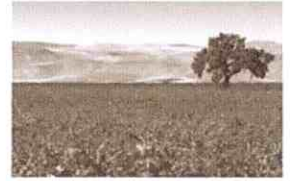
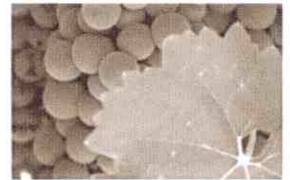


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## **ECONOMIC IMPACT OF WINE AND GRAPES IN THE PASO ROBLES AVA AND GREATER SAN LUIS OBISPO COUNTY 2007**

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### **EXECUTIVE SUMMARY**

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The wine and grape industry in San Luis Obispo County has been transformed over the last decade, a transformation that has enabled growth in employment and incomes in the county while preserving agriculture in an astonishingly beautiful rural environment.

Over this period,

- ✓ The number of wineries in the county increased from 51 to 217;
- ✓ The number of wineries in the Paso Robles American Viticultural Area (AVA) increased from 35 to 181;
- ✓ The number of vineyards in the county increased by 72%, with winegrape bearing acres growing by more than 190%;
- ✓ Winegrapes, now the county's highest value crop, represents one third of San Luis Obispo County's total agricultural production value.

Winegrapes surpassed vegetables as the county's leading agricultural crop by value in 2000. Vegetable production had led San Luis Obispo County agriculture for the previous 75 years.

Wine, vineyards and related industries and services generate **\$1.785 billion** in economic value in San Luis Obispo County, including more than \$86 million in state and local taxes.

San Luis Obispo's wineries, vineyards and allied industries and services account for 8,114 jobs in the county, generating a payroll of more than \$240 million per year. These jobs represent 7.5% of total county employment, 9.2% of private sector employment and a major share of the jobs created in the county in recent years<sup>3</sup>.

The county's wine industry is largely concentrated in North County, which is primarily the Paso Robles AVA. The Paso Robles AVA accounts for more than 90% of the number of wineries in the county, about 82.4% of the county's winery revenue and 82.5% of county wine production.

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<sup>3</sup> Available data indicates that Health and Education Services together represent the largest single employment sector in the county, with 17% of total reported employment. The next largest sector appears to be Leisure and Hospitality, with 14% of the county's total employment, a significant share of which is wine related.

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San Luis Obispo County Annual Crop Report

<http://www.slocounty.ca.gov/agcomm.htm>

Economic Impact of Wine and Grapes in the Paso Robles AVA

<http://www.pasowine.com/files/Economic%20Impact%20Exec%20Summary.pdf>

Economic Strategic Plan – Economic Vitality Corporation of San Luis Obispo County

<http://www.sloevc.org/>

San Luis Obispo County Rural Land Use Category Map

[http://www.sloplanning.org/gis/mapimagepdf/Rural\\_LUC\\_Map.pdf](http://www.sloplanning.org/gis/mapimagepdf/Rural_LUC_Map.pdf)

2007 Census of Agriculture – County Data

[http://www.agcensus.usda.gov/Publications/2007/Full\\_Report/Volume\\_1,\\_Chapter\\_2\\_County\\_Level/California/st06\\_2\\_001\\_001.pdf](http://www.agcensus.usda.gov/Publications/2007/Full_Report/Volume_1,_Chapter_2_County_Level/California/st06_2_001_001.pdf)