

# North Carolina



## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$4.7B**

Total sales



**\$295M**

Total floral sales



**421K**

Total acres of fresh produce



**36.6K**

Total employees



**7.3K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**89.8%**

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

**\$236M**

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

**4**

Gus Schumacher Nutrition Incentive Programs (GusNIP)

**Yes**

Medicaid 1115 Waiver for Produce Prescriptions

*Allows doctors to prescribe fruits and vegetables for patients*



**\$1.5B**

Total wages

**\$65.4M**

Fresh Produce and Tree Nuts Exports

**26,123**

H-2A Positions Certified in FY25

**1,570**

H-2A Applications Requested

**2,731**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$6.2M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$308M**

Organic production (\$)

**\$1.5M**

Pest and Disease Grants

**\$37.9M**

Specialty Crop Research Initiative (SCRI)

**38.9K**

Organic production volume (acres)

**\$1.3M**

Specialty Crop Block Grants

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