

Michigan

Fresh Produce and Floral Economic Impact



Economic Impact:



\$4.8B

Total sales



\$250M

Total floral sales



488K

Total acres of fresh produce



43.6K

Total employees



10.1K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.9%

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

\$218M

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



\$1.7B

Total wages

\$199M

Fresh Produce and Tree Nuts Exports

15,984

H-2A Positions Certified in FY25

1,480

H-2A Applications Requested

539

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$5.9M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$271M

Organic production (\$)

\$404K

Pest and Disease Grants

117K

Organic production volume (acres)

\$2.3M

Specialty Crop Block Grants

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