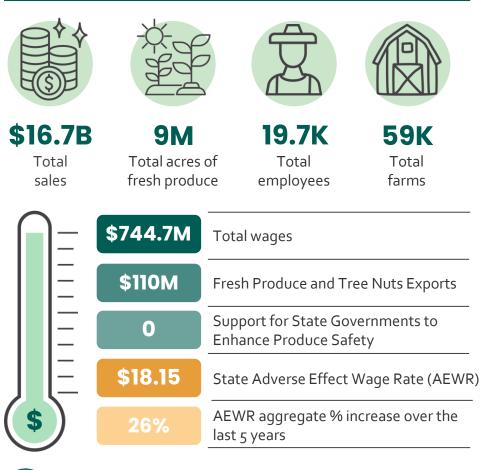
Wisconsin

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



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)

Farm Bill Investments in Fruits and Vegetables:

ASSOCIATION"



Washington, D.C. 20004 freshproduce.com

#PowerOfFresh