

COLORADO

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 901; Acres: 7,062; Value: \$23,192,000
- Vegetables, Potatoes & Melons – Farms: 708; Acres: 95,163; Value: \$289,345,000

PRODUCE BUSINESS & EMPLOYMENT

- 154 produce shippers, wholesalers and businesses
- 41 farmers markets selling fresh fruits and vegetables
- 46,927 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 19.8%; National Rank: 51
- Prevalence of childhood obesity: 14.2%; National Rank: 29
- Prevalence of diabetes: 5.9%; Increase 1995-2010: 63.9%

OPPORTUNITY FOR BETTER HEALTH

- 113,574 children participating in school breakfast
- 400,254 children participating in school lunch
- 109,643 participants in the Women, Infants and Children Program
- 404,679 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$1,552,547 from 2008-2010 used to fund 36 projects to increase competitiveness and profitability of Colorado producers
- Fresh Fruit & Vegetable Program provides Colorado \$2,824,910 to fund fruit and vegetable snacks in 105 elementary schools this year
- WIC provides Colorado participants an estimated \$10.5 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