Fresh Fruit & Vegetable State Profile

IOWA

State Fruit & Vegetable Production

18 K Acres of Fresh Produce & Tree Nuts

$31 M Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

2,435 Farms

20% INCREASE nationwide in H2A workers in **2018**

5,260 Farm Employees

31 Produce Shippers, Wholesalers & Businesses

Opportunities to Increase Fruit & Vegetable Consumption

$500 M INCREASE IN AGRICULTURAL IMPORTS OF FRESH FRUITS, VEGETABLES AND TREE NUTS
EXPECTED NATIONWIDE IN FY 2019

30 schools and growing have received salad bars through the industry's investment in the United Fresh Start Foundation and Salad Bars to School Initiative

93% of schools need Updated Kitchen Equipment

ONLY 9% of adults across Iowa are meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables

138 M servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs

$4 M in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC)
FY 2019

$2.5 M in Fresh Fruit and Vegetable Program (FFVP) to **117 schools annually**
FY 2018

Total Market Access Program (MAP) Funding for Specialty Crops
$53M
FY 2016

$2.9 M in Specialty Crop Block Grants through **123 total block grants**
FY 2008-2018

$3.5 M in projects through Specialty Crop Research Initiative (SCRI)
FY 2008-2017

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UNITED FRESH PRODUCE ASSOCIATION

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Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.

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