



# California

## Fresh Fruit and Vegetable State Profile



### Fresh Produce

### Economic Impact:



**\$90.1B**

Total sales



**3M**

Total acres of fresh produce



**632.2K**

Total employees



**24K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**87.55%**

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

**\$266.7M**

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



**\$36.5B**

Total wages

**\$12.2B**

Fresh Produce and Tree Nuts Exports

**\$8.4M**

Support for State Governments to Enhance Produce Safety

**\$19.8**

State Adverse Effect Wage Rate (AEWR)

**\$15.5**

State Minimum Wage Per Hour



### Farm Bill Investments in

### Fruits and Vegetables:

**\$16.9M**

Fresh Fruit and Vegetable Program (FFVP) to 457 schools annually

**\$23.9M**

Specialty Crop Block Grants

**\$100K**

Specialty Crop Research Initiative (SCRI)

**\$16M**

Pest and Disease Grants

**18.1%**

Organic Share of Produce Dollars