

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



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Table 1

**Total Economic Impact of Wine and Grapes in the Paso Robles AVA and
Greater San Luis Obispo County**

Revenue:	\$ million
Winery Sales	372.0
Retail revenues	338.4
Distributors Sales	93.0
Winegrapes Sales	151.0
Tourism	112.8
Suppliers	39.3
Services	11.8
Tax Revenues - State & Local	85.9
Charitable Contributions	1.1
Education and Research	1.2
Indirect (IMPLAN)	203.7
Induced (IMPLAN)	134.0
Total Revenue	\$1,544.1
Wages (annual):	
Winery Employees	44.3
Vineyard Employees	30.6
Tourism	38.1
Retail	0.3
Distribution	0.9
Suppliers	7.9
services	2.6
Education	0.9
Indirect (IMPLAN)	70.5
Induced (IMPLAN)	45.0
Total Wages	241.3
TOTAL	\$1,785.3

Source: MKF Research LLC

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