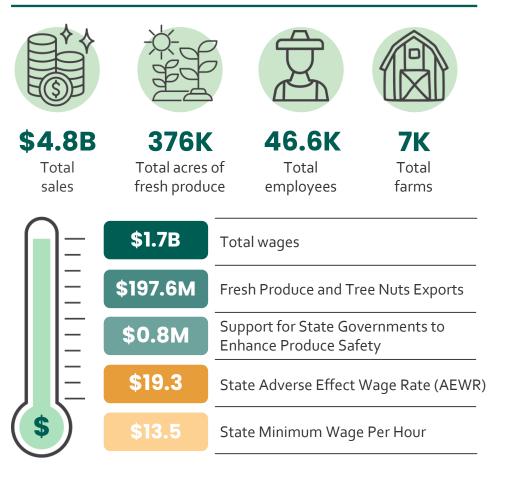
OregonFresh Fruit and Vegetable State Profile

Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

87.45%

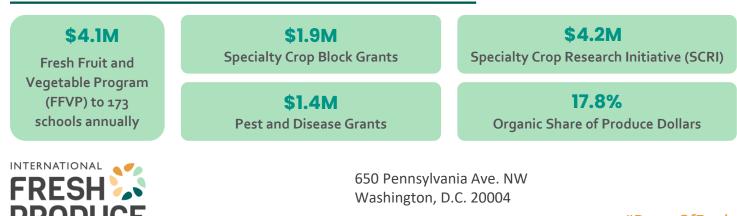
of adults across Oregon are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

\$21.1M

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

#PowerOfFresh