

SANTA CLARA COUNTY

CROP REPORT

2011



Karen Ross, Secretary
California Department of Food and Agriculture

Santa Clara County Board of Supervisors

District 1 – Mike Wasserman
District 3 – Dave Cortese
District 5 – Liz Kniss

District 2 – George Shirakawa
District 4 – Ken Yeager

It is my pleasure to present the 2011 Santa Clara County Agricultural Crop Report. The efforts of our agricultural growers are displayed as the acreage, yield and gross value of commodities produced in Santa Clara County. It is important to note that the values presented in this report are gross values and do not reflect net profits or losses to our agricultural producers.

The gross value of Santa Clara County's agricultural production for 2011 is \$247,699,800. While this is a decrease of 7% from the 2010 value of \$266,141,100, it is consistent with the County's gross valuations over the past ten years.

The County's top three crops for the past 10 years continue to be nursery crops (\$86.4 million), mushrooms (\$61.5 million), and bell peppers (\$11.3 million). In 2011, 26 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value.

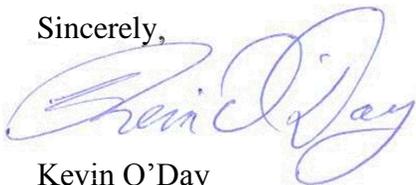
In 2011, livestock ranchers and hay growers continued to benefit from rising market prices for their products. Since 2009, the value of beef cattle increased 30% and the value of grain hay rose 35%.

Late spring rains and an unseasonably cool summer negatively affected a number of crops in 2011. Most notably, rainfall during the cherry harvest caused a 53% decrease in yield per acre compared to 2010 cherry crop. Although Santa Clara County has over 900 acres in cherry orchards, only 476 acres were harvested in 2011.

The future of agriculture lies with our youth, and Santa Clara County is fortunate to have four Future Farmers of America (FFA) High School programs and eleven 4-H clubs that provide opportunities for kids to learn about our food system. These youth groups promote involvement in agriculture, with a strong emphasis on building leadership qualities.

I would like to express my gratitude for the continuing cooperation of all individuals, growers, and agencies who contribute the information necessary to prepare this report. I wish to thank my staff who made the publication of this report possible, and to specifically acknowledge the efforts of Agricultural Biologists Lori Oleson, Nancy Barrera and Jennifer Pate.

Sincerely,



Kevin O'Day
Agricultural Commissioner

Commodity Categories	2011 Crop Value	Percentage Value
Timber	\$300,400	<1%
Berries	\$1,480,000	1%
Seed Crops	\$1,950,000	1%
Field Crops	\$4,360,300	2%
Floral Crops	\$6,014,500	2%
Livestock	\$6,506,000	3%
Fruits & Nuts	\$10,875,800	4%
Nursery Crops	\$86,368,900	35%
Vegetables	\$130,138,000	52%
Total Value	\$247,993,900	

2011 Commodity Values



NURSERY CROPS : INDOOR AND OUTDOOR GROWN

CROP	YEAR	HOUSE (SQ. FT.)	FIELD ACRES	SOLD BY PRODUCERS	UNIT	VALUE PER ACRE	TOTAL
Bedding Plants	2011	2,874,900	47	3,692,572	Flats	Various	\$36,008,000
	2010	2,902,700	48	4,013,145	Flats	Various	\$36,331,000
Christmas Trees	2011		220	10,041	Flats	Various	\$477,900
	2010	-----	227	10,471	Tree	\$48	\$502,600
Ornamental, Trees	2011	92,500	227	940,901	Tree	Various	\$21,768,000
Roses & Shrubs	2010	96,500	225	980,737	Plants	Various	\$22,825,000
Miscellaneous*	2011	1,480,600	219				\$28,115,000
	2010	1,429,425	221	----	----	----	\$30,946,000
TOTAL	2011						\$86,368,900
	2010						\$90,604,600

*Includes Herbaceous Perennials, Indoor Decoratives, Orchids, Propagative Materials, Turf, Vegetables, Plants, etc.



FLORAL CROPS : CUT FLOWERS

CROP	YEAR	HOUSE (SQ. FT.)	FIELD ACRES	SOLD BY PRODUCERS	UNIT	VALUE PER ACRE	TOTAL
Chrysanthemums	2011	1,262,350	----	----	----	----	\$1,199,000
	2010	1,552,582	----	----	----	----	\$1,247,000
Miscellaneous*	2011	----	----	----	----	----	\$4,815,500
	2010	----	----	----	----	----	\$4,881,000
TOTAL	2011						\$6,014,500
	2010						\$6,128,000

*Includes Asters, Carnations, Delphiniums, Eucalyptus, Gardenias, Lisianthus, Snapdragons, Stephanotis, Sunflowers

FIELD CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Hay (Grain)	2011	3,508	1.8	6,314	TON	\$166	\$1,048,000
	2010	3,794	2.0	7,588	TON	\$118	\$895,000
Pasture, Irrigated	2011	465	----	----	ACRE	\$205	\$95,300
	2010	471	----	----	ACRE	\$180	\$84,800
Range	2011	213,101	----	----	ACRE	\$12	\$2,557,000
	2010	209,976	----	----	ACRE	\$11	\$2,310,000
Miscellaneous *	2011	390	----	----	----	----	\$660,000
	2010	365	----	----	----	----	\$350,400
TOTAL	2011	217,464					\$4,360,300
	2010	214,606					\$3,640,200

*Includes Alfalfa, Triticale etc.



FRUITS AND NUTS

ITEM	YEAR	HARVESTED		PRODUCTION		VALUE	
		ACREAGE	TONS PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
Apricots (fresh)	2011	225	2.4	540.0	TON	\$584	\$315,000
	2010	220	2.6	572.0	TON	\$482	\$276,000
Cherries	2011	476	1.9	904.4	TON	\$1,826	\$1,651,000
	2010	597	4.1	2,447.7	TON	\$2,093	\$5,123,000
Grapes, Wine							
(white)	2011	405	3.4	1,377.0	TON	\$1,156	\$1,591,800
(red)	2011	1,141	3.1	3,537.1	TON	\$1,416	\$5,009,000
(white & red)	2010	1,526	3.6	5,493.6	TON	\$1,285	\$7,059,000
Walnuts	2011	164	0.9	147.6	TON	\$2,744	\$405,000
	2010	164	1.4	229.6	TON	\$2,090	\$480,000
Miscellaneous *	2011	241	----	----	----	----	\$1,904,000
	2010	221	----	----	----	----	\$1,145,000
TOTAL	2011	2,652					\$10,875,800
	2010	2,728					\$14,083,000

* Includes Apples, Asian Pears, Kiwis, Nectarines, Olives, Peaches, Persimmons, Plums, Prunes, etc.



BUSHBERRIES AND STRAWBERRIES

ITEM	YEAR	HARVESTED		PRODUCTION		VALUE	
		ACREAGE	TONS PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL
Bushberries	2011	21	5.1	107.1	TON	\$2,290	\$245,000
	2010	31.3	2.4	75.1	TON	\$3,262	\$245,000
Strawberries	2011	70	10.0	700.0	TON	\$1,764	\$1,235,000
	2010	68.5	15.6	1,068.6	TON	\$2,223	\$2,375,000
TOTAL	2011	91					\$1,480,000
	2010	99.8					\$2,620,000

SEED CROPS

CROP	YEAR	HARVEST ACREAGE	TOTAL
Vegetable and Flower	2011	612	\$1,950,000
	2010	456	\$1,677,000



FOREST PRODUCTS

ITEM	YEAR	PRODUCTION TOTAL	UNIT	TOTAL
Timber	2011	556	MBF	\$300,400
	2010	1,062	MBF	\$531,700

LIVESTOCK AND POULTRY

ITEM	YEAR	NUMBER OF HEAD	PRODUCTION TOTAL (LIVE WEIGHT)	UNIT	VALUE PER UNIT	TOTAL
Steers & Heifers	2011	6,735	42,349	CWT	\$122.0	\$5,167,000
	2010	7,833	49,494	CWT	\$103.2	\$5,108,000
Cows & Bulls	2011	1,108	12,565	CWT	\$85.0	\$1,068,000
	2010	1,429	16,767	CWT	\$59.1	\$991,000
Miscellaneous *	2011	----	----	----	----	\$271,000
	2010	----	----	----	----	\$301,600
Total	2011	----	----	----	----	\$6,506,000
	2010	----	----	----	----	\$6,400,600

* Includes Chickens Eggs, Goats, Llamas, Pigs, Sheep, etc.



VEGETABLE CROPS

ITEM	YEAR	TONS			UNIT	VALUE	
		HARVESTED ACREAGE	PER ACRE	PRODUCTION TOTAL		PER UNIT	TOTAL
Beans	2011	949	4.6	4,365.4	TON	\$1,049	\$4,579,000
	2010	717	5.8	4,158.6	TON	\$1,165	\$4,845,000
Broccoli	2011	62	7.2	446.4	TON	\$486	\$217,000
	2010	73	7.1	518.3	TON	\$497	\$258,000
Cabbage	2011	275	27.3	7,507.5	TON	\$220	\$1,652,000
	2010	203	25.0	5,075.0	TON	\$260	\$1,320,000
Celery	2011	287	49.3	14,149.1	TON	\$146	\$2,066,000
	2010	176	50.0	8,800.0	TON	\$160	\$1,408,000
Chinese Vegetables	2011	410	24.6	10,086.0	TON	\$394	\$3,974,000
	2010	480	24.3	11,664.0	TON	\$413	\$4,817,000
Corn	2011	1,202	10.6	12,741.2	TON	\$296	\$3,771,000
	2010	1,127	9.2	10,368.4	TON	\$287	\$2,976,000
Garlic	2011	232	3.5	812.0	TON	\$842	\$684,000
	2010	366	5.5	2,013.0	TON	\$706	\$1,421,000
Salad Greens *	2011	1,052	4.1	4,313.2	TON	\$1,254	\$5,409,000
	2010	984	4.4	4,329.6	TON	\$1,110	\$4,806,000
Lettuce (Romaine, Leaf, Head)	2011	1,244	12.6	15,674.4	TON	\$408	\$6,395,000
	2010	1,935	12.3	23,800.5	TON	\$460	\$10,948,000
Mushrooms	2011	150	138.3	20,745.0	TON	\$2,966	\$61,530,000
	2010	149	138.4	20,621.6	TON	\$2,947	\$60,772,000
Onions, Dry	2011	288	24.5	7,056.0	TON	\$215	\$1,517,000
	2010	190	24.0	4,560.0	TON	\$210	\$958,000
Peppers (Bell)	2011	1,466	28.4	41,634.4	TON	\$272	\$11,325,000
	2010	1,679	30.4	51,041.6	TON	\$262	\$13,373,000
Peppers (Wax & Chili)	2011	612	21.6	13,219.2	TON	\$492	\$6,504,000
	2010	879	27.1	23,820.9	TON	\$508	\$12,101,000
Pumpkins	2011	142	12.0	1,704.0	TON	\$353	\$602,000
	2010	123	11.6	1,426.8	TON	\$203	\$290,000
Spinach	2011	627	3.9	2,445.3	TON	\$972	\$2,377,000
	2010	621	7.3	4,533.3	TON	\$888	\$4,026,000
Squash	2011	266	6.1	1,622.6	TON	\$861	\$1,397,000
	2010	340	5.0	1,700.0	TON	\$891	\$1,515,000
Tomatoes (Fresh)	2011	778	19.2	14,937.6	TON	\$575	\$8,589,000
	2010	740	22.2	16,428.0	TON	\$499	\$8,198,000
Tomatoes (Processed)	2011	1,060	60.1	63,706.0	TON	\$65	\$4,141,000
	2010	1,009	64.3	64,878.7	TON	\$66	\$4,282,000
Miscellaneous **	2011	217	----	----	----	----	\$3,409,000
	2010	183	----	----	----	----	\$2,142,000
TOTAL	2011	11,319					\$130,138,000
	2010	11,974					\$140,456,000

*Arugula, Endive, Frisee, Mizuna, Mustard, Radicchio, Spring Mix, Swiss Chard

** Artichokes, Cauliflower, Cucumber, Herbs, Parsley, Shallots, etc.

MILLION DOLLAR CROPS IN SANTA CLARA COUNTY

2010

<u>AGRICULTURAL PRODUCT</u>	<u>VALUE</u>
1. Nursery Crops	\$90,604,600
2. Mushrooms	\$60,772,000
3. Peppers, Bell	\$13,373,000
4. Peppers, Wax & Chili	\$12,101,000
5. Lettuce, All	\$10,948,000
6. Tomato, Fresh	\$8,198,000
7. Grapes, Wine	\$7,059,000
8. Cut Flowers	\$6,128,000
9. Cherries	\$5,123,000
10. Steers & Heifers	\$5,108,000
11. Beans	\$4,845,000
12. Chinese Vegetables	\$4,817,000
13. Salad Greens	\$4,806,000
14. Tomato, Processing	\$4,282,000
15. Spinach	\$4,026,000
16. Corn	\$2,976,000
17. Strawberries	\$2,375,000
18. Range	\$2,310,000
19. Seed Crops	\$1,677,000
20. Squash	\$1,515,000
21. Garlic	\$1,421,000
22. Celery	\$1,408,000
23. Cabbage	\$1,320,000
All Other Crops	\$8,948,500

2010 Total Gross | **\$266,141,100**

2011

<u>AGRICULTURAL PRODUCT</u>	<u>VALUE</u>
1. Nursery Crops	\$86,368,900
2. Mushrooms	\$61,530,000
3. Peppers, Bell	\$11,325,000
4. Tomatoes, Fresh	\$8,589,000
5. Peppers, Wax & Chili	\$6,504,000
6. Lettuce, All	\$6,395,000
7. Cut Flowers	\$6,014,500
8. Salad Greens	\$5,409,000
9. Steer & Heifers	\$5,167,000
10. Wine Grapes, Red	\$5,009,000
11. Beans	\$4,579,000
12. Tomatoes, Processing	\$4,141,000
13. Chinese Vegetables	\$3,974,000
14. Corn	\$3,771,000
15. Range	\$2,557,000
16. Spinach	\$2,377,000
17. Celery	\$2,066,000
18. Seed Crops	\$1,950,000
19. Cabbage	\$1,652,000
20. Cherries	\$1,651,000
21. Wine Grapes, White	\$1,591,800
22. Onions, Dry	\$1,517,000
23. Squash	\$1,397,000
24. Strawberries	\$1,235,000
25. Cows & Bulls	\$1,068,000
26. Hay (Grain)	\$1,048,000
All Other Crops	\$9,107,700

2011 Total Gross | **\$247,993,900**

North County Office
 1553 Berger Drive
 San Jose, CA 95112
 (408) 918-4600
 (408) 268-2460 fax
 Office Hours: 1:00pm - 5:00pm

South County Office
 605 Tennant Ave., Suite G
 Morgan Hill, CA 95037
 (408) 465-2900
 (408) 779-2255 fax
 Office Hours: 8:00am - 12:00pm

HISTORICAL COMPARISON OF HARVESTED ACREAGE

	1941	1971	1991	2011
Bushberry & Strawberry Crops	799	290	231	91
Field Crops*	13,950	243,016	244,967	217,464
Floral Crops - Cut Flowers	n/a	677	667	141
Fruit & Nut Crops	100,529	32,476	5,169	2,652
Nursery Crops	n/a	191	910	1,121
Seed Crops	1200	880	1,100	612
Vegetable Crops**	20,860	13,810	11,859	11,319
Total Acres	137,338	299,664	264,903	233,355

*1941 Field Crops does not include Range or Pasture

**includes multiple crops at same site





2011
Santa Clara
County
Youth Fair



thefair.org

Get online and see the Santa Clara County Fair website to see important 2012 dates, show schedules, and entry forms.



CERTIFIED FARMERS' MARKETS IN SANTA CLARA COUNTY

Wednesday

Saratoga Village CFM
 Evergreen Farmers' Market
 Fairgrounds Outdoor CFM
 Cambrian Park Farmers' Market
 VA Palo Alto Health Care CFM

Thursday

Kaiser Santa Clara CFM
 Los Altos CFM

Friday

Kaiser Santa Teresa CFM
 Vallco CFM
 San Jose Downtown CFM

Saturday

Berryessa CFM
 Los Altos Ranch CFM
 Morgan Hill CFM
 Palo Alto Downtown CFM
 Kaiser Santa Teresa CFM
 San Jose Willow Glen CFM

Santa Clara CFM
 Saratoga CFM

Sunnyvale CFM
 Great Mall CFM
 Vietnam Town CFM

Sunday

Evergreen CFM
 Milpitas CFM
 Los Gatos CFM
 Mountain View CFM
 California Avenue CFM
 San Jose Blossom Hill CFM
 San Jose Japantown CFM
 Campbell CFM
 Santana Row CFM
 Alum Rock CFM
 Gilroy Downtown CFM
 Cupertino Oaks CFM

For more information on Farmers' Markets, please visit our website at www.sccagriculture.org

ORGANIC AGRICULTURE IN SANTA CLARA COUNTY

Type of Organic Registrant

Number Registered

Acreage

Producers

23

433

Handlers

7

Processors

5





MISSION

The Division of Agriculture serves local businesses, protects public health and the environment, and promotes a wholesome and ample food supply. Our mission:

- (1) ensure the safe, responsible, and judicious use of pesticides by farmers, pest control companies, government, industry, and the general public;
- (2) ensure a wholesome and healthful food supply;
- (3) prevent the introduction, establishment, and spread of destructive insects, plant diseases and weeds into the County's urban and agricultural areas.

AGRICULTURAL COMMISSIONER / SEALER OF WEIGHTS and MEASURES

Kevin O'Day

DEPUTY AGRICULTURAL COMMISSIONERS

Eric Wylde - Michelle Thom

DISTRICT AGRICULTURAL BIOLOGISTS

Agricultural Biologists I: Shannon Lundin - Mario Nunez - Mike Walker
Agricultural Biologist II: Kristian Barbeau
Agricultural Biologists III: Nancy Barrera - Matt Beauregard -
Stan Maggi - Lori Oleson - Jennifer Pate

HIGH RISK PEST EXCLUSION PROGRAM

Agricultural Biologists I: Alicia Earle - Julius Calso

CANINE PARCEL INSPECTION PROGRAM

Agricultural Biologist I: Tino Menchaca - Hawkeye

PIERCE'S DISEASE CONTROL PROGRAM

Agricultural Biologists I: Jennifer Gracy - Paulo Philippidis -
Karl Stagen - Nick Otterlei

EUROPEAN GRAPE VINE MOTH CONTROL PROGRAM

Agricultural Assistants: Laurie Alaimo - Marianne Moore -
Nicole Chavez - Josh Rhinehart - Karen Bolt

GEOGRAPHIC INFORMATION SYSTEMS

Agricultural Biologist I: Gary Meyer