



Nevada

Fresh Produce and Floral Economic Impact



Economic Impact:



\$1.4B

Total sales



\$104M

Total floral sales



2.3K

Total acres of fresh produce



9.7K

Total employees



270

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

92.0%

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

\$57.0M

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

4

Gus Schumacher Nutrition Incentive Programs (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$452M

Total wages

0

Fresh Produce and Tree Nuts Exports

3,780

H-2A Positions Certified in FY25

304

H-2A Applications Requested

83

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.6M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$62.6M

Organic production (\$)

\$127K

Pest and Disease Grants

81.4K

Organic production volume (acres)

\$316K

Specialty Crop Block Grants

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