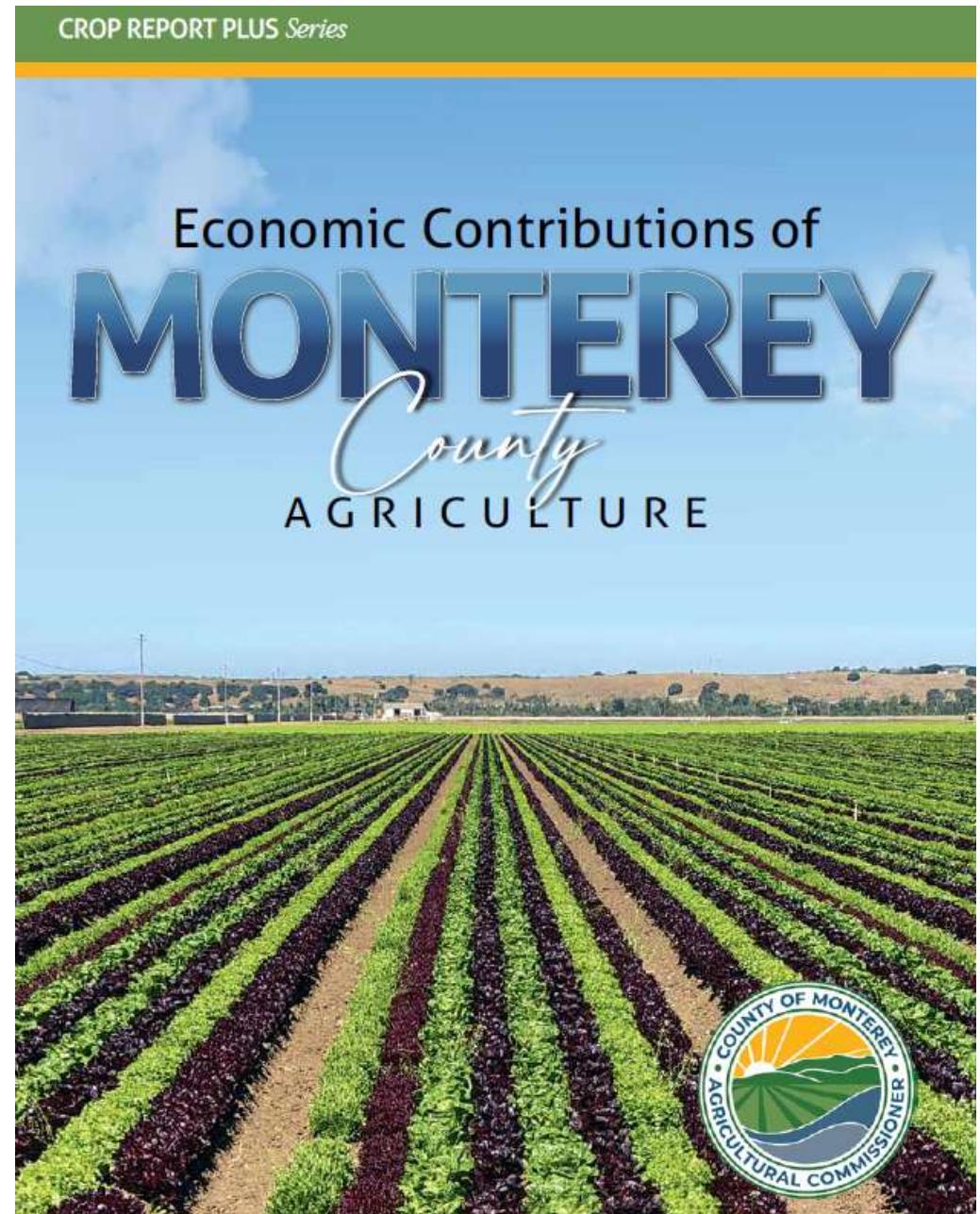


Economic Contributions of Monterey County Agriculture

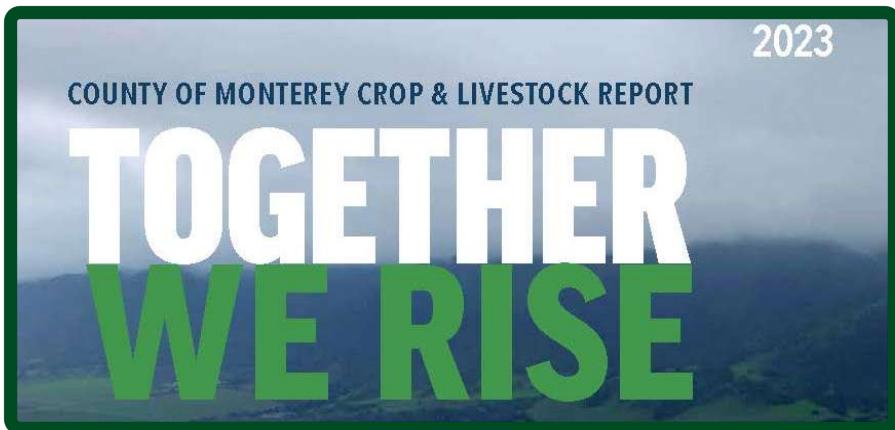
Dr. Jeff Langholz &
Dr. Fernando DePaolis

Salinas, CA.
November 18, 2025

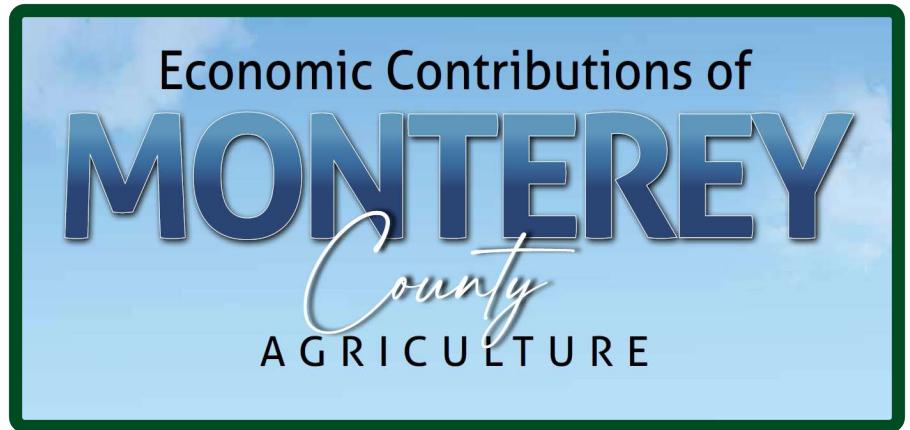


RATIONALE: new tools for an important mandate

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 Agricultural Industry: **81,315 Total Jobs**

** rounded*

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)*

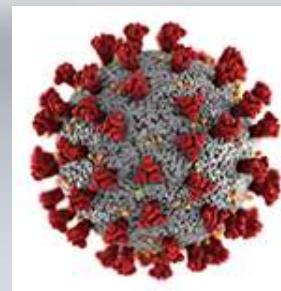
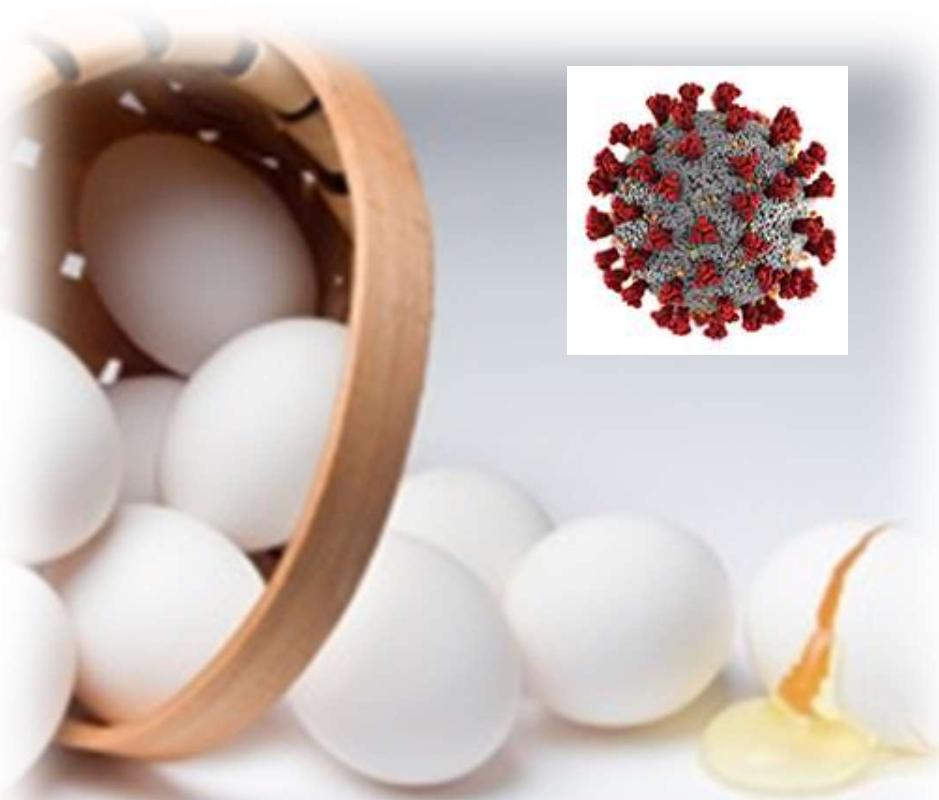
Direct Employment:

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



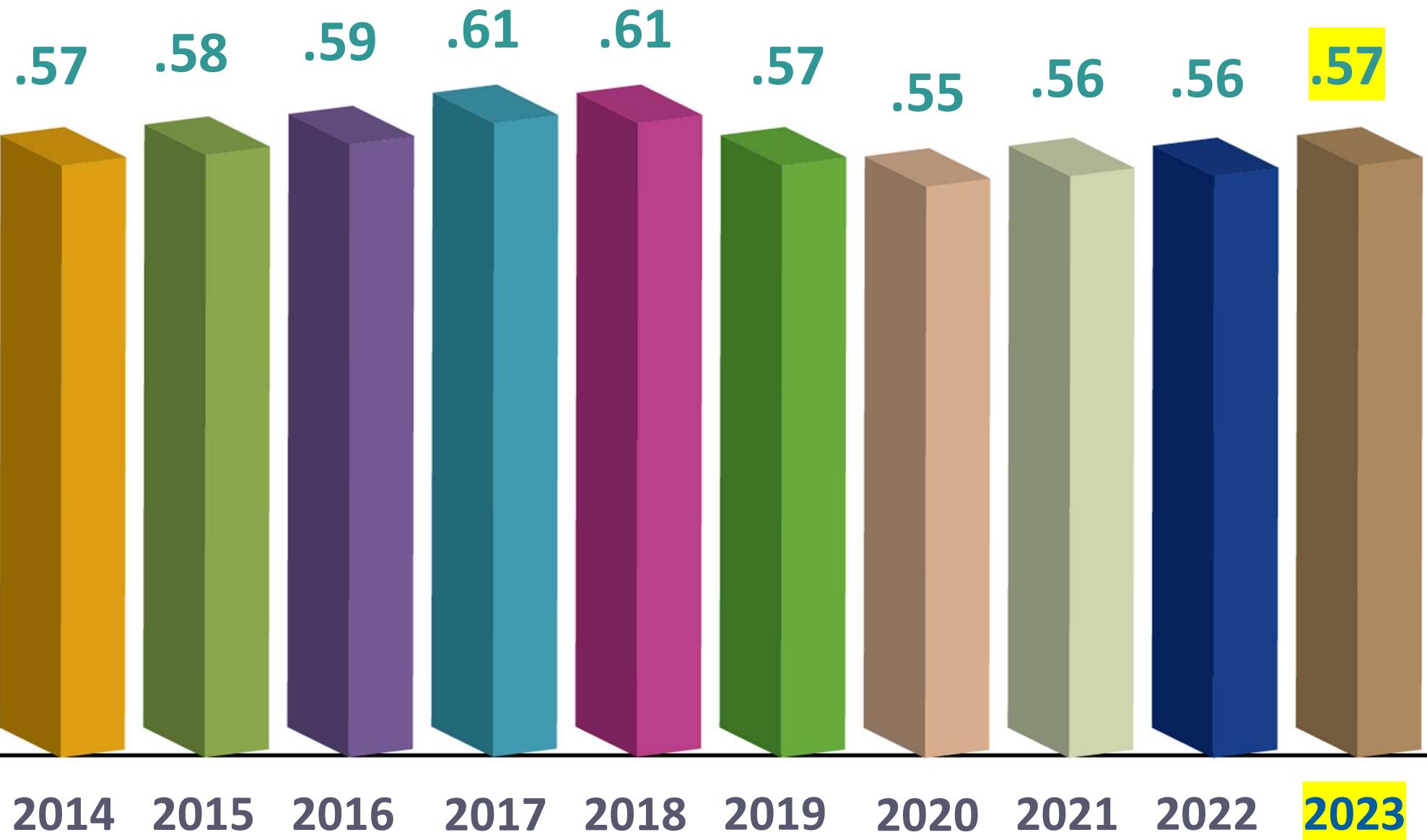
- ✓ Price drops
- ✓ Disease outbreaks
- ✓ New regulations
- ✓ New competitors
- ✓ Price spikes for key inputs

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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