

Fresh Fruit & Vegetable State Profile

WISCONSIN

State Fruit & Vegetable Production

315,917 Acres of Fresh Produce & Tree Nuts

\$103 M Fresh Produce & Tree Nuts Exports

\$775 M Value of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

5,293

Farms



22,883

Farm Employees



129

Produce Shippers, Wholesalers & Businesses

\$500 M

INCREASE

IN AGRICULTURAL IMPORTS OF FRESH FRUITS, VEGETABLES AND TREE NUTS

EXPECTED NATIONWIDE IN FY 2019

Opportunities to Increase Fruit & Vegetable Consumption

174



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

89%

of schools need **Updated Kitchen Equipment**

ONLY 10%

of adults across Wisconsin are meeting the **Dietary Guidelines for Americans** recommendations for fruit and vegetable consumption

Federal Investments in Fruits & Vegetables



167 M

annual servings of fruits & vegetables served through the **National School Lunch** program

\$863 K

in fresh fruit and vegetable vouchers for participants in the **Women, Infants and Children program (WIC)**
FY 2018

\$3.2 M

in **Fresh Fruit and Vegetable Program (FFVP)** to **184 schools** annually



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

FY 2016

\$9.8 M

in **Specialty Crop Block Grants** through **193 total block grants**
FY 2008-2017

\$440 K

value in **Pest & Disease Grants**
FY 2018

\$6.7 M

in projects through **Specialty Crop Research Initiative (SCRI)**
FY 2008-2017