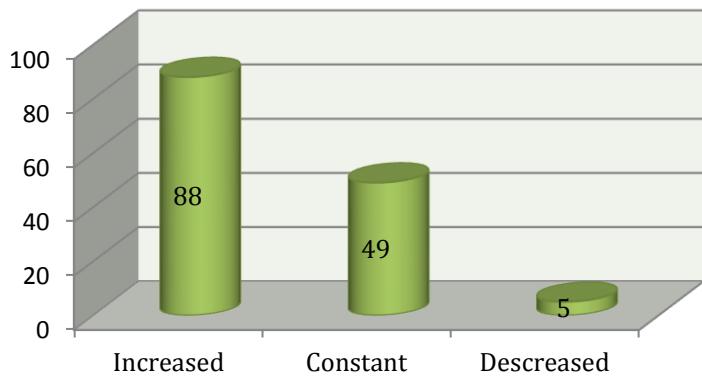
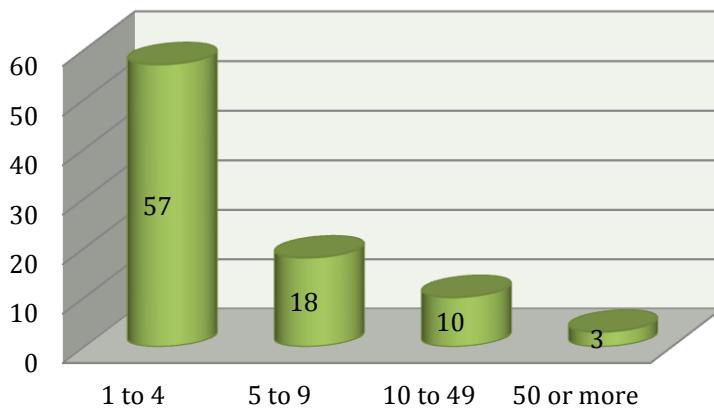


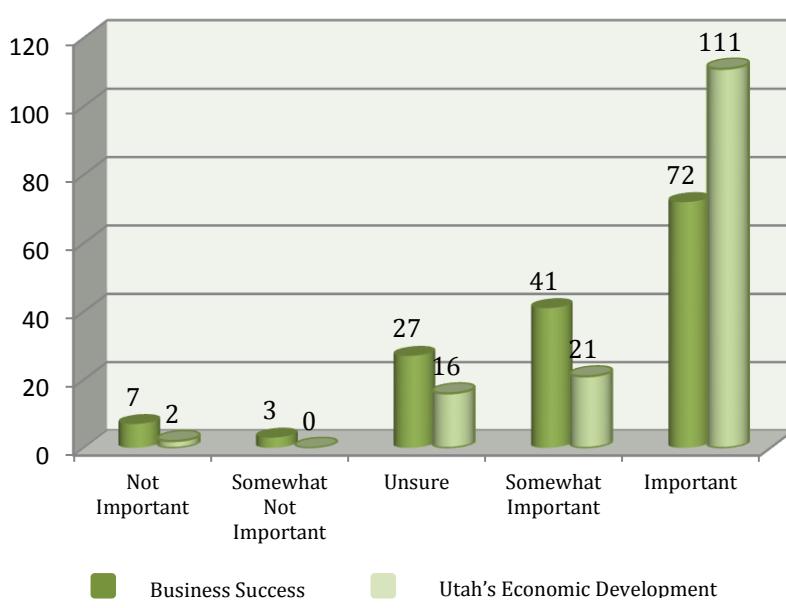
## Employment within Utah's Own Companies: 2010 - 2013



## Number of Jobs created by Utah's Own Companies: 2010 - 2013



## Utah's Own Importance: Personal Business vs. Utah Economic Development



## Utah's Own and Employment

"If just one in three microbusinesses hired one additional employee, the U.S. would be at full employment" (The Association for Enterprise Opportunity, 2011).

An analysis of 52 percent of the Utah's Own membership shows a strong indication that local food businesses have provided more jobs for their communities from 2010 to 2013. An additional **591 jobs were added by local growers, food producers, and food service providers in the last three years**, averaging about 197 jobs per year. Only 5 companies (about 3 percent) reported a decrease in employment in the past three years.

Some of Utah's Own companies reported significant increases. For example, 22 percent of all respondents claimed their business hired five or more people in the last three years. Almost 10 percent reported they hired more than 10 people.

When asked to estimate employment for 2015 – Utah's Own companies were optimistic in their projections, **approximating to increase employment by 25 percent, and plan to add about 260 jobs per year.**

Note: 8 respondents opted to not respond to the

## Value of Utah's Own

The majority respondents (75 percent) found Utah's Own to be somewhat important to important their business success. Most companies attributed that importance to product exposure at events (44 percent) and local retail opportunities (38 percent).

More respondents (88 percent) claimed Utah's Own was somewhat important to important to Utah's Economic Development. A supportive small business food network (40 percent) and business development trainings (38 percent) were among the top benefits listed.

Other benefits companies received included: Logo usage (36 percent), tradeshow assistance (23 percent), distribution opportunities (22 percent), and media exposure (22 percent).