

# MISSISSIPPI

## *FRUIT & VEGETABLE STATE PROFILE*

### **STATE FRUIT & VEGETABLE PRODUCTION**

- Fruits, Tree Nuts & Berries – Farms: 1,182; Acres: 18,298; Value: \$33,498,000
- Vegetables, Potatoes & Melons – Farms: 1,156; Acres: 30,711; Value: \$82,498,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 34 produce shippers, wholesalers and businesses
- 20 farmers markets selling fresh fruits and vegetables
- 17,984 FTE produce industry employment impact from producer to retailer

### **NEED FOR FRUIT AND VEGETABLE CONSUMPTION**

- Prevalence of adult obesity: 34.4%; National Rank: 1
- Prevalence of childhood obesity: 21.9%; National Rank: 1
- Prevalence of diabetes: 11.8%; Increase 1995-2010: 81.5%

### **OPPORTUNITY FOR BETTER HEALTH**

- 204,472 children participating in school breakfast
- 405,577 children participating in school lunch
- 102,224 participants in the Women, Infants and Children Program
- 575,674 participants in SNAP Program (Formerly Known as Food Stamp Program)

### **IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS**

- Farm Bill Specialty Crop Block Grants provided \$671,702 from 2008-2010 used to fund 31 projects to increase competitiveness and profitability of Mississippi producers
- Fresh Fruit & Vegetable Program provides Mississippi \$2,314,514 to fund fruit and vegetable snacks in 27 elementary schools this year
- WIC provides Mississippi participants an estimated \$9.8 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