



Colorado

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$2.5B

Total sales



165K

Total acres of fresh produce



18.9K

Total employees



2K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

88.6%

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

\$21.9M

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



\$873.5M

Total wages

\$9.1M

Fresh Produce and Tree Nuts Exports

\$1.0M

Support for State Governments to Enhance Produce Safety

\$16.6

State Adverse Effect Wage Rate (AEWR)

\$13.65

State Minimum Wage Per Hour



Farm Bill Investments in

Fruits and Vegetables:

\$4.7M

Fresh Fruit and Vegetable Program (FFVP) to 192 schools annually

\$799K

Specialty Crop Block Grants

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Specialty Crop Research Initiative (SCRI)

\$191K

Pest and Disease Grants

17.1%

Organic Share of Produce Dollars