



Mississippi

Fresh Produce and Floral Economic Impact



Economic Impact:



\$587M

Total sales



N/A

Total floral sales



120K

Total acres of fresh produce



5.5K

Total employees



2.5K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.9%

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

\$91.6M

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



\$188M

Total wages

\$10.0M

Fresh Produce and Tree Nuts Exports

7,363

H-2A Positions Certified in FY25

1,154

H-2A Applications Requested

269

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.4M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$23.5M

Organic production (\$)

\$503K

Pest and Disease Grants

6.0K

Organic production volume (acres)

\$420K

Specialty Crop Block Grants

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



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