



North Carolina

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$18.7B

Total sales



4M

Total acres of fresh produce



31.7K

Total employees



43K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

89.75%

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

\$236.5M

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



\$1.3B

Total wages

\$72M

Fresh Produce and Tree Nuts Exports

\$0.8M

Support for State Governments to Enhance Produce Safety

\$16.16

State Adverse Effect Wage Rate (AEWR)

27.6%

AEWR aggregate % increase over the last 5 years



Farm Bill Investments in

Fruits and Vegetables:

\$5.9M

Fresh Fruit and Vegetable Program (FFVP) to schools annually

\$308M

Organic production (\$)

\$1.4M

Pest and Disease Grants

\$41.9M

Specialty Crop Research Initiative (SCRI)

38.9K

Organic production volume (acres)

\$1.2M

Specialty Crop Block Grants