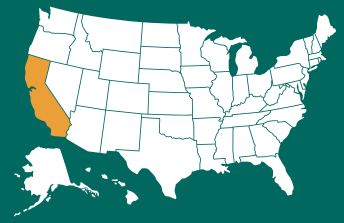


FRESH FRUIT & VEGETABLE STATE PROFILE

California



Fresh Produce Economic Impact

3.5M

Total Acres of
Fresh Produce



\$90.1B

Total
Sales



30K

Total
Farms



632K

Total
Employees



\$36.5B Total Wages

\$12.2B Fresh Produce and Tree Nuts Exports

\$3.5M Support for State Governments
to Enhance Produce Safety

\$18.65 State Adverse Effect Wage Rate (AEWR)

\$15.50 State Minimum Wage Per Hour

Opportunities to Increase Fruit & Vegetable Consumption

93% of Schools
Needing
Updated Kitchen
Equipment



87.5% of adults across California are **not**
meeting the Dietary Guidelines for
Americans recommendations for
fruit and vegetable consumption



\$266.7M in fruit and vegetable vouchers for participants in the
Women, Infants and Children program (WIC)



Farm Bill Investments in Fruits & Vegetables

\$16.9M in Fresh Fruit and Vegetable Program (FFVP) to **457** schools annually

\$23.4M Specialty Crop Block Grants

\$13.3M Specialty Crop Research Initiative (SCRI)

\$15.2M Pest and Disease Grants

12.64% Organic Share of Produce Dollars

