

MASTER
COPY

**SANTA CLARA COUNTY
AGRICULTURAL
CROP REPORT
1998**

No. County

**County of Santa Clara
Department of Agriculture
1553 Berger Drive, Building 1
San Jose, CA 95112
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William (Bill) J. Lyons, Jr., Secretary
California Department of Food and Agriculture

Santa Clara County Board of Supervisors

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It is my pleasure to submit the 1998 agricultural crop report for Santa Clara County. The efforts of our agricultural industry are displayed as the acreage, yield and gross value of commodities produced in Santa Clara County. The total gross value of Santa Clara County's agricultural production for 1998 was \$159,769,360, an increase of \$7 million from 1997.

Mushrooms remain Santa Clara County's number one agricultural crop with a 1998 gross value of \$34,488,000. Nursery crops increased nearly 15% in value and continued as the second leading crop in 1998 with a value of \$29,185,000.

The value of the County's number three crop, cut flowers, increased from \$15,139,670 in 1997 to a 1998 value of \$16,261,000. The value of the cut flower crop rose because increased flower prices more than offset a reduction in the amount of area under production.

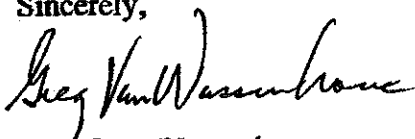
Many crops experienced significant decreases in 1998 due the effects of a strong El Niño weather pattern. The yields of many fruit and nut crops were adversely affected by the weather as were strawberries, garlic, and grain crops.

Vegetable crops as a whole increased nearly \$5.5 million in 1998 to total \$80.2 million. This increase can be attributed to the expanded production of specialty lettuce varieties and an increase in the acreage and value of organically-produced vegetable crops.

Please note the valuations in this report represent gross returns to producers and do not indicate net profit. In addition, some totals are subject to rounding.

I would like to express my appreciation for the continuing cooperation of all individuals, growers and agencies who have contributed the information necessary for the preparation of this report. I wish to thank my staff and, in particular, acknowledge the efforts of Evelyn Ferrari and the late Joe Ferrari who made the publication of this report possible.

Sincerely,



Greg Van Wassenhove
Agricultural Commissioner / Sealer

FRUITS AND NUTS

| ITEM | YEAR | HARVESTED ACREAGE | TONS PER ACRE | PRODUCTION TOTAL | UNIT | VALUE PER UNIT | TOTAL |
|----------------------------|------|----------------------|------------------|---------------------|------|----------------------|--------------|
| Apples | 1998 | 55 | 5.00 | 275 | TON | \$150 | \$41,000 |
| | 1997 | ----- | ----- | ----- | TON | ----- | ----- |
| Apricots (Fresh) | 1998 | 500 | 3.00 | 1,500 | TON | \$325 | \$488,000 |
| | 1997 | 500 | 4.00 | 2,000 | TON | \$300 | \$600,000 |
| Cherries | 1998 | 1,150 | 0.70 | 805 | TON | \$4,000 | \$3,220,000 |
| | 1997 | 1,185 | 1.00 | 1,185 | TON | \$3,335 | \$3,952,000 |
| Grapes, Wine | 1998 | 1,700 | 3.80 | 6,460 | TON | \$1,300 | \$8,398,000 |
| | 1997 | 1,800 | 3.50 | 6,300 | TON | \$1,130 | \$7,119,000 |
| Kiwi | 1998 | ----- | ----- | ----- | TON | ----- | ----- |
| | 1997 | 30 | 4.00 | 120 | TON | \$1,600 | \$192,000 |
| Pears | 1998 | 140 | 5.00 | 700 | TON | \$240 | \$168,000 |
| | 1997 | 175 | 8.00 | 1,400 | TON | \$170 | \$238,000 |
| Prunes | 1998 | 300 | 2.10 | 630 | TON | \$870 | \$548,000 |
| | 1997 | 400 | 2.50 | 1,000 | TON | \$700 | \$700,000 |
| Walnuts | 1998 | 550 | 0.40 | 220 | TON | \$900 | \$198,000 |
| | 1997 | 550 | 1.00 | 550 | TON | \$1,500 | \$825,000 |
| Miscellaneous ¹ | 1998 | 120 | | | | | \$300,000 |
| | 1997 | 200 | | | | | \$675,000 |
| TOTAL | 1998 | 4,515 | | | | | \$13,361,000 |
| | 1997 | 4,840 | | | | | \$14,301,000 |

¹Includes Kiwis, Peaches, Nectarines, etc.

BUSHBERRIES AND STRAWBERRIES

| ITEM | YEAR | HARVESTED ACREAGE | TONS PER ACRE | PRODUCTION TOTAL | UNIT | VALUE PER UNIT | TOTAL |
|--------------|------|----------------------|------------------|---------------------|------|-------------------|-------------|
| Bushberries | 1998 | 34 | 2.50 | 85 | TON | \$2,000 | \$170,000 |
| | 1997 | 30 | 5.00 | 150 | TON | \$1,900 | \$285,000 |
| Strawberries | 1998 | 200 | 5.00 | 1,000 | TON | \$725 | \$725,000 |
| | 1997 | 200 | 7.00 | 1,400 | TON | \$1,115 | \$1,561,000 |
| TOTAL | 1998 | 234 | | | | | \$895,000 |
| | 1997 | 230 | | | | | \$1,846,000 |

MILK AND EGGS

| ITEM | YEAR | PRODUCTION | UNIT | VALUE PER ITEM | TOTAL |
|----------------------------|------|------------|------|-------------------|-------------|
| Milk (Market) | 1998 | 230,383 | CWT | \$14.90 | \$3,433,000 |
| | 1997 | 249,371 | CWT | \$12.66 | \$3,157,000 |
| Milk (Manufacturing) | 1998 | 6,088 | CWT | \$14.76 | \$89,860 |
| | 1997 | 471 | CWT | \$12.45 | \$5,860 |
| Miscellaneous ¹ | 1998 | | | | \$650,000 |
| | 1997 | | | | \$720,000 |
| TOTAL | 1998 | | | | \$4,172,860 |
| | 1997 | | | | \$3,882,860 |

¹Includes Goat Milk, Chicken Eggs, Hatching Eggs

LIVESTOCK AND POULTRY

| ITEM | YEAR | NUMBER OF HEAD | PRODUCTION TOTAL (LIVE WEIGHT) | UNIT | VALUE PER UNIT | TOTAL |
|----------------------------|------|----------------|--------------------------------|------|----------------|-------------|
| Cattle & Calves | 1998 | 17,250 | 105,000 | CWT | \$61.00 | \$6,405,000 |
| | 1997 | 18,150 | 110,000 | CWT | \$65.00 | \$7,150,000 |
| Breeding Stock | 1998 | 1,250 | ----- | EA | \$1,200.00 | \$1,500,000 |
| | 1997 | 1,250 | ----- | EA | \$1,250.00 | \$1,563,000 |
| Sheep & Lambs | 1998 | 1,500 | 1,800 | CWT | \$55.00 | \$99,000 |
| | 1997 | 2,500 | 3,000 | CWT | \$60.00 | \$180,000 |
| Hogs & Pigs | 1998 | 600 | 1,350 | CWT | \$35.00 | \$47,000 |
| | 1997 | 1,000 | 2,250 | CWT | \$55.00 | \$124,000 |
| Miscellaneous ¹ | 1998 | ----- | | | | \$15,500 |
| | 1997 | ----- | | | | \$2,400 |
| TOTAL | 1998 | 20,600 | | | | \$8,066,500 |
| | 1997 | 22,900 | | | | \$9,019,400 |

¹Includes Chickens, Goats, Llamas, Ostriches, etc.

VEGETABLE CROPS

| ITEM | YEAR | HARVESTED ACREAGE | TONS PER ACRE | PRODUCTION TOTAL | UNIT | VALUE PER UNIT | TOTAL |
|--------------------------|------|----------------------|------------------|---------------------|------|-------------------|--------------|
| Beans, Snap ¹ | 1998 | 325 | 3.00 | 975 | TON | \$1,250 | \$1,219,000 |
| | 1997 | 430 | 5.00 | 2,150 | TON | \$1,120 | \$2,408,000 |
| Broccoli | 1998 | 675 | 4.50 | 3,038 | TON | \$325 | \$987,000 |
| | 1997 | 500 | 6.00 | 3,000 | TON | \$560 | \$1,680,000 |
| Cabbage | 1998 | 425 | 14.00 | 5,950 | TON | \$220 | \$1,309,000 |
| | 1997 | 400 | 12.00 | 4,800 | TON | \$300 | \$1,440,000 |
| Cauliflower | 1998 | 120 | 7.00 | 840 | TON | \$650 | \$546,000 |
| | 1997 | 100 | 6.00 | 600 | TON | \$600 | \$360,000 |
| Celery | 1998 | 375 | 33.00 | 12,375 | TON | \$175 | \$2,166,000 |
| | 1997 | 200 | 30.00 | 6,000 | TON | \$285 | \$1,710,000 |
| Chinese Vegetables | 1998 | 400 | 12.00 | 4,800 | TON | \$450 | \$2,160,000 |
| | 1997 | 400 | 8.00 | 3,200 | TON | \$500 | \$1,600,000 |
| Corn | 1998 | 1,450 | 8.40 | 12,180 | TON | \$220 | \$2,680,000 |
| | 1997 | 1,130 | 8.00 | 9,040 | TON | \$310 | \$2,802,000 |
| Cucumbers | 1998 | 325 | 11.00 | 3,575 | TON | \$270 | \$965,000 |
| | 1997 | 400 | 12.00 | 4,800 | TON | \$290 | \$1,392,000 |
| Garlic | 1998 | 375 | 1.20 | 450 | TON | \$600 | \$270,000 |
| | 1997 | 350 | 7.00 | 2,450 | TON | \$940 | \$2,303,000 |
| Lettuce (Leaf) | 1998 | 1,100 | 10.50 | 11,550 | TON | \$650 | \$7,508,000 |
| | 1997 | 1,300 | 9.00 | 11,700 | TON | \$390 | \$4,563,000 |
| Lettuce (Head) | 1998 | 1,500 | 16.00 | 24,000 | TON | \$220 | \$5,280,000 |
| | 1997 | 600 | 16.00 | 9,600 | TON | \$280 | \$2,688,000 |
| Lettuce (Romaine) | 1998 | 185 | 9.00 | 1,665 | TON | \$475 | \$791,000 |
| | 1997 | 175 | 8.00 | 1,400 | TON | \$350 | \$490,000 |
| Mushrooms | 1998 | 109 | 140.00 | 15,260 | TON | \$2,260 | \$34,488,000 |
| | 1997 | 120 | 135.00 | 16,200 | TON | \$2,185 | \$35,397,000 |

VEGETABLE CROPS (CONTINUED)

| | | | | | | | |
|----------------------------|------|--------|-------|--------|-----|-------|--------------|
| Onions, Dry (Yellow & Red) | 1998 | 250 | 16.00 | 4,000 | TON | \$280 | \$1,120,000 |
| | 1997 | 220 | 10.00 | 2,200 | TON | \$280 | \$616,000 |
| Peppers (Bell) | 1998 | 1,300 | 21.00 | 27,300 | TON | \$260 | \$7,098,000 |
| | 1997 | 1,100 | 16.00 | 17,600 | TON | \$350 | \$6,160,000 |
| Peppers (Wax & Chili) | 1998 | 400 | 21.00 | 8,400 | TON | \$550 | \$4,620,000 |
| | 1997 | 575 | 14.00 | 8,050 | TON | \$375 | \$3,019,000 |
| Pumpkins | 1998 | 115 | 14.00 | 1,610 | TON | \$200 | \$322,000 |
| | 1997 | 300 | 12.00 | 3,600 | TON | \$350 | \$1,260,000 |
| Spinach | 1998 | 225 | 9.00 | 2,025 | TON | \$500 | \$1,013,000 |
| | 1997 | 100 | 4.00 | 400 | TON | \$600 | \$240,000 |
| Squash | 1998 | 225 | 8.50 | 1,913 | TON | \$700 | \$1,339,000 |
| | 1997 | 200 | 10.00 | 2,000 | TON | \$350 | \$700,000 |
| Tomatoes (Fresh) | 1998 | 325 | 11.00 | 3,575 | TON | \$560 | \$2,002,000 |
| | 1997 | 200 | 12.50 | 2,500 | TON | \$540 | \$1,350,000 |
| Tomatoes (Processed) | 1998 | 650 | 40.00 | 26,000 | TON | \$53 | \$1,378,000 |
| | 1997 | 900 | 35.00 | 31,500 | TON | \$55 | \$1,733,000 |
| Miscellaneous ² | 1998 | 375 | | | | | \$937,000 |
| | 1997 | 330 | | | | | \$810,000 |
| TOTAL | 1998 | 11,229 | | | | | \$80,198,000 |
| | 1997 | 10,030 | | | | | \$74,721,000 |

¹ Fresh only

² Parsley, Carrots, Mint, Endive, Cherry Tomatoes, Mustard Greens, etc.

FIELD CROPS

| ITEM | YEAR | HARVESTED ACREAGE | TONS PER ACRE | PRODUCTION TOTAL | UNIT | VALUE PER UNIT | TOTAL |
|----------------------------|------|----------------------|------------------|---------------------|------|-------------------|-------------|
| Barley | 1998 | --- | --- | --- | TON | --- | --- |
| | 1997 | 830 | 0.50 | 415 | TON | \$120 | \$49,800 |
| Hay (Alfalfa) | 1998 | 875 | 9.50 | 8,313 | TON | \$195 | \$1,621,000 |
| | 1997 | 800 | 9.00 | 7,200 | TON | \$200 | \$1,440,000 |
| Hay (Grain) | 1998 | 6,600 | 2.50 | 16,500 | TON | \$90 | \$1,485,000 |
| | 1997 | 5,200 | 1.10 | 5,720 | TON | \$195 | \$1,115,000 |
| Safflower | 1998 | --- | --- | --- | TON | --- | --- |
| | 1997 | 935 | 1.00 | 935 | TON | \$350 | \$327,000 |
| Pasture (Improved) | 1998 | 4,500 | --- | --- | ACRE | \$50 | \$225,000 |
| | 1997 | 4,500 | --- | --- | ACRE | \$50 | \$225,000 |
| Pasture (Irrigated) | 1998 | 2,250 | --- | --- | ACRE | \$250 | \$563,000 |
| | 1997 | 2,500 | --- | --- | ACRE | \$250 | \$625,000 |
| Range | 1998 | 210,000 | --- | --- | ACRE | \$10 | \$2,100,000 |
| | 1997 | 215,000 | --- | --- | ACRE | \$10 | \$2,150,000 |
| Wheat | 1998 | --- | --- | --- | TON | --- | --- |
| | 1997 | 1,500 | 2.00 | 3,000 | TON | \$155 | \$465,000 |
| Sugar Beets | 1998 | 110 | 33.00 | 3,630 | TON | \$36 | \$131,000 |
| | 1997 | 120 | 34.00 | 4,080 | TON | \$38 | \$155,000 |
| Miscellaneous ¹ | 1998 | 600 | --- | --- | --- | --- | \$255,000 |
| | 1997 | 200 | --- | --- | --- | --- | \$135,000 |
| TOTAL | 1998 | 224,935 | --- | --- | --- | --- | \$6,380,000 |
| | 1997 | 231,585 | --- | --- | --- | --- | \$6,686,800 |

¹ Includes Safflower, Wheat, Oats, Barley, Silage, Green Chop, etc.

NURSERY CROPS - INDOOR AND OUTDOOR GROWN PRODUCTION AREA

| CROP | YEAR | HOUSE (SQ. FT.) | FIELD ACRES | SOLD BY PRODUCERS | UNIT | VALUE PER UNIT | TOTAL |
|----------------------------------|------|-----------------|-------------|-------------------|-------|----------------|--------------|
| Bedding Plants | 1998 | 1,450,000 | 35.00 | 930,000 | FLATS | VARIOUS | \$6,970,000 |
| | 1997 | 730,000 | 18.00 | 810,000 | FLATS | VARIOUS | \$6,060,000 |
| Christmas Trees | 1998 | ----- | 350.00 | 35,000 | TREE | \$25 | \$875,000 |
| | 1997 | ----- | 350.00 | 35,000 | TREE | \$28 | \$980,000 |
| Ornamental Trees, Roses & Shrubs | 1998 | 20,000 | 300.00 | 2,725,500 | PLANT | VARIOUS | \$17,810,000 |
| | 1997 | 15,700 | 360.00 | 2,370,000 | PLANT | VARIOUS | \$15,490,000 |
| Miscellaneous ¹ | 1998 | 650,000 | 200.00 | ----- | ----- | ----- | \$3,530,000 |
| | 1997 | 650,000 | 100.00 | ----- | ----- | ----- | \$3,070,000 |
| TOTAL | 1998 | | | | | | \$29,185,000 |
| | 1997 | | | | | | \$25,600,000 |

¹ Includes Indoor Decoratives, Propagative Materials, Vegetable Plants & Herbaceous Perennials.

SEED CROPS

| CROP | YEAR | HARVEST ACREAGE | TOTAL |
|----------------------|------|-----------------|-------------|
| Vegetable and Flower | 1998 | 575 | \$1,250,000 |
| | 1997 | 500 | \$1,500,000 |

FLORAL CROPS - CUT FLOWERS

| CROP | YEAR | HOUSE (SQ. FT.) | FIELD ACRES | SOLD BY PRODUCERS | UNIT | VALUE PER UNIT | TOTAL |
|----------------------------|------|-----------------|-------------|-------------------|-------|----------------|--------------|
| Carnations | 1998 | 700,000 | ---- | 9,450,000 | BLOOM | \$0.18 | \$1,701,000 |
| | 1997 | 600,000 | ---- | 8,160,000 | BLOOM | \$0.14 | \$1,142,000 |
| Roses Hybrid | 1998 | 375,000 | ---- | 5,500,000 | BLOOM | \$0.24 | \$1,320,000 |
| | 1997 | 300,000 | ---- | 4,650,000 | BLOOM | \$0.28 | \$1,302,000 |
| | 1998 | ---- | ---- | ---- | BLOOM | ---- | ---- |
| | 1997 | 1,000 | --- | 20,500 | BLOOM | \$0.13 | \$2,670 |
| Chrysanthemums Standard | 1998 | 4,650,000 | ---- | 12,555,000 | BLOOM | \$0.28 | \$3,515,000 |
| | 1997 | 6,600,000 | ---- | 18,400,000 | BLOOM | \$0.15 | \$2,760,000 |
| | 1998 | 4,650,000 | ---- | 2,750,000 | BUNCH | \$1.10 | \$3,025,000 |
| | 1997 | 6,700,000 | ---- | 4,000,000 | BUNCH | \$0.80 | \$3,200,000 |
| | 1998 | 5,700,000 | ---- | 14,000,000 | BLOOM | \$0.20 | \$2,800,000 |
| Other Types | 1997 | 8,000,000 | ---- | 19,550,000 | BLOOM | \$0.15 | \$2,933,000 |
| | 1998 | 15,000,000 | ---- | ---- | ---- | ---- | \$9,340,000 |
| Total (Chrysanthemums) | 1997 | 21,300,000 | ---- | ---- | ---- | ---- | \$8,893,000 |
| | 1998 | | | | | | \$3,900,000 |
| Miscellaneous ¹ | 1997 | | | | | | \$3,800,000 |
| | 1998 | | | | | | \$16,261,000 |
| TOTAL | 1997 | | | | | | \$15,139,670 |
| | 1998 | | | | | | |

¹Includes Asters, Delphiniums, Snapdragons, Statice, Turf, etc.

MILLION DOLLAR CROPS IN SANTA CLARA COUNTY

1997

AGRICULTURAL PRODUCT

VALUE

| | |
|--|----------------------|
| 1. Mushrooms | \$35,397,000 |
| 2. Nursery Crops | \$25,600,000 |
| 3. Cut Flowers | \$15,139,670 |
| 4. Cattle & Calves | \$7,150,000 |
| 5. Grapes, Wine | \$7,119,000 |
| 6. Peppers, Bell | \$6,160,000 |
| 7. Lettuce, Leaf | \$4,563,000 |
| 8. Cherries | \$3,952,000 |
| 9. Milk, Fresh | \$3,157,000 |
| 10. Peppers, Wax & Chili | \$3,019,000 |
| 11. Corn, Fresh | \$2,802,000 |
| 12. Lettuce, Head | \$2,688,000 |
| 13. Beans, Snap | \$2,408,000 |
| 14. Garlic | \$2,303,000 |
| 15. Range | \$2,150,000 |
| 16. Tomatoes, Processed | \$1,733,000 |
| 17. Celery | \$1,710,000 |
| 18. Broccoli | \$1,680,000 |
| 19. Chinese Vegetables | \$1,600,000 |
| 20. Breeding Stock | \$1,563,000 |
| 21. Strawberries | \$1,561,000 |
| 22. Seed Crops | \$1,500,000 |
| 23. Hay, Alfalfa | \$1,440,000 |
| 24. Cabbage | \$1,440,000 |
| 25. Cucumbers | \$1,392,000 |
| 26. Tomatoes, Fresh | \$1,350,000 |
| 27. Pumpkins | \$1,260,000 |
| 28. Hay, Grain | \$1,115,000 |
| Total Gross \$ 1997 Agriculture | \$152,696,730 |

1998

AGRICULTURAL PRODUCT

VALUE

| | |
|--|----------------------|
| 1. Mushrooms | \$34,488,000 |
| 2. Nursery Crops | \$29,185,000 |
| 3. Cut Flowers | \$16,261,000 |
| 4. Grapes, Wine | \$8,398,000 |
| 5. Lettuce, Leaf | \$7,508,000 |
| 6. Peppers, Bell | \$7,098,000 |
| 7. Cattle & Calves | \$6,405,000 |
| 8. Lettuce, Head | \$5,280,000 |
| 9. Peppers, Wax & Chili | \$4,620,000 |
| 10. Milk, Market | \$3,433,000 |
| 11. Cherries | \$3,220,000 |
| 12. Corn, Fresh | \$2,680,000 |
| 13. Celery | \$2,166,000 |
| 14. Chinese Vegetables | \$2,160,000 |
| 15. Range | \$2,100,000 |
| 16. Tomatoes, Fresh | \$2,002,000 |
| 17. Hay, Alfalfa | \$1,621,000 |
| 18. Breeding Stock | \$1,500,000 |
| 19. Hay, Grain | \$1,485,000 |
| 20. Tomatoes, Processed | \$1,378,000 |
| 21. Squash | \$1,339,000 |
| 22. Cabbage | \$1,309,000 |
| 23. Seed Crops | \$1,250,000 |
| 24. Beans, Snap | \$1,219,000 |
| 25. Onions, Dry | \$1,120,000 |
| 26. Spinach | \$1,013,000 |
| Total Gross \$ 1998 Agriculture | \$159,769,360 |