

FRUIT & VEGETABLE STATE PROFILE



NEW MEXICO

STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **1,614** Acres: **3,838** Value: **\$110,875,000**
- Vegetables, Potatoes & Melons: Farms: **2,085** Acres: **28,162** Value: **\$96,329,000**

PRODUCE BUSINESS & EMPLOYMENT

- **55** Produce shippers, wholesalers and businesses
- **34** Farmers markets selling fresh fruits and vegetables
- **43,247** FTE produce industry employment impact from producer to retailer

NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **27.1%**; National rank: **30**
- Adults consuming fruits and vegetables less than once daily – Fruits: **38%** Vegetables: **21.9%**
- Prevalence of childhood obesity ages 10-17 is **14.4%**; National rank: **27**

OPPORTUNITY FOR BETTER HEALTH

- **148,155** Children participating in school breakfast; breakfasts served **24,693,752**
- **220,186** Children participating in school lunch; lunches served **36,817,968**
- **61,404** Participants in the Women, Infants and Children Program
- **422,326** Participants in SNAP Program

IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$2,300,468** from 2008-2013 used to fund **44** projects to increase competitiveness and profitability of New Mexico producers.
- Fresh Fruit & Vegetable Program provides New Mexico **\$2,302,179** to fund fruit and vegetable snacks in **124** elementary schools this year.
- WIC provides New Mexico participants an estimated **\$6.6 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