

California is the nation's leading grower of bell peppers and ranks second in production of hot peppers.



NORTH COUNTY OFFICE

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SOUTH COUNTY OFFICE

80 West Highland Avenue Building K San Martin, CA 95046 (408) 201-0640





How many varieties of peppers are grown in Santa Clara County? Look at page 8 to find out.





In 2013, \$22,613,000 of peppers were grown in Santa Clara County, totaling 2,000 acres (see page 11)

Karen Ross, Secretary California Department of Food and Agriculture

Santa Clara County Board of Supervisors

District 1 – Mike Wasserman District 4 – Ken Yeager

District 2 – Cindy Chavez District 5 – S. Joseph Simitian

District 3 – Dave Cortese

It is my pleasure to present the 2013 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 2013 is \$263,394,800, an increase of 1% from the 2012 value of \$260,778,800.

The County's top three crops for over 10 years continue to be nursery crops (\$76,964,000), mushrooms (\$68,610,000) and bell peppers (\$17,002,000). In 2013, 24 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value. Nursery crop values decreased by 9% from the 2012 value of \$83,161,000.

A severe drought in 2013 has had a negative effect on our hay and cattle industry. Grain hay saw a decrease in yield but the price remained high. With less hay and grass in our rangeland, cattle continue to be sold and less replacement heifers have been kept.

Crops with notable increases in value in 2013 were lettuce, wine grapes, Chinese vegetables, bell peppers and corn. Beans, chili peppers, and processed tomatoes declined in value compared to 2012.

This year's crop report highlights peppers. Over 70 varieties of this delicious, versatile and interesting fruit, rich in vitamins and disease preventing compounds, are grown in Santa Clara County. Bell varieties account for the bulk of pepper production in the County, ranking Santa Clara County as the #3 bell pepper producer in the State and #4 producer in the United States, according to the 2012 Census of Agriculture.

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

Joseph C. Meviney



BUSHBERRIES AND STRAWBERRIES

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bushberries	2013	15	4.1	61.5	TON	\$1,681	\$103,000
	2012	13	3.4	44.2	TON	\$4,562	\$203,000
Strawberries	2013	59	15.5	914.5	TON	\$1,595	\$1,459,000
	2012	60	15.0	900	TON	\$2,428	\$2,185,000
TOTAL	2013	74					\$1,562,000
	2012	73					\$2,388,000





FOREST PRODUCTS

ITEM	YEAR	PRODUCTION TOTAL	UNIT	TOTAL
Timber	2013		MBF	\$0
	2012	1,209	MBF	\$429,000

MBF = Thousand Board Feet

SEED CROPS

ITEM	YEAR	HARVESTED ACREAGE	TOTAL
Vegetable and Flower	2013	506	\$1,115,000
	2012	578	\$1,872,000



FIELD CROPS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Hay (Grain)	2013	3,655	1.8	6,710	TON	\$177	\$1,188,000
	2012	3,607	2.3	8,296	TON	\$171	\$1,419,000
Pasture, Irrigated	2013	464			ACRE	\$215	\$99,800
	2012	461			ACRE	\$210	\$96,800
Range	2013	222,652			ACRE	\$12	\$2,672,000
	2012	222,878			ACRE	\$12	\$2,675,000
Miscellaneous*	2013	594					\$1,067,000
	2012	418					\$806,000
TOTAL	2013	227,365					\$5,026,800
	2012	227,364					\$4,996,800

*Includes Alfalfa, Triticale etc.







FLORAL CROPS: CUT FLOWERS

ITEM	YEAR	HOUSE (SQ. FT.)	TOTAL
Chrysanthemum	2013	1,129,600	\$1,056,000
	2012	1,068,440	\$1,004,000
Miscellaneous*	2013		\$1,763,000
	2012		\$2,483,000
TOTAL	2013		\$2,819,000
	2012		\$3,487,000

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



Eucalyptus for ornamental flower arrangements



LIVESTOCK AND POULTRY

ITEM	YEAR	NUMBER OF HEAD SOLD	PRODUCTION TOTAL (LIVE WEIGHT)	UNIT	VALUE PER UNIT	TOTAL
Steers & Heifers	2013	5,068	29,477	CWT	\$130	\$3,832,000
	2012	5,897	36,100	CWT	\$138	\$4,981,800
Cows & Bulls	2013	908	11,100	CWT	\$73	\$810,000
	2012	992	11,665	CWT	\$68	\$793,000
Miscellaneous*	2013					\$310,000
	2012					\$299,400
TOTAL	2013					\$4,952,000
	2012					\$6,074,200

^{*} Includes Chickens Eggs, Goats, Llamas, Pigs, Sheep, etc.

Did You Know That in 2013 Santa Clara County Ag Staff Members ...

- Inspected approximately 9,700 incoming shipments of plant material at nurseries and shipping terminals for exotic, invasive, and agricultural pests
- Inspected grower's crops being moved out of state for Light Brown Apple Moth 248 times
- Inspected Nurseries for Sudden Oak Death 113 times, and oversaw treatments for positive finds 4 times
- Issued 71 Producer Certificates and 44 Farmers' Market certificates
- Inspected the Certified Farmers' Markets 71 times, and inspected 1,145 Certified Producers at market for compliance
- Issued 2,211 phytosanitary certificates for the export of plant material out of Santa Clara County
- Diverted 4,726 containers, (around 10,000 pounds) of plastic containers from the landfill with approximately 130 growers participating
- Surveyed more than 500 Santa Clara County producers in preparation for the 2013 Agricultural Crop Report
- Issued 377 Operator Identification numbers/Permits and conducted 46 investigations as part of the Pesticide Use Enforcement program
- Surveyed for Iberian thistle, Illyrian thistle and other weed species.



Hawkeye Parcel Inspector

We take Hawkeye to parcel facilities and he uses his nose to identify packages containing agricultural products to his handler. The package is then inspected by a biologist to determine if the agricultural products and any insects or diseases found on those products are allowed into California.

CERTIFIED FARMERS' MARKETS

There were 44 Farmers' Markets registered in Santa Clara County last year!

ORGANIC AGRICULTURE

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

Our organic growers, produce assorted organic field crops, fruits, vegetables and eggs.

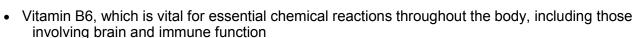


Pepper Nutrition

Whether mellow or tongue blazing, peppers are nutrient-dense. They're one of the richest sources of vitamins A and C you can eat. Just a cup a day can provide more than 100% of your daily needs.

Choose a variety of colors in your peppers. Red bell peppers are a good source of fiber, folate, vitamin K, and the minerals molybdenum and manganese. And, they're especially rich in nutrients and phytochemicals such as:

- Vitamin A, which may help preserve eyesight, and fend off infection
- Vitamin C, which may lower cancer risk and protect against cataracts

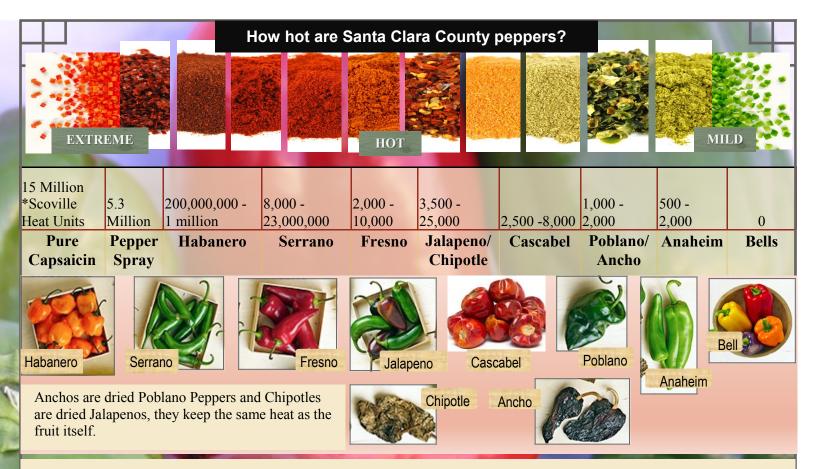


- Lutein and zeaxanthin, which may slow the development of eye diseases, such as cataracts or macular degeneration
- Beta-carotene, which may help protect against certain types of cancer, such as breast cancer
- Lycopene, which may decrease the risk for ovarian cancer.

Pepper Promulgation

- Peppers are actually fruits because they are produced from a flowering plant and contain seeds most people think of them as vegetables.
- Columbus discovered peppers in the West Indies and mistook them for peppercorn plants that produce black pepper. They were brought to the United States in 1583.
- Hot peppers are typically green in early maturity but quickly turn colors including yellow, orange, purple, red, or chocolate brown depending on the cultivar.
- Although they can be picked when green, heat and flavor increases with maturity. Hot chilis are actually hotter when green but have a more pronounced flavor when ripe.
- The amount of heat in a hot pepper depends on the variety, soil, climate, and other conditions.
- Dyes made from red chili peppers are natural and safe food coloring agents used in many products, including salad dressings, meat products, cosmetics and clothing.
- If you are trying to avoid hot jalapenos, pick the chilis without any corking (white lines and flecks).
- The heat of the chili is due to capsaicin present in the white membranes. Drinking water will not relieve the burning of your mouth because capsaicin is insoluble in water. Instead drink milk or alcohol.
- Green Bell Peppers are mature, but if left on the vine to ripen further, they become red bell peppers.





*Pepper heat is rated in terms of "Scoville heat units." Bell peppers have no capsaicin and are rated at zero on the Scoville heat scale. The popular Jalapeno pepper ranges from 2,000 to 25,000 units, and the Habanero chili pepper is rated as high as 1 million Scoville units. The spices shown at the top of the page are not in order of heat, just color.

Santa Clara County Pepper Facts

- THERE ARE OVER 70 VARIETIES OF PEPPERS GROWN IN SANTA CLARA COUNTY:
- 19 VARIETIES OF BELL PEPPERS.
- 10 VARIETIES OF ANAHEIMS.
- 10 VARIETIES OF JALAPENOS.
- 6 VARIETIES OF NO HEAT JALAPENOS,
- 7 VARIETIES OF POBLANOS,
- SEVERAL VARIETIES OF HABENEROS, SERRANOS, CASCABELS, AND FRESNOS.
- THERE ARE SOME GREAT VARIETAL NAMES: CUPID, RED KNIGHT, KING ARTHUR, SWEET SUNRISE, and HIGHLANDER.
- OTHERS LET YOU KNOW THAT THEY ARE HOT or LARGE: TORMENTA, EL JEFE, MASIVO, SEQUOIA, and MASTER.
- Peppers are warm-season crops, sensitive to freezing, and do not grow well in cold, wet soil. Our growers germinate seeds indoors in late winter and then transplant the small plants individually in late spring.
- In Santa Clara County, \$22 MILLION DOLLARS worth of peppers were grown in 2013.
- Santa Clara County growers harvested TWO THOUSAND ACRES of peppers in 2013.
- Typical field peppers are harvested every week or so, for about a month. California's shipping season runs from April to December, with peak volume hitting the market May through July.



FRUITS AND NUTS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Apricots	2013	206	2.7	556.2	TON	\$575	\$320,000
	2012	225	3.7	832.5	TON	\$483	\$402,000
Cherries	2013	1,001	2.5	2,502.5	TON	\$3,337	\$8,351,000
	2012	952	4.9	4,664.8	TON	\$1,918	\$8,947,000
Grapes, Wine: White	2013	409	4.5	1,840.5	TON	\$1,279	\$2,354,000
	2012	407	4.5	1,831.5	TON	\$1,118	\$2,048,000
Grapes, Wine: Red	2013	1,183	3.6	4,258.8	TON	\$1,514	\$6,448,000
	2012	1,177	3.7	4,354.9	TON	\$1,194	\$5,200,000
Total Red & White	2013	1,592					\$8,802,000
Walnuts	2013	190	1.1	209.0	TON	\$3,903	\$816,000
	2012	164	1.2	196.8	TON	\$3,104	\$611,000
Miscellaneous*	2013	253					\$1,441,000
	2012	250					\$1,844,000
TOTAL	2013	3,242					\$19,730,000
	2012	3 ,175					\$19,052,000

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



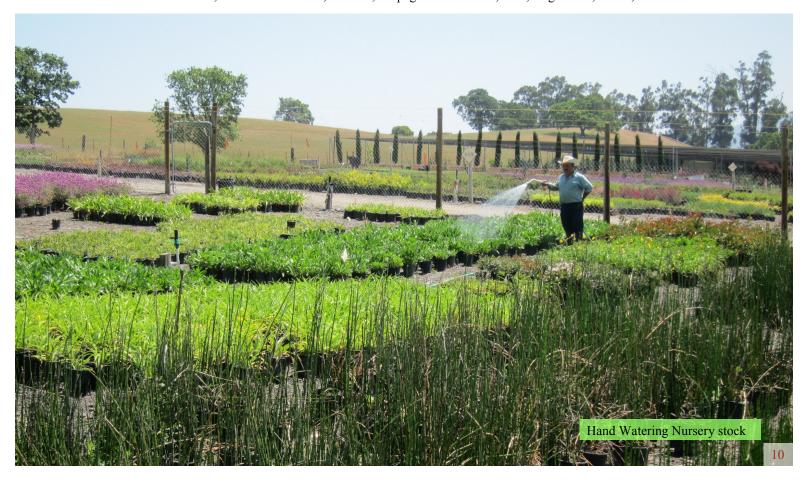




NURSERY CROPS: INDOOR AND OUTDOOR GROWN

ITEM	YEAR	HOUSE (SQ. FT.)	FIELD ACRES	SOLD BY PRODUCERS	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2013	2,875,000	49	2,097,927	Flats	Various	\$22,571,000
	2012	2,856,000	48	2,086,555	Flats	Various	\$21,034,000
Christmas Trees	2013		213	8,215	Tree	\$47	\$388,000
	2012		218	8,947	Tree	\$48	\$429,000
Ornamental Trees, & Roses, Shrubs	2013	94,000	230	1,044,406	Plants	Various	\$19,082,000
	2012	92,000	228	940,901	Plants	Various	\$25,271,000
Miscellaneous*	2013	3,222,378	202				\$34,923,000
	2012	1,756,350	220				\$36,427,000
TOTAL	2013						\$76,964,000
	2012						\$83,161,000

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



VEGETABLE CROPS **HARVESTED** PER **PRODUCTION VALUE PER ITEM YEAR ACREAGE** ACRE TOTAL **UNIT UNIT TOTAL** 2013 **Beans** 1,115 2.4 2,676.0 TON \$1,462 \$3,912,000 2012 4.8 4,713.6 982 \$1,301 \$6,132,000 TON 2013 **Broccoli** 6.9 890.1 129 \$525 \$467,000 TON 2012 4.4 624.8 142 \$414 \$259,000 TON 2013 21.1 Cabbage 230 4,853.0 \$339 \$1,645,000 TON 2012 23.5 6,016.0 256 \$205 \$1,233,000 TON 2013 30.0 9,240.0 Celery 308 TON \$320 \$2,957,000 2012 45.0 15,165.0 337 \$185 \$2,806,000 TON 2013 20.1 Chinese Vegetables 9.065.1 451 \$608 \$5,512,000 TON 2012 37.0 15,614.0 422 \$258 TON \$4,028,000 2013 Corn 10.7 13,300.1 1,243 TON \$402 \$5,347,000 2012 9.6 10,502.4 1,094 \$349 \$3,665,000 TON 2013 3.9 990.6 Garlic 254 \$1,049 \$1,039,000 TON 2012 2,198.0 7.0 314 \$914 \$2,009,000 TON 2013 8.0 7,832.0 Salad Greens * 979 \$968 TON \$7,581,000 2012 4.6 5,943.2 1,292 \$1,186 \$7,049,000 TON 2013 15.0 22,095.0 Lettuces** \$400 1,473 \$8,838,000 TON 2012 13.7 17,864.8 \$352 1,304 TON \$6,288,000 2013 134.3 20,413.6 Mushrooms 152 \$3,361 \$68,610,000 TON 2012 153 135.8 20,777.4 TON \$3,056 \$63,496,000 2013 14.0 448.0 Onions, Dry 32 \$163 \$73,000 TON 2012 23.8 70 1,666.0 TON \$101 \$168,000 2013 30.6 48,164.4 Peppers - Bell 1,574 \$353 \$17,002,000 TON 2012 28.3 42,082.1 \$334 1,487 TON \$14,055,000 2013 24.2 11,616.0 Peppers -Wax & Chili 480 \$483 \$5,611,000 TON 2012 25.1 16,214.6 646 TON \$511 \$8,286,000 2013 **Pumpkins** 19.0 202 3,838.0 \$347 \$1,332,000 TON 2012 17.9 3,275.7 183 TON \$222 \$727,000 2013 5.9 5,074.0 Spinach 860 \$979 \$4,967,000 TON 2012 4.0 2,976.0 744 \$777 \$2,312,000 TON 2013 Squash 8.4 1,747.2 208 \$541 \$945,000 TON 2012 7.8 2,496.0 320 \$632 \$1,577,000 TON 2013 15.4 12,489.4 Tomatoes - Fresh 811 TON \$657 \$8,206,000 2012 21.2 15,772.8 744 TON \$447 \$7,050,000 2013 58.5 **Tomatoes - Processed** 43,816.5 749 TON \$74 \$3,242,000 2012 63.2 61,936.0 980 \$66 \$4,088,000 TON 2013 Miscellaneous *** 426 \$3,940,000 2012 247 \$4,091,000 2013 **TOTAL** 11,676 \$151,226,000 2012 11,717 \$139,319,000

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

^{**} Romaine, Leaf, Head

^{***} Artichokes, Cauliflower, Cucumber, Herbs, Parsley, Shallots, etc.

MILLION DOLLAR CROPS BY COMMODITY

2012 2013

AGRICULTURAL PRODUCT	<u>VALUE</u>	AGRICULTURAL PRODUCT	VALUE
1. Nursery Crops	\$83,161,000	1. Nursery Crops	\$76,964,000
2. Mushrooms	\$63,496,000	2. Mushrooms	\$68,610,000
3. Peppers, Bell	\$14,055,000	3. Peppers, Bell	\$17,002,000
4. Cherries	\$8,947,000	4. Lettuce, All	\$8,838,000
5. Peppers, Wax & Chili	\$8,286,000	5. Wine Grapes, All	\$8,802,000
6. Tomato, Fresh	\$7,050,000	6. Cherry	\$8,351,000
7. Salad Greens	\$7,049,000	7. Tomatoes, Fresh	\$8,206,000
8. Lettuce, All	\$6,288,000	8. Salad Greens	\$7,581,000
9. Beans	\$6,132,000	9. Peppers, Wax & Chili	\$5,611,000
10. Wine Grapes, Red	\$5,199,800	10. Chinese Vegetables	\$5,512,000
11. Steer & Heifers	\$4,981,800	11. Corn	\$5,347,000
12. Tomatoes, Processing	\$4,088,000	12. Spinach	\$4,967,000
13. Chinese Vegetables	\$4,028,000	13. Beans	\$3,912,000
14. Corn	\$3,665,000	14. Steers & Heifers	\$3,832,000
15. Cut Flowers	\$3,487,000	15. Tomatoes, Processing	\$3,242,000
16. Celery	\$2,806,000	16. Celery	\$2,957,000
17. Range	\$2,675,000	17. Cut Flowers	\$2,819,000
18. Spinach	\$2,312,000	18. Range	\$2,672,000
19. Strawberry	\$2,185,000	19. Cabbage	\$1,645,000
20. Wine Grapes, White	\$2,048,000	20. Strawberry	\$1,459,000
21. Garlic	\$2,009,000	21. Pumpkin	\$1,332,000
22. Seed	\$1,872,000	22. Hay (Grain)	\$1,188,000
23. Squash	\$1,577,000	23. Seed	\$1,115,000
24. Hay (Grain)	\$1,419,000	24. Garlic	\$1,039,000
25. Cabbage	\$1,233,000		12
All Other Crops	\$10,729,200	All Other Crops	\$10,391,800
2012 Total Gross	\$260,778,800	2013 Total Gross	\$263,394,800

Federal Phytosanitary Certification Program

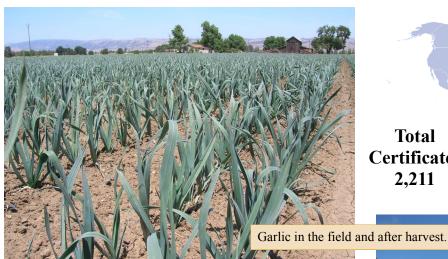
Sustainable Agriculture: Pest Prevention

This program ensures that plants and plant commodities exported to foreign countries from Santa Clara County are free from injurious pests. In 2013, the county staff inspected and issued Phytosanitary Certificates for 2,211 export shipments. The chart below details all the countries our growers export to.

Number of Phytos Issued By Country

Our growers ship around the world!

Argentina	14	Grenada	3	Panama	7
Australia	255	Guatemala	76	Peru	23
Austria	1	Honduras	6	Poland	3
Belize	5	Hong Kong	17	Portugal	1
Brazil	30	Iceland	1	Russian Federation	1
Canada	513	India	34	Singapore	8
Chile	35	Israel	8	South Africa	31
China	77	Italy	1	Spain	1
Colombia	72	Japan	273	Syrian Arab Republic	2
Costa Rica	21	Jordan	10	Taiwan	48
Denmark	22	Korea	168	Thailand	7
Dominican Republic	4	Lebanon	2	Trinidad and Tobago	2
Ecuador	15	Malaysia	19	United Arab Emirates	3
Egypt	1	Mexico	129	United Kingdom	8
El Salvador	1	Nepal	6	United States	1
Ethiopia	3	Netherlands	47	Uruguay	1
France	55	New Zealand	98	Vietnam	18
Germany	20	Pakistan	4		



Total Certificates 2,211

Garlic is one of the many commodities we certify as free from weed, disease, and insect pests before exportation.

Some of the other commodities we certify are oranges, onions, walnuts, cut flowers, flower and vegetable seeds, Iris and Orchid plants.



HISTORICAL COMPARISON OF HARVESTED ACREAGE

	1953	1973	1993	2013
Bushberry & Strawberry Crops	1,890	328	228	74
Field Crops*	27,635	243,900	236,320	227,365
Floral Crops - Cut Flowers		796	649	26
Fruit & Nut Crops	80,284	25,511	4,990	3,242
Nursery Crops		247	862	836
Seed Crops		1,120	1,000	506
Vegetable Crops**	22,259	14,468	11,960	11676
Total Acres	132,068	286,370	256,009	243,725

^{*1953} Field Crops does not include Range or Pasture

^{**}includes multiple crops at same site



Apricots are still dried in the same fashion as in their peak demand during the World War I era. The Blenheim apricots in the picture above are picked, split to remove the pits, and then placed in single layers on drying trays. It generally takes four days to complete the drying process.

Blenheims are one of the best drying varieties available, keeping their intense sweet, moist and tart flavor. The trees can only grow to perfection in a few places in the world, including the Santa Clara Valley. They only have a short two to three week harvest period, typically lasting from mid June to July. They are worth the wait, as no other apricot variety lives up to their taste.

SANTA CLARA COUNTY AGRICULTURAL DEPARTMENT STAFF

AGRICULTURAL COMMISSIONER / SEALER OF WEIGHTS and MEASURES

JOSEPH C. DEVINEY

