MICHIGAN

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 3,901; Acres: 139,574; Value: $392,472,000
- Vegetables, Potatoes & Melons – Farms: 2,878; Acres: 170,945; Value: $347,305,000

PRODUCE BUSINESS & EMPLOYMENT

- 216 produce shippers, wholesalers and businesses
- 148 farmers markets selling fresh fruits and vegetables
- 73,338 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 30.5%; National Rank: 10
- Prevalence of childhood obesity: 12.4%; National Rank: 41
- Prevalence of diabetes: 9.5%; Increase 1995-2010: 25.0%

OPPORTUNITY FOR BETTER HEALTH

- 326,187 children participating in school breakfast
- 920,101 children participating in school lunch
- 257,388 participants in the Women, Infants and Children Program
- 1,776,368 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided $2,849,661from 2008-2010 used to fund 57 projects to increase competitiveness and profitability of Michigan producers
- Fresh Fruit & Vegetable Program provides Michigan $4,026,562 to fund fruit and vegetable snacks in 192 elementary schools this year
- WIC provides Michigan participants an estimated $24.7 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