



# COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY EXECUTIVE OFFICER

## NEWS RELEASE



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### 2024 CROP REPORT SHOWS JUMP IN LOCAL CROP VALUES

The Santa Cruz County Agricultural Commissioner's Office today released the 2024 Crop Report, announcing that the estimated gross production value of local agricultural commodities reached \$741,917,000, an increase of 13.3 percent over 2023.

Strawberries remain the top crop in Santa Cruz County, accounting for \$218.9 million in value across 2,640 acres. Overall, berry crops (strawberries, raspberries, and blackberries) continue to dominate local agriculture, representing 60 percent of the county's total production value.

"Santa Cruz County farmers and ranchers have once again demonstrated resilience and innovation," Agricultural Commissioner David Sanford said. "Despite challenges related to labor, markets, and weather, growers expanded acreage and harvests, helping to drive a strong year for local agriculture."

Key Highlights from the 2024 Crop Report include:

- Total berry value increased to \$446.1 million, with gains across strawberries, raspberries, and blackberries.
- Nursery crops grew by 12 percent to \$162.4 million.
- Vegetables rose 8 percent to \$97.9 million, with lettuce and miscellaneous vegetables leading the way.
- Apples saw higher yields and prices, increasing 12 percent to \$13.3 million.
- Timber: Declined nearly 20%, totaling \$6.3 million.

In addition, Santa Cruz County continues to be a leader in organic farming, with more than 160 registered organic operations and \$142.6 million in certified organic production in 2024. The full 2024 Crop Report is available at [www.agdept.com](http://www.agdept.com).

The 2024 Crop Report also honors the late Steven Driscoll, a longtime member of the Mosquito & Vector Control Division within the Agricultural Commissioner's Office, whose 17 years of public service left a legacy in Santa Cruz County.