

CALIFORNIA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 40,261; Acres: 2,868,371; Value: \$11,054,581,000
- Vegetables, Potatoes & Melons – Farms: 3,868; Acres: 969,013; Value: \$5,435,521,000

PRODUCE BUSINESS & EMPLOYMENT

- 2,342 produce shippers, wholesalers and businesses
- 235 farmers markets selling fresh fruits and vegetables
- 518,028 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 24.8%; National Rank: 40
- Prevalence of childhood obesity: 15%; National Rank: 25
- Prevalence of diabetes: 8.7%; Increase 1995-2010: 77.6%

OPPORTUNITY FOR BETTER HEALTH

- 1,245,046 children participating in school breakfast
- 3,240,289 children participating in school lunch
- 1,459,460 participants in the Women, Infants and Children Program
- 3,238,548 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$35,257,966 from 2008-2010 used to fund 135 projects to increase competitiveness and profitability of California producers
- Fresh Fruit & Vegetable Program provides California \$10,801,714 to fund fruit and vegetable snacks in 316 elementary schools this year
- WIC provides California participants an estimated \$140.1 million annually in fruit and vegetable vouchers

Sources

USDA 2007 Agriculture Census; USDA, FNS; USDA, AMS; Blue Book Services; Produce Marketing Association Economic Reach and Impact of the Fresh Produce and Floral Industry; F as in Fat: How Obesity Threatens America's Future 2011