

IDAHO

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 563; Acres: 7,815; Value: \$30,036,000
- Vegetables, Potatoes & Melons – Farms: 1,137; Acres: 376,986; Value: \$783,807,000

PRODUCE BUSINESS & EMPLOYMENT

- 127 produce shippers, wholesalers and businesses
- 32 farmers markets selling fresh fruits and vegetables
- 34,180 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 25.7%; National Rank: 32
- Prevalence of childhood obesity: 11.8%; National Rank: 42
- Prevalence of diabetes: 7.7%; Increase 1995-2010: 71.1%

OPPORTUNITY FOR BETTER HEALTH

- 70,972 children participating in school breakfast
- 170,081 children participating in school lunch
- 47,046 participants in the Women, Infants and Children Program
- 194,033 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$2,086,674 from 2008-2010 used to fund 36 projects to increase competitiveness and profitability of Idaho producers
- Fresh Fruit & Vegetable Program provides Idaho \$1,968,034 to fund fruit and vegetable snacks in 116 elementary schools this year
- WIC provides Idaho participants an estimated \$4.5 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