



Massachusetts

Fresh Produce and Floral Economic Impact



Economic Impact:



\$3.6B

Total sales



\$204M

Total floral sales



59.7K

Total acres of fresh produce



29.6K

Total employees



3.2K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

88.1%

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

\$124M

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

3

Gus Schumacher Nutrition Incentive Programs (GusNIP)

Yes

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$1.4B

Total wages

\$16.1M

Fresh Produce and Tree Nuts Exports

564

H-2A Positions Certified in FY25

42

H-2A Applications Requested

240

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$4.9M

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

\$28.2M

Organic production (\$)

\$1.7M

Pest and Disease Grants

4.8K

Organic production volume (acres)

\$442K

Specialty Crop Block Grants

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



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