Plum growers’ spending snapshot – by the dollar

- California’s plum growers spend nearly $78 million annually in California.
- This spending creates a ripple effect of overall business activity projected to total more than $128.1 million annually or nearly $351,055 each day of the year.

Plum growers’ expenditures create an economic ripple effect that generates hundreds of California jobs.

- 1,110 jobs are created as a result of spending by the state’s plum growers.
- The labor income generated by these additional jobs is projected to be more than $42.1 million annually or about $115,435 each day of the year.

Pear growers’ economic activity stimulates California’s economy by providing business tax revenue that can be used for programs to further benefit our communities.

- Nearly $4.6 million annually in additional business taxes will be created from the increased business activity caused by these growers, equating to nearly $12,560 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.

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@fleishman.com, or visit www.californiagrown.org.