

# NEW MEXICO

## *FRUIT & VEGETABLE STATE PROFILE*

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

- Fruits, Tree Nuts & Berries – Farms: 2,812; Acres: 43,923; Value: \$105,867,000
- Vegetables, Potatoes & Melons – Farms: N/A; Acres: N/A ; Value: \$88,996,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 56 produce shippers, wholesalers and businesses
- 15 farmers markets selling fresh fruits and vegetables
- 14,455 FTE produce industry employment impact from producer to retailer

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

- Prevalence of adult obesity: 25.6%; National Rank: 33
- Prevalence of childhood obesity: 16%; National Rank: 19
- Prevalence of diabetes: 8.3%; Increase 1995-2010: 56.6%

### **OPPORTUNITY FOR BETTER HEALTH**

- 130,147 children participating in school breakfast
- 227,526 children participating in school lunch
- 65,472 participants in the Women, Infants and Children Program
- 356,822 participants in SNAP Program (Formerly Known as Food Stamp Program)

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

- Farm Bill Specialty Crop Block Grants provided \$897,412 from 2008-2010 used to fund 20 projects to increase competitiveness and profitability of New Mexico producers
- Fresh Fruit & Vegetable Program provides New Mexico \$2,089,722 to fund fruit and vegetable snacks in 124 elementary schools this year
- WIC provides New Mexico participants an estimated \$6.3 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