



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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Agricultural Commissioner

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2017 CROP VALUES DECLINED SLIGHTLY

Santa Cruz County Agricultural Commissioner Juan Hidalgo is pleased to announce the release of the 2017 Crop Report for Santa Cruz County.

The 2017 Crop Report shows crop values at \$581,200,000, a 9 percent decline from 2016 values of \$637,332,000, which follows several years of strong growth in Santa Cruz County's agricultural sector. 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.

While strawberries remain the top crop in Santa Cruz County with an estimated value of \$211,196,000, a drop in acres under production and adverse market forces contributed to the decline. Berries, including strawberries, raspberries and blackberries, account for nearly two-thirds of the total gross production value of Santa Cruz County crops.

Vegetables, timber, livestock, and tree and vine fruits such as apples and wine grapes all increased in total production value in 2017.

Santa Cruz County is a world leader in agriculture, with dozens of crops exported across the globe. Trade partners including Australia, Hong Kong, Israel, Mexico, the Netherlands, New Zealand, South Africa and many more.

Visit www.agdept.com for more on Santa Cruz County agriculture.