

SOUTH CAROLINA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 1,340; Acres: 23,178; Value: \$34,481,000
- Vegetables, Potatoes & Melons – Farms: 1,520; Acres: 25,809; Value: \$126,311,000

PRODUCE BUSINESS & EMPLOYMENT

- 88 produce shippers, wholesalers and businesses
- 24 farmers markets selling fresh fruits and vegetables
- 35,763 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 30.9%; National Rank: 8
- Prevalence of childhood obesity: 15.3%; National Rank: 22
- Prevalence of diabetes: 10.4%; Increase 1995-2010: 73.3%

OPPORTUNITY FOR BETTER HEALTH

- 256,104 children participating in school breakfast
- 501,965 children participating in school lunch
- 134,001 participants in the Women, Infants and Children Program
- 797,110 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$1,056,909 from 2008-2010 used to fund 45 projects to increase competitiveness and profitability of South Carolina producers
- Fresh Fruit & Vegetable Program provides South Carolina \$2,724,946 to fund fruit and vegetable snacks in 128 elementary schools this year
- WIC provides South Carolina participants an estimated \$12.8 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