



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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Agricultural Commissioner

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LOCAL CROP VALUES CONTINUE TO RISE

Santa Cruz County Agricultural Commissioner Juan Hidalgo is pleased to announce the release of the 2016 Crop Report for Santa Cruz County.

The 2016 Crop Report shows crop values at \$637,332,000, a 1.9 percent increase above the 2015 value of \$625,438,000. The report estimates gross values and does not take into account production costs nor reflect the total contribution of agriculture to the Santa Cruz County economy.

Strawberries remain the top crop in Santa Cruz County, with an estimated value of \$229,107,000 on just over 3,000 acres. Berries, including strawberries, raspberries and blackberries, account for 70 percent of the total gross production value for all Santa Cruz County crops.

Favorable weather also increased yields on many crops, including high-value crops such as apples and wine grapes. The value of fresh and processed apples, as well as wine grapes, doubled in 2016 from the prior year.

The reports shows Brussels sprouts, lettuces, vegetables and nursery crops such as cut flowers remain vital parts of the Santa Cruz County agricultural economy.