

FARM BILL

Promoting Fresh Fruits and Vegetables in the Farm Bill

On December 20, 2018, the President signed into law H.R. 2, the Agriculture Improvement Act of 2018 (2018 Farm Bill). This legislation represents the largest investment in the produce industry as well as the nutritional well-being of children and families. Since 2002, Congress has supported programs that help the fruit and vegetable industry by focusing key resources on programs that help expand trade opportunities, investments in targeted research, programs designed to eliminate pests and diseases, access to fresh fruits and vegetables in federal nutrition programs and block grants to support the fruit and vegetable sector in each state. The produce industry has strongly supported these direct investments in productivity and profitability for our growers, packers and shippers. Through these efforts, the federal investment in the fruit and vegetable industry is now greater than \$600 million annually.

With the new Farm Bill, agriculture policy of this country is set for the next five years and attention will now turn to implementation by USDA with congressional oversight. United Fresh will help coordinate this process along with the Specialty Crop Farm Bill Alliance to review any challenges the produce industry may have with regards to programs and future regulations.

Policy Priorities

- United Fresh will work directly on implementation of key programs contained in the Farm Bill that impact trade, nutrition, research, risk management tools, pest and disease priorities, and state specific programs administered by USDA.
- More specifically, the Market Access Program, Technical Assistants for Specialty Crops, Specialty Crop Research Initiative, Food Insecurity and Nutrition Incentive Program, Specialty Crop Block Grants, and Crop Insurance tools are all important programs that United Fresh will work to ensure proper implementation through the 2018 Farm Bill.

Farm Bill by the Numbers

- Specialty crop production in the United States accounts for \$66 billion in farm gate value and 33% of farm cash recipients for crops.
- Nearly 50% of the United States is considered farmland with fruit and vegetable farms accounting for 14 million acres.
- The 2018 Farm Bill provided a total of more than \$3 billion investments in the specialty crop industry.
- The Specialty Crop Farm Bill Alliance offered over 40 policy recommendations covering eight titles of the Farm Bill for 2018.
- There are 9.8 million acres of fresh fruit and vegetable farm land dedicated to fresh fruits and vegetables
- 98% of U.S. fruit and vegetable farms are family owned.