



Wisconsin

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$2.1B

Total sales



486K

Total acres of fresh produce



19.7K

Total employees



6K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

90.4%

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

\$23.0M

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



\$744.7M

Total wages

\$23.2M

Fresh Produce and Tree Nuts Exports

\$1.6M

Support for State Governments to Enhance Produce Safety

\$18.5

State Adverse Effect Wage Rate (AEWR)

\$7.25

State Minimum Wage Per Hour



Farm Bill Investments in

Fruits and Vegetables:

\$4.7M

Fresh Fruit and Vegetable Program (FFVP) to 234 schools annually

\$1.3M

Specialty Crop Block Grants

\$50K

Specialty Crop Research Initiative (SCRI)

\$373K

Pest and Disease Grants

TBD

Organic Share of Produce Dollars