



Iowa

Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$0.9B

Total sales



19K

Total acres of fresh produce



8.3K

Total employees



2K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

91.05%

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

\$15.5M

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



\$302.7M

Total wages

\$10.7M

Fresh Produce and Tree Nuts Exports

\$1.3M

Support for State Governments to Enhance Produce Safety

\$17.8

State Adverse Effect Wage Rate (AEWR)

\$7.25

State Minimum Wage Per Hour



Farm Bill Investments in

Fruits and Vegetables:

\$3.7M

Fresh Fruit and Vegetable Program (FFVP) to 162 schools annually

\$356K

Specialty Crop Block Grants

\$49K

Specialty Crop Research Initiative (SCRI)

\$182K

Pest and Disease Grants

TBD

Organic Share of Produce Dollars