



Georgia

Fresh Produce and Floral Economic Impact



Economic Impact:



\$6.1B

Total sales



\$320M

Total floral sales



478K

Total acres of fresh produce



44.4K

Total employees



7.3K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.0%

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

\$249M

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



\$2.1B

Total wages

\$298M

Fresh Produce and Tree Nuts Exports

42,723

H-2A Positions Certified in FY25

2,356

H-2A Applications Requested

1,383

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$6.3M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$75.9M

Organic production (\$)

\$134K

Pest and Disease Grants

6.4K

Organic production volume (acres)

\$1.5M

Specialty Crop Block Grants

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