



# SANTA CRUZ COUNTY

Population: 274,146  
 Miles of coastline: 29  
 Land area (acres): 284,953



Santa Cruz County is located along the California coast 65 miles south of San Francisco and 35 miles north of Monterey. Though Santa Cruz County is one of the smallest California counties with respect to total land area, it is home to many valuable natural, coastal, and agricultural resources. Numerous beaches, rich farmlands, and redwood forests are all part of the landscape of the county. Roughly 15% of the county's land is owned and maintained by the State of California. The county ranks roughly 23<sup>rd</sup> in value of agricultural production in the state, with farm gate sales totaling \$625 million in 2015.

University of California Cooperative Extension in Santa Cruz County has programs in agricultural, natural and human resources. Applied research, education, and outreach programs are designed to meet the needs of the local community and are drawn from a broad cross section of 'focus areas' within the county.

Agricultural resource focus areas include invasive species and integrated pest management, farm management and profitability, sustainability, marketing, organic farming, regulatory pressures, and pressures at the agricultural-urban interface.

Natural resource focus areas include Sudden Oak Death, livestock, farm water quality, nutrient management and the Monterey Bay National Marine Sanctuary.

Human resource focus areas include using science, engineering, and technology to help youth develop leadership, citizenship, and life skills, access to quality after-school educational programs and childcare, and the prevention of high-risk behaviors in youth, nutrition, obesity and diabetes.

| 2015 Value of Agricultural Production | Value (\$1,000) | Production Acreage |
|---------------------------------------|-----------------|--------------------|
| <b>Selected Commodities</b>           |                 |                    |
| Strawberries                          | 219,233         | 3,124              |
| Raspberries                           | 142,808         | 2,656              |
| Vegetable Crops                       | 80,420          | 7,390              |
| Nursery, Landscape & Other Plants     | 69,027          | 736                |
| Cut & Field Grown Flowers             | 50,093          | 323                |
| Blackberries, Misc Berries            | 42,624          | 948                |
| Livestock & Products                  | 7,289           | na                 |
| Apples                                | 6,313           | 2,050              |
| Timber                                | 4,907           | 9,614*             |
| Wine Grapes                           | 2,352           | 656                |
| <b>Grand Total</b>                    | <b>625,438</b>  | <b>17,883**</b>    |

\* million board feet.  
 \*\* does not include timber, range, pasture, fallow, or other misc. crop acreage.

Population statistics for Santa Cruz County: 57.8% White; 33.3% Hispanic; 5.2% Asian/Pacific Islander; 1.4% Black or African American; 1.8% American Indian and Alaska Native; 4.1% report two or more ethnicities.

Top industries and employers include agriculture, tourism, education, and government. Median household income is \$66,923 (2010-2014).

Websites: <http://cesantacruz.ucanr.edu>  
<http://www.co.santa-cruz.ca.us>



Sources: US Census Bureau; California Department of Food and Agriculture; County Agricultural Commissioner; Santa Cruz County Convention and Visitors Bureau.