

WISCONSIN

FRUIT & VEGETABLE STATE PROFILE

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries – Farms: 1,959; Acres: 30,215; Value: \$218,248,000
- Vegetables, Potatoes & Melons – Farms: 3,319; Acres: 291,223; Value: \$422,639,000

PRODUCE BUSINESS & EMPLOYMENT

- 126 produce shippers, wholesalers and businesses
- 101 farmers markets selling fresh fruits and vegetables
- 46,872 FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity: 27.4%; National Rank: 25
- Prevalence of childhood obesity: 13.1%; National Rank: 36
- Prevalence of diabetes: 7.5%; Increase 1995-2010: 70.5%

OPPORTUNITY FOR BETTER HEALTH

- 151,534 children participating in school breakfast
- 602,502 children participating in school lunch
- 126,535 participants in the Women, Infants and Children Program
- 715,213 participants in SNAP Program (Formerly Known as Food Stamp Program)

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided \$1,962,573 from 2008-2010 used to fund 53 projects to increase competitiveness and profitability of Wisconsin producers
- Fresh Fruit & Vegetable Program provides Wisconsin \$2,987,737 to fund fruit and vegetable snacks in 104 elementary schools this year
- WIC provides Wisconsin participants an estimated \$12.1 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