



# Colorado

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$2.9B**

Total sales



**\$260M**

Total floral sales



**251K**

Total acres of fresh produce



**21.6K**

Total employees



**3.0K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**88.6%**

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

**\$92.2M**

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

**2**

Gus Schumacher Nutrition Incentive Programs (GusNIP)

**Yes**

Medicaid 1115 Waiver for Produce Prescriptions

*Allows doctors to prescribe fruits and vegetables for patients*



**\$1.0B**

Total wages

**\$32.5M**

Fresh Produce and Tree Nuts Exports

**4,544**

H-2A Positions Certified in FY25

**961**

H-2A Applications Requested

**1,291**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$4.5M**

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

**\$252M**

Organic production (\$)

**\$289K**

Pest and Disease Grants

**191K**

Organic production volume (acres)

**\$814K**

Specialty Crop Block Grants

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