

Grab a boost of blue

2025 IMPORTS FROM MEXICO



Highlights of the Economic Impact
of Imported Blueberries from Mexico
on the United States Economy

About the Study

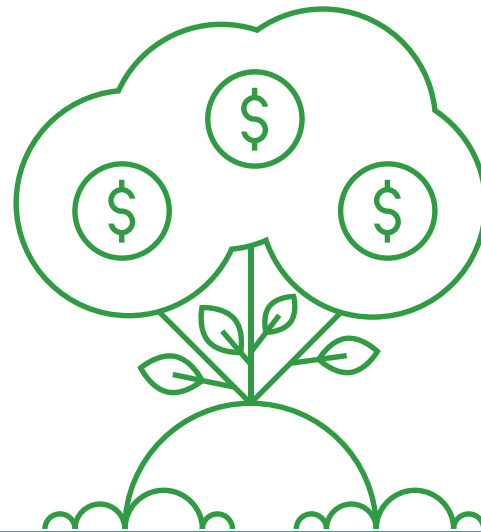
The economic impact study was commissioned by the U.S. Highbush Blueberry Council and conducted in February 2025 by Dennis Tootelian, Ph.D., emeritus professor at California State University, Sacramento. The analysis is based on U.S. highbush blueberry acres in production and in development. Projections 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 ushbc.org.



IMPACT

Annual U.S. economic impact
generated by importers:

**~\$455
million**
(\$1.2 million/day)



JOBS

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

2,325

INDIRECT BUSINESS TAXES

Indirect business
taxes generated by
importer spending:
(not including income taxes)

**~\$15.8
million**
(\$43,350/day)

LABOR INCOME

Labor income generated
by the business activities
related to importer spending:

**~\$163.5
million**
(\$447,850/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. The 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.

“As a powerful financial force, blueberry growers and importers have an annual economic impact of \$9.1 billion. 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 and their communities.”

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

\$3.6 billion
(\$9.7 million/day)

Combined spending per year for growers and importers

In the U.S., blueberries are a powerhouse crop, with growers investing over \$2.7 billion each year for acres in production and development — an impressive average of more than \$7.5 million every single day.

Meanwhile, importers from Canada, Chile, Mexico and Peru add to this economic momentum, spending a collective \$829.4 million annually or nearly \$2.3 million daily.



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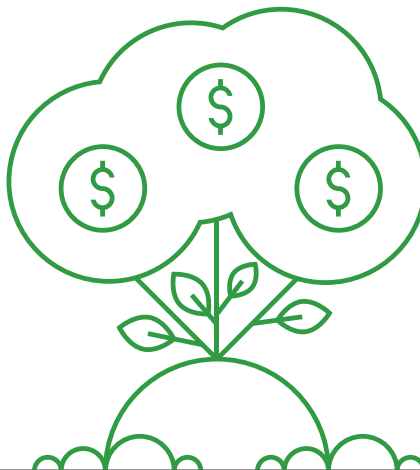


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