



# California's Cut Flower Industry: Deeply Rooted in the State Economy

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## The cut flower industry's\* spending snapshot – by the dollar

- California's cut flower industry spends more than \$3.1 billion annually in the state.
- This spending creates a ripple effect of overall business activity in the state projected to total nearly \$5.1 billion annually or about \$13.9 million each day of the year.

### California's cut flower industry's expenditures create an economic ripple effect that generates thousands of California jobs.

- 44,045 jobs are created as a result of spending by the state's cut flower industry.
- The labor income generated by these additional jobs is projected to be nearly \$1.7 billion annually or more than \$4.5 million each day of the year.

### California's cut flower industry's economic activity stimulates the state's economy by providing business tax revenue that can be used for programs to further benefit our communities.

- Nearly \$181.9 million annually in additional business taxes will be created from the increased business activity caused by the cut flower industry, equating to nearly \$498,420 each day of the year.

## California's Specialty Crops

- The total economic impact of California's specialty crops, in terms of business activity created by the industry, is \$15.9 billion annually, \$43.5 million each day of the year and \$1.8 million each hour of the day.
- The specialty crop industries spend nearly \$9.7 billion annually in California.
- The industries' spending creates a ripple effect that spurs 137,435 jobs. More than half of this (52.2%) is the direct result of specialty crop expenditures, and 47.8% is caused by spending resulting from increased labor income.
- Labor income resulting from the additional people employed and current employees earning more is projected to be more than \$5.2 billion annually or nearly \$14.3 million each day of the year.
- Nearly \$567.8 million in additional business taxes will be created from the increased business activity caused by these specialty crops, equating to nearly \$1.6 million each day of the year. These are tax dollars generated from businesses that benefit from the heightened economic activity and increased employment, and can be used for programs that further benefit California's communities.

\* Industry figures come mainly from federal government sources and include data representing California's cut flower growers and wholesalers, and exclude retailers.

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. The 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. For more information, contact Julie Berge, [julie.berge@fleshman.com](mailto:julie.berge@fleshman.com), or visit [www.californiagrown.org](http://www.californiagrown.org).

### The spending by a cross section of California's specialty crop industries create an additional 137,435 jobs, which equates to:

- 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).
- Enough jobs to employ all the students enrolled at Fresno State University for the next six years (22,000), or all the students enrolled at Sacramento State for the next five years (28,000).
- The amount of people it takes to fill PETCO Park in San Diego to capacity three times over (42,445); the Hollywood Bowl nearly eight times (17,376); the Staples Center for a Los Angeles Lakers game more than seven times (19,000); and AT&T Park more than three times (41,503).

### The industry generates \$5.2 billion in labor income each year, which is:

- Enough money to give each person living in Fresno County a one-time payout of \$5,720 (909,153); \$3,730 to residents in Sacramento County (1,394,154); and \$1,733 to the more than 3 million people living in San Diego County (3,001,072).
- Enough money to pay the \$6 Golden Gate bridge toll for all 41 million annual crossings for more than 21 years.

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