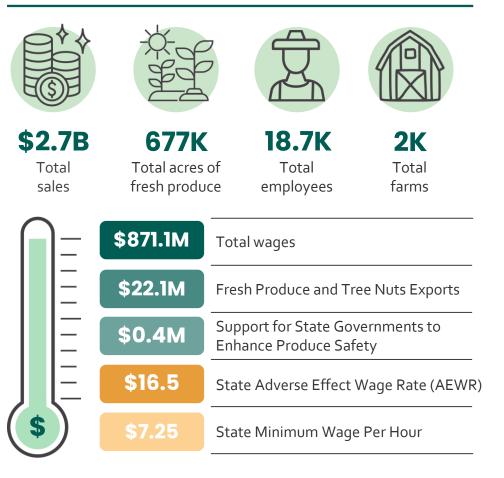


Idaho

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

90%

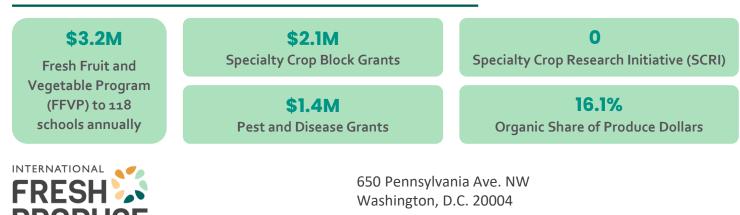
of adults across Idaho are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

\$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[®]



freshproduce.com

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