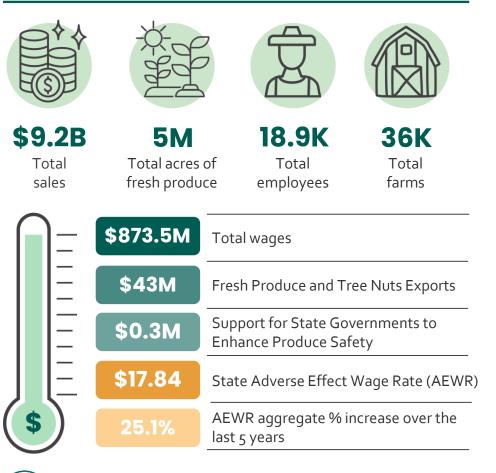
# Colorado

Fresh Fruit and Vegetable State Profile

### Fresh Produce Economic Impact:



#### Opportunities to Increase Fruit and Vegetable Consumption:

## 88.6%

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

### \$92.2M

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

#### Farm Bill Investments in Fruits and Vegetables:





601 Pennsylvania Ave NW, Suite 850N Washington, D.C. 20004

freshproduce.com

**#PowerOfFresh**