

# MISSOURI

## *FRUIT & VEGETABLE STATE PROFILE*

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

- Fruits, Tree Nuts & Berries – Farms: 1,682; Acres: 2,3163; Value: \$4,315,000
- Vegetables, Potatoes & Melons – Farms: 1,335; Acres: 3,1079; Value: \$61,705,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 85 produce shippers, wholesalers and businesses
- 54 farmers markets selling fresh fruits and vegetables
- 43,247 FTE produce industry employment impact from producer to retailer

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

- Prevalence of adult obesity: 30.3%; National Rank: 11
- Prevalence of childhood obesity: 13.6%; National Rank: 31
- Prevalence of diabetes: 8.8%; Increase 1995-2010: 54.4%

### **OPPORTUNITY FOR BETTER HEALTH**

- 241,681 children participating in school breakfast
- 649,539 children participating in school lunch
- 151,224 participants in the Women, Infants and Children Program
- 901,349 participants in SNAP Program (Formerly Known as Food Stamp Program)

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

- Farm Bill Specialty Crop Block Grants provided \$724,859 from 2008-2010 used to fund 33 projects to increase competitiveness and profitability of Missouri producers
- Fresh Fruit & Vegetable Program provides Missouri \$3,062,478 to fund fruit and vegetable snacks in 168 elementary schools this year
- WIC provides Missouri participants an estimated \$14.5 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