



**GROWING COACHELLA VALLEY**  
MORE THAN JUST FARMERS

# FARMING IN THE COACHELLA VALLEY

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- 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

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- 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

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





## REJUVENATION

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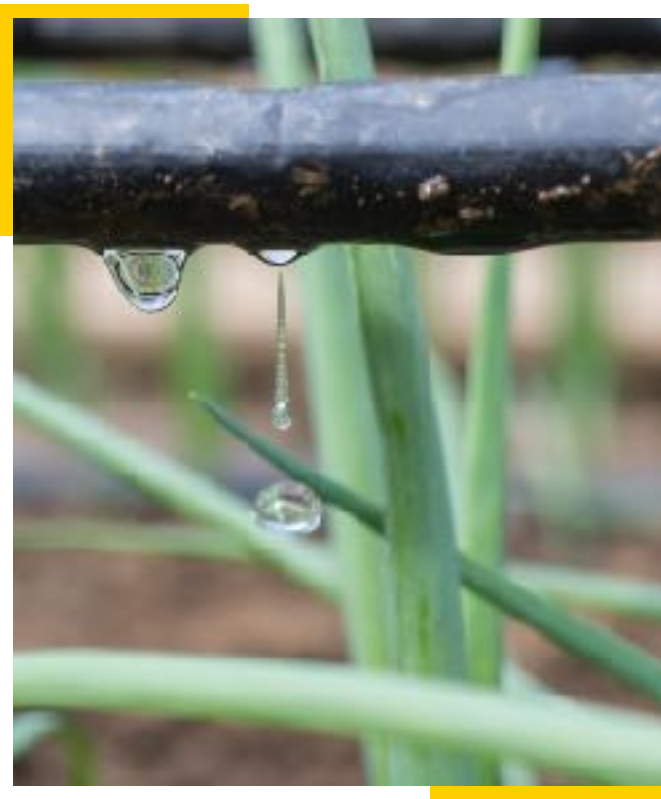
- Leave the land better than you found it
- Incorporate modern agricultural practices to improve soil conditions for better water infiltration and retention and optimal plant health



# WATER CONSERVATION

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- 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

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- 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

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





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Visit us at [www.GrowingCoachellaValley.org](http://www.GrowingCoachellaValley.org)