



Alabama

Fresh Produce and Floral Economic Impact



Economic Impact:



\$103M

Total sales



\$116M

Total floral sales



120K

Total acres of fresh produce



9.0K

Total employees



3.7K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

91.5%

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

\$115M

in Cash Value Benefits (CVB) for fruits and vegetables in the Women, Infants and Children program (WIC)

2

Gus Schumacher Nutrition Incentive Programs (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$334M

Total wages

0

Fresh Produce and Tree Nuts Exports

2,084

H-2A Positions Certified in FY25

1,017

H-2A Applications Requested

809

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$4.2M

Fresh Fruit and Vegetable Program (FFVP) annually
Provides free fresh fruit and vegetable snacks to children at eligible elementary schools

\$2.4M

Organic production (\$)

\$168K

Pest and Disease Grants

3.0K

Organic production volume (acres)

\$561K

Specialty Crop Block Grants

Sources: USDA, CDC, Nutrition Incentive Hub, National Produce Prescription Collaborative, DOL OFLC, DHS