

CENTRAL VALLEY JOURNAL OF AGRICULTURE AND FOOD



**COMPARISON OF
WORKER SAFETY
ACROSS
INDUSTRIES IN
CALIFORNIA**

**WHAT HAPPENS
TO AGRICULTURE
AFFECTS US ALL**

**"300 MILES BY 50 OF THE
RICHEST LAND SINCE THE
GARDEN OF EDEN":
THE LEGACY OF THE BRACERO
PROGRAM IN THE SOUTHERN
SAN JOAQUIN VALLEY**

**BAKERSFIELD
BREAKFAST
BAROMETER**



CALIFORNIA STATE UNIVERSITY
BAKERSFIELD
Grimm Family Center for
Agricultural Business

VOLUME 3 ISSUE 1 | SPRING 2026



From the Editor's Desk

Welcome to the first issue of Volume 3 of the Central Valley Journal of Agriculture and Food (CVJAF). Published each spring and fall by the Grimm Family Center for Agricultural Business (GFCAB) at California State University, Bakersfield, the journal serves as a forum for timely, research based insights into the agricultural and food sectors that shape life and work in California's Central Valley.

Our spring issues take stock of key developments from the previous fall and winter, offering perspective on emerging trends, ongoing challenges, and opportunities facing the region. At its core, CVJAF is about connecting research, industry insight, and student scholarship to the questions that matter most to Central Valley stakeholders. We are encouraged by the strong and growing engagement each new volume receives, and this inaugural issue of our third volume continues that momentum with a focused look at Kern County agriculture. Dr. John Deal opens the issue with an analysis of occupational safety across industries, with particular attention to agriculture. Ms. Rachel Nettleton contributes industry insight by examining how value is created and delivered within the agricultural sector. Rounding out the issue, Ms. Elda Felix Miranda, a graduate student in the CSUB history department, offers a historical perspective on the Bracero Program in the Southern San Joaquin Valley.

As with every issue, we conclude with the Bakersfield Breakfast Barometer, a recurring feature that tracks the cost of a typical at home breakfast in Bakersfield over a six month period. Notably, breakfast costs have declined by 2 percent over the past six months. This section also provides a concise snapshot of recent regional commodity price trends.

We hope this issue informs your thinking, sparks new questions, and proves useful in your work. As always, your feedback and ideas are welcome as we continue to grow the journal—please feel free to reach out to me at shegde@csub.edu.

S. Aaron Hegde, PhD
Publisher and Editor, CVJAF
Executive Director, GFCAB



**GRIMM FAMILY CENTER FOR
AGRICULTURAL BUSINESS**
CSU BAKERSFIELD™



TABLE OF CONTENTS

2 FROM THE EDITOR'S DESK

FEATURES

4 **RESEARCH PAPER**
COMPARISON OF WORKER SAFETY ACROSS INDUSTRIES IN CALIFORNIA
by Dr. John Deal

7 **INDUSTRY INSIGHT**
WHAT HAPPENS TO AGRICULTURE AFFECTS US ALL
by Rachel Nettleton

10 **STUDENT PAPER**
"300 MILES BY 50 OF THE RICHEST LAND SINCE THE GARDEN OF EDEN": THE LEGACY OF THE BRACERO PROGRAM IN THE SOUTHERN SAN JOAQUIN VALLEY
by Elda Felix Miranda

24 **BAKERSFIELD BREAKFAST BAROMETER**
by Dr. S. Aaron Hegde



Comparison of Worker Safety Across Industries in California

BY DR. JOHN DEAL¹, ECONOMICS, CSUB

Workplace safety remains a critical concern across industries in California, a state with one of the largest and most diverse labor forces in the United States. Injury rates differ substantially across industries, but the agriculture and construction industries often exhibit the highest rates of fatal and nonfatal injuries. Although these industries make up a relatively small percentage of total employment in the state, with agriculture accounting for 2.2-2.4% and construction accounting for 4.8-5% of employment (compared to approximately 6.8% for manufacturing), these industries often employ vulnerable workers, including immigrants and those with lower education levels (EDD). Each industry presents unique hazards that shape patterns of injury and fatality, requiring industry-specific regulatory approaches and prevention strategies.

A comparison of data indicates that agriculture suffers a higher rate of nonfatal injuries, while construction suffers a higher rate of fatal injuries. Out of 439 total workplace fatalities in 2023, 45 fatal injuries occurred in the agriculture industry, while the construction industry suffered 78 fatalities and the manufacturing industry suffered 21 fatalities. In the agriculture industry, 12 fatalities were caused by transportation accidents and 8 were caused by hazardous material handling. In the construction industry, 34 fatalities were caused by falls and 18 were caused by hazardous material handling (BLS). While the average incidence of nonfatal injuries in the private sector was 2.7 per 100 workers, nonfatal injuries were much higher in the agriculture industry (4.6 per 100 workers), though construction (3.0) and manufacturing (2.5) were close to the private sector average. Within the agriculture industry, crop production (4.9 per 100 workers) and animal husbandry (5.9) suffered more nonfatal injuries than the agriculture industry average (Cal DIR).

¹jdeal@csub.edu

Although there are several common sources of workplace injury (e.g., overexertion and musculoskeletal injuries; slips, trips, and falls), many sources of injury vary in importance by industry. In the agriculture sector, injury rates are among the highest relative to hours worked, with primary sources of injury being machinery accidents, heat illness, and exposure to pesticides. Primary construction hazards include falls from heights, equipment accidents, and unstable work surfaces. Manufacturing workers face hazards related to repetitive strain, machinery entanglement, and ergonomic stressors. Across these sectors, the sources of injury reflect a combination of environmental exposure, task-specific hazards, and the intensity of physical work unique to each industry.

Workplace safety is regulated both at the state and federal level. Federal OSHA and California's Cal/OSHA both aim to protect workers in agriculture, manufacturing, and construction, but they differ in scope and stringency. Federally, OSHA sets baseline safety and health standards under the Occupational Safety and Health Act, with specific regulatory parts for agriculture (29 CFR 1928), construction (29 CFR 1926), and general industry including manufacturing (29 CFR 1910), covering hazards such as machinery, chemical exposure, falls, trenching, and recordkeeping across all states without approved plans. These standards apply broadly and include the General Duty Clause requiring employers to eliminate "recognized hazards." (OSHA)

In California, Cal/OSHA operates its own state plan approved by federal OSHA and has primary jurisdiction over most workplaces in the state. Cal/OSHA adopts federal standards and imposes additional, often stricter rules tailored to California's workforce and hazards. It has unique standards for agriculture (e.g., heat illness prevention), repetitive motion injuries, and others that federal OSHA does not have, and requires proactive programs like written Injury & Illness Prevention Programs (IIPPs) for all employers. Cal/OSHA's reporting and recordkeeping duties also apply to smaller employers than federal requirements.

Across agriculture, Cal/OSHA may mandate protections beyond federal crop operation basics (like heat rules) to better respond to state conditions, while federal OSHA offers general hazard guidance nationwide. In manufacturing, both authorities require machine guarding and hazard communication, but Cal/OSHA's exposure limits and documentation can be more prescriptive. For construction, federal OSHA's fall protection and excavation standards set the baseline, yet Cal/OSHA often enforces more exacting practices (e.g., specific fall thresholds and training documentation). Overall, Cal/OSHA's requirements generally exceed federal minimum standards, reflecting California's emphasis on worker protections tailored to local conditions. Although Cal/OSHA standards often exceed federal standards, their effectiveness is limited by implementation inconsistencies, particularly in the agriculture industry. For example, research indicates that regulations (even when implemented) do not eliminate heat-related illnesses in agriculture due to incentives for workers to ignore safety precautions due to the work rate nature of their pay (Langer, et al., 2021).

In industries with high injury rates (e.g., agriculture, construction) and substantial regulations, individual worker motivations, workplace cultural norms, and training can often explain the failure to lower injury rates. Workplace conditions, especially effective training, supervisor emphasis on safety, and supportive peers can enhance workers' motivation to engage in safe behavior (Mullen, 2004). Management commitment is consistently identified as one of the strongest predictors of compliance. When leaders visibly prioritize safety, allocate resources, and enforce rules consistently, workers are more likely to follow safety procedures (Zohar, 2010). Worker perceptions and attitudes influence compliance as well. Employees are more likely to follow rules when they perceive risks as serious and personally relevant (Geller, 2001). Peer norms and safety culture further reinforce behavior; compliance increases when coworkers model safe practices and discourage risky behavior (Neal & Griffin, 2006).

Even with a strongly regulatory framework and vigorous enforcement, workers (and their supervisors) often fail to comply, either consciously or unconsciously. Behavioral nudges are designed to alter

people's decisions in a predictable way without forbidding any options. For example, firms could raise the default savings rate when onboarding an employee to increase savings rates over time as people tend to fail to adjust rates as their circumstances (e.g., higher income) change (Thaler and Sunstein, 2008). Research on safety in agriculture and construction has begun to focus on the application of behavioral nudges to reduce injuries. A social norm intervention (posters indicating that “most workers in your department wear safety gear”) significantly reduced safety violations, particularly in departments with low initial compliance (Costa, et al., 2024). Other nudges, such as visual signs to alert dangers, worker safety pledges, and presenting safety outcomes in terms of losses instead of gains, have been employed in a variety of different industries (Lindhout and Reniers, 2017).

Workplace safety patterns in California reflect a complex interplay between hazard exposure, injury rates, and regulatory responses. Agriculture and construction show high rates for both fatal and nonfatal injuries. California's regulatory environment—centered on Cal/OSHA and comprehensive safety programs like the IIPP—plays a crucial role in reducing risk, though worker behavior can offset the impact of the regulations. Further use of inventive approaches (e.g., behavior-based safety) may need to be employed to further reduce workplace injuries.

References

- Bureau of Labor Statistics, Table 2. Fatal Occupational Injuries by Industry, California, 2023, accessed at [Fatal occupational injuries in California : U.S. Bureau of Labor Statistics](#)
- California Department of Industrial Relations, Table 4. Incidence rates and numbers of nonfatal occupational injuries by selected industries, accessed at [ODR - 2023 nonfatal occupational injuries and illnesses in California](#)
- Costa, S., Duyck, W., Van Wouwe, E., & Dirix, N. (2024). Nudging safety behavior in the steel industry: Evidence from two field studies. *Safety science*, 173, 106444.
- Employment Development Department, State of California. (2026, January). *Current Monthly Employment (Not Seasonally Adjusted), January 2026*. Labor Market Information Division. Retrieved from California Employment by Industry Data website [Employment by Industry Data](#).
- Geller, E. S. (2001). Behavior-based safety in industry: Realizing the large-scale potential of psychology to promote human welfare. *Applied and Preventive Psychology*, 10(2), 87-105.
- Langer, C. E., Mitchell, D. C., Armitage, T. L., Moyce, S. C., Tancredi, D. J., Castro, J., ... & Schenker, M. B. (2021). Are Cal/OSHA regulations protecting farmworkers in California from heat-related illness?. *Journal of occupational and environmental medicine*, 63(6), 532-539.
- Lindhout, P., & Reniers, G. (2017). What about nudges in the process industry? Exploring a new safety management tool. *Journal of Loss Prevention in the Process Industries*, 50, 243-256.
- Mullen, J. (2004). Investigating factors that influence individual safety behavior at work. *Journal of safety research*, 35(3), 275-285.
- Neal, A., & Griffin, M. A. (2006). A study of the lagged relationships among safety climate, safety motivation, safety behavior, and accidents at the individual and group levels. *Journal of applied psychology*, 91(4), 946.
- Occupational Safety and Health Administration. (n.d.). *Laws and regulations*. U.S. Department of Labor, accessed at [Laws and Regulations | Occupational Safety and Health Administration](#)
- Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Zohar, D. (2010). Thirty years of safety climate research: Reflections and future directions. *Accident analysis & prevention*, 42(5), 1517-1522.

What Happens to Agriculture Affects Us All

BY RACHEL NETTLETON, EXECUTIVE DIRECTOR, KERN COUNTY FARM BUREAU

Agriculture touches every single person, every single day. Whether you grew up on a farm or have never set foot in a field, the food you eat, the clothes you wear, and even the fuel that powers your car all trace back to agriculture in some way. Yet, despite its importance, agriculture is changing rapidly, and not always for the better.

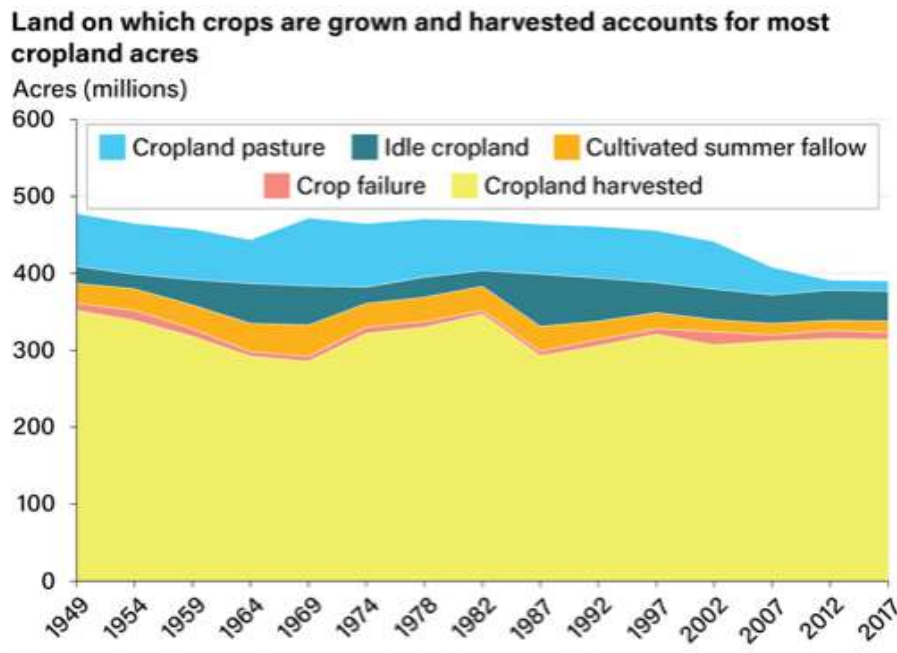


Figure 1 Cropland in the US (1949- 2017)

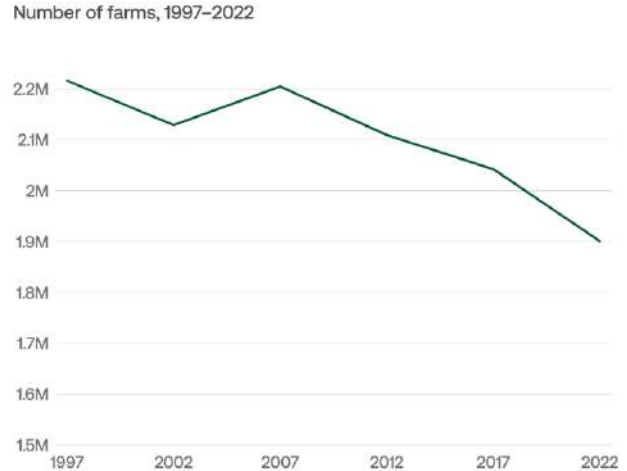
Source: ERS, USDA

Across California and the nation, we are seeing a steady decline in agricultural land and a shrinking number of farmers and ranchers (See Figures 1 and 2). Urban growth, rising costs, regulations, water challenges, and economic pressures are making it harder for families to continue farming. Many operations that have existed for generations are now facing the difficult decision of whether they can afford to keep going. With fewer farmers and less farmland, we risk losing not only local food production, but also the deep knowledge and community values that come with it.

¹Latest figures as per CDFCA: 1. Fresno (\$9.02B); 2. Tulare (\$8.3B); 3. Kern (\$7.96B)

Here in Kern County, agriculture is a driving force of our economy and identity. Being one of the top three agricultural counties in California, our farms and ranches provide food, jobs, and economic stability for our entire region. But even in this agricultural powerhouse, our producers are navigating unprecedented challenges, from water regulations and labor shortages to market volatility and rising input costs (See Figure 3). These pressures affect not just farmers, but every consumer who relies on affordable, locally grown food.

The number of US farms declined by 14% since 1997



Source: Department of Agriculture



Figure 2 Number of Farms, US (1997-2022)

Paid Indexes, Annual Averages, Production Items, Interest, Taxes, and Wages – United States: 2011=100

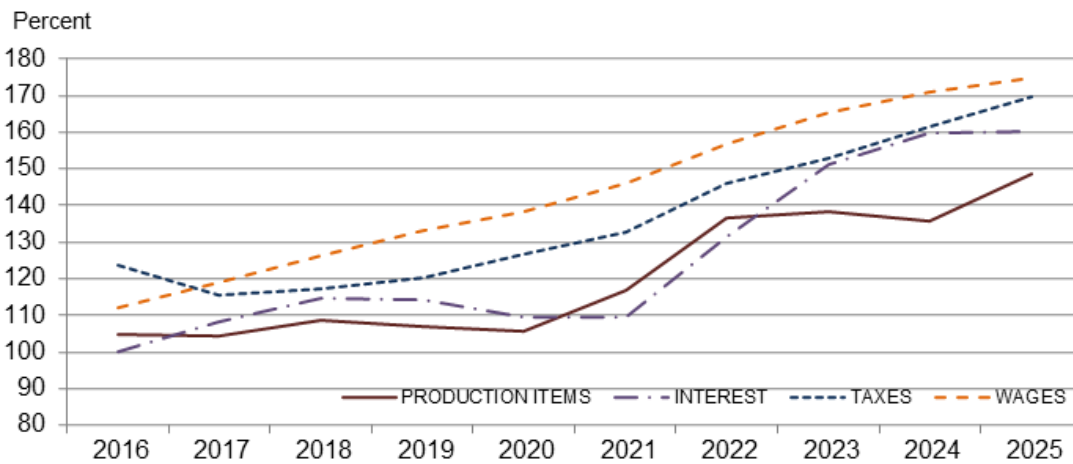


Figure 3 Farm Input Prices, 2004 – 25

Source: NASS, USDA

This is where the work of the Kern County Farm Bureau becomes so critical.

Our role goes far beyond advocacy for farmers. We serve as a bridge between agriculture and the broader community, helping people understand where their food comes from, how it is produced, and why local agriculture matters. We work to ensure that farmers have a voice in public policy, that regulations are practical and fair, and that decisions impacting agriculture are made with real-world understanding.

We also focus heavily on education and community engagement. We host school field trips, community events, and public outreach efforts, which are designed to connect people with agriculture in a meaningful way. When someone meets a farmer, sees crops growing, or learns how food is produced, it builds appreciation, trust, and understanding. Those connections matter.

Agriculture today looks very different than it did even a generation ago. Technology, sustainability practices, conservation efforts, and innovation are shaping the future of farming. Farmers are constantly adapting, improving efficiency, and finding ways to grow more with fewer resources. At the same time, they are balancing environmental responsibility, economic viability, and community expectations. It is a complex and ever-evolving industry, and one that deserves recognition and support.

Supporting agriculture is not just about preserving tradition, it is about protecting our future. A strong local agricultural industry means a secure food supply, a strong economy, open spaces, and vibrant rural communities. It means maintaining the ability to feed ourselves and contribute to feeding the world.

At the Kern County Farm Bureau, we believe everyone has a role to play in supporting agriculture. Whether that means learning more about where your food comes from, attending community events, supporting local farmers, staying informed, voting on issues that support agriculture, or simply having conversations for a better understanding, every effort makes a difference.

Agriculture is more than an industry. It is a way of life, a public service, and a shared responsibility. As the landscape continues to change, our commitment to advocating, educating, and connecting our community to agriculture remains stronger than ever. Because when agriculture thrives, we all benefit.



“300 Miles by 50 of the Richest Land Since the Garden of Eden”: The Legacy of the Bracero Program in the Southern San Joaquin Valley

ELDA FELIX MIRANDA, GRADUATE STUDENT – HISTORY

On December 1, 1944, Ruben Pineda Figueroa arrived in Porterville, California, by train to work in the region’s lucrative citrus industry after he was transferred from Fort Lupton, Colorado.¹ Ruben’s employment in the lower San Joaquin Valley was made possible by the Bracero Program (1942 – 1964), an international labor agreement between the United States and Mexico that allowed Mexican men to temporarily migrate to the US as agricultural workers to alleviate the widespread labor shortage during World War II. Ruben’s long trip from Colorado to California was likely filled with hope and excitement. Although his experience in the Rocky Mountains was perhaps not as pleasant as he had initially expected, California would yield a different outcome.

Plentiful amounts of US dollars, outstanding cuisine, and exciting experiences awaited Ruben in the Golden State – at least that is the version *El Universal*, Mexico’s most popular newspaper, boasted in its articles. On November 29, 1943, the Mexico City-based newspaper published a story on the bracero Antonio Corrales, who returned to his hometown in Yucatan, Mexico, “much pleased” after laboring in the fertile agricultural fields of California:

Up there among the ‘gringos’ things go well with us. We work contently, eat with an appetite, amuse ourselves, send our families money, and even save. Of course, in spite of so many benefits, Mexico always calls to us, we want to visit our own people, and ‘to feel’ our own earth. After the 6 months that I was there in California, I came back to my own, soon to return to the apple orchards of California.²

The Yucateco’s auspicious recollection of his time as a bracero in California reminded men like Ruben that they, too, could enjoy some of these lucrative benefits. However, he would soon find that these tales were fabricated.

Unfortunately, tragedy struck Ruben’s life upon his arrival in Porterville, California. A couple of days after the bracero settled into his new home, he informed his manager that he was suffering from pain in his left eye.³ Ruben was attended by a local doctor in Porterville, who referred him to a specialist in Fresno, where he was diagnosed with a “traumatic cataract of the eye.”⁴ He underwent eye surgery around the middle of December in 1944; however, the operation failed to relieve his excruciating pain, and on January 15, 1945, Ruben told his supervisor that his eye was not improving.⁵ His plea for medical access went unanswered this time, and for the next six months, the bracero failed to receive any further medical care besides a syphilis test on May 19, 1945.

¹Vitto A. Giotta, letter to Charles R. Richmond, June 26, 1945, Records of the Office of Labor (War Food Administration,) Box 5, Folder Laborers – 3 – Claims – Complaints, National Archives and Records Administration, Riverside, CA.

²Manuel Moguel T., “Impressions of a Worker,” trans. Ernesto Galarza, *El Universal*, Mexico City, November 29, 1943, Ernesto Galarza Papers (M0224). Dept. of Special Collections, Stanford University Libraries, Stanford, Calif.

³Charles Slack, Letter to William A. Anglim, November 7, 1945, Box 5, Folder Laborers – 3 – Claims – Complaints, RG 224, NARA Riverside.

⁴Slack, letter to Anglim.

⁵Slack, letter to Anglim.



In June 1945, Ruben was transferred from Porterville to a citrus grower in Anaheim, California, where local War Food Administration officials discovered that he had gone blind in one eye.⁶ As soon as Ruben disembarked from his train in Anaheim, he filed a report of his accident with WFA, believing that his injury qualified as a “compensation case.”⁷ Although the WFA opened an investigation on June 15, 1945, likely to exonerate the agency of negligence, its findings ultimately determined that Ruben remained ineligible for insurance compensation. His employer would not be held liable because, according to a Porterville WFA administrator, Ruben confided to him that his accident happened in Colorado when “he was hit in the right eye by a falling box” while he helped clean the camp’s kitchen.⁸ Coincidentally, employers in Colorado were not held responsible for compensation claims because the state lacked such laws. Despite Ruben’s incessant appeals to seek both compensation and access to medical care, his efforts proved inconsequential in the end. The WFA recommended him for repatriation because “of the difficulty of the man picking oranges with only one eye.”⁹ The bracero no longer had any willpower left in him to contest the legal framework of his wrongful repatriation, he simply accepted his tragic fate. In the end, he “Just wishe[d] to return to Mexico.”¹⁰ Ruben’s experience North of the US-Mexico border stood in direct contrast to the positive anecdotes the Mexican media often depicted in its daily news.

In the San Joaquin Valley, braceros’ lived experiences often mirrored Ruben’s painful narrative. After scouring through thousands of documents for countless hours at the National Archives in Riverside, I found multiple cases in which Kern County growers refused to properly compensate Mexican nationals for their arduous manual labor. In fact, in Kern, these violations occurred so frequently that the WFA was forced to address them by July 14, 1943, just one month after the first batch of braceros arrived in the valley.¹¹ During the 1940s, growers’ avarice in the Valley ran deep, and they devised ways to increase their profits at the expense of both braceros and American citizens.

In fact, growers’ questionable practices permeated beyond the bracero program. In 1949, Ernesto Galarza, director of research and education for the National Farm Labor Union, visited various Mexican colonias across the San Joaquin Valley, and his findings were deeply alarming. In one of his reports, he emphasized the disheartening story of “Little Jesse Ruiz,” a Mexican-American boy who lived in one of Bakersfield’s enclaves, widely known for its segregated and unsanitary housing, the Mayflower-Sunset District. “Little Jesse Ruiz, age five, is a typical case. He has lived practically all his short life in an alley shack in Bakersfield. The neighborhood is officially known as the Mayflower-Sunset district, but Jesse’s parents

⁶Charles Slack, letter to William C. Costella, June 15, 1945, Box 5, Folder Laborers – 3 – Claims – Complaints, RG 224, NARA Riverside.

⁷Slack, letter to Costella.

⁸Slack, letter to Anglim.

⁹Slack, letter to Anglim.

¹⁰Slack, letter to Anglim.

¹¹Marshall E. Huffaker, WFA District Supervisor, to Milton R. Howard, FSA State Director, July 13, 1943, Box 2, Folder 4.7, RG 224, NARA Riverside.

didn't come over on the Mayflower and the sunsets are nothing to speak of in the slums, so people just call that area Cottonwood for short." Indeed, the Ruiz's journey to Bakersfield hardly resembled that of the pilgrims aboard the Mayflower; like many other Mexican immigrants in Bakersfield at the time, Jesse's parents crossed the US-Mexican border seeking a better life, but were instead confronted by the harsh realities of the San Joaquin Valley's agricultural monopoly.

In the Mayflower-Cottonwood district, housing conditions were extremely unsanitary and overcrowded to the point that they were considered a public health hazard. "Jesse's family pay 14\$ a month for their shack. Six other families live on the same lot. That makes 32 persons. All of them use two outside toilets. The winter rains backed up the sewage and Jesse's backyard is a mess of putrid water in the middle of which stands an island of garbage." Galarza's ethnographic research in the San Joaquin Valley led him to conclude that Jesse's living conditions were not unique; they were ubiquitous throughout the valley. "There is no telling how many Jesse's there are in the rich Central Valley between Bakersfield and Sacramento – 300 miles by 50 of the richest land since the Garden of Eden. Any one taking an automobile ride along the 99 can count them by the hundreds without getting out of the driver's seat. In the Valley Empire, as certain corporations like to call it, these little brown children make the best of it so they can become the 'hands' of tomorrow." Despite the valley's extensive financial prosperity accrued from its rich agricultural production, the hands that tended its fields never reaped any of its benefits. Instead, this same financial prosperity both created and exacerbated farmworkers' poverty and starvation.

The history of the Bracero Program in our region forces us to grapple with an uncomfortable truth: there is still ample room to improve farmworkers' working and living conditions in Kern County. In 2024, Kern's agricultural industry generated an estimated \$7.96 billion in gross value; yet census data shows that 19% of its population lives below the poverty line, a figure almost twice the national rate. I witnessed these economic disparities growing up in Arvin and Lamont, and as a farmworker myself, I often experienced them firsthand. Despite temperatures reaching 114 degrees Fahrenheit over the summer, farmworkers were still obligated to work for minimum wage, often pushing beyond the healthy limits of their bodies to produce the large quantities of product they are tasked with. The Bracero Program's legacy prevails in Kern; it is crucial that we confront the uncomfortable truths of the past to enact change in the present to ensure that the next generation of farmworkers is fairly treated and compensated.



Bakersfield Breakfast Barometer

BY S. AARON HEGDE, EXECUTIVE DIRECTOR, GFCAB

The Bakersfield Breakfast Barometer is a recurring indicator of local food cost trends. It tracks the changes in cost of food in Bakersfield using the cost of breakfast for one person over time. Prices for the Bakersfield Breakfast Barometer are from a sampling of local grocery stores¹. The cost of a typical breakfast, listed in Table 1 below, is tracked each month and presented here in each issue as a change over the previous six months.

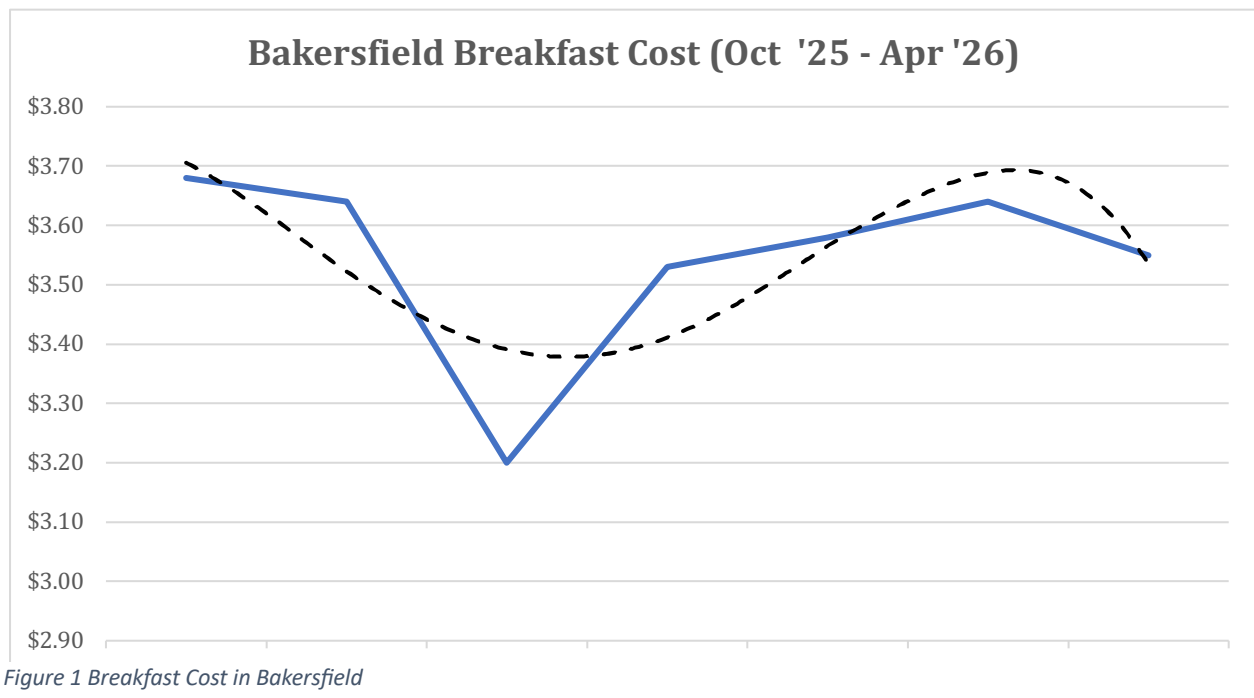
Table 1 Typical Breakfast Cost per person, Bakersfield

Item	Quantity	Unit Price (Apr '26)	Cost (Oct 25)	Cost (Apr 26)	Percent Change
Bread	2 slices	\$5.04/ loaf	\$0.63	\$0.63	0%
Butter	1 tbs	\$5.48/ lb	\$0.15	\$0.17	+13%
Egg	1 piece	\$5.73/ dozen	\$0.47	\$0.48	+2%
Bacon	2 slices	\$9.64/ 16 oz	\$1.42	\$1.38	-3%
Orange Juice	8 oz	\$4.79/ 52 oz	\$0.82	\$0.74	-9%
Coffee	8 oz	\$23.74/ 33.7oz	\$0.10	\$0.10	0%
Cream	0.4 oz	\$4.28 / 32 oz	\$0.05	\$0.05	0%
Total			\$3.64	\$3.55	-2%

In the six-month period preceding April 2026, the price of a typical breakfast (consumed at home) decreased by 2%. Butter saw the largest percentage price increase (13%). The largest percentage price decrease was for orange juice (-9%). Figure 1 displays the cost over the last six months. As is visible from the figure, the trend was decreasing, with slight increases during the first quarter of 2026.



¹Each month the same brand of each item is priced across grocery stores in Bakersfield.



Select Commodity Prices

The following are average national prices for select commodities (used in the Bakersfield Breakfast Barometer). All prices are from the St. Louis Federal Reserve (Fred Economic Data). Included in the figures below is the trendline for the respective prices for each commodity.



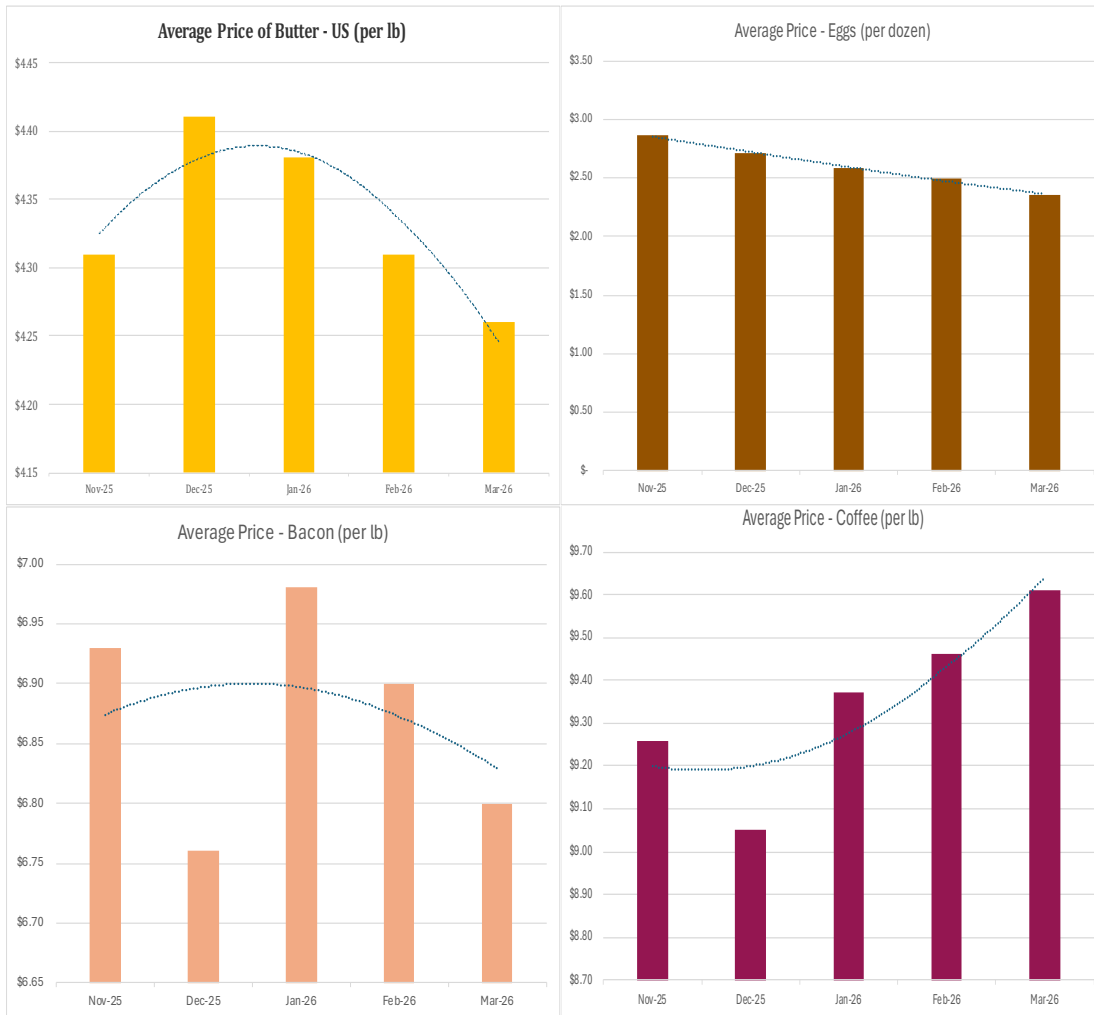


Figure 2 Various breakfast item prices, US Retail

Source: St. Louis Federal Reserve

As can be noted, the trend for prices of butter, eggs and bacon is downward. However, the price trend for coffee is upwards.





CALIFORNIA STATE UNIVERSITY
BAKERSFIELD
Grimm Family Center for
Agricultural Business