

Escondido and San Diego County Farm Economies

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What Farming Means to the San Diego Region



- Economic
 - \$5+ billion annual impact
- Environmental
 - Air quality
 - Fire suppression
 - Open space
 - Wildlife corridors
 - Hedge against urbanization
- Community Character
 - History
 - Local products
 - Ambiance

National Rankings

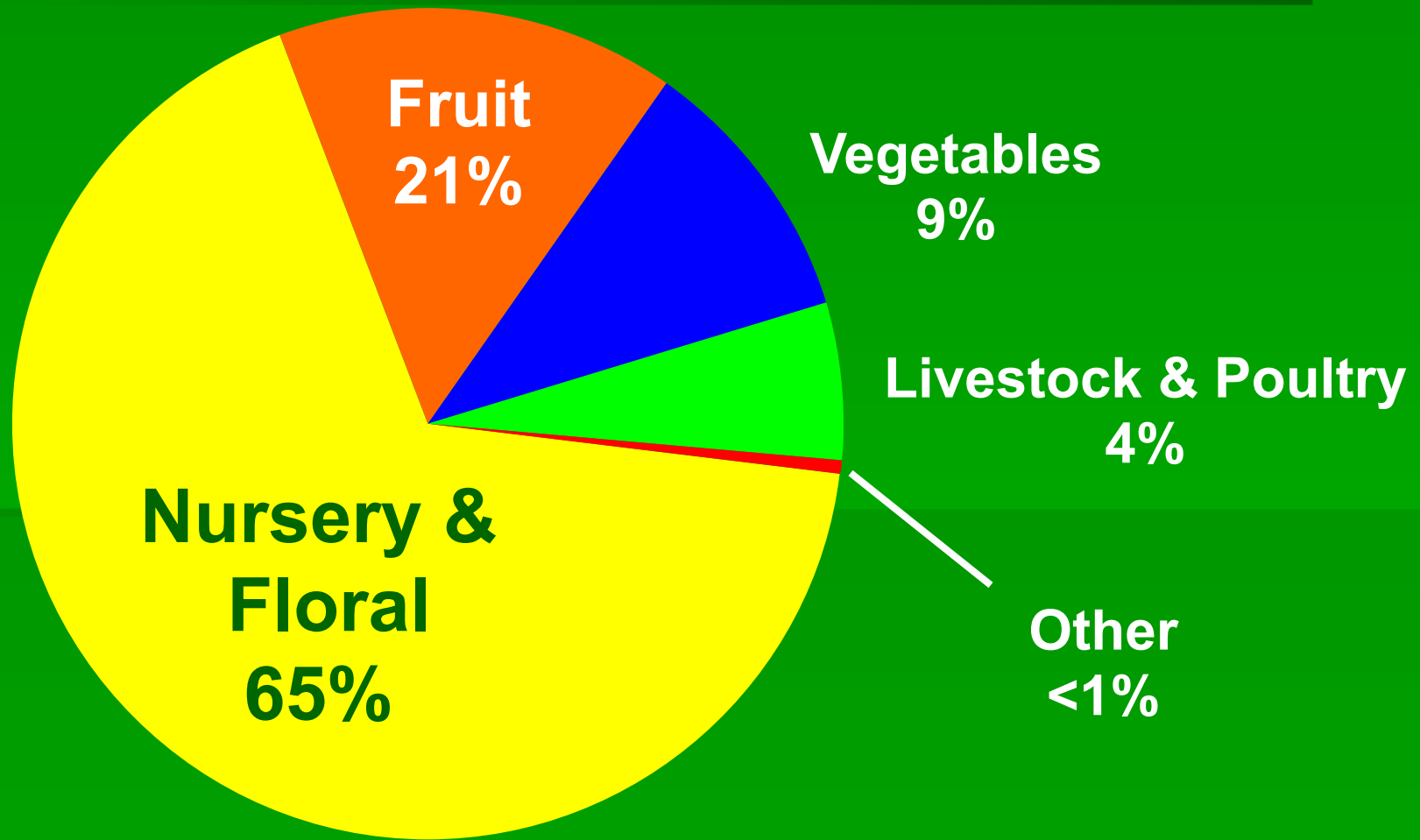
- #16 farm economy among all counties
- # 1 in nursery production
- # 1 in avocado production
- # 1 in number of small farms
- #1 in number of organic farms
- # 1 in farmers with off-farm income

Annual Farmgate Value

in millions



The Crop Profile



County Economic Value

- \$5 billion annual economic impact
- 10,000 on-farm jobs
- 20,000 off-farm jobs
- \$65 million in annual water purchases



The Escondido Region

- Avocados (CAC) = 4,000 bearing acres
- Nursery (SDRILG) = 259 acres
- Mushrooms = One producer
- Citrus (SDRILG) = 77 acres
- All Other Crops (SDRILG) = 350 acres
- Four packing houses
- Numerous suppliers
- Feed cooperative

Escondido Region Economic Value

- Farm gate crop value = \$80,795,000
- 19% of San Diego County total
- Impact to the community = **\$240,000,000**
 - Does not include value of support businesses or products brought into Escondido for handling
- 2,000 to 3,000 total jobs

Imagine...

Officials announced today the arrival of a new industry in Escondido that will provide more than 2,000 jobs and \$240 million in annual economic activity.

It was stated this clean industry will reduce the county's carbon footprint, act as a firebreak when wildfires strike, and provide corridors for wildlife movement.

The officials also declared that this industry will provide products needed by every resident of the community and the new business owners will maintain 5,000 acres of open spaces at no cost to taxpayers.