

Preliminary research on export data for Northern California

Chico and Redding Metropolitan Statistical Areas

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Exports from US metropolitan areas totaled \$1.4 trillion in 2012. Eighty-eight percent of all US merchandise exports are from metropolitan areas (with 12 percent from non-metro areas). The two recognized metropolitan statistical areas (MSAs) in the far north region of California are surround Chico and Redding. (Micropolitan areas—defined as urban communities with a population between 10,000 and 49,999—are not included and export statistics are not readily available.) With the data that is readily available, this report provides export data for the Chico and Redding MSA, from 2005 to 2012.

The data is derived from TradeStats Express, managed by the International Trade Administration: <http://tse.export.gov/metro/SelectReports.aspx?DATA=Metro>.

Chico MSA exports (in US\$)

2005	2006	2007	2008	2009	2010	2011	2012
127,816,592	136,478,805	152,022,934	169,631,524	179,851,111	244,666,512	257,276,115	258,011,279

According to the International Trade Administration (ITA), the Chico MSA had exports in 2012 totaling just over \$258 million. This represents about 1 percent of total exports in California. Most of exports come from agriculture (termed as crop production in ITA data). In 2012, agricultural exports totaled over \$170 million, down from a seven-year high in 2010, when agricultural exports totaled nearly \$197 million.

The second largest export industry in the Chico area is also food and agriculture related: food manufacturing. Food manufacturing exports, most likely including canning, totaled over \$53 million in 2012, huge increases over 2011 (over \$32 million) and 2010 (over \$18 million). It would be interesting to research why drove up the amount of exports in food manufacturing—nearly three times as high since 2010—over this relatively short time period.

See Appendix 1 for the Chico MSA exports by industries.

Export destinations for products from the Chico MSA is primarily Asian countries. The data reported does not break down specific countries, but rather regions or trading communities such as the Asia-Pacific Economic Cooperation (APEC), the Association of South East Asian Nations (ASEAN), and the European Union. Looking at this information alone, it is obvious that the Asian nations play an integral role in Chico's export economy.

APEC alone accounts for over \$152 millions worth of Chico's exports in 2012. Asia generally accounts for over \$120 million. The amount exported to Asian countries has been steadily increasing and will most likely continue to be key to the region's exports and to California's economy. The potential of South East Asian nations should be of particular interest.

See Appendix 2 for the Chico MSA export destinations.

Redding MSA Exports (in US\$)

2005	2006	2007	2008	2009	2010	2011	2012
58,464,667	49,425,086	60,567,487	71,596,409	54,716,441	66,416,654	86,485,882	76,124,164

According to ITA data, the Redding MSA had exports in 2012 totaling over \$76 million, less than 1 percent of total statewide export dollars. This is a decline from 2011, which saw a total of \$86.5 million. The export totals seem to fluctuate since the export data for MSAs were available since 2005. By contrast, the Chico MSA export numbers have increased steadily since 2005. It would be interesting to determine what causes this fluctuations in export dollars in the Redding area.

The export industry in Redding is more diverse than in Chico, accounting for 11 NAIC-specific industries. The largest export industry by far in the Redding area is wood product manufacturing, with export totals of over \$24.5 million in 2012, one-third of all exports in the MSA. The second highest export industry is computer and electronic product manufacturing. This industry saw a sharp increase in exports in 2011, jumping from \$8.7 million the year before to \$9.9 million in 2011.

See Appendix 3 for the Redding MSA exports by industries.

Export destinations for products from the Redding MSA is primarily Asian countries and also countries part of the North American Free Trade Agreement (NAFTA)—that is, Mexico and Canada. The data does not break down export numbers to individual countries, but rather notates regions and trade communities.

In 2012 APEC nations accounted for over \$59 million worth of exports from Redding, followed by Asia broadly NAFTA countries, at almost \$27.8 million and \$27.6 million respectively. There are drastic fluctuations in the export numbers, reflecting the totals noted above. Exports in 2012 was generally lower than in 2011 across the board to all regions and participating countries in trade compacts. Despite this, Asian countries and NAFTA countries continue to be important trade partners for the Redding MSA.

See Appendix 4 for the Redding MSA export destinations.

Remaining questions

- What other areas in the far north region of California are exporting, including micropolitans?
- Which companies are exporting and how much?
- Which countries, rather than regions or trade communities, are destinations for the products?
- How are the products being shipped—by air, by truck, by ship?
- Which California ports are being utilized and what improvements are needed at the Humboldt Port to see more of the products moved from there?

Resources

The export data from the ITA is based on the MSA, as defined by the US Office of Management and Budget, and used by the US Census. The general concept of a metropolitan area is that of a large population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. Metropolitan areas comprise one or more entire counties, except in New England, where cities and towns are the basic geographic units. Please see: <http://www.census.gov/population/metro/about/>.

Export data for MSAs only date back to 2005. Data that is commonly available for communities in the far north region of the state that is included only the MSA for Chico and Redding, and takes into account only export of goods and products. Also, it should be noted that the information from the US Census and ITA is based on *movement of goods*, rather than *point of production*.

USA Trade offers more detailed information on export data for MSAs, including exporting industries, and destinations for products. micropolitan areas, and counties, as well as point of production for a monthly subscription. For more information go to: <https://usatrade.census.gov/>.

For additional resources, please see:

- Brookings Institution: Export Nation: <http://www.brookings.edu/research/interactives/export-nation#> (information includes services)
- International Trade Administration: <http://www.trade.gov>
- ITA TradeStats Express: <http://tse.export.gov/TSE/TSEhome.aspx>
- US Census Bureau: Foreign Trade: <http://www.census.gov/foreign-trade/index.html>
- USA Trade: <https://usatrade.census.gov/>

Appendix 1: Chico MSA Exports by Industries (NAIC) in US\$

Code	Description	2005	2006	2007	2008	2009	2010	2011	2012
111	Crop Production	89883426	91758103	105365413	117234407	137764616	196975464	189795866	170454391
311	Food Manufacturing	12607375	15404467	15927951	16176242	16108100	18633491	32290146	53718653
333	Machinery Manufacturing	4282955	4724058	5370401	6026221	5152134	5894040	11925350	10214668
336	Transportation Equipment Manufacturing	8747732	9029305	6202771	7535527	4156308	4593363	5730366	5727553
312	Beverage and Tobacco Product Manufacturing	NA	NA	NA	NA	NA	NA	4561840	5698674
334	Computer and Electronic Product Manufacturing	NA	NA	NA	NA	NA	NA	NA	NA
332	Fabricated Metal Product Manufacturing	3056416	4724432	6568161	8106925	4951220	3470723	NA	NA
RES	All Others (Residual)	9238688	10838440	12588237	14552202	11718733	15099431	12972547	12197340
ALL	All Products	127816592	136478805	152022934	169631524	179851111	244666512	257276115	258011279

Notes:

(D) = Data withheld to avoid disclosing figures for individual companies. Since \$ values of (D) are unknown, tables containing (D) are not ranked by value.

(NA) = NAICS code is not in the top 5 categories for that year.

Due to the presence of suppressed data (D) the sum of the individual NAICS may not equal "All Products."

Appendix 2: Chico MSA Exports Destinations in US\$								
Destination	2005	2006	2007	2008	2009	2010	2011	2012
Asia-Pacific Econ. Cooperation	37620870	45983607	62280665	72087006	71928036	95155387	116015120	152440722
Asia	41113404	42066689	49928665	47759741	54814810	74052898	92390381	119489750
European Union	46533323	47659381	38563328	45509765	47651862	72006464	69777243	50915189
N. American Free Trade Agreement	18573148	22845364	24528472	32045444	26022919	29482741	33632382	37759844
Assn. of Southeast Asian Nations	2000786	4458370	2992161	3486297	3034691	3834130	3501449	6229642
Organization of Petroleum Exporting Countries	7773390	6048426	11388861	9892598	19068303	20554602	12420671	5807761
South America	2443426	8111356	3623378	5689811	2406772	1101848	3443703	2873274
Africa	1026952	1547113	2854669	1509760	2868430	1110761	1435960	2660838
DR-CAFTA	185511	34935	136744	1901253	238874	290964	753256	892339
Free Trade Agreement of the Americas	21218270	31073155	28320675	NA	NA	NA	NA	NA

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Appendix 3: Redding MSA Exports by Industries (NAIC) in US\$

Code	Description	2005	2006	2007	2008	2009	2010	2011	2012
321	Wood Product Manufacturing	21733734	NA	D	NA	16817062	21236540	31957408	24562469
334	Computer and Electronic Product Manufacturing	5205887	4619337	5336978	6411825	4740681	8667947	9903527	9294868
111	Crop Production	5305240	4617065	8702778	NA	3483336	7051049	NA	4598540
32A	Manufacturing (321-327)	NA	22080257	NA	32398196	NA	NA	NA	NA
325	Chemical Manufacturing	5564308	NA	5346943	NA	4789730	NA	NA	NA
333	Machinery Manufacturing	NA	NA	NA	4956752	NA	NA	NA	NA
336	Transportation Equipment Manufacturing	NA	NA	NA	6571930	NA	NA	NA	NA
339	Miscellaneous Manufacturing	4408660	5022590	NA	NA	NA	NA	4050454	NA
21A	Mining; Quarrying; And Oil And Gas Extraction (211-213)	NA	NA	NA	NA	D	NA	NA	NA
327	Nonmetallic Mineral Product Manufacturing	NA	NA	NA	NA	NA	4177307	3681383	D
212	Mining (except Oil and Gas)	NA	D	D	D	NA	D	D	D
RES	All Others (Residual)	16246838	D	15564411	D	D	D	D	21687021
ALL	All Products	58464667	49425086	60567487	71596409	54716441	66416654	86485882	76124164

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Appendix 4: Redding MSA Exports Destinations in US\$

Destination	2005	2006	2007	2008	2009	2010	2011	2012
Asia-Pacific Econ. Cooperation	44050679	32355823	38012031	48782221	37355181	49465428	66700425	59346230
Asia	22049457	16042060	19168462	26201009	20592387	22299104	35996766	27818554
N. American Free Trade Agreement	17542303	13439622	16743048	14688874	16202697	25497604	27885012	27629857
Assn. of Southeast Asian Nations	D	D	D	D	D	D	15293198	13810621
European Union	11966325	14427471	17214209	16251865	11858746	10441740	9647417	7809720
South America	735065	666195	1299879	1264285	700225	779241	2035225	1809065
Organization of Petroleum Exporting Countries	D	D	D	2858165	1278848	1181656	3545964	1704811
Africa	684005	D	1203785	622529	554726	779717	946343	1036421
DR-CAFTA	118688	40574	D	189922	45184	204372	254077	114693
Free Trade Agreement of the Americas	18443362	14404614	18245069	NA	NA	NA	NA	NA

Notes:

(D) = Data withheld to avoid disclosing figures for individual companies. Since \$ values of (D) are unknown, tables containing (D) are not ranked by value.

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