



Louisiana

Fresh Produce and Floral Economic Impact



Economic Impact:



\$1.2B

Total sales



\$105M

Total floral sales



49.2K

Total acres of fresh produce



10.1K

Total employees



2.4K

Total farms



\$397M

Total wages

\$3.4M

Fresh Produce and Tree Nuts Exports

14,631

H-2A Positions Certified in FY25

3,335

H-2A Applications Requested

3,170

H-2B Applications Requested

Opportunities to Increase Fruit and Vegetable Consumption:

90.8%

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

\$120M

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

3

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:

\$4.0M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$9.6M

Organic production (\$)

\$40.5K

Pest and Disease Grants

\$4.0M

Specialty Crop Research Initiative (SCRI)

7.3K

Organic production volume (acres)

\$388K

Specialty Crop Block Grants

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