

California

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$59B

Total sales



8M

Total acres of fresh produce



632.1K

Total employees



63K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

87.55%

of adults across California are not meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

\$1.2B

in vouchers for participants in the Women, Infants and Children program (WIC)



\$36.5B

Total wages

\$12.3B

Fresh Produce and Tree Nuts Exports

\$3.5M

Support for State Governments to Enhance Produce Safety

\$19.97

State Adverse Effect Wage Rate (AEWR)

35.2%

AEWR aggregate % increase over the last 5 years



Farm Bill Investments in

Fruits and Vegetables:

\$15.4M

Fresh Fruit and Vegetable Program (FFVP) to schools annually

\$3.6B

Organic production (\$)

\$16.1M

Pest and Disease Grants

\$28.3M

Specialty Crop Research Initiative (SCRI)

813.7K

Organic production volume (acres)

\$23.3M

Specialty Crop Block Grants