

A photograph of a nursery field. In the foreground and middle ground, rows of young trees with vibrant red foliage are planted in wooden planters. A gravel path runs through the center of the field. In the background, taller trees with green foliage are visible, some supported by wooden stakes. The sky is clear and blue.

Santa Clara County

CROP REPORT 2018



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Welcome!

It is my pleasure to present the 2018 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 2018 is \$295,837,000, a decrease of 6.5 percent from the 2017 value of \$316,524,000.

After many years, the County's top two crops have changed positions with the number one crop in 2018 now being mushrooms with a gross value of \$82,468,000. Mushroom production saw an increase in crop value per ton. Nursery crops saw a very slight decrease from 2017 with a 2018 value of \$80,776,000. Lettuce crops continued in the number three position, for the second year in a row, with a value of \$17,550,000. In 2018, 21 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value.

The biggest change is a dramatic decrease in the 2018 cherry crop. After a stellar 2017, the 2018 value saw an 82 percent decrease in overall value due to weather-related issues primarily. Only 369 acres of the cherries were reported as harvested with a yield of 0.5 tons per acre.

This year's Crop Report highlights the wide variety of nursery crops grown in Santa Clara County. We have over 70 production nurseries so I am unable to highlight them all. A complete list is at the end of this report.

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, Lori Oleson, Helena Roberts, Paulo Philippidis, Nidia Aguirre, Estela Cabral de Lara, Shayal Kumar, and Lucy Diekmann who made the publication of this report possible.

JOSEPH C. DEVINEY
Agricultural Commissioner
Sealer of Weights & Measures



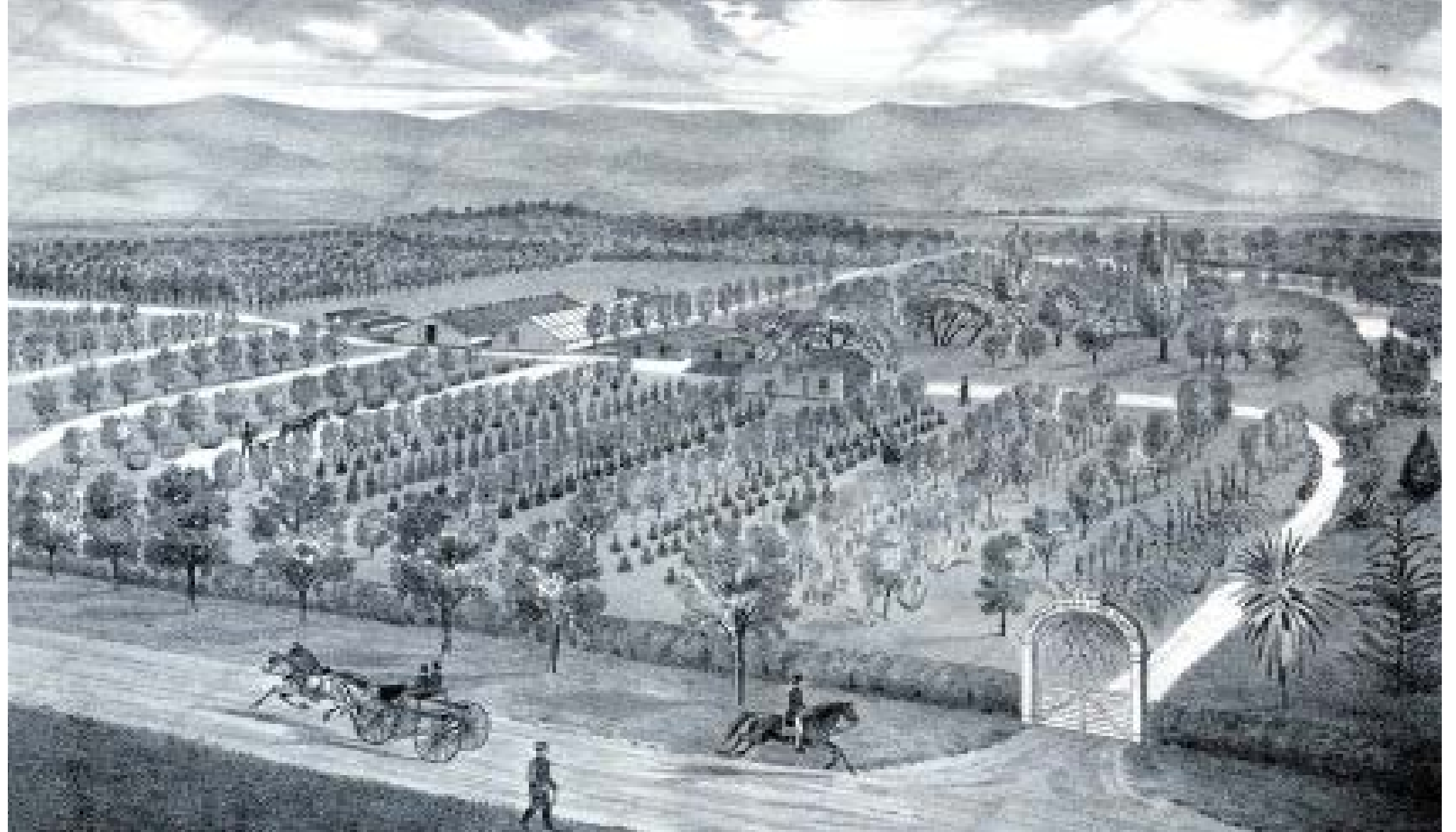
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NURSERY BEGINNINGS in Santa Clara County

The land was between Mission Santa Clara and Pueblo de San José, south of the present-day San José International Airport.



FOX NURSERIES (1853)

In 1853, Commodore Stockton sent a large stock of plants with Christopher Shelton and B.F. Fox (a botanist and professional nurseryman), to establish our first large scale production nursery on the Rancho Potrero de Santa Clara which is now South of the present-day San José International Airport. In addition to many varieties of fruit trees, the nursery stock included strawberry and asparagus plants, as well as a hive of honeybees—the first in California. The nursery was established in April 1853 and was, for a time, the major supplier of plant material in the Santa Clara Valley.

Left: Residence and Orchard of B.S. Fox
Above: Nursery of B.S. Fox

Million Dollar Crops

The gross value of Santa Clara County's agricultural production for 2018 was \$295,837,000.

Devil Mountain Nursery

	Crop	Year	Value
1	Mushrooms	2018	\$82,511,000
		2017	\$74,659,000
2	Nursery Crops	2018	\$80,776,000
		2017	\$82,951,000
3	Lettuce (All)	2018	\$17,559,000
		2017	\$17,522,000
4	Peppers (Bell)	2018	\$14,610,000
		2017	\$13,264,000
5	Wine Grapes (All)	2018	\$10,658,000
		2017	\$10,067,000
6	Tomatoes (Fresh)	2018	\$10,573,000
		2017	\$13,456,000
7	Asian Vegetables	2018	\$8,822,000
		2017	\$8,876,000
8	Peppers (Wax and Chili)	2018	\$7,610,000
		2017	\$7,488,000
9	Beans (All)	2018	\$7,500,000
		2017	\$5,850,000
10	Corn	2018	\$6,943,000
		2017	\$7,039,000
11	Garlic	2018	\$5,477,000
		2017	\$5,441,000
12	Broccoli	2018	\$5,301,000
		2017	\$3,926,000
13	Spinach	2018	\$4,523,000
		2017	\$14,616,000
14	Salad Greens	2018	\$4,435,000
		2017	\$4,189,000
15	Range	2018	\$3,509,000
		2017	\$3,443,000
16	Seed Crops	2018	\$3,459,000
		2017	\$2,362,000
17	Steer and Heifers	2018	\$3,374,000
		2017	\$2,824,000
18	Tomatoes (Processing)	2018	\$1,408,000
		2017	\$1,352,000
19	Cabbage	2018	\$1,354,000
		2017	\$2,569,000
20	Timber	2018	\$1,100,000
		2017	\$1,545,000
21	Hay (Grain)	2018	\$1,032,000
		2017	\$1,114,000
	Other Crops	2018	\$13,303,000
		2017	\$21,892,000
TOTAL		2018	\$295,837,000
		2017	\$316,524,000



The nursery and floriculture industries are very important to California's economy. California ranks number one in the United States for its nursery and floriculture production and their combined value is approximately \$3.5 billion annually. In 2017, within California, nursery ranks fifth in overall value behind grapes, milk, almonds, and cattle. The nursery industry is closely linked to the real estate industry because their crops are used for landscaping. California is the single largest market for lawn and garden products in the United States.

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Almost 60 percent of fresh-cut flowers grown in the United States come from California.



In Santa Clara County, there are 425 nursery businesses, including over 70 nursery producers. Nurseries in Santa Clara produce cut flowers, coniferous and broad-leaf evergreens, deciduous shrubs, roses, herbaceous ornamentals, bulbs, corms, rhizomes, pips, decorative

plants, cacti, succulents, deciduous fruit and nut trees, grape and kiwi vines, citrus, tropical/subtropical fruit trees, strawberry, brambleberries, vegetables, sod/turfgrass, groundcover and palms. Like all businesses in Silicon Valley, our nursery producers are sophisticated

and high tech. They need to stay up-to-date on production techniques, cultural practices, irrigation, Integrated Pest Management, nutrient and fertilizer management, and safe and efficient use of pesticides. They also evaluate the impact of their activities on the environment to protect water, air and soil quality.

Nursery Industry in Santa Clara County

Maria de la Fuente, PhD
University of California Cooperative Extension
Farm Advisor



Left: Geraniums at Gilroy Young Plants
Above: Pernial Color at Central Wholesale
Below: Hydrangeaus at Gilroy Young Plants

Vegetable Crops

Item	Year	Har- vested Acreage	Tons/ Acre	Production Total Tons	Value Per Unit	Value
Asian Vegetables	2018	731	20.7	15,131.7	\$583	\$8,822,000
	2017	725	21.9	15,877.5	\$559	\$8,876,000
Beans	2018	1,306	3.4	4,440.4	\$1,689	\$7,500,000
	2017	920	4.1	3,772.0	\$1,551	\$5,850,000
Broccoli	2018	595	9.6	5,712.0	\$928	\$5,301,000
	2017	684	6.5	4,446.0	\$883	\$3,926,000
Cabbage	2018	127	20.7	2,628.9	\$515	\$1,354,000
	2017	415	13.2	5,478.0	\$469	\$2,569,000
Corn	2018	1,414	10.0	14,140.0	\$491	\$6,943,000
	2017	1,657	9.0	14,913.0	\$472	\$7,039,000
Garlic	2018	598	7.1	4,245.8	\$1,290	\$5,477,000
	2017	761	5.1	3,881.1	\$1,402	\$5,441,000
Salad Greens*	2018	716	6.8	4,868.8	\$911	\$4,435,000
	2017	1,037	4.4	4,562.8	\$918	\$4,189,000
Lettuce (Romaine, Leaf, Head)	2018	2,349	14.6	34,295.4	\$512	\$17,559,000
	2017	2,106	14.7	30,958.2	\$566	\$17,522,000
Mushrooms	2018	144	122.2	17,596.8	\$4,689	\$82,511,000
	2017	145	124.7	18,081.5	\$4,129	\$74,659,000
Onions (Dry)	2018	71	14.3	1,015.3	\$640	\$650,000
	2017	23	6.4	147.2	\$1,000	\$147,000
Peppers (Bell)	2018	1,072	35.4	37,948.8	\$385	\$14,610,000
	2017	1,221	28.3	34,554.3	\$384	\$13,269,000
Peppers (Wax and Chili)	2018	418	33.1	13,835.8	\$550	\$7,610,000
	2017	596	24.3	14,482.8	\$517	\$7,488,000
Spinach	2018	676	5.4	3,650.4	\$1,239	\$4,523,000
	2017	1,082	8.8	9,521.6	\$1,535	\$14,616,000
Squash	2018	217	4.9	1,063.3	\$617	\$656,000
	2017	163	6.4	1,043.2	\$555	\$579,000
Tomatoes (Fresh)	2018	1,000	22.4	22,400.0	\$472	\$10,573,000
	2017	941	26.0	24,466.0	\$550	\$13,456,000
Tomatoes (Processed)	2018	348	57.0	19,836.0	\$71	\$1,408,000
	2017	322	56.0	18,032.0	\$75	\$1,352,000
Miscellaneous**	2018	961	----	-----	----	\$7,252,000
	2017	1,532	----	-----	----	\$15,928,000
TOTAL	2018	12,743	----	----	----	\$187,184,000
	2017	15,193	----	----	----	\$206,348,000

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

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

Boething Treeland Farms

One tree can remove 26 pounds of carbon dioxide from the atmosphere annually, equaling 11,000 miles of car emissions.

Boething Treeland Farms nursery was established in 1952 by John and Sue Boething in Southern California. Thirty years ago, they opened another location on Alpine Road in Santa Clara County. It remains a family-owned business that is now operated by second and third-generation family members.

Boething is a wholesale nursery with over 500 acres of production land throughout California. Their focus is on trees and shrubs and they propagate 90 percent of their nursery stock. At their Santa Clara County location, they produce many native plants and about 60 percent of their plants are low water usage varieties.

According to manager Haydi Danielson, the biggest challenges the nursery has faced in the last decade have been labor and water. A key philosophy of Boething, since its founding, has been hiring and maintaining a stable workforce. Danielson says some employees have been with the company for 30 years. Automation and new technologies help the nursery deal with water shortages.

As for the future, Danielson says planning for what a changing climate will look like and what plants will be suited to those climates is difficult to predict, but she is confident in the future of California nursery industry because she knows the public continues to appreciate and invest in trees and plants.

During the 1600s, tulips were so valuable that their bulbs were worth more than gold.

Right: Kangaroo Paw under Arbutus unedo at Boething Treeland Farms

Nursery Crops

Item	Year	House (Sq. Ft)	Field Acres	Sold by Producers	Unit	Value Per Unit	Total
Bedding Plants	2018	1,805,040	42	1,441,524	Flats	Various	\$17,499,000
	2017	1,953,560	38	1,191,646	Flats	Various	\$18,269,000
Christmas Trees	2018	-----	277	6,495	Tree	\$60	\$392,000
	2017	-----	232	5,610	Tree	\$59	\$329,000
Ornamental Trees (Roses and Shrubs)	2018	201,400	222	2,263,259	Plants	Various	\$31,613,000
	2017	133,000	204	1,195,932	Plants	Various	\$25,799,000
Herbaceous Perennials	2018	1,805,800	31	528,320	Plants	Various	\$7,256,000
	2017	N/A	N/A	N/A	Plants	Various	N/A
Miscellaneous*	2018	2,296,800	187	-----	-----	-----	\$24,016,000
	2017**	2,219,120	185	-----	-----	-----	\$38,554,000
TOTAL	2018	-----	-----	-----	-----	-----	\$80,776,000
	2017	-----	-----	-----	-----	-----	\$82,951,000

*Includes: Indoor Decoratives, Orchids, Propagative Materials, Turf, Succulents, Vegetable Plants, Floral Crops (Cut Flowers), etc.

**Includes: Herbaceous Perennials

Gala Apple
Below and Right: Walnuts
at Yuki Farms



Fruit and Nut Crops

Item	Year	Harvested Acreage	Tons per Acre	Production Total Tons	Value per Unit	Total
Apricots	2018	147	2.1	308.7	\$1,331	\$411,000
	2017	149	1.2	178.8	\$1,168	\$209,000
Cherries	2018	369	0.5	184.5	\$3,298	\$608,000
	2017	980	4.5	4,410	\$2,538	\$11,193,000
Wine Grapes (White)	2018	491	4.3	2,111.3	1,383	\$2,920,000
	2017	481	3.3	1,587.3	\$1,467	\$2,329,000
Wine Grapes (Red)	2018	1,182	3.5	4,137	\$2,010	\$7,738,000
	2017	1,120	3.5	3,920	\$1,974	\$7,738,000
Total Red and White	2018	1,673	----	----	----	\$10,658,000
	2017	1,601	----	----	----	\$10,067,000
Walnuts	2018	243	1.0	243	\$2,777	\$675,000
	2017	236	1.0	236	\$3,237	\$764,000
Miscellaneous*	2018	245	----	----	----	\$2,311,000
	2017	248	----	----	----	\$2,352,000
TOTAL	2018	2,677	----	----	----	\$14,663,000
	2017	3,214	----	----	----	\$24,585,000

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

Orchid Designs

Angelic Nguyen has operated Orchard Designs for the last 18 years. Her love for orchids began in Vietnam, where her uncle owned an orchid nursery, and she would spend her after-school hours painting images of the flowers on silk with watercolors. What started as a hobby, quickly



grew into several thousand orchids and a business. Angelic runs her orchid-growing business at her San José home. Her orchids grow under four canopies in her yard and a greenhouse built by her husband.

Angelic travels the world to find new and exotic varieties of orchids from places such as Thailand and Australia. Despite her large assortment of orchid, she says, “There are more than 100,000 different kinds of orchids; I think I only have a few thousand.”

As big as Angelic’s backyard business might seem, she’s still a small grower excited about showing and growing her collection of orchids.

Carman’s Nursery



Established in 1937, Carman’s Nursery has long been a part of Santa Clara County history. Hugh Carman founded his first nursery at the corner of Bascom and Union Avenue in San José. After World War II, Ed, Hugh’s son, joined the family business and they began to grow and sell unusual plants. They were pioneers in the propagation of herbs and kiwi plants.

Nancy Shramm, Ed Carman’s daughter, continues the family

tradition of propagating and selling a variety of hard to find plants such as capers, Bonsai, and plants suitable for rock and railroad gardens (miniature landscapes around train sets). Carman’s Nursery is a one-person operation which allows Nancy to focus on the individual customer.

Reflecting on her family’s business and passion, Nancy Shramm states, “I think that attracting young people to horticulture is not only important for the industry

but necessary to the future of the planet. I have had a great life, growing up as a ‘nursery child’ and becoming the third-generation owner of Carman’s Nursery. Like the tee-shirt says, ‘You can’t buy happiness, but you can buy plants and that’s pretty much the same thing.’”

Headstart Nursery

On February 1979, Steve Costa partnered with Don and Bill Christopher and built six greenhouses in Gilroy to hold the new company's first order of bell pepper transplants. Growing transplants for farmers was a new idea that turned out to have a bright future. Farmers can have terrible losses when starting plants from seeds directly in the field. A single rogue hot day, untimely rain or even birds can wipe out rows of plants. Providing a "plug" seedling

plant with fully established roots and a perfect blend of nutrients really turned out to give farmers a "head start."

After that first successful season, and over time, they have continued to expand their product line to include a wide range of vegetables, ornamentals, and herbs. In 1993, Headstart Nursery was one of the first nurseries to be certified organic and now produces over 100 million certified organic transplants each year.

Also in 1993, they expanded into Coachella Valley to better serve their growing customer base. Adding a second location has given them the ability to grow plants for all their customers at any time of year.

Today Headstart Nursery has more than 1.5 million square feet of greenhouse space, employs about 200 people year-round, and grows more than 500 million plants every year.

Livestock and Poultry



Item	Year	Number of Head	Production Total (Live Weight)	Unit	Value Per Unit	Total
Steers and Heifers	2018	3,560	24,450	CWT	\$138	\$3,374,000
	2017	3,180	21,556	CWT	\$131	\$2,824,000
Cows and Bulls	2018	572	6,578	CWT	\$74	\$487,000
	2017	354	3,771	CWT	\$69	\$260,000
Miscellaneous*	2018	----	----	----	----	\$250,000
	2017	----	----	----	----	\$326,000
TOTAL	2018	----	----	----	----	\$4,111,000
	2017	----	----	----	----	\$3,410,000

*Includes: Chicken Eggs, Goats, Llamas, Pigs, Sheep, etc.



Above: Charolais Cattle
Below: Seedlings at Headstart Nursery



Plants and trees can cut as much as 25% off your household's energy consumption for cooling and heating. Just three properly placed trees can save an average household between \$100 and \$250 in annual heating and cooling costs, according to the U.S. Department of Energy.

Seed and Timber Crops

FOREST CROPS

Item	Year	Production Total	Unit	Total
Timber	2018	1,178	MBF	\$1,100,000
	2017	2,022	MBF	\$1,545,000

SEED CROPS

Crop	Year	Harvest Acreage	Total
Vegetable and Flower	2018	634	\$3,459,000
	2017	557	\$2,362,000

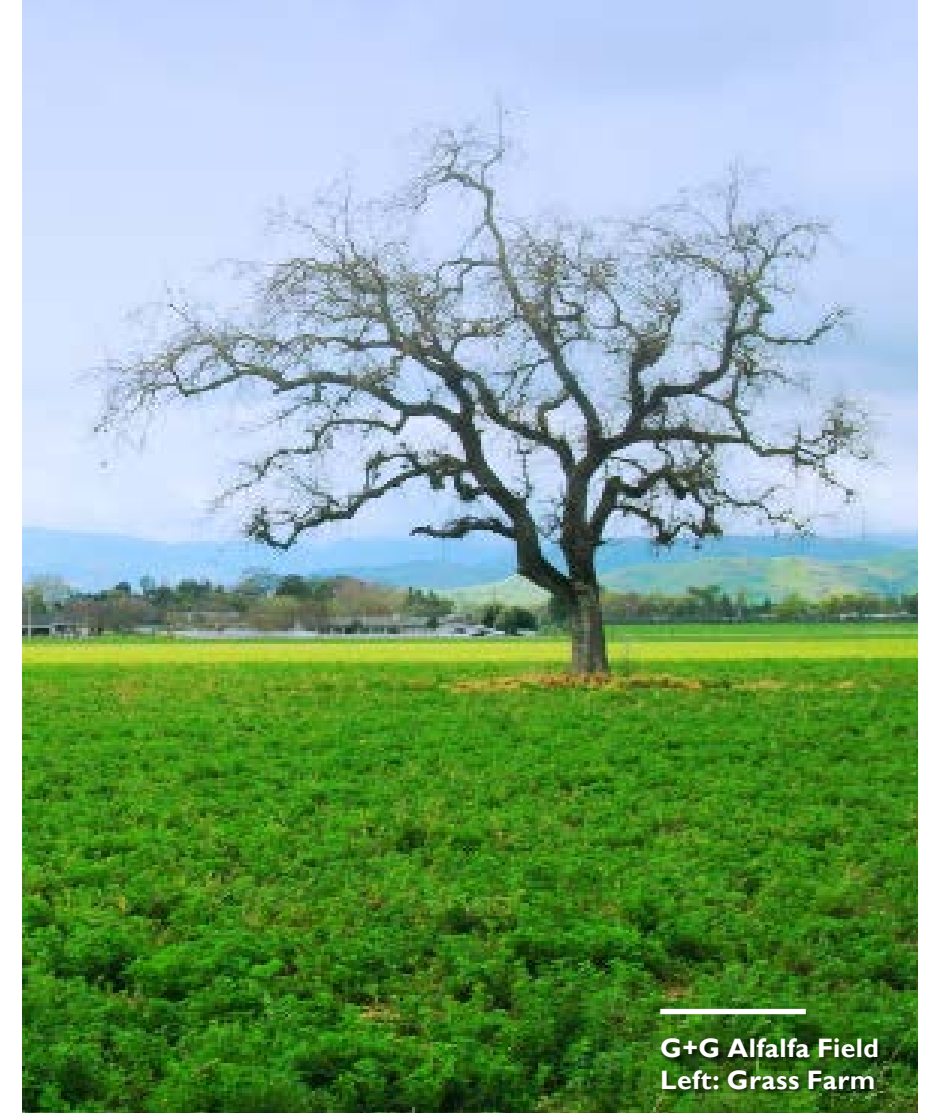
Above: Photo by Rebecca Schoenenberger, Water Wise Demonstration Garden, UCCE* Master Gardeners
Right: Devil Mountain Nursery

* University of California Cooperative Extension

Water Use Classification of Landscape Species Database

Due to the importance of water conservation in California, the University of California Agriculture Natural Resources division created the Water Use Classification of Landscape Species (WUCOLS) database and user manual, which provides evaluations of the irrigation and water needs for over 3,500 plant groups used in California landscapes. Anyone interested in choosing a low water usage plant for a region can use this online database for guidance.





G+G Alfalfa Field
Left: Grass Farm

Grass Farm

Established in 1969 by William Y. Gil, Grass Farm has been producing a variety of turfgrasses for the landscape market for 50 years.

In recent decades, recurring droughts have called attention to the amount of water consumed by Californians' lawns. To help address this issue, Grass Farm follows the latest university turfgrass research and has participated

in field trials to see which turf varieties perform best in our region. Grass Farm is also a member of the Turfgrass Water Conservation Alliance, which evaluates how well different turfgrasses tolerate reduced water. Drawing on these resources, Grass Farm strives to produce turfgrass varieties that use less water and fertilizer and are acclimatized to Bay Area microclimates.

The Grass Farm remains a family-run business dedicated to using agriculture as a way to improve people's lives and the urban environment. Some of the environmental benefits that turfgrass can provide include rainwater catchment, water filtration, carbon sequestration, and reduction of the urban heat island effect (when metropolitan areas have higher temperatures in cities than nearby rural areas).

Field Crops

Item	Year	Harvested Acreage	Tons Per Acre	Production Total	Unit	Value Per Unit	Total
Hay (Grain)	2018	3,506	2.3	8,064	Ton	\$128	\$1,032,000
	2017	4,044	1.9	7,684	Ton	\$145	\$1,114,000
Pasture (Irrigated)	2018	319	----	----	Acre	\$220	\$70,000
	2017	349	----	----	Acre	\$220	\$73,000
Range	2018	269,953	----	----	Acre	\$13	\$3,509,000
	2017	263,375	----	----	Acre	\$13	\$3,424,000
Miscellaneous*	2018	242	----	----	----	----	\$103,000
	2017	495	----	----	----	----	\$631,000
TOTAL	2018	274,020	----	----	----	----	\$4,714,000
	2017	268,263	----	----	----	----	\$5,242,000

*Includes: Alfalfa, Triticale, etc.



Santa Clara County had 34 Certified Farmers' Markets in 2018.



ORGANIC AGRICULTURE	
Type of Organic Registrant	Number Registered
Producers	36
Handlers	16
Processors	0

Santa Clara County Production Nurseries



Adriana Petre
 Alive N Silk
 All Tropical Palms
 ASKANNA USA
 Asun Trading Corp.
 Belgrow
 Big Trees Nursery
 Boething Treeland Farms, Inc.
 Bonfante Nurseries
 Bouquets of Nature
 Cal Color Growers, LLC
 California Flower Shippers
 California Luxe Farm Enterprises
 California Native Garden Foundation
 California Native Plant Society
 SCV Nursery
 Capitol Wholesale Nursery
 Carman's Nursery
 Central Wholesale Nursery
 Claribel Ramirez
 Coyote Valley Nursery, Inc.
 Devil Mountain Wholesale Nursery
 Elizabeth F. Gamble Garden Center
 Enrique Delgadillo
 Evergreen Farm
 Gabilan Growers
 Garcia's Begonias
 Gardeneur, LLC
 Gerd Schneider Nursery, LLC
 God's Little Acre

Grafting Nursery
 Grassroots Ecology Native Plant Nursery
 Greenfield Nursery
 Happy Face Nurery
 Headstart Nursery, Inc.
 Ivy Topiaries By Dee
 Jardines Nursery
 JC Nursery
 JK Nursery
 J.T. Bonsai
 Kawahara Nursery, Inc.
 Lakeside Nursery
 Linda Vista Native Plants
 Lithopsoides
 Love's Tropicals
 Lucie Stern Community Center
 Manthey's Nursery
 Mellow's Nursery
 Mellow's Nursery and Farms
 Menlo Growers
 Moon Mountain Farms, LLC

Moon Valley Nurseries
 Morgan Hill Growers
 Myron T. Liggett, Jr.
 Nursery Beautiful Plants
 Orchid Design
 Our City Forest
 Prevost Ranch and Gardens
 Romans Gardens
 Rong Wang, Yujie Gao
 Secret Gardens
 Save the Bay
 South Pacific Orchids
 Sunrise Fine Jewelry & Plants
 The Grass Farm
 Tree Movers, Inc.
 Tropical Reserve & Economical Education
 UC Master Gardener Program
 Valle Verde
 Western Tree Nursery, Inc.
 Wiersig Garden Plants



CROP REPORT 2018

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Left and Front Page: Japanese
Maples and Arbutus unedo