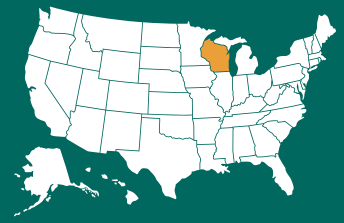


FRESH FRUIT & VEGETABLE STATE PROFILE

Wisconsin



Fresh Produce Economic Impact

526K

Total Acres of
Fresh Produce



\$2.1B

Total
Sales



5,810

Total
Farms



20K

Total
Employees



\$745M Total Wages

\$23.2M Fresh Produce and Tree Nuts Exports

\$0 Support for State Governments
to Enhance Produce Safety

\$17.34 State Adverse Effect Wage Rate (AEWR)

\$7.25 State Minimum Wage Per Hour

Opportunities to Increase Fruit & Vegetable Consumption

89%

of Schools
Needing
Updated Kitchen
Equipment



90.4%

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



\$23M

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



Farm Bill Investments in Fruits & Vegetables

\$4.7M in Fresh Fruit and Vegetable Program (FFVP) to **234** schools annually

\$1.3M Specialty Crop Block Grants

\$4.2 Specialty Crop Research Initiative (SCRI)

\$473K Pest and Disease Grants

0% Organic Share of Produce Dollars

