



COUNTY OF SANTA CRUZ

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CROPS UP, CUT FLOWERS REBOUND IN 2021 CROP REPORT

Santa Cruz County Agricultural Commissioner Juan Hidalgo is pleased to release the 2021 Santa Cruz County Crop Report, showing a 3.4 percent increase in overall crop production values over the previous year.

As in past years, strawberries remain the top crop in Santa Cruz County, with an estimated value of \$211,062,000 – nearly one-third of the overall estimated crop value of \$657,370,000. All berries, including strawberries, raspberries and blackberries, represent 60 percent of the total gross productions value for Santa Cruz County.

Nursery stock, including cut flowers and cut greens, bounced back from the COVID-19 pandemic with an overall increase of 14 percent in gross value, to \$136,730,000. Excellent conditions also made 2021 a banner year for wine grapes, with high yields leading to a gross value increase of 65 percent, to \$7,926,000.

"This report shows signs that our local agricultural industry was began to return to normal in 2021," Santa Cruz County Agricultural Commission Juan Hidalgo said. "We would like to thank everyone in the local agricultural community who made this report possible: farmers, ranchers, boards, commissions, packinghouses and agencies who contributed important data and information."

Vegetable production was also up, with an overall value of \$95,848,000, a 7.1 percent increase from 2020. Organic farming saw declines in 2021 in total acreage and in value, with an estimated gross value of \$110,310,000 representing an 18.7 percent decline from the previous year. Organic acreage and value can change from year to year and some of this change can be attributed to crop rotations and types of commodities grown.

The mission of the Santa Cruz County Department of Agriculture is to serve the public's interest by ensuring equity in the marketplace, promoting and protecting agriculture, assuring environmental quality, and protecting the health, safety and welfare of Santa Cruz County's residents. The full report is available at www.agdept.com.