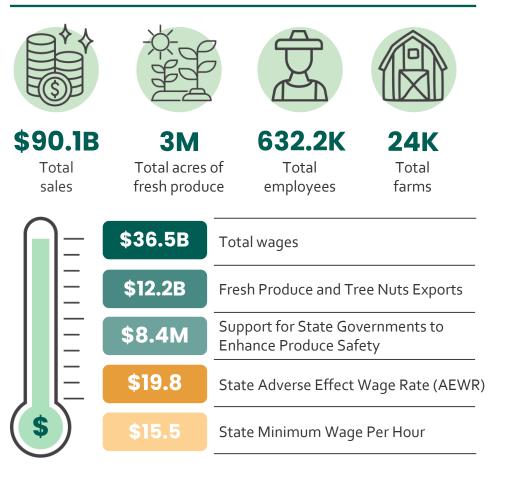


California

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

87.55%

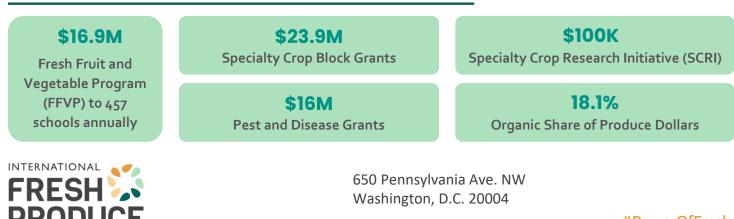
of adults across California are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

\$266.7M

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

Farm Bill Investments in Fruits and Vegetables:

ASSOCIATION"



freshproduce.com

#PowerOfFresh