



County of Monterey

Item No.4

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 26-464

May 29, 2026

Introduced: 5/13/2026

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Receive a presentation from the Agriculture Commissioners Office regarding the Agriculture Economic Report.

RECOMMENDATION:

It is recommended that the Economic Development Committee:

Receive a presentation from the Agriculture Commissioners Office regarding the Agriculture Economic Report.

SUMMARY:

The Economic Contributions of Monterey County Agriculture Report takes an important step beyond the County of Monterey Crop & Livestock Report that has been published every year since 1929. Instead of stopping at crop production values and acreage, it quantifies agriculture's total economic contributions through production, local processing, employment and economic multiplier effects. This new study shows that in 2023, the latest year for which there is complete data, agriculture contributed a total of \$11.706 billion to the county economy. This far exceeds the \$4.353 billion value from the 2023 County of Monterey Crop & Livestock Report. Agriculture production and processing also directly supported 56,365 employees, plus another 24,951 from multiplier effects. Agriculture ranked #1 among county industries for direct economic output, as well as for direct employment.

DISCUSSION:

In 2012, 2015 and 2020, research reports were produced that examined not just agricultural production values, but also agriculture's wider economic contributions through local food processing, employment and multiplier effects. Those documents generated tremendous positive responses, providing detailed assessments of agriculture's role in sustaining a healthy local economy. This Economic Contributions of Monterey County Agriculture Report updates and expands upon those original reports.

Consistent with the previous studies, multiple data sources were used and advanced economic modeling techniques to analyze agriculture's total contribution to the Monterey County economy. Economic diversification within agriculture was measured, which has implications for economic resilience. Overall, the findings offer important information for policy makers, the public and anyone who values a vibrant and resilient local economy.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

Staff consulted with County Counsel.

FINANCING:

Receiving this report has no financial impact.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

The opportunity for the Economic Development Committee to receive this presentation supports the Board approved strategic plan.

Mark a check to the related Board of Supervisors Strategic Plan Goals:

This assists with attracting and retaining businesses that will improve the well-being of County residents.

- Well-Being and Quality of Life
- Sustainable Infrastructure for the Present and Future
- Safe and Resilient Communities
- Diverse and Thriving Economy

Link to the Strategic Plan:

<https://www.countyofmonterey.gov/home/showdocument?id=139569>

Prepared by: Isela Sandoval, Management Analyst II, x7214

Approved by: Richard Vaughn, Economic Development Manager, x5602

Attachments:

Economic Contributions of Monterey County Agriculture