



Idaho

Fresh Produce and Floral Economic Impact



Economic Impact:



\$2.8B

Total sales



\$100M

Total floral sales



970K

Total acres of fresh produce



19.2K

Total employees



2.7K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.0%

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

\$30.3M

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



\$893M

Total wages

\$188M

Fresh Produce and Tree Nuts Exports

7,621

H-2A Positions Certified in FY25

820

H-2A Applications Requested

232

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.1M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$219M

Organic production (\$)

\$1.6M

Pest and Disease Grants

216K

Organic production volume (acres)

\$1.9M

Specialty Crop Block Grants

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