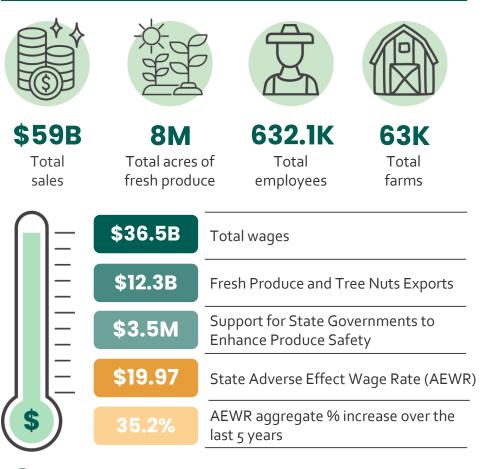


California

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

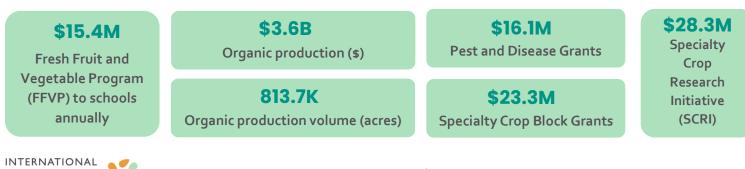
87.55%

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)

Farm Bill Investments in Fruits and Vegetables:





601 Pennsylvania Ave NW, Suite 850N Washington, D.C. 20004

freshproduce.com

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