

Trade Brief

Why It Matters

Trade is essential to maintaining year round access to fresh fruits, vegetables, and floral products in the United States while also supporting export opportunities for U.S. growers. Because fresh products are perishable and supply chains are highly integrated, trade disruptions can quickly affect availability, prices, and competitiveness.

Quick Facts

- In fiscal year 2025, the U.S. exported \$7.35 billion tons of fresh fruits and vegetables, according to USDA, with Canada and Mexico as the leading destinations.
- Imports play a growing role in year-round produce availability for U.S. consumers.
- Apples, potatoes, citrus, melons, onions, and berries are the largest fresh produce exports. According to USDA, on average, 20% of the value of U.S.-grown agricultural products are exported.

Background

IFPA supports trade policies that preserve fair and reliable access to fresh produce and floral products while reducing unnecessary barriers that disrupt commerce. Because trade policy affects perishability, seasonal production, consumer prices, and food security, it is especially important that policymakers understand the unique dynamics of the fresh supply chain.

IFPA Priorities

- Address non tariff barriers that restrict market access for fresh produce and floral products.
- Support robust implementation of trade promotion and market access tools that benefit specialty crops.
- Educate policymakers on the perishability and food security implications of produce trade.
- Pursue practical relief from trade disruptions that affect fresh and perishable products.
- Prepare the industry for tariff-related impacts while advocating for fresh product exemptions where appropriate.

Why Congress Should Care

- Trade policy affects food prices, year-round availability, and supply chain resilience for U.S. consumers.
- Fresh produce and floral trade supports grower competitiveness, jobs, and economic activity across many states.
- Reducing avoidable trade barriers helps protect consumer access to healthy foods and supports stronger North American supply chains.

