

IOWA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 938; Acres: 3,013; Value: \$7,371,000
- Vegetables, Potatoes & Melons – Farms: 881; Acres: 9,080; Value: \$16,310,000

PRODUCE BUSINESS & EMPLOYMENT

- 26 produce shippers, wholesalers and businesses
- 63 farmers markets selling fresh fruits and vegetables
- 23,171 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 28.1%; National Rank: 20
- Prevalence of childhood obesity: 11.2%; National Rank: 46
- Prevalence of diabetes: 7.4%; Increase 1995-2010: 57.4%

OPPORTUNITY FOR BETTER HEALTH

- 84,856 children participating in school breakfast
- 397,681 children participating in school lunch
- 74,685 participants in the Women, Infants and Children Program
- 340,304 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$628,256 from 2008-2010 used to fund 29 projects to increase competitiveness and profitability of Iowa producers
- Fresh Fruit & Vegetable Program provides Iowa \$2,334,084 to fund fruit and vegetable snacks in 107 elementary schools this year
- WIC provides Iowa participants an estimated \$7.2 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