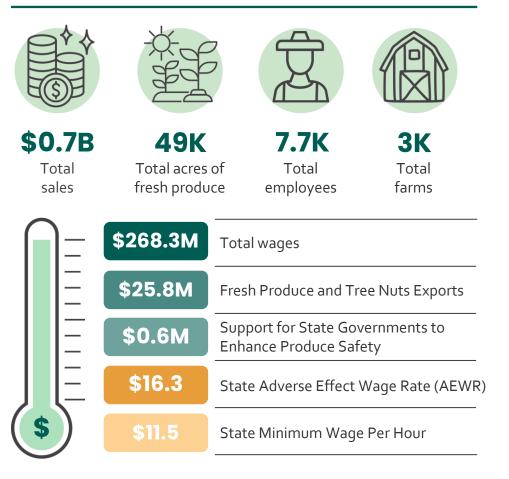
New Mexico

Fresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

89.65%

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

\$9.0M

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