United Fresh
PRODUCE ASSOCIATION

LOUISIANA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 1,198; Acres: 19,036; Value: $19,358,000
- Vegetables, Potatoes & Melons – Farms: 759; Acres: 18,767; Value: $53,448,000

PRODUCE BUSINESS & EMPLOYMENT

- 60 produce shippers, wholesalers and businesses
- 20 farmers markets selling fresh fruits and vegetables
- 29,163 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 31.6%; National Rank: 5
- Prevalence of childhood obesity: 20.7%; National Rank: 4
- Prevalence of diabetes: 10.7%; Increase 1995-2010: 72.6%

OPPORTUNITY FOR BETTER HEALTH

- 254,106 children participating in school breakfast
- 595,935 children participating in school lunch
- 155,619 participants in the Women, Infants and Children Program
- 825,918 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided $807,484 from 2008-2010 used to fund 11 projects to increase competitiveness and profitability of Louisiana producers
- Fresh Fruit & Vegetable Program provides Louisiana $2,702,175 to fund fruit and vegetable snacks in 139 elementary schools this year
- WIC provides Louisiana participants an estimated $14.9 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