



COUNTY OF SANTA CRUZ

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NEWS RELEASE



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CROP VALUES MAKE MODEST GAINS IN 2022

Santa Cruz County crop values grew 1.5 percent in 2022, with berry crops continuing to represent the majority of gross crop values, Santa Cruz County Agricultural Commissioner David Sanford announced today.

Total crop values were \$666,955,000, with berries representing 60 percent of the total economic activity. Strawberries continue to lead the way and were valued at \$220,013,000 across more than 2,500 acres, a 4.2 percent increase in value compared to 2021. Overall berry values, including strawberries, raspberries and blackberries, grew 3.4 percent.

The crop values do not reflect losses incurred due to 2023 winter storms.

“Our agricultural sector continues to grow and contribute to the local economy,” Sanford said. “The 2022 Crop Report demonstrates that local agriculture thriving and supporting local families, while our products continue to be enjoyed across the nation and throughout the globe.”

Vegetable crops continue to perform well, with an overall value of \$101,165,000, a 5.6 percent increase. Nursery crops including cut flowers decreased 6.4 percent in gross value, to \$127,962,000. Following a bumper crop in 2021, wine grapes saw a 24 percent decrease in gross value, coming in at a total of \$5,986,000.

The mission of the Santa Cruz County Department of Agriculture is to serve the public's interest by ensuring equity in the marketplace, promoting and protecting agriculture, assuring environmental quality, and protecting the health, safety and welfare of Santa Cruz County's residents.

The full report is available at www.agdept.com.