



# Missouri

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$1.5B**

Total sales



**\$160M**

Total floral sales



**72.8K**

Total acres of fresh produce



**13.3K**

Total employees



**3.6K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**92.0%**

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

**\$93.5M**

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*



**\$522M**

Total wages

**0**

Fresh Produce and Tree Nuts Exports

**2,466**

H-2A Positions Certified in FY25

**496**

H-2A Applications Requested

**2,050**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$4.6M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$204M**

Organic production (\$)

**\$49.0K**

Pest and Disease Grants

**56.7K**

Organic production volume (acres)

**\$438K**

Specialty Crop Block Grants

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