

VIRGINIA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 1,592; Acres: 20,696; Value: \$68,193,000
- Vegetables, Potatoes & Melons – Farms: 1,616; Acres: 26,265; Value: \$93,988,000

PRODUCE BUSINESS & EMPLOYMENT

- 102 produce shippers, wholesalers and businesses
- 87 farmers markets selling fresh fruits and vegetables
- 56,176 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 25.9%; National Rank: 30
- Prevalence of childhood obesity: 15.2%; National Rank: 23
- Prevalence of diabetes: 8.3%; Increase 1995-2010: 59.6%

OPPORTUNITY FOR BETTER HEALTH

- 245,058 children participating in school breakfast
- 757,862 children participating in school lunch
- 160,400 participants in the Women, Infants and Children Program
- 786,157 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$1,101,818 from 2008-2010 used to fund 37 projects to increase competitiveness and profitability of Virginia producers
- Fresh Fruit & Vegetable Program provides Virginia \$3,560,546 to fund fruit and vegetable snacks in 127 elementary schools this year
- WIC provides Virginia participants an estimated \$15.4 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