

# **NORTH CAROLINA**

## *FRUIT & VEGETABLE STATE PROFILE*

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

- Fruits, Tree Nuts & Berries – Farms: 2,287; Acres: 21,881; Value: \$79,288,000
- Vegetables, Potatoes & Melons – Farms: 3,740; Acres: 117,032; Value: \$333,939,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 197 produce shippers, wholesalers and businesses
- 73 farmers markets selling fresh fruits and vegetables
- 71,178 FTE produce industry employment impact from producer to retailer

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

- Prevalence of adult obesity: 29.4%; National Rank: 14
- Prevalence of childhood obesity: 18.6%; National Rank: 11
- Prevalence of diabetes: 9.6%; Increase 1995-2010: 81.1%

### **OPPORTUNITY FOR BETTER HEALTH**

- 370,705 children participating in school breakfast
- 955,810 children participating in school lunch
- 272,759 participants in the Women, Infants and Children Program
- 1,346,495 participants in SNAP Program (Formerly Known as Food Stamp Program)

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

- Farm Bill Specialty Crop Block Grants provided \$2,448,756 from 2008-2010 used to fund 56 projects to increase competitiveness and profitability of North Carolina producers
- Fresh Fruit & Vegetable Program provides North Carolina \$3,940,380 to fund fruit and vegetable snacks in 169 elementary schools this year
- WIC provides North Carolina participants an estimated \$26.1 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