



# Wisconsin

## Fresh Fruit and Vegetable State Profile



### Fresh Produce

### Economic Impact:



**\$16.7B**

Total sales



**9M**

Total acres of fresh produce



**19.7K**

Total employees



**59K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**90.4%**

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

**\$101.0M**

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



**\$744.7M**

Total wages

**\$110M**

Fresh Produce and Tree Nuts Exports

**0**

Support for State Governments to Enhance Produce Safety

**\$18.15**

State Adverse Effect Wage Rate (AEWR)

**26%**

AEWR aggregate % increase over the last 5 years



### Farm Bill Investments in

### Fruits and Vegetables:

**\$4.3M**

Fresh Fruit and Vegetable Program (FFVP) to schools annually

**\$313M**

Organic production (\$)

**\$372.9K**

Pest and Disease Grants

**\$7.1M**

Specialty Crop Research Initiative (SCRI)

**245.3K**

Organic production volume (acres)

**\$1.4M**

Specialty Crop Block Grants