

FRUIT & VEGETABLE STATE PROFILE



NEBRASKA

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **358** Acres: **987** Value: **\$3,157,000**
- Vegetables, Potatoes & Melons: Farms: **474** Acres: **26,001** Value: **\$101,141,000**

PRODUCE BUSINESS & EMPLOYMENT

- **22** Produce shippers, wholesalers and businesses
- **39** Farmers markets selling fresh fruits and vegetables
- **17,984** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **28.6%**; National rank: **22**
- Adults consuming fruits and vegetables less than once daily – Fruits: **40 %** Vegetables: **26%**
- Prevalence of childhood obesity ages 10-17 is **13.8%**; National rank: **34**

OPPORTUNITY FOR BETTER HEALTH

- **66,556** Children participating in school breakfast; breakfasts served **10,725,812**
- **243,119** Children participating in school lunch; lunches served **39,192,645**
- **40,151** Participants in the Women, Infants and Children Program
- **170,710** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$1,743,794** from 2008-2013 used to fund **71** projects to increase competitiveness and profitability of Nebraska producers.
- Fresh Fruit & Vegetable Program provides Nebraska **\$2,244,259** to fund fruit and vegetable snacks in **117** elementary schools this year.
- WIC provides Nebraska participants an estimated **\$4.3 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