

Grab a boost of blue

CALIFORNIA



Highlights of the economic impact from California highbush blueberry growers

About the Study

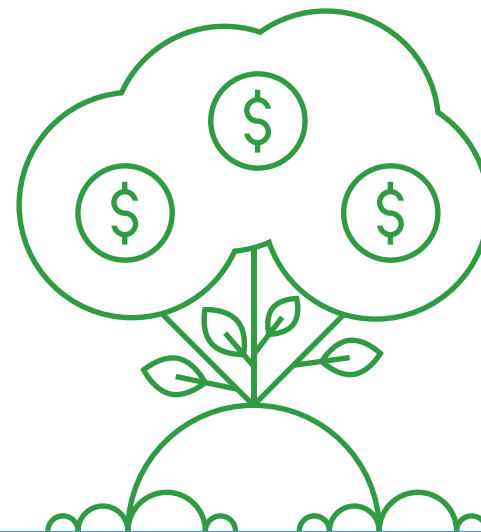
The economic impact study was commissioned by the U.S. Highbush Blueberry Council and conducted in April 2020 by Dennis Tootelian, Ph.D., Emeritus Professor at California State University, Sacramento. The analysis is based on U.S. highbush blueberry acres in production and in development. Projections are based on annual average expenditures, which means that this impact is expected to occur each year that such spending occurs. Acreage statistics were secured from the U.S. Department of Agriculture. The full economic impact study and analysis is available at www.usbbc.org.



IMPACT

Annual economic impact generated by growers:

~\$458.6 million
(\$1.3 million/day)



JOBS

Full-time equivalent jobs created and sustained by growers each year:

4,240



FOOTPRINT

California highbush blueberry acreage*:

7,769

*Bearing and nonbearing acres

LABOR INCOME

Labor income generated by the business activities of growers:

~\$194.5 million
(\$532,800/day)



These dollars go into wages and salaries for new employment, as well as expanded incomes to those already in the labor force for activities such as overtime pay. These dollars are then diffused throughout the economy as the funds are spent on crucial goods and services such as food, housing, transportation and health care.

INDIRECT BUSINESS TAXES

Indirect business taxes generated by growers: (not including income taxes)

~\$11.9 million
(\$32,500/day)

That's more than the 2019 budget for ...



California Department of Human Resources (\$10.6 MILLION)



California Department of Technology (\$4.9 MILLION)

“The U.S. highbush blueberry industry — including more than 380 blueberry farms in California — is a powerful financial force. Behind every farm are growers who not only tend a truly remarkable superfruit, but also stimulate business activity, create thousands of jobs and contribute mightily to the economy.”

— Kasey Cronquist | President
U.S. Highbush Blueberry Council

