Santa Clara County 2015 Crop Report







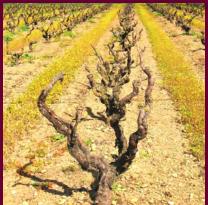
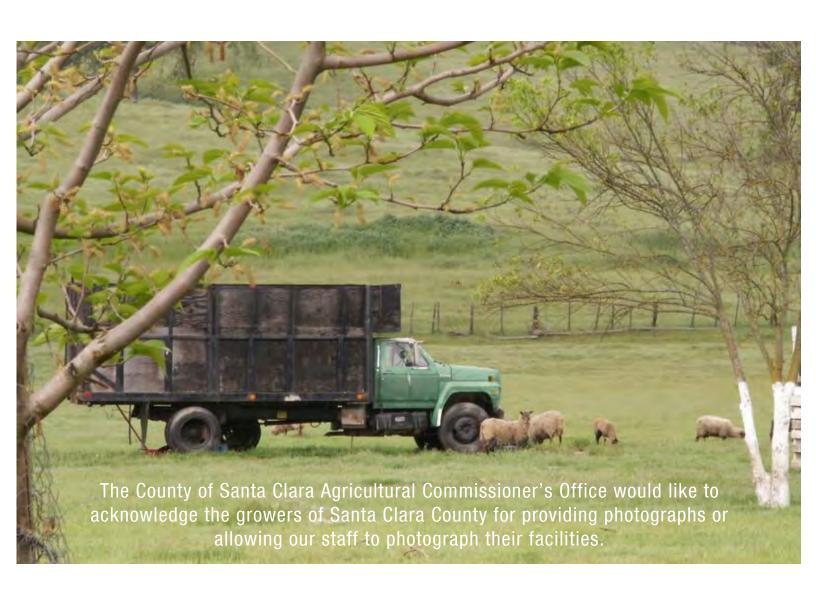


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Karen Ross, Secretary California Department of Food and Agriculture and The Honorable Board of Supervisors of Santa Clara County



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 2015 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 2015 is \$279,162,600, an increase of 1% from the 2014 value of \$276,472,000.

The County's top three crops for over 10 years continue to be nursery crops (\$65,974,000), mushrooms (\$64,533,000) and bell peppers (\$19,247,000). In 2015, 23 different agricultural commodities grown in Santa Clara County exceeded \$1,000,000 in crop value.

Although we are in a severe drought, Santa Clara County is fortunate to have a very well managed ground water supply that allowed growers to produce crops while other regions were restricted. We continued to have strong production of corn, tomatoes and spinach in 2015. Spinach had an increase in acreage which led to a 42% increase of crop value.

The 2015 cherry crop experienced another very poor year and dropped from \$2,610,000 in 2014 to \$1,599,000 in 2015 due to lack of rainfall and chill hours that are needed for good cherry production.

This year's Crop Report highlights wine grapes. Santa Clara County has a rich history of wine production and continues to produce award winning wines. Please note the removable map of our wine tasting rooms located on the center pages of this report. We hope that you can take some time to visit our wineries and enjoy some of their wares. We do recommend that you call or visit their websites in advance to confirm hours of operation. Additionally, information on the many wine bars and "Passport" events that showcase Santa Clara wines can easily be found on the web.

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 Lori Oleson, Jennifer Pate, Estela Cabral de Lara and Gary Meyer who made the publication of this report possible.

Sincerely,

Joseph C. Deviney

Agricultural Commissioner

Joseph C Severy



THE ECONOMIC IMPACT OF AGRICULTURE OF SANTA CLARA COUNTY

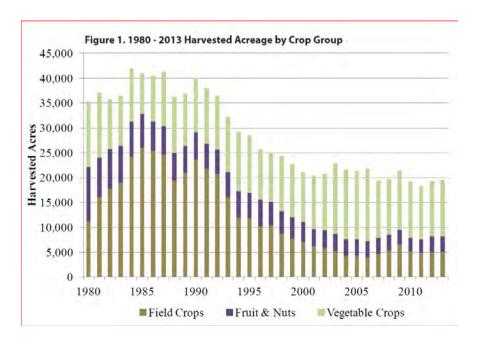
It is a fundamental but not well-known fact that agriculture provides additional value beyond \$279 million in gross production value to the Santa Clara County economy. Growers purchase materials and machinery from local suppliers and employees of these industries purchase goods and services from other businesses in the county. Agriculture generates additional economic activity beyond the value of crop production.

While the direct value of agriculture is commonly cited, the total economic activity generated in related industries is rarely quantified or mentioned in public policy decisions. The County of Santa Clara Agricultural Commissioner initiated an economic study to quantify the economic worth created by key agricultural industries in Santa Clara County and to trace that value from the field to final processing and consumption. Many farming activities are vital to preserving open space, providing habitat for native species, or improving other ecosystem processes. These benefits are often referred to as "ecosystem services" and their economic importance is presented in the economic study. To put all of these values in context, the report begins with a narrative and summary of recent trends in Santa Clara County.

To create the report, a study was conducted by ERA Economics, an agricultural and resource economics consultancy based in Davis, California to evaluate the direct and total economic activity generated by agriculture. The project team at ERA Economics was fortunate to receive excellent input, data, and feedback from key stakeholders in Santa Clara County.

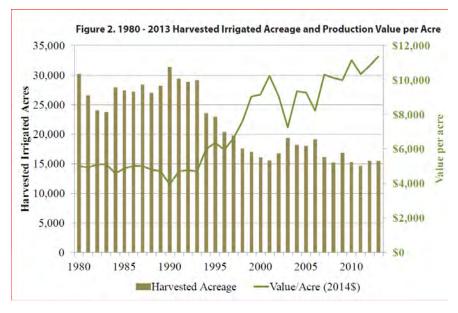
View the entire Economic Report online at sccagriculture.org

The economic report found that the agricultural industries included in the analysis produce a total of \$1.6 billion in output value, contribute a total of \$832 million annually to the Santa Clara County economy and employ 8,110 people annually.

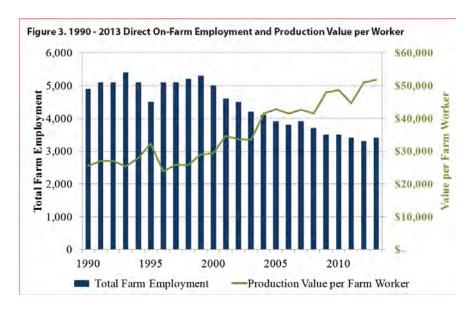


Over the last 30 years the land being farmed has declined from a peak of 40,000 acres in the late 1980s to the current level of 20,000 acres. This excludes rangeland and includes 4,000 acres per year of dry farmed grain hay.

The crop mix has shifted toward higher value, labor intensive, fruit & vegetable crops.



The increasing value per irrigated acre is driven by a shift toward higher value crops, increases in productivity, new technologies, and more efficient farming practices. The value per irrigated acre has never been higher. The proximity to Silicon Valley tech firms provides opportunities for new innovation in precision agriculture technologies.



Labor productivity has mirrored the increases in productivity of irrigated land. Direct farm productivity per employee grew from \$27,000 in 1990 to the current level of \$55,000 per employee, essentially doubling in inflation-adjusted value.

The intensity of labor per acre has also increased. Between 1990 and 2000 irrigated land area in the county decreased 50% while farm by employment only decreased by 26%.

MILLION DOLLAR CROPS BY COMMODITY

2014		20	15
AGRICULTURAL PRODUCT	<u>VALUE</u>	AGRICULTURAL PRODUCT	<u>VALUE</u>
 Nursery Crops Mushrooms 	\$75,746,000 \$72,153,000	 Nursery Crops Mushrooms 	\$65,974,000 \$64,533,000
3. Peppers, Bell	\$15,405,000	3. Peppers, Bell	\$19,247,000
4. Tomatoes, Fresh	\$12,972,000	4. Spinach	\$14,088,000
5. Lettuce, All	\$12,241,000	5. Salad Greens	\$11,880,000
6. Wine Grapes, All	\$8,368,000	6. Tomatoes, Fresh	\$10,148,000
7. Corn	\$8,362,000	7. Lettuce, All	\$10,116,000
8. Spinach	\$7,765,000	8. Peppers, Wax & Chili	\$8,779,000
9. Chinese Vegetables	\$6,232,000	9. Corn	\$8,383,000
10. Peppers, Wax & Chili	\$5,581,000	10. Cabbage	\$8,104,000
11. Beans	\$5,477,000	11. Chinese Vegetables	\$6,981,000
12. Salad Greens	\$4,761,000	12. Garlic	\$6,125,000
13. Tomatoes, Processing	\$4,322,000	13. Wine Grapes, All	\$5,509,000
14. Garlic	\$3,706,000	14. Steer & Hiefers	\$5,208,000
15. Steers & Heifers	\$3,701,000	15. Beans, All	\$4,033,000
16. Celery	\$3,377,000	16. Tomatoes, Processing	g \$3,980,000
17. Range	\$2,915,000	17. Rangeland	\$3,424,000
18. Cut Flowers	\$2,649,000	18. Pumpkins	\$2,181,000
19. Cherry	\$2,610,000	19. Cut Flowers	\$1,661,000
20. Hay (Grain)	\$1,863,000	20. Cherry	\$1,599,000
21. Strawberry	\$1,486,000	21. Celery	\$1,488,000
22. Cabbage	\$1,258,000	22. Hay, Grain	\$1,114,000
23. Pumpkins	\$1,100,000	23. Strawberry	\$1,024,000
All Other Crops	\$12,221,600	All Other Crops	\$13,583,600
2014 Total Gross	\$276,472,000	2015 Total Gross	\$279,162,600



History of Viticulture in Santa Clara Valley

In the 1850's Santa Clara had more acres of vineyards planted than any other county in California. By 1883 the county had almost 15,000 acres of vines and over 100 wineries, but over-expansion and an insect called phylloxera took a heavy toll and by 1902 over 10,000 acres disappeared, mostly replanted to fruit trees such as prunes and apricots. By the time prohibition was repealed in 1933 very few wineries were still in operation.

It would take until the 1960's for California winemaking to ramp back up. Thanks in part to a blind taste test, California wines began growing in popularity in France and other European countries. In the famous Judgment of Paris competition of 1976, California wines swept the competition, ringing in a new era for California to be considered a premier wine making region.

As the world's fourth largest producer of wine, California's vineyards now generate over \$120 billion annually and are responsible for three out of every five bottles purchased by Americans. Internationally, 47.2 million cases were exported to 125 countries in 2012 – up 51% from a decade before.



Photo by Solis Vineyards

Currently there are 1,580 acres of wine grapes planted in Santa Clara County.

Several of our wineries in operation have celebrated or will soon celebrate their 100th year anniversary of producing and selling wine.

For more information on the early history of the Santa Clara Valley see the books, Like Modern Edens: Winegrowing in Santa Clara Valley and Santa Cruz Mountains 1798-1981 by Charles L. Sullivan (1982) and The Wineries of Santa Clara Valley by Bev Stenehjem (2015).



What is in the bottle?

Rules for California Appellations on Wine Labels

An American Viticultural Area (AVA) is an appellation of origin that describes where the grapes in a wine bottle were grown. The AVA is a designated wine grape-growing region in the United States distinguishable by geographic features, with boundaries set by evidence that growing conditions such as climate, soil, elevation, and physical features are distinctive. These elements contribute truly unique flavors to the wines produced from a particular AVA.

A vineyard may be in more than one AVA. For example, the Santa Clara Valley AVA is located within the territory of the Central Coast AVA. This AVA boundary is relatively new. The AVA boundary was defined in 1989. It includes the historic winegrowing areas of Santa Clara County which were not already part of the Santa Cruz Mountains AVA as well as the area near Mission San José in Alameda County and a small part of San Benito County.

Many area wineries use grapes from vines with a long, award-winning history, dating back to the early 1700's through the 1800's, when growers found the native <u>Vitis californica</u> to be a bit lackluster for wine, and began to import vine stock from New England and Europe.

To help you go out and explore the many fine varietals and idyllic settings, we have included a pull out map to get you started. Be sure to leave plenty of time to enjoy a picnic at one of our beautiful wineries.



Varietals currently grown in Santa Clara County

Cabernet Franc

Cabernet Sauvignon

Carignane

Chardonnay

Grignolino

Malbec

Marsanne

Merlot

Mourvedre / Mataro

Muscat Canelli

Negrette



Petit Verdot

Petite Sirah

Pinot Gris / Grigio

Pinot Noir

Riesling

Sangiovese

Sauvignon Blanc

Semillon

Syrah / Shiraz

Tempranillo / Valdepenas

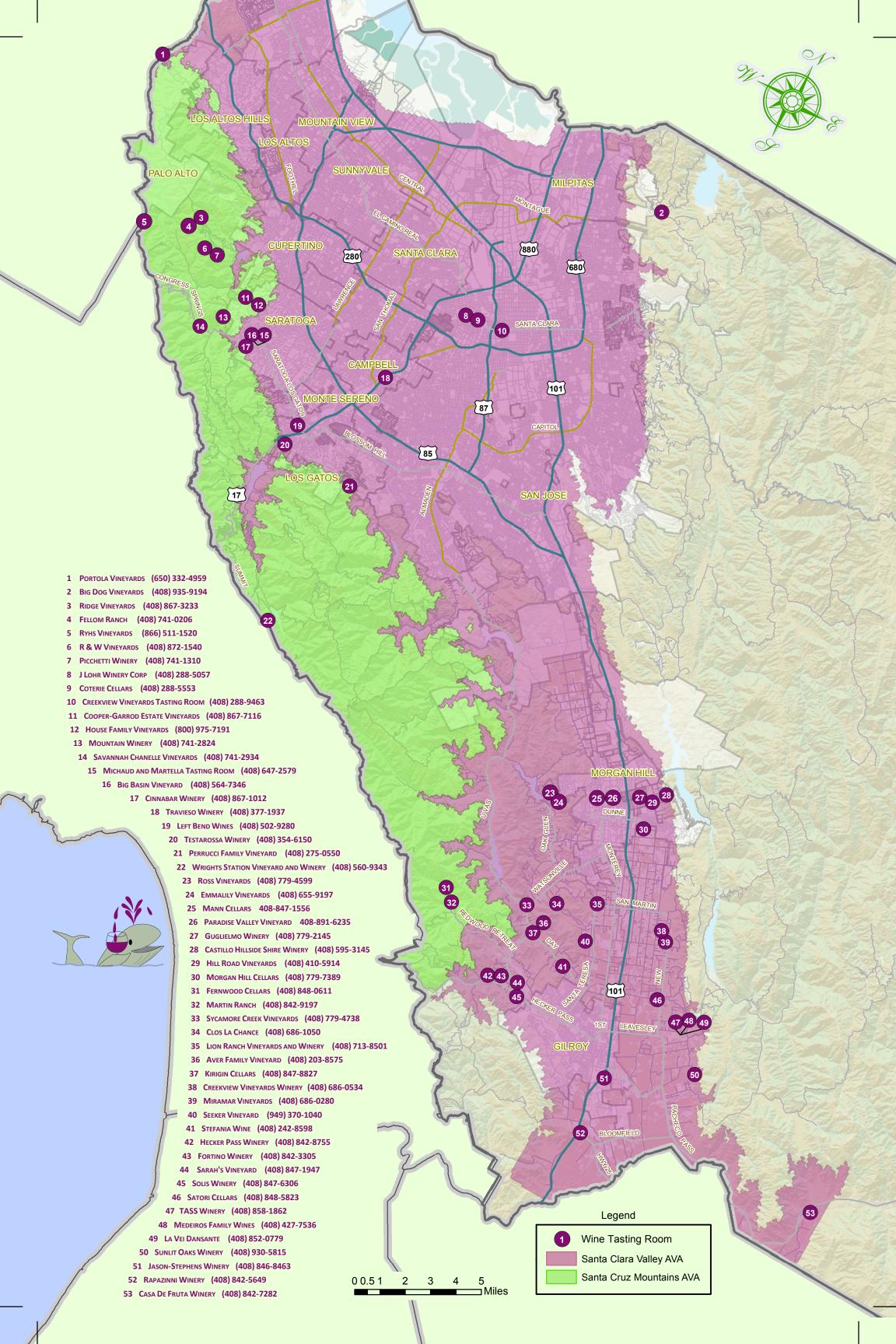
Zinfandel

We Invite You to Explore the Rich History and Delicious Wines of Santa Clara County



Thanks to the AVA's for a list of wineries that currently offer tasting rooms.

Please call ahead as hours of operation vary greatly.



Fun Facts!

3 out of every 5 bottles sold in the US are CA wines.

An acre of grapes can produce 5 tons of grapes, or 3,600 bottles of wine.



"Butt" is a medieval unit of measurement for wine. A butt load of wine is 129 gallons.

White wine gets darker as it ages and red wine gets lighter.

> Corks are primarily made from the bark of the Cork Oak. The bark is stripped

from the trunks every 10 years.

There are 60,000 registered California

wine labels.

Wine is 70-90% water, 6-23% ethanol by volume 1-3% pectin, proteins, acids

and 1% vitamins & minerals.

20.7 million people visit CA wine regions every year, making them the second most popular tourist destination in CA after Disneyland.

It takes 600-800 grapes (2.4 pounds) to make one bottle of wine.

> There are 117 varieties of wine grapes in CA.

produced from red grapes. The red color comes from the skins. White wine can be from both white and red grapes.

Red wine can only be

American oak barrels have 2-4x more lactones (vanilla flavor) than French oak.

Wine is fat free and contains no cholesterol. A 4-ounce glass of table wine contains 80-100 calories.

More wine is consumed in the US on Thanksgiving Day than any other day of the year.





The CA wine industry generated \$23.1 billion dollars in retail sales annually.

Photo courtesy of Lightheart Cellars



VEGETABLE CROPS

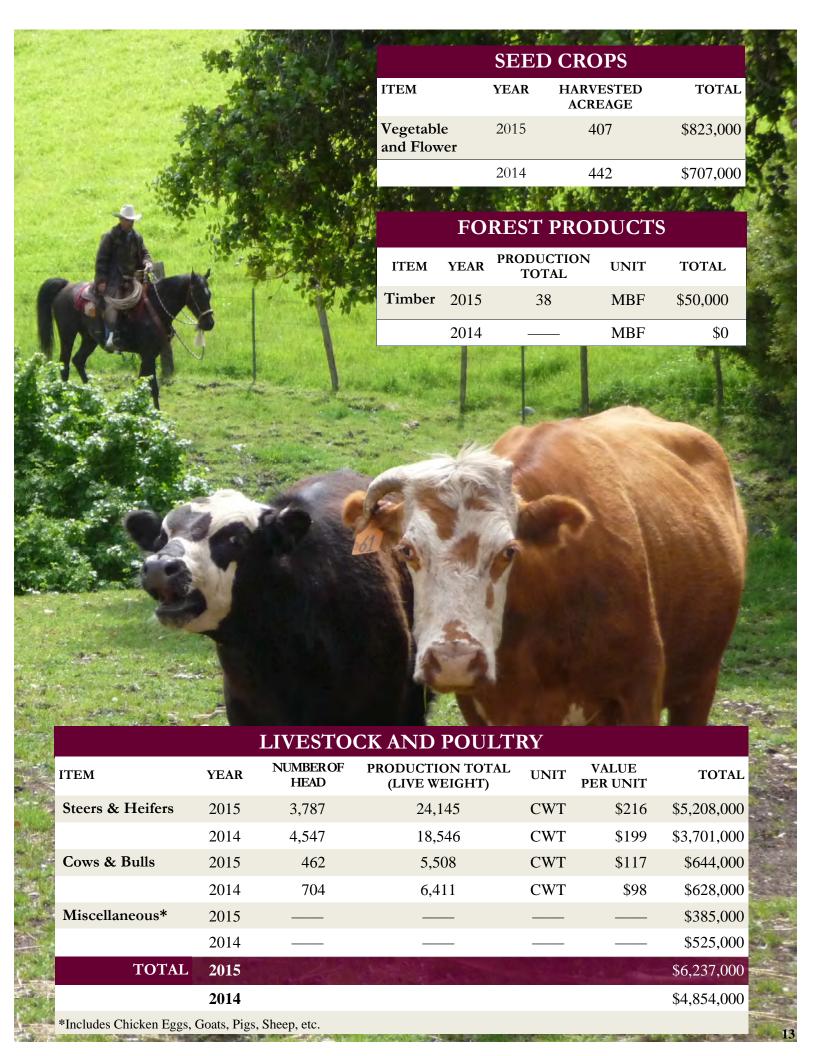
ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Beans	2015	715	4.2	3003.0	TON	\$1,343	\$4,033,000
	2014	973	4.3	4,183.9	TON	\$1,309	\$5,477,000
Broccoli	2015	143	4.2	600.6	TON	\$826	\$496,000
	2014	99	7.2	712.8	TON	\$778	\$555,000
Cabbage	2015	661	21.7	14,343.7	TON	\$565	\$8,104,000
	2014	215	24.8	5,332.0	TON	\$236	\$1,258,000
Celery	2015	157	15.9	2,496.3	TON	\$596	\$1,488,000
	2014	398	17.9	7,124.2	TON	\$474	\$3,377,000
Chinese Vegetables	2015	503	20.5	10,311.5	TON	\$677	\$6,981,000
	2014	529	17.3	9,151.7	TON	\$681	\$6,232,000
Corn	2015	1,534	8.9	13,652.6	TON	\$614	\$8,383,000
	2014	1,547	11.5	17,790.5	TON	\$470	\$8,362,000
Garlic	2015	653	6.7	4,375.1	TON	\$1,400	\$6,125,000
	2014	638	6.3	4,019.4	TON	\$922	\$3,706,000
Salad Greens *	2015	1,099	9.2	10,110.8	TON	\$1,175	\$11,880,000
	2014	620	5.8	3,596.0	TON	\$1,324	\$4,761,000
Lettuces**	2015	1,433	19.5	27,943.5	TON	\$362	\$10,116,000
	2014	1,618	20.9	33,816.2	TON	\$362	\$12,241,000
Mushrooms	2015	147	127.1	18,683.7	TON	\$3,454	\$64,533,000
	2014	140	143.4	20,076.0	TON	\$3,594	\$72,153,000
Onions, Dry	2015	19	10.7	203.3	TON	\$778	\$158,000
	2014	42	19.0	798.0	TON	\$289	\$231,000
Peppers - Bell	2015	1,438	31.2	44,865.6	TON	\$429	\$19,247,000
	2014	1,478	30.3	44,783.4	TON	\$344	\$15,405,000
Peppers -Wax & Chili	2015	566	27.6	15,621.6	TON	\$562	\$8,779,000
	2014	443	26.3	11,650.9	TON	\$479	\$5,581,000
Pumpkins	2015	224	26.1	5,846.4	TON	\$373	\$2,181,000
	2014	205	20.8	4,264.0	TON	\$258	\$1,100,000
Spinach	2015	1,452	10.3	14,955.6	TON	\$942	\$14,088,000
	2014	922	9.4	8,666.8	TON	\$896	\$7,765,000
Squash	2015	120	8.2	984.0	TON	\$735	\$723,000
	2014	160	7.8	1,248.0	TON	\$692	\$864,000
Tomatoes - Fresh	2015	1,086	14.6	15,855.6	TON	\$640	\$10,148,000
	2014	904	20.5	18,532.0	TON	\$700	\$12,972,000
Tomatoes - Processed	2015	795	61.8	49,131.0	TON	\$81	\$3,980,000
	2014	844	61.7	52,074.8	TON	\$83	\$4,322,000
Miscellaneous ***	2015	741					\$6,802,000
	2014	439					\$5,149,000
TOTAL	2015	13,486					\$188,245,000
	2014	12,214					\$171,511,000

 $^{^{\}ast}$ Arugula, Endive, Frisee, Mizuna, Mustard, Radicchio, Spring Mix, Swiss Chard ** Romaine, Leaf, Head

FRUITS AND NUTS

ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Apricots	2015	203	1.9	385.7	TON	\$870	\$336,000
	2014	203	3.5	710.5	TON	\$701	\$498,000
Cherries	2015	502	0.8	401.6	TON	\$3,981	\$1,599,000
	2014	748	0.7	523.6	TON	\$4,985	\$2,610,000
Grapes, Wine: White	2015	420	2.6	1,092	TON	\$1,357	\$1,482,000
	2014	414	4.2	1,738.8	TON	\$1,164	\$2,024,000
Grapes, Wine: Red	2015	1,118	1.9	2,124.2	TON	\$1,896	\$4,027,000
	2014	1,183	3.3	3,903.9	TON	\$1,625	\$6,344,000
Total Red & White	2015	1,538					\$5,509,000
	2014	1,597					\$8,368,000
Walnuts	2015	217	1.0	217.0	TON	\$4,356	\$945,000
	2014	208	0.9	187.2	TON	\$4,066	\$761,000
Miscellaneous*	2015	257					\$1,435,000
	2014	257					\$1,753,000
TOTAL	2015	2,717					\$9,824,000
	2014	3,012					\$13,990,000





FIELD CROPS

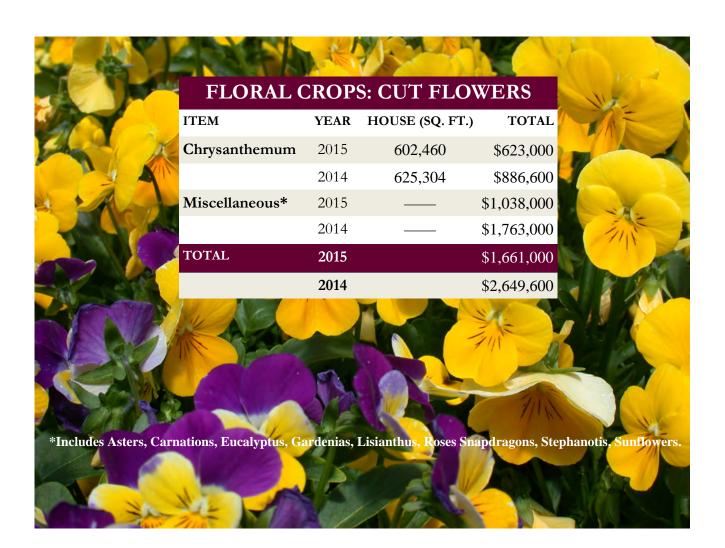
ITEM	YEAR	HARVESTED ACREAGE	TONS PER ACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Hay (Grain)	2015	4,044	1.9	7,684	TON	\$145	\$1,114,000
	2014	4,033	2.2	8,873	TON	\$210	\$1,863,000
Pasture, Irrigated	2015	349			ACRE	\$220	\$73,000
	2014	461			ACRE	\$220	\$101,000
Range	2015	263,375			ACRE	\$13	\$3,424,000
	2014	224,230			ACRE	\$13	\$2,915,000
Miscellaneous*	2015	495					\$631,000
	2014	547					\$532,000
TOTAL	2015	268,263					\$5,242,000
	2014	229,271					\$5,411,000

^{*}Includes Alfalfa, Triticale.



BUSHBERRIES AND STRAWBERRIES

ITEM	YEAR	HARVESTED ACREAGE	TONS PERACRE	PRODUCTION TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bushberries	2015	10	1.4	14	TON	\$5,900	\$82,600
	2014	10	3.7	37	TON	\$1,891	\$69,900
Strawberries	2015	35	12.7	445	TON	\$2,302	\$1,024,000
	2014	47	11.2	527	TON	\$2,819	\$1,486,000
TOTAL	2015	45					\$1,106,600
	2014	57					\$1,555,900
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NURSERY CROPS: INDOOR AND OUTDOOR GROWN

ITEM	YEAR	HOUSE (SQ. FT.)	FIELD ACRES	SOLD BY PRODUCERS	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2015	1,823667	32	1,447,306	Flats	Various	\$16,511,000
	2014	2,167,350	38	1,887,306	Flats	Various	\$20,659,000
Christmas Trees	2015		166	7,901	Tree	\$51	\$403,000
	2014		206	5,993	Tree	\$52	\$312,000
Ornamental Trees, & Roses, Shrubs	2015	85,000	204	1,151,305	Plants	Various	\$17,484,000
	2014	92,000	196	1,022,626	Plants	Various	\$21,942,000
Miscellaneous*	2015	2,103,542	174				\$31,576,000
	2014	2,461,903	198				\$32,833,000
TOTAL	2015						\$65,974,000
	2014						\$75,746,000

^{*}Includes herbaceous perennials, orchids, indoor decorative, propagative materials, succulents, surf, vegetables, etc.

HISTORICAL COMPARISON OF HARVESTED ACREAGE

	1955	1975	1995	2015.
Bushberry & Strawberry Crops	2,490	372	256	45
Field Crops*	24,195	239,400	233,475	268,263
Floral Crops - Cut Flowers	256	904	575	40
Fruit & Nut Crops	75,336	20,384	5,140	2,717
Nursery Crops	not available	384	814	668
Seed Crops	674	1,362	950	407
Vegetable Crops**	22,310	15,617	11,610	13,486
Total Acres	125,261	278,423	252,820	285,626

^{*1955} Field Crops does not include Range or Pasture



CERTIFIED FARMERS' MARKETS

There were 40 Farmers' Markets registered in Santa Clara County last year.



ORGANIC AGRICULTURE

In 2015 Santa Clara County had 39 registered organic farms operating on 70 growing locations totaling 1,870 acres.

REGISTRANT TYPE	REGISTRANT NUMBER
Producers-primary county	31
Producers-secondary county	8
Handlers	12
Processors	1

For more information on Farmers' Markets, including a list of times and locations, please visit our website at **ww.sccagriculture.org**

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