

# Grab a boost of blue

## CALIFORNIA

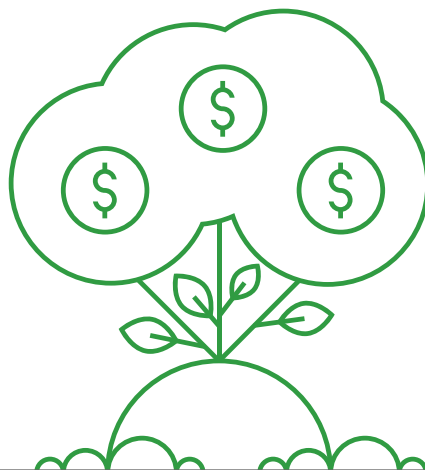


Highlights of the  
economic impact from  
California highbush  
blueberry growers

### 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**

### 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)



### 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.

“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



### 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.ushbc.org](http://www.ushbc.org).