



County of Monterey

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

Board Report

File #: 14-714, **Version:** 1

Receive a report from the California Strawberry Commission on the contributions of the California Strawberry Industry to Monterey County, the region, and the state.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a report from the California Strawberry Commission on the contributions of the California Strawberry Industry to Monterey County, the region, and the state.

SUMMARY/DISCUSSION:

California leads the nation in strawberry production and the Salinas/Watsonville area produces more strawberries than anywhere else in California. In Monterey County alone strawberries account for nearly 12,000 acres of production with a value of more than \$750 million. The strawberry industry is an important agricultural sector, contributing economic stimulus and jobs to the region. The strawberry industry, consisting of small and large growers and everything in between, is a vital part of the fabric of our community and for many a viable path to the American Dream.

The California Strawberry Commission is a quasi-government agency representing 400 plus family farmers who grow strawberries in California. May was National Strawberry Month and this presentation provides a short overview of the state of the industry with an emphasis on the contributions it makes to the County, region, and state of California.

The Agricultural Commissioner's Office works closely with the California Strawberry Commission on various regulatory and policy issues affecting their industry.

OTHER AGENCY INVOLVEMENT:

None

FINANCING:

There are no County costs associated with this report.

Prepared by:

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Approved by:

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Attachments:

None