



California

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$90.1B

Total sales



3M

Total acres of fresh produce



632.2K

Total employees



24K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

87.55%

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

\$266.7M

in fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC)



\$36.5B

Total wages

\$12.2B

Fresh Produce and Tree Nuts Exports

\$8.4M

Support for State Governments to Enhance Produce Safety

\$19.8

State Adverse Effect Wage Rate (AEWR)

\$15.5

State Minimum Wage Per Hour



Farm Bill Investments in

Fruits and Vegetables:

\$16.9M

Fresh Fruit and Vegetable Program (FFVP) to 457 schools annually

\$23.9M

Specialty Crop Block Grants

\$100K

Specialty Crop Research Initiative (SCRI)

\$16M

Pest and Disease Grants

18.1%

Organic Share of Produce Dollars