



Minnesota

Fresh Produce and Floral Economic Impact



Economic Impact:



\$2.7B

Total sales



\$168M

Total floral sales



197K

Total acres of fresh produce



19.0K

Total employees



5.3K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

89.3%

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

\$118M

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

1

Gus Schumacher Nutrition Incentive Program (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$928M

Total wages

\$71.0M

Fresh Produce and Tree Nuts Exports

4,356

H-2A Positions Certified in FY25

498

H-2A Applications Requested

220

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$4.4M

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

\$149M

Organic production (\$)

\$425K

Pest and Disease Grants

164K

Organic production volume (acres)

\$1.5M

Specialty Crop Block Grants

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