

Virginia

Fresh Produce and Floral Economic Impact



Economic Impact:



\$2.3B

Total sales



\$287M

Total floral sales



130K

Total acres of fresh produce



21.4K

Total employees



4.7K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

89.1%

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

\$112M

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



\$797M

Total wages

\$15.0M

Fresh Produce and Tree Nuts Exports

4,534

H-2A Positions Certified in FY25

219

H-2A Applications Requested

1,271

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$5.5M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$106M

Organic production (\$)

\$72.8K

Pest and Disease Grants

22.3K

Organic production volume (acres)

\$610K

Specialty Crop Block Grants

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