# Fresh Fruit & Vegetable State Profile

## WISCONSIN

### State Fruit & Vegetable Production

- **Acres of Fresh Produce & Tree Nuts**: 526 K
- **Fresh Produce & Tree Nuts Exports**: $103 M
- **Value of Fresh Produce & Tree Nuts**: $720 M

### State Fruit & Vegetable Businesses & Workforce

- **Farms**: 5,810
- **Farm Employees**: 22,883
- **Produce Shippers, Wholesalers & Businesses**: 129

## 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

- **197 M** servings of fruits & vegetables served daily through the National School Lunch & Breakfast programs
- **$7 M** in fresh fruit and vegetable vouchers for participants in the Women, Infants and Children program (WIC)
- **$3.6 M** in Fresh Fruit and Vegetable Program (FFVP) to 66 schools annually
- **Total Market Access Program (MAP) Funding for Specialty Crops**: $53 M
- **Specialty Crop Block Grants**: $14.9 M
- **Coronavirus Food Assistance Program (CFAP) payments**: $37 MILLION to Wisconsin

## NATIONAL Covid-19 Economic Relief

- **174 K+** jobs retained by 2869 companies who had Paycheck Protection Program (PPP) loans over $150K
- **132 M** Farmers to Families Food boxes delivered by local and regional distributors valued at $4.5 BILLION
- **$2.3 B** Coronavirus Food Assistance Program (CFAP) payments

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