

FRUIT & VEGETABLE STATE PROFILE



NEW JERSEY

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **655** Acres: **8,754** Value: **\$191,704,000**
- Vegetables, Potatoes & Melons: Farms: **1,127** Acres: **50,396** Value: **\$145,351,000**

PRODUCE BUSINESS & EMPLOYMENT

- **252** Produce shippers, wholesalers and businesses
- **56** Farmers markets selling fresh fruits and vegetables
- **14,019** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **24.6%**; National rank: **42**
- Adults consuming fruits and vegetables less than once daily – Fruits: **33.8%** Vegetables: **22.2%**
- Prevalence of childhood obesity ages 10-17 is **10%**; National rank: **50**

OPPORTUNITY FOR BETTER HEALTH

- **242,577** Children participating in school breakfast; breakfasts served **41,897,086**
- **694,166** Children participating in school lunch; lunches served **114,346,884**
- **167,872** Participants in the Women, Infants and Children Program
- **897,138** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$4,034,661** from 2008-2013 used to fund **74** projects to increase competitiveness and profitability of New Jersey producers.
- Fresh Fruit & Vegetable Program provides New Jersey **\$4,122,864** to fund fruit and vegetable snacks in **96** elementary schools this year.
- WIC provides New Jersey participants an estimated **\$18,130,230 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

For more information please contact Robert Guenther, senior vice president of public policy
202-303-3400 or rguenther@unitedfresh.org