



GROWING COACHELLA VALLEY

MORE THAN JUST FARMERS

FARMING IN THE COACHELLA VALLEY

- One of the very first industries
- Significant economic impact
- Thousands of jobs
- Leaders in sustainability and water conservation
- Provides safe, high-quality food to people around the world





ECONOMIC IMPACT

- 65,665 acres for farming
- 2018 crop value: \$619,915,381
- Second largest industry in the Coachella Valley behind tourism





AGRICULTURE INDUSTRY JOBS

- Researchers
- Seed breeders
- Harvesters
- Seed distributors
- Chemists
- Irrigators
- Fertilizer/pesticide manufacturers
- Tractor drivers
- Field crews
- Harvest crews
- Farm labor contractors
- Packing shed employees
- Marketing and sales
- Mechanics
- County, state, and local law enforcement



RELATED INDUSTRIES

- Equipment companies
- Harvest suppliers
- Packaging
- Cooling and distribution
- Trucking
- Retail
- Restaurants
- Food processing
- Insurance
- Accounting
- Tax preparation
- Food safety inspectors

SUSTAINABILITY

- Farmers are the original environmentalists
- Use best agricultural practices to ensure the land is productive now and for future generations.



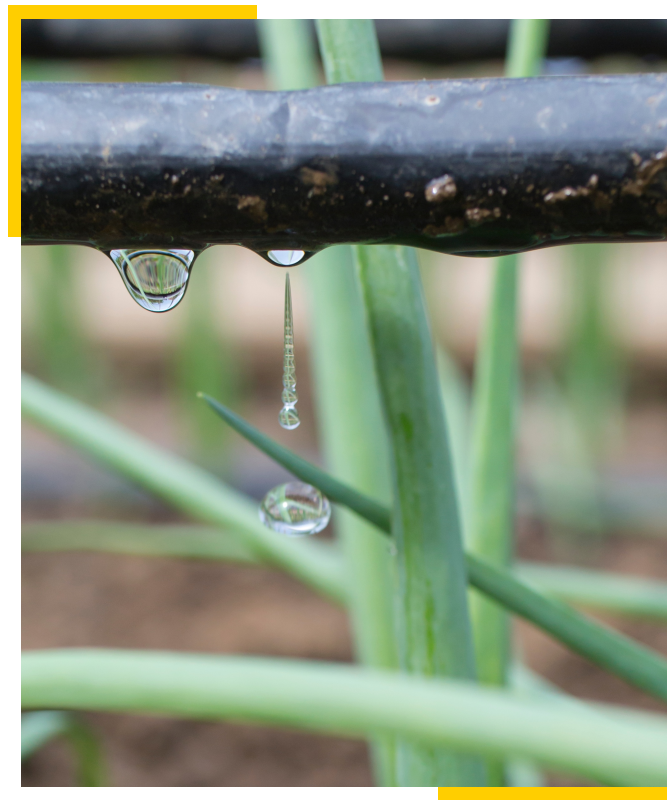


REJUVENATION

- Leave the land better than you found it
- Incorporate modern agricultural practices to improve soil conditions for better water infiltration and retention and optimal plant health.

WATER CONSERVATION

- Drip irrigation uses less water and results in larger yields
- Adjusting planting configurations increases density while using the same amount of water
- Minimize tillage to reduce soil disruption between crops





SUPERIOR STANDARDS

- California Grown means higher quality than foreign imports
- Stronger food safety regulations
- Better worker protections
- Less impact on the environment

FROM THE FARM TO YOUR TABLE

- Shop locally at Madison Street Produce
- Coachella Valley brands include:





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Visit us at www.GrowingCoachellaValley.org