

"A good farmer is to
agriculture what a
virtuoso pianist is
to good music."

Unknown.

MASTER
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**SANTA CLARA COUNTY
AGRICULTURAL
CROP REPORT
1990**

No. County

County of Santa Clara
Department of Agriculture
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San Jose, California 95112
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Mr. Henry Voss, Director
 California Department of Food and Agriculture and
 Santa Clara County Board of Supervisors

1st District - Michael Honda
 3rd District - Ron Gonzales
 5th District - Dianne McKenna, Chairperson

2nd District - Zoe Lofgren
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It is my pleasure to submit the 1990 Crop Report. The efforts of our agricultural industry are given below as acreage, yield, and gross value of commodities produced.

The total gross value of Santa Clara County agriculture for 1990 was \$141,737,225, a drop of almost \$5 million from 1989. For the most part, this decrease was due to unseasonal rain damage to our cherry crop, and to December freeze damage to some winter vegetables. While both of these agricultural tragedies resulted in declarations of disaster, it should be emphasized that the vast majority of the freeze damage affected the 1991 growing season crops and will be reflected in next year's report.

The total 1990 value for the fruits and nuts category was \$10,106,000, as compared to \$15,556,000 for 1989. As mentioned, the cherry crop suffered from unseasonal rain which caused a dramatic drop in marketable tons of cherries, in turn lowering the total gross dollar value for fruits and nuts as a category.

Nursery crops, which include Christmas trees, bedding plants and ornamental trees, roses and shrubs, remain the number one crop in the County for the fourth consecutive year, with a gross value of \$29,089,000. This figure represents an increase of almost \$1 million from 1989. There was some freeze damage to bedding plants and ornamentals, but these losses affected the 1991 crop.

Mushrooms stayed in the number two crop position with a gross value of \$24,146,000, despite an increase of over \$4 million from 1989. The increase was due to more efficient growing methods and improved varieties which contributed to production increases.

Cut flowers also remained stable in the number three position, dropping slightly in value from \$19,941,470 in 1989 to \$19,132,525 in 1990. While the December freeze contributed somewhat to this loss, the damage actually affected more of the 1991 crop and will be factored into next year's growing season report.

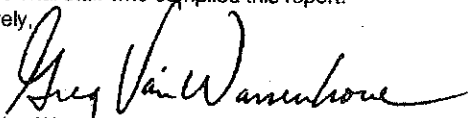
Vegetable crops, as a category, increased in gross value by almost \$3 million due to market improvements in some commodities. While the freeze did damage some crops such as loose leaf lettuce, chinese vegetables, broccoli and a few other minor crops, the increased acreages and increased yields in other crops, such as peppers and mushrooms, more than compensated for the freeze loss and contributed to the overall gross dollar value gain in the category.

Field crop values remained stable from 1989 due in part to a large acreage increase in oats that offset losses blamed on the continuing drought.

Livestock dropped in head count in 1990 compared to 1989. Again, the drought has caused the cattle industry to move more cattle out of our county for feeding. This has caused the gross dollar value for livestock to drop almost \$2,000,000 from 1989.

As always, I would like to express my thanks for the continuing cooperation of all individuals, growers, and agencies who have contributed the information necessary for the preparation of this report. Special thanks to Agricultural Biologists Joe Ferrari, Kevin O'Day, Greg Clark, Stan Maggi and Keith Meyer, and to Pam Spadafore and her Office Professional staff who compiled this report.

Sincerely,



Greg Van Wassenhove
 Agricultural Commissioner/
 Sealer of Weights & Measures

FRUITS AND NUTS

Item	Year	Harvested		Production		Value	
		Acreage	Tons Per Acre	Total	Unit	Per Unit	Total
Apricots	1990	700	3.75	2,625	TON	\$ 750.	\$ 1,969,000.
	1989	700	3.75	2,625	TON	815.	
Cherries	1990	900	1.10	990	TON	2,280.	2,257,000.
	1989	815	3.50	2,853	TON	2,210.	
Grapes	1990	1,550	2.50	3,875	TON	555.	2,151,000.
	1989	1,500	2.75	4,125	TON	525.	
Kiwi	1990	49	4.50	221	TON	1,960.	433,000.
	1989	49	3.50	172	TON	2,400.	
Pears	1990	100	10.50	1,050	TON	200.	210,000.
	1989	175	9.50	1,663	TON	230.	
Prunes	1990	900	2.50	2,250	TON	710.	1,598,000.
	1989	1,020	3.00	3,060	TON	775.	
Walnuts	1990	1,120	1.15	1,288	TON	1,000.	1,288,000.
	1989	1,100	1.20	1,320	TON	900.	
Miscellaneous ¹	1990	145					200,000.
	1989	165					
TOTAL	1990	5,464					\$ 10,106,000.
	1989	5,524					

¹Includes Prickly Pears, Apples, Peaches, Nectarines, etc.

SEED CROPS

Crop	Year	Harvested Acreage	Total
Vegetable and Flower	1990	1,000	\$ 2,630,000.
	1989	950	

VEGETABLE CROPS

Item	Year	Harvested		Production Total	Unit	Value	
		Acreage	Per Acre			Per Unit	Total
Beans, Snap	1990	700	5.10	3,570	TON	\$ 340.	\$ 1,214,000.
	1989	575	4.50	2,588	TON	230.	595,000.
Broccoli	1990	375	4.50	1,688	TON	300.	506,000.
	1989	400	6.50	2,600	TON	295.	767,000.
Cabbage	1990	115	14.00	1,610	TON	200.	322,000.
	1989	150	14.00	2,100	TON	300.	630,000.
Celery	1990	170	30.00	5,100	TON	235.	1,199,000.
	1989	125	36.00	4,500	TON	120.	540,000.
Chinese Vegetables	1990	300	7.00	2,100	TON	510.	1,071,000.
	1989	200	10.00	2,000	TON	350.	700,000.
Corn	1990	1,100	6.75	7,425	TON	300.	2,228,000.
	1989	1,000	5.50	5,500	TON	390.	2,145,000.
Cucumbers	1990	850	17.00	14,450	TON	225.	3,251,000.
	1989	1,200	15.00	18,000	TON	235.	4,230,000.
Garlic	1990	475	6.50	3,008	TON	800.	2,470,000.
	1989	445	7.00	3,115	TON	800.	2,492,000.
Lettuce							
Leaf	1990	1,300	10.00	13,000	TON	240.	3,120,000.
	1989	1,200	12.00	14,400	TON	375.	5,400,000.
Head	1990	215	8.00	1,720	TON	250.	430,000.
	1989	240	12.00	2,880	TON	60.	173,000.
Romaine	1990	85	13.00	1,105	TON	250.	276,000.
	1989	70	16.00	1,120	TON	300.	336,000.
Mushrooms	1990	96	131.00	12,576	TON	1,920.	24,146,000.
	1989	100	110.00	11,000	TON	1,820.	20,020,000.
Mustard Greens	1990	40	5.00	200	TON	650.	130,000.
	1989	50	5.00	250	TON	900.	225,000.
Onions, Dry (Yellow & Red)	1990	350	13.00	4,550	TON	300.	1,365,000.
	1989	325	15.00	4,875	TON	450.	2,194,000.
Peppers							
Bell	1990	1,185	15.00	17,775	TON	235.	4,177,000.
	1989	900	10.00	9,000	TON	315.	2,835,000.
Wax & Chili	1990	575	12.00	6,900	TON	555.	3,830,000.
	1989	550	9.00	4,950	TON	595.	2,945,000.
Pumpkins	1990	200	15.00	3,000	TON	140.	420,000.
	1989	200	15.00	3,000	TON	145.	435,000.
Spinach	1990	40	6.00	240	TON	650.	156,000.
	1989	150	5.50	825	TON	570.	470,000.
Squash	1990	185	8.50	1,573	TON	215.	338,000.
	1989	75	6.50	488	TON	300.	146,000.
Tomatoes							
Fresh	1990	200	15.00	3,000	TON	450.	1,350,000.
	1989	300	15.00	4,500	TON	375.	1,688,000.
Processed	1990	1,900	32.00	60,800	TON	54.	3,283,000.
	1989	1,800	33.00	59,400	TON	55.	3,267,000.
Cherry	1990	50	7.00	350	TON	565.	198,000.
	1989	90	11.00	990	TON	500.	495,000.
Miscellaneous ¹	1990	325					580,000.
	1989	350					600,000.
TOTAL	1990	10,831					\$ 56,060,000.
	1989	10,495					53,328,000.

¹Includes Cauliflower, Parsley, Carrots, Leeks, Beets, etc.

APIARY PRODUCTS

Item	Year	Production	Unit	Value Per Unit	Total
Honey	1990	—	LBS.	\$ —	\$ —
	1989	35,000	LBS.	0.85	29,750.
Beeswax	1990	—	LBS.	—	—
	1989	600	LBS.	0.75	450.
TOTAL	1990				
	1989				\$30,200.

BUSHBERRIES AND STRAWBERRIES

Item	Year	Harvested Acreage	Tons Per Acre	Production Total	Unit	Value Per Unit	Total
Bushberries	1990	28	5.20	146	TON	\$ 2,680.	\$ 391,000.
	1989	20	6.00	120	TON	3,075.	369,000.
Strawberries	1990	205	17.00	3,485	TON	710.	2,474,000.
	1989	210	17.00	3,570	TON	700.	2,499,000.
TOTAL	1990	233					\$ 2,865,000.
	1989	230					2,868,000.

LIVESTOCK AND POULTRY

Item	Year	Number Of Head	Production Live Weight	Unit	Value Per Unit	Total
Cattle & Calves	1990	10,500	57,750	CWT	\$ 80.00	\$ 4,620,000.
	1989	13,000	71,500	CWT	85.00	6,078,000.
Breeding Stock	1990	700		EA	700.00	490,000.
	1989	900		EA	965.00	869,000.
Sheep & Lambs	1990	1,600	1,900	CWT	70.00	134,000.
	1989	2,000	2,400	CWT	80.00	192,000.
Hogs & Pigs	1990	700	1,400	CWT	70.00	98,000.
	1989	900	1,800	CWT	55.00	99,000.
Chickens ¹	1990	70,000	280,000	LBS	0.04	11,200.
	1989	60,000	227,000	LBS	0.04	9,080.
TOTAL	1990	83,500				\$ 5,353,080.
	1989	76,800				7,247,080.

¹Includes cull hens and other chickens from egg producers.

Item	Year	Production	Unit	Value Per Unit	Total	
Milk	Fresh	1990	222,402	CWT	\$11.97	\$ 2,622,000.
		1989	227,653	CWT	12.34	2,809,000.
	Processed	1990	1,032	CWT	10.32	11,000.
		1989	----	----	----	----
Eggs, Chicken	1990	5,800,000	DOZ	.70	4,060,000.	
	1989	8,660,000	DOZ	.65	5,629,000.	
TOTAL	1990				\$ 6,693,000.	
	1989				8,438,000.	

INVENTORIES OF LIVESTOCK AND POULTRY (NUMBER OF HEAD)

ITEM	JANUARY 1, 1990	JANUARY 1, 1991
Milk Cows & Heifers that have calved	4,000	3,800
Other Cattle and Calves	68,000	67,200
Sheep and Lambs	4,200	4,400
Hogs and Pigs	100	100
Hens and Pullets of Laying Age	350,000	300,000

NURSERY CROPS - INDOOR AND OUTDOOR GROWN (PRODUCTION AREA)

Crop	Year	House Sq. Ft.	Field Acres	Sold By Producers	Unit	Value Per Unit	Total
Bedding Plants	1990	640,000	15.00	700,000	FLATS	VARIOUS	\$ 6,009,000.
	1989	600,000	24.00	600,000	FLATS	VARIOUS	5,000,000.
Christmas Trees	1990		400.00	90,000	TREE	\$27.50	2,475,000.
	1989		400.00	80,000	TREE	\$27.00	2,160,000.
Ornamental Trees, Roses & Shrubs	1990	15,000	415.00	2,700,000	PLANT	VARIOUS	17,865,000.
	1989	10,000	390.00	2,600,000	PLANT	VARIOUS	18,200,000.
Miscellaneous ¹	1990	725,000	25.00				2,740,000.
	1989	725,000	25.00				3,000,000.
TOTAL	1990						\$ 29,089,000.
	1989						28,360,000.

¹Includes Indoor Decoratives, Propagative Materials, Vegetable Plants & Herbaceous Perennials

FIELD CROPS

Item	Year	Harvested		Production		Unit	Value	
		Acres	Per Acre	Total	Per Unit		Total	
Barley	1990	900	0.75	675	TON	\$100.	\$ 67,500.	
	1989	1,000	1.50	1,500	TON	110.	165,000.	
Oats	1990	5,400	1.50	8,100	TON	100.	810,000.	
	1989	2,750	2.25	6,188	TON	95.	588,000.	
Hay								
Alfalfa	1990	800	7.00	5,600	TON	130.	728,000.	
	1989	825	7.50	6,188	TON	128.	792,000.	
Grain	1990	9,000	2.00	18,000	TON	90.	1,620,000.	
	1989	9,200	1.50	13,800	TON	80.	1,104,000.	
Safflower	1990	650	1.50	975	TON	275.	268,000.	
	1989	400	1.50	600	TON	310.	186,000.	
Pasture								
Improved	1990	4,500			ACRE	50.	225,000.	
	1989	4,500			ACRE	50.	225,000.	
Irrigated	1990	2,500			ACRE	250.	625,000.	
	1989	2,500			ACRE	250.	625,000.	
Range	1990	215,000			ACRE	10.	2,150,000.	
	1989	215,000			ACRE	10.	2,150,000.	
Wheat	1990	4,000	2.00	8,000	TON	125.	1,000,000.	
	1989	4,250	2.00	8,500	TON	120.	1,020,000.	
Dry Beans	1990	965	1.10	1,062	TON	880.	935,000.	
	1989	725	1.25	906	TON	960.	870,000.	
Sugar Beets	1990	826	34.00	28,084	TON	39.	1,095,000.	
	1989	605	37.00	22,385	TON	39.	873,000.	
Cornuts	1990	285	5.00	1,425	TON	200.	285,000.	
	1989	405	5.00	2,025	TON	200.	405,000.	
TOTAL								
	1990	244,826					\$ 9,808,500.	
	1989	242,160					9,003,000.	

FLORAL CROPS - CUT FLOWERS

Crop	Year	House		Sold By	Unit	Value	
		Sq. Ft.	Acres			Producers	Per Unit
Asters	1990		37	4,000,000	BLOOM	\$ 0.09	\$ 360,000.
	1989		35	3,962,000	BLOOM	0.09	357,000.
Carnations							
Standard	1990	1,605,000		17,670,000	BLOOM	0.11	1,944,000.
	1989	1,690,000		23,270,000	BLOOM	0.12	2,792,000.
Miniature	1990	515,000		907,000	BUNCH	2.00	1,814,000.
	1989	540,000		1,190,000	BUNCH	2.00	2,380,000.
Roses							
Hybrid	1990	510,000		6,125,000	BLOOM	0.21	1,286,000.
	1989	510,000		6,120,000	BLOOM	0.205	1,255,000.
Baby	1990	7,500		155,000	BLOOM	0.055	8,525.
	1989	7,500		154,000	BLOOM	0.055	8,470.
Chrysanthemums							
Standard	1990	7,805,000		21,200,000	BLOOM	0.22	4,664,000.
	1989	7,709,000		20,559,000	BLOOM	0.22	4,523,000.
Pompon	1990	7,950,000		4,390,000	BUNCH	0.66	2,897,000.
	1989	7,850,000		4,239,000	BUNCH	0.64	2,713,000.
Other Types	1990	9,400,000		25,410,000	BLOOM	0.12	3,049,000.
	1989	9,300,000		25,110,000	BLOOM	0.12	3,013,000.
Total							
	1990	25,200,000					10,610,000.
	1989	24,859,000					10,249,000.
Miscellaneous[†]							
	1990						3,110,000.
	1989						2,900,000.
TOTAL							
	1990						\$19,132,525.
	1989						19,941,470.

[†]Includes Agapanthus, Gypsophila, Iris, Statice, Yarrow, Turf, etc.

RECAPITULATION PRODUCTION VALUE

	1960	1970	1980	1989	1990
Fruit, Nut, Berry Crops	\$49,451,475.	\$16,060,600.	\$ 15,017,900.	\$ 18,424,000.	\$ 12,971,000.
Vegetable Crops	8,624,480.	13,869,700.	42,694,200.	53,328 000.	56,060,000.
Livestock, Poultry & Products	17,050,595.	16,281,550.	22,123,000.	15,685,080.	12,046,200.
Field Crops & Seed Vegetable/Flower	3,459,025.	2,623,200.	7,717,000.	10,903,000.	12,438,500.
Apiary	20,400.	12,100.	106,940.	30,200.	_____
Cut Flowers	9,354,700.	14,867,800.	28,779,000.	19,941,470.	19,132,525.
Nursery Crops	3,342,835.	1,821,400.	13,557,000.	28,360,000.	29,089,000.
TOTAL	\$91,303,510.	\$65,536,350.	\$129, 995,040.	\$146,671,750.	\$ 141,737,225.

COMPARATIVE FIGURES OF AGRICULTURAL ACREAGE

	1960	1970	1980	1989	1990
Fruit, Nuts, and Berries ¹	64, 453	38, 614	11,150	5, 754	5, 697
Vegetables	14, 220	15, 615	13, 624	10, 495	10, 831

¹Bearing acreages only

MILLION DOLLAR CROPS IN SANTA CLARA COUNTY

1989 AGRICULTURAL PRODUCT	VALUE	1990 AGRICULTURAL PRODUCT	VALUE
1. Nursery Crops	\$ 28,360,000.	1. Nursery Crops	\$ 29,089,000.
2. Mushrooms	20,020,000.	2. Mushrooms	24,146,000.
3. Cut Flowers	19,941,470.	3. Cut Flowers	19,132,525.
4. Cherries	6,305,000.	4. Cattle & Calves	4,620,000.
5. Cattle & Calves	6,078,000.	5. Peppers, Bell	4,177,000.
6. Eggs, Chicken	5,629,000.	6. Eggs, Chicken	4,060,000.
7. Lettuce, Leaf	5,400,000.	7. Peppers, Wax & Chili	3,830,000.
8. Cucumbers	4,230,000.	8. Tomatoes, Processed	3,283,000.
9. Tomatoes, Processed	3,267,000.	9. Cucumbers	3,251,000.
10. Peppers, Wax & Chili	2,945,000.	10. Lettuce, Leaf	3,120,000.
11. Peppers, Bell	2,835,000.	11. Milk, Fresh	2,662,000.
12. Milk, Fresh	2,809,000.	12. Vegetable & Flower Seed	2,630,000.
13. Strawberries	2,499,000.	13. Strawberries	2,474,000.
14. Garlic	2,492,000.	14. Garlic	2,470,000.
15. Prunes	2,372,000.	15. Cherries	2,257,000.
16. Onions, Dry	2,194,000.	16. Corn	2,228,000.
17. Grapes	2,166,000.	17. Grapes	2,151,000.
18. Range	2,150,000.	18. Range	2,150,000.
19. Corn	2,145,000.	19. Apricots	1,969,000.
20. Apricots	2,139,000.	20. Hay, Grain	1,620,000.
21. Vegetable & Flower Seed	1,900,000.	21. Prunes	1,598,000.
22. Tomatoes, Fresh	1,688,000.	22. Onions, Dry	1,365,000.
23. Walnuts	1,188,000.	23. Tomatoes, Fresh	1,350,000.
24. Hay, Grain	1,104,000.	24. Walnuts	1,288,000.
25. Wheat	1,020,000.	25. Bean, Snap	1,214,000.
		26. Celery	1,199,000.
		27. Sugar Beets	1,095,000.
		28. Chinese Vegetables	1,071,000.
		29. Wheat	1,000,000.