

NEVADA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 82; Acres: N/A; Value: N/A
- Vegetables, Potatoes & Melons – Farms: 50; Acres: 11,208; Value: \$56,356,000

PRODUCE BUSINESS & EMPLOYMENT

- 38 produce shippers, wholesalers and businesses
- 15 farmers markets selling fresh fruits and vegetables
- 22,477 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 25%; National Rank: 39
- Prevalence of childhood obesity: 15.2%; National Rank: 23
- Prevalence of diabetes: 8.3%; Increase 1995-2010: 76.6%

OPPORTUNITY FOR BETTER HEALTH

- 55,293 children participating in school breakfast
- 188,017 children participating in school lunch
- 74,344 participants in the Women, Infants and Children Program
- 278,105 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$517,916 from 2008-2010 used to fund 22 projects to increase competitiveness and profitability of Nevada producers
- Fresh Fruit & Vegetable Program provides Nevada \$2,248,485 to fund fruit and vegetable snacks in 56 elementary schools this year
- WIC provides Nevada participants an estimated \$7.1 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