

FRUIT & VEGETABLE STATE PROFILE



FLORIDA

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **3,375** Acres: **27,423** Value: **\$1,847,805,000**
- Vegetables, Potatoes & Melons: Farms: **1,614** Acres: **251,011** Value: **\$1,348,961,000**

PRODUCE BUSINESS & EMPLOYMENT

- **963** Produce shippers, wholesalers and businesses
- **86** Farmers markets selling fresh fruits and vegetables
- **84,168** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **25.2%**; National rank: **40**
- Adults consuming fruits and vegetables less than once daily – Fruits: **37.7%** Vegetables: **22.61%**
- Prevalence of childhood obesity ages 10-17 is **13.4%**; National rank: **38**

OPPORTUNITY FOR BETTER HEALTH

- **750,969** Children participating in school breakfast; breakfasts served **127,489,283**
- **1,638,775** Children participating in school lunch; lunches served **278,384,032**
- **483,564** Participants in the Women, Infants and Children Program
- **3,454,704** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$22,466,660** from 2008-2013 used to fund **133** projects to increase competitiveness and profitability of Florida producers.
- Fresh Fruit & Vegetable Program provides Florida **\$6,969,438** to fund fruit and vegetable snacks in **229** elementary schools this year.
- WIC provides Florida participants an estimated **\$52,224,984 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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