

NEBRASKA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 363; Acres: 1,578; Value: \$2,594,000
- Vegetables, Potatoes & Melons – Farms: 340; Acres: 23,622; Value: \$63,840,000

PRODUCE BUSINESS & EMPLOYMENT

- 24 produce shippers, wholesalers and businesses
- 10 farmers markets selling fresh fruits and vegetables
- 14,019 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 27.6%; National Rank: 24
- Prevalence of childhood obesity: 15.8%; National Rank: 20
- Prevalence of diabetes: 7.6%; Increase 1995-2010: 46.2%

OPPORTUNITY FOR BETTER HEALTH

- 59,637 children participating in school breakfast
- 246,266 children participating in school lunch
- 45,267 participants in the Women, Infants and Children Program
- 162,817 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$751,240 from 2008-2010 used to fund 34 projects to increase competitiveness and profitability of Nebraska producers
- Fresh Fruit & Vegetable Program provides Nebraska \$2,032,086 to fund fruit and vegetable snacks in 166 elementary schools this year
- WIC provides Nebraska participants an estimated \$4.3 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