Agriculture is a central industry in Lubbock and the surrounding South Plains region of Texas, which is one of the largest agricultural areas in the United States. While cotton is by far the most significant crop, the region also produces a variety of other goods, supported by research and educational infrastructure.

**Key crops**

* **Cotton:** Lubbock is a major hub for the Texas cotton industry. The South Plains is a top cotton-producing area, and recent harvests have been significant, though farmers have faced challenges like weather and costs.
* **Grapes:** The Texas High Plains area around Lubbock is a major grape-growing region, producing over 80% of the state's wine grapes. The city is home to a thriving winery scene.
* **Grain crops:** The region grows a variety of grain crops, including wheat, sorghum (milo), and corn. Much of the grain is used to feed livestock.
* **Peanuts:** Peanuts are another significant and valuable crop produced in the area.
* **Other crops:** Farmers in the area also grow sunflowers and may experiment with newer crops like hemp.

**Supporting infrastructure and industry**

Lubbock's agriculture is supported by a strong network of education, research, and agribusiness.

* **Water sources:** Due to low rainfall, agriculture relies heavily on underground water from sources like the Ogallala Aquifer.
* **Research and education:** Texas Tech University and Texas A&M AgriLife Research conduct research in agriculture and related life sciences. The Lubbock Independent School District (ISD) also has a dedicated Agri-STEM complex for students interested in agricultural careers.
* **Agribusiness:** Lubbock is home to agricultural processing and technology companies, such as the Seeds Innovation Center established by Bayer CropScience.
* **Agricultural history:** The FiberMax Center for Discovery in Lubbock preserves and educates on the region's agricultural history, from traditional farming methods to modern technology.

**Challenges**

* **Water conservation:** With limited water resources, drought tolerance and efficient irrigation are major concerns for Lubbock farmers.
* **Weather conditions:** Farmers frequently deal with weather events, including heat waves, wind, and storms, which can impact crop production.
* **Market prices:** Producers are also affected by market price fluctuations, which can sometimes drop below their cost of production.