

Growing a Healthy California

CALIFORNIA
STRAWBERRY[™]
COMMISSION

Every day of the year, strawberries and the farmers who grow them contribute to making our lives better and healthier.



Healthy California

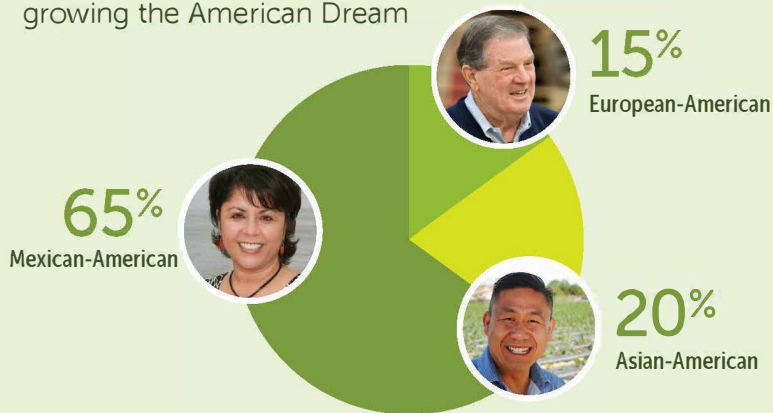
400
family farmers

growing nearly
90%
of America's strawberries



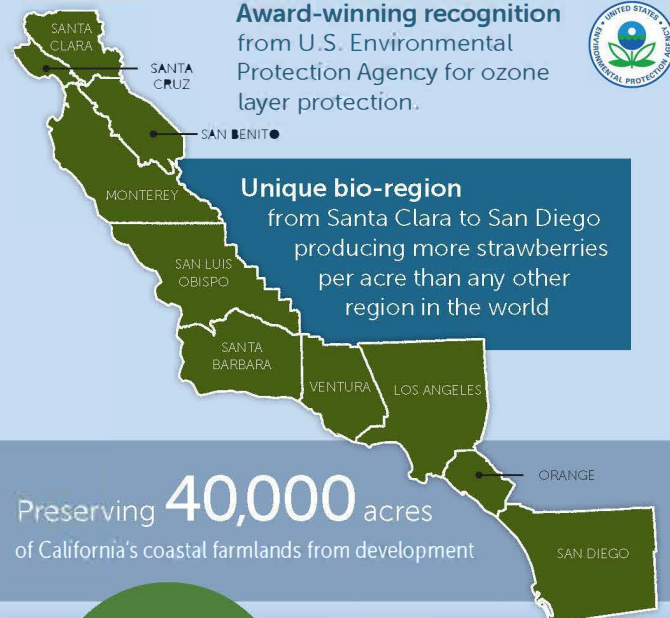
Healthy cultures

Rich history of immigrant farmers growing the American Dream



Healthy environment

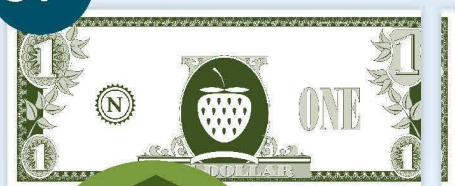
Award-winning recognition from U.S. Environmental Protection Agency for ozone layer protection.



Healthy economy

97¢ of every dollar goes back into community

70,000
Jobs



over **\$2 million** in scholarships for children of farm workers

The global leader in strawberry sustainability research



#1 favorite fruit for America's children

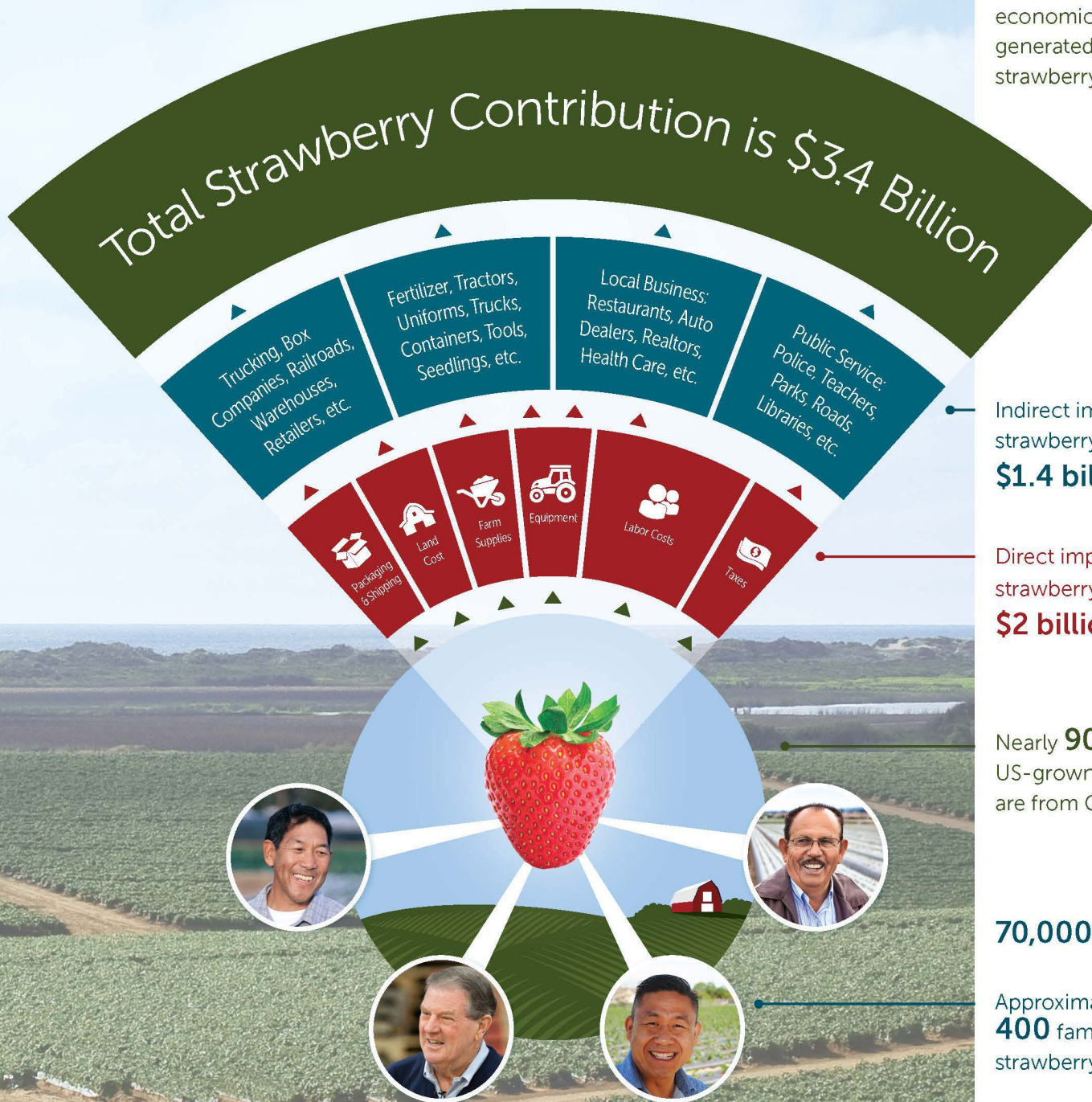
Healthy families

Strawberries improve heart health and brain health

Strawberries help combat obesity and diabetes



Economic Multiplier Effect



\$3.4 billion
economic contribution
generated by California
strawberry farmers

Indirect impact of
strawberry farmers is
\$1.4 billion

Direct impact of
strawberry farmers is
\$2 billion

Nearly **90%** of
US-grown strawberries
are from California

70,000 jobs created

Approximately
400 family-owned
strawberry farms