

Fresh Fruit & Vegetable State Profile

IOWA

State Fruit & Vegetable Production

11,300

Acres of Fresh Produce & Tree Nuts

State Fruit & Vegetable Businesses & Workforce

2,119

Farms



5,260

Farm Employees



31

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

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



123 M

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

\$558 K

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

FY 2018

\$2.5 M

in **Fresh Fruit and Vegetable Program (FFVP)** to

117 schools annually



Total Market Access Program (MAP) Funding for Specialty Crops

\$53M

FY 2016

\$2.5 M

in **Specialty Crop Block Grants** through

111 total block grants

FY 2008-2017

\$10K

value in **Pest & Disease Grants**

FY 2018

\$3.5 M

in projects through **Specialty Crop Research Initiative (SCRI)**

FY 2008-2017