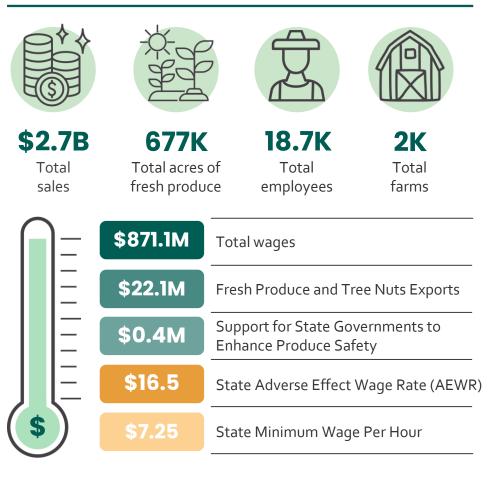


## Idaho

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

## 90%

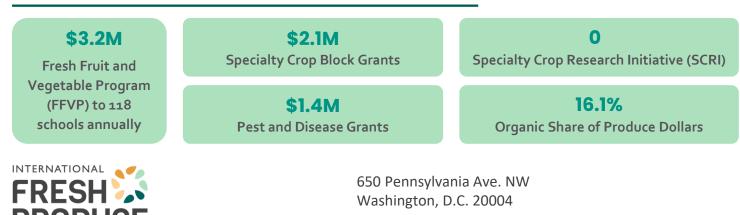
of adults across Idaho are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

## \$8.1M

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

Farm Bill Investments in Fruits and Vegetables:

ASSOCIATION<sup>®</sup>



freshproduce.com

**#PowerOfFresh**