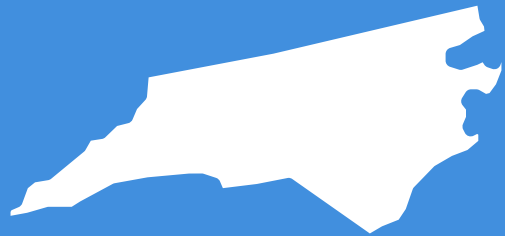


Grab a boost of blue

2025
NORTH CAROLINA



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

About the Study

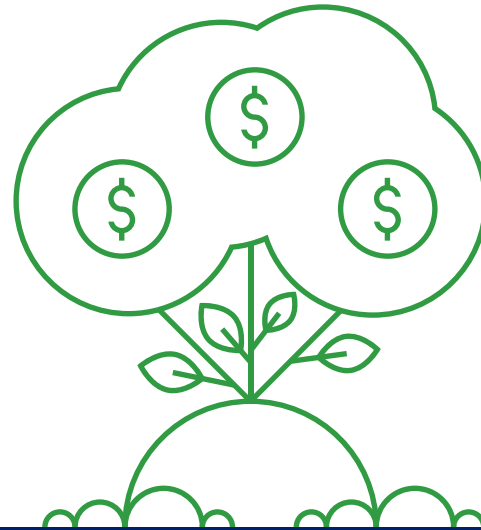
The economic impact study was commissioned by the U.S. Highbush Blueberry Council and conducted in February 2025 by Dennis Tootelian, Ph.D., emeritus professor at California State University, Sacramento. The analysis is based on U.S. highbush blueberry acres in production and in development. Projections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



IMPACT

Annual economic impact
generated by grower spending:

**~\$164.5
million**
(\$450,700/day)



JOBS

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

1,225



FOOTPRINT

North Carolina highbush
blueberry acreage*:

9,854

*Bearing and nonbearing acreage, 3 yr. avg.

INDIRECT BUSINESS TAXES

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

**~\$3.6
million**
(\$10,000/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:

**~\$56
million**
(\$153,400/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 in North Carolina thrived on all key economic impact indicators:

31% 
Economic impact

38% 
Labor income

38% 
Indirect business taxes

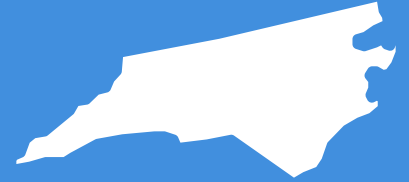
24% 
Employment

8,842 to 9,854 
Bearing and nonbearing acreage



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2025 NORTH CAROLINA

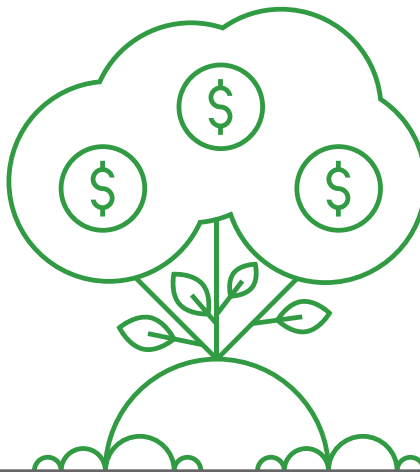


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