



# COUNTY OF SANTA CRUZ

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Nicole D. Coburn, County Executive Officer

## News Release

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### STRAWBERRIES DRIVE INCREASE IN SANTA CRUZ COUNTY CROP VALUES

The Santa Cruz County Agricultural Commissioner's Office has released its 2025 Crop Report, estimating the gross production value of local agricultural commodities at \$762,956,000, up 2.8 percent from 2024.

Strawberries remained the County's highest value crop at \$278.9 million, an increase of approximately 27 percent. Growers harvested 108,930 tons of strawberries, up from 87,570 tons in 2024, while planted acreage increased from 2,640 to 2,730 acres. Together, strawberries, blackberries and raspberries generated \$490.3 million, about 64 percent of the County's total crop value.

"Strawberries had an exceptionally strong year, but the report also shows how much conditions can vary from crop to crop," Agricultural Commissioner David Sanford said. "These figures reflect what growers produced and its estimated gross value, and do not account for the substantial costs of growing, harvesting and bringing products to market."

Other findings from the 2025 report include:

- Nursery crops, including nursery stock, cut flowers and cut greens, totaled \$153.8 million, down 5.3 percent from 2024.
- Vegetable crops totaled \$82.5 million, down 15.8 percent. Broccoli rose from \$5 million to \$8.3 million, and Brussels sprouts rose from \$8.9 million to \$10.3 million, while lettuce and miscellaneous vegetables declined.
- Apples reached \$14 million, up from \$13.3 million in 2024.
- Poultry, livestock and animal products rose to \$11.8 million, up 23.5 percent.
- The value of organic production was \$143.9 million, compared with \$142.6 million in 2024. The number of registered organic operations increased from 138 to 146.

Crop report values are estimates of gross production and do not represent growers' profits. They exclude expenses such as labor, irrigation, transportation and marketing, and do not capture agriculture's full contribution to the local economy. The full 2025 Crop Report is available in English and Spanish at [www.agdept.com](http://www.agdept.com).

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