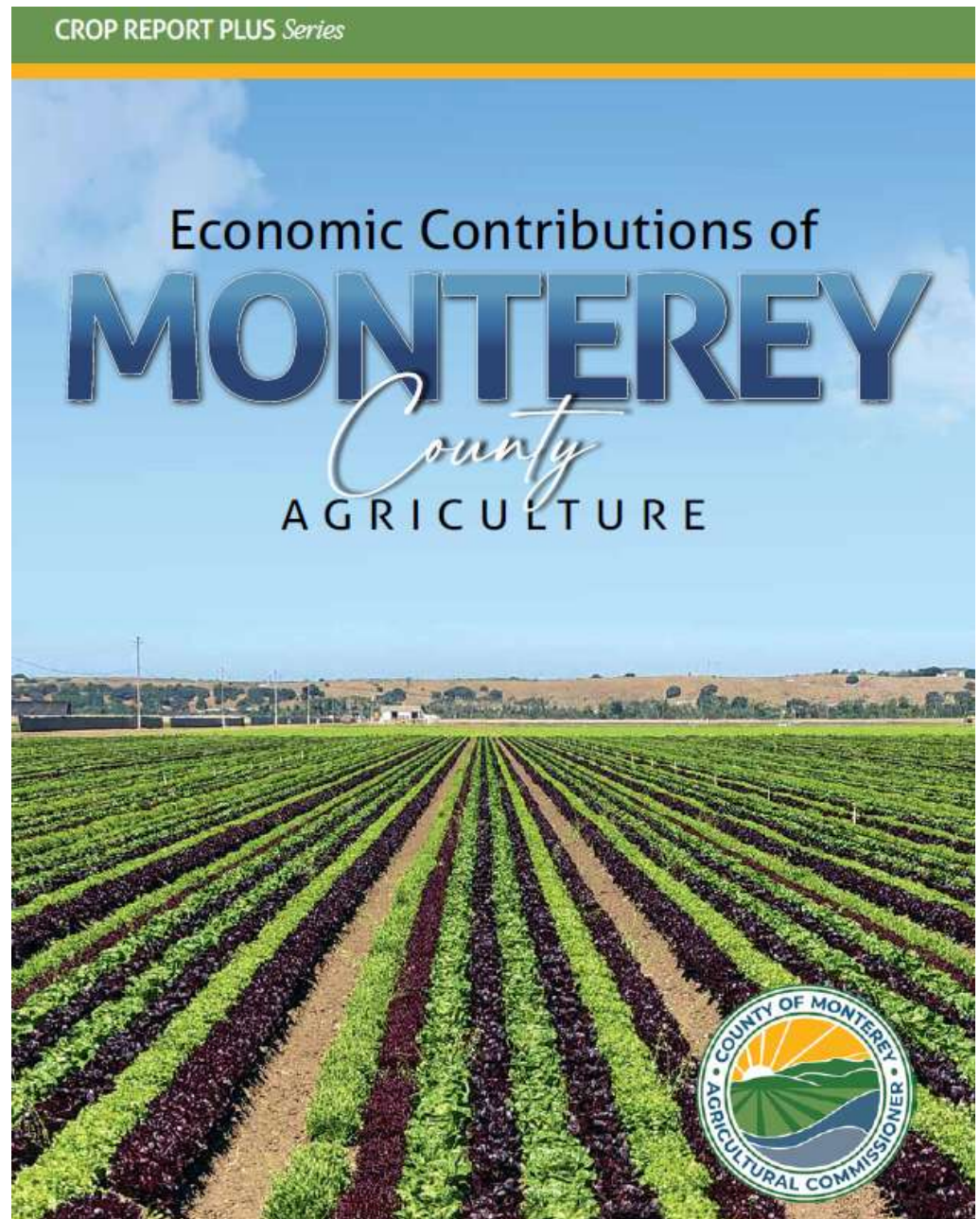


# Economic Contributions of Monterey County Agriculture

Dr. Jeff Langholz &  
Dr. Fernando DePaolis

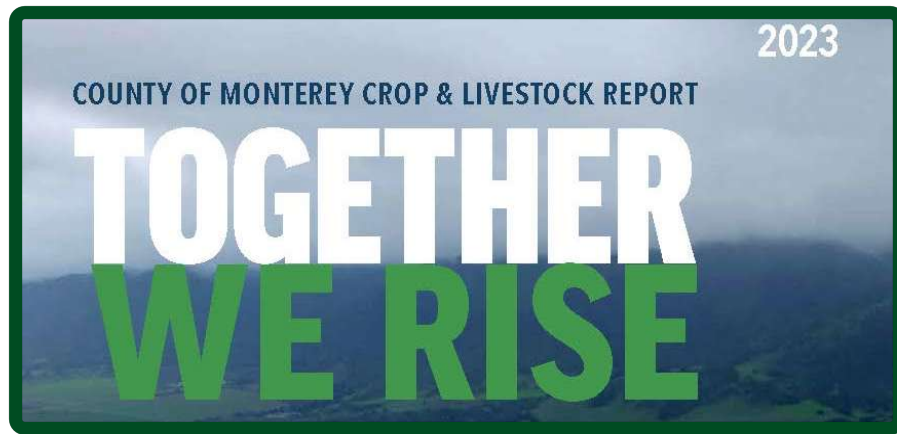
*Salinas, CA.*

*November 18, 2025*



# RATIONALE: new tools for an important mandate

Section 2279 of the *California Food and Agriculture Code* requires every county to report the “**value**” of agriculture



✓ Production Value (\$)



✓ Production Value (\$)  
✓ Processing (\$)  
✓ Employment  
✓ Multiplier Effects (\$)

# two kinds of Multiplier Effects

## INDIRECT:

Local “**business to business**” spending by Ag companies

EX: vehicles, fuel, seeds, insurance, veterinary services, banking, fertilizer, chemicals, contract work, etc.



## INDUCED:

local “**consumer spending**” by Ag-related employees

EX: groceries, health care, housing, utilities, clothing, transportation, education, entertainment, etc.





# Total Economic Output from Monterey County Agriculture: **\$11.706 BILLION**

**Farm  
Production**  
(\$4.77 billion)



+

**Local  
Processing**  
(\$3.13 billion)



+

**Multiplier  
Effects**  
(\$3.81 billion)



**\$32,072,782** *per day*

# EMPLOYMENT Effects of the <sup>\* rounded</sup> Agricultural Industry: **81,315 Total Jobs**

**56,365**  
**DIRECT Jobs**



+

**24,951**  
**MULTIPLIER**  
**EFFECTS Jobs**



# Monterey County INDUSTRY RANKINGS:

## *Direct Output:*

RANK	INDUSTRY	\$ BILLION
1	Agriculture (production & processing)	\$7.897
2	Government (all levels & types)	\$6.728
3	Real Estate & Rentals	\$5.712
4	Manufacturing	\$3.356
5	Accommodation & Food Services	\$3.106

*\* See report for full rankings*

# INDUSTRY RANKINGS *(Continued)*

## ***Direct Employment:***

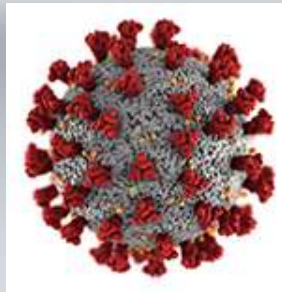
RANK	INDUSTRY	# JOBS
1	Agriculture (production & processing)	56,365
2	Government (all levels & types)	39,198
3	Accommodation & Food Services	25,343
4	Health & Social Services	21,958
5	Retail Trade	18,584

***\* See report for full rankings***

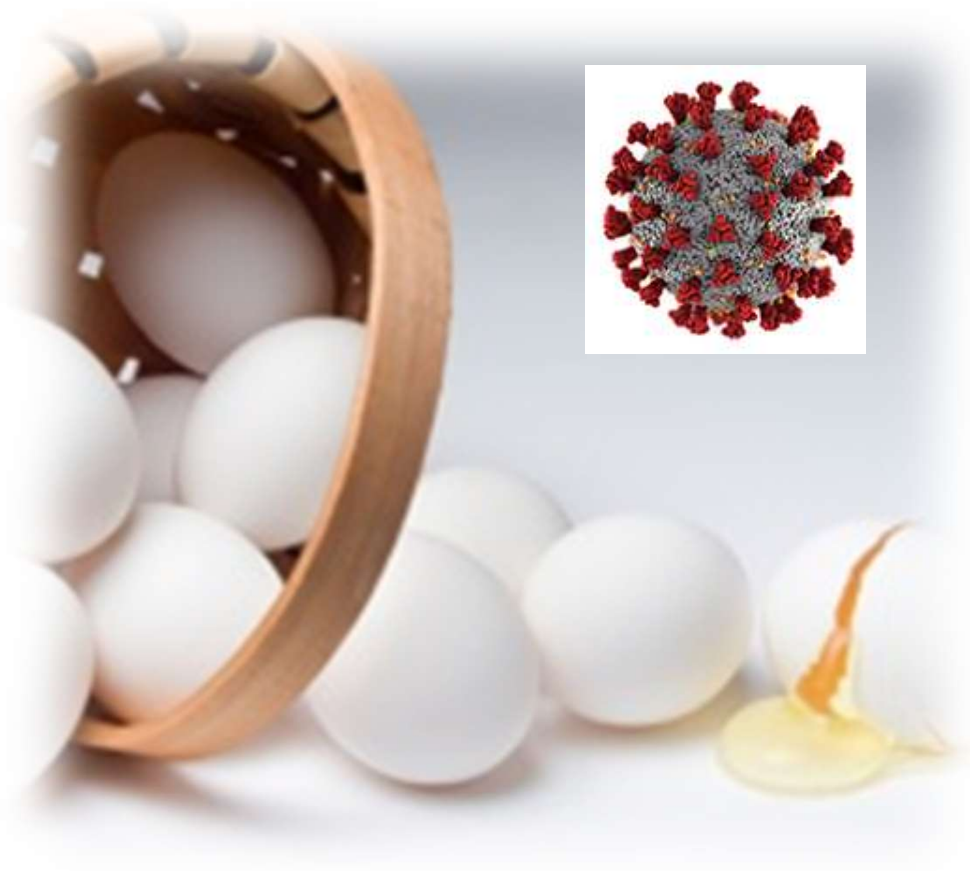


# ECONOMIC DIVERSIFICATION

## *insurance against economic shocks*



- ✓ Price drops
- ✓ Disease outbreaks
- ✓ New regulations
- ✓ New competitors
- ✓ Price spikes for key inputs



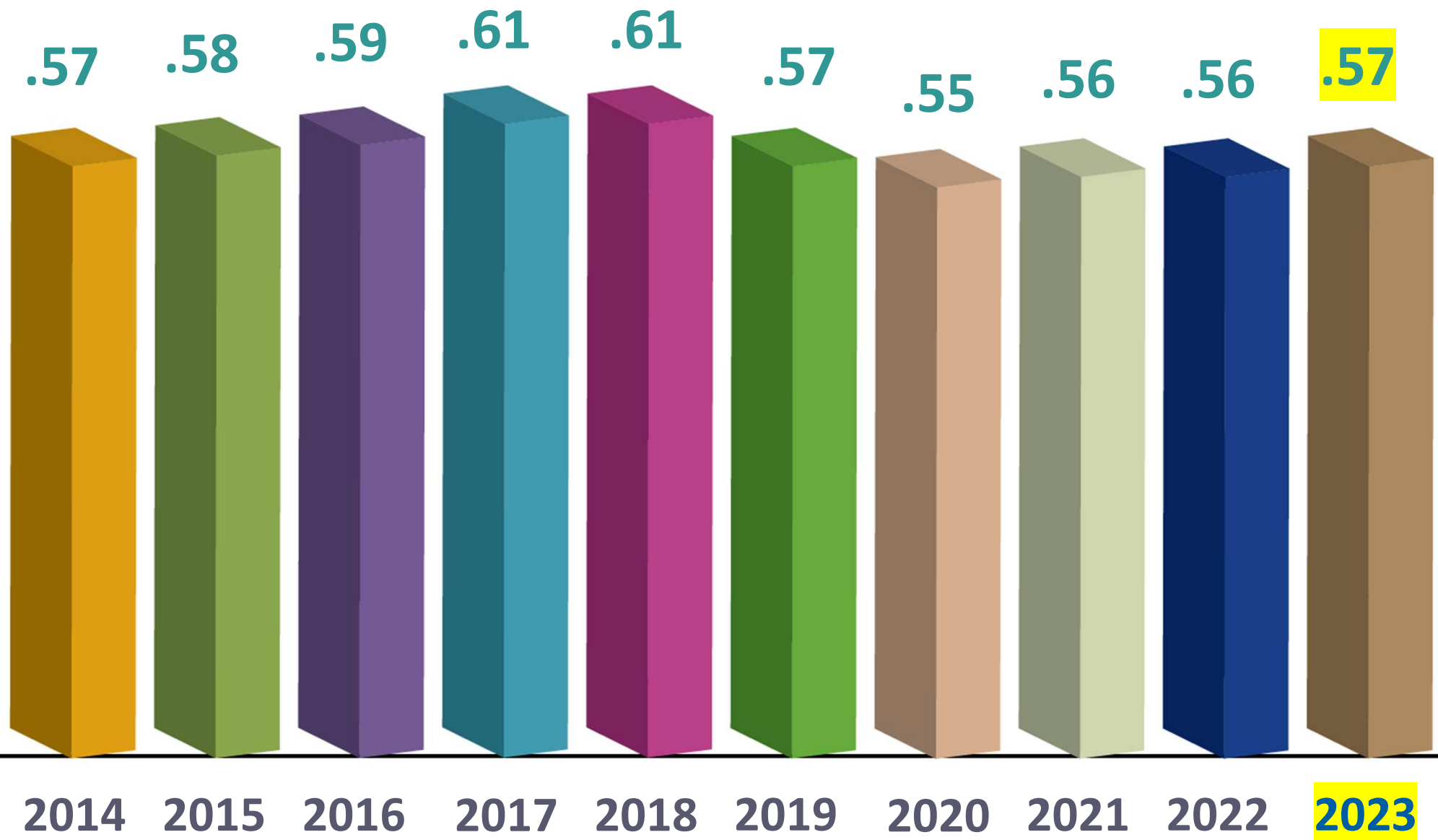


# Monterey County Agriculture's Economic Diversification Index: 0.57

*'above average'*  
*diversification* that  
provides *critical*  
*economic resilience*  
within agriculture and  
to the wider county  
economy.



# Economic diversification is also consistent



# Key Messages:

- ✓ **Large economic output** (\$11.706 billion)
- ✓ **County's largest industry** (ranked #1 for output and employment)
- ✓ **Strong resilience** (above average economic diversification score)





# *Thank You*

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