



# Wisconsin

## 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

### 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)



**\$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



### 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

**\$50K**

Specialty Crop Research Initiative (SCRI)

**\$373K**

Pest and Disease Grants

**TBD**

Organic Share of Produce Dollars