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
- **5,260** Farm Employees
- **20%** INCREASE nationwide in H2A workers in 2018
- **31** Produce Shippers, Wholesalers & Businesses

**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**
- **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
- **$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

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

**UnitedFresh.org | 1901 Pennsylvania Ave. NW Suite 1100 | Washington, D.C. 20006**
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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