



Texas

Fresh Produce and Floral Economic Impact



Economic Impact:



\$11.4B

Total sales



\$1.2B

Total floral sales



889K

Total acres of fresh produce



87.7K

Total employees



12.1K

Total farms



\$4.1B

Total wages

\$106M

Fresh Produce and Tree Nuts Exports

15,945

H-2A Positions Certified in FY25

3,683

H-2A Applications Requested

5,805

H-2B Applications Requested

Opportunities to Increase Fruit and Vegetable Consumption:

87.2%

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

\$780M

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

4

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:

\$13.3M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$572M

Organic production (\$)

\$2.0M

Pest and Disease Grants

\$6.4M

Specialty Crop Research Initiative (SCRI)

241K

Organic production volume (acres)

\$1.7M

Specialty Crop Block Grants

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