

# / Wisconsin

Profile

Fresh Fruit and Vegetable State Profile



Fresh Produce

# **Economic Impact:**



\$2.1B

Total sales



486K

Total acres of fresh produce



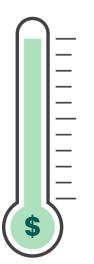
19.7K

Total employees



**6K** 

Total farms



\$744.7M

Total wages

\$23.2M

Fresh Produce and Tree Nuts Exports

\$1.6M

Support for State Governments to Enhance Produce Safety

\$18.5

State Adverse Effect Wage Rate (AEWR)

\$7.25

State Minimum Wage Per Hour

Opportunities to Increase

Fruit and Vegetable Consumption:

90.4%

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

\$23.0M

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



Farm Bill Investments in

# Fruits and Vegetables:

## \$4.7M

Fresh Fruit and Vegetable Program (FFVP) to 234 schools annually

#### \$1.3M

**Specialty Crop Block Grants** 

#### \$373K

**Pest and Disease Grants** 

## \$50K

Specialty Crop Research Initiative (SCRI)

## **TBD**

**Organic Share of Produce Dollars** 



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freshproduce.com

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