

# FRUIT & VEGETABLE STATE PROFILE



## NORTH CAROLINA

### STATE FRUIT & VEGETABLE PRODUCTION

- Fruits, Tree Nuts & Berries: Farms: **1,886** Acres: **11,349** Value: **\$85,150,000**
- Vegetables, Potatoes & Melons: Farms: **3,283** Acres: **124,936** Value: **\$434,974,000**

### PRODUCE BUSINESS & EMPLOYMENT

- **196** Produce shippers, wholesalers and businesses
- **114** Farmers markets selling fresh fruits and vegetables
- **57,319** FTE produce industry employment impact from producer to retailer

### NEED FOR FRUIT AND VEGETABLE CONSUMPTION

- Prevalence of adult obesity **29.6%**; National rank: **17**
- Adults consuming fruits and vegetables less than once daily – Fruits: **40.8%** Vegetables: **21.9%**
- Prevalence of childhood obesity ages 10-17 is **16.1%**; National rank: **18**

### OPPORTUNITY FOR BETTER HEALTH

- **419,857** Children participating in school breakfast; breakfasts served **71197380**
- **906,349** Children participating in school lunch; lunches served **155164543**
- **264,754** Participants in the Women, Infants and Children Program
- **1,602,564** Participants in SNAP Program

### IMPACT OF FEDERAL FRUIT & VEGETABLE PROGRAMS

- Farm Bill Specialty Crop Block Grants provided **\$5,891,259** from 2008-2013 used to fund **120** projects to increase competitiveness and profitability of North Carolina producers.
- Fresh Fruit & Vegetable Program provides North Carolina **\$4,376,358** to fund fruit and vegetable snacks in **169** elementary schools this year.
- WIC provides North Carolina participants an estimated **\$28.5 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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