



County of Santa Cruz

OFFICE OF THE AGRICULTURAL COMMISSIONER

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FOR IMMEDIATE RELEASE

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SANTA CRUZ COUNTY 2013 CROP REPORT RELEASED

The office of the County Agricultural Commissioner has released the crop report for 2013. The report provides estimated acreage, yield, and gross value of agricultural products in the county. Yields and gross production values are influenced by many factors including weather, labor, market demand, and accessibility. The gross values do not represent profit to growers because they do not include production costs, such as expenditures associated with insect pests and disease, labor, fuel, feed, fertilizer, land, and regulatory requirements.

The total gross production value of Santa Cruz County agricultural commodities for 2013 was \$599,268,000. This is an increase of \$33,054,000 from the 2012 production value of \$566,214,000. Most crops commanded higher prices.

The highest valued crop in Santa Cruz County remains strawberries; raspberries is the second highest valued crop. Nursery crops, vegetables, and blackberries are also among the million dollar crops.

Exceptionally fertile soil, a climate that allows for year around production of some crops, and consumer demand for high value, quality crops contribute to the high values for agricultural production. In addition, many value-added and organically produced commodities are grown in our county. The gross production value of organically grown crops was over \$90 million dollars in 2013.

Our community enjoys an abundant and wholesome supply of fresh fruits and vegetables. Agriculture remains a viable industry in the county, and a robust economic engine. A study released in June of 2012 calculated the economic benefits of agriculture to the local economy by applying multiplier effects to the 2011 crop production values. Based on those multipliers, the total economic contribution of the county's agricultural industry to our economy for 2013 is over \$1.5 billion dollars.

The 2013 crop report is attached. It is also available on the Agricultural Commissioner webpage:

<http://www.agdept.com/>