



Iowa

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

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)



\$302.7M

Total wages

0

Fresh Produce and Tree Nuts Exports

\$0.1M

Support for State Governments to Enhance Produce Safety

\$18.65

State Adverse Effect Wage Rate (AEWR)

27.9%

AEWR aggregate % increase over the last 5 years



Farm Bill Investments in

Fruits and Vegetables:

\$3.4M

Fresh Fruit and Vegetable Program (FFVP) to schools annually

\$237.6M

Organic production (\$)

\$182.4K

Pest and Disease Grants

\$49K

Specialty Crop Research Initiative (SCRI)

169.4K

Organic production volume (acres)

\$369.0K

Specialty Crop Block Grants