



California

Fresh Produce and Floral Economic Impact



Economic Impact:



\$96.9B

Total sales



\$1.3B

Total floral sales



6.2M

Total acres of fresh produce



676K

Total employees



39.0K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

87.6%

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

\$1.2B

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

12

Gus Schumacher Nutrition Incentive Programs (GusNIP)

Yes

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$39.3B

Total wages

\$13.7B

Fresh Produce and Tree Nuts Exports

35,138

H-2A Positions Certified in FY25

3,715

H-2A Applications Requested

971

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$16.1M

Fresh Fruit and Vegetable Program (FFVP) annually

Provides free fresh fruit and vegetable snacks to children at eligible elementary schools

\$3.6B

Organic production (\$)

\$16.2M

Pest and Disease Grants

814K

Organic production volume (acres)

\$24.2M

Specialty Crop Block Grants

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



601 Pennsylvania Ave NW, Suite 850N
Washington, D.C. 20004

freshproduce.com

#PowerOfFresh