IMPACT
Annual economic impact generated by growers:
~$530.4 million ($1.5 million/day)

JOBS
Full-time equivalent jobs created and sustained by growers each year:
6,600

FOOTPRINT
Michigan highbush blueberry acreage*:
22,942
*Bearing and nonbearing acres

LABOR INCOME
Labor income generated by the business activities of growers:
~$104.7 million ($286,820/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)
~$10.3 million ($28,340/day)

“The U.S. highbush blueberry industry — including more than 690 blueberry farms in Michigan — 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