contribution of agriculture to the economy of Santa Cruz County. Farm employment and other farm-related services add significant value and benefits to the local economy.

Strawberries remain the number one crop in Santa Cruz County with an estimated value of \$220,013,000 on approximately 2,568 planted acres. Berries (strawberries, raspberries, and blackberries) saw an increase in gross value of approximately 3.4 percent, or \$13,244,000 compared to 2021, for a total value of \$404,235,000. Berries represent approximately 60 percent of the total gross production value for our County.

Vegetable production continues to be strong in Santa Cruz County with an overall value of \$101,165,000, an approximate 5.6 percent increase from the 2021 production value of \$95,848,000. Nursery crops (cut flowers and cut greens combined with nursery stock) decreased approximately 6.4 percent in gross value to \$127,962,000 compared to \$136,730,000 in 2021. Wine grapes saw a 24 percent decrease in gross value compared to last year's bumper crop, back down to \$5,986,000 from the 2021 value of \$7,926,000.

I would like to express my sincere appreciation to all the farmers, ranchers, boards, commissions, packing houses and agencies who contributed vital data without which this report would not be possible, and many thanks to my staff for their dedication to compiling and producing the 2022 Santa Cruz County Crop Report.

Respectfully submitted,

*David Sanford*

David Sanford  
Agricultural Commissioner



**SANTA CRUZ COUNTY  
AGRICULTURAL COMMISSIONER  
SEALER OF WEIGHTS & MEASURES  
DIRECTOR OF MOSQUITO & VECTOR CONTROL**

**Agricultural Commissioner, Sealer of Weights & Measures  
Director of Mosquito & Vector Control**

David Sanford

**Deputy Agricultural Commissioners / Sealers**

Pamela Cassar Andrew Kimura Walter Mayeda

**Assistant Vector Control Manager**

Amanda Poulsen

**Agricultural / Weights & Measures Inspectors**

Adriane Baade Sammy Elizondo  
David George Georgia Osburn  
Andrew Salazar Richard Schreiber  
Rachel Schuster Christine Smith  
Alberto Vinuela

**Agricultural Biologist Aides**

Evan Cooley Stephen Dermer  
Weslyn Ramaekers Liam Ruff  
Ciella Zivanovich

**Vector Ecologist**

Emma McDonough

**Vector Control Specialists**

Stephen Bowling Steve Driscoll  
Michael Pini Nader Sidhom  
Ray Travers

**Administrative Support Staff**

Michelle Garcia, Sr. Accounting Technician  
Rosemary Velez, Receptionist

# SANTA CRUZ COUNTY

## FRUIT CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
<b>STRAWBERRIES</b>	<b>2022</b>	<b>2,568</b>	<b>34.27</b>	<b>88,005</b>	<b>\$2,500</b>	<b>\$220,013,000</b>
	2021	2,301	35.01	80,558	\$2,620	\$211,062,000
<b>RASPBERRIES</b>	<b>2022</b>	<b>1,712</b>	<b>8.8</b>	<b>15,066</b>	<b>\$6,721</b>	<b>\$101,259,000</b>
	2021	1,646	10.08	16,592	\$6,680	\$110,835,000
<b>BLACKBERRIES</b>	<b>2022</b>	<b>1,199</b>	<b>9.46</b>	<b>11,343</b>	<b>\$7,314</b>	<b>\$82,963,000</b>
	2021	1,241	10.32	12,807	\$5,395	\$69,094,000
<b>TOTAL BERRIES</b>	<b>2022</b>	<b>5,479</b>				<b>\$404,235,000</b>
	2021	5,188				\$390,991,000



<b>APPLES, FRESH AND PROCESSED</b>	<b>2022</b>	<b>1,945</b>	<b>17.30</b>	<b>33,649</b>	<b>\$375</b>	<b>\$12,618,000</b>
	2021	2,014	14.8	29,807	\$368	\$10,969,000
<b>WINE GRAPES</b>	<b>2022</b>	<b>665</b>	<b>2.46</b>	<b>1,636</b>	<b>\$3,659</b>	<b>\$5,986,000</b>
	2021	645	3.42	2,206	\$3,593	\$7,926,000
<b>TOTAL APPLE, WINE GRAPES, AND MISC. FRUIT*</b>	<b>2022</b>	<b>2,819</b>				<b>\$19,149,000</b>
	2021	2,887				\$19,358,000

\*The total acres and value figures include the categories miscellaneous berries, tree and vine fruit. Miscellaneous berries, tree and vine fruit includes boysenberries, blueberries, olallieberries, apricots, avocados, figs, kiwifruit, lemons, olives, peaches, pears, plums, persimmons, pomegranates, prunes, and walnuts.

# SANTA CRUZ COUNTY

## VEGETABLE CROPS

CROP	YEAR	ACRES	PRODUCTION (TONS PER ACRE)	TOTAL PRODUCTION (TONS)	PRICE (PER TON)	TOTAL VALUE
BRUSSELS SPROUTS	2022	831	12.03	9,997	\$1,338	\$13,376,000
	2021	861	12.5	10,763	\$1,347	\$14,498,000
LETTUCE, HEAD	2022	1,434	21.95	31,476	\$428	\$13,472,000
	2021	1,637	23	37,651	\$384	\$14,458,000
LETTUCE, LEAF	2022	1,687	15.79	26,638	\$464	\$12,360,000
	2021	1,407	18.00	25,326	\$456	\$11,549,000
BROCCOLI*	2022	890	9.8	8,722	\$789	\$6,882,000
MISC. VEGETABLES**	2022	2742				\$55,075,000
	2021	3977				\$55,343,000
TOTAL VEGETABLES	2022	7,584				\$101,165,000
	2021	7,882				\$95,848,000

\*Broccoli has been reported under 'Miscellaneous Vegetables' in prior year crop reports.

\*\*Miscellaneous Vegetables includes artichokes, beans, beets, cabbage, cauliflower, celery, chard, chicory, collards, cucumbers, herbs, kale, leeks, mushrooms, mustard, peas, pumpkins, radicchio, spinach, squash, vegetable seed, and other vegetables.



# SANTA CRUZ COUNTY

## NURSERY CROPS

CROP	YEAR	ACRES	TOTAL VALUE
<b>CUT FLOWERS &amp; CUT GREENS*</b>	<b>2022</b>	<b>275</b>	<b>\$23,758,000</b>
	2021	326	\$25,805,000
<b>NURSERY STOCK**</b>	<b>2022</b>	<b>542</b>	<b>\$104,204,000</b>
	2021	567	\$110,925,000
<b>TOTAL NURSERY</b>	<b>2022</b>	<b>817</b>	<b>\$127,962,000</b>
	2021	893	\$136,730,000

\*Cut flowers and cut greens includes field and greenhouse production.

\*\*Nursery stock includes the categories: Indoor Potted Plants, Landscape Plants and Other Plants.  
(Other plants include farm stock and Christmas trees.)



# SANTA CRUZ COUNTY

## POULTRY, LIVESTOCK AND ANIMAL PRODUCTS

CROP	YEAR	TOTAL VALUE
<b>TOTAL POULTRY,</b>	<b>2022</b>	<b>\$6,856,000</b>
<b>LIVESTOCK AND</b>	<b>2021</b>	<b>\$6,330,000</b>
<b>ANIMAL PRODUCTS*</b>		

\*poultry, livestock, honey, and eggs.



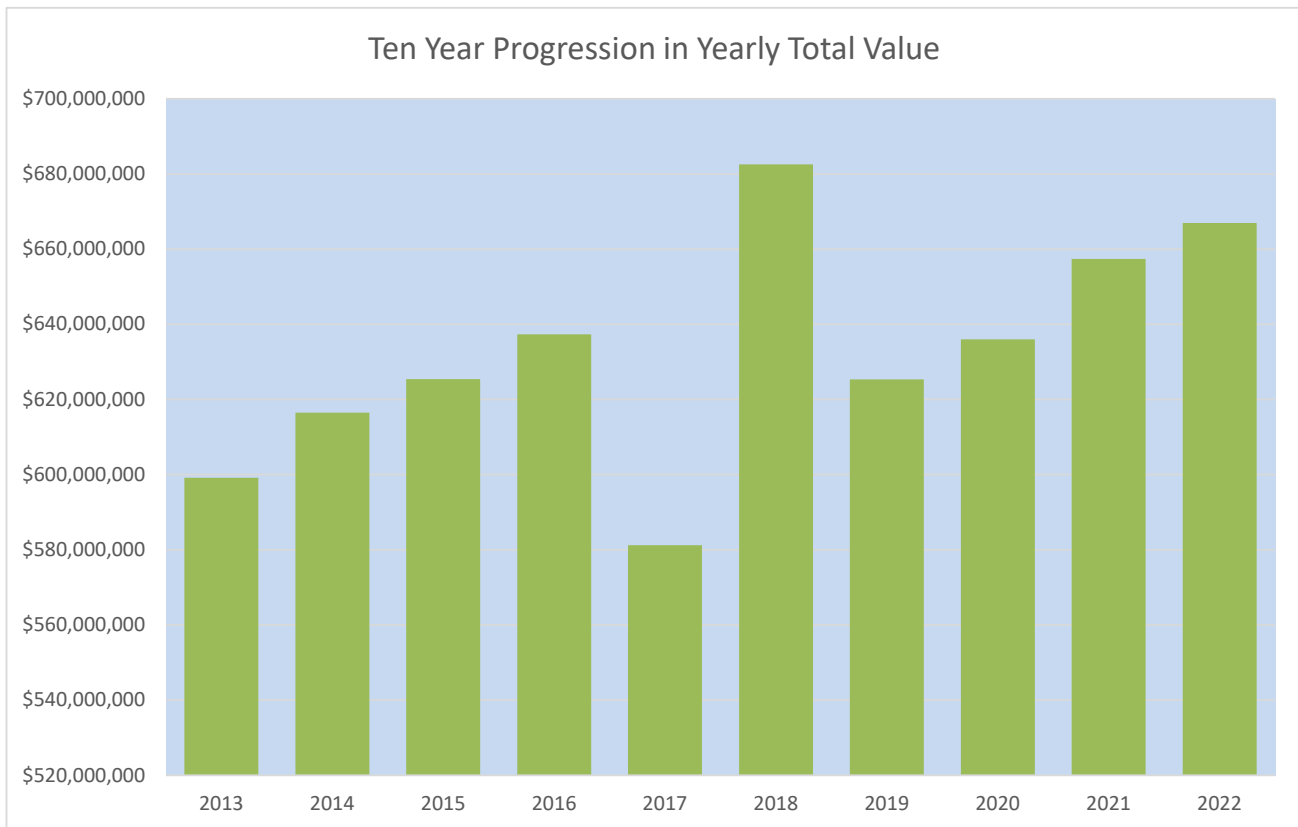
## TIMBER

CROP	YEAR	PRODUCTION (MBF) THOUSAND BOARD FEET	TOTAL VALUE
<b>TIMBER</b>	<b>2022</b>	<b>22,678</b>	<b>\$7,588,000</b>
	<b>2021</b>	<b>20,931</b>	<b>\$8,113,000</b>

# SANTA CRUZ COUNTY

## SUMMARY OF CROP REPORT VALUES

CROP	2021	2022
<b>STRAWBERRIES, RASPBERRIES AND BLACKBERRIES</b>	\$390,991,000	<b>\$404,235,000</b>
<b>NURSERY CROPS</b>	\$136,730,000	<b>\$127,962,000</b>
<b>VEGETABLES</b>	\$95,848,000	<b>\$101,165,000</b>
<b>APPLES, WINE GRAPES AND MISC. FRUIT</b>	\$19,358,000	<b>\$19,149,000</b>
<b>TIMBER</b>	\$8,113,000	<b>\$7,588,000</b>
<b>POULTRY, LIVESTOCK AND ANIMAL PRODUCTS</b>	\$6,330,000	<b>\$6,856,000</b>
<b>TOTAL VALUE</b>	\$657,370,000	<b>\$666,955,000</b>



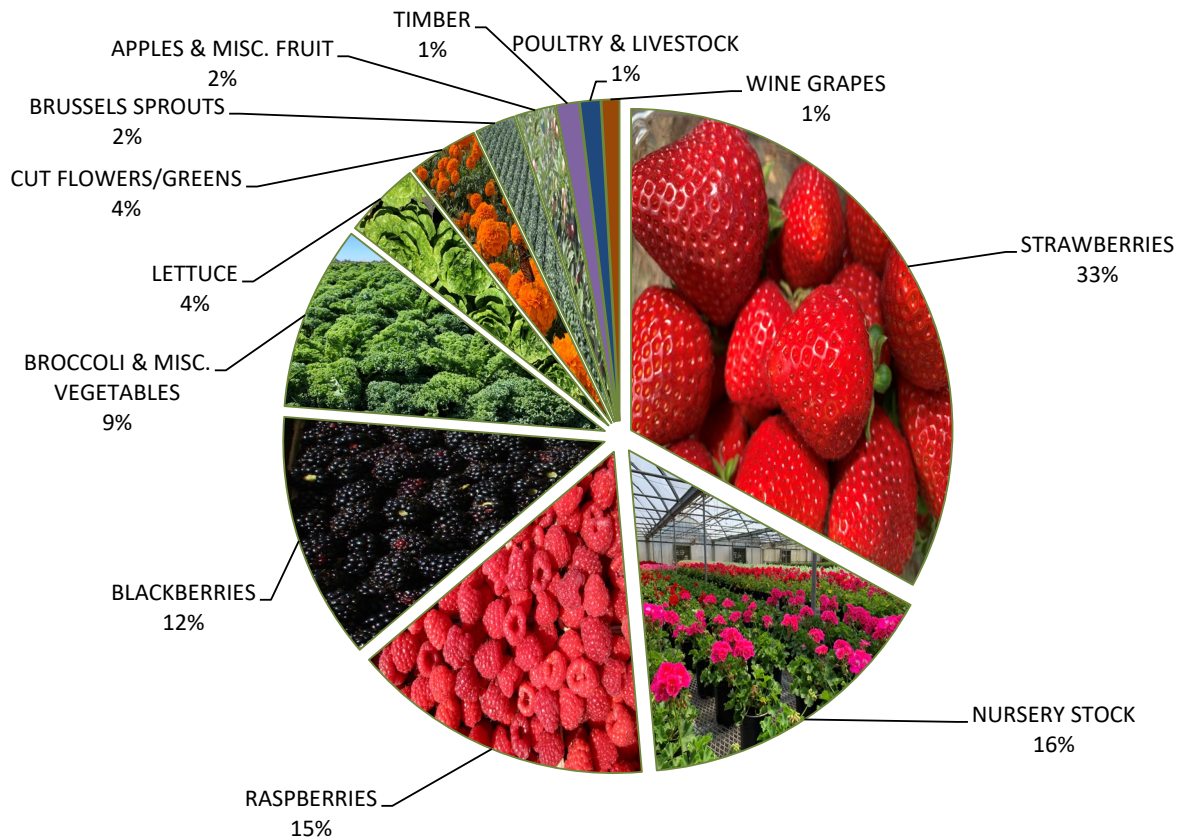


# SANTA CRUZ COUNTY

## CROP VALUE OVERVIEW

STRAWBERRIES	\$220,013,000
NURSERY STOCK	\$104,204,000
RASPBERRIES	\$101,259,000
BLACKBERRIES	\$82,963,000
BROCCOLI & MISC. VEGETABLES	\$61,957,000
LETTUCE HEAD & LEAF	\$25,832,000
CUT FLOWERS & CUT GREENS	\$23,758,000
BRUSSELS SPROUTS	\$13,376,000
APPLES & MISC. FRUIT	\$13,163,000
TIMBER	\$7,588,000
POULTRY & LIVESTOCK	\$6,856,000
WINE GRAPES	\$5,986,000

**2022 Santa Cruz County Million Dollar Crops**



# SANTA CRUZ COUNTY

## ORGANIC FARMING

There are approximately 155 registered organic operations in Santa Cruz County.  
The figures below represent approximate acres and values registered with the State Organic Program.

YEAR	ACRES	VALUE
2022	8011*	\$118,375,000
2021	7118*	\$110,310,000
2020	7917*	\$135,634,000
2019	8032*	\$147,667,000
2018	6940*	\$126,376,000

\*Includes organic pasture.



# SANTA CRUZ COUNTY

## EXPORT COMMODITIES OF SANTA CRUZ COUNTY

Assorted Cut Flowers  
 Assorted Cut Greens  
 Assorted Nursery  
 Bell Pepper  
 Blackberry  
 Blueberry  
 Broccoli  
 Brussels Sprouts

Cabbage  
 Carrot  
 Cauliflower  
 Celery  
 Collards  
 Cucumber  
 Fava Bean  
 Kale

Parsley  
 Radish  
 Raspberry  
 Romanesco  
 Spinach  
 Strawberry  
 Zucchini

## EXPORT TRADE PARTNERS OF SANTA CRUZ COUNTY

Australia  
 Canada  
 Chile  
 Colombia  
 France  
 Germany  
 Guatemala



Honduras  
 Indonesia  
 Japan  
 Mexico  
 Netherlands  
 New Zealand  
 Peru



Philippines  
 Poland  
 Portugal  
 Qatar  
 South Africa  
 Spain  
 Thailand  
 United Kingdom



Image by NASA