

# MONTANA

## *FRUIT & VEGETABLE STATE PROFILE*

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

- Fruits, Tree Nuts & Berries – Farms: 448; Acres: 1,554; Value: \$7,877,000
- Vegetables, Potatoes & Melons – Farms: 313; Acres: 11,899; Value: \$39,429,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 20 produce shippers, wholesalers and businesses
- 26 farmers markets selling fresh fruits and vegetables
- 7,084 FTE produce industry employment impact from producer to retailer

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

- Prevalence of adult obesity: 23.8%; National Rank: 44
- Prevalence of childhood obesity: 11.8%; National Rank: 42
- Prevalence of diabetes: 6.8%; Increase 1995-2010: 61.9%

### **OPPORTUNITY FOR BETTER HEALTH**

- 26,494 children participating in school breakfast
- 87,476 children participating in school lunch
- 20,742 participants in the Women, Infants and Children Program
- 113,570 participants in SNAP Program (Formerly Known as Food Stamp Program)

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

- Farm Bill Specialty Crop Block Grants provided \$649,900 from 2008-2010 used to fund 17 projects to increase competitiveness and profitability of Montana producers
- Fresh Fruit & Vegetable Program provides Montana \$1,824,916 to fund fruit and vegetable snacks in 159 elementary schools this year
- WIC provides Montana participants an estimated \$1.9 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