



Oregon

Fresh Produce and Floral Economic Impact



Economic Impact:



\$5.3B

Total sales



\$193M

Total floral sales



121K

Total acres of fresh produce



50.3K

Total employees



9.8K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

87.5%

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

\$86.2M

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



\$1.9B

Total wages

\$379M

Fresh Produce and Tree Nuts Exports

4,081

H-2A Positions Certified in FY25

455

H-2A Applications Requested

1,509

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$3.9M

Fresh Fruit and Vegetable Program (FFVP) annually
Provides free fresh fruit and vegetable snacks to children at eligible elementary schools

\$386M

Organic production (\$)

\$1.8M

Pest and Disease Grants

228K

Organic production volume (acres)

\$2.3M

Specialty Crop Block Grants

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



601 Pennsylvania Ave NW, Suite 850N
Washington, D.C. 20004

freshproduce.com

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