



New Mexico

Fresh Produce and Floral Economic Impact



Economic Impact:



\$792M

Total sales



\$74.3M

Total floral sales



151K

Total acres of fresh produce



8.4K

Total employees



4.2K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

89.7%

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

\$45.2M

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

1

Gus Schumacher Nutrition Incentive Program (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$298M

Total wages

\$203M

Fresh Produce and Tree Nuts Exports

2,511

H-2A Positions Certified in FY25

344

H-2A Applications Requested

86

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.2M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$101M

Organic production (\$)

\$35.0K

Pest and Disease Grants

33.2K

Organic production volume (acres)

\$61K

Specialty Crop Block Grants

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