



# Colorado

## Fresh Fruit and Vegetable State Profile



### Fresh Produce

### Economic Impact:



**\$2.5B**

Total sales



**165K**

Total acres of fresh produce



**18.9K**

Total employees



**2K**

Total farms

### Opportunities to Increase Fruit and Vegetable Consumption:

**88.6%**

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

**\$21.9M**

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



**\$873.5M**

Total wages

**\$9.1M**

Fresh Produce and Tree Nuts Exports

**\$1.0M**

Support for State Governments to Enhance Produce Safety

**\$16.6**

State Adverse Effect Wage Rate (AEWR)

**\$13.65**

State Minimum Wage Per Hour



### Farm Bill Investments in

### Fruits and Vegetables:

**\$4.7M**

Fresh Fruit and Vegetable Program (FFVP) to 192 schools annually

**\$799K**

Specialty Crop Block Grants

**0**

Specialty Crop Research Initiative (SCRI)

**\$191K**

Pest and Disease Grants

**17.1%**

Organic Share of Produce Dollars