



Wisconsin

Fresh Produce and Floral Economic Impact



Economic Impact:



\$2.3B

Total sales



\$165M

Total floral sales



398K

Total acres of fresh produce



21.4K

Total employees



7.7K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.4%

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

\$101M

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

1

Gus Schumacher Nutrition Incentive Program (GusNIP)

No

Medicaid 1115 Waiver for Produce Prescriptions

Allows doctors to prescribe fruits and vegetables for patients



\$832M

Total wages

\$119M

Fresh Produce and Tree Nuts Exports

3,036

H-2A Positions Certified in FY25

152

H-2A Applications Requested

82

H-2B Applications Requested



Farm Bill Investments in

Fruits and Vegetables:

\$4.5M

Fresh Fruit and Vegetable Program (FFVP) annually

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

\$312M

Organic production (\$)

\$455K

Pest and Disease Grants

245K

Organic production volume (acres)

\$1.3M

Specialty Crop Block Grants

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



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