

WEST VIRGINIA

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 781; Acres: 7,322; Value: \$14,206,000
- Vegetables, Potatoes & Melons – Farms: 726; Acres: 2,178; Value: \$5,811,000

PRODUCE BUSINESS & EMPLOYMENT

- 18 produce shippers, wholesalers and businesses
- 29 farmers markets selling fresh fruits and vegetables
- 10,228 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 32.2%; National Rank: 3
- Prevalence of childhood obesity: 18.9%; National Rank: 10
- Prevalence of diabetes: 12%; Increase 1995-2010: 106.9%

OPPORTUNITY FOR BETTER HEALTH

- 95,984 children participating in school breakfast
- 212,390 children participating in school lunch
- 51,798 participants in the Women, Infants and Children Program
- 341,156 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$499,040 from 2008-2010 used to fund 49 projects to increase competitiveness and profitability of West Virginia producers
- Fresh Fruit & Vegetable Program provides West Virginia \$2,038,684 to fund fruit and vegetable snacks in 46 elementary schools this year
- WIC provides West Virginia participants an estimated \$4.9 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