



### Fresh Fruit and Vegetable State Profile



### Fresh Produce

# **Economic Impact:**



\$43.9B

Total sales



**24M** 

Total acres of fresh produce



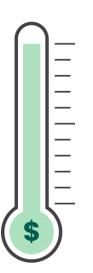
8.3K

Total employees



87K

Total farms



\$302.7M

Total wages

0

Fresh Produce and Tree Nuts Exports

\$0.1M

Support for State Governments to Enhance Produce Safety

\$18.65

27.9%

State Adverse Effect Wage Rate (AEWR)

AEWR aggregate % increase over the last 5 years

Opportunities to Increase

Fruit and Vegetable Consumption:

91.05%

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

\$61.7M

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



Farm Bill Investments in

## Fruits and Vegetables:

#### \$3,4M

Fresh Fruit and Vegetable Program (FFVP) to schools annually

#### \$237.6M

Organic production (\$)

#### 169.4K

Organic production volume (acres)

#### \$182.4K

**Pest and Disease Grants** 

#### \$369.0K

**Specialty Crop Block Grants** 

#### \$49K

Specialty Crop Research Initiative (SCRI)



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freshproduce.com

#PowerOfFresh