



# New Jersey

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$5.6B**

Total sales



**\$274M**

Total floral sales



**166K**

Total acres of fresh produce



**41.4K**

Total employees



**3.6K**

Total farms



**\$2.1B**

Total wages

**\$35.0M**

Fresh Produce and Tree Nuts Exports

**2,718**

H-2A Positions Certified in FY25

**380**

H-2A Applications Requested

**562**

H-2B Applications Requested

### Opportunities to Increase Fruit and Vegetable Consumption:

**N/A**

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

**\$211M**

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*



### Farm Bill Investments in

### Fruits and Vegetables:

**\$5.7M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$22.4M**

Organic production (\$)

**\$301K**

Pest and Disease Grants

**2.8K**

Organic production volume (acres)

**\$871K**

Specialty Crop Block Grants

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