



California's Specialty Crop Industry Impact Snapshot: A look at the numbers

Specialty Crops grown in the Golden State touch nearly every aspect of California life and are deeply rooted in California's economy.

In early 2010, the Buy California Marketing Agreement (BCMA), administrator of the "California Grown" campaign, commissioned a study to examine the financial impact of the specialty crops industry. The results of the study indicate that the specialty crop growers' expenditures create a substantial economic ripple effect that spurs job-growth and adds millions in business taxes and billions in labor income that is reinvested into the California economy.

The total economic impact of California's specialty crops in terms of business activity created by the industry is \$15.9 billion annually.

- That amounts to \$43.5 million each day of the year and \$1.8 million each hour of the day, or \$432.57 for every man, woman and child in California, according to 2008 U.S. Census Bureau population estimates
- This is more than the \$15 billion estimated value placed on Facebook¹
- This is nearly the \$16 billion spent online for holiday gifts in the U.S. during the 2009 holiday season²

The industry's spending creates a ripple effect that spurs 137,435 jobs.

- More than half of this (52.2%) number is the direct result of specialty crop expenditures, and 47.8% will be caused by spending resulting from increased labor income
- 137,435 is nearly the same amount of employees within the Service Employees International Union in California (140,000) and the entire employee base at Lockheed Martin (140,000)³
- This is enough jobs to employ all the students enrolled at Fresno State University for the next six years (22,000)
- This is the amount of people it takes to fill the Staples Center for a Los Angeles Lakers game more than seven times (19,000)

The economic impact study examined the financial impact of fifteen California specialty crops, including the dairy and wine sectors, as well as asparagus, avocados, cherries, cut flowers, figs, kiwifruit, nectarines, olives, peaches, pears, plums, raisins and table grapes.

"Buying local is a simple choice. It's best for our neighbors, communities and our state."



"Supporting California Grown products supports the local economy and will help ensure that we continue to have a viable domestic food supply."





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The industry generates \$5.2 billion in labor income which goes to wages and salaries for new employment, as well as growing the incomes of those already in the labor force.

- That amounts to more than \$14.3 million each day
- This is enough money to give each person currently living in Sacramento County a one-time payout of \$3,730 (1,394,154) or \$1,733 to residents in San Diego County (3,001,072)
- This is enough money to pay the \$6 Golden Gate bridge toll for all 41 million annual crossings for more than 21 years

The industry generates nearly \$567.7 million in indirect business taxes each year.

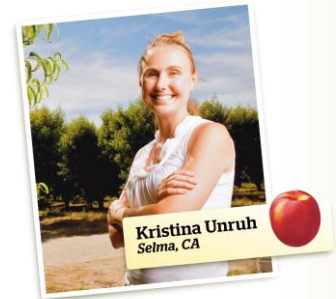
- That amounts to \$1.6 million each day
- That is nearly the \$600 million in box office ticket sales generated for Titanic, the #2 grossing movie of all time⁴
- That is nearly enough money needed to pay the \$20 admission charge for the more than 3 million visitors to Yosemite National Park every year

The economic impact study was conducted by Dr. Dennis Tootelian, Director of the Center for Small Business at California State University, Sacramento, April 2010, on behalf of the Buy California Marketing Agreement for the "California Grown" program.

"Buy California Grown; it's the most local produce you can get, and buyers can be assured they are getting the best quality, too."



"Buying California Grown produce not only supports our family business but it supports the families associated with our business -- the box companies, sticker companies, compost companies, and many more."



For more information contact:
Julie Berge
Fleishman-Hillard
(916) 492-5339
julie.berge@fleishman.com
www.californiagrown.org

1. <http://www.insidefacebook.com/2010/03/30/facebooks-revenues-grow-but-financial-market-expectations-grow-even-faster/>
2. <http://techcrunch.com/2009/12/08/online-holiday-spending-reaches-16-billion-social-media-continues-to-influence-purchases/>
3. <http://finance.yahoo.com/news/Lockheed-Martin-Announces-New-prnews-4023758694.html?x=0&v=1>
4. <http://www.imdb.com/boxoffice/alltimegross>

