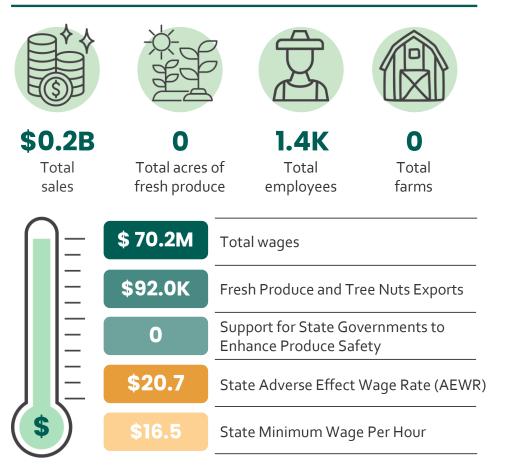


Fresh Produce Economic Impact:



Opportunities to Increase Fruit and Vegetable Consumption:

## 86.35%

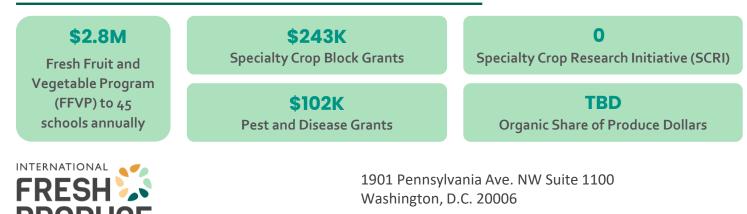
of adults across District of Columbia are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

## \$3.2M

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**