

# HAWAII

## *FRUIT & VEGETABLE STATE PROFILE*

### **STATE FRUIT & VEGETABLE PRODUCTION**

- Fruits, Tree Nuts & Berries – Farms: 4,443; Acres: 36,652; Value: \$154,315,000
- Vegetables, Potatoes & Melons – Farms: 901; Acres: 6,243; Value: \$61,256,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 39 produce shippers, wholesalers and businesses
- 5 farmers markets selling fresh fruits and vegetables
- 15,890 FTE produce industry employment impact from producer to retailer

### **NEED FOR FRUIT AND VEGETABLE CONSUMPTION**

- Prevalence of adult obesity: 23.1%; National Rank: 47
- Prevalence of childhood obesity: 11.2%; National Rank: 46
- Prevalence of diabetes: 8.3%; Increase 1995-2010: 88.6%

### **OPPORTUNITY FOR BETTER HEALTH**

- 36,058 children participating in school breakfast
- 117,353 children participating in school lunch
- 37,029 participants in the Women, Infants and Children Program
- 138,166 participants in SNAP Program (Formerly Known as Food Stamp Program)

### **IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS**

- Farm Bill Specialty Crop Block Grants provided \$920,302 from 2008-2010 used to fund 27 projects to increase competitiveness and profitability of Hawaii producers
- Fresh Fruit & Vegetable Program provides Hawaii \$1,916,724 to fund fruit and vegetable snacks in 50 elementary schools this year
- WIC provides Hawaii participants an estimated \$3.5 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