



North Carolina



Fresh Fruit and Vegetable State Profile



Fresh Produce

Economic Impact:



\$3.8B

Total sales



316K

Total acres of fresh produce



31.7K

Total employees



6K

Total farms

Opportunities to Increase Fruit and Vegetable Consumption:

89.75%

of adults across North Carolina are **not** meeting the Dietary Guidelines for Americans recommendations for fruit and vegetable consumption

\$71.5M

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



\$1.3B

Total wages

\$122.0M

Fresh Produce and Tree Nuts Exports

\$1.8M

Support for State Governments to Enhance Produce Safety

\$15.8

State Adverse Effect Wage Rate (AEWR)

\$7.25

State Minimum Wage Per Hour



Farm Bill Investments in

Fruits and Vegetables:

\$6.5M

Fresh Fruit and Vegetable Program (FFVP) to 232 schools annually

\$1.3M

Specialty Crop Block Grants

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Specialty Crop Research Initiative (SCRI)

\$1.4M

Pest and Disease Grants

10.2%

Organic Share of Produce Dollars