



# Hawaii

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$1.1B**

Total sales



**N/A**

Total floral sales



**108K**

Total acres of fresh produce



**11.0K**

Total employees



**4.9K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**88.0%**

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

**\$34.6M**

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

**5**

Gus Schumacher Nutrition Incentive Programs (GusNIP)

**Yes**

Medicaid 1115 Waiver for Produce Prescriptions

*Allows doctors to prescribe fruits and vegetables for patients*



**\$426M**

Total wages

**\$45.5M**

Fresh Produce and Tree Nuts Exports

**497**

H-2A Positions Certified in FY25

**228**

H-2A Applications Requested

**89**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$2.9M**

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

**\$17.5M**

Organic production (\$)

**\$1.8M**

Pest and Disease Grants

**3.1K**

Organic production volume (acres)

**\$513K**

Specialty Crop Block Grants

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



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