



# Iowa

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$1.2B**

Total sales



**N/A**

Total floral sales



**31.9K**

Total acres of fresh produce



**9.9K**

Total employees



**2.7K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**91.1%**

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

**\$61.7M**

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*



**\$385M**

Total wages

**0**

Fresh Produce and Tree Nuts Exports

**5,364**

H-2A Positions Certified in FY25

**529**

H-2A Applications Requested

**120**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$3.5M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$237M**

Organic production (\$)

**\$20.0K**

Pest and Disease Grants

**169K**

Organic production volume (acres)

**\$369K**

Specialty Crop Block Grants

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



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