

# OKLAHOMA

## *FRUIT & VEGETABLE STATE PROFILE*

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

- Fruits, Tree Nuts & Berries – Farms: 4,183; Acres: 144,300; Value: \$17,543,000
- Vegetables, Potatoes & Melons – Farms: 834; Acres: 17,182; Value: \$25,315,000

### **PRODUCE BUSINESS & EMPLOYMENT**

- 46 produce shippers, wholesalers and businesses
- 22 farmers markets selling fresh fruits and vegetables
- 23,344 FTE produce industry employment impact from producer to retailer

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

- Prevalence of adult obesity: 31.4%; National Rank: 7
- Prevalence of childhood obesity: 16.4%; National Rank: 17
- Prevalence of diabetes: 10.5%; Increase 1995-2010: 176.3%

### **OPPORTUNITY FOR BETTER HEALTH**

- 218,255 children participating in school breakfast
- 449,220 children participating in school lunch
- 133,002 participants in the Women, Infants and Children Program
- 582,492 participants in SNAP Program (Formerly Known as Food Stamp Program)

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

- Farm Bill Specialty Crop Block Grants provided \$822,160 from 2008-2010 used to fund 24 projects to increase competitiveness and profitability of Oklahoma producers
- Fresh Fruit & Vegetable Program provides Oklahoma \$2,508,596 to fund fruit and vegetable snacks in 124 elementary schools this year
- WIC provides Oklahoma participants an estimated \$12.7 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