

OREGON

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 5,127; Acres: 124,152; Value: \$515,582,000
- Vegetables, Potatoes & Melons – Farms: 1,519; Acres: 146,428; Value: \$339,388,000

PRODUCE BUSINESS & EMPLOYMENT

- 162 produce shippers, wholesalers and businesses
- 74 farmers markets selling fresh fruits and vegetables
- 42,770 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 25.4%; National Rank: 35
- Prevalence of childhood obesity: 9.6%; National Rank: 51
- Prevalence of diabetes: 7.4%; Increase 1995-2010: 76.2%

OPPORTUNITY FOR BETTER HEALTH

- 141,179 children participating in school breakfast
- 315,224 children participating in school lunch
- 114,140 participants in the Women, Infants and Children Program
- 705,035 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$3,679,058 from 2008-2010 used to fund 57 projects to increase competitiveness and profitability of Oregon producers
- Fresh Fruit & Vegetable Program provides Oregon \$2,528,331 to fund fruit and vegetable snacks in 121 elementary schools this year
- WIC provides Oregon participants an estimated \$10.9 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