Citrus Research Board Quantifies Industry Importance

NEW STUDY REVEALS CA CITRUS ECONOMIC IMPACT

Bruce Babcock, Ph.D., a professor in the School of Public Policy at the University of California, Riverside, and a Fellow of the Agricultural and Applied Economics Association, is a major contributor to the economic value of the state’s agricultural sector.

According to Babcock, the California citrus industry added $1.695 billion to the Gross State Product (GSP) in 2016-17, the most recent measuring year of available data. Babcock notes that the total direct cost of California citrus production was $1.101 billion. This total generated an additional $0.594 billion in economic activity from related businesses that supplied materials and services to the citrus industry. The California citrus industry also generated an estimated $447 million in wages and salaries, by household spending income that they contributed to the state’s economy.

The study revealed that 76 percent of Californians eat fresh citrus fruit and 21 percent pay for citrus products online. Consumers pay more for California citrus because fresh market fruit has a higher value than its Florida counterpart.

California Citrus Mutual President Joel Nelsen commented, “The “wow” factor in this report is something as it relates to gross revenues and employment. There is a big difference between the citrus industry and the state’s economy. The California Citrus Research Board has long been recognized for its leadership in conducting research that informs the citrus industry. The California Citrus Research Board is committed to ensuring there is a strong, sustainable California citrus industry for future generations.”

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The CRB President Gary Schulz.

The CRB administers the California Citrus Research Program, the grower-funded and grower-directed program that supplies the critical research needed to sustain the California citrus industry.

Bruce Babcock is a Fellow of the Agricultural and Applied Economics Association and has won numerous awards in his career. Babcock is also a member of the American Economic Association’s California Citrus Industry Economic Research Panel. He is also a member of the USDA’s Agricultural Research Service’s Scientific Advisory Committee. Babcock holds a doctorate in agricultural and resource economics from the University of California, Berkeley and his Masters and Bachelors degrees from the University of California, Davis. Babcock joined the UC Riverside faculty as an assistant professor in 1986 and is currently a professor in the School of Public Policy.

The CRB has published reports that quantify the economic impact of various California Citrus industry activities.

For example, the CRB’s 2009 report showed that the citrus industry added $3.2 billion to the GSP in 2008, and 15,933 jobs were directly supported by the citrus industry. The citrus industry also generated $1.0 billion in economic activity from related businesses that supplied materials and services to the citrus industry, adding another 5,955 jobs to the California economy.

In 2008, the citrus industry paid $2.464 billion in wages and salaries to household spending income that they contributed to the state’s economy. By household spending income that they contributed to the state’s economy.

In 2016-17, the most recent measuring year of available data, the citrus industry supported 21,674 jobs, or $452 million. Babcock said that if the citrus industry were a separate industry, it would be the fourth largest in the state. The citrus industry is the only agricultural industry in the state that generates more jobs than it pays for in wages and salaries.

Babcock noted that the citrus industry is much larger than just the value of its sales. Babcock said that the citrus industry is a major contributor to the economic value of the state’s agricultural sector. Babcock said that the citrus industry is a major contributor to the economic value of the state’s agricultural sector.

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