

FRUIT & VEGETABLE STATE PROFILE UNITED FRESH PRODUCE ASSOCIATION

CALIFORNIA

STATE FRUIT & VEGETABLE PRODUCTION

- **\$23.96 Billion** Value of fruits, vegetables, berries, potatoes, melons and tree nuts
- **4.177 Million** Acres of fruits, vegetables, berries, potatoes, melons and tree nuts

PRODUCE BUSINESS & EMPLOYMENT

- **46,138** Farms
- **414,564** Farm employees
- **2,213** Produce shippers, wholesalers and businesses
- **\$4.37 Billion** Value in fresh fruit and vegetable exports

OPPORTUNITY FOR FRUIT AND VEGETABLE CONSUMPTION

- **15.1%** Prevalence of childhood obesity ages 10-17; National rank: **#21**
- **93%** of school districts need at least one piece of equipment to better serve nutritious foods
- **99%** of schools are meeting the current school nutrition standards
- **87%** of parents support serving a fruit or vegetable in school meals

NEED FOR BETTER HEALTH

- **1,691,577** Children participating in school breakfast; breakfasts served **285,316,071**
- **3,271,978** Children participating in school lunch; lunches served **552,522,158**
- **1,265,005** Participants in the Women, Infants and Children Program (WIC)
- **4,378,063** Participants in SNAP Program
- **1,177** Schools have received salad bars through the United Fresh Start Foundation/*Let's Move Salad Bars To Schools* Initiative

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- **\$130.556 Million** Total funding from the Farm Bill Specialty Crop Block Grant Program for **470** projects to increase competitiveness and profitability of producers from 2008-2015.
- **\$12.728 Million** To fund the Fresh Fruit & Vegetable Program in **403** elementary schools this year
- **\$136.6 Million** Estimated annually for fruit and vegetable vouchers for WIC participants.