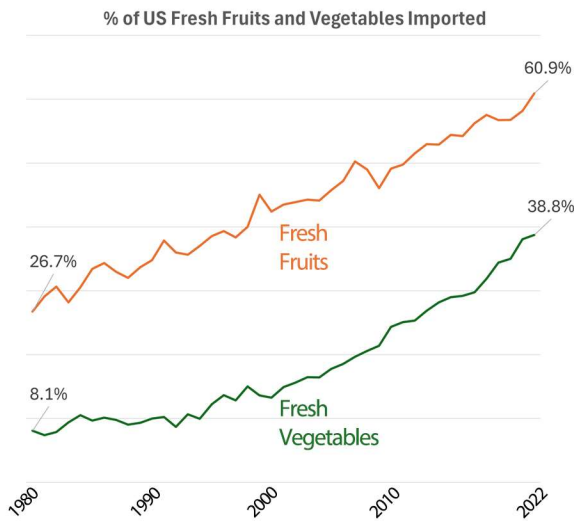


Our Food Supply - Sustainability & Imports

Country Profile: Mexico

Families across the country face rising prices at the grocery store, while farmers across the globe experience mounting difficulty producing the fresh fruits and vegetables that are key to a healthy lifestyle.



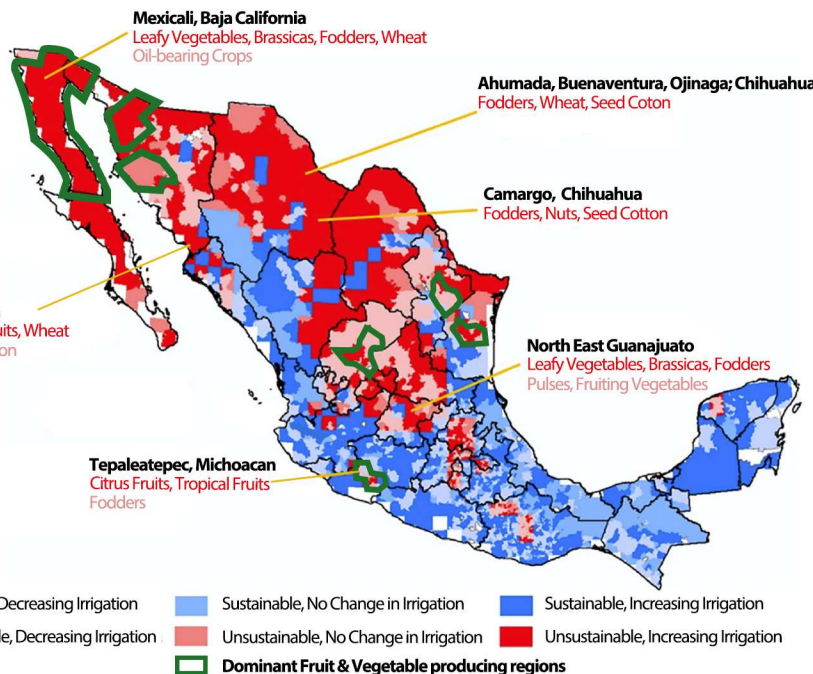
Local Fruit and Vegetable Production is Struggling

California's farms produce nearly 70% of the nation's domestically grown fruits and vegetables, but imports now account for more than 38% of the U.S. supply of fresh vegetables, and 60% of fresh fruits.

Of imports, Mexico accounts for 69% of fresh vegetables and 51% of fresh fruits.

California water restrictions, high business costs, and 30 years of trade policy have pushed domestic food production south of the border to Mexico where water supplies have become largely unsustainable.

At a time when California is projected to lose half a million acres of farmland due to groundwater regulations and inadequate surface supplies, our growing reliance on foreign-produced food is now threatened by widespread overuse of water supplies in Mexico.



- Americans pay 11% of their income on food, the highest in over 30 years.
- Food production must double by 2050 to meet the demand of the world's growing population.
- Overseas food producers are not required to meet the same health and safety standards that exist in California.

Sustainability and change in irrigation water consumption. The map shows year 2000 sustainability classifications and irrigation requirement trends since then. Select Mexican municipalities and the crops driving irrigation trends are highlighted.