

FRUIT & VEGETABLE STATE PROFILE



CALIFORNIA

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **24,567** Acres: **1,347,212** Value: **\$17,638,972,000**
- Vegetables, Potatoes & Melons: Farms: **6,055** Acres: **1,175,249** Value: **\$6,327,838,000**

PRODUCE BUSINESS & EMPLOYMENT

- **2,223** Produce shippers, wholesalers and businesses
- **270** Farmers markets selling fresh fruits and vegetables
- **518,028** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **25%**; National rank: **41**
- Adults consuming fruits and vegetables less than once daily – Fruits: **30.3%** Vegetables: **16.5%**
- Prevalence of childhood obesity ages 10-17 is **15.1%**; National rank: **21**

OPPORTUNITY FOR BETTER HEALTH

- **1,514,292** Children participating in school breakfast; breakfasts served **259,980,166**
- **3,291,140** Children participating in school lunch; lunches served **560,050,094**
- **1,431,881** Participants in the Women, Infants and Children Program
- **4,349,203** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$90,915,495** from 2008-2013 used to fund **342** projects to increase competitiveness and profitability of California producers.
- Fresh Fruit & Vegetable Program provides California **\$11,987,280** to fund fruit and vegetable snacks in **367** elementary schools this year.
- WIC provides California participants an estimated **\$154.6 million** annually in fruit and vegetable vouchers.

SOURCES

USDA 2012 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

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