



# Nebraska



## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$632M**

Total sales



**\$61.3M**

Total floral sales



**44.5K**

Total acres of fresh produce



**5.1K**

Total employees



**1.6K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**90.7%**

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

**\$37.6M**

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*



**\$201M**

Total wages

**\$29.0M**

Fresh Produce and Tree Nuts Exports

**4,204**

H-2A Positions Certified in FY25

**364**

H-2A Applications Requested

**125**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$3.1M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$193M**

Organic production (\$)

**\$42.0K**

Pest and Disease Grants

**140K**

Organic production volume (acres)

**\$713K**

Specialty Crop Block Grants

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