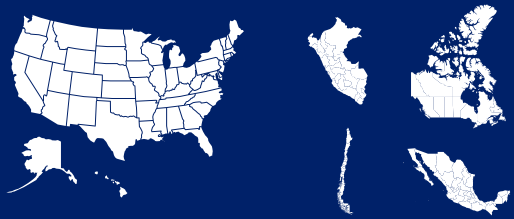


Grab a boost of blue

2025 GROWERS AND IMPORTERS COMBINED



Highlights of the Economic Impact of
Growers and Importers of Blueberries
on the United States Economy

About the Study

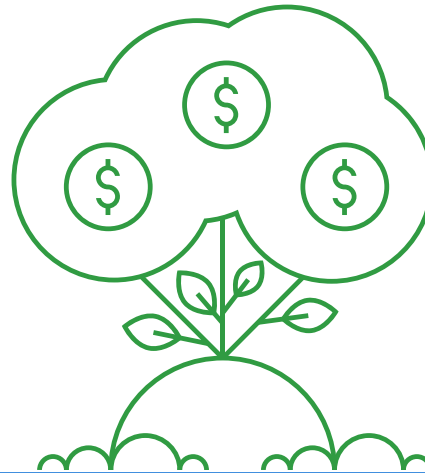
The economic impact study was commissioned by the U.S. Highbush Blueberry Council and conducted in February 2025 by Dennis Tootelian, Ph.D., Emeritus Professor at California State University, Sacramento. The analysis is based on U.S. highbush blueberry acres in production and in development. Projections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



IMPACT

Annual U.S. economic impact
generated by growers and importers:

**~\$9.1
billion**
(\$24.9 million/day)



JOBS

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

61,676

INDIRECT BUSINESS TAXES

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

**~\$277.9
million**
(\$761,325/day)

LABOR INCOME

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

**~\$3.3
billion**
(\$9.1 million/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

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(\$9.7 million/day)

Combined spending per year for growers and importers

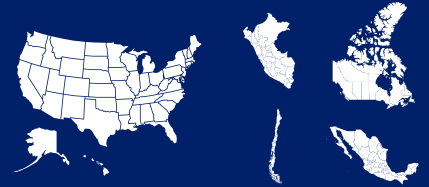
In the U.S., blueberries are a powerhouse crop, with growers investing over \$2.7 billion each year for acres in production and development—an impressive average of more than \$7.5 million every single day.

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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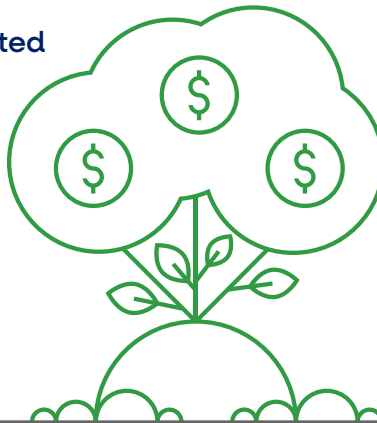


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