

AGRICULTURE + AGTECH CENTRAL COAST OF CALIFORNIA

With deep agricultural roots, a premier wine industry and robust R&D capacity, San Luis Obispo and Santa Barbara Counties provide fertile ground for cultivating the future of farming.



ENVIABLE CLIMATE AND GEOGRAPHY

- Agriculture is a core driver of regional economy, with ideal conditions for crops ranging from wine grapes and berries to cattle and nursery products
- More than 20 distinct American Viticultural Areas spanning warm and cool climates
- Close proximity to the Central Valley, one of the largest food-growing regions in the world
- Projected 10% industry growth over next five years

KEY COMPANIES



APPLIED RESEARCH AT CAL POLY — A TOP 5 AG UNIVERSITY

- \$22 million Center for Wine and Viticulture serving one of country's largest wine/vit programs and \$30 million Plant Sciences Complex coming online in 2025
- Irrigation Training and Research Center, Dairy Innovation Institute and Strawberry Center provide industry support, partnership and technology transfer
- Agtech startup incubator, part of Cal Poly's HotHouse, with several graduated companies

“California is a great place to start. We can get to a lot of the market really fast.” — TRIC Robotics founder Adam Stager



EXPLORING THE FOOD-ENERGY-WATER NEXUS AT UC SANTA BARBARA

- One of three research themes at the renowned Institute for Energy Efficiency
- Multidisciplinary research on climate change, conservation, and sustainable water and agriculture through the graduate Bren School of Environmental Science
- SmartFarm project to help farmers improve sustainability through modern information technology and data analytics



35,000
Jobs

\$3B
Regional crop production value

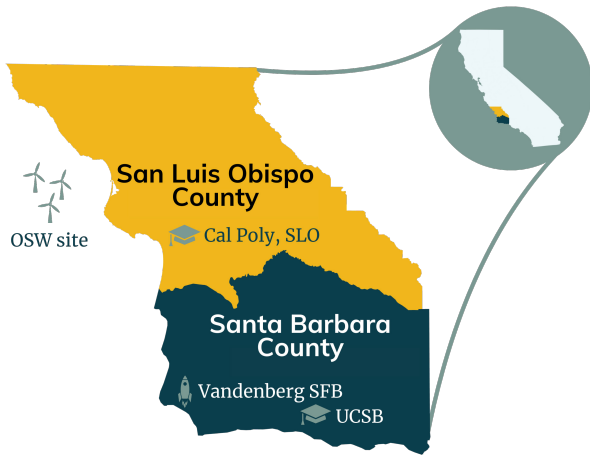
10,000
Ag research acres at Cal Poly



For more information visit reachcentralcoast.org or contact info@reachcentralcoast.org

CENTRAL COAST OF CALIFORNIA

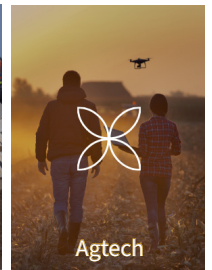
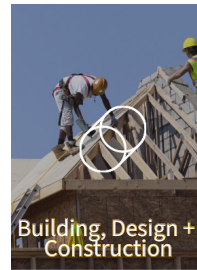
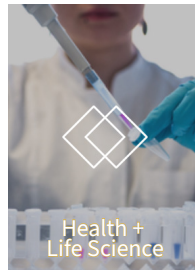
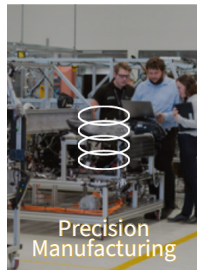
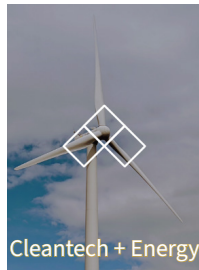
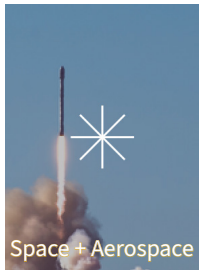
Join the locally grown and global companies that call San Luis Obispo and Santa Barbara Counties home — a welcoming, eclectic hub of innovation and unmatched quality of life.



LAUNCHPAD FOR SPACE, CLEAN ENERGY + ADVANCED TECHNOLOGY

- Home to world's second-busiest spaceport and emerging leader in advanced air mobility and drone technology
- Longtime clean energy-exporting region now launching nation's first floating wind farms
- Groundbreaking research and innovation in quantum and nanotechnology, infrared and photonics, remote sensing and optics, and semiconductors and advanced materials

KEY INDUSTRIES



“It's this wonderful blend of nature and science and great technology that I'm not really sure exists anywhere else in the world.”
— Dr. Erik Lucero, quantum hardware production lead, Google



SKILLED WORKFORCE + TOP-TIER UNIVERSITIES

- Highly skilled talent pipeline, with educational attainment rates that outperform state and nation
- University of California Santa Barbara and Cal Poly (California Polytechnic State University) SLO rank among nation's top public universities and engineering programs
- Three highly rated community colleges support workforce development through industry collaboration



COASTAL PARADISE WITH EASY ACCESS TO MAJOR MARKETS

- Centrally located between Los Angeles and Bay Area/Silicon Valley
- 3 airports provide hassle-free travel on dozens of direct flights
- Miles of pristine coastline, open space and parks set amid world-class wine country, a temperate climate and dozens of distinct cities and communities

8,750

STEM graduates
produced each year

377,259

Labor force

38%

Residents with
bachelor's degree
or higher



It's all within
REACH CALIFORNIA'S
CENTRAL COAST

For more information visit reachcentralcoast.org or contact info@reachcentralcoast.org