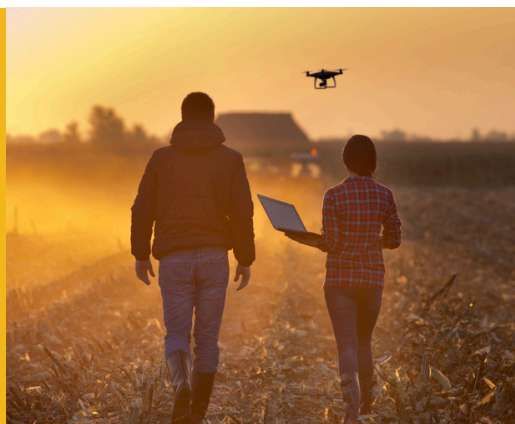


# AGRICULTURE + AGTECH

## 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.



### Enviably climate and geography

- Agriculture is a core driver of the 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

### Robust innovation and workforce assets

- Comprehensive ag programs at Cuesta and Allan Hancock Colleges shaped by deep industry collaboration
- Multidisciplinary research on climate change and sustainable agriculture through UC Santa Barbara's Bren School of Environmental Science, Institute for Energy Efficiency, and SmartFarm project

### Cal Poly SLO — 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
- Irrigation Training and Research Center, Dairy Innovation Institute and Strawberry Center provide industry support, partnership and technology transfer
- 10,000 ag research acres and agtech startup incubator 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

**\$4.4B**

regional industry

**35,000**

ag workers

**\$3B**

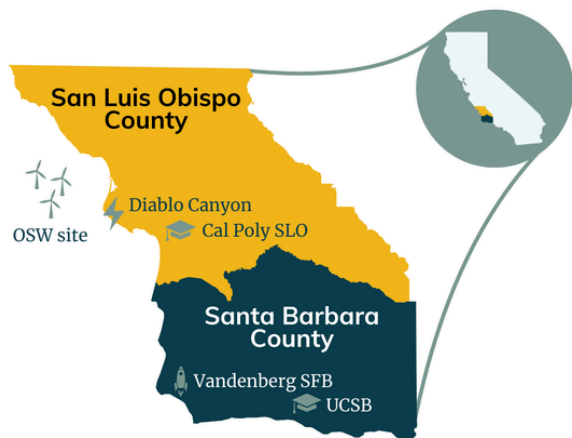
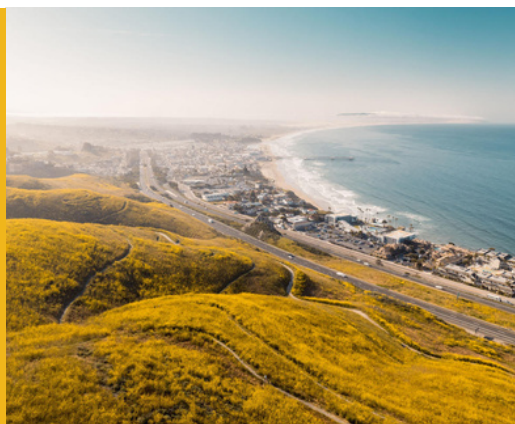
regional crop production value

### NOTABLE COMPANIES



# CENTRAL COAST OF CALIFORNIA

Join global and homegrown companies thriving in San Luis Obispo and Santa Barbara Counties — a region where world-class research, entrepreneurship, and unmatched quality of life converge.



## Launchpad for space, clean energy + high tech

- Home to the world's second-busiest spaceport and emerging hub for air mobility and autonomous systems
- Longtime clean-energy exporter now pioneering next-gen tech in offshore wind, fusion, and solar
- Groundbreaking R&D in quantum and nanotech, photonics, semiconductors, optics, and remote sensing

## Skilled workforce + top tier universities

- A deep and growing talent pool, with education attainment outpacing state and national levels
- Cal Poly SLO and UC Santa Barbara: top-ranked public universities with powerhouse engineering and science programs
- Three high-caliber community colleges offer industry-aligned training + upskilling

## Coastal paradise with major market access

- Perfectly positioned between Silicon Valley and Los Angeles
- Three regional airports offer direct flights to major hubs
- A stunning mix of pristine coastline, open spaces, wine country, and unique communities — all with a temperate climate year-round

**“It’s this wonderful blend of nature and science and great technology that I’m not really sure exists anywhere else in the world.”**

Google Quantum Hardware Production Lead Erik Lucero

**377,259**

labor force

**38%**

residents with bachelor's  
degree or higher

**9,000**

STEM graduates annually

For more information visit  
[reachcentralcoast.org](https://reachcentralcoast.org) or contact  
[info@reachcentralcoast.org](mailto:info@reachcentralcoast.org)

