



# Utah

## Fresh Produce and Floral Economic Impact



### Economic Impact:



**\$970M**

Total sales



**N/A**

Total floral sales



**52.4K**

Total acres of fresh produce



**8.1K**

Total employees



**1.6K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**90.1%**

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

**\$57.9M**

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

**2**

Gus Schumacher Nutrition Incentive Programs (GusNIP)

**No**

Medicaid 1115 Waiver for Produce Prescriptions

*Allows doctors to prescribe fruits and vegetables for patients*



**\$323M**

Total wages

**\$2.1M**

Fresh Produce and Tree Nuts Exports

**1,947**

H-2A Positions Certified in FY25

**507**

H-2A Applications Requested

**927**

H-2B Applications Requested



### Farm Bill Investments in

### Fruits and Vegetables:

**\$3.6M**

Fresh Fruit and Vegetable Program (FFVP) annually

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

**\$31.4M**

Organic production (\$)

**\$104K**

Pest and Disease Grants

**90.6K**

Organic production volume (acres)

**\$379K**

Specialty Crop Block Grants

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



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**#PowerOfFresh**