Growing a Healthy California

STRAWEERRY

commission

Every day of the year, strawberries and the farmers who grow them contribute to making our lives better and healthier.

Healthy California

400 family farmers

growing nearly 90% of America's strawberries



Healthy cultures

Rich history of immigrant farmers growing the American Dream

65%
Mexican-American

15% European-American

> 20% Asian-American

Healthy environment



THE PROTECTION OF THE PROTECTI

Unique bio-region

from Santa Clara to San Diego

producing more strawberries

producing more strawberries per acre than any other region in the world

VENTURA LOS ANGELES

Preserving 40,000 acres

f California's coastal farmlands from development

san diego

Healthy **economy** 70,000

of every dollar goes back into community

over \$2 million
in scholarships for
children of farm

Healthy families

The global leader

Strawberries improve heart health and brain health Strawberries
help combat obesity
and diabetes



Economic Multiplier Effect

\$3.4 billion

economic contribution generated by California strawberry farmers

Total Strawberry Contribution is \$3.4 Billion

Trucking, Box Companies, Railroads, Companies, Railroads, Companies, etc. Fertilizer, Tractors, Uniforms, Trucks, Containers, Tools, Seedlings, etc. Local Business: Restaurants, Auto Dealers, Realtors, Health Care, etc.

Public Service.
Parks, Roads,
Libraries, etc.

Indirect impact of strawberry farmers is

\$1.4 billion

Direct impact of strawberry farmers is

\$2 billion

Nearly **90%** of US-grown strawberries are from California

70,000 jobs created

400 family-owned strawberry farms

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