Grab a boost of blue

2025 CALIFORNIA

Highlights of the economic impact from U.S. highbush blueberry grower spending in California

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. A prior economic impact study, also conducted by Dr. Tootelian, was conducted in 2020 and is used as the basis for the growth indicators depicted above. The full economic impact study and analysis is available at ushbc.org.

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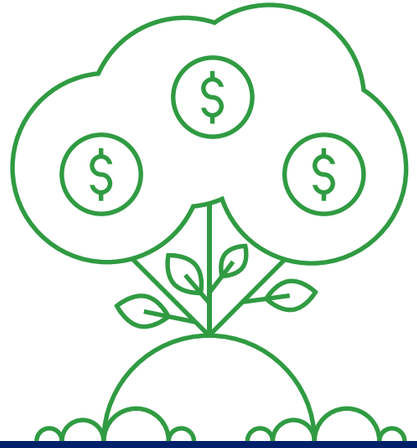
U.S. Highbush Blueberry Council

IMPACT

Annual economic impact generated by grower spending:

~$564.2 million
($1.5 million/day)



JOBS

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

3,850

FOOTPRINT

California highbush blueberry acreage*:

8,886

*Bearing and nonbearing acreage, 3 yr. avg.

INDIRECT BUSINESS TAXES

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

~$16.6 million
($45,600/day)

"The U.S. highbush blueberry industry 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 and their communities."

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

LABOR INCOME

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

~$228.7 million
($626,470/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 state's economy as the funds are spent by households for an array of goods and services.

A Growing and Dynamic Industry

According to economic impact reports published in 2020 and 2025, the U.S. highbush blueberry industry thrived in California on all key economic impact indicators:

23% ↗ Economic impact

18% ↗ Labor income

39.5% ↗ Indirect business taxes

7,769 to 8,886 ↗ Bearing and nonbearing acreage

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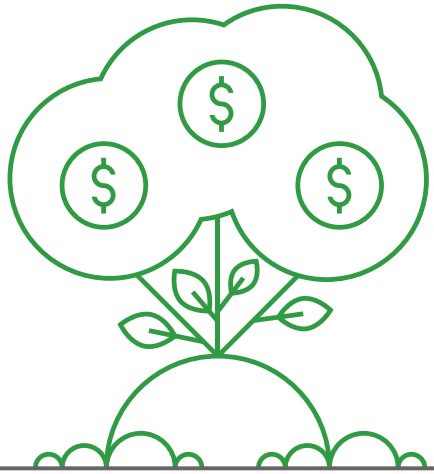

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A Growing and Dynamic Industry

According to economic impact reports published in 2020 and 2025, the U.S. highbush blueberry industry in California thrived on four key economic impact indicators:

23% ↗
Economic impact

7,769 to 8,886 ↗
Bearing and nonbearing acreage

18% ↗
Labor income

39.5% ↗
Indirect business taxes

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