

# Santa Clara County

## 2012 Crop Report



NINE YEAR OLD ROYAL ANNE CHERRY TREE  
ON ORCHARD OF H. POSTLETHWAITE NEAR SANTA CLARA, CAL.



Santa Clara County 2012 Crop Report  
dedicated to Stan Maggi & Kevin O'Day

We wish both of you happy retirements,  
with sincere appreciation for your  
diligence, loyalty and years of service.

Karen Ross, Secretary  
California Department of Food and Agriculture

***Santa Clara County Board of Supervisors***

District 1 – Mike Wasserman  
District 4 – Ken Yeager

District 3 – Dave Cortese  
District 5 – S. Joseph Simitian

It is my pleasure to present the 2012 Santa Clara County Crop Report. The efforts of our agricultural industry 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 2012 is \$260,778,800, an increase of 5% from the 2011 value of \$247,993,900.

The County's top three crops for over 10 years continue to be nursery crops (\$83,161,000), mushrooms (\$63,496,000) and bell peppers (\$14,055,000). In 2012, 25 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value.

Cherries showed a significant increase over 2011 due to favorable weather conditions in the month of May, to move to the fourth largest crop at \$8,947,000. In 2012, there was a 50% increase in harvested acreage and a 61% increase in yield.

Cut flower production value and square feet continue to decrease, as more acreage is being used to produce chinese vegetables. Garlic showed an increase in acres, yield and price for a total value of \$2,009,000,

Additional crops with notable increases in value in 2012 were chili peppers, salad greens and beans. Fresh tomatoes and onions declined in value compared to 2011.

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 and, in particular, acknowledge the efforts of Agricultural Biologist Lori Oleson and Jennifer Pate, who made the publication of this report possible.

Sincerely,



Joseph C. Deviney  
Agricultural Commissioner

## FOREST PRODUCTS

ITEM	YEAR	PRODUCTION TOTAL	UNIT	TOTAL
Timber	2012	1,209	MBF	\$429,000
	2011	556	MBF	\$300,400

## BUSHBERRIES AND STRAWBERRIES

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bushberries	2012	13	3.4	44.2	TON	\$4,592	\$203,000
	2011	21	5.1	107.1	TON	\$2,290	\$245,000
Strawberries	2012	60	15.0	900.0	TON	\$2,428	\$2,185,000
	2011	70	10.0	700.0	TON	\$1,764	\$1,235,000
<b>TOTAL</b>	<b>2012</b>	<b>73</b>					<b>\$2,388,000</b>
	<b>2011</b>	<b>91</b>					<b>\$1,480,000</b>



Unidentified Japanese family picking at their strawberry farm in San Jose. 1942, Photographer Dorthea Lange, War Relocation, National Archive

The bulk of modern strawberry commercial production uses the plasticulture system. Raised beds are formed each year, fumigated, and covered with plastic to prevent weed growth and erosion. Plants, usually obtained from nurseries, are planted through holes punched in this covering, and irrigation tubing is run underneath.

## SEED CROPS

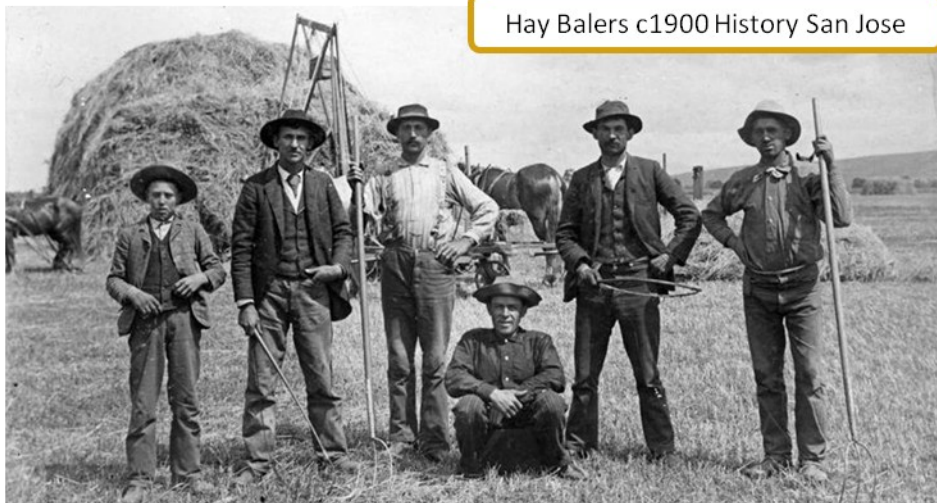
CROP	HARVESTED		TOTAL
	YEAR	ACREAGE	
Vegetable and Flower	2012	578	\$1,872,000
	2011	612	\$1,950,000



Fosgate Seed Farm, located near what is now Santa Clara University. Starting small, it grew to 300 acres in seeds, and 75 acres in row crops. (Left) Threshing onion seed (Above) Winnowing the chaff from onion seed - c1905 Alice Hare, Courtesy of Bancroft Library, UC Berkeley

## FIELD CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE	
						PER UNIT	TOTAL
Hay (Grain)	2012	3,607	2.3	8,296	TON	\$171	\$1,419,000
	2011	3,508	1.8	6,314	TON	\$166	\$1,048,000
Pasture, Irrigated	2012	461	----	----	ACRE	\$210	\$96,800
	2011	465	----	----	ACRE	\$205	\$95,300
Range	2012	222,878	----	----	ACRE	\$12	\$2,675,000
	2011	213,101	----	----	ACRE	\$12	\$2,557,000
Miscellaneous *	2012	418	----	----	----	----	\$806,000
	2011	390	----	----	----	----	\$660,000
<b>TOTAL</b>	<b>2012</b>	<b>227,364</b>					<b>\$4,996,800</b>
	<b>2011</b>	<b>217,464</b>					<b>\$4,360,300</b>



Hay Balers c1900 History San Jose

\*Includes Alfalfa, Triticale etc.

Hay baling done with a Hay Press:  
Horses were harnessed to a sweep that powered a series of gears that moved the plunger forward and backward. Modern mobile balers, that gather and bale hay in one process, were first developed around 1940.

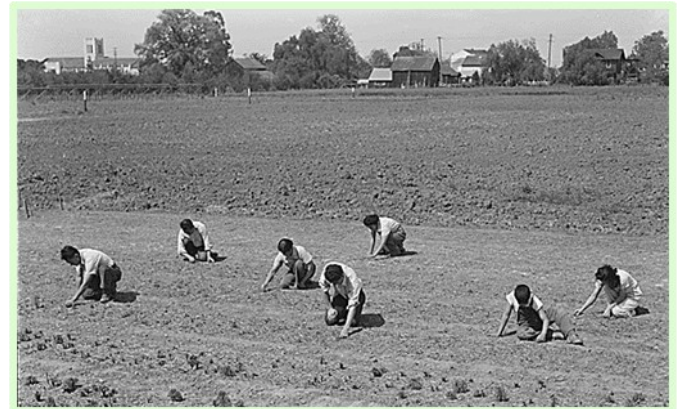
# FLORAL CROPS : CUT FLOWERS

Mums, County Archives 1978

CROP	YEAR	HOUSE (SQ. FT.)	TOTAL
<b>Chrysanthemums</b>	2012	1,068,440	\$1,004,000
	2011	1,262,350	\$1,199,000
<b>Miscellaneous*</b>	2012	----	\$2,483,000
	2011	----	\$4,815,500
<b>TOTAL</b>	<b>2012</b>		<b>\$3,487,000</b>
	<b>2011</b>		<b>\$6,014,500</b>



Shibuya family hand weeding their Chrysanthemum farm in Mountain View. April 18, 1942, Dorothea Lange, War Relocation, National Archive



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

# LIVESTOCK AND POULTRY

ITEM	YEAR	NUMBER OF HEAD	PRODUCTION TOTAL (LIVE WEIGHT)	UNIT	VALUE PER UNIT	TOTAL
<b>Steers &amp; Heifers</b>	2012	5,897	36,100	CWT	\$138	\$4,981,800
	2011	6,735	42,349	CWT	\$122	\$5,167,000
<b>Cows &amp; Bulls</b>	2012	992	11,665	CWT	\$68	\$793,000
	2011	1,108	12,565	CWT	\$85	\$1,068,000
<b>Miscellaneous *</b>	2012	----	----	----	----	\$299,400
	2011	----	----	----	----	\$271,000
<b>TOTAL</b>	<b>2012</b>	----	----	----	----	<b>\$6,074,200</b>
	<b>2011</b>	----	----	----	----	<b>\$6,506,000</b>

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

## Ostrich Farm

The ostriches were raised for plumes by Mr. C.P. Leitch. Encouraged by the railway, so train passengers could see the birds as they rode to Alum Rock Park, the farm was located at the northwest corner of King Rd & Alum Rock Ave. Eventually feathers fell out of ladies' fashion and the farm relocated to Sacramento in 1909.

Postcard, Circa 1905, CardCow.Com





Gilroy Chamber of Commerce 1926



## NURSERY CROPS : INDOOR AND OUTDOOR GROWN

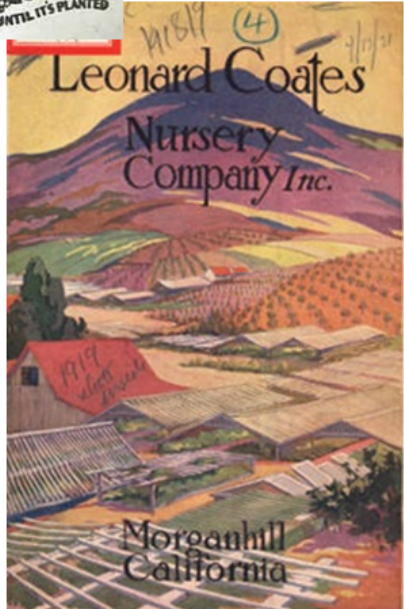
CROP	YEAR	HOUSE (SQ. FT.)	FIELD ACRES	SOLD BY PRODUCERS	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2012	2,856,000	48	2,086,555	Flats	Various	\$21,034,000
	2011	2,874,900	47	3,692,572	Flats	Various	\$36,008,000
Christmas Trees	2012		218	8,947	Tree	\$48	\$429,000
	2011		220	10,041	Tree	\$48	\$477,900
Ornamental, Trees, & Roses, Shrubs	2012	92,000	228	940,901	Plants	Various	\$25,271,000
	2011	92,500	227	940,901	Plants	Various	\$21,768,000
Miscellaneous*	2012	1,756,350	220				\$36,427,000
	2011	1,480,600	219	----	----	----	\$28,115,000

**TOTAL 2012 \$83,161,000**  
**2011 \$86,368,900**

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



From the early orchard crop industry grew nursery operations which mainly produced vegetables and fruit trees that were used to plant in those orchards across the state. Soon those nurseries expanded to ornamental offerings in order to cater to the growing state population of home gardeners.



1919 Seed Catalog for Leonard Coates Nursery, originating on Dunne Avenue in Morgan Hill. From 1942 through 1965 the address was listed as 2201 The Alameda, San Jose

Navlet Nursery, 501 Prevost Street, San Jose: Danville Bee, 1912

# FRUITS AND NUTS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Apricots (fresh)	2012	225	3.7	832.5	TON	\$483	\$402,000
	2011	225	2.4	540.0	TON	\$584	\$315,000
Cherries	2012	952	4.9	4,664.8	TON	\$1,918	\$8,947,000
	2011	476	1.9	904.4	TON	\$1,826	\$1,651,000
Grapes, Wine: White	2012	407	4.5	1,831.5	TON	\$1,118	\$2,048,000
	2011	405	3.4	1,377.0	TON	\$1,156	\$1,591,800
Red	2012	1,177	3.7	4,354.9	TON	\$1,194	\$5,199,800
	2011	1,141	3.1	3,537.1	TON	\$1,416	\$5,009,000
Walnuts	2012	164	1.2	196.8	TON	\$3,104	\$611,000
	2011	164	0.9	147.6	TON	\$2,744	\$405,000
Miscellaneous *	2012	250	----	----	----	----	\$1,844,000
	2011	241	----	----	----	----	\$1,904,000
<b>TOTAL</b>	<b>2012</b>	<b>3,175</b>					<b>\$19,051,800</b>
	<b>2011</b>	<b>2,652</b>					<b>\$10,875,800</b>

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

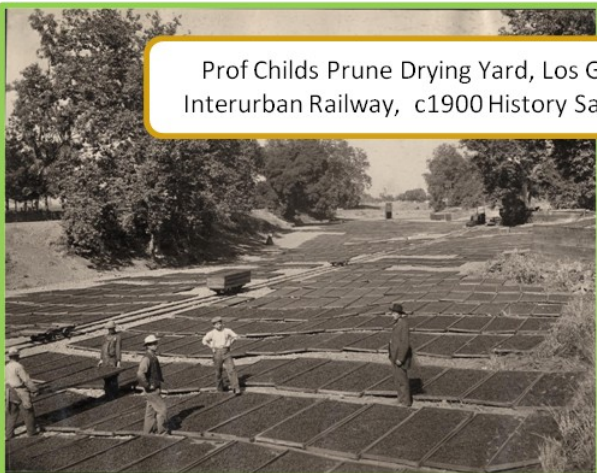


Will Lester, Driving an orchard sprayer, one mile south of Santa Clara, 1952 Chapman History San Jose

Apricot pickers, Bishop 1946 History San Jose



Prof Childs Prune Drying Yard, Los Gatos Interurban Railway, c1900 History San Jose



Washing the fruit drying trays, 1946 History San Jose



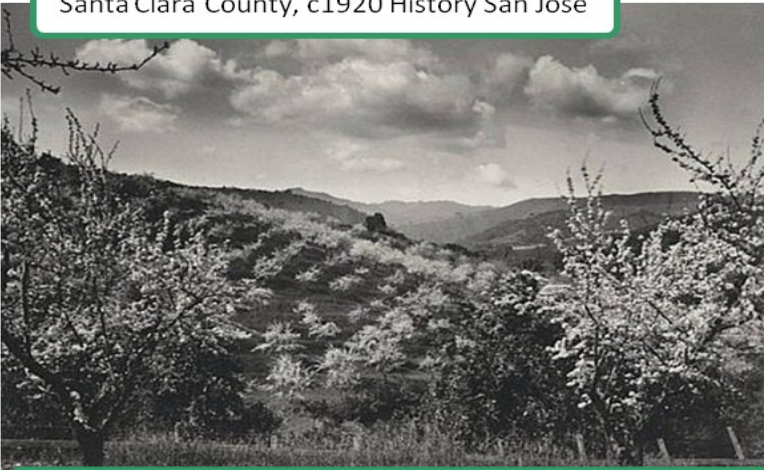
## HISTORICAL COMPARISON OF HARVESTED ACREAGE

	1942	1962	1982	2012
<b>Bushberry &amp; Strawberry Crops</b>	720	1,006	250	73
<b>Field Crops*</b>	20,400	248,340	240,815	227,364
<b>Floral Crops - Cut Flowers</b>	n/a	363	739	170
<b>Fruit &amp; Nut Crops</b>	100,680	61,826	8,036	3,175
<b>Nursery Crops</b>	n/a	92	551	822
<b>Seed Crops</b>	1,100	513	1,350	578
<b>Vegetable Crops**</b>	24,830	15,836	12,355	11,717
<b>Total Acres</b>	<b>147,730</b>	<b>327,976</b>	<b>264,903</b>	<b>243,899</b>
Census Population	174,949	642,315	1,295,071	1,837,504

\*1942 Field Crops does not include Range or Pasture

\*\*includes multiple crops at same site

Santa Clara County, c1920 History San Jose



Morgan Hill Prune Orchards, c1920  
California Room, San Jose Public Library



"Nowhere else in the whole world are there one hundred and twenty-five solid square miles of trees in blossom at once, and every prune tree a mound of scented snow."  
--San Jose Chamber of Commerce 1916



Santa Clara Valley, c1915 History San Jose



Los Altos, c1900 History San Jose

### Number of Fruit Trees and Vines

Apple, 50,410; apricot, 553,100; cherry, 159,500; fig, 2,105; lemon, 960; nectarine, 1,432; olive, 15,120; orange, 1,930; peach, 631,700; pear, 141,100; plum, 293,800; Prune, 5,549,280; quince, 2,740; other kinds, 426,500. Total, 7,829,677. Almond, 22,500; walnut, 13,750. Total, 36,250. Grapevines, all kinds, 8,260 acres.

San Jose Chamber of Commerce 1916

Before the tech boom in the '60s, the most significant industry in the Santa Clara Valley was agriculture. By 1890 the valley had a total of 4,454,945 fruit trees. (Yes, they actually counted the number of trees). By 1916 the tally doubled to 7,829,677.

By the 1930s, ag industries were well developed, with 18 canneries, 13 dried-fruit packing houses, and 12 fresh-fruit and vegetable shipping firms, some of the largest in the world.

# VEGETABLE CROPS

ITEM	YEAR	HARVESTED TONS PER		PRODUCTION TOTAL	UNIT	VALUE	
		ACREAGE	ACRE			PER UNIT	TOTAL
Beans	2012	982	4.8	4,713.6	TON	\$1,301	\$6,132,000
	2011	949	4.6	4,365.4	TON	\$1,049	\$4,579,000
Broccoli	2012	142	4.4	624.8	TON	\$414	\$259,000
	2011	62	7.2	446.4	TON	\$486	\$217,000
Cabbage	2012	256	23.5	6,016.0	TON	\$205	\$1,233,000
	2011	275	27.3	7,507.5	TON	\$220	\$1,652,000
Celery	2012	337	45.0	15,165.0	TON	\$185	\$2,806,000
	2011	287	49.3	14,149.1	TON	\$146	\$2,066,000
Chinese Vegetables	2012	422	37.0	15,614.0	TON	\$258	\$4,028,000
	2011	410	24.6	10,086.0	TON	\$394	\$3,974,000
Corn	2012	1,094	9.6	10,502.4	TON	\$349	\$3,665,000
	2011	1,202	10.6	12,741.2	TON	\$296	\$3,771,000
Garlic	2012	314	7.0	2,198.0	TON	\$914	\$2,009,000
	2011	232	3.5	812.0	TON	\$842	\$684,000
Salad Greens *	2012	1,292	4.6	5,943.2	TON	\$1,186	\$7,049,000
	2011	1,052	4.1	4,313.2	TON	\$1,254	\$5,409,000
Lettuce (Romaine, Leaf, Head)	2012	1,304	13.7	17,864.8	TON	\$352	\$6,288,000
	2011	1,244	12.6	15,674.4	TON	\$408	\$6,395,000
Mushrooms	2012	153	135.8	20,777.4	TON	\$3,056	\$63,496,000
	2011	150	138.3	20,745.0	TON	\$2,966	\$61,530,000
Onions, Dry	2012	70	23.8	1,666.0	TON	\$101	\$168,000
	2011	288	24.5	7,056.0	TON	\$215	\$1,517,000
Peppers (Bell)	2012	1,487	28.3	42,082.1	TON	\$334	\$14,055,000
	2011	1,466	28.4	41,634.4	TON	\$272	\$11,325,000
Peppers (Wax & Chili)	2012	646	25.1	16,214.6	TON	\$511	\$8,286,000
	2011	612	21.6	13,219.2	TON	\$492	\$6,504,000
Pumpkins	2012	183	17.9	3,275.7	TON	\$222	\$727,000
	2011	142	12.0	1,704.0	TON	\$353	\$602,000
Spinach	2012	744	4.0	2,976.0	TON	\$777	\$2,312,000
	2011	627	3.9	2,445.3	TON	\$972	\$2,377,000
Squash	2012	320	7.8	2,496.0	TON	\$632	\$1,577,000
	2011	266	6.1	1,622.6	TON	\$861	\$1,397,000
Tomatoes (Fresh)	2012	744	21.2	15,772.8	TON	\$447	\$7,050,000
	2011	778	19.2	14,937.6	TON	\$575	\$8,589,000
Tomatoes (Processed)	2012	980	63.2	61,936.0	TON	\$66	\$4,088,000
	2011	1,060	60.1	63,706.0	TON	\$65	\$4,141,000
Miscellaneous **	2012	247	----	----	----	----	\$4,091,000
	2011	217	----	----	----	----	\$3,409,000
TOTAL	2012	11,717					\$139,319,000
	2011	11,319					\$130,138,000

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

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

# MILLION DOLLAR CROPS BY COMMODITY

**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
<b>All Other Crops</b>	<b>\$9,107,700</b>
<b>2011 Total Gross</b>	<b>\$247,933,900</b>

**2012**

<u>AGRICULTURAL PRODUCT</u>	<u>VALUE</u>
1. Nursery Crops	\$83,161,000
2. Mushrooms	\$63,496,000
3. Peppers, Bell	\$14,055,000
4. Cherries	\$8,947,000
5. Peppers, Wax & Chili	\$8,286,000
6. Tomatoes, Fresh	\$7,050,000
7. Salad Greens	\$7,049,000
8. Lettuce, All	\$6,288,000
9. Beans	\$6,132,000
10. Wine Grapes, Red	\$5,199,800
11. Steers and Heifers	\$4,981,800
12. Tomatoes, Processing	\$4,088,000
13. Chinese Vegetables	\$4,028,000
14. Corn	\$3,665,000
15. Cut Flowers	\$3,487,000
16. Celery	\$2,806,000
17. Range	\$2,675,000
18. Spinach	\$2,312,000
19. Strawberry	\$2,185,000
20. Wine Grapes, White	\$2,048,000
21. Garlic	\$2,009,000
22. Seed	\$1,872,000
23. Squash	\$1,577,000
24. Hay (Grain)	\$1,419,000
25. Cabbage	\$1,233,000
<b>All Other Crops</b>	<b>\$10,729,200</b>
<b>2012 Total Gross</b>	<b>\$260,778,800</b>

## South County Office

80 Highland Ave, Bld K  
 San Martin, CA 95046  
 (408) 201-0640  
 (408) 683-4247 fax  
 Office Hours: 8:00am - 12:00pm

## North County Office

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

# CERTIFIED FARMERS' MARKETS

## Wednesday

Cambrian Park Farmers' Market  
 El Mercado Popular Inc. CFM  
 Evergreen Farmers' Market  
 Fairgrounds Outdoor CFM  
 Julian St. James Farmer's Market  
 San Jose City College CFM  
 Saratoga Village CFM  
 VA Palo Alto Health Center CFM

## Saturday

Berryessa CFM  
 Great Mall CFM  
 Kaiser Santa Teresa CFM  
 Los Altos Ranch CFM  
 Morgan Hill CFM  
 Palo Alto Downtown CFM  
 Willow Glen CFM  
 Santa Clara CFM  
 Saratoga CFM  
 Sunnyvale CFM  
 Vietnam Town CFM  
 Santa Teresa CFM  
 De Anza College CFM  
 Silicon Valley CFM @ The Plant  
 Hanchett Avenue Farmers' Market

## Sunday

Alum Rock CFM  
 California Avenue CFM  
 Campbell Farmers' Market  
 Cupertino Oaks CFM  
 Evergreen Farmers' Market  
 Los Gatos CFM  
 Milpitas CFM  
 Mountain View CFM  
 Blossom Hill CFM @ Princeton Plaza  
 San Jose Japantown CFM  
 Gilroy Spice of Life CFM  
 Mayfair Farmers' Market

## Thursday

Cochrane Plaza CFM  
 Los Altos CFM  
 Pruneyard CFM

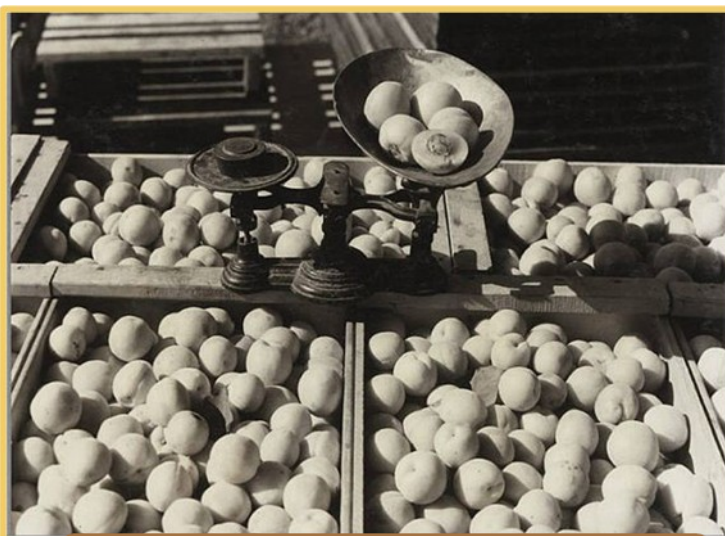
## Friday

Kaiser Santa Teresa CFM  
 San Jose Downtown CFM  
 Vallco CFM  
 El Mercado Popular Inc. CFM  
 El Camino Hospital CFM  
 Kaiser Santa Clara CFM

For more information on Farmers' Markets, please visit our website at [www.sccagriculture.org](http://www.sccagriculture.org)

## ORGANIC AGRICULTURE

Type of Organic Registrant	Number Registered	Acreage
Producers	23	410
Handlers	7	
Processors	5	



Apricots, 1945, John Leonard, History San Jose



Boxing prunes, 1945, History San Jose



*Santa Clara agriculture continues to survive...What also survives is the value of agriculture. The connection between the soil, the cycles of earth and the dedication of men and women to bring the harvest to the table, to enrich our lives with bountiful fruits, vegetables and all good things to eat, is worthy of our appreciation and acknowledgement. The farmer is an essential part of our strength as a nation. We take it for granted and yet, what would we be without the efforts of so many people to bring forth plenty for all of us. Whatever happens in the struggle over land and how it should be used, the one fact is certain: we have no more hills to cross, no new land to settle.*

-Yvonne Jacobson  
Santa Clara County Native, Farmer & Historian

*The Californian- Magazine of California History Center Foundation, Volume 22  
#2 "Passing Farms, Enduring Values -- California's Santa Clara Valley"*

Onion Seed Harvest, Fosgate Farm, Santa Clara Depot, Alice Hare c1905 Courtesy of Bancroft Library, UC Berkeley



Cover: girl and dog, Santa Clara Cherry Orchard, H. Postlethwaite c1901 History San Jose

Special thanks to History San Jose and the Bancroft Library & San Jose Public Library for preserving the historic agricultural photos used. It is their efforts that have made these photographs available to the public for anyone to enjoy.

# SANTA CLARA COUNTY AGRICULTURAL DEPARTMENT STAFF

## AGRICULTURAL COMMISSIONER / SEALER OF WEIGHTS and MEASURES

Joseph C. Deviney - Kevin O'Day

## DEPUTY AGRICULTURAL COMMISSIONERS

Eric Wylde - Michelle Thom

## SUPERVISING AGRICULTURAL BIOLOGIST

Helena Roberts

## DISTRICT AGRICULTURAL BIOLOGISTS

Agricultural Biologists I: Shannon Lundin - Mario Nunez - Mike Walker

Agricultural Biologist II: Kristian Barbeau - Nicholas Otterlei

Agricultural Biologists III: Nancy Barrera - Matt Beauregard - Lori Oleson - Jennifer Pate

## EUROPEAN GRAPE VINE MOTH CONTROL PROGRAM

Agricultural Assistants: Sherrie  
Besson - Franchesca Perez

## CANINE PARCEL INSPECTION PROGRAM

Agricultural Biologist I:  
Tino Menchaca - Hawkeye

## PIERCE'S DISEASE CONTROL PROGRAM

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

## HIGH RISK PEST EXCLUSION PROGRAM

Agricultural Biologists I:  
Alicia Earle - Julius Calso

## GEOGRAPHIC INFORMATION SYSTEMS

Agricultural Biologist I:  
Gary Meyer

