

MASSACHUSETTS

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 1,302; Acres: 20,221; Value: \$100,623,000
- Vegetables, Potatoes & Melons – Farms: 1,001; Acres: 15,560; Value: \$59,180,000

PRODUCE BUSINESS & EMPLOYMENT

- 132 produce shippers, wholesalers and businesses
- 96 farmers markets selling fresh fruits and vegetables
- 57,319 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 22.3%; National Rank: 48
- Prevalence of childhood obesity: 13.3%; National Rank: 33
- Prevalence of diabetes: 7.5%; Increase 1995-2010: 66.7%

OPPORTUNITY FOR BETTER HEALTH

- 139,114 children participating in school breakfast
- 544,130 children participating in school lunch
- 125,637 participants in the Women, Infants and Children Program
- 749,121 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$1,016,350 from 2008-2010 used to fund 30 projects to increase competitiveness and profitability of Massachusetts producers
- Fresh Fruit & Vegetable Program provides Massachusetts \$3,200,777 to fund fruit and vegetable snacks in N/A elementary schools this year
- WIC provides Massachusetts participants an estimated \$12.1 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