



Florida

Fresh Produce and Floral Economic Impact



Economic Impact:



\$25.2B

Total sales



\$703M

Total floral sales



1.1M

Total acres of fresh produce



169K

Total employees



13.2K

Total farms



\$7.9B

Total wages

\$385M

Fresh Produce and Tree Nuts Exports

56,818

H-2A Positions Certified in FY25

18,937

H-2A Applications Requested

3,771

H-2B Applications Requested

Opportunities to Increase Fruit and Vegetable Consumption:

88.6%

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

\$455M

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

0

Gus Schumacher Nutrition Incentive Programs (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



Farm Bill Investments in

Fruits and Vegetables:

\$10.5M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$108M

Organic production (\$)

\$4.5M

Pest and Disease Grants

\$5.1M

Specialty Crop Research Initiative (SCRI)

17.2K

Organic production volume (acres)

\$3.8M

Specialty Crop Block Grants

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