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North Valley THRIVE, Stanislaus Latino Chamber of Commerce, and North Valley Labor Federation Stand with the Business Community and Launch Information Series in Response to Federal Immigration Enforcement

North Valley THRIVE to launch educational initiative for North San Joaquin Valley businesses impacted by recent federal actions

North San Joaquin Valley, CA – February 5, 2026 – North Valley THRIVE, the Stanislaus Latino Chamber of Commerce, and the North Valley Labor Federation are responding to recent federal immigration enforcement activities that are having far-reaching consequences for families, businesses, and the broader economy of the North San Joaquin Valley.

“The North San Joaquin Valley’s economy was built by the hard work, creativity, and innovation of immigrant entrepreneurs and community members,” said the organizations in a joint statement. *“Recent federal immigration enforcement actions across California and the nation have chilled economic activity, fueled fear within immigrant communities, and created significant uncertainty for business owners, workers, and families.”*

These actions overlook the essential contributions immigrants make to the region’s economic strength and long-term prosperity. Research from the UC Merced Community and Labor Center underscores the economic consequences of these enforcement efforts: in a single month, private-sector employment declined by 3.1 percent statewide, with even steeper losses among noncitizen (–7.2 percent) and Latino (–5.6 percent) workers.

“These disruptions extend well beyond individual workers and families,” the statement continued. *“They weaken local supply chains, erode business confidence, and slow*





regional growth. As business and labor leaders, we stand alongside our immigrant neighbors, coworkers, and friends. Together, we are committed to building a stronger, more resilient future for all.”

This statement is endorsed by North Valley THRIVE, the Stanislaus Latino Chamber of Commerce, and the North Valley Labor Federation.

Business Rights and Responsibilities Campaign

To support the business community during this period of uncertainty, North Valley THRIVE is launching a Business Rights and Responsibilities campaign. In partnership with local chambers of commerce, legal advocacy organizations, and labor groups, the initiative will:

- Educate employers about lawful actions they can take to protect their workers and customers
- Sponsor business development training for immigrant entrepreneurs
- Share timely economic research on the impacts of immigration enforcement
- Highlight effective, community-led responses through webinars and other learning opportunities

Business owners and community members can stay informed about upcoming educational opportunities by visiting NorthValleyTHRIVE.org or signing up for the North Valley THRIVE newsletter.

About North Valley THRIVE

North Valley THRIVE is a regional coalition of community organizations, government agencies, educational institutions, and economic development partners across Merced, Stanislaus, and San Joaquin counties. The coalition works to advance a shared vision for a resilient regional economy that fosters innovation, supports quality jobs, and expands opportunity for all who call California’s North San Joaquin Valley home.





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