



California Strawberries: Growing a Healthy California

Presentation by:

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California Strawberry Commission

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Every day of the year,
strawberries and the farmers who grow them
contribute to our community.

400 family
farmers

90% of
America's
strawberries



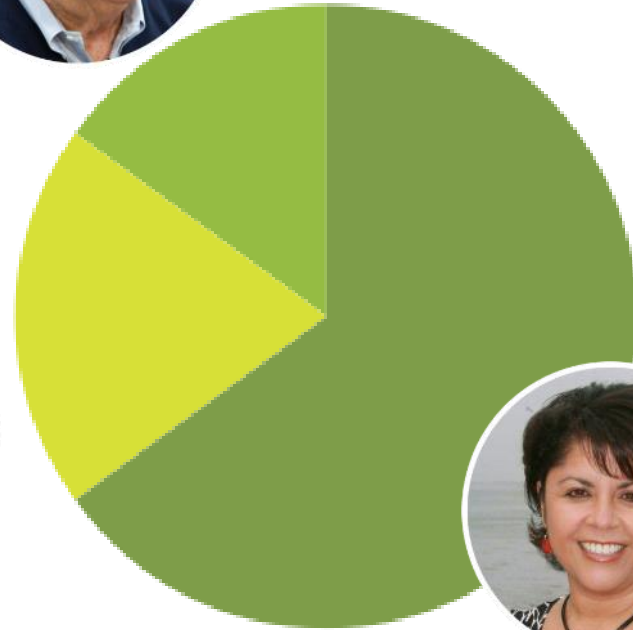
Immigrant opportunities to grow the American Dream



15% European-American



20% Asian-American



65% Mexican-American

Healthy People

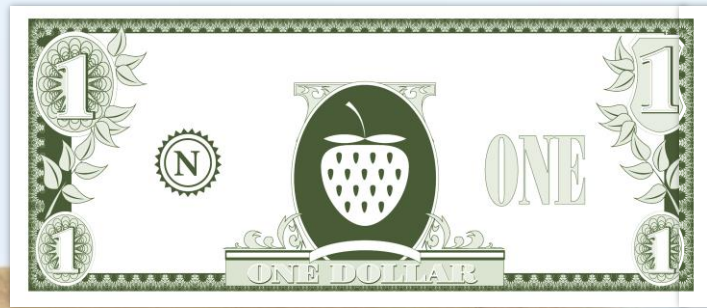
Strawberries support heart
and brain health

Strawberries help
combat obesity and
diabetes



Healthy Economy

97¢ of every dollar goes back into the community

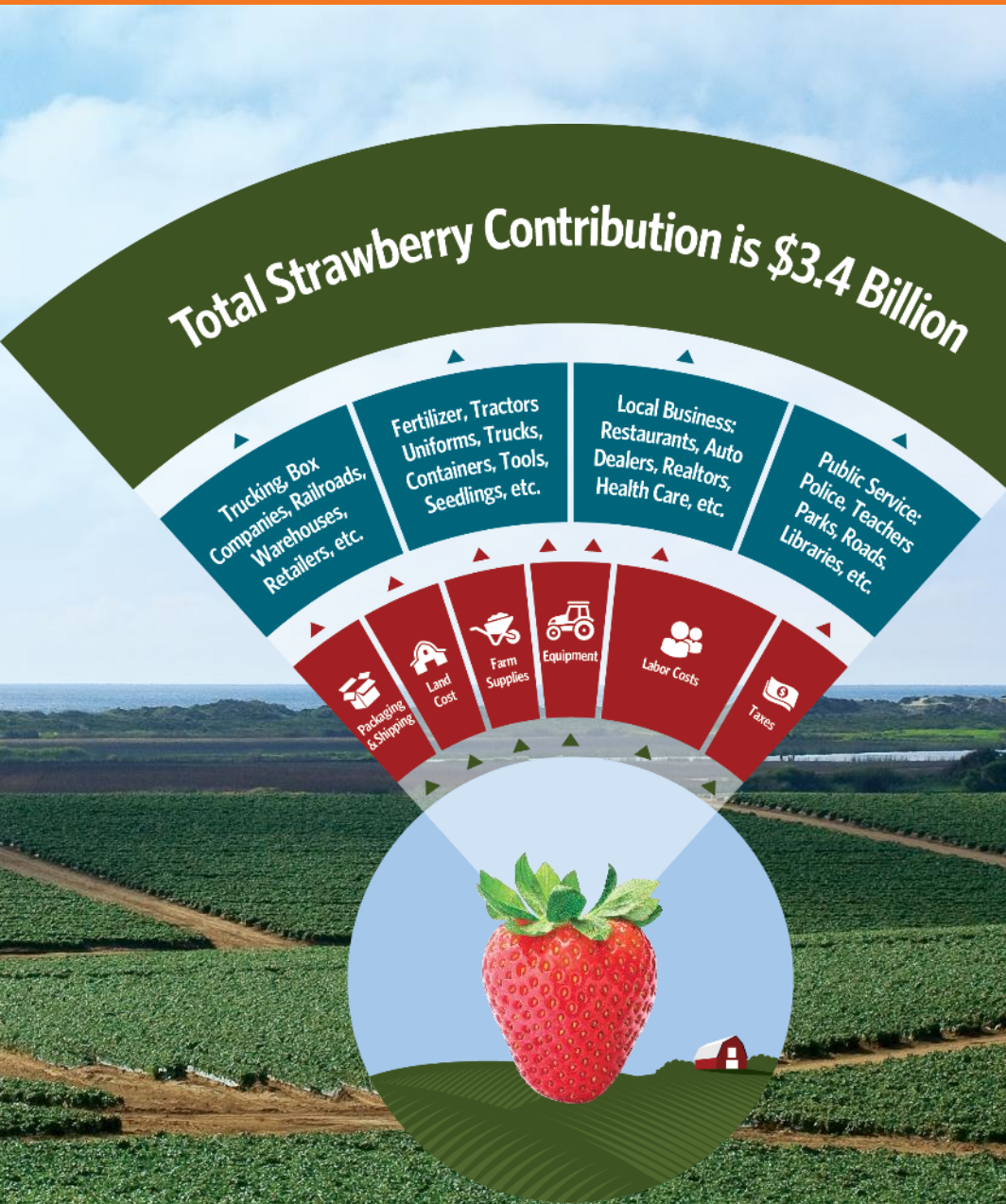


Supporting Higher Education

\$1.7 million
In scholarships
for children of
strawberry field
workers



Economic Ripples in Community



\$3.4 billion
generated by
strawberry farmers

\$1.4 billion
Indirect impact

\$2 billion
Direct impact

70,000
jobs created

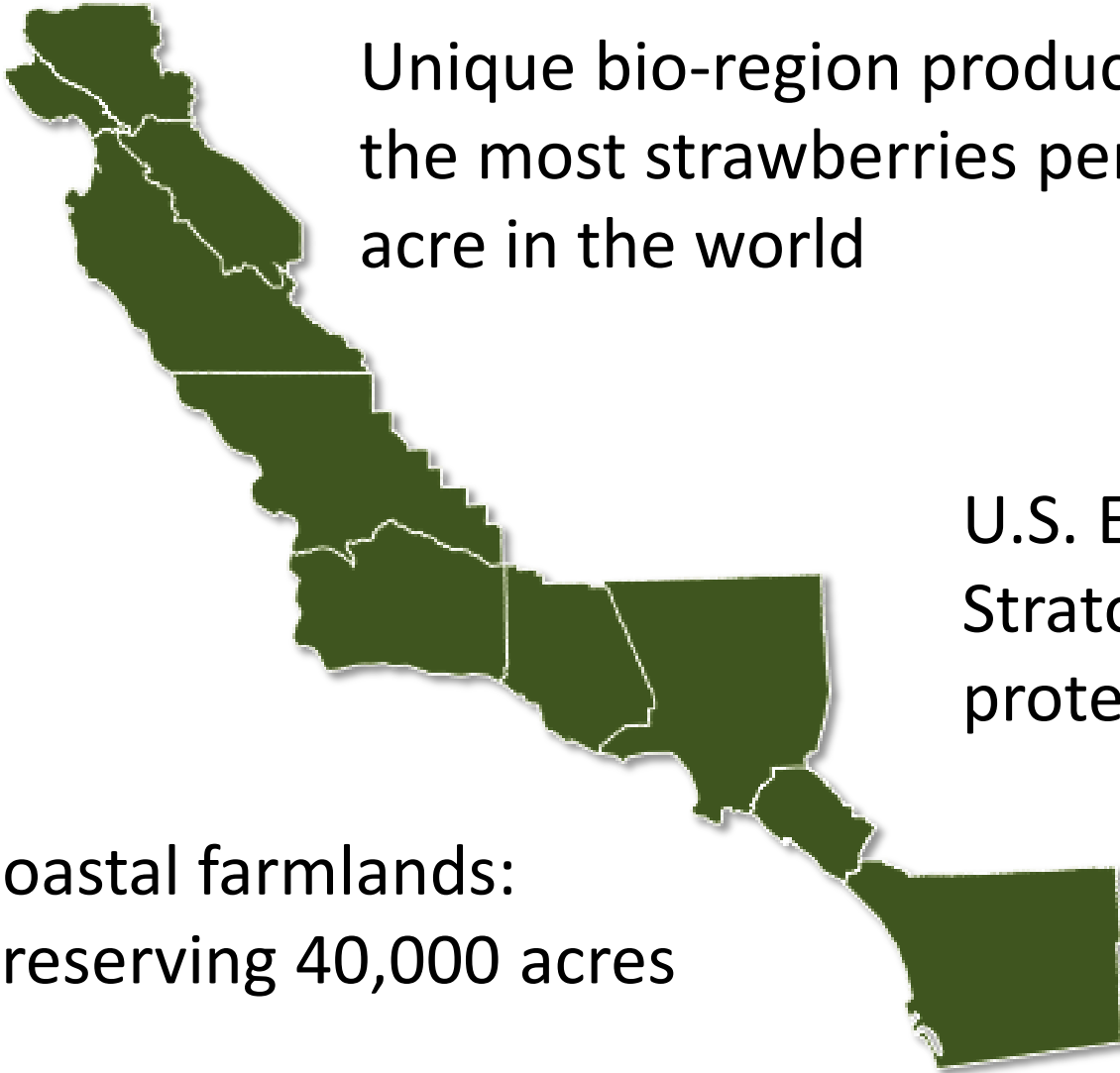
Healthy Environment

Unique bio-region produces the most strawberries per acre in the world



U.S. EPA recognition:
Stratospheric ozone layer protection

Coastal farmlands:
Preserving 40,000 acres



Wise Resource Use

Best Practices: Water

- Management
- Design
- Scheduling



Global Sustainability Leader



Innovation: Strategic Partnerships



CAL POLY
SAN LUIS OBISPO

California
STRAWBERRY
COMMISSION

Partnership for a Sustainable Future



Thank You

www.californiastrawberries.com

