

Oklahoma

Fresh Produce and Floral Economic Impact



Economic Impact:



\$759M

Total sales



N/A

Total floral sales



153K

Total acres of fresh produce



6.3K

Total employees



3.5K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

92.2%

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

\$74.5M

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



\$261M

Total wages

\$13.5M

Fresh Produce and Tree Nuts Exports

1,455

H-2A Positions Certified in FY25

313

H-2A Applications Requested

637

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.8M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$13.2M

Organic production (\$)

\$55.7K

Pest and Disease Grants

\$49.9K

Specialty Crop Research Initiative (SCRI)

25.7K

Organic production volume (acres)

\$637K

Specialty Crop Block Grants

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